

**GOAL
#7**

Customer Service

Government services are customer-centric, accessible, and transparent.
We leverage technology for better/faster customer service, allowing
many services to be done online.

Commissioner Donnelly – Executive Sponsor

Objective #1 – Deni La Rue

- ▶ By April 2015, create a comprehensive citizen communication strategy to:
 - a. Report outcomes from County services
 - b. Enhance recognition of the linkages among County services
 - c. Seek feedback to spark improvement in County services



Citizen Survey

'I think the only thing I rated as inadequate was communication with residents about services. As I took the survey, I realized that I had no idea the County provided some of the services in this survey. For many, because I don't use the service, I'm not in a position to say how well the County is doing with it. However, as a taxpayer in the county, I'd really like to know if my dollars are being well spent. Perhaps an annual "county report card" or something to that effect that shows the IMPACT of county programs on citizens, environment, etc. would be something the county could provide and share in local media, social media, and even through the mail to ensure that everyone gets it. I know something like that would be really expensive (collecting, analyzing, reporting the data), and that this would need to be weighed against other services the county provides, but it might be something that helps to unify us all and generate additional revenue, as citizens better understand how their dollars are going to work. At the end of the day, we absolutely love living in Larimer County. Thanks for all you do to make this a wonderful place to live.'



Progress to Date

Analyze current communication structure

Study successful communication strategies

Gap analysis

Create a Communication Strategy

April 2015 revised to July 2015

Report outcomes

Highlight connections

Feedback for improvements

Created a framework for the strategy



Considerations

- ▶ Inclusion of Citizen Survey feedback pushed completion date to July 2015
- ▶ Final strategy will have a staffing resource request
- ▶ Defined role and expectations for County offices & departments



Objective #2 – Laura Sartor

- ▶ By July 2015, implement a uniform, countywide system for monitoring and improving the customer service experience of citizens.

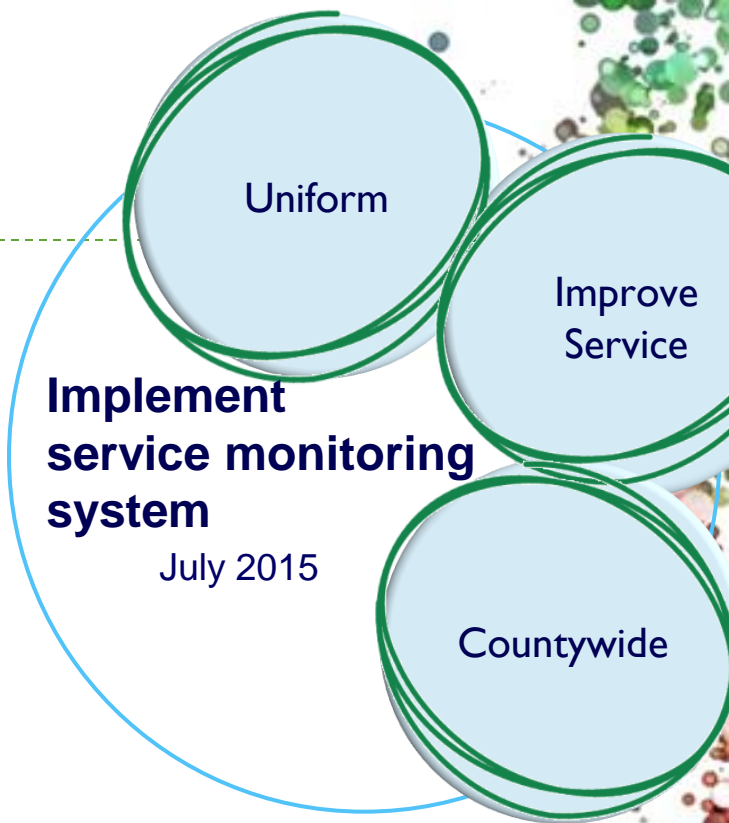


Progress to Date

Researched public & private best practices

Outreach to public-facing County services

Analyzed current tools & data usage



FITD assisted with technology solution



Pilot Results to Date

- ▶ Offices/Departments: Motor Vehicle, Benefits Eligibility, Child Support Services, and Treasurer
- ▶ 311 responses as of 6/25/15
- ▶ Highlights of scores – handout
- ▶ Distribution approaches greatly affected volume
 - ▶ Website links
 - ▶ QR code business cards
 - ▶ Paper forms
 - ▶ Invite rather than passively make available
- ▶ May need some type of free-text option for suggestions (increases analysis time greatly)



Pending Work

- ▶ Analyze full pilot results
- ▶ Expand use of tool to as many offices/departments as possible
- ▶ Recommendations for long term use and analytics structure
- ▶ Recommend spectrum of options for sustainability



Objective #3

- ▶ By the end of 2017, take a regional leadership role by establishing an information and access hub to connect citizens to the government services they need.



Citizen Survey

Sources of Citizen Information	Yes
Larimer County Website	76%
Friends, neighbors, co-workers	66%
Newspapers print	59%
Utility Bill Inserts	49%
Newspapers online	46%
Radio	38%
Public meetings	38%
Social media such as Facebook, Twitter and You Tube	24%
Cable TV - county meetings & programs	18%
Larimer County email subscription services	16%
Non-Cable TV	12%
Internet Streaming of County meetings	10%

“Communicating with residents about county programs is always difficult. The problem is always about access for specific assistance and working through the maze of County offices to find out where one should go or whom to call. The County website could have such a location service by offering a "drill down" type of questionnaire whereby a resident could click on Motor Vehicles, then on Registration, then on Location, then on Estes Park, for instance. This way they could find where to go or who to see about a problem and seek a resolution easily.”



Progress to Date

Intra-County study – gap in directions for citizens

Identified need for training and increase in awareness for staff

Structure created for comprehensive service catalog

Establish an info and access hub to services

End of 2017

Intuitive

Lead the Region

Convenient

2-1-1 technical assistance on spectrum of service levels



Considerations/Pending Work

- ▶ Lack of municipal interest currently
- ▶ Larimer 101 for front-line staff
 - ▶ Members from HR, Collaboration Goal, and this Objective
- ▶ Priority of web design
 - ▶ Critical need for intuitive search – both internal/external
 - ▶ Links to other municipal services being considered
 - ▶ Completed research from this team shared with the Webmaster for Virtual Courthouse upgrade project

