

# TRANSMITTAL

To:

**THE COUNCIL**

Date: 04/28/2016

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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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

April 26, 2016

BPC #16-0115

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, VALUED AT \$75,020.00, FROM CLEAR CHANNEL OUTDOOR, INCORPORATED TO BE USED FOR THE "YIELD TO THE RIGHT" PUBLIC SAFETY CAMPAIGN, FOR THE BENEFIT OF THE LOS ANGELES POLICE DEPARTMENT

At the regular meeting of the Board of Police Commissioners held Tuesday, April 26, 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

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

MARIA SILVA  
Commission Executive Assistant II

Attachment

c: Chief of Police  
ASB

INTRADEPARTMENTAL CORRESPONDENCE

BFC 16-0115  
1A  
**RECEIVED**  
APR 20 2016  
POLICE COMMISSION

April 22, 2016  
1.10

**TO:** The Honorable Board of Police Commissioners

REVIEWED

**FROM:** Chief of Police

*M. M. [Signature]* 4/21/16  
POLICE COMMISSION  
DATE

**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 \$75,020.00.

**DONOR INFORMATION:**

**ITEM:**

**AMOUNT/VALUE:**

Clear Channel Outdoor, (#047-16)  
Incorporated  
Mr. Layne Lawson  
Director of Public Affairs  
19320 Harborgate Way  
Torrance, California 90501  
(310) 755-7200

Use of eight traditional  
billboards and two digital  
billboards

\$75,020.00

**DISCUSSION**

The donation will benefit the Los Angeles Police Department (Department) by educating the community through the Department's "Yield to the Right" public safety campaign. Strategically located in various areas in the City of Los Angeles, the billboards will be displayed in different languages and depict artwork with various messages about public safety throughout the year.

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

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 long horizontal flourish extending to the right.

CHARLIE BECK  
Chief of Police

## INTRADEPARTMENTAL CORRESPONDENCE

March 15, 2016

4.6

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

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

**SUBJECT:** REQUEST TO ACCEPT DONATION – “YIELD TO THE RIGHT” 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 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 Harborgate Way  
Torrance, California 90501

Telephone: (310) 755-7200

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.

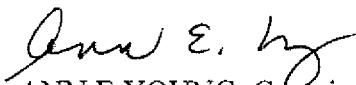
On March 7, 2016, the LAPD received a letter from Clear Channel that provided a detailed breakdown of the use of the billboards. The letter delineates the cost for the utilization of the billboards for the first rollout of public safety announcement displays as \$75,020.

The Clear Channel letter, dated March 7, 2016, 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 donation cost for this public safety display, "Yield to the Right," will be \$75,020.

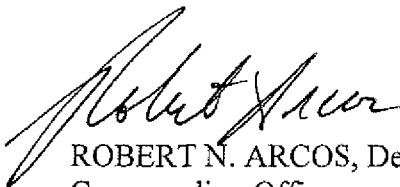
All possible conflicts of interest have been researched. No expressed or implied commitment or promise was made to the donor or representatives of the donor; that the donor will not receive any preferential treatment, endorsement, or recommendation; and that the donor is not allowed the use of any LAPD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

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

APPROVED:

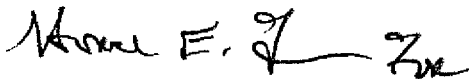


ANN E. YOUNG, Captain  
Commanding Officer  
Central Traffic Division



ROBERT N. ARCOS, 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



March 7, 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 "Yield to the Right"

Dear Captain Young:

Clear Channel Outdoor would like to offer donated billboard space to promote the LAPD's "Yield to the Right" 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

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

Layne Lawson  
Director of Public Affairs