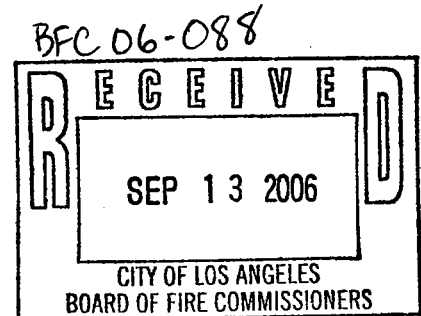


LOS ANGELES FIRE DEPARTMENT



WILLIAM R. BAMATTRE
FIRE CHIEF

September 13, 2006



TO: Honorable Board of Fire Commissioners

FROM: Roxanne V. Bercik, Chief of Staff

SUBJECT: INFORMATION SUBMITTED RELATIVE TO "PULL TO THE RIGHT" PUBLIC EDUCATION CAMPAIGN

Attached is a summary submitted for your preview regarding the "Pull To The Right" public education campaign requested by Fire Commissioner Hudley-Hayes for the September 19th Commission Meeting. If you have any questions, please contact me directly at (213) 978-3840.

Respectfully submitted,

WILLIAM R. BAMATTRE, Fire Chief

ROXANNE V. BERCIK, Assistant Chief
Chief of Staff

Attachment



LOS ANGELES FIRE DEPARTMENT
"PULL TO THE RIGHT"
PUBLIC EDUCATION CAMPAIGN

In January 2004, the Mayor's Office of Criminal Justice Planning proposed a collaborative effort with the Los Angeles Fire Department (LAFD) to seek grant funding from the California Office of Traffic Safety (OTS) for a public education campaign instructing the driving public to pull to the right for responding emergency vehicles. The Mayor's Office would serve as the grantee; the LAFD would manage and execute the project.

In June 2004, the Mayor's Office received notification that the proposed "Operation Right Move" Grant was funded for \$179,000. Funding for this two-year grant will cease on September 30, 2006. The LAFD bestowed the working title of "Pull To The Right" to the public education campaign.

The LAFD "Pull To The Right" campaign was rolled out twice annually in 2005 (April and September) and 2006 (April and August) consisting of the following elements:

- Initial purchase and displaying of "Pull To The Right" banners on all 103 LAFD fire stations;
- Initial purchase and hanging of 50 "Pull To The Right" banners on various streets throughout L.A.;
- Initial purchase and posting of magnetic "Pull To The Right" signs on LAFD emergency apparatus;
- Initial purchase and distribution of "Pull To The Right" car antenna fireballs;
- Purchasing media airtime to broadcast the "Pull To The Right" public service announcement; and
- Printing a quarter-page "Pull To The Right" ad in the Los Angeles Times.

In addition to the above twice-yearly efforts, the "Pull To The Right" campaign continues year-round via the following:

- Availability of English and Spanish "Pull To The Right" brochures which were designed, printed, and distributed to all LAFD fire stations and every Department of Motor Vehicles office in Los Angeles City; and
- Accessing "Pull To The Right" information @ www.lafd.org/rightmove.

Although OTS grant funding will soon cease for the paid media components of the "Pull To The Right" campaign, the LAFD intends to continue rolling out the program twice yearly via the following:

- Displaying "Pull To The Right" banners on all 103 LAFD fire stations;
- Posting magnetic "Pull To The Right" signs on LAFD emergency apparatus; and
- Seeking donated airtime for broadcasting the "Pull To The Right" public service announcement.

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