

LOS ANGELES POLICE DEPARTMENT



CHARLIE BECK
Chief of Police

ERIC GARCETTI
Mayor

P. O. Box 30158
Los Angeles, CA 90030
Telephone: (213) 486-0150
TDD: (877) 275-5273
Ref #: 10.2

July 29, 2013

The Honorable Budget and Finance Committee
c/o Ms. Erika Pulst, Legislative Assistant
Office of the City Clerk
200 N. Spring Street, Rm. 360
Los Angeles, California 90012

Honorable Members:

The following information is provided in response to City Council Motion No. 13 (Buscaino-Englander) which was introduced during deliberations on the 2013/14 City budget. The concern expressed in the motion is related to the public's appropriate use of the 9-1-1 emergency system and the Los Angeles Police Department's (Department) efforts to increase public awareness regarding appropriately reporting non-emergency incidents.

Communications Division (CD) is responsible for educating the public on the proper use of 9-1-1 for emergency calls and the use of 1-877-ASK-LAPD for non-emergencies. On-going efforts have included distribution of brochures and promotional items and speaking engagements at community/school meetings and events. Communications Division believes that an even larger audience could be reached through the production and broadcast of a Public Service Announcement (PSA).

In 2012, CD processed 2.3 million 9-1-1 calls for service, a significant number of which did not require urgent police or fire response. This supports the need for more education regarding the appropriate use of 9-1-1 and to increase awareness of the 1-877-ASK-LAPD non-emergency line.

The 2013/14 adopted budget has approximately \$98,000.00 allocated for 9-1-1 public awareness education. It is anticipated that a PSA can be produced in-house with existing resources through the Department's Personnel and Training Bureau. Communications Division will also allocate budgeted funds for additional public awareness and educational programs such as billboard/bus bench advertisements, educational coloring books for children, pamphlets, flyers, and promotional items (e.g. notebooks, pens/pencils, stickers, etc.).

The Honorable Budget and Finance Committee

Page 2

10.2

Communications Division is currently in the process of working with the Video Unit, Personnel and Training Bureau, to produce a 9-1-1 and 1-877-ASK-LAPD Public Service Announcement. It is anticipated that the PSA will be ready for release at the beginning of the 2014 calendar year. At that time, a press conference involving myself, the Mayor, and Public Safety Committee Councilmembers will be planned and scheduled to launch the PSA and public awareness campaign.

For additional information, please contact Captain Don Schwartz, Commanding Officer, Communications Division, at (213) 978-6585.

Respectfully,

A handwritten signature in black ink, appearing to read "Charlie Beck". The signature is stylized and cursive.

CHARLIE BECK
Chief of Police

Handwritten initials "er" in black ink, positioned below the signature.

B13F
024-JD

MOTION NUMBER 13

ADOPTED _____

NOT ADOPTED _____

MOTION

I MOVE that the Budget and Finance Committee report on the Mayor's Proposed Budget for 2013-14 be amended to instruct the Police Department to explore launching a public outreach campaign to educate the public on what numbers to call in non-emergency situations, such as 877-ASK-LAPD, in order to not tie up 911.

TOTAL CHANGE \$ -0-

Change such other affected totals, subtotals, summaries, scheduled or supporting data as are necessary to conform to modifications hereinabove made.

PRESENTED BY: 
JOE BUSCAINO
Councilmember, 15th District

SECONDED BY: 

ADOPTED

MAY 23 2013

LOS ANGELES CITY COUNCIL