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Free App Brings City Info to Mobile Devices

A treasure trove of information about the City of Perris—from upcoming events to weather and traffic emergencies to job openings and interactive maps—will soon be available on an assortment of hand-held devices.

The Perris City Council unanimously approved \$2,869 to kick off the CityByAppPerris, which should be available to download within the next several weeks. The cost breakdown of the app fee includes a one-time \$295 for marketing and materials and an annual charge of \$2,574.

The app will be available to download at the Apple App store as a free download for iPhones and Good Play for Androids.

Perris Mayor Daryl Busch said the new app continues the City’s commitment to providing as much information as possible to residents through social media and the use of the latest technology.

Perris started its own facebook page years ago, provides City staffers with iPads to download files and reports electronically, savings thousands in paper and copying costs, updates its social media content almost daily and regularly uploads videos produced in-house on its public-access television channel.

“We want to be the kind of City that stays connected to our residents and has our residents stay connected to us,” he said. “This new app will provide more information about our City at the touch of a finger. It will give Perris residents the kind of information they need when they need it.”

Jerome Mikulich, the CEO and Founder of 3 Cord Marketing LLC and the creator and developer of CityByApp®, said in his presentation to the City Council that the download provides a “one-stop all-access point to learn about the City.” The app is designed to be family friendly and will have no objectionable material, he said.

There’s almost no limit to what can be highlighted, Mikulich said. Live music concerts, traffic jams on nearby freeways, contact information for City staff, biographies of elected officials and administrators, gym and park hours, times and locations of City government meetings and job-search information. Business owners could advertise their companies for \$99 annually.

Perris is one of just a handful of Southern California cities to adopt the CityByApp download, said Redevelopment and Economic Development Manager Michael McDermott.

Perris City Councilmen Julio Rodriguez and Mark Yarbrough, who are both enthusiastic users of social media, said municipalities must be willing to use all channels to stay in touch with the public.

“It’s about doing more with less—and this technology allows us to do that,” Yarbrough said. “This allows us to showcase our community—business, recreational opportunities, tourist attractions, government—instantly. It’s another example of Perris thinking outside the box.”

Rodriguez said he is “really excited” to be part of another 21st Century technology.

“I’m glad we are on the cutting edge when it comes to getting information to the folks in this City,” he said.

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