

NYC Customer Service Newsletter

Table of Contents:

| | |
|---------------------------|---|
| Customer Service | |
| Training | 1 |
| Summer Pools | 2 |
| FDNY Visual Language | |
| Translator | 3 |
| MOFTB FAQ's | 4 |
| 311 Employee Satisfaction | |
| Survey | 5 |
| Housing for People with | |
| Mental Illness | 5 |
| NYCHA's NICE | |
| Initiative | 6 |
| E-Learning with HPD | 6 |

New Citywide Customer Service Training Initiative Begins in August

The **Excellence in NYC Customer Service** program is a strategic citywide training initiative to improve and promote customer service at all levels of NYC government. This customer service training course focuses on the vital role that agency staff members play in fostering superior customer service and connects their job to the way the public perceives city government.

This program includes support materials for all levels of NYC government – from job aids for call center representatives, to customer feedback surveys, to management roll out tools. In this workshop, participants will develop an understanding of the City's customer service values and define who our customers are. They will also role-play scenarios that will give them the opportunity to examine and develop positive communication strategies for managing challenging customer situations-- helping staff develop skills that will allow them to connect with their customers. 311, the Department of



Citywide Administrative Services and the Human Resources Administration have partnered with the Customer Service Group to develop this training curriculum. Over 26 agencies (from customer service representatives to chiefs of staff) helped to shape the program, resulting in a truly citywide program that reflects

NYC's service values. Agency training directors can sign up for a train-the-trainer program (free of charge through DCAS) on 8/11, 8/25, 9/14 or 9/28. If you have questions about the program, contact Jeanette Moy at jmoy@cityhall.nyc.gov.

Outdoor Pools

Bronx

Bronx River Playground (mini-pool)
 Claremont
 Crotona
 Edenwald Houses (mini-pool)
 Floating Pool at Barretto Point Park
 Haffen
 Mapes
 Mullaly
 Van Cortlandt

Brooklyn

Betsy Head
 Bushwick
 Commodore Barry
 David Fox/PS 251 (mini-pool)
 Douglas and DeGraw
 Glenwood Houses (mini-pool)
 Howard
 JHS 57/HS 26 (mini-pool)
 Kosciusko
 Lindover Park
 PS 20 Playground (mini-pool)
 Red Hook
 Sunset Park

Manhattan

Abe Lincoln (mini-pool)
 Asser Levy
 Dry Dock
 Frederick Douglass (mini-pool)
 Hamilton Fish
 Highbridge
 Jackie Robinson
 John Jay
 Lasker
 Marcus Garvey
 Sheltering Arms
 Thomas Jefferson
 Thompson Street (mini-pool)
 Tompkins Square (mini-pool)
 Tony Dapolito
 Wagner

Queens

Astoria
 Fisher
 Fort Totten
 Liberty
 Marie Curie Park (mini-pool)
 PS 10 (mini-pool)
 PS 186 Playground (mini-pool)
 Windmuller (mini-pool)

Staten Island

Faber
 General Douglas (mini-pool)
 Lyons
 Mariner's Harbor Playground (mini-pool)
 PS 14 Playground (mini-pool)
 PS 46 Playground (mini-pool)
 Tottenville
 West Brighton
 West Brighton

Everybody in the Pool: DPR Indoor and Outdoor Pools Ready to Serve the Summer Crowds

The summer is here and New York City's parks are at their busiest. Nowhere is this truer than at city pools. Parks manages over 14 miles of beaches and 13 indoor and 54 outdoor swimming pools. Parks also provides 695 spray showers in playgrounds. Spray showers are turned on as weather dictates and always when temperatures are over 80 degrees.

For many years, Parks has taken the customer's temperature through customer surveys at each outdoor pool site. Parks has

conducted over 3,500 beach and pool surveys, the results of which are reviewed at regular beach and pool manager meetings.

Overall, New Yorkers were pleased with Parks' water based services. Ninety percent (90%) of respondents surveyed in 2008 rated NYC pools as being in "good" to "excellent" condition. Most swimmers are repeat customers: 76% of them report using the pools at least once a week during the summer season (June 27, 2009 to Labor Day weekend). Twenty seven

percent (27%) are daily swimmers. Swimming is a social event, with 88% of customers saying they come to the pool with others. Fortunately, they aren't waiting long to get wet and cool off. Eighty eight percent (88%) report that waits are less than ten minutes, with 71% reporting no wait at all.

Parks invites all New York City employees to visit an outdoor pool this summer, and the indoor pools all year round, including the newest pool in Flushing Meadows Corona Park. A list of pool sites is below.



Flushing Meadows Corona Pool

Indoor Pools

Bronx

St. Mary's

Brooklyn

Brownsville
 Metropolitan
 St. John's

Manhattan

59th Street
 Asser Levy
 Chelsea
 Hansborough
 Recreation Center 54
 Tony Dapolito

Queens

Flushing Meadows
 Corona Park Pool
 & Rink
 Roy Wilkins

FDNY Uses Images to Communicate with Accident Victims

To address the needs of its limited English proficient (LEP), low-literacy, and deaf and hard-of-hearing victims, the New York City Fire Department (FDNY) has designed a custom-made tool that allows communication through pictures. This Medical Visual Language Translator (MVLT) tool was developed through a vendor for use by Emergency Medical Services (EMS) teams, ambulance personnel, FDNY firefighters, and 911-participating ambulances in the field.

The MVLT tool allows first responders to communicate with victims when when no interpreter

is otherwise available. The tool (shown below) uses vivid graphics and key phrases to describe emergency situations, symptoms and injuries. Victims simply point to a graphic to communicate with the first responder. This allows for vital information to be shared quickly regardless of a language barrier. The most common languages EMS personnel encounter in the field are Spanish, Russian, Chinese and Korean.

EMS ran a 3 month pilot in the spring of 2008 that resulted in positive feedback. Ambulance crews found that the MVLT tool was user-friendly and helpful in obtaining

information when faced with a communication barrier. Training for the MVLT tool will be completed by July 3rd, and it will be officially used in the field this summer.

FDNY was able to purchase 5,500 MVLT tools for every one of their ambulance personnel, FDNY fire units and 911-participating ambulances.

The MVLT was custom designed for use in New York City and will be used in conjunction with current EMS use of language Line and planned fire company use of Language Line.

For more information contact Caroline Kretz at kretzc@fdny.nyc.gov

FDNY-EMS Statistics

Calendar Year 2008

EMS uniformed personnel-- 3,071

Total incidents-- 1,215,026

Life threatening incidents-- 451,356

Hospital transports-- 933,260

Return of Spontaneous Circulation-- 1,404

Response times cardiac/choke (Fire & EMS)-- 4:09



Mayor's Office of Film

Theater and Broadcasting

Quick Facts

208 films were shot on-location in NYC in 2008.

17 primetime, episodic TV shows were shot in NYC during the 2008-2009 season.

27,251 location shooting days were tallied throughout the five boroughs in 2008.

Primetime TV shows based in NYC include *Gossip Girl*, *Ugly Betty*, *30 Rock* and the *Law & Order* franchise, among others.

Feature films currently shooting in NYC include *Sorcerer's Apprentice* (with Nicholas Cage), *Salt* (with Angelina Jolie), *Did You Hear About the Morgans?* (with Sarah Jessica Parker) and *Morning Glory* (w/ Harrison Ford).

For a list of current productions, visit <http://www.nyc.gov/film>.

MOFTB FAQ's Address Neighborhood Concerns

New York City's streets are hosting more and more film and TV productions, at times leaving residents and businesses uncertain as to what to expect when a production comes to their neighborhood. The Mayor's Office of Film, Theatre and Broadcasting has compiled a number of frequently asked questions to help residents understand how their neighborhood will be affected during filming.

How will I know when a production will be shooting in my neighborhood?

Productions will post signs as early as possible in advance of their shoots to notify the local area.

Will I still be able to get to my residence/work/local businesses?

Absolutely. Pedestrian and vehicular traffic flow is maintained at all times, and an NYPD officer is assigned to many exterior shoots. Occasionally, you may be asked to pause for a few moments during the taping of a scene. Enjoy the show. Your patience and cooperation is much appreciated.

When productions shoot in my neighborhood, why do they take up parking spots?

Public parking spots are paid for and shared by all New Yorkers, including the production industry, which contributes \$5 billion to our local economy on an annual basis and employs

100,000 New Yorkers. MOFTB understands that a temporary loss of parking poses an inconvenience to residents. The agency strictly limits the amount of parking productions are granted and sends field representatives to shoots to monitor production footprints. In addition, NYPD supervisors and officers assigned to the set from the Movie/TV unit are on hand to ensure a production's parking is in compliance with its permit.

Why was my car relocated to another street?

In order to avoid long holds on parking spaces due to alternate side of the street parking rules, production companies leaflet the neighborhoods in which they work containing the dates and times that they will require temporary parking for production vehicles on City streets. Vehicles that are not moved by the times stated on the signs, are relocated to the nearest available legal parking spot on the street. Any costs incurred by this program are paid for by the production. For your convenience, the production company keeps a log listing the locations of any relocated vehicle. Additionally, a copy of this log is furnished to your local precinct. If you require further assistance locating your vehicle, contact the Mayor's Office of Film, Theatre and Broadcasting at 212-489-6710.

What should I do if there are lights from the production shining in my window?

Ask the location manager for black out material, or a fabric that covers your windows.

What should I do if the crew is rude or if the production company creates a problem?

MOFTB expects crews to be courteous and accommodating to residents at all times. Production should always provide safe pedestrian walkways. The MOFTB recently created a seminar to teach production assistants how to address the public's needs. Your first course of action is to explain the situation to the production assistants at the set. If the situation is not rectified, check the production leaflets for the name and phone number of the location manager on the shoot. Additionally, larger shoots will have police officers who can assist you. If a problem remains, contact the MOFTB immediately by dialing 212-489-6710, so that the problem can be rectified while the project is still in production. You can also contact the NYPD Movie/TV Unit at 718-281-1235. Do not wait until after the shoot. The MOFTB will take appropriate action right away. By the same token, if a crew works particularly well with your neighborhood, share your positive experience and call us!

311 Conducts Employee Satisfaction Survey

Proving the adage “customer satisfaction begins with employee satisfaction” the 311 Call Center recently announced results from the 3rd annual Employee Satisfaction Survey. Over 300 customer service professionals participated in the voluntary survey, a response rate of nearly 80%.

The Survey compiles and evaluates anonymous responses to 25 questions on a five-point scale ranging from Strongly

Disagree to Strongly Agree. Questions cover many aspects of the working environment, from training to facilities, from supervisor support to career opportunities, and from communication to recognition.

Critical satisfaction indicators with favorable responses (Agree or Strongly Agree) show a continued strong belief among respondents that their work is important to the success of NYC; employees are valued and

appreciated by their supervisors; and they have the training and tools needed to perform their job.

The 311 Employee Satisfaction Survey is a vital instrument to obtain and utilize employee feedback to reinforce the strengths and address areas of concern, with the understanding that quality customer service begins with a satisfied employee.

DOITT 311 Employee Satisfaction Survey Results

I have the training and tools I need to do an excellent job=91%

I feel that my work is important to the success of 311=90%

My Supervisor is knowledgeable about my work=87%

I feel like I am part of a team and enjoy the people I work with=78%

311 is a good place to work=76%

City Funds New Supportive Housing for People with Mental Illness

Adequate housing for people with mental illness is an essential part of recovery. With this in mind, New York City has joined with New York State in an unprecedented agreement. The New York/New York III Agreement will create 9,000 new units of supportive housing by 2016. The City/State investments total close to \$1 billion in capital funds and over \$150 million for services and operating expenses.

NY/NY III will serve homeless single adults with a serious mental illness and adults in State psychiatric centers who are at risk of homelessness, as well as homeless families

and young adults ages 18-24 who have a mental illness. NY/NY III will also house homeless adults with a substance abuse disorder; chronically homeless families whose head of household has a substance abuse disorder; and young adults who have “aged out” of foster care.

NY/NY III housing consists of scattered-site (apartments rented from private landlords) and congregate (newly constructed or renovated) housing. DOHMH has awarded 1,508 congregate units and 973 scattered-site units.

Tenants in NY/NY III housing have leases and

pay rent (30% of income), while participation in supportive services is voluntary. Services include case management; mental and physical health assessment and counseling; drug and alcohol abuse counseling; educational and employment services; medication management; and assistance in gaining access to government benefits.

NY/NY III is a good illustration of a City agency providing customized services for a customer segment with very specific and specialized needs.

For more information contact Laura Grund at lgrund@health.nyc.gov

Supportive Housing Stats

In FY2008, there were 15,300 units of supportive housing available for persons with severe mental illness diagnosis.

Supportive Housing is also a Less Expensive Alternative:

| Cost per day per person in New York | |
|-------------------------------------|----------|
| Supportive housing | \$44.61 |
| Homeless shelter | \$72.38 |
| Jail | \$167.47 |

Customer Service Group Mayor's Office of Operations

253 Broadway
10th floor
New York, NY 10013

Email:
customerservice@cityhall.nyc.gov

www.nyc.gov

Elizabeth Weinstein
Director
Customer Service Group

Jeff Kay
Director
Mayor's Office of Operations

NYCHA Implements First Phase of the "NICE" Initiative

In 2007, the New York City Housing Authority (NYCHA) launched a major multiyear initiative called "NYCHA Improving the Customer Experience" (**NICE**) to transform the way NYCHA conducts business. **NICE** will improve how we serve our customers, as well as NYCHA's efficiency by helping staff provide a consistent, reliable and professional standard for all customer interactions. **NICE** will also improve how NYCHA manages its housing assets, which will increase the useful life of assets and reduce the cost of maintenance.

The first phase of the **NICE** initiative was implemented in early summer. NYCHA employees in various

departments, including public housing developments throughout the five boroughs, are now using new computer systems to improve the customer experience. Apartment inspectors in Queens and Staten Island, and all elevator mechanics, began using a new handheld device to conduct inspections.

The new technology will serve residents faster when they contact NYCHA's Customer Contact Center as staff will now have access to customer information, such as appointment history. It will also be easier for residents to get updates for maintenance requests since each request will have a "Service Request

Number" attached to it. The system will also automatically call residents to remind them of their maintenance appointment date.

NICE improvements will decrease equipment down-time through improved preventative maintenance, reduce the time to schedule customer work orders, and reduce response time to elevator problems. **NICE** will also improve scheduling of work for public spaces and enhance NYCHA's responsiveness to public space needs.

All of these benefits are very **NICE!**

Contact:
Lillian Harris
lillian.harris@nycha.nyc.gov

HPD's New E-Learning Initiative Provides Courses for First-Time Home Buyers, Bed Bug Management and Lead Safety

In early April of this year, Housing Education Services (HES) launched two courses as part of its free on-line E-learning initiative for owners, tenants, contractors and housing professionals: "First Time Property Buyers," which provides guidance to prospective homeowners on developing fiscal responsibility and decision-making skills, while offering basic information on property selection, transfer, and mortgages, and "Bedbug Management," which provides basic information

to tenants faced with a bedbug infestation. HES is proud to announce a third course, "Landlord's Guide to Lead Safety in NYC." Here, multiple and private-dwelling (not owner-occupied) owners learn their responsibilities under Local Law 1 of 2004. Included are modules on the identification and remediation of lead-based paint hazards and the required use of lead-safe work practices when performing repairs and renovation.

Although enrollment numbers have been small during this "soft launch" period, the department plans to issue a press release and begin a marketing campaign this summer, after which the number of "e-students" is expected to increase.

Additional classes will be released for public access over the next fiscal year.

For more information contact Barbara Schechter,
schechterb@hpd.nyc.gov

About the Customer Service Group

The Customer Service Group (CSG) was established by Mayor Bloomberg's Executive Order 115 to support and implement the mandates of the order. CSG is part of the Mayor's Office of Operations.