



City of Murphy
206 N. Murphy Rd.
Murphy, TX 75094
(972) 468- 4000
www.murphytx.org

News Release

FOR IMMEDIATE RELEASE

Media Contact: Celso Martinez 972-623-8836

March 3, 2015

City launches mobile devices app to extend connection

MURPHY (March 3, 2015) With today's technology, the phrase 'information right at hand' takes on an entirely new meaning, says Murphy IT Manager Wendle Medford.

"The phrase went from figurative to literal overnight with the advent of mobile devices," he said. "It's not unusual for people to rely solely on their mobile devices for critical information regarding their jobs, their finances, their interests, their news and their entertainment. In order to effectively reach them, the City must also be in that space."

Murphy now occupies a spot on that spectrum after launching a mobile app for either iPhones or Androids. The "Murphy Texas" app is fully integrated with the newly-redesigned web site, www.murphytx.org.

"The busy, active lives of people today require flexibility for any organization wanting to reach them, inform them and interact with them," he said. "The new City of Murphy app lets people go about their daily activities while, at the same time, allowing them to connect and interact with the City and its services."

The app provides the ability for residents to be fully connected to the City through the web site. Any activity, information or alert that is contained or originated at the web site is immediately available on mobile devices that include the app.

"People who operate at least part of their lives on mobile devices are familiar with the concept of apps," he said. "They may have apps on their phones or tablets for every aspect of their work, social or family life. The City of Murphy app significantly facilitates any interaction that normally requires a desktop or laptop."

The latest news and information on City events can be at their fingertips, and many other online interactions can be accomplished on a smartphone, iPad, tablet or notebook. Users can also register for alerts directly from the City.

"A special feature is the Request Tracker," he said. "This allows citizens the ability to report issues that require the attention of staff by taking a photo and forwarding it via the app. Things like potholes, broken sidewalks, vandalism or any other problem or concern can be reported with this app."

The free app is available at the App store for iOS or Google Playstore for Androids. Simply search for "Murphy Texas" and download the app to your mobile device.

"We developed the app to ensure a seamless interconnection between the City and the residents," said Medford. "Our two guiding principles are transparency in City government and engagement for every citizen."

The app is now available for downloading.

###

ABOUT MURPHY -- Murphy is a fast-growing community located in Collin County. The population is approximately 18,020, generally characterized as highly educated with a median household income above the state average. With more than 70 percent of the land developed, the community is dominated by single-family residences. City planners strive to preserve a country feel while exhibiting an aggressive economic development stance. The centrally-located municipal complex includes four buildings that house Fire, Police, City Administration and Public Works. Money Magazine has dubbed Murphy as the 27th Best Place to Live in America for small cities, and D Magazine placed Murphy as the fifth best suburb in the 2014 list, where it has consistently ranked in the top 10.