
311 Call Centers are centralized portals from which urban dwellers are theoretically able to better access local government and make service requests. The underlying concept of 311 is what is referred to as Customer Relationship Management (CRM). This is a notion that was born in and is usually applied to private sector practice. During the past decade, many city governments have come to embrace CRM and the 311 application. This has influenced the relationship between local government and urban dwellers and ultimately how and to whom public services are delivered. This has various urban planning implications, which must be considered in light of how 311 can impact the urban landscape.