



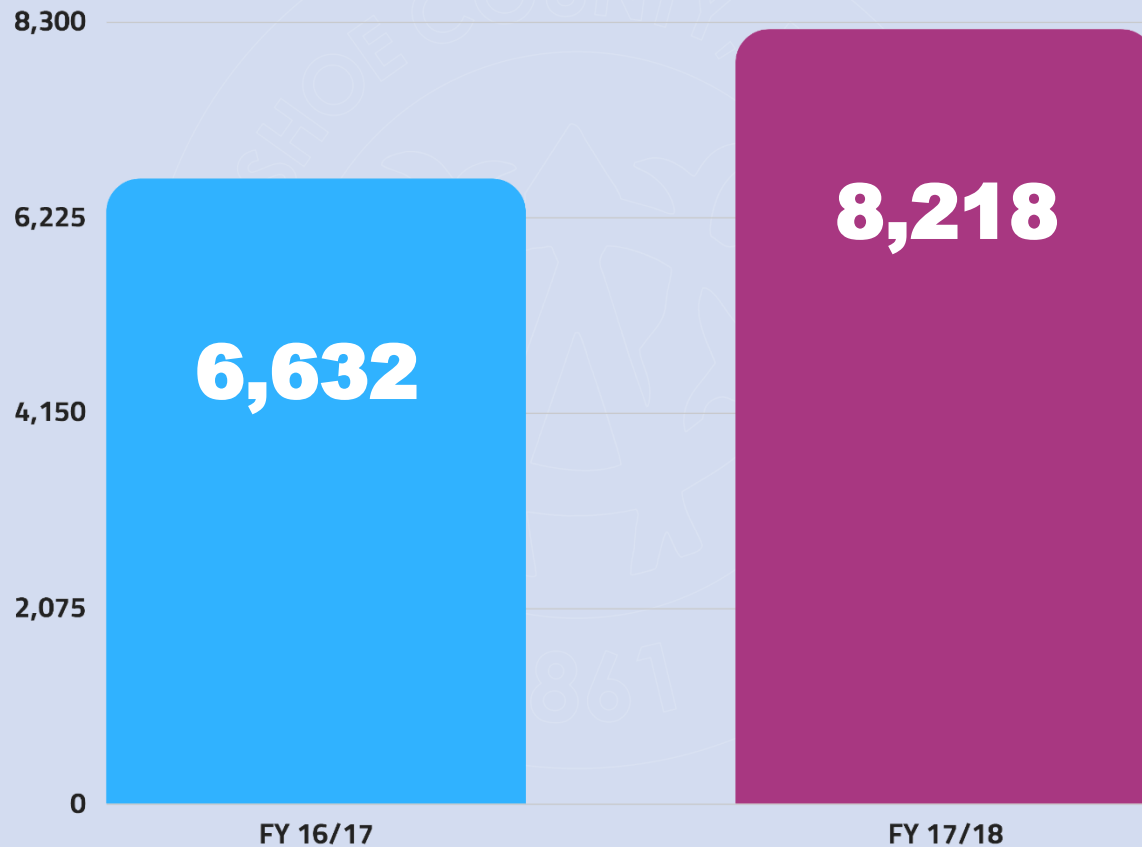
Washoe 311 – Planning for Success





Washoe 311 – Planning for Success

Service Requests





Washoe 311 – Planning for Success

Building Infrastructure

- Gather and manage data
- Department integration – internal communication
- Technology infrastructure
- Standardize reporting – dept. reports
- Emergency services
- Standardize operating procedures
- Training program





Washoe 311- Planning for Success



ONE WASHOE. CONNECTED.



Washoe 311 – Planning for Success

Public Outreach Communication Plan



- Washoe311 branding
- Logos on Washoe County vehicles
- Media Launch: press release, tour & interviews
- Distributed collateral materials ex. 6,000 cards for WC library branches
- Partnerships/Sponsorships: Hot August Nights, NV Econ. Development Conference, Balloon Races



Washoe311 – Planning for Success

Future Outreach Includes:

- Launch of external Washoe311 PSA
- Banner feature in La Voz Hispana Newspaper
- Washoe County GRBR Balloon Banner
- Electronic Billboard Campaign
- Movie Theater Campaign
- Launch of our Washoe311 App





Washoe 311 – Planning for Success



REAL PEOPLE



Washoe311 – Key to our Success

