



News Release

FOR IMMEDIATE RELEASE
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FORT WORTH LAUNCHES REPORTFW, A NEW APP FOR REPORTING PROBLEMS IN THE COMMUNITY

FORT WORTH, Texas – On Feb. 14, 2022, the city of Fort Worth will launch ReportFW, an app that allows residents to report problems they find in the community. Citizens can use this free app to report common complaints, such as tall weeds and grass, barking dogs, vehicles parked in the yard, branches and debris in the road, broken fences and potholes.

Residents can download ReportFW on Apple or Android devices. Users can submit pictures and videos of their concerns to the app. ReportFW uses GPS technology, and users can track the real-time progress of a complaint and see if the city issues a “notice of violation”.

“There’s no wait time. The app is user-friendly and very intuitive. Hopefully this will encourage more citizens to become involved and contact us,” said Darrell Mesa, city of Fort Worth action center manager.

The app can translate complaints from 100 different languages into English for the city. ReportFW also translates responses from the city back into the user’s chosen language.

ReportFW is an alternative to calling the Fort Worth Action Center hotline (817) 459-6777, which receives 1 million calls a year. This app is part of a series of initiatives Fort Worth is implementing to better engage its residents.

“While we already love our community and think it is great, this app will help us take it to the next level. Working together, the city and its residents, we can make Fort Worth a better place to live, learn, work and play,” said Fort Worth Mayor Mattie Parker.

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Reporter Pitch:

 To: hmantas@star-telegram.com >



Story Idea: New app ReportFW

Good morning, Harrison,

I enjoyed reading your article about Sundance Square and small businesses yesterday. I wanted to share some information with you about a new app the city is launching, ReportFW, and I think it would make for an interesting article. Let's say there's this same pothole you drive over each day on your way to work. Our app would make this easy to report, and you can track the progress until the city solves your problem. Other complaints that Fort Worth citizens could submit may include broken fences, tall grass, barking dogs, debris in the road and more. It will launch on Feb. 14, 2022.

I will be sending out the press release today which provides some more information. If you have any questions, I would be glad to meet with you, or you can contact me via email or phone.

Thanks,



Ben Walters

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Title: Download ReportFW!

Client/Sponsor: City of Fort Worth

Length: 30 seconds

Air Dates: Runs continuously starting Feb. 14

VO- Male Fort Worth resident in work attire is driving and hits a pothole	Mayor Mattie Parker: Do you keep driving over that same pothole on your way to work?
VO- Videos showing cars parked in front of houses and in yards	Mayor Mattie Parker: What about those people who always park in front of your house?
VO- Video pans to Mayor Mattie Parker standing in Sundance Square Cover portion with graphic showing ReportFW logo	Mayor Mattie Parker: Well, Fort Worth residents, we have a solution for you! It's our new free app, ReportFW!
VO- Fort Worth resident (woman around 60 years old) standing in front of her home holding phone	Fort Worth resident (female): ReportFW is so easy to use. I just take a picture, describe my complaint and wait!
VO- Showing male Fort Worth resident again, and then a close-up of his phone screen while going through the steps of reporting the pothole	Mayor Mattie Parker: Our app uses GPS technology, and you can track the progress of your complaint.
VO- Showing man driving smoothly on his way to work	Fort Worth resident (male): Problem solved, thanks to ReportFW!
VO- Pans back to Mayor Mattie Parker in Sundance Square Cover portion with graphic "Download ReportFW today! Available on Apple and Android devices"	Mayor Mattie Parker: Don't wait! Download ReportFW today!

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