

NYC Customer Service Newsletter

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2011 CORE Inspections Find Improvements in Service Center Operations and Facility Conditions

In 2008 the City created CORE (Customers Observing and Reporting Experience), the largest municipal “mystery shopping” program in the country. In June 2011 CORE inspectors visited 298 City walk-in centers and rated facility conditions and customer service. Sites inspected included services like Department of Finance payment centers; Department of Parks and Recreation permit offices; New York Police Department tow pounds; and, Human Resources Administration job centers.

CORE inspectors looked at conditions like graffiti, cleanliness of walls and floors, elevators, windows and

signage. They also observed how security and customer service staff interacted with customers. CORE inspectors rated each condition POOR, FAIR, GOOD or EXCELLENT and took photos of any POOR or FAIR conditions.

The citywide average score increased from 83 in 2010 to 85 (out of a possible maximum score of 100) in 2011, while the citywide average for Service Center Operations increased from 82 to 83. The citywide average score for Cleaning & Maintenance increased from 84 to 87.

As in the past, this year’s CORE agency

reports identified specific POOR and FAIR conditions that require corrective action as well as a list of agency sites that scored below the citywide overall score average. Agencies will be addressing these POOR and FAIR conditions to ensure that their customers experience the best service possible.

See the table below for agency CORE scores. These scores are also available in each agency’s Mayor’s Management Report section at <http://www.nyc.gov/html/ops/html/data/mmr.shtml>. More information on CORE is available at <http://www.nyc.gov/html/ops/csr/html/service/core.shtml>.

Agency CORE Scores			
BIC	98	DOT	91
CCHR	84	DPR	85
CCRB	81	DV	94
DCA	83	FDNY	91
DCAS	86	HPD	87
DCP	81	HRA	79
DEP	89	MOFTB	86
DFTA	85	MOVA	92
DHS	80	NYCCL	85
DOB	81	NYCHA	93
DOE	92	NYPD	86
DOF	85	OATH	86
DOHMH	86	SBS	96
DOI	83	TLC	81
DORIS	97		



Garbage on floor at walk-in center bathroom.

Customer Service Week 2011 – October 3-7



Alex Alvarez, representing the NYCertified program, and Lisa Lewis, DOB's Customer Service Director, host an information table at DOT's Customer Service Week kick-off.

2011 was the fourth consecutive year that the City observed as a whole National Customer Service Week. As in prior years, agencies hosted a wide range of events, from potluck lunches, to laughter yoga classes, to customer service workshops and more.

Customer Service Week is an opportunity for agency management to officially recognize the hard work of their customer service professionals who serve external and internal customers.

One of the highlights of the week is the

Excellence in Customer Service Awards ceremony. Each year every agency nominates their customer service star to receive this award for customer service professionals who embody the three of the most important traits of customer service – professionalism, courtesy and knowledge.

This year 31 individuals will be honored by the Mayor at the ceremony where he will present them each with a certificate. Awardees (see the list below) will be honored for the way they embody the

principles of customer service. Awardees will also take a photo with the Mayor.

To see the names and agencies of previous award winners, go to <http://www.nyc.gov/html/ops/html/service/week.shtml>. Agency Customer Service Week calendars are available on CityShare.



Deneise Ramnauth, DOITT-311's recipient of the 2011 Excellence in Customer Service Award

2011 Excellence in Customer Service Awards Winners

Agency	Name	Agency	Name
ACS	Lucretia McDowell	DSNY	Anna Lafe
BIC	Naomi Jones	DYCD	Tami Burney
CCRB	Wanda Didi	FDNY	Michele Maglione
CITY CLERK	Bernice Villagomez	HPD	Kokisha Warren
DCAS	Essie Reese	HRA	Rhonda Rhymer
DCP	Wendy Niles	MOCDV	Carla Guy
DEP	Patrick Hendricks	MOCS	John Spavins
DHS	Alex Zablocki	MOFTB	Habibah Ali
DOB	Triscia Gill	MOIA	Monica Tavares
DOC	Robert Ditommaso	Mayor's Office	Jocilyn Burke
DOHMH	Vernon Outar	Mayor's Office	Daisy Nieves
DOITT	Mitch Nierenberg	NYCHA	Frances Rodriguez
DOITT-311	Deneise Ramnauth	NYCMEDIA	Apolinar Langomas
DORIS	Pearl Boatswain	SBS	Zenebu Baraki
DOT	Kevin Lobat	TLC	Colette Graham
DPR	Jamie Daugherty		

DCAS/Mayor's Office Customer Service Certificate Program

In 2010, the Mayor's Office of Operations and the Department of Citywide Administrative Services established the Customer Service Professional Certificate Program, which gives City staff the opportunity to take targeted training for customer service skills.

The first two candidates to complete the Customer Service Certificate Program are the Department of Transportation's Irwin Robinson and the Department of Correction's Beverly Wilson. Mr. Robinson works at the DOT Permit Management Office in Queens; Ms. Wilson works at DOC's Central Office of

Procurement, also in Queens.

Participants take three required courses and one elective. The required courses are offered by both DCAS Citywide Training Center (CTC) and by agencies' training staff. The elective must be taken at CTC.

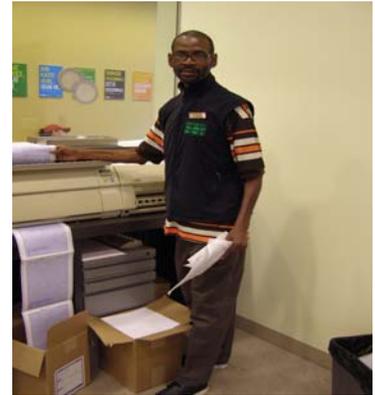
The three required courses are: 1) Making the Connection: Excellence in NYC Customer Service, which focuses "on the vital role that agency staff play in providing superior customer service", 2) Customer-Focused Writing for Clear and Effective Communication, which "gives agency employees the tools and techniques to evaluate documents for six

customer-centric criteria", and, 3) NYC Cultural Appreciation, which "focuses on cultural awareness and sensitivity as an integral part of delivering excellent customer service". Candidates for the certificate have the option of talking one of 17 offered courses as an elective.

Examples include: Creating Workplace Civility; Effective Telephone Skills; and, Powerful Project Presentations.

A complete list of the electives and more details on the program can be found in the CTC Summer-Fall 2011 Course Catalog.

www.nyc.gov/ctc



Erwin Robinson works directly with the public at the DOT Permit Management Office in Queens.



Beverly Wilson is a Procurement Analyst at the DOC Central Office of Procurement in Queens.

DOHMH Supports a Healthy New York: "Make NYC Your Gym"

Physical activity is a cornerstone of healthy living. Exercise – such as walking briskly 30 minutes a day, at least 5 days a week – not only helps you maintain a healthy weight, but also reduces your risk of high blood pressure, heart disease, stroke, diabetes, colon cancer, depression and osteoporosis. Being active doesn't require a health club membership or fancy equipment. *Make NYC Your Gym* by taking advantage of everyday opportunities for exercise – like walking or biking to work and taking the stairs instead of the

elevator – and by searching online at BeFitNYC.org.

BeFitNYC.org, developed by the Parks and Health Departments, is an online search engine that allows New Yorkers to find and create their own free and low-cost fitness opportunities all over the city. This website is the largest directory of free and low-cost physical fitness events in New York City, with over 1,000 programs, classes, and leagues listed, from dance classes to running groups to walking clubs. The website has activities for all age groups and

ability levels. Getting active will soon be even easier when BeFitNYC.org Mobile launches this fall. BeFitNYC.org also includes an innovative Facebook application that allows users to create their own physical fitness opportunities and invite friends and family to participate in them together.

The approach of fall is a great time to get active. Check out BeFitNYC.org today.

Contact: Lillian Dunn, MPH, Manager, Parks and Schools, Bureau of Chronic Disease Prevention: ldunn@health.nyc.gov



Number of Proposed Rules Reviewed and Certified, by Agency, January-September 2011	
TLC	12
OATH/ECB	12
DOB	11
DOHMH	9
HPD	4
DEP	2
DOF	2
DCA	2
DOT	2
DPR	2
OER	1
DC	1
LPC	1
QBP	1
RGB	1
SBS	1
CFB	1
Total	65

Promoting Customer Service by Improving Proposed Agency Rules

Each year, City agencies issue a variety of rules that impact the everyday lives of New York City residents and businesses. For example, the Department of Environmental Protection recently proposed a rule to prevent flooding and sewer backups by setting limits on the amount of stormwater runoff from new developments and alterations of existing property.

Over the years, the Law Department has worked with City agencies to develop new rules, focusing their review on the legal effects of the rules. Last year, the Administration and City Council worked together to create a new law - Local Law 46- that requires the Mayor's Office to review the operational impacts of a proposed rule as well. Specifically, under Local Law 46, the Mayor's Office of Operations (Operations) must ensure that the proposed rules are written in plain English, minimize compliance costs, and

provide a cure period or appropriate justification for not including a cure period.

By conducting this review, Operations helps agencies meet the important goal of issuing rules that are easy to understand by those individuals, organizations, and communities most affected by the rules. In addition, the review also aims to reduce the expenses and other costs that people or businesses may need to make or incur while complying with the rule, and to provide alternatives to fines where appropriate by enabling people or businesses to correct the issue addressed by the rule.

The Law Department of course continues to review each proposed rule's legal issues, ensuring that the rule is consistent with other existing laws and rules and is written narrowly to meet the objectives of the rule.

Upon completing their review and analysis, Operations and the Law Department issue their certification for the proposed rule, and provide the certification and the proposed rule itself to the agency, which then sends the documents to the City Council Speaker's Office and the City Record, as well as posting on its website and NYC Rules (<http://www.nyc.gov/html/nycrules/html/proposed/proposed.shtml>.)

Since Local Law 46 became effective in January, Operations and Law have analyzed and certified 65 proposed rules covering such diverse areas as elevator inspectors, certifications for pool operators, and consolidation of administrative tribunals. Another 15 proposed rules are currently being analyzed.

The screenshot shows the NYC Rules website interface. At the top, it says "NYC Rules Rules of the City of New York Information Center". Below this are navigation links: "TRANSLATE THIS PAGE", "EMAIL A FRIEND", "PRINTER FRIENDLY", "NEWSLETTER SIGN UP", and "TEXT SIZE: A A A". On the left side, there is a search bar and a menu with links: "Home", "About NYC Rules", "Proposed Rules", "Adopted Rules", "Regulatory Agendas", "Agency Key", and "Contact NYC Rules". The main content area is titled "Proposed Rules" and features a search form with "Agency:" (set to "- All -") and "Keyword:" fields, with "Go" and "Reset" buttons. Below the search form is a table of proposed rules with columns for "Rule", "Agency", and "Comment By". The table lists three rules: "Food Preparation and Food Establishments" (Agency: DOHMH, Comment By: 10/27/2011), "Disclosure of Independent Expenditures" (Agency: NYCCFB, Comment By: 10/27/2011), and "General Permit Provisions" (Agency: DOHMH, Comment By: 10/26/2011). Navigation links "Previous | 1 2 3 4 5 More | Next" are visible above the table.

Become NYCertified and Volunteer Your Language Skills to Assist Limited English Proficient (LEP) New Yorkers

Are you a bilingual or multilingual city employee? Receive recognition for your language skill, while helping Limited English Proficient (LEP) New Yorkers, by becoming NYCertified!

Approximately 1.8 million New Yorkers (25%) are LEP. This means they have a limited ability to read, write or understand English. It is very possible that you have come across an LEP customer in need of help. By becoming

NYCertified, you can make a difference in the lives of LEP New Yorkers throughout the city.

NYCertified will allow you to hone your language skills, and prepare you to provide translation and interpretation services to LEP customers at your agency.

We encourage City employees to use their bi- or multi-lingual skills to become NYCertified.

Please pass along this opportunity to any city employees that speak another language.

For more information, please email NYCertified@cityhall.nyc.gov or visit <http://cityshare.nycnet/nycertified>



Executive Order 120

In July 2008, Mayor Bloomberg signed Executive Order 120, creating a centralized language access policy for New York City and mandating that all City agencies that provide direct public services ensure meaningful access to their services. This is a first-time effort by the City of New York to ensure language access throughout all City agencies.

LEP Facts

New York is a multilingual city where more than 150 languages are spoken, almost half of the residents speak a language other than English at home and nearly a quarter do not speak English very well.

Approximately 1.8 million New Yorkers are classified as Limited English Proficient (LEP) – making up almost 25% of the City's population.

A LEP Individual is a person who does not speak English as his/her primary language and who has a limited ability to speak, read, write or understand English at a level that permits him/her to communicate effectively.

The difficulties limited English proficient New Yorkers may experience in communicating with City agencies could be greatly alleviated by the provision of interpretation and translation services.

French Boaters Say “Oui” to 79th Street Boat Basin

The NYC Parks run 79th Street Boat Basin in Manhattan welcomes hundreds of local and out-of-town boaters to its docks each summer. Established in 1937 by Robert Moses as the Recreational Boating Gateway to New York City and located in Riverside Park below the Boat Basin Café, the Boat Basin remains one of the most highly-trafficked marinas in the City. Dock, plumbing and electrical upgrades to the site as well as the addition in recent years of site amenities like free washer, dryer and ice machines, has resulted in a more than tripling in requests for transient stays at the Boat Basin’s floating docks, fixed wave wall, and vessel mooring fields located to the north and south of the marina.

The Boat Basin has also had another upgrade: language access services. The marinas have added language services as part of Parks’ new Language

Access Plan, implemented as a result of Mayoral Executive Order 120. At many Parks facilities, Spanish, Chinese or Russian speakers are heavy users of services. At the marinas, French is more common. Those preferring to converse and receive information in their native tongue of French are now met with agency-printed site brochures, rules and fees, and guides to services in the area published in French. Multi-lingual rules signs posted at the site include French translations as well. For any items not captured in these documents and signs, speaker phones have been installed in marina customer service areas, with Language Line on speed-dial for free translation services. These improvements have garnered cheers of “À votre santé!” among many Canadians and other French-speaking visitors traveling or making New York City their summer boating

destination.

The results of making the Boat Basin more French-accessible are apparent. What used to be a dozen or so French-speaking guests in previous years has now increased to over one hundred. Word travels in the transient boating community and online boating blogs. Boaters are now arriving together in groups of three or four, rather than one vessel, for stays lasting anywhere from one night to a couple months. Repeat customers docking at the Boat Basin for a month or more at a time is now part of the anticipated boating traffic each year. The site is also seeing boaters arriving earlier and staying later. In this case, language access has not been just good customer service. It’s been good for business.

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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.

