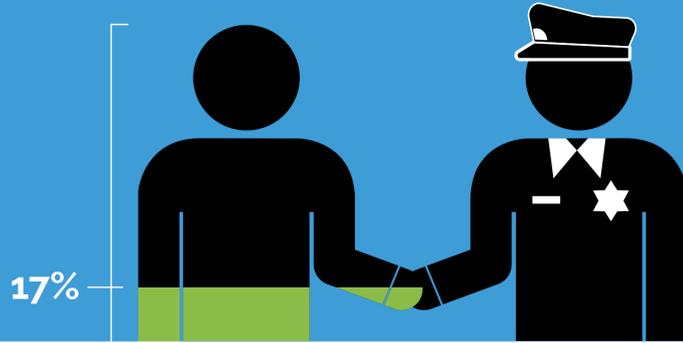


5 Core Principles for Strong Community Engagement

1

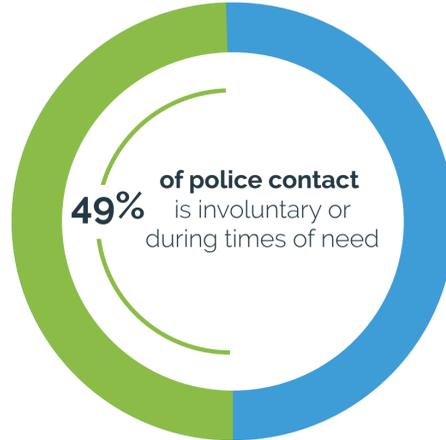
Build Resident Trust and Familiarity

Only 17% of US residents age 16 and up had a face to face contact with a police officer



Through community engagement, views of law enforcement will be shaped and influenced by the interactions that residents have with the police during non-emergency times.

With community engagement, interactions between law enforcement and residents during non-emergency times will be more frequent.



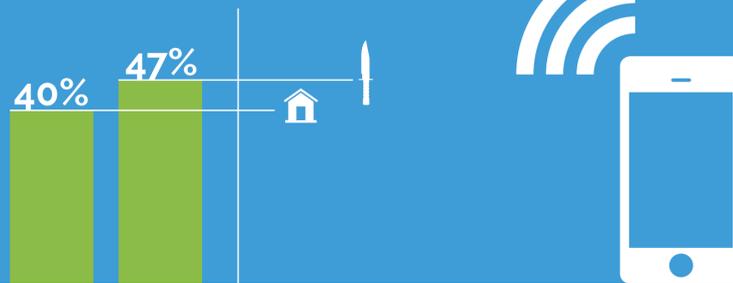
Create Broad Opportunities for Inclusion and Engagement

2

3

Encourage Resident Collaboration and Share Purpose

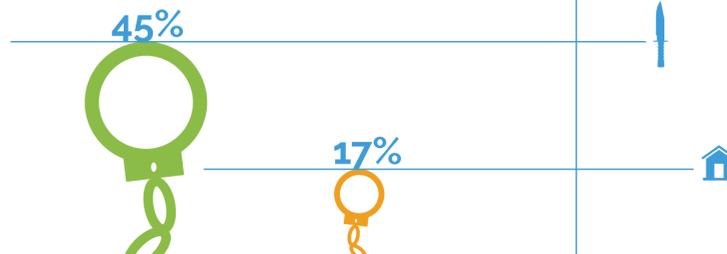
Only 40% of property crimes and 47% of violent crimes are reported to the police



Community engagement will increase willingness to report crimes to the police. If communities trust and respect their law enforcement members they will be more likely to assist police in protecting their neighborhood.

Transparency can be achieved by engaging with your residents frequently about issues regarding the community. Be open to a dialogue between law enforcement and community members during non-emergency times.

Of all the crimes reported to the police, only 45% of violent crimes and 17% of property crimes were cleared by arrest



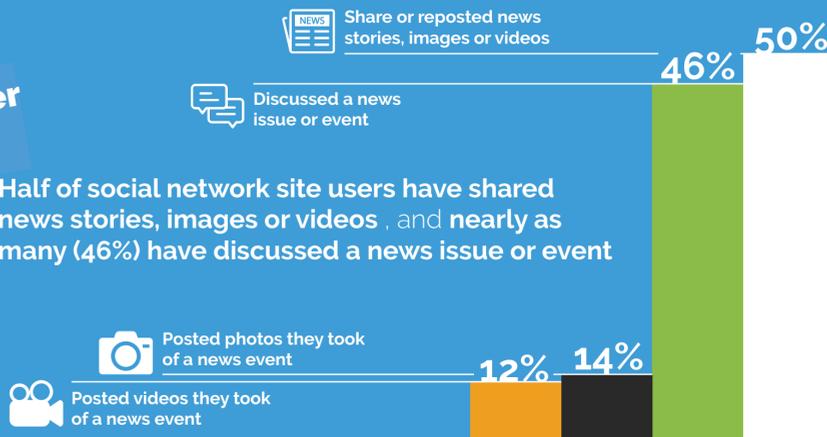
Promote Open and Transparent Dialogue

4

5

Leverage the Power of Social Media

Half of social network site users have shared news stories, images or videos, and nearly as many (46%) have discussed a news issue or event



Already, 95.9% of law enforcement agencies use social media as a way of engaging the community. Social media can be a meaningful communication channel to share and receive information and feedback from the community.