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News Release

FOR IMMEDIATE RELEASE

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MindMixer solution readies for Monday, July 13 launch

MURPHY (July 7, 2015) Murphy's IT department continues to be on the cutting edge of innovation in citizen interaction and engagement, launching a fully interactive program that connects residents with the local government. Official launch date is Monday, July 13.

IT Manager Wendle Medford and the IT staff have completed the work required to inaugurate MindMixer, a system that is truly interactive, allowing residents to actively and easily submit ideas, comments, suggestions, questions and observations on topics related to City services.

"MindMixer is a way for the community to interact," he said. "We can carry on dialogues, talk about ideas, share impressions and open up new topics of conversation. It's like an informal town hall meeting conducted online."

Similar in some ways to an online forum, the MindMixer solution takes that concept several steps further. While a forum is usually an unstructured conversation, MindMixer brings a sense of order and direction to the exchange.

"Topics of a high value to the City administration or the Council take a high priority," said Medford. "Once introduced, the topic forms the basis for questions, comments and other input. Discussion with other contributors and City officials creates a lively and productive marketplace of ideas."

As people submit ideas and comments, these are listed on an activity page. On this page, participants can sort, rate and add their own comments all in one place. Other features include votes and ratings on ideas and topics, surveys, map siting, photos and other highly interactive activities.

As an added benefit, the MindMixer solution has the ability to augment periodic citizen surveys by facilitating feedback from citizens year-round, giving citizens the advantage of submitting ideas, suggestions and reactions without waiting to receive an annual or biennial survey.

"And, the real value is that everyone will know who's listening, who's participating, who's engaged," he added. "When you know that the Mayor, a Council member, the City Manager or a department director is listening and interacting, the discussion is taken to a higher level. That's when action occurs."

To participate, citizens will be required to create a profile and use that identity to participate. Interested residents should log on to murphytx.mindmixer.com and complete their registration. Registration is also available via the City's website www.murphytx.org. Once registered, participants can interact as often as they deem appropriate. However, monitors will be watching for postings that cross the bounds of propriety and good taste. Any consistent misuse of the program may result in disqualification from participation.

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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.