

LOS ANGELES FIRE DEPARTMENT



AUG 19 2008

DOUGLAS L. BARRY
FIRE CHIEF

August 11, 2008

BOARD OF FIRE COMMISSIONERS
FILE NO. 08-132

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 Withdrawn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 \$98,000 to continue and expand the Disaster Preparedness Public Safety Education Campaign.
2. Authorize the Controller to deposit the \$98,000 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 2008 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, if necessary.
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 documenting actual costs fronted to meet deadlines for this Campaign, if necessary.
6. Instruct the Commission Executive Assistant II to transmit the \$98,000 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. Following on the success of our 2006 Campaign, in January 2007, the LAFD sought another \$75,000 from the Allstate Foundation to fund the 2007 Disaster Preparedness

Public Safety Education Campaign which was, once again, approved by the Allstate Foundation.

In March 2008, the LAFD requested the Allstate Foundation to fund an expanded Disaster Preparedness Public Safety Education Campaign at a cost of \$98,000 (Attachment No. 1). On July 22, 2008, we received notice that the Allstate Foundation had approved our request; this notification included a check to the Los Angeles Fire Department totaling \$98,000 (Attachment No. 2).

The 2008 Disaster Preparedness Public Safety Education Campaign is scheduled to be rolled out in November 2008 to coincide with The Great Southern California Shake Out campaign. 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). The elements of the 2008 Campaign include:

- MTA bus advertisements;
- 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 booklets and brochures;
- Artwork and development;
- Purchase of promotional items; and
- Campaign kick-off press conference needs.

The allocation of funds for these expenditures is as follows:

DISASTER PREPAREDNESS CAMPAIGN BUDGET PROPOSAL	COST
Press Conference / Campaign Kick-Off	\$0
Public Service Announcement (Beta Copies)	\$0
Media Buy for Public Service Announcement	\$23,000.00
4' x 8' Vinyl Banners (Re-use last years)	\$0
Billboard Ads (125 strategically placed billboards)	\$25,000.00
16" x 22" Magnetic Signs (Re-use last years)	\$0
Install / Removal of Street Banners (36 strategically placed banners)	\$6,500.00
Artwork and Development	\$1,000.00
Web-site Development	\$0
Printing Cost for Booklets and Brochures	\$5,000.00
Promotional Items (various)	\$6,000.00
MTA Bus Ads (100 city public transportation buses)	\$31,500.00
TOTAL	\$98,000.00

Fiscal Impact Statement

The use of the Allstate Foundation donation will enable the LAFD to continue the Disaster Preparedness Public Safety Education Campaign at no cost to the City.

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 November 2008. This partnership highlights the LAFD's commitment to seek innovative ways to promote the disaster preparedness public safety message.

Board report prepared by Blanca Perez, Sr. Management Analyst, Community Liaison Office

Attachments

BOARD OF FIRE COMMISSIONERS

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BOARD OF FIRE COMMISSIONERS

Beth Brenner

Allstate Foundation

10901 Gold Center Drive, Suite 400
Rancho Cordova, CA. 95670

Dear Ms. Brenner:

The Los Angeles Fire Department is excited to once again partner with the Allstate Foundation for the 2008 Disaster Preparedness Campaign. We are very pleased to share with you this proposal to again expand the Los Angeles Fire Department's Disaster Preparedness Public Safety Education Campaign (DPPSEC).

As you know, in 2006 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 2008. The cost of redeveloping, expanding and distributing the DPPSEC in 2008 is estimated to be \$98,000.

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)
- Metro Transit Authority (MTA) – Public Bus Transportation Advertisements
- 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 invited to present the information.

Billboard Advertising: A new component to the 2007 Campaign was the addition of approximately 125 billboards placed throughout Los Angeles displaying the "You Can't Predict, But You Can Prepare" artwork. The billboards displayed the message for the entire month of September. This form of advertisement will continue for the 2008 Campaign.

Metro Transit Authority (MTA)-Public Bus Transportation Advertisements

This is a new and exciting addition to the 2008 campaign. The message of "You Can't Predict, But You Can Prepare" artwork will be displayed on approximately 100 buses traveling throughout the City of Los Angeles, and will be displayed 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 in 2006 so there will be no additional cost. 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 4' X 8' Disaster Preparedness banners during the month of September to promote the Campaign and educate the community. We will use the same banners that were produced in 2006 so there will be no additional cost. At the conclusion of the Campaign, the banners will be stored for future use.

Street Banners: Street banners will be strategically placed at 36 well-traveled intersections throughout the City. A private vendor will 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 the first year featuring celebrity guest Richard Carn (Al Borland from the TV show "Home Improvement") and the LAFD Antenna Ball. Airtime for the entire month of September 2008 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 in 2006. The 2008 grant will fund the reproduction of "You Can't Predict, But You Can Prepare Campaign" brochures. Fire stations and DPS will distribute the brochures during community events and station visitations.

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.

Promotional items: We will be staying with the popular Glow-stiks we have used in the past two Campaigns and will be adding Personal Mini Emergency Kits. Both items will be imprinted with the Allstate and LAFD logos. These items will be handed out at the kick-off press conference, as well as at the various disaster preparedness fairs that the Disaster Preparedness Unit will be attending through the month of September.

DISASTER PREPAREDNESS CAMPAIGN BUDGET PROPOSAL	COST
Press Conference / Campaign Kick-Off	\$0
Public Service Announcement (Beta Copies)	\$0
Media Buy for Public Service Announcement	\$23,000.00
4' x 8' Vinyl Banners (Re-use last years)	\$0
Billboard Ads (125 strategically placed billboards)	\$25,000.00
16" x 22" Magnetic Signs (Re-use last years)	\$0
Install / Removal of Street Banners (36 strategically placed banners)	\$6,500.00
Artwork and Development	\$1,000.00
Web-site Development	\$0
Printing Cost for Booklets and Brochures	\$5,000.00
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TOTAL	\$98,000.00

This continued partnership between the Allstate Foundation and the LAFD will enhance community preparedness and safety throughout the Los Angeles region. We look forward to working with you to continue this cohesive and successful program. The co-branding of all material with the Allstate Foundation and LAFD logos 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 Tina Haro at (213) 978-3823 or cell (213) 359-9743.

Sincerely,

DOUGLAS L. BARRY
Fire Chief