

KENSINGTON POLICE PROTECTION AND COMMUNITY SERVICES DISTRICT

BOARD OF DIRECTORS MEETING

February 11, 2021

ITEM 4

DISCUSS AND APPROVE NEW KENSINGTON POLICE DEPARTMENT (KPD) LOGO AND PATCH DESIGN, AND ASSOCIATED COST OF \$1900 TO REPLACE POLICE UNIFORM PATCHES.

SUMMARY OF RECOMMENDATION:

Approve new Kensington Police Department logo and patch design and associated cost of \$1900 to replace police uniform patches. The total cost includes replacement of shoulder and star patches and Sergeant and service stripes. The District will pay to remove old patches and replace them with new patches for two shirts and one jacket per employee. Employees will cover the cost to change additional uniforms and if needed to replace the star patches and the Sergeant and service stripes. The cost shall not exceed \$1,900. There are sufficient funds in the "Community Policing" budget to cover this expense.

BACKGROUND:

The Kensington Police Department (KPD) currently deploys a shoulder patch that is blue with a gold castle and gold lettering in old English script with the words "Kensington Police." This shoulder patch was adopted on September 16, 1953 (Attachment 1). Before this shoulder patch there was a shield shaped patch that was blue with a gold bear and gold lettering with the words "Kensington Police."

Over the years, the current patch has been referred to as the "Disneyland Patch" and "Lego Patch." Research has shown that the design has no relationship to Kensington, California. For example, the castle design on the KPD patch is consistent with the Kensington Castle located in Johannesburg, South Africa.

For brand consistency and to present a more contemporary and professional appearance, staff designed a KPD logo and patch that incorporates the District's current logo (Attachment 1). The new proposed KPD patch consists of a dark blue background with a silver outline and lettering that reads, "Kensington California Est. 1946 Police". In the center of the patch, there is a star outlined in silver with the District's current logo comprised of the bay, bridge, hills, grass, and trees. The patch reflects a clean, streamlined and professional appearance. Due to the color change, the star patches and the Sergeant and service stripes will also require replacement.

Should the Board approve the proposed project, staff will slowly change stationary and internal documents over time at really no additional cost to the District. During the 2021-2022 budget preparation process, staff will recommend full implementation of the new KPD logo on police

vehicles and any other District property as appropriate. At that time, staff will provide further financial analysis and recommendations to fully implement the new KPD logo and brand.

ANALYSIS:

The appearance of the current police patch is somewhat juvenile and unsophisticated for a professional organization such as the KPD. The new design offers a clean, streamlined, and professional look that is consistent with the District's current logo and reinforces the District brand.

RECOMMENDATION:

Approve the new KPD logo and patch design, as well as the associated patch replacement costs:

- Replace shoulder and star patches and service and sergeant stripes: \$1,500.00
- Remove old patches and replace new patches on two uniform shirts and one jacket per officer and for eleven (11) officers: \$330.00

FISCAL IMPACT:

The total cost to implement the new KPD logo design and patch is approximately \$1,830.00. There are sufficient funds in the current budget to cover this expense. Staff recommends using budget line item 594, "Community Policing" to fund the implementation of this project. There is \$4500 budgeted in this line item for this fiscal year. Thus far, only \$120 or 3% has been expended. Due to Covid-19, the KPD has been able to conduct its regular community policing programs and, as a result, has sufficient funds in this budgetary line item to implement this project.

ATTACHMENT:

1. Current and Proposed KPD logo and patch design

SUBMITTED BY:

Walt Schuld
Interim Chief of Police