311 Resident Engagement

CLEVELAND CITY COUNCIL Finance, Diversity, Equity & Inclusion Committee

January 30, 2023



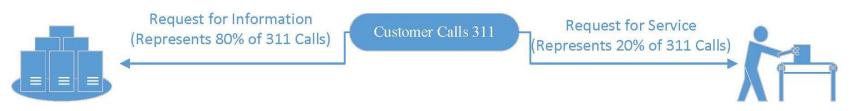
Current Challenge

The 311 service commonly involves requests for basic information about municipal services, pothole reports, building violations, and treetrimming 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 <u>311 as the front-door</u> for the City of Cleveland.

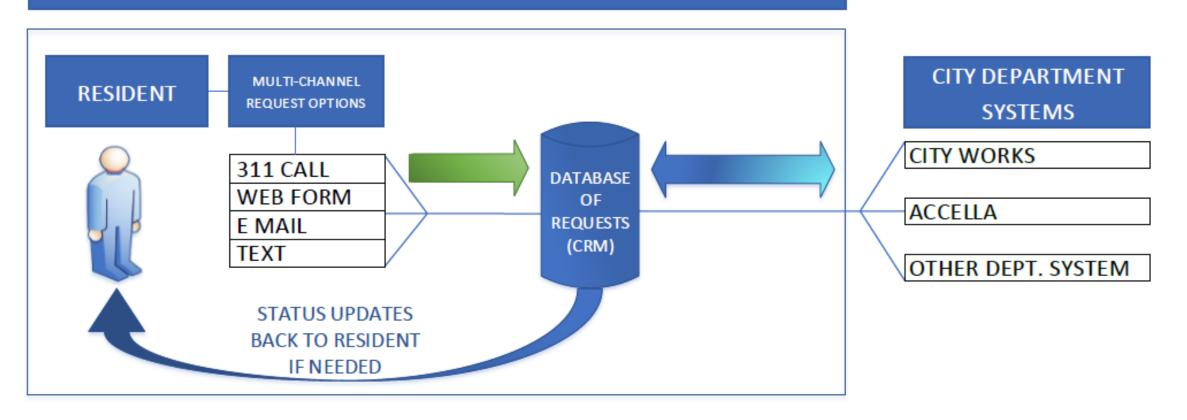
Goals of CRM Platform

- 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

RESIDENT ENGAGEMENT PLATFORM





CONFIDENTIAL