

INFORMATION, TECHNOLOGY, AND GENERAL SERVICES COMMITTEE REPORT
relative to an action plan to implement a badge and reward system for the MyLA311 app.

Recommendation for Council action, pursuant to Motion (Buscaino - Blumenfield):

INSTRUCT the Information Technology Agency (ITA), with the assistance of the Chief Legislative Analyst (CLA), City Administrative Officer (CAO), and other departments as needed, to report with an action plan to implement a badge and reward system for the MyLA311 app.

Fiscal Impact Statement: Neither the CAO nor the CLA has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

At its regular meeting held on February 13, 2019, the Information, Technology, and General Services Committee considered Motion (Buscaino - Blumenfield), relative to instructing the ITA to report with an action plan to implement a badge and reward system for the MyLA311 app.

As stated in the Motion, MyLA311 is a smartphone app, launched in 2012, that allows residents to report problems and submit service requests directly to the appropriate City department, 24 hours a day. Many other platforms and apps, including Google Local Guides and Yelp, digitally reward users for their inputs by receiving badges and perks based on the number of questions answered, check-ins or reviews posted. Other successful platforms reward users for completing a certain task in a consecutive streak or have leaderboards to highlight top users, like the City's recent WalkPlus Competition.

After providing an opportunity for public comment, the Committee moved to approve the recommendation contained in the Motion, as detailed above. This matter is now transmitted to the Council for its consideration.

Respectfully Submitted,

INFORMATION, TECHNOLOGY, AND GENERAL SERVICES COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
SMITH:	YES
BLUMENFIELD:	YES
RODRIGUEZ:	YES

LC 02/13/19

-NOT OFFICIAL UNTIL COUNCIL ACTS-