

INTRADEPARTMENTAL CORRESPONDENCE

May 1, 2024
10.2

TO: The Honorable Board of Police Commissioners

FROM: Chief of Police

SUBJECT: RESOURCES NEEDED TO OUTREACH TO NON-ENGLISH-SPEAKING COMMUNITIES: POLICE SERVICE REPRESENTATIVES AND 9-1-1 CALL CENTERS (COUNCIL FILE NO. 23-1354)

RECOMMENDATION

1. It is recommended that the Board of Police Commissioners APPROVE and TRANSMIT the report to the City Council.

This correspondence is submitted in response to Council File No. 23-1354: Resources Needed to Outreach to Non-English-Speaking Communities - Police Service Representatives (PSRs) and 9-1-1 Call Centers. The attached Fact Sheet elaborates on what resources are needed to effectively outreach to non-English-speaking communities. It also highlights resources needed to recruit PSRs who speak more than one language, with an emphasis on the top 10 languages spoken in the City.

Communications Division continues to seek out recruitment events at community colleges and trade schools throughout Los Angeles County; as well as job fairs and community event referrals from City Council's offices, and the Department's Recruitment and Employment Division (RED). A recruitment coordinator or recruitment unit within Communications Division, focusing solely on PSR recruitment, and supported by RED and Personnel Department, is essential to the successful hiring of PSRs, specifically those who speak more than one language.

Should you require additional information, please contact Captain Raymond Valois, Commanding Officer, Communications Division, at (213) 978-6585.

Respectfully,



DOMINIC H. CHOI
Chief of Police

Attachment

FACT SHEET
Resources Needed to Outreach to Non-English-Speaking Communities:
Police Service Representative and 9-1-1 Call Centers
May 1, 2024

PURPOSE:

The purpose of this fact sheet is to elaborate on what resources are needed to effectively outreach to non-English-speaking communities, and to recruit Police Service Representatives (PSR) that speak more than one language with an emphasis on the top 10 languages spoken in the City.

BACKGROUND:

Communications Division (CD) is a support entity for the Los Angeles Police Department (Department). Communications Division functions as the City's direct point of contact for 9-1-1 calls initiated within the City.

When there are no PSRs available for non-English interpretation, the Department utilizes separate vendors for emergency and non-emergency foreign language interpretation services. The California Office of Emergency Services, 9-1-1 Communications Branch, provides emergency interpretation services to the Department and other Emergency Communications Centers throughout the state via Cyracom International. The City provides non-emergency interpretation services via Homeland Language Services.

FINDINGS:

The City has identified the following 10 languages (in order) as the primary non-English languages spoken in the City during 2022-2024:

1. Spanish	6. Farsi (Persian)
2. Korean	7. Russian
3. Armenian	8. Vietnamese
4. Chinese	9. Japanese
5. Filipino/Tagalog	10. Thai

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In calendar year 2023, CD made 346 calls to Homeland Language Services and 7,868 calls to Cyracom International. Below are the top five languages requiring emergency interpretation service via Cyracom International:

1. Korean	1,822
2. Russian	1,584
3. Mandarin	1,123
4. Spanish	695
5. Farsi	549

The chart below summarizes the number of bilingual PSRs available at CD:

Communications Division Bilingual PSRs	
Language	PSRs
Armenian	1
Farsi	2
Hindi	2
Korean	2
Mandarin	1
Portuguese	1
Russian	1
Samoan	1
Spanish	165
Tagalog	6
Thai	2

Of the most recent 1,200 applicants for the PSR position, there were 799 applicants who speak or write a language other than English.

Personnel Department has been actively recruiting for the PSR position, in general. They are utilizing the Indeed online job board website and social media platforms Facebook and Instagram to advertise the PSR position. Additionally, they operate the JoinLAPD.com website, which has a page featuring the PSR position and a link to the job bulletin. Personnel Department's Public Safety Division has reached out to CD for participation in a recruitment video specific to the PSR

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position. The video is to include a diverse group of PSRs, including those who are bilingual, in an effort to attract candidates that speak more than one language.

In 2023, the CD Community Relations Unit was disbanded to help address personnel shortages on the dispatch floor. This unit was primarily responsible for community outreach and recruitment. Communications Division continues to seek out recruitment events at community colleges and trade schools throughout Los Angeles County, as well as job fairs and community event referrals from City Councilmembers' offices and the Department's Recruitment and Employment Division (RED). These events are staffed on a rotating basis by PSRs who are shown on special assignment from the dispatch floor. Currently, there is no unit within CD or a coordinator that focuses solely on recruitment.

CONCLUSION:

Communications Division has been tasked with handling much of its own recruitment. A recruitment coordinator or recruitment unit focusing solely on PSR recruitment and supported by RED and Personnel Department is essential to the successful hiring of PSRs, specifically those who speak more than one language, and would be needed to reach recruitment goals. The Department's current recruitment resources include:

- Updating the JoinLAPD.com website to include a focus on bilingual candidates, listing these top 10 languages, adding the 2.5% language bonus pay information, highlighting 9-1-1 calls in multiple languages on the PSR page;
- Continuing to work with Personnel Department to develop a public service announcement on recruitment with a focus on attracting bilingual candidates to be distributed on social media and related marketing websites;
- Employing billboards featuring PSR recruitment in communities where the demand for specific languages is highest, with Spanish being the most in-demand language;
- Utilizing the existing Indeed online job board and social media platforms to emphasize the focus on bilingual candidates, listing the languages most desired;
- Outreaching via job boards at community organizations, cultural centers and associations with a focus on those communities where the desired language is most prevalent; and,
- Outreaching at college and community career centers state-wide, especially those with language and intercultural studies programs.

PUBLIC SAFETY COMMITTEE REPORT relative to resources are needed to effectively outreach to non English-speaking communities.

Recommendation for Council action pursuant to Motion (Rodriguez – Lee):

INSTRUCT the Los Angeles Police Department, with the assistance of the Personnel Department, to report on what resources are needed to effectively outreach to non English-speaking communities; and to recruit Police Service Representatives that speak more than one language with an emphasis on the top ten languages spoken in the City of Los Angeles.

Fiscal Impact Statement: 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 January 23, 2024, your Committee considered a Motion (Rodriguez – Lee) relative to resources are needed to effectively outreach to non English-speaking communities. According to the Motion, public safety is the number one role of any local government. Being able to quickly respond to emergency calls helps first responders save lives and solve incidents when a crime has taken place. The first point of contact anyone has in the City of Los Angeles is with a Police Service Representative (PSR) who answers their call at one of the City's two 9-1-1 call centers.

When a PSR receives a call from a non-English speaker they can call CyraCom International for an emergency call or Homeland Language Services for non-emergency interpretation. The California Governor's Office of Emergency Services (CALOES) has contracted CyraCom International for 9-1-1 Foreign Language Emergency Interpretation Services. In June 2022, the City of Los Angeles contracted Homeland Language Services for non-emergency interpretation services. Spanish speakers are transferred to an available bilingual PSR first.

In 2022, there were 2,856,879 calls made to 9-1-1 with an average of 7,828 calls made per day. Of those calls, LAPD made 6,038 calls to CyraCom International and 249 calls to Homeland Language Services. Furthermore, in 2023, there were 2,261,434 calls made to 9-1-1 with an average of 7,862 calls made per day from January through September. LAPD made 5,670 calls to CyraCom International and 260 calls to Homeland Language Services from January 2023 through September 2023. After consideration and having provided an opportunity for public comment, the Committee moved to approve the Motion. This matter is now submitted to Council for its consideration.

Respectfully Submitted,
Public Safety Committee

COUNCILMEMBER	VOTE
RODRIGUEZ:	YES
LEE:	YES
McOSKER:	YES
PARK:	YES
SOTO-MARTINEZ:	YES

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1/23/24

-NOT OFFICIAL UNTIL COUNCIL ACTS-