FOR IMMEDIATE RELEASE

Muhlenberg Township Goes Mobile with Official App, GoTo Muhlenberg

Muhlenberg Township, April 26, 2016 – Muhlenberg Township, a First Class Township, is proudly announcing the release of the "GoTo Muhlenberg" App. This App is the official platform though which residents, business owners and visitors can report their concerns. With this new tool, users can submit, track, and view nearby service requests through their smartphones, online, and via phone. Users can benefit from the in-app widgets to find information about events, public facilities, trash pickup, and many more activities.

To help the Township reach all of its constituents, the application is multilingual and supports 17 languages through its One Voice Translation feature. When a resident submits a request in their native language, it is automatically translated into English for Muhlenberg Township officials. Subsequent updates on the request are automatically translated back into the resident's native language to enable a seamless dialogue between the Township and users.

The mobile app is part of an overall program for Muhlenberg Township to improve communications and service delivery. On the backend, the relevant staff redirects and responds to submitted requests through their customized workflow management system. The Township also uses the backend system to provide residents real-time status updates and comments on the submitted requests.

Muhlenberg Township launched the application in partnership with PublicStuff, an innovative civic software company that helps residents and local governments connect to improve the quality of life in their communities. While cities such as Philadelphia and Reading are already utilizing similar PublicStuff apps, GoTo Muhlenberg is the first and only app from a First Class township in Pennsylvania on the PublicStuff platform.

> *The GoTo Muhlenberg App and web interface will vastly improve communications and interactions with our residents. The real-time updates improve transparency between constituents and their local government while providing internal efficiencies and accountability. Mobile platforms are essential in today's modern communications and Muhlenberg Township is proud to be the first township of our class to implement such a system. This app takes us to the forefront of accessible and cutting edge tools for our residents.* **– Joe Mench, Director of Information Technology and Communication**

GoTo Muhlenberg is a free service and is available in the Apple App Store and Google Play for immediate use. Search "GoTo Muhlenberg" in the stores or go to these URLs to access.

Android: http://bit.ly/1pp7TiP
iOS: http://apple.co/1Tn0J9C
Web: www.muhlenbergtwp.com, click on the GoTo Muhlenberg
Link on the home page
QR Code to download the app on mobile devices -

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