



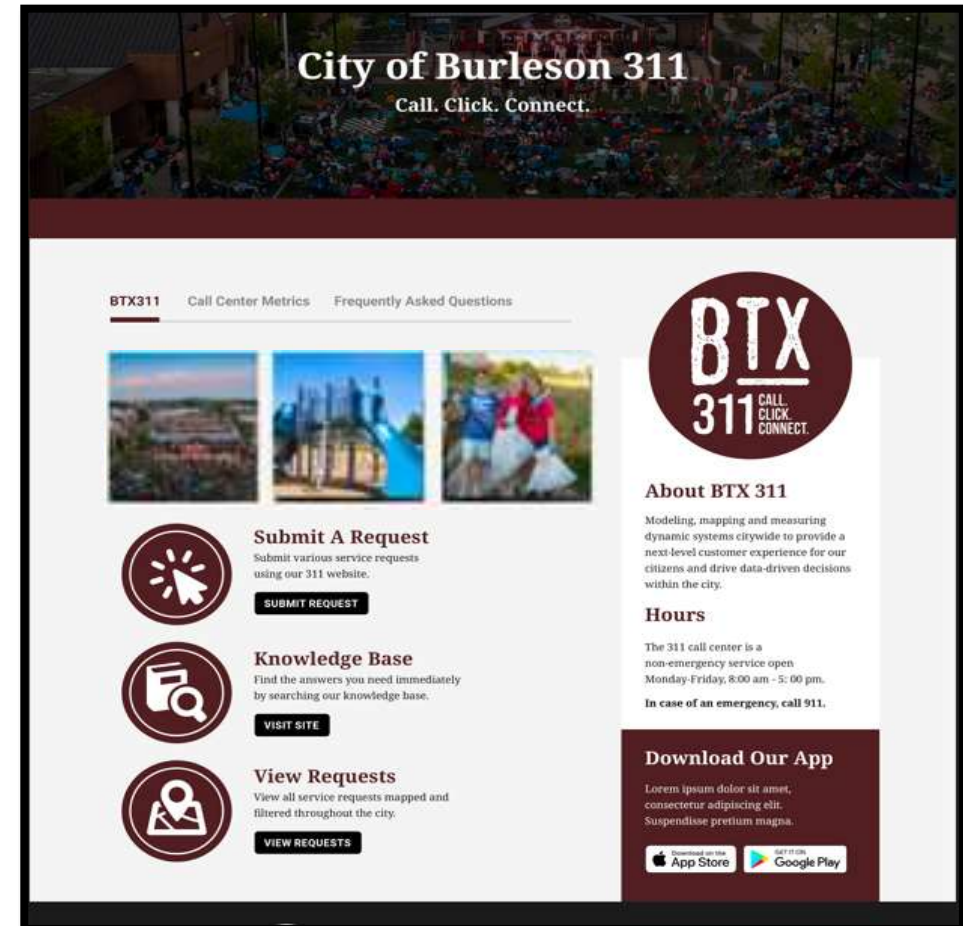
City of Burleson (BTX) 311

LIBRARY ADVISORY BOARD

NOVEMBER 26, 2024

History of BTX 311

- The city identified the need for a centralized system to handle non-emergency calls:
 - First-call resolution
 - Tracking customer requests to completion
 - Dynamic communication and engagement
 - Transparency and tracking
 - Improved internal efficiency and accountability
- The City identified a 311 system as the most effective solution for addressing non-emergency customer needs.
- September 2022 – BTX 311 Project Initiated.
- March 2023 – BTX 311 launched to the public.



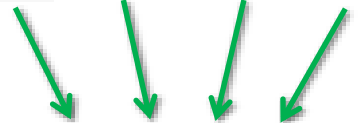
Community Outreach – FY 2024-25

- Community Events
- Presenting to Community Organizations
- Presenting to Boards and Commissions
- Sponsorships
- Social Media and City Newsletters
- Postcards
- 311 Decals on City Vehicles



311 and Customer Relationship Management

All Citizen Non-Emergency Interactions



Customer Service Representative responds, assigns tasks, works with proper departments, and communicates information until the issue is resolved.



CRM System collects data, analytics and SLAs for reporting. Management analyzes and makes improvements to increase efficiencies.



Call Center Operations – M-F 8:00am – 5:00pm

After Hours – 24/hour Online Submittal & App

Email: 311@burlesontx.com

After Hours (Urgent Non-Emergency) - 817-426-9903

Services You Can Access Through BTX 311

Street Maintenance

- Street Repair (i.e. Potholes)
- Tree Limbs or Debris Removal in street
- Street Lights
- Traffic Signal Concerns

Parks and Recreation

- General Recreation Requests (BRiCK Recreation Center)
- Park Maintenance Concern (Park Signage, Damaged Equipment)
- Litter Concerns

Animal Services

- Barking Dog/Noisy Animal Complaints
- Loose Animal
- Live Trap Animal Requests

Water and Sewer

- Water Leak
- Meter Leak
- Water Pressure/No Water Issue
- Replace Meter Box Lid (Damaged or Missing)

Code Compliance and Environmental

- High Grass/High Weeds on Private Property or City Property
- General Code Concern
- Illegal Dumping
- Mosquito Control

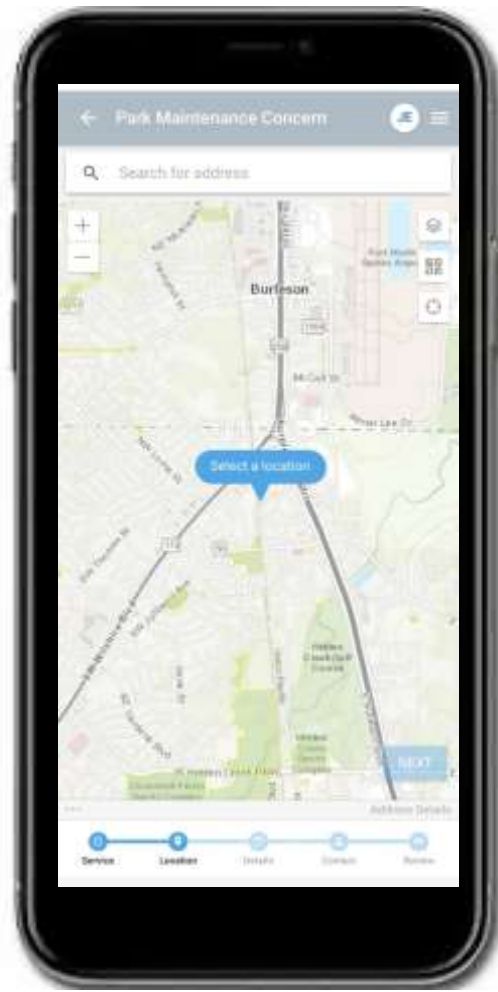
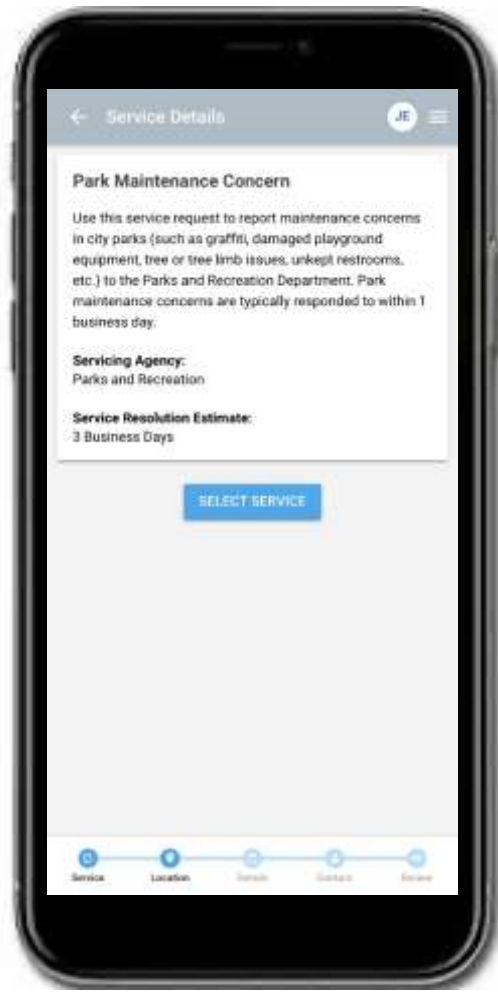
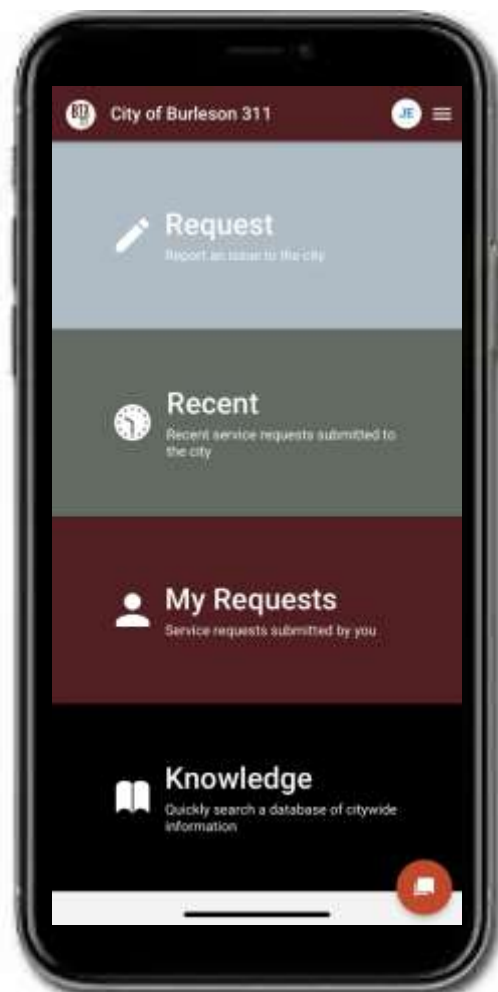
Water and Solid Waste Bill Services and Inquiries

- 311 is also Utility Customer Service
- Solid Waste and Recycling Requests

*311 also assists customers by directing them to the appropriate department for service.



City of Burleson - BTX 311 App.



SUBMIT A REQUEST

City of Burleson Website

The screenshot shows the City of Burleson website homepage. At the top, there is a dark red navigation bar with the text "BUDGET INFORMATION" and "FY 24-25 Budget and Tax Rate Info" with a "Read On..." link. Below this is a secondary navigation bar with the City of Burleson logo and menu items: "Government", "Departments", "Community", "Online Services", "Business", and "I Want To...".

The main content area features a large banner for "SEVERE WEATHER & MORE EMERGENCY NOTIFICATIONS" with the text "SIGN UP TODAY" and the URL "www.burlesontx.com/alerts". To the right of the banner is an image of a smartphone displaying a "BTX ALERT" notification.

Below the banner, there is a section titled "Emergency Alerts sent straight to you" with the subtext "Weather alerts, mosquito spraying, public safety issues, and more".

The footer area contains a row of service icons: "Online Bill Pay", "Report it with 311" (highlighted with a blue arrow), "Agendas/Notices", "Jobs", "Watch Meetings", and "City News & Updates". On the left side of the footer, there is a "Select Language" dropdown and a "Google Translate" button. On the right side, there is a search bar with the text "Hi, how can I help?".

City of Burlleson Website - Continued

BTX City of Burlleson

City of Burlleson 311

Call. Click. Connect.

[Burlleson 311](#) [Call Center Metrics](#) [Frequently Asked Questions](#)

SIGN DOWN
WHO YOU GONNA CALL?
A new way to call 311, connect with BTX.

The BTX311 online portal allows you to view, submit, and track requests 24 hours a day, 7 days a week.

311
CALL-CLICK-CONNECT

Check out the city's BTX311 Call-Click-Connect promotional videos.

MISSED TRASH PICK UP
WHO YOU GONNA CALL?
A new way to call 311, connect with BTX.

You can utilize the BTX311 online knowledge base to see trash zones and bulk pickup schedules.

Submit A Request

Submit various service requests using our 311 website.

[SUBMIT REQUEST](#)













About Burlleson 311

Burlleson 311 is a one-stop-shop that allows citizens to report non-emergency issues and request services. Whether by phone call, online or through our app, it serves as a central hub for citizens to get information, request services, and report problems in the community.

"Person I spoke with was very polite and handled the situation quickly and professionally."

Submit a Service Request


SUGGESTED REQUESTS

-  Unkept Tall Grass/Weeds
-  General Code Concern
-  Barking Dog/Noisy Animal
-  Sidewalk Repair Concern
-  Street Repair Concern
-  Inoperable/Junk Vehicle - On Street
-  Additional or Replacement Recycling Cart
-  Tree Limbs or Debris in Street
-  Park Maintenance Concern
-  Miscellaneous Concerns
-  Meter Leak
-  General Solid Waste Request


ALL REQUESTS

 Search Service Requests

examples: pothole, trash, noise, 23-00000100...

 Animal Services

 Code Compliance

 Environmental Services

 General Government

ALL REQUESTS

 Search Service Requests


examples: pothole, trash, noise, 23-00000100...

 Animal Services

 Code Compliance

 Environmental Services

 General Government

 Parks and Recreation

 Police Department

 Solid Waste

 Streets

 Traffic

 Utility Customer Service

 Wastewater

 Water

Submit General Request



🔍 Search Service Requests

examples: pothole, trash, noise, 23-00000100...



Animal Services



Code Compliance



Environmental Services



General Government



Parks and Recreation



Police Department

Select a Service Request



Cemetery Concern



Park Maintenance Concern



Solid Waste



Streets



Traffic



Utility Customer Service



Wastewater



Water

examples: pothole, trash, noise, 23-00000100...



Animal Services



Code Compliance



Environmental Services



General Government



Parks and Recreation



Police Department

Select a Service Request



Cemetery Concern



Park Maintenance Concern



Solid Waste



Streets



Traffic



Utility Customer Service



Wastewater



Water



Park Maintenance Concern

Use this service request to report maintenance concerns in city parks (such as graffiti, damaged playground equipment, tree or tree limb issues, unkept restrooms, etc.) to the Parks and Recreation Department. Park maintenance concerns are typically responded to within 1 business day.



DEPARTMENT

Parks and Recreation



RESOLUTION ESTIMATE

3 Business Days

[Request This Service](#)





Step 2 of 5

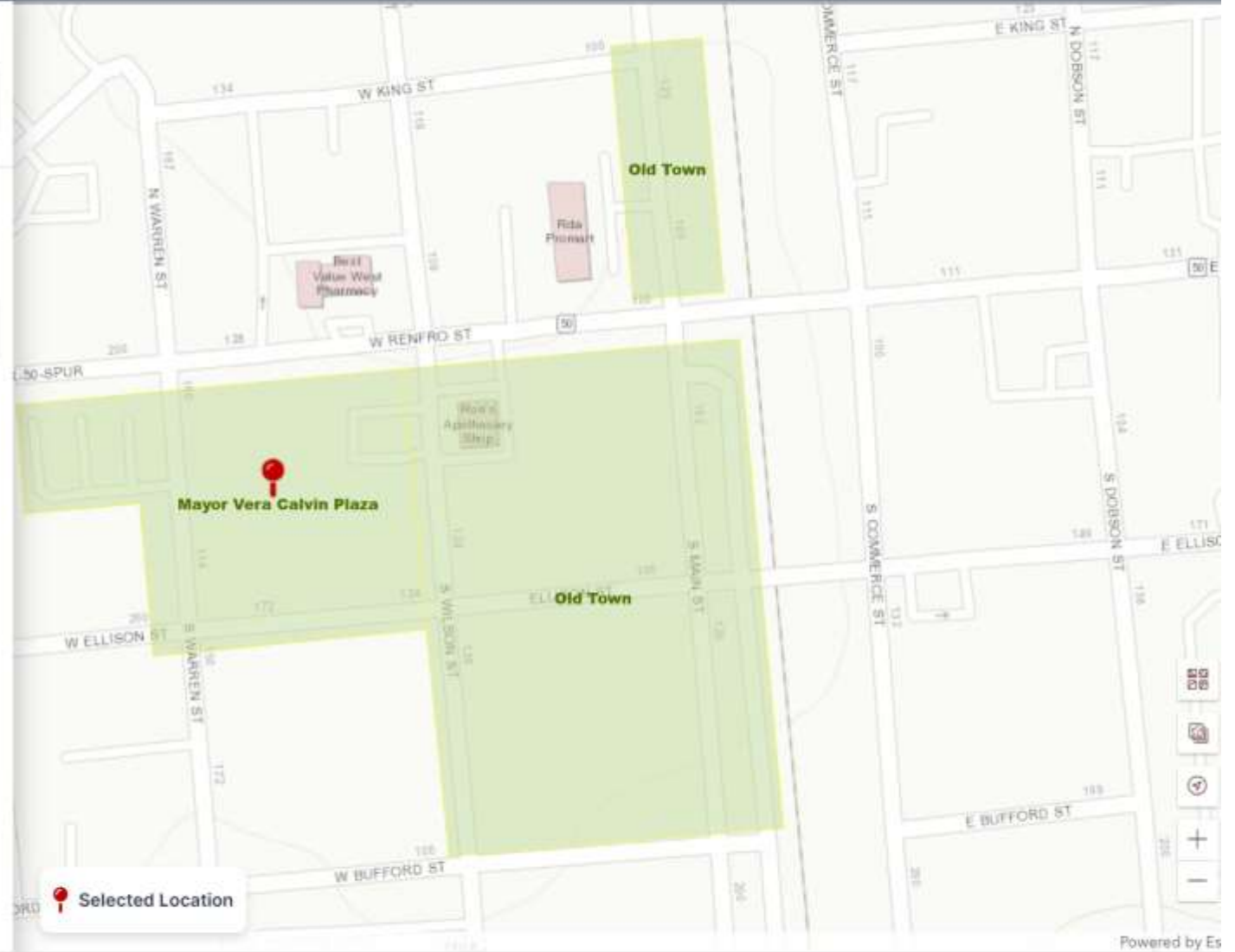
Location



Search for locations or select them on the map.

Selected location:

 141 W RENFRO ST, BURLESON, 76028 



Powered by Esri

Cancel

Previous

Continue →



QUESTION 1*

Is this request an emergency?

Yes	<input checked="" type="radio"/>
No	<input type="radio"/>

Next ↓

QUESTION 2*

What is your maintenance concern related to?

Select an option ▼

Next ↓

Cancel

Previous

Continue →



How can we reach you?

Please provide an email address that can be verified to Complete the Service Request submission.

First Name



Last Name

Email

Phone Number

Cancel

Previous

Skip

Continue →



Verify your Service Request details. Select any item to edit.

Service Type



Park Maintenance
Concern

Location



Attachments

not provided

Cancel

Previous

Submit Request





Search Service Requests

Submitted 15 minutes ago



OPEN (24-00017380)

Inoperable/Junk Vehicle - On Street

918 AZALEA CT, BURLESON, 76028

Submitted 24 minutes ago

OPEN (24-00017378)

Mosquito Control Concern

717 JUDITH ST, BURLESON, 76028

Submitted 1 hours ago

OPEN (24-00017377)

Water Turn On/Off

933 WALNUT ST, BURLESON, 76028

Submitted 1 hours ago

OPEN (24-00017365)

Park Maintenance Concern

KERR M.S.

Submitted 3 hours ago

[Back to top](#)

THE CITY OF BURLESON OPEN (24-00017327)

Open

By Everyone

Till Today

Sort

OPEN (24-00017377)

Water Turn On/Off

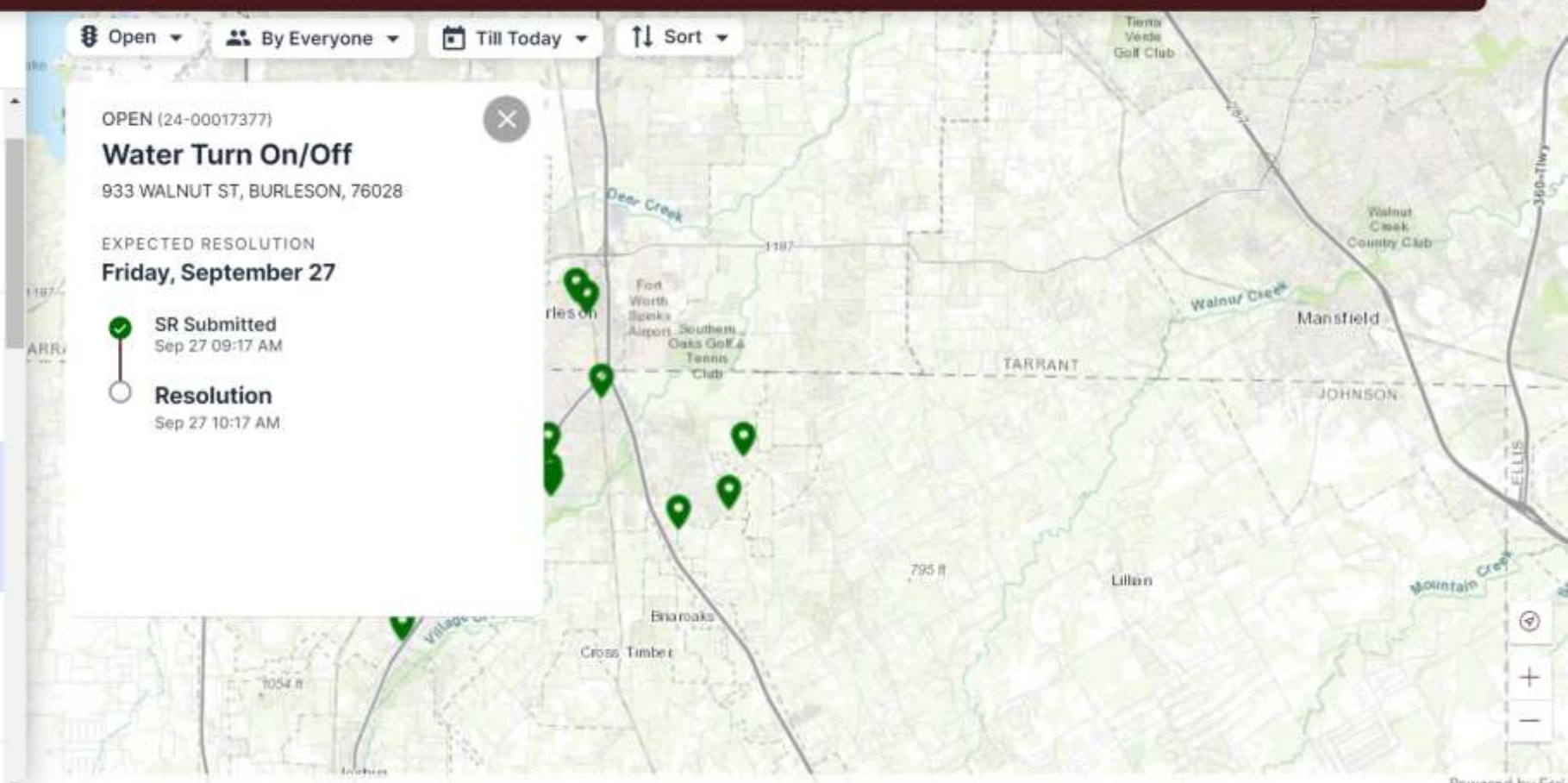
933 WALNUT ST, BURLESON, 76028

EXPECTED RESOLUTION

Friday, September 27

SR Submitted
Sep 27 09:17 AM

Resolution
Sep 27 10:17 AM



BTX 311 Stats

- Top 5 requests:
 - High Grass/Weeds
 - Missed Solid Waste
 - Meter Leak
 - Street Repair Concern
 - General Code Concern
- First Call Resolution: 87.1%
- Total inbound calls: 29,347
- Average Hold Time: 15.56 seconds



Benefits of BTX 311

- A single, easy-to-remember phone number for non-emergency inquiries, giving citizens quick access to government services and information.
- Enhances customer service through transparency, tracking, communication, accountability, reduced wait times, and streamlined issue reporting.
- Centralizes internal processes to boost efficiency, accuracy, and response times.
- Data gathered helps the City make more informed decisions about resource allocation to enhance and improve city services.



Questions or Comments?

