



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

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#### City launches mobile app to connect with citizens

**MT. PLEASANT, Mich.** – The City of Mt. Pleasant has launched MP City Link – a free mobile app that empowers citizens to easily report non-emergency issues located within City limits to City Staff. It also provides on-the-go access to the latest City news and information.

In a matter of minutes, the app allows users to submit a description, picture and location of a City neighborhood issue, such as a streetlight outage, pothole or park trail obstruction.

The report is automatically submitted to the respective division or department for review. The individual who submitted the service request will be notified when the issue has been acknowledged and closed. Citizens will also be able to view, comment on and vote to fix problems submitted by their neighbors.

Additional features of the app allow residents to read about the latest city news and events, pay utility bills and parking tickets, register for Parks & Recreation activities, contact City staff, and more!

“We’re always looking for new ways to increase engagement with the members of our community,” said City Manager Nancy Ridley. “With so many of us taking our smart phones and tablets everywhere we go, we are excited to offer this mobile-friendly tool for residents to both stay informed of City happenings, as well as report non-emergency issues we can address to make Mt. Pleasant the best it can be.”

The MP City Link mobile app is available for download on Android and iPhone. Simply search “MP City Link” on the App Store and Google Play. In addition to the mobile apps, citizens can send reports through the City’s website. See more at [www.mt-pleasant.org](http://www.mt-pleasant.org).

**MP City Link was developed in partnership with SeeClickFix. SeeClickFix was founded in 2008 to empower citizens with tools to publicly document quality of life concerns in their neighborhoods. By radically improving the quantity and quality of this data, SeeClickFix was quickly adopted by local governments, who needed a better way to receive information from citizens.**

**This exchange helped to build one of the largest neighborhood networks in the world — upon which public agencies and public citizens engage to improve communities. Today, SeeClickFix has official partnerships with hundreds of cities, engaging hundreds of thousands of citizens in the resolution of millions of issues.**

**SeeClickFix has worked with government partners to develop municipal management tools on top of this citizen network. As SeeClickFix is adopted into the everyday lives of government users, the benefit of the engaged citizen base continues to grow.**

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