PUBLIC SAFETY COMMITTEE REPORT relative to the donation of the use of eight traditional billboards and two digital billboards for the benefit of the Los Angeles Police Department (LAPD).

Recommendation for Council action:

ACCEPT the donation of the use of eight traditional billboards and two digital billboards, valued at $75,000, from the Clear Channel Outdoor, Inc. for the benefit of the LAPD; and, THANK the donor for this generous donation.

Fiscal Impact Statement: None submitted by the Board of Police Commissioners. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

In a report to the Board of Police Commissioners (Board) dated July 18, 2016, attached to the Council file, the LAPD recommends that the Board approve the donation of the use of eight traditional billboards and two digital billboards from the Clear Channel Outdoor, Inc. for the benefit of the LAPD. The LAPD reports that the donation will benefit the LAPD by promoting LAPD'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 LAPD to promote the application as a tool to help individuals report suspicious activity that may be related to terrorism. At the meeting held on August 2, 2016, your Public Safety Committee considered this matter. An opportunity for public comment was held. After a brief discussion, the Committee recommended that Council approve the donation of the use of eight traditional billboards and two digital billboards for the benefit of the LAPD, as recommended by the Board, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

PUBLIC SAFETY COMMITTEE

MEMBER	VOTE
ENGLANDER:	YES
BUSCAINO:	YES
BONIN:	YES
O'FARRELL:	YES
MARTINEZ:	YES

ME

-NOT OFFICIAL UNTIL COUNCIL ACTS-