



Date: October 25, 2021

To: Thomas B. Modica, City Manager 

From: Lea Eriksen, Director of Technology and Innovation 

For: Mayor and Members of the City Council

Subject: **One Number Update – Soft Launch October 27, 2021**

The Technology and Innovation Department (TID) is developing a new One Number system that will allow the community to access all City of Long Beach (City) services 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. Currently, more than 70 phone numbers are published to access City services. While these phone numbers will still be available after the launch of the One Number system, the City’s goal is for the public to be able to use the One Number system as an easy to remember and accessible method to reach non-emergency City services.

This system uses 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 in a few words how I can help you today.” Then, when the caller responds, there will be an interactive process that results in the caller being routed to the correct department phone line. The One Number experience for speakers of other languages in the City’s Language Access Policy has also been enhanced and is included as summarized below:

LANGUAGE	CURRENT EXPERIENCE	NEW EXPERIENCE	EXAMPLE OF NEW SCRIPT
ENGLISH	Menu-Driven key choices	Natural Language Understanding	<i>“Please tell me in a few words why you are calling today.”</i>
SPANISH	Menu-Driven key choices presented in Spanish	Spanish Key Word Prompts	<i>“How can I help? You can say refuse, police, animal control... or something else”</i>
KHMER	Limited Menu-Driven key choices presented in Khmer	Expanded Menu-Driven key choices presented in Khmer	<i>“For information about COVID, please press 1...”</i>
TAGALOG	Limited Menu-Driven key choices presented in Tagalog	Expanded Menu-Driven key choices presented in Tagalog	<i>“For information about COVID, please press 1...”</i>

Implementation

To design the call routing, TID collected caller data in August 2020 as detailed in a [July 17, 2020 memorandum](#). The data collection process was a significant effort that influenced the system’s design based on data obtained from caller and user experiences. Following the data collection stage, TID worked with the vendor to finalize the design of the call routing system. This was a complex effort due to the number of contact points that needed to be incorporated into the design. In July 2021, TID and multiple departments began User Acceptance Testing and final refinements of the call routing in the One Number system. This process was completed in late-

September. Following the completion of the User Acceptance Testing stage, TID worked with the Technology and Innovation Commission and Digital Inclusion stakeholders to conduct a civic testing stage so that Long Beach residents were able to test and provide feedback on the system.

TID is now planning for a soft launch of the first phase of the One Number system on October 27, 2021. The soft launch will allow the system to be used by anyone who calls (562) 570-5000, which is the number displayed on all outbound calls from City extensions. City staff will also continue to test the various features of the system. During the soft launch, there will not be a citywide communications campaign because the One Number system, like all new system implementations, is extremely complex and will have challenges at the time of implementation. This will happen regardless of the amount of design, testing, or training that takes place in advance as this is a new technology. The project team is working to minimize these challenges, but there will be an unavoidable stabilization period for the new One Number phone system. Residents may experience some inconvenience during this time as they interact with this new system, and staff will work with the vendor based on the challenges encountered to stabilize the system during the soft launch.

After the system is stabilized, there will be a community-focused communications campaign. Formal launch will include press releases, social media promotion, i-Clip, use of City billboards, and flyers in utility bills. TID staff will also work with elected officials to promote the One Number system at community group meetings and answer questions.

The first phase of the One Number project aims to simplify access to non-emergency City services. In the second phase of the One Number project, planned for later in FY 22, TID will evaluate the results of the first phase, and will continue to optimize call routing, improve FAQ options, and add self-service options to better assist members of the community.

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

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