Cupertino, CA

Cupertino, CA Creates Transparency Through Data With Rock Solid

As a city driven by data, Cupertino worked with Rock Solid to transform their 311 system into a customer-focused insights powerhouse. The highly integrated service request management platform and citizen portal have helped the city create transparent and effective service delivery that residents, staff, and city leaders take pride in.

Challenges

The City of Cupertino was looking for a way to be more transparent with its residents and staff within its 311 operations as part of a city-wide focus on data. From PCI to Tree Services, says Andy Badal, Asset Management Technician at the City of Cupertino, "we have dashboards for everything."

But 311 services could not provide the same level of transparency. In the prior system, resident visibility into the status of projects was limited, and customer service suffered. This system did not integrate with Cityworks, which was a huge execution and visibility pain point. Service requests could not be tracked in aggregate, being sent directly to personal email inboxes when tasks came in, which was stressful for staff. Department leaders and staff were not able to track requests, resolution times, and team assignments in aggregate.

Cupertino needed a data-focused solution that would connect seamlessly with their Cityworks asset management system while also improving visibility and customer service for residents.

LOCATION
Cupertino, California

POPULATION
60,257

PRODUCTS
OneView Essentials, Knowledge Base, Single Sign-On
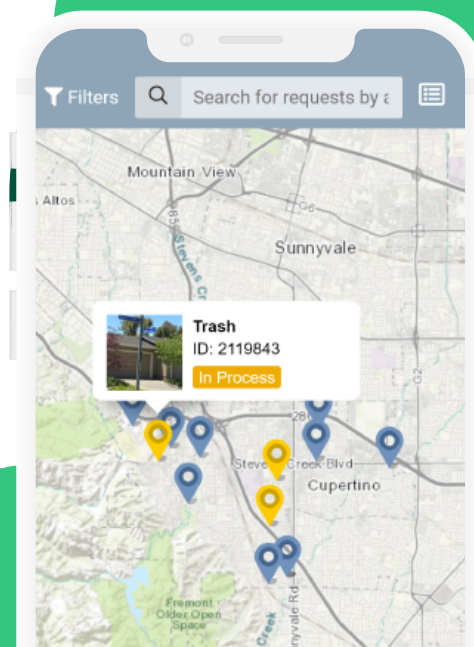
INTEGRATIONS
Cityworks

CUSTOMER SINCE
2017

> "Having the public visibility that we were lacking in our previous system has been really helpful. Citizens can see that requests are being handled through the city, being completed, and that the work's actually being done. That's really important.

TERI GERHARDT
GIS Division Manager,
City of Cupertino

SOLUTIONS

To identify the right solution, Cupertino involved members of its Public Works, Parks and Recreation, Code Enforcement, and other departments in the buying decision. "We went through all the demos with everyone involved. We met with each group and ended up putting together a comparison document with all the wishlist items that our staff wanted. It eventually became a no-brainer to pick Rock Solid," said Teri.

Today, Cupertino partners with Rock Solid to provide a multi-platform 311 citizen request solution for residents and staff. Rock Solid's OneView CRM, OneLink mobile app, and APIs integrate directly with Cityworks. This two-way transfer of information happens in real time and brings all service requests into the city's existing workflow.

The *Cupertino Connect app* is free to download on the **Apple App Store** and Google Play Store. Since launching in 2017, the easy-to-use app lets residents submit service requests or connect with city resources via smartphone or web widget.

APIs also allow the Cupertino Connect system to function within other city applications, including **Cupertino's tree inventory website.** Cupertino Connect allows residents to submit 311 requests, see existing requests in their area, track progress and receive communication from city staff surrounding their requests, and more.

To contribute to Cupertino's data-focused culture, Rock Solid's integrations and APIs allow important 311 engagement data to flow out of the CRM and into data visualization applications like Microsoft Power BI. **These dashboards** share 311 data with residents on a publicly available webpage to promote transparency. Department leaders and staff use an internal 311 dashboard to track, measure, and improve service delivery. According to Andy, "Rock Solid definitely gives us a lot of data to leverage."

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> **Rock Solid fills the need of having a public portal where citizens can submit service requests. The way [Rock Solid] is set up so we can direct requests to the actual staff that manages that specific work is a big deal for us.**
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> **TERI GERHARDT**
> GIS Division Manager,
> City of Cupertino
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RESULTS

In this data-driven city, Rock Solid adds visibility and efficiency to 311 and service requests. The platform has improved service delivery and exceeded the expectations of staff, city leaders, and residents.

- **Accelerated request resolution times:** Cupertino configured their Rock Solid platform to quickly direct the right request types to the right staff member to complete the request. With this routing, says Teri, "we can expedite requests and get them to the right person as soon as possible so that we can get it resolved as soon as possible. That's been very effective within the system."

- **Transparent data means more time for improvement:** Teri says, "We used to get pinged all the time for numbers for quarterly and annual reports. Now, we don't have to do that anymore. [Supervisors] can quickly go to their dashboard and pull those numbers. So it ultimately saves us time. But it also empowers those supervisors to use the tools that they have to quickly look at their data on a more regular basis, not just quarterly or annually. Now that supervisors have this data at their fingertips, they can ask, 'How can I bring these numbers up? Can I improve these different areas?' Giving that picture really helps them formulate proactive maintenance."

Request Type	Records	Days
Tree/Landscape Issue	340	1,66
Roadways	10	1,57
Sidewalk Obstruction	5	0,60
Parking Complaint/Abandoned Vehicle	3	1,00
Parks and Recreation	3	3,50
Other	2	3,00
Property Use Concerns	2	3,00
Stormwater	2	2,50
Concrete, Sidewalk, Curb & Gutter Repair & Maintenance	1	4,00
Construction	1	7,00
Graffiti	1	
Homelessness Concern	1	4,00
Street Sweeping Concern	1	0,00
Total	**373**	**1,86**

- **311 is easy for residents to use across any channel:** Submitting service requests via Cupertino Connect is easy for any resident. "Our mayor and city manager push all the time how easy it is to use the app. It's been a huge switch from our old system," says Teri.

- **Rock Solid tools simplify work for Cupertino's staff:** The Rock Solid platform has been well-received by Cupertino's field teams. It integrates well with Cityworks, meaning staff can handle work orders without jumping across platforms. "The feedback we're getting from staff is all positive. 311 requests are definitely not painful to handle anymore, which is really nice," says Teri.

- **311 dashboards are well-liked by residents:** Since its launch in March 2020, Cupertino's 311 **Request Overview dashboard** has made request data available to the public directly from the city's website. The response has been positive, claims Teri. "The public really seems to love having that dashboard on the site. We've had some good feedback on that."

- **Staff use dashboards to drive improvement:** An additional 311 Request Overview dashboard exists for department leaders. The GIS Division Manager continues, "Our Public Works department uses [the dashboard] in a weekly meeting to understand why certain requests haven't been closed yet. From there, they can troubleshoot and tackle those issues that come up. It gives them a quick picture of what's going on. That's powerful."

Dashboards featuring Rock Solid data also motivate Cupertino's teams in the field. "Our team takes a lot of pride in the work they do," says Andy. "Being able to highlight work order information and actually show data that goes beyond basic information like 'there were 1500 work orders we did this year,' and portray it in a dashboard really highlights their accomplishments."

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> Because [our staff] provide such a high level of work, our residents have come to expect that of our employees. To be able to have dashboards for residents that show the number of work orders in 311 that we're actually handling and maintaining is just a great metric to be able to portray a message of strong customer service.
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> **ANDY BADAL**
> Asset Management Technician,
> City of Cupertino
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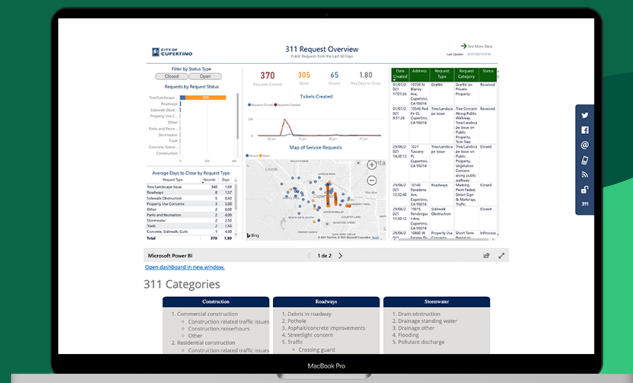
- **Bidirectional resident communication leads to fewer citizen complaints:** Citizens who submit 311 requests via Cupertino Connect receive status updates as their requests are processed and completed. "Communication back and forth is so much better now. Containing all requests within the system is a huge benefit that everyone appreciates," according to Teri. Andy adds, "I'm always seeing requests come back with comments from residents after we respond."

- **Publicly visible improvements of 311 service delivery:** "The interaction that we're able to give to the community, whether that be from Cityworks or 311... just to be able to do that from Cityworks makes it easy for our team to provide customer service to residents who expect that from us. That's definitely a benefit."
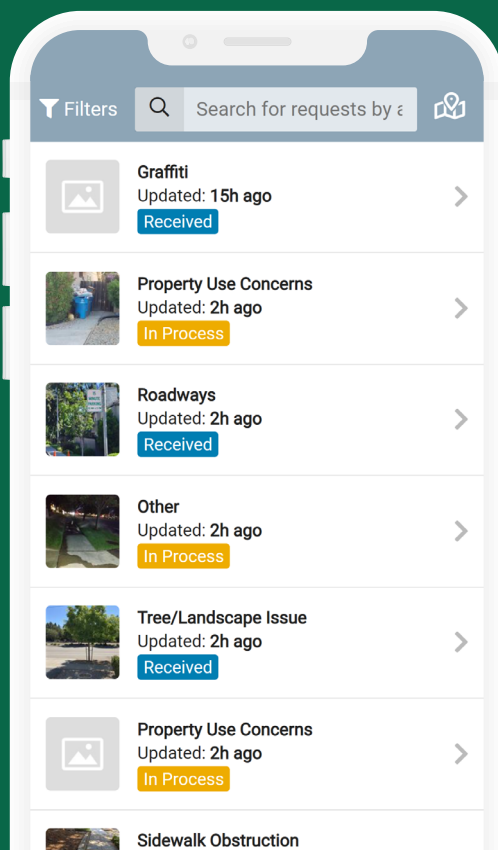
EXAMPLES OF CUPERTINO'S DASHBOARDS

The City of Cupertino takes data presentation seriously. These dashboards incorporate Rock Solid data and APIs.

311 Request Overview Dashboard

This Power BI dashboard featuring Rock Solid data reports on the status of service requests directly from Cupertino's 311 webpage.

Tree Inventory Dashboard

If a resident spots a tree in need of service, they can submit a service request directly from this site via 311 API integration.

ABOUT 1R ROCK SOLID

Rock Solid's OneView citizen engagement platform allows you and your constituents to work as one. Through our proprietary Microsoft Dynamics based CRM and Mobile Application PaaS, Agencies bring their citizens to one place for all service and information requests while seamlessly bringing the city's departments together to understand how and why constituents are making requests through robust reporting and analytics dashboards.

Contact us for more information on how to improve citizen engagement in your community through innovative technology.

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