

TRUE COMMISSION - CITYLINK COMMITTEE REPORT  
June 15, 2004

A committee of the True Commission chaired by Dan Davis visited the City's centralized citizen information/service call center. CityLink is a function of the Neighborhoods Department of the City of Jacksonville. The Committee interviewed the center's manager, Monica Rubi, and the Director of the Neighborhoods Department, Roslyn Phillips.

At the Commission's February 17, 2004 meeting, the Commission heard the Committee's report and heard from the Director of the Neighborhoods Department, Roslyn Phillips. As a result of this combined meeting the following report is issued by Commission.

Findings

- A. The committee learned how the CityLink system:
  - 1. Receives and processes citizen calls to the proper department or agency for action;
  - 2. Records subsequent agency actions to address the problems identified; and
  - 3. Provides follow-up information to return callers
  
- B. The Neighborhoods Department feels that the data in the CityLink database can be used as a management tool by City departments and agencies to:
  - 1. Identify service problem areas;
  - 2. Track the speed of remedial actions;
  - 3. Measure citizen satisfaction with the remedial actions taken; and
  - 4. Serve as a source of data for the analysis of work processes and for making management decisions.
  
- C. The committee understands the Neighborhoods Department is committed to developing a training initiative for City managers to explain in greater detail how the CityLink system depends on the full participation of the service-providing departments to "close the loop" from complaint to service provision to case close-out and how the information in the City Link system can be used as a management tool to increase service efficiency and effectiveness;

Conclusions

- 1. The committee believes one of the weaknesses of the system is that closeout of action items in the CityLink system depends on data being input by the agency or entity providing the requested service, not by CityLink personnel. Sometimes this information is not input in a timely manner. No follow up about what was done with information was provided.
  
- 2. The TRUE Commission feels that this training program to be offered by the Neighborhoods Department will be of great benefit to City managers. It will assist them in more effectively managing their personnel and resources to achieve the best possible service levels to the citizens of Jacksonville.

Recommendations

- 1. TRUE Commission hereby endorses and encourages the Neighborhoods Department's initiative to provide additional training to City managers on the

operation and potential benefits of the CityLink call center system. The Commission encourages City managers to take advantage of the opportunity to use the system to its fullest potential for the benefit of Jacksonville's citizens.

2. Some type of monitoring system, at least on a sample basis, be developed to independently review management's implementation of the tools and training developed by CityLink and the Neighborhoods Department.
3. The TRUE CityLink Committee will report back to the full Commission six (6) months from the date of this report on the status of these recommendations.

Adopted by the TRUE Commission on June 15, 2004.