

Date: March 10, 2020

To: Thomas B. Modica, Acting City Manager 

From: Lea Eriksen, Director of Technology & Innovation 

For: Mayor and Members of the City Council

Subject: **One Number – Implementation Update**

Background

The Technology and Innovation Department (TID) is developing a new system called One Number that will enable all City of Long Beach (City) services to be reachable through a single phone number, (562) 570-5000. The purpose of this project is to improve access to non-emergency City services for Long Beach residents, businesses, and visitors.

This system will use the latest speech recognition technologies to connect callers to the phone line for the correct City department. For example, instead of hearing a menu-driven prompt, such as “for Utility Customer Service, please press 1,” the resident will hear a prompt, such as “Please tell me what you’re calling about.” Then, when the caller responds, he/she will be automatically routed to the correct phone line.

The new experience for speakers of other languages included in the City’s Language Access Policy is summarized in Appendix A to this memorandum.

Implementation

During a 30-day period in March and April, TID will be collecting data on incoming phone calls to the City’s externally published, non-emergency phone numbers to develop a comprehensive and user-friendly call routing design. These phone numbers are listed in Appendix B. Data collection will not occur if an individual is calling a City employee’s direct phone number, or a Department’s non-English phone number.

During the data collection period, constituents calling the City will hear one of three potential prompts asking them to state why they are calling. Once they state their reason for calling, they will be routed back to the original number that they called. The constituents’ reason for calling will then be collected and analyzed to help TID understand how callers typically phrase their requests to optimize the speech recognition system.

An illustration of the process is provided in Table 1. The entire process should take less than 30 seconds before constituents are routed back to the original number they dialed.

Table 1: Data Collection Caller Experience

#	Speaker	Dialogue	Action
1.0	Caller		Caller dials 562-570-8247 for Animal Care Services
1.1	One Number System	<p>Thank you for calling the City of Long Beach. Before we connect you to the number you dialed, we would like to know the reason for your call for quality purposes.</p> <p>Para continuar en español, oprima dos o diga 'español'.</p> <p>keat ban teaktng tikrong lo ng bich. daambi bant chea pheasaeakhmer saum choch pir.</p> <p>Nakipag-ugnay siya sa lungsod ng Long Beach. Upang magpatuloy sa tagalog, pindutin ang dalawa.</p>	<p>If caller presses 2, 3 or 4, call will be counted, and caller will be redirected to a Spanish, Khmer or Tagalog speaker.</p> <p>If nothing pressed, continue onto step 1.2.</p>
1.2	One Number System	Now, please tell me what you're calling about, like: 'graffiti removal' or 'I need to apply for a business license.' Please go ahead.	Data collection prompt
1.3	Caller	I want to renew my pet license.	--
1.4	One Number System	Thank you! By helping us understand the reason for your call, we'll be able to provide you with a better service in the future. <pause> You'll now be redirected to the number you dialed.	Call transferred back to x8247 (Animal Care)

After the data collection process has concluded, TID will work with consultants to aggregate, analyze, and develop the new One Number system. City departments will be engaged to help validate the proposed call design to ensure the new system works effectively.

If you have any questions, please contact Lea Eriksen, Director of the Technology and Innovation Department, at (562) 570-6234.

ATTACHMENTS

CC: CHARLES PARKIN, CITY ATTORNEY
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Appendix A: Summary of One Number Experience

Language	Current Experience	New Experience	Example of New Script
English	Menu-Driven key choices	Natural Language Understanding	"Please tell me why you're calling today."
Spanish	Menu-Driven key choices presented in Spanish	Spanish Key Word Prompts	"Please tell me what you're calling about today. You can say 'Public Works' or 'Health Department'."
Khmer	LAP Voicemail	LAP Voicemail	[Transfer to voicemail or Khmer-speaking City representative.]
Tagalog	LAP Voicemail	LAP Voicemail	[Transfer to voicemail or Tagalog-speaking City representative.]

Appendix B - Numbers that will Undergo Data Collection

Department	Phone Number
Affordable Housing – Section 8	(562) 570-6985
Airport	(562) 570-2619
Animal Care Services/Animal Village	(562) 570-7387
Bicycle-Friendly Initiatives	(562) 570-6384
Birth Certificates	(562) 570-4305
Building Permits	(562) 570-5237
Business Licenses	(562) 570-6211
Business Start-Up Grants	(562) 570-6866
Citizen Police Complaint Commission	(562) 570-6891
City Council Agendas	(562) 570-6101
City Elections	(562) 570-6101
City Job Hotline	(562) 570-6201
Code Enforcement	(562) 570-CODE
Community Emergency Response Team	(562) 570-2525
Community Service Workers Program	(562) 570-5650
Death Certificates	(562) 570-4305
Disaster Preparedness Information	(562) 570-9250
Doing Business With The City	(562) 570-6361
Employment Assistance	(562) 570-WORK
Family Learning Centers (Library)	(562) 570-6291
Family Planning Services	(562) 570-4315
Fire Department Community Services	(562) 570-5233
Fire – Non Emergency	(562) 570-9400
Fire Prevention	(562) 570-2560
Gang Tip Hotline	(562) 570-7130
Garage Sales Permits	(562) 570-6211
Gas Bills, Turn On/Off	(562) 570-5700
Graffiti Hotline	(562) 570-2773
Harbor Patrol Dispatch	(562) 590-4185
Hate Crimes/Human Dignity	(562) 570-6866
Housing Programs	(562) 570-6949
Immunizations (including travel)	(562) 570-4315
Library	(562) 570-7500
Long Beach TV (LBTV)	(562) 570-1122
Narcotics Tip Line	(562) 570-7125
Neighborhood Nuisances	(562) 570-5097
Neighborhood Resource Center	(562) 570-1010
Parking Citations	(562) 570-6822
Pothole Repair	(562) 570-3259
Recreation Programs	(562) 570-3100
Refuse/Recycling Services	(562) 570-2876
Sewer Problems	(562) 570-2390
Shoes on Utility Lines	(562) 570-2700

Appendix B - Numbers that will Undergo Data Collection

Sidewalk and Curb Repair	(562) 570-2700
Special Events & Filming Permits	(562) 570-5333
Stormwater Pollution Prevention	(562) 570-3867
STD/HIV Testing and Counseling	(562) 570-4315
Street Sweeping	(562) 570-2890
Trash Bills - Turn On/Off	(562) 570-5700
Tree Trimming	(562) 570-2770
Traffic Signals, Signs and Stripping	(562) 570-2700
Water Bills - Turn On/Off	(562) 570-5700
Water Waster Hotline	(562) 570-2455
Youth Opportunity Center	(562) 570-4700
City Clerk	(562) 570-6101
City Manager's Office	(562) 570-6711
Civil Service	(562) 570-6202
Development Services	(562) 570-5237
Disaster Preparedness and Emergency Communications	(562) 570-9250
Energy Resources	(562) 570-2000
Financial Management	(562) 570-6237
Fire	(562) 570-2500
Health and Human Services	(562) 570-4000
Human Resources	(562) 570-6621
Library Services	(562) 570-7500
Long Beach Airport	(562) 570-2619
Parks, Recreation and Marine	(562) 570-3100
Police	(562) 570-7260
Public Works	(562) 570-6383
Technology & Innovation	(562) 570-6455
Gas Emergency	(562) 570-2140
Illegal Storm Drain Dumping	(562) 570-3867