

**Citizen Engagement Platform  
“Addison FixIT APP”  
Presentation**



**ADDISON**

To provide Addison residents and business community with a user-friendly, all-in-one **Citizen Engagement** solution that encourages engagement and gives the Town leaders a consolidated view of valuable data to use for providing more meaningful experiences for residents and build a stronger community.

- 123 Customers around the country
- 19 in Texas including:
  - Addison
  - Allen
  - Bedford
  - Denison
  - Denton
  - El Paso
  - Frisco
  - Hurst
  - Katy
  - Kilgore
  - Lewisville
  - Longview
  - McAllen
  - Mesquite
  - Nacogdoches
  - Pearland
  - Prosper
  - Socorro
  - Weatherford

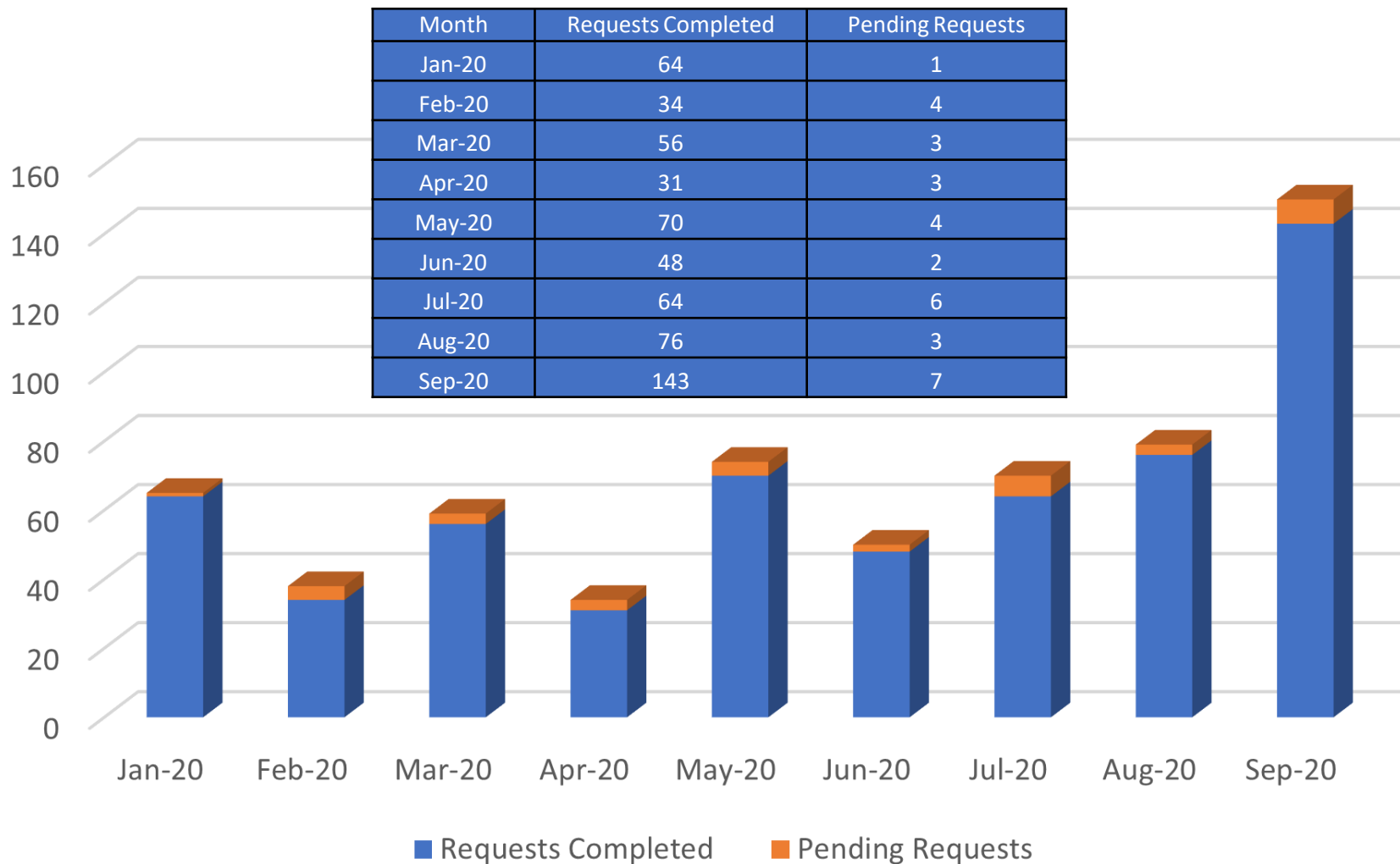
**Launch Date:** December 22, 2019

## **Current Number of Subscribers**

- 309 IOS downloads
- 77 Android downloads
- 205 total registered users

# FixIT App Service Requests By Month

ADDISON



## Highlights

- 619 Total Requests
- 586 Requests Completed
- 33 Requests Pending

## Top Service Requests

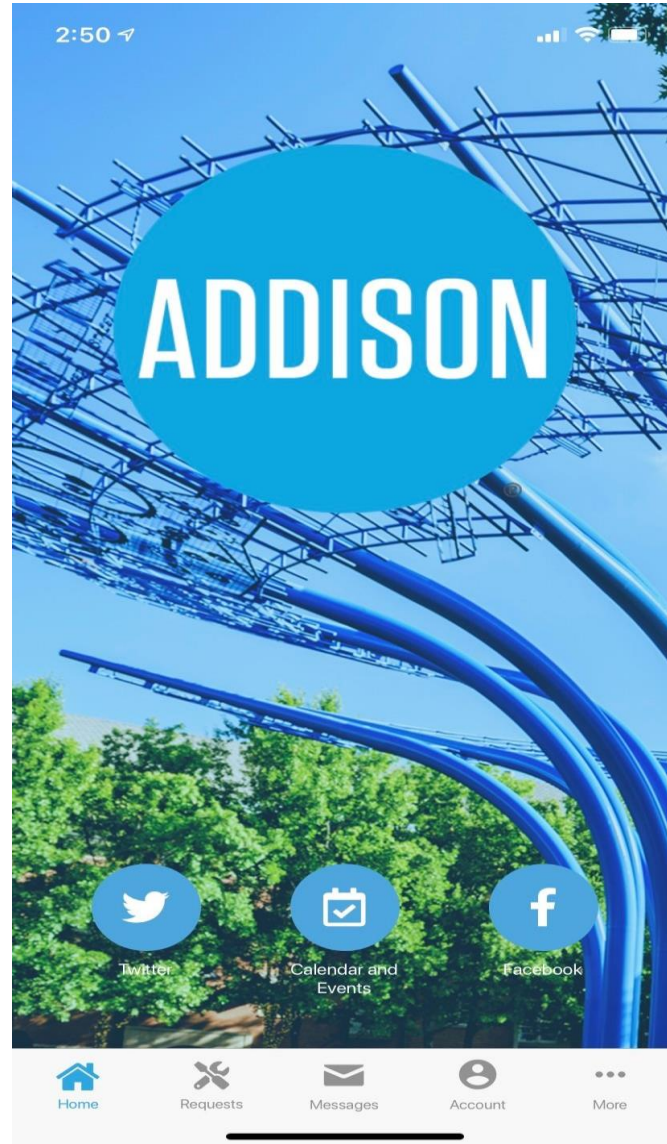
- 48.4% - Parks Related
- 21.3% - Code Enforcement
- 10.3% - Streets Related

# FixIT App - Number of Monthly Active Users

A blue circular logo with the word "ADDISON" in white, uppercase letters.

Month	Active Users
January	14
February	14
March	22
April	13
May	24
June	20
July	23
August	25
September	32
October (through 10-22)	20

# Live Demonstration



## Can Still Be Customized

- “More” button categories, links and icons

## Customized When App Was Created

- Request types
- App colors
- Background images
- App branding (option between image or text)
- Home layout (grid, scroll or list)
- Button styling (lined square, fill square, no border, etc.)
- Button color



## Newsletter

- Quarterly Reminder Blurbs
- Added to Important Numbers and Websites section

## Facebook

- Periodic Reminder Posts

## Website

- Shortened URL: [AddisonTexas.net/fixit](http://AddisonTexas.net/fixit)
- Video (updated Feb. 2020)
- Periodic promos on homepage
- Link on Resident and Government Mega Headers
- First link featured on “How Do I” Section