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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 \$75,020, from Clear Channel Outdoor, Incorporated 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.

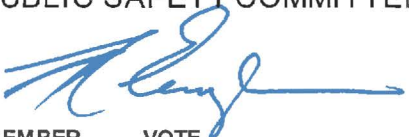
Community Impact Statement: None submitted.

SUMMARY

In a report to the Board of Police Commissioners (Board) dated April 22, 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 Clear Channel Outdoor, Incorporated. The LAPD reports that the donation will benefit the LAPD by educating the community through the LAPD's Yield to the Right public safety campaign. Strategically located in various areas in the City, the billboards will be displayed in different languages and depict artwork with various messages about public safety throughout the year. At the meeting held on June 21, 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



<u>MEMBER</u>	<u>VOTE</u>
ENGLANDER:	YES
BUSCAINO:	YES
BONIN:	ABSENT
O'FARRELL:	YES
MARTINEZ:	YES
ME	