



---

**File #:** IR-26-011, **Version:** 1

---

**TAMRMS#:** B05

## **INFORMATION REQUEST (IR) - Customer Relationship Management Direction & Implementation and EMM-AM Project**

Requested by: Councillor Korotash

Date of Request: March 10, 2026

Date Response Due: April 10, 2026

Confidential Response: No

### **QUESTION**

Could Administration please provide information (background, objectives, steps, timeline) related to the short-term and long-term initiatives with respect to improving our customer / resident interface including but not limited to upgrades to the Spruce It Up / See Click Fix tool, the 'Customer Relationship Management Direction & Implementation' referenced in the Corporate Quarterly Report, and the ongoing EMM-AM project.

### **RESPONSE**

The following information is provided in response to the request for information related to short-term and long-term initiatives focused on improving customer / resident interfaces. The City is taking a dual approach to improve customer / resident experiences by implementing improvements on the operational side and exploring ways to support improved customer / resident interactions.

#### Spruce It Up (SeeClickFix) Review - short term

The creation of a request or issue is currently completed using "Spruce It Up", also referred to as SeeClickFix. Issues can be reported through the City's website or through the app itself on mobile devices. The Spruce It Up app is used by the public for reporting issues, in conjunction with several other "entry points" for inquiries to be directed to the City including, but not limited to, the Public Operations inquiries phone line, the City's General Inquiries phone line and General Inquiries email contact form.

Due to the variety of inquiry types and volumes, the complexity, variation and priority of any subsequent actions to be taken by Public Operations, and the inability for automated transfer of information between applications, the tool has been used as a reporting mechanism as opposed to a true communication platform. The SeeClickFix submissions have been "Closed" by providing a reference to the CSR number in the maintenance management application. The intention is that, should individuals desire additional information related to the inquiry, they can call the customer support team, reference the CSR number, and receive an update on the status.

It is acknowledged that the existing process can create a communication gap for cases where the individual reporting the issue expects the SeeClickFix log will continue to track the issue through to eventual completion.

### *Spruce It Up Current Process*

Each business day, the SeeClickFix reported issues and requests are reviewed by a member of the Public Operations administrative team and the inquiry is directed to the appropriate department and/or branch within the City.

The public can make requests based on the following categories.

- Damage to City Property
- Drainage
- Graffiti - Public
- Parks, Landscaping, Grass Cutting, Litter
- Pests
- Sidewalk/Trail Issue
- Snow/Ice (Sidewalks)
- Snow/Ice (Streets)
- Street Issue (i.e. Pothole, Damaged Curb, Line Markings, etc)
- Street Lights
- Utility Boxes
- Street Signs
- Traffic Signals
- Transit
- Trees

For reference, Public Operations received the following volume of inquiries in 2025 across the various platforms:

- General Phone Inquiries: 17,424
- SeeClickFix: 2,528
- Web Requests: 1,064

For inquiries that require subsequent support of a branch within Public Operations, a customer service request is created within internal maintenance management applications for actioning by the respective Public Operations branch. This is a manual entry process as Spruce It Up is not integrated with any other City software application. The subsequent actions taken by the responding party within Public Operations, including reporting, are managed solely within the internal maintenance management application.

As such, only actions that can immediately be defined at the time of initial triage are populated by the administrative team. For items that cannot be defined, the Spruce It Up app entry is closed with the following message:

*“Thank You for your report, an internal Customer Service Request has been opened by Public Works and this Spruce-It-Up request will be closed. A Team Lead or Supervisor will assess the priority of your reported issue and complete or schedule for work.*

*The closure of this request does not necessarily mean that the work has been completed. Please reference CSR#*

XXXXXX”

Additionally, although the public may enter their name and phone number and/or email within SeeClickFix, this is not mandatory. The public has the option to enter their contact information, someone else’s information or nothing at all. If they choose to not enter any contact information, the request is still handled internally, however administration staff is not able to follow up with them.

### *Spruce It Up Process Improvement*

Until the mid-term and long-term solutions, which are discussed later in the report, are fully implemented, Public Operations is undertaking a small process revision intended to assist with closing the communication gap.

Public Operations administrative team members will be utilizing additional status option fields that currently exist within SeeClickFix. Additionally, updated messaging is being produced for each of the additional fields that will be used. The following represents the statuses and how they will be applied in the interim:

- **Open** - This is the default status assigned to a report or inquiry immediately upon submission by the originating individual, until it is received by the Public Operations administrative team.
- **Acknowledged** - This field will be used immediately upon initial receipt of the issue for items that need to be forwarded within Public Operations for additional support. This will include items requiring further inspection and evaluation by the Department branch.
- **In Progress** - This field will be used for items that have been evaluated and require further action by Public Operations, such as imminent repair and rectification of the inquiry. Improved messaging will be including for this status adequately describing the nature of the “In Progress” status.
- **Closed** - A report or inquiry will be marked closed in the following circumstances:
  - If items can be immediately rectified by the administrative team or items that are completed by Public Operations.
  - If items that have been evaluated and deemed to meet municipal standards. These items will be closed with appropriate messaging entered.
  - If items are valid, but do not require immediate or imminent action to be taken. These items will be closed with messaging indicating the establishment of longer-term scheduling of the action to be taken.
  - If items are forwarded to other departments having other established reporting mechanisms, such as Municipal Enforcement Services or if items are not the responsibility of the City of St. Albert, such as third-party Utility services. For each case, appropriate messaging will be displayed, such as contact details for the appropriate entity.

There is an additional resource requirement for manually managing the status updating between the respective parties and the applications used at each end of the workflow, however this is determined to be short term in nature while the EMM-AM Cityworks Service Request Portal is fully implemented. Optimistically, there may be reduction in follow-up phone inquiries related to previously submitted service requests that will partially offset the additional process step. This will be evaluated as part of the measurements of success of the initiative.

### EMM-AM (Cityworks) Service Request Portal Implementation - mid and long term

In Stage 1 of the Enterprise Maintenance Management and Asset Management initiative (EMM-AM), we will replace Spruce It Up (SeeClickFix) with the Cityworks Service Request Portal for municipal request and issue management. The Cityworks Service Request Portal is an online centralized application that allows the public and City staff to report, track, and manage requests and issues. It is a single point of intake to submit service requests for categories such as those listed earlier in this report. Each request is automatically logged into Cityworks and routed to the appropriate department or branch. This portal is targeted to go live in Q4 2027.

Stage 1 of the EMM-AM project will also see Public Operations using Cityworks for managing the maintenance of assets related to streets, sidewalks, bridges, parks, natural assets and solid waste. Any service requests for these assets can, if needs be, automatically create a workorder in Cityworks, streamlining the connection between the public request portal and maintenance teams. The intent is to provide more timely information to the public and reduce manual effort to create, manage and execute workorders.

All other municipal assets will be added progressively to Cityworks in EMM-AM Stages 2, 3, and 4 with Stage 4 targeted to complete in 2032. Until each asset group is added to Cityworks, staff will still need to, where required, manually create workorders in the current internal maintenance management application and manually update the status of the service request.

The following are the asset groups included in EMM-AM Stages 2, 3 and 4.

- Stage 2: Public Works Fleet, Equipment and Inventory
- Stage 3: Utilities: Water, Wastewater and Stormwater
- Stage 4: Municipal and Recreational Facilities, Transit Fleet, and Art and Artifacts

#### Customer Relationship Management (CRM) Direction and Implementation - long term

The CRM Direction and CRM Implementation initiatives were considered for future years within the 2022-2025 Corporate Business Plan and other planning documents. The intent of these initiatives is to set a corporate direction for CRM, after which an implementation approach will be determined. Based on factors such as the direction determined, resource capacity and budget, and the function of the Cityworks Service Request portal, it is possible that no implementation may be feasible or required.

Due to organizational capacity and budget, the work to establish the corporate direction for customer relationship management is not scheduled to begin until 2028 at the earliest.

#### Distinction between the Cityworks Service Request Portal and CRM

It is also important to distinguish the difference between the Cityworks Service Request Portal and a traditional CRM system for the City. The Service Request Portal provides more direct support for municipal operations than a traditional CRM system. For the City of St. Albert, an overall CRM would be in addition to but would not replace the function of the Service Request Portal.

- Cityworks is purpose-built for municipal operations and request/issue-centric and asset-centric service delivery. It directly integrates service requests with work orders, inspections, assets, maintenance histories, and geographic location. Once Cityworks (EMM-AM) is fully implemented, this integration enables staff to move seamlessly from public requests to workorders without manual re-entry with the intent to provide better, more timely information for the public.

- In municipalities, CRM systems are primarily used to manage resident, business and stakeholder relationships rather than to deliver operational work. A CRM can provide a centralized view of these constituents and capture interactions across multiple channels such as phone, email, web, and in-person visits and, can aggregate all activity with the City such as recreation use, and utility and tax payments. However, in order to do this, the City must determine how to uniquely and consistently identify individuals and organizations and how to integrate multiple operational systems, both of which are typically significant, complex and costly undertakings. If this is done, a CRM can help the City understand and manage the overall resident and business experience in addition to the issue and request focus of the Service Request Portal.

Report Date: April 9, 2026

Author(s): Nicole Duley, Joanne Graham, Tim Saunders

Department: Financial & Strategic Services / Information Technology / Public Operations

Department Director(s): Anne Victoor, Joanne Graham, Tim Saunders

Managing Director: Diane McMordie, Dinu Alex

Chief Administrative Officer: William Fletcher