



Agenda Item No. _____

File Code No. 520.04

CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 7, 2011
TO: Mayor and Councilmembers
FROM: Chief's Staff, Police Department
SUBJECT: Appropriation Of Auto Theft Funds

RECOMMENDATION:

That Council increase appropriations by \$6,400 in the Police Asset Forfeiture and Grants Fund from Auto Theft Program reserves for use in the production and airing of a Public Service Announcement commercial educating the public on preventing auto theft.

DISCUSSION:

The Santa Barbara Police Department has found that the creation and dissemination of television commercials can be very effective in educating members of the public about how to minimize their vulnerability to victimization. The Police Department is in the process of producing a television commercial addressing the issue of auto theft and how the public can reduce the likelihood of being victimized by taking some simple precautions. The Police Department is working with KEYT to produce and air the commercials. The actors are City police officers. The cost for the production of the video is \$500 and the airing time is \$5,900 for a total of \$6,400. The cost includes airing 147 spots of 30 seconds each. The time of day that the spots are aired will vary between morning, midday, and evening, which will cover the majority of the desired audience.

BUDGETARY INFORMATION:

Reserve funds are available in the Police Asset Forfeiture and Grants Fund.

PREPARED BY: Armando Martel, Captain
SUBMITTED BY: Camerino Sanchez, Chief of Police
APPROVED BY: City Administrator's Office