CITY OF LONG BEACH

Memorandum

Date: September 24, 2020

To: Thomas B. Modica, City Manager

From: Lea Eriksen, Director of Technology & Innovation

For: Mayor and Members of the City Council

Subject: **Update on Go Long Beach App**

At its October 1, 2019 meeting, the City Council approved a plan to replace the current Go Long Beach app with an updated platform for more transparent services requests by City of Long Beach (City) residents, to (1) improve alignment with the City's Language Access Policy, (2) streamline City operations, and (3) enable data-informed decision-making within the City. Working with consultants, City staff from Parks, Recreation and Marine, Public Works, City Manager, and Technology and Innovation Departments developed an app to continue the ability to provide 24/7 access to City Hall for the public. The new app features:

- The ability for users to quickly submit service requests for issues such as graffiti, potholes, and sign damage.
- Improved functionality for users to track the status of their requests, follow others' requests, and receive more transparent communications from City staff regarding requests.
- Enhanced compliance with the City's Language Access Policy - the app is fully available in Spanish, Khmer, and Tagalog.
- More accurate reports and a map of all existing requests that are being addressed throughout the city.
- A comprehensive knowledge base to address the City's most frequently asked questions.
- A robust platform that provides integration with other City systems, enabling the City to add more features for future app updates.

The first phase of Go Long Beach focused on optimizing the existing topics, such as dumped item pickup and graffiti, to improve operations and communications between the City, its vendors, and the public. Future development will focus on delivering new topics and services using a digital-first approach that places emphasis on integration and automation. The first priority is to add new service requests based on community priorities, including homelessness and fireworks. These service requests will involve creating digital workflows involving multiple departments and may include integrations with other systems.

The new Go Long Beach app will go live on September 28, 2020 and can be installed free of charge in the Apple App Store for iOS and Google Play Store for Android.

TRANSITION

The old Go Long Beach app has been retired from the Apple App Store and Google Play. As of September 23, residents will not be able to download the old Go Long Beach app. If a resident already has the old Go Long Beach App installed, they will see a new button announcing that a new version of the app will be released on September 28.

Representatives from the Public Works and Parks, Recreation and Marine Departments will continue to work on requests submitted through the current Go Long Beach app until the switch over to the new app is completed. However, old requests will not be migrated into the new system as this was cost-prohibitive. Users will be able to keep the old app to check the status of prior requests but will not be able to add any new service requests into the old app. Please note that in order to keep both apps during the transition period, the new app is temporarily titled *Go Long Beach!* to differentiate it from the existing app. This title change is temporary until the transition is complete. Residents will also be able to submit issues to the City using the Go Long Beach website, or by contacting the City at 562-570-5000.

All new system implementations are inherently extremely complex and will have challenges at the time of implementation. This will happen regardless of the design, testing, or training that takes place in advance. The project team is working to minimize these challenges, but there will be a stabilization period for the new app, especially with the transition period from the old app. Residents should expect to initially see a delay in response times as staff work through the stabilization and transition period.

After stabilization, the project team will continue to expand the knowledgebase to provide a one stop source for 24/7 information about City services available in English, Spanish, Khmer, and Tagalog. In addition, there will be a process to continue to expand the service requests that will be available within the Go Long Beach App. We are encouraging resident feedback on the new app using this online form.

OUTREACH

The project team is working to notify existing users as well as potential new users about the updated Go Long Beach app via social media outreach, staff demos, and community outreach. See attachment for an example of an outreach flyer.

On July 22, 2020, the Technology and Innovation Department held a demo with the Technology and Innovation Commission and also held a community demo with neighborhood association members, business improvement district leads, and other community stakeholders to receive feedback on the new, test version of the Go Long Beach app. In the coming months, the project team will continue to promote the app with neighborhood associations, council districts, and Business Improvement Districts. There is also a promotional campaign planned with messages in utility bills and other existing communication channels.

Visit www.longbeach.gov/GoLongBeach and www.longbeach.gov/apps for more information on the new Go Long Beach app. Find us on social media with #GoLongBeach and #SmartCityLB.

If you have any questions, please contact me at (562) 570-6234.

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
DOUGLAS P. HAUBERT, CITY PROSECUTOR
LAURA L. DOUD, CITY AUDITOR
LINDA F. TATUM, ASSISTANT CITY MANAGER
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TERESA CHANDLER, DEPUTY CITY MANAGER
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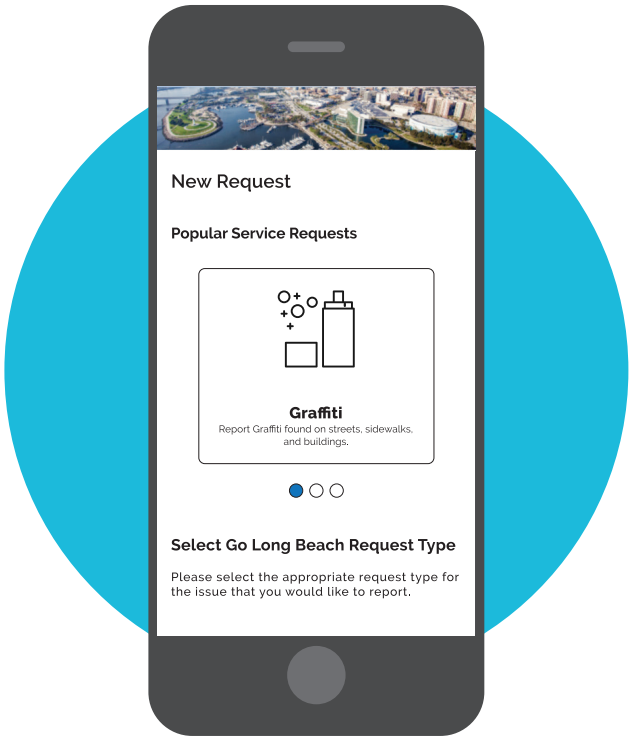
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #19-0974)
DEPARTMENT HEADS



NEW & IMPROVED!

GO LONG BEACH

www.longbeach.gov/golongbeach

GO LONG BEACH APP

The Go Long Beach app provides Long Beach residents, businesses, and visitors access to City Hall, 24-hours a day, 7 days a week, from anywhere. You can quickly submit requests for issues such as graffiti, potholes, and sign damage. iPhone and Android device users can open the app, select an issue, take a picture, and tap submit - the app pinpoints the location from your picture and sends the issue to city staff. You will also be able to track the status of your requests through push alerts and email updates. The updated Go Long Beach app has improved transparency, efficiency, and accessibility. You will now be able to see where all the requests are throughout the City, City staff will be able to route your requests faster, and the app is fully available in Spanish, Tagalog, and Khmer.

GO LONG BEACH APP SERVICES

- ANIMAL SERVICES
- DEAD ANIMAL PICK UP
- GRAFFITI
- COMMUNITY CENTER REPAIR
- MARINA REPAIR
- PUBLIC RESTROOM MAINTENANCE
- PARK MAINTENANCE
- TRAFFIC SIGNAL
- DUMPED ITEMS
- TRASH AND DEBRIS ON BEACH
- DAMAGED DRINKING FOUNTAIN
- RUNNING WATER
- OVERGROWN SHRUBS OR WEED ABATEMENT
- ABANDONED SHOPPING CARTS
- NEWSRACKS
- SHOES ON UTILITY WIRE
- TREE MAINTENANCE
- STREET REPAIR
- SIDEWALK REPAIR
- LIGHT REPAIR

WHEN TO USE

Use Go Long Beach to report issues such as graffiti, potholes or dumped items.

Do not use Go Long Beach for reporting emergencies or other time-sensitive issues. It can take up to 48 hours to review your report.

HOW TO USE

List only one (1) issue per report - Issues may go to different departments within the City to get resolved. It is best to submit one at a time.

Include a photo if possible. Make sure you have the address/location correct on the map. If you have turned off location services, make sure to include the surrounding area.

Select the item that fits your issue. When you choose the item from the Go Long Beach menu of options, it helps us make sure your request goes to the correct City department.