

Solution Brief



The power of partnership

Using technology to strengthen
intelligence-led community policing

Safety is a collective responsibility

The essential component and number one priority of community policing will always be trust. When trust is established and the public view the police as part of the community, true cooperation can begin. This has been apparent for nearly 200 years, even since Sir Robert Peel said, “The Police are the Public; and the Public are the Police. The Police are paid to give full time attention to duties that are incumbent upon every citizen in the interest of community welfare and existence.”¹

With technology and challenges today that Sir Robert Peel couldn't begin to imagine, his observation still persists. The public wants to be an active participant in keeping their communities safe. Many agencies across the globe participate in community outreach initiatives by partnering with schools, places of worship, retirement communities, and more to foster trust. They host police academies, “coffee with a cop” events, or community service days – all critical to building lasting relationships with the communities these agencies serve.

But what role does technology play in community-police partnerships?



Collaboration can be transformational, not just transactional

Your community is full of digital resources to help prevent and investigate crime, such as fixed video cameras and smartphones. Your agency also has resources available to communicate and collaborate with the public: your website, social media, tip lines, and more. The value of this existing technology cannot be overlooked or undervalued.

The public wants to leverage this technology to improve safety for their businesses, neighborhoods, schools, and more. The Motorola Solutions Consensus for Change study, conducted by Goldsmiths, University of London, found 70% of the U.S. public want safety services to be transformed through technology. They also found 74% of residents agree using technology increases the productivity and efficiency of emergency services.²

The challenge is how to close the communication loop between the public and public safety. How can the public volunteer information to their local law enforcement? How can law enforcement use this information to improve outcomes? And how can these outcomes clearly and transparently be relayed back to the public to increase confidence in law enforcement and build a partnership founded on trust?

Community-police engagement efforts offer residents a way to help keep their community safe and understand police activity levels and available resources in their area. Community members can volunteer information about their property, neighborhood, health history, and incidents.

What about going beyond individuals? What about protecting local businesses, schools, and hospitals? Public-private partnerships have quickly become a focus for law enforcement. These customized programs allow community businesses to take a proactive, protective approach to safety in their area and enable law enforcement to have a more informed response.

There are many solutions your agency can choose from – to connect, engage and alert – to build the best toolbox of resources for your community's particular needs.



Solutions to connect

In our digital world, it's essential the public can easily find your community engagement tools online. For those who are eager to help you protect the community, this is your opportunity to explain the value of these tools, encourage adoption, and most importantly, talk about usage policies and data ownership.

What are some basic opportunities to connect with law enforcement?



Your agency website

Your agency's website is where engagement with the public begins. It offers an easy way to access the community engagement tools and opportunities you offer. Make sure your agency's website is optimized for use on a mobile device so it is easy to use and accessible to the public at any time, on any device.



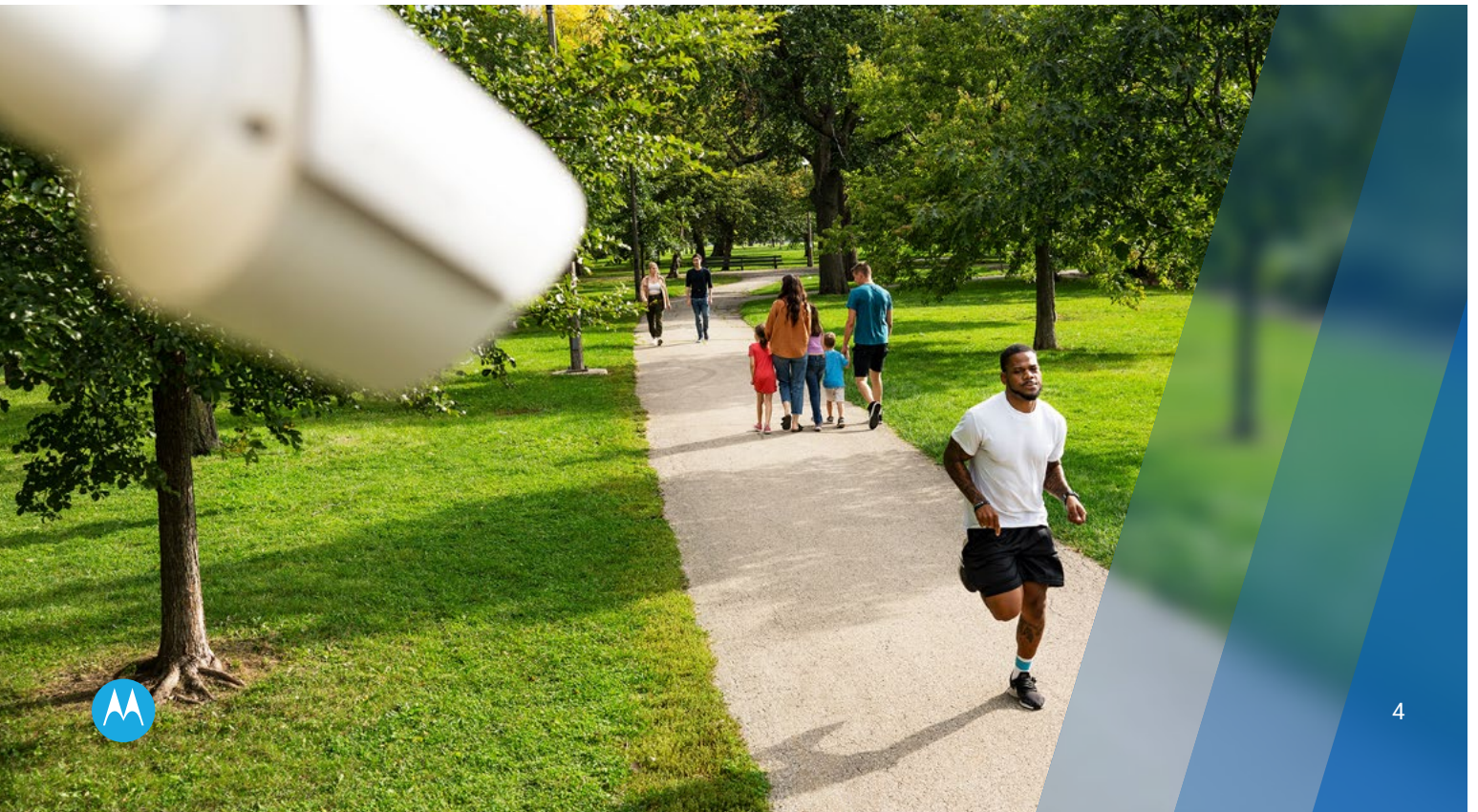
Self-service information sharing

Offer the public a safe place to share what they know. Online tools give your agency time back in their day by offering self-service options for non-emergency reporting, tipping, and digital evidence collection.



A camera registration portal

The community cameras in your area can be a huge asset when it comes to increasing the safety of your city. However, giving public safety access to these cameras must be done on the community's terms. A camera registration page can go a long way in explaining the benefits of joining this type of partnership, provide easy registration, and allow live streaming or post-incident access to incident video.





Solutions to engage

Once you've begun to establish trust with your community, there will be a greater interest in engaging with your agency. By providing opportunities for deeper interaction and repeated contact, a more mutually beneficial and rewarding relationship can take shape. Depending on your goals, there are many tools you can invest in to foster community engagement.

What are some helpful tools to offer to deepen engagement?



A custom mobile application

A mobile application for your agency is an excellent way to reach a wide portion of your population. These applications can be custom branded to match your agency's visual identity. Dynamically add and remove content such as emergency plans, important phone numbers, interactive maps, and other resources in real-time, so you can get the information to the people who need it the most.



A public crime map

A public-facing crime map allows you to share incident data with the public on your terms. You gain the opportunity to help people know what is going on in their neighborhoods, around their schools, and even on their routes to work. This builds trust with your community through transparency.



Provide intelligence in advance

Improve the speed and efficiency of emergency response by allowing the public to provide critical information about their facility, homes, or people in advance. This gives public safety the information they need to better communicate and help during an incident.



Solutions to alert

When an incident occurs, every second counts. The sooner first responders are notified, the faster they can provide help. And the sooner law enforcement can notify nearby residents and soft targets, the better chance of containing an incident and achieving a better outcome. For example, if there is an incident across the street from a school, hospital, stadium, or place of worship, there is a major risk of that incident moving into that facility and escalating, or putting uninformed passersby at risk.

How can you notify the community quickly when an incident occurs?



Mass notification system

When you have a mass notification system in place, your agency has the ability to instantly alert your community when seconds count.

From everyday usage to a catastrophic event, send thousands of messages to a variety of devices, such as public address systems, sirens, digital signage, text, email, voice calls, social media, and desktop alerts.



Targeted notification system

Soft targets in the immediate vicinity of an incident face a heightened level of risk. Keeping large or vulnerable groups of individuals from unknowingly putting themselves in harm's way is a priority.

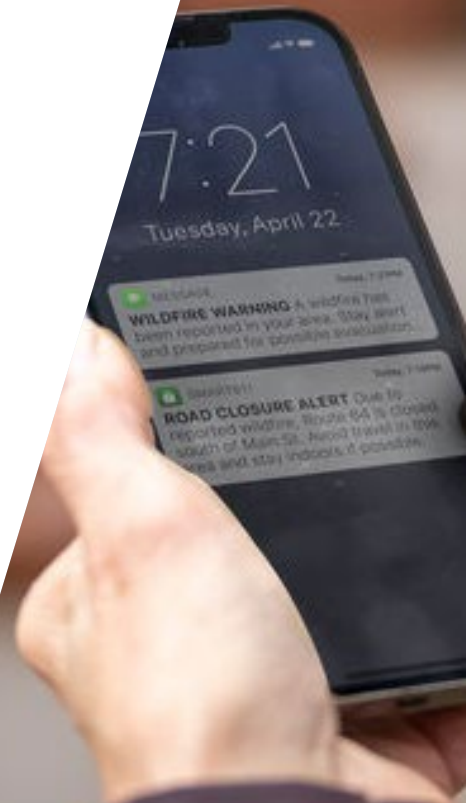
A targeted notification system uses CAD incident codes or common terms as a trigger to notify specific soft targets in a geographic area of the ongoing incident, minimizing the risk of accidental encounters or hostage-taking.



Panic button application

A panic button solution gives the community the ability to send a preset notification to emergency safety personnel with the press of a button. That notification can include key details about the location of the incident, facility data and more.

9-1-1 can initiate check-ins with those on-site to see if anyone is injured and get the current status of the situation to better direct first responders arriving on scene. 9-1-1 can also communicate back when the "all clear" has been confirmed.



Connecting those in need to those who can help

Once an agency invests in engagement tools and community resources, then comes the challenge of making them easily available to the people who would benefit from them the most. After all, these solutions are only useful if they make their way into the hands of the public. If the community doesn't use them, you won't see a return on your investment and it certainly won't help you achieve the ultimate goal: a safe and flourishing community.

Knowing that 68% of residents want to use technology to help emergency services² – for instance, submitting images or video of incidents to their public safety agency – why don't more people use the community engagement solutions available to them?

A serious obstacle is that law enforcement agencies don't have the expertise, resources or time to market their community engagement tools to the public. But whether you have minimal resources or a dedicated staff, building a strong community engagement operation is still possible.





Taking a multipronged approach

Different people get information from different places, so it won't just be one or two tactics that prompt the community to adopt your technology. The most successful plans will utilize every platform available to push information out and pull information in. Here are a few tips and tricks to spread the word about your agency's community engagement tools:

Relationship building

The larger your city is, the more community engagement you will need. Your officers can't be everywhere at once and more help from the community increases the chances of resolving incidents. This can start at the highest level of your agency. Identify who the largest or most influential groups in your community are and engage them consistently with command staff. Send officers to local community events – the time lost on the street is offset by improved relations with the people who live in your municipality. Identify your major community based organizations, including houses of worship, local business and trade groups, homeowners associations, and community service providers; talk to them.

The leaders of these groups can provide valuable insight into community sentiment, which can help guide engagement. They also have access to the mailing lists and contacts for their organizations. By adding these leaders to your communications and alerting systems, you can easily share information with them, and they in turn can pass the information on to their organization.

However, notification systems are not just for alerts, but for sharing information with the public about things going on in their community that involve the police. When people hear from their local police directly, it carries a lot of weight. Use these technologies to keep the public informed.

When you have an existing, established relationship with a strong track record, it's easier to plan for upcoming events and, if an incident occurs, reach out and ask: Are you okay? What do you need?



Media relations

Connect with your local news station, public access channels, radio hosts and social media journalists and establish working partnerships with them. Ask them to promote your community tools with a chyron they can run on the bottom of their television broadcasts when appropriate.

On top of furthering your community engagement efforts, if a high-profile event occurs, you already have a strong working relationship to engage the local media and can communicate clearly with the community about it. For many agencies, this is the exact opposite of their typical approach. They consider the media an obstacle or, worse, an enemy. However, in most markets the media has reach and credibility that the agency needs to leverage. Your agency can survive saying the wrong thing to the media – as long as it happens rarely, and you take proper steps to correct it. Your agency cannot survive saying nothing at all.

Technology

Lastly, be creative with using technology to promote technology. Give business cards with a QR code to all patrol officers and instruct them to hand everyone a card. They can encourage the public to sign up for alerts or other tools hosted on the agency page.

This same tactic can be applied to social media or physical flyers, which can feature a QR code or links to prompt public adoption. Put the same QR code on stickers on your vehicles.

There are many options for community-police engagement, but ultimately you decide what your program will look like based on your agency goals. Clearly identify what those goals are: Crime prevention and crime fighting? Building transparency and trust? Enhancing your agency image? Building stronger relationships? Some combination of a few goals? When you have your goals defined, set up an operation with a single point of contact to push and pull people to.

Make sure you have the people and policy set up to deal with the influx of information that will follow. You only get one chance to make a first impression, and successfully using these tools will take resources and diligence. Getting the attention of the public is difficult, and if you disappoint them – if your crime map does not accurately reflect local crime, or your camera registration site is down for a week – it will be twice as hard to get them to engage a second time.

The most successful plans will utilize every platform available to push information out and pull information in.



Engage in an emergency

Now that you have community adoption and are collecting information from the public, how can you use this information to improve outcomes?

One powerful way to use your community inputs is through **real-time intelligence operations**, which provide timely information and situational awareness to keep first responders safer, more informed, and achieve better outcomes for those in need. The more inputs you have, the more complete incident picture you can create.

Bringing panic button alerts into the real-time crime center (RTCC) can help detect an emergency faster, as well as immediately provide additional information about the incident.

For example, if a panic button alert comes in from a local school, the RTCC is immediately notified along with 9-1-1. If that school has shared facility information, standard operating procedures, or key administrative and security contacts, this information is available to the RTCC and the PSAP.

Another powerful tool for the RTCC is utilizing business security cameras that have been registered with your agency through a public-private partnership program. The most valuable scenario is when a business

has registered their cameras for live streaming in emergency situations, allowing your RTCC to view live feeds of a scenario and provide real-time information to first responders. For businesses that are uncomfortable with real-time live streaming, it can still be extremely helpful to have registered cameras documented for post-incident follow up. For example, if an incident occurs across the street from a local business, knowing that business has external security cameras and would be willing to share this footage can be game changing for speeding up an investigation.



Community engagement in action

A robust and intentional safety and security ecosystem helps protect people, property and places and enables critical collaboration between public safety agencies, businesses and communities for a proactive approach to safety and security.



A city organization is hosting their annual city street festival and parade. The festival lasts all weekend and draws thousands of participants every year.

1



The precinct commander reaches out to the leader of the organization that is hosting the parade. They have a great relationship and touch base often on safety and security needs and community engagement opportunities.

2



The public information officer receives an anonymous tip that a protest will be showing up on the last day of the festival during the parade. The agency adjusts its police presence and preps the officers accordingly.

3



The commander connects with the organization leaders again to make a plan of action if the protest does take place, as well as how that plan would play out if the protest is peaceful versus violent.

4



During the parade, the protesters show up and are peaceful. However, one of the protesters becomes very aggressive towards one of the parade staffers. She uses her panic button application, immediately contacting 9-1-1, the festival security staff, and organization leaders. Her location and personal details appear on the situational intelligence map in the real-time crime center.

5



In the real-time crime center, the analyst can see that three gas stations and a church along the parade route have registered their exterior security cameras with the agency and allow live streaming. They livestream footage of the festival and get eyes on the fleeing protester, providing as much detail as possible for the responding officers.

6

When responding officers arrive on-scene, the protester reveals they have a weapon and begins to run. Law enforcement issues an emergency alert to all staffers with safety instructions.

7



The protester is safely apprehended by officers with no injuries or incidents, and a follow up alert is issued with the "all clear".

8



Agency leadership engages their key partners in local media outlets to make sure a clear and concise message is conveyed about what happened and how the incident was resolved. They also use this as an opportunity to emphasize the community's involvement and partnership as a key contributor to a successful outcome, as well as the technology investments the agency has made.





Motorola Solutions is solving for safer communities

Safety enables the most important things in our lives to flourish, from our families and communities, to our businesses and economies. At Motorola Solutions, we're solving for safer communities so everyone everywhere can thrive. Our safety and security ecosystem helps protect people, property and places and enables the collaboration that's critical between public safety agencies, enterprises and communities for a proactive approach to safety and security. Because safer communities can be created when we can connect those in need with those who can help.

¹ Sir Robert Peel, regarded as the father of modern policing. Excerpt from his Nine Principles of Policing, 1829.

² Consensus for Change: Transforming Safety through Technology. (2021). Goldsmiths. University of London for Motorola Solutions.

Learn more about how Motorola Solutions is solving for safer communities at motorolasolutions.com/community



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