



OFFICE OF UNIFIED COMMUNICATIONS
FY 2025 PERFORMANCE PLAN

NOVEMBER 26, 2024

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1 INTRODUCTION

This document is the Fiscal Year 2025 Performance Plan for the Office of Unified Communications.

This Performance Plan is the first of two agency performance documents published each year. The Performance Plan is published twice annually – preliminarily in March when the Mayor’s budget proposal is delivered, and again at the start of the fiscal year when budget decisions have been finalized. A companion document, the Performance Accountability Report (PAR), is published annually in January following the end of the fiscal year. Each PAR assesses agency performance relative to its annual Performance Plan.

Performance Plan Structure: Performance plans are comprised of agency Objectives, Administrative Structures (such as Divisions, Administrations, and Offices), Activities, Projects and related performance measures. The following describes these plan components, and the types of performance measures agencies use to assess their performance.

Objectives: Objectives are statements of the desired benefits that are expected from the performance of an agency’s mission. They describe the goals of the agency.

Administrative Structures: Administrative Structures represent the organizational units of an agency, such as Departments, Divisions, or Offices.

Activities: Activities represent the programs and services an agency provides. They reflect what an agency does on a regular basis (e.g., processing permits).

Projects: Projects are planned efforts that end once a particular outcome or goal is achieved.

Measures: Performance Measures may be associated with any plan component, or with the agency overall. Performance Measures can answer broad questions about an agency’s overall performance or the performance of an organizational unit, a program or service, or the implementation of a major project. Measures can answer questions like “How much did we do?”, “How well did we do it?”, “How quickly did we do it?”, and “Is anyone better off?” as described in the table below. Measures are printed throughout the Performance Plan, as they may be measuring an objective, an administrative structure, an activity, or be related to the agency performance as a whole.

Measure Type	Measure Description	Example
Quantity	Quantity measures assess the volume of work an agency performs. These measures can describe the inputs (e.g., requests or cases) that an agency receives or the work that an agency completes (e.g., licenses issued or cases closed). Quantity measures often start with the phrase “Number of...”.	“Number of public art projects completed”
Quality	Quality measures assess how well an agency’s work meets standards, specifications, resident needs, or resident expectations. These measures can directly describe the quality of decisions or products or they can assess resident feelings, like satisfaction.	“Percent of citations issued that were appealed”

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Measure Type	Measure Description	Example
Efficiency	Efficiency measures assess the resources an agency used to perform its work and the speed with which that work was performed. Efficiency measures can assess the unit cost to deliver a product or service, but typically these measures assess describe completion rates, processing times, and backlog.	"Percent of claims processed within 10 business days"
Outcome	Outcome measures assess the results or impact of an agency's work. These measures describe the intended ultimate benefits associated with a program or service.	"Percent of families returning to homelessness within 6-12 months"
Context	Context measures describe the circumstances or environment that the agency operates in. These measures are typically outside of the agency's direct control.	"Recidivism rate for 18-24 year-olds"
District-wide Indicators	District-wide indicators describe demographic, economic, and environmental trends in the District of Columbia that are relevant to the agency's work, but are not in the control of a single agency.	"Area median income"

Agencies set targets for most performance measures before the start of the fiscal year. Targets may represent goals, requirements, or national standards for a performance measure. Agencies strive to achieve targets each year, and agencies provide explanations for targets that are not met at the end of the fiscal year in the subsequent Performance Accountability Report. Not all measures are associated with a target. For example, newly added measures do not require targets for the first year, as agencies determine a data-informed benchmark. Additionally, change in some quantity or context measures and District-wide indicators may not indicate better or worse performance, but are "neutral" measures of demand or input, or are outside of the agency's direct control. In some cases the relative improvement of a measure over a prior period is a more meaningful indicator than meeting or exceeding a particular numerical goal, so a target is not set.

2 OFFICE OF UNIFIED COMMUNICATIONS OVERVIEW

Mission: The mission of the Office of Unified Communications (OUC) is to provide accurate, professional and expedited service to the citizens and visitors of the District of Columbia. This service is performed by a team that handles emergency and non-emergency calls that are received when individuals dial 911 and 311 in Washington, DC. OUC also provides centralized, District-wide coordination and management of public safety voice radio technology and other public safety communication systems and resources to District government agencies and several local, state, and federal partners.

Summary of Services: **Emergency Calls:** The Office of Unified Communications (OUC) handles 911 calls from people in Washington DC requesting police, fire and emergency medical services, with a goal to answer every call within ten seconds. **City Services & General Inquiries:** OUC provides a one-stop customer service experience for residents and visitors of Washington DC via the 311 system. 311 is available 24 hours a day, 365 days a year to inquire about city services or to request scheduled services such as trash removal, pothole repair, bulk pick-ups and recycling collection. **Citywide Radio Service:** OUC provides centralized, District-wide coordination and management of public safety voice radio technology and other public safety wireless communication systems and resources. OUC provides these services to District agencies and other local, state, and federal entities within the National Capital Region. **911/311 Records Management:** OUC maintains records and utilizes highly specialized archival systems to research files related to all 911 and 311 communications. The purpose of this research is to provide audio files and other data to partnering local and federal government agencies, as well as the general public.

Objectives:

1. Provide efficient, professional and cost effective responses to 911 communications.
2. Provide efficient, professional and cost effective responses to interactions initiated through 311 platforms.
3. Provide state-of-the-art emergency and non-emergency communications.
4. Efficient, Transparent, and Responsive Government

Structures:

1. Office of the Director
2. OUC Information Technology
3. Office of Professional Standards and Development
4. 311 Operations
5. 911 Operations

3 OBJECTIVES

3.1 PROVIDE EFFICIENT, PROFESSIONAL AND COST EFFECTIVE RESPONSES TO 911 COMMUNICATIONS.

Answer emergency and non-emergency requests and dispatch the appropriate personnel to respond in a timely manner.

Related Measures	Measure Type	Directionality	FY2023	FY2024	FY2025 Target
Percent of 911 calls answered within 20 seconds	Efficiency	Up is Better	74.4%	70.01%	90%
Percent of 911 calls in which call to queue is 90 seconds or less	Efficiency	Up is Better	75.3%	70%	75%
Percent of 911 calls which move from queue to dispatch in 60 seconds or less	Efficiency	Up is Better	61.9%	68%	75%
Percent of QA/QI 911 call reviews that receive a rating of 80% or better	Outcome	Up is Better	87.3%	94.10%	75%
Total number of sustained 911 complaints	Outcome	Down is Better	27	17	0

3.2 PROVIDE EFFICIENT, PROFESSIONAL AND COST EFFECTIVE RESPONSES TO INTERACTIONS INITIATED THROUGH 311 PLATFORMS.

Serve as the District's primary access point for city services and information.

Related Measures	Measure Type	Directionality	FY2023	FY2024	FY2025 Target
Percent of 311 calls answered by a live agent within 90 seconds	Efficiency	Up is Better	89.2%	93%	75%
Percent of 311 calls handled by a live agent in 4 minutes or less	Efficiency	Up is Better	61%	70.32%	80%
Percent of 311 QA/QI telephone call reviews that receive a rating of 4 or better	Outcome	Up is Better	New in 2024	80.9%	75%

3.3 PROVIDE STATE-OF-THE-ART EMERGENCY AND NON-EMERGENCY COMMUNICATIONS.

Procure and maintain public safety communications equipment and infrastructure.

Related Measures	Measure Type	Directionality	FY2023	FY2024	FY2025 Target
Percent of tablet connectivity uptime	Efficiency	Up is Better	95.3%	99%	90%
Percent of time the OUC responds to Mobile Data Terminal repairs within 24 hours	Efficiency	Up is Better	99%	99%	99%
Percent of time the OUC responds to radio equipment repair requests within 24 hours	Efficiency	Up is Better	99%	99%	99%

3.4 EFFICIENT, TRANSPARENT, AND RESPONSIVE GOVERNMENT

Create and maintain a highly efficient, transparent, and responsive District government.

Related Measures	Measure Type	Directionality	FY2023	FY2024	FY2025 Target
Percent of agency staff who were employed as Management Supervisory Service (MSS) employees prior to 4/1 of the fiscal year that had completed an Advancing Racial Equity (AE204) training facilitated by ORE within the past two years	Outcome	Up is Better	NA	32.43%	No Target Set
Percent of employees that are District residents	Outcome	Up is Better	50.72%	52.11%	No Target Set
Percent of new hires that are current District residents and received a high school diploma from a DCPS or a District Public Charter School, or received an equivalent credential from the District of Columbia	Outcome	Up is Better	40.58%	52.44%	No Target Set
Percent of new hires that are District residents	Outcome	Up is Better	74.19%	65.52%	No Target Set
Percent of records requests fulfilled within mandated time frames	Efficiency	Up is Better	100%	100%	100%
Percent of required contractor evaluations submitted to the Office of Contracting and Procurement on time	Outcome	Up is Better	0%	0%	No Target Set

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Related Measures	Measure Type	Directionality	FY2023	FY2024	FY2025 Target
Total number of residents reached through community engagement and 911 education activities	Quantity	Up is Better	31,500	31,500	10,000

4 ADMINISTRATIVE STRUCTURES

4.1 OFFICE OF THE DIRECTOR

The Office of the Director is responsible for planning, organizing, and promoting programs that enhance and expand emergency and non-emergency customer service functions to the District of Columbia and its surrounding jurisdictions. It directs the development and overall operation of the OUC, establishes all related policies and procedures, and ensures agency alignment with the Deputy Mayor for Public Safety and Justice and the Mayor. Offices and programs that report directly to the Office include the Office of the Chief Administrative Officer, the Office of the Chief of Staff, the Office of the General Counsel, the Office of Special Operations and Investigations, and Public Information and Community Outreach.

4.2 OUC INFORMATION TECHNOLOGY

The Technology Division provides centralized, District-wide coordination and management of public safety and other city services communications technology, including voice radio, 911/311 telephony, computer aided dispatch systems (CAD), citizen interaction relationship management (CIRM) systems, mobile data computing systems (MDC) and other technologies, including wireless and data communication systems and resources. In addition, the Division develops and enforces policy directives and standards regarding public safety and non-public safety communications; operates and maintains public safety and non-public safety voice radio technology; manages building facilities that support public safety voice radio technology and call center technology; and reviews and approves all agency proposals, purchase orders, and contracts for the acquisition of public safety voice radio technology and call center technology systems, resources, and services.

4.3 OFFICE OF PROFESSIONAL STANDARDS AND DEVELOPMENT

The Office of Professional Standards and Development (OPSD) is responsible for the training of new employees as well as continuing education and developmental training for incumbent employees from call takers to management. This division is also responsible for quality assurance and performance improvement. OPSD develops, implements, and coordinates training with industry associations, partnering agencies, as well as internal departmental divisions. Training is conducted strategically to maintain a functional workforce that yields effective and efficient services to the citizens and visitors of the District. In addition, the division identifies shortfalls and best practices through a thorough Quality Assurance program. This identification allows for the agency to develop employees and programs that best address any quality improvement needs. The combination of training and quality assurance ensures that agency goals and objectives are met. The Office directs the activities of the Transcription Division, which serves as the custodian of records and utilizes highly specialized archival systems to research files related to all 911 and 311 communications. The purpose of this research is to provide audio files and other data to partnering local and federal government agencies, as well as the general public. Transcriptionists often testify in court on behalf of the agency to authenticate 911 calls and/or to explain event chronologies in both criminal and civil proceedings under direct examination by OAG and USAO attorneys.

4.4 311 OPERATIONS

The 311 Operations Division is the access point for residents and visitors requiring DC government services and/or information. This division supports the submission of scheduled service requests such as trash removal, pothole repair, bulk trash pick-ups, and recycling collection through a number of platforms, including telephone, web, and mobile applications. Users can also engage with the division to report a missed scheduled service, inquire about city agency phone numbers and hours of operation, and pursue other customer service-related items. To be clear, the OUC is not responsible for the provision of city services. Instead, the city agencies that provide such services have service-level agreements which outline the expected level of performance for each request type. Accordingly, the 311 Division serves as a one-stop conduit for convenient access to methods of requesting services from partner agencies and following up on their status. Furthermore, the 311 Division does not close service request tickets; this is the responsibility of the respective agency. 311 Operations recently implemented a police non-emergency option.

Residents and visitors of the District should dial 311 to report all police non-emergencies. The OUC and MPD define a non-emergency call as any call related to an incident that does not pose an immediate threat to the safety of individuals and/or incidents that occurred at least one hour before the initial request for police assistance is made.

4.5 911 OPERATIONS

The 911 Operations Division receives all 911 calls as the sole Public Safety Answering Point (PSAP) in the District. Highly trained call takers utilize specialized systems to answer calls and follow specific protocols to probe callers to ensure the most appropriate responses to their needs. Call takers enter caller-provided information to create incident records and electronically transfer each incident record onsite to highly trained dispatchers. These dispatchers are responsible for coordinating responses to incidents on behalf of the MPD and FEMS. Dispatchers also communicate with on-scene first responders to provide updates, coordinate support from additional units, and support on-scene responder safety as necessary.

5 ADDITIONAL MEASURES

Measure	Measure Type	Directionality	FY2023	FY2024	FY2025 Target
Answers all incoming 311 calls					
Total Number of Inbound 311 Calls	Quantity	Neutral	1,440,848	744,598	*
Total number of service requests entered into the customer relationship management system by 311 agents	Quantity	Neutral	440,398	498,991	*
Answers all incoming 911 calls					
Total number of calls diverted away from the 911 system	Efficiency	Neutral	New in 2024	104,804	*
Total number of 911 calls for service diverted to DBH's Access Help Line	Outcome	Neutral	205	198	*
Total number of 911 calls for service diverted to DBH's Access Help Line	Quantity	Neutral	New in 2024	198	*
Total number of 911 calls for service diverted to DDOT for motor vehicle collisions with no injuries	Quantity	Neutral	New in 2024	36,753	*
Total number of 911 calls for service diverted to the Nurse Triage Line	Quantity	Neutral	New in 2024	11,434	*
Total number of 911 calls for service eligible for diversion to DBH's Access Help Line	Quantity	Neutral	257	198	*
Total number of events created in CAD	Quantity	Neutral	1,006,216	910,502	*
Total Number of Inbound 911 Calls	Quantity	Neutral	1,795,100	1,181,271	*
Total number of non-emergency police reports completed by OUC's Telephone Reporting Unit (TRU)	Quantity	Neutral	10,649	37,687	*
Serves as custodian of all 911 and 311 communications records					
Number of agency held records released to stakeholders upon request	Quantity	Neutral	11,699	14,061	*

*Specific targets are not set for this measure

6 ADDITIONAL ACTIVITIES

Activity Name	Activity Description
Authenticates 911 and 311 records in criminal and civil proceedings	Transcriptionists testify in court to authenticate 911 and 311 records and/or to explain event chronologies in both criminal & civil proceedings, under direct examination by judiciary entities.
Answers all incoming 311 calls	The 311 Operations Division is the access point for residents and visitors requiring DC government services and/or information. The Division supports the dissemination of general information about the government, including telephone numbers, agency program details, agency hours of operation and other information. The Division handles approximately 2.1 million calls annually.
Provides service request status updates and information for servicing agencies	The Division engages with the public to take reports of missed scheduled services and provide service request status information to callers. To be clear, the OUC is not responsible for the provision of city services. Instead, the city agencies that provide such services have service level agreements which outline the expected level of performance for each request type. Further, the 311 Division does not close service request tickets.
Manages the District's public safety communications and city service request platforms and infrastructure	The Information Technology Division provides centralized, District-wide coordination and management of public safety and other city services communications technology, including voice radio, 911/311 telephony, computer aided dispatch systems (CAD), citizen interaction relationship management (CIRM) systems, mobile data computing systems (MDC) and other technologies, including wireless and data communication systems and resources.
Develops public safety communications policies and maintains and purchases all related equipment and facilities	The Information Technology Division develops and enforces policy directives and standards regarding public safety and non-public safety communications; operates and maintains of public safety and non-public safety voice radio technology; manages building facilities that support public safety voice radio technology and call center technology; and reviews and approves all agency proposals, purchase orders, and contracts for the acquisition of public safety voice radio technology and call center technology systems, resources, and services.
Provides 24 hour technical support and maintenance on all public safety communications devices and equipment	The Information Technology Division provides 24x7, highly specialized tech support and maintenance for public safety communications devices, including tablets and radios, deployed to MPD and FEMS users in the field.
Answers all incoming 911 calls	The 911 Operations Division receives all 911 calls in the District. Highly trained call takers utilize specialized telephony systems to answer calls and follow specific protocols to probe callers and ensure the most appropriate responses to their needs. In particular, call takers often provide crisis intervention services provide pre-arrival instructions for emergency medical calls. Call takers also enter caller provided information to create incident records and electronically transfer each incident record onsite to highly trained dispatchers. 911 call takers handle over 1.4 million calls annually.

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Activity Name	Activity Description
Dispatches MPD and FEMS units/apparatus in response to 911 calls	Highly trained 911 dispatchers coordinate responses to incidents on behalf of MPD and FEMS. Using the Computer Aided Dispatch (CAD) system, dispatchers support and assist in the coordination of on-scene incident responses by first responder units and apparatus. Dispatchers are also responsible for monitoring units availability in the field and communicating with on-scene first responders to keep them apprised of new information or changes and to coordinate support from additional units as necessary. The 911 Operations Division manages over 400,000 CAD events annually.
Supports city service request processing for servicing agencies (DPW, DOT, DOEE, etc.)	The Division supports the submission of scheduled service requests such as trash removal, pothole repair, bulk pick-ups and recycling collection, on behalf of partnering service agencies like DPW and DOT, through a number of platforms, including via telephone, web and mobile app. The agency also schedules driver's license testing for DMV and coordinates appointments for energy assistance applicants on behalf of the DOEE. In total, the Division currently takes over 120 service types for 12 different District agencies.
Serves as custodian of all 911 and 311 communications records	The Transcription Division serves as the custodian of records and utilizes highly specialized archival systems to research files related to all 911 and 311 communications. The purpose of this research is to locate and create discrete audio files and other data to local public safety agencies for internal administrative reviews and to federal government agencies for use during criminal and civil court proceedings.

7 PROJECTS

7.1 IMPROVE LOCATION ACCURACY CAPABILITIES

Proposed Completion Date: September 30, 2025

Challenges related to 9-1-1 location accuracy on highways have led to delays in the dispatch of responders to highway traffic accidents. Frequently, 911 callers have difficulty accurately identifying their location or interpreting highway markers, impeding 9-1-1 call-takers from pinpointing incident locations. At times, dispatchers are compelled to deploy units in both directions, resulting in further response time delays. In FY25, OUC will enhance its training program to further empower 9-1-1 operations staff to proficiently implement CAD and GIS tools and to achieve greater location accuracy for emergency responses on highways.

Related Administrative Structure: 911 Operations

7.2 REMODEL PSCC INFRASTRUCTURE

Proposed Completion Date: September 03, 2025

In FY25, OUC will continue to use capital funding to remodel the Public Safety Call Center (PSCC), the OUC's secondary operations site. The work this fiscal year will include finalization of the build-out of the radio/MDC workshops, the 1st floor kitchen, the bathrooms, and the 911/311 call floor, to both improve the work environment for operations staff and advance the building's technical systems to better align with industry standards. In addition, this initiative supports the ability to readily maintain live operations at two sites.

7.3 APCO INTERNATIONAL PROJECT 33 TRAINING PROGRAM CERTIFICATION

Proposed Completion Date: September 30, 2027

Training for public safety telecommunicators, both initial and continuing, is a critical element in providing essential services to the public in an ever-expanding and rapidly changing public safety environment. The APCO Agency Training Program Certification (a Project 33 initiative) is a formal mechanism which leads to APCO certification of agency training programs. This certification is based upon an agency meeting or exceeding all requirements addressed in the APCO ANS 3.103.2-2015 Minimum Training Standards for Public Safety Telecommunicators.

7.4 ENHANCE ACCESSIBILITY TO 311 FOR LEP & NEP RESIDENTS

Proposed Completion Date: September 30, 2025

OUC is prioritizing efforts to help eliminate language-based discrimination, enabling DC residents, workers, and visitors to receive equivalent information and services from the DC government, regardless of what language they speak. In FY25, the 311 Operations Division will leverage technology that will enable users to interact in their preferred language (English or Spanish) on the 311 portal. Also, 311 callers will be able to select their preferred language (English, Amharic, Chinese, French, Korean and Vietnamese) to make service requests via the automated Interactive Voice Response (IVR) system.

7.5 MAKE THE RIGHT CALL CAMPAIGN

Proposed Completion Date: December 01, 2035

In an effort to reduce 911 call volume, the OUC will reintroduce its "Make the Right Call Campaign," emphasizing responsible use of the emergency hotline. A significant number of calls made to 911 are non-emergencies, potentially causing delays in attending to true emergencies. Some common non-emergency calls include landlord-tenant disputes, barking dogs, noise complaints, illegally parked cars, and lost property. While these concerns are important, it is crucial to reserve 911 strictly for genuine emergencies involving immediate threats to

health, safety, property. Urgent but non-emergency incidents, such as crimes with no imminent threat or suspect on the scene, noise disturbances, civil disputes, car break-ins, vehicle accidents without injuries, and abandoned vehicles, should be reported to 311. Multiple options are available for residents to receive assistance in true non-emergency situations. The agency is working closely with EOM Comms to ensure a whole of agency approach to amplify this messaging. Social media platforms, WMATA bus and rail ad space, tv and radio spots and community engagement forums like monthly ANC meetings and virtual town halls style events will be used.

Related Measures: Total Number of Inbound 911 Calls

7.6 MAINTAIN EMERGENCY COMMUNICATIONS STAFFING

Proposed Completion Date: September 30, 2025

In FY25, the Agency will continue enhanced efforts to recruit and retain qualified personnel. As part of this effort, not only will the Junior Academy program be broadened to include young adults, but also deliberately selected training and public safety environment exposure opportunities will be provided to participants. Additionally, partnerships with DCPS and Potomac Job Corps and Maryland Job Corps will be explored and potentially established to ensure that public safety communications careers become part of their vocational and technical programs. A 911 Operations Reserve Corps comprised of skilled personnel across the agency will be established so that they can be called up should the operation experience a need.

Related Measures: Total Number of Inbound 911 Calls