

Priority: Accountability

Lead Agency: County Management

Program Offer Type: New Program

Program Contact: Becky Porter

Related Programs:

Program Characteristics: Joint Offer, One-Time-Only Request

Executive Summary

Over 550,000 external calls are received by Multnomah County every month. Accessibility is an essential quality of effective government. Presently, citizens calling Multnomah County often cannot find the service or person they need. With nearly 900 published phone numbers and an inconsistent, automated maze of extensions and dead-end options, a critical need exists to improve access to county services by phone and raise citizen awareness of how to access Multnomah County by phone.

Program Description

The PAO, in partnership with IT, will develop and implement a uniform county-wide strategy and standards for citizen access to county services by phone. The program will minimize dependence on automated phone menus, clarify telephone directory listings, centralize incoming calls through an easy telephone number to a real live person and inform citizens of the changes through a comprehensive public outreach campaign. The process design will be a collaborative effort between citizens, staff and technical experts.

Program Justification

The goals of this program are to make the county easy to do business with, increase human contact points and inform community members about how to access services. A fall 2005 voice and data technology assessment by The Stratiform Group found that many of the problems cited in a 1995 report by the Multnomah County Auditor's Office still exist today, including an excess of published phone numbers, inconsistent phone menu structures, recordings that are difficult to understand, and calls that go nowhere. This initiative contributes to the success indicator of citizen satisfaction with the county's service quality. It will also evaluate and continuously improve the delivery of services.

Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY04-05)	Current Year Purchased (FY05-06)	Current Year Estimate (FY05-06)	Next Year Offer (FY06-07)
Output	Project commitments met	0%	0%	0%	80%
Outcome	Call abandon rate	0%	0%	0%	5%
Output	# of MultCo directory listings	0	0	970	0
Output		0%	0%	0%	0%

Performance Measure - Description

The output goal in FY07 is related to executing a successful project to put a new process in place. In FY08 and beyond, it will be important to measure the effectiveness of the new access methods. Technology tools will track the number of incoming external calls through the centralized entry point and track the "abandon rate," which indicates how many callers hang up without receiving the information they seek. Anecdotal evidence suggests citizens who cannot find what they need no longer call for help. In addition, this program will significantly reduce the number of published county telephone numbers.

Legal/Contractual Obligation

None

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2006	2006	2007	2007
Program Expenses				
Contracts	\$0	\$0	\$0	\$220,000
Internal Services	\$0	\$0	\$320,000	\$0
Capital Outlay	\$0	\$0	\$0	\$100,000
Subtotal: Direct Exps:	\$0	\$0	\$320,000	\$320,000
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$0	\$0	\$320,000	\$320,000
Program Total:	\$0		\$640,000	
Program FTE	0.00	0.00	0.00	0.00
Program Revenues				
Fees, Permits & Charges	\$0	\$0	\$0	\$320,000
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$0	\$0	\$0	\$320,000

Explanation of Revenues

One time only FY 2007 General Fund Request for \$320,000, transferred to the IT Fund. Ongoing costs would be rolled into FY 2008 IT rates.

Significant Program Changes**Last year this program was:**

The need for this program was identified as an opportunity in an assessment done by an independent consulting firm, Stratiform, after numerous interviews with county staff and constituents.