



City of Long Beach
Working Together to Serve

Office of Robert Garcia
Council Member, First District
Memorandum

Date: January 19, 2010

To: Honorable Mayor and Members of the City Council

From: Councilmember Robert Garcia, First District *RG*
Councilmember Gary DeLong, Third District *GD*
Councilmember Patrick O'Donnell, Fourth District *PO*

Subject: City Smart Phone Application

Background:

Technology is rapidly changing the way cities respond to municipal concerns and communicate with residents. Both the cities of Boston and Pittsburg are on the cutting edge of new technology and have created smart phone applications for city services.

A city phone application – “LB City App” – would be useful to both residents and city staff. A resident would be able to take a photo of graffiti or other neighborhood blights, the GPS would tag its precise location, and the blight would be reported to the appropriate department almost instantly. The LB City App could also provide the same service for potholes, sidewalk damage, and similar issues needing city staff attention.

LB City App would be an invaluable tool for the thousands of smart phone users in Long Beach. In particular, it would be incredibly effective in engaging youth, increasing efficiency, and fostering civic pride.

These applications are not expensive to create, and will create a significant return on investment.

Recommendation:

Request the City Manager facilitate the creation of a Long Beach City Smartphone Application, and report back to the City Council in 60 days on the progress and costs of implementation.