



CITY OF EL PASO

311 Update

October 14, 2025

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What We Will Cover

- **Our Team**
 - Redesigning the Customer Relations Manager Role
- **Key context**
 - 311 Headcount & Volumes
 - EP311 Snapshot
- **What's next**
 - Planned Improvements

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Our Team

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- Gesuina Setzu, Customer Relations Manager
- Hector Santiago, Fire Battalion Chief
- Roman Sanchez, Chief Innovation Officer
- Carolyn Patrick, Chief Information Officer
- Ernesto Arriola, Chief Information Security Officer
- Guadalupe Corral, Chief Data Administrator
- Denice Sepulveda, Community Experience Manager
- Jasmin Flores, Legislative Liaison
- Julie Baldwin-Munoz, Chief Strategy Officer

Executive Sponsors: Dionne Mack, City Manager and Mario D'Agostino, Deputy City Manager



Redesigning the Customer Relations Manager Role

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Approach

- Identify insights → reshaped the role → aligned recruitment
- Conducted staff & stakeholder interviews
- Analyzed gaps between original job spec and day-to-day duties

Key Insights

- Stronger Focus on Resident Experience
- Elevated Interdepartmental Collaboration
- Strategic Use of 311 Data
- Technology & Workflow Improvements to reduce administrative burden

Redesigning the Customer Relations Manager Role

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Reshape the role: Updated Job Specification

- Focus on resident experience & proactive problem-solving
- Clear liaison role with departments for accountability
- Strategic use of data for service improvements
- Technology & workflow modernization

Recruitment Aligned to New Role

- Attract candidates with customer service leadership, analytical skills, and crisis management expertise
- Positions 311 as a proactive, strategic partner in improving resident experience

Meet Gesuina Setzu

New Customer Relations Manager

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- Native El Pasoan with 20+ years of experience in operations, client services, marketing, and sales
- Proven track record leading large teams and multimillion-dollar accounts
- Skilled in problem-solving, strategic growth, and building lasting client relationships

Professional Highlights

- Director of Operations for major Call Center organizations, on-shore and offshore
- Small Business Owner combining community engagement with entrepreneurship
- Managing large-scale operations, launching new initiatives, and building long-lasting client relationships

What I Bring

- Passion for people and service
- Ability to inspire teams and deliver results
- Balance of corporate leadership, process improvements, and innovation

311 Headcount & Call volumes 2025

- Total agents 45 - (29 City and 16 Non PD)
- Lead Agents – 4 and 4 Supervisors
- Call Center Manager – 1
- Hours of Operation 365 days a year 7AM to 11PM and on Fridays and Saturdays until 2AM

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ep311 Inbound Calls

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total	YRD%
PDNonEmergency	16,795	17,012	19,195	18,165	19,631	18,026	18,559	19,115	17,095	3,944			167,537	55%
T311	8,856	7,977	8,501	9,672	9,884	10,122	11,702	10,796	10,116	2,208			89,834	30%
Animal Services	2,266	1,651	2,034	2,140	2,142	2,240	2,598	1,864	1,888	407			19,230	6%
General City	2,065	1,715	1,974	2,543	2,474	2,630	2,843	2,915	2,580	587			22,326	7%
Fire Non Emergency	419	393	403	411	431	344	376	407	434	89			3,707	1%
Environmental	-	1	5	-	-	5	2	1	-	-			14	0%
Streets_Transportati	-	1	14	10	-	1	4	1	1	-			32	0%
Code	1	1	3	3	5	1	1	3	1	-			19	0%
Health Department	-	7	-	-	2	-	-	-	-	-			9	0%
Graffiti	5	4	3	2	-	1	2	2	5	1			25	0%
Total	30,407	28,762	32,132	32,946	34,569	33,370	36,087	35,104	32,120	7,236	-	-	302,733	100%

EP311 Application

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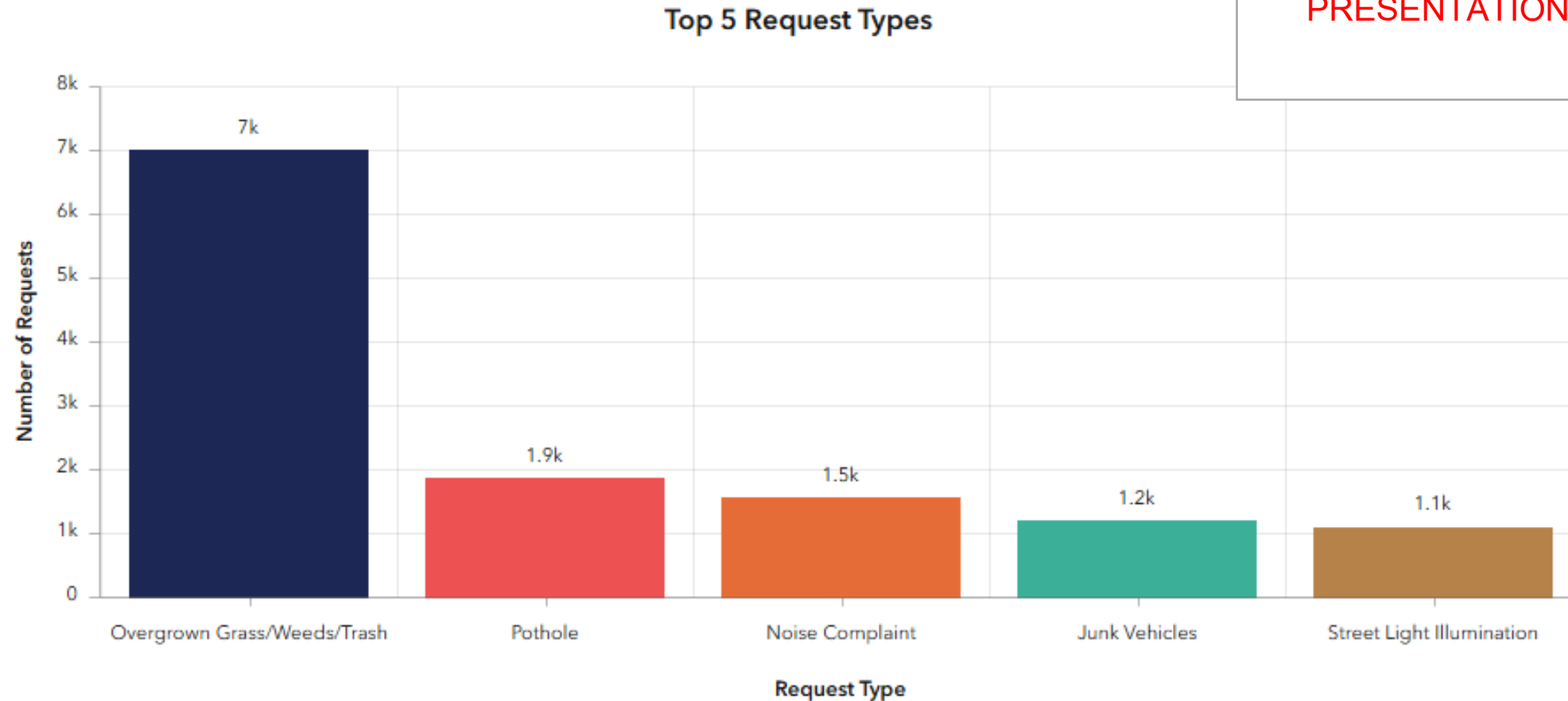
- EP311 application – Launched March 2024
- Citizen App - Anonymous and Registered User submission
- Admin App – 311 Call Center, Departments, District Representatives & Aides
- 24x7 online submission
- Dashboards
- Routes to Service Provider Work Order systems
- ADA Compliant



EP 311 Top Categories (March to September 2025)

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EP 311 Top Categories By District (March to September 2025)

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Request \ District	1	2	3	4	5	6	7	8
Overgrown Weeds (Code)	1008	1125	618	1080	745	612	490	1206
Overgrown Weeds (ESD)	76	38	40	50	58	35	52	54
Overgrown Weeds (Parks)	9	5	6	2	5	1	3	9
Pothole	333	216	221	180	130	240	301	237
Noise	252	132	137	204	331	194	194	145
Junk Vehicle	115	199	113	134	157	144	139	178
Streetlight	96	186	128	154	128	130	155	123
All SRs total*	3.3k	3.6k	2.6k	3.2k	2.7k	2.4k	2.6k	3.8k

What's Next

Integrated approach to understand Community Needs Review of Service Requests & Council Requests

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01

DISCOVERY

UNDERSTAND PROCESS & CHALLENGES

- Review technical & functional review
- CX Journey Mapping
- Operational Mapping



02

INSIGHTS

WHAT WE HEARD

- Unpack data
- Needs assessment
- Identify key focus areas for improvement



03

IDEATION

HOW MIGHT WE SOLVE

- Brainstorm improvements and solutions
- Co-design prototypes



04

DELIVER

PILOT & SCALE SOLUTIONS

- Pilot solutions
- Measure impact on timeliness, clarity, and satisfaction
- Iterate, refine, and scale solutions



MISSION



Deliver exceptional services to support a high quality of life and place for our community.

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.

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VALUES

Integrity, Respect, Excellence,
Accountability, People

MISIÓN



Brindar servicios excepcionales
para respaldar una vida y un
lugar de alta calidad para
nuestra comunidad

VISIÓN



Desarrollar una economía regional
vibrante, vecindarios seguros y
hermosos y oportunidades
recreativas, culturales y educativas
excepcionales impulsadas por un
gobierno de alto desempeño

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VALORES

Integridad, Respeto, Excelencia,
Responsabilidad, Personas