

GOVERNMENT OPERATIONS, PUBLIC WORKS, AND PUBLIC SAFETY COMMITTEES REPORT relative to the development and implementation of public informational campaigns to increase awareness of City services.

Recommendations for Council action, as initiated by Motion (Jurado – Padilla):

1. INSTRUCT the Los Angeles Department of Transportation, Bureau of Street Services, Bureau of Sanitation, and other relevant City Departments to develop and implement public informational campaigns to increase awareness of City services, including but not limited to responsibilities and services related to:
  - a. Trash collection
  - b. Traffic signal maintenance
  - c. Bus bench maintenance
  - d. Street repairs
  - e. Temporary housing and homelessness services.
2. INSTRUCT that the informational campaigns detailed above in Recommendation No. 1 should include the creation and distribution of multilingual educational materials, including infographics, digital outreach, and community-based engagement strategies, to ensure accessibility for all Angelenos.
3. INSTRUCT the Emergency Management Department (EMD), with assistance from the ITA and other relevant City Departments, to report on the feasibility of implementing an automatic emergency response notification system and the campaign proposed above, to provide residents with timely updates, public safety alerts, and resource information during emergency events.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On August 4, 2026, the Government Operations (GO) Committee considered a Motion (Jurado – Padilla) relative to the development and implementation of public informational campaigns to increase awareness of City services. According to the Motion, on June 17, 2026, a fire erupted at a large cold storage warehouse facility located at 1400 South Los Palos Street in Boyle Heights, prompting shelter-in-place orders, road closures, and a multi-day emergency response. As residents sought timely information regarding air

quality, public health guidance, available resources, and other emergency updates, the incident underscored the importance of having a centralized, trusted, and easy-to-use source of information during emergencies. MyLA311 serves as the City's primary platform for connecting residents, businesses, and visitors to more than 1,500 City services and information channels through its call center, website, and mobile application. However, throughout the fire response and ongoing recovery efforts, residents often turned to multiple agencies, elected offices, community organizations, and social media to locate information and request assistance, demonstrating the need for greater public awareness of MyLA311 and its available services. Strengthening MyLA311 through multilingual outreach, public education, and enhanced emergency communication tools would improve the City's ability to communicate timely, centralized, and reliable information before, during, and after a declared emergency.

After consideration and having provided an opportunity for public comment, the GO Committee moved to recommend approval of the Motion, as amended. Subsequently, on August 12, 2026, the Public Works and Public Safety Committees also considered this matter and after having provide an opportunity for public comment, the Committees moved to concur with the GO Committee in recommending approval of the Motion, as amended. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Government Operations Committee

**COUNCILMEMBER VOTE**

|          |     |
|----------|-----|
| PADILLA: | YES |
| LEE:     | YES |
| JURADO:  | YES |

Public Works Committee

**COUNCILMEMBER VOTE**

|            |        |
|------------|--------|
| HERNANDEZ: | YES    |
| PARK:      | YES    |
| HUTT:      | ABSENT |

Public Safety Committee

**COUNCILMEMBER VOTE**

LEE: YES

PRICE: YES

McOSKER: YES

SOTO-MARTINEZ: YES

PARK: ABSENT

ARL

8/13/26

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**