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***ROSENDAHL CALLS FOR BETTER NOTICE OF CITY ISSUES
Councilman Asks for Improvements in City's "Early Notification System"***

LOS ANGELES – Committed to finding ways to better inform the public, Los Angeles City Councilman Bill Rosendahl is calling for the improvement of the City's "Early Notification System".

Rosendahl submitted a motion today directing the City's Information Technology agency to report back on the feasibility of offering a keyword-based notification subscription service to the general public.

Currently, the City offers an email subscription service to notify the public of posted city council and committee agendas. Through this service, subscribers can elect only to receive agendas for specific meetings, not particular issues. This process proves to be an inconvenience for those subscribers who are interested in following important issues, but who do not have the time or inclination to slog through dozens of lengthy agendas for an array of committee, commission and council meetings.

"This system forces subscribers to spend unnecessary energy and time combing through extensive agendas in search of specific information," Rosendahl said. "The general public deserves to have information readily accessible."

After the 1999 charter reform, the agenda subscription service, known as "Early Notification System" or "ENS", was a key request of neighborhood councils, homeowners associations and community organizations seeking ways to voice views of city issues earlier in the process.

Rosendahl said he wants to upgrade the agenda subscriber service to work like several leading news websites, which offer subscriptions based on keywords or certain phrases.

“The general public should be able to subscribe to receive agendas on a wide range of issues,” Rosendahl said. “This new system would allow subscribers to receive agendas relevant to a particular zip code, date, name, subject matter or even council file number. The improvement would better serve constituents by providing a more transparent process that allows constituents to be well-informed in a timely manner.”

The Department of Technology Agency is expected to report to the City’s Information Technology and General Services Committee in 60 days with a feasibility report.

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