

Community Engagement

- * Concerns re: fireworks @ parks;
other questionable activities (alcohol, weapons)
- increased patrols? surveillance?

Education / Safety Training

- Programs are great, want to hear about them
 - Post @ businesses, grocery, etc.
 - Activities Guide
- Target youth with authentic training
- Utilize citizens as advocates and ambassadors

Emerg. Preparedness

1. - Notifications
2. - First-aid
 - Emergency identification
 - Other emergencies beyond general CPR, etc.

Westminster / Adams Co.
Combined town hall?

Welcome wagon → new residents

Communication

1. Methods
 - Text alerts
 - E-mail
2. Social media
 - Some don't utilize
 - "media channels listed at bottom"
 - Website challenging to navigate
 - Utilize community youth to introduce programs/services
 - Collaboration w/ county PIOs
3. Types of Info
 - monthly updates
 - emergency/immediate updates
 - proactive positive messages
4. more engaging/interactive?
 - e-mail updates
 - relevant info
 - introduce responders
 - target youth
 - active face-to-face communication + community interaction
 - two-way communication
 - willing to participate in post-incident

Community Engagement

1.

EDUCATION & SAFETY TRAINING.

- 1) CALENDAR, UPDATE IN THE NEWS LETTER
 - * EXTINGUISHER PROGRAM - INTERACT W/
 - * NEWS STORY - MEDIA
 - * * * Community Testimonials
 - * PD - EXPERIENCES Community Voice
 - * DEFENSE Community
 - * APP - PD + FD -
- 2) CO DETECTOR EDUCATION - FALL -
 - * HOME SAFETY PROGRAMS - SMOKE DETECTORS - EDUCATION
 - * FIRST AID TRAINING PROGRAMS
 - * ANIMAL CONTROL - EDUCATION TO PUBLIC

EMERGENCY PREP.

- 1) EDUCATION EMERGENCY DISASTER INFORMATION PACKET
 - 2.) * COMMUNITY EVENT - EMERGENCY PACKET - BUILT BY OWNERS
 - * BITE SIZE INFORMATION - HIGH CAPS
 - * TOP 5 ITEMS
- 3) - SEASONAL PACKETS - INFORMATION - Ex. SMOKE DETECTOR
 - MOWS IN PARKS - INCREASE COMMUNITY INVOLVEMENT
 - WISH LIST → ROTARY - CHIEF TO JOIN -

Comm -

- 1) CELL Phone
DENVER HUB.
EMAIL - GENERAL
CITY WEBSITE.

- 2) ENGAGE - NOT SERIOUS COMPONENT
 - * NOT EVERYONE USES SOCIAL MEDIA
 - * PD APP -
 - * SOCIAL MEDIA HAS A ROLL -
 - SPECIFIC ITEMS
 - RESOURCE
 - EDUCATION
 - * DIFFICULT FINDING CONTACT INFORMATION OF CITY.
 - * ADVISORY BOARD FOR CONTACT.

- 3) INFORMATION SENT OUT FOR OWNERS NEAR HOME. GOOD OR BAD
 - * IS THERE INFO THAT THE HOMEOWNER SHOULD BE AWARE OF.
 - * ABLE TO SCROLL THROUGH INFORMATION
 - * ALERT TO OWNERS OF INFORMATION. SPECIAL ANNOUNCEMENT.

- 4) TIKTOK - SOCIAL MEDIA
SCHOOL OUTREACH PROGRAM - FIRST POSITIVE EXPERIENCE.

Community Engagement -

- 1) PERSON OF THE MONTH - CONTACT INFORMATION
- 2) OUTDOOR ACTIVITIES - EVENT FOR EVERYONE.
 - * HUMANIZE THE INTERACTION.
- 3) ANNUAL TOURNAMENT - FULL HUMANITY.
- 2) GOOD EXPERIENCES - CFIRE

Engagement

What is working?

- Block Party → Ensure safety of residents in the area.
- Open Houses
- Police presence in general is positive. Casual conversations with police + fire personnel.

What can improve?

- Town hall format is great!
- Face-to-face with council and PD/Fire

- Tie neighborhoods and business together
- PD/Fire are "busy" but can always schedule in advance.

Education

Where? - MAC

- Libraries
- Local businesses
- Consider demographics
 - Elderly, etc.

- "Mini" education programs. Shorter classes with information.
- Senior safety and self defense classes
 - ↳ What to do in situations? → Awareness training
- Monthly or quarterly education opportunities
- Police teen academy and SRO relationships.
- Use high school students for MCI, police and emergency drills. Live victims, evacuation drills, etc.

Emergency Prep

- Use file of life, Knox boxes (medical information) (Key Box)
- Use church groups to communicate
- Smart 911 app + Lookout alerts (Dispatch)
- Care for pets in emergencies
- DNR and living Will use → how to use, where to acquire

Other Ideas

+ Clear ballot wording.

+ Stay engaged

+ Continue police + fire citizen academy.

Communication

- Text
 - Emails
 - Phone Calls
 - Facility
 - Local business
 - MAIL
 - Website
 - Social media
- Consider needs
 - Clearly from City
 - Language accessible
 - Access for blind, deaf, disabled citizens
 - Elderly accessible
 - QR codes → Not working, Shift away
 - Police/Fire Flyers + info
 - No "door knocking"
 - Use mailers and/or water bill
 - Consider and target communications by age group
 - "Difficult to navigate" / Simplify contact information
 - More timely

Engagement

What type of information?

- Basics: "Who, what, why, etc..."
- Neighborhood-specific information is important
- Current information is important also
- Safety information (evacuation, accidents, etc.)
 - ↳ Real time
- Highlight Positives of Police & Fire Departments

Communication

- | | | |
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- LESS FORMAL
- INTERACTIVE
- MORE SPECIFIC W/ PD & FD STAFF
- ADDING EVENTS TO ACTIVITY GUIDE
-

EMERGENCY PREPAREDNESS

1. EXPOSURE TO EMERGENCY MNGT COORDINATOR CLASS / PRESENTATION ON HOW TO PREPARE FOR EMER

SHORT VID'S ON SOCIAL MEDIA

- SEASONAL HAZARDS
- QUICK TRAINING
- CRIME PREVENTION, ECT..
- "TIK TOK SHORT"
- FUN & INTERACTIVE
- ALL AGES

MAILER (NOT EVERYONE ON SOC MEDIA)

2. SOC MEDIA
MAILERS
IN PERSON TRN
APPS

3. INFORMAL EVENTS LIKE THIS W/ PD & FD

EDUCATION | SAFETY TRN

1. ADD INFO IN WESTY ACTIVITY GUIDE

MAILER / ~~FLIER~~

SOCIAL MEDIA

BULLETIN BOARD / ~~PUBLIC~~ PUBLIC NOTICE BOARDS

2. KITCHEN | GRILL FIRE EDUCATION

HOME SAFETY EDUCATION

- SENIORS

EXPLORER POST

WORK W/ HIGH SCHOOLS TO OFFER PD / FD TRN

- ENGAGE YOUNG PEOPLE

- EMT TRN

COMMUNITY TRN

- CPD

- FIRST AID

1. COMMUNITY ENGAGEMENT
- KEEP PD OPEN HOUSE
 - FIREMANS DANCE / PD DANCE
 - COMMUNITY SPORTS EVENTS
 - PD VS FD EVENTS
 - FD STATION OPEN HOUSES
 - COUSINE W/ COPS
 - COFFEE W/ COPS
 - PD / FD CITIZEN ACADEMY
 - LET CITIZENS DRIVE CARS

2. SEE ABOVE A

HOLD SMALLER EVENTS LIKE THIS ONE

WITH PD / FD PERSONNEL

- MORE INFORMAL
- OPPORTUNITY TO 1 ON 1 W/ PD'S / FD



COMMUNICATION -

1. TEXT

CITY WEBSITE

MAILER

SOCIAL MEDIA

- EFFECTIVE / ALWAYS HAVE PHONE
- PD APP IS GOOD
- WOULD BE HELPFUL TO HAVE FD APP

2.

USE MULTIPLE SOC MEDIA PLATFORMS

- X
- INSTAGRAM
- WOULD LIKE TO SEE MORE PERSONAL POST
 - PROMOTIONS
 - FUN STUFF GOING ON
 - NOT ALWAYS SHOWING THE BAD STUFF
- FACEBOOK
- NEXTDOOR

3.

LOCKDOWN / BARRIERS SITUATIONS

FOLLOW-UP TO BIG / CRITICAL INCIDENTS

4.

FOLLOW-UP THROUGH NON EMERGENT LINE

- FOLLOW UP ON SOC MEDIA PLATFORMS
- MORE COMMUNITY TOWN HALL EVENTS / OPEN FORUMS

COMMUNICATION IDEAS - FOCUS AREAS

- ADVERTISE WESTY MED
- OUTREACH ON SCAM PREVENTION

CONCERNS

FIREWORKS

COMMUNITY ENGAGEMENT

- OPEN HOUSES
- NATIONAL NIGHT OUT
- FISHING DERBY
- SANTA PROGRAM

EDUCATION PROGRAMS

- AWARE OF CITIZEN ACADEMIES
- CPR CLASSES
- ONLINE SAFETY WORKSHOP - CONSIDER THIS
- ADVERTISE YOUTUBE CHANNEL
- WOULD LIKE SCAM TRAINING
- CAN WE UTILIZE ACTIVITY GUIDES OR OTHER LIKE MEANS FOR COMMUNICATIONS PROMOTING EMERGENCY ALERTING OR OTHER



MOTOR PD NOT PRESENT

104 + SHERIDAN ~~PD~~ DURING SPECIAL EVENTS - TRAFFIC ISSUES

LOW TRAFFIC LATE NIGHT SOUTH WESTMINSTER

RED LIGHT CAMERAS - ARE WE CONSIDERING?

GREAT RESPONSE BY PD TO FATALITY CALL

NEWS STORY ABOUT WESTMINSTER TRAFFIC ENFORCEMENT
> ONLY FOCUSED NORTH OF 92ND

COMMUNICATIONS PREFERENCES

- NOT MUCH SOCIAL MEDIA AT THIS TABLE.

- WESTY WINDOW

- NEWSLETTERS

FIRE STATION TAX QUESTION

> HOW WILL IT BE FUNDED?

> WHAT HAPPENS IF NOT SUPPORTED

HOW DO YOU GET UPDATES?

- EMAILS

SHOULD WE VISIT SENIOR CENTERS TO SHARE EMERGENCY NOTIFICATION OPTIONS?

Emergency Preparedness

- Mail
- Email
- Social Media
- Self paced Trainings
 - # # Youtube
- Sheets
- How to build a safety kit
- Raffles → Tools and Equipment etc.
- Grand Openings
- What are we doing for Businesses
 - Run Hide Fit
- Office Emergency Response Plans
 - Resources to develop

Education and Safety Training

- There is a challenge that has to be overcome
 - Start Earlier with children
 - Summer Camp
 - After School Programs
 - City can budget for Camps
 - Bring in FD and PD
 - Bigger FD PD programs
- Kids like cool Staff!

Swag

- More Events that are us activities to create exposure with the community
- Working with the Chamber to know what Small Business to connect with
- Comm Out reach - Self protection, getting out of a house
 - Women - how to use tools what tools are legal
- YouTube Shorts

Communication

How did you hear about this?
HOA
Social Media

1. Social Media

IG Twitter (X) } Combination of both
News Letter
Westy Connection

- Doing Well in all
- Need to have a mix of Good and Bad content.
- Try to find a way to relate to all generations
- Add the facts about what we are doing and how many

* Did You Know

Comm Engagement

Open Houses - More Practical - ^{Houses} Events

Different Events that involve the Community and ^{Businesses} ~~Business~~

- Thinking about how to deal with situations
 - School events that more activity based
 - ~~Community~~ Person to Person
- Town Halls and activities to make them more attractive to the Community

EM. PREPAREDNESS

SCENARIOS - "ARRIVE ALIVE"

FIREWORKS SHOW -

CHANGE TO LIT DRONE SHOWS

- SAFETY
- PTSD FOR SOME CITIZENS

COMM. ENGAGEMENT

INFORMATION -

USE WATER BILLS OR WATER BILLING WEBSITE
ESP. LOOKOUT ALERT SIGN-UP

TIMING OF INFORMATION -

SOMETIMES EVENT INFO (WATER BILLS) COME AFTER EVENT.

MOVIES IN THE PARK - PUT INFORMATION ON SCREENS.

1) ~~MAKE PUBLIC AWARE~~ - PUBLIC ED. + SAFETY TRAINING

HOA'S - HOA TOWN HALL

2) SAFETY TRAINING FOR VARIOUS AGE GROUPS.

- MIDDLE SCHOOLS
- LATCH KEY KIDS
- BABY SITTING

TEACH CLASSES IN SCHOOLS
- SRO'S?

PREVENTION (ALCOHOL, DRUGS) AFTER school program

FIRE - MEDICAL - PREVENTION & TRNG.

TEACHING CONSEQUENCES.

To teach about
How to stay safe
when you are home alone

Prevent Drug Use -

Teach consequences of
choices of
Using Drugs,
street racing

How to
prevent
fires
in your
home

COMMUNICATION

1) E-MAIL

* NEWSLETTER

CITY WEB SITE

FACEBOOK

- MARRY THE VARIOUS DEPT FB PAGES INTO THE CITY'S MAIN PAGE

NEXTDOOR

MORE COMMUNICATION REGARDING ~~INTERNAL~~ INTERNAL

CITY CHANGES I.E.

PERSONNEL CHANGES / PROMOTIONS.

2) SOMETHING BESIDES F.B.

- LINKED IF ANY SOCIAL MEDIA

WEBSITE -

- "CAN'T FIND ANYTHING"

- GOOGLE TAKES YOU THERE FASTER

- NEED A NOTIFICATION CALENDAR

- STREET CLOSURES, EVENTS, SPRAYING FOR INSECTS, WEEDS, etc.

Web
Water Bill Site
Water Bills - Lookout Alert
More than
22 do

NEED A COMMUNICATION SOURCE OUTSIDE OF WEBSITE

3) NND - VERY ENGAGING

CUISINE WITH OPS

FD OPEN HOUSES

MORE EVENTS

- NEED TO COMMUNICATE THESE EVENTS

CITIZEN ACADEMY

CITY PARK EVENTS? STARBUCK LAKE?

Channel
E on
Cinca