

When you elected me mayor last year, I promised to communicate news and information about the city directly to you. Since that time, I have provided regular commentary updating you on both our triumphs and challenges through e-mail and through a column in the Corsicana Daily Sun. Earlier this year, the city also entered the realm of social media with a Facebook page. On this page notices are sent to friends about street closures, utility outages and various other items of interest.

Recently, the city took the next giant technological leap forward with the introduction of new online tools and platforms that will provide communication and information to you in near real time. The city's new smart phone and iPad applications, or "apps," place Corsicana in the forefront of municipalities using technology trends to reach citizens the way they prefer.

Developed by Ropewalkers LLC, a strategic communications and digital marketing company founded by Corsicana natives David Yates and Elaine Middleton Bartlett, the free apps and accompanying mobile website allow on-the-go access to residents and visitor information, as well as the opportunity for citizens to provide feedback and observations to city hall.

The technology behind the app recognizes the user's device as an iPhone, Android or iPad, and formats the information for easy navigation. Tabs organize information into a dozen helpful categories.

- [Information](#) allows one touch connection to the city's switchboard or email.
- [Map](#) graphically displays locations of parks, schools and city buildings
- [Weather](#) connects to the Corad and Oncor outages websites
- Both [Government](#) and [Departments](#) give information about city hall operations
- [Resident Services](#) includes cemeteries, churches and new resident information
- [Events](#) offers a list of events for residents and visitors and includes reservations of city facilities
- [Report](#) allows the user to notify city hall of issues such as potholes or code violations
- [Walking Tour](#) links to the city's new tourism website with historic downtown information
- [Messages](#) contains important messages from the city. You may also opt-in to have these messages "pushed," or presented on screen as they are released
- [Call Us](#) allows a no-dial connection to various city departments
- [Mailing List](#) gathers email addresses for regular communications from city hall

Planned future upgrades include the ability to stream disaster information like NOAA weather radio and official source photographs directly to citizens. This will be a particularly helpful function while managing crises like last year's wildfires. Please visit the App Store and download the new free City of Corsicana app.

Sincerely,

Chuck McClanahan
Mayor