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Event - COPS [Community Oriented Policing Services] Ahead / Top Cop Announcement

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Community Policing Advocate Is 'Top Cop'

By Peter Finette
Chronicle East Bay Bureau

Hayward Police Chief Joseph Brann, who built a nationwide reputation as an innovator while heading a relatively small department, was appointed yesterday to head President Clinton's police hiring program mandated in the crime bill.

The decision to name Brann the nation's "top cop" places a strong advocate of community policing in charge of the president's program to put 100,000 new officers on the streets and represents a major push by the administration to focus national attention on that form of crime prevention.

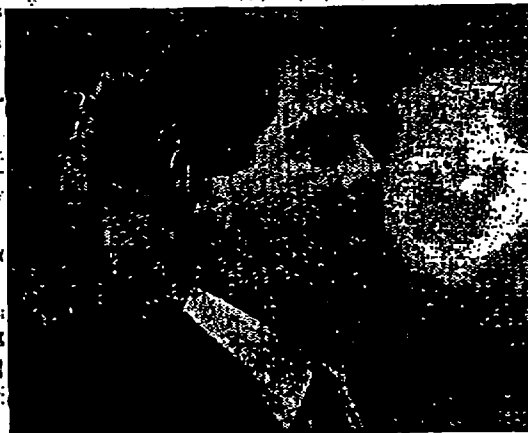
Community policing, which emphasizes personal contact between police officers and the community, is a primary focus of the crime bill Clinton signed three months ago — and is a target in Republican-led attempts to cut social programs.

The president appointed Brann yesterday during a Justice Department ceremony in Washington, D.C., during which he also gave the go-ahead for hiring up to 4,688 police officers immediately nationwide.

"This is a very happy day for the people of the United States," Clinton said.

The move came as a surprise to many who expected Clinton to name someone better known in Washington. But to those who know Brann, it was an astute choice.

"He's not a chief of a major city, but he's an excellent choice because he has demonstrated a strong commitment to community-oriented policing," said Jerome Skolnick, a law professor and sociologist at the University of California at Berkeley and a nationally known advocate of community policing. "He's an unusually capable, smart person."



Hayward Police Chief Joseph Brann was sworn in as head of a U.S. police program.

Brann was hired to be the chief of Hayward in 1990 after serving with the Santa Ana Police Department, where he had helped develop a highly acclaimed community policing program. He immediately set out to develop a similar program in Hayward.

Brann, an earnest, clean-cut cop who once vowed to change the prevailing "kick ass and take names" policy of many departments, assigned officers to work with schools, homeowners, tenants and church groups to resolve community problems. City officials say Brann's system, called "Community Policing and Problem Solving" or COPPS, has reduced crime and increased community trust in the Police Department.

"It isn't perfect, but it has made a difference in our neighborhoods," said Hayward City Councilman Joseph Hilson. "Kids are much more at ease with the police, and people in many areas feel they are better served and protected."

Hayward Mayor Roberta Cooper said Brann is "a visionary" who was hampered only by a lack of resources to hire more officers. She said he will now get an opportunity to solve that problem as well — on a national scale.

"Community policing is solidly entrenched in most California cities as the philosophy of policing, and Joe Brann has been one of the leading and most articulate practitioners in this effort," said Oakland Police Chief Joseph Samuel Jr. "One of the problems nationally has been implementation, and I'm confident the program will come to full life as a result of his appointment."

Brann will be in charge of an \$8.8 billion program to help local governments hire up to 100,000 new police officers during the next six years. The 4,688 new officers that President Clinton approved yesterday will go to 691 departments, with the Bay Area getting 148 officers. Departments that will benefit include those in Antioch, Berkeley, Fairfield, Fremont, Hayward, Livermore, Milpitas, Mountain View, Napa, Novato, Oakland, Palo Alto, Pleasanton, Redwood City, Richmond, San Francisco, San Jose, San Mateo, San Rafael, South San Francisco, Sunnyvale, Union City, Vacaville as well as the sheriff's departments in Alameda, Marin, San Mateo and Sonoma counties.

The administration has thus far given the go ahead to 9,547 new police jobs at a cost of \$881 million.

Brann, who will be the national spokesman for the program, will instruct police agencies on ways to implement community programs and be responsible for a staff of 300.

Besides administering one of the largest grant programs in the nation, he will also have to contend with a Republican-led Congress that says the crime bill is larded with pork and contains social programs under the guise of crime prevention.

BY ASSOCIATED PRESS



Office of the Attorney General
Washington, D. C. 20530

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FACSIMILE TRANSMITTAL COVER SHEET

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COMMENTS:

of kids who get guns from parents?

DECEMBER 9, 1994

MEMORANDUM FOR RAHM EMANUEL

FROM: RON KLAIN, KENT MARKUS and BERT BRANDENBERG

SUBJECT: OPTIONS FOR COPS AHEAD/TOP COP ANNOUNCEMENT

Here are the choices for the format of the event to announce the Director of the COPS program, as well as the award of 4,600 new police to 600+ large cities (population 50,000 or more) under the COPS AHEAD program. We need a decision ASAP (by COB, Monday, 12/12, at the latest) as to which of these options we intend to implement.

Note that at any of the events, we would envision the President making a strong statement about his desire to protect the COPS program, and in opposition to Republican efforts to abolish that program. This strong statement might well be the news hook that help generates press coverage of the announcement.

OPTION #1 - LOCAL POLICE STATION

The President could visit a nearby police station (probably in Prince George's County, which is getting 40 cops under COPS AHEAD). At a "roll-call," he could talk to the shift about community policing and about the COPS program, and announce that over 600 jurisdictions are getting awarded over 4600 new cops. He would then swear in Chief Bran as the COPS Director. The President might also do a "community policing walk" while at the station.

PROS: Untraditional venue might help catch national media interest. Good visuals of the President and Chief Bran surrounded by police officers.

CONS: No venue to invite winners from around the country, thereby weakening local press coverage.

OPTION #2 -- TRIP TO A COPS AHEAD CITY

In this option, the basic event is the same as above, but the location would be shifted to a major city that is a COPS AHEAD winner. As above, at the location, the President would do a community policing walk and do the grant announcement/swearing-in at gathering of police officers.

Nearby possibilities include Fairfax (25 cops) or Baltimore (75 cops); major winners within 2 hours of flight time include Philadelphia (150 cops), Chicago (320 cops), Boston (50 cops), and Detroit (90 cops); more remote sites would include Houston (120 cops) and San Diego (50 cops). The President could probably swear in both Bran and some of the new COPS AHEAD cops at one of these locations.

PROS: Outside of Washington; shows broad support for COPS program.

CONS: Involves travel -- probably impossible under scheduling constraints. Also, as above, shuts out the other winning cities from participating.

OPTION #3 -- SIMPLE WHITE HOUSE EVENT

The simplest possible event would be for the President to swear in Chief Bran in the Oval Office. He could then make an announcement of the COPS AHEAD winners in a press room statement, with the Attorney General and Chief Bran left to brief. Or, the President, the AG and Chief Bran could do an Oval Office Conference call with many of the winners.

PROS: Easiest to stage; involves the least commitment of the President's time.

CONS: Does very little to generate enthusiasm about the program, or create strong visuals. Also, weakest format for a strong statement about saving the 100,000 cops program.

OPTION #4 -- HILL EVENT

The President goes to Capitol Hill and stands up with a bipartisan groups of Senators and Congressmen, and leaders of the Police Groups, to introduce Bran and make the COPS AHEAD announcement. Here, the emphasis would be on the idea that the COPS program is his top Crime Bill priority, and that he will fight any effort to have it scrapped or watered down.

PROS: Keeps the focus on the COPS program; helps build bipartisan support for it; strong message before GOP takes over.

CONS: GOP Senators and Reps may not attend; hard to generate Congressional attendance on a Monday in late December.

OPTION #5 -- JUSTICE DEPARTMENT CEREMONY

In this scenario, the President announces the COPS AHEAD winners and swears in Chief Bran in a ceremony at the Great Hall at the Justice Department. With the space available, we would invite the Mayor and Police Chief from the largest grantee in each of the 50 states to attend. Also invited would be leaders of law enforcement, and organizations representing mayors and local officials.

PROS: Draws greatest amount of local press coverage for COPS AHEAD grants; demonstrates national scope of program; minimal time commitment by the President.

CONS: Possible risk of leaks in grant awards when winners are invited to attend the event; somewhat boring and repetitive of earlier events; winners not invited to attend the event will be upset.

Again, as noted above, because of the complications of notifications and inviting winners from remote locations, we need a decision by Monday as to which of these plans we should begin to implement.



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OPTIONAL FORM 98 (7-90)

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FOR IMMEDIATE RELEASE
MONDAY, DECEMBER 19, 1994

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PRESIDENT CLINTON NAMES "TOP COP" TO DIRECT POLICE HIRING.
ANNOUNCES GO-AHEAD FOR NEARLY 4,700 NEW CRIME BILL OFFICERS.
GRANTS WOULD BRING FEDERALLY ASSISTED HIRES TO NEARLY 10,000

WASHINGTON, D.C. -- Moving the crime bill's implementation a giant step forward, President Clinton announced that 631 jurisdictions from all 50 states have been given the go-ahead to begin hiring up to 4,688 new officers while their police hiring grant applications are pending. He also named police chief Joseph Brann of Hayward, California, to direct the Administration's police hiring program.

Under the Department of Justice's COPS AHEAD program for cities larger than 50,000 people, the jurisdictions named today may begin recruiting, hiring and training police officers while their applications -- totaling more than \$327 million -- are pending. The jurisdictions submitted letters of intent this fall, and each is authorized to hire a number of police based on their applications and the strong demand expressed for COPS AHEAD funds.

"Two years ago, I pledged to put 100,000 new police officers on the street," said President Clinton. "Today's announcement is our biggest step yet. Police hiring is essential to making our country safe again, and we cannot turn back now. Under the leadership of America's new 'Top Cop,' we will get to 100,000," he added.

Coupled with previous police hiring grants, full awards under COPS AHEAD would bring the total number of new officers funded under President Clinton to 9,547 in more than 1,200 communities across America. An announcement of final COPS AHEAD awards is expected early next year, and up to 5,000 additional officers should be funded over the next year.

The crime bill's community policing hiring program, signed into law by President Clinton this September, provides \$8.8 billion in competitive grants for state and local law enforcement agencies to hire community policing officers and to implement community policing.

(MORE)

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Attorney General Reno swore in Chief Brann as director of the administration's police hiring program. Brann has been chief of police of Hayward for nearly five years, where his success in implementing community policing has attracted national attention.

"Chief Brann represents the best in American policing," said Reno. "Our police hiring program is now in the hands of a true professional, a man who is respected nationwide for his work in the field of community policing. Our new 'Top Cop' will work with America's police and citizens to help forge community policing partnerships and make our streets safe again."

Brann has lectured and written on community policing, which he also helped implement during a 21-year career with the Santa Ana police department. "It's time to make community policing the American Way of law enforcement," he said today. "We must have a national community policing compact that brings us together to fight crime -- as chiefs and officers, citizens and leaders, and Republicans and Democrats."

Chief Brann was sworn in at a Department of Justice ceremony attended by mayors, chiefs, Members of Congress, and other public officials from across America. He will oversee the Clinton Administration's police hiring program and work with police leaders, rank and file officers as well as citizens across America to promote community policing and the COPS police hiring program.

The jurisdictions notified today include Atlanta, Boston, Chicago, Detroit, Houston, Los Angeles County, Philadelphia, and 400 other police departments, 201 sheriffs' offices, 21 state police departments and 2 Indian Tribes.

Jurisdictions under 50,000 are eligible to apply for police hiring grants under the COPS FAST program. COPS FAST applications are due December 31.

Community policing is designed to complement traditional policing by forging effective, innovative crime prevention partnerships between law enforcement and the community. "This money is a down payment on a safer America," said Reno. "These officers and our new Top Cop will help America's communities, large and small, increase their police forces and create problem-solving partnerships to fight crime."

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Joseph E. Brann

Joseph E. Brann is currently serving as Chief of Police in Hayward, California, an ethnically diverse community of 125,000, located in the San Francisco Bay area. He has been in this position since January 1990. During his tenure, Chief Brann implemented a nationally-respected community policing program that has been used as a model by police departments in California and other states. He has also lectured and written on the subject of community policing. Chief Brann supervises a department of 165 sworn police officers and 112 non-sworn employees.

Prior to becoming Chief of the Hayward Police Department, Brann served in the Santa Ana, California Police Department from 1969 to 1990. His management assignments included service as Patrol Captain and Administration Captain for this 600-person police department. While in Santa Ana, he designed, developed, and managed a wide array of community policing and crime prevention programs that received recognition as national models by the National Crime Prevention Council, the Federal Bureau of Investigation, the American Association of Retired Persons, as well as various state agencies.

Chief Brann is a member of the International Association of Chiefs of Police, the Police Executive Research Forum, and the California Police Chief's Association. He is also the current President of the Alameda County Police Chiefs and Sheriffs Association.

Chief Brann received his Bachelor of Arts in Criminal Justice from the California State University at Fullerton in 1975, and his Masters of Public Administration from the University of Southern California in 1979.

Chief Brann is married to Jan Perkins, the City Manager for the City of Fremont, California.

Remarks of President William Jefferson Clinton
"Top Cop" Announcement
December 19, 1994

[Acknowledgements: Janet Reno, John Schmidt, Jamie Gorelick; Lee Brown; Members of Congress; all the Mayors who are here today; all the Police Chiefs and Sheriffs who are here today]

I ran for President to restore the American Dream and to help prepare the American people to compete and prosper as we move into the 21st century. What we are doing here today is an important part of that job. Americans cannot face the challenges ahead and share in the American Dream if they don't feel safe in their homes and on our streets -- if they can't send their kids to school to learn what they need to get ahead -- without wondering if they'll make it home alive.

When I addressed the nation last Thursday, I outlined a Middle Class Bill of Rights to give people the chance to share in the prosperity of this improving economy. It gives middle class families the opportunity they need to raise their kids, pay for college, save money, pay for the training they need, and lift up their standard of living. This Middle Class Bill of Rights will further our common mission as Americans -- to expand middle class incomes and opportunities, to promote the values of work and family, responsibility and community.

But we have a responsibility to pay for it. We've worked too hard to get control of this deficit after the government debt increased four times over in the 12 years before I took office. We've got to pay for the Middle Class Bill of Rights without adding to the deficit.

We can do that by continuing to reduce government spending. Just this morning, Vice President Gore and I outlined new cuts to fund the Middle Class Bill of Rights. We're cutting yesterday's programs so we can pay for solutions that will work today and tomorrow. Our job is to cut the things that government can't do and focus our efforts where government can make a difference.

The Crime Bill is a great example of what we can do. Every single dollar to pay for it is coming from cuts we're making to shrink the federal government to its smallest size in 30 years. The deficit won't go up one dime because of this Crime Bill.

And this Crime Bill was written to meet your needs today. From punishment to policing to prevention, local officials and law enforcement officers helped shape this bill. We fought for "three strikes and you're out" -- together. Too many people were getting out of prison too quickly because there wasn't enough prison space, so there's a provision for 100,000 more cells. We fought for provisions to make schools safer -- together. When the NRA tried to kill the assault weapons ban, we fought to keep it in the bill -- together. And we're working now to put 100,000 more police officers on the street -- together.

The Crime Bill is working because we put you in charge. You who live and work in America's communities know the problems facing America's communities and you know how to solve them. It's the same principle at work in our reinventing government program -- cut away

needless bureaucracy and let the people on the front lines make the decisions. The national government has a responsibility to help you deal with crime. But we're relying on you to lead this fight.

We're relying on people like Chief Joe Brann. He's proven himself on the front lines. He pioneered a model community policing program in Hayward, CA. When I signed the Crime Bill, I said I would name a law enforcement professional to run our program to put 100,000 new police on the street. Joe Brann is the man to get the job done.

This COPS AHEAD program came about because you said you wanted to start recruiting and hiring new police officers now, without any bureaucratic delays. So today, I am pleased to give the go ahead for more than 600 of the nation's largest jurisdictions to begin hiring up to 5,000 new police officers. That means 321 new police officers in Chicago; 47 in San Diego; 96 in Detroit; 76 in Baltimore; 153 in Philadelphia.

Our efforts are working. Not long ago, I received a letter from the Mayor and the Police Chief of Odessa, Texas -- one of the first cities to receive community policing money from the Crime Bill. They told me that since instituting an aggressive community policing program, serious crimes have dropped 43% in Odessa. That means fewer murders, rapes, robberies, and assaults. We still have work to do if we are to make every American feel safe, but we have made a good start.

I know the new Republican leaders in Congress have lots of ideas on fighting crime. I welcome their ideas. I want to move the debate forward and build on the Crime Bill. But I will not let them take us back. You and I have made too much progress already. We've already started putting thousands of new officers on the streets of America, and I won't let them undo that. We passed the Brady Bill and stopped thousands of convicted felons from buying handguns, and we stopped the flow of deadly assault weapons to our streets. I won't let them change that.

We must keep moving forward. We must expand community policing. We must crack down on repeat violent offenders. We must give our kids positive alternatives to gangs, guns and drugs. We must stick by law enforcement and keep the assault weapons ban on the books.

Even if we do all these things, it still won't be enough. Government -- no matter what level -- can't solve this problem by itself. We could pass 50 crime bills and put 5 million new police officers on the street and it still wouldn't be enough. We will not solve this problem until the American people join us in this fight. Until neighbors come together and work with police officers to reclaim their streets, their schools, and their communities. Until parents recognize that the real war on crime begins at home, and teach their children right from wrong. Until we start to live like a community again.

We can do this. If we put our differences aside and work together, we can turn the tide against crime. We can make ordinary Americans feel safe again, so they can face the challenges of the future and share in the American Dream.

Thank you and God bless you for everything you do.

December 17, 1994
"TOP COP" AND COPS AHEAD ANNOUNCEMENT

DATE: December 19, 1994
LOCATION: Great Hall, Justice Department
TIME: 2:00pm
FROM: Jose Cerda

I. PURPOSE

To announce the appointment of Chief Joseph Brann as the Administration's "Top Cop" in charge of the 100,000 cops program. Also, to announce the names of the more than 600 jurisdictions selected to participate in the Justice Department's COPS AHEAD program.

II. BACKGROUND

COPS AHEAD:

In your speech to the International Association of Chiefs of Police on October 17, 1994, you announced a Justice Department initiative to streamline the police hiring process. This effort -- or COPS AHEAD (Accelerated Hiring, Education And Deployment) -- will allow jurisdictions serving populations of 50,000 persons or more to begin recruiting, hiring and training new police officers before their final applications are due on March 3, 1995.

COPS AHEAD was designed in response to a suggestion made by the U.S. Conference of Mayors. The Mayors pointed out that -- although it would take months for grant applications to be completed by cities and processed by Justice -- many jurisdictions wanted to move forward immediately with the recruitment and hiring of new officers. By allowing cities to begin the hiring process now, new officers would be on the beat months ahead of schedule. It is important to note that while COPS AHEAD cuts the red tape in Washington, it prohibits law enforcement agencies from reducing the scope of their customary screening and training procedures.

In total, the 631 jurisdictions selected to participate in COPS AHEAD will be awarded \$327 million to hire 4,688 new police officers when their complete applications are turned in. This brings the Administration's total number of new police hires to 9,547 at a cost of \$681 million.

Top Cop:

Joseph Brann has served as the Police Chief of Hayward, CA, since 1990. Hayward is an ethnically diverse community of 125,000, located in the San Francisco Bay area. During his tenure, Brann implemented a nationally-respected community policing program that has served as a model for many other police departments.

Prior to becoming Hayward's Chief of Police, Brann served in the Santa Ana, CA Police Department from 1969 to 1990. His management assignments included service as Patrol Captain and Administration Captain for this 600-person agency. While in Santa Ana, Brann designed, developed and managed a wide array of community policing and crime prevention programs that received recognition as national models by the National Crime Prevention Council, the Federal Bureau of Investigation, the American Association of Retired Persons, as well as various state agencies.

III. PARTICIPANTS

President
Attorney General Janet Reno
Drug Director Lee Brown
Deputy Attorney General Jamie Gorelick
Associate Attorney General John Schmidt
Chief Joseph Brann, Hayward, CA
Chief Jerry Sanders, San Diego, CA
Selected Police Chiefs and Mayors

IV. PRESS PLAN

Open Press.

V. SEQUENCE OF EVENTS

- President arrives at the Department of Justice and is escorted to holding room
- President and other participants proceed to stage
- Attorney General Reno make opening remarks
- Police Chief Jerry Sanders makes remarks; introduces Chief Brann
- Chief Brann makes remarks; introduces President
- President makes remarks
- Attorney General Reno swears in Chief Brann as "Top Cop"
- President departs

VI. REMARKS

To be submitted later.