

Tempe 311 rollout communication plan

Updated April 25, 2012

Objective

To inform Tempe community members that a new resource is available and to encourage them to use it often to engage with the city.

Plan summary

Tempe is launching one of the first municipal customer relations centers in Arizona to provide the community with a single resource for asking questions, reporting problems and connecting with the city. This plan outlines a communication approach to promote the service and its three modes – phone, web forms and mobile app.

Main messages

- Tempe is one of the first cities in the Valley to have a centralized customer relations center to address questions and issues from residents, businesses, visitors and others.
- Tempe 311 provides a fast and easy way for community members to connect with their city, making life easier and providing greater value and service.
- Tempe 311 helps the city provide more responsive, efficient, cost-effective service by streamlining the process from the initial call to the resolution in the field. It allows Tempe to track its responsiveness for the first time and make improvements to work flows and staffing, if needed.
- This is one part of a larger, ongoing project to improve technology in Tempe in order to serve the community better. Other aspects include a revamped city website and an improved utility billing system.
- It is important for residents to still call 9-1-1 for emergencies.

Communication tools

311 webpage

- A comprehensive landing page for 311 has been developed, with knowledge base articles, service request forms, FAQs, a Tempe 11 video and other features.

City webpages

- 311 webpage will be linked to from the home page, the newsroom page and every department page.
- Updates to all webpages to change phone numbers to one central number etc.
- Clickable ad on Tempe.gov homepage.

Visual identity and tagline

- Visual identity has been developed. Tagline is “One Call to City Hall.”

Press releases/Neighborhood Services distribution list emails

- Launch announcements in May and June 2012.

Media relations

- In mid-2012, host individually booked “open houses” for reporters and editorial writers to tour the 311 call center, talk to a Councilmember and staff.

Tempe Today

- 311 was highlighted in the March 2012 issue and promotions about specific aspects will continue in future issues.
- A permanent promotional box for 311 has been created for the cover, starting with the May 2012 issue.

Connecting Tempe e-newsletter

- Announcement that 311 is launching in May 2012 issue.

Collateral/Promotional materials

- Posters promoting Tempe 311 including ten digit number, web and mobile app, in all city facilities and refreshed as they become old/worn, etc.
- Fact sheet about capabilities/benefits and phone/web form/mobile app options.
- Magnets for distribution at events, community meetings.
- Looking into floor vinyls for city facilities.
- Mill Avenue intersection banner (once 311 system is regional).
- All brochures updated with 311 upon reprinting.

Social media

- Updates to Twitter and Facebook that complement the timing of the press releases, along with unique posts at other times.
- Facebook ad in April-May 2012.

Tempe 11

- A video package highlighting 311 is being produced for the 311 webpage, Tempe 11’s on-air and online programming, and YouTube.
- Bulletin Board slide promoting web form, phone number and mobile app.
- City-owned televisions at the library, TCA, History Museum, etc., programmed with 311 promos.

Advertising

- Wrangler News “city page” ads announcing the new system.
- Tempe Republic ad (3x in one week in May)
- Looking into ads on the sides of city trash trucks.

Partner communication vehicles

- Work with the Tempe Chamber, Tourism Office, DTC, ASU, the school districts and others to include information about 311 in print newsletters, e-newsletters and online.

Internal communication

- Keep employees informed of the coming improvements via City Information, the City Manager's Weekly message, Department Manager meetings, HR newsletter, all e-mail inboxes, department newsletters, break room flyers, intranet and the unions.
- Incorporate into new hire orientations through TLC.

Outreach at events

- Events will provide opportunities to promote 311 by handing out promotional items or other information. To include: Homecoming, Fantasy of Lights Parade, the Boat Parade, Neighborhood Workshop and Awards, Mayor's Disability Awards, etc.

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