

**INTRADEPARTMENTAL CORRESPONDENCE**

January 4, 2010  
1.10

BOPC No. 10-0020

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

**FROM:** Chief of Police

**SUBJECT:** APPROVAL OF DONATION

**RECOMMENDED ACTION**

That the Board of Police Commissioners APPROVE and TRANSMIT to the Mayor and City Council the donation of the iWATCH Community Awareness Program for Counter-Terrorism and Criminal Intelligence Bureau.

<u>DONOR INFORMATION:</u>	<u>ITEMS:</u>	<u>AMOUNT/VALUE:</u>
Los Angeles Police Foundation (#099-09) Ms. Karen Wagener, President 515 South Flower Street, Suite 1680 Los Angeles, California 90071 (213) 489-4636	Creation of three Public Service Announcements to be aired as television commercials, before movies in theaters and a 15 minute video for community meetings	\$25,411.51

**DISCUSSION**

The Suspicious Activity Reporting System (SARS) has been developed by the Los Angeles Police Department (LAPD) which mandates police officers report suspicious activity or behavior that has been identified as having a possible nexus to terrorism. The LAPD is the first law enforcement agency in the nation to develop terror codes, like crime codes which identify specific types of suspicious activity and behavior that may be related to terrorism.

The donation is for the community component of the overall SARS. Community support in reporting suspicious activity is crucial to disrupting terrorist activity particularly in view of the comparatively small size of the Department to the population of the city. The LAPD has created a SARS Public Awareness and Empowerment campaign, entitled "iWATCH, iREPORT, iKEEP US SAFE". This is a marketing campaign designed to educate the public on the specific behavior and activities that the public needs to report for the advancement of community safety and protection. This campaign does not command the public to act, but instead presents the public with the responsibility and the wherewithal to take charge of recognizing, observing and reporting suspicious activity.

The Honorable Board of Police Commissioners

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1.10

Counter-Terrorism and Criminal Intelligence Bureau will create three Public Service Announcements to be aired as television commercials, and before movies in theaters. A 15 minute video has been scripted to use at various community meetings including those that the Senior Lead Officers and Terrorism Liaison Officers attend throughout the year. The video and brochures will also be used at Chamber of Commerce, Reserve Corps, Explorer Posts, University and neighborhood meetings. The posters will be placed at City buildings, parks, commuter locations and other high visibility sites. Please see attachment for further details.

Administrative Services Bureau has reviewed the donation and determined that it 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 Police Department.

If you have any questions, please contact Commander Joan McNamara, Counter-Terrorism and Criminal Intelligence Bureau, at (213) 486-8780.

Respectfully,

A handwritten signature in black ink, appearing to read 'C. Beck', with a flourish at the end.

CHARLIE BECK  
Chief of Police

Attachments

## INTRADEPARTMENTAL CORRESPONDENCE

September 8, 2009  
1.15

**TO:** Commanding Officer, Administrative and Technical Services Bureau

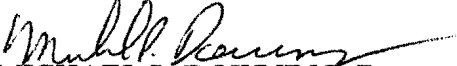
**FROM:** Commanding Officer, Counter-Terrorism and Criminal Intelligence Bureau

**SUBJECT:** ACCEPTANCE OF DONATED ITEMS

The Los Angeles Police Foundation provided a grant for the Suspicious Activity Report, iWatch Community Awareness Program in the amount of \$25, 411.51. This program was established to educate the community on how and what to report regarding suspicious activity with a potential nexus to terrorism.

The funds have been utilized in the creation of an iWatch Public Service Announcement, which will be released to the public in October, 2009. Additionally, a training film was created that will provide training to officers, as well as community members, and educate them on the iWatch Program.

If you have any questions or need additional information, please contact Commander Joan T. McNamara at (213) 485-3211.

  
MICHAEL P. DOWNING, Deputy Chief  
Commanding Officer  
Counter-Terrorism and Criminal Intelligence Bureau

515 S Flower St., Ste 1680, Los Angeles, CA 90071  
Phone: (213) 489-4636  
Fax (213) 489-4697  
bryan@lapolicefoundation.org

**Los Angeles Police  
Foundation**

# 019-09

# Fax

<b>To:</b>	ATSB	<b>From:</b>	Beth Ryan / Angela Collins
<b>Fax:</b>	213-485-8125	<b>Pages:</b>	+ cover sheet
<b>Phone:</b>	213-485-3277	<b>Date:</b>	March 2, 2009
<b>Re:</b>	Grant Request # 2009-020	<b>CC:</b>	

Attached is the latest grant request.

**Grant Application received:** February 26, 2009  
**Grant Received from:** Counter – Terrorism and Criminal Intelligence Bureau  
**Contact:** Commander Joan McNamara  
**Phone #:** (213) 485-3211  
**Grant Name:** iWATCH Community Awareness Program  
**Grant Amount:** \$25,411.51

Please Fax this information to Administrative and Technical Services Bureau at 213-485-8125 or if you have any questions, please contact us at 213-485-3277. Thank you.

**2008 GRANT APPLICATION**Grant Number 2009 - 020 (office use only)

Date 2-11-09

Amount Requested: \$25,411.51

Contact Name(s): Commander Joan McNamara

Department/Unit: Counter-Terrorism and Criminal Intelligence Bureau (CTCIB)

Mailing Address: 150 N. Los Angeles Street, Room 630, Los Angeles CA 90012

Phone Number: 213 485-3211 Fax Number 213 473-6720

E-mail Address: joan.mcnamara@lapd.lacity.org

Name of Program/Equipment requesting funding for: iWATCH Community Awareness Program

**Provide a brief description and the need for the program/equipment (use additional paper if needed):**

The Suspicious Activity Reporting System (SARS) has been developed by the Los Angeles Police Department pursuant to Special Order 11 which mandates police officers report suspicious activity or behavior that has been identified as having a possible nexus to terrorism. Officers often observe suspicious activity that may have a direct relationship to the activities and behaviors that terrorists engage in during the planning and preparation phases of a terrorist plot. The LAPD is the first law enforcement agency in the nation to develop terror codes, like crime codes, which identify specific types of suspicious activity and behavior that may relate to terrorism. LAPD uses SAR codes in a reporting framework that it built for collection, analysis, prevention and apprehension.

This grant request is for the community component of the overall SAR system. Community support in reporting suspicious activity is crucial to disrupting terrorist activity particularly in view of the comparatively small size of the department to the population of the city. However, there are limited dedicated programs to alert the Los Angeles community on what types of activities should be reported and how to report suspicious activity. As a result, the LAPD has created a SAR Public Awareness and Empowerment campaign, entitled iWATCH, iREPORT, iKEEP US SAFE (CTCIB is in the process of filing a trademark application to protect use of the name iWATCH and the slogan). It is a marketing campaign designed to educate the public on the specific behavior and activities that the public needs to report for the advancement of community safety and protection. By focusing on the pronoun "i" the campaign engenders a positive, take-charge program where citizens feel empowered and responsible for being part of the framework for protecting the United States from terrorist attacks. This campaign does not command the public to act, but instead presents the public with the responsibility and the wherewithal to take charge of recognizing, observing and reporting suspicious activity.

In order to market the program, CTCIB will create 3 Public Service Announcements (PSAs) to be aired as television commercials and aired in local theaters before movies. CTCIB will work with Chief Bratton's office and LAPD Media Relations for placement of the PSAs. In addition, a 15-minute video has been scripted to use at community meetings, including Community Police Advisory Board meetings, and the

numerous community meetings that the Senior Lead Officers and Terrorism Liason Officers attend throughout the year. The video and brochures will also be used at Chamber of Commerce, Reserve, Explorer, University, and Neighborhood meetings, to name but a few. The posters will be placed at city buildings, parks, commuter locations, and other high visibility sites.

Has this program/equipment previously been requested through the city budget?  YES  NO

If yes, please list the most recent date of submission and the result. \_\_\_\_\_

If no, please explain the reason why it was not submitted. No funding available

**What objectives will be accomplished if the funding is granted?**

By utilizing multiple marketing programs, the LAPD will be able to provide broad based advertising of the program and outreach to a large part of the city's residents. We anticipate significant interest in the program when it is launched, so that initial publicity via press releases and a press conference with Chief Bratton and CTCIB command will allow us to benefit from free media advertising. Subsequently, all of our advertising via print, PSAs and community meetings are designed to educate the populace on the need for them to be alert and report suspicious activity and behavior, which will protect all Angelenos and the United States by providing leads that will disrupt terrorist attacks.

In addition, the community will feel empowered by their ability to help the police department, and individuals will experience less fear when they are educated and are contributing to preventing terrorism. This program will once again solidify the department's goal to work in partnership with the community. Furthermore, the public will primarily be directing their reporting to a specific agency, the Joint Regional Intelligence Center (JRIC), so that there is concentrated reporting to one agency versus multiple agencies or city call centers, or no report at all for lack of knowing where to report. (Presently, reports can be called in to 911, a local police station, the FBI, the JRIC, etc., and there is no guarantee that the reports will reach a destination that can be utilized by the LAPD.) Centralized public reporting and a combination of public and police officer reporting will materially enhance the LAPD's ability to predict and prevent terrorist attacks and to actively assess and deploy personnel with real-time analytics.

**How can the foundation evaluate success if the funding is granted?**

CTCIB will assess the number of suspicious activity reports that come from the community both before and after the program is announced. CTCIB will also evaluate the content of those reports to determine what further community training needs to be developed based on the types of tips received and continuous evaluation of the public's understanding of the specific types of behaviors and activities that should be reported.

**Please list or attach an itemized list for expenses or a quote from equipment manufacturer on vendor's letterhead.**

The iWATCH program, including all of the poster imagery, brochures and the iWATCH logo, has been developed by LAPD Reserves at a considerable cost savings to the department. The team includes Directors and Producers who will volunteer their time to film the PSAs and video. Members of the team also have experience in legal, accounting, sales, and marketing. For example, a sample PSA developed to solicit approval of the program was created without any funding by the department. However, the anticipated expenses are necessary to develop a finished professional product. Collaboration with the Ahmanson Recruit Training Center (ARTC) will further reduce production costs.

**PSA AND VIDEO CAMPAIGN:**

The 3 PSAs and the 15-minute video will be produced in collaboration with the Ahmanson Recruit Training Center (ARTC).

ARTC will provide most of the technical support for pre-production, location shooting, and some post-production.

The LAPD Reserve Team will provide most of the creative support for the productions (Directors, Producers, Scriptwriters, some Actors). The following costs are requested for personnel and equipment that will not be provided by Reserves, the LAPD or the ARTC:

**Equipment and Food - \$8,337**

(i.e., location rentals, equipment and food for 8 days)

**Technical support (non ARTC) - \$11,200**

**Creative personnel (non Reserves)- \$3,000**

**AMOUNT REQUESTED FOR PSA AND VIDEO CAMPAIGN- \$22,537**

**PRINT CAMPAIGN:**

Print costs: (see attached invoices)

2,000 posters x 4 different poster images - (\$293.22 x 4) = \$1,172.88

10,000 brochures = \$1,701.63

**AMOUNT REQUESTED FOR PRINT CAMPAIGN: \$2,874.51**

**TOTAL REQUEST FOR PRINT AND MEDIA: \$25,411.51**

Has your commanding officer approved this request?  YES  NO

Name of commanding officer: Commander Joan McNamara

Signature of commanding officer:  \_\_\_\_\_

Send completed grant application form by fax (213) 489-4697 or email [bryan@lapolicefoundation.org](mailto:bryan@lapolicefoundation.org) or call Beth Ryan at (213) 489-4636 with any questions, comments or concerns.