

FOR IMMEDIATE RELEASE



Pflugerville to launch new media suite:

new city website, Roku platform, Pf Media app and video series on October 1

On October 1, 2024: The City of Pflugerville proudly announces the launch of three exciting new communication platforms and a video series. These include a redesigned, user-friendly website (www.pflugervilletx.gov), Pf Media with streaming video services on the Roku platform, and the Pf Media app, offering an enhanced experience for both residents and visitors. Additionally, the new video series *PF INSIDER: Frontline Work, Heart of the City* showcases the dedication of our community's frontline workers.

"This launch is more than just a website redesign and new streaming services. It's a deliberate step to broaden our engagement with the community and improve accessibility for our residents," said Roger Heaney, Interim Communications Director. "We encourage everyone to explore the enhanced technology platforms and discover all that their city has to offer." The new website (pflugervilletx.gov) features:

- **Multilingual browsing options** to serve Pflugerville's diverse community.
- **Nessie**, the new chatbot, offering quick and easy access to essential information.
- **Streamlined navigation** for faster access to City resources.
- **Improved event calendars** to provide up-to-date information on City happenings.
- **Responsive design** that works seamlessly across all devices.

Explore all City services on a visually appealing and efficient online experience at pflugervilletx.gov.

In addition to the website launch, Pflugerville introduces the all-new **Pflugerville Media** featuring new streaming capabilities and the addition of the Pf Media app, your new destination for city programming.

The new Pf Media and app features:

- **Streaming City Council Meetings/public meetings** providing all city video programs including *Pflugerville Pfocus* and the new *PF INSIDER: Frontline Work, Heart of the City* on the Roku TV platform.
- **Pflugerville Media App.** Download the Pflugerville Media App from the Apple App Store or Google Play Store for on-the-go access to your favorite city video content.
- Enjoy the new video series, **PF INSIDER: Frontline Work, Heart of the City.** **This new series** spotlights exceptional frontline city employees who work tirelessly to keep city services running smoothly. Episodes go inside the city for a close look at the services, responsibilities and challenges city employees face each day. The video series premieres with a preview at the September 24 City Council meeting.

Simply search **Pflugerville Media** in your app store for an immediate download and experience a new way to stay connected with your city. Whether you're at home or on the move, Pflugerville Media offers seamless access to all the information you need.

Pflugerville Media—a huge leap forward in city engagement!

For more information, visit pflugervilletx.gov/pfmedia or download the **Pflugerville Media** app today.