

**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.

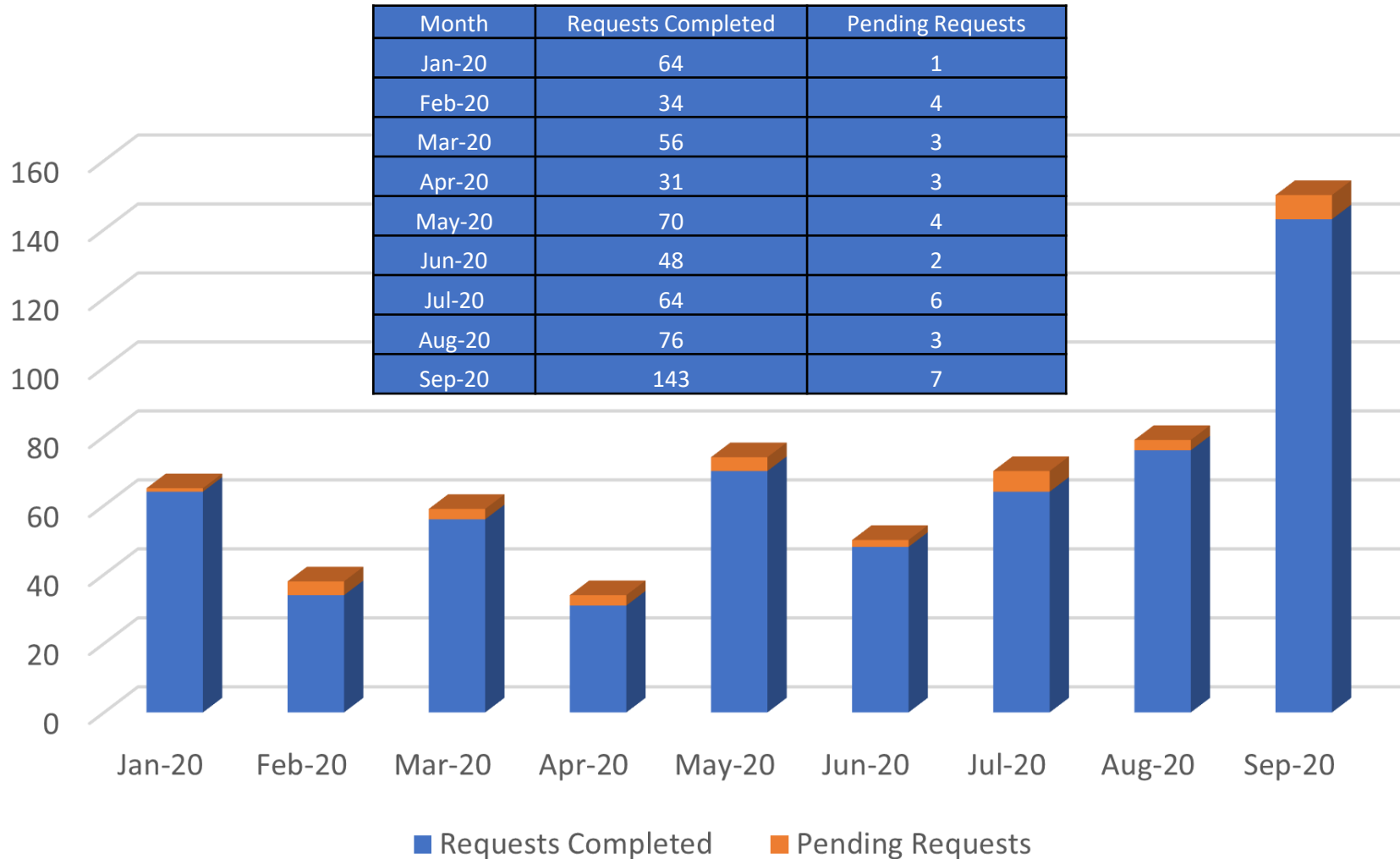
- 123 Customers around the country
- 19 in Texas including:
 - Allen
 - Bedford
 - Denison
 - Denton
 - El Paso
 - Frisco
 - Hurst
 - Katy
 - Kilgore
 - Lewisville
 - Longview
 - McAllen
 - Mesquite
 - Nacogdoches
 - Pearland
 - Prosper
 - Socorro
 - Weatherford

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



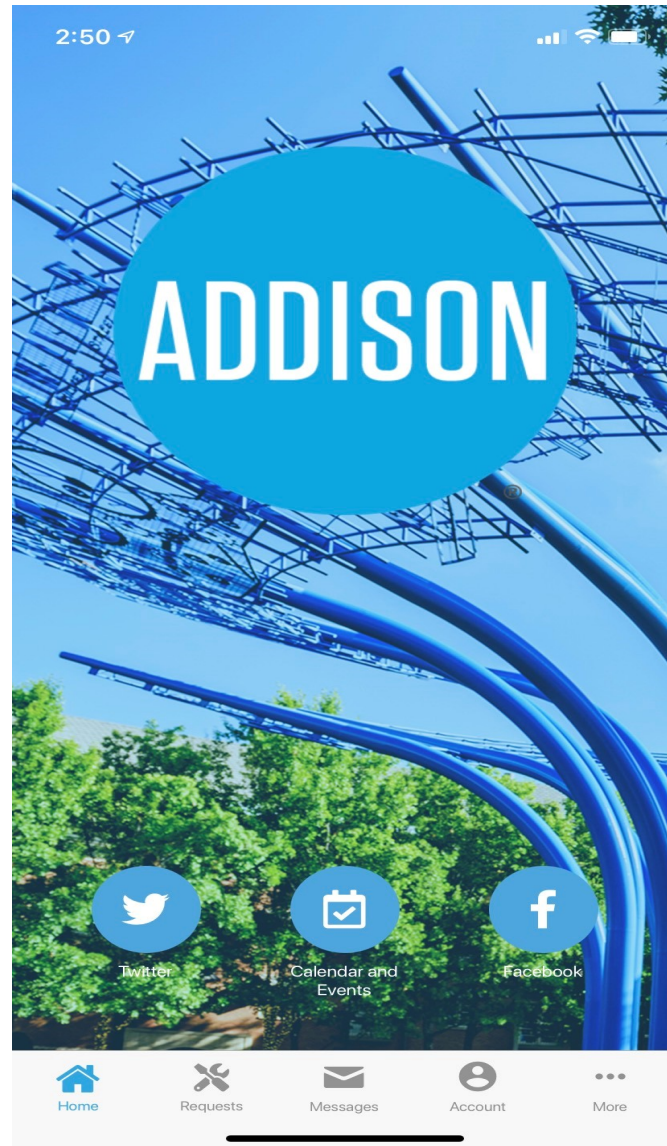
Highlights

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

Top Service Requests

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

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
- Video (updated Feb. 2020)
- Periodic promos on homepage
- Link on Resident and Government Mega Headers
- First link featured on “How Do I” Section