

Robo-Calling  
Internal Division Policy

Presented by  
Robert Prado, Acting Division Chief  
Municipal Code Compliance Division

# MUNICIPAL CODE COMPLIANCE DIVISION



## Internal Policy

April 29, 2014

Frequency of "Robo-Calls" to the posted phone numbers of alleged Violators of Chapter 741, Ordinance Code. Illegal Litter Sign Ordinance. The following protocol shall be followed:

- Telephone numbers that are posted on an illegal snipe sign will be added to the Auto-dialer system 24 hours after the Code Compliance Officer confiscates the illegal snipe sign.
- A pre-recorded message which informs the violator to address the snipe sign will be broadcasted a maximum of once every 45 minutes to the phone numbers posted on the illegal snipe sign. Robo-Calls will be made during City of Jacksonville normal business hours (9am - 5pm), Monday through Friday excluding holidays.
- Telephone numbers that are posted on the illegal snipe sign will be removed from the Auto-dialer system after the violator responds to the request to address the snipe sign.

### REGULATORY COMPLIANCE DEPARTMENT

Municipal Code Compliance Division

Ed Ball Building, 214 N Hogan St, Suite 134, Jacksonville, FL 32202

Phone (904) 255-7000 Fax (904) 588-0512 [www.coj.net](http://www.coj.net)



# **Automated Calling / Data Collection Solution Operation Urban Blight**

**Presented by: Michael Rooney/ Vimal Misra**

**May 7, 2014**

# Agenda

- Proposed Process Overview
- Data Collection Solution Proposal
- Total Solution Cost & Timeframes
- Next Steps

# Proposed Process (short term)

Inspector/ Officer

See Signs



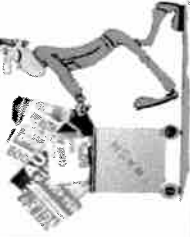
Take picture



Document in  
SharePoint 2010

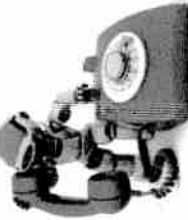
Phone Number: 882.123.4567  
 Address: 123 No. Main St.  
 City: Seattle, WA  
 Company: ABC LLC  
 Date: 05/06/2014

Pick up signs



Robocall/  
Admin

Schedule Freq  
Export numbers  
to Robocall



Quit Calling



MCCD Supervisor

28 sec  
message  
to pay fine

Violator  
comes in



Sees photos



Enter ticket

CARE/PICS

Case No.	12345678
Case Name	John Doe
Case Address	123 Main St.
Case City	Seattle
Case State	WA
Case Zip	98101
Case Date	05/06/2014

Pays Fine



## Problem Overview

- Inspectors remove an average 400 signs per week
- $400 * 52 \text{ weeks} = 20,800 \text{ signs}$  / some % having the same phone number
- Removed 7000 signs during the buy back
- Could be up to 499,200 phone numbers per year

## Automated Call script (proposed)

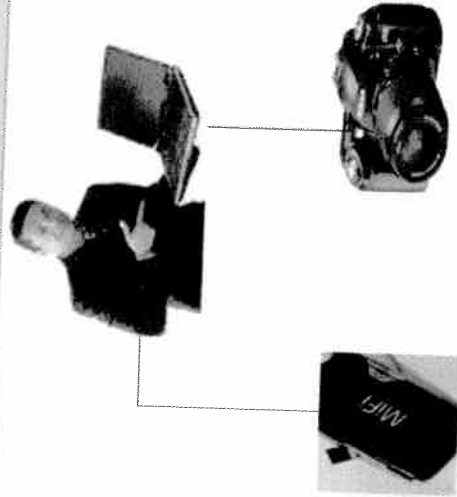
This is an automated message from the City of Jacksonville. Illegal signs containing this phone number have been found on public property. Further placement of these signs should cease immediately. This broadcast will continue until you appear in person before the Municipal Code Compliance Division. If you have any questions, please call 904-255-7000. Thank you for your cooperation.

# Data Collection Solution (proposed)

Inspectors current equipment list:

- Duramax cell phone with camera
- Digital Camera
- Laptop
- Mi-Fi

Short Term Goal



Long Term Goal







## Total Solution Cost (short term)

### Auto Call Solution

One time costs expected - \$10K - \$15K

Recurring costs expected - \$3600

Overall time frames - 4 to 6 weeks

Procurement time - 2- 4 weeks

One time setup - 2 weeks

## Next steps

- Committee Decision / Approval to move forward
- Funding transfer approved
- Procurement process
- Implement Solutions