

# TRANSMITTAL

To:

**THE COUNCIL**

Date: 07/22/2016

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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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 19, 2016

BPC #16-0249

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 EIGHT TRADITIONAL BILLBOARDS AND TWO DIGITAL BILLBOARDS TO PROMOTE THE DEPARTMENT'S TERRORISM REPORTING APPLICATION, iWATCH L.A., VALUED AT \$75,000.00, FORM CLEAR CHANNEL OUTDOOR, INC., FOR THE BENEFIT OF THE LOS ANGELES POLICE DEPARTMENT

At the regular meeting of the Board of Police Commissioners held Tuesday, July 19, 2016, 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

Handwritten signature of Maria Silva in cursive.

MARIA SILVA  
Commission Executive Assistant II

Attachment

c: Chief of Police  
ASB

INTRADEPARTMENTAL CORRESPONDENCE

BPC #16-0249 IE

RECEIVED

JUL 13 2016

POLICE COMMISSION

July 18, 2016  
1.10

TO: The Honorable Board of Police Commissioners

REVIEWED

FROM: Chief of Police

*MOM [Signature]* 7/14/16  
RECEIVED BY: [Signature]  
EXECUTIVE DIRECTOR

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 eight traditional billboards and two digital billboards valued at \$75,000.00.

**DONOR INFORMATION:**

**ITEM:**

**AMOUNT/VALUE:**

Clear Channel Outdoor, (#108-16)  
Incorporated  
Mr. Layne Lawson  
Director of Public Affairs  
19320 Harborage Way  
Torrance, California 90501  
(310) 755-7200

Use of eight traditional  
billboards and two digital  
billboards

\$75,000.00

**DISCUSSION**

The donation will benefit the Los Angeles Police Department (Department) by promoting the Department's terrorism reporting application, iWatch LA, which is downloadable to both Android and iOS smart devices. The billboards will be in various languages and placed in several locations throughout the City. This will enable the Department to promote the application as a tool to help individuals report suspicious activity that may be related to terrorism.

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 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 Department.

The Honorable Board of Police Commissioners

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1.10

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

Respectfully,



CHARLIE BECK  
Chief of Police

~~BOARD OF  
POLICE COMMISSIONERS  
Approved  
Secretary~~

## INTRADEPARTMENTAL CORRESPONDENCE

June 1, 2016  
1.15

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

**FROM:** Assistant Commanding Officer, Counter-Terrorism and Special Operations Bureau

**SUBJECT:** REQUEST TO ACCEPT DONATION "iWATCH" PUBLIC SAFETY CAMPAIGN

It is requested that Administrative Services Bureau (ASB) 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.

The donation of the billboard space will help promote the Department's terrorism reporting application, iWatch LA, which is downloadable to both Android and iOS smart devices. The billboards will be in various languages and placed in several locations throughout the City. The availability of these resources will enable the Department to reach out to the community and promote the application as a tool to help individuals report suspicious activity which may be related to terrorism.

### DONOR INFORMATION:

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

Telephone: (310) 755-7200

Discussions between the Los Angeles Police Department (LAPD) and Clear Channel, regarding the billboard space have been ongoing since April 1, 2016. On April 27, 2016, the LAPD received a letter from Clear Channel that provided a detailed breakdown of the use of the billboards. The letter delineates the cost for the utilization of the billboards for the promotion of the iWatch LA application at \$75,000.

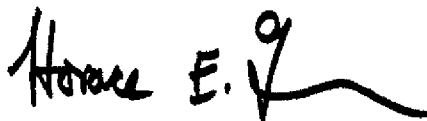
All possible conflicts of interest have been researched. No expressed or implied commitment or promise was made to the donor or representatives of the donor; that the donor will not receive any preferential treatment, endorsement, or recommendation; and that the donor is not allowed the use of any LAPD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

Commanding Officer, Administrative Services Bureau

Page 2

1.15

If you have any questions, please contact Sergeant Diana Amber Morales, Counter-Terrorism and Special Operations Bureau, at (213) 486-8780, or Captain Ann Young, Central Traffic Division, at 213-833-3744.



HORACE E. FRANK, Commander  
Assistant Commanding Officer  
Counter-Terrorism and Special Operations Bureau

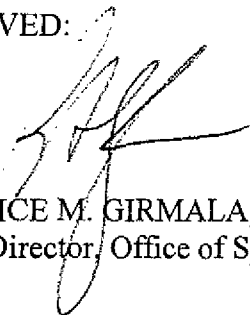
APPROVED:



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

Attachment

APPROVED:



BEATRICE M. GIRMALA, Deputy Chief  
Acting Director, Office of Special Operations

April 27, 2016

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

RE: Billboard Campaign "iWatch"

Dear Captain Young:

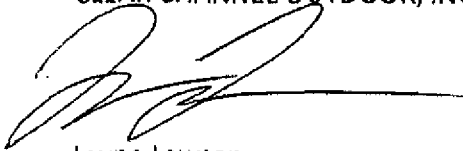
Clear Channel Outdoor would like to offer donated billboard space to promote the LAPD's "iWatch" public service campaign.

The combination of traditional and digital billboard placements for this new campaign donated value will be \$75,000.00. We will secure the billboard locations once we have the approval from the LAPD to proceed.

We are happy to help the LAPD in their efforts to get important messages out to the community in a timely manner. If there is anything else you require, please let me know.

Sincerely,

CLEAR CHANNEL OUTDOOR, INC



Layne Lawson  
Director of Public Affairs