



Commonwealth of Virginia
Virginia Department of Criminal Justice Services
Grant Application

Grant Program:	Byrne Justice Assistance Grant	Congressional District(s)	6th
Applicant:	Harrisonburg Police Department	Faith Based Organization?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Applicant Federal ID Number:	54-6001343	Best Practice?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Jurisdiction(s) Served and Zip Codes:	City of Harrisonburg 22801, 22802, 22803, 22807		
Program Title:	Category 3 Law Enforcement Staff Recruiting & Retention	Certified Crime Prevention Community?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Grant Period:	04/01/18 – 09/30/18	DUNS NUMBER:	070423694
Type of Application:	<input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation of Grant Number _____ <input type="checkbox"/> Revision of Grant Number _____		<input type="checkbox"/> Rural <input checked="" type="checkbox"/> Urban <input type="checkbox"/> Suburban

	Project Director	Project Administrator	Finance Officer
Name:	Candice Dodd	Eric Campbell	Larry Probst
Title:	Project Director of Grants	City Manager	Director of Finance
Address:	Harrisonburg Police Department 101 N Main Street Harrisonburg, VA 22802-3838	409 S. Main Street Harrisonburg, VA 22801-3610	409 S. Main Street Harrisonburg, VA 22801-3610
Phone:	540-437-2602 ext. 3414	540-432-7701	540-432-7702
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E-Mail:	cece.dodd@harrisonburgva.gov	Eric.campbell@harrisonburgva.gov	Larry.propst@harrisonburgva.gov

Signature of Project Administrator:

Brief Project Description:

Byrne Grant: Category 3, Law Enforcement Staff Recruitment. Funding will be used to upgrade and modernize our recruitment program in order to assist the department in its goal of creating a workforce that is more diverse and that will reflect the rapidly changing demographics of our city.

Project Budget	DCJS Funds		Local Match	Total Requested
	Federal	State		
Personnel				
Consultants				
Travel				
Equipment	\$5,964.78			\$5,964.78
Supplies/Other	\$5,850.00			\$5,850.00
Indirect Costs				
Total Requested	\$11,814.78			\$11,814.78

ITEMIZED BUDGET

1. Personnel/Employees				DCJS FUNDS		APPLICANT MATCH		TOTAL
a. Name of Employees	Position Titles	Annual Salary Rate	Hours Devoted	FEDERAL	STATE	CASH	IN-KIND	
								\$0
								\$0
								\$0
								\$0
								\$0
								\$0
TOTAL				\$0	\$0	\$0	\$0	\$0
b. Fringe Benefits								\$0
FICA % =								\$0
RETIREMENT =								\$0
OTHER (Itemize) =								\$0
TOTAL				\$0	\$0	\$0	\$0	\$0
TOTAL PERSONNEL (A+B)				\$0	\$0	\$0	\$0	\$0

2. Consultants (including Travel and Subsistence)				DCJS FUNDS		APPLICANT MATCH		TOTAL
				FEDERAL	STATE	CASH	IN-KIND	
a. Individual Consultants								\$0
Hours Devoted:								\$0
TOTAL				\$0	\$0	\$0	\$0	\$0
b. Organizations and Associations								\$0
Hours Devoted:								\$0
TOTAL				\$0	\$0	\$0	\$0	\$0
c. Consultants' Subsistence and Travel								\$0
Number of Days:								\$0
Rate/Day:								\$0
TOTAL				\$0	\$0	\$0	\$0	\$0
TOTAL CONSULTANTS (a+b+c)				\$0	\$0	\$0	\$0	\$0

3. Travel and Subsistence for Project Personnel				DCJS FUNDS		APPLICANT MATCH		TOTAL
				FEDERAL	STATE	CASH	IN-KIND	
a.	Local Milage = No. of Miles X Rate Per mile		X					\$0
b.	Non Local Milage = No. of Miles X Rate Per mile		X					\$0
c.	Subsistence = number of days X rate per day		X					\$0
d.	Air or other fares							\$0
TOTAL TRAVEL:				\$0	\$0	\$0	\$0	\$0

ITEMIZED BUDGET Continued

4. Equipment				DCJS FUNDS		APPLICANT MATCH		TOTAL
Type	Quantity	Unit Price	Purchase or Rental	FEDERAL	STATE	CASH	IN-KIND	
Sony 43" smart TV	1	\$949.99	purchase	\$950				\$950
Ipad pro 256 GB	1	\$549.99	purchase	\$550				\$550
MOD Display System	1	\$ 4,464.80	purchase	\$4,465				\$4,465
TOTAL EQUIPMENT:				\$5,965	\$0	\$0	\$0	\$5,965

5. Supplies and Other Expenses				DCJS FUNDS		APPLICANT MATCH		TOTAL
Type	Quantity	Price		FEDERAL	STATE	CASH	IN-KIND	
Recruiting Video Package	1	\$ 5,850.00		\$5,850				\$5,850
1 - 4 minute video								\$0
3 - 1 minute videos								\$0
								\$0
								\$0
								\$0
								\$0
								\$0
								\$0
								\$0
								\$0
								\$0
TOTAL SUPPLES AND OTHER:				\$5,850	\$0	\$0	\$0	\$5,850

6. Indirect Cost				DCJS FUNDS		APPLICANT MATCH		TOTAL
				FEDERAL	STATE	CASH	IN-KIND	
								\$0
TOTAL INDIRECT COST:				\$0	\$0	\$0	\$0	\$0

GRAND TOTAL:				\$11,815	\$0	\$0	\$0	\$11,815
7. Cash Funds								
Cash funds from sources other than grant program supporting this project- (itemize).								
Do not add to requested Project Budget Summary accounts.)								
TOTAL:								



Department of Criminal Justice Services Project Goals and Objectives Form

Applicants must complete and submit a *Project Plan* with their application. It is recommended that applicants choose one goal and no more than three objectives. Each objective must be Specific, Measurable, Achievable, Related to the project goal, and Time-bound (SMART). A separate form must be submitted for each objective.

Please use Times New Roman, 11 point. The text boxes will expand to accommodate text. Insert additional rows, if needed, for Activities. Otherwise, please do not alter the form.

1. Purpose Area	Byrne Grant: Category 3, Law Enforcement Staff Recruitment—Priority Level I												
2. Goal	To upgrade and modernize our recruitment program in order to assist the department in its goal of creating a workforce that is more diverse and that will reflect the rapidly changing demographics of our city.												
3. Objective	Hiring a video production firm and a marketing firm to provide us a comprehensive messaging package that will assist the department in attracting candidates from diverse backgrounds from across the United States.												
4. Grant Start/End Dates	04/01/18 – 09/30/18												
5. Activities	6. Mark months in which implementation step occurs												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Scoping meeting with vendors	X												
Sign contract and issue down payment		X											
Begin production of videos and artwork for booth			X										
Final approval for videos, take delivery of booth				X									



Steve Sellers
Chief of Police

City of Harrisonburg, Virginia

POLICE DEPARTMENT
101 North Main Street
Harrisonburg, Virginia 22802
Emergency 911
Non-Emergency 540-434-4436



Eric Campbell
City Manager

Byrne/Justice Assistance Grant Category 3 Law Enforcement Staff Recruitment

Priority Level I

PROJECT TITLE: Harrisonburg Police Recruitment Program

PROJECT NARRATIVE

Description of Agency and Community:

The Harrisonburg Police Department employs 112 sworn officers and has a civilian staff of 18. It also has an Auxiliary Police Unit that has 10 sworn officers and 4 non-sworn members.

Harrisonburg is located in the central Shenandoah Valley and is intersected by Interstate 81. It has a population of 52,538 and covers 17.41 square miles. It is the county seat of Rockingham County. The U.S. Bureau of Economic Analysis combines the City of Harrisonburg with Rockingham County for statistical purposes into the Harrisonburg, Virginia Metropolitan Statistical Area, which in 2011 estimated the combined population at 126,562. The median age of the Harrisonburg population is 22.7; the median age of the population in Virginia is 43.3. Harrisonburg is home to two universities, James Madison University, which has 22,667 students and Eastern Mennonite University, which has 1,880 students.

Harrisonburg continues to develop from a small agricultural based municipality to a large urban area. From 2002 to 2012 the City of Harrisonburg has grown 4.2 percent. Within that population 31.8% is below the poverty level (statistic from US census). It is reported to be one of the top ten fastest growing cities in Virginia for the past 3 years. Harrisonburg also has been named as a statewide-managed shelter site for natural and man-made disasters for the Washington DC metropolitan area.

The Harrisonburg City School system has nine schools—and another High School planned for 2020. Thirty-five percent of the 5,000 students are either ESL (English as a Second Language) or LEP (Limited English Proficient). Harrisonburg City Schools have in the last five years been ranked in the top three ESL school divisions statewide. Students come from 46 different countries and speak 51 languages (*see appendix*). From 2009-2012 the school division experienced a growth rate of four percent. This trend is projected to continue into the near future. Overall the division has a *Free and Reduced Lunch* percentage of over 70%.

As the statistics from the City school system attest, the Harrisonburg Police Department is facing a rapidly changing service population. The students in our school system represent the future structure of the City of Harrisonburg's population. The cultural diversification that is occurring in our city requires our department

to develop and initiate new strategies directed at breaking down the barriers between police officers and these emerging and diverse communities. One of our primary strategies is the recruitment of new officers that represent this emerging trend in population diversification.

Up to this point we have used traditional recruitment strategies and relied on recruitment from local and surrounding localities. In an effort to make our department more responsive to the needs of this rapidly evolving service population, we feel it is necessary to adopt a broader, more forward thinking understanding of recruitment strategies.

Currently the Harrisonburg Police Department lacks the skills and resources to conduct a thorough revamping of our recruitment campaign. For example, we do not have the capabilities or means to create a cogent and sophisticated social media campaign directed at explaining the values of our department and the role it occupies in our community. Our physical presence at the job fairs we attend is comprised of a mixture of outdated and mismatched design elements that not only lack the capability to attract individuals to our booth, but also does not adequately represent the professionalism of our department.

PROJECT DESCRIPTION

There are two equally important components to this project.

The first is to employ a production firm to prepare four, short informational videos targeting the type of individuals we want to hire as police officers. Three of these videos will be approximately 60 seconds in length and one will be approximately four minutes. They will be used by the department in public service announcements, displayed at job fairs and posted on social media platforms with the goal of making our department visible to a national audience.

These videos posted on social media platforms are an important aspect of our campaign to reach young people of every background from across the country, who are committed to the ideas of service, community and becoming part of a profession that makes a difference in peoples lives. This 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.

The second part is to modernize our physical presence at the job fairs we attend. We plan to engage a nationally recognized design firm (located in Harrisonburg) to create a graphics package and a booth that will not only allow us to stand out at job fairs but also will communicate to potential recruits that we are an agency that is serious about hiring the best people we can, and that we are a department that pursues excellence in everything we do.

Without the assistance of professional services like these we feel that we will not be able to compete with larger, better-funded departments for the kind of intelligent and idealistic individuals we would like to hire.

BUDGET NARRATIVE

Items:

<u>Ipad pro 256 GB</u>	\$949.99
<u>Sony 43" smart TV</u>	\$549.99

These two pieces of equipment are to be used as part of the booth display from MODdesigns. The smart TV will be playing the 4 video productions created by Appeal Media. The Ipad will be an interactive display that will feature aspects of the department (e.g. salaries, benefits etc.), and the benefits of living in Harrisonburg and the Shenandoah Valley (e.g. local attractions, educational opportunities and other lifestyle information). They allow us to present our message on a platform with which our audience is familiar.

<u>Booth display system from MODdisplays</u>	\$4,464.80
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This project is designed to make our department highly visible and foster the impression among job fair attendees that we are a professional, forward-looking department worth investigating. This assembly is designed for a 10' x 10' display area and is comprised of 4 fabric panels with new HPD graphic designs created by MODdisplays. These panels stretch over two frames to form the backdrop of the booth. Each of these panels has a graphic message and design that can be switched in minutes to adjust to different audiences. Two of the panels have pre-cut holes that allow the TV to mount onto an included stand giving it the appearance of the TV floating on the panel. There is also a stand to mount the Ipad and a stand to display literature. Also included is a 10' x 10' section of "soft wood" flooring designed to identify the space. Finally, the whole project is contained in a case with wheels including parts that will allow it to be configured into a larger presentation stand with its own graphic design elements. The case containing these elements fits easily into the back seat of a vehicle and can be transported and set up by one individual.

<u>Promotional videos produced by Appeal Media</u>	\$5,850.00
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This project is comprised three 60 second videos and one four-minute video. These presentations are designed to be used as Public Service Announcements during a recruiting campaign and incorporated into our social media platforms. They are calculated to appeal not only to citizens within our community, but also to a wide and diverse group of young people from across the nation who are beginning to make choices about what they intend to do with their life. They will be the story of Harrisonburg Police Department and the community it serves as told through the eyes of community members and our newest police officers.

Total Project Cost	\$11,814.78
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(1) Abide by the terms of the statement; and

(2) Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;

(e) Notifying the agency, in writing, within 10 calendar days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title, to: Department of Justice, Office of Justice Programs, ATTN: Control Desk, 633 Indiana Avenue, N.W., Washington, D.C. 20531. Notice shall include the identification number(s) of each affected grant;

(f) Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted---

(1) Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or

(2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency:

(g) Making a good faith effort to continue to maintain a drug free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f).

B. The grantee may insert in the space provided below the site(s) for the performance of work done in connection with the specific grant:

Place of Performance (Street address, city, county, state, zip code)

Check if there are workplaces on file that are not identified here.

Section 67.630 of the regulations provides that a grantee that is a State may elect to make one certification in each Federal fiscal year. A copy of which should be included with each application for Department of Justice funding. States and State agencies may elect to use OJP Form 4061/7.

Check if the State has elected to complete OJP form 4061/7.

**DRUG-FREE WORKPLACE
(GRANTEES WHO ARE INDIVIDUALS)**

As required by the Drug-Free Workplace Act of 1988, and implemented at 28 CFR Part 67, Subpart F, for grantees, as defined at 28 CFR Part 67; Sections 67.615 and 67.620---

A. As a condition of the grant, I certify that I will not engage in the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in conducting any activity with the grant; and

B. If convicted of a criminal drug offense resulting from a violation occurring during the conduct of any grant activity, I will report the conviction, in writing, within 10 calendar days of the conviction, to: Department of Justice, Office of Justice Programs, ATTN: Control Desk, 633 Indiana Avenue, N.W., Washington, D.C. 20531.

As the duly authorized representative of the applicant, I hereby certify that the applicant will comply with the above certifications.

Harrisonburg Police Department, 101 N. Main St., Harrisonburg, VA 22802

1. Grantee Name and Address:

Byrne Justice Assistance Grant, Category 3

54-6001343

2. Application Number and/or Project Name

3. Grantee IRS/Vendor number

Eric Campbell, City Manager

4. Typed Name and Title of Authorized Representative

Eric Campbell

2/20/2018

5. Signature

6. Date

interested parties. DCJS may waive the requirement for submission of any specific publication upon submission of a request providing justification from the applicant.

23. Applicants with federal grants that procure goods or services that have an aggregate value of \$500,000 or more must specify in any announcement of the awarding of the contract for the procurement of the goods and services involved (including construction services) a) the amount of Federal funds that will be used to finance the acquisition; and b) expresses the amount announced pursuant to paragraph (a) as a percentage of the total cost of the planned acquisition. This complies with Public Law 102-141, section 623 (formally the Stevens Amendment).

CERTIFICATION

I certify that all the information presented is correct, that there has been appropriate coordination with affected agencies, and that the applicant will comply with the provisions of all other federal and state laws and rules and regulations that apply to this award.



Authorized Official (Project Administrator)



Date

Appendix 1

Harrisonburg City Public Schools

LEP STUDENT ENROLLMENT - Jan. 29, 2016

Country of Birth			Foreign Languages Represented		
1	US	58%	1	Spanish	74%
2	Iraq	11%	2	Arabic	11%
3	Honduras	8%	3	Kurdish	6%
4	Puerto Rico	6%	4	Tigrinya	3%
5	El Salvador	3%	5	Russian	2%
6	Mexico	2%	6	Otomi	1%
7	Colombia	1%	7	Turkish	1%
8	Congo	1%	8	Ukrainian	1%
9	Cuba	1%	9	Albanian	Less Than 1%
10	Dominican Republic	1%	10	American Sign Language	Less Than 1%
11	Eritrea	1%	11	Amharic	Less Than 1%
12	Ethiopia	1%	12	Aramaic	Less Than 1%
13	Guatemala	1%	13	Assyrian	Less Than 1%
14	Jordan	1%	14	Bambara	Less Than 1%
15	Sudan	1%	15	Belene	Less Than 1%
16	Ukraine	1%	16	Bengali	Less Than 1%
17	Afghanistan	Less Than 1%	17	Bosnian	Less Than 1%
18	Albania	Less Than 1%	18	Chinese	Less Than 1%
19	Argentina	Less Than 1%	19	Creole	Less Than 1%
20	Bahamas	Less Than 1%	20	Dari	Less Than 1%
21	Belarus	Less Than 1%	21	Dutch	Less Than 1%
22	China	Less Than 1%	22	Farsi	Less Than 1%
23	Ecuador	Less Than 1%	23	French	Less Than 1%
24	Egypt	Less Than 1%	24	Fuzhou	Less Than 1%
25	Haiti	Less Than 1%	25	German	Less Than 1%
26	Hungary	Less Than 1%	26	Gujarati	Less Than 1%
27	India	Less Than 1%	27	Hawrami	Less Than 1%
28	Iran	Less Than 1%	28	Hebrew	Less Than 1%
29	Israel	Less Than 1%	29	Hindi	Less Than 1%
30	Jamaica	Less Than 1%	30	Hungarian	Less Than 1%
31	Kenya	Less Than 1%	31	Italian	Less Than 1%
32	Kosovo	Less Than 1%	32	Jamaican Patois	Less Than 1%
33	Kuwait	Less Than 1%	33	Japanese	Less Than 1%
34	Kyrgyzstan	Less Than 1%	34	Kachin	Less Than 1%
35	Mali	Less Than 1%	35	Kirundi	Less Than 1%
36	Nepal	Less Than 1%	36	Kunama	Less Than 1%
37	Nicaragua	Less Than 1%	37	Lao	Less Than 1%
38	Pakistan	Less Than 1%	38	Linjala	Less Than 1%
39	Peru	Less Than 1%	39	Mam	Less Than 1%
40	Russia	Less Than 1%	40	Mixteco	Less Than 1%
41	Saudi Arabia	Less Than 1%	41	Moro	Less Than 1%
42	Switzerland	Less Than 1%	42	Nepali	Less Than 1%
43	Syria	Less Than 1%	43	Nuba	Less Than 1%
44	Turkey	Less Than 1%	44	Pashto	Less Than 1%
45	Uganda	Less Than 1%	45	Polish	Less Than 1%
46	United Arab Emirates	Less Than 1%	46	Portuguese	Less Than 1%
			47	Q'anjob'al	Less Than 1%
			48	Swahili	Less Than 1%
			49	Tshiruba	Less Than 1%
			50	Urdu	Less Than 1%
			51	Vietnamese	Less Than 1%

* 102 students speak more than one language in addition to English.