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FOR IMMEDIATE RELEASE

Reading iRequest System was Launched Today

Reading, PA – March 30, 2015 – Mayor Vaughn D. Spencer announced the successful implementation of the City of Reading’s new Reading iRequest customer service system, a platform that includes a cloud-based community portal and improved tracking for service requests.

“With the new Reading iRequest customer service platform, our goal is not only to create a more connected, citizen-responsive city, but also to inspire other cities to follow our model and engage their citizens,” said Mayor Spencer. “When I came into office, I made it a priority to enhance transparent and efficient government, increase integrity, build better open data practices and improve government accountability. We want to empower people and work with citizens of Reading to get done the creative and sustainable solutions to quality of life and government related issues that citizens care most about.”

The new service system empowers citizens to submit service requests, access city information, engage with local organizations, find educational opportunities and improve public safety city-wide by phone, the web, the app, social media or in person.

The Reading iRequest technology upgrade allows citizens to communicate directly with their government and engage with fellow residents through the Neighborhood Community portal that allows citizens to connect on shared concerns and interact with each other and City departments and officials directly.

“The customer may always be right, but that only goes so far if they can’t be heard,” said Maria Kantner, Municipal Operations Manager, Citizens’ Service Center. “Reading’s citizens are our customers, and we are driven to use the best tools possible to make sure every citizen is connected and we hear their voices, loud and clear.”

In 2014, The Citizens’ Service Center received more than 28,000 calls from citizens and businesses with service requests, ranging from pothole repairs and cleaning graffiti, to removing drug paraphernalia from playgrounds and reporting abandoned vehicles. The new platform makes these requests easier to fulfill through improved interdepartmental communication and a more effective system for citizens to monitor the status of their request. The City will also be better able to identify and predict trends that will help the City be more proactive about meeting the needs of its citizens by capitalizing on improved data collection.

“Under the leadership of Mayor Spencer, the City of Reading continues to transform itself with technology that better serves our citizens,” said Henry Tangredi, Information Technology Division Manager. “We are thrilled to be supporting Reading iRequest as the City continues to achieve improved alignment between its citizens and the employees and services here to serve them.”

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