

311 Resident Engagement

CLEVELAND CITY COUNCIL
Finance, Diversity, Equity & Inclusion Committee

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CITY OF CLEVELAND
Mayor Justin M. Bibb

Current Challenge

The 311 service commonly involves requests for basic information about municipal services, pothole reports, building violations, and tree-trimming requests, among others.

To better provide these essential City services, the platform will provide for internal case management and external customer relationship management.

Current State

- 311 took first call March 2009 as part of soft launch.
- 311 has never been formally launched city-wide.
- Today: 311 receives ~200,000 calls / year.
 - ~ 80% of calls are requests for information
 - ~ 20% of calls are service requests.



History

- At launch, used ACR platform as CRM for 311.
 - ACR went end-of-life in 2021.
- City transitioned to Cityworks as management platform for 311.

Gaps

- Cityworks is not a CRM, it's a work order management system.
- Not tracking 80% of calls with requests for information.
- No knowledge base to help 311 call takers answer questions.



PROPOSAL

ARPA funding for implementing a modern CRM system and formally launch 311 as the front-door for the City of Cleveland.

Goals of CRM Platform

- Expand access to 311 with the launch of new channels to submit and track requests.
- Collect resident contact information, complaints and inquiries.
- Allow residents to check the status of requests by tracking number or calling 311.
- Enable 311 call takers to better respond to requests via a knowledge portal.
- Enable reporting to improve case management and customer relationship management.



Future State – Resident Engagement Platform Integration

