



**COUNTY OF NEVADA**  
**COMMUNITY DEVELOPMENT AGENCY**  
**DEPARTMENT OF PUBLIC WORKS**  
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**NEVADA COUNTY BOARD OF SUPERVISORS**  
**Board Agenda Memo**

**MEETING DATE:** February 27, 2018  
**TO:** Board of Supervisors  
**FROM:** Joshua Pack, Principal Civil Engineer  
**SUBJECT:** Ask Nevada County Customer Relationship Management System

**RECOMMENDATION:** Discuss the Ask Nevada County Customer Relationship Management System.

**FUNDING:** Not applicable.

**BACKGROUND:**

In early 2016, the Roads Maintenance Division expressed interest to improve or replace its Customer Relationship Management (CRM) software platform with a system that would allow customers improved access and opportunities to engage with staff, gain greater insight into neighborhood maintenance issues and requests, and improve transparency and accountability by allowing residents real-time access to submit, monitor, and provide feedback on service requests affecting themselves and their community.

Previously, the county utilized an internally developed CRM webpage, where customer requests were directed to various departments (including Roads Maintenance). These requests would then be forwarded or assigned to employees as appropriate. Unfortunately, the previous system capabilities were somewhat limited to these basic functions. As a result, Roads Maintenance managers had a difficult time tracking and monitoring these requests.

In discussions with the Information and General Systems (IGS) Agency, it became clear that internal updates to the existing software platform would be costly and would not come close to having the features that off-the-shelf software solutions could deliver. Based on this feedback, Roads Maintenance conducted extensive research on potential off-the-shelf software that could provide the following features:

- Allow customers to submit service requests through various electronic media, such as email, mobile devices (iPhones and Android Devices), laptops and tablets, etc.
- Allow customers an opportunity to include photos, videos, map links, and other useful information that allows staff to better identify the potential issues
- Easily integrated into the County's website
- Customer friendly and county branded

- Allow customers to track their request in real time and view other similar requests in their area
- Allow automated responses to residents with status updates and completion information, etc.
- An easy to use employee monitoring and reporting system that allows staff to monitor service request status and performance benchmarks
- Include a series of reports and alerts readily available to managers to track and monitor customer service performance. Reports would include average initial response times, average time to resolve requests, response times by employee, total requests, etc. Alerts would include calendar and email alerts to inform users and management of delinquent requests, request milestones, etc.
- Easily searchable through a variety of searches to find valuable information (street, requestor, employee, date, etc.)

In February and March 2016, Roads Maintenance received approval from the Information Systems Steering Board (ISSB) to pursue a web based CRM software platform owned by Accela (previously named “Public Stuff”) that met all of the aforementioned requirements. Over the next four months, Roads Maintenance staff worked with Accela personnel to develop the framework for an updated CRM system. Roads Maintenance began testing and utilizing the system internally on July 25, 2016.

Over the next year, additional benchmarks were met as work was completed on the CRM system. Additional county departments committed to the updated CRM system during this time, including Environmental Health, Solid Waste, Wastewater, Agriculture, and Transit. In April 2017, the CRM system was officially branded “Ask Nevada County”, and the mobile app platform was released to the public through the Android and Apple App Stores.

On August 16, 2017, Ask Nevada County was officially launched, allowing residents to submit service request and other questions through smartphones and online. Ask Nevada County also linked users to important county information through in-app tools like Nevada County Places, showed users nearby service requests, and provided quick access to Nevada County’s Facebook page and website.

With Ask Nevada County, residents now have new and improved options to engage with their government, gain greater insights into issues in their community, and quickly see how Nevada County is working to solve their issues and concerns.

Since its inception in July 2016, the county has received more than 1,100 service requests. Nearly 94% of service requests are related to road maintenance activities. Among the most frequent requests from the public are drainage concerns (273), pothole and pavement maintenance concerns (260), and roadside tree, vegetation, and brush concerns (185). To date, the busiest months for service requests occurred during the Atmospheric Rain events of January and February 2017, where a combined 227 service requests were received by county staff. Conversely, only 35 service requests were received by county staff in December 2017. More than 97% of all requests submitted to date have been completed.

While no action is proposed at this current time, staff welcomes any feedback on Ask Nevada County from the Board of Supervisors and the Public.

**Item Initiated by:** Joshua Pack, Principal Civil Engineer  
**Approved by:** Trisha Tillotson, Director of Public Works

**Submittal Date:** February 5, 2018