



2019

2019 CRIME PREVENTION AND COMMUNITY OUTREACH EVALUATION

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OVERVIEW OF THE YEAR

Overall Decline - A Need for Further Innovation

There are several strategies that facilitate crime prevention. They include proactive enforcement and community outreach. This review focuses on the outreach activities and impact of the Community Relations Division and the department as a whole. For details about the activities of the Community Engagement Team and the Juvenile Enforcement and Prevention Program (School Resource Officers, etc.) please see their respective Annual Reviews for 2019.

Calendar year 2019 indicates an overall decline in the number of crime prevention and outreach activities. In general, the department has fallen short of 2018's outputs with a few notable exceptions. The number of documented activities and/or outputs (Tours, Presentations, Ride Alongs, Crimestopper Tips) has fallen along with the number of residents reached. This decrease is likely due to a fall in the public's request for these services. The use of certain interpretation services (contract interpreters and the language line) have also declined. New ideas are needed on how best to generate greater public awareness and interest in these services. When sufficiently implemented, these services contribute to a decrease in crime rates and therefore must continue to be actively promoted.

"One single good encounter with a cop engenders a lot of trust," says Michael Sierra-Arevalo, Assistant Professor of Criminal Justice at Rutgers University – Newark. He continues...

Our results are striking. Not only did we find that one non-enforcement community policing interaction markedly increased residents' perceptions of police legitimacy and willingness to cooperate with police, but the results were strongest among Black residents and those with more negative attitudes about police. In fact, the effect among Black residents was almost double that of the effect found for White residents. And the effect of the community policing were not short-lived; increases to legitimacy and willingness to cooperate were detectable up to 3 weeks after non-enforcement contact.¹

¹Sapone, Patti. "1 Single Good Encounter With A Cop Engenders A Lot Of Trust, Study Finds," September 29, 2019, NJ Advance Media, <https://www.nj.com/opinion/2019/09/1-single-good-encounter-with-a-cop-engenders-a-lot...>, accessed 10/4/19.

The above-mentioned study with the New Haven (Connecticut) Police Department indicates the soundness of Burlington Police Department's commitment to community policing. However, in light of the overall decline of requests for tours and presentations in 2019, the department must innovate its engagement of the community because as also noted, "most crimes are not solved by long term sleuthing or heroic confrontations with criminals; most crimes are solved because a member of the community cooperates with the police to report or provide information about a crime that occurred. Without legitimacy and the trust that undergirds it, however, citizens are less likely to cooperate and police are apt to be left with little information to go on, if they're called at all."

Identifying and employing innovative engagement strategies should be tied to increasing awareness within and outside the department, that community policing IS tough on crime. At minimum, all officers and civilian staff should be aware of the Dolan Consulting Group's Research Brief² on the topic and the evidence presented. It is a tremendous challenge to innovate and implement community engagement if one does not think it works. The evidence of its efficacy needs to be promoted to get better results.

Notable Increases – Large and Small

Nevertheless, 2019 witnessed significant increases in outputs in the following areas:

- Activities of the Crime Prevention Unit led by the Community Resource Officer
- Number of interpretations and translations done by the Community Outreach Specialist
- Continued plateauing of alarm calls at a historically lower level

And smaller increases in the following:

- National Night Out sites
- Community Watch sites

RECAP OF 2019 RECOMMENDATIONS

² Johnson, Ph.D., Richard R. (2017) "Community Policing Is Not Soft On Crime: The Evidence," Dolan Consulting Group: Research Brief

Crime Prevention

1. Leaflets promoting tours of, and presentations by the department should be created and distributed to grow the public's interest (distribution to include Neighborhood and Mobile Home Park surveys).
 - *This recommendation was fulfilled. No less than \$3,800 was spent by the Community Relations Division on English (1,000) and Spanish (500) Resource Guides, Ride Along flyers (1,000), and Community Academy flyers (1,000).*
2. The Community Engagement Team and Patrol Division should document contact with all Community Watches in their jurisdiction and initiate a conversation about hosting National Night Out.
 - *Not fulfilled. Not communicated effectively and/or not carried out due to conflicting priorities.*
3. Crime Stoppers and Gun Stoppers should be regularly promoted on social media
 - *Fulfilled. The new Community Resource Officer has developed a consistent social media presence where Crime Stoppers is featured with new crime prevention videos.*
4. A monthly email reminding staff to document their individual outreach efforts in Guardian Tracking under community policing.
 - *Fulfilled. The new Community Resource Officer communicated on a regular basis with officers scheduled to do presentations or tours to submit documentation in Guardian Tracking and followed up when not done as requested.*
5. Methodologies need to be developed to guarantee the availability and reliability of Crime Stoppers and Alarm data.
 - *Fulfilled. New Crime Prevention staff, that is, the Community Resource Officer, has engaged the Crime Stoppers Board to improve the reporting of data to the department, and has personally overseen the collection and entry of alarm data in the Records Management System database.*

Community Outreach

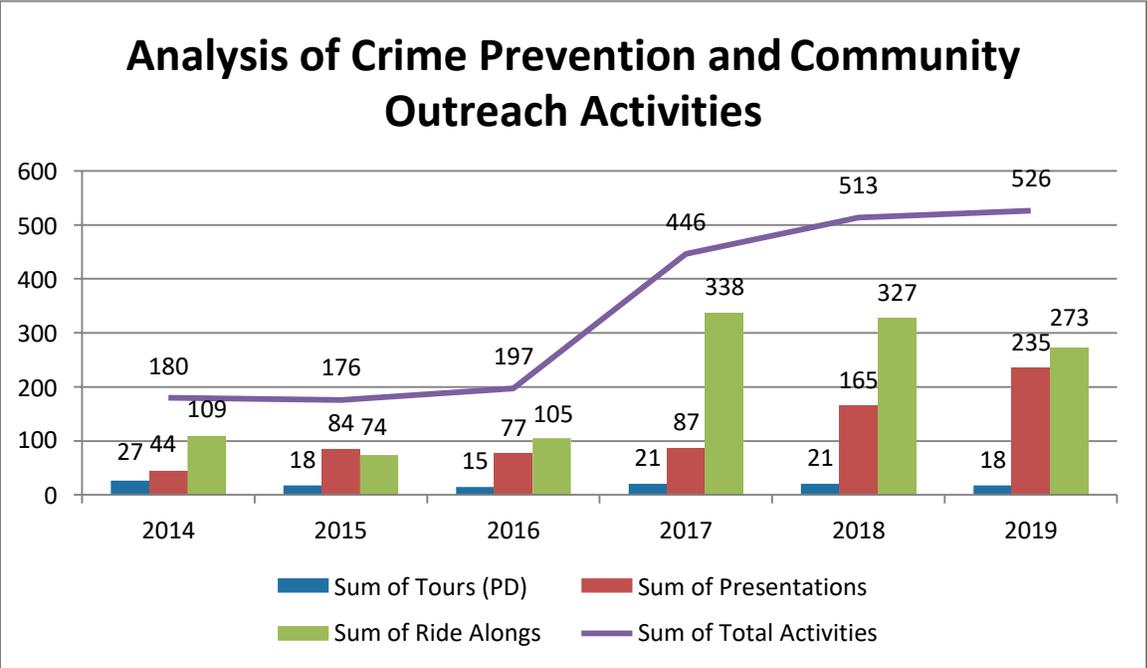
1. District officers and Community Engagement Team should recommend potential participants in Community Academy to the Outreach Specialist for follow up.
 - *Done. Although the Outreach Specialist did not directly receive recommendations to follow up from these sources, District and Community Engagement Team officers did seek to promote the Community Academy. Additionally, recommendations from other sources were pursued and traditional methods of recruitment were successfully used in addition to social media appeals.*
2. Decide if "Don't Tell Your Children to be Afraid of Us..." campaign should continue.
 - *Done. There was no enthusiasm from leadership to incur the expenditure necessary to print materials to continue the campaign. There was no data collected to indicate the effectiveness of the campaign.*
3. Leaflets promoting Ride Alongs should be distributed during Neighborhood and Mobile Home Park surveys.

- *Done. Ride Along flyers and department Resource Guides that promote the Ride Along program were distributed during National Night Out and the Mobile Home Park surveys.*
- 4. Input from contact surveys should be used to guide the development of a more appealing Ride Along program (e.g., K-9 Ride Along)
 - *Done. Ride Alongs with specialized units were scheduled, e.g., Criminal Investigations Division, Crime Prevention. Interns and cadets primarily took advantage of these opportunities.*
- 5. Increasing line-ups at community youth centers in the run-up to a Youth Community Academy for the summer
 - *Done. Criminal Investigations Division Lt. and Patrol Lt. requested contact information to organize line-ups in the community when possible. Community Engagement Team maintained a regular weekly presence at the Dream center when possible. Youth Community Academy was cancelled for logistical reasons, but was replaced with Summer Youth Tours.*
- 6. Establish criteria and easy method for all Spanish language staff (not just City recognized interpreters among the staff) to document the use of Spanish on the job, e.g., survey officers use of language apps, study Computer Assisted Dispatch notes (civilian staff or volunteers) and assign Desk Officer to document requests that come to him/her.
 - *Done. After further discussion it was determined that the potential benefit (information) was not worth the cost (time and logistics) that would be required.*
- 7. Revitalize and possibly repurpose the Community Response Team
 - *Still in process. After much discussion, there was no consensus on what direction to steer the group. Nevertheless, it was successfully mobilized several times during the year.*
- 8. Increase the number of Spanish online posts by incorporating more Spanish speaking staff and volunteers.
 - *Done. The objective was achieved; however, without the assistance of additional Spanish speaking staff and volunteers.*
- 9. The six bilingual officers should be organized to assist with posts on Facebook in Spanish.
 - *Not done. However, Spanish-speaking staff did play a critical role in the recruitment and teaching of our first Community Academy in Spanish.*
- 10. Touch every door in all the Mobile Home Park during 2019.
 - *Not done. This was only partially accomplished. The three large Mobile Home Parks on North Church Street were surveyed again this year, but other locations were not reached.*
- 11. Organize refresher Spanish language instruction for tele-communications
 - *Not done. The Communications Director indicated that it would be better to schedule the training for the first half of 2020 due to expected new hires during that period and logistical challenges in 2019.*
- 12. Directly approach Latino churches and other groups to combat the fear of police and promote Community Academy in Spanish.

- *Done. The Outreach Specialist organized and attended three weekend, church based, activities, one of which the Chief also attended.*
13. Engage two new contract interpreters.
- a. *Not done. Several resumes were received from bilingual Community Academy graduates and others, but the tracking of contract interpreter call out data did not seem to justify the need.*
14. Community Engagement Team Sergeant should replace the Outreach Specialist on the Positive Attitude Youth Center (PAYC) Board.
- b. *Not done. The PAYC Director was informed that the Outreach Specialist would no longer be on the board and that if the agency would like to have another member from the department, to please make the department aware of the process. A formal request has not yet been received.*

REPORT DATA

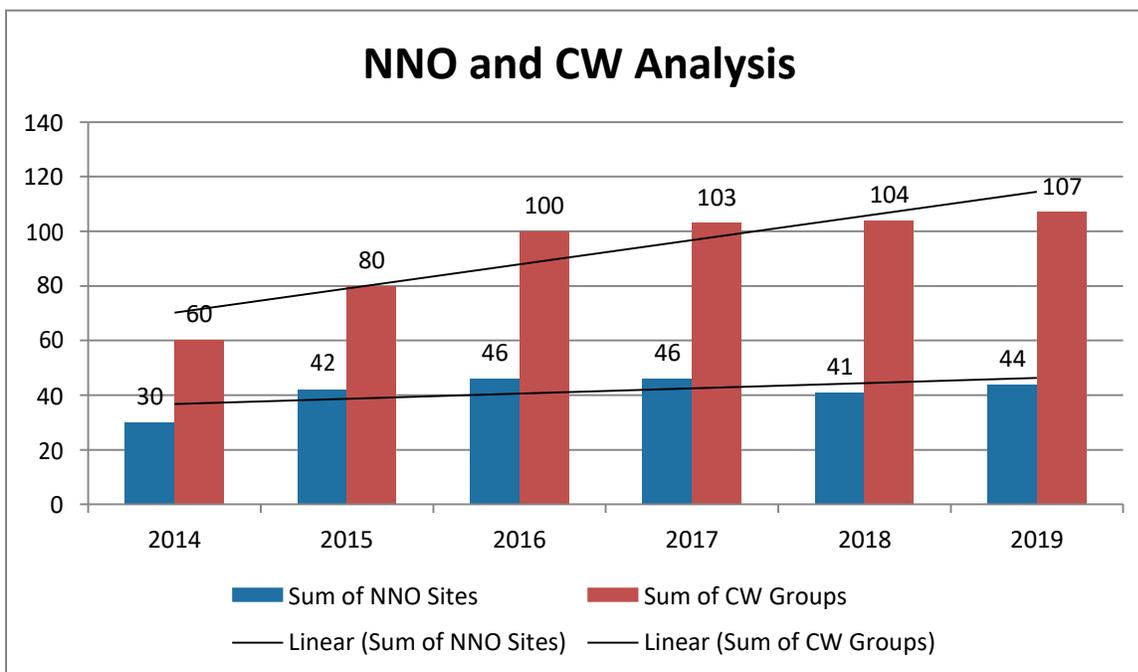
Crime Prevention



The above graph demonstrates that in 2019 the sum total of tours of the police department (PD), presentations to the public, and Ride Alongs have slightly increased by 3%. This change is probably within the margin of error in these aggregate numbers and should best be interpreted as being flat, the same as last year. Beginning in 2016 the department as a whole has been more disciplined in documenting and reporting its activities. Assuming that this discipline is now institutionalized, this plateau from 2018 to 2019 must be genuine. Of note is that tours of the department have dropped by 14%; however, given the small absolute numbers, this can also be interpreted to be flat. Ride Alongs have declined by a solid 17%, a cause for concern. In contrast, presentations given to the community have risen by 42%. This has clearly compensated for the lack luster performance in the other two categories of activities.

³ Please note that the Community Relations Division’s DARE program (implemented by School Resource Officers) is counted as **one activity** in this data set (although it impacts more than 900 students on a weekly basis during the school year), and that Junior Police Academy, High Five Fridays, the Pen Pal Program, and Bob Cats Believe are **not** reflected in this data set. It is recommended that a discussion of these and other facts (Thanksgiving Turkey Give Away, Cops Care, the Governor’s Christmas Giveaway for Disabled Children, Line-ups in the Community, Tip A Cop, Cops On Top, Communication’s Community Sit Along Program, Mobile Home Surveys, Saturday/Community Surveys, Interns, etc.) be held to consider possible changes.

Focusing for a moment on tours, it's clear that there is no evidence that any percentage, much less 14%, of the tour requests received in 2019 were rejected due to a lack of available staffing and hence their fall in number. The decline is more likely due to a drop in the public's request for these services. Tours, presentations, and Ride Alongs are all primarily request driven. Thankfully, our social media reach continues to grow; but, it appears to be having little impact on generating demand for tours, and Ride Alongs. A more focused message on social media may be the solution. Developing promotional videos for social media is one possible way to generate increased public interest in these services. The Community Resource Officer has had success in organizing and promoting videos on a number of other crime prevention topics. It is recommended that his insight is sought on this topic. The Community Resource Officer has also been discussing plans to revive the "Inside the PD" video and/or cable channel program which may also have a positive impact.



44 sites were involved in National Night Out 2019.

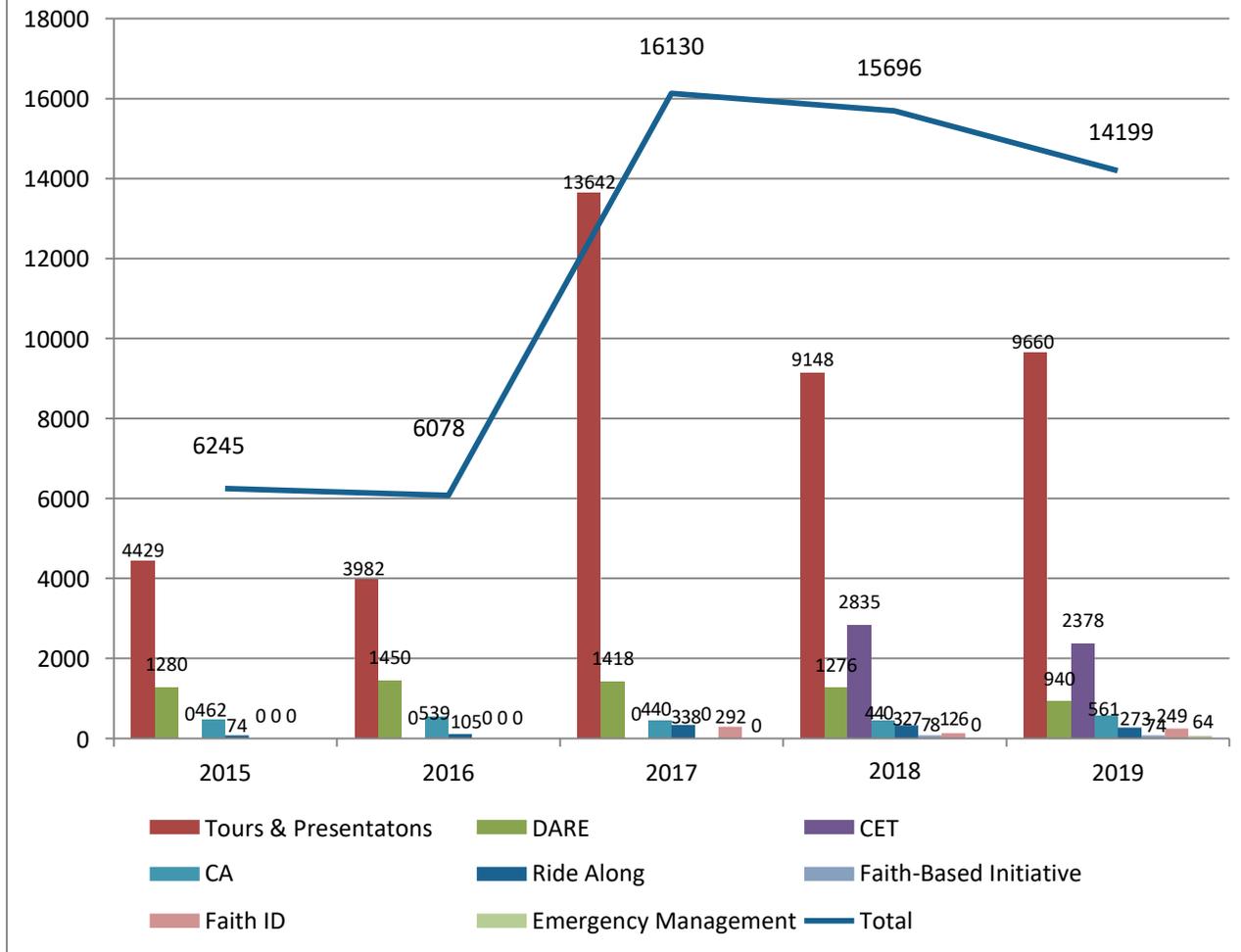
The above graphic shows continued manageable growth in the number of National Night Out (NNO) sites and the number of Community Watches (CWs). The focus continues to be validation of the existence and quality of these neighborhood organizations on the current Community Watch list. Answers to the following questions may assist in this task: How often do they meet? How many members do

they have? How many requests for police presentations have they made?⁴ Is the group's membership fully registered on Burlington's Notify Me? Are they interested in hosting National Night Out? It is recommended that the department's volunteers incorporate this task into their "monthly" neighborhood surveys by adding all 107 community watches to their list of tasks.

National Night Out was observed on August 6, 2019. It was a success. Three to four officers were assigned to visit each location. One hundred and one sworn staff, 17 civilian staff, 17 volunteers, 34 firefighters, 4 City Council members, the Mayor, and 25 other city staff participated in visits to the 44 locations such that all sites were covered. Feedback from all sites was positive.

⁴ Targeting Community Watchess may be a great opportunity to generate an increased number of requests for tours, Ride Alongs, and other crime prevention topics.

Analysis of Total Numbers of Persons Reached Through All Crime Prevention & Community Outreach Activities (Department Wide)



56

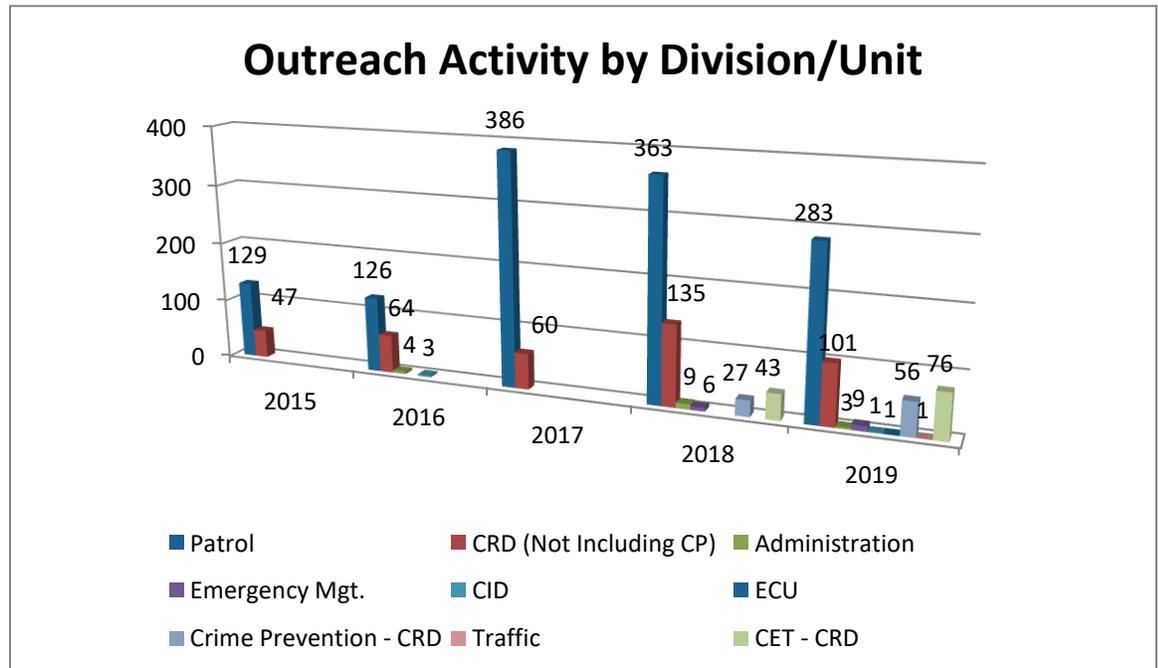
The above graph shows there has been a significant drop (8%) in persons reached by the department as a whole from 2018 to 2019. The 2019 figure of 14,448 people reached comes from the combined total of the 2019 Talk and Tour Log (9,660), the Ride Along log (273), Community Academy (561), Community Engagement Team (CET) (2,378), DARE (940)⁷, the

⁵ (Ride Along) – Patrol; (Talk & Tour Log, Community Academy, Community Engagement Team, DARE, Faith Based, Faith ID) – Community Relations Division

⁶ Emergency Management contacts for 2019 are 64; but, they are included under Tours and Presentations in the previous year, 2018.

⁷ The DARE figures only reflect the number of students enlisted in the program from May 1, 2019 to December 31, 2019. They are not multiplied by the number of contacts. To be consistent with the methods applied in the other data categories, it is recommended that they reflect the number of times the classes meet. For example, 1,000

Faith-Based Initiative (74), Faith ID (249), and Emergency Management (64). This drop in the number of people reached is probably explained more by a decrease in the size of the audiences addressed, given the rise in the number of (non-Ride Along) activities from 186 in 2018 to 253 in 2019, more so than by the fall (80) in the number of Ride Alongs.

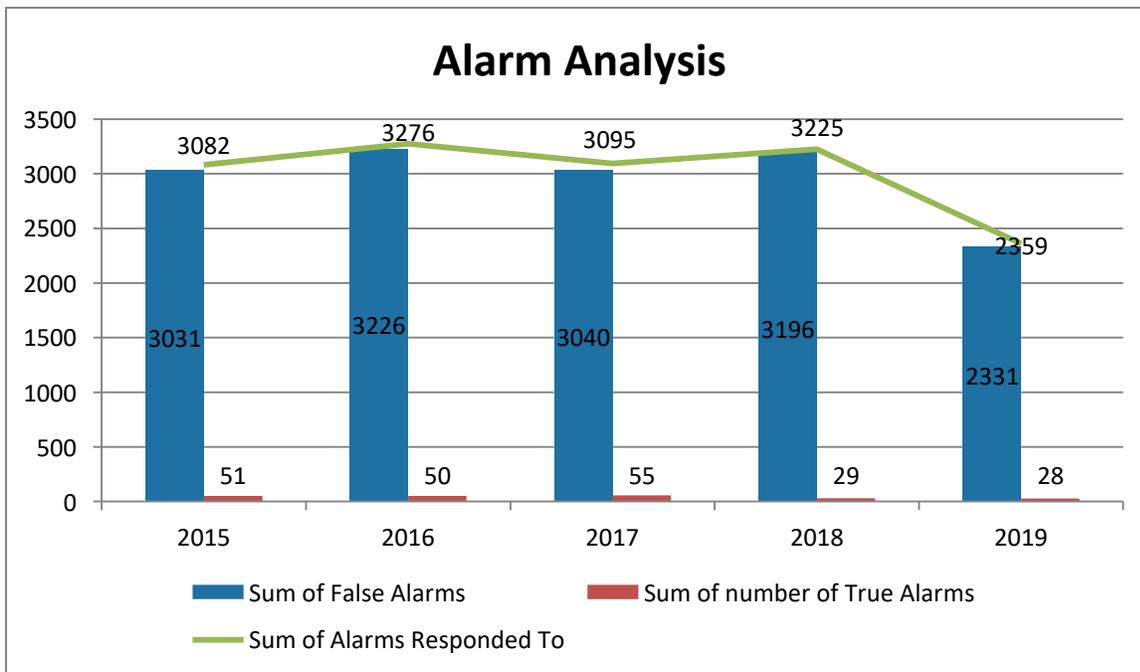


The above graph reflects the relative work burden of the various divisions and units involved in various aspects of crime prevention and outreach. An obvious movement against the trend of a flat number of activities is the Crime Prevention (CP) Unit of Community Relations Division where the number of activities has doubled from 2018 to 2019. 2019 brought a change in staffing to Crime Prevention. The two part-time Crime Prevention Specialist positions were replaced with a full-time Community Resource Officer. The impact of the change is reflected in the graph above which demonstrates the growth in the number of tours and presentations done by the Community Resource Officer, 56 in 2019 versus 27 in 2018. The total number of tours and presentations has risen from 186 in 2018 to 253 in 2019. The percentage done by Crime Prevention (primarily the Community Resource Officer) has increased more than 4 times, going from 5% to 21% of all tours and presentations done. In terms of absolute numbers, it has doubled, going from 27 to 56 activities. Crime Prevention coupled with the rest of the

students meeting 10 times would be 10,000 contacts or people reached. Clearly, having contact with 1,000 students on one occasion does not have the same impact as meeting 10 times, there is a quantitative and qualitative difference that should be reflected, but is currently lost in the current manner of reporting DARE figures in this report.

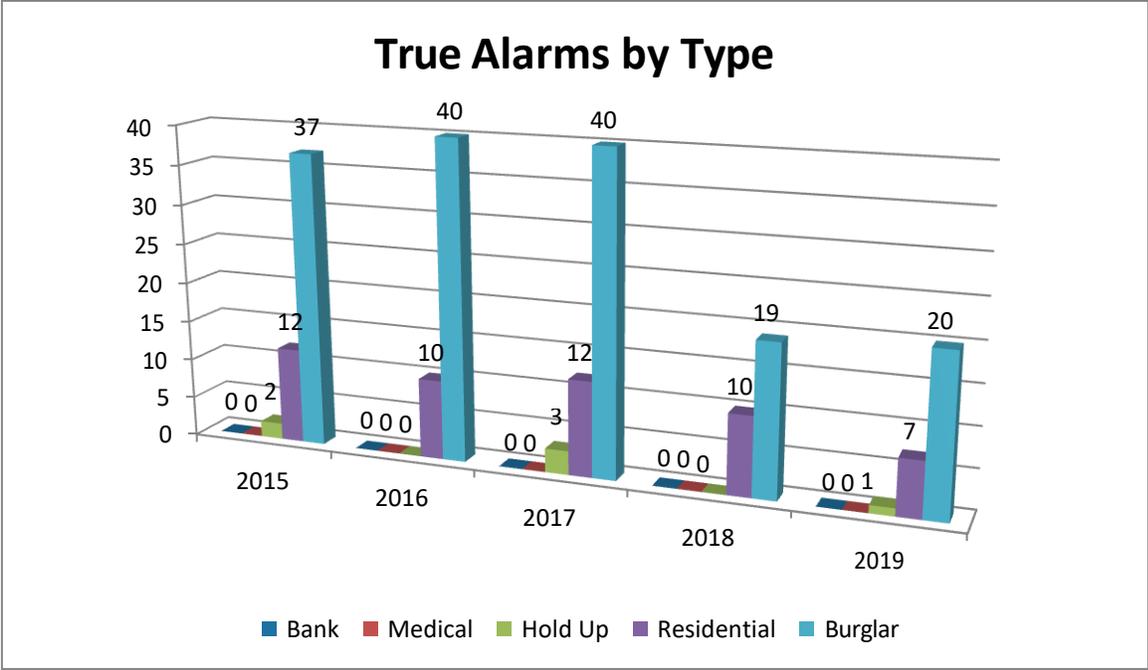
⁸ "Patrol" is a combination of Ride Alongs (273 in 2019), and Tours and Presentations (10 in 2019) carried out by patrol officers.

Community Relations Division continues to lead the department in outreach activity geared toward community engagement and crime prevention. Of particular note is the Community Engagement Team which accounted for 30% of all tours and presentations. As a result of activities in 2018, the Community Relations Division reached 61% of the total number of people reached by the department, whereas, in 2019 the Community Relations Division reached 92% of the total 14,199 people reached. In contrast, Patrol Division reached 6% in 2019. The trend of Community Relations Division carrying increasingly greater percentages of the department's outreach workload continues.

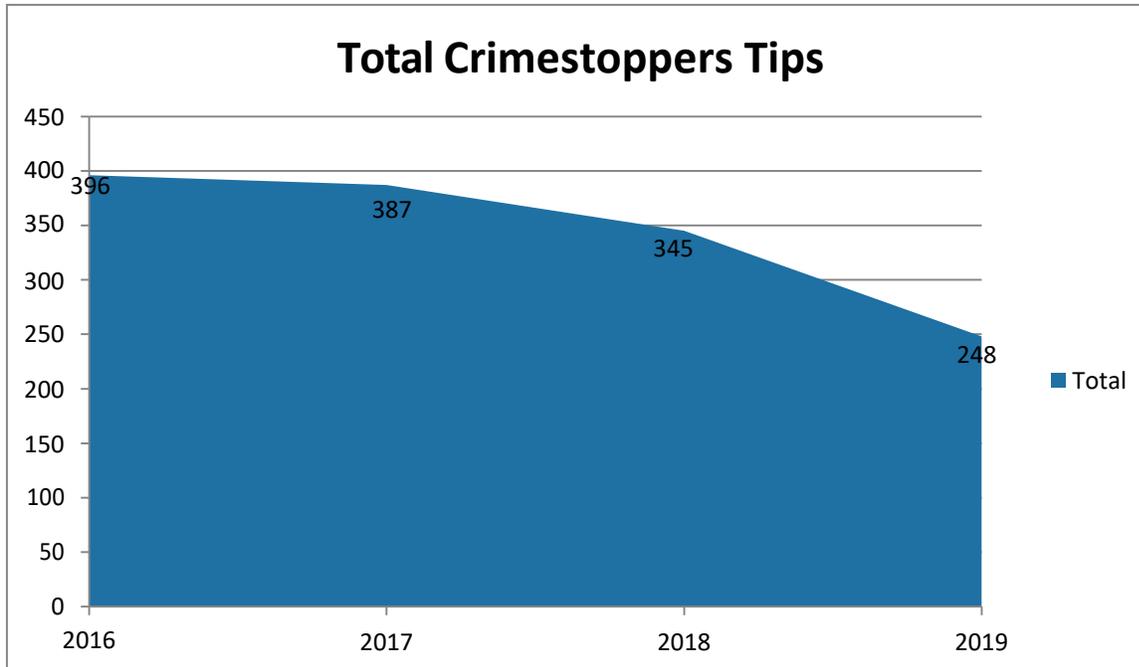


The above graph shows that from 2018 to 2019 the number of false alarms has dropped by 865 or 27%. The number of true alarms is virtually the same, having dropped by just one alarm. The cause of this decrease is unknown⁹, but nevertheless, it has clearly impacted the number of calls that patrol has had to respond to, thereby freeing up officers to address more urgent requests for service. Given the fact that the Record Management System also documents the number of alarms cancelled by the alarm service, the question of whether its inclusion in this analysis would shed more light on this subject matter should be addressed by leadership.

⁹It would be instructive to see if there is any association between this decrease of false alarms and possible increases in the fines for false alarms and/or their rate of enforcement. It is known that in 2019 the Community Resource Officer has been quite diligent in following up on violators of the current false alarm regulations.



Given the small numbers involved in this True Alarms data set in the above graph, the variation from 2018 to 2019 can be said to be insignificant; things were basically the same in both years. However, the decrease in burglar alarms from 2017 to 2018 is yet to be explained. Were there particular arrests or other enforcement and/or prevention actions in 2017 and 2018 that may account for this significant drop? Can the Crime Analysis Unit shed light on this question? Another question is raised by the absence of any data in the Bank category when it is known that there was a bank robbery in Burlington in 2019: Was there a reporting failure or classification error in the Record Management System database?



The slight drop in Crimestoppers tips from 2016 to 2017 (2%) has accelerated significantly over the last two years, jumping to an 11% decrease from 2017 to 2018 and a further 28% fall from 2018 to 2019. The new Community Resource Officer has identified some problems that may account for this accelerating decrease in tips. He has found a lack of timeliness and communication to be a significant obstacle to growth and success in the program. Only a portion of those who are given a reward actually collect it. They apparently give up hope that they will get a reward. The ultimate effect then is to suppress the number of tips. The Community Resource Officer has already investigated the use of proprietary software (P3) that promises to reduce the inefficiencies.

Forty-four of the 248 tips led to cases being solved and \$12,475 being awarded. The tips involved 40 felony charges, 23 misdemeanor charges, and 21 drug cases.

The Text-A-Tip service contract has been cancelled. The very low numbers of tips received by text did not justify continuing this service given its cost. Moreover, the new P3 software integrates texting with its other services.

Community Outreach

Table 1 - Community Police Academy Statistics

Class	Participants	Female	Burlington	Strongest District	White	Black	Hispanic	Asian	Native American
13-F2019	22	50%	68%	D2 w/7	54%	14%	32%	0%	0%
12-S2019SP	29	55%	65%	---	0%	0%	100%	0%	0%
11-F2018	18	72%	78%	D6 & D3 w/3 each	44%	28%	28%	0%	0%
10-S2018	22	50%	48%	D5 w/3	59%	18%	23%	0%	0%
9-F2017	18	78%	50%	D2 w/3	72%	17%	11%	0%	0%
8-S2017	22	50%	72%	D2,D3,D6, D7 & D9 w/1 each	55%	32%	9%	4%	0%
7-F2016	24	75%	83%	D4 & D10 w/ 4 each	46%	38%	13%	0%	0%
6-S2016	25	56%	64%	D8 w/ 4	52%	28%	16%	0%	0%
5-F2015	24	50%	84%	D5 w/ 7	38%	29%	33%	0%	0%
4-S2015	18	78%	56%	D7 with 2	72%	17%	11%	0%	0%
3-F2014	21	67%	71%	D5 with 4	62%	24%	14%	0%	0%
2-S2014	22	45%	68%	D1 & D9 w/ 4 each	64%	18%	14%	0%	5%
1-F2013	24	50%	83%	D5 with 5	63%	21%	4%	8%	0%

As seen in the above table, 51 Community Academy participants graduated in 2019 including the first Spanish language class of 29 students, the largest of all classes thus far. Since the spring of 2014 when the program began, a total of 265 participants have graduated. A portion of these graduates have gone on to become active police volunteers. The weekly surveys that the participants complete continue to demonstrate high levels of approval for the program as currently organized. Many express profound gratification with the program for having opened their eyes to the realities of the world of policing and engendering a greater appreciation for the police. Despite annual shifts, thus far, each class has been geographically, gender and ethnically diverse.

In 2019 the Belmont Training Center was added to the other two sites where Community Academy instruction takes place. Plans were made to implement a Youth Community Police

Good Community Relations are a law enforcement multiplier. Poor Community Relations taxes the department's ability to work effectively and efficiently.

Academy in the summer; however, due to staffing and logistical challenges it was cancelled and replaced with the “BPD Summer Youth Tour”. Three groups of 10 to 15 youth successfully participated in the tours.

Table 2 - Ride Along Statistics

Year	Ap- plication	Ride	Percent Change in Rides	Female	White	Black	Latino	Re- sident	Family
2019	282	273	-20%	59%	66%	16%	18%		
2018	332	327	-3%					315	12
2017	394	338	+222% ¹⁰					330	8
2016	254	105 ¹¹	+42%					100	5
2015		74	-32%					61	13
2014		109	-----					76	33

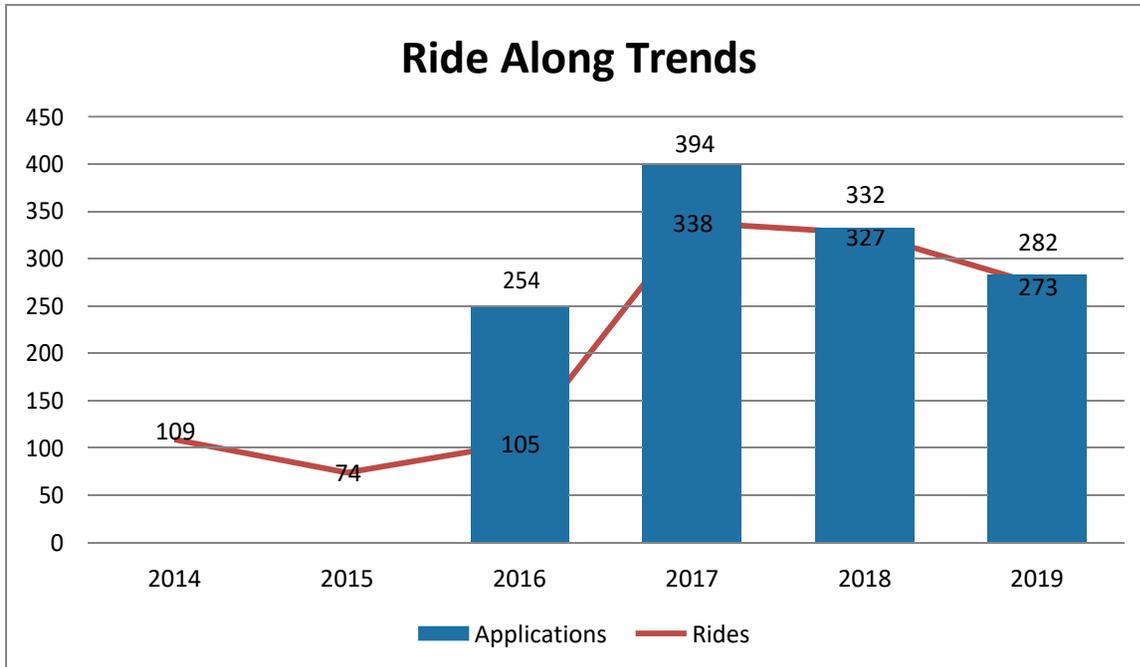
As reflected in the above chart and the graph below, 2019 has seen a significant drop in Ride Alongs, in fact, 20% less than 2018 when it began to decline at a rate of 3%. As previously noted, these numbers are request driven by the public and in turn require effective promotional strategies to maintain and/or grow the number of participants.

Previously recommended changes to the Ride Along program application have led to the incorporation of gender and ethnic diversity data for the first time in this 2019 review. Likewise, data on participants who are family members of department employees versus non-family

¹⁰ This dramatic change of 222% is probably best explained by the fact that officers (with the assistance of Patrol Division’s Administrative Assistant) are doing a much better job documenting of the number of rides they have given. Additionally, the 55% growth in the number of applications received in 2017 suggests that promotional efforts are being quite effective.

¹¹ The 2016 Ride Along log presents a number of inconsistencies that create a challenge for interpretation. The source of these inconsistencies may be found in the fact that more than one person was entering the data, and probably variations in the criteria applied by each individual resulted in the inconsistencies. The number of persons submitting applications is clear (254); however, the number of people who actually rode varies depending on how the data is read. The number used in this report is a conservative one (105). The problem should be easily resolved if there is one individual entering the data, or there is increased training on how the data should be entered and why. In 2017 one individual was assigned to do the data entry, the Administrative Assistant in Patrol Division.

participants have been eliminated, replaced with statistics on the reasons for their interest in doing a Ride Along: 34 listed employment requirement, 87 listed employment interest, 65 listed education requirement, 28 listed Community Police Academy (that's 55% of a possible 51), and 59 listed community interest. Based on this data approximately 45% of 2019's Community Academy participants did not do a Ride Along as they were encouraged to do. Another innovation in the program has been the requirement to complete a hardcopy satisfaction survey after the completion of the ride. This should lead to even more improvements.



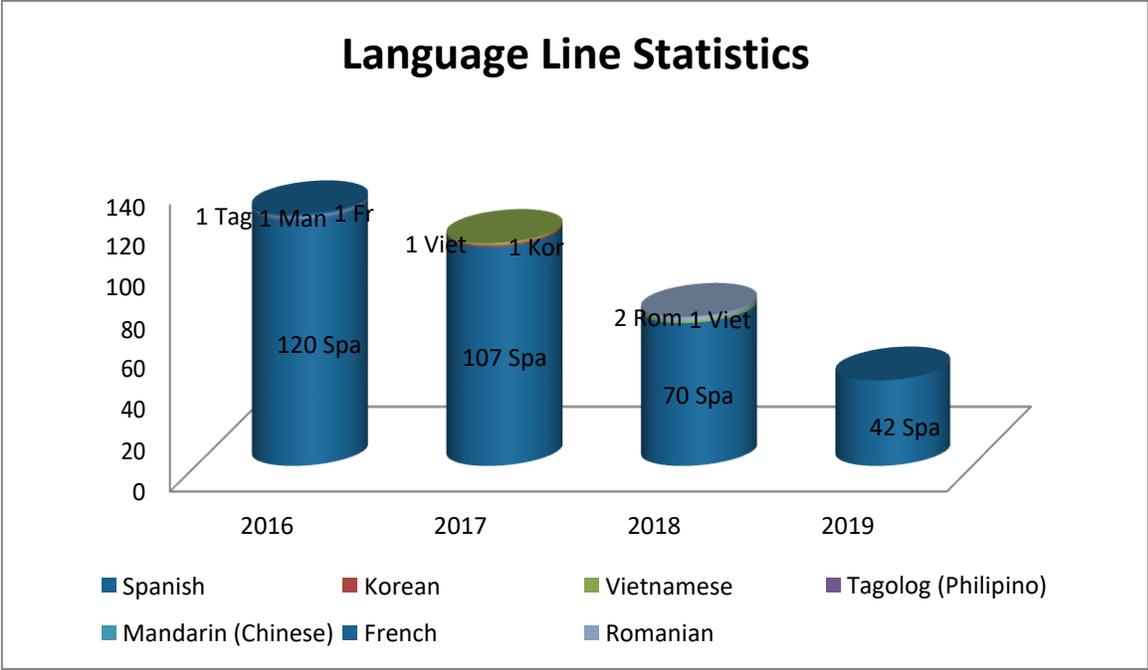
The department continues to maintain 6 contracted Spanish language interpreters. The table below show data related to their activities. The interpreter call out logs maintained by the Communications Section of Community Relations Division for 2019 documents 17 successful attempts to call them out, and one failed attempt resulting in a 94% response rate. The combination of this high response rate and an accelerating drop in call outs has led to the fact that no new contractors were contracted as originally intended for 2019.

Contract interpreters responded to 94% of the calls-for-service for which they were needed.

Table 3 - Contract Interpreter Statistics

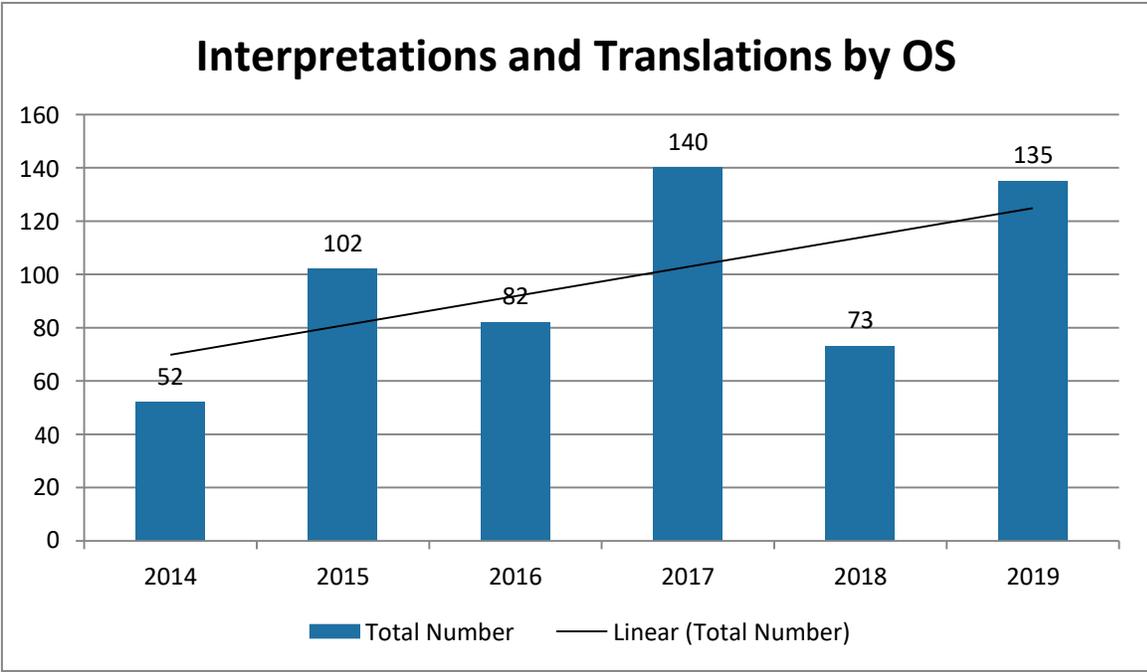
Year	Contract Call Outs	Interpreter	Response Rate	Percent Change in the Number of Call Outs
2019	18		94%	-33%
2018	27(including Strategic Planning Sessions)		70%	-4%
2017	28		89%	-7%
2016	30		90%	-34%
2015	46		90%	-----

Of note is the call out of a sign language interpreter, a rare occurrence. The rate at which this interpreter was paid is significantly higher than that of the other interpreters. This is due to two factors: 1) the sign language interpreter is not an independent contractor, but works for a Greensboro-based agency that provides these services at a significantly higher hourly rate, and 2) the rate charged is the current market rate for these services.

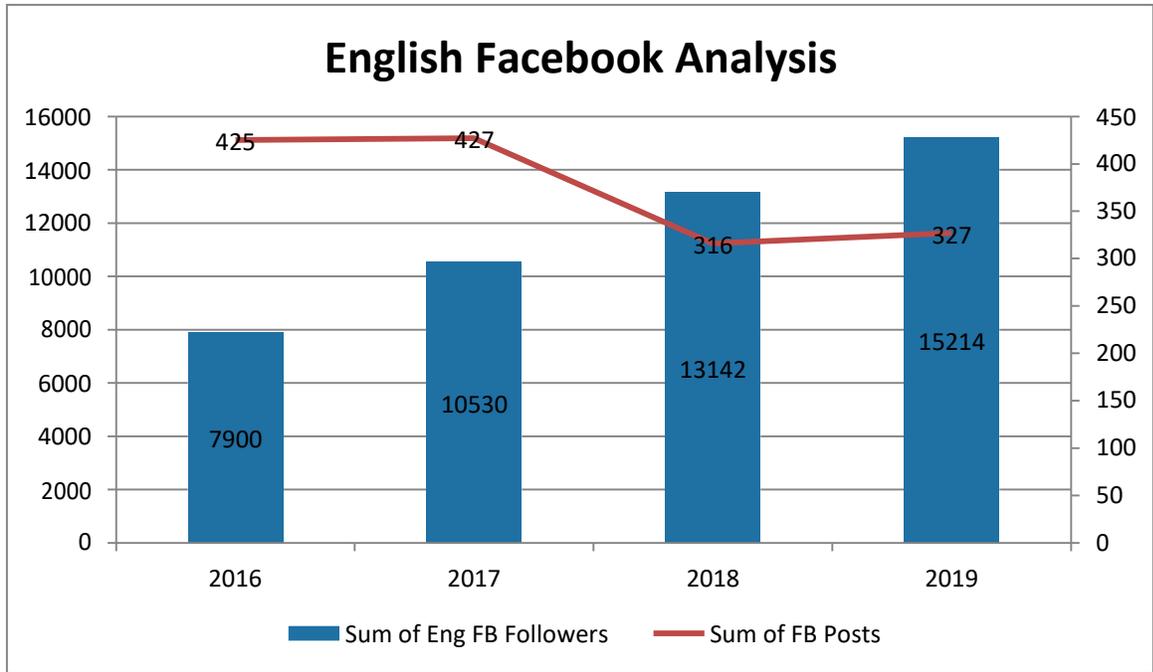


As the above graph demonstrates, the use of the Language Line continues to decline, having dropped another 40% from 2018 to 2019¹². Nevertheless, Spanish remains the vast majority of the requested languages, in fact, it was the only language requested in 2019. A possible reason for this is the employment of greater numbers of bilingual officers. The number of Spanish speaking officers reached 7 in 2019. This supposition has not been confirmed. The decline may in fact be due to other causes, for example, fear of the police on the part of the Latino community. In the event that this were the case, Community Relations Division continues to maintain and increase activities geared to outreach to the Latino community by implementing the Command Staff’s decision to implement a Community Police Academy in Spanish in 2019.

¹² In an attempt to explain this trend, it would be instructive to compare the change in Burlington’s Latino population over the period covered in this chart with the fall in Language Line calls. The 2020 census should provide us with the opportunity to garner hard data on this issue.

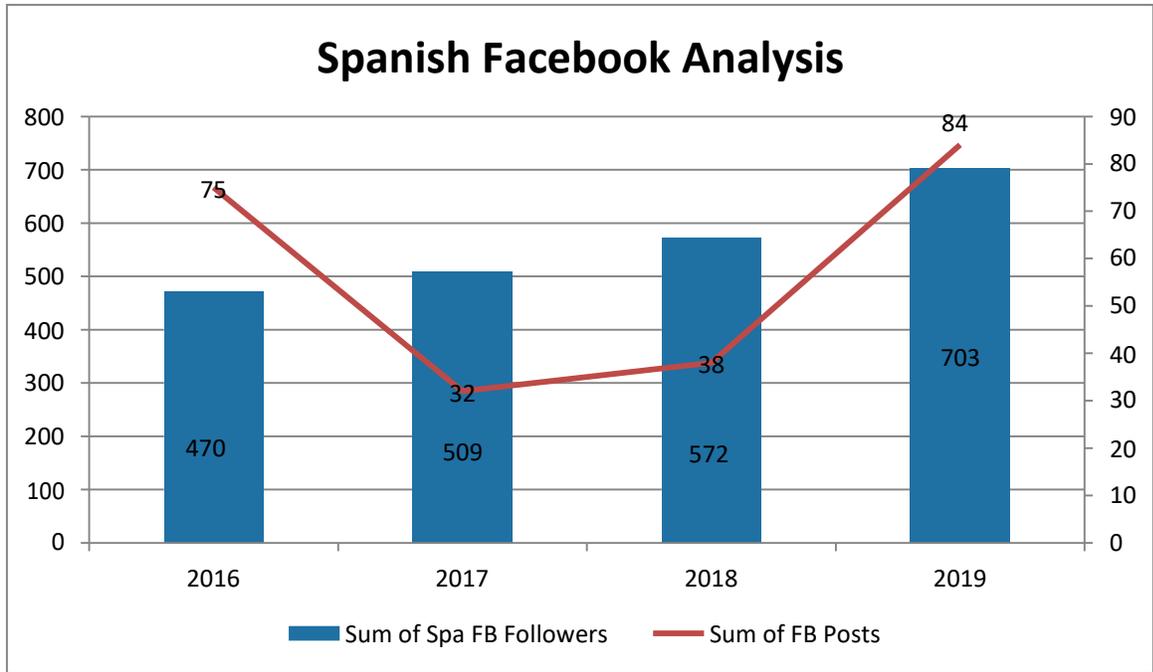


The above graph shows that the Community Outreach Specialist (OS) increased the number of interpretations and translations completed in 2019 by 85%. At the same time, two other civilian bilingual staff left their positions in Administration and Records, leaving just one staff member in the Evidence Control Unit and the Community Outreach Specialist as bilingual civilian employees. The transfer of the Community Relations Division to the train depot physically placed the Community Outreach Specialist in a position of easier access to the Criminal Investigations Division in the event of a need for interpretation or translation services, while the Evidence Control Unit’s bilingual staff is in a physical position of easier access for interpretation requests in the department’s headquarters building.

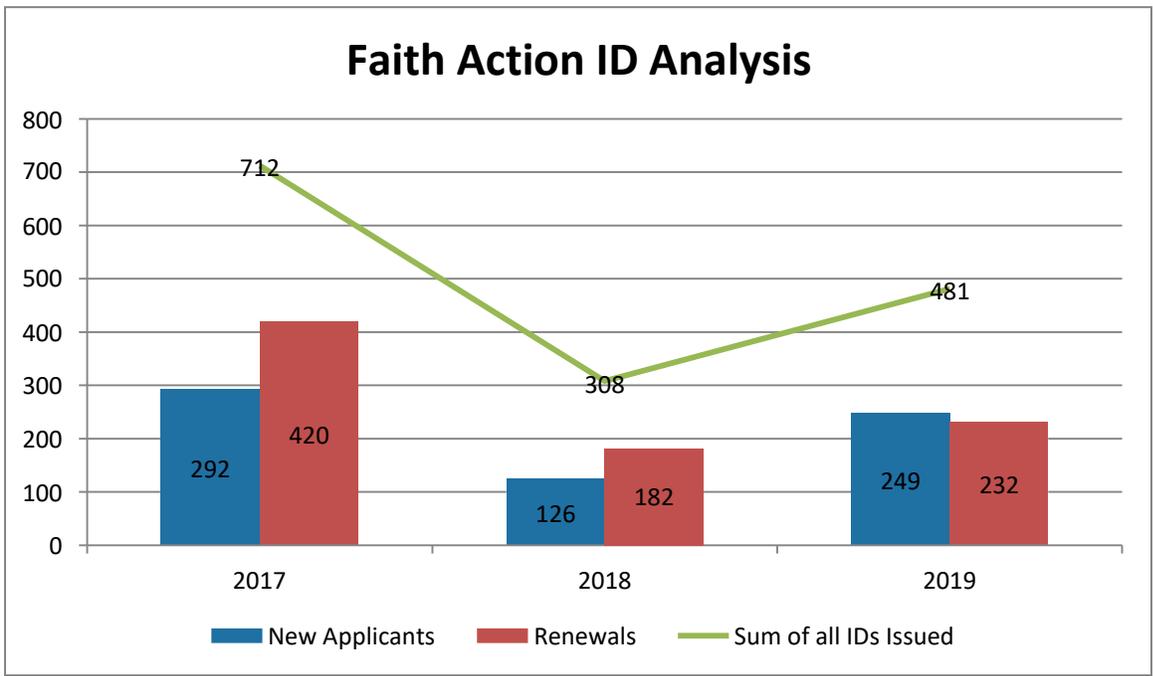


The above graph demonstrates the trends in the department’s outreach on Facebook. The number of English posts has fallen to a new plateau over the last two years of around 320 posts annually, approximately 100 posts less than the prior two years. Nevertheless, the number of Facebook followers continues to grow at a significant pace, suggesting that the quality of the posts, and not just the quantity is driving the growth. The growth rate from 2018 to 2019 was 16%. This social media resource has again shown its value and threat to the department in 2019.

A video of the use of force in the Black community threatened to paint the department with a broad brush, given that it was interpreted by many to be an unjustified use of force, a case of police brutality toward the community. It threatened to confirm the allegation of some in the Black community that the Burlington Police Department is no better than other police departments that have been shown to be less than professional. The rapid response of Administration in asking the community not to draw hasty conclusions and allow for a proper investigation resonated with the broader Black community (leadership and grassroots) given prior investments in community policing, engagement, and outreach. The investigation was also able to rapidly provide the facts in body worn camera videos that were also uploaded to social media for all to see that the allegations were unjustified. The community trusted the department enough to wait for the investigation and accept its findings. This was no accident, it was the result of thousands of professional enforcement, engagement, and outreach contacts that individually contributed to the confidence built and sustained in the community for the Burlington Police Department.



As seen in the above graph, the number of Facebook followers in Spanish continues to grow at a good pace, increasing by 23% from 2018 to 2019. The number of posts has also grown, at an even faster pace, 121%.



The above graph demonstrates that the department’s partnership with the local Catholic Church continues to be a viable means of building trust with the immigrant and Latino communities. 2019

figures (481 total) demonstrate that there continues to be a need in these communities for identification cards, and hence the opportunity to speak directly to them about the department's and other local law enforcement agencies' professional commitment to serve and protect them like any other resident. The numbers have increased by approximately 120 new applicants per year. This is access to 100+ new grassroots members of the community and an opportunity to distribute literature to another 150 members renewing their cards.

The table below provides a quick summary of additional Community Relations Division based activities in 2019. The Community Engagement Team and the School Resource Officers were critical in the implementation of the first four programs.

Table 4 - Additional Outreach Activities

PROGRAM	ACTIVITIES	IMPACT	STAFFING	ADDITIONAL COST
Faith Based Initiative	4 meetings, 1 secondary trauma support	74	2-4 persons	Breakfast snacks
Turkey Give Away	1 event	300 families	4-6 persons	None
MHP Surveys	5 surveys	97 homes contacted and given BPD Resource Guide; ~ half completed the surveys	2 persons	None
Community Response Team	1 meeting/call out	1 family of murder victim	2 -5 persons	None
Outreach Specialist	Interpreter/liaison between Volunteer Program and Volunteers	Up to 29 Spanish speaking CA graduates	1 person	None

FINDINGS

Community Contacts Are Down

Having had more than 10,000 non-enforcement contacts (ostensibly positive contacts) with the community, the Community Relations Division and other units within the department continue to fulfill their obligation to engage the community in non-enforcement actions, be they for purposes of crime prevention or awareness. Ultimately, they all contribute to the building of trust between the department and the community which in turn concretely lends to a more efficient and effective provision of police services.

On the other hand, the absolute number of activities needs to be increased from its plateau, given the overall drop in contacts in 2019. Innovation in engagement strategies needs to be pursued. Consciously aiming to interact with larger numbers per audience must become a priority. For example, this may be achieved by...

- Seeking opportunities to speak to the congregations of the churches involved in the Faith-Based Initiative could boost the numbers significantly.
- Setting a timetable of one congregation per month or per quarter (whichever would be sustainable from a logistical and staffing point of view).

The Community Contacts Of A Number Of Already Existing Outreach Programs Are Not Counted For This Report

1. Thanksgiving Turkey Give Away
2. Cops Care
3. the Governor's Christmas Giveaway for Disabled Children,
4. Line ups in the Community,
5. Tip A Cop,
6. Cops On Top
7. Communication's Community Sit Along Program
8. Communication's "BPD Twitter" feed
9. Mobile Home Surveys
10. Saturday/Community Surveys
11. Interns, etc.

POLICY AND PROCEDURE REVIEW

Changes to Consider

The policy that outlines the role of the Community Outreach Specialist with respect to the Contact Surveys on the BPD web page is not consistent with current practice. Per leadership decision, the Community Outreach Specialist is no longer involved with the Contact Surveys.

The creation of the position of Community Resource Officer has led to changes in practice and procedure with respect to Crimestoppers that no longer reflect policy.

Current policy on the rate of pay for contract interpreters does not reflect the reality of the local market for professional sign language interpreters.

Further Implications

The purchase of software (P3) to better manage and promote Crimestoppers tips has obvious up-front costs. However, as noted by the Community Resource Officer, a more successful program will also generate the need to raise money to fund the anticipated growth in payouts. The associated changes in policy and practice need to be more fully explored.

RECOMMENDATIONS For 2020

Crime Prevention

1. Survey Community Watches to determine their status using volunteers
2. Decide which outreach programs' data to include in this report
3. Decide whether to apply the same criteria to determine impact (reach) of all activities
4. Plan for implications of growth in Crimestoppers payouts
5. Adjust workload to accommodate the administration of Crimestoppers software
6. Request Crime Analysis Unit analysis of the cause of the drop in burglar alarms
7. Handouts need to be updated with information and new photos in a more timely manner for National Night Out
8. A meeting with refreshments with all the National Night Out hosts should take place at the police department a few weeks before National Night Out
9. Purchase two McGruff and one Chase the Police Dog costumes

Community Outreach

1. Purchase complete Adobe software and desktop computer to be used as a media production center and intern computer
2. Recruit volunteers to assist Community Outreach Specialist with Mobile Park Surveys
3. Increase outreach to churches on a monthly/or quarterly basis
4. Implement Spanish training for Tele-communicators
5. Revitalize and Repurpose the Community Response Team
6. Survey staff to solicit new community engagement ideas
7. Request Crime Analysis Unit insight on falling use of contract interpreters and the Language Line versus change in Latino population numbers
8. Discuss the inclusion of heretofore not included outreach programs and figures in the next annual review and the criteria surrounding their consideration