

Memorandum



CITY OF DALLAS

DATE October 26, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Enhancements to 311 Service Request Platforms and Rebranding**

Since FY2022, 311 Customer Service department has worked to enhance the 311 service request platforms, to provide a more inclusive and equitable experience for Dallas residents. This memorandum outlines key developments about the upcoming launch of the redesigned platforms and the rebranding of the “Our Dallas” mobile app to the “Dallas 311” mobile app.

In response to the diverse needs of our community, we are excited to announce that the 311 service request platforms, the online portal and mobile app, will all soon feature multi-language functionality, including a significant redesign with the following key enhancements:

- **Spanish Translation:** A significant step forward in inclusivity.
- **New Look and Feel:** A modern and user-friendly design.
- **Improved Map Functionality:** Enhanced mapping features for easy navigation.

The planned rollout for the new online portal and mobile app is scheduled for December 2023. We are committed to ensuring a smooth transition for all users and are working diligently to make this a seamless experience.

In collaboration with Communications, Outreach & Marketing, we are taking this opportunity to rebrand the “Our Dallas” mobile app as the “Dallas 311” mobile app. The rebranding campaign will coincide with the announcement of the redesigned portal and mobile app, creating a unified and easily recognizable brand identity.

The November 7, 2023, Quality of Life, Arts, and Culture Committee agenda includes a 311 Customer Service department FY2023 year-end overview and a demonstration of the new 311 online portal and mobile app.

If you would like a 15-minute demo in advance of the meeting or have any questions, please contact Daisy Fast, Director of 311 Customer Service, at (214) 670-3550 or via email at daisy.fast@dallas.gov.

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Assistant City Manager

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Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors