



**POLICE OVERSIGHT BOARD
OUTREACH SUBCOMMITTEE**
Monday, January 30, 2017 – 5:00 p.m.
Plaza del Sol Building, 600 2nd Street NW
Basement Hearing Room, #160

Members Present

Rev. Dr. David Z. Ring III
Dr. Lisa M. Orick-Martinez
Johnny J. Armijo

Others Present

Edward Harness, Exec. Director
Amanda Bustos
Michelle Contreras
Paul Haidle, ACLU Criminal Justice Advocate

MINUTES

- I. Welcome and Call to Order:** Subcommittee Chair Ring called the meeting to order at 5:00 p.m.
- II. Approval of Minutes:** Copy of the minutes from the November 28, 2016 Community Outreach Subcommittee meeting were distributed and reviewed. Subcommittee Member Orick-Martinez made a motion to approve the minutes as written. Member Armijo seconded the motion. The motion was carried by the following vote:
For: Armijo, Orick-Martinez, Ring
- III. Approval of the Agenda:** Subcommittee Member Orick-Martinez moved to approve the agenda as written/presented. Member Armijo seconded the motion. The motion was carried by the following vote:
For: Armijo, Orick-Martinez, Ring
- IV. Public Comments**
- Mr. G.P. would like to see the direction of the Police Oversight Board (POB) Community Outreach Subcommittee to proceed to bridge the gap of miscommunication that is going on between the community and the DOJ, Settlement Agreement, CPOA, POB and the CPC's.
 - Mr. Tadeusz Niemyjski would like to see the POB Community Outreach Subcommittee receive real advice from real people in the community.
 - Mr. Tony Pirard discussed his concerns about how the Community Policing Councils are being run.
 - Mr. Charles Arasim distributed a letter from Ms. Jen Rhea addressed to Ms. Chavez-Lucero. (See attachment "A") and would like the letter published in the minutes. Members agreed.

PO Box 1293

Albuquerque

New Mexico 87103

www.cabq.gov

- V. Building Community Partnerships- APD Forward/ACLU:**
- a. See (attachment "B") for Mr. Haidle's handout. ACLU Attorney Peter Haidle is a lawyer for the ACLU speaking on behalf of APD Forward. He is also the Outreach Coordinator. He gave a presentation for the non-profit organization APD Forward and discussed the role they play in the community:
 - 1. Mr. Haidle works on criminal justice issues for the ACLU.
 - 2. ACLU is a proud member of the APD Forward coalition.
 - 3. There are many diverse organizations involved in APD Forward. (see handout –attachment B for listing).
 - 4. Educating the community is an important goal for APD Forward.
 - 5. APD Forward has certain priorities regarding the Court-Approved Settlement Agreement (CASA) and the compliance process. One example is maintaining the independence of the Monitor.
 - 6. With the change of political climate regarding the Department of Justice, APD Forward wants to make sure that all the parties are engaging to the fullest extent and to move forward thru the compliance process.
 - 7. A Mayoral forum will be held a month before the election and candidates will be asked about their positions on policing and public safety.
 - b. Mr. Haidle's vision is for APD Forward is to conduct more public round table meetings in the community that will incorporate more meaningful discussions from community members.
 - c. Director Harness would like to see the CPOA/POB involved with the Mayoral forum, if possible.
 - d. The monthly coalition meetings are only open to members of the coalition; however APD Forward is interested in collaborating with POB/CPOA in hosting "round tables" as a form of community engagement and public opportunity for community members to provide input.

VI. Upcoming Outreach Opportunities

- a. **OASIS.**
 - 1. Director of OASIS invited Director Harness to do a presentation for adults who want to learn more about the POB/CPOA, which will be held on May 23rd at 1 p.m. The CPOA will be promoting this presentation between now and May. For more information on OASIS, please visit their website <http://www.oasisnet.org/Albuquerque-NM>
 - 2. Outreach Coordinator Amanda Bustos and CPOA Data Analyst will be creating a presentation to present to a UNM Sociology class as an effort to recruit a student intern and collaborate with UNM Students.
 - 3. Chair Ring suggests that this Subcommittee meeting be held at different community locations in order to engage the public. The subcommittee is

actively looking for community organizations to collaborate efforts with. If you would like to recommend an organization, contact CPOA Amanda Bustos at: abustos@cabq.gov

4. Subcommittee Member Orick-Martinez will check into the CNM speaker series at Montoya Campus and invite the CPOA to do a presentation.
5. Subcommittee Member Armijo will look into the County community centers for meeting places as well.
6. Subcommittee Member Armijo distributed copies of the document titled "POB Community Outreach Committee Ideas." (See attachment "C"). Members discussed that this item will be discussed in a future meeting.
7. Discussed Dr. Jeannette Baca's prior work regarding the Outreach Subcommittee.

VII. CPOA Report - Edward Harness, Executive Director. Director Harness gave the following report:

- a. Discussed his observations of the Citizen Policing Council meetings in which attendance is up and they are voting in new board members.
- b. Director Harness interviews with the media regarding the selection of the vendor for the review of the videos.
- c. Discussed the ride-a-longs.

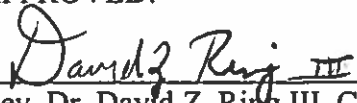
VIII. Other business. None

IX. Next Meeting. The next meeting of the Community Outreach Subcommittee meeting will be held on Monday, February 27, 2017 at 5 p.m.

X. Adjournment. A motion was made by Member Orick-Martinez to adjourn the meeting. Subcommittee Member Armijo seconded the motion. The motion was carried by the following vote:

For: Armijo, Orick-Martinez, Ring

APPROVED:



Rev. Dr. David Z. Ring III, Chair

2/27/17

Date

CC: Julian Moya, City Council Staff
Natalie Howard, City Clerk
Isaac Benton, City Council President

Minutes drafted and submitted by:
Michelle Contreras, Senior Administrative Assistant

Attachments

Dear Ms. Chavez-Lucero,

When the CPCs were first launched, many in the community were interested in signing up. As one of the original appointees, I was often approached for information about joining. At one point, about a dozen potential applicants were actively involved in meetings and setting aside the time to participate as members.

However, it's since become clear that the manner in which CABQ and APD operate these groups is both discriminatory and ineffective.

Watching Ben Lovato be treated inhumanely by city officials, police department employees and CPC members has been a real turn-off for the community. Mr. Lovato, fully qualified, well-respected locally and committed to working in fairness, was booted out by APD early in the process. Apparently, his desire for true reform conflicted with the department's desire to use the CPCs as public relations units. Repeatedly referred to in VACCPC monthly meetings and minutes as "GP Lovato Hispanic." Mr. Lovato was often subjected to ridicule and discriminatory behavior. With his application for reinstatement rejected by a group that included four unqualified white members, Mr. Lovato was never even given the courtesy of an explanation for his continued exclusion.

My own disposal by these same three groups, literally at gun-point, was demoralizing for the people I was actively recruiting to the CPCs.

All six of the CPCs operate like elite social clubs. They have no true purpose, beyond giving APD an opportunity to proselytize. Operating in contempt of the Open Meetings Act, all CPC business is conducted in private meetings that include APD officers, city officials and the Brass—yet exclude some of the voting members. Largely white, old and disconnected from the people who most frequently meet with APD's use of excessive force, these members have no interest in what the public has to say. They give lip service to recruiting minority members, while shoving Mr. Lovato and myself out the back door. What the department and the CPCs really mean to say is, "we want only those members who are compliant and willing to be used as a publicity stunt."

The CPCs represent the sole nod to public input in the CASA. Appropriated by APD, the groups are used as hosts for police department Show-and-Tell sessions that are meant to appease the Federal Monitor. Sadly, the Monitor and Judge Brack find this wholly acceptable.

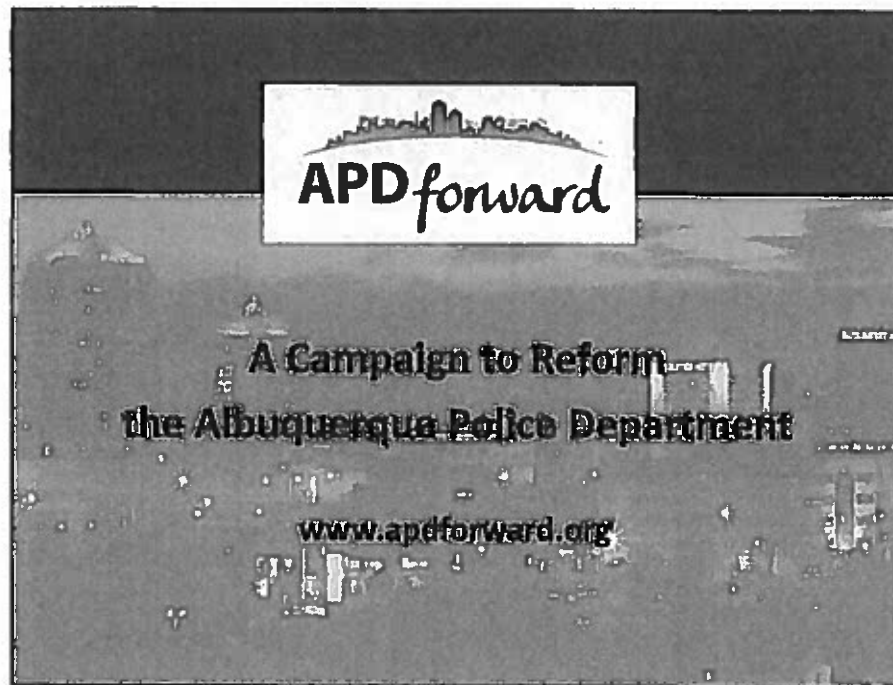
It is difficult to locate members of the community who find this situation palatable. It is, after all, just one more iteration of APD's abusive culture, the same culture that brought the DOJ to town in the first place.

Who wants to squander 90+ hours on CPA, 20+ hours on ride-alongs and another 20+ hours on training, only to be cast as unpaid background actors in a low-budget television commercial? Apparently you have managed to find a hand-full of people who will play this game with you—I suggest that APD begin treating them better. There just aren't that many of them around.

I cannot, in good faith, recommend that anyone apply to be a CPC member. The groups actively discriminate against anyone outside the narrow social niche which most members occupy, and the police department has no tolerance for anyone interested in reform.

Sincerely,
Jen Rhea

Attachment "A"



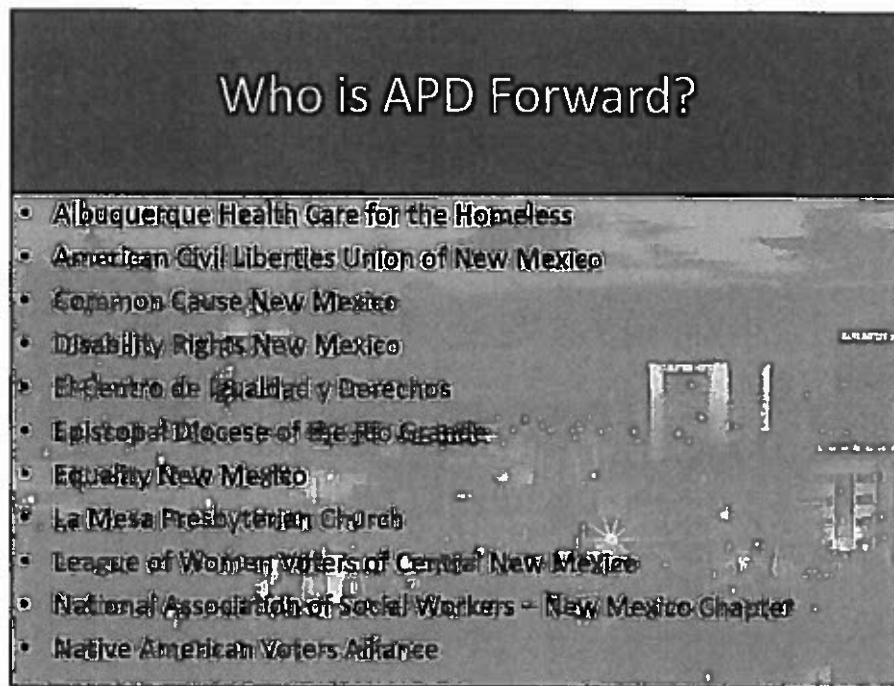
Attachment "B"

Civilian Police Oversight Agency
Police Oversight Board, Community Outreach Subcommittee, Minutes
Monday, January 30, 2016
Page 6

What is APD Forward?

APD Forward is a vibrant movement of concerned Albuquerque residents working to build a better Albuquerque through reforming the Albuquerque Police Department.

Attachment "B"



Attachment "B"

Who is APD Forward?

- New Mexico Conference of Churches
- New Mexico Original Defense Lawyers Association
- Street Safe New Mexico
- Strong Families New Mexico
- Transgender Resource Center of New Mexico
- YWCA of New Mexico
- Fabrizio Bartoletti – former Police Oversight Task Force member
- Kenneth Ellis II – father of Kenneth Ellis II
- Michael Gomez – father of Alan Gomez
- Stephen Torres – father of Christopher Torres

Attachment “B”

APD Forward's Vision

We believe that...

- Most APD officers and staff are honorable professionals who were attracted to careers in law enforcement out of a desire to serve the public good.
- The broken system within APD has failed these good men and women as well as the general public.
- Albuquerque residents are justifiably angry that the political process has failed to bring about long overdue reforms to our police department.
- To restore trust in APD, the City of Albuquerque, the police department, and impacted communities must develop a constructive partnership focused on bringing full accountability.

Attachment "B"

The Role of the Community

We believe that affected communities can and should play a critical role shaping these reforms and holding the city leadership accountable throughout the process.

Attachment "B"

POB COMMUNITY OUTREACH COMMITTEE

IDEAS

5 Essential Elements of Every Community Outreach Plan

Community outreach is a unique discipline within public relations.

For public agencies trying to change consumption behavior, developers wanting to inform a neighborhood of a change or non-profits hoping to gain support, the challenge is to influence the community as an outsider.

Along with posing additional communication challenges, the major difficulty for community outreach—and its differentiator from other forms of public relations—is that your target audience is typically **not interested in what you're trying to say.**

Think about it.

People seek products or services to solve immediate pain points. If there's no perceived problem, there's no need to seek a solution. Community members going about their daily lives typically aren't:

- Proactively looking to change their behavior
- Hoping to become informed about something they aren't aware of
- Picking up another cause to support

In short, the people you're trying to communicate with don't know about your project and don't care.

Clearly, the main goal of community outreach is to make the target audience care, but the "how" is where some organizations miss the mark.

As with all sound communication plans, there is no silver bullet to achieve program objectives. Instead, organizations must develop a strategy that leverages the right content, across the right channels, at the right time.

It's easier said than done, but to ease the process, here are five crucial elements to developing an effective and efficient community outreach plan.

1. A good understanding of the target audience

Rule #1 of good communication: Know your audience.

What this really means is to know what unifies the community and what's important to them so you can effectively tailor your outreach.

Once you know what the community finds important, you'll be able to communicate how your project aligns with those values. The community is going to ask themselves, "so what?" to any new information thrown at them, and your outreach should always answer that question.

2. Be proactive

Since you know the community is going to question the information you're trying to convey, be proactive in explaining what's in it for them. Seize the opportunity to control messages that will make a first impression. If you don't, the door is open for detractors and the ill-informed to steal your thunder or create turbulence that will compete against accurate information.

Proactivity is necessary across all channels where conversations in the community are happening. Make sure journalists covering the beat are informed, have a website and social media presence to push information and identify other touch points to utilize. The more information you provide, the more you empower the community to be involved in the process.

3. Community partnerships

Find creative, mutually beneficial ways to partner with organizations already serving the audience you want to connect with. These groups have built trust with their members and those they influence, so a partnership serves as third-party validation of your organization, the project and its mission.

The best partnerships are with groups whose purpose aligns with the goals of your project. Determine how your project is complementary to their mission because you don't want to compete for the same attention.

4. Engage in-person

The old saying, "advertisements don't sell products, people sell products" is true for community outreach. Make creating face time with the community a priority in your strategy.

People are skeptical. Face-to-face meetings are important for removing that skepticism and creating personal relationships. Even better, get influencers involved in creating a solution early on so that they become ambassadors for the project and its goals.

Always remember that communities want to be a part of the process, not have something thrust on them.

5. Be responsive

Being part of the process also means dialogue should flow two ways. Some community input should find its way into the plan. Too often, agencies bring a 95% developed solution to a community and don't leave room for responsiveness.

The engagement must be early enough in the process to allow for stakeholder input. If you know a component of a project is a perfect fit for the community, engage them in a way that allows them to "discover" that component as a solution. People always love to support their own ideas.

Of course, the most important part is presenting a project that is valuable to the target community. Once you've identified the value, there are many different techniques and strategies to communicate it effectively.