



GOVERNMENT OPENNESS & RESPONSIVENESS Focus Task Force

CUSTOMER SERVICE RECOMMENDATIONS

Vision: In 2025, Jacksonville thrives due to exemplary governance. Well-informed citizens actively engage to solve problems together with outstanding elected officials. Jacksonville's diverse representative leadership is accessible, fiscally responsible, and accountable for delivering public services in a cost-efficient manner. Our transparent, ethical public policy reinforces effective financial investment in common goods.

Strategy to achieve the Vision:

- Improve responsiveness and follow-through from local government on reported citizen concerns so that the public can more easily know the results of local government action.

The JAX2025 Focus Task Force proposes the implementation of a city-wide Customer Service Strategy.

Recommendations

1. Support the continuance of 630-CITY, by ensuring call volume, response times, and citizen expectations are met by the system. Provide an annual report of metrics about 630-CITY reach and usage for broad distribution (e.g. CPACs, City Council, etc). Support widespread communications to spread awareness and broader usage of 630-CITY (social media, promotional campaigns). Annual budgets need to ensure that customer service systems' capabilities stay current with citizen needs and expectations.
 - *The city budget needs to adequately reflect that customer service is a priority.*
2. Empower citizen engagement to create better government. Develop a resource tool, such as a "City Government 101" learning series (i.e. www.seattle.gov/mayor/engage/gov101.htm) or government navigator position (ombudsman) to help citizens navigate local government. Host regular Mayor's Town Hall meetings, where the Mayor speaks briefly and brings Department Directors and Chiefs, so as to encourage discussion and assist residents with problems regarding city processes or effectiveness.
 - *Residents want to be part of the solution but need more opportunities to be engaged and involved in local government.*
 - *Provides residents with an education regarding the consolidated government, the legislative process, and how to provide feedback and public comment.*
3. Strengthen local government commitment to CPACs by institutionalizing the system via ordinance. The ordinance should include a requirement that a broad range of city staff, including at least one department director, attend each meeting. CPACs should be restructured so that everyone living within a Planning District has equal representation versus only those that live in a registered neighborhood organization.
 - *Provides residents with an open platform to ask questions, get issues resolved, and learn more about their elected officials and city leadership.*
 - *Provides policymakers and elected officials with an opportunity to receive buy-in on proposals and initiatives.*
 - *Increases transparency.*
 - *Increases democracy and community.*



Every great city has a vision of itself and what it will be.
Now is the time to Build It – the kind of community we want to be in 2025.