

# SeeClickFix Case Study

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## Integration with Cityworks in the City of New Haven

To reduce administrative workloads, improve response time for 311 requests, and promote efficiency in triaging available resources, the City of New Haven sought an innovative, front-end solution to connect with residents and improve communities. Recognizing the internal and external benefits of its free and user-friendly reporting platform, New Haven partnered with SeeClickFix to seamlessly integrate with its Cityworks work order system. Nearly three years and 20,000 reports or comments about potholes later, the integration has maximized limited resources and exceeded expectations for citizens and city officials alike.



## SEE

### The Challenge

The City of New Haven experienced a 5.0% increase in population between 2000 and 2010. Facing a growing number of inbound 311 reports, New Haven implemented Web 311 in late 2006 as a front-end system for reporting issues through the city website. While the system provided a new means of communication between residents and the city, the results were disappointing. Internally, the system proved to be non-functional in processing incoming complaints. Externally, Web 311 was not widely adopted by citizens with only a handful of reports submitted through 2006 - 2007.

New Haven's diminishing resources required departments to make managing inbound 311 issues more efficient and cost-effective than ever before. Implementing a front-end intake system would streamline New Haven's internal work flow, improve responsiveness to citizen complaints, and expand access to 311 reporting. To maximize its limited resources, the city needed a user-friendly solution compatible with their Cityworks work order system.



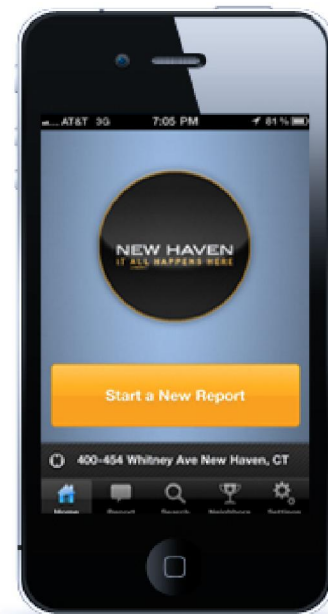


# CLICK

## The Solution

As reports trickled in through New Haven's Web 311 system, city officials started receiving countless emails from issues reported through SeeClickFix. With its easy and publicly accessible social platform, SeeClickFix was widely adopted throughout the city. Citizens, neighborhood groups, and local media outlets alike began utilizing SeeClickFix as an effective community advocacy tool. New Haven quickly realized integrating SeeClickFix as its front-end intake system would allow the city to better serve residents, improve efficiency, and reduce costs.

To ensure its front-end intake would operate seamlessly with the city's back-end Cityworks system, SeeClickFix provided New Haven a full integration with the work order system through the SeeClickFix Connect service. With Connect, reports submitted through SeeClickFix would be fed into New Haven's Cityworks work order system and directed to the appropriate department, even those not on a Cityworks system. To expand access and encourage participation among citizens, SeeClickFix Connect offered Cityworks technology through a suite of customized mobile phone applications for iPhone, Android, and Blackberry. Cityworks service requests, GIS locations, and images could be submitted to New Haven directly from a mobile device by connecting the Cityworks and SeeClickFix API.

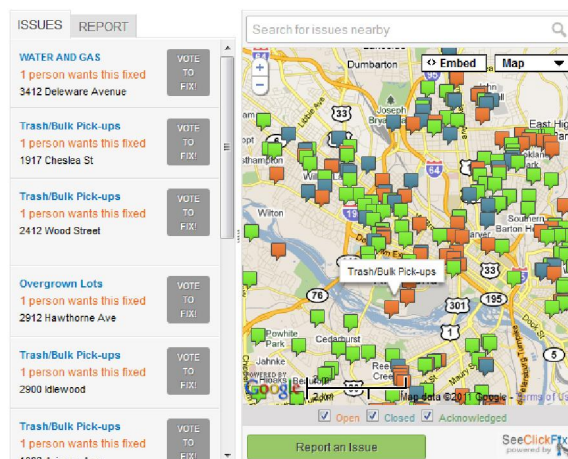


## With SeeClickFix Connect

- Your CRM Defines Service Requests Categories
- Sync Automatically or Semi-automatically with our powerful configuration tool
- Use the knowledge in your internal CRM to drive updates and notifications to the community



Facebook App



Map Widget



## FIX

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### The Outcome

The integration of Cityworks and SeeClickFix has allowed New Haven to quickly respond to the growing number of resident concerns while utilizing fewer man hours. The Transportation, Traffic and Parking Department and the Department of Public Works are now automatically routed issues within their jurisdictions that are reported via SeeClickFix. Updated information in the CRM triggers the new information to be posted publicly on SeeClickFix, as well as automatically emailed to the reporter and other citizens following the issue. Since the 2008 integration, over 20,000 reports and comments about potholes have been submitted to SeeClickFix, with each issue fed into New Haven's Cityworks. Overall, the city has seen nearly 38,000 total interactions by residents using SeeClickFix as a social CRM. New Haven's response time to citizen complaints has also improved with the integration. The increased number of reports submitted through the platform offers each department better information, allowing officials to better prioritize projects and triage available resources.

Unlike New Haven's Web 311 system, citizen adoption of SeeClickFix has been widespread. Thanks to the platform's accessibility and transparency, citizens have reported issues throughout the city's 19 neighborhoods. Several local media outlets have partnered with SeeClickFix to engage the community, embedding map widgets directly onto their websites through which issues can be submitted. From report to resolution, the Cityworks integration encourages accountability for both the city and citizens by making the process public. The accessibility urges citizens to take ownership of their neighborhoods by reporting 311 issues to the city. The transparency of the process holds New Haven accountable for addressing citizen concerns and openly communicating the status of each issue.



## Contact Us

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