



County-wide Customer Service Strategy Plan Status Update



September 12, 2014



Unified Planning

SCALE Unified Plan Charter - - adopted 2009

The goal of the Unified Economic Development, Land Use And Transportation Plan is to **develop and implement a county-wide economic development strategy and integrated land-use and transportation plan** that helps achieve the vision of providing enough employment in Scott County by 2030 to support 50% of the county's labor force, while respecting the authority of the cities and townships within to make planning decisions on the local level.

GOAL: Enough jobs for 50% of our resident workforce in Scott County by 2030

Engaging the Community

Economic Development Strategy Group was formed in 2011 to identify specific strategies to further the goal.

Members

- Commercial Real Estate Industry
 - Business Community
 - St. Francis Regional Medical Center
 - School Districts
 - TED member
- ∞ TED and SCALE Endorsed May/June 2012
- ∞ First Stop Shop Launched in November 2012

FSS – Primary Areas of Focus

First Three Areas of Focus (Phase I)

- **Database:** Create and utilize information management system; information gathering
- **Current Pursuits:** Support for creating proposal responses and preparation of reports for communities; assisting the cities and treating all equally
- **Customer Service Culture:** Begin to develop a plan for customer service development

Database

Pursuits

Customer
Service

Recommendations

Public Sector Culture

- ∞ Build and promote a culture in the public sector with a priority for customer service, timeliness, accountability, and creative solutions.
- ∞ Incorporate business understanding and education as part of the SCALE “Legos” educational program.
- ∞ Create a SCALE “Legos” educational program for municipal and county community development and planning staff which focuses on business needs and perspectives.



Carlson Project

Why are we even talking about this?

Customer
Service

Report of the ED Strategy Group (SCALE 2011): Public Sector Culture

1. Build and promote a **culture** in the public sector with a **priority for customer service, timeliness, accountability, and creative solutions.**

Carlson Ventures Enterprise

CARLSON
SCHOOL OF MANAGEMENT
UNIVERSITY OF MISSISSIPPA

Carlson Project Details

- ☞ **Project Start:** September 2013
- ☞ **Project Completion:** December 2013

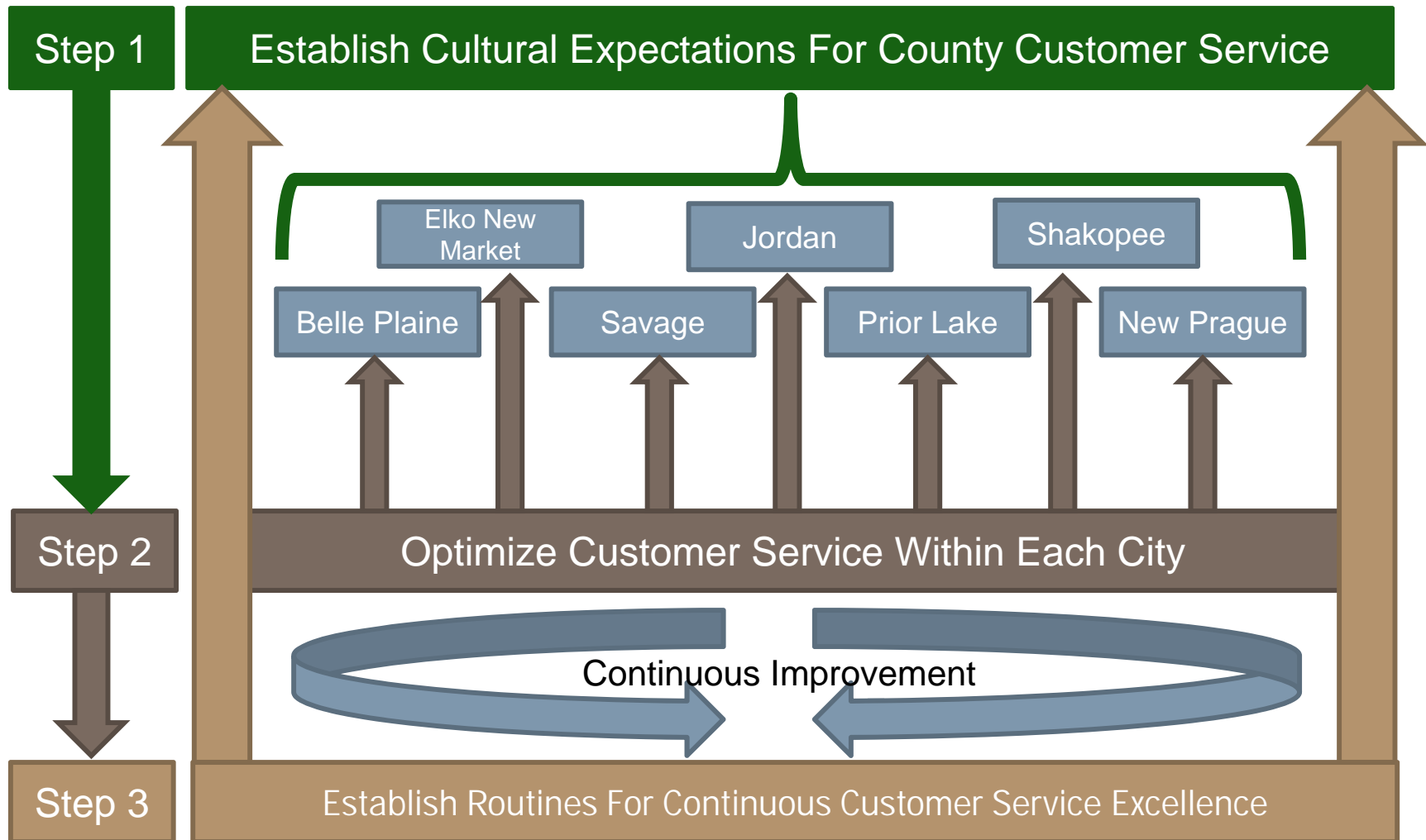


Business/Broker Feedback

- ∞ Room for improvement
- ∞ Opportunity to set ourselves apart

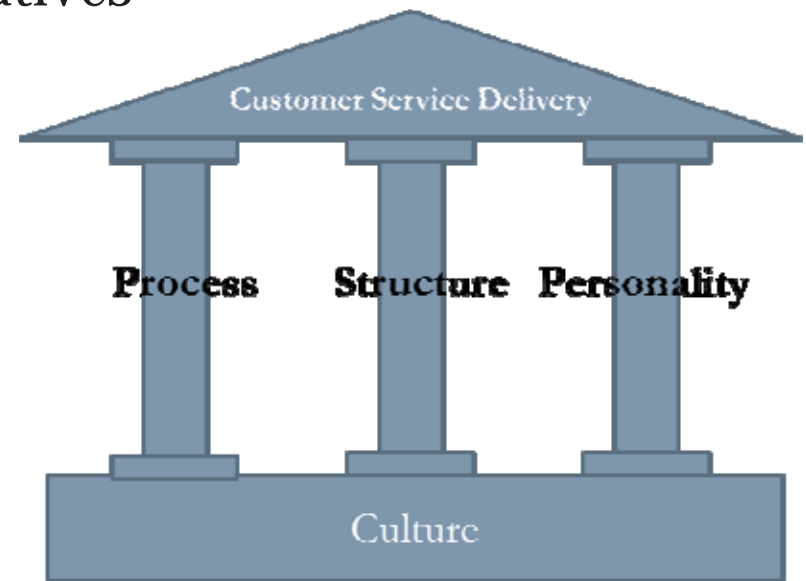


Carlson Recommendations



Carlson Team Suggested Workshops

- ☞ 3 SCALE Leadership Workshops – steering committee for commonality with city representatives
- ☞ 3 City Workshops – Process, Structure, Personality
- ☞ 1 SCALE Annual Review and Planning Workshop



Progress to Date

- ☞ 3 SCALE Leadership Workshops completed January – April 2014
- ☞ Two workshops (2 each session) for best practices – city and county staff – August, 2014

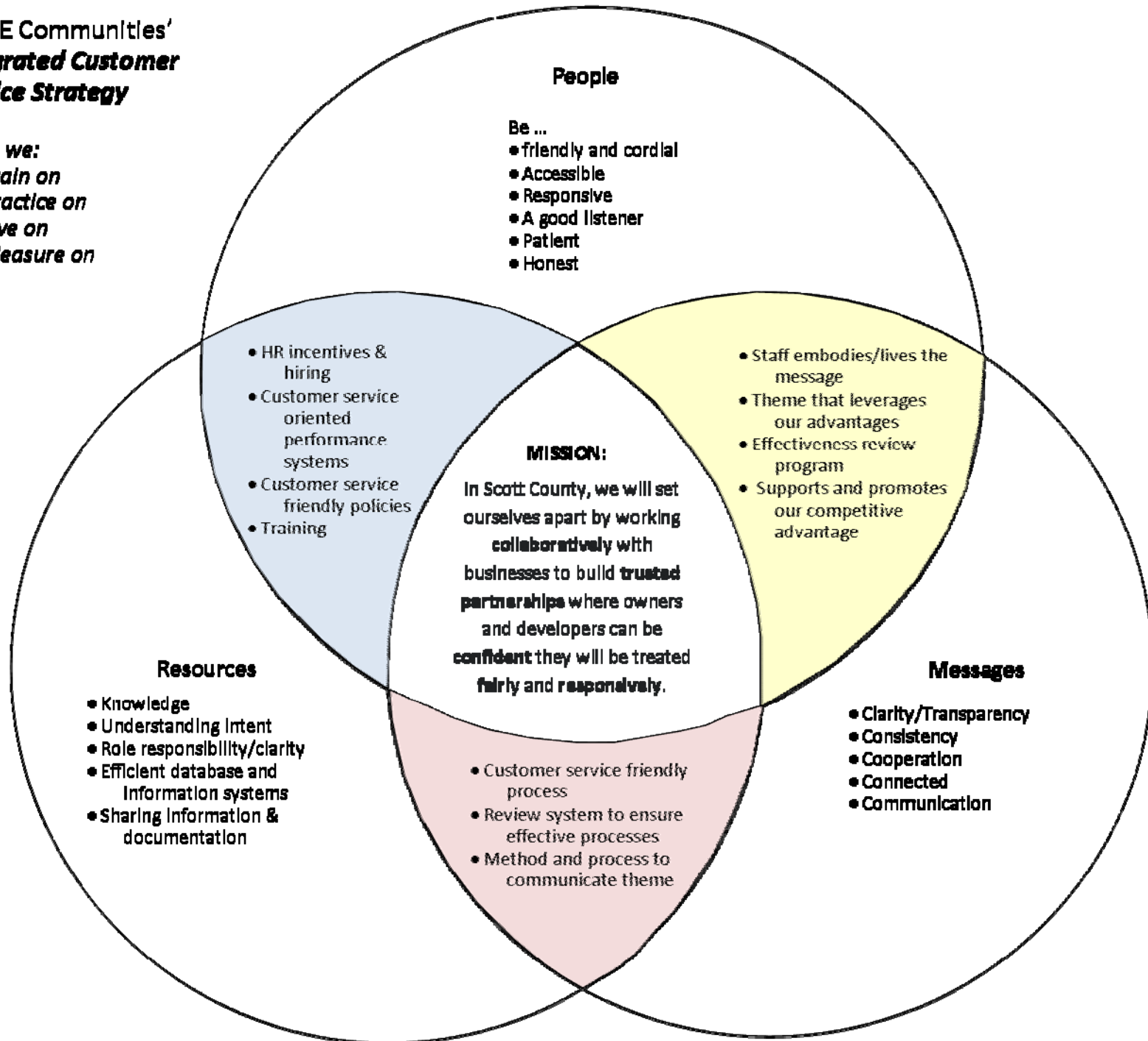
Mission Statement

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In Scott County, we will set ourselves apart by working **collaboratively** with businesses to build **trusted partnerships** where owners and developers can be **confident** they will be treated **fairly** and **responsively**.

**SCALE Communities'
Integrated Customer
Service Strategy**

Traits we:
Train on
Practice on
Live on
Measure on



SCALE Customer Service Values & Strategies

Values

- ∞ Relationships/Partnerships
- ∞ Transparent
- ∞ Responsive
- ∞ Efficient
- ∞ Accessible
- ∞ Knowledgeable

Strategies

- ∞ Role Responsibility
- ∞ Transparent Processes
- ∞ Define Best Practices
- ∞ Attitude Training

Upcoming

- Work Sessions: August 2014 - March 2015
- First Sessions – Staff /Business Community Members
 - Customer Service Work Sessions I – reviewing processes, pain points, and best practices
August 11 or August 19
 - Customer Service Work Sessions II -developing best practices and reviewing role responsibilities
August 19 or August 27
- Coming this fall 2014
Work session in each city on best practice development for their community

Work Sessions

∞ Process Maps Reviewed

- Issue with roles/responsibilities
- Multiple Touch Points
 - Potentially not in the best practice identification

∞ Reviewing

- RACI Matrix – consultant/FSS
- Starting Point
 - Discussion with each City – Next Up

Upcoming

- December 2014 – Report to the Steering Committee
- 1st quarter 2015
Attitude and tone training
- 1st quarter 2015
Legos 7001 – City Councils/County Board updates – Role Playing

Continue To Be

☞ Supportive

☞ Engaged

☞ Encourage Staff Participation