

City of Laguna Beach
AGENDA BILL

No: **19**

Meeting Date: 04/16/2019

SUBJECT: POLICE VEHICLE GRAPHICS AND SERVICE STATEMENT

SUMMARY OF THE MATTER:

At its meeting on February 19, 2019, the City Council approved the transition of police vehicles from all-white to a black-and-white color scheme. During the discussion on the item, the Police Chief provided a few different options for graphics with the new color scheme. Councilmembers provided the Police Chief with options that they liked and asked the Police Chief at that time to indicate a preference. The graphic she selected at that time is depicted in the "Proposed Graphic" photo below.

When Police Department staff began working with the graphics manufacture, it was found that the muted colors could not be replicated as depicted in the "Proposed Graphic," so the graphic with primary colors was produced and placed on some of the new black-and-white vehicles, as depicted in the "Actual Graphic" photo below. Since that time, concerns were expressed about the difference between the "Proposed Graphic" and the "Actual Graphic" and about the "Proposed Graphic" and the "Actual Graphic" themselves. At the City Council meeting on April 2, 2019, it was announced that the City Council would reconsider the issue of police vehicle graphics at its April 16 meeting.

With the new black-and-white color scheme and with such decision as the City Council may make regarding police vehicle graphics, the Police Department would also like to update the service statement that is currently displayed on the rear quarter panel of the vehicles. The current service statement is, "Proudly Serving Our Community." Three suggested options for a new service statement are the following:

- "Guardians of the Community"
- "Community, Commitment, Courage"
- "Serving with Pride and Integrity"

(continued)

RECOMMENDATION: It is recommended that the City Council: 1) approve the "Actual Graphic" or another graphic option, and 2) approve "Serving with Pride and Integrity" as the new service statement or another service statement option.

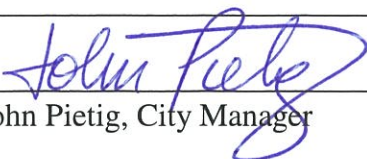
Appropriation Requested: _____

Submitted by: 
Laura Farinella, Chief of Police

Fund: _____

Coordinated with: City Attorney

Attachments: _____

Approved: 
John Pietig, City Manager

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Police Department employees as well as community members were given an opportunity to provide input as to the service statement that they would like to see on the side of the police vehicles. The community was given the ability to vote through a survey on the Nextdoor platform. Nextdoor is the social media platform with the highest number of residents.

The votes of 89 Police Department employees were almost equally split between two of the statements, with “Community, Commitment, Courage,” getting three votes above “Serving with Pride and Integrity.” Sixty-five percent (65%) of the 165 community members who participated in the survey selected “Serving with Pride and Integrity” as their preferred service statement.

Staff recommends changing the service statement on police vehicles to “Serving with Pride and Integrity.”

The below photos show the Current Graphic, the Proposed Graphic and the Actual Graphic as discussed above.

Current Graphic:



Proposed Graphic:



Actual Graphic:

