

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: October 10, 2017

To: The Mayor
The City Council

From: Richard H. Llewellyn, Jr., Interim City Administrative Officer



Subject: **INNOVATION FUND RECOMMENDATION – VIRTUAL REALITY OFFICER EXPERIENCE**

RECOMMENDATIONS

That the Council, subject to the approval of the Mayor:

1. Establish and appropriate a new appropriation account entitled Personnel Department - Virtual Reality Officer Experience in the amount of \$50,000 within the Innovation Fund No. 105/10 from the available cash balance of the Innovation Fund.
2. Transfer \$50,000 from the Innovation Fund 105/10, Account to be Established, Personnel Department – Virtual Reality Officer Experience to Fund 100/66 as follows:

<u>Account No.</u>	<u>Account Name</u>	<u>Amount</u>
003040	Contractual Services	\$50,000

3. Instruct the Personnel Department to:
 - a. Separately track all encumbrances and expenditures of Innovation Fund monies so that unspent funds can be returned to the Innovation Fund at the end of the fiscal year;
 - b. Report to the Innovation and Performance Commission with an accounting of the funds, the lessons learned, and any obstacles faced; and,
 - c. Report to the Innovation and Performance Commission if, after the receipt of funds, the scope of the funded item differs from the scope approved for funding by the Mayor and the City Council.
4. Authorize the City Administrative Officer to make technical corrections as necessary to those transactions included in this report to implement Mayor and Council intentions.

SUMMARY

The City Administrative Officer herewith transmits the recommendation of the Innovation and Performance Commission (IPC) to approve funding in the amount of \$50,000 from the Innovation Fund (IF) for the Personnel Department – Virtual Reality Officer Experience. Please note, as with all IPC recommendations, this report presents the idea as submitted by the Department and approved by the IPC along with the necessary recommendations to implement the idea as presented. If the scope of the Innovation Fund item changes after the Department receives funding, the Department must return to the IPC to present the revised scope to the Commission to determine whether alternative recommendations are required.

The Personnel Department (Personnel), in partnership with the Los Angeles Police Department (LAPD), proposes to integrate virtual reality content into the LAPD recruiting process, in an effort to increase the number of LAPD applicants. According to Personnel, the LAPD lacks state-of-the-art technology that can be used to attract millennial candidates. Personnel indicates that over the next few years, LAPD will lose over 4,000 officers and there are currently insufficient qualified candidates to fill those vacancies. Through this pilot, Personnel will use virtual reality technology to provide potential candidates first-hand experience in the life of an LAPD officer. The goal of the pilot, which is the first phase of Personnel's virtual reality project, is to increase the number of high quality recruits and provide potential candidates a better understanding of the job duties of a police officer. In addition, Personnel states the technology will allow the Department to track eye movements of the users to understand what candidates focus on during the virtual reality experience. This eye movement data could be used in subsequent phases, which could include research to assist in the identification of more successful candidates and what content those candidates prefer to view, as well as for onboarding and training purposes.

Through the Virtual Reality Officer Experience pilot, Personnel will create three two-minute, 360-view virtual reality videos, where the user will experience the point of view of an officer in the field. Personnel will develop a digital application to view the videos that will be accessible on a virtual reality headset. This interactive experience will help to better prepare the individual for the physical, mental, and emotional rigors of the Police Academy and offer a glimpse into what it takes to be a LAPD recruit or officer. Personnel and LAPD believe that integrating this technology into the recruitment process will set LAPD apart and attract quality candidates to the agency. According to Personnel, LAPD recruitment booths will be equipped with virtual reality equipment, providing a one-of-a-kind experience. According to Personnel and LAPD, LAPD would currently be the only police agency in the country using virtual reality technology as a recruitment resource. In addition, Personnel states that this technology can be used across City departments such as Los Angeles International Airport or the Convention Center.

The Commission recommends funding of \$50,000 to cover the costs associated with the Virtual Reality Officer Experience. The funds will pay for the following:

360 Degree Film and Interactive Software Application:

- Pre-Production: \$6,500
- Production: \$42,000

- Post-Production and Application Development: \$20,350

Hardware:

- Samsung Galaxy S7 phones: \$6,300 (10 at \$630 each)
- Data plans for phones: \$2400 ((\$20 a month x 10) x 12 months)
- Samsung Gear Virtual Reality Headset: \$400 (10 at \$40 each)
- Over the Ear Headphones: \$400 (10 at \$40 each)

Personnel has agreed to absorb any additional costs associated with the pilot that exceed the \$50,000 funding recommendation within their existing budget. Personnel conducted a Request for Proposals to solicit a contractor to provide these services and is currently in the process of awarding the contract.

FISCAL IMPACT STATEMENT

Approval of these recommendations will allocate \$50,000 of the remaining \$795,434 Innovation Fund 2017-18 available balance. The \$50,000 will be transferred to the Personnel Department to begin implementation of the pilot project that has been approved by the Innovation and Performance Commission. In some cases, departments will incur ongoing costs.

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