

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 21st 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) 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).