



Boulder Police Oversight Panel Community Engagement & Communications Session

July 16, 2022

A landscape photograph showing a mountain range in the background under a clear blue sky. The foreground is a rocky, uneven terrain with patches of green vegetation. The text 'Planning Process & Brief Updates' is overlaid on the image in white font, with each word on a separate blue rectangular background.

Planning Process & Brief Updates

BPO Community Engagement & Communications Plan

Planning Process and Status Update

The committee leveraged the following process to develop the plan. Below is the process as well as the status update.

- Document review - see draft plan for documents reviewed
- **Situational Analysis** - panel will conduct modified SWOT analysis during the panel retreat.
- **Identify key stakeholders and audiences** - compiled preliminary list. Panel will identify additional stakeholders and ways to engage with these stakeholders (e.g. inform, consult, collaborate)
- **Identify engagement and communication strategies** - list of options compiled. Panel will discuss and add options for future engagements.
- Public comment period of draft plan - internal draft plan has been developed and will be updated after the retreat. Once updated, we will share for public comment.

BPO Community Engagement & Communications Plan Schedule for Plan Development





ENGAGEMENT & COMMUNICATION GOALS


Boulder Police Oversight Panel

Community Engagement & Communication Goals Discussion

Activity: Review the sample communication goals provided in the presentation and recommend BPOP panel goals. Reflect and identify BPOP goals individually, then as a group

Sample Communications Goals from the City of Miami Civilian Investigative Panel (10 minutes)

- Increase awareness of the CIP as an agency that receives complaints against the City of Miami Police Department and ensures that appropriate action is taken on their behalf.
- Informing citizens the latitude the panel is given and who has the authority to determine decisions to the officer's discipline.
- Increase awareness of the CIP various committees that decide complaint merits, as well as various functions that weigh in on police policy, such as body camera initiatives, policing, community policing etc.
- Increase knowledge among all community stakeholders in order to evoke more community outreach and encourage participation from organizations and individuals that are affected by police conduct.
- Secure assistance for people who need to use the complaint or review process in order to navigate the system efficiently and effectively.
- Improve access to the office resources. This access allows for seamless filing of complaints for community members.



Current Perceptions Of Boulder Police Department & BPOP

Situational analysis includes strengths, weaknesses, opportunities, and threats.

Types of data that can be used to inform analysis:

communications audits/surveys, content analysis of media coverage, interviews/focus groups, document reviews for historical perspective, and critiques of existing communications.

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Current Perceptions of Boulder Police Department & BPOP

1. **Individual Reflection:** Reflect on the communications and outreach from the Boulder Police. Use the stickies to share your reflections on strengths, weaknesses, opportunities, and threats related to community engagement and communications about the Boulder Police, Boulder Police Oversight Panel, and/or police reform in Boulder. Place sticky notes in the appropriate chart paper.
2. **Gallery Walk:** Panelists will walk through the chart papers and review what is posted. Add a check mark on those stickies that they agree with. Add any additional ideas that may emerge.
3. **Group Reflections:** Panelists discuss any trends, questions, issues related to the SWOT reflection notes and implications for engagement and communications.





Key Stakeholder and Relationship Mapping

Stakeholder Considerations:

elected officials, community leaders, neighborhood leaders, public interest groups (e.g NAACP, domestic violence, youth advocates, homeless advocates), non-English speaking communities, faith communities, business community (small, minority owned, largest, etc.), education leaders (public, private, higher education institutions), staff in other city/county departments, surrounding jurisdictions, civic/social organizations, law enforcement agencies (local, state, federal), courts, attorneys (US, district, defense), employees (sworn, civilian, command level, divisions, retirees, etc.), unions, and media (traditional, social, bloggers).

Panel Submissions:

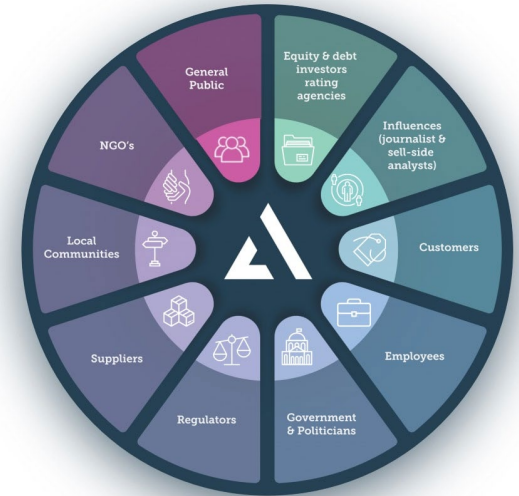
Religious organizations, homeless advocacy groups, Out Boulder, El committee, the Chocolate circle, Addict Recovery Groups, NAACP, the Center for People with Disabilities, Boulder agencies (e.g. health/human services, education), City Council

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Identifying Key Stakeholders/Audiences & Relationship Mapping

ACTIVITY DESCRIPTION (15 MINUTES)

1. **Stakeholder Identification:** Based on document review and panelists recommendations, the committee has identified the types of stakeholders that may need to be engagement regarding the Panel. Panelists will walk through the stakeholder chart papers, review what is posted, and add a sticky note with additional stakeholder recommendations inclusive of contact person if available.
2. **Relationship Mapping:** Panelists will review the chart paper and mark any stickies where they have a connection with their name and their contact person's name if available.



Outreach and Communication Strategies & Engagement Calendar

Engagement Considerations:

Public meetings, forums, town halls, surveys, feedback forms, and/or participation in community events to inform and educate the public on the purpose and status updates.,

Communication Considerations:

- Style of communications: in person/virtual/hybrid,, spokespersons, credibility, timing, frequency
- Communication Deliverables: Educational collateral about the BPO panel and policing in Boulder.

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Outreach and Communications Sample Engagement Calendar

Summer 2022

Monthly

Public Panel Meetings
Committee Meetings
Case Reviews

Quarterly

Panel Meeting with Chief

Annual

Annual Panel Report

Fall 2022

Monthly

Public Panel Meetings
Committee Meetings
Case Reviews

Quarterly

Panel Meeting with Chief
City Council Update
Community Forum

Winter 2023

Monthly

Public Panel Meetings
Committee Meetings
Case Reviews

Quarterly

Panel Meeting with Chief
City Council Update
Community Forum

Spring 2023

Monthly

Public Panel Meetings
Committee Meetings
Case Reviews

Quarterly

Panel Meeting with Chief
City Council Update
Community Forum

Annual

Annual Panel Report

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Outreach and Communications Strategies

STRATEGIES (5 minutes)

1. **Communications (Informative/Universal):**
BPOP Website, Police oversight brochure/one-pager, interviews, op-eds, and proactive media pitches.
2. **Community Engagement (Collaborative):**
 - a. **Pull In Strategies** - BPOP led Community Forums, comment forms (online/paper), meetings with BPD Chief, public monthly meetings, committee meetings, collaborative events with BPD/Council.
 - b. **Push Out Strategies** - joining existing events/convenings as participants and speakers/interviewers..



Note: The committee has requested upcoming schedule of events for the BPD as well as previous events/engagements.

THANK YOU

NEXT STEPS:

- Committee will compile feedback and revise the draft plan for internal review.
- Once internal review period is complete, committee will reconcile feedback and prepare for public comment.
- Panel will announce public comment period.