



PRESS RELEASE

FOR IMMEDIATE RELEASE
RELEASE DATE: **Jun. 7, 2010**

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NEW IPHONE APPLICATION ASSISTS EL MONTE RESIDENTS AND CITY OFFICIALS

El Monte, Calif. – In an effort to further aid residents and better the City itself, the City of El Monte is launching the GoRequest mobile application for the iPhone. The “app” will allow residents to take iPhone pictures of problems such as graffiti and potholes, and send them to the proper city authorities. The app will also send the exact location where the picture was taken, allowing City Officials to respond to the problem quickly and efficiently.

“This new application is a great way for the city of El Monte to better serve its residents,” said Mayor André Quintero. “With the help of this new app, building a better El Monte is literally a click away.”

With the new GoRequest app, iPhone users need to simply download and open the app, select an issue, take a picture, and tap submit – the app knows the exact location and sends the issue directly to the staff member who can address it. Residents will know their issue went to the right person without ever having to go to an office or sitting down at a computer, and they can also receive status updates on their issues.

El Monte is receiving tremendous benefits from this new technology. The new found efficiency of the GoRequest app will allow El Monte officials to serve more requests with fewer people, and it saves the City time and money while improving service.

The iPhone app can be downloaded from the iPhone App Store by searching for GoRequest, or by going to the City of El Monte website at www.ci.el-monte.ca.us. There is no charge to download the app. This new iPhone app is the latest enhancement to El Monte’s citizen relationship management (CRM) solution from Government Outreach, Inc.

For more information on the GoRequest app, please visit www.ci.el-monte.ca.us.

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The City of El Monte, located in Southern California, is committed to improving the quality of life for its citizens and strives to provide its community personalized service, uncompromising commitment, and individualized accountability. For information on the City of El Monte, please call 626-580-2001 or visit www.ci.el-monte.ca.us/.