

OFFICE OF TECHNOLOGY AND INNOVATION

311 CUSTOMER SERVICE CENTER

Joe Morrisroe, Deputy Commissioner



WHAT WE DO

The 311 Customer Service Center delivers fast and easy access to government services and information to all New Yorkers. NYC311, more commonly referred to as 311, can be reached via the call center, 311 Online, 311 Mobile App, 311 Facebook, 311 on Twitter, 311 on Instagram, text messaging at 311-NYC (692) and 311 TTY at (212) 504-4115. Information and assistance are also accessible by Skyping “NYC311” or by using a video relay service at (212) NEWYORK (212-639-9675). NYC 311’s services are available via phone in 175 languages, 24 hours a day, seven days a week, 365 days a year.

FOCUS ON EQUITY

NYC311 is committed to equitably serving the public interest of all New York City residents, business owners, and visitors. With so many New Yorkers accessing government resources through 311, its work is inherently tied to fair and transparent service delivery, particularly for non-English speakers, whom it aims to serve in their preferred language. Historically underserved communities rely on 311 for support and easy access to government services and information. To ensure that 311 provided prompt service to underserved communities, 311 expanded its automated messaging options to 10 designated citywide languages.

OUR SERVICES AND GOALS

SERVICE 1 Provide public access to City government.

- Goal 1a Increase public access to government services and information.
 - Goal 1b Improve the efficiency of public access to government services.
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SERVICE 2 Provide information to the public.

- Goal 2a Deliver requested information to the public.

HOW WE PERFORMED IN FISCAL 2024

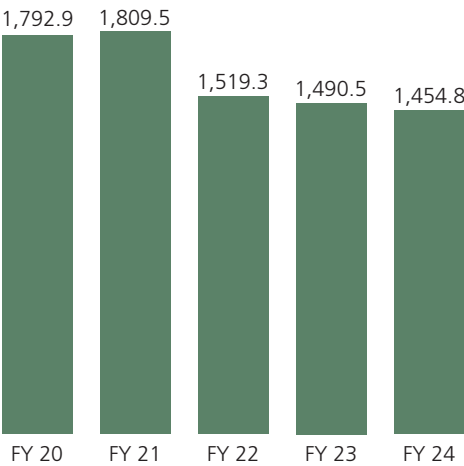
SERVICE 1 Provide public access to City government.

Goal 1a Increase public access to government services and information.

During Fiscal 2024, 311 received 38.2 million contacts from New Yorkers across its call center, website, mobile, text, and social media channels. Approximately 18.2 million contacts came through 311's website, which represents a 21 percent increase over Fiscal 2023. This can be attributed to the ongoing promotion of 311 Online through other 311 channels, most notably the phone system and on social media.

NYC311 received nearly 17.5 million calls and almost 2.5 million contacts via the 311 mobile app, text, and social media. Calls in languages other than English or Spanish increased by 21 percent this year compared to last year, following an expansion in the phone system to offer automated messaging in the designated citywide languages.

Calls to 311 — Monthly Average (000)



Performance Indicators	Actual					Target		Trend	
	FY20	FY21	FY22	FY23	FY24	FY24	FY25	5-Year	Desired Direction
311 calls (000)	21,515	21,715	18,231	17,886	17,458	*	*	Down	*
311 Spanish language calls (000)	897	648	529	598	575	*	*	Down	*
311 calls in languages other than English or Spanish (000)	81	112	85	75	91	*	*	Neutral	*
311 mobile app contacts (000)	2,201	2,227	2,187	2,157	2,165	*	*	Neutral	Up
311-NYC (text) contacts (000)	424	356	311	303	308	*	*	Down	*
311 Online site visits (000)	10,553	13,415	13,472	15,007	18,182	*	*	Up	Up
★ Critical Indicator ● Equity Indicator "NA" Not Available ⇅ Directional Target * None									

Goal 1b Improve the efficiency of public access to government services.

Calls were answered within 30 seconds 74 percent of the time, six percentage-points below target, representing an 11 percentage-point decrease from Fiscal 2023 when it was 85 percent. During the COVID-19 pandemic, NYC311 added two new indicators to better track wait times during peak and off-peak hours. With the crisis having passed, NYC311 has reverted to the original indicator tracking the average wait time overall.

The average wait time to speak with a Tier 1 agent was 31 seconds against a target of 30 seconds. This was an 82 percent increase from Fiscal 2023 when the average wait time was 17 seconds.

The increase in wait time to reach an agent and the decrease in the percentage of calls answered within 30 seconds were driven by an increase in more complex customer inquiries. The more complicated the request, the more time is needed to respond effectively.

Performance Indicators	Actual					Target		Trend	
	FY20	FY21	FY22	FY23	FY24	FY24	FY25	5-Year	Desired Direction
★ Calls answered in 30 seconds (%)	72%	79%	83%	85%	74%	80%	80%	Neutral	Up
★ Average wait time (tier 1 calls) (minutes:seconds)	1:15	0:34	0:29	0:17	0:31	0:30	0:30	Down	Down
★ Critical Indicator ● Equity Indicator "NA" Not Available ⇅ Directional Target * None									

SERVICE 2 Provide information to the public.

Goal 2a Deliver requested information to the public.

In Fiscal 2024, completed service requests went up by almost six percent while customer inquiries increased by more than 41 percent. This rise is due to customers conducting multiple inquiry searches during their visit to the 311 website.

Performance Indicators	Actual					Target		Trend	
	FY20	FY21	FY22	FY23	FY24	FY24	FY25	5-Year	Desired Direction
Completed service requests (000)	2,913	3,461	3,558	3,404	3,600	*	*	Up	*
Inquiries from customers (000)	12,194	25,371	17,406	19,413	27,508	*	*	Up	*
★ Critical Indicator ● Equity Indicator "NA" Not Available ⬆️⬆️ Directional Target * None									

AGENCY CUSTOMER SERVICE

Performance Indicators	Actual					Target		Trend	
	FY20	FY21	FY22	FY23	FY24	FY24	FY25	5-Year	Desired Direction
E-mails responded to in 14 days (%)	100%	100%	100%	100%	100%	*	*	Neutral	*
Customer satisfaction index (311 only)	93%	92%	92%	94%	93%	*	*	Neutral	Up
★ Critical Indicator ● Equity Indicator "NA" Not Available ⬆️⬆️ Directional Target * None									

AGENCY RESOURCES

Resource Indicators	Actual ¹					Plan ²		5yr Trend
	FY20	FY21	FY22	FY23	FY24	FY24	FY25	
Expenditures (\$000,000) ³	\$45.2	\$53.7	\$71.3	\$65.3	\$61.9	\$56.7	\$65.6	Up
Personnel	403	387	352	342	379	396	396	Neutral
Overtime paid (\$000)	\$400	\$255	\$239	\$125	\$239	\$239	\$239	Down

¹Actual financial amounts for the current fiscal year are not yet final. Final fiscal year actuals, from the Comptroller’s Comprehensive Annual Financial Report, will be reported in the next PMMR. Refer to the “Indicator Definitions” at nyc.gov/mmr for details. ²Authorized Budget Level ³Expenditures include all funds
“NA” - Not Available *None The figures shown in the table above are subtotals of the Department of Information Technology and Telecommunications totals that appear in the DoITT chapter of this report.

NOTEWORTHY CHANGES, ADDITIONS OR DELETIONS

- Fiscal 2024 data for '311 mobile app contacts' does not include data for the months of December through February due to reporting issues. A full 12-month value was derived based on ascribing the fiscal year average for those respective months.
- The indicators 'Average wait time (tier 1 calls) off-peak hours (minutes:seconds)' and 'Average wait time (tier 1 calls) peak hours (minutes:seconds)' were removed and replaced by the indicator 'Average wait time (tier 1 calls) (minutes:seconds).'
- Preceding the Fiscal 2024 Mayor's Management Report, the Mayor's Office of Operations continued implementation of updated standards for indicator names. Minimal stylistic changes, such as the use of em-dashes, percent symbols and acronyms, were made to the names of previously published indicators here within.

ADDITIONAL RESOURCES

For additional information on items referenced in the narrative, go to:

- 311 Online:
<http://www.nyc.gov/311>
- 311 Facebook:
<http://www.facebook.com/pages/NYC-311/84372567650>
- 311 on Twitter:
<https://twitter.com/nyc311>
- 311 Mobile App:
<http://www1.nyc.gov/connect/applications.page>

