

# GOVERNMENTAL OPERATIONS

## RVA311 UPDATE

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# RVA311 IS FOUNDATIONAL FOR GREAT CUSTOMER SERVICE

## The RVA311 team

- Easy to request services.
- Provides information.
- Empathetic, Professional Service.

## The RVA311 tool

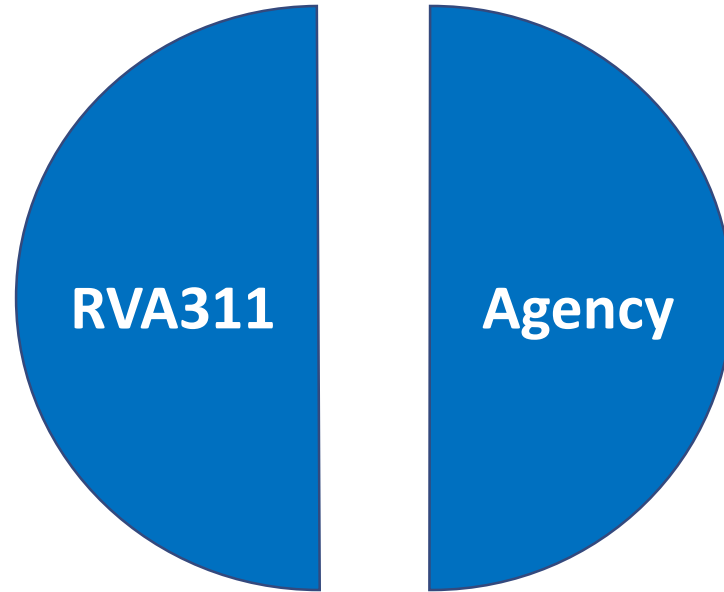
- Submit and track requests.
- City staff use to manage requests.
- Robust data source for predictive analysis.



# GREAT CUSTOMER SERVICE REQUIRES EMPATHY AND EXECUTION

## Intake

- Empathy
- Professionalism
- Knowledge



## Fulfillment

- Assessment
- Decision
- Action, if appropriate
- Communication

With clear expectation setting throughout

# 2024 VOLUMES: THE CITY RECEIVES A HIGH VOLUME OF REQUESTS

Activity	Indicator
Calls Received	<ul style="list-style-type: none"><li>• 203,000</li></ul>
Calls Answered	<ul style="list-style-type: none"><li>• 163,000</li><li>• Additional staffing will increase calls answered in 2025</li><li>• Call quality of 95/100</li></ul>
Call Reasons	<ul style="list-style-type: none"><li>• ~40% Social Services</li><li>• ~30% Finance</li><li>• ~20% Public Works</li></ul>
Requests Created	<ul style="list-style-type: none"><li>• 75,200 in RVA311</li><li>• 29% submitted online or through mobile apps</li><li>• Additional requests submitted in RVAPay</li></ul>
Requests Closed	<ul style="list-style-type: none"><li>• 75,800 in RVA311</li><li>• Additional requests in RVAPay</li><li>• Includes requests completed that were opened in prior years</li></ul>

# USING RVA311 ENABLES RESPONSIVE GOVERNMENT

Area	Indicators
Traceability	<ul style="list-style-type: none"><li>• Permanent, Time Stamped Record</li><li>• Clock starts for response when request is entered into RVA311</li></ul>
Management	<ul style="list-style-type: none"><li>• Manage and respond to requests</li><li>• Used to track response performance</li></ul>
Process Improvement	<ul style="list-style-type: none"><li>• We can only fix what we can see</li></ul>

# RVA311 IS AVAILABLE AND FLEXIBLE

## Service

## Activity

### Available

- Onsite and remote for any contingency
- Open during inclement weather and emergencies

### Flexible & Adaptable

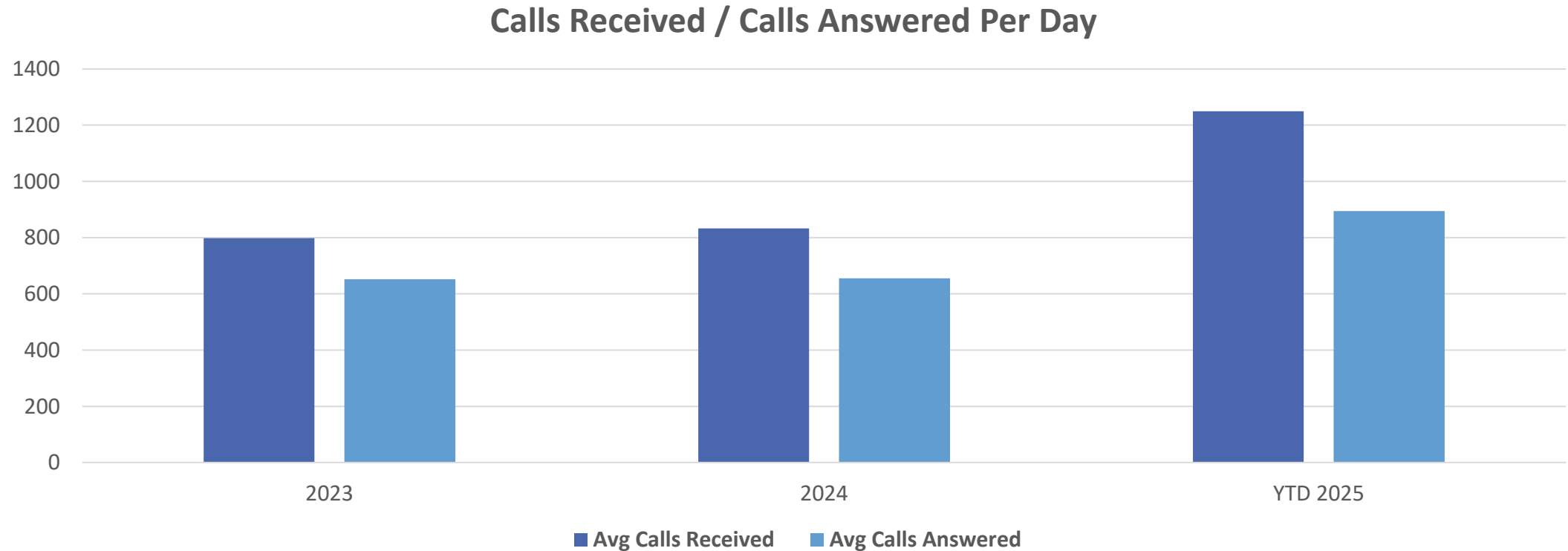
- Over 900 water delivery requests for vulnerable residents received in five days
- 2227 Family Crisis Fund requests received in four days
- Mostly online over a weekend

# WE'VE MADE MANY IMPROVEMENTS IN THE LAST YEAR

Item	Before	Now
Contact Center Technology	<ul style="list-style-type: none"><li>Limited Contact Center Capabilities</li></ul>	<ul style="list-style-type: none"><li>Modern Contact Center Technology with more capabilities</li></ul>
Waiting in Queue	<ul style="list-style-type: none"><li>Wait on hold</li></ul>	<ul style="list-style-type: none"><li>Call back when it is your turn</li></ul>
Hours of Operation	<ul style="list-style-type: none"><li>Open 8 AM -5 PM Weekdays</li><li>Closed Weekends</li></ul>	<ul style="list-style-type: none"><li>Open 8 AM – 7 PM Weekdays</li><li>Open 9 AM – 1 PM Saturdays</li></ul>
Staffing	<ul style="list-style-type: none"><li>16 agents in FY24 budget</li></ul>	<ul style="list-style-type: none"><li>24 agents now taking calls</li></ul>
Marketing & Awareness	<ul style="list-style-type: none"><li>Very limited marketing</li></ul>	<ul style="list-style-type: none"><li>Multi-channel awareness campaign January – May 2025</li></ul>
Finance Requests	<ul style="list-style-type: none"><li>Finance forms on rva.gov</li></ul>	<ul style="list-style-type: none"><li>Finance requests moved to RVA311</li></ul>
Customer Satisfaction	<ul style="list-style-type: none"><li>No way to measure customer satisfaction</li></ul>	<ul style="list-style-type: none"><li>RVA311 After call customer satisfaction survey</li></ul>
Continuous Improvement	<ul style="list-style-type: none"><li>Ongoing</li></ul>	<p>New Request Types Added:</p> <ul style="list-style-type: none"><li>Aging &amp; Disability Care &amp; Support</li><li>RVA Stay</li><li>Parks</li></ul> <p>Redirect requests to DPW to respond more quickly</p> <ul style="list-style-type: none"><li>Illegal dumping, Graffiti investigation</li></ul>

# CALL VOLUME IS 50% HIGHER THAN HISTORICAL TREND

- RVA311 call center staffing was increased to meet demand based on 2023-24 call volumes.
- We are still determining whether this is a long-term trend.





# GOING FORWARD: FOCUS ON RESPONSIVENESS & 911/311

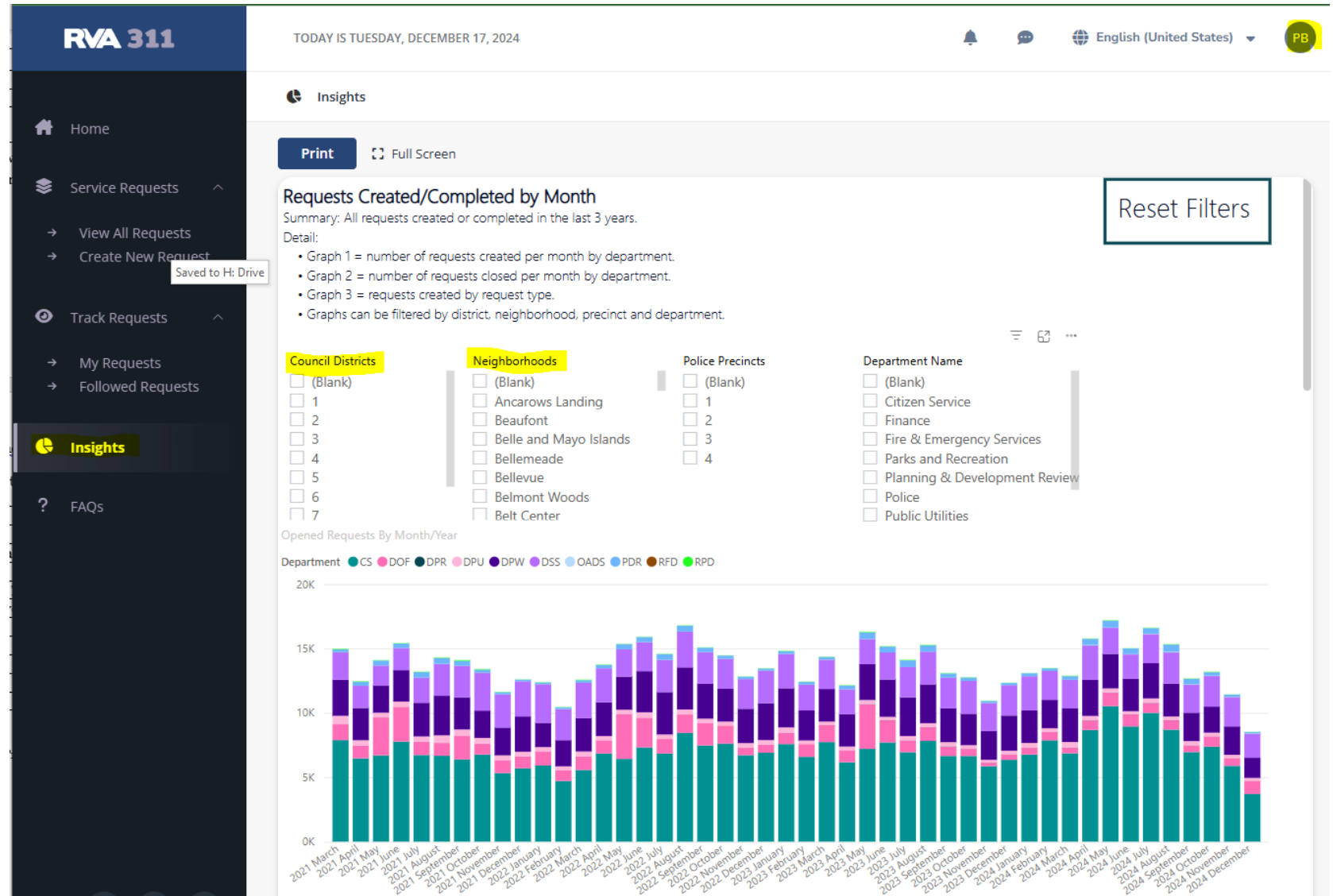
Process Improvement	Actions
Departmental Responsiveness	<ul style="list-style-type: none"><li>• Review target times for completion</li><li>• Develop SOPs for consistent expectations, communication, and fulfillment of requests</li><li>• Determine feasibility of additional statuses</li></ul>
Simplify Contacting the City: 911/311	<ul style="list-style-type: none"><li>• Pilot ability to shift non-emergency calls from 646-5100 to 311</li><li>• Leverage DECPR Dispatch capability</li></ul>
Build Customer Service Technology Capacity	<ul style="list-style-type: none"><li>• Add two business system analysts to enhance customer service technology capabilities</li></ul>
Continuous Improvement	<ul style="list-style-type: none"><li>• Enhance Transportation Engineering requests</li><li>• Add &amp; enhance other requests</li></ul>

# ENSURING QUALITY CONTROL ON CLOSED REQUESTS

Situation	Action	Opportunity
Code Enforcement & Zoning	<ul style="list-style-type: none"><li>• Close request to move it to EnerGov</li><li>• Include case number, inspector and their contact information in comments</li><li>• Investigation &amp; action follows</li></ul>	Integrate with future system
Duplicate request	<ul style="list-style-type: none"><li>• Add comment that duplicate</li><li>• Provide existing request ID</li><li>• Close request</li></ul>	Ensure procedure is followed
Investigation shows no action warranted	<ul style="list-style-type: none"><li>• Add comment with explanation</li><li>• Close request</li></ul>	Ensure procedure is followed
Unable to contact requester	<ul style="list-style-type: none"><li>• Request requires additional information</li><li>• Contact attempted but unsuccessful</li><li>• Close request with comment</li></ul>	Ensure procedure is followed

# COUNCIL AND THE PUBLIC HAVE REPORTING AT THEIR FINGERTIPS

- Reporting by district and neighborhood is built into RVA311 for you and your constituents
- Just create a profile to access Insights



# THREE WAYS TO REQUEST SERVICE

- Call us at 3-1-1 or 804-646-7000.
- Go to [RVA311.com](http://RVA311.com).
- Download the RVA311 mobile app for Apple or Android.
- We can provide training to your liaisons and are happy to attend district meetings if desired.