



SBStat

Police

December 16, 2019 – Q4

Agenda

- I. Highlights
- II. Project Updates
- III. Recruitment
- IV. Next Steps
- V. Potential Projects
- VI. Celebrating Our Values

Highlights

Highlights Timeline



1

2

3

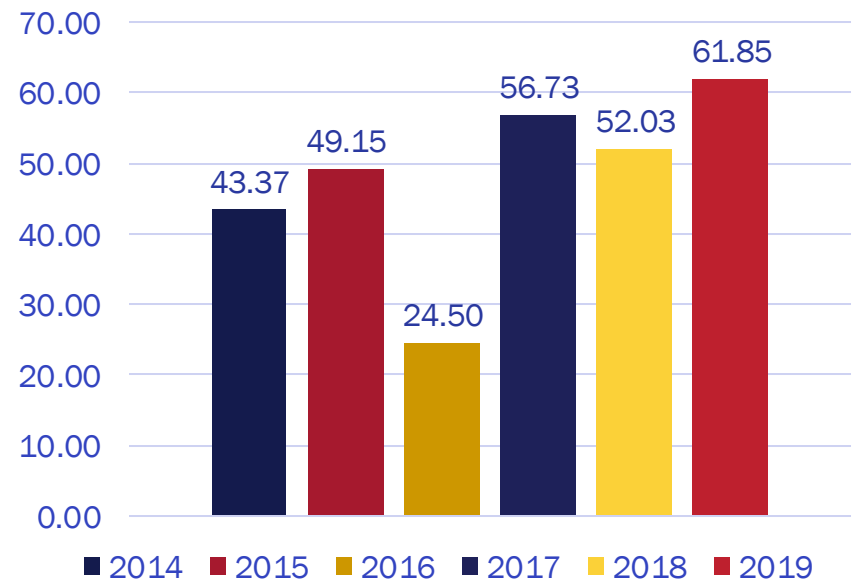
4

5

Group Violence Intervention

- Purpose: An effort to reduce homicide and gun violence through deterrence, relationships, and support
- Two approaches: Explanation of consequences on current path & connection with social support to redirect.
- Results: Call-ins saw 57% of participants not involved with police in the next six months and 64% for custom notifications.

GMI Shooting Victims
Rate per 100,00



1

2

3

4

5

Performance Evaluation

- Purpose: to create renewed standards and competencies in the evaluation process for police officers.
- Approach: Partnership with HR and the Office of Diversity and inclusion
- Results: First round of performance Evaluations performed in Spring 2019

Hot Spot Policing

- Purpose: to restore peace, landlord involvement and community satisfaction
- Approach: Acquisition of the Armadillo



- Discussion of Current State

1

2

3

4

5

Sustainable Fleet

- Purpose: To reduce the police department's carbon footprint through use of alternative fuel vehicles
- Approach: Originally piloted Natural Gas as an alternative fuel source. After trial and analysis the decision was made to pilot hybrid vehicles
- Results: Some cars have been refitted with hybrid kits

1

2

3

4

5

South Bend Regional Crime Lab

- Purpose: to digitize laboratory information and produce invoicing for laboratory services to outside agencies
- Approach: Justice Trax
- Funding: Received 2019 Justice Assistance Grant to cover cost of software in full
- Results: Revenue cash inflows to begin in March 2020

Service	Hourly Fee
Firearms/Tool Mark Examinations*	\$75
Lab Processing (Fingerprints, DNA Collection, Vehicles)	\$50
Latent Print Examinations	\$50
Media (Video Analysis, Photos, Facial Recognition)	\$50

Project Updates

Relationship-Based Policing Strategic Plan

Purpose

- To create a published document outlining the strategic plan for relationship-based policing
 - Explains what relationship-based policing is
 - Communicates goals
 - Outlines strategies and programs used
 - Establishes metrics and measures of success
 - Helps both staff and residents understand why we do it

Relationship-Based Policing Strategic Plan Full-Document

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SBPD Relationship-Based Policing Strategic Plan

Relationship-Based Policing Strategic Plan One Pager

SOUTH BEND POLICE DEPARTMENT Relationship-Based Policing



WHAT IS IT?

Relationship-based policing focuses on developing a relationship between residents and the officers they interact with to increase connectivity and engagement between people and officers.

Over the past several years, the SBPD has developed new and innovative strategies to help in crime reduction. We have also engaged the community in new and creative ways.



WHY WE DO IT

It is important for residents and police officers to know each other as human beings, not as only law enforcement. South Bend Police Officers wear the badge on our community's behalf to indicate our additional responsibilities to keep the community safe.

A strong relationship between SBPD and residents built on mutual trust, improves our ability to decrease crime, the fear of crime, and makes South Bend a safe and vibrant community for all.

STRATEGIES AND INITIATIVES

- Group Violence Intervention
- Community outreach activities
- Community involvement opportunities
- Community participation programs
- Transparency

(See detailed list on back)

"The most important call you'll ever be on, is the one you're on."

SOUTH BEND POLICE DEPARTMENT Relationship-Based Policing



STRATEGIES AND INITIATIVES

- Community cook outs & cook ins
- All Neighborhood meetings
- Walking/talking patrols
- School walks/talks/zones
- Reading in schools/Q&A school sessions/CTE program/K-9 demonstrations
- Community led panel discussions (roundtable and action group roundtables)
- Social media
- Police Athletic League
- Citizens' police academy
- Cadet program and internships
- Junior cadet program
- Cops & Goblins
- Roving roll calls (area & shift)
- Board of Public Safety meetings
- Monthly crime report meetings
- Neighborhood watch and alerts
- Shooting Response Team (SRT), Outreach-SAVE team
- Camera registry
- Pizza & Popsicle patrol
- Women's self-defense classes
- Shop with a Cop and red kettle ringing
- Park and play (basketball, catch, soccer, etc...)
- SBPD food pantry/Holiday baskets/"Elf"icers/Santa 'Cause'
- SBPD blood drive-medical foundation
- National Night Out, First Fridays, West-side Wednesdays, Best Week Ever
- ND athletic and social events including traffic and pedestrian safety
- Four Winds Field (numerous events throughout the year)

For the full Relationship Based Strategic Plan visit:
<https://police-southbend.opendata.arcgis.com/> under the Police Initiatives section

"The most important call you'll ever be on, is the one you're on."

Transparency Hub Improvements

- Link to guided tour of changes
- Crime and recruitment dashboards updated
- New interactions dashboard added
- Integrated data dictionaries
- “How-to” PDFs for each dashboard
- Links to related datasets

<https://police-southbend.opendata.arcgis.com/>

Home Grown Program

- Interim goals:
 1. Maintain established relationships
 2. House information and material for transition
 3. Debrief successor and team on project

Recruitment

Recruitment Sub-projects

Projects	Project Purpose
Open House with Training	Garnering engagement from applicants
Leveraging Social Media Ads	Extending reach of recruitment
Hiring Policy Reviews	Relevancy and barriers to employment
ILEA Data Partnerships	
Policy Discussions	

Open House with Training Purpose

- To provide an opportunity for prospective applicants to:
 - Complete applications or ask application related questions
 - Learn and practice proper techniques for physical assessment tasks
 - Stay engaged in the process by establishing a relationship with actual police officers

Open House with Training: Evolution

August

- Location at fire open house
- Held on Saturday morning
- Open to those who applied, public, and media

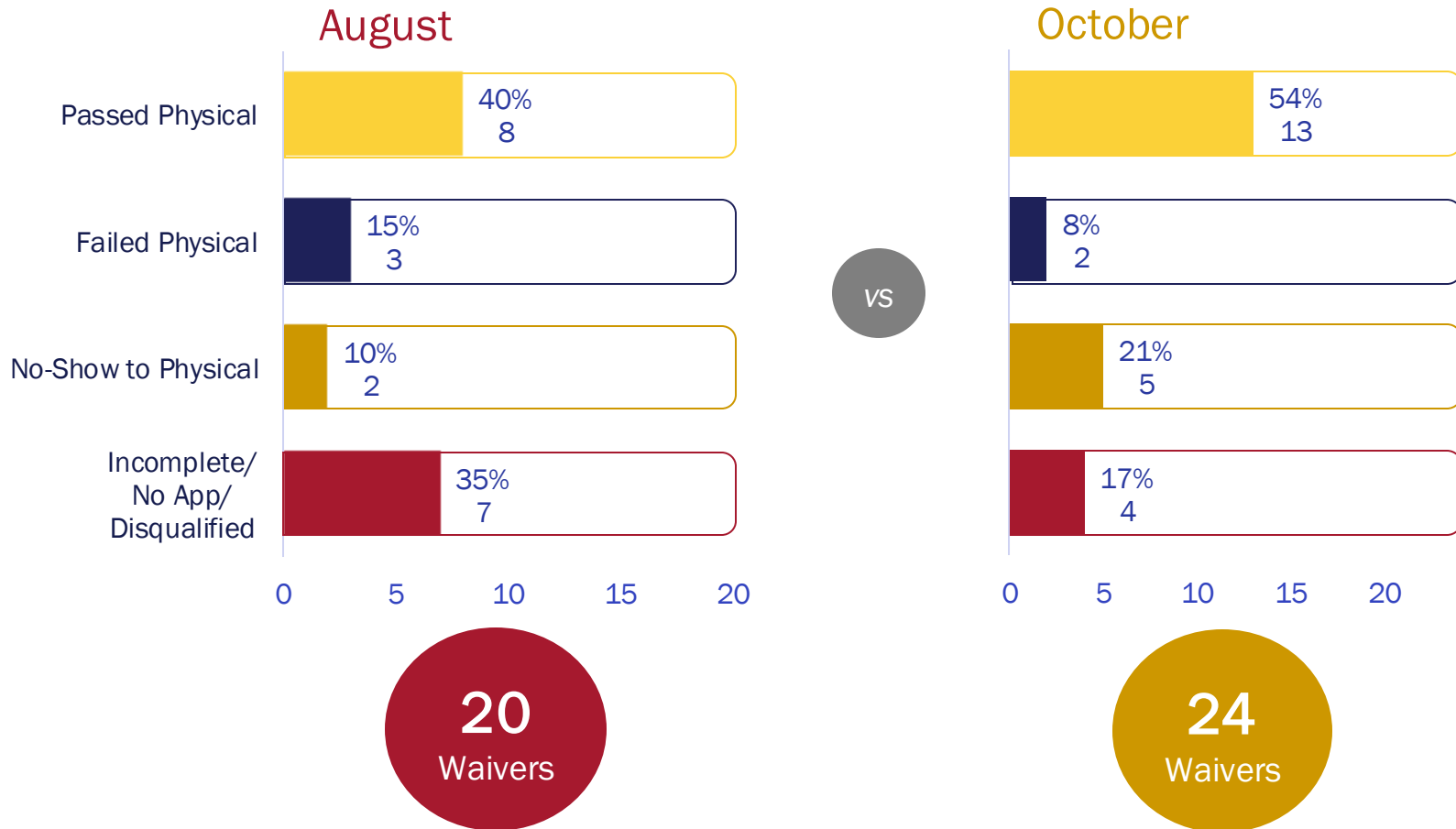
October

- Moved to Police Department
- Held on Friday evening
- Limited to those who had an application started

January

- Introduction about hiring process and expectations
- Add exercise break-outs with rotations
- Include “greeter” for direction, questions and application help
- Provide snacks and beverages

Open House with Training Results Comparison



Targeted Facebook Ads

Current State

South Bend Police Department
Written by Kelsey Lange [?] · November 15 at 8:44 AM · 🌐

The SBPD is looking for committed applicants from all backgrounds to be part of the 2020 Police Academy. Apply by Jan 6th!

Ad 1	Ad 2	Ad 3	Ad 4
City of South Bend Police Department	Make \$60,000+/yr within 3 years	Apply from ages 21 - 35	Make a daily impact with
A Profession with a Purpose	Plus shift incentives	High School Diploma or GED Required	multiple career path opportunities
A Profession with a Purpose	Secure Your Future and Ours	Find Your Fit	Support Your Community
Apply Now	Apply Now	Apply Now	Apply Now

12,744

Reached

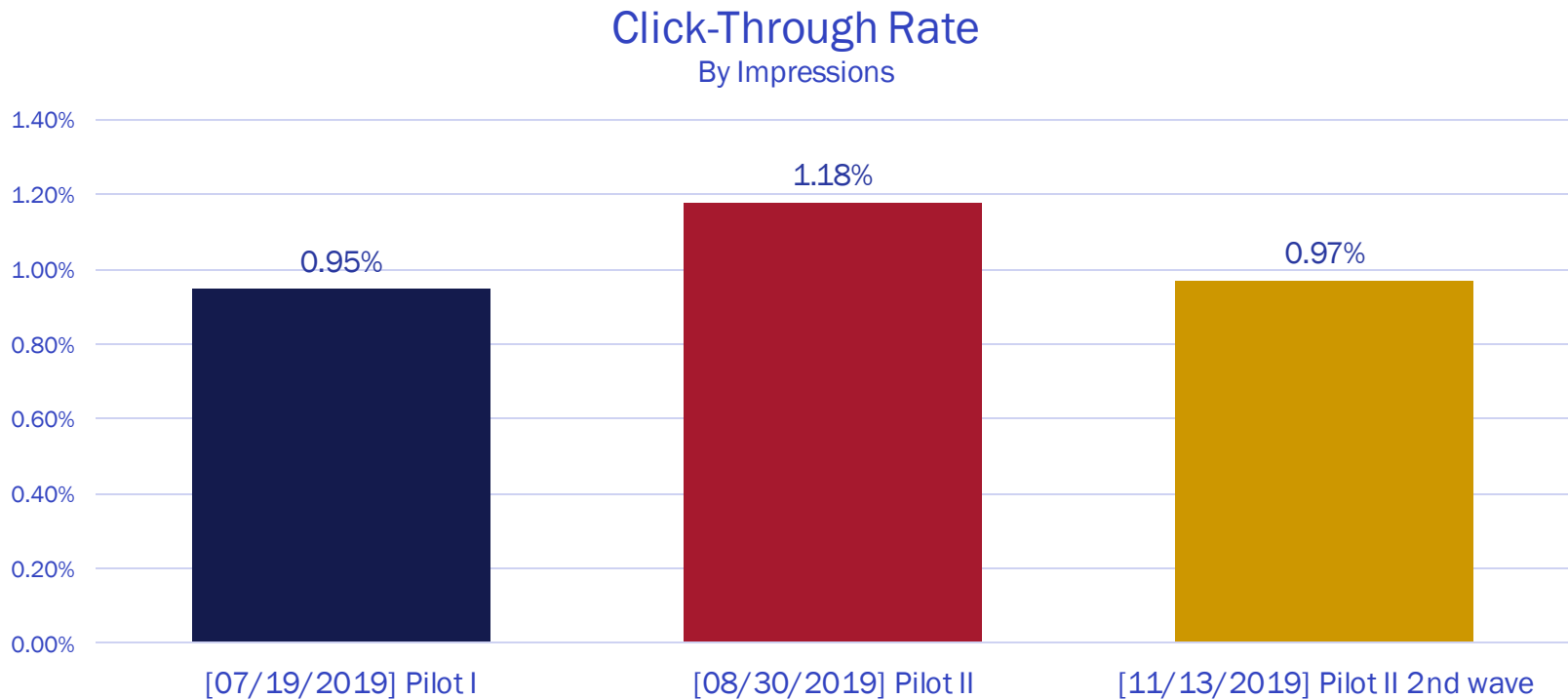
227

Clicked

32

Shared

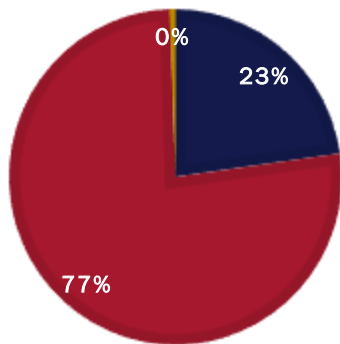
Targeted Facebook Ads Comparison by Result Rate



*Calculated based on non-unique link clicks over impressions

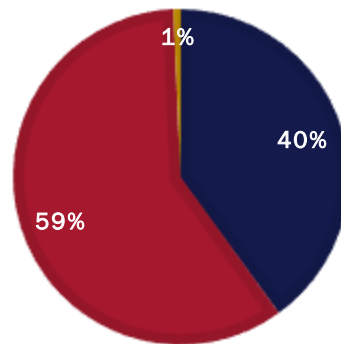
Targeted Facebook Ads Comparison by Demographics

■ female ■ male ■ unknown



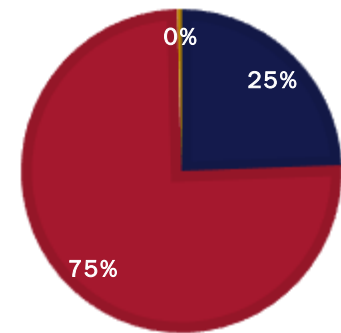
[07/19/2019] Pilot I

■ female ■ male ■ unknown



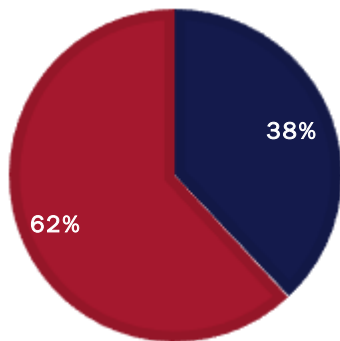
[08/30/2019] Pilot II

■ female ■ male ■ unknown

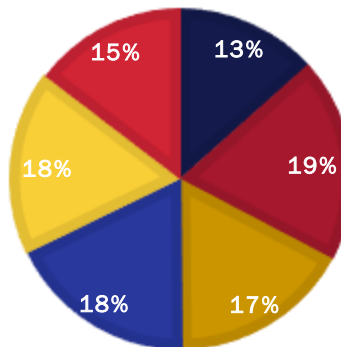


[11/13/2019] Pilot II 2nd wave

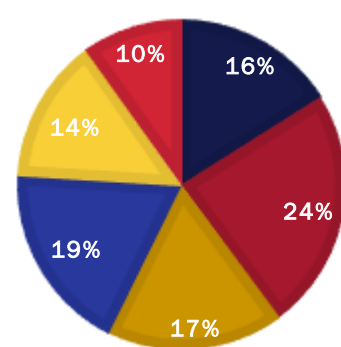
■ 18-24 ■ 25-34



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



Targeted Facebook Ads

Takeaways

\$256.88

For all 3 ads

920,000

Potential audience size

1.26%

Reach at \$5 per day

Options to consider:

- Continue as is
- Run split ad with different audience criteria
- Increase daily budget
- Explore expansion to other platforms

Hiring Stage Improvements

Round-table review

Purpose: to change the polygraph stage of hiring from a pass/fail score to an individualized review, in-line with recommended practices

- Results of individuals are reviewed on a case-by-case basis
- Review conducted with background investigator
- Consider severity of results as disqualifiers without risking quality of candidates

Discussion: Policy Review

ILEA Standards

Purpose: to review the relevancy of ILEA standards to being a quality candidate

Approaches:

1. Continue data partnership with ILEA participating departments
 - Valuable insights being gained with informative responses
2. Physical assessment provision
 - This offers a marriage of ensuring candidates pass entry requirements without stalling quality candidate's progression

Discussion: Policy Review

Physical Appearance Standards

Purpose: with the growing acceptance of beards and tattoos, there is a necessity to discuss

- Currently required to be clean shaven and cover tattoos
- Questions:
 - Should beards be allowed on a seasonal basis?
 - What if a tattoo is not coverable?
 - Should tattoos be reviewed before hire?
 - How would we determine what is reasonable?

Next Steps

Next Steps

- Open House
 - Implement changes
 - Draft behavioral insights
- Facebook Ads
 - Increase ad budget or explore other options
 - Update ad with recent pictures
- Home Grown Program

Next Steps

- Policy Review
 - ILEA Physical Provision
 - Data partnership follow-ups
 - Drug policy follow-ups
 - Physical appearance policy

Potential Projects

Open House for High Schoolers

- Host an open house field trip for High School juniors and seniors
 - Target students in criminal justice classes, mock trial, or students that have individual interest
 - Half-day commitment
 - Propose the school create and supply permission slips to have parents sign and return in advance
 - Show different parts of the department related to career path

Youth Academy

- A Citizen's Academy program, designed for participants under 18
 - Current Citizen's Academy is 18+
- Every Thursday night starting in March
- The academy will provide training in all aspects of law enforcement and the issues that face police officers on a daily basis scoped for a young audience

PFT Collaboration

- In collaboration with Fire, implement a PFT program at PD
- There is an *indirect* relationship between officer wellness and injury
- Options to explore:
 1. Certify PFTs to train PD
 2. Have PFTs teach classes and coach PD

Related Study:

<https://www.aabri.com/manuscripts/131469.pdf>

Celebrating Our Values

Celebrating our Values

We will miss you,
Ken!

Good luck in
Florida!!



Celebrating our Values

*Happy
Holidays!*

