

OFFICE OF COMMUNITY RELATIONS

MISSION AND SERVICES

Mission - The Office of Community Relations provides constituent services, community mediation and community outreach to county citizens and residents in order to foster a strong community.

The agency's mission supports accomplishing the countywide vision by -

- Working for sound county management
- Working for safe communities

Core Services –

- Constituent services provides a link to citizens and residents for county services
- Community mediation provides mediation and conflict resolution outside of the court system
- Community outreach, which includes the OntheGo bus and forums for multicultural affairs and common ownership communities

GRANT FUNDS

The FY 2011 proposed grant budget for the Office of Community Relations is \$70,000, which represents no increase from the FY 2010 approved budget.

SERVICE DELIVERY PLAN AND PERFORMANCE

GOAL 1 - To provide constituent services to the citizens and residents in order to resolve complaints, questions and community concerns.

Objective 1.1 - Increase the percent of customer letters that are resolved from 68% in FY 2008.

Targets	Long Term Target Compared with Performance						
<ul style="list-style-type: none"> ▪ Short term: By FY 2010 – 86% ▪ Intermediate term: By FY 2013 – 88% ▪ Long term: By FY 2016 – 90% 	Long term target (FY 16): 90%		68%	85%	86%	88%	
		FY 2007 Actual	FY 2008 Actual	FY 2009 Actual	FY 2010 Estimated	FY 2011 Projected	

Performance Measures –

Measure Name	FY 2007 Actual	FY 2008 Actual	FY 2009 Actual	FY 2010 Estimated	FY 2011 Projected
Resources (input)					
Number of citizen service specialists	7	8	8	7	7
Workload, Demand and Production (output)					
Number of customer inquiry calls received		9,452	9,805	12,000	12,400
Number of customer inquiry walk-ins		499	1,691	1,700	1,750
Number of customer inquiry e-mails		4,946	5,531	5,800	5,900
Number of customer inquiry letters pending agency response		294	268	245	230
Number of customer inquiry letters closed		200	227	235	250
Efficiency and Quality					
Average number of days to process customer complaints and information request forms		3	2	2	2
Impact (outcome)					
Percent of customer inquiry letters that were addressed and resolved		68%	85%	86%	88%

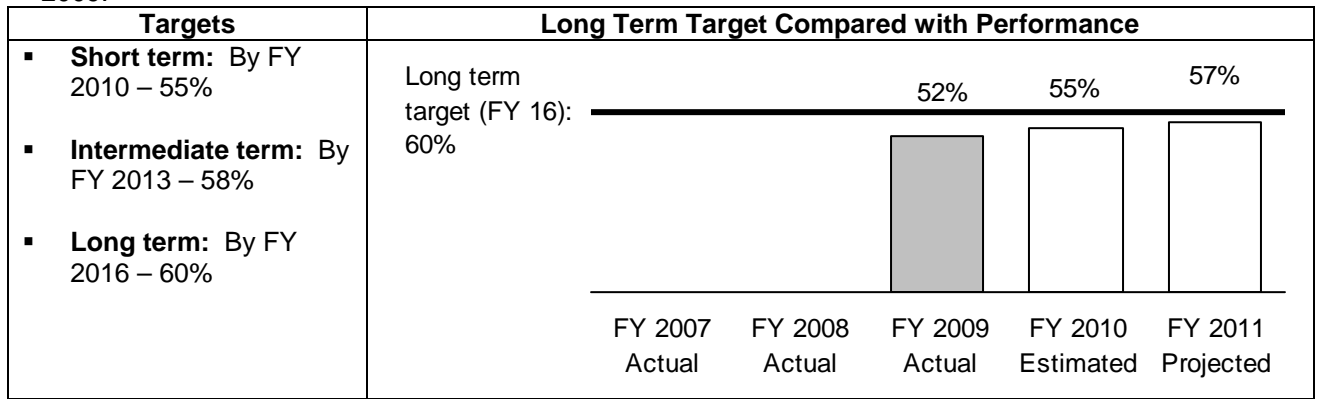
Performance Measures Explanation – The Office receives, responds to and coordinates the resolution of customer complaints and questions. It is anticipated, based on past performance and changes in county services that customer complaints and questions will continue to increase. If the Office is unable to respond in two days, inquiry letters are generated and forwarded to respective agencies to coordinate a resolution. The percent of customer inquiry letters resolved is anticipated to increase in FY 2010 and FY 2011 due to new software and continued collaboration with county agencies. FY 2007 performance data is not available.

Strategies to Accomplish the Objective –

- **Strategy 1.1.1** – Ensure citizen service specialists are available to assist respond to resolve customers' complaints, concerns and questions
- **Strategy 1.1.2** – Provide citizen service specialists with knowledge of county resources and services that enable rapid resolution of problems and the distribution of information
- **Strategy 1.1.3** – Monitor inquiries on a daily basis to ensure that inquires are being processed
- **Strategy 1.1.4** – Coordinate front desk, telephone and web-based access to government information and services
- **Strategy 1.1.5** – Provide a resolution within two days for concerns, questions, or complaints that can not be addressed immediately
- **Strategy 1.1.6** – Communicate with county, municipal, State and Federal agencies to ensure residents access to available services

GOAL 2 - To provide community mediation to county citizens and residents in order to facilitate communal resolution of disputes.

Objective 2.1 - Increase the percent of disputes that are resolved through mediation from 52% in FY 2009.



Performance Measures-

Measure Name	FY 2007 Actual	FY 2008 Actual	FY 2009 Actual	FY 2010 Estimated	FY 2011 Projected
Resources (input)					
Number of volunteer mediators	133	70	145	155	200
Workload, Demand and Production (output)					
Number of mediation referrals	225	280	390	400	420
Number of cases mediated	30	96	159	215	225
Number of mediation cases closed		37	83	120	130
Efficiency and Quality					
Average number of cases mediated per volunteer	0.2	1.4	1.1	1.4	1.1
Percent of mediation participants rating "agree" or "strongly agree" with overall mediation satisfaction	98%	97%	98%	98%	98%
Impact (outcome)					
Percent of cases mediated that reached an agreement			52%	55%	57%

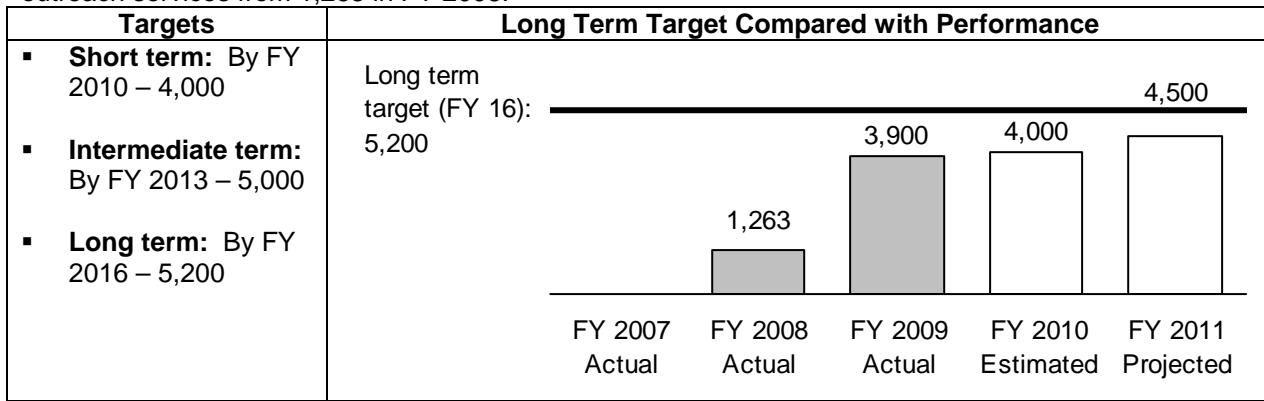
Performance Measures Explanation – Mediation is a process in which trained volunteer mediators help citizens and residents find win-win solutions to their conflict. The number of mediators has increased from year-to-year as the Office has focused on promoting and encouraging citizens to become involved. Mediation referrals come from courts, police, community organizations, civic groups, religious institutions, government agencies, community leaders and individuals. A closed mediation means a case was successfully resolved using mediation. Some data is unavailable for FY 2007 and FY 2008.

Strategies to Accomplish the Objective –

- **Strategy 2.1.1** – Ensure volunteer mediators are available to mediate disputes
- **Strategy 2.1.2** – Ensure all volunteer mediators have 50 hours of basic mediation training
- **Strategy 2.1.3** – Utilize various site locations in order to provide community mediation to all sectors of the community
- **Strategy 2.1.4** – Educate citizens about mediation and conflict resolution in order to increase the probability that they will use the service
- **Strategy 2.1.5** – Mediate disputes from referrals
- **Strategy 2.1.6** – Partner with county agencies, municipalities, courts and community groups to establish a diverse referral source

GOAL 3 - To provide community outreach to county citizens and residents in order to communicate information about county services to the public.

Objective 3.1 - Increase the number of citizens and residents provided information by community outreach services from 1,263 in FY 2008.



Performance Measures –

Measure Name	FY 2007 Actual	FY 2008 Actual	FY 2009 Actual	FY 2010 Estimated	FY 2011 Projected
Resources (input)					
Number of OnTheGo Buses		1	1	1	1
Number of community outreach employees		6	8	8	8
Workload, Demand and Production (output)					
Number of OnTheGo Bus deployments		35	65	70	85
Number of community events attended		48	170	175	190
Efficiency and Quality					
Average number of events attended per employee		8.0	21.3	21.9	23.8
Percent of requested OnTheGo Bus deployments attended		64%	100%	100%	100%
Percent of requested events attended		66%	100%	100%	100%
Impact (outcome)					
Number of citizens and residents provided information by community outreach services		1,263	3,900	4,000	4,500

Performance Measures Explanation – Reaching the FY 2016 objective’s target of 5,200 citizens served by community outreach will improve the communication between citizens and government. The community outreach staff participates in homeowner association workshops, community parades, health fairs and other local events occurring throughout the County. The OntheGo bus has enabled the office to enhance its outreach to the community and promote various county initiatives and programs. FY 2007 performance data is not available because it was not collected until FY 2008.

Strategies to Accomplish the Objective –

- **Strategy 3.1.1** – Deploy the OntheGo Bus to community events
- **Strategy 3.1.2** – Ensure one community outreach employee is available for every requested community event
- **Strategy 3.1.3** – Ensure staff have general knowledge of county services, governing documents and applicable Maryland Statutes
- **Strategy 3.1.4** – Provide literature on county services and internet access on the OntheGo Bus
- **Strategy 3.1.5** – Offer workshops to civic and community associations
- **Strategy 3.1.6** – Partner with county agencies, local businesses, schools, civic and community groups to deliver and promote county services