



Communications Plan

Created Summer 2021

Implementation Timeline Fall 2021-March 2023



Introduction & Background



The Police Accountability Board (PAB) was recently included in the Mayor's budget and the newly established team is seeking assistance with engagement efforts around the following priorities: hiring for 50 new staff positions, completing and rolling out a new website, announcing senior level hires, and communicating the role of PAB to relevant constituents and stakeholders.

PAB enlisted Causewave Community Partners to develop a communications and marketing plan with a primary focus on educating key audiences about PAB's role, purpose and future plans regarding community safety and accountability.



About PAB



The Police Accountability Board is a citizen controlled board established by the Rochester City Council to fairly investigate and make determinations respecting complaints of misconduct involving sworn officers of the Rochester Police Department and to review and assess Rochester Police Department patterns, practices, policies, and procedures. The Police Accountability Board was established as an independent office of municipal government. It is an autonomous office of the City separate from the Rochester Police Department and other local, state, and federal law enforcement agencies. The members of the Board, regardless of the original appointee of each member, shall be appointed through legislation approved by the City Council.

The Police Accountability Board shall ensure public accountability and transparency over the powers exercised by sworn officers of the Rochester Police Department and shall provide a nonexclusive alternative to civil litigation.

Desired Short Term Outcomes/Goals

Short-term (within 12 months)

Build awareness of job openings with potential candidates and partners

- **MEASURE:** Fill 50 jobs/ positions by July 2022
- **LEADING INDICATORS:**
 - Website hits, specifically “Work for Us”/ “Jobs portal” tabs
 - # of applicants
 - Shares by partners (email, social media)

Build understanding and trust about the role of PAB through strategic communications and relationship building

- **MEASURES:** Awareness measure against initial benchmark and ongoing perception measure among City residents;
of complaints filed (once the process is established)
- **LEADING INDICATORS:**
 - Pulse poll targets
 - # of media hits
 - Website hits, specifically “Learn About Us” pages
 - # of partner meetings/ interactions
 - Influencer posts

Desired Long Term Outcomes/Goals

Long Term (12+ months)

Encourage reporting of incidents through newly established process

- **MEASURES:** # of complaints (once the process is established)' # of calls to 211 asking to be connected to PAB
- **LEADING INDICATORS:**
 - Media coverage of complaint process launch
 - # of calls to 211 asking to be connected to PAB
 - Website hits, specifically "Complaints" page
 - Satisfaction rates at conclusion of complaint process

Establish credibility for work of PAB, specifically among City residents

- **MEASURES:** Ongoing perception measure among City residents; # of complaints filed (once the process is established)
- **LEADING INDICATORS:**
 - # of media hits
 - # of people who attend/engage in community meetings
 - Social media followership
 - Social media engagement: # of times mentioned/tagged/shared
 - Average time of complaint to resolution
 - # of report/document downloads from website

Target Audiences

PRIMARY

- **City of Rochester residents**

SECONDARY

- **Community partners**
- **Influencers (including media & social media)**
- **Police Departments (and their leadership)**
- **Individual police officers**

TERTIARY

- **People who spend time in the City of Rochester**
 - **People who work for employers based in the City of Rochester**
 - **People who travel in for entertainment/ other purposes (from suburban/rural communities)**



Key Messages

Last edit: 9/20/21



1. Rochester joins more than 200 cities around the US in establishing an independent agency to hold the police department accountable.
2. The PAB is a community-driven agency that uses tested public safety solutions to make Rochester safer for all.
3. The PAB is a community-led, independent government agency that operates separately from the Rochester Police Department (RPD).
4. The PAB's job is to investigate allegations of officer wrongdoing, make sure RPD is doing its job to keep people safe, and create transparency and systemic change within our public safety system.
5. The PAB supports the community's need for effective policing and values the work of officers who respect, value and protect the lives of all residents.
6. The PAB can only do its job with community involvement. With your help, the PAB can craft policies and programs that keep the entire community safe.
7. The PAB:
 - a. educates and involves our community in the process of changing policing and reimagining public safety;
 - b. independently investigates complaints about officer wrongdoing thoroughly, objectively and promptly; and,
 - c. brings change and transparency to our community's public safety system.
8. The PAB is actively building its team and looking to hire Rochester residents to work in its investigative, community engagement, administrative, and policy divisions. Community members can learn more at ROCPAB.org.

Developed in partnership with  **CAUSEWAVE**
community partners