



Rochester Police Department Community Interaction 2011



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RPD Community Interaction: Highlights of 2011

The Rochester Police Department created, implemented, and effectively utilized dozens of programs designed to maximize its outreach efforts to the Rochester community. The feedback from our youth, citizens, business owners, clergy and our officers has been phenomenal. The Rochester Police Department is proud of its efforts to help make our City a better place for all to enjoy. The following pages highlight and summarize the innovative efforts used to further our community engagement.

Chief on the Street

The Chief established this format as a means to ensure our citizens are heard. During events, citizens have an opportunity to talk with the Chief directly. The Chief solicits input as to what the department is doing well and ways we can improve.

It was important to develop a format that would connect the department with community members, business persons and the faith community; especially those who normally would not have an opportunity to be heard. The Chief has participated in over **16** Chief on the Street events.

The events were in the following formats: Town hall, One on One meeting, and a community walk. During the private “One on One” sessions, the Chief met individually with over **215** people.

During each Chief on the Street event, the Chief provides neighborhood crime data and discusses current crime trends specific to each the neighborhood. This is followed by an open forum “question and answer” session.

Citizen Police Academy

The RPD announced a fall 2011 CPA academy class. The department received so many requests from the community to attend the fall session, that we were only able to accommodate only half of the applicants (70). As a result, the department decided to an additional session in July, 2012.

Community Meetings

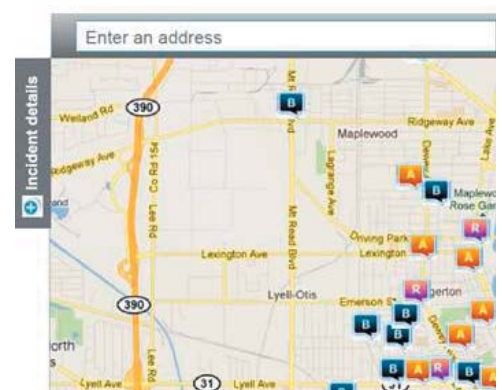
Listening to citizen concerns, as well as being accessible, has been a top priority for the Chief. During the past year, he has met with **50** different neighborhood and/or business groups. During meetings citizens expressed a desire to meet and build relationships with the beat officers. As a result, the Chief directed that whenever possible, beat officers should attend community meetings.

Crime Data Access on-line

The Rochester community now has free access to neighborhood crime data through the CrimeReports.com website. This technology allows citizens to be an active partner in addressing crime patterns as they develop. Citizens will now gain access to neighborhood level crime incident data in near real time.

“Providing reliable, timely information to our citizens is one of our top priorities, because an informed public is a safer public,” said Chief James M. Sheppard. Rochester City Council members, specifically Council President Lovely Warren and Public Safety Chairman Adam McFadden, have strongly advocated for this technology to be made available to help assist residents participate in keeping their neighborhoods safe.

Citizens can access a neighborhood crime map and sign up for daily, weekly, or monthly email crime alerts at www.CrimeReports.com/agency/rpd.



Cultural Engagement Events

The RPD is very proud of engagement events hosted during the Black and Hispanic Heritage Month Celebrations as they were a first for the RPD. These events were opportunities for officers to engage specifically with the African American and Hispanic community.

Black Heritage Month Activities: During the month of February the RPD hosted four events.

The Rochester Police Department hosted a meet and greet with School #20 students. The session included games, Q and A session, lunch and a tour of the Public Safety Building.



A talent show was performed by students from School #50.

The RPD hosted an interactive discussion with the first black police officer, Charles Price.

RPD Concert Event- Attendance was Standing Room Only. Below is a list

of who performed:

Fifteenth Tabernacle Church of God and Saints of Christ Accapella Chorus, Voices of Tomorrow (Youth Choir), Holy Light Church of God , Greater Harmony Missionary Baptist Church Male Chorus , Hope Divine Church of God Chorus, Brockport "Top Brass" Youth Band.



Hispanic Heritage Month Activities: We organized events that celebrate Hispanic Heritage. The events were designed to promote engagement.

RPD provided Latin food and music (Spanish food prepared by El Latino Restaurant) and music by Trio Los Arpegios.

Students from School #9 and RPD officers played games of dominos.



Officers demonstrated some of the dances to students from School #22. Nydia Padilla Rodriguez, from the RCSD and Borinquen Dance Theater, also gave the kids Salsa lessons.

Enhanced Collaboration with Community Agencies

The Center for Dispute Settlement- The RPD partnered with CDS to employ an Orange Card program. This program provides officers with informational orange cards for distribution to citizens, which encourage mediation by CDS to resolve disputes before they escalate to violence.

LGBT Community- Chief Sheppard has increased RPD's cooperation with the Gay Alliance. Through collaboration, the Gay Alliance has provided valuable input to help the department develop new policies and procedures that pertain to the LGBT community. The RPD is also working with other law enforcement agencies to develop creative solutions to address other quality of life issues as they are raised by the LGBT community.

Faith Community- Chief Sheppard regularly met with members of the Rochester Clergy. Meetings consisted of group meetings, breakfast meetings, recruitment meetings and meetings with men's, women's and youth groups. Chief Sheppard attended **41** events with the faith community. In addition, as part of RPD efforts to increase minority recruitment, the Chief accompanied by members of City Council, attended and spoke at services at **14** churches.

Monroe Community College- Chief Sheppard and staff met regularly with Monroe Community College staff to discuss and address public safety concerns at the Damon City Campus.

Project TIPS (Trust, Information, Programs, and Services)- The RPD continued its partnership with Gary Mervis from Camp Good Days and Special Times along with other Law Enforcement partners to bring the Project TIPS program back to our neighborhoods. The events were very well attended and received. They were held at Scio Street, Jefferson Avenue, Conkey Avenue, and Saratoga Avenue.

Enhanced RPD Newsletter

The RPD newsletter is posted on the web site. Each month, the newsletter highlights community engagement activities that our officers participate in. The newsletter has also added a "We Build Leaders" section. This section is dedicated to those officers who have retired and moved on to other leadership roles.

Feedback about sharing the newsletter and the activities within the department has been overwhelmingly positive. In 2012, the RPD newsletter will continue to be a tool to promote the accomplishments and positive activities of our officers, and increase community engagement.

Expanded use of the Internet

The RPD expanded the use of social media sites. The social media is an excellent way to communicate with younger citizens. RPD collaborated with the City Communications Department to produce **19** videos that were posted on the internet. The video's can be located on the City of Rochester You Tube channel.

Development of a Domestic Violence Web Resource Page: The RPD expanded the use of the City of Rochester Web Site to include a Domestic Violence Resource Web Page, to provide the victims of domestic abuse or violence, or their families, information of the resources available.

Domestic violence is a serious issue in our community. Women, children, and men can all suffer the effects of domestic violence. The Rochester Police Department is committed to continue working with partnering agencies to support all victims of domestic violence.

In 2012, preventing domestic violence will continue to be a priority for the RPD.

Homicide Victim Family Outreach

The Chief meets with the families of those who have lost a loved one as a result of violence. The meetings were usually conducted in the family's home, at their convenience. In 2012, Chief Sheppard will continue to engage in personal follow up with all homicide victim families.

Hyper-Reach Program

The RPD expanded the usage of the hyper reach notification program. The Hyper-Reach's mass notification system enables the RPD to rapidly send a voice or text message to any number of citizens via a world class digital calling system. With this software the department can efficiently get a message directly to each resident's phone, voicemail, email, or SMS. The department has received positive input about the calls.

Media

The RPD held two meetings with local media outlets including reporters and assignment editors. The purpose of the meetings were to foster an ongoing relationship with media and to help promote an atmosphere of openness and collaboration. The meeting format was a round table discussion where

concerns, suggestions, and solutions were brought to the forefront. The meetings will continue in the future and, in fact, are a requirement for CALEA accreditation.

New RPD Awards

The RPD initiated three new awards in 2011: Officer of the Year, Civilian Employee and Citizen of the Year.

The "Officer of the Year Award" is presented to a member who has fulfilled some if not all of the following criteria within the preceding year:

As a police officer, demonstrates dedication to the job and to the community; Frequently ranks amongst the highest in his/her platoon in calls-for-service, backups, arrests, other assignments designated by his/her platoon or unit; Is seen as an informal leader by his/her peers and willing to assist peers as needed; Consistently goes the extra mile to assist members of the community during the course of duty and is frequently receiving positive citizen contacts; Diligent pro-active efforts and/or documented intelligence which culminate in the advancement of the Department's goals and objectives; Pro-active work which results in an outcome which otherwise would not have been achieved or attained; Consistently gives back to the community both while on-duty and when off-duty; Frequently is a key component in setting up proactive details that go hand and hand with curbing violence and in accordance with the department's goals and objectives.



Officer Brian Cala was ultimately crowned as the department's inaugural "Officer of the Year."

The "RPD Civilian Employee of the Year" Award is presented to an employee who not necessarily commit a single meritorious act, but those who have exhibited behaviors that are above and beyond the call of duty and/or has provided meritorious service for the 2010 year.

Identification Technician Jessica Plumley received the inaugural "Civilian Employee of the Year" award.

The Rochester Police Department presented its first "Citizen of the Year" Award. The award is presented to a citizen who either through one meritorious act or through a series of acts has distinguished themselves by assisting the Rochester Police Department in protecting and serving the citizens in the City of Rochester. Paul Berger was recognized for rendering aid to Officers Daniel Brochu and Luca Martini after they were wounded on the night of December 1, 2009.

Quarterly Public Crime Reports

RPD conducts quarterly press conferences to update the community on crime data, crime trends and issues that involve public safety. The quarterly report is a mechanism to keep citizens informed about matters of public safety in a timely manner, and provide factual information to ensure their perception of crime matches the reality.

Rochester City School District Collaboration

The RPD expanded collaboration with the Rochester City School District, with the RCSD Safety and Security Director (Lori Baldwin) attending weekly meetings with RPD command staff to discuss school trends, crime patterns and matters related to youth and public safety.

One significant highlight that resulted from this increased collaboration was that City Council Members, RGRTA, RPD and RCSD collaborated to make changes to the bus pass system. Previously, all students utilizing the RGRTA system for transportation to and from school could choose to access the center city. However, as a result of working together, the pass system was revised so that only students that absolutely had to travel downtown could access the Center City using their school bus pass. This initiative,

although seemingly simple, was fairly complex and involved working through a considerable amount of issues. This subtle change helped reduce the large number of youth that gathered in the Center City after school.

Another highlight is the RPD/RCSD truancy efforts. The RPD collaborated with the RCSD to make changes to the Truancy program. These included pairing RPD staff with School District safety officers to patrol city hot spots looking for truant students, as well conducting home visits for students that had been identified as chronically truant. In addition, Chief Sheppard and other members of the RPD walked with RCSD staff during monthly truancy details initiated by Interim Superintendent Vargas.

The Chief was invited to read with students in many different RCSD classrooms. Chief Sheppard visited classrooms at the following schools: Vanguard, Wilson, East, School Without Walls, I'M Ready, Wilson Pre-K, School #30, School #45, School #6, School #8, and School #58.

On the first day of school, the Chief joined the school resource officers and greeted Wilson High School Students. The Chief also addressed the senior class to discuss the importance of education.

Cookie Judge MLK School #9- During the holiday season Chief Sheppard participated with other community dignitaries as celebrity cookie judges.

Free Partnership Reading Program: The RPD in collaboration with the Rochester Police Locust Club, RCSD and Free Partnerships.Org began a reading program with RCSD students. Officers received training and agreed to read to students, resulting in over 30 RPD officers regularly visiting 15 RCSD elementary schools.

I'm Ready School- Once a month Chief Sheppard meets with students at the I'm Ready program. They eat together and engage in interactive discussions. The Chief has initiated outings for youth recognized as "Students of the Month", which has included lunch at Unkle Moe's restaurant and tours of the Public Safety Building.

Vanguard Collegiate Academy- The school (Franklin Campus) has established a public safety curriculum designed to provide students an awareness of the possibilities of a future in public safety. The High School employs a RPD officer part time to instruct the curriculum. This is a result of enhanced collaboration and cooperation between the City of Rochester, the RPD and RCSD.



RPD Supporting Community Charities

Chief Sheppard and other RPD Officers participated in the annual "MDA Lock Up" to raise money for MDA.

RPD increased contributions to the UNITED WAY by **24 %**. The Chief encouraged members to become 1% contributors; contributing at least 1% of their salaries to the United Way. As a result of our significant increase in contributions, the RPD was presented an "Award for Excellence" from the United Way.

Additionally, numerous RPD officers initiated efforts to support the Rochester community. Below are some of the events that RPD officers supported:

- Organized the annual East vs. West RPD Football Game to benefit Juvenile Diabetes. The game was played at Aquinas High School.
- The annual Polar Plunge to raise money for the Special Olympics.
- The annual Law Enforcement Torch Run to raise money for Special Olympics.
- For the 9th consecutive year, RPD Officers and employees participated in the "Buzz the Blue" program to raise money for the Dream Factory.

- Organized a charity softball game to also raise money for the Dream Factory.
- Collected and donated over **70** pairs of boots to those in need, which were dispensed at the Monroe County Social Worker coat drive.
- Conducted a toy drive to support the Pirate Toy fund.

The Badge of Honor Society held numerous events throughout the year to raise money for The Center for Youth, Bivona Child Advocacy Center, YMCA Invest in youth campaign, National Kidney Foundation, Autism Council of Rochester, Pirate Toy Fund, Hunter's Hope, National Center for Missing & Exploited Children, and Golisano Children's Hospital at Strong.

Youth Engagement Activities

The RPD participated in, organized and hosted a variety of different youth engagement activities. Below are some highlights:

Police Activities League: After extended efforts to establish a PAL program, the RPD was finally successful in launching the Police Activities League this year.

PAL Madden Tournament: The RPD teamed up with Marcus Dade of Baden Street Recreation/Gaming Center to produce a PAL Madden Tournament that was a tremendous success. Involved were 25 members of the RPD that paired with a youth partner to compete in the Playstation/Xbox 360 Madden Video Game Tournament.



PAL (Field Trip to Buffalo Bills Training Camp): RPD Officers, along with children from the Tony Jordan Youth Sports Foundation, and young student athletes from CTC (Change the Community program) went to a Buffalo Bills Training camp session. The day had officers interacting with youth, watching the Bills practice, eating lunch and playing interactive games together.

Explorers: The RPD announced the return of the RPD Explorer Post. The Police Explorer Program is run in association with the Boy Scouts of America. Police Explorers are exposed to many facets of a career in Law Enforcement. The meetings are run by Police Advisor Volunteers (both male and female officers).

Rochester PAL Softball Game: This game was held at Red Wings Stadium, where RPD Officers competed in a softball game against student athletes of CTC. The game preceded a Redwings vs. Bisons game.

RPD/Threshold CAPP Program Youth Summit: RPD partnered with Threshold to hold a youth summit. This event was geared to generate engagement and improve understanding between patrol officers and youth. The event was well attended by youth. Officers and youth engaged in excellent discussion.

RPD Toys On Patrol Program: RPD teamed up with the Pirate Toy Fund to create the program. The program provides officers toys to load into the trunk of their patrol cars, so that they can dispense the toys as they encounter youth to enhance engagement and relationship building. The toys are maintained in bins provided by Maher's Hardware Store in each patrol division office. While on calls and when appropriate officers hand out toys to the youth of the community. This program has been going strong for over 8 months and has been greatly received by the rank and file as well as the community.

Youth Voice One Vision: RPD assigned a departmental liaison to this group. Several officers also participated in several events at recreation centers throughout the year.

Positive Ticket Program: Officers teamed up to walk with young adults, to seek out and reward youth engaged in positive behaviors. On the walks each team would identify and recognize a young person who is caught doing something good. The Chief also walked occasionally with the teams.



One on One meeting with Parents: The Chief receives numerous calls from concerned parents regarding their children that may be displaying behavioral issues, who request he meet with their children. The Chief has on numerous occasions met with families to discuss issues.

Maplewood back to school fundraiser: RPD partnered with RCSD and the Maplewood Library to collect and donate school supplies for city students who did not have adequate school supplies to begin the year. This effort provided book bags and supplies for 200 students.

Healthy Kids Play Action and Policy Team: The Chief is a member of the policy team and has assigned a Chief's Office representative to be a liaison on the play team. The play and policy teams are collaborative efforts that include numerous agencies. The efforts are focused on keeping kids active and healthy.

Keynote Speaker at 2nd Annual Youth Recognition Ball: The Chief is recognized throughout the community as an advocate for youth. During this event, held in the Stardust Ball Room, he addressed youth about the importance of furthering their education.

Safe Schools Healthy Student Conference: The Chief was requested to address the annual conference in San Diego, California due to his efforts to work with students during his tenure as the Director of Safety and Security at the Rochester City School District.

Rochester Hispanic Youth Baseball: The Chief sponsored a youth all star baseball team. The sponsorship included funding which helped young ball players to compete in all star tournaments throughout the county.

Teen Empowerment Advisory Board: The Chief continues to serve on the advisory board of Teen Empowerment.

Public Safety Building Tours: RPD provided over 15 tours of the public safety building/camera room to young people and neighborhood organizations.

Safe Child ID Card Program: The Safe Child ID card program provided photographic ID cards to parents or guardians of children under 18 years old. RPD attended over 45 events, where we produced over 1,200 Safe Child ID cards for Rochester children.



Rochester Hurricanes Youth Football: RPD officers donated money to the Rochester Hurricanes youth football teams. Due to the generosity of our officers, the teams were able to go to New Jersey to participate in playoff games. The teams were comprised of youths, ages 8-10, many of whom came from families that did not have substantial financial means to send the kids. Although the teams didn't win (they were defeated by teams from Philadelphia), the boys had an incredible experience. The coaches, players and their families were very grateful for the support of the RPD.

WDKX Water Cooler Morning Radio Program

The Chief is a weekly guest on the Friday Morning Water Cooler program at radio station 103.9 WDKX. The Chief's radio appearances are another means to engage community members who normally do not have opportunities to do so.

A Look Ahead to 2012

Policing in the Spirit of Service

In 2011, the RPD embraced "Policing is a People Business". In the upcoming year we will cultivate a philosophy of "Policing in the Spirit of Service."

Embracing a philosophy of Policing in the Spirit of Service represents the Rochester Police Department's commitment to consistently provide excellent police service to all of the Rochester community. This commitment requires every employee to strive for excellence, while demonstrating courtesy, professionalism and ethics. It is important to acknowledge that every interaction with the community has an impact not only on your personal reputation, but on the reputation of the Rochester Police Department as well.

Chief on the Street

The RPD plans to build continue engagement opportunities begun in 2011. These events were to be an excellent opportunities for the community to provide valuable input and feedback to the Chief of Police.

Church Tours

The RPD is planning on increasing its outreach to the faith community. RPD officers will be encouraged to visit church services in the areas they patrol and engage with parishioners while building stronger relationships.

Youth Engagement

The RPD will continue to expand the Police Athletic League (P.A.L.) Program. Some of the future collaborations include programs with the "Horse's Friend" program and the Latino Youth Baseball. We also plan to continue our partnership with Baden Street Video Arts and Gaming Center to have additional interactive gaming tournaments.

Technology

Telephone App: The MyPD™ Phone App is available for the iPhone and Android. The app will provide members of the community with many valuable features that put some of the RPD's resources at the community's fingertips.

Web Page: The RPD has established a web page that allows citizens to comment on the quality of service received from employees.

Media Blog Page: Implementation scheduled for January 2012. It is a dedicated website that only media personnel will be able to log onto. Once at the site, reporters will have instantaneous access to recent events involving police activity including arrests, community alerts, and events of interest. Our supervisors will have the ability to access the site to provide updates as they become available. Supervisors will have mobile capabilities to update the blog in real-time. Media will be able to see everyone else's questions and responses which will help to keep the flow of information between RPD and the media efficient.