



midtown
HOUSTON

FOR IMMEDIATE RELEASE

Contact: JERI BROOKS

jeri@oneworldstrong.com

mobile 713 807 0781



Midtown Houston Adds Mobile App to Resolve Community Challenges

Houston, TX (March 21, 2016) – Midtown Houston is committed to making its community the model of new urbanism in Houston, and in advancing that goal recently partnered with SeeClickFix to provide residents a streamlined method to report non-emergency issues directly to local government.

SeeClickFix, built upon a “better communication, stronger communities” platform, allows citizens to enhance their livability experience with immediacy. By sending reports via seeclickfix.com or utilizing mobile apps available on Android and iPhone devices, residents can share with district officials minor community concerns they encounter, from cracked sidewalks to untrimmed trees or even unsightly graffiti.

“We hope to accomplish three things with SeeClickFix,” says Darcy Lefsrud, service and maintenance chair for the Midtown Management District. “Make it easier for residents to report issues to the correct agency for follow-up, improve on the efficiency of the different agencies to manage and complete the follow-up, and facilitate the communication cycle from residents to Midtown back to residents.”

This partnership not only allows Midtown citizens to report problems, but also to view, comment on, and vote to fix problems submitted by their neighbors. Citizens can even create their own “watch areas” to receive notifications about all the issues reported in their community, enabling them to follow the progress of all service requests – not just the ones they report.

With its intuitive and user-friendly interface, SeeClickFix not only enables residents to grasp control of their community aesthetic, it provides local government a means to better serve those residents.

Avoiding the red tape that typically accompanies tiresome phone calls and wayward emails, SeeClickFix serves residents with haste. Once a report is filed, an open ticket is created and a subsequent email of acknowledgment is sent to the resident who issued the report. Once the problem has been rectified, an email is sent to that resident alerting them of completion.

“This empowers the residents and business owners in this neighborhood to take control of their community,” says Elizabeth Powell, Midtown Management District coordinator. “If they see something that we’re not aware of, they snap a picture, they upload it and explain the situation, and on the back end it goes into a map. And the map is very valuable to us because it pinpoints certain issues and it shows where everything is at.

“It will save us a lot of time, a lot of running around, but will also keep our residents happy. You just have a win-win all around.”

The ability to note specific concerns within the district is an added benefit of the program. For instance, if there were numerous reports of graffiti in one part of Midtown, that issue could be better addressed.

Midtown Houston officials took inventory of the success the City of Houston had after integrating SeeClickFix with Houston 311, its non-emergency service directory. When scale, report volume and efficiency were taken into consideration, Midtown Houston officials took action.

By aligning the needs of residents with the desires of district officials to cater to those needs, SeeClickFix represents the latest initiative taken by Midtown Houston to improve quality of life within the community.

The SeeClickFix mobile app is available for download on Android and iPhone. In addition to the mobile apps, citizens can send reports to houstonmidtown.com/about/report-a-concern/ as well as seeclickfix.com.

For more information about Midtown Houston, visit www.midtownhouston.com.

About Midtown Houston

Midtown Houston is comprised of two organizations committed to making Midtown a model of urban living in the center of Houston, Texas. The two organizations are the Midtown Redevelopment Authority/Tax Increment Reinvestment Zone No. 2 and the Midtown Management District. These organizations undertake projects with widespread benefit to the area that is beyond the ability of individual property owners or businesses within the district to provide. Both organizations share the common vision of shaping Midtown into a thriving, pedestrian-friendly urban community with distinct responsibilities. Midtown was the first management district in Texas to receive the Cultural Arts & Entertainment District accreditation from the Texas Commission on the Arts.