

## TRANSMITTAL

To: **THE COUNCIL**

Date: **06/11/20**

From: **THE MAYOR**

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.



**ERIC GARCETTI**  
Mayor

(Ana Guerrero) for

# LOS ANGELES POLICE COMMISSION

BOARD OF  
POLICE COMMISSIONERS

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SHANE MURPHY GOLDSMITH  
VICE PRESIDENT

DALE BONNER  
SANDRA FIGUEROA-VILLA  
STEVE SOBOROFF

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COMMISSION EXECUTIVE ASSISTANT II



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RICHARD M. TEFANK  
EXECUTIVE DIRECTOR

MARK P. SMITH  
INSPECTOR GENERAL

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

May 19, 2020

BPC #20-0059

The Honorable Eric Garcetti  
Mayor, City of Los Angeles  
City Hall, Room 303  
Los Angeles, CA 90012

Attention Heleen Ramirez

Dear Honorable Mayor:

RE: REQUEST FOR APPROVAL OF THE DONATION FROM THE LOS ANGELES POLICE FOUNDATION, \$350,000.00, TO BE UTILIZED FOR RECRUITMENT MARKETING FOR DIVERSITY HIRING, FOR THE BENEFIT OF PERSONNEL GROUP

At the regular meeting of the Board of Police Commissioners held Tuesday, May 19, 2020, the Board APPROVED the Department's report relative to the above matter.

This matter is being forwarded to you for approval.

Respectfully,

BOARD OF POLICE COMMISSIONERS

A handwritten signature in blue ink that reads "Maria Silva".

MARIA SILVA  
Commission Executive Assistant II

Attachment

c: Chief of Police

**AGENDA DATE: MAY 19, 2020**

**OPEN SESSION**

ITEM 1-D

DEPARTMENT'S REPORT, dated May 13, 2020, relative to a donation from the Los Angeles Police Foundation, in the value of \$350,000.00, to be utilized for Recruitment Marketing for Diversity Hiring, for the benefit of Personnel Group, as set forth. [BPC #20-0059]

Recommendation(s) for Board action:

APPROVE the Department's report and TRANSMIT to the Mayor and City Council for ACCEPTANCE.

**Commissioner Decker moved, seconded by Commissioner Soboroff to APPROVE the Department's report. Unanimously adopted 3/0.**

**\*Commissioners Figueroa-Villa and Goldsmith were absent.**

**INTRADEPARTMENTAL CORRESPONDENCE**

May 13, 2020  
14.1

**RECEIVED**

MAY 14 2020

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

**POLICE COMMISSION**

*MEM sefar*  
*5/14/20*

**FROM:** Chief of Police

**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 non-monetary donation of \$350,000 for Personnel Group.

**DONOR INFORMATION:**

Los Angeles Police Foundation  
Ms. Dana Katz, Executive Director  
633 West 5<sup>th</sup> Street, Suite 960  
Los Angeles, California 90071  
(213) 489-4636

**ITEMS:**

Recruitment Marketing  
for Diversity Hiring

**VALUE:**

\$350,000

**DISCUSSION**

This donation will benefit the Los Angeles Police Department (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:

- 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;
- 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; and,
- Highlight how diverse police officers positively impact the community and the Department through a variety of specialized assignments.

The Los Angeles Police Foundation (Foundation) is a private organization that provides resources and support to the LAPD. The Foundation has not entered into, performed under, or sought contract with the Department; has not attempted to influence the Department in the past year that would have a direct effect on the Foundation; the Foundation does not have any licenses, permits

or other entitlements for use that the Department has influence over; nor does the Foundation own or operate a business within the City of Los Angeles; however, the Foundation's office is located within the City. To the best of our knowledge, there are no potential factors that may give the appearance of a conflict of interest in accepting this donation. No expressed or implied commitments or promises were made to the donor or representative 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.

The Risk Management Legal Affairs Group has verified that there are no personal relations or conflicts associated with the Foundation. The donation 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.

If you have any questions, please contact Police Administrator II Vartan Yeghyan, Commanding Officer, Personnel Group, at (213) 486-8399.

Respectfully,



MICHEL R. MOORE  
Chief of Police

633 West 5<sup>th</sup> St., Suite 960, Los Angeles, CA 90071  
Phone: (213) 489-4636  
Fax: (213) 489-4997  
jacqui@supportlapd.org

**Los Angeles Police  
Foundation**

# APPROVED GRANT

<b>To:</b>	Grant Section	<b>From:</b>	Jacqui McAndrews
<b>Fax:</b>	213-485-8125	<b>Pages:</b>	11 (includes Cover)
<b>Phone:</b>	213-485-3277	<b>Date:</b>	May 5, 2020
<b>Re:</b>	Grant Request #2020-030	<b>CC:</b>	

Attached is the latest grant request.

<b>Grant Application received:</b>	April 21, 2020
<b>Grant Received from:</b>	Personnel Group
<b>Contact:</b>	Vartan Yeghyan
<b>Phone #:</b>	(213) 486-8399
<b>Grant Name:</b>	Recruitment Marketing for Diversity Hiring
<b>Grant Amount:</b>	\$350,000



**DIVISION RESTRICTED ACCOUNT APPLICATION**

Grant Number 2020 030 (LAPF use only)

Date: 3/18/2020

Amount Requested \$ 350,000

Contact Name(s): Varian Yeghyan

Department/Unit: Personnel Group

Mailing Address: 100 W. 1<sup>st</sup> St Los Angeles

Phone Number: (213) 486-8399 Fax Number: (213) 486 7066

E-mail Address:  
E9271@lapd.onlne

Provide a brief description of the request for expenditure from this Division Restricted Account:

Has your Commanding Officer approved this request?  YES  NO

Name of Commanding Officer: Deputy Chief Martin A. Baeza Serial No. 26624

Signature of Commanding Officer: *Martin Baeza*

For questions, please contact Dana Katz, LAPF at (213) 489-4636 or email [dana@supportlapd.org](mailto:dana@supportlapd.org).

**INTRADEPARTMENTAL CORRESPONDENCE**

March 18, 2020

1.12

**TO:** Commanding Officer, Personnel and Training Bureau

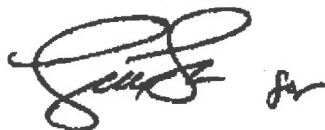
**FROM:** Commanding Officer, Personnel Group

**SUBJECT:** LOS ANGELES POLICE FOUNDATION GRANT REQUEST

It is requested that Personnel Group be approved for the release of the remaining grant in the amount of \$350,000 held by the Los Angeles Police Foundation. Approval of the release of this fund will benefit the Los Angeles Police Department 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:

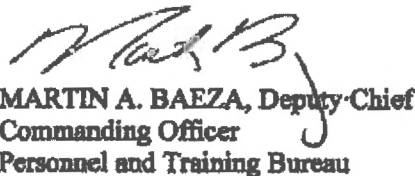
- Attract African American, Asian/Pacific Islander and female police officer candidates;
- Highlight diversity among police officers by sharing their stories and providing relatable experiences to help candidates envision themselves in the profession;
- Create vignettes and other media that illustrates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

For questions, please contact Police Administrator II Vartan Yeghyan, Personnel Group, at (213) 486-8399.



VARTAN YEGHYAN, Police Administrator II  
Commanding Officer  
Personnel Group

Approved by:



MARTIN A. BAEZA, Deputy Chief  
Commanding Officer  
Personnel and Training Bureau

Attachments

## LOS ANGELES POLICE FOUNDATION GRANT FUND

Personnel Group requests the release of \$350,000 to benefit the Los Angeles Police Department 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:

- 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;
- 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; and
- Highlight how diverse police officers positively impact the community and the Department through a variety of specialized assignments.

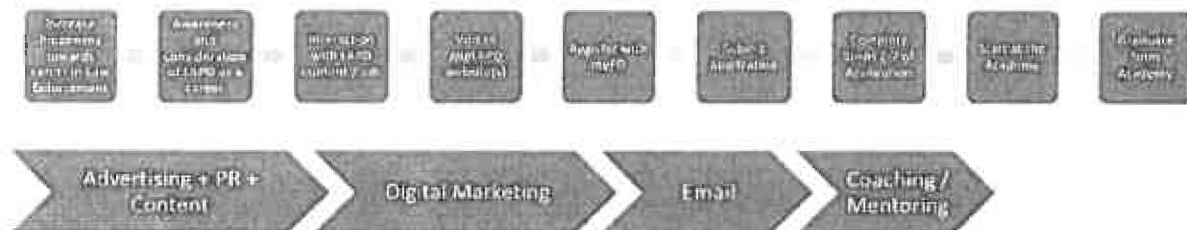
## APPROACH

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Sensis will develop and a robust recruitment advertising program that will improve all LAPD recruitment, while specifically driving African American and Women recruits. We will implement a phased rolling launch working collaboratively with LAPD leadership, the LAPD recruitment team, and the City of Los Angeles Personnel team.

### STRATEGY

Implement a two-pronged integrated recruitment marketing campaign targeted to African Americans and women respectively.



### OBJECTIVES

- Recruit 100 African American sworn officers
  - Increase number of current annual hires (45) by 55
  - Measurably drive 780 additional African American applicants
- Recruit 195 female sworn officers
  - Increase number of current annual hires (115) by 80
  - Measurably drive 1130 additional women applicants
- Improve effectiveness of LAPD's overall recruitment efforts

## SCOPE OF WORK

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### Phase 1 (February - March)

This phase will feature the launch of a digital-only campaign inclusive of digital display advertising, Social Media, and Search Engine Marketing. During this phase, Sensis will also develop the overarching campaign marketing plan, including:

- Target audience analysis
- Messaging strategy
- Media strategy

- PR and Event support strategy
- Influencer Strategy
- Email/recontact strategy
- Recruiter integration strategy
- CRM Optimization Approach

During the initial digital-only campaign rollout, we will leverage existing LAPD creative assets and content but will also develop a new creative look and feel, initiate development and production of creative content, and deliver an applicant projection model based on conversion rates. Additionally, we will conduct an analysis of LAPD website traffic, optimize online activity, and implement a refined retargeting/remarketing approach.

**Strategy**

Component	Tasks	Deliverables
Marketing presence Audit	<ul style="list-style-type: none"> <li>• Evaluate existing plans, assets, recruitment data, and website traffic analysis</li> <li>• Identify gaps in process</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment report</li> </ul>
Marketing Plan	<ul style="list-style-type: none"> <li>• Develop target audience personas</li> <li>• Develop strategic messaging platform and messaging components for target audiences</li> <li>• Develop media strategy (digital, social, and traditional)</li> <li>• Develop earned media and event support strategy</li> <li>• Develop recruiter integration plan</li> <li>• Develop email/recontact strategy</li> <li>• Develop an influencer engagement strategy</li> <li>• Develop a CRM Optimization approach</li> </ul>	<ul style="list-style-type: none"> <li>• Creative brief</li> <li>• Media brief</li> <li>• Campaign strategy and go-to-market plan</li> <li>• Detailed task timelines</li> </ul>

**Digital**

Component	Tasks	Deliverables
Landing Pages	<ul style="list-style-type: none"> <li>• Design and build landing pages</li> <li>• Integrate with LAPD marketing tools</li> </ul>	<ul style="list-style-type: none"> <li>• Launch landing pages</li> </ul>
Search	<ul style="list-style-type: none"> <li>• Develop key word strategy</li> <li>• Determine key words</li> </ul>	<ul style="list-style-type: none"> <li>• Launch search advertising</li> </ul>
Email Drip / Recontact Program	<ul style="list-style-type: none"> <li>• Develop and launch drip and recontact program strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Email/Drip marketing and recontact plan</li> <li>• Launch email/drip marketing and recontact plan</li> </ul>

**Creative / Content**

Component	Tasks	Deliverables
Digital Creative	<ul style="list-style-type: none"> <li>• Develop Phase 1 creative using existing LAPD image assets</li> <li>• Develop Phase 2 creative using newly developed concepts</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Display Ads</li> <li>• Social Media Ads</li> </ul>

# SENSIS

## LAPD Diversity Recruiting Scope of Work

<b>Creative Concepts</b>	<ul style="list-style-type: none"> <li>• Development of 3 creative advertising platforms, including messaging and graphics</li> <li>• Selection of 1 creative concept for full development and implementation (as part of creative development)</li> </ul>	<ul style="list-style-type: none"> <li>• Creative Ad concepts for launch in Phase 2</li> </ul>
<b>Photo &amp; Video Shoots / Production</b>	<ul style="list-style-type: none"> <li>• Production of selected creative concept and required assets to fulfill media plan needs</li> <li>• Work collaboratively with City of LA Personnel Dept to schedule production</li> </ul>	<ul style="list-style-type: none"> <li>• Final creative assets</li> </ul>
<b>Content Series</b>	<ul style="list-style-type: none"> <li>• Identify featured officers</li> <li>• Craft testimonial stories</li> <li>• Produce content</li> <li>• Develop distribution strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Content Series launch plan</li> </ul>

### Media

Component	Tasks	Deliverables
<b>Digital Launch</b>	<ul style="list-style-type: none"> <li>• Develop stopgap digital campaign to run through 30 March</li> </ul>	<ul style="list-style-type: none"> <li>• Phase 1 Media plan</li> </ul>
<b>Media Planning &amp; Buying</b>	<ul style="list-style-type: none"> <li>• Develop media plan in accordance with approved media strategy</li> <li>• Develop campaign measurement and optimization Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Phase 2 Media plan</li> </ul>
<b>Radio Program</b>	<ul style="list-style-type: none"> <li>• Explore expansion opportunities of existing plan, and opportunities in digital radio</li> </ul>	<ul style="list-style-type: none"> <li>• Program extension plan</li> </ul>

### Account Management / Measurement

Component	Tasks	Deliverables
<b>Reporting &amp; Dashboard</b>	<ul style="list-style-type: none"> <li>• Develop Key Performance Indicators</li> <li>• Develop report templates and reporting schedule</li> <li>• Create client facing online dashboard for campaign performance monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting schedule and report delivery</li> <li>• Customized Dashboard</li> </ul>
<b>Account Management</b>	<ul style="list-style-type: none"> <li>• Facilitate all campaign activity</li> <li>• Manage project workflow</li> <li>• Administrative and fiscal oversight</li> <li>• Issue resolution</li> </ul>	<ul style="list-style-type: none"> <li>• Recurring status reports</li> <li>• Agency marketing POVs as requested</li> </ul>

### Phase 2 (April -July)

In this phase, Sensis will scale the campaign into a multichannel integrated advertising campaign by expanding digital advertising and implementing broader outreach activities in accordance with the approved marketing and media plans. We will launch this phase using creative developed during Phase 1, and initiate PR/event support activities, influencer marketing, recruiter integration, and CRM Application Portal Optimization.

Digital

Component	Tasks	Deliverables
Landing Pages	<ul style="list-style-type: none"> <li>Refine and optimize landing pages based on data analytics</li> </ul>	<ul style="list-style-type: none"> <li>Performance reports</li> </ul>
Email Drip / Recontact Program	<ul style="list-style-type: none"> <li>Refine and optimize email drip marketing and recontact program based on data analytics</li> </ul>	<ul style="list-style-type: none"> <li>Performance reports</li> </ul>
Recruiter Integration	<ul style="list-style-type: none"> <li>Implement recruiter integration strategy/plan developed in Phase 1</li> </ul>	<ul style="list-style-type: none"> <li>Activity and touchpoint reports</li> </ul>

Creative / Content

Component	Tasks	Deliverables
Digital Creative	<ul style="list-style-type: none"> <li>Ongoing development of Digital Display Ads</li> <li>Ongoing development of Social Media Ads/content</li> <li>Ongoing evaluation of Search Marketing Performance and Key Words</li> </ul>	<ul style="list-style-type: none"> <li>Digital Display Ads</li> <li>Social Media Ads</li> </ul>
Traditional Creative	<ul style="list-style-type: none"> <li>Ongoing development and production of traditional media creative assets</li> </ul>	<ul style="list-style-type: none"> <li>Refreshed creative assets developed in accordance with approved concepts idea</li> </ul>
Content Series	<ul style="list-style-type: none"> <li>Ongoing development of content series assets</li> </ul>	<ul style="list-style-type: none"> <li>Launch content series</li> </ul>

Media

Component	Tasks	Deliverables
Media Planning & Buying	<ul style="list-style-type: none"> <li>Implementation of media plan developed in Phase 1</li> <li>Development of Phase 3 media plan</li> </ul>	<ul style="list-style-type: none"> <li>Media placement and reporting</li> </ul>

PR and Events

Component	Tasks	Deliverables
PR	<ul style="list-style-type: none"> <li>Implement PR/Earned media strategy developed in Phase 1</li> <li>Revise and optimize approach based on program effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Launch PR/Earned media program developed in Phase 1</li> </ul>
Events	<ul style="list-style-type: none"> <li>Implement Event support strategy developed in Phase 1</li> <li>Revise and optimize approach based on program effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Launch event support program developed in Phase 1</li> </ul>
Influencer Marketing	<ul style="list-style-type: none"> <li>Implement influencer marketing strategy developed in Phase 1</li> <li>Revise and optimize approach based on program effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>Launch influencer marketing program developed in Phase 1</li> </ul>

**Account Management / Measurement**

Component	Tasks	Deliverables
<b>Reporting &amp; Dashboard</b>	<ul style="list-style-type: none"> <li>Ongoing campaign measurement, data analysis, and report development</li> </ul>	<ul style="list-style-type: none"> <li>Report delivery in accordance with schedule developed in Phase 1</li> </ul>
<b>Account Management</b>	<ul style="list-style-type: none"> <li>Facilitate all campaign activity</li> <li>Manage project workflow</li> <li>Administrative and fiscal oversight</li> <li>Issue resolution</li> </ul>	<ul style="list-style-type: none"> <li>Recurring status reports</li> <li>Agency marketing POVs as requested</li> </ul>
<b>Phase 3 Strategy &amp; Plan</b>	<ul style="list-style-type: none"> <li>Develop Phase 3 approach based on Phase 1 and 2 campaign performance</li> </ul>	<ul style="list-style-type: none"> <li>Phase 3 marketing approach &amp; go-to-market plan</li> </ul>

TIMELINE

Phase 1 and 2  
5 months - 2/5/20 – 6/30/20

	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Jan	Feb	Mar	Apr	May	Jun	JUL	
	Year 1 (Feb 2020 - Dec 2020)												Year 2 (Jan 2021 - Jun 2021)						
<b>PHASE 1</b>																			
Kick-off Meeting/ Start of Agreement																			
Campaign Strategy & Plan Dev (Including: Messaging Strategy, Media Strategy, PR/Event Strategy, Influencer Strategy, Email/recontact Strategy, Recruiter Integration Strategy, CRM Optimization Approach)																			
Landing page development/consolidation																			
Digital Campaign Launch																			
Creative Concept Development (Including: Content Series Dev)																			
Creative Production (Including: Content Series Prod)																			
<b>PHASE 2</b>																			
Integrated Campaign Launch/In-Market																			
Content Series Launch/In-Market																			
PR & Event program Launch/In-Market																			
Influencer Marketing Launch/In-Market																			
Recruiter Campaign Integration																			
CRM/Application Portal Optimization																			
<b>PHASE 3</b>																			
Phase 2 Review and Optimization																			
Campaign Relaunch																			

PROJECT COSTS

Budget Resource Allocation for Phases 1 and 2

	Working Media	Production	Agency Fees	TOTAL
Year 1	\$300,569	\$18,540	\$180,891	\$500,000
Budget %	60%	4%	36%	

Detailed Project Budget by Phase

**Phase 1**

Period: 2/10-3/30

<b>TOTAL Budget</b>	<b>\$200,000</b>
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<b>Task Description</b>	<b>Labor</b>	<b>Media / ODEs</b>
Strategy	\$6,500	
Landing Pages	\$8,000	
Digital Creative - Display + Social + Video	\$11,700	
Creative Concepts (3)	\$16,500	
Photo & Video Shoots & Production	\$3,000	\$10,000
Content Series - Initial Development	\$5,800	
Media Planning & Buying	\$14,611	\$83,489
Radio Program - Extension	\$1,600	\$20,000
Email Drip / Recontact Program	\$11,400	
Account Management & Measurement	\$7,400	
<b>Sub-total for all Tasks</b>	<b>\$86,511</b>	<b>\$113,489</b>

**Phase 2**

Period: 4/1-6/30

<b>TOTAL Budget</b>	<b>\$300,000</b>
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<b>Task Description</b>	<b>Labor</b>	<b>Media / ODEs</b>
Creative - OOH / Radio / TV / Digital	\$12,000	\$5,000
Content Series - Continue	\$13,400	\$2,000
Media Planning & Buying	\$23,280	\$194,000
Recruiter Integration Program	\$10,400	
PR and Events Program	\$14,600	\$1,540
CRM / Application Portal Optimization		
Influencer Marketing	\$8,500	\$3,080
Account Management & Measurement	\$12,200	
<b>Sub-total for all Tasks</b>	<b>\$94,380</b>	<b>\$205,620</b>