

December 2022

Hours

7 a.m. - 8 p.m.

16 active staff

10,447

contacts in December

75,595

contacts since July 1, 2022

89%

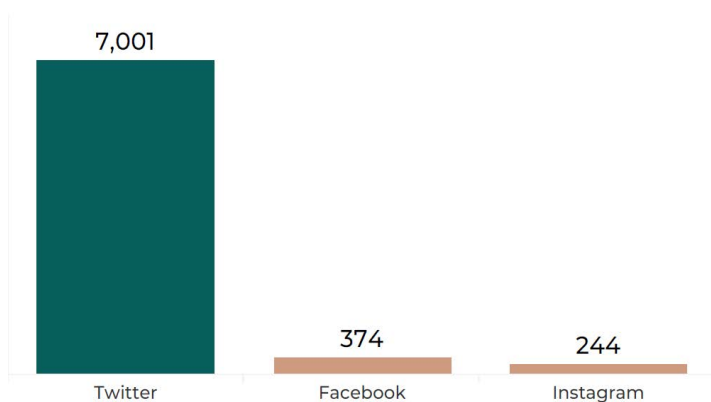
calls answered in 25 seconds or less

What is 311?

311 provides a single point of contact for community members to access City government and the services it provides. The program also provides information 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.

Social Media

7,619 views across Facebook, Instagram, & Twitter in December. Twitter accounted for 7,001 of those impressions.

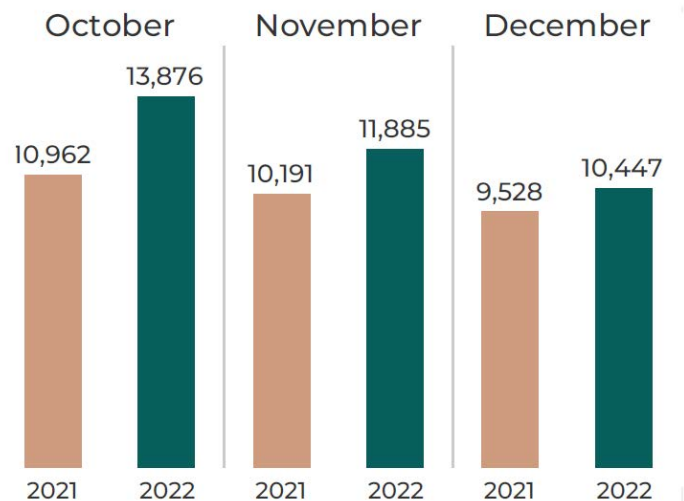


Holidays

PDX 311 operated 21 days in December due to the December 26 holiday closure.

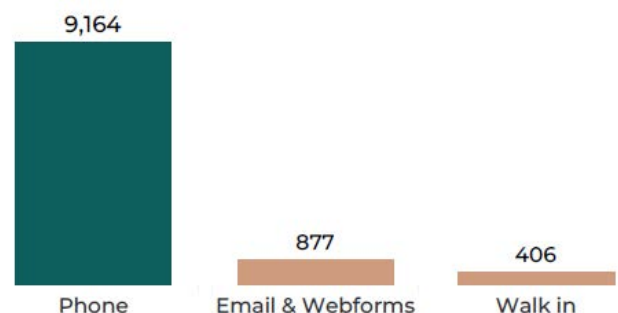
Contacts to PDX 311 in December grew 10% between 2021 and 2022.

Columns show numbers of contacts from all sources in October, November, and December 2021 versus 2022.



PDX 311 answered 9,164 calls in December 2022.

Columns show total contacts to PDX 311 in December 2022 by channel.

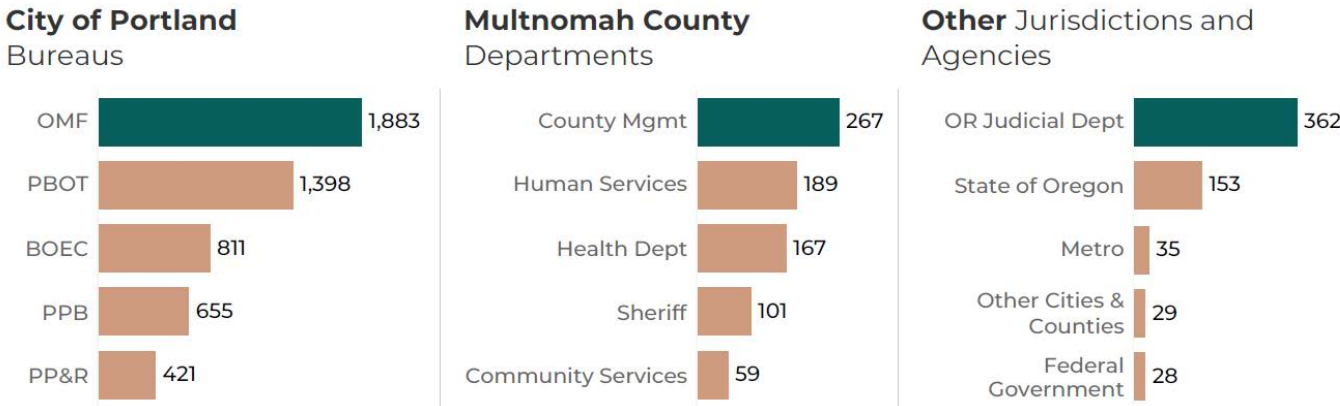


December 2022



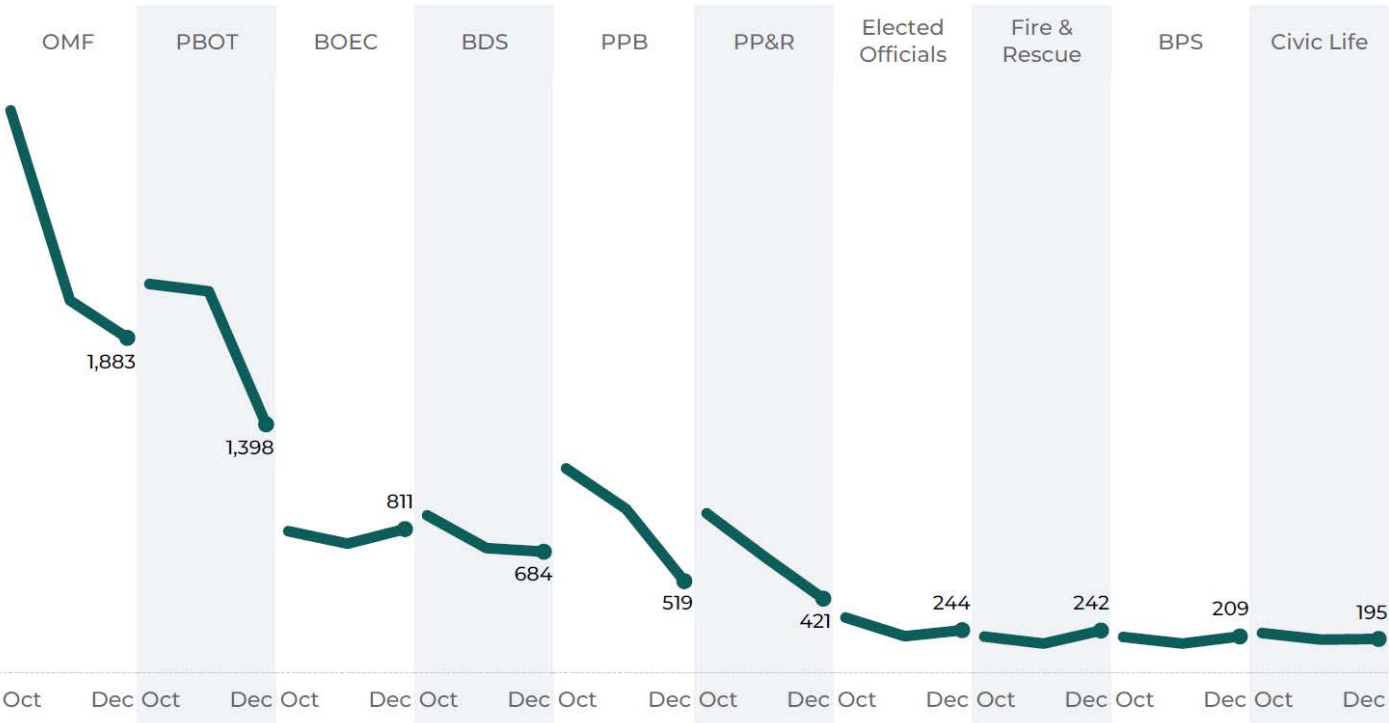
Contact volume by agency calls Top 5 agencies by December contacts

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.



Three month contact volume trend by City of Portland Bureaus

Top 10 bureaus by December contact volume. Showing October through December volumes.



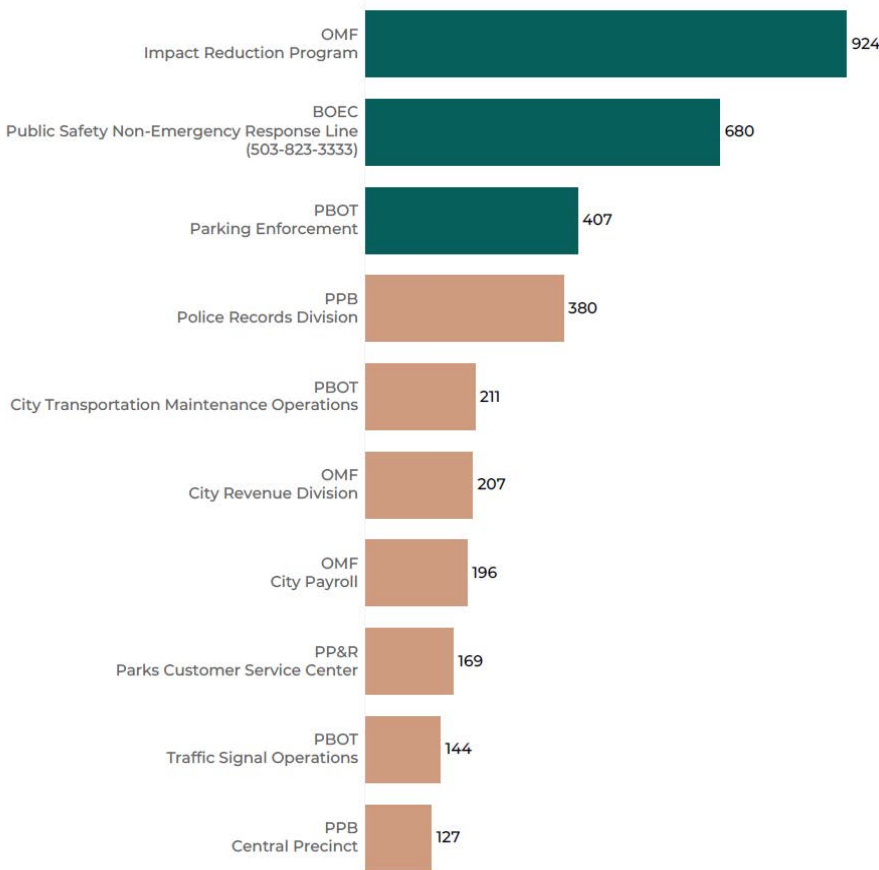
December 2022



Contact volume by service

Community members contacted PDX 311 most frequently about the **Impact Reduction Program, Non-emergency response, and Parking Enforcement (primarily abandoned vehicles.)**

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.



Ongoing service migrations

PDX 311 is currently working with multiple bureaus to improve business processes and migrate customer service to 311 for the following services.

TrackIT replacement & process improvement

- Campsite & abandoned auto reports
- Temporary street use permits
- Park maintenance & ranger dispatch
- PBOT maintenance
- Overflowing trash cans
- Noise complaints
- Mayor and Commissioner Ryan's constituent services

Phone line or customer service migrations

- Public Records Request help line
- Biketown for All information
- PBOT 823-CYCL hotline

December 2022



Spotlight: Communications and Outreach 2022

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



Key Audiences

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

- Speak Spanish, Vietnamese, Chinese, Russian, Somali, Ukrainian, Romanian, Nepali and Chukese
- 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.

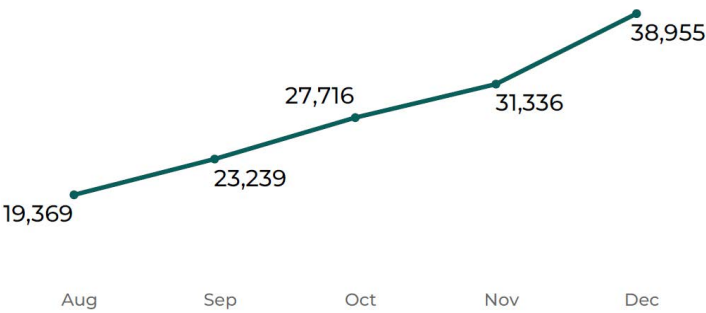
December 2022



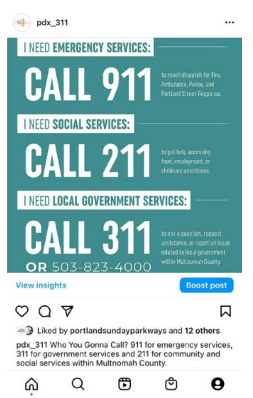
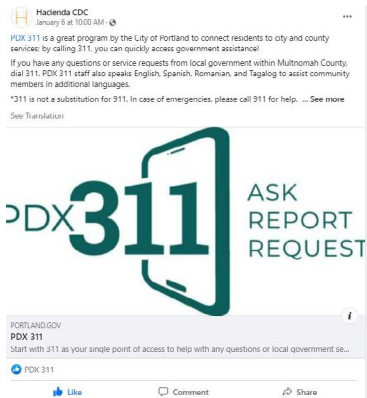
Using social media to reach community members across Multnomah County, focusing on increasing awareness of 311's availability and when to call 311 versus 911.

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

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



Examples of social media posts



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



December 2022

Community Group Outreach

LatinX Heritage Celebration
October 13



Elliot Neighborhood 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

December 2022

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.

WHEN YOU NEED HELP WHO YOU GONNA CALL?

CALL 311

If you need to ask about things happening in your neighborhood, parking, permits, and waste collection. Report graffiti, abandoned vehicles, trash, campfires, hazards in parks or streets. Request ADA accommodations, streets improvements, public records, assistance filing an online police report and more!

CALL 911

Call 911 to reach dispatch for Fire, Ambulance, Police, and Portland Street Response.

CALL 211

Call 211 to get help accessing food, employment, housing, or childcare.

24-HOUR HOTLINES

Abandoned Auto Reporting Hotline 503-823-7309

Aging & Disability Services 503-968-3646

Alcohol & Drug Helpline 1-800-923-4297 or 503-244-1312

Call to Safety 503-888-235-5333

Línea UNICA (Español) 503-232-4446 or 1-888-232-4446

Child Abuse Reporting Hotline 503-731-3100

Code Enforcement Hotline 503-823-5633

Domestic Violence 1-800-799-SAFE (national)

Down Trees 503-823-8733

Multnomah County Mental Health 503-968-4888

Non-Emergency Police 503-823-5333

Spill Reporting Hotline 503-823-7160

Suicide & Crisis Lifeline 9-8-8

Urgent Street or Sewer Hazards 503-823-7100

Water Main Breaks 503-823-4674

Resource Guide updated January 2022. Call 311 or visit www.portland.gov/311 to request resource guide.

PDX 311

City of Portland Resource Guide

Call 3-1-1 or (503) 823-4000

ASK A QUESTION

REPORT AN ISSUE

REQUEST ASSISTANCE

7am-8pm | Monday-Friday

Multnomah County

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.

Fliers and promotional material are available at Portland Building, through 3-1-1 or via www.portland.gov/311/about311/

Items such as Magnets, pens, pop sockets, pens, 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.



December 2022



Geographic-Specific Advertising

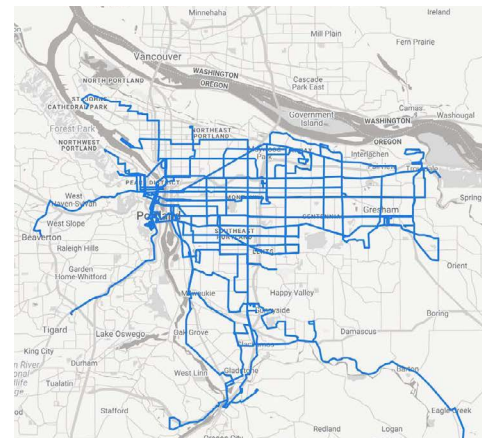
Advertising in outer **east Portland** allowed the campaign to target neighborhoods with high percentages of underserved audiences. In coming phases, the campaign will expand advertising eastward into the County and westward into the rest of Portland.

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

2023 Campaign Plans

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.

