

Crowdsourcing for Road Maintenance

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RVA311 was implemented in June 2018

- The City of Richmond created a new Department of Citizen Service & Response in 2018
 - Responsible for intake of most citizen requests for non-emergency service
 - Includes call center, request platform, and performance reporting
 - Requests are categorized by type and automatically routed to appropriate team within six departments
 - Public Works – Roads, Sidewalks, Trees, Solid Waste, Graffiti Removal, Signage & Traffic Signals
 - Public Utilities – Stormwater, Wastewater, and Streetlight Utilities
 - Planning & Development Review – Zoning & Code Enforcement
 - Finance – Tax & Business License Inquiries
 - Social Services – Contact Caseworker
 - Police – Investigate Speeding, Illegal Dumping, and Graffiti

Citizens choose how to submit requests

- Citizens have three channels for submitting requests
 - Phone - 311
 - Public internet Portal – RVA311.com
 - Smartphone app – RVA311 app
- RVA311 has been marketed through a media launch, news reporting, featured on the City website, and through Council District, Town Hall and Civic Association meetings



HOME

 REQUEST SERVICE


 TRACK MY REQUESTS

 VIEW ALL REQUESTS

 FAQs

Request Service



Search for Requests by Request Name or Keywords 

Please choose which service you would like to request

All Services

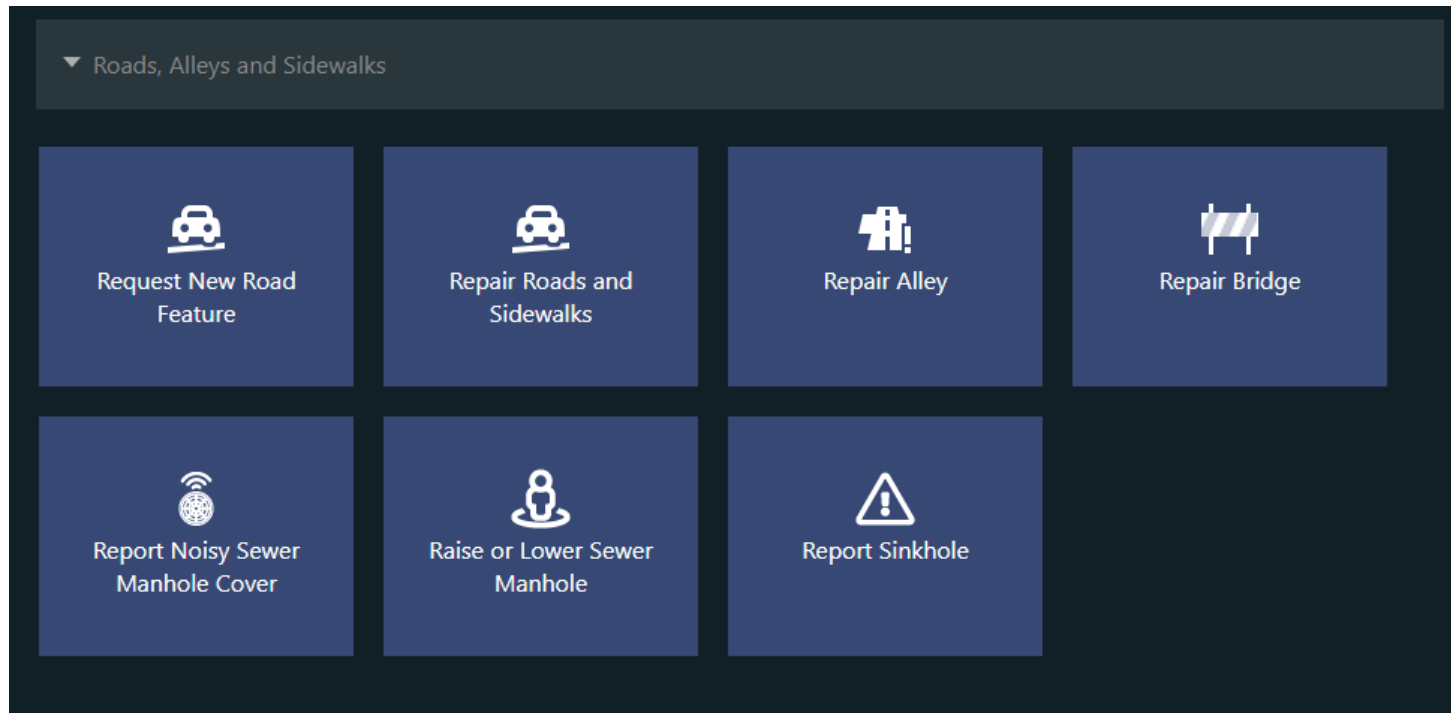
▶ Roads, Alleys and Sidewalks

▶ Lights, Signs and Signals

▶ Trees and Vegetation

Citizens can report a range of road issues through RVA311

- Requests for new road infrastructure and maintenance are available
- Requests for related issues such as signage, traffic signals, and storm drain cleaning are also available
- Right Of Way issues such as blocked sidewalks will be added soon



Submitting a request is easy, whether by phone or self-service

- Road & sidewalk repairs are the third most frequent request received, after Social Services and ordering trash cans
 - 7000 road & sidewalk repair requests received in FY 2019
- If citizens register and submit requests online, they can track their queue



REQUEST SERVICE

TRACK MY REQUESTS

VIEW ALL REQUESTS

FAQS

Service Request	Status	Request Date
DPW000037175	Assigned	October 6, 2019 4:25 pm
DPW000037174	Assigned	October 6, 2019 4:11 pm
DPW000036647	Assigned	September 28, 2019 6:04 pm
DPU000005640	Completed	June 15, 2019 5:22 pm
DPW000026487	Completed	May 13, 2019 8:16 pm
PDR000002874	Completed	May 13, 2019 8:11 pm

REPAIR ROAD FEATURE

Subtype

Pothole Repair

Additional Potholes on Block

Yes

Number of Additional Potholes

1

Description

Description

potholes on southwest corner of Greenway and Grove

Location

Grove Ave & Greenway Lane, |

*Note: To complete your request, location information is required. You can enter the loca



Requests capture meaningful detail to assist in triaging needs

- Repair sub-types give Public Works a clear idea of what is needed
- Photos can be attached to Public Portal and smartphone app requests
- Addresses are verified by City GIS Services to ensure accuracy

Pothole Repair
Cobblestone Road Repair
Curb and Gutter Repair
Existing Pavement Markings
Roadway Hazard
Concrete Sidewalk Repair
Brick Sidewalk Repair
Street Pavement Repair

Request: DPW000037174

Service Type: Repair Roads and Sidewalks

Opened Date: October 5, 2018 1:11

Service Status:

Closed Date:

Subtype:

Additional Potholes on Block:

Number of Additional Potholes:

Description:

Location:


Photos:



Public Works is responsible for prioritizing and fulfilling all road requests

- Review all requests
- Integrate citizen requests with planned / scheduled work
- Communicate status of request through system comments
- Citizen can check status of request online
- Citizens can request to receive email push notifications

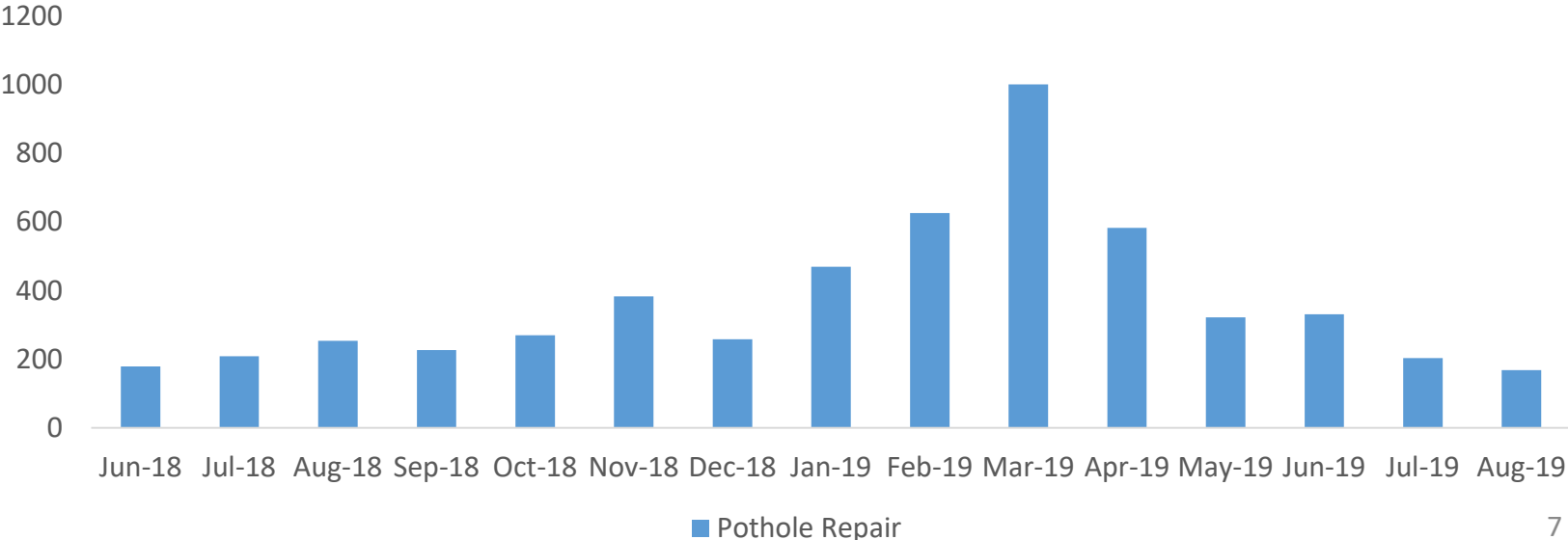


Subtype:	Pothole Repair
Additional Potholes on Block:	No
Number of Additional Potholes:	
Description:	Pothole next to brick walkway on N side of Grove and Libbie intersection
Location:	5800 Grove Ave 23226
Photos:	
Other:	
History:	<ul style="list-style-type: none">• November 15, 2018 5:54 am The service request status has been changed to Completed.• October 30, 2018 6:17 pm The service request status has been changed to Assigned to Department.• October 30, 2018 6:17 pm The service request is submitted.
Comments:	<p>Comment added by Field Engineer at November 15, 2018 5:54 am Potholes repair has been completed at this location.</p> <p>Comment added by Field Engineer at November 8, 2018 12:02 pm Forwarding the Request to the Supervisor for Investigation/Scheduling</p>

Reporting allows Richmond to track outcomes, open tickets, and resource demand

- Ensure responsiveness
- Understand seasonality
- Determine whether resources need to be shifted
- Data input for annual budget planning

Pothole Repair Requests (Month Opened)



Technical effort is required but limited

- DPW and Citizen Service & Response work together to determine what types of requests should be made available to citizens
- Integration between asset management / DPW work order system (CityWorks) and RVA311 request generation system
 - Allows RVA311 to generate requests in DPW system automatically
 - DPW staff continue to work in CityWorks
 - Staff comments and request status are transferred back to RVA311
 - DPW staff do not need to learn another system
- Citizen Service & Response analyzes submitted requests to assess whether they are input correctly
 - Multiple requests have been modified to improve user experience in the first year since launch

Implementation cost is dependent on complexity

- The City of Richmond chose to create a department for intake of a wide variety of requests across many departments
 - Department of Citizen Service & Response includes Director, Platform Manager, Call Center with 14 customer service representatives
- Other solutions can be narrower in scope
- Request Management systems are available as Software as a Service (SaaS)
 - Cost and level of effort vary widely with
 - Scope (number of departments, range of request types)
 - Number of channels supported (walk-in, call center, online, phone app, email, chat, etc)
 - Integration with other systems

Culture change is critical for success

Citizen

- Ownership
 - “I have to report that pothole to get it fixed?”
- Empowerment
 - “How do I report that pothole?”
- Realistic expectations
 - “I reported that pothole. Why isn’t it fixed already?”

City

- Process
 - “We can’t handle all of these requests”
- Communication
 - “Why do they keep resubmitting the same requests?”
- Expectation setting
 - “Why do they keep asking when this will get done?”

Questions?

Contact information

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