
Park Board

DEPARTMENT: Administrative Services

FROM: Richard B. Abernethy, Administrative Services Director

MEETING: May 6, 2024

SUBJECT:

Receive a presentation on the City of Burleson's 311 Service. (*Staff Contact: Richard Abernethy, Administrative Services Director*)

SUMMARY:

In March 2023, the City of Burleson launched its 311 service, providing residents with a single, easy-to-remember phone number for non-emergency inquiries. This service offers quick access to government services and information.

Burleson 311 provides several benefits to citizens and the City, including:

- **Enhanced Customer Service:** Increases transparency, accountability, and communication while reducing wait times and streamlining issue reporting.
- **Centralized Processes:** Improves internal efficiency, accuracy, and response times.
- **Data-Driven Decision-Making:** Enables the City to make informed decisions on resource allocation to enhance city services.

This fiscal year, 311 is initiating an outreach campaign to raise awareness and educate citizens about the service. The campaign will include participation in community events, presentations to local organizations, sponsorships, social media and newsletter updates, postcards, and presentations to City boards and commissions, beginning with the Parks Board.

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Richard B. Abernethy
Administrative Services Director
ravernethy@burlesontx.com
817-426-9662