

City of Reading
City Council
Work Session
Monday, May 21, 2007

Council Members Present

Vaughn Spencer, President
Stephen Fuhs
Marcia Goodman-Hinnershitz
Stratton Marmarou
Dennis Sterner
Jeff Waltman

Others Present

L. Churchill
D. Palm
C. Younger
L. Kelleher

Call to Order

President of Council Vaughn Spencer called the work session to order at 7:15 pm.

Managing Director's Report

Managing Director Leon Churchill reviewed the report distributed to Council at the meeting covering:

- Upcoming Pro Cycling race
- Forum with Congressman Pitts concerning the federal budget
- Reading Public Library Program Assessment

Ms. Goodman-Hinnershitz noted the need for the Administration to reinforce the City's regulations regarding dogs and leashes noting the tragic incident that occurred at the race last year. She also suggested continuing the forums with Congressman Pitts on other key issues

Call Center Progress Report

Deb Palm, Call Center Manager and Managing Director Churchill distributed a handout denoting the performance of the Call Center for the first quarter of 2007. Ms. Palm stated that the call volume has increased from 642 calls per month in January to 1, 472 calls in April. The majority of the complaints concern trash enforcement, codes, trash pick up, graffiti, and street lights.

Mr. Marmarou inquired if anonymous complaints are accepted. Ms. Palm replied that the call center does accept anonymous complaints.

Mr. Waltman questioned the resolution time for complaints received. Ms. Palm stated that, on average, the call center resolves complaints in 48 hours. The complainant receives a follow-up call only on request.

Mr. Waltman inquired how the Administration will use the information gained from complaints. Mr. Churchill replied that the Administration will use the data collected to make adjustments to City services that will improve efficiencies. He stated that such efficiencies will be part of the budget summit discussion.

Ms. Goodman-Hinnershitz asked Ms. Palm how the call center outreaches to the Hispanic community. Ms. Palm stated that advertisements have been placed on the radio and in a variety of newspapers. Mr. Churchill stated that the call volume rose after the call center abandoned the use of an initial prompt where a caller could request either an English or Spanish speaking operator.

Mr. Fuhs congratulated the call center employees for their good work. He stressed the need for the Administration to place focus on service efficiencies that will decrease complaints.

Respectfully submitted by,

Linda A. Kelleher, City Clerk