

**To:** <john\_franklin@kcmo.org>  
**cc:**  
**From:** Steven Glorioso <s\_glorioso@hotmail.com>  
**Date:** 02/12/2009 11:30:20 AM  
**Subject:** RE: 311 idea

The people here and there met earlier this week. Ava sat in. They liked 2 or the 3 designs and we are re-working that one for final approval. May need you get Ava to sign off to get the ads produced and placed.

But the other project---touting 311 using our "free" time and free PR is another discussion. Once you do the news release we could work with your folks to push follow ups with other media like talk radio etc

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**Subject:** Re: 311 idea  
**From:** John\_Franklin@kcmo.org  
**To:** s\_glorioso@hotmail.com  
**Date:** Thu, 12 Feb 2009 11:25:19 -0600

Excellent idea on 311 press release I will do that. I share your concern on 311. They have touted themselves as our solution to great customer service and now have to perform. If this doesn't work we may have to pursue a different approach. Going to have our PR people set up the meeting we discussed last week. Not sure if I will make business session today.

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----- Original Message -----

**From:** Steven Glorioso [s\_glorioso@hotmail.com]  
**Sent:** 02/12/2009 10:49 AM CST  
**To:** John Franklin  
**Subject:** 311 idea

John,

I am going to Business Session so I may see you there.

In yesterday's Finance meeting Cauthen mentioned that Water was now in 311. No one picked up on it.

Tomorrow might be a good day to announce the switch over. Be could good news heading into Monday. I realize you need to do it through mary charles, so maybe tee it up today to go out first thing in the morning. All of today's news will be on mayor's budget letter.

One note of caution, I tried to call 311 on Monday to see what I needed to do to get a water bill out of my name and into the person's name who purchased a house from me the week before. I was on hold for 23 minutes and finally hung up. Regina tells me 311 was slammed on Monday for various reasons. I have not tried again. Hopefully it is going more smoothly in advance of any fanfare about the accomplishment.

Steve