



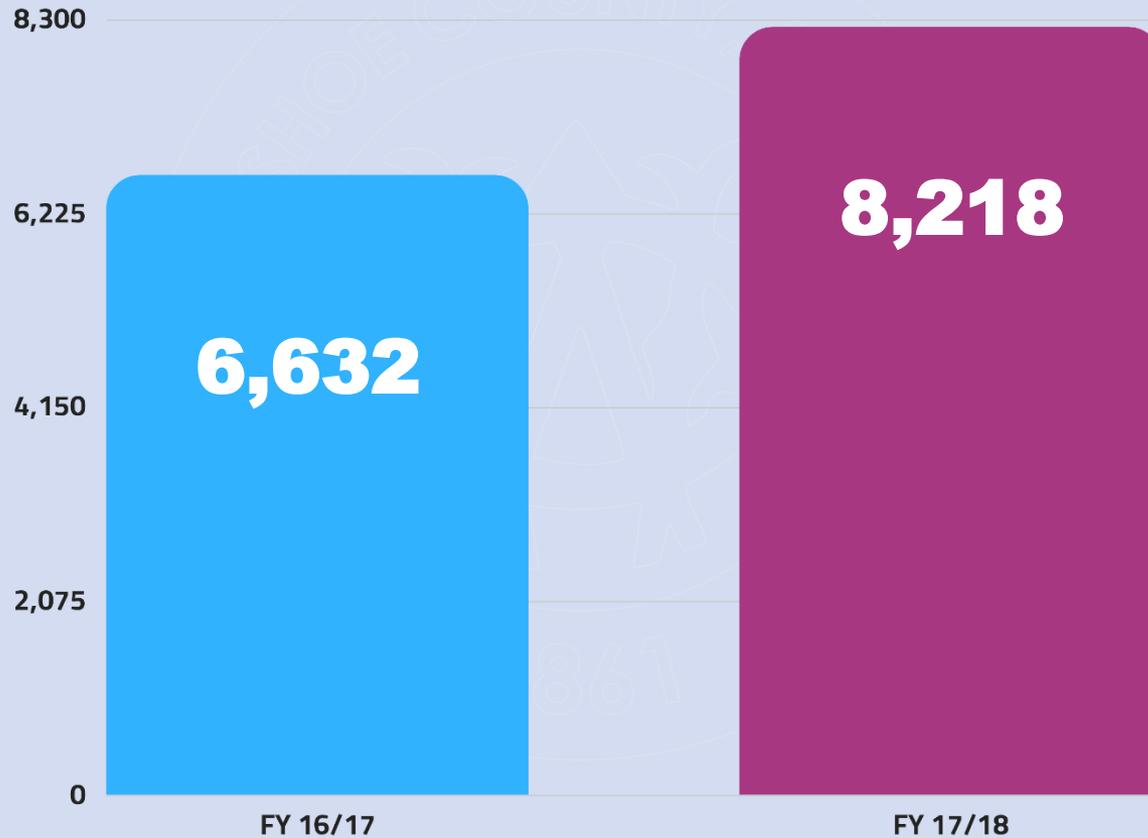
Washoe 311 – Planning for Success





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Service Requests





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Building Infrastructure

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





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ONE WASHOE. CONNECTED.



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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**



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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

