

## PRLOG

# SeeClickFix Appoints Michael Fugler Ambassador for Perdido Key and Pensacola Florida



Perdido Key, FL – January 9, 2010 - SeeClickFix, a website that empowers residents to take responsibility for their neighborhood, announced today that Michael Fugler has been appointed as Ambassador to its newest cities, Perdido Key and Pensacola, FL. Michael Fugler, a local community leader, activist and resident of Perdido Key has agreed to promote the SeeClickFix tool as a way to create a community solution for improving Perdido Key and Pensacola.

Fugler stated, “SeeClickFix is focusing intensely on select towns to demonstrate that we can make positive change and he is proud that Perdido Key and Pensacola have been chosen as participating cities and that he will be the Ambassador for the project. There is a lot we can learn from each other and by focusing on a smaller set of communities like Perdido Key and Pensacola we can spread the word, get feedback and make changes. As we demonstrate the power of citizens working together, this program will grow.”

Fugler advised that “immediately upon creation of this community for Perdido Key and Pensacola he had a conference with Escambia County Commissioner, Gene Valentino, who whole-heartedly endorsed the concept and he immediately signed up to monitor the site and introduced the newly appointed Interim County Administrator, Larry Newsom, to the Community. Mr. Newsom will be signing up and is looking forward to using the site for the betterment of Escambia County. With these two dynamic leaders endorsement and participation I look forward to a healthy dialogue between our local community and its governmental leadership.”

As the SeeClickFix Ambassador, Fugler explains there are many opportunities for local citizens to help him get the program going:

- Spread the Word. Make sure everyone in Perdido Key and Pensacola knows about SeeClickFix and how and when to use it. Put up posters, tell friends, email, form a “meet-up” or talk to the press. Visit <http://www.seeclickfix.com/perdido-key-fl>.

- See and Click. Use the website to report local issues. Get the ball rolling so that others see how easy, fun and important it is.
- Contact the Fixers. Make sure the local authorities are getting our emails. Meet with them and explain what we are doing to help them improve our town. Keep this a positive opportunity.
- Send Feedback. Let us know about your experience as a website user. We will listen and do our best to help.
- Get the local media to report on this new community.

Fugler says there are places to go for more information and education on the service:  
See the write up from CNN.com regarding GOV 2.0:

- <http://www.cnn.com/2009/TECH/12/28/government.web.apps/in...>

See the video tutorial for creating watch areas and getting started:

- [http://www.seeclickfix.com/how\\_seeclickfix\\_works!](http://www.seeclickfix.com/how_seeclickfix_works!)

Follow the SeeClickBlog:

- <http://seeclickfix.blogspot.com/>

Check out the New York Times story here:

- <http://www.nytimes.com/2010/01/04/business/media/04click.html>

For iphone users there is an APP for this.

Fugler says there is a lot in it for each of us:

- Make Your Mark. When Perdido Key and Pensacola grow and become better known, you will know that you were a part of it. You helped make it possible.
- You can help our Community. When you do something constructive to improve our community you will be part of an exclusive club of early adopters.
- Be In the Know. Ever wanted to be in on the ground floor of a big movement and know all about it before other people? Here is your chance.
- Meet People. Doing this work will put you in touch with like-minded people in our community and around the world.
- Have Fun. It is fun to make a positive difference.
- Be and Feel Supported. We are here to help you through the process every step of the way.

The SeeClickFix.com website allows anyone to:

- See - see a non-emergency issue in your neighborhood.
- Click - open a ticket describing the issue and what can be done to resolve it.

- Fix - take responsibility by watching an area and solving the problem or passing it on to someone who can.

Perdido Key and Pensacola can now take advantage of this new communication tool.

Few local governments have enough sophistication to run functional websites or 311 hot lines. Most do not have the resources to do much more than deliver content.

SeeClickFix is a place for citizens from anywhere to give their local government and others responsible for maintaining public space in their community a website that tracks local issues and sends alerts when they are created.

We believe in the power of technology to promote:

- Transparency - governments and most organizations work best when they conduct their business in plain view. We'll do our best to do the same.
- Collaboration - Three brains are better than one. And millions of brains are better than three. Our goal is to give everyone else the tools to accomplish what we never could ourselves. Open source software and wikis are good models for us.
- Scale - We could have created a site that focused on our hometown. Using the Internet and all the tools others have created, we want to reach as many people as possible around the globe. Massive scale, please.
- Efficiency - Although paper has its place, there is a lot more room for the web and the mobile phone. Rather than re-invent the wheel, our site is built on open source software and Google maps.

#### About SeeClickFix

SeeClickFix encourages residents to become citizens by participating in taking care of and improving their neighborhoods. By creating a few watch areas for the people responsible for the public space and reporting a few issues and encouraging your friends to do the same, you can have a full blown 311 in minutes. As a web-based service free to the public, SeeClickFix empowers local governments, business improvement districts, special service districts and others with the tools to identify, track and resolve local issues. The Company launched in March 2008 and is based in New Haven CT SeeClickFix is in its expansion mode.



## ABOUT MICHAEL FUGLER

Michael Fugler is a local community leader and activist and professionally an Investment Banker and Attorney. He is Chairman of US EURO Securities, Inc., and a resident of Perdido Key, Florida. (See [www.michaelfugler.com](http://www.michaelfugler.com) and [www.useurosecurities.com](http://www.useurosecurities.com) for more information.)