

# Memorandum



DATE: February 7, 2014

TO: Honorable Members of the Public Safety Committee: Sheffie Kadane (Chair), Adam Medrano (Vice Chair), Dwaine Caraway, Jennifer S. Gates, Sandy Greyson, Scott Griggs

SUBJECT: **Community Affairs Overview**

Attached is the briefing material on the "Community Affairs Overview" to be presented to the Members of the Public Safety Committee on Monday, February 10, 2014.



Ryan S. Evans  
Interim First Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the Dallas City Council  
A.C. Gonzalez, City Manager  
Warren M. S. Ernst, City Attorney  
Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Jill A. Jordan, P. E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor and Council



# Community Affairs Overview

Public Safety Committee

February 10, 2014



# Purpose

- Provide a summary of 2013 highlights
- Offer an overview of “Chief on the Beat” for 2014
- Introduce Coffee With Cops Initiative
- Detail the expansion of 10/70/20 Crime Reduction Program into Community Response Initiative

# Goals

## Reduce Crime Rate by:

- Increasing Community Engagement
- Connecting residents to needed resources
- Effective use of Social Media
- Allowing residents to interact with officers outside of traditional law enforcement settings



# Background

- Office of Community Affairs established in 1987
- Utilizes collective community approach to policing
- Comprised of manager and ten employees
- Promotes opportunities for positive engagement between citizens and the police department



# 2013 Highlights

- “Chief on the Beat” Health and Safety Fair
  - Services, education, entertainment, and food provided to the public free of charge
  - Held at 14 locations, two events per patrol division
  - Vendors connected attendees to services and information
  - Total Attendance: 24,792
- 10-70-20 Program
  - Conducted crime surveys, gathered intelligence, offered education through community meetings
  - Held at 13 sites throughout Dallas
  - At least one in each patrol division



# 2013 Highlights

- Coffee With Cops
  - Initially launched in April
  - Expanded to seven locations in December
  - Social Media Reach: 3.4M impressions, 775 mentions, 375 unique users (Source: McDonald's)
- Social Media
  - Increased Twitter followers since last June
  - Launched department's first Instagram account
  - Started a Twitter account for Bike Bot Anthony



# Chief on the Beat 2014





# Chief on the Beat 2014

- One Chief on the Beat per division, seven for 2014
- Locations: High Schools/City Recreation Centers
- Each Chief on the Beat will have a theme
  - Battle of the Bands
  - Armed Forces Day
  - Thanksgiving
- Continue to partner with local vendors
  - Healthcare Providers, Colleges, Businesses, Crime Watch Groups

# Coffee With Cops 2014

- Selected locations offer relaxed, informal environment
- Allows for one-on-one interactions between residents and law enforcement
- Community Affairs/PIO engage the public through social media

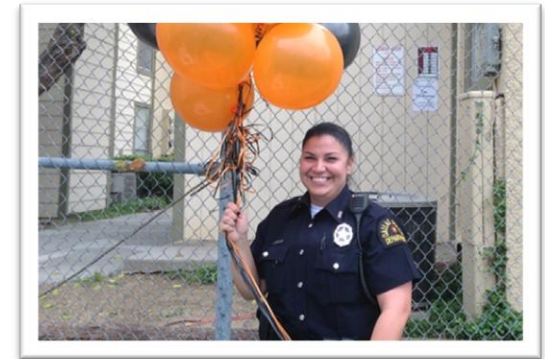


# Coffee With Cops 2014

- Simultaneously held in each Patrol Division
- Free Coffee Provided by McDonald's
- McDonald's has committed to sponsor quarterly Coffee With Cops throughout 2014



# Community Response Initiative 2014



# Community Response Initiative 2014

- Identification of Community Need
- Partner with Patrol Division
- Community Assessment Survey
- Response Initiatives and Engagement
- Follow-Up Community Assessment Survey
- Review Survey and Program Results

# Example of Community Response Initiative

- Incident
- Community Affairs meets with Youth Division
- Visited apartment complex
- Hospital visit with Northeast Patrol
- Crime Watch meeting
- Block Party
- Crime Watch follow up



# Partnerships

- Crime Watch Groups
- Neighborhood Associations
- Chambers of Commerce
- Healthcare Providers
- Young Professionals Organizations
- Dallas Parks and Recreation
- Faith Based Community

# Summary

- Promote awareness of health, safety, and law enforcement in family friendly setting through Chief on the Beat
- Provide quarterly opportunity for officers to interact with community through Coffee With Cops
- Identify and respond to needs of community by promoting positive working relationships through the Community Response Initiative
- Communicate and connect with residents and share information across multiple platforms through social media



# QUESTIONS