



# City of San Leandro

Meeting Date: November 16, 2015

## Staff Report

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**File Number:** 15-606

**Agenda Section:** CONSENT CALENDAR

**Agenda Number:** 8.D.

**TO:** City Council

**FROM:** Chris Zapata  
City Manager

**BY:** Sandra Spagnoli  
Chief of Police

**FINANCE REVIEW:** David Baum  
Finance Director

**TITLE:** Staff Report for Resolution Authorizing the City Manager to Accept Grant Funds in the Amount of \$74,795.21 from the Department of Justice's Office of Community Oriented Policing Services for Community Policing Development (DOJ-COPS)

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### SUMMARY AND RECOMMENDATIONS

Staff recommends the City Council adopt a resolution to accept a two year grant award totaling \$74,795.21 from the Department of Justice's Office of Community Oriented Policing Services for Community Policing Development (DOJ-COPS) and to appropriate the funds.

### BACKGROUND

San Leandro ranks as one of the most diverse cities in the nation. US Census projections estimate the Asian population was at 15.9 million nationwide in 2012, with an estimated 6.1 million residing in California. The City's demographic survey in the last census showed the Asian community represents 29.7% of the population. On October 16, 2014, the San Leandro Police Department (SLPD) launched an online presence through one Chinese-speaking social media outlet called Weibo, which is similar to Facebook and Twitter. This site offers the police department the opportunity to extend educational and informational updates to subscribers in both Chinese and English and was the first of its kind in the Bay Area. Currently, the department has 218,090 followers on Weibo and has posted nearly 650 times over the last year. The SLPD continues to explore and develop social media and outreach campaigns to better connect with the Asian community.

Earlier this year, the SLPD pursued a micro-grant opportunity to fund a portion of this outreach effort. The Department of Justice's Office of Community Oriented Policing Services (DOJ COPS) offers micro-grant funding for community outreach and engagement for public safety efforts. The grant was approved in the amount of \$74,795.21 to support the development of a Chinese community digital media outreach program and associated staff time to manage it. A portion of the funds will be used for translation services, materials, and

an outreach video highlighting the SLPD's Weibo social media program.

The San Leandro Police Department intends to provide the following program deliverables:

1. Develop a social media policy and expand communications efforts targeted at ethnic communities;
2. Secure data and coordinate with the USC Center for the Digital Future to understand age and ethnicity based social media trends;
3. Work with local universities to evaluate the SLPD Weibo program;
4. Conduct a minimum of three listening roundtables with the San Leandro Asian community;
5. Understand what percentage of the 218,090 SLPD Weibo followers are local;
6. Understand which types of media postings work best for reaching the San Leandro audience;
7. Determine how increased engagement with the Asian community impacts crime;
8. Assess whether Weibo engagement leads to an increased number of calls or tips;
9. Consult with the International Association of Chiefs of Police (IACP) to develop best practices for engagement with various demographics.

To accomplish these outcomes, the SLPD intends to partner with the International Association of Chiefs of Police (IACP), the California State University-East Bay Public Policy and Administration Department, the University of Southern California's Public Policy Department, and the Asian Business Council of San Leandro. SLPD believes that its success with Weibo is due in large part to a Chief's Advisory Board Member, Mr. Cartier Lee. SLPD will continue to work with Mr. Lee as this program moves forward.

### **Fiscal Impact**

The acceptance of the grant will not impact the General Fund. If approved, the City will receive \$74,795.21 to provide program deliverables per the terms of the DOJ-COPS grant guidelines, with no local share (matching funds) required. Expenditures will be captured in special grant fund account #150-21-050, listed as the "COPS CPD MICROGRANT INITIATIVE". Staff requests that the City Council approve appropriation of funds from the COPS CPD Micro-grant Initiative fund to account #150-21-050 for \$74,795.21.

### **ATTACHMENT**

- Attachment A: 2015 DOJ-COPS CPD Micro-grant Narrative.

**PREPARED BY:** Scott Koll, Police Business Manager, Police Department

The San Leandro Police Department (SLPD) is requesting \$75,000 in funding through the CPD Microgrant program and is proposing a budget that is prudent and cost effective for the desired work and deliverables.

*Jeffrey Cole, Director of the USC Center for the Digital Future will be provide his expertise and research without fee.*

*Contributions of Chief Sandra Spagnoli, Police Business Manager Scott Koll and SLPD Asian officers and other staff will be provided without additional fees/rates to this grant and should be considered in-kind.*

### **Costs proposed:**

#### **Non-Sworn Personnel -- \$58,435**

**Police specialist** -- \$40,262 (base salary \$37401, \$2319 Social Security and \$542 Medicare)

This non-sworn position will handle all social media platforms relevant to this project, including Chinese outlets. This position will require second-language skills and the ability to conduct business in another language. This position will also require basic administrative skill-sets and multi-language communication etiquette. This position will work on the grant for 25 hours per week @ 28.77 for 52 weeks. The SLPD intends to continue funding this position after the expiration of grant funding.

**College intern** -- \$23,538.75 (base salary \$16,882, \$1047 Social Security and \$245 Medicare)

This non-sworn position will assist with translation services and social media outreach. The translation services will be extensive and require a second person to verify message veracity and transliteration. This rate is based on working 20 hours per week @ \$16.04 an hour for 52 weeks.

**Contract** -- \$5,000 (12-month contract; flat fee)

*IACP Center for Social Media*

The IACP Center for Social Media is a specialized division which has worked to build and enhance the capacity of law enforcement to use social media for outreach and engagement, to strengthen police community relations, and enhance services since 2010. Since then, the Center has provided specific technical assistance including developing guidance and recommendations, reviewing policies and practices, and determining promising practices to law enforcement agencies worldwide. The Center has worked with numerous agencies that have leveraged social media to conduct outreach and engagement with diverse and uninvolved populations and will be able to bring its unique expertise to the project. Additionally, the IACP Center for Social Media has the in-depth understanding of the report of The President's Task Force on 21<sup>st</sup> Century Policing, its implications for law enforcement, the best practices related to social media and technology identified in Pillar Three and building trust and legitimacy identified in Pillar One, and how they specifically apply to this project. The Center will also use its website and The Social Media Beat blog ([blog.iacpsocialmedia.org](http://blog.iacpsocialmedia.org)) and the standard communication channels of the IACP, to share the research results, identified best practices, case studies, and other resources with the almost 25,000 members of the IACP, thus enhancing the exposure of the successes of this project and its best practices for law enforcement at large. The Center will provide on-going services including technical

assistance, guidance and review of all deliverables, and additional dissemination throughout the project's period of performance. Ben Gorban, whose resume is attached, will lead the services provided by the Center for Social Media.

### **Supplies--\$4360**

Laptop-- \$1500

This position will require technology to directly connect with the internet and social media platforms specifically. This portable technology will offer a more responsive, fluid style of managing our outreach and record-keeping.

SLPD/Weibo canopy tent -- \$2500.00

This canopy tent will provide high visibility at community events and brand the program. This pop up tent will also protect our displays and supplies from the weather.

Office materials -- \$360.00

This expense is for office supplies (12x \$30 per month). Supplies will encompass pens, paper, paperclips, and miscellaneous office items needed to conduct business.

### **Other Costs--\$7000**

Outreach video -- \$3000.00

This video production will showcase the project and the outcomes for the various groups aiding in the development and implementation and serve as a high profile deliverable.

Service memberships -- \$1000.00

In this proposed effort service memberships cover subscriptions, services, or memberships needed to help with translation services. The materials we distribute will need an accurate translation, and we cannot rely entirely on our part-time staff person to translate all documents for distribution.

Outreach materials -- \$3000.00

Outreach materials include items necessary to increase visibility of outreach and increase engagement and publicity of SLPD efforts. This will include brochure design and delivery (\$1000), branding materials (similar to pencils, bracelets, or keychain items; \$1000), fliers printed (\$500), and other translated publicity handouts (\$500).



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## Resolution - Council

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**TO:** City Council

**FROM:** Chris Zapata  
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WHEREAS the Department of Justice's Office of Community Oriented Policing Services for Community Policing Development (DOJ-COPS) offers a mini-grant to assist with funding programs designed to engage communities on social media, especially from under-represented communities; and

WHEREAS, the San Leandro Police Department (SLPD) currently hosts a social media page for Chinese speaking members of the community called Weibo, where it has 218,090 subscribers with 647 posts to date; and

WHEREAS, on June 19, 2015, the SLPD submitted an application for a CPD micro-grant for \$74,795.21 to hire two part-time program managers for SLPD's Chinese social media program, including an outreach video, and on October 1, 2015, the COPS Office notified the City of San Leandro that it was one of 37 agencies to receive a grant award.

NOW, THEREFORE, the City Council of the City of San Leandro does RESOLVE as follows:

1. That the City Manager is authorized to accept the Department of Justice's Community Oriented Policing grant award for social media engagement totaling \$74,795.21; and

2. That an appropriation of the COPS CPD Micro-grant Initiative funding to account #150-21-050 is approved.