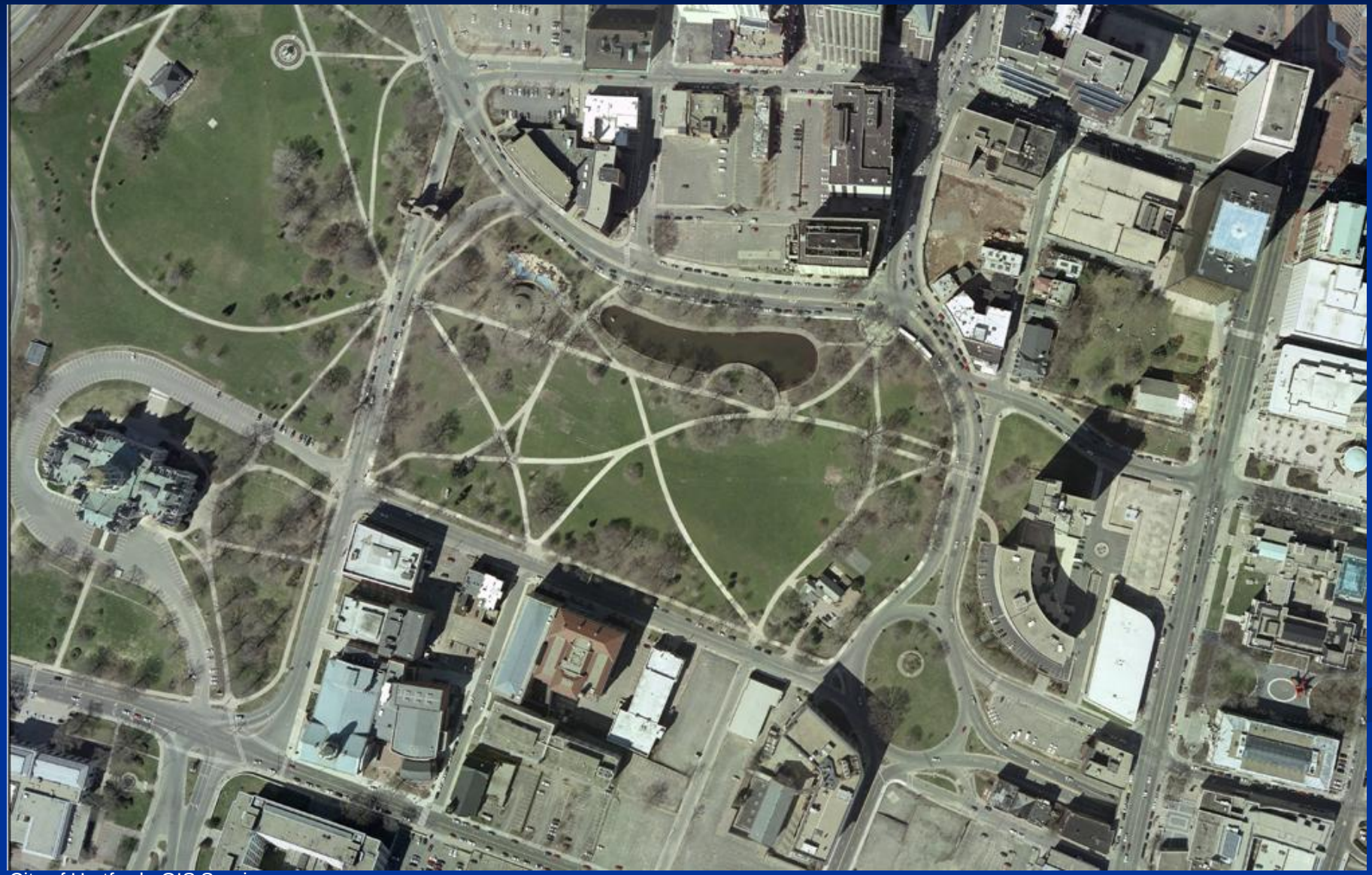
Integrating GIS into a 311 Call Center

NEURISA 2009 Sturbridge, MA

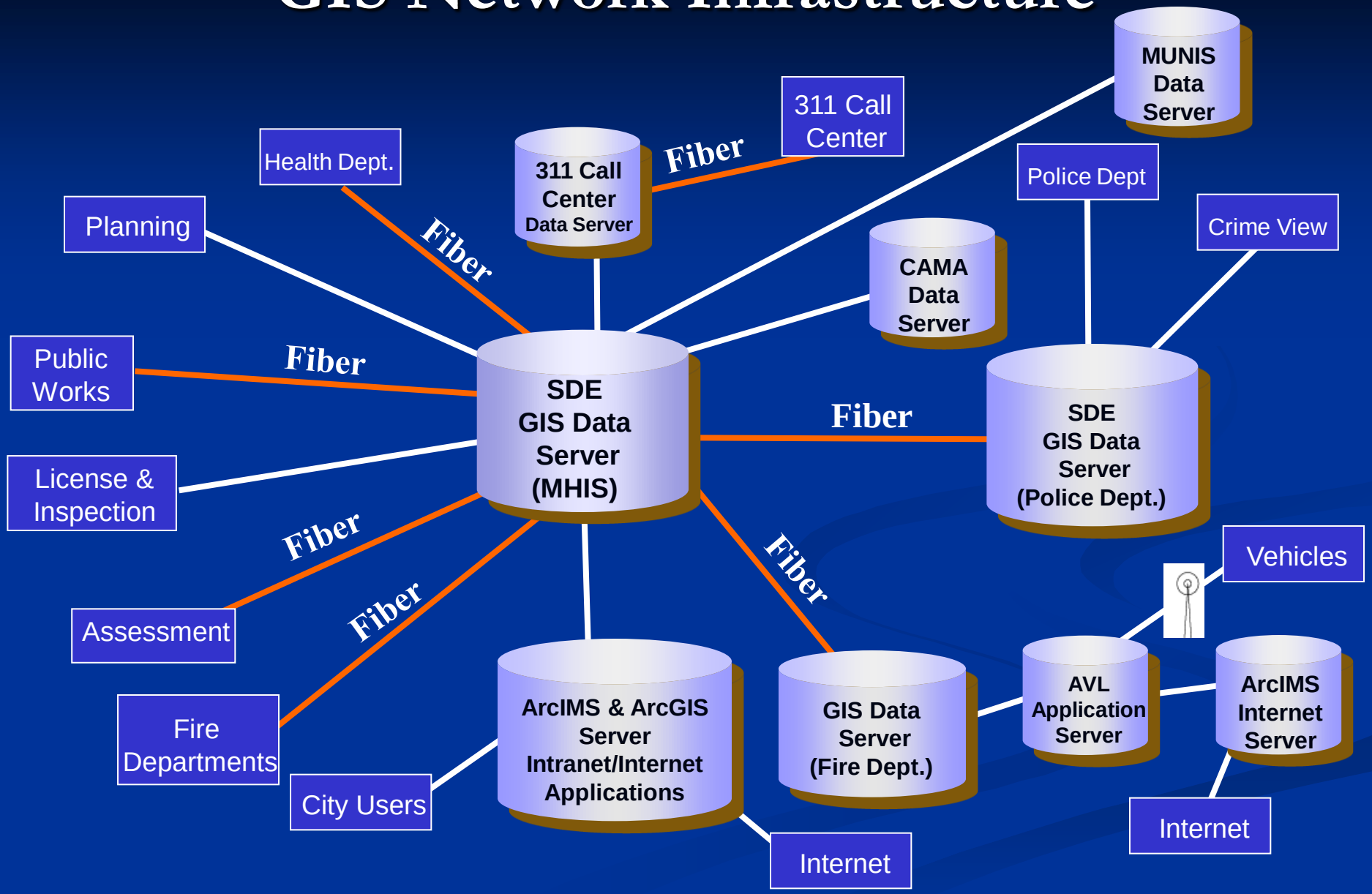


City of Hartford - GIS Services

Overview

- City of Hartford - GIS Network Infrastructure
- Addressing and Property Ownership
- Integrating 311 and GIS
- Sample Maps Using BI Report Exports for Data
- Integrating ArcGIS Server with 311
- Call Summary of 311 Data
- Address Match Summary of 311 Data

GIS Network Infrastructure



Addressing and Property Ownership

- Addressing & Property Ownership Maintenance Directly Affects the Following:
  - 311 Call Center
  - Fire Department
  - Assessors Office
  - Planning Department
  - Public Works Department
  - Police Department
  - Board of Education
  - Environmental Health
  - License & Inspection

Addressing and Property Ownership (cont…)

- Currently have 22,000 Parcels & 45,000 Address Pts
- Address Points Maintained through GIS
- Property Ownership Maintained in Assessors Office
- Owner/Property Information Linked to Each Address
- Addresses are Coded as Active and Inactive

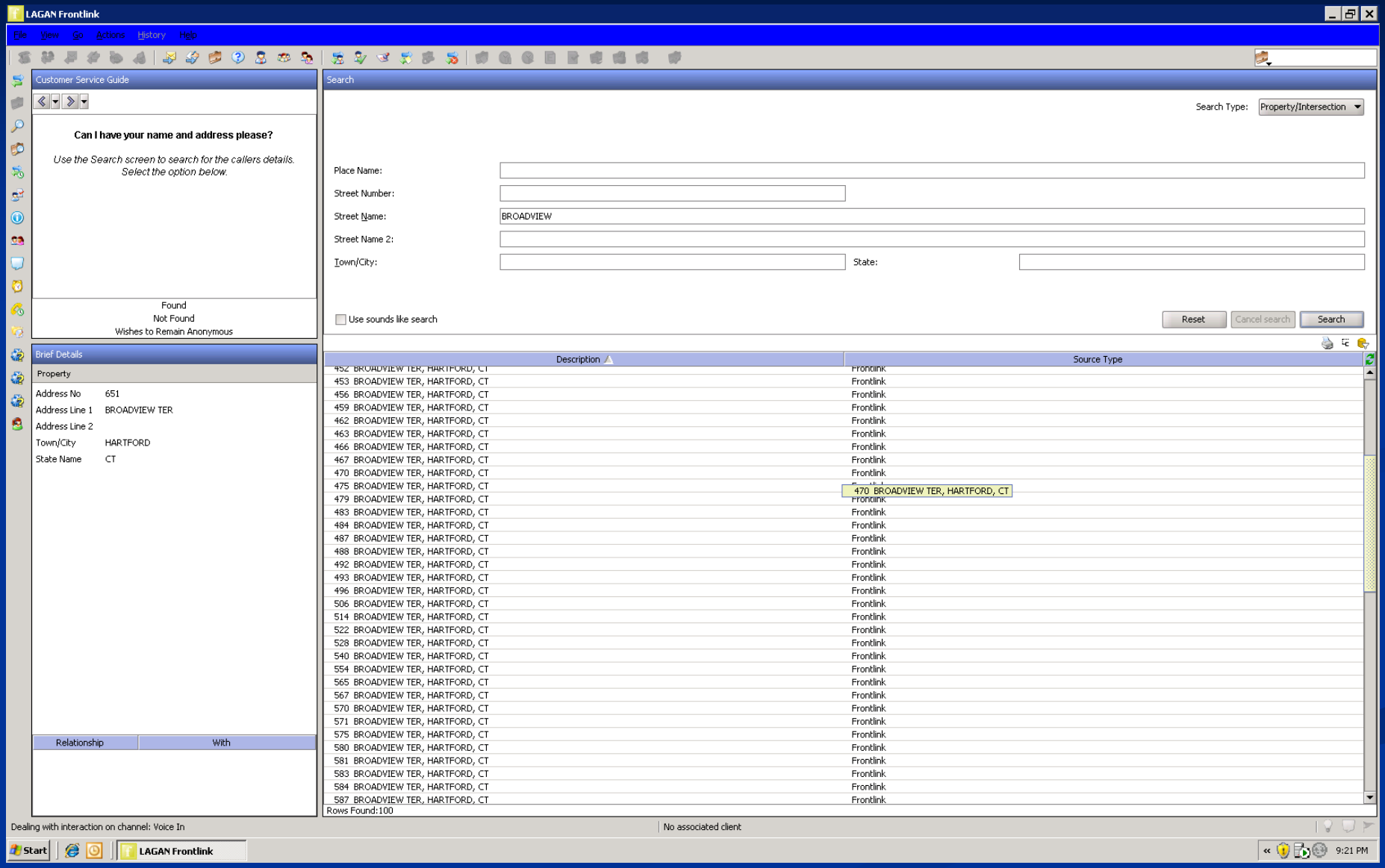
Integrating 311 and GIS

- What is 311 CRM (Customer Relationship Management) System
- Why was it Implemented
- How Does it Work
- Why was it Integrated with GIS
- How does it Benefit our Enterprise GIS System

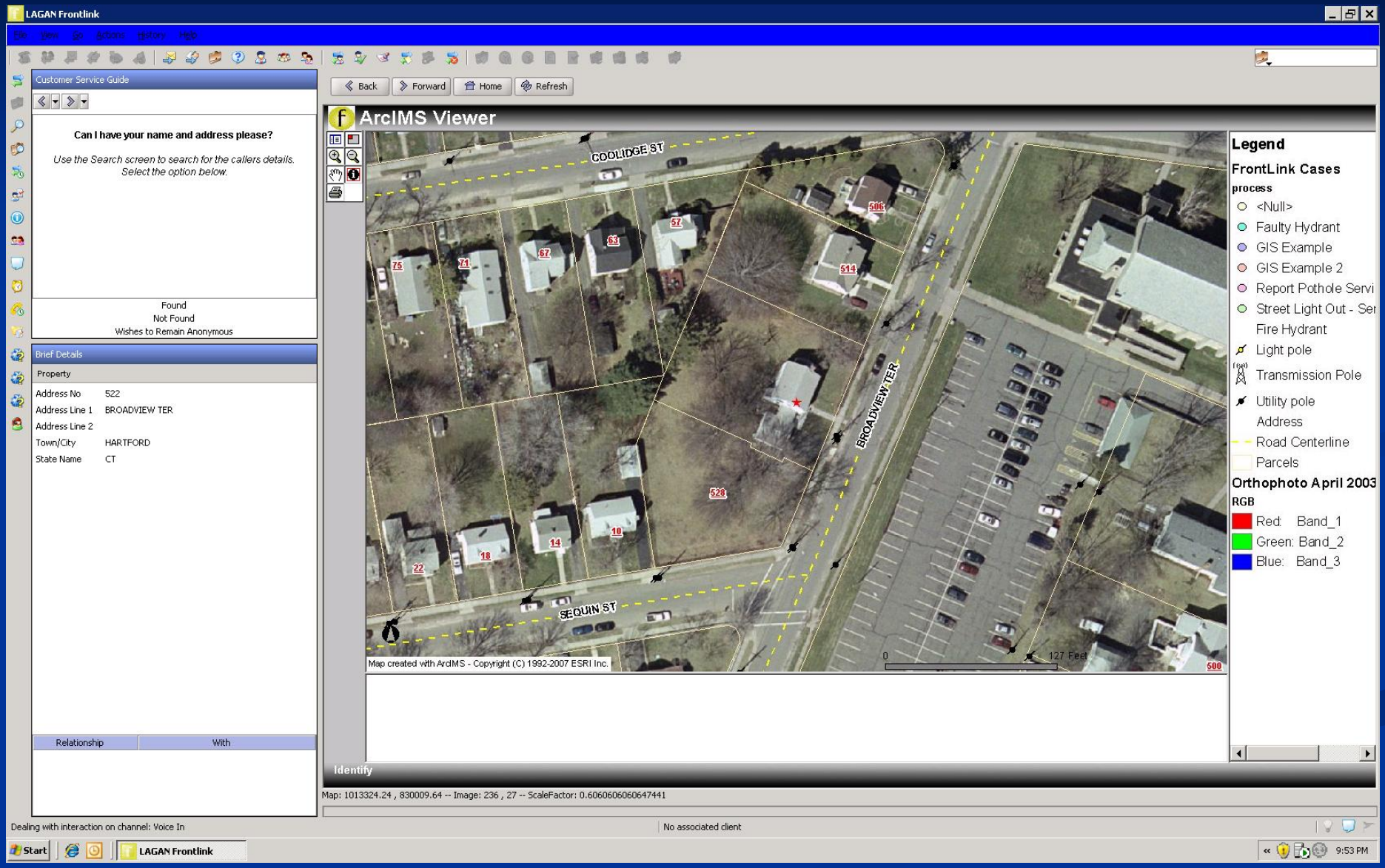
Integrating 311 and GIS (cont..)

- We Created Unique FrontLink ID for Each Address
- GIS Data is Integrated through the Lagan Property Loader
- When a Search is Done in the CSP we Only Search the Active Addresses
- When an Address is not Found a "Location not Found" Case is Created

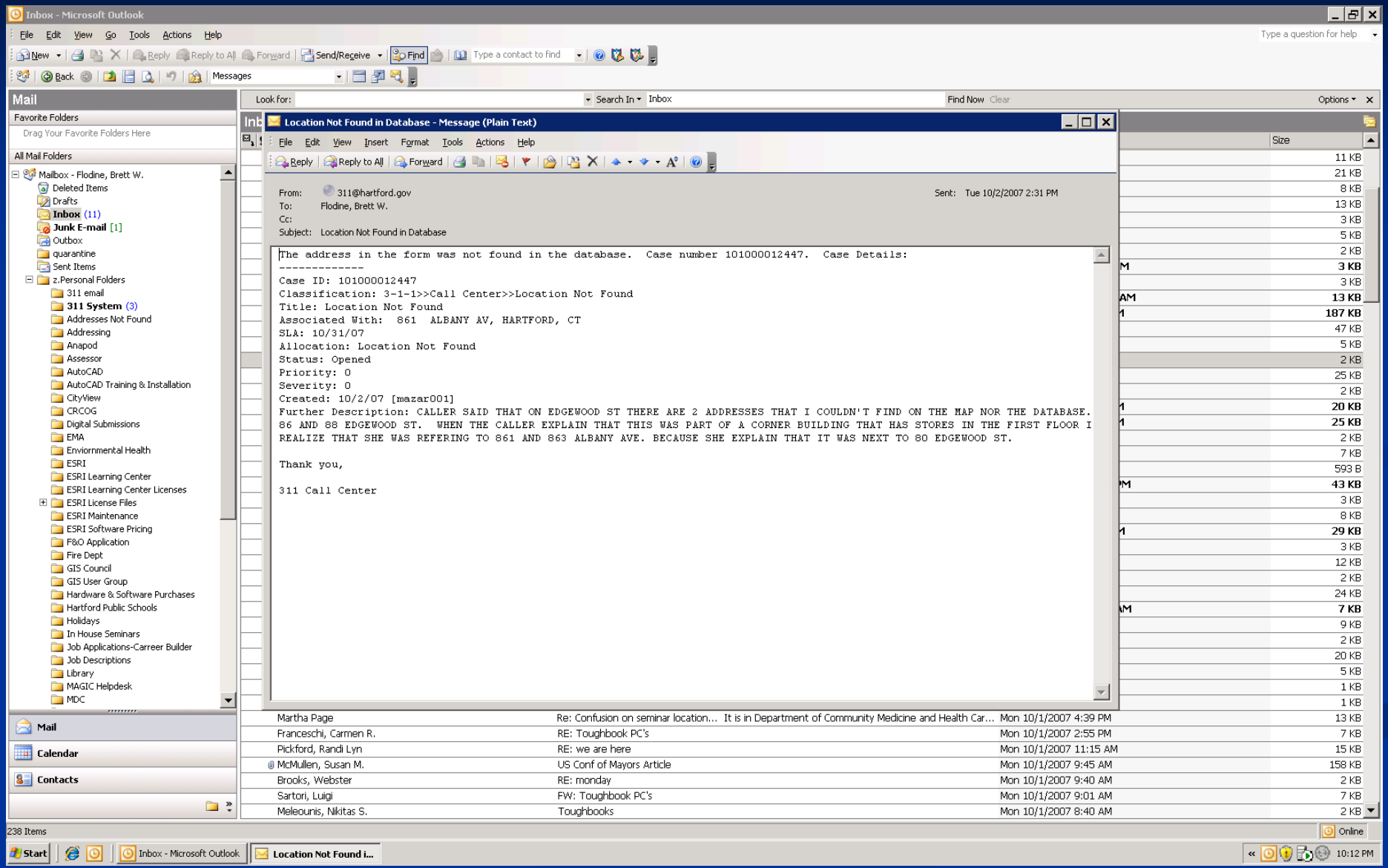
FrontLink Sample Search Screen



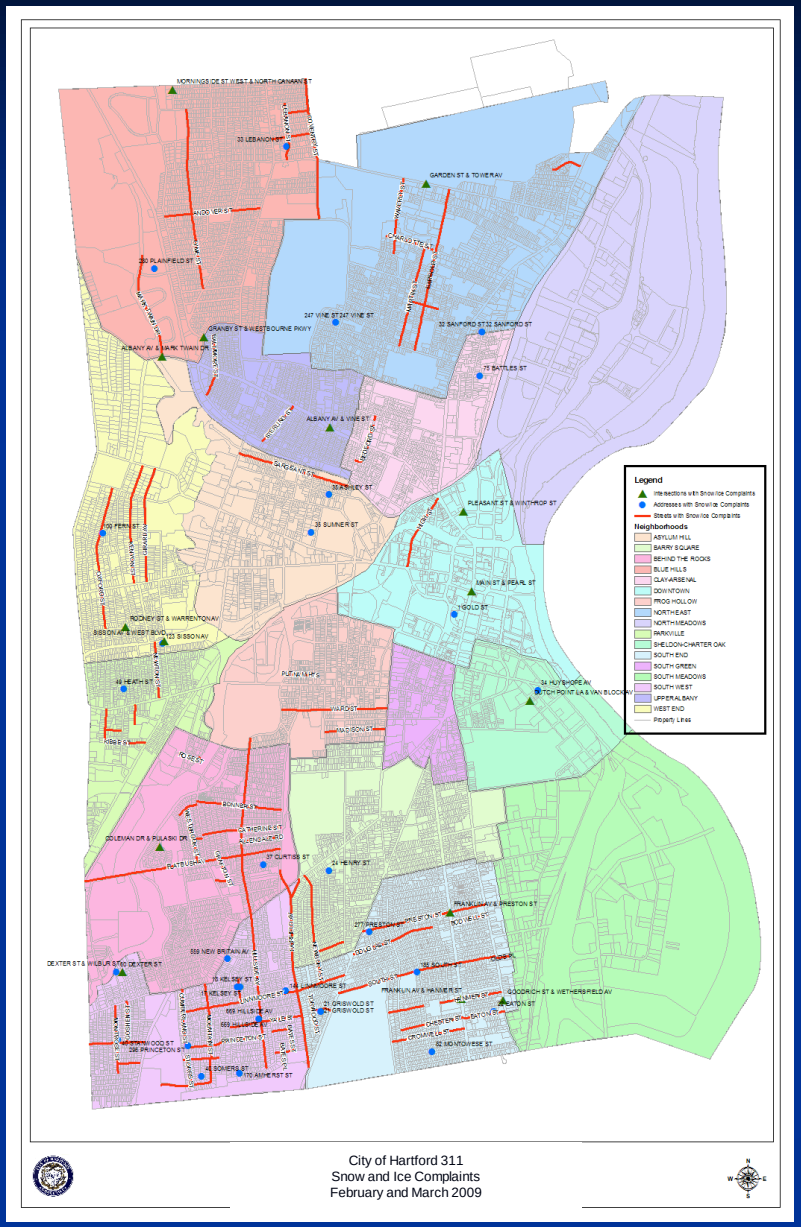
Current FrontLink ArcIMS Map Screen

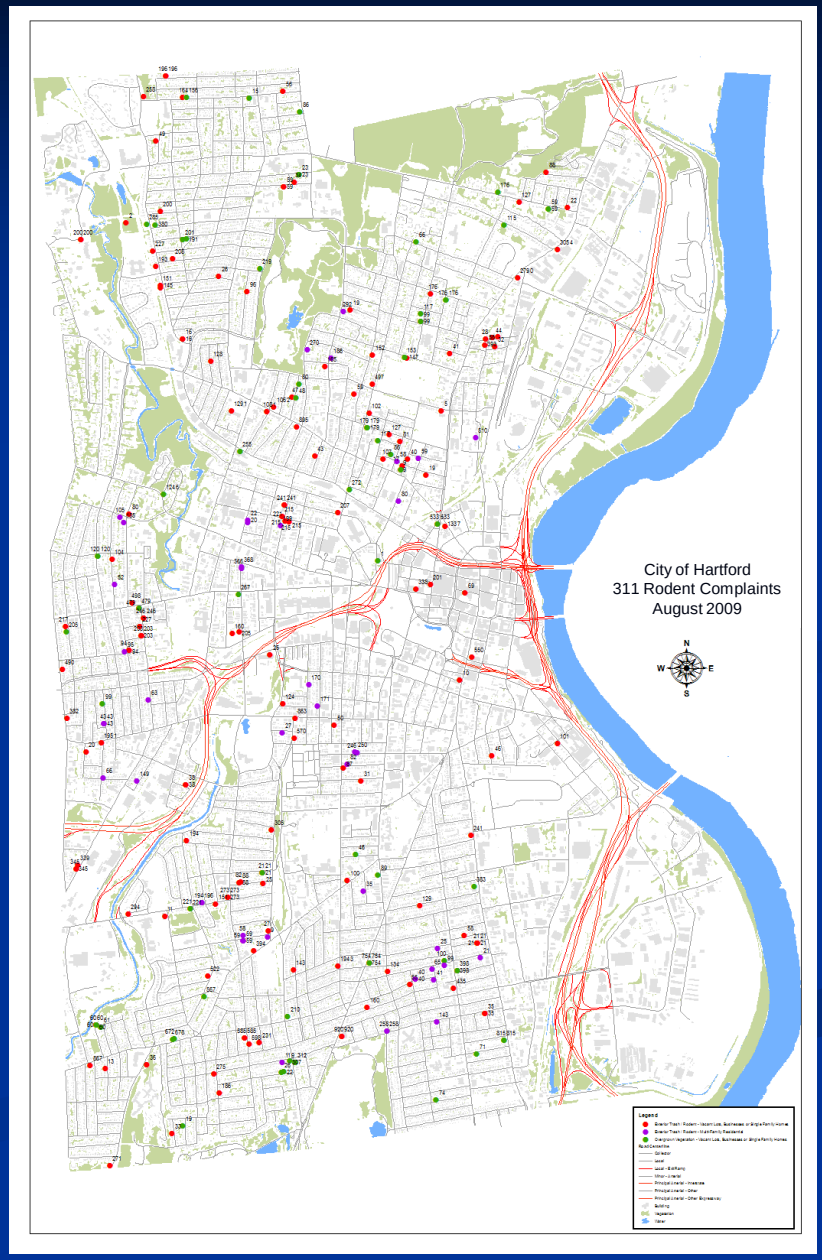


Sample Location Not Found

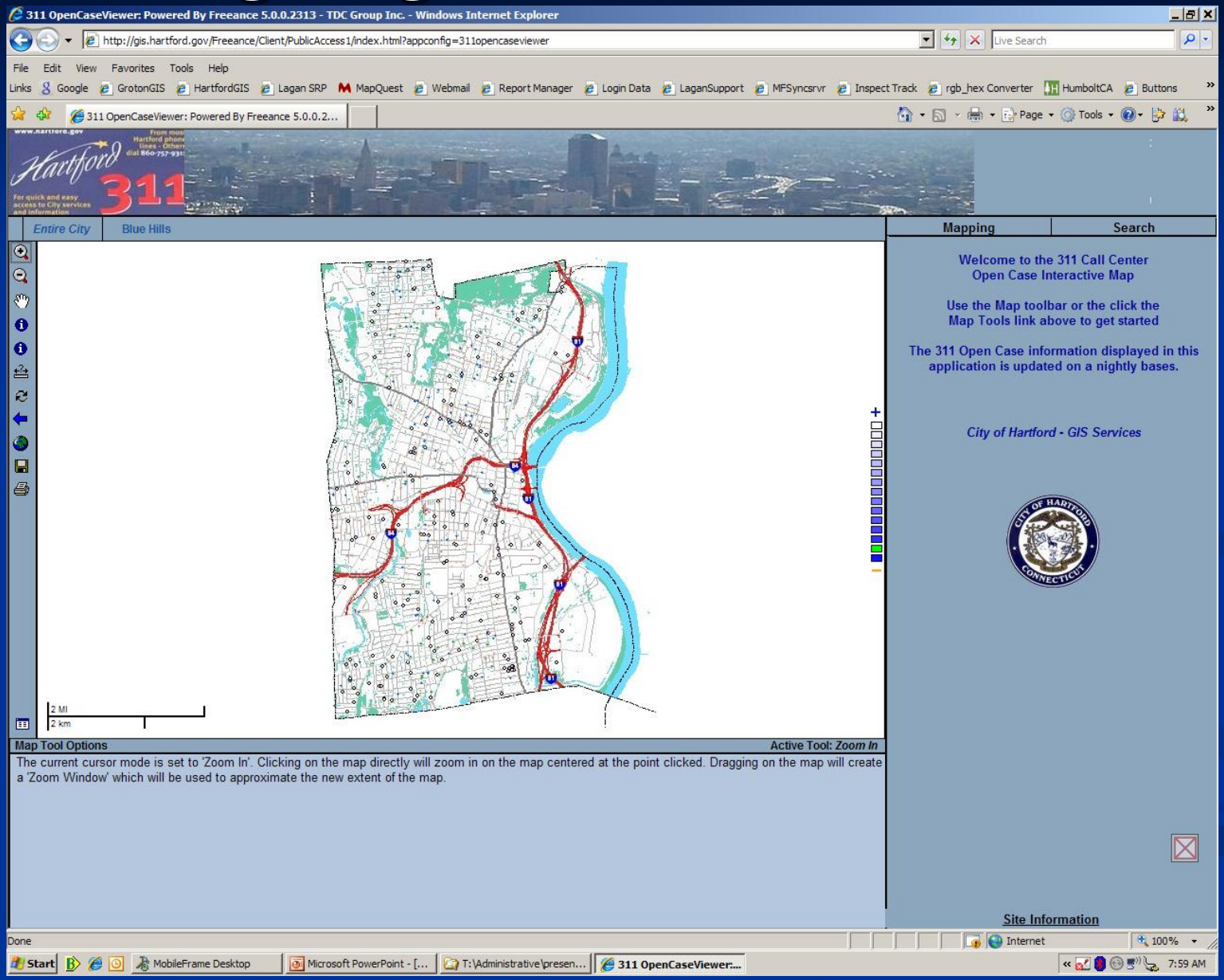


Sample Maps Using BI Report Exports for Data

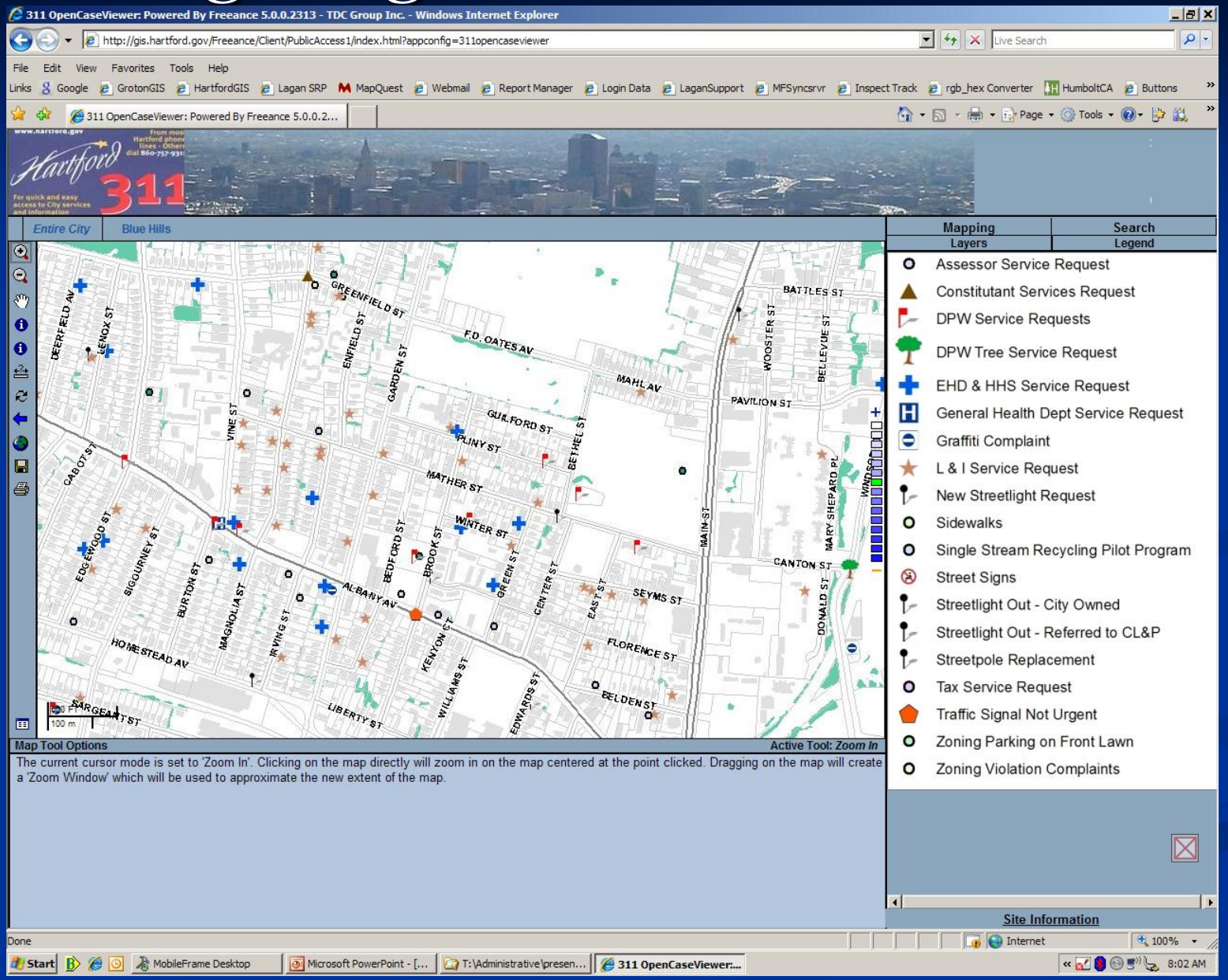




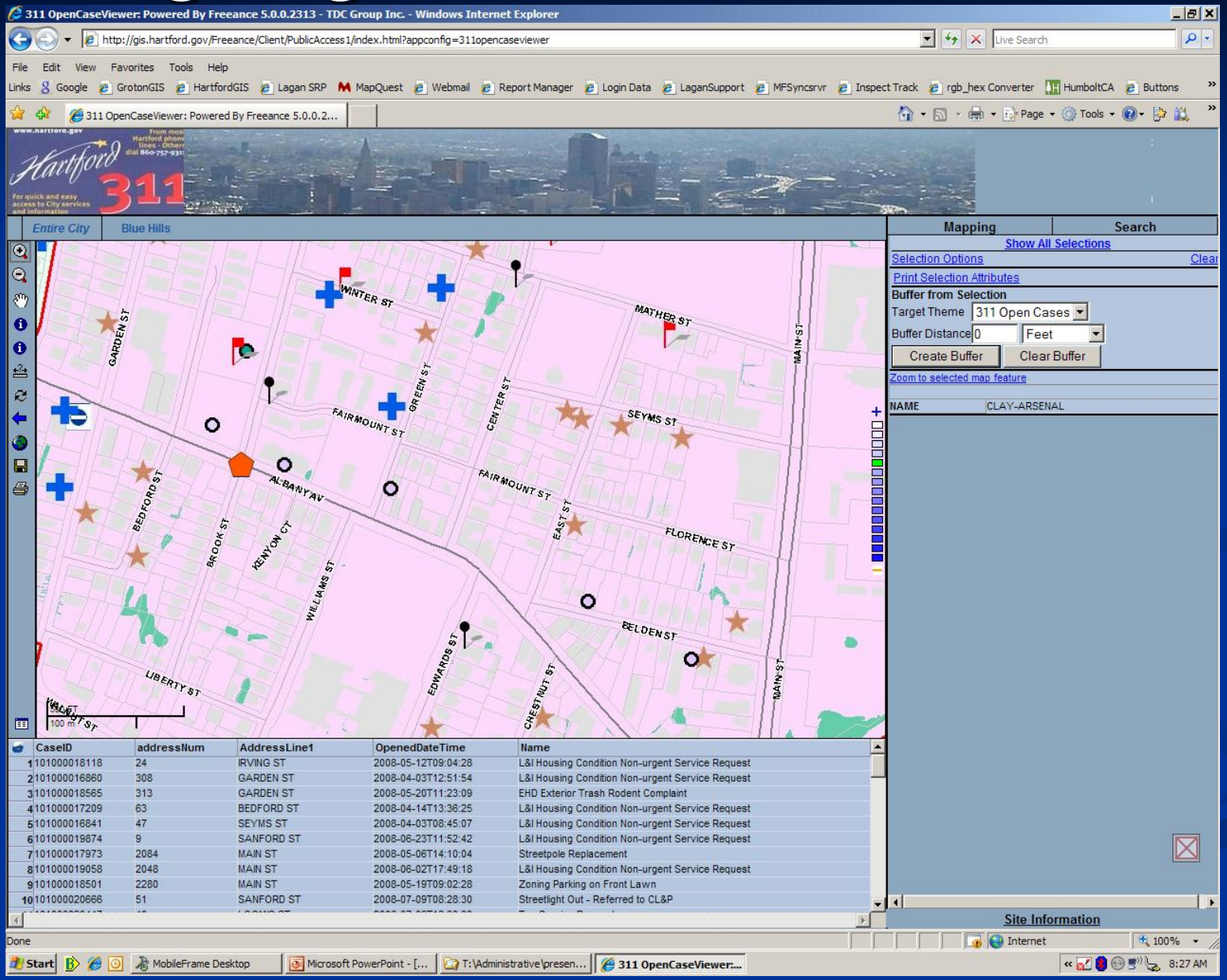
Integrating ArcGIS Server with 311



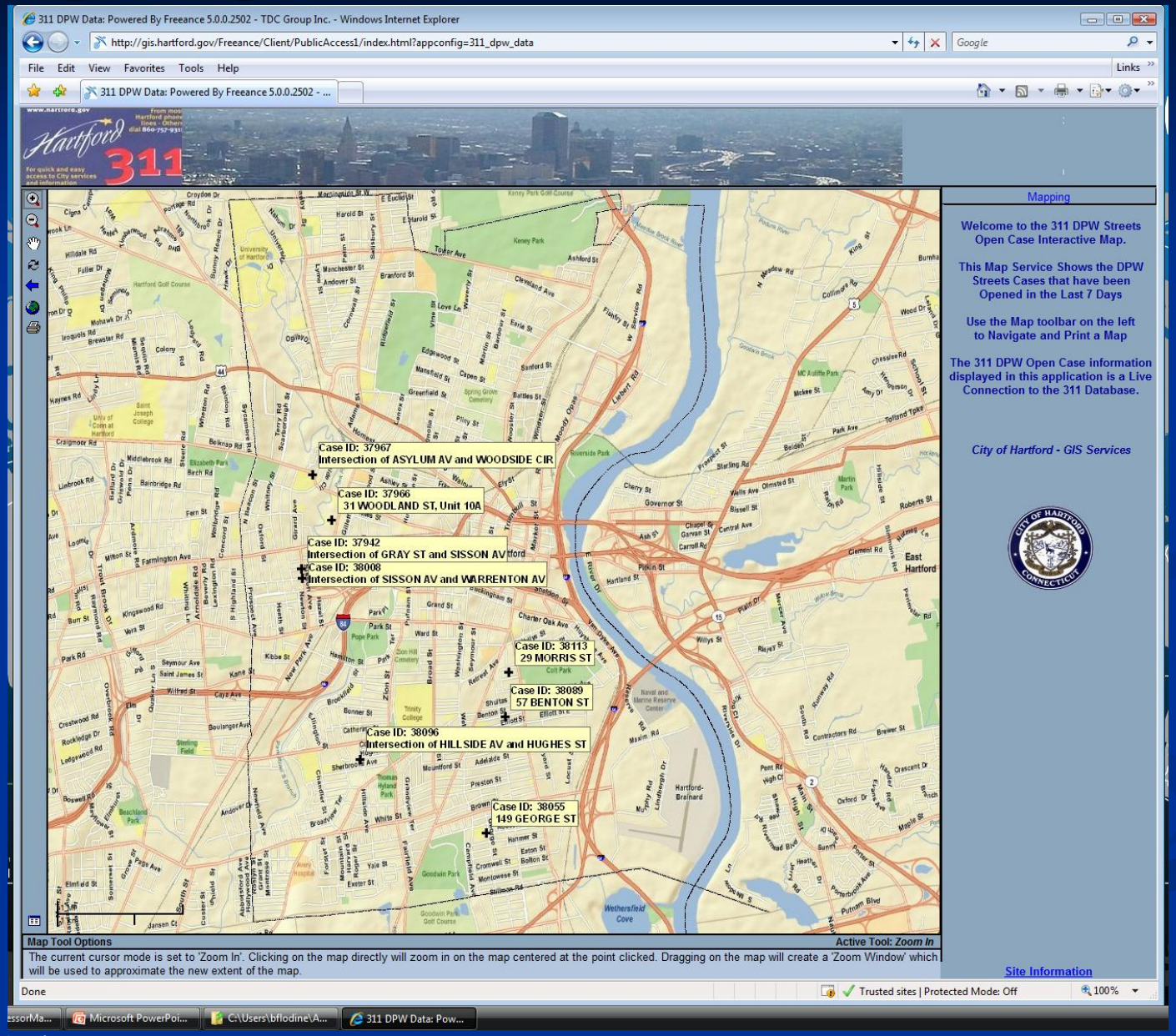
Integrating ArcGIS Server with 311



Integrating ArcGIS Server with 311 cont…



Integrating ArcGIS Server with 311 cont…



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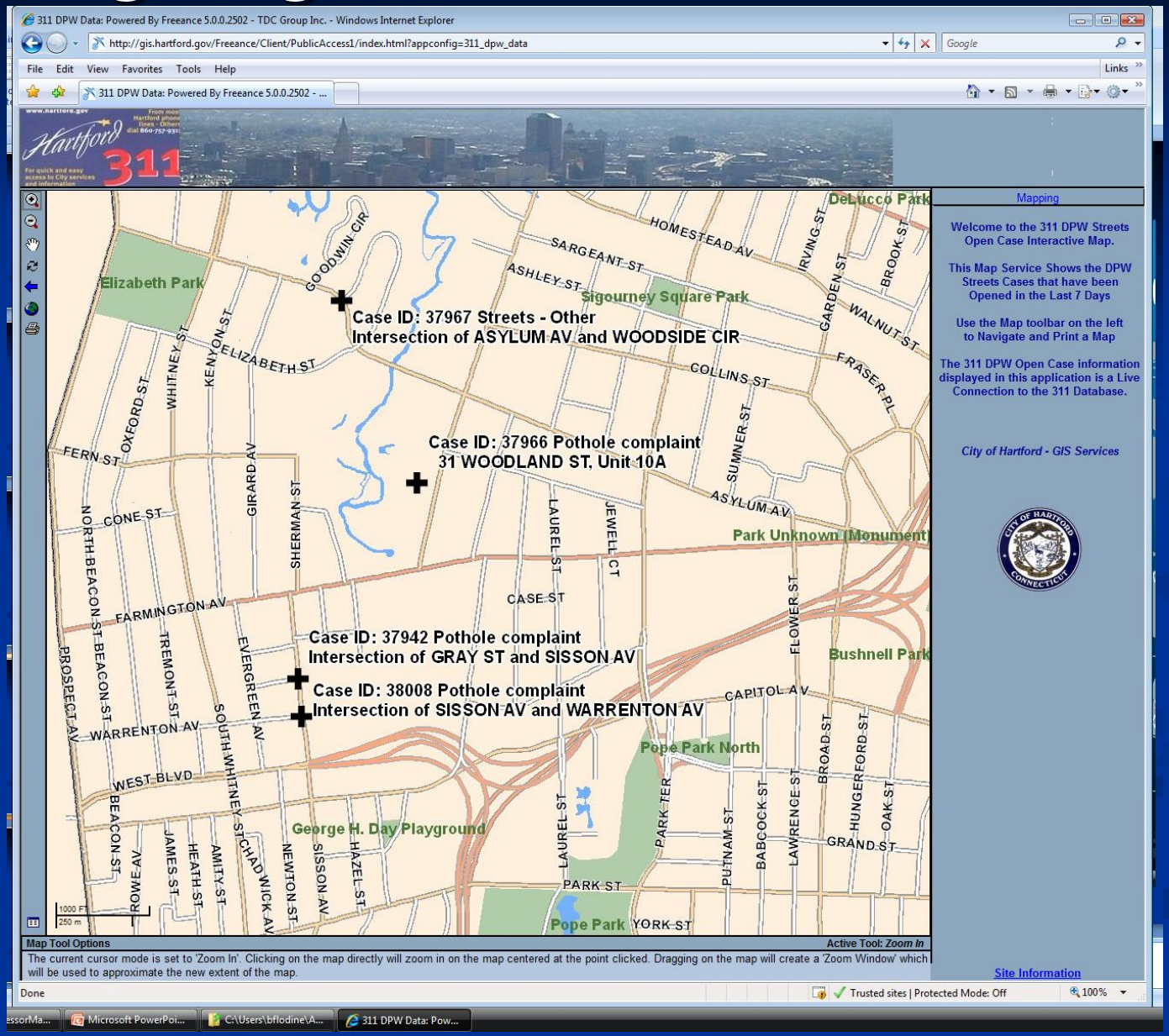


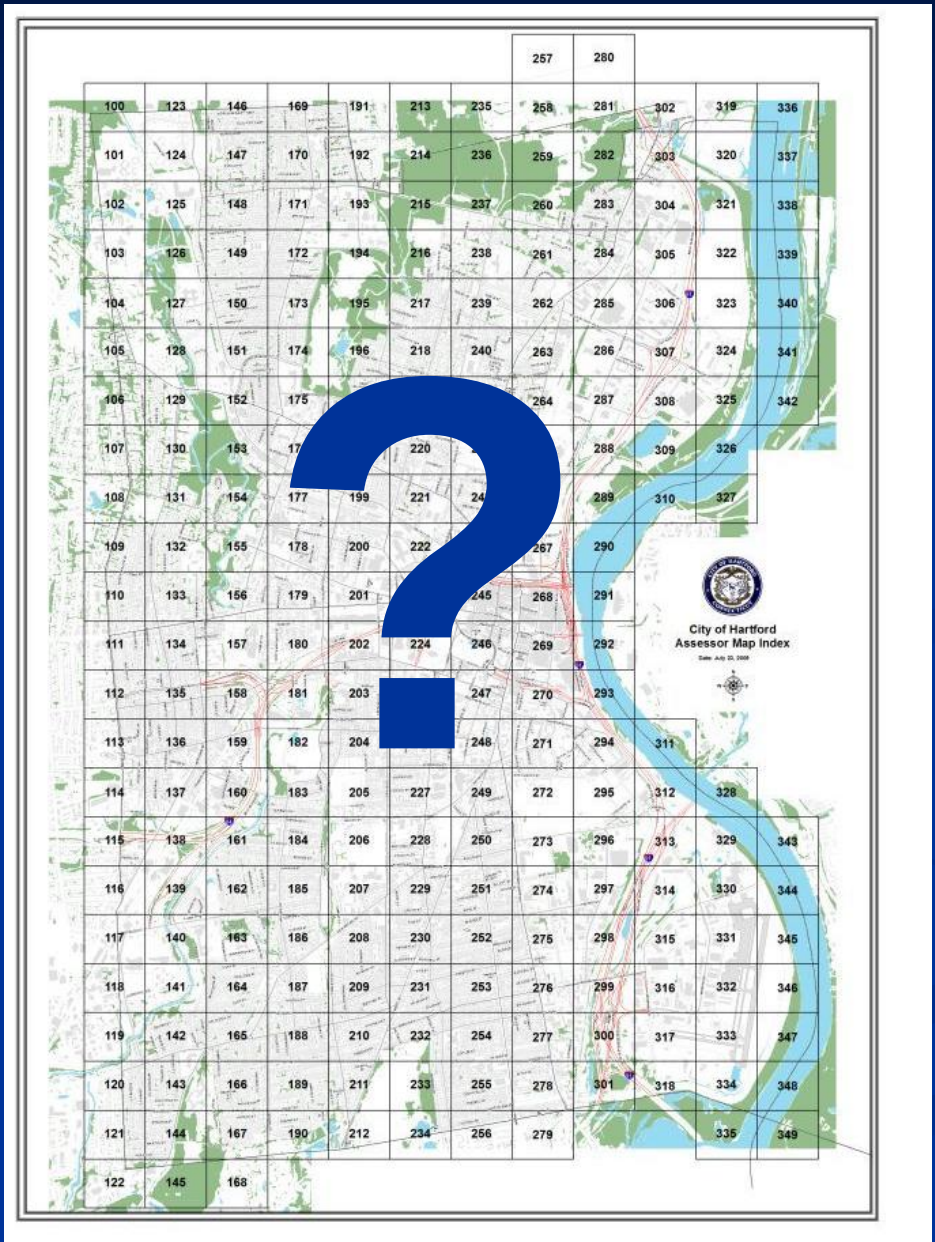
Call Summary of 311 Data

		2007	2008
Total Calls Received		**108,421**	**114,819**
Information Only		**72,352 (66%)**	**74,703 (65%)**
Top Topics	Taxes	16,399	21,281
	Vital Records	8,019	7,849
Cases Created for Departments		**10,488 (10%)**	**12,531 (11%)**
Top Topics	Trash/Recycling	2,225	2,392
	Housing Code	1,702	1,889
	Street Conditions	1,782	1,505

Address Match Summary of 311 Data

- Total FrontLink Cases = 12,531
- Address Match 7,644 = 61%
- No Address Match 4,887 = 39%

- No Title or Description 1,661 = 34%
- Complaints/Compliments 586 = 12%
- Misc. DPW Requests 489 = 10%
- Finance Service Requests 440 = 9%
- Vital Records Service Requests 195 = 4%
- Pot Hole Service Requests 147 = 3%
- Location Not Found 147 = 3%

- These Values Represent 75% of Non-Address Matchable Cases

Questions