



ERIC GARCETTI  
MAYOR

## EXECUTIVE DIRECTIVE NO. 29

Issue Date: August 26, 2020  
Re-Issue Date: August 31, 2020

**Subject: Contactless and People-Centered City Initiative**

The COVID-19 pandemic has forced governments and businesses around the world to limit access to physical offices. The relative absence of contactless and digital interactions in City government services has hampered the ability of residents to engage with their local government. Wherever possible, the City of Los Angeles must facilitate remote, digital interactions during and after the pandemic -- saving people time, money, and frustration, while improving public health, accessibility, and convenience. As our physical doors start to reopen in the future, we will also expand our digital doors to provide services any time, anywhere, and to all.

City departments' ability to conduct contactless transactions varies widely today. Some City services are still not readily available online while others are easily conducted online and without the need for face-to-face interaction. As part of their Continuity of Operations Plans (COOP), each City department listed the public services that were paused or stopped due to COVID-19. These are the services that should be prioritized to be made contactless, to the greatest extent practicable as determined by the Mayor's Office, as departments plan to reconstitute and restore their services. Making critical, and eventually all, services available online and contactless allows better customer service in a digital age, saves travel time and reduces traffic, improves health outcomes, makes our services more efficient, and improves equitable access for our diverse communities.

The use of a universal account to access these connected services is key to successfully implementing a contactless and people-centered city. Having a unified digital account allows simple access across all City of Los Angeles public-facing services in a streamlined, contactless way. Fortunately, the City has already established this technology infrastructure through the Information Technology Agency (ITA).

**Accordingly, I hereby direct as follows:**

1. All General Managers shall ensure that, to the greatest extent practicable as determined by the Mayor's Office, public-facing services that were paused or stopped

- due to COVID-19, as identified in departments' COOP, be made accessible online and in a contactless manner. These services include, but are not limited to, the following:
- a. Payment services through a unified, secured e-pay portal
  - b. Direct assistance services
  - c. Public counter, permit, and library services
  - d. Program application, enrollment, and sign-up services
2. All General Managers shall ensure that, to the greatest extent practicable as determined by the Mayor's Office, existing and newly created public-facing services shall be available online and made accessible through the universal account (identity management technology) utilized by the Information Technology Agency (ITA).
  3. To the greatest extent practicable, all services that are offered online must be reasonably accessible to residents with sensory disabilities and those with limited English proficiency. Departments are advised to consult with the Department on Disability and the Office of the City Attorney in connection with these directives.
  4. A Task Force led by the Office of the Mayor, in consultation with ITA, and comprising the Personnel Department, Emergency Management Department, and other department representatives as deemed necessary shall convene to administer the day-to-day implementation of creating contactless services using a universal account. The duties of the Task Force include, but are not limited to:
    - a. Review and provide recommendations on all departments' Continuity of Operations and Reconstitution Plans and identify technology and data management changes necessary to:
      - i. Limit public and staff potential exposure to COVID-19
      - ii. Improve operations of services by moving services online
      - iii. Increase efficiency of operations
      - iv. Ensure equity to residents, businesses, and visitors based on accessibility, availability, ethical access, and digital literacy
      - v. Ensure cybersecurity and data protection standards are met
    - b. Facilitate the transition of services at the City from physical services to contactless, online services
    - c. Implement any integration, migration, or creation of systems required for a universal account for the departments' public-facing services
    - d. Focus first on direct assistance and payment services at the City
    - e. Develop and maintain policies around digital privacy, ethics, and standards to maintain trust and accountability to the public.

Executed this 31st day of August, 2020.



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ERIC GARCETTI  
Mayor