

PUBLIC SAFETY

MOTION

In times of crises, it is critical for Councilmembers to reach out directly to their constituents to provide timely, accurate information and available local resources within their district.

Misinformation during the COVID-19 pandemic has caused some residents to exercise poor decision making such as not washing hands or continuing to organize and attend public gatherings, which has only worsened the spread of COVID-19.

Accessing mass notification software is critical for City Councilmembers to reach their constituents and circulate accurate, up to date information that can keep communities safe and healthy.

In 2018, during the Woolsey Fire, thousands of people were displaced and information changed as fast as the flames moved. Much of the information may not have been relevant for residents of the entire city and it would have potentially been useful to utilize texting software to share up-to-date facts with Angelenos who lived in the endangered areas.

The City of Los Angeles already utilizes NotifyLA through the Emergency Management Department (EMD) to text residents across the City about urgent emergency updates, such as Mayoral Directives. This technology has great potential to assist Councilmembers get urgent messaging to their constituents in a timely manner during crises.

At times when the City does not declare a local emergency, a Council District may still be impacted by a nearby disaster and require mass notification infrastructure. Having access to NotifyLA at the Council District level may increase the circulation of timely information and potentially save lives.

I THEREFORE MOVE that the Emergency Management Department, with the assistance of the City Administrative Office, be requested to report back on:

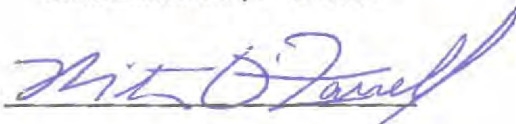
1. Current Emergency Management Department (EMD) protocol on how text messages are reviewed and selected for circulation; and
2. the feasibility of expanding NotifyLA's mass text notification platform to include messages from Councilmembers on District-specific critical messaging while a crisis is taking place within their District, regardless of whether the City has issued a Declaration of Local Emergency.

PRESENTED BY:


BOB BLUMENFIELD

Councilmember, 3rd District

SECONDED BY:



ORIGINAL



MAR 27 2020