



City of Harrisonburg, Virginia

Office of the City Manager

409 South Main Street
Harrisonburg, VA 22802
(540) 432-7701 / FAX (540) 432-7778

Eric D. Campbell
City Manager

TO: Eric Campbell, City Manager
FROM: Steven Sellers
DATE: June 12, 2018
RE: 2018 VA DCJS Grant Award

Summary: On May 15th, 2018 the Virginia Department of Criminal Justice Services awarded the Harrisonburg Police Department (HPD) a one-time grant fund to purchase equipment and services for creating a professional recruitment video that would be shown on a large screen at career fairs and other police recruitment events

Background: The grant period runs from April 1, 2018 through September 30, 2018 and is a sub-grant award from the DCJS Edward J Byrne Memorial Fund/Justice Assistance Grant. The funds were made available to facilitate Law Enforcement Staff Recruitment and Retention.

Key Issues: HPD plans to work with a local production firm to prepare four short informational videos targeting the type of individuals we want to hire as police officers. These videos will be used in public service announcement, displayed at job fairs and posted on social media platforms. We also plan to engage a local design firm to create a graphics package and mobile booth that will allow a branded HPD presence at job fairs and recruitment events.

Environmental Impact: non

Fiscal Impact: Grant funding totaling \$11,814.78 will be reimbursed after expenditure: \$4,464.80 for mobile booth display system. \$949.99 for iPad pro and \$549.99 for Sony smart TV. \$5,850.00 for Promotional video production.

Prior Actions:

Alternatives: ((a) accept the grant as proposed to fund the video and equipment
(b) decline the grant and fund video/equipment through the general fund; or
(c) decline the grant funding and do not move forward with the project



City of Harrisonburg, Virginia

Office of the City Manager

409 South Main Street
Harrisonburg, VA 22802
(540) 432-7701 / FAX (540) 432-7778

Eric D. Campbell
City Manager

Community Engagement: Social media campaigns will be produced as an important aspect of our desire to reach young people of every background from across the country who are committed to the ideas of service, community and becoming a part of a profession that makes a difference in people's lives. The project would also emphasize the characteristics of our department that make it exceptional, the nature of our community and the positive aspects of life in the Shenandoah Valley.

Recommendation: The Harrisonburg Police Department Administrative Bureau has reviewed and support acceptance of the grant funding.

Attachments: Grant Award, Budget Narrative, Grant Implementation Plan

Review:

The initiating Department Director will place in Legistar, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.

###