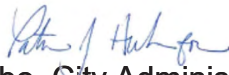


**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

0220-01463-0139

Date: March 11, 2022

To: The Mayor  
The City CouncilFrom:   
Matthew W. Szabo, City Administrative OfficerSubject: **INNOVATION FUND RECOMMENDATION – READY YOUR LA  
NEIGHBORHOOD (RYLAN)****RECOMMENDATIONS**

That the Council, subject to the approval of the Mayor:

1. Establish and appropriate a new appropriation account entitled Emergency Management Department – Ready Your LA Neighborhood in the amount of \$175,000 within the Innovation Fund No. 105/10 from the available cash balance of the Innovation Fund.
2. Transfer \$175,000 from the Innovation Fund No. 105/10, account entitled Emergency Management Department – Ready Your LA Neighborhood to Fund No. 100/35 as follows:

<u>Fund/Dept.</u>	<u>Acct No.</u>	<u>Account Name</u>	<u>Amount</u>
100/35	003040	Contractual Services	\$ 175,000

3. Instruct the Emergency Management Department to:
  - a. Separately track all encumbrances and expenditures of Innovation Fund monies so that unspent funds can be returned to the Innovation Fund at the end of the fiscal year;
  - b. Report to the Innovation and Performance Commission with an accounting of the funds, the lessons learned, and any obstacles faced;
  - c. Report to the Innovation and Performance Commission if, after the receipt of funds, the scope of the funded item differs from the scope approved for funding by the Mayor and the City Council; and,
  - d. As appropriate, include acknowledgment of the Innovation and Performance Commission on public materials, such as press releases or websites that reference the RYLAN project.
4. Authorize the City Administrative Officer to make technical corrections as necessary to those transactions included in this report to implement Mayor and Council intentions.

## SUMMARY

The City Administrative Officer herewith transmits the recommendation of the Innovation and Performance Commission (IPC) to approve funding in the amount of \$175,000 from the Innovation Fund (IF) for the Emergency Management Department (EMD) – Ready Your LA Neighborhood (RYLAN) pilot project. Please note, as with all IPC recommendations, this report presents the idea as submitted by EMD and approved by the IPC along with the necessary recommendations to implement the idea as presented. If the scope of the IF item changes after EMD receives funding, EMD must return to the IPC to present the revised scope to the Commission to determine whether alternative recommendations are required.

EMD works to ensure the residents of Los Angeles have the resources and information they need to prepare for, respond to, and recover from emergencies, disasters, and significant events. EMD recognizes the City has a limited amount of emergency workers, and that first responders may not be able to reach and access residents immediately during a crisis. The Department believes it is imperative that neighborhoods turn to each other for support within the first hour of a disaster. With that goal in mind, EMD has launched the RYLAN program ([readyla.org](http://readyla.org)) to help neighborhoods prepare themselves for disasters through the development of a neighborhood-specific RYLAN plan. Resources for the RYLAN program are currently only available online and through in-person workshops led by a member of the EMD Community Preparedness and Engagement Division staff. EMD proposes a RYLAN mobile application (app) as an additional method to empower Los Angeles residents to be prepared, with the goal of making resources such as practice drills, preparedness classes, and information to facilitate development of neighborhood-based emergency response plans more accessible. The free app would help residents be more prepared at every level, including as an individual, a commuter, and as a neighborhood. Most importantly, EMD anticipates the app will help to mitigate and reduce the loss of property and life during the first hour of the disaster event.

EMD requests \$175,000 for the RYLAN app, which is anticipated to include funding for initial development of the mobile app including any required software costs (\$100,000) and the first year of support and maintenance for the app (\$75,000). EMD will work with the Information Technology Agency (ITA) to develop a scope of work and solicit bids from contractors to develop the app. The app will initially be managed and maintained by the selected contractor for the first year after implementation. Afterwards, EMD staff will manage and maintain the app in a coordinated effort with ITA, with a long-term plan to shift the maintenance to EMD entirely. The Department anticipates that the development of the app will occur within 60 days after a contractor is selected, after which the app will be deployed to a small set of individuals for a beta deployment for approximately 30 to 45 days, with full release to the public thereafter.

Once the app is available, the Department will conduct outreach to encourage the download of the app by Los Angeles residents. The outreach plan to neighborhoods for the app includes a social media campaign across multiple social media platforms as well as partnering with other governmental and non-governmental agencies to promote the app. EMD plans to measure the success of the app by capturing analytics of verified users who have signed up for the app, as well as analytics of the app itself. There will be a management tool for the app that will collect data automatically on the number of users and the participation of the users with the different functionalities of the app.

EMD anticipates the use of the app will increase both individual emergency preparedness as well as the number of RYLAN neighborhood plans developed. Through the current process of EMD staff facilitating neighborhood-based emergency plan development with in-person RYLAN workshops, EMD estimates the average cost for one RYLAN plan is \$7,670. EMD has already made self-service RYLAN plan development tools available on its website, but this process still requires EMD staff to support residents in initial planning. EMD believes that having the mobile app will make preparedness tools more accessible to residents. A market study by EMD highlighted that many Angelenos, including those experiencing homelessness, are more likely to have a smartphone than a computer. The app will allow City residents the power to create plans independently that are suitable for themselves, their families, and their neighborhoods, using the app's self-service tools. If only 23 RYLAN plans are developed using the mobile app, it will be more cost effective than the in-person process. The app will be constructed to have many features that will engage the community to be better prepared, and will also be used as another means to encourage residents to sign-up for the City's NotifyLA emergency alert system in order to receive critical information during an emergency or disaster.

### **FISCAL IMPACT STATEMENT**

Approval of these recommendations will allocate \$175,000 of the remaining \$826,112 Innovation Fund 2021-22 available balance. The \$175,000 will be transferred to the Emergency Management Department to begin implementation of the pilot project that has been approved by the Innovation and Performance Commission. In some cases, departments will incur ongoing costs.

### **FINANCIAL POLICIES STATEMENT**

The recommendations of this report are in compliance with the City's Financial Policies as Innovation Fund monies are being utilized for an eligible project which will improve the quality, efficiency and effectiveness of City service through innovation, productivity, and performance measurement.