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FILE NO. RESOLUTION NO.

[Accept and Expend In-Kind Gift - Retroactive - San Francisco Downtown Development Corporation - Lateral Officer Recruitment Pilot Program - Estimated Value of $250,000]

Resolution retroactively authorizing the Police Department to accept and expend an in-kind gift of digital marketing and creative production services, valued at approximately $250,000, from the San Francisco Downtown Development Corporation to support a lateral officer recruitment pilot program.

WHEREAS, The Police Department continues to face a significant shortage of sworn officers; recruiting experienced officers from other law enforcement agencies through the Police Department's Lateral Entry Program is one of the most efficient ways to add officers, because lateral officers have already completed basic academy training and can be deployed to the field more quickly than entry-level recruits; and

WHEREAS, In July 2025, the San Francisco Downtown Development Corporation (SFDDC), its production vendor SpeakEasy, and the Police Department's Recruitment and Retention Unit began planning a lateral officer recruitment pilot program to test targeted digital outreach strategies, across three phases, designed to increase qualified applications for lateral police officer positions; and

WHEREAS, The gift consists of professional digital marketing and creative production services, including photography, video production, copywriting, design, and targeted digital advertising, provided by SpeakEasy and paid for by SFDDC; the City has provided no goods, services, money, or other consideration in exchange for the gift; and

WHEREAS, Production began in August 2025; SpeakEasy and the Police Department's Recruitment and Retention Unit filmed lateral officers, produced short video advertisements, and marketed the videos on the LinkedIn platform; as of June 2026, approximately $139,608 of the gifted services had been provided, and the remaining

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approximately $110,392 will support the final phase of the pilot, including additional marketing, production, and video content; and

WHEREAS, At the conclusion of the pilot, SFDDC will provide the Police Department with a performance report covering leads generated, engagement metrics, and recommendations for a sustained lateral recruitment program; and

WHEREAS, All digital assets created for the pilot, including images, video, copy, design files, and associated creative materials, are owned by SFDDC and licensed exclusively for use by the Police Department; no other party may use, reproduce, display, or distribute these assets for any purpose without the Police Department's express approval, and commercial and for-profit uses are prohibited; and

WHEREAS, By letter dated September 9, 2026, SFDDC confirmed its in-kind gift of services valued at approximately $250,000; the gift letter is on file with the Clerk of the Board of Supervisors in File No. _____; and

WHEREAS, SFDDC has completed the Police Department's Donor Disclosure/Gift Acknowledgement Form as required by the Sunshine Ordinance (Administrative Code, Section 67.29-6), and the form is on file with the Clerk of the Board of Supervisors in File No. _____; and

WHEREAS, The Police Commission authorized the acceptance of this in-kind gift from SFDDC at its meeting on _____; the Police Commission's approval is on file with the Clerk of the Board of Supervisors in File No. _____; and

WHEREAS, Because a portion of the gifted services has already been provided, the Police Department is seeking retroactive authorization to accept and expend the gift; and

WHEREAS, Under Administrative Code, Section 10.100-305, the Police Department must obtain the Board of Supervisors' approval to accept a donation with a market value of more than $10,000; now, therefore, be it

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RESOLVED, That the Police Department is retroactively authorized to accept and expend an in-kind gift of digital marketing and creative production services, valued at approximately $250,000, from the San Francisco Downtown Development Corporation to support a lateral officer recruitment pilot program.

Recommended:

Chief Derrick J. Lew

Approved:_____
Mayor

Approved: DocuSigned by: Quintos, Jocelyn 500EC5870DF147A...
Controller

File Number: _____
(Provided by Clerk of Board of Supervisors)

Grant Resolution Information Form
(Effective July 2011)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: San Francisco Downtown Development Corporation - Lateral Officer Recruitment Pilot Program (In-Kind)

2. Department: San Francisco Police Department

3. Contact Person: Fannie Yeung Telephone: 415-837-7212

4. Grant Approval Status (check one):

[X] Approved by funding agency [ ] Not yet approved

5. Amount of Grant Funding Approved or Applied for: $250,000 (estimated value of in-kind services)

6a. Matching Funds Required: $0
b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: San Francisco Downtown Development Corporation (SFDDC)
b. Grant Pass-Through Agency (if applicable):

8. Proposed Grant Project Summary: The San Francisco Downtown Development Corporation (SFDDC) is providing in-kind professional digital marketing and creative production services, including photography, video production, copywriting, design, and targeted digital advertising, through its production vendor SpeakEasy, for a three-phase lateral officer recruitment pilot program. The pilot tests targeted digital outreach strategies to increase qualified applications for lateral police officer positions. Production began in August 2025; as of June 2026, approximately $139,608 in services had been provided, with approximately $110,392 remaining for the final phase. At the end of the pilot, SFDDC will provide a performance report on leads generated, engagement metrics, and recommendations for a sustained lateral recruitment program.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start Date: August 2025 End Date: Completion of final pilot phase

10a. Amount budgeted for contractual services: N/A

b. Will contractual services be put out to bid? N/A

c. If so, will contract services help to further the goals of the Department's Local Business Enterprise (LBE) requirements? N/A

d. Is this likely to be a one-time or ongoing request for contracting out? N/A

11a. Does the budget include indirect costs? [ ] Yes [X] No

b1. If yes, how much? N/A
b2. How was the amount calculated? N/A

c1. If no, why are indirect costs not included?
[ ] Not allowed by granting agency [ ] To maximize use of grant funds on direct services
[X] Other (please explain): In-kind gift of services; no indirect costs apply.

c2. If no indirect costs are included, what would have been the indirect costs? N/A

12. Any other significant grant requirements or comments: Retroactive approval is requested because services began in August 2025. All digital assets are owned by SFDDC and licensed exclusively to SFPD; no other party may use them without SFPD's approval, and commercial uses are prohibited. The City provided no consideration for the gift.

****Disability Access Checklist***(Department must forward a copy of all completed Grant Information Forms to the Mayor's Office of Disability)**

13. This Grant is intended for activities at (check all that apply):

[ ] Existing Site(s)	[ ] Existing Structure(s)	[ ] Existing Program(s) or Service(s)
[ ] Rehabilitated Site(s)	[ ] Rehabilitated Structure(s)	[X] New Program(s) or Service(s)
[ ] New Site(s)	[ ] New Structure(s)	

14. The Departmental ADA Coordinator or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local disability rights laws and regulations and will allow the full inclusion of persons with disabilities. These requirements include, but are not limited to:

1. Having staff trained in how to provide reasonable modifications in policies, practices and procedures;
2. Having auxiliary aids and services available in a timely manner in order to ensure communication access;
3. Ensuring that any service areas and related facilities open to the public are architecturally accessible and have been inspected and approved by the DPW Access Compliance Officer or the Mayor's Office on Disability Compliance Officers.

If such access would be technically infeasible, this is described in the comments section below:

Comments:

Departmental ADA Coordinator or Mayor's Office of Disability Reviewer:

Penny Si
(Name)

Departmental ADA Coordinator
(Title)

Date Reviewed: October 16, 2026

(Signature Required)

Department Head or Designee Approval of Grant Information Form:

Derrick J. Lew
(Name)

Chief of Police
(Title)

Date Reviewed: October 16, 2026

(Signature Required)

SFDDC

San Francisco Downtown
Development Corporation

September 9, 2026
Carl Nicita
San Francisco Police Department

Dear Mr. Nicita,

The San Francisco Downtown Development Corporation (SFDDC) is pleased to contribute an in-kind $250,000 services donation to the San Francisco Police Department (SFPD) to support a lateral officer recruitment pilot program.

The pilot will test targeted digital outreach strategies across three phases to increase qualified applications for lateral police officer positions. At the pilot's conclusion, a performance report will be shared with SFPD covering leads generated, engagement metrics, and recommendations for a sustained lateral recruitment program.

All digital assets created as part of this lateral recruitment pilot program – including but not limited to images, video, copy, design files, and associated creative materials – are owned by the SFDDC and licensed exclusively for use by the SFPD. No other party may use, reproduce, display, or distribute these assets for any purpose without SFPD's express approval. Commercial and for-profit uses are prohibited.

Sincerely,

Tyler Brandon
Chief Operating Officer
San Francisco Downtown Development Corporation

DONOR DISCLOSURE/GIFT ACKNOWLEDGEMENT FORM

Thank you for your generous contribution to San Francisco Police Department.
In order to help the San Francisco Police Department comply with San Francisco's Sunshine Ordinance,* we ask that you please complete this form and return it as soon as possible to: San Francisco Police Department, Carl Nicita **Attention: Donor Disclosure.**

Thank you again for contributing to San Francisco Police Department.

Donor: San Francisco Downtown Development Corporation Date: Wednesday, September 9, 2026

Gift: Research and Pilot Lateral Recruitment Campaign Estimated Value: $250,000
(For Gifts other that cash gifts)

Contact Information:

Name: Tyler Brandon Address: 5 3rd Street Telephone: 415-273-9357
Street Apt.
San Francisco, CA, 94103
City, State, Zip Code

The above contact information is:
☒ Business ☐ Residence

Financial Interest: The sunshine Ordinance requires that a department that receives a gift of money, goods or services worth $100 or more report any financial interest that the donor has involving the San Francisco City government. Please check the appropriate box or boxes below that describe your financial interest(s) in the City.

☐	Contract with City	(Please describe):
☐	Grant from the City	(Please describe):
☐	Lease of Space to or from the City	(Please describe):
☐	City License, Permit or Entitlement for Use	(Please describe):
☐	Pending request for a City Contract, Grant, Lease, License,, Permit or Other Entitlement for Use.	(Please describe):
☐	Other Financial Interest	(Please describe):
☒	No Financial Interest	

*The San Francisco Sunshine Ordinance (San Francisco Administrative Code Chapter 67), as approved by the San Francisco voters in 1999, provides that:

SEC. 67.29-6. Sources of Outside Funding
No official or employee or agent of the city shall accept, allow to be collected, or direct or influence the spending of , any money, or any goods or services worth more than one hundred dollars in aggregate, for the purpose of carrying out or assisting any City function unless the amount and source of all such funds is disclosed as public record and made available on the website for the department to which the funds are directed. When such funds are provided or managed by an entity, and not an individual, that entity must agree in writing to abide by this ordinance. The disclosure shall include the names of all individuals or organizations contributing such money and a statement as to any financial interest the contributor has involving the City

SAN FRANCISCO POLICE DEPARTMENT

SFDDC In-Kind Gift – Lateral Recruitment Pilot – Gift Budget

Gift Use	Gift Total
Digital Marketing and Creative Production Services	$250,000
	Total: $250,000