

ADM-311 Social Media Monitoring Technology Annual Surveillance Report 2024

Fields marked with an asterisk (*) are required.

Change In Authorized Use Cases ▼



1.1 In the last year, did your department have use cases which differed from your “approved use cases” in your BOS-approved policy?

No

Change in Authorized Job Titles ▼



2.1 Does the list of “authorized job titles” in your BOS-approved policy need to change? (i.e. Do you need additional job titles to be authorized to access the data, or do you need to remove any current job titles?)

No

Change in Number and/or Type of Technology ▼



Replacement of Old Technology

4.1 Has any technology listed in the policy been replaced?

No



Addition of New Technology

5.1 Has any technology been added which is not listed in the policy?

No



Ceased Operation of Technology

6.1 Is any technology listed in the policy no longer in use?

No



Services or Equipment Sources

7.1 List any and all entities, companies or individuals which provide services or equipment to the department which are essential to the functioning or effectiveness of the Surveillance Technology (list “N/A” if not applicable): *

Agorapulse

Surveillance Technology Goals ▾



8.1 Has the surveillance technology been effective at achieving its identified purpose?

Yes

8.2 In 3-5 sentences, please explain how the technology has or has not been effective

The department uses the Social Media monitoring product Agorapulse to respond to public comments as well as requests for services. 311 Customer Service reps monitor messages to the @SF311 Twitter (X) account on a daily basis and will convert any actionable intel into a service request in our CRM system. These requests can include graffiti, street cleaning, encampments, street lights, and general complaints or compliments. In calendar year 2024, the department processed over 10,000 of these requests.

Data Sharing ▾



9.1 Has data acquired through the surveillance technology been shared with entities outside of the department?

No

9.4 Was the data shared with entities outside of city and county government?

No

Accidental Receipt of Face Recognition Data ▾



10.1 Did your department inadvertently or unintentionally receive, retain, access or use any information obtained from Face Recognition Technology?

No

Complaints ▾



11.1 Has your department received any complaints and/or concerns from community members about this surveillance technology?

No

Violations ▾



12.1 Were there any violations of the Surveillance Technology Policy or Surveillance Impact Report, reported through community members, non-privileged internal audits, or through other means in the last year?

No

12.4 Has your department conducted any internal audits of the technology?

Yes

12.5 Please provide general aggregate information about the result of your department's internal audits.

All inbound and outbound messages are logged. 311 Managers review any interaction that is flagged for escalation. The department has also reviewed the CAO Social Media and is in full compliance in regards to account and data security. User audit was performed to ensure that only active/current employees have access.

12.6 If the audits revealed violations, please list any actions taken in response to the violations.

N/A

Statistics and Information about Public Records Act Requests ▾



13.1 Has your department received any public records act requests for this surveillance technology?

No

Total Annual Costs for the Surveillance Technology ▾



14.1 List the number of FTE (new & existing).

3

14.2 Are there one-time costs for Fiscal Year 2024-2025?

Yes

14.3 Are there one-time Salary and Fringe costs?

No

14.5 Are there one-time Software costs?

Yes

14.6 List total one-time Software costs for FY 2024-2025.

4814.22

14.7 Are there one-time Hardware/ Equipment costs?

No

14.9 Are there one-time Professional Services costs?

No

14.11 Are there one-time Training costs?

No

14.13 Are there one-time "Other" costs?

No

14.15 Are there annual costs for Fiscal Year 2024-2025:

Yes

14.16 Are there annual Salary and Fringe costs?

Yes

14.17 List total annual Salary and Fringe costs for FY 2024-2025:

~900000

14.18 Are there annual Software costs?

Yes

14.19 List total annual Software costs for FY 2024-2025:

4814.22

14.20 Are there annual Hardware/ Equipment costs?

No

14.22 Are there annual Professional Services costs?

No

14.24 Are there annual Training costs?

No

14.26 Are there annual "Other" costs?

No

14.28 What source of funding will fund the Surveillance Technology for FY 2024-2025?

Annual budget; non-professional services

14.29 Have there been any changes to the one-time costs from your department's approved Surveillance Impact Report?

No

14.31 Have there been any changes to the annual costs from your department's approved Surveillance Impact Report?

No