PDX311

2022 | Annual Report

Program Data, Progress, and Future Plans

Multnomah County

PDX311 CITY OF PORTLAND & MULTNOMAH COUNTY SERVICES

Program Overview

The 311 Program's mission is to simplify community member access to services by serving as a welcoming and knowledgeable front door for both the City and the County government.

The program provides a single point of contact for community members – including residents, business owners and visitors – to access City and County government and the services it provides. The program also provides information, report taking, and referral services to the community for other local government, community, and social services, including vital and time-sensitive public notification in emergency and disaster.

Current City Partners

Bureau of Development Services
Bureau of Emergency Communications
Bureau of Human Resources
Bureau of Planning and Sustainability
Bureau of Technology Services
City Budget Office
Hearings Office
Office of Mayor Wheeler
Office of Commissioner Rubio
Office of Commissioner Hardesty
Office of Commissioner Ryan
Office of Community & Civic Life
Office of Equity and Human Rights
Office of Management and Finance
Portland Bureau of Transportation
Portland Housing Bureau
Portland Fire & Rescue
Portland Parks & Recreation
Portland Water Bureau
Prosper Portland

Regional Partnerships

211info 2-1-1 | Multnomah County | Community Leaders Experts Partners

How to reach PDX 311

Phone	3-1-1 503-823-4000 711 Oregon Relay Service
Email	311@portlandoregon.gov CityInfo@portlandoregon.gov
Online	pdx311.org www.Portland.gov/311
In person	Portland Building | 1120 SW Fifth Avenue, Suite 114 Portland, OR 97204

PDX311 ASK REPORT REQUEST

Program Overview

Building on the foundation of the 25-year-old City/County Information and Referral Program, 311's program advances the City's core values of anti-racism, equity, transparency, communication, collaboration, and responsibility by providing equitable, high-quality information and services.

Over the last few years, the program has steadily expanded hours and customer service representative to enhance its capacity to help community members find information, request services, report issues, pay fees, and participate in government.

Scan me to add 311 as a contact in your cell phone.

Open
Monday - Friday
7 a.m. - 8 p.m.

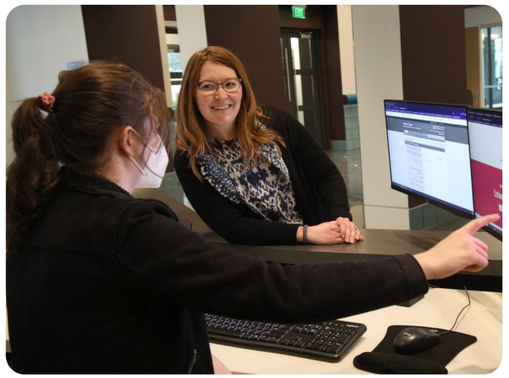
135,435
Contacts
in 2022

Over 80%
Calls answered
in > 20 seconds

Spotlight: Portland Building Front Desk

311 staffs the Front Desk and provides in-person customer service such as:

- **Online Self-Service Assistance** for all City bureaus to assist customers in completing of web forms and applications that do not require customer credentials.
- **Information & Referral** services for all City bureaus, Multnomah County and other agencies, including general information about city bureaus, programs and services as well as information about neighborhoods and properties.
- **Customer service** over the counter for certain programs, as defined by in service level agreements.
- **Reception and visitor management**, including visitor and visiting employee sign-in and badging and directions to meetings and events.



PDX 311 staffs the front desk at the Portland Building and helps employees and visitors with questions, reports, and refferals.

Program Information

Ways we can help

- Finding **general information about the City**, including the hours, location, and amenities of parks and facilities; contact information for elected officials, government programs and staff; City Council agendas, and parking rules.
- **Finding property or neighborhood information**, such as utility providers; leaf, garbage, recycling, and compost pick-up schedules; online zoning and permit information; Neighborhood Association and Coalition contacts; and land use notices.
- Finding **City employment** and contract opportunities.
- Making an **ADA or language access** request or complaint.
- Reporting **homeless and urban camping** activity and learn about what is being done to address needs of campers and neighbors.
- Reporting **neighborhood livability concerns**, including noise, right of way obstructions, graffiti, and construction site nuisances.
- Learning **how to appeal City decisions**, including land use, billing, towing, and facility exclusions, through the Hearings Office.
- Finding information about a variety of **Multnomah County programs and services**, including animal services, assessment & taxation, elections, aging and disability services, and Health Department services.
- Applying for a **City board** or **commission**.
- Finding Multnomah **County Circuit Court information**, such as how to reschedule cases, address family law matters, and pay traffic and parking tickets.
- Finding a variety of information or making reports or requests related to **transportation issues**, including:
  - Finding information about **active transportation** and how to navigate the city without a car.
  - Reporting **unsafe driving conditions** such as speeding, running stop signs, or exploring new routes to school.
  - Applying for an **area parking permit**.
- Finding information about **parks & recreation** locations and classes or applying for a simple park permit.
- Getting help with parking issues in **Washington Park**.
- **Connecting to the appropriate City or County staff** or program based on callers need or request.
- **Contacting a City Commissioner**, Bureau, program, or service.
- **Signing up to testify** at City Commission Meetings.
- **Reporting a variety of issues** through PDXReporter.

Service Enhancements

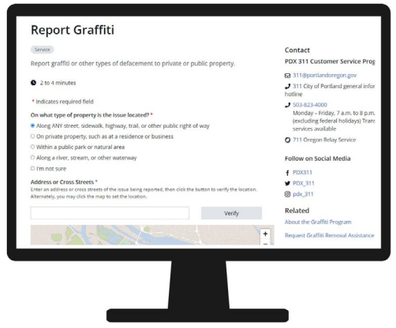
Modernizing Digital Services

The 311 Program, in coordination with the eGov team and the Portland Oregon Website Replacement (POWR) project, has identified significant opportunities to advance the City towards a more community-oriented and data-informed service delivery approach. IN 2022, 311 and eGov adopted a new centralized customer service management software (Zendesk), to collect, route, and track information about why and how community members contact the City. These groups have combined work to migrate services into 311, the new Portland.gov website, the TrackIT replacement project, and the implementation of Zendesk to comprehensively manage the City's online customer service.

311 Program staff is working with its partners to expand the 311 Program's capacity to support citywide customer service. More information on this work can be found beginning on page 11. In 2023, the 311 Program will hire a **Change Management Coordinator** (limited duration) to help onboard various bureau's information systems to feed into programs that can function collectively.

The following services have been migrated into new **online forms & Zendesk**:

- Contact an elected official
- Request a meeting with the Mayor
- Register to testify at a Council meeting
- Report Graffiti & associated resolution form
- Campsite removal complaint
- Request an ADA Accommodation
- Report Discrimination
- Report an E-Scooter & associated resolution form
- Report Trash navigation tool
- Report a problem with a public trash can
- Optional post-submission demographic survey



"Zendesk gives us the flexibility to build in automations and integrations, so we can reduce the number of staff handling each issue and increase cost savings."
- Josh Gregor, 311 Continuous Improvement Coordinator

"We need a robust, flexible system like Zendesk that connects to different tools used by government bureaus as well as outside vendors and contractors."
- Josh Mitchell, Product Manager in the Bureau of Technology Services

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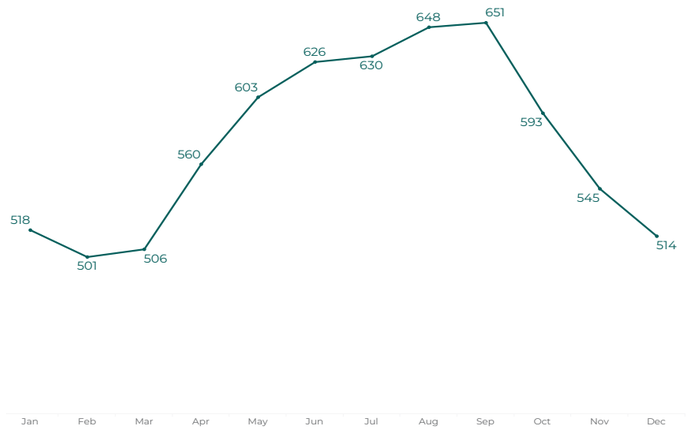
PDX 311 CITY OF PORTLAND & MULTNOMAH COUNTY SERVICES

Key Performance Metrics

Average Daily Contacts

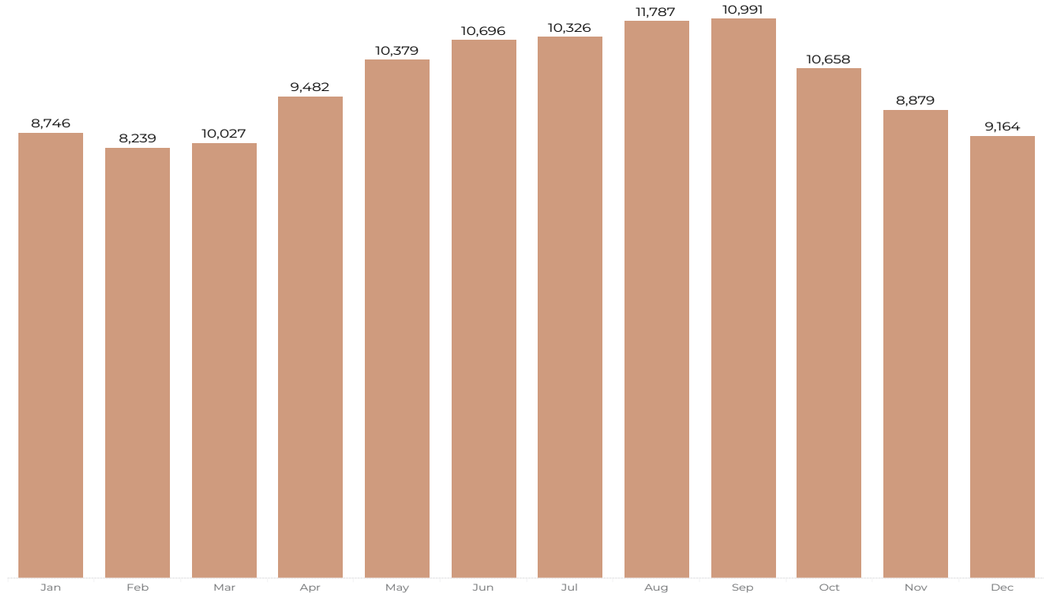
In 2022, the 311 Program received between 500 and 600 contacts per day. The lowest rates of contact were in winter months. The line graph shows the average number of daily contacts with community members including contact by phone, webform, email, or walk in.



Monthly Call Volume

Community members called 311 most frequently in the month of August, at 11,787 calls. Past trends show calls **increase during Spring/Summer** and slightly declining in Fall and Winter.

Bars show the number of times community members dailed 3-1-1 or 503-823-4000, Monday through Friday, 7 a.m. to 8 p.m.

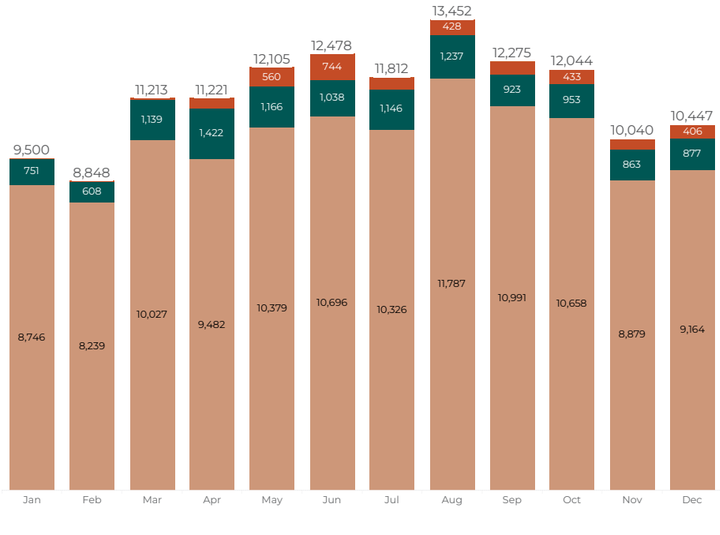


Key Performance Metrics

Monthly Contact Volume

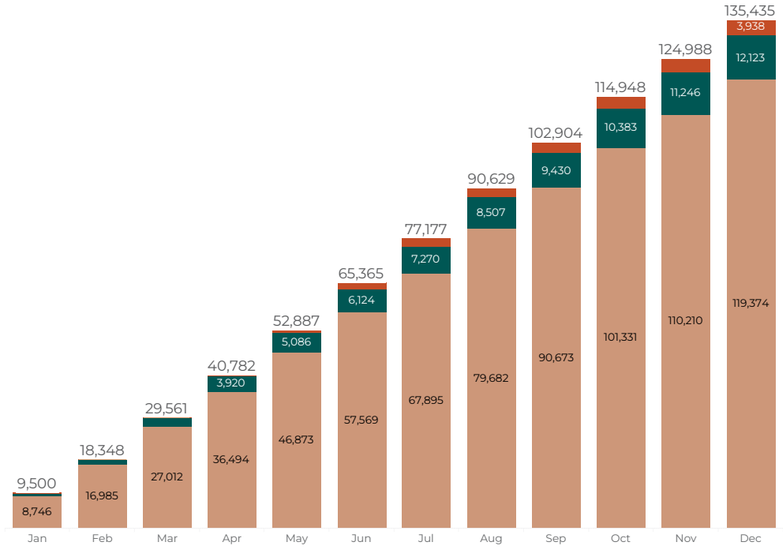
311 responded to the most community member requests during Spring and Summer months – peaking in **August** with **13,452 contacts**.

Columns show the number of community member requests answered by 311 representatives by channel: phone, online, or walk-in in each month of 2022



Cumulative Contacts

311 responded to **135,435 contacts** including calls, online, and walk-in, from community members in 2022.



Bars show the number of community member requests answered by 311 representatives by channel: phone, online, or walk-in

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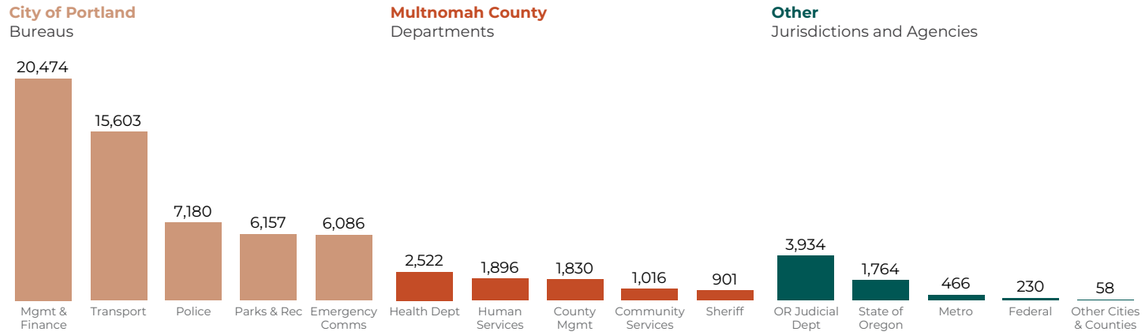
PDX 311 CITY OF PORTLAND & MULTNOMAH COUNTY SERVICES

Key Performance Metrics

Contact Volume by Agency

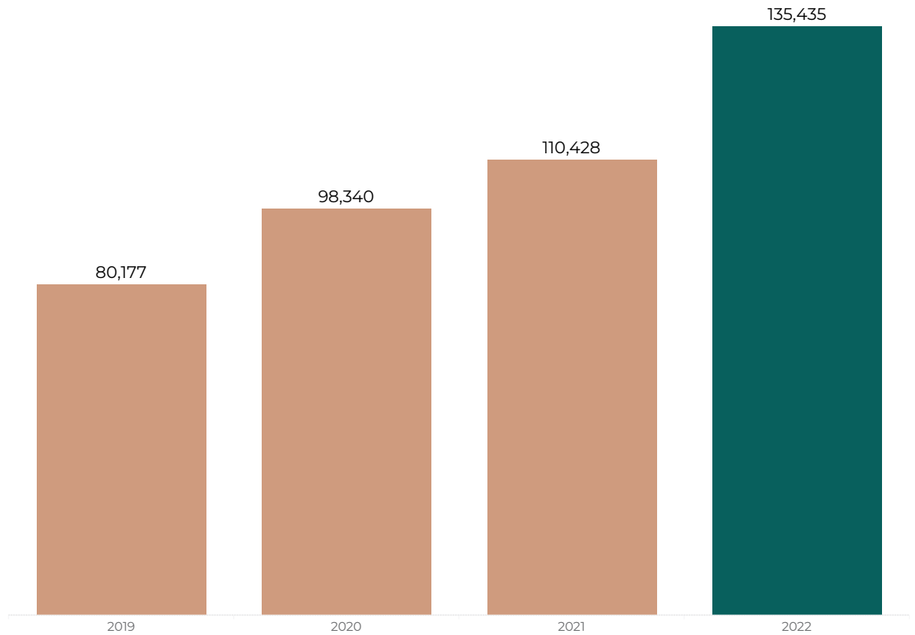
In 2022, the higest number of contacts received were for the City of Portland's **Office of Management and Finance** (specifically the Impact Reduction Program) and the **Portland Bureau of Transportation.**

Bars show the number of times 311 assisted community members with services provided by the City of Portland, Multnomah County, and other jurisdictions and agencies.



Year Over Year Contacts

PDX 311 responded to **23% more** contacts in 2022 versus 2021. Columns show the number of community member contacts were made from 2019 to 2022.



311 Team

Program Mission

Community members can easily and effectively access local government information and services, regardless of language, ability, or resources.

"Lisa was kind and respectful and listened to what I had to say which is so important as a first line of defense. I appreciate her very much." **-Community member email**

311 helps community members find information, report issues, and request City services online, over the phone and in-person at City buildings.

311 works to increase access for community members who historically have lower rates of participation in local governance by delivering services in a manner that seeks to overcome systemic language, cultural and disability related barriers.

311 provides information and referral services for all bureaus and is building capacity to intake and resolve more service requests over time.

Customer Service Representatives

311's Customer Service team grew from **6 to 16 representatives in 2022**. These City of Portland employees have been trained extensively in operations and needs of both City, County, and other jurisdictions practices and programs. Navigating and continued use of the knowledge base, Zendesk, allows customer service representatives to be consistent and timely with questions, reports, and requests from community members.

Customer Service Representatives *(As of December 31, 2022)*

Josiah Barber
Tiffany Carlson
Marna Gatlin
Kendra Hurst
Kristi Jamison
Sten Kiser
Lisa Leddy
Marius Mazilu
Joanna Milner
Abraham Padilla
Patricia Paule
Alma Rios-Rodriguez
Maribel Sanchez
Rolando Velasquez
Christina Wienholz
Jonah Willbach

2022 Annual Report

PDX311 CITY OF PORTLAND & MULTNOMAH COUNTY SERVICES

311 Team

Commitments to Success

In 2022, Customer Service Representatives identified key attributes that make for a successful program, team, and team member.

Themes identified by Customer Service Representatives

Resiliency and Adaptability

Collaboration

Professionalism

Equity and Anti-racism

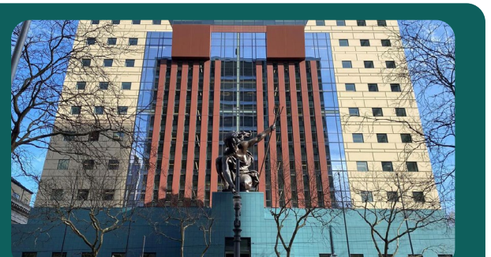
Creative and Solutions Oriented

The following statements are examples of the 311 team's commitments to success as a team-member, community partner, and provider of support to community members.

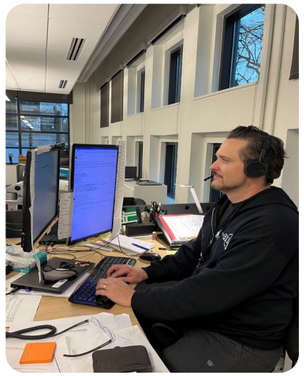
- As a program, we maintain up to date information for community members, ensure our staff are well-trained and supported, and actively work to reduce barriers to government.
- As a program, we value inclusion, collaboration, team involvement, and giving staff ownership over the work they do.
- As a team, we maintain a high level of customer service, are open to trying new things to improve community experience, and support one another.
- As individuals, we communicate with patience and empathy, are creative problem-solvers, and work to be aware of our personal unconscious biases.

"I wanted to be a 311 Customer Service Representative to help the community strengthen ties between their local government, programs, and services. The daily opportunities to help problem solve, make connections or research issues I find endlessly rewarding."

- Kristi, 311 Customer Service Representative



311 Leadership Team



Customer Service Supervisors

The customer service team is led by two supervisors who provide ongoing supervision and support. Supervisors work side-by-side with customer service representatives in answering questions by staff in person or via chat and taking community member calls or providing in-person service.

Communications Staff

In 2022, the 311 leadership team added a Communications & Outreach Coordinator and a part-time Communications Assistant.

The Communications & Outreach Coordinator is carrying out, and creating materials for, a public education campaign encouraging community members within Multnomah County to call, email, or visit the Portland Building Front Desk for assistance with City or County information and services. The campaign includes direct community outreach, paid advertisements, and engagement with community-based organizations. More information about the campaign can be found on page 16.

The Communications Assistant is building a new knowledge base in Zendesk for the customer service team and migrating information from an older, outdated database tool. This migration will improve the effectiveness of the customer service team and the quality of customer service provided to community members.

Continuous Improvement Coordinator

The Continuous Improvement Coordinator works with bureau and agency partners to migrate new services into 311 and new online tools, with the goals of improving community mber experience and government efficiency.

Program Analyst

In 2022, 311 hired a new Program Analyst who has launched a data collection, analysis, and reporting program for 311. Using information from Zendesk and other tools, the Program Analyst can monitor, analyze, and visualize trends in 311's and other programs' interactions with community members.

Program Manager

The Program Manager oversees the full 311 Program, focusing on successfully implementing long-term plans for program expansion of staff, hours, and services. The Program Manager also provides information and updates about program operations to City and County leadership, manages the program's budget, and supervises members of the program's leadership team.

Leadership Team

As of December 31, 2022

Kristin Brown
Communications & Outreach Coordinator

Betsy Drake-Studstill
Customer Service Supervisor

John Dutt
Customer Service Supervisor

Kelsey Easterbrooks
Communications Assistant

Matt Galport
Program Analyst

Josh Gregor
Continuous Improvement Coordinator

Michelle Kunec-North
Program Manager

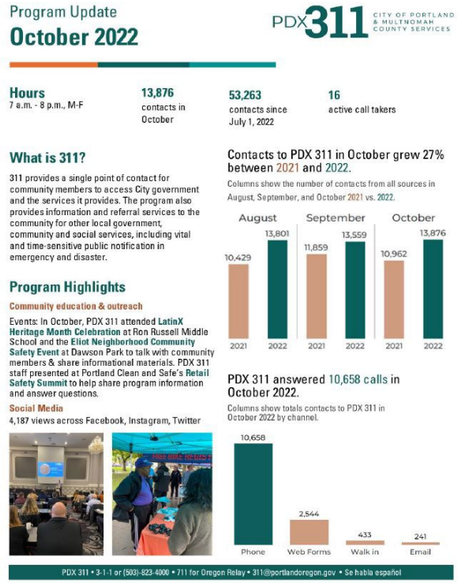
311 Improvements

Monthly Reports

311 delivers valuable data and insights into the community's needs and interests, allowing City and County programs and leadership to make more informed service and communication decisions. 311's Monthly Program Reports are online at portland.gov/311.

Each monthly report includes:

- Three month contact volume, year over year
- Year over Year growth by month
- Contact volume by call, web/email, or walk-in
- Top 5 agency connections by volume
- Three month contact trends by City Bureau
- Contact volume by service
- Ongoing service migration
- Program highlights



Improving Access across Multnomah County

In 2020, 311 Program staff worked closely with the City's Bureau of Technology Services (BTS) staff to enable community members to call 3-1-1 on landline and cellular phones throughout Multnomah County. However, community members in east Multnomah County were not experiencing consistent coverage.

To address this issue, 311 worked with cellular telephone providers in 2022 to review the geographic boundary for 3-1-1, expand coverage in east Multnomah County, and ensure calls to 3-1-1 inside Multnomah County were correctly routed. People outside of Multnomah County can continue to reach 311 staff by dialing 503-823-4000.

311 Improvements

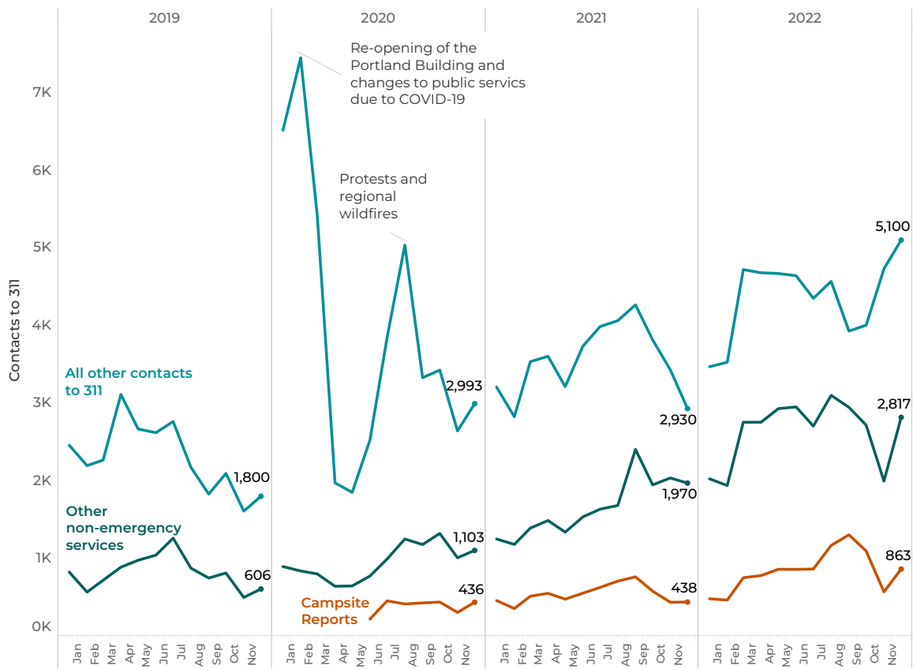
Support for Emergency Responders

Part of 311's mission is to help alleviate hold wait times for 9-1-1 and the Public Safety Non-Emergency dispatch line (503-823-3333) by taking calls that are inappropriately made to these public safety numbers. In partership with BOEC, 311 has added ways for callers to transfer to 311 via the Public Safety Non-Emergency dispatch line. Callers can press option 5 in the 503-823-3333 phone tree and self-transfer to 3-1-1.

Non-emergency type services are some of PDX 311's most frequently requested services, **approximately 1,200 calls a month**, which represents about 5% of BOEC's current total non-emergency call volume.

PDX 311 is seeing increasing contacts for non-emergency type services because of successful public education and internal process changes.

The lines in chart below show the number of contacts from all sources for campsite reports, other non-emergency services, and other services in 2022.



311 Improvements

Non-Emergency Contacts

Non-emergency services, including reporting campsites, abandoned vehicles, and illegally parked vehicles, are some of PDX 311's most frequently requested services.

The chart below shows the number of contacts to 311 about various services for which community members inappropriately call the public safety non-emergency line. Size of circle corresponds to relative volume. Numbers represent total contacts in 2022.

Requesting an ADA Accommodation

In August 2022, the City of Portland introduced a new way for community members with disabilities to navigate, connect with, and request assistance accessing City programs, services, and facilities.

This new centralized approach combines PDX 311's ability to provide community members with a single point of contact, with bureaus' expertise, and BTS's new webform and customer service technologies. It advances the City's commitment to support equitable outcomes and opportunities for community members of all abilities. Community members can now call 311 or use the Request an ADA Accommodation link featured on every page of Portland.gov to request an accommodation. PDX 311 staff will then review the request and route it to the appropriate bureau or program. The centralized system will also help the City track data, report on compliance, and build internal tools and capacity to ultimately improve the City's level of service to all community members.

311 Improvements

Spotlight Zendesk Migration: Reporting Trash

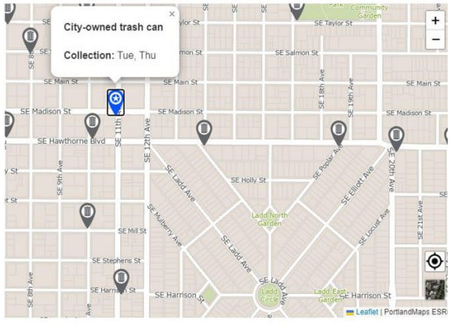
Trash happens, and PDX 311 wants to make it easy for community members and City staff to alert the appropriate team to help clean it up.

Community members can report trash issues through numerous forms, portals, and hotlines. Complicating matters is the wide variety of trash issues - from illegal dumping and overflowing trash cans to shopping carts and abandoned vehicles - and the wide array of agencies who resolve these problems. The end result is a complex, confusing and frustrating process for community members and for responding agencies.

Recognizing the difficulty for community members to report a trash issue, the PDX 311 team collaborated with multiple City of Portland bureaus other agencies to streamline the intake and routing of reports. As of November 2022, community members can now use a new form at **Portland.gov/311/report-trash** that will guide them through a set of questions to find the best way to report their specific issue.

The new form also helps 311 staff easily take reports of trash and debris in Multnomah County, sending reports to the appropriate agency or organization for immediate action. Over time, the report will facilitate tracking and sharing data to help City of Portland and other agencies combat trash issues by potentially allocating more trash cans where they are most needed, adjusting the frequency of trash pick-up services, focusing resources on hot spots for dumping items, and more.

Reporting trash just got easier with the new online form at **portland.gov/311/report-trash**



What is the problem with the trash can?

- ☐ Overflowing
- ☐ Broken lock
- ☐ Damaged
- ☐ Graffiti
- ☐ Door is open
- ☐ Trash dumped near can
- ☐ Something else...

311 Improvements

Service Expansions

311 is partnering with various bureaus and programs to migrate additional services into new online forms, Zendesk, and 311. Successful migrations benefit from enhanced reporting abilities, deeper level of customer service, and people centered approach to customer service and online experiences.

As a result of this service expansion work, community members and staff experience a streamlined reporting process where, for example, report takers only need to complete a single report and can include multiple components instead of separate issue/bureau specific reports. Streamlining the reporting processes also automatically directs reports to the appropriate teams and makes for a more efficient experience for those filling out reports. Reports are automatically directed to the relevant groups based on the information provided. This ensures that reports reach the appropriate teams quickly and accurately.

Ongoing Migrations

Work is underway to migrate the following services into new online forms, Zendesk, and/or 311 customer service:

- Report a campsite
- Report an abandoned vehicle
- Report problems with a street or sidewalk
- Report noise
- Report a park maintenance or safety issue
- Report a tree hazard
- Request a temporary street use permit
- Report a code violation
- Report a problem with a towing company
- Report a problem with a cable company

Portland Bureau of Transportation Service Expansions

Portland Bureau of Transportation's Active Transportation and Safety team are behind the innovative and active efforts keeping Portlanders walking, biking, and taking transit safely. Through ongoing efforts to collaborate and streamline efficiencies the 311 Program will began answering the phone for PBOT's Active Transportation number (503) 823-CYCL (bike information) and (503) 865-8637 (Smart Trips) in 2023.

The general line for Active Transportation (503) 823-5490 now directs callers to 311 and will be retired by April 2023.

Community Outreach & Education Campaign

In July 2022, PDX 311 began a public education and outreach campaign to spread the word about 311 services and encourage community member to call, email, or visit PDX 311 for assistance with City or Multnomah County information and services.

The education campaign was designed to:

- Increase community awareness and use of 311
- Increase use of 311 by underserved populations
- Decrease non-urgent calls to 911
- Increase awareness of the 911-211-311 relationship
- Expand in phases to match 311's growing capacity
- Partner with other bureaus and organizations to amplify messaging

Education Campaign Strategies

1. Countywide Social Media
2. Community Group Outreach
3. Geographic-specific advertising

Key Audiences

PDX 311's goal is to prioritize the experience of community members who traditionally have difficulty accessing government information. The program prioritizes community members who:

- Speak Spanish, Vietnamese, Chinese, Russian, Somali, Ukrainian, Romanian, Nepali and Chukkese
- Are experiencing houselessness
- Do not have internet access
- Have or live with disabilities
- Are younger than 25 or older than 65 years old
- Live in east Portland or in communities to the east of Portland in Multnomah County.

All of these communities may experience barriers to accessing local government information or services and may be under-served by government programs.

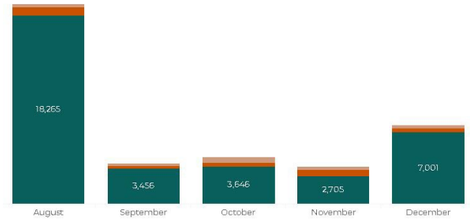
1 Countywide Social Media

Using social media to reach community members across Multnomah County, focusing on increasing awareness of 311's availability and when to call 311 versus 911.

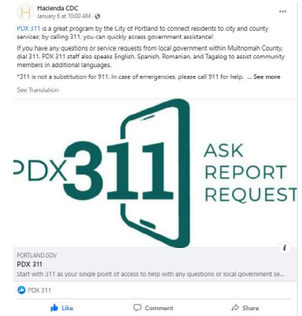
PDX 311's social media posts had 38,955 impressions from August to December.

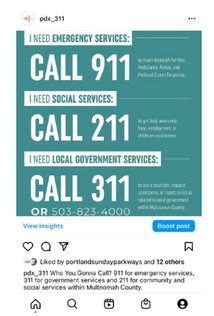
Line graph shows growth of PDX 311 social media impressions across Twitter, Facebook, and Instagram. Impressions increased by about 20% each month between August and December.

Social media impressions by app: Twitter, Facebook, and Instagram.



Examples of social media posts





2 Community Group Outreach

Tabling at events and gatherings allowed PDX 311 staff to engage with community members face to face and to distribute program information in multiple languages.

Cannabis Empowerment Day
August 12

Sunday Parkways
August 21

Welcoming Week
September 9

Community Group Outreach

LatinX Heritage Celebration
October 13

Elliot Neigborhood Public Safety Event
October 22

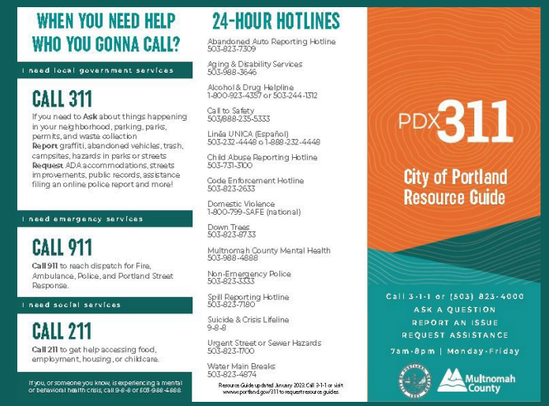
Portland Clean & Safe Business Fair
October 25

PDX 311 also distributed information to these partners and community groups:

- Asian Pacific American Network of Oregon
- Bureau of Planning and Sustainability
- Community Services Network
- Hacienda Community Development Corp.
- Montavilla/East Tabor Biz Association
- Multnomah County - 211
- New Immigrant Resource Guide - Office of Community & Civic Life
- Party On Portland - Neighborhood Groups
- Portland Bureau of Emergency Management
- Portland Bureau of Transportation
- Portland Clean and Safe
- Portland Parks and Recreation
- Portland Public Schools
- Portland Street Response
- Portland Water Bureau
- Prosper Portland
- Public Environment Management Office
- Randall Children's Hospital
- Street Roots Paper

Promotional Materials

Fliers and posters are in government offices, community centers, and local businesses which increase the likelihood someone will encounter the PDX 311 messaging especially if they don't use digital tools frequently. This builds brand trust if they encounter a flyer in a place they know and rely on for services or goods.



Portland Resource Guide, is a brochure that lists commonly requested local government phone numbers.

PDX 311's one-page flier and two-page info sheet were translated into 16 languages including Arabic, Chuukese, Japanese, Khmer, Korean, Lao, Nepali, Romanian, Russian, Simplified Chinese, Somali, Spanish, Tagalog, Thai, Ukrainian, and Vietnamese.

Flyers and promotional material are available at Portland Building, through 3-1-1 or via https://www.portland.gov/311/request-program-material

Posters in English and Spanish displayed at City of Portland Community Centers.

Items such as Magnets, pens, pop sockets, pencils, dog bag holders, and stickers help us spread PDX 311 program information. People who use the swag provide free advertising to those they encounter throughout the day.

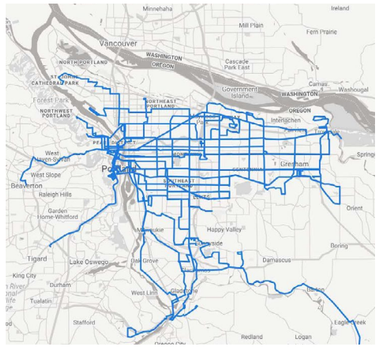
3 Geographic-Specific Advertising

Advertising in outer east Portland allowed the campaign to target neighborhoods with high percentages of underserved audiences. In coming phases, the campaign will expand advertising eastward into the County and westward into the rest of Portland.

TriMet Advertising

Beginning in October, PDX 311 advertisements were displayed on the back and inside of TriMet buses and on benches in East Portland for 14 weeks.

Trimet bus advertisement



Bus routes for display ads

Community Education Campaign

In 2023, the education campaign will continue existing strategies and expand in both formats and geography.

For example, PDX 311 plans to:

- Continue social media outreach
- Table at more than 15 community events
- Meet with a wide variety of partners and community-based organizations
- Partner with the City of Gresham to outreach to residents
- Develop a Resource Guide for Multnomah County
- Advertise in local newspapers like the Willamette Week and The Observer
- Advertise on Spotify, Univision, and Slavic Family radio
- Advertise on TriMet buses and benches in southwest Portland, east Portland, Gresham, Troutdale, Wood Village, Fairview, Maywood Park, and unincorporated Multnomah County.

2023 Plans and Future Expansion

In 2023, the 311 Program will expand weekend operating hours by hiring a third supervisor and seven customers service representatives. Adding staff capacity will allow consistent coverage on Saturdays and Sundays, excluding holidays. It is anticipated that 311 will take an additional 30,000 calls per year with expanding weekend hours.

Expand the 311 team to add:
1 Customer Service Supervisor
7 Customer Service Representatives
1 Change Management Coordinator (temporary)

Increase program hours and extending operations into **Saturday** and **Sunday**.

Provide a streamlined experience for community members, regardless of language and ability, when navigating **portland.gov** and **PDXreporter.org**

Onboard more City of Portland phone numbers and emails to be answered by PDX 311 Customer Service Representatives. Collaborating with bureaus to transition to Zendesk, if appropriate, for ease of communication and better user experiences.

PDX311 CITY OF PORTLAND & MULTNOMAH COUNTY SERVICES

www.portland.gov/311