

TRANSMITTAL

To:

THE COUNCIL

Date: 07/30/2015

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

July 22, 2015

BPC #15-0211

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 TEN BILLBOARDS FOR TWO MONTHS, VALUED AT \$150,040.00, FROM THE CLEAR CHANNEL OUTDOOR, INC., FOR THE BENEFIT OF THE LOS ANELES POLICE DEPARTMENT.

At the regular meeting of the Board of Police Commissioners held Tuesday, July 21, 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 #15-0211

RECEIVED

JUL 09 2015

POLICE COMMISSION

June 29, 2015
1.10

REVIEWED

TO: The Honorable Board of Police Commissioners

FROM: Chief of Police

M. J. [Signature] 7/10/15

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 ten billboards for two months, valued at \$150,040.00.

DONOR INFORMATION:

ITEM:

AMOUNT/VALUE:

Clear Channel Outdoor, (#106-15)
Incorporated
Mr. Layne Lawson,
Director of Public Affairs
19320 Harbor Gateway
Los Angeles, California 90501
(310) 755-7234

Use of ten billboards
for two months

\$150,040.00

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 is scheduled to commence on August 1, 2015, however, two prior campaigns were released prior to final approval process. Clear Channel discontinued the campaigns to await the final approval.

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.

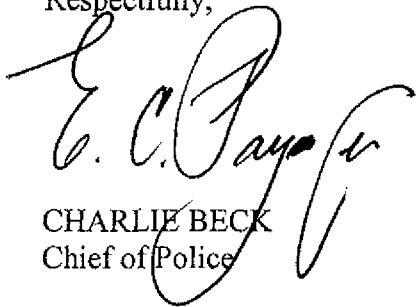
The Honorable Board of Police Commissioners

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". The signature is written in a cursive style with a large, sweeping flourish at the end.

CHARLIE BECK
Chief of Police

INTRADPARTMENTAL CORRESPONDENCE

June 25, 2015

1.1

TO: All Concerned Personnel

FROM: Chief of Police

SUBJECT: ACTING CHIEF OF POLICE

In my absence First Assistant Chief Earl Paysinger will serve as Acting Chief of Police on Friday, June 26, 2015, from 09:10 a.m., through Thursday, July 2, 2015, 06:25 p.m.

I will be available for notifications through Assistant Chief Paysinger's office.



CHARLIE BECK
Chief of Police

c: Mayor's Office
Police Commission
Chief of Staff
Office of Operations
Office of Administrative Services
Office of Special Operations
Geographic Bureaus
RACR

INTRADEPARTMENTAL CORRESPONDENCE

106-15

April 27, 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 eight traditional billboards and two digital 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. Attached is the calendar of events for 2015 listing the use of billboard space benefitting the Department's educational campaigns.

DONOR INFORMATION:

Mr. Layne Lawson
Director of Public Affairs
Southern California Division
Clear Channel Outdoor, Incorporated
19320 Harborage Way
Torrance, California 90501

Telephone: (310) 755-7234

Discussions between the Los Angeles Police Department (LAPD) 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 were met.

Unfortunately, several Clear Channel billboards were posted and/or placed in several locations prior to the finalization of the donation process. Once the Clear Channel billboards were observed as operational, prior to the final approval, it was requested that the billboards be immediately removed. Clear Channel complied with the request and removed the displays, pending final approval.

On April 8, 2015, the LAPD received a letter from Clear Channel that provided a detailed breakdown for the use of the billboards. The letter delineates the "cost" and dates for the utilization of the billboards for the first rollout of public safety announcement displays as \$75,020.

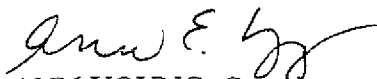
The Clear Channel letter, dated April 8, 2015, reflected the cost for each of the public safety announcement displays that were set to appear during a joint press conference, with Clear Channel and the LAPD.

The LAPD requested an updated donation letter that is reflective of the future dates for the public service safety announcements placed on the Clear Channel billboards. The donation cost for any future public safety display will be an additional \$75,020.

The total donation of billboard public safety announcement displays, for both campaigns, will be a total of \$150,040.

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:



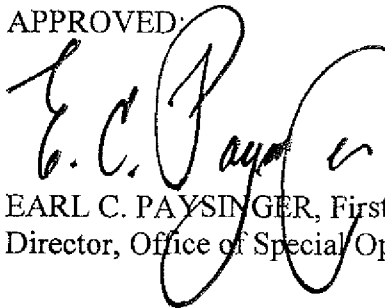
JOSE PEREZ, Jr., Deputy Chief
Commanding Officer
Operations-Central Bureau

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



April 8, 2015

Captain Ann Young
Los Angeles Police Department
Central Traffic Division
251 E. 6th Street
Los Angeles, CA 90014

RE: Billboard Campaign "Obey the Rules of the Road" Recap

Dear Captain Young:

It has been a pleasure to work closely with you and your team to introduce the LAPD's "Obey the Rules of the Road" billboard promotion. Per your request, this letter will recap Clear Channel Outdoor's participation in the campaign.

Ads were printed in English, Spanish, and Korean and were installed on ten poster panel billboards throughout the City of Los Angeles for the period 2-5-15 on a space available basis until the last one was removed on 3-27-15.

For the same time period, ads were placed on all available digital billboards in the Los Angeles area.

For the traditional billboard placement, the donated value of the campaign was: \$14,020.00; Digital placements were valued at \$61,000.00. The total donation of Clear Channel Outdoor to the LAPD for this campaign is valued at \$75,020.00.

We are happy to continue the "Rules of the Road" promotion, and estimate that our future involvement will carry a donation value equal to or exceeding this year's previous campaign.

Please do not hesitate to call me at (310) 755-7234 if you have any questions.

Sincerely,

CLEAR CHANNEL OUTDOOR, INC.

A handwritten signature in black ink, appearing to read 'Layne Lawson', written over a horizontal line.

Layne Lawson
Director of Public Affairs

ar



Digital Proof Of Performance Report
Clear Channel Market: Los Angeles

Report Begin Date: 02/02/15 Agency: City Of Los Angeles Police Dep
 Report End Date: 02/16/15 Advertiser:
 CCO Contract: LAX9974185 Client Contract:
 Product Type: Digital Account Executive: Anne Riney
 Ad ID: Program Start Date: 02/02/15
 Number of Displays: 20 Program End Date: 02/16/15
 Weeks in this POP Period: 2.14
 Dynamic Content Detail: No

Grand Totals	Daily Spots Per Display	Weekly Spots Per Display	Total Spots for This POP Period
Spots Delivered	1,588	11,116	179,413
Spots Guaranteed	1,172	8,203	132,415
Variance	416	2,913	46,998
Variance %	35.49%	35.51%	35.49%

Display	File Name	Scene	Spots Delivered
LAX 003095 San Diego Fwy SS 350' W/O Alameda EF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		1,680
LAX 003095 San Diego Fwy SS 350' W/O Alameda EF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		1,682
LAX 003095 San Diego Fwy SS 350' W/O Alameda EF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		1,682
LAX 003096 San Diego Fwy SS 350' W/O Alameda WF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,617
LAX 003096 San Diego Fwy SS 350' W/O Alameda WF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,617
LAX 003096 San Diego Fwy SS 350' W/O Alameda WF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,616
LAX 005089 Ventura SS 1500ft E/O Canoga EF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		13
LAX 005089 Ventura SS 1500ft E/O Canoga EF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		7
LAX 005089 Ventura SS 1500ft E/O Canoga EF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		7
LAX 007153 Pomona Fwy SS .02mi E/O Fairway WF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,040
LAX 007153 Pomona Fwy SS .02mi E/O Fairway WF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,039
LAX 007153 Pomona Fwy SS .02mi E/O Fairway WF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,039
LAX 007154 Pomona Fwy SS .02mi E/O Fairway EF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,579

LAX 007154 Pomona Fwy SS .02mi E/O Fairway EF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,586
LAX 007154 Pomona Fwy SS .02mi E/O Fairway EF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,584
LAX 007180 San Berdo Fwy SS 500' W/O San Gabriel Fwy WF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,567
LAX 007180 San Berdo Fwy SS 500' W/O San Gabriel Fwy WF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,564
LAX 007180 San Berdo Fwy SS 500' W/O San Gabriel Fwy WF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,560
LAX 007181 San Berdo Fwy SS 500' W/O San Gabriel Fwy EF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,695
LAX 007181 San Berdo Fwy SS 500' W/O San Gabriel Fwy EF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,697
LAX 007181 San Berdo Fwy SS 500' W/O San Gabriel Fwy EF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,697
LAX 007184 San Gabriel Fwy WS 950' S/O San Berdo Fwy NF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,526
LAX 007184 San Gabriel Fwy WS 950' S/O San Berdo Fwy NF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,522
LAX 007184 San Gabriel Fwy WS 950' S/O San Berdo Fwy NF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,520
LAX 007185 San Gabriel Fwy WS 950' S/O San Berdo Fwy SF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,098
LAX 007185 San Gabriel Fwy WS 950' S/O San Berdo Fwy SF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,097
LAX 007185 San Gabriel Fwy WS 950' S/O San Berdo Fwy SF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,093
LAX 007248 San Gabriel Fwy WS 700' N/O Valley SF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,773
LAX 007248 San Gabriel Fwy WS 700' N/O Valley SF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,779
LAX 007248 San Gabriel Fwy WS 700' N/O Valley SF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,778
LAX 007249 San Gabriel Fwy ES 700' N/O Valley NF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		2,777
LAX 007249 San Gabriel Fwy ES 700' N/O Valley NF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		2,780
LAX 007249 San Gabriel Fwy ES 700' N/O Valley NF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		2,778

LAX 007250 San Gabriel Fwy ES 700' N/O Valley SF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		3,027
LAX 007250 San Gabriel Fwy ES 700' N/O Valley SF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		3,027
LAX 007250 San Gabriel Fwy ES 700' N/O Valley SF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		3,029
LAX 007488 Lankershim EL 50' S/O Chandler NF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		3,338
LAX 007488 Lankershim EL 50' S/O Chandler NF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		3,338
LAX 007488 Lankershim EL 50' S/O Chandler NF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		3,337
LAX 007511 Artesia Fwy NS 910' W/O Wilmington WF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		4,128
LAX 007511 Artesia Fwy NS 910' W/O Wilmington WF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		4,124
LAX 007511 Artesia Fwy NS 910' W/O Wilmington WF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		4,124
LAX 007512 Artesia Fwy 910ft W/O Wilmington NS EF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		5,417
LAX 007512 Artesia Fwy 910ft W/O Wilmington NS EF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		5,417
LAX 007512 Artesia Fwy 910ft W/O Wilmington NS EF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		5,416
LAX 007514 Artesia Fwy SS 825' E/O Wilmington EF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		10,390
LAX 007514 Artesia Fwy SS 825' E/O Wilmington EF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		10,403
LAX 007514 Artesia Fwy SS 825' E/O Wilmington EF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		10,404
LAX 007519 Artesia Fwy 3400ft W/O Alameda SS WF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		1,782
LAX 007519 Artesia Fwy 3400ft W/O Alameda SS WF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		1,781
LAX 007519 Artesia Fwy 3400ft W/O Alameda SS WF	20150127_Clear Channel LA POSTER Digital Billboard (Stay #4 PSA)		1,782
LAX 007520 Artesia Fwy SS 3400' W/O Alameda EF	20150127_Clear Channel LA POSTER Digital Billboard (Don't Lose #		7,348
LAX 007520 Artesia Fwy SS 3400' W/O Alameda EF	20150127_Clear Channel LA POSTER Digital Billboard (Hands Free #		7,356



179,413

The information in this report is according to the Clear Channel Outdoor records and complies with the American Association of Advertising Agencies' completion report standards. If you need any additional information regarding the execution of this contract, please contact your representative. We appreciate your business and hope our service was satisfactory.

Signature:

A handwritten signature in black ink, appearing to be 'A. ...'.

Comments:

City Of Los Angeles Police Dep

Proof of Performance

Contract/Showing: LAX9973804
 Client PO/Contract #: txt and driving campaign
 Brand:
 Agency:
 Sales Office: Clear Channel Outdoor
 Account Manager: Anna Riney
 Campaign Start: February 02, 2015

Market: LAX-Los Angeles Posters
 Operator: Clear Channel Outdoor
 Status: Sold
 Media Type: EcoPoster

Segment Start: February 02, 2015
 Segment End: March 01, 2015

Segment Status: Billable

EYES ON PROFILE: DMA - Los Angeles, CA Age-Group 18-34 yrs

PANEL	Location Desc.	Area	Ill	Scheduled Design	Actual Start	Actual Finish
1 000431	1st SS 80ft E/O Garey F/W - 1	001_LA	Y	In an Accident Just Stay	02/08/2015	02/20/2015
1 000431	1st SS 80ft E/O Garey F/W - 1	001_LA	Y	Ad Council	02/20/2015	03/27/2015
2 000437	Fletcher WS 30ft N/O Estara F/S - 1	005_LA	Y	In an Accident Just Stay	02/08/2015	02/19/2015
2 000437	Fletcher WS 30ft N/O Estara F/S - 1	005_LA	Y	Ad Council	02/19/2015	03/28/2015
3 000657	Jefferson NS 160ft W/O Western F/E - 2	004_LA	Y	Man vs Machine	02/06/2015	02/20/2015
3 000657	Jefferson NS 160ft W/O Western F/E - 2	004_LA	Y	Ad Council	02/20/2015	03/24/2015
4 000779	Lassen SS 125ft E/O Sepulveda F/E - 1	005_LA	N	Allow Yourself and Others To I	02/05/2015	02/20/2015
4 000779	Lassen SS 125ft E/O Sepulveda F/E - 1	005_LA	N	Ad Council	02/20/2015	03/19/2015
5 000890	Melrose NS 20ft E/O Gramercy F/E - 2	001_LA	Y	LAPD Korean	02/05/2015	02/19/2015
5 000890	Melrose NS 20ft E/O Gramercy F/E - 2	001_LA	Y	Ad Council	02/19/2015	03/12/2015
6 000982	Oxnard SS 100ft W/O Farmdale F/W - 1	005_LA	Y	Allow Yourself and Others To I	02/05/2015	02/19/2015
6 000982	Oxnard SS 100ft W/O Farmdale F/W - 1	005_LA	Y	Ad Council	02/19/2015	03/23/2015
7 001477	Solo WS 80ft S/O Barlow F/N - 1	007_LA	Y	Obedezca las Reglas De La C	02/05/2015	02/23/2015

City Of Los Angeles Police Dep
Proof of Performance

Contract/Showing: LAX9973804
 Client PO/Contract #: txt and driving campaign
 Brand:
 Agency:
 Sales Office: Clear Channel Outdoor
 Account Manager: Anne Riney
 Campaign Start: February 02, 2015

Market: LAX-Los Angeles Posters
 Operator: Clear Channel Outdoor
 Status: Sold
 Media Type: EcoPoster

Segment Start: February 02, 2015
 Segment End: March 01, 2015

Segment Status: Billable

EYES ON PROFILE: DMA - Los Angeles, CA Age-Group 18-34 yrs

PANEL	Location Desc.	Area	Ill	Scheduled Design	Actual Start	Actual Finish
7 001477	Soto WS 80ft S/O Barlow F/N - 1	007_LA	Y	Ad Council	02/23/2015	03/05/2015
8 002525	Figueroa WS 730ft N/O Artesia F/N - 1	004_LA	Y	In an Accident Just Stay	02/05/2015	02/20/2015
8 002525	Figueroa WS 730ft N/O Artesia F/N - 1	004_LA	Y	Ad Council	02/20/2015	03/27/2015
9 002593	Gaffey ES 400ft N/O Balfery F/N - 1	003_LA	Y	Man vs Machine	02/08/2015	02/20/2015
9 002593	Gaffey ES 400ft N/O Balfery F/N - 1	003_LA	Y	Ad Council	02/20/2015	03/05/2015
10 008467	Lankershim WS 95ft N/O Van Owen F/S - 1	005_LA	Y	In an Accident Just Stay	02/05/2015	02/20/2015
10 008467	Lankershim WS 95ft N/O Van Owen F/S - 1	005_LA	Y	Ad Council	02/20/2015	03/18/2015

Date Flex/Posters Received : _____

<u>Market Summary</u>	<u>Scheduled</u>
No. Of Units	10
Avg Target In-Market Impressions	99,614
Plan In-Market Impressions	996,140

City Of Los Angeles Police Dep**Proof of Performance**

Contract/Showing: LAX9973804
Client PO/Contract #: txt and driving campaign
Brand:
Agency:
Sales Office: Clear Channel Outdoor
Account Manager: Anne Riney
Campaign Start: February 02, 2015

Name	Date
002	