

PUBLIC SAFETY COMMITTEE REPORT relative to efforts taken by the Los Angeles Police Department (LAPD) to promote the proper use of the 9-1-1 emergency system.

Recommendation for Council action:

NOTE and FILE LAPD report dated July 29, 2013 (attached to the Council file), relative to promoting the proper use of the 9-1-1 emergency system.

Fiscal Impact Statement: Not applicable.

Community Impact Statement: None submitted.

SUMMARY

In a report dated July 29, 2013, LAPD discusses efforts taken to promote the proper use of the 9-1-1 emergency system and to increase the awareness of the 1-877-ASK-LAPD non-emergency line. To educate the public, LAPD distributes brochures and promotional items and appears at speaking engagements at community/school meetings and events. Future promotional efforts include the use of billboard/bus bench advertisements, educational coloring books for children, pamphlets, flyers, and promotional items. The Department goes on to discuss the production of a public service announcement (PSA) featuring the Mayor, members of the Public Safety Committee, and the Chief of Police. It is anticipated that the PSA will be ready for broadcast at the beginning of 2014.

At its meeting held September 13, 2013, the Public Safety Committee discussed this matter with LAPD staff. The Department representative stated that 70 percent of calls made to 9-1-1 are non-emergency. Production of the PSA is underway in both English and Spanish. The Committee Chair mentioned that calls to stations can be left on hold, noting that additional training may be needed for station staff. The need for improved telephone technology, such as voice menu phone trees and reverse call backs, was also discussed. The Committee recommended that Council note and file LAPD's report.

Respectfully Submitted,

PUBLIC SAFETY COMMITTEE

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

