

PUBLIC SAFETY COMMITTEE REPORT relative to the non-monetary donation valued at \$1,075,000 for advertising and marketing services for the Los Angeles Police Department (LAPD) Recruitment and Employment Division.

Recommendation for Council action:

APPROVE the acceptance of a non-monetary donation valued at \$1,075,000 for advertising and marketing services for the LAPD Recruitment and Employment Division; and THANK the donor for this generous donation.

Fiscal Impact Statement: None submitted by the Board of Police Commissioners (Board). Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted by the Board of Police Commissioners (Board). Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Summary:

On September 12, 2023, your Committee considered a May 24, 2023 Board report relative to the non-monetary donation valued at \$1,075,00 for advertising and marketing services for the Los Angeles Police Department (LAPD) Recruitment and Employment Division. According to the Board, 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 LAPD's recruitment efforts while also enhancing outreach to historically underrepresented groups and improving the diversity of the rank and file. After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the donation as detailed in the Board report. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Public Safety Committee

COUNCILMEMBER	VOTE
RODRIGUEZ:	YES
LEE:	YES
McOSKER:	YES
PARK:	YES
SOTO-MARTINEZ:	NO

ARL

9/12/23

-NOT OFFICIAL UNTIL COUNCIL ACTS-