

Engage Brookings

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City Council Study Session

November 17, 2020

Functionality

- Receive and manage non-emergency service requests
- Expand public engagement
- Provide easy access to information and resources
- Facilitate workflow and communication
- Analyze reports and metrics
- Send pro-active communications



**ENGAGE
BROOKINGS**
COMMUNITY ENGAGEMENT PLATFORM

Where Can I Find It?

 **COVID-19 UPDATE**

Ordinance 20-010 (Revised) Extended and Amended to Include Mask Mandates
[Read On...](#)

Create an Account - Increase your productivity, customize your experience, and engage in information you care about.

CITY OF **BROOKINGS** | SOUTH DAKOTA

Community & Visitors

Business

Gover



News



Spotlights



Calendar



Back to Top

WELCOME TO BROOKINGS,
BRING YOUR DREAMS.

how can I help you?



Report
a Concern



Licenses
& Permits



City Council



Get Notifications



Municipal Code



City Departments



Pay
Reg

City of Brookings



ENGAGE BROOKINGS
COMMUNITY ENGAGEMENT PLATFORM



City Website



COVID-19 Info



Facebook



Get Notifications



City Departments



Licenses and Permits



Place



Notices



Requests



Profile

Service Requests

- Public – 17 Request Types

- *COVID-19 Question/Concern*
- *Code Enforcement*
- *Collection Cart Request*
- *Snow Removal*
- *Parks/Playground Maintenance*
- *Street Maintenance*

- Internal – 3 Request Types

- *Information Technology*
- *Facility Maintenance*
- *Marketing Request*

Select a Category



What is your Request?

520 3rd St, Brookings, SD 57006, USA

Search for category

Private requests will only be visible to its corresponding organization.

City of Brookings

Airport | *Private Request*

Building Permits and Construction | *Private*

COVID 19 (Coronavirus) Question or Concern | *Private*

Code Enforcement | *Private Request*

Garbage, Recycling, or Yard Waste Cart Repair/
Replacement

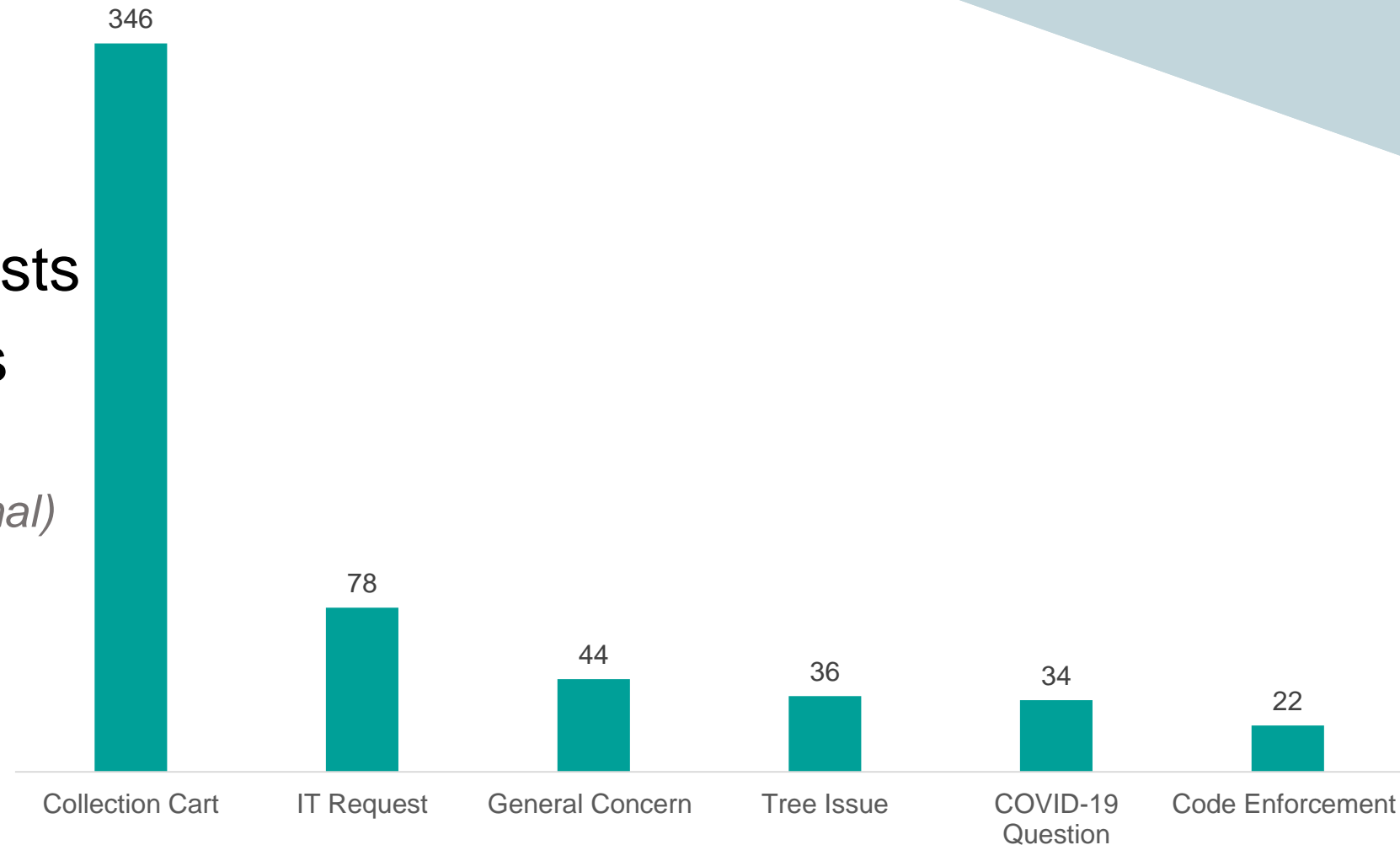
Garbage, Recycling, or Yard Waste Cart Request | *Private*

Garbage, Recycling, or Yard Waste Concern or
Question



Users and Requests

- Mobile App
 - *Apple – 396*
 - *Android – 184*
 - *Total – 580*
- 646 Total Service Requests
- Most Common Requests
 - *Collection Cart Requests*
 - *Information Technology (Internal)*
 - *General Concern*
 - *Tree Issue*
 - *COVID-19 Question*
 - *Code Enforcement*



Data and Analytics



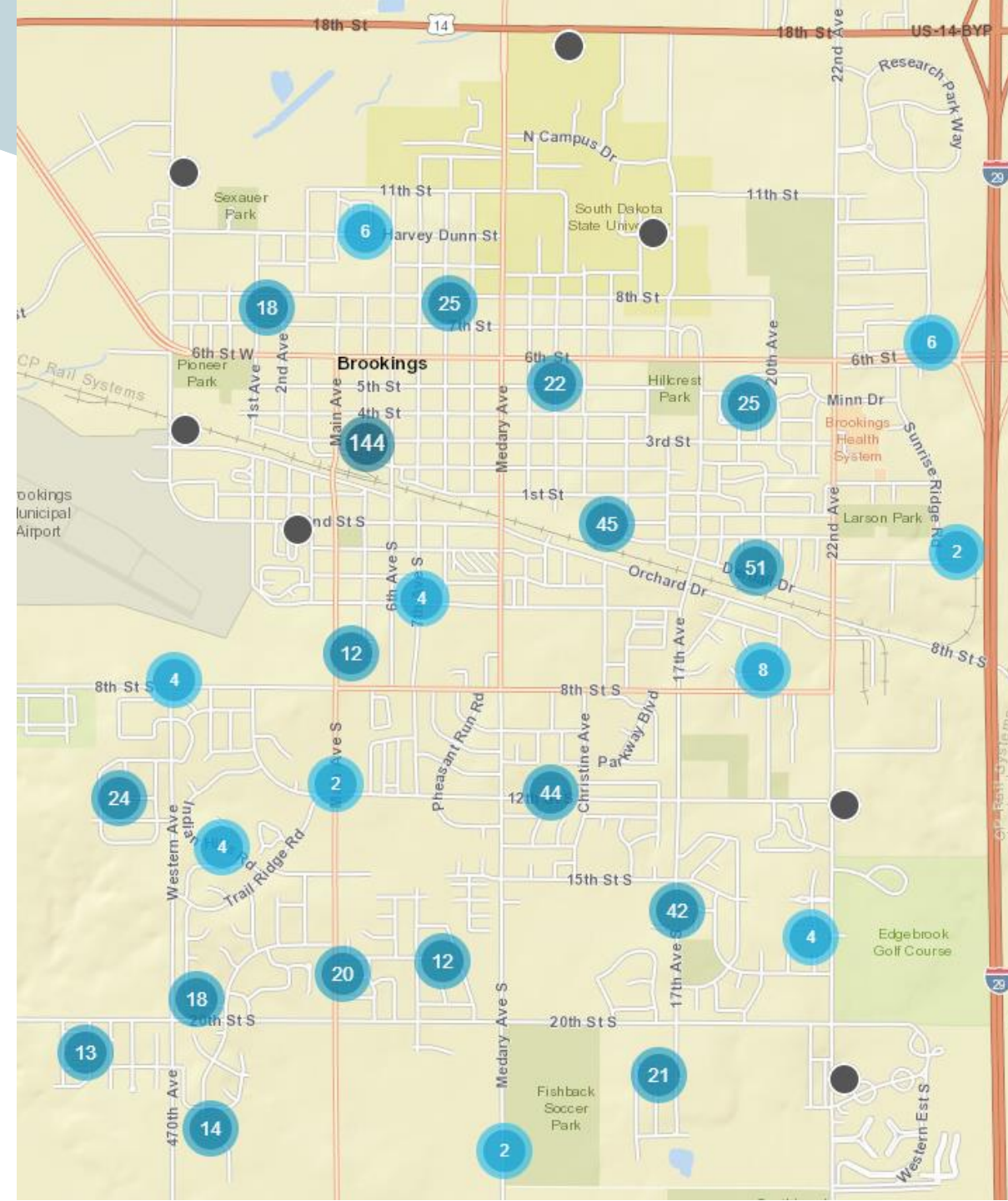
- Customer Service – Top Six Requests
 - *Represent 87% of all service requests*
 - *Days to Acknowledge: 0.35 days*
 - *Days to Close: 4.9 days*
 - *73% closed within SLA*
- Survey Results
 - *71% very satisfied overall*
 - *86% very satisfied with responsiveness*
 - *86% very satisfied with platform's ease of use*
 - *86% likely to recommend Engage Brookings to others*

DTA: Days to Acknowledge DTC: Days to Close O&O: Open and Overdue

Category ▾	Created ▾	Ack ▾	Closed ▾	DTA ▾	DTC ▾	SLA Days ▾	% in SLA ▾
Garbage, Recycling, or Yard Waste Cart Request	346	323	346	0.2	1.4	7.0	89%
IT Request	78	73	78	0.3	2.9	7.0	88%
General Concern	44	35	44	0.1	2.0	5.0	84%

Map of Requests

- Monitor issues by geography
- Learn concerns and needs of neighborhoods
 - *Filter by request type*
- Proactive engagement



Next Steps

- Continued Marketing
 - *Social Media*
 - *Stickers*
 - *Branded Materials/SWAG*
- Request Refinement
- Strategic Partnerships
- Refresher Training and Engagement
- Platform Expansion

