

INTRODUCED: March 6, 2018

AN ORDINANCE No. 2018-077

To amend ch. 2, art. IV of the City Code by adding therein a new div. 21, consisting of §§ 2-751—2-753, concerning the Department of Citizen Service and Response; and to repeal § 28-3 of the City Code, concerning the management and operation of the City’s 311 Call Center.

Patron – Mayor Stoney

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: APR 23, 2018 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That Chapter 2, Article IV of the Code of the City of Richmond (2015), as amended, is hereby amended and reordained by **adding therein a new** division numbered 21, consisting of sections numbered 2-751 through 2-753, as follows:

DIVISION 21.

DEPARTMENT OF CITIZEN SERVICE AND RESPONSE

Sec. 2-751. Created, composition.

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: MAY 14 2018 REJECTED: _____ STRICKEN: _____

There shall be a Department of Citizen Service and Response, which shall consist of a Director of Citizen Service and Response and such other officers and employees organized into such units as may be provided by ordinance or by the orders of the Director consistent therewith.

Sec. 2-752. Functions.

The Department of Citizen Service and Response shall perform the following functions:

(1) Developing, staffing, coordinating the implementation of, and overseeing all non-utility citizen services and response for citizens requesting non-emergency information or services from the City's departments other than the Department of Public Utilities.

(2) Developing, implementing, and administering measures and reports detailing the nature of citizen information and service requests, including responses provided by City departments other than the Department of Public Utilities fulfilling citizen requests for information and services.

(3) Gathering and analyzing citizen information and service request data to identify service trends and service delivery improvement opportunities for the City so that City services are proactive in meeting citizens' needs.

(4) Evaluating and implementing technologies that enhance the City's interaction with citizens requesting services or information from the City.

(5) Measuring, analyzing, and reporting on citizen satisfaction with City services.

(6) Overseeing and operating the City's 311 non-utility call center.

Sec. 2-753. Appointment, qualifications, and powers of Director.

(a) *Appointment.* The Director of Citizen Service and Response shall be appointed for an indefinite term by the Chief Administrative Officer and shall report to the Chief Administrative Officer.

(b) *Qualifications.* The Director of Citizen Service and Response shall be a person trained and experienced in mass communications, marketing, civic interaction and response, public administration, business, operations, or related fields.

(c) *Powers.* The Director of Citizen Service and Response shall have general management and control of the Department of Citizen Service and Response and its units. The Director shall appoint and remove all officers and employees of the Office, subject to applicable personnel policies established by ordinance, and shall have the power to make rules and regulations consistent with the Charter and City ordinances for the conduct of the functions of the Office.

§ 2. That section 28-3 of the Code of the City of Richmond (2015) be and is hereby **repealed** as follows:

[Sec. 28-3.— Call Center.

~~The Department of Public Utilities shall be responsible for managing and operating the City's 311 Call Center.]~~

§ 3. This ordinance shall be in force and effect on July 1, 2018.