

AGENDA

**DES MOINES CITY COUNCIL
STUDY SESSION
City Council Chambers
21630 11th 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



Waterland Communications

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**

- **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...

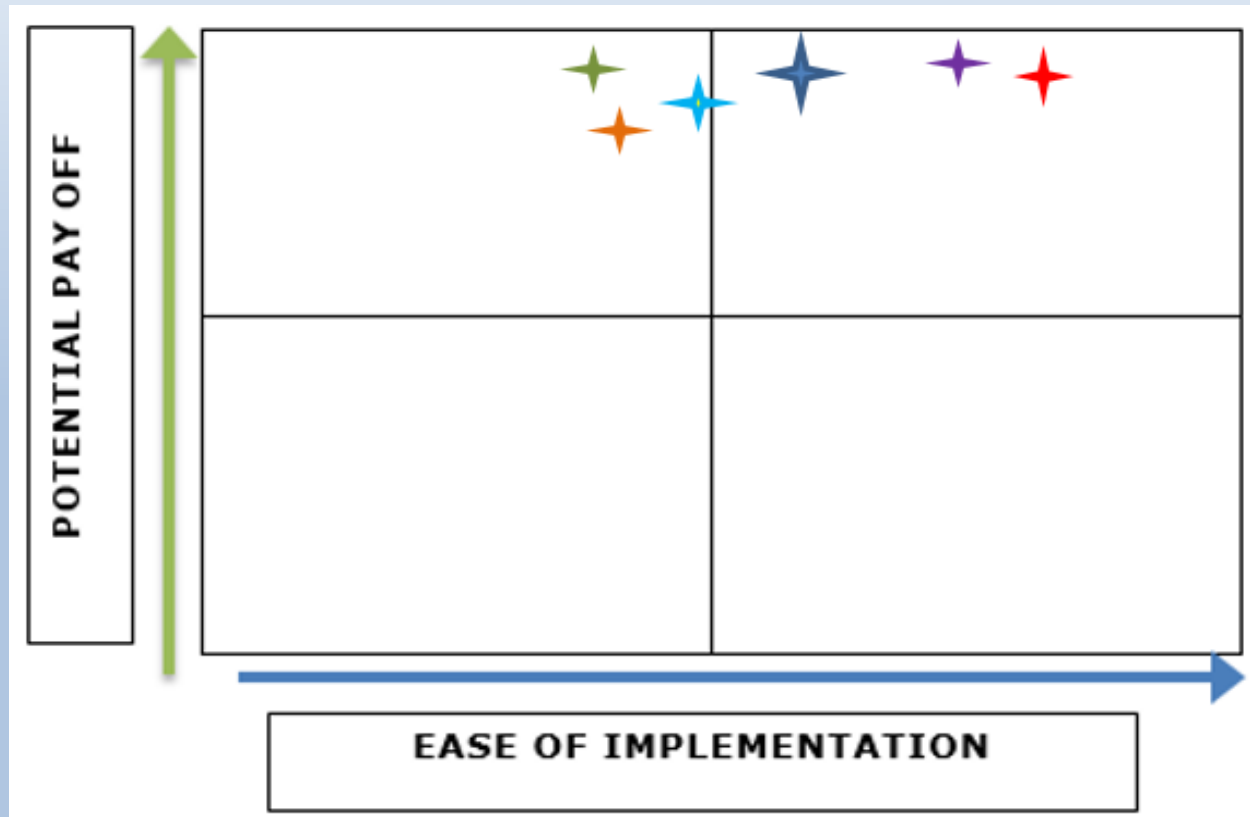
Conclusions

- **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?



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