

PUBLIC SAFETY COMMITTEE REPORT relative to the donation of \$350,000 to be utilized for recruitment marketing for diversity hiring for the Los Angeles Police Department (LAPD).

Recommendation for Council action:

ACCEPT the donation of \$350,000 from the Los Angeles Police Foundation to be utilized for recruitment marketing for diversity hiring for the LAPD; and, THANK the donor for this generous donation.

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

Community Impact Statement: None submitted.

Summary:

On June 25, 2020, your Committee considered a May 19, 2020 Board report relative to the donation of \$350,000 to be utilized for recruitment marketing for diversity hiring for the LAPD. According to the Board, this donation will benefit the LAPD by enhancing the LAPD marketing and recruitment efforts for sworn targeted diversity hiring. This funding will be used to hire a professional marketing and recruitment vendor to work with the LAPD. The vendor will create a recruitment campaign that features diverse police officers in various ranks and is specifically designed to:

1. Attract African American, Asian/Pacific Islander, and female police officer candidates; Highlight diversity among police officers by sharing their stories and providing relatable experiences to help candidates envision themselves in the profession.
2. Create vignettes and other media that illustrates a day in the multifaceted life of diverse police officers in various assignments such as patrol, detectives, and specialized units.
3. Highlight how diverse police officers positively impact the community and the LAPD through a variety of specialized assignments.

After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the donation as detailed in the above recommendation. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

PUBLIC SAFETY COMMITTEE

<b><u>MEMBER</u></b>	<b><u>VOTE</u></b>
RODRIGUEZ:	YES
O'FARRELL:	YES
BUSCAINO:	ABSENT
RYU:	YES
LEE:	YES

ARL  
6/25/20

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**