



311 App Information Session

August 7, 2025



Office of
Innovation & Technology



Purpose

- Increase resident participation in improving city cleanliness and sustainability
- Provide a seamless, user-friendly experience when engaging with city services
- Leverage technology to reduce staff workload and improve operational efficiency

Desired Features:

- Integrations
- Geolocation verification
- Blocking bad actors
- Real-time Status
- Trash Day schedule
- City announcements



Current State

- Allows residents to submit service request
- Enables limited location tracking
- Supports photo uploads and general notes
- Status updates come via email if provided
- Look at nearby community requests
- Find frequently asked-for information
- Middleware: MuleSoft
- Salesforce CRM

- Residents can report:
 - Vandalism
 - Illegal dumping
 - Vacant property
 - Streetlight issues
 - Potholes and Street damage
 - Abandoned automobiles



Bottlenecks & Solutions

- Requires frequent manual processing
- Inconsistent location accuracy
- Selecting wrong service
- Lacks secure user authentication and streamlined navigation
- Security

Solutions:

- Pin Drop location for precise service reporting (photo can contain location of incident)
- Geolocation verification for faster response
- Secure account creation and access

Questions?