



Date: March 1, 2004
To: Honorable Mayor and City Councilmembers
From: Patrick O'Donnell, 4th District Councilmember
Bonnie Lowenthal, 1st District Councilmember
Subject: 570-CODE

Recommended Action

Direct the City Manager to establish a one-stop-shop and easy to remember phone number for all code enforcement complaints. The number shall be 570-CODE.

Background

Under the direction of the City Manager, in 2005 Long Beach will have a new and improved Code Enforcement Plan. A few of the important changes include:

- A complete shift of our current code enforcement activities to a geographically based system that mirrors our four police divisions;
- The implementation of a code enforcement citation ordinance, which the City Council unanimously adopted on February 15, 2005;
- Investment by the North and Central Redevelopment Project Areas in a proactive code enforcement program above and beyond the new plan; and
- New land management technology to better track existing code enforcement complaints to be unveiled later this year.

We ask that you consider complementing these long awaited changes with, not only a great marketing tool for the City's efforts, but more importantly an easy to remember phone number for the public to call and report code enforcement violations, which makes accessing city services more user friendly.

We are confident that implementation of this phone number will help to streamline intake and processing of code enforcement calls from residents and also prevent them from being bounced around from operator to operator and department to department. Use of 570-CODE will also create a sense of accountability for those quality of life issues that are important to our neighborhoods.