

OUTREACH SUB-COMMITTEE PROJECTS AND PLANNING [DISCUSSION POINTS]

Goal 1: An outreach program will be developed to ensure the Albuquerque community is aware of the procedures to make civilian complaints against APD personnel and the availability of effective mechanisms for making civilian complaints. (P.164)

Goal 2: A community outreach program will be implemented to solicit public input from stakeholders that embrace broad segments of the community, agencies and organizations. These include, but are not limited to appropriate government properties, including APD headquarters, Area stations, APD and City websites, City Hall, public libraries, community centers, and the office of the Civilian Police Oversight Agency. (p. 165)

Discussion: Add...

Other target audiences may include:

- Advocacy groups
- City council
- Community and business organizations
- Community and Church groups
- Ethnic and immigrant support groups
- LGBT communities
- Media
- *Neighborhood Associations*
- Neighborhood crime prevention specialists
- Victims Advocacy Groups
- Social Service Providers to the developmentally disabled, homeless, mentally ill and youth

Discussion: Goal 3: Outreach activities that "Reach out" to APD and officers will be developed in an effort to solicit input regarding their concerns about citizen perception and recommendations.

Outreach Activities Timeline

(0-3 months)

1. Create promotional materials that provide information to the public describing the civilian complaint process. These materials include brochures, posters and an updated web site.
 - a. **Discussion: create business cards for POB members to use as they engage in community outreach activities.**
 - b. **Discussion: Create a "tag line" that can be used on all outreach materials; e.g. Let's put "Community" back into Community Policing.**
2. Develop a job announcement for a full-time Community Outreach Coordinator; begin advertisement for position to begin in July.
3. Determine all efforts currently underway in regards to community outreach and engagement (calendar). APD: Collaborative on Community-Police Relations, Community Police Councils, *Talk With a Cop* website, Coffee with a Cop.
4. Develop an outreach plan that clearly articulates the role, priorities, goals and activities of the POB.
 - a. POB members will identify and visit with their respective *Neighborhood Associations*.

(3-6 months)

1. Hire Community Outreach Coordinator
 - a. Formulate comprehensive plan that will address how community outreach can support the efforts of POB and CPOA. Create strategy timeline.
2. Implement outreach communication strategies and activities.