



**Office of the Mayor  
City of Los Angeles**

## **ANTONIO R. VILLARAIGOSA**

**FOR IMMEDIATE RELEASE**

April 1, 2013

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### **MAYOR VILLARAIGOSA ADDRESSES LAUNCHES CITY'S FIRST SMARTPHONE APPLICATION**

*MyLA311 mobile application allows community to access city information and services from smart phones and other mobile devices.*

*Watch new video unveiling the 311 app [HERE](#)*

**LOS ANGELES** – Mayor Villaraigosa today announced the launch of the first Citywide 311 smartphone application, MyLA311. The new City mobile application will allow Angelenos to submit 311 service requests, locate city resources and pay city bills through their smartphones. By taking advantage of a smartphone's GPS and camera, the app promises to make reporting complaints and finding city services simpler and more accessible.

“MyLA311 is a major leap forward in making City Hall a tech friendly place” said Mayor Villaraigosa. “Angelenos now have a direct mobile portal to vital services and key city information. This will spur a more open and transparent government. MyLA311 puts the power of City Hall in the palm of your hand.”

In a matter of clicks, the citizen-centric design allows users to “Submit Service Requests” for the most popular city services, including pothole repair, graffiti removal, and bulky item pick up. Constituents will be able to pay their water and power bill with the “Pay My LADWP Bill” function. With the “Find City Info” mapping tool, Angelenos can quickly and conveniently locate the nearest parks, swimming pools, and libraries through the “Find City Info”. The application also features “City Hall News,” a tool that keeps residents up to date with information about the latest City programs and that links to City Hall's YouTube, Facebook and Twitter feeds.

My LA 311 is available for free download from the Apple App and Google Play stores.

**- MORE -**

“This smartphone app empowers every Angeleno to serve their city, by placing government in the palm of their hands,” said Councilmember Joe Buscaino. “By embracing this technology, Los Angeles will become a more connected, engaged democracy, using the power of the people to deliver services more efficiently and effectively.”

The MyLA311 App was unveiled at the HubLA, LA's newest membership community for civic innovators and social enterprise start-ups, as a part of a larger Civic Innovation Showcase on April 3, 2013.

The app was developed by Los Angeles-based 3Di Systems, a Downtown-based technology firm specializing in software development and systems integration.

For over a decade, 3Di has worked with a number of Los Angeles City departments including Department of Water and Power (LADWP), Department of Building and Safety, and Housing Department (LAHD). 3Di's work in the City has won a number of accolades including the Oracle Webcenter Innovation award for the new LADWP web self-service portal and was recognized by Harvard's Kennedy School of Government for LAHD's code enforcement system as one of the most innovative e-Governance programs in the City.

To find out more information on MyLA311, click [HERE](#).

An overview of the City's 311 mobile application is attached.

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