

# TRANSMITTAL

To:

**THE COUNCIL**

Date: 06/22/2015

From:

**THE MAYOR**

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



(Ana Guerrero)

**ERIC GARCETTI**  
Mayor

# LOS ANGELES POLICE COMMISSION

BOARD OF  
POLICE COMMISSIONERS

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**ERIC GARCETTI**  
Mayor

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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

June 16, 2015

BPC #15-0161

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 USE OF 12 BILLBOARDS FOR FIVE WEEKS, VALUED AT \$3,978,630.00, FORM CLEAR CHANNEL OUTDOOR INC., TO BE USED TO EDUCATE THE COMMUNITY ON NATIONALLY-COORDINATED MONTHLY CAMPAIGNS AND EVENTS REGARDING CRIME PREVENTION, TRAFFIC SAFETY AND RAISING AWARENESS OF OTHER SAFETY PROGRAMS, FOR THE BENEFIT OF THE LOS ANGELES POLICE DEPARTMENT

At the regular meeting of the Board of Police Commissioners held Tuesday, June 16, 2015, the Board APPROVED 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

Handwritten signature of Maria Silva in cursive script.

MARIA SILVA  
Commission Executive Assistant II

Attachment

c: Chief of Police  
ASB

INTRADEPARTMENTAL CORRESPONDENCE

BPC #15-0161 7E

RECEIVED

JUN 05 2015

June 1, 2015  
1.10

POLICE COMMISSION  
REVIEWED

TO: The Honorable Board of Police Commissioners

FROM: Chief of Police

*M. M. Defina* 6/5/15  
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 donation of the use of 12 billboards for five weeks, valued at \$3,978,630.00.

<u>DONOR INFORMATION:</u>	<u>ITEM:</u>	<u>AMOUNT/VALUE:</u>
Clear Channel Outdoor, (#049-15) Incorporated Mr. Layne Lawson, Director of Public Affairs 19320 Harbor Gateway Los Angeles, California 90501 (310) 755-7234	Use of 12 billboards for five weeks	\$3,978,630.00

DISCUSSION

The donation will benefit the Los Angeles Police Department by educating the community on nationally-coordinated monthly campaigns and events regarding crime prevention, traffic safety and raising awareness of other public safety programs. The billboards will be displayed in different languages and depict artwork with various messages about public safety. They will be strategically located in various areas in the City of Los Angeles. The campaign was originally scheduled to commence on June 1, 2015, however, it is now scheduled to begin on August 1, 2015.

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

If you have any questions, please contact Sergeant Alora Perna, Commander's Aide,  
Administrative Services Bureau, at (213) 486-7060.

Respectfully,

A handwritten signature in black ink, appearing to read 'C. Beck', with a stylized flourish extending to the right.

CHARLIE BECK  
Chief of Police

INTRADEPARTMENTAL CORRESPONDENCE

# 49-15

April 30, 2015  
4.6

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

**FROM:** Commanding Officer, Central Traffic Division

**SUBJECT:** REQUEST TO ACCEPT DONATION

It is requested that Administrative Services Bureau approve and forward correspondence to the Board of Police Commissioners to accept a solicited donation from Clear Channel Outdoor, Incorporated. Clear Channel has agreed to display approximately 12 billboards within the City, that depict artwork with various messages about public safety, throughout the year.

The donation is for the benefit of educating the community on nationally-coordinated monthly campaigns and events regarding crime prevention, traffic safety and raising awareness of other public safety programs. The billboards will be in various languages and placed in several strategic pre-existing locations throughout the City. The availability of these resources will enable the Department to reach out to the community and provide meaningful public safety messages to the public on a wide-range of topics.

**DONOR INFORMATION:**

Mr. Layne Lawson  
Director of Public Affairs  
Southern California Division  
Clear Channel Outdoor, Incorporated  
19320 Harbor Gateway  
Los Angeles, California 90501  
Telephone: (310) 755-7234

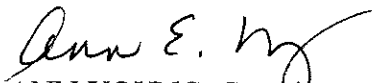
Discussions between the Los Angeles Police Department and Clear Channel, regarding the public safety announcements, have been ongoing since December of 2014, in an effort to finalize details and ensure the proper acceptance of donations are met prior to the announcements being displayed.

The new campaign venture titled, "Obey the Rules of the Road," will commence on June 1, 2015. The cost of the donation will be estimated at \$3,978,630. The Clear Channel proposal list has been attached to this correspondence to provide a detailed breakdown delineating the cost of each billboard.


The total donation of billboards for the public safety announcement displays is expected to be a total of 12 billboards.

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


If you have any questions, please contact my Adjutant, Sergeant Danielle Wells, Central Traffic Division, at (213) 833-3744.

  
ANN YOUNG, Captain  
Commanding Officer  
Central Traffic Division

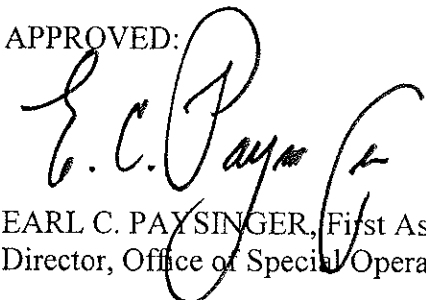
APPROVED:

  
JOSE PEREZ, Jr., Deputy Chief  
Commanding Officer  
Operations-Central Bureau

APPROVED:

  
MICHAEL P. DOWNING, Deputy Chief  
Commanding Officer  
Counter Terrorism and Special Operations Bureau

APPROVED:

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

Attachment

**City Of Los Angeles Police Dep**

**Proposal List**

Contract/Showing: LAX9976355  
 Client PO/Contract #:  
 Brand:  
 Agency:  
 Sales Office: Clear Channel Outdoor  
 Account Manager: Anne Riney  
 Campaign Start: June 01, 2015

Market: LAX-Los Angeles Posters      **Segment Start:** June 01, 2015  
 Operator: Clear Channel Outdoor      **Segment End:** July 05, 2015  
 Status: Offer      **Segment Duration:** 5 Week(s)  
 Media Type: Posters

**TARGET PROFILE: DMA - Los Angeles, CA Universe 18+ yrs**

PANEL	Location Desc.	TAB ID	Area	III
1 000118	Beverly NS 100ft E/O Commonwealth F/W - 1	415137	001_LA	Y
2 000137	Broadway ES 100ft S/O Av 18 F/N - 1	415149	001_LA	Y
3 000162	Cesar E Chavez NS 300ft E/O Sloat F/W - 1	415171	007_LA	Y
4 000192	Burbank SS 77ft E/O Strohm F/W - 1	415191	005_LA	Y
5 000365	11th NS 115ft W/O Hill F/E - 1	415315	001_LA	Y
6 001671	Vanowen NS 220ft E/O Whitsett F/E - 1	416576	005_LA	Y
7 001738	Ventura SS 70ft W/O Murietta F/E - 1	416672	005_LA	Y
8 002526	Figueroa WS 730ft N/O Artesia F/S - 2	417723	004_LA	Y
9 002596	Gaffey ES 10ft N/O Summerland F/S - 1	417799	003_LA	Y
10 002805	Leimert WS 20ft N/O 43rd Pl F/N - 1	418067	004_LA	Y
11 002903	Wilmington ES 120ft N/O Pac Cst Hwy F/N - 1	418179	006_LA	Y
12 003618	Western ES 57ft N/O 98th F/N - 1	418911	004_LA	Y

<u>Market Summary</u>	<u>Scheduled</u>
No. Of Units	12
Avg Target In-Market Impressions	331,553
Plan In-Market Impressions	3,978,630

**Last TAB audit: Last Audit 01/01/15**