

MOTION

The City of Los Angeles relies on its community members to keep our departments abreast of potholes, illegal dumping, streetlight outages, and many other issues across all 6,500 centerline miles of streets and 800 centerline miles of alleys. Without residents' input, it would be highly cost-prohibitive and labor intensive for the City to proactively find every problem or needed repair.

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. By reaching different levels, users are afforded different badges on their account and perks. 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.

These rewards show users that their work is recognized and appreciated and creates a sense of competition, which encourages further use. The City should be recognizing community members and City employees who are offering their time to improve our City by reporting problems and submitting service requests on the MyLA311 app in order to reinforce and increase its use.

I THEREFORE MOVE that the Information Technology Agency with the assistance of the Chief Legislative Analyst, City Administrative Officer, and other departments, as needed, be DIRECTED to report with an action plan to implement a badging and rewards system for the MyLA311 app.

PRESENTED BY: 

JOE BUSCAINO

Councilmember, 15th District

SECONDED BY: 

JAN 29 2019

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