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	SUBJECT		EFFECTIVE DATE
	Virginia Beach Police Department General Order Chapter 11 - Patrol Operations		10/23/2017
			ORIGINATOR/REVIEW
DISTRIBUTION		Uniform Division	
ALL		CALEA: 45.1.1, 45.1.2, 45.1.3, 45.2.1, 45.2.2	
BY THE AUTHORITY OF THE CHIEF OF POLICE:			<i>James A. Coonan</i>

Purpose

Community Engagement is a policing initiative aimed at moving communities towards change with the purpose of applying a collective and collaborative vision for the benefit of residents and visitors of Virginia Beach. Community Engaged Policing is the responsibility of all Virginia Beach Police Department personnel. The principal objective of the Community Engagement Unit (CEU) is to create new and build upon existing relationships between the police officers and the residents, businesses, and visitors we serve. CEU officers will work to address citizen concerns and provide them with the resources needed to create and maintain a safer environment. The CEU will provide the community with crime prevention education and strategies on the anticipation, recognition, and potential of crime risk and taking action to mitigate or reduce its likelihood.

Policy (CALEA 45.1.2 B, F)

Community engagement is the responsibility of all sworn and civilian personnel. Any member of the Virginia Beach Police Department obtaining information regarding crime or any community concern which requires action by the city shall report such concerns to their supervisor. All officers are expected to identify and address concerns of crime and fear of crime during their interactions with the community. The Community Engagement Unit (CEU) is established to support the mission of the Virginia Beach Police Department. The CEU will strive to enhance the personal responsibility of residents, businesses, and visitors in an effort to reduce and prevent crime through relationships with cooperative community groups.

The CEU will work to reduce and prevent crime in the community by forming cooperative relationships with community groups, assisting in the development of community engagement policies, and by implementing programs designed to combat crime trends and specific neighborhood problems. The CEU’s mission is to enhance police department-community collaboration by offering educational services and providing safety awareness resources to the residents, businesses, and visitors of Virginia Beach. CEU will work constantly to improve the existing efforts of the Virginia Beach Police Department through various programs such as Neighborhood Watch, Business Watch, Apartment Watch, Crime Prevention Through Environmental Design (CPTED) security assessments, and other Community Engagement Initiatives. Requests for CEU assistance will be made to the unit supervisor or his/her designee. Such requests may be made by memorandum, e-mail, telephone, or in person.

Responsibilities of Community Engagement (CALEA 45.1.1 A, B, 45.1.2, 45.1.2 C, F)

CEU officers and/or sworn department personnel will be responsive to requests and/or invitations from community members or community civic groups in furtherance of community engagement initiatives of the Virginia Beach Police Department.

The CEU will support the efforts of Precinct's patrol officers, Community Oriented Policing, and School Resource officers. The CEU liaisons with organized residential and business groups and maintains a liaison between these community groups and the department. Their combined effort will target criminal activity based on data obtained from the PISTOL Management System as well as information and data received from the Precinct Crime Analysts, Planning & Analysis, COMPSTAT meetings, or developed from community groups and/or citizen concerns. Community Engagement Unit officers will utilize this information on a regular basis to evaluate the following areas.

1. Crime type and geographic area
2. Community perceptions of crime and disorder
3. The effectiveness of community engagement initiatives and crime prevention measures
4. The need to establish programs, community policing initiatives, or form community groups in a given area

The CEU will publicize displays and citywide seminars being offered to the community via Citizens Advisory Board (CAB), Citizens Advisory Committees (CAC), the Public Information Office, and social media programs such as Nextdoor.com, Twitter, Facebook, etc. The CEU will publish a quarterly newsletter that reflects the agencies objectives, problems, and successes relating to crime and the prevention of crime and it will be distributed to Neighborhood Watch Coordinators, Citizens Advisory Committees (CAC), Citizens Police Academy Alumni Association (CPAAA), Libraries, and to Operations Division personnel. This newsletter will also be made available through the department's city website and social media applications such as Nextdoor.com and Facebook.

The CEU will coordinate planning and will address community concerns with department personnel and other agencies within the city such as Code Enforcement, Fire Inspections, Housing, Planning, Zoning, Permits and Inspections, and Landscape Services as appropriate.

The CEU will conduct a documented evaluation of the community engagement and crime prevention programs, at least once every three years.

Community Involvement (CALEA 45.1.2 A)

The Community Engagement Unit will establish and/or assist community groups in addressing concerns that affect their communities. The police department is committed to correcting those actions, practices, and behaviors that may contribute to negative community perceptions, tensions, and grievances. The responsibility for achieving the department's objectives is shared by all departmental personnel as well as the community.

The CEU supervisor will maintain an assigned officer to serve as a liaison with each of the Precinct Commands and the Detective Bureau. The liaison officer will assist the operations commands in their relationships with the community regarding Citizens Advisory Committees, Neighborhood Watch, Business Watch, Apartment Watch, civic leagues, home owners associations, school organizations, community groups, church groups and other organized groups (listed below) whose goal is to provide resources to the community and deter crime.

- Virginia Beach City Public Schools
- The Virginia Beach Citizens Police Academy Alumni Association
- Hampton Roads Crime Prevention Association
- Triad/S.A.L.T. (Seniors and Law Enforcement Together)
- Boy Scouts of America Explorer Program (Virginia Beach Post 911)
- National Crime Prevention Council – McGruff Campaign
- The Virginia Beach Project Lifesaver Board

- Other Civic Organizations

Crime Prevention Lectures and Programs (CALEA 45.1.1 C, 45.1.3)

Community Engagement Unit programs and presentations will provide information on ways to reduce the opportunity for citizens to become a victim of crime. These programs and presentations are designed to enhance personal responsibility and offer as educational services and safety awareness resources. They include, but are not limited to:

- **Neighborhood Watch** – A crime prevention program that involves neighborhood concern and awareness, along with police cooperation.
- **Apartment Watch** – A crime prevention program involving outreach to multi-family housing environments which includes apartments, condominiums, etc.
- **Business Watch** – A crime prevention program designed at reducing crime and the fear of crime in the work place. This program works in partnership with business operators to educate employees on recognizing crime risks and to accurately report crimes resulting in the successful prosecution of offenders.
- **Active Threat Citizen Defense (A.T.C.D.)** – A safety awareness program that educates the public on the importance of being prepared for active threats to their personal safety. This course is based on the Run, Hide, and Fight concept and provides interactive and scenario based training. This course places emphasis on the “See Something, Say Something” concept.
- **Security Assessments** – A comprehensive security assessment of any site which may include, but not limited to homes, businesses, schools, outdoor recreation areas, and religious institutions. These assessments are performed by a police officer or a trained DCJS Crime Prevention Specialist using the concepts of Crime Prevention through Environmental Design (CPTED).
- **Crime Prevention Through Environmental Design (CPTED)** – CPTED is based on the idea that the proper design and effective use of the built environment can lead to a reduction in the amount of crime and an improvement in the quality of life. Community Engagement officers will work with other city departments and be actively involved with the site plan and review process for new development and re-development. They will also serve on various committees dealing with development/re-development as needed or requested by the Planning Department.
- **Virginia Rules** – The Virginia Rules program provides students with information about the building blocks of the legal system. Students will come to understand their relationship with the law and the importance of personal responsibility in our society. The program teaches, not only the specifics of one’s rights, but also the limits to one’s behavior as a citizen of the Commonwealth of Virginia and the United States. Students understand that they are free to make choices and decisions without coercion or intimidation, but their freedom to make choices come with responsibilities. Virginia Rules prepares students with necessary facts and information to make well-reasoned decisions as a member of our community. School Resource Officers teach Virginia Rules in the Health and Physical Education classes in the City public middle schools in the 7th grade. The program is also presented in the Civics portion of the Government curriculum to City public high school seniors. The program is presented to students in coordination with the Court Docent program, where high school seniors visit the City judicial complex and learn about court processes.

- **Every 15 Minutes** – A school based program that focuses on high school juniors and seniors, and challenges them to think about drinking, driving, personal safety, and the responsibility of making ethical and mature decisions and the impact their decisions have on family, friends, and many others when lives are involved. The Community Engagement Unit shall coordinate the presentation of this program annually.
- **Explorer Post 911** – Law Enforcement Explorer Posts offer programs in the area of law enforcement and criminal justice, and provide Explorers with practical training and hands-on experience.
- **Citizens Police Academy** – The department's Citizens Police Academy (CPA) is an informative learning process that provides an opportunity for citizens to receive both classroom and field instruction regarding the various responsibilities facing our officers.
- **Senior Citizens Police Academy** – Just like the Citizens Police Academy (CPA), the Senior Citizens Police Academy (SCPA) is offered to senior citizens (55 years or older) during the daytime hours at various locations in the city.
- **Youth Police Academy** - The department's Youth Police Academy (YPA) is an informative learning process that provides an opportunity for young citizens, age 14-18, to receive both classroom and field instruction regarding the various responsibilities facing police officers. This overview will provide the city's youth information which may help in making possible career choices in the field of law enforcement and understanding how to positively interact with police officers.
- **Robbery/Shoplifting/Personal Security and Safety Awareness Presentations** – A crime prevention initiative designed to provide information on ways to reduce the opportunity of a business, employee, or customer becoming a victim(s) of these crimes. These are especially important during holidays.
- **McGruff the Crime Dog** – The goal of McGruff is to bring a higher awareness to the fight against crime. McGruff gives children and the public a figure to relate to Crime Prevention. McGruff is the campaign icon of the National Crime Prevention Council.
- **National Night Out program** – A community engagement program that is held on the first Tuesday in August of each year. The program is a national event and involves the Police Department's membership and participation in National Town Watch. One officer is designated the coordinator for this event and will work with the precinct command liaison to organize events and schedule the appearance of Emergency Management (Police, Fire, EMS) equipment resources.
- **Triad/S.A.L.T. (Seniors and Law Enforcement Together)** – The Virginia Beach Triad consists of the Sheriff, the Chief of Police, members of AARP, and senior/retired volunteers in the community who work together to reduce criminal victimization of senior citizens.
- **Religious Institutions Security Program** – A crime prevention outreach program that addresses crime issues directed at or involving places of worship. This program includes an education and awareness component geared toward the safety of staff, congregations, members, as well as the safeguarding of facilities.
- **Project Lifesaver Program** – The department's Project Lifesaver program is a national,

proactive, electronic tracking, program used to assist in locating people with a variety of disorders who may wander and become lost and endangered. The program uses a personalized transmitter that is powered by a small battery and emits a constant radio signal 24-hours a day. Project Lifesaver trained officers will respond upon notification of a missing Project Lifesaver client. Officers will identify the signal assigned to the client utilizing a specialized directional antenna and aid in the search for the missing individual.

- **WEcam** (Witness Electronically Camera Surveillance Program) – A crime prevention initiative that aids officers and detectives in the investigation of crime. This program works to identify the locations of businesses, private residences, and public properties which have security cameras installed. Registration into this database is voluntary and serves to enhance the Police Department's relationships formed through the Neighborhood, Business, and Apartment Watch programs.

The CEU supervisor shall evaluate these programs at least once every three years in order to ascertain their overall effectiveness.

Required Reports (CALEA 45.1.2 D, 45.2.1)

The CEU supervisor shall submit a report once every three years to the Deputy Chief of Operations on the effectiveness of community engagement and crime prevention efforts of the unit. The report will include coordinated efforts associated with the Department of Criminal Justice Services (DCJS), Virginia Certified Crime Prevention Community Program (CCPCP). This report will include the following information:

- Crime type and geographic area
- Community perceptions of crime and disorder
- Community perceptions relating to training needs
- The effectiveness of community engagement and crime prevention initiatives and police efforts
- Number/Type of lectures conducted

The CEU shall submit a quarterly report to the Deputy Chief of Operations to include the following:

- Current concerns voiced by the community and community groups.
- Description of potential problems that have a bearing on Law Enforcement within the community.
- Statement of recommended actions that address those problems.
- Statement on the progress of previous actions taken toward addressing previously identified concerns and issues.

A copy of this report shall be forwarded to the Commanding Officer of each Precinct/Bureau. The commands where the concern exists should take the appropriate action regarding it and have patrol officers follow up with citizens or groups about their concerns. These follow-ups and other areas of concern that have emerged shall be conveyed to the CEU. The CEU will inform patrol units via Crime Bulletins/Alerts and quarterly reports of community concerns associated with their assigned areas of responsibility.

Community Surveys (CALEA 45.2.2)

The Virginia Beach Police Department conducts a variety of citizen satisfaction surveys for the purpose of process improvement through feedback from the community. The Deputy Chief – Operations Division conducts periodic follow-up surveys designed to gather feedback from citizens who call for and receive

police assistance. Additionally, at least every three years, at the direction of the Deputy Chief – Operations Division, the Office of Planning and Analysis and the Community Engagement Unit, will conduct the Virginia Beach Police Department Community Survey. The Virginia Beach Police Department Community Survey will address, at a minimum, citizen concerns in the following areas:

- Level of satisfaction with the performance of the agency
- An assessment of the competency levels of agency personnel
- The citizen's perception of officers' attitudes and behaviors
- Concerns over safety and security, and
- The citizen's recommendations and suggestions for improvements

Additionally, every three years the City of Virginia Beach conducts a citizen satisfaction survey, which gathers general satisfaction information from citizens regarding a variety of city services to include the Virginia Beach Police Department.

The results of all surveys will be reported to the Chief of Police for consideration and action, which may include:

- The implementation of new or modification of Departmental programs;
- The adaptation or modification of Department Training
- The deployment of Community Engagement Unit resources
- Increasing Public Awareness as to the public's perception of the Departments performance
- Redistribution of agency resources;
- Distribution of survey results to the media.