

TRANSMITTAL

To: **THE COUNCIL**

Date: **09/05/23**

From: **THE MAYOR**

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.

A handwritten signature in black ink, appearing to read "Chris Thompson", with a long horizontal flourish extending to the right.

(Chris Thompson) for

KAREN BASS
Mayor

LOS ANGELES POLICE COMMISSION

BOARD OF POLICE COMMISSIONERS

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RICHARD M. TEFANK
EXECUTIVE DIRECTOR

MARK P. SMITH
INSPECTOR GENERAL

EXECUTIVE OFFICE
POLICE ADMINISTRATION BUILDING
100 WEST FIRST STREET, SUITE 134
LOS ANGELES, CA 90012-4112

(213) 236-1400 PHONE
(213) 236-1410 FAX
(213) 236-1440 TDD

May 24, 2023

BPC #23-092

The Honorable Karen Bass
Mayor, City of Los Angeles
City Hall, Room 303
Los Angeles, CA 90012

Attention: Heleen Ramirez

Dear Honorable Mayor:

RE: DONATION FROM THE LOS ANGELES POLICE FOUNDATION VALUED AT \$1,075,000.00
TO RECRUITMENT AND EMPLOYMENT DIVISION.

At the regular meeting of the Board of Police Commissioners held Tuesday, May 23, 2023, the Board APPROVED the Department's report relative to the above matter.

Respectfully,

BOARD OF POLICE COMMISSIONERS


REBECCA MUÑOZ
Commission Executive Assistant

Attachment

c: Chief of Police

INTRADEPARTMENTAL CORRESPONDENCE

RECEIVED
RICHARD M. TEFANK
EXECUTIVE DIRECTOR
DATE
5/16/23
23-092

May 17, 2023
1.14

TO: The Honorable Board of Police Commissioners

FROM: Chief of Police

SUBJECT: APPROVAL OF NON-MONETARY DONATION

RECOMMENDED ACTION

1. That the Board of Police Commissioners APPROVE the Department's Report and TRANSMIT to the Mayor and City Council for ACCEPTANCE of the following non-monetary donation valued at \$1,075,000 for the Recruitment and Employment Division.

DONOR:

Los Angeles Police Foundation
Ms. Dana Katz, Executive Director
633 West 5th Street, Suite 960
Los Angeles, California 90071
(213) 489-4636

PURPOSE:

Recruitment Marketing &
Outreach Efforts (#2023-056)

VALUE:

\$1,075,000

DISCUSSION

With the unprecedented challenges in recruiting and hiring police officers, which has led to substantial staffing shortages, this donation will be able to fund the services of a professional marketing and advertising firm to assist in developing and implementing a marketing strategy for recruiting police officer candidates. One such strategy for branding and public messaging is utilizing Media Relations Division in concert with Recruitment and Employment Division to maximize all platforms under the guidance of a marketing and advertising firm. This will help improve the Department's recruitment efforts while also enhancing outreach to historically underrepresented groups and improving the diversity of the rank and file.

The Los Angeles Police Foundation is an independent, not-for-profit organization that provides critical resources and vital support to the Los Angeles Police Department (LAPD). From essential equipment and state-of-the-art technology to specialized training and innovative programs that would otherwise be unfunded, the Foundation provides funding that directly improves public safety, impacts officer readiness, and enhances the quality of life of all members of the community. As the largest source of private support for the LAPD, the Foundation is passionately dedicated to ensuring that Los Angeles remains America's safest major city. Since being established in 1998, the Foundation has invested tens of millions of dollars in hundreds of LAPD initiatives that promote excellence, expand capabilities, strengthen neighborhoods and

create opportunities for at-risk youth. These actions are grounded in the beliefs that a safe city is a strong city and that together we can make a difference.

The donation has been submitted in accordance with Section 5.467 et seq. of the Los Angeles Administrative Code, which provides for the receipt and acceptance of donations to the Department.

If you have any questions, please contact Deputy Chief Marc Reina, Training Bureau, at (213) 486-7090.

Respectfully,



MICHEL R. MOORE
Chief of Police

Attachments

**BOARD OF
POLICE COMMISSIONERS**

Approved *May 23, 2023*
Secretary *Rebecca Muna*



APPROVED GRANT

633 W. 5th Street, Suite 960, Los Angeles, CA 90017

Phone (213) 489-4636 FAX (213) 489-4697

email: jacqui@supportlapd.org

5/16/2023

LAPF Grant #	2023-056
Grant Application Received:	May 9, 2023
Grant received from:	Training Bureau
Contact:	Deputy Chief Marc Reina
Phone:	(213) 486-7090
Grant Name:	Recruitment Marketing
Grant Amount:	\$1,075,000.00

A handwritten signature in blue ink, appearing to read "Jacqui", is located below the grant details.



2023 GRANT APPLICATION

Grant Number **2023-056** (office use only)

Date: 04/25/2023

Amount Requested: \$ 1,075,000

Contact Name(s): Deputy Chief Marc Reina

Department/Unit: Training Bureau/Recruitment and Employment Division

Mailing Address: _____

Phone Number: _____ Fax Number: _____

E-mail Address: 34490@lapd.online

Name of Program/Equipment requesting funding for: Recruitment Marketing & Outreach Efforts

Provide a brief description and the need for the program/equipment (use additional paper if needed):

The LAPD is down approximately 1,000 sworn officers from where it was pre-COVID and, like law enforcement agencies across the country, is struggling to recruit qualified candidates. The Department needs to amplify its recruitment efforts by hiring outside marketing experts and agencies who can evaluate current messaging and outreach efforts to determine what works and what does not, who can craft and test new marketing messages and materials, and who can assist the Department in more effectively defining what it means to work for the LAPD and communicating the opportunities that exist by joining the LAPD. Specific efforts will be made to reach a diverse candidate pool that mirrors the diversity of Los Angeles - both in gender and in ethnicity.

Has this program/equipment previously been requested through the city budget? ☒ YES ☐ NO

If yes, please list the most recent date of submission and the result: The proposed 23/24 budget contains \$500,000 for recruitment marketing.

If no, please explain the reason why it was not submitted: _____

What objectives will be accomplished if the funding is granted? The most important objective that will be accomplished with this funding is the recruitment of qualified candidates to fill our monthly Academy classes and enable the LAPD to meet its recruitment goals for the upcoming fiscal year.

How many officers will be impacted with this grant?

Due to the decrease in sworn personnel, all sworn officers are being asked to do more and more each day. The entire sworn population of the LAPD will be impacted with this grant as more qualified candidates are recruited, go through the application process, and graduate from the Academy.

How will the community be impacted by this grant?

A fully staffed police department benefits the community by being able to better protect and to better serve the community. With more officers, the LAPD can do more proactive policing, reduce response times, solve more crimes, and reduce the fear of becoming a victim of crime. The community will be safer as the LAPD rebuilds the number of sworn officers.

Describe the short-term outcome and long-term impact you anticipate within the Department and in the community it serves as result of this grant.

The short-term outcome is that the LAPD will have more qualified candidates applying to join the LAPD, and the Department's hiring goals will be met. The long-term impact is a safer community for all of Los Angeles.

How can the Foundation evaluate success if the funding is granted? (# of people served, objectives reached, surveys, etc.)

The Foundation can evaluate success based on the number of candidates who apply to LAPD each month once the marketing efforts are launched and the number of candidates who make it through the application process, enroll in the Academy, and successfully complete the Academy.

Please list or attach an itemized list for expenses or a quote from equipment manufacturer on vendor's letterhead.

Vendors will be selected in partnership with the LAPF once funding is approved.

Has your commanding officer approved this request? ☒ YES ☐ NO

Name of commanding officer: Assistant Chief Dominic Choi

Signature of commanding officer:



For questions, comments, or concerns, contact Jacqui McAndrews at (213) 489-4636 or email jacqui@supportlapd.org.

INTRADEPARTMENTAL CORRESPONDENCE

May 3, 2023

1.3

TO: Chief of Police

FROM: Director, Office of Support Services

SUBJECT: LOS ANGELES POLICE FOUNDATION GRANT REQUEST FOR
RECRUITMENT MARKETING

It is requested that Recruitment and Employment Division (RED) be approved for a \$1,075,000.00 grant from the Los Angeles Police Foundation. Approval of this grant will allow the Los Angeles Police Department (LAPD) to fund the services of a professional marketing and advertising firm to assist RED in developing and implementing a marketing strategy for recruiting police officer candidates. Additionally, grant funds will be utilized to provide personnel assigned to RED with training to enhance their marketing skills and improve the LAPD's recruitment efforts long term.

Currently, the LAPD is experiencing unprecedented challenges in recruiting and hiring police officers, which has led to substantial staffing shortages. The LAPD believes that with the assistance of a professional marketing firm and the training of RED personnel, it could improve its recruitment efforts of police officer applicants while also enhancing outreach to historically underrepresented groups and improving the diversity of the rank and file.

If there are any questions, please contact Deputy Chief Marc Reina, Training Bureau, at 213-486-7090.



DOMINIC H. CHOI, Assistant Chief
Director, Office of Support Services

APPROVED:



DANIEL RANDOLPH, Deputy Chief
Chief of Staff
Office of the Chief of Police

APPROVED:



MICHEL R. MOORE
Chief of Police

Attachments