

Mayor's Office: Council Agenda Item Request Form

This form and supporting documents (if applicable) are due the Wednesday before the COW meeting by noon.

Date Received (office use)

Date of Request	May 10, 2018
Requesting Staff Member	Sherry McConkey
Requested Council Date	May 15, 2018
Topic/Discussion Title	Sheriff's Office Protective Services Bureau Name Change
Description	Sheriff's Office Protective Services Bureau will now be called Sheriff's Office Public Safety Bureau
Requested Action¹	Information Only
Presenter(s)	Chief Jason Mazuran or Sherry McConkey
Time Needed²	None
Time Sensitive³	
Specific Time(s)⁴	
Will You Be Providing a PowerPoint	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Will You Be Providing Back-Up Documentation or Handouts? <small>Please attach the supporting documentation you plan to provide for the packets to this form. While not ideal, if supporting documents are not yet ready, you can still submit them by 10 am the Friday morning prior to the COW agenda. Items without documentation may be taken off for consideration at that COW meeting.</small>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Mayor or Designee approval: _____

¹ What you will ask the Council to do (e.g., discussion only, appropriate money, adopt policy/ordinance) – in specific terms. ² Assumed to be 10 minutes unless otherwise specified. ³ Urgency that the topic to scheduled on the requested date. ⁴ If important to schedule at a specific time, list a few preferred times.

To All –

Not long ago, a proposal for changing the name of our bureau was submitted. The purpose of the proposal was to rename our bureau to something that more accurately described the function and daily duties you all engage in.

After a lengthy vetting process, the Sheriff has approved the name change. The name of the bureau will now be the **Salt Lake County Sheriff's Public Safety Bureau**.

Thanks to all who helped with this project. This change will be very positive as we move into the future. Please be patient as this transition takes place. Contact your supervisor if you have any questions. Attached below are the proposal and definition. We will get out a Special Order in the near future to notify the rest of the organization.

Thank You-

Maz

Definition of Public Safety:

Public Safety refers to the welfare and protection of the general **public**. It is usually expressed as a governmental responsibility. Most states have departments for **public safety**. The primary goal of the department is prevention and protection of the **public** from dangers affecting **safety** such as crimes or disasters.

Proposal for Name Change:

Sheriff Rivera,

Branding is one of the most important aspects of any business, municipality or agency. An effective brand strategy gives you a major edge in increasingly competitive markets. Simply put, our brand is our promise to our customer, clients and the public to whom we serve. It tells them what they can expect from us and our services. It differentiates our offering from potential competitors and or local services. Our brand should be derived from who we are, who we want to be and who people perceive us to be.

"Protective Services" is a name that was given to our bureau by administrators who did not come from the rank and file of our bureau. There was no committee formed or collaboration with line staff. The name simply seemed to fit the function we performed for the Sheriff's Office at the time. The Bureau has changed significantly since 2007. We now perform varied tasks that include facilities protection, court security, law enforcement, investigations, corrections, executive protection and threat assessment. Often a deputy in our bureau can be found having to wear many of these different hats

sometimes in the course of a single shift. For these reasons we are proposing a name change from "Protective Services" to "Public Safety". The name "Sheriff's Office Public Safety Bureau" is more inclusive of the duties we currently perform, allows for change in the future, and most important, it is easier for our clients and the public to understand that we are a sworn branch of the Sheriff's Office ready and capable of assisting them.

There is a fiscal note attached to this change that we feel is minimal compared to the benefits it would bring. The estimate to replace current signage with the new name is detailed in an attached report.

Honestly, it is disappointing in some respects that this fiscal note is so small. In many ways it reflects the lack of branding our bureau has created in the past. We feel the time is right and the grass root efforts from members of the bureau is present to support this change. Your consideration of the proposal is greatly appreciated!