**Durango, CO/ Public Stuff**

**Intent of Project/Program/Service**

Durango was looking for a CRM system and Mobile platform for their residents to submit and city staff to process requests more effectively. Durango’s research led them to PublicStuff an innovative digital communications company based in New York City. As a meaningful partner, PublicStuff has provided the platform to manage municipal efficiency, communicate with residents and much more.

**Innovation Characteristics**

Durango’s new platform helps turn civic inquiries into tangible community improvements by improving municipal efficiency and boosting resident interaction by responding quickly to their requests, sending out important alerts and city information and enabling residents and the local Durango government to “talk.”

**Applicable Results and Real World Practicality**

Durango has secured a 90% close rate on service requests that have been transmitted in a more efficient manner online through the CRM platform and mobile app and website. This has gone up at least 25% from before.

All departments are now connected under one management system saving time and money. Citizens have been provided on-the-go communication opportunities which save them time from reporting issues over the phone and in-person.