



Information Item

Date: October 21, 2013

To: Mayor and City Council
From: Jacqueline Seabrooks, Chief of Police
Subject: Police Department Uniform Badge

Introduction

This information item will provide background for the Police Department's existing uniform badge, the rationale for the badge redesign, and the meanings associated with the characteristics of the new badge.

Background

Over the years, the style and shape of the badge worn by personnel within the Police Department has changed. In a departure from the traditional depiction of City Hall, which was worn for many years, excluding the commemorative period wherein the Police Department celebrated its 100th year of service, the current badge depicts the Public Safety Facility (PSF). In an acknowledgement of the significance of the Department's move into the newly constructed PSF, the Police Department has worn the current uniform badge since 2003.

Discussion

During budget adoption, on [June 12, 2007](#), Councilmember Ken Genser, with the concurrence of a majority of the City Council, proposed to set aside \$50,000, pending the necessary municipal approvals, for the acquisition of new badges for the Police Department. The intent of this Council action was to return the image of City Hall to its rightful place on the police badge. No staff action was taken on this matter until 2013 when the Police Department moved to redesign the badge to include the image of the

recently restyled City Hall. Artists' renderings of City Hall were utilized to assist the Department in developing the initial badge designs. These designs were distributed throughout the Department along with a survey instrument in order to capture employee feedback and recommendations for design changes.

The final design of the restyled badge continues to be in the shape of a shield. The shield symbolizes that its wearer is a protector of the peace and all people. In uniform, the badge is worn on the left side over the heart to symbolize the authority granted to the wearer and in honor of the oath taken by the wearer to uphold and defend the tenets of the Constitution and the laws of this State. The badge is gold and silver. Gold represents the power and strength inherent in the law enforcement function. Silver represents both purity and a subtleness of strength which speaks to the profession's ability to be flexible enough to change but with the strength to maintain its core integrity even amidst change. The leaves of laurel encircling the badge represent the bravery and courage with which the men and women of the Santa Monica Police Department embrace and protect Santa Monica.

The badge depicts City Hall, which indicates the Department's commitment to the municipal corporation that is the heart of the City of Santa Monica. City Hall represents the source of the Police Department's legitimate authority to provide safety services. The *Moderne* style City Hall building, constructed in 1939, is "antiqued" on the badge to emphasize the return of City Hall to its historic coloring and as further acknowledgement of the past. This is the first time color will adorn the badge beyond the City Seal and white façade of City Hall depicted on the badge worn from 1983 through 1994. The original marble white coloring of City Hall, like that of its antiqued replication on the badge, reflects different light patterns with the movement of the sun. The silver rays behind the west facing City Hall represent the rising sun and the gold rays at the base of City Hall, and surrounding the City seal, represent the western setting sun. The center piece, the City seal, is the traditional representation of the City's identity. Each side of the City seal is supported by a stylized iris, a feature which appears in previous

iterations of the Santa Monica Police Department badge dating back to the 1950's. The three leaves of the iris represent faith, wisdom, and valor. The lower scroll within the badge will contain the wearer's unique serial number. The reverse side of the badge is stamped with the outline of the iconic Santa Monica Pier and Yacht Harbor sign. Contained within the outline is the Latin phrase *Justitia Omnibus*, meaning "and justice for all" followed by the initials KG. These are the initials of the late Santa Monica Councilmember Ken Genser whose direct action, with the concurrence of the City Council on June 12, 2007, enabled funding to be set aside for this badge redesign. The Police Department has been advised by Finance to utilize funds from the operating budget and Finance will make an adjustment at year-end.

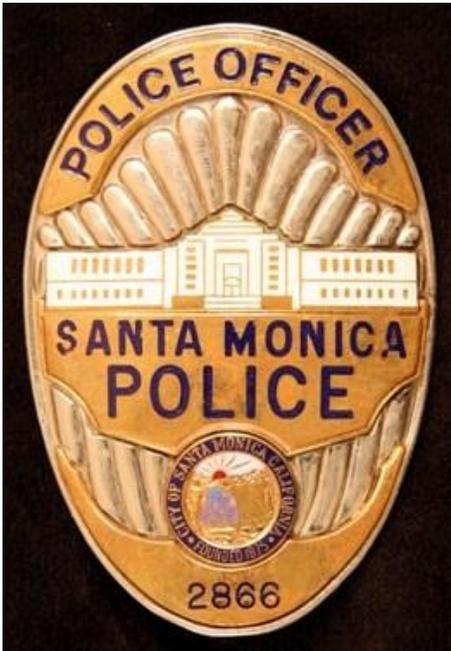
On May 14, 2013, the City published Requests for Quotations to provide newly designed badges. The bid was posted on the City's on-line bidding site in accordance with City Charter and Municipal Code provisions. Eight quotes were received. The quotes were evaluated based on the criteria in SMMC 2.24.072, including price, ability to deliver, and quality of product. The Police Department requested a sample of badges from each vendor in order to determine the quality and weight of the final product. Capitol City Uniforms was the lowest bid, but did not provide a sample of their final product; V & V Manufacturing was the second lowest bid; however the metals utilized to manufacture the badges were not of the highest quality. Entenmann-Rovin, was not the lowest bid or the second lowest bid; however, the final product and quality of metals utilized to manufacture the badges far surpassed the other companies. Based on these criteria, Entenmann-Rovin was recommended as the best bidder. Entenmann-Rovin was awarded a purchase order in the amount of \$50,000 to cover the cost of the re-styled uniform badges.

Photographs of the past three previous badges and the new badge are attached.

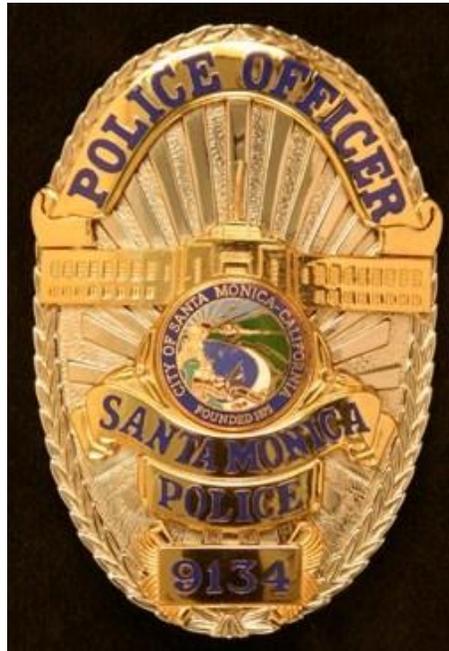
Summary

The new badge embodies the department's rich past, and acknowledges current attributes, while giving a nod to the bright future.

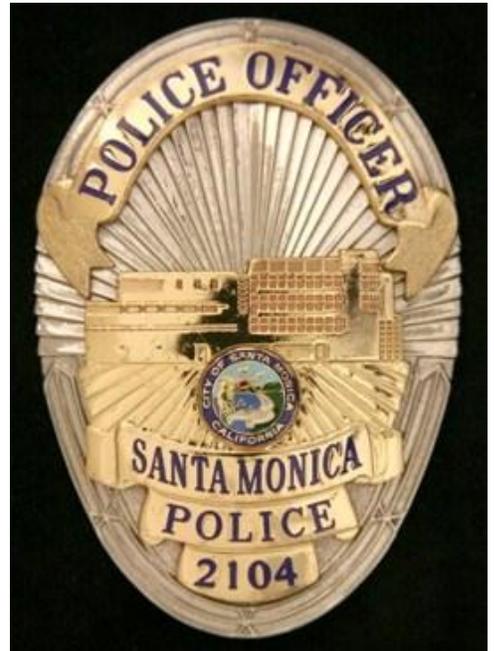
Prepared By: Deputy Chief Al Venegas



1983-1994



1994-2003



2003-2013



New Badge 2013 (Front)



New Badge 2013 (Back)