

MOTION

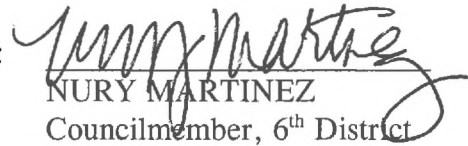
The City is in the process of implementing a Customer Relationship Management (CRM) System to modernize the constituent service request fulfillment process by streamlining operations and enhancing customer service, and by simplifying the intake, resolution, tracking and reporting of 311 Call Center requests. The CRM System will provide the public with one centralized point of entry for City service requests using multiple methods of communication.

One of the components of the CRM project is the MyLA311 smartphone application. This will allow City staff and members of the public to submit requests such as graffiti removal, streetlight service, bulky item pickup, and pothole repair directly via a mobile phone application in addition to the CRM website or the 311 Call Center.

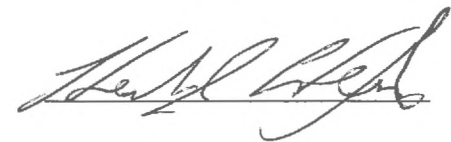
The City should ensure that all residents, including non-English speaking residents, of Los Angeles have adequate and direct access to the MyLA311 services.

I THEREFORE MOVE that City Council instruct the Information Technology Agency to report on the feasibility of adding languages to the MyLA311 mobile phone application to enable non-English speaking residents to utilize this tool.

PRESENTED BY:


NURY MARTINEZ
Councilmember, 6th District

SECONDED BY:



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SEP 11 2015