

# Memorandum



CITY OF DALLAS

DATE March 1, 2024

TO Honorable Mayor and Members of the City Council

SUBJECT **Dallas 311 Rebranding Campaign Update**

We are pleased to announce the official launch of the Dallas 311 rebranding campaign. As you may recall, in December 2023, Dallas 311 soft-launched the new online portal and mobile app, both of which underwent a significant redesign to provide residents with a fresh and improved experience. Key enhancements included:

- **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.

We will be launching a series of initiatives starting in early March 2024 to promote Dallas 311 and a call to action to download the new mobile app with availability in Spanish. These will include bilingual 30-second commercial spots, billboards across the City, and social media ads.

To kick-off our rebranding efforts, we cordially invite you to attend a press conference scheduled for **Friday, March 8, 2024, at 9:00 am** in the **City Hall Flag Room**. This event will also provide an opportunity for us to showcase the enhancements made to the Dallas 311 platforms.

If you are interested in speaking to express your support as we embark on this exciting chapter for Dallas 311, please inform Director Daisy Fast by **Tuesday, March 5, 2024**, so that talking points can be prepared for you.

If you have any questions or need additional information, please contact Daisy Fast, Director of 311 Customer Service, at [daisy.fast@dallas.gov](mailto:daisy.fast@dallas.gov) or 214-670-3550.

A handwritten signature in black ink, appearing to read 'Genesis D. Gavino'.

Genesis D. Gavino  
Chief of Staff to the City Manager

[Attachment]

c: T.C. Broadnax, City Manager  
Tammy Palomino, City Attorney  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor 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  
Directors and Assistant Directors



# Exciting News!

The Dallas 311 Bilingual App Campaign Launches in Early March 2024!

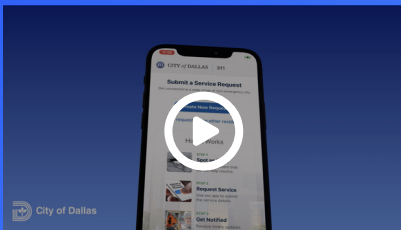
With the powerful tagline **"You Report. Dallas Responds."**, our goal is to improve our City together, one tap, one report at a time.

Now available in Spanish and with several additional improvements, Dallas 311 strives to unite and improve our community.

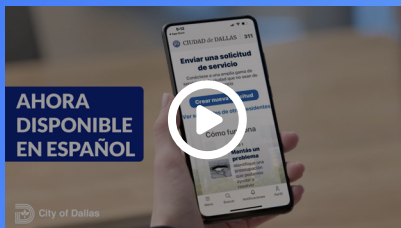
Get ready, Dallas! Our new multi-channel campaign is on the horizon.

Help us build momentum by sharing this important milestone with constituents and residents alike. Let's make a difference together!

## English Videos



## Spanish Videos



Dallas 311