



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Friday, April 3, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

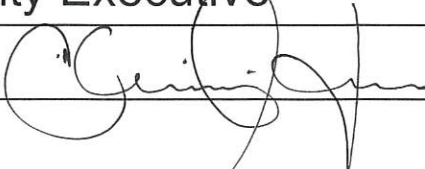
PROGRAM INFORMATION

County: Prince William County, Virginia
Program Title: PWC311 – Transforming Public Service Delivery
Program Category: Technology

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Christopher Shorter
Title: County Executive
Signature: 

Executive Summary: PWC311 – Transforming Public Service Delivery

Launched in May 2025 by Prince William County, PWC311 is a centralized, omnichannel service platform that has fundamentally reimaged how residents, businesses, and visitors interact with local government. By consolidating web, mobile, telephone, and AI-powered support into a single point of entry, PWC311 eliminates the frustration of navigating complex government silos.

At the core of the program's innovation is the integration of AI-powered virtual assistants, "Will" (a multi-lingual chatbot supporting 70+ languages) and "Willow" (an after-hours voice bot), alongside a cross-departmental Knowledge Library that ensures consistent, accurate information across all channels. Formalized through a Prince William County Board of County Supervisors Resolution in November 2023, the project represents a strategic, reallocation of \$2.0 million in American Rescue Plan Act (ARPA) funding to establish a "front door" for County operations. Launched in May 2025, in its first eight months, PWC311 managed over 63,750 interactions with a 90% service request closing rate, achieving an industry-leading average speed to answer of just 13 seconds. By automating intake and routing, PWC311 has empowered government staff to pivot from handling transactional inquiries to solving complex community problems, while providing leadership with actionable data to optimize resource allocation. As a cornerstone of the County's digital transformation strategy, PWC311 serves as a proven, scalable model for modern, human-centered, and transparent public service delivery.

Award Nomination: PWC311 – Transforming Public Service Delivery

The Challenge: Eliminating Fragmented Government

Before the implementation of PWC311, residents of Prince William County navigated a decentralized and often confusing government landscape. Information was siloed within specific departments, and constituents seeking assistance were often required to call multiple numbers, visit different physical offices, or search disparate web pages to find answers. This fragmentation resulted in significant "constituent friction", a reality where the complexity of accessing government services acted as a barrier to equity and inclusivity.

The County recognized that a true digital transformation required more than just new technology; it required a complete redesign of how services were delivered. The goal was to provide a model where residents could interact with the County on their own terms, at any time of day, through their preferred communication channel.

Innovation and Collaboration: Building the "Front Door"

The innovation behind PWC311 lies in its architecture as a "one-stop service hub".

Spearheaded by the Department of Information Technology (DoIT), the project moved beyond simple digitizing of legacy processes; it integrated artificial intelligence, cloud-native services, and enterprise Customer Relationship Management (CRM) capabilities into a unified engine.

Key innovations include:

- **Omnichannel Integration:** PWC311 functions as an ecosystem, not a single tool. It integrates web, mobile apps, text messaging, and a centralized call center. Whether a resident submits a request via a mobile phone or speaks to a live agent, the information flows into a single system of record.
- **AI-Enabled Inclusivity:** The introduction of virtual assistants, "Will" (a multi-lingual chatbot) and "Willow" (an after-hours voice bot), addresses the County's diverse linguistic needs. By supporting 70+ languages, the platform removes barriers for non-English speaking constituents, ensuring that government services are truly accessible to all.
- **The Cross-Departmental Knowledge Library:** This is perhaps the program's most profound collaborative achievement. Creating the Knowledge Library required dozens of departments to agree on standardized, plain-language responses to common questions. This collaborative effort broke down bureaucratic silos and ensured that regardless of how a constituent connects, they receive the same accurate, vetted information.
- **Smart Routing & Accountability:** Behind the scenes, the system uses automated, intelligent routing to direct inquiries to the specific subject matter expert. Once a request is opened, the system provides the constituent with real-time tracking, fostering a new culture of transparency and accountability in local government.

Implementation: Financing and Staffing

The creation and sustained growth of PWC311 were driven by a design-thinking mindset and a commitment to modernizing government operations through strategic, long-term resource management. The project was officially formalized in November 2023 via a Board of County Supervisors Resolution, which authorized the strategic reallocation of \$2,000,000 in American Rescue Plan Act (ARPA) funding from broadband infrastructure projects to the PWC311 Digital Services Project. This decision maximized taxpayer investment by repurposing federal recovery funds to secure high-quality IT products and cloud services, effectively creating a unified "front door" for County operations without requiring new tax appropriations.

The platform's financial model is integrated into the County's broader Five-Year Technology Improvement Plan, ensuring that digital services are both resilient and sustainable.

Funding is structured through a clear distinction between initial development and ongoing operational support:

- **Operational Sustainability:** As a cornerstone of the Five-Year Technology Improvement Plan, the County dedicated \$1,600,000 in FY26 operational funding to provide the ongoing contract and service support necessary for high-level constituent digital services.
- **Annual Maintenance & Support:** To ensure the platform remains mission-critical and continues to scale, the County established recurring annual commitments. This includes \$339,000 in FY27 to cover annual cost escalations for maintenance and

support agreements, including Salesforce licenses, advanced chatbot/voicebot licensing, reporting systems, and workflow management tools.

Staffing and Sustainability: A primary success of the PWC311 model is its ability to handle significantly increased service volume through automation and intelligent routing without the need for additional personnel. By leveraging existing staff expertise and streamlining internal workflows through a centralized CRM system, the County has successfully transitioned staff from handling high-volume, transactional inquiries to solving more complex, high-value community problems. This lean, technology-driven approach proves that local governments can achieve digital excellence while remaining fiscally responsible and operationally efficient. By bridging the gap between sophisticated private-sector technology and the public-sector mission, PWC311 has established a sustainable, scalable framework for the future of public service.

Model for Other Localities

PWC311 is designed to be a replicable model. By leveraging enterprise IT leadership and a design-thinking mindset, the County has proven that modern public service delivery does not require an infinite budget, it requires a focus on the user journey. The "PWC311 Framework", a combination of centralized CRM, AI-driven knowledge management, and omnichannel intake, is highly scalable. Other jurisdictions can look to Prince William County as proof that transitioning from manual, legacy processes to automated, AI-enabled services is both achievable and transformative.

Program Results and Measurable Impact

In just eight months, the data shows the system's effectiveness:

- **Performance Metrics:** The system successfully handled 63,750 interactions and opened 4,500 service requests.
- **Responsiveness:** The average speed to answer for phone support is just 13 seconds, with calls typically resolved in under 2 minutes. These figures significantly outperform industry standards for municipal call centers.
- **Efficiency:** The system maintains a service request closing rate of over 90%, demonstrating its reliability as a primary engagement channel.
- **Data-Driven Leadership:** For the first time, leadership has access to real-time dashboards that identify service trends and monitor performance against Service Level Agreements (SLAs). This enables a move toward "proactive government," where the County can address emerging community issues before they escalate.

Future Outlook: 2026 and Beyond

Building on the successful launch of PWC311 in May 2025, Prince William County is continuing to evolve the platform into a more intelligent, data-driven, and resident-centric service delivery ecosystem.

In 2026, the Department of Information Technology (DoIT) is prioritizing several key enhancements to expand both functionality and impact. A major focus is strengthening security and information accessibility, including upgrades to the 311 console to meet the

latest data protection standards and improving the visibility and usability of Knowledge Articles to enable more proactive, self-service support for constituents.

The County is also advancing multilingual access and intake refinement, leveraging insights from initial usage data to enhance how residents interact with the system. This includes expanded Spanish-language capabilities across voice, web, and mobile channels, supported by the AI-powered assistant “Willow,” ensuring more inclusive and equitable access to services.

To improve precision and user experience, service request categories will expand significantly (from 30 to over 75), allowing for more accurate routing and faster resolution. At the same time, DoIT is introducing enhanced analytics and reporting dashboards, providing agency leaders and elected officials with real-time visibility into service performance, trends, and Service Level Agreements (SLAs).

Finally, a coordinated communications and adoption strategy will drive broader awareness and utilization of PWC311, supported by transparent KPI reporting and ongoing knowledge base expansion informed by user data. Together, these enhancements position PWC311 as a scalable, continuously improving digital front door, reinforcing Prince William County’s leadership in AI-enabled, data-driven government service delivery. By bridging the gap between sophisticated private-sector technology and public-sector mission, PWC311 has redefined the relationship between the government and the community it serves, ensuring the County remains a leader in 21st-century civic innovation.

Sources:

BOCS Resolution and Update:

- November 2023: Microsoft Word - 23-28Nov-Reallocate, Transfer, Budget, and Appropriate \$2,000,000 in ARPA Funding from Broadband Infrastructure
- February 2026: 26-10Feb-311 Update (Work Session).pdf

Public resources:

- Project page: PWC 311 | PWC Works
- Website: <https://www.pwcva.gov/311>
- FAQs: <https://www.pwcva.gov/department/311/faq>
- Engage page: Engage PWC - PWC Gov

News articles and Vlog:

- 05/15/2025: Prince William County Introduces PWC 311: A New Customer Service Platform that Quickly and Efficiently Connects the Community to Services and Support - PWC Gov
- 06/02/2025 Shorter Topics: Prince William County PWC 311
- 02/27/2026: PWC 311 Delivers Faster, Easier Access to County Services for Residents - PWC Gov