

Memorandum



CITY OF DALLAS

DATE May 8, 2015

TO Honorable Members of the Quality of Life & Environment Committee: Dwaine R. Caraway (Chair), Sandy Greyson (Vice Chair), Adam Medrano, Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Dallas City Hall On the Go

On Monday, May 11, 2015, the Quality of Life and Environment committee will be briefed on Dallas City Hall On the Go! The briefing is attached for your review.

Please contact me if you have any questions.

A handwritten signature in blue ink that reads "Mark McDaniel".

Mark McDaniel
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Dallas City Hall **on the GO!**

Quality of Life & Environment Committee

May 11, 2015



Purpose

- Make it easier for residents to do business with the City
- Be another “face” of the City in the community
- Increase awareness of City services

Exterior Vehicle Photo (before)



Exterior Vehicle Photo (before)



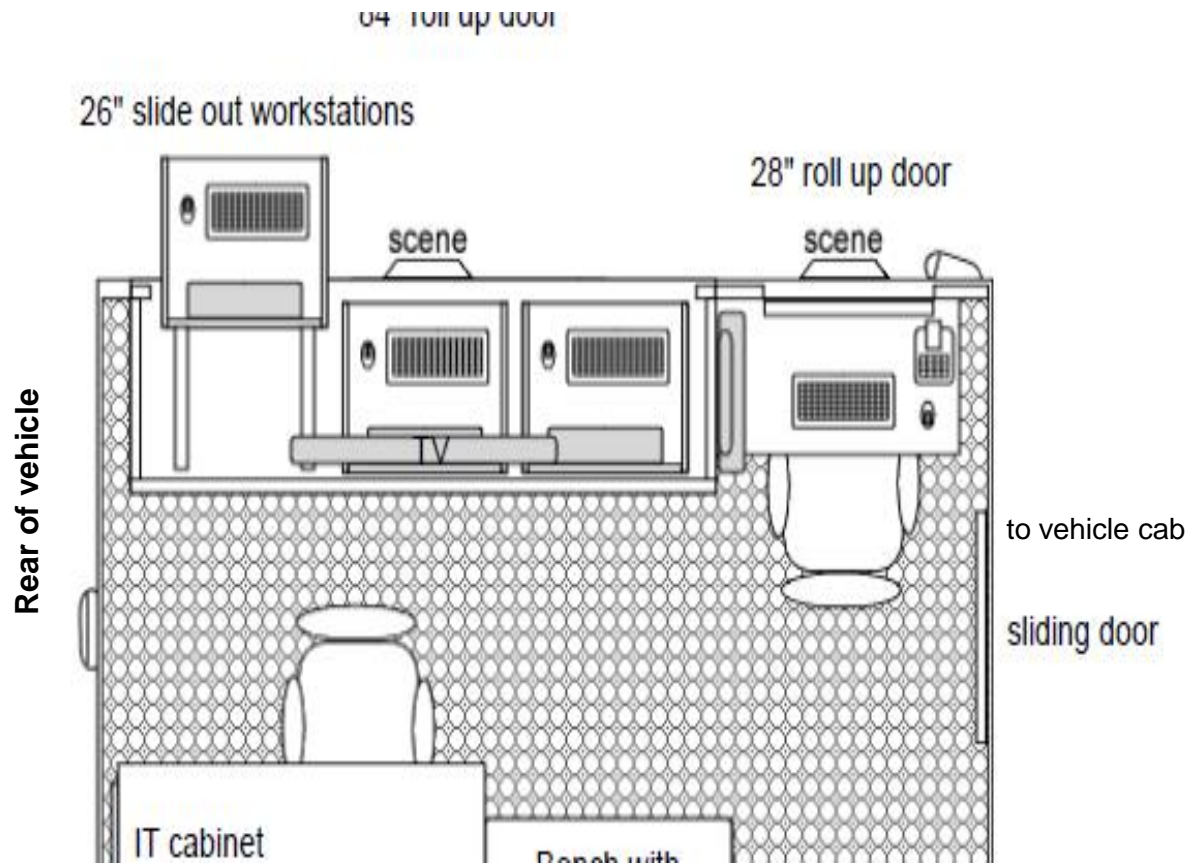
Proposed Graphics



Vehicle Information

- Name **Dallas City Hall on the GO!**
- Tagline **From Downtown to Your Door**
- Vehicle Chevrolet Express Commercial Cutaway 3500 Van
- Technology and Equipment
 - GPS
 - Laptops and tablets
 - Touchscreen monitors
 - Media monitor
 - All-in-one printer, scanner, copier
 - Wi-Fi hotspot
 - Cable locks
 - Work counter
 - Safe
 - Security cameras
 - Interior and exterior lighting

Interior Layout



Additional features:

- Pop-up awning for shade/weather conditions
- Small table & chairs for setup outside the vehicle

Concept Origination

- Name **City of Boston City Hall to Go**
- Tagline **Convenience, Served Fresh Daily**
- Vehicle 1985 Bomb Squad Truck (inspired by food truck)
- Began December 2012
 - On the road in July 2013
- Offers 50 City of Boston services
- Attends neighborhood, community, and citywide events (5 days a week)
- Saves residents about 50 minutes in commute and wait times
- Average number of transactions per stop progressively increased to more than double in the first year of operation

Voice of the Customer

City of Dallas Community Survey Results FY 2013 vs. FY 2014

- Statistically significant decreases in satisfaction in several services
 - Low income resident services (-9%)
 - Senior services (-9%)
 - Availability of information of City programs and services (-5%)
- Residents think that the following should be the City's top public information priorities
 - 311 services (31%)
 - Availability of information of City programs and services (30%)

Voice of the Customer

TALKDALLAS Survey Results (Summer 2014)

- Where would you like to see the vehicle?
 - In my neighborhood
 - At City and public events
- What types of services should the vehicle offer?
 - Placing service requests/following up on request
 - Register pet
 - Information on City services
 - Information on how to address Council
- Why would the vehicle be convenient?
 - Talk to a Dallas City Hall representative face-to-face
 - Save citizen time and effort
 - Feel more in touch with community

Target Areas

From Community Prosecutors

- Communities whose residents are uncomfortable coming to City Hall
- High density apartments to encourage residents to invest in the City as their own
- Diverse areas with language-specific information
- Communities that are unaware of City services or requirements

From Service Departments

- Neighborhood Plus events
- Department-specific high impact areas
- People Helping People caseworkers know common locations
- Code Officers have frequent violation areas
- Dog parks for pet registration

Services To Be Offered



Payment Services

- Parking Tickets
- Traffic Tickets
- Water Bills
- Pet Registration/Renewal



Neighborhood Services

- Garage Sale Permits
- Block Party Permit
- Citizen Fire Academy
- CERT Training
- OEM Alerts
- Park Reservations
- Request a Speaker at HOA/NA Meeting



Pet Services

- Adoption Information
- Spay and Neuter Information



City Services

- Birth Certificate Applications
- Employment Opportunities & Applications
- Open Records Request
- Service Request
- Voter Registration
- Single Use Bag Registration



Community Initiatives

- Environmental Quality
- People Helping People
- Senior Services
- Water Conservation
- Medicaid/CHIP Information

Proposed Schedule

- Operational 5 days a week

Days	Location
Wednesday – Friday	<ul style="list-style-type: none">• At neighborhoods and communities• Target areas
Saturday – Sunday	<ul style="list-style-type: none">• At neighborhoods and communities• Special Events
Monday and Tuesday	<ul style="list-style-type: none">• Parked

- Post up-to-date calendar on vehicle’s website
- Request vehicle for special events through service request
- **TALKDALLAS** Survey Results
 - Hours and days of service
 - Weekday evenings
 - Weekend mornings and afternoons

Document and Payment Security

- Accepted Forms of Payments
 - Checks and Money Orders
 - Credit card payments handled via existing online access
 - No cash accepted
 - Exterior of vehicle marked **“No Cash Onboard”**
- Safe on vehicle to hold all transactions
- Internal Controls Tracking Log
- Processes and training reviewed by City Controller’s Office and Internal Control Program

Performance Measures

Performance Measures	Data Collection
Number of events attended	Calendar
Number of transactions	Receipt
Percent of visitors conducting transaction at vehicle	Tally
Mileage saved by citizens	Survey
Cost to operate vehicle	Budget
Customer satisfaction with ConnectDallas services	Survey
Number of visitors to ConnectDallas vehicle	Clicker
Transactions per service department	Log
Increase in mobile app downloads	CRMS

Marketing and Communication

- Internet via www.dallascityhall.com
- Email Blasts (HOA/NA and GovDelivery)
- Twitter
- City of Dallas Announcements
- City Departments
- Intranet
- **TALKDALLAS**
- Press Releases
- Council Offices
- Facebook
- Word of Mouth

Staffing

- Daily Operations Coordinator
 - Existing staff reassigned for this function
- 311/Water Customer Service Agents
 - At least one bilingual agent
- Service department subject matter experts
 - As needed based on location/event
 - For example: Senior Services, Animal Services, Water Conservation
- Only City staff allowed inside vehicle

Start-up and Operational Costs

Start-up

- Vehicle - \$29,294
- Generator - \$4,482
- AC/Heat - \$743
- Vehicle Wrap - \$1,500 (estimated)
- Technology and Equipment - \$31,480

Total Start-up Cost – \$67,499

Total Monthly Operational Cost* - \$374

- Fuel - \$17/day (estimated) = \$374/month

Funding Source

- **Start-up Cost: FY 13-14 Budget**
- **Operational Cost: FY 14-15 311 Budget**

* No additional staff hired

Next Steps

- Finish installation of technology and equipment
- Wrap vehicle
- Train employees who will staff the vehicle
- Soft launch in late spring/early summer
- Create and publicize schedule

Questions?

Appendix

Detail of Services Offered

Service Detail



Payment Services

Parking Ticket

- Citation look up
- Online payments accepted

Traffic Tickets (Courts and Detention Services)

- Citation look up
- Information on how to resolve tickets
- Some online payments accepted

Water Bill

- Online payments accepted

Pet Registration/Renewal

- Provide registration applications
- Deliver applications to department
- Online payments accepted

Service Detail



Neighborhood Services

Garage Sale Permits

- Provide applications
- Accept payments & completed applications
- Deliver applications to department

Block Party Permit

- Accept completed applications
- Deliver applications to department

Citizen Fire Academy

- Accept completed applications
- Deliver applications to department

CERT Training

- Accept completed applications
- Deliver applications to department

Service Detail



Neighborhood Services

OEM Alerts

- Sign up residents for alerts

Park Reservations

- Provide applications
- Payments accepted over phone through PKR

Request a Speaker at HOA/NA Meeting

- Create Service Request

Service Detail



Pet Services

Pet Adoption Information

- Promote and explain adoption process
- Browse adoptable pets
- Provide applications

Spay and Neuter Information

- Promote and explain spay and neuter process
-

Service Detail



City Services

Birth Certificate Information

- Submit application
- Online payments accepted

Employment Opportunities

- Provide employment information
- Online application submittal

Open Record Request

- Begin Open Record Request process

Service Request

- Create service requests
- Check status of service requests

Voter Registration

- Look up voter registration
- Provide applications

Single Use Bag Registration

- Online registration

Service Detail



Community Initiatives

Environmental Quality

- Promote environmental initiatives
- Plastic Bag ordinance awareness

People Helping People

- Provide contact information for caseworkers
- Provide assistance with applications

Senior Services

- Provide contact information for caseworkers

Water Conservation

- Provide information on current incentive or rebate programs
- Provide assistance with applications

Medicaid/CHIP

- Provide information