

LOS ANGELES FIRE DEPARTMENT



SEP 4 2007

DOUGLAS L. BARRY
FIRE CHIEF

August 27, 2007

BOARD OF FIRE COMMISSIONERS
FILE NO. 07-088

TO: Board of Fire Commissioners
FROM: Douglas L. Barry, Fire Chief *DLB*
SUBJECT: DONATION FROM ALLSTATE FOUNDATION –
DISASTER PREPAREDNESS PUBLIC SAFETY EDUCATION CAMPAIGN

FINAL ACTION:	<input type="checkbox"/> Approved	<input type="checkbox"/> Approved w/Corrections	<input type="checkbox"/> Withdrawn
	<input type="checkbox"/> Denied	<input type="checkbox"/> Received & Filed	<input type="checkbox"/> Other

Recommendations: That the Board:

1. Accept the donation from the Allstate Foundation totaling \$75,000 to continue the Disaster Preparedness Public Safety Education Campaign.
2. Authorize the Controller to deposit the \$75,000 donation into Fund 848, Department 38, Account 004A – Disaster Preparedness Education.
3. Authorize the Los Angeles Fire Department (LAFD) to spend these funds for the 2007 Disaster Preparedness Public Safety Education Campaign.
4. Authorize the Fire Department to expend monies from existing Fund 100/38 accounts pending Council approval and acceptance of the donation.
5. Authorize the Controller to transfer donation funds, from Fund 848/38 to Fund 100/38, Account 6010 (Office and Administrative) to reimburse this Account based on the Los Angeles Fire Department submissions to the Office of the City Administrative Officer (CAO) documenting actual costs fronted to meet deadlines for this Campaign.
6. Instruct the Commission Executive Assistant II to transmit the \$75,000 donation to the Mayor and City Council for acceptance.

Summary:

In early 2006, the LAFD received \$75,000 from the Allstate Foundation (Council File 06-1714) to develop, produce, and promote a Disaster Preparedness Public Safety Education Campaign. The Campaign featuring the theme "You Can't Predict, But You Can Prepare" was rolled out in September 2006. The Allstate monies funded the following:

- Development, production, and airing of a 30-second public service announcement;
- Development, artwork design, printing, and Spanish translation of a disaster preparedness brochure;
- Production, purchase, install, and removal of 36 street banners; and
- Purchase of fire station banners; magnetic apparatus signs; and promotional items.

Following on the success of last year's Campaign, in January 2007, the LAFD sought another \$75,000 from the Allstate Foundation (Attachment 1) to fund the 2007 Disaster Preparedness Public Safety Education Campaign. In March 2007, the LAFD received notification of Allstate's intent to donate \$75,000 and, on August 14, 2007, the \$75,000 check was received (Attachment 2).

The 2007 Disaster Preparedness Public Safety Education Campaign is slated to be rolled out in September 2007 to coincide with national Emergency Preparedness Month. This year's Campaign will utilize reusable items purchased with 2006 Allstate Foundation monies (e.g., street banners, fire station banners, magnetic apparatus signs, and public service announcement), with the 2007 donation funding:

- Development and posting of billboard ads;
- Acquisition of paid media time to air the public service announcement;
- Install/removal of street banners;
- Printing of additional disaster preparedness brochures;
- Purchase of additional promotional items; and
- Campaign kick-off press conference needs.

Fiscal Impact Statement

The use of the Allstate Foundation donation will enable the LAFD to continue the Disaster Preparedness Public Safety Education Campaign. Pending Council approval, the LAFD will fund the necessary expenditures from existing accounts. Following Council approval, the \$75,000 Allstate Foundation donation will be transferred into Fund 848, Department 38, Account 004A – Disaster Preparedness Education.

Conclusion:

In the interest of public safety, disaster preparedness is a theme that requires continued, widespread promotion. Through the generosity of the Allstate Foundation, the LAFD will again roll out the Disaster Preparedness Public Safety Education Campaign in September 2007. This partnership highlights the LAFD's commitment to seek innovative ways to promote the disaster preparedness public safety message.

Board report prepared by Lorraine Kwiatkowski, Management Analyst, Chief of Staff's Office

Attachments



ANTONIO R. VILLARAIGOSA
MAYOR

DALILA T. SOTELO
PRESIDENT

JILL FURILLO
VICE PRESIDENT

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GENETHIA HUDLEY-HAYES
CASIMIRO URBANO TOLENTINO

BLANCA GOMEZ-REVELLES
EXECUTIVE ASSISTANT II

FIRE DEPARTMENT

DOUGLAS L. BARRY
FIRE CHIEF

200 NORTH MAIN STREET
LOS ANGELES, CA 90012

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FAX: (213) 978-3815

<http://www.lafd.org>

January 26, 2007

Beth Gorley
Allstate Foundation
10901 gold Center Drive, Suite 400
Rancho Cordova, Ca. 95670

Dear Ms. Gorley:

The Los Angeles fire Department is excited to partner with the Allstate Foundation for the 2007 Disaster Preparedness Campaign and are very pleased to share with you this proposal to expand the Los Angeles Fire Department's Disaster Preparedness Public Safety Education Campaign (DPPSEC). As you know, last year the LAFD and the Allstate Foundation developed a public safety education campaign for the month of September (National Emergency Preparedness Month) titled "You Can't Predict But You Can Prepare". The objective was to generate public awareness on disaster preparedness concerns. In the spirit of public safety it is respectfully requested that the Allstate Foundation grant the LAFD the funds to reinstate and expand the DPPSEC for September 2007. The cost of redeveloping, expanding and distributing the DPPSEC in 2007 is estimated to be \$75,000.

The elements of the Disaster Preparedness Public Safety Education Campaign include:

- **Kick-Off Press Conference**
- **Magnetic Apparatus Signs (on all Fire Companies)**
- **Fire Station Banners**
- **Street Banners (at key intersections throughout the City)**
- **Billboards (at key locations throughout the City)**
- **Public Service Announcement**
- **Informational Handouts**
- **Website Information**

Disaster Preparedness Campaign Kick-Off Press Conference: A press conference announcing the launch of the LAFD/Allstate DPPSEC Campaign will be scheduled for the first week of September. The press conference will highlight the partnership between the two organizations and inform the public of the campaign's goals and objectives. Government and Elected Officials and Allstate representatives will be on hand to present the information.

Billboard Advertising: A new component to the 2007 Campaign will be the addition of approximately 150 Billboards placed throughout Los Angeles displaying the "You Can't Predict But You Can't Prepare" artwork. The Billboards will display the message for the entire month of September.

Magnetic Apparatus Signs: Magnetic Disaster Preparedness signs (approx. 22" x 16") will be placed on front-line LAFD fire apparatus in order to promote the campaign in a highly visible and mobile way throughout Los Angeles. In addition, it will enable LAFD personnel to respond to inquiries generated by the signs. The signs will be displayed on the apparatus for the entire month of September. We will use the same signs that were produced last year so there will be no cost for the magnetic signs. At the conclusion of the campaign, the signs will be stored for future use.

Fire Station Banners: Each fire station throughout Los Angeles City will prominently display the 4' X 8' Disaster Preparedness banners during the month of September to promote the campaign and educate the community. We will use the same signs that were produced last year so there will be no cost for the banners. At the conclusion of the campaign, the banners will be stored for future use.

Street Banners: Street banners will be strategically placed at fifty well-traveled intersections throughout the City. A private vendor would be responsible for sign installation, removal and proper permitting. All street banners will be in compliance with the Department of Transportation regulations.

Public Service Announcement: We will use the 30-second Public Service Announcement (PSA) that was produced last year featuring celebrity guest Richard Carn (Al Borland from TV Show, Home Improvement) and the LAFD Antenna Ball. Airtime for the entire month of September 2007 will need to be purchased to guarantee airtime on cable and main stream networks.

Informational Brochures: Informational tri-fold handouts were developed in both English and Spanish last year. The 2007 grant will fund the reproduction of "You Can't Predict You Can Prepare Campaign" brochures which, will be distributed to each Fire Station and the LAFD Disaster Preparedness Section (DPS). Fire Stations and DPS will distribute the brochures during community events and station visitations. In addition, several thousand of the highly regarded LAFD Disaster Preparedness Manuals would be printed and distributed to at-risk communities.

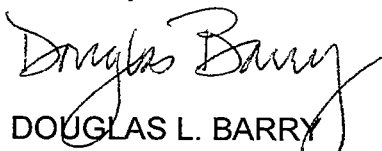
Website Information: The LAFD website (LAFD.org) receives approximately 2 million hits annually. The website address would be displayed on all literature, signs and banners to direct the community to the site. On the website, the LAFD would create a link for the public to obtain disaster preparedness information. From this link, visitors would be able to print the brochure and Disaster Preparedness Manual, view the PSA, and be directed to other disaster preparedness websites.

DISASTER PREPAREDNESS CAMPAIGN BUDGET PROPOSAL	COST
Press Conference / Campaign Kick-Off	\$1,000.00
Public Service Announcement (Beta Copies)	\$1,000.00
Media Buy for Public Service Announcement	\$24,999.00
4' x 8' Vinyl Banners (Re-use last years)	\$0
Billboard Ads (150 strategically placed billboards)	\$22,420.00
16" x 22" Magnetic Signs (Re-use last years)	\$ 0
Install / Removal of Street Banners (50 strategically placed banners)	\$8,031.00
Artwork and Development	\$1,000.00
Web-site Development	\$550.00
Printing Cost for Booklets and Brochures	\$10,500.00
Promotional Items (Antenna Balls)	\$5,500.00
TOTAL	\$75,000.00

This proposed partnership between the Allstate Foundation and the LAFD would enhance community preparedness and safety throughout the Los Angeles region. We look forward to working with you to create and launch a cohesive and successful program. The co-branding of all material with the Allstate Foundation and LAFD Logo's will highlight the partnership. The Los Angeles Fire Department is grateful for the interest and generosity of the Allstate Foundation. Your favorable consideration of this proposal would be greatly appreciated.

For additional information, please contact Captain Ernie Bobadilla at (213) 978-3823 or cell (213) 359-9743.

Sincerely,


DOUGLAS L. BARRY
Fire Chief



Allstate.

FOUNDATION

Beth Brenner
Sr. Communication Consultant

Corporate Relations

August 13, 2007

Captain Ernie Bobadilla
Los Angeles Fire Department
200 North Main Street, Suite 1800
Los Angeles, CA 90012

Dear Captain Bobadilla,

Thank you for your recent proposal submission to the Allstate Foundation in California. I am pleased to inform you that the Foundation Committee approved a grant for the Los Angeles Fire Department Disaster Preparedness Public Safety Education Campaign in the amount of \$75,000. The check is enclosed.

At Allstate we are committed to supporting the communities where we live and work, and the Foundation is excited about its partnership with your organization. During the coming year, the Foundation will be working one-on-one with you and your staff to identify opportunities to raise awareness for your organization and our partnership in the community. Please contact me directly to discuss ideas you may have, or events that you would like the Foundation to be a part of.

In addition, the Foundation requests your cooperation in the timely submission of a year-end report. The report should detail the specific use of the grant monies, the outcomes or results of the program the Foundation funded, and any other pertinent information.

I can be reached at (916) 859-8805 or beth.brenner@allstate.com. Feel free to contact me if you have any questions. I look forward to working with you!

Sincerely,

Beth Brenner
Senior Communications Consultant