

## **AGENDA**

**DES MOINES CITY COUNCIL  
STUDY SESSION  
City Council Chambers  
21630 11<sup>th</sup> Avenue S, Des Moines, Washington**

**June 1, 2017 – 7:00 p.m.**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**EXECUTIVE SESSION**

**COMMENTS FROM THE PUBLIC**

**Note: *Comments must be limited to the items of business on the Study Session Agenda per Council Rule 10. Please sign in prior to the meeting and limit your comments to three (3) minutes.***

**DISCUSSION ITEMS**

Item 1: EMERGING ISSUES

- Mt. Rainier High School ASB Presentation – 5 minutes
- Police Deployment of Personnel Update - 15 minutes

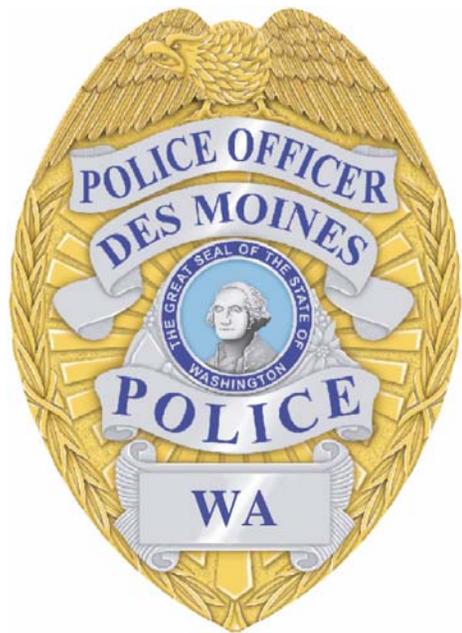
Item 2: COMMUNICATIONS PLAN

- Materials to be presented at the meeting.

**NEXT MEETING DATE**

June 8, 2017 City Council Regular Meeting

**ADJOURNMENT**



Deployment of Law Enforcement  
Personnel to Address Crime in our  
Community

Police Department

# Violence in Pacific Ridge

- Happening for Years
- Safe Haven for Criminals
- Reputation
- Urban Renewal Approach – Interdepartmental Cooperation
- Regional Problem

# Background

Meeting with Mayor Pina, Deputy Mayor Pennington  
and CM Michael Matthias

- Deployment of 3 newly allocated FTE's
- Crime Analysis
- Intelligence-led Policing

# Development of Pacific Ridge Strategic Plan

- Multi-disciplinary plan including Police, Code Enforcement, Public Works, City Attorney's office
- Multi faceted strategy to address property owners responsibilities, gang activity, surveillance, lighting, site corridors, and protection of residents

# Regional Efforts

- Police Chief Meetings
- Federal, State and Local collaboration
- Mayors, Council Members, and City Managers met with Chief's and the Sheriff.
- Refocusing our Efforts
- DMPD's part

# Personnel Deployments

- Assistant Chief
- Commander Sellers Retirement
- Commander Graddon Promotion – Filling Commander vacancy created by Assistant Chief Position
- July Promotion to back fill for Commander Sellers – MSGT Jenkins
- Assessment of a Sergeant position

# Personnel Deployments Continued

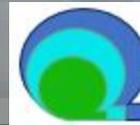
- Hiring to fill and back fill
- Violent Crime Task Force
- Additional (2) FTE's in the near future to focus on DM specific crime problems.

Questions?

# City of Des Moines Communication Review

## Findings and Recommendations

Ilene Peterson



# Goal



➤ **INFORM**

➤ **RESPOND**

➤ **ENGAGE**

# Approach



- **Individual, group interviews**
- **Identify themes**
- **Review key communication methods, channels**
- **Recommend strategies, tactics to achieve goals**

# Problem Areas

- **Unable to promote positive messages and push information**
- **Lack of strategy, unified messaging, process, policy**
- **Reactive vs. Proactive**



Cont'd...

# Problem Areas



- **Communication Silos**
- **Ineffective communication**
- **Lack of communication skills**
- **Perception as not transparent**
- **Repetitious issues & complaints**
- **Citizen's Advisory Committee**

# Key Channels



- **Individual Email**
- **Website**
- **City Currents**
- **In person meetings**
- **Channel 21**
- **Reader Boards**

# Conclusions

- **Lack of strategy and oversight**
- **No established processes and procedures**
- **Inefficient, ineffective use of channels and tools**
- **No PUSH communication**

Cont'd...

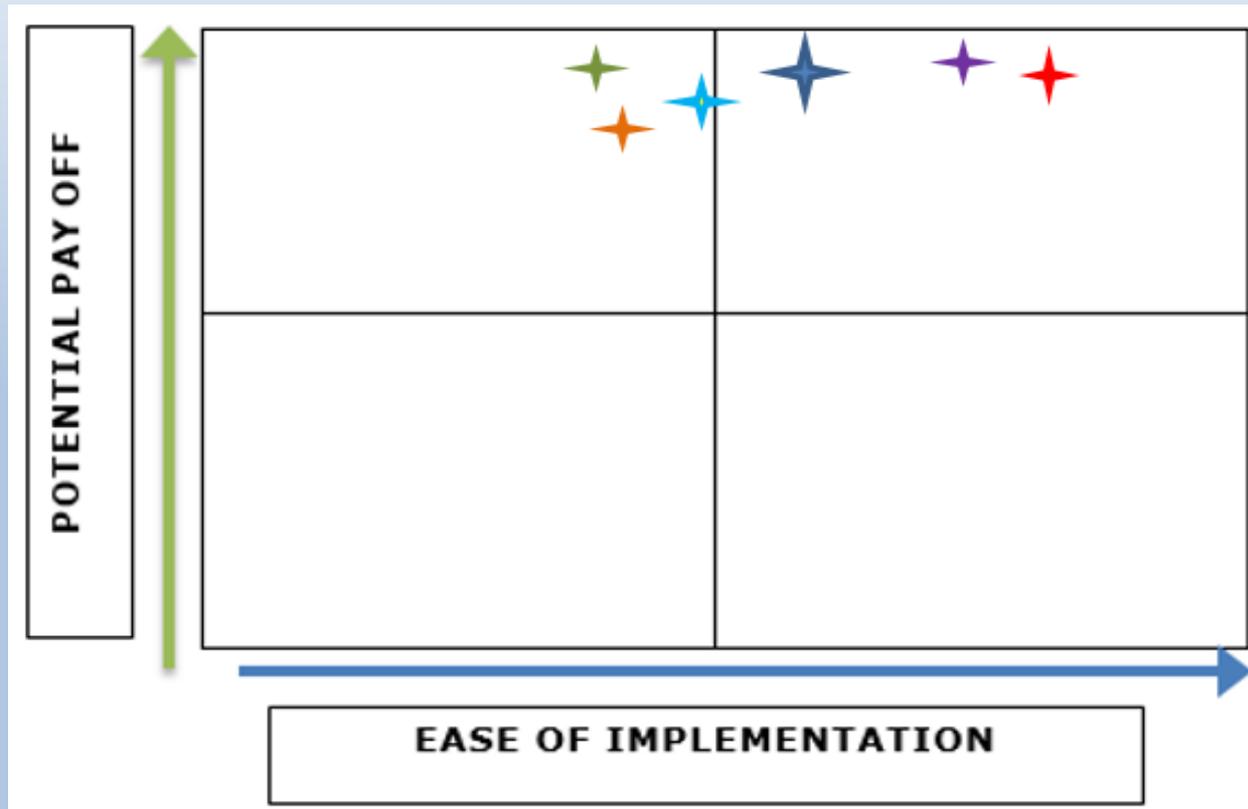
# Conclusions

- **Deficit of communication skills**
- **Inability to promote positive messages**
- **Repetition, duplication**
- **Perceived lack of transparency**
- **Lack of data and metrics**

# **Recommendations**

- 1. Hire Director of Communication**
- 2. Request/Complaint Procedures**
- 3. Enhance Website**
- 4. Develop PUSH Communication**
- 5. Create a Monthly eNewsletter**
- 6. Develop a Social Media Strategy**

# Which is best?



- ★ Communications Director.
- ★ Policies and procedures.
- ★ Website Enhancements, tracking, measurements.

- ★ Monthly eNewsletter.
- ★ PUSH communication plan.
- ★ Social media strategy and plan

# What & How



- **Director of Communications**
- **Policy & Procedures**
- **Website Enhancements**
- **Create eNewsletter**
- **PUSH Communication**
- **Social Media Strategy**

# What Questions do you have?



