# CITY OF LOS ANGELES
CALIFORNIA

**KAREN BASS**
MAYOR

September 26, 2025

REF: EXE-183-25

Honorable Members of the City Council
City of Los Angeles
Room 395, City Hall
Los Angeles, CA 90012

Attn: Government Operations Committee

SUBJECT: **MyLA311 System / Performance and Efficiency Reporting / System Enhancements (Council File 11-1013-S12)**

Pursuant to City Council Motion (Rodriguez - Lee), Council File No. 11-1013-S12, the Information Technology Agency (ITA) and partner departments are submitting the following report regarding the MyLA311 system. This report provides a detailed overview of the implementation, operational status, and ongoing improvements of the new MyLA311 platform.

## BACKGROUND

The new MyLA311 mobile app and website is a crucial tool for Los Angeles residents and businesses, serving as the primary channel to access over 68 City services across 12 City departments. An easy to access, comprehensive knowledge-base of over 1,300 articles delivers relevant information to residents with questions about libraries, parks, animal adoptions, road rules, and much more. It empowers Angelenos to actively participate in the maintenance of their neighborhoods by reporting problems like graffiti, potholes, and illegal dumping, which in turn help keep the City of Los Angeles cleaner and safer. This modernized platform streamlines the process of communicating with their city, making it easier for the public to engage with their local government. The platform offers Angelenos self service options via a website and mobile apps (Android/iOS), social media, chat, email, and via phone service provided by City contact centers. The new Salesforce-based platform is being actively used by residents and overall usage has increased 20% since the launch in March 2025. In fact, with over 1.6 million service requests already submitted through the new system, the new MyLA311 is on track to deliver over 3 million service requests in its first year (the 20% increase mentioned above from 2.5 million last year in the old system). Closure rates of tickets by City of Los Angeles departments have also increased from the previous system.

In March 2025, the MyLA311 system was replaced and re-launched on a new cloud based, industry leading Salesforce platform. The prior system was running on end-of-life technology that was out-of-support and over 10 years old, risking outages and issues for the public. In 2021, the Controller's Office even issued a report calling for the replacement of the previous outdated MyLA311 system. This report specifically recommended new 311 system features that the new Salesforce app has incorporated. The report was included in a number of public discussions in

the Los Angeles City Council Personnel & Hiring Committee. In addition, the Mayor's Office provided leadership through Executive Directive #5 which played a central role in the development of the new MyLA311 app. The modernization project was implemented by Deloitte as a result of a competitive Request for Proposal (RFP) process. Unfortunately, the original go-live date landed closely to the January 2025 Windstorms & Wildfire emergency and had to be adjusted due to the need for departments to reallocate staff and time towards the emergency response. While this delayed the go-live of the project, it also allowed key departments to make even more requested improvements before its official launch.

To build the new MyLA311 system, contributions and input were obtained from each of the 12 City fulfillment departments, the Board of Public Works, City Council staff, several groups within the Mayor's Office, Neighborhood Councils, and most importantly feedback gathered over years from members of the public via the 3-1-1 Call Center and app stores. Using all of this input, the ITA consolidated the feedback into 750 specifications and requirements on what the new app should do and how it should function in the areas of service request workflow, knowledge-base, GIS integration, mobile apps, social media, security, self-service, etc.

With the increased usage of MyLA311, the ITA continues to receive requests for enhancements from City departments, elected offices, and members of the public. The ITA utilizes its limited, but talented, resources to make the requested improvements to MyLA311 to continue to improve its features, capabilities, and usability for both the public and the internal staff who rely on it.


**COMPARISON OF KEY SYSTEM FUNCTIONS**

As requested, the following table provides a comparison of key system functions between the modernized MyLA311 and the legacy version.

| Current MyLA311 | Legacy MyLA311 |
|---|---|
| **Modern Platform** – Implemented on a new cloud-based platform that reduces maintenance costs and is a platform to build upon for the future. | **End-of-Life Platform** – Launched in 2015 (10 years ago) and designed to have a 7-year lifespan; operated beyond the software and hardware support period. |
| **Support for System Updates** – New services can be added or modified quickly by trained City staff, minimizing costs for engaging the vendor. | **Delays and Limitations for System Updates** – Adding and modifying services required working with a vendor at an additional cost for each change. New features would require a minimum of several months to implement due to the older technology and the need to update multiple systems. |
| **Scalable Capacity** – Built to be scalable for annual growth in users and requests. | **Limited Capacity** – Built for an anticipated 1 million requests per year but grew to an annual 2.5 million requests per year. This strained its performance and reliability. |

| Current MyLA311 | Legacy MyLA311 |
|---|---|
| **High Availability** – Updates can be deployed with minimal downtime, and the system has a higher level of reliability and uptime. There have been no outages or slowness reported in the new system since the launch. | **Significant Outages** – Faced lengthy system outages due to system issues, long running reports, and general slowness for the users. Multi-hour outages occurred almost monthly in the final year. |
| **Streamlined Catalog of Services** – The consolidated catalog of services is organized into 14 categories and offers 68 unique service request types; services shared across multiple departments have been consolidated for ease of use such as lighting requests between Street Lighting and Recreation and Parks. | **Overlapping Catalog of Services** – The legacy catalog of services had 88 request types, which included several types that were confusing to the public because of perceived overlap; this led to requests getting routed to the wrong City department and causing delays in service. |
| **Focused Support for the Department of Disability** – The system supports 12 City departments, adding the Department of Disability and specific new services for ADA-related concerns. | **Limited ADA Reporting** – The system supported 11 City departments, not including the Department of Disability; this limited customers' ability to report ADA-related concerns. |
| **Updated Mapping Interface** – The new system uses Google Maps, Google Places integration, and integration with a new validation service provided by the Bureau of Sanitation. This allows for searching by location name, address, intersection, mobile phone location, and by placing a pin on the map. This also includes improvements for handling locations in large parks such as Griffith Park, and in areas such as the LA River and the bike path. | **Less Accurate Mapping** – The previous system used a less accurate method for identifying service locations, did not allow for searching by name, did not accommodate for areas along the LA River, and experienced slowness or outages for maintenance. The previous mapping software also had periodic outages leading to user frustration. |
| **Field Staff Functionality** – The new system supports a dedicated field service mobile app to take pictures, add notes, and close out a request while in the field. These updates send out notifications in real-time. | **No Support for Field Support Staff** – The legacy system did not include field service functionality. |
| **New Avenues for Customer Engagement** – The new system includes fulfillment survey functionality to measure customer satisfaction. It also provides the ability for customers to report issues via social media using Instagram, X, and Facebook. | **Limited Customer Interfaces** – The legacy system did not include surveys or social media integration. |

| Current MyLA311 | Legacy MyLA311 |
|---|---|
| **Enhanced Login Security and Integration** – The modernized system supports secure single sign-on via the Angeleno account connected to dozens of City applications, multi-factor authentication, and streamlined integration with asset management systems. | **Limited Login Security** – The legacy system used a local login account that did not offer multi-factor authentication. |
| **Enhanced Cybersecurity** – The modernized system is on a secure government cloud hosting platform that meets the City security requirements. The system also features granular role-based access controls, auditing, data encryption, and best-in-class features to reduce cyber risks. | **Security Liability** – The legacy system was flagged by the City's Cyber Security Office for outdated software that had cybersecurity vulnerabilities putting the City and public information at risk of data breach. |

## EVALUATION OF EFFICIENCIES AND IMPROVEMENTS

The City of Los Angeles is seeing substantial growth in the utilization of the MyLA311 platform since the launch of the new system in March 2025. The system continues to receive a high level of self-service usage with over 40% of all requests being entered directly by the public.

Since the launch of the new system, over 1,000 support tickets have been submitted by City departments for a variety of enhancement requests, changes to the original requirements, and minor bug fixes. Over 73% of the support tickets have been fully resolved and the number of requests submitted have reduced significantly each month as the system is stabilizing post launch. Each month more tickets are now closed than new tickets received (trending in the right direction). New enhancements, fixes, and updates are being made on a weekly basis by the ITA support team in partnership with the City departments. A weekly Change Management meeting with representation from each City department is held to review the open tickets, prioritize and plan the next set up updates, and coordinate the impact of new requests and changes across the MyLA311 platform. In other words, City of Los Angeles departments and user feedback decide what improvements are being made in the new MyLA311 each week.

Numerous key updates have been made to the MyLA311 system since its initial public launch. Many of the items specifically mentioned in this Council motion have already been addressed. Key updates include:

- **Address Validation / GPS:**
  - The MyLA311 mobile app and website allows address validation by using the current location of the mobile device, searching by address, intersection, or place name, and by moving a pin on a map.
  - There were initially some issues related to addresses with fractions and unit numbers (e.g. 264 ½ Main Street) impacting a single City department in the first couple of weeks. This was related to the Google Maps integration and was resolved soon after go-live.
  - Any issues related to an address are reported to the support team who then works with the GIS team to investigate and resolve the specific address. In the past

month, the only reported issues related to addresses were related to locations where construction was taking place and the new address was still in the permit approval process (new address has yet to be approved). A process is now in place to add an impending address due to construction and permitting processes.

- **Data Access and Accuracy:**
  - Built on the popular Salesforce platform, the new MyLA 311 system has a robust set of tools for reporting and provides dashboards for real-time visualization of data.
  - Every data field collected in the system is available for reporting and includes a full audit history of changes for the data.
  - MyLA311 currently has 807 reports and 29 dashboards which are available to City staff, with new reports being developed each month.
  - Training was provided to all City MyLA311 users prior to the launch.
  - Additional refresher training is also being provided to ensure that staff are capable of accessing data to provide timely updates to City management and constituents.
  - City users can submit a SNow support ticket for report questions, requests for new reports or dashboards as needed.

- **Accessing Internal Service Notes:**
  - The MyLA311 system provides features for note taking across a variety of areas. In addition, notes can be marked as internal (relevant to crews resolving the issue) or externally visible (relevant to the public who requested the service). City staff are provided the appropriate security roles to have access to read and update the internal notes. Any City staff member who cannot access the internal notes can be provided access through their department or a SNow ticket.
  - Of the 1,000 department submitted tickets since go-live, only one has been submitted to move the internal notes to a new location as a user preference. This request has been reviewed and prioritized appropriately by the multi-department MyLA311 Change Management group.

Among the open issues that are still being addressed the key areas of focus are related to the Field Service mobile app and route scheduling which impacts the Public Works Bureau of Sanitation (LASAN). Several improvements have already been implemented to facilitate the daily scheduling and routing of service requests for the mobile application but additional automation and tuning is being performed. Additionally, the mobile app used by City staff in the field will be updated to further improve ease of use and to align with the workflow used by some of the crews. These changes have been documented together by ITA and LASAN and fixes are being actively worked on.

On the operational side, City departments are being requested to provide additional training to their staff and partner contractors, to ensure department field crews are not marking service requests as closed without confirmation that the issue was actually resolved. This was an issue reported with the legacy system and is a process issue in how some departments communicate when closing or canceling a request and whether an appropriate explanation is provided to the constituent.

The new MyLA311 platform is a capable and robust environment for the City to deliver timely and transparent service. The system is receiving on-going support and improvements based on user feedback to improve the overall functionality and accountability of the system.

## LASAN AMBASSADORS

Per LASAN, the LASAN Ambassadors play an important role in maintaining compliance with SB 1383, monitoring more than 2.1 million containers citywide, conducting inspections, educating residents, and issuing notices on proper bin usage and compliance with state and federal law.

During the course of their regular fieldwork, ambassadors frequently come across areas with recurring illegal dumping. To ensure these locations are properly captured, LASAN will direct ambassadors to use the existing MyLA311 app to log illegal dumping complaints as they are observed. This allows the City to track and address these incidents without requiring new system features or additional funding.

By incorporating this reporting step into their daily routines, ambassadors can continue their core compliance and outreach duties while also supporting more effective tracking of illegal dumping across the City. This helps ensure faster response times and cleaner neighborhoods for residents.

## MYLA311 PLATFORM NEXT STEPS

The City of Los Angeles MyLA311 platform is critical for providing important information and services to the public. On a limited budget and with limited staffing resources, City departments have been able to replace a large legacy system with a modern Salesforce platform that should serve the City well for many years to come. The public has embraced the new system as demonstrated by a 20% in usage since the launch of the new system and City departments have been completing tickets at a higher rate in the new system than previously. However, large software systems always have room for improvement and Angelenos deserve the best from their government. The following are some key near term next steps that the ITA is performing for the MyLA311 platform to continue to address the concerns in this motion:

1. Distribute a detailed survey to all MyLA311 users in Elected Offices to gather feedback on the new MyLA311 system, issues they are encountering, and issues mentioned by the public.
2. Analyze survey responses to identify new system enhancements and training needs.
3. Provide updated training to elected offices and City staff based on the results of the survey responses (especially in the areas of service request creation, request closure, data reporting and dashboards).
4. Provide specific refresher training to the Office of Community Beautification contractors and identify any opportunities for enhancements related to their work.
5. Fast-track any field service optimizations identified by LASAN management.
6. Continue to work with the MyLA311 Change Management group to identify key priorities impacting City departments and issues reported by the public. Address these issues through training and system improvements.
7. The ITA will request additional funding and resources through the upcoming FY2026-27 budget process to maximize the speed of completion of all system enhancements requested by our elected offices and members of the public
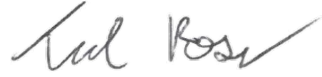
## RECOMMENDATION

It is recommended to note and file this Memorandum, as it is provided for informational purposes only.

Respectfully Submitted,

Ted Ross
General Manager

ec:     Councilmember Padilla
        Councilmember Jurado
        Councilmember Lee
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