

Memorandum



DATE: August 21, 2015

TO: Honorable Members of the Public Safety Committee: Adam Medrano (Chair), B. Adam McGough (Vice Chair), Jennifer S. Gates, Sandy Greyson, Philip T. Kingston, Tiffinni A. Young

SUBJECT: **Community Affairs**

On Monday, August 24, 2015, the Public Safety Committee will be briefed on Community Affairs by Manager Shawn Williams, Dallas Police Department.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.



Eric D. Campbell
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Community Affairs

Public Safety Committee
August 24, 2015



Purpose

- Provide a summary of 2014-2015 highlights
- Offer an overview of “Chief on the Beat” for 2015
- Update Coffee With Cops Initiative
- Update Community Response Initiative (formerly 10/70/20)
- Let’s Talk Dallas Police and Youth Forum

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 two managers, police sergeant, sworn and nonsworn employees
- Promotes opportunities for positive engagement between citizens and the police department



2014-2015 Highlights

“Chief on the Beat” Health and Safety Fair

- Provides services, education, entertainment, and food to the public free of charge
- Held at 7 locations, including Dallas Love Field and Dallas Area Rapid Transit (DART)

“Coffee with Cops”

- Continued partnership with McDonald’s
- Community engagement event is simultaneously held in all 7 Patrol Divisions
- Attended by division commanders, supervisors and neighborhood patrol officers



2014-15 Highlights



New Partnership Initiatives

Dallas Life Foundation

- Served meals to residents during dinner service (November 2014)

Visiting Nurses Association (VNA)

- “Day of Caring” Citywide delivery of Meals on Wheels by Dallas Police Department Officers and personnel (December 2014)

The Bridge

- Winter Clothes Drive (January 2015)

Safety Presentations

- Safety presentations covering internet safety, frauds & scams, and prescription drug safety are provided to community organizations
- Organizations include: Senior centers, schools, Girl Scout groups, women’s shelters, and cross-cultural communities

Chief on the Beat 2015



Chief on the Beat 2015

- Previously held at least one Chief on the Beat per patrol division, nine in 2014
- Locations: schools/City recreation centers
- Partnered with numerous local vendors
- Modified to include diverse locations that meet residents and visitors where they are

Chief on the Beat 2015

- **Darting with the Chief on the Beat**

- Officers boarded trains from 6 DART rail stations
- Interacted with commuters riding into Downtown Dallas
- Distributed safety information before getting off trains at West End Station

- **Landing at Dallas Love Field**

- Distributed information about safety and Dallas destinations/attractions
- Engaged arriving and departing passengers

- **Dallas Zoo Chief on the Beat – September 19th**

Coffee With Cops 2015

- Informal environment with one-on-one interactions between residents and law enforcement
- Simultaneously held in each Patrol Division (Quarterly)
- Free coffee provided by McDonald's



Coffee With Cops 2015

- Community Affairs/Public Information Office engage the public through social media
- Social Media Success – Trending Topic on Twitter
- Next Coffee With Cops September 25, 2015



Community Response Initiative 2015



Community Response Initiative 2015

- Incident March 5, 2015
- In partnership with Northeast Patrol Division
- Community Affairs met with apartment management to conduct an onsite interview
- Community Needs Assessment Survey completed in Walnut Bend Apt Complex - March 30, 2015
- Street Festival April 16, 2015
- Crime Watch follow up



Let's Talk

Dallas Police & Youth Forum

- Held event at Kay Bailey Hutchison Convention Center August 4th
- Goal was to initiate a discussion with 10-15 year old youth about interactions with police
- 900+ youth, 200 parents & chaperones



Let's Talk

Dallas Police & Youth Forum

- Attending organizations included: Dallas Parks & Recreation, Y.M.C.A., Amin Magjid, Kids U, Boys and Girls Club, Dallas Housing Authority (DHA), Salvation Army, Dallas Police Athletic League (PAL)
- Breakout sessions gave youth an opportunity to ask questions
- Participants heard from athletes, celebrities and police officers

Let's Talk

Dallas Police & Youth Forum

- Entertainment: music, Sunset High School Dance Group, Dallas Mavericks Drumline
- 40 vendors invited and included: City of Dallas departments, gaming station, Dallas PAL, DART, Dallas Sherriff's Office
- Prizes: gaming consoles, tablets, headphones, museum tickets and autographed sports items



Community Affairs

Ongoing Partnerships

- Crime Watch Groups
- Community Organizations
- 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 including social media

Questions?