

<u>TOWN OF BELLEAIR ADMINISTRATIVE POLICIES AND PROCEDURES MANUAL</u>	
<u>POLICY:</u> SeeClickFix Policy	<u>POLICY NUMBER:</u> 2.4
<u>ORIGINATING DEPARTMENT:</u> Administration (Cathy DeKarz)	
<u>EFFECTIVE DATE:</u> October 17, 2017	<u>APPROVED BY:</u>
<u>SUPERSEDES POLICY:</u> N/A	<u>LAST REVISED:</u> September, 2017

SCOPE

This policy establishes SeeClickFix as a vital tool for Town of Belleair communications and establishes standards for ensuring its success.

OBJECTIVES

1. To formalize the role of SeeClickFix within Belleair and outline its purpose in the scope of Town communications
2. To set up service-level agreement standards for employees regarding SeeClickFix engagement, response time, and overall expectations

PERFORMANCE MEASURES

1. The statuses of all requests submitted via SeeClickFix shall be monitored regularly by the Administration Department to ensure that items are not left “open” or “acknowledged” longer than allowed per this policy.
2. Staff shall monitor the number of users that are subscribed to SeeClickFix (and the number who are active users) in order to track progress. The Communications Team (via the Town of Belleair Communications Policy (Policy #2.2) shall include this data in its annual Communications Summary Report.

DEFINITION OF TERMS

Acknowledged Request – Any request submitted via SeeClickFix that has been recognized and discussed between staff and the requester, but that has not been mitigated

Closed Request – Any request submitted via SeeClickFix that has been resolved or that has been discussed and finalized between staff and the requester

Internal Request – Any request submitted via the “Internal Request” category of SeeClickFix, which is set to private in a way that only logged-in employees can see and/or interact with content.

Open Request – Any request submitted via SeeClickFix that has been submitted but not acted upon by staff

Request – Any issue, comment, or question submitted via SeeClickFix

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SeeClickFix Representative – Any individual that is assigned at the discretion of their department head, and approved by the Town Manager, (or designee) to respond to SeeClickFix requests for a specific request type.

POLICY GUIDELINES

Best Practices

1. All Town of Belleair presences on social media sites or services are considered an extension of the Town’s Communications Policy (Policy #2.1) and Social Media Policy (Policy #2.3) and shall be managed accordingly.
2. The Town’s Acceptable Computer Use Policy (Policy #2.1) shall also apply to this policy.
3. The Administration Department shall assist other departments in developing/creating accounts, in adjusting request types, and in formulating generic responses (as necessary) for SeeClickFix. The Administration Department shall also assist with general oversight and policy measures therein.
4. Each department that corresponds to a request type in SeeClickFix shall be required to have at least two (2) employees assigned as SeeClickFix Representatives (one primary and one backup) to each request type. Both individuals shall receive all relevant SeeClickFix notifications and emails.
5. If the primary SeeClickFix Representative for a request type is on vacation, sick leave, or otherwise not working, the Representative shall inform their backup of the planned absence, and ensure that the backup Representative is appropriately prepared to act upon and respond to necessary SeeClickFix request type(s).
6. SeeClickFix Representatives, and all Town employees, are expected to communicate through the platform with diligence and professionalism, and in a timely manner. All requests submitted via SeeClickFix shall be treated with respect and care, even if they can or will not be able to be mitigated.
7. To protect the privacy of our residents and partners, SeeClickFix Representatives shall not specifically name any other citizens or groups in a SeeClickFix report unless inside of an internal request. Town staff members are an exception to this standard and may be mentioned, if necessary.
8. All SeeClickFix Representatives shall receive specialized SeeClickFix training prior to becoming a representative, and shall additionally complete such training at least one (1) time every two (2) years.

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Timeframes (Service-Level Agreement)

1. Within SeeClickFix, staff shall utilize the three classifications of a request (“Open Request,” “Acknowledged Request,” and “Closed Request”) to describe staff’s action with each item.
2. Any request submitted shall be acknowledged by the assigned staff member(s) within one (1) business day and shall include a message in-writing submitted through SeeClickFix that shall include the following touchpoints:
 - a. The request has been heard by a staff member
 - b. The staff member’s plan to address/investigate/solve the request (if possible – if not possible, then this section shall include an explanation for why the request can or will not be mitigated)
 - c. A timeline for the mitigation of the request (if applicable)
3. Any request submitted shall be closed by the assigned staff member(s) as soon as the request has been solved, passed along to the appropriate external authority/authorities (i.e. Duke Energy, Pinellas County, etc.), or acknowledged as a request that can or will not be able to be mitigated within two (2) weeks of the request. The closure of any request shall be completed in-writing through SeeClickFix and shall include a message with the following touchpoints:
 - a. The request has been resolved/passed along/cannot be mitigated at this time
 - b. The process that led staff to the result/decision for the request
 - c. The timeline for the resolution of the request / an estimated timeline for a request that was passed along to another authority
 - d. An attachment of any relevant photos, if possible
4. Any request that is submitted to the incorrect SeeClickFix Representative shall be given one (1) business day in which the request shall be re-assigned to the correct Representative. This re-assignment shall be made public and shall be explained accordingly so that the requester may see action being taken to handle their request(s).
 - a. In the case of a request re-assignment, the timeline to acknowledge and close the SeeClickFix request(s) in-question shall begin after the correct SeeClickFix Representative is assigned the request

Prepared Responses

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1. Staff may enter prepared responses into SeeClickFix for the alerting the requester of a request’s status change (to “acknowledged” or “closed”). However, these prepared responses shall be relevant to the context of the request and shall abide by the regulations of this policy.

Employee Requests and Internal Requests

1. Employees shall not personally submit requests to the Town’s SeeClickFix account unless they are anonymous or internal.
2. Employees may submit public requests on the behalf of residents or citizens that do not wish to personally use SeeClickFix; however, these requests shall be made anonymously or shall be submitted as Internal Requests.
 - a. Such requests may include contact information for the individual(s) who originally introduced the request to the Town, in case they wish to be contacted regarding the request’s progress. In such a case, the SeeClickFix Representative responsible for the request shall communicate with the requester(s) in a timely manner pursuant to this policy, when at all possible.
3. The timeframe and service-level agreement for any Internal Request submitted via SeeClickFix shall abide by the regulations set forth in this policy.
4. Under no circumstance may an employee submit an Internal Request via SeeClickFix that is disrespectful, condescending, profane, discriminatory, or that otherwise paints another employee or department in a bad light.
5. Internal Requests via SeeClickFix may be used to generate work orders, if deemed appropriate and reasonable by the relevant department head.