

# TRANSMITTAL

To:

**THE COUNCIL**

Date: 08/07/2015

From:

**THE MAYOR**

**TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.**



(Ana Guerrero)

**ERIC GARCETTI**  
Mayor

# LOS ANGELES POLICE COMMISSION

BOARD OF  
POLICE COMMISSIONERS

STEVE SOBOROFF  
PRESIDENT

PAULA MADISON  
VICE PRESIDENT

SANDRA FIGUEROA-VILLA  
KATHLEEN C. KIM  
ROBERT M. SALTZMAN

MARIA SILVA  
COMMISSION EXECUTIVE ASSISTANT II



**ERIC GARCETTI**  
Mayor

RICHARD M. TEFANK  
EXECUTIVE DIRECTOR

ALEXANDER A. BUSTAMANTE  
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 19, 2015

BPC #15-0136

The Honorable Eric Garcetti  
Mayor, City of Los Angeles  
City Hall, Room 303  
Los Angeles, California 90012

Attention Mandy Morales

Dear Honorable Mayor:

RE: DONATION OF THE PARTICIPATION IN THE 2015 LAW ENFORCEMENT  
DODGERS BASEBALL CARD DISTRIBUTION PROGRAM, VALUED AT \$75,000.00,  
FROM THE LOS ANGELES POLICE FOUNDATION, FOR THE BENEFIT OF THE  
LOS ANGELES POLICE DEPARTMENT

At the regular meeting of the Board of Police Commissioners held Tuesday, May 19, 2015, the Board RECEIVED the Department's report relative to the above matter.

The Board requests, subject to your approval, that this matter be forwarded to City Council for their approval.

Respectfully,

BOARD OF POLICE COMMISSIONERS

A handwritten signature in cursive script that reads "Maria Silva".

MARIA SILVA  
Commission Executive Assistant II

Attachment

c: Chief of Police  
ASB

INTRADEPARTMENTAL CORRESPONDENCE

BPC # 15-0136  
RECEIVED  
MAY 19 2015  
POLICE COMMISSION

May 19, 2015  
1.10

REVIEWED

TO: The Honorable Board of Police Commissioners

FROM: Chief of Police

*[Signature]*  
NICHOLAS J. DEFRANK  
EXECUTIVE DIRECTOR  
5/12/15  
D.F.C.

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 the donation in the amount of \$75,000.00 to participate in the 2015 Law Enforcement Dodgers Baseball Card Distribution Program.

<u>DONOR INFORMATION:</u>	<u>ITEM:</u>	<u>AMOUNT/VALUE:</u>
Los Angeles Police Foundation (#055-15) Ms. Cecilia Glassman, Executive Director 515 South Flower Street, Suite 1680 Los Angeles, California 90071 (213) 489-4636	2015 Law Enforcement Dodgers Baseball Card Distribution Program	\$75,000.00

DISCUSSION

The donation is for the benefit of the Los Angeles Police Department (Department). Enrollment in the Baseball Card Program will provide the Department with one million baseball cards to distribute to the community. The baseball cards will feature various Los Angeles Dodger players on the front and photographs of various Department personnel offering an important campaign message on the reverse. The Department will also receive 1,000 Dodger game tickets (the original grant request mistakenly indicated 500 tickets) to be distributed at the discretion of the Chief of Police and 100 reserved youth spots in the Dodgers skills clinic. The donation will allow all Department sworn personnel to interact with members of the community, particularly the youth of the City of Los Angeles, in a positive way.

No expressed or implied commitments or promises were made to the donor or representatives of the donor. The donor will not receive any preferential treatment, endorsement, or recommendation; and the donor is not allowed the use of any Los Angeles Police Department patents.

Administrative Services Bureau has reviewed the donation and determined that it 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 Los Angeles Police Department.

The Honorable Board of Police Commissioners

Page 2

1.10

Should you have any questions, please contact First Assistant Chief Earl C. Paysinger, Director, Office of Special Operations, at (213) 486-8440.

Respectfully,

A handwritten signature in black ink, appearing to be 'CB', with a long vertical line extending downwards from the end of the signature.

CHARLIE BECK  
Chief of Police

INTRADEPARTMENTAL CORRESPONDENCE

April 1, 2015  
1.18

**TO:** Commanding Officer, Administrative Services Bureau

**FROM:** Director, Office of Special Operations

**SUBJECT:** REQUEST TO ACCEPT DONATION FOR 2015 LAW ENFORCEMENT  
DODGERS BASEBALL CARD PROGRAM

RECEIVED

APR 07 2015 #55-15

ADMINISTRATIVE  
SERVICES BUREAU

It is requested that Administrative Services Bureau (ASB) approve and forward correspondence to the Board of Police Commission to accept the solicited donation in the amount of \$75,000.00 from the Los Angeles Police Foundation for participation in the 2015 Law Enforcement Dodgers Baseball Card Distribution Program. The donation was offered on February 19, 2015.

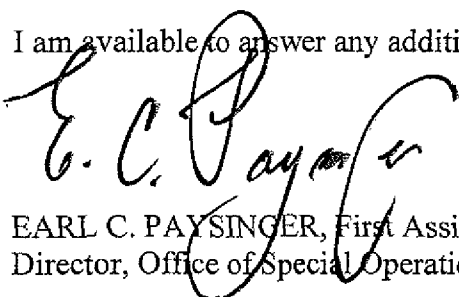
The donation is for the benefit of the Los Angeles Police Department. Enrollment in the Baseball Card Program will provide our Los Angeles Police Department with one million baseball cards to distribute to the community. The baseball cards will feature various Los Angeles Dodger players on the front and photographs of various Department personnel offering an important campaign message on the reverse. Additionally, the program will provide the Department with 500 Dodger game tickets and 100 reserved youth spots in the Dodgers skills clinic. The funding of this grant will afford all Department sworn personnel yet another means to interact with the members of the community – in particular our youth, in a positive way.

DONOR INFORMATION:

Los Angeles Police Foundation  
Tracy Szepeinski  
515 S. Flower St, Suite 1680  
Los Angeles, CA 90071  
(213) 489-4697

All possible conflicts of interest have been researched. No expressed or implied commitment or promise was made to the donor or representatives of the donor; the donor will not receive any preferential treatment, endorsement, or recommendation; and, the donor is not allowed the use of any LAPD patent.

I am available to answer any additional questions you may have.

  
EARL C. PAYSINGER, First Assistant Chief  
Director, Office of Special Operations

Attachment

**JOHN RUSSO - RE: Re: Los Angeles Dodgers Baseball Card Program**

**From:** Cecilia Glassman <cecilia@lapolicefoundation.org>  
**To:** JOHN RUSSO <27640@lapd.lacity.org>  
**Date:** Monday, 27 April, 2015 13:07  
**Subject:** RE: Re: Los Angeles Dodgers Baseball Card Program  
**CC:** GLORIA GRUBE <gloria.grube@lapd.lacity.org>, NATALIE TORRES-SORIANO <nat...

Good afternoon, Lt. Russo,

It was a pleasure to speak with you last week regarding the Los Angeles Dodgers Baseball Card Program. As we discussed, Grant Request #2015-019 Law Enforcement Dodgers Baseball Card Program to the Los Angeles Police Foundation stated that 500 Dodgers game tickets would be provided for use by LAPD personnel at the discretion of the Chief of Police. This grant request was approved by the LAPF on March 26, 2015.

The stated number of Dodgers game tickets was misstated because the actual number of tickets is 1000 as provided for in the sponsorship agreement entered into by the LAPF and the Dodgers Radio Network on March 30, 2015.

Should you need any further information, please do not hesitate to contact me.

Best,

Cecilia



Cecilia Glassman  
 Executive Director  
 515 S. Flower Street, Suite 1660  
 Los Angeles, CA 90071  
 P: 213.489.4636  
 C: 310.897.8673  
 F: 213.489.4697  
 E: cecilia@lapolicefoundation.org

**From:** JOHN RUSSO [27640@lapd.lacity.org]  
**Sent:** Tuesday, April 21, 2015 3:52 PM  
**To:** Cecilia Glassman  
**Cc:** GLORIA GRUBE; NATALIE TORRES-SORIANO  
**Subject:** Fwd: Re: Los Angeles Dodgers Baseball Card Program

Hi Ms. Glassman,

I emailed Mr. Tefank and he is fine with an email response from you confirming that the donation was indeed for 1000 tickets (see below email string).

515 S. Flower St., Ste. 1680, Los Angeles, CA 90071  
Phone: (213) 489-4636  
Fax: (213) 489-4697  
tracy@lapolicefoundation.org

**Los Angeles Police  
Foundation**

**Fax**

RECEIVED #55-15

APR 01 2015

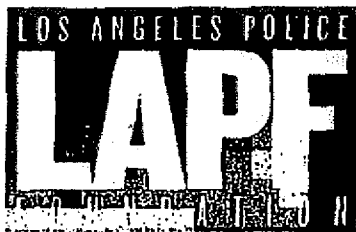
ADMINISTRATIVE  
SERVICES BUREAU

<b>To:</b> ASB	<b>From:</b> Tracy Szpeinski
<b>Fax:</b> 213-485-8125	<b>Pages:</b> 8 (includes Cover)
<b>Phone:</b> 213-485-3277	<b>Date:</b> March 30, 2015
<b>Re:</b> Grant Request #2015-019	<b>CC:</b>

Attached is the latest grant request.

**Grant Application received:** March 17, 2015  
**Grant Received from:** Office of Special Operations  
**Contact:** Officer Elias Aguayo  
**Phone #:** (213) 486-8440  
**Grant Name** Law Enforcement Dodgers Baseball Card Program  
**Grant Amount:** \$75,000

Please e-mail this information to Administrative Services Bureau  
or if you have any questions, please contact us at 213-486-7060.  
Thank you.



**2015 GRANT APPLICATION**

Grant Number 2015-019 (office use only)

Date: March 9, 2015

Amount Requested: \$75,000.00

Contact Name(s): Officer Elias Aguayo

Department/Unit: Los Angeles Police Department/Office of Special Operations

Mailing Address: 100 W 1<sup>st</sup> St, Los Angeles, CA 90012

Phone Number: (213)486-8440

Fax Number: (213) 486-0125

E-mail Address: 39380@lapd.lacity.org

Name of Program/Equipment requesting funding for: 2015 Law Enforcement Dodgers Baseball Card Program

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

As a participant in the 2015 Law Enforcement Dodgers Baseball Card Program, the Los Angeles Police Department will be provided with one million baseball cards, 500 Dodger game tickets for LAPD personnel, 100 reserved youth spots in the annual Dodgers skills clinic, and an "Officer of the Game" highlight feature at every regular season game. The baseball cards will feature various Los Angeles Dodger professional baseball players on the front and photographs of various Los Angeles Police personnel offering an important "campaign" message on the back. The program will commence March 2015 and continue through the regular season, ending October 2015.

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:

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

Funds for this program would not be provided for via the regular City budget.

What objectives will be accomplished if the funding is granted?

The funding of this grant will afford all Department sworn personnel yet another means to interact with members of the community – in particular our youth, in a positive way. The ability to initiate constructive interactions with today's young people by distributing these baseball cards during daily contacts has the great potential of dramatically improving the community's perception of the Department while at the same time provide a means to help Department personnel better appreciate the importance of community outreach.



**How many officers will be impacted with this grant?**

Sworn personnel from throughout the entire 10,000-member Department will be impacted by this grant given that once completed, every command and everyone wearing a badge will be provided an opportunity to participate.

**How will the community be impacted by this grant?**

During the '60s, '70s, & '80s, LAPD personnel carried Dodgers baseball cards while on-duty and distributed them to youth and families during their regular tour of duty. In doing so, it provided our Department a tangible means to build relationships and enhance public trust. By reinstating this baseball card distribution program, community youth would look forward with great anticipation to interacting and engaging with officers in an attempt to obtain and collect the various baseball cards. It is through these important connections with the LAPD that community youth can form healthy, positive attitudes toward the Department. The above notwithstanding, this initiative also has the great potential of planting the positive seeds of lasting reform in addition to serving as a recruitment mechanism for future members of the Department - particularly in minority communities where those employment outreach efforts are needed most.

Fostering partnerships with the many diverse communities in the City is inarguably the most important element of our law enforcement service. It should be viewed in the context that communication is the integral link between the police and the community resulting in openness, transparency, and partnerships. This means of building a framework of community advocacy represents a force multiplier that is one of the key ingredients for enhancing the quality of life in all of our communities.

**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 of this grant will provide an experience and an interaction between our sworn personnel and the community. This interaction will help build community support and their confidence in us. In the long term, this trust will help cement a bond between the Department and the public that is essential in providing quality police services.

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

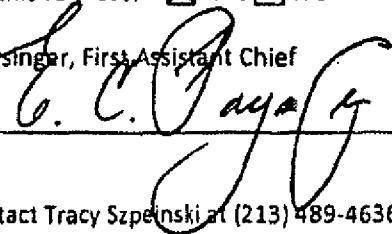
Much as was the case during the inception of this initiative decades ago, the Foundation can reliably evaluate the success of this program: 1) through the thousands of qualitative articles and postings by the various traditional and social media during the term of this program; 2) via the Dodgers media relations system who regularly track the success of these types of programs in a quantitative way and 3) through the significant positive reactions by community youth and adults whose lives will be influenced through this initiative.

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

Has your commanding officer approved this request?  YES  NO

Name of commanding officer: Earl C. Paysinger, First Assistant Chief

Signature of commanding officer: \_\_\_\_\_



For questions, comments, or concerns, contact Tracy Szpełnski at (213) 489-4636 or email [tracy@lapolicefoundation.org](mailto:tracy@lapolicefoundation.org).

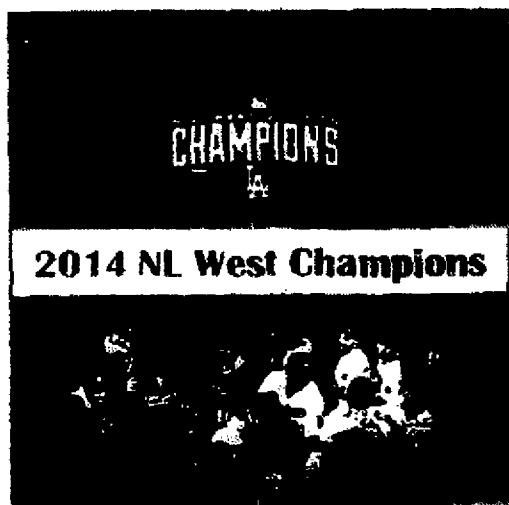


**AM570  
LOS ANGELES**



2015  
Law Enforcement  
Baseball Card  
Program

Presented To  
Los Angeles Police Department



Joe Edward  
310/213.7141  
[JoeEdward@iHeartMedia.com](mailto:JoeEdward@iHeartMedia.com)

2014 NATIONAL LEAGUE WEST DIVISION CHAMPIONS





Magic Johnson

Dodgers

every play. EVERY GAME



Los Angeles Dodgers Broadcast Sponsorship Agreement

LAPD Investment:

2015: \$75,000 Net

- ③ Firm and non-cancelable
- ③ Pricing & elements guaranteed until 2/20/15

THIS AGREEMENT is made and entered into on the 18<sup>th</sup> DAY of February, 2015 between iHeart Media ("Company") and LAPD ("Sponsor" or "Advertiser"). THIS AGREEMENT establishes a one year contract for sports marketing beginning March, 2015 and ending at the conclusion of the 2015 season for English & Spanish Dodgers broadcasts on AM 570 KLAC & KTNQ 1020 ("Stations") during the 2015 regular season for the Los Angeles Dodgers ("Package")

THIS AGREEMENT may not be cancelled by either party, unless there is a material breach by the one of the parties and that party has failed to cure the material breach within fifteen (15) days after being given written notice by the other party with regard to such failure or if such breach is deemed non-curable this AGREEMENT shall be terminated immediately

FINANCIAL COMMITMENT

Sponsor hereby purchases the following sports marketing exposure as listed by season: 2015 @ \$75,000 Net. Company shall bill Sponsor in one invoice in March, 2015, payable in 30 days. Pricing and elements are guaranteed until 2/18/15.

REGULAR SEASON MEDIA & MERCHANDISE

See attached media plan

All standard advertising contract terms and conditions will apply to this agreement. Additional Terms and Conditions attached are incorporated herein by reference.

IN WITNESS WHEREOF, Stations and Sponsor agree to the above as of the day and year above

COMPANY

SPONSOR:

Cecil Sama 3.27.15  
LAPD

DATE

Dodgers Radio Network

DATE



Tim Lincecum

Dodgers

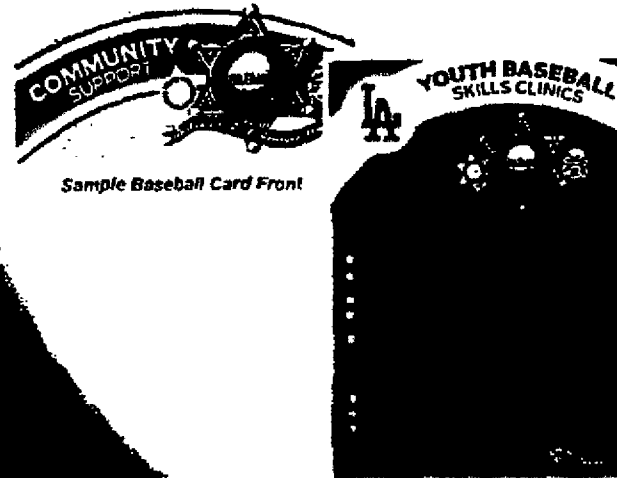
every play. EVERY GAM



## 2015 Baseball Card Community Program



Sample Baseball Card Front



Sample Baseball Card Back

### *A Bridge To The Community*

During the '60s, '70s & '80s, L.A. Police Officers carried Dodgers baseball cards while on patrol and distributed them to children and families while on patrol as a way to build quick rapport and trust. There is no better time to bring back the program to spotlight the heroic work that law enforcement officials deliver every day.

While the baseball card front will feature various Los Angeles Dodgers players, the back of the card could feature photos and statistics of various deputies and officers, thus making them superstars in to the children receiving the cards, no differently than the athlete on the front.

There is significant media included which would spotlight law enforcement accomplishments on Dodgers Radio. The card will also provide an opportunity for a number of youth to participate in Dodgers Baseball Skills Clinics taking place at Dodger Stadium and at Dodgers Dream Fields throughout the area.

The law enforcement baseball card program could be sponsored jointly by Los Angeles Police Department and LA County Sheriff Department.



Clayton Kershaw

Dodgers

every play. EVERY GAME



### 2015 Law Enforcement Dodgers Baseball Card Program

2015 promises to pick up where 2014 left off, with the Dodgers aiming to return to the post season—and finish the job. Beginning in March, Los Angeles Police Department officers and Los Angeles County Sheriff deputies will be provided with Dodgers baseball cards to distribute while on patrol. The cards will feature a Dodger player on the front and will spotlight officers and deputies service accomplishments on the back. Families will be invited to login to Dodgers.com to register to be selected to attend youth baseball skills clinics at Dodger Stadium and at Dodgers Dream Fields throughout Los Angeles County.

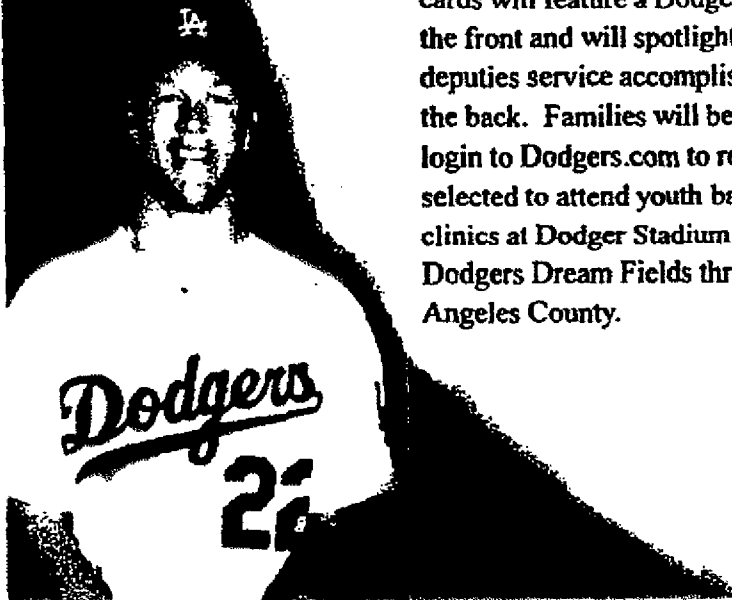
#### Program Details For L.A. Police Department -

- ☺ Program launch date: March, 2015 through regular season Oct. 4
- ☺ Invited agencies: LAPD & LA County Sheriffs
- ☺ Minimum of 1 Million cards to be produced per agency, target is 100+ cards per officer/deputy
- ☺ Back of cards to be jointly designed to feature photos & bios of officers/deputies. Number of featured personnel TBD
- ☺ Press conference to be held @ Dodger Stadium to announce program
- ☺ "Officer of the Game" spotlight feature in every regular season game with LAPD receiving x81 of the spotlight broadcast feature reports
- ☺ One private VIP suite for one game, x30 guests
- ☺ 1,000 Dodger tickets for LAPD for select individual games
- ☺ 100 reserved youth spots in Dodgers skills clinic
- ☺ One Dozen autographed jerseys & baseballs

A separate agreement will be made with Los Angeles Sheriffs Department for the same assets listed above.

Additionally, one media sponsorship will be secured with one corporate partner who will underwrite the on-air & online campaign, including:

- ☺ :30 second spot in each English Dodgers Radio broadcast -x162
- ☺ :30 second spot in each home Spanish Dodgers Radio broadcast - x81
- ☺ Season-long presence on Dodgers Radio flagship station AM570 with minimum of x5 weekly spots
- ☺ Season-long web presence on [www.AM570Radio.com](http://www.AM570Radio.com)



INTRADEPARTMENTAL CORRESPONDENCE

March 10, 2015  
1.18

**TO:** Chief of Police

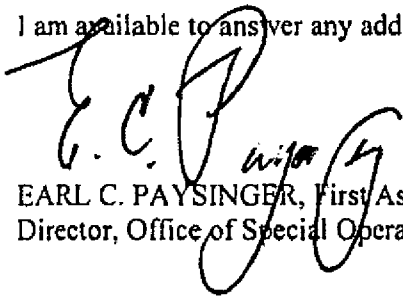
**FROM:** Director, Office of Special Operations

**SUBJECT:** LOS ANGELES POLICE FOUNDATION GRANT REQUEST FOR 2015 LAW ENFORCEMENT DODGERS BASEBALL CARD PROGRAM

It is requested that our Department be approved for a grant through the Los Angeles Police Foundation to participate in the 2015 Law Enforcement Dodgers Baseball Card Distribution Program.

Enrollment in the Baseball Card Program will provide our Los Angeles Police Department with one million baseball cards to distribute to the community. The baseball cards will feature various Los Angeles Dodger players on the front and photographs of various Department personnel offering an important campaign message on the reverse. Additionally, the program will provide the Department with 500 Dodger game tickets and 100 reserved youth spots in the Dodgers skills clinic. The funding of this grant will afford all Department sworn personnel yet another means to interact with the members of the community – in particular our youth, in a positive way.

I am available to answer any additional questions you may have.

  
EARL C. PAYSINGER, First Assistant Chief  
Director, Office of Special Operations

APPROVED:

  
CHARLIE BECK  
Chief of Police

Attachment