Washoe 311 – Planning for Success
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Service Requests

- FY 16/17: 6,632
- FY 17/18: 8,218
Building Infrastructure

- Gather and manage data
- Department integration – internal communication
- Technology infrastructure
- Standardize reporting – dept. reports
- Emergency services
- Standardize operating procedures
- Training program
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
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
Washoe311 – Key to our Success