COVER PAGE

1.   Case Study Title: ___ Social Media Engagement Today: Building a foundation and plan for tomorrows crisis _____

2.   Case Study Category (Select only one, selection identified by highlighting your choice):

Planning for Your Future   Creating an Inclusive Community

Reinventing Local Government   Community Networks

Blinders

3.   Jurisdiction Name: __The Sacramento Police Department _____

4.   Jurisdiction Population (US Census): ___485,199 _____

5.   Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)

                       YES   NO

6.   Project Leader (Primary Contact for case study notification):
Name: __Jena Swafford _____
Title: _Social Media Manager _____
Department: ___ The Sacramento Police Department, Public Information Office _____
Phone Number: ___ 916-501-7196_____
eMail: jswafford@pd.cityofsacramento.org _____
US Mail Address, including zip code: _ 5770 Freeport Blvd., Sacramento Ca 95822 _____
Twitter Account: __ @JenaRaeSwafford _____

List additional presenters contact information below:
Lt Charles Husted, Sacramento Police Department

Social Media Engagement Today: Building a foundation and plan for tomorrows crisis. The Sacramento Police Department's engagement program (Sacramento Plan) uses a multi-faceted approach to community engagement. We use geographic policing, traditional neighborhood watch, and we mobilized it through the use of Nextdoor.com, the social media for neighborhoods.

2.   When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

SPD began using social media in 2010, through Facebook and Twitter. In June if 2012 the Sacramento Police Department partnered with Nextdoor.com, the free social media platform for neighborhoods to further engage with and keep the community informed. At the same time, SPD launched a revamped neighborhood watch program mobilized through Chief Sam Somers Jr.'s geographic policing philosophy.

3.   How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

The more traditional forms of community engagement were based around Problem Oriented Policing Models (POP) and most of the engagement was face to face. The innovation of social media, specifically Nextdoor.com, allows officers to engage a whole neighborhood, or city in one consistent message, and the community can talk directly to that officer. By building our neighbors on Nextdoor from 1500-40K today, we are able to reach a huge population of our city and by combining that with our other social media platforms (Twitter:34K, Facebook:13K, Instagram:3K, Periscope:2K, Vine:700) and assigning our officers long term to specific areas for which they take ownership (geographic policing), we are building a platform

4.   Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

Social media engagement through Nextdoor has allowed us to connect to a bigger portion of our population than ever before, which has basically allowed us to meet and create relationships with our community on a much higher scale. It is like one officer can be in 40,000 homes in a single message. And while it is not technically face to face interaction, we have found that people honestly feel as though they know officers who communicate with them on Nextdoor. And when your community feels like they know your law enforcement, that speaks volumes in terms of engagement, especially in todays social climate.

5.   What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

The Sacramento Program, geographic policing and revamped neighborhood watch/community engagement through the use of Nextdoor, was a top down program initiated by Chief Sam Somers. The Chief, members of command staff for each area, and the public information office rolled this program out in a series of community forums in each of the City Council Districts in Sacramento. At each meeting, Chief Somers implored the community to helps us by being our "eyes and ears", by connecting with their neighbors and helping to "Make Sacramento the Safest Big City in California.". This method of

engagement encouraged the community to take ownership in their neighborhoods and help us to make them safer, they were always stakeholders but this program helped to reignite that feeling. The concepts of neighbors connecting with not only police, but each other, other city entities on Nextdoor is about creating a network or team in our community that works towards the common goal of safer neighborhoods where neighbors know each other and care about each other. Nextdoor has helped the Sacramento Community, area businesses, local government, city departments, city council as well as public safety form a network on social media that carries over into traditional face to face neighborhood watch, community events, and simply connected neighborhoods.

6.   If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

no

7.   To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. *200 word maximum.*

The beauty of the Sacramento Case Study, is that this program can be replicated in any city, large or small, and by any department or division of local government. Building this foundation, will create a more secure platform to help you respond to crisis of any kind, large or small scale. This presentation builds on the presentation we made last year at Alliance for Innovation 2014 in Arizona. The original program was well received and we continue to get contacted by other jurisdictions who are seeking guidance in applying similar programs in their areas.

8.   What were the costs? What were the savings? *100 word maximum.*

This program was initiated in a time of budget cuts, as we began to build back our department after losing 30% percent in 2011. Because of that, cost was a factor and Nextdoor is a free social media platform that cost the department nothing but man hours to deploy. The social media manager position was dedicated full time to social media and community engagement and the associated salary costs were the only real costs.

9.   Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

The most significant obstacle for us, as it is with most organizations, is change. This program changed the structure of our department from silos operating independent of each other to a one department focused on community engagement and taking ownership long term for their own areas. This meant the establishment of two year patrol sign ups, as opposed to traditional 1 year and it meant that calls for service pended longer in-exchange for officers engaging in solving community issues. The change also meant that officers who are used to connecting face to face with their community, now had to take on the challenge of connecting via social media, something some had never done before. The key in overcoming these challenges for SPD, was that this program was instituted from the top down by the Chief himself. The Chief rolled this program out in person, at the trainings conducted internally he attended and let them know that this was his program and how very vital he felt it was to his organization. Today, we have over

100 members of our department on Nextdoor and we post messages every day to our community. The challenge in learning the balance between handling the incoming calls for service and still finding time for community engagement still exists today in a time when staffing has still not been fully rebuilt from the budget cuts. This is something we continue to work towards as we rebuild this organization keep our new philosophy as the back drop for everything we do.

10.   What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

The biggest measurement of the program is growth of our Nextdoor community from 1500 neighbors to over 40,000 today who are posting in their own neighborhoods about the things that are important to them. This is not just about connecting with local government and public safety but more about connecting with their neighbors every day.

11.   Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

The program has had a good amount of media coverage, we conducted a press conference when we launched our program in June of 2012 and got local coverage. We also conducted a press conference for our 1 year anniversary with Nextdoor and got local coverage for that. In addition, SPD was featured in the Wall Street Journal online for our use of Nextdoor.com for community engagement. We also conducted 2 webinars, one with International Association of Chiefs of Police and one with Nextdoor.com both covering our use of social media as community engagement.

12.   Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

Here is a link to our Nextdoor.com city feed: https://nextdoor.com/city/feed/

13.   Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Justine Fenwick, Nextdoor.com: 650-996-3801, Justine@Nextdoor.com
Chief Sam Somers, Sacramento Police Department, ssomers@pd.cityofsacramento.org

14.   You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*
   - How will you make the session creative and unique?
   - How do you plan to be both entertaining and educational?
   - Include a description of how your session will facilitate group activities and/or interaction.

This presentation involves a basic overview of the SPD program via facilitated lecture that uses the audience throughout to create additional concepts that can be used to deploy our program in any jurisdiction. If you caught our presentation last year, we also found a way to incorporate "Brick House" into our presentation, and we didn't leave the dance moves out! It will also involve

a group activity in which the class is given a critical incident, and each group involves a different entity within that city . They are tasked with looking in depth at the incident, and deciding how they could use a program similar to the Sacramento Program in each phase of the critical incidents. (preparing, responding, and recovering) Each group be given a few moments to discuss and document their ideas and then present back on their topic to the larger group.

15.   Anything else you would like to add? *200 word maximum.*

We would love to present on this multi-faceted program that has helped us achieve some successes in Sacramento by better engaging our community. We feel that building those relationships and presences today on social media and out in the community will better help you prepare for major incidents like natural disasters, community unrest, officer involved incidents or whatever may be deemed a critical incident to any city, large or small, by exhausting resources quickly for that area.