

Laura Dunwoody Informational Testimony for HB1003

I am the Director of Resident Experience for the City & County of Denver, Colorado and one of my responsibilities is the 311 Contact Center and its performance.

Established in 2006, the 311 Center crystalized the over 1200 phone numbers and extensions Denver residents needed to navigate to conduct business with our city down to 1 three-digit number, 311.

In the years since launch, 311 has expanded and matured. We started with phone calls and have added the additional channels of email and Live Chat as well as a robust website presence. 70% of callers to 311 can get their answer or their work request started during that 1 interaction, without being transferred. The other 30% have their requests gathered, a case created and routed to the appropriate agency to be resolved. Once any needed work has been completed or an answer found, a response, to close the loop the 311 interaction began, is sent notifying the resident of the results. Our agencies are focused on “filling the potholes” rather than talking to residents about them.

Denver 311 handles approx. 2000 interactions daily and has a resident satisfaction rating of 85% (out of 100%). Calls are answered in 2 min, on average, Chat in 20 seconds, and Emails within 24 hours.

As important as the resident’s appreciation of the 311 model is the data output the model provides. 311 data is “Canary in the Coalmine” data for Denver resident experience concerns. We can see challenges happening in resident facing agency services, often before the agency is even aware! Top 5 to 10 reasons people contact 311 is “gold” for Denver top leaders when planning resource allocation and budget considerations year after year.

I encourage Maryland to consider a 311 model. The ROI was immediate for Denver and I would expect the same experience for Maryland.



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