



C o m m u n i c a t i o n

Goal: Reinforce our Communication Infrastructure

Objective	Performance Measure	Action #	What
Ensure our Communication mechanisms provide 24/7 access to and from all of our members by June 30, 2004.	Quarterly reviews and status reports.	C1.1	Configure voice mail for all members of the Service. This will allow community members to contact officers directly at all community police offices without going through others to leave messages.
		C1.2	Encourage ongoing feedback, ideas and suggestions from members by designing a mechanism that any member can use to communicate concerns, questions and ideas and see a published response.
Ensure that every citizen has reasonable and practical access to information on community safety and crime prevention initiatives.	Public survey (once every three years). Increase usage of website	C2.1	Redesign external website to better suit the needs of citizens.
		C2.2	Develop, and then launch, a marketing strategy to support increased usage of redesigned website.
		C2.3	Develop a consistent external consultation strategy to bring key corporate messages to stakeholders.
		C2.4	Measure the market penetration and citizen knowledge level of the Durham Regional Police.
Develop and implement a strategy designed to strengthen and facilitate community partnerships. <i>"We need to continue to open the lines of communication. It's a good thing to see the new leadership approach to communication - keep this up!"</i> – from a police officer	Regular reviews and status reports. Community consultation surveys.	C3.1	Conduct a thorough inventory of all major community stakeholders, both regionally and by community police office, ensuring that all Adequacy Standards related to community consultation committees are met.
		C3.2	Measure community attitudes, perceptions, needs and satisfaction levels regarding policing services and safety, at least once every three years.
		C3.3	Develop a process whereby issues raised through the community stakeholder survey are dealt with expeditiously.
		C3.4	Measure Durham Regional Police member attitudes, perceptions, and needs regarding Service requirements and safety at least once every three years.
		C3.5	Ensure consistent and ongoing dialogue with both internal and external stakeholder groups from throughout the Region.
		C3.6	Review processes for providing Criminal Information Requests to members of the public.



How	Who	When	Cost
<ul style="list-style-type: none"> Set up an Octel integration card and an active port Activities to be coordinated with Bell to install the integration card and program all units for all members to have voice mail 	Manager, Information Technology	Second Quarter 2002	\$55,000
<ul style="list-style-type: none"> Develop and implement a suggestions system or automated "bulletin board" for members to provide input on issues, problem areas, possible resolutions and suggestions for improvements to processes, procedures and systems 	Director, Corporate Communications	First Quarter 2002	No Additional Costs
<ul style="list-style-type: none"> Consult stakeholders to determine what information they are seeking Redesign the website with the assistance of an internal cross-functional team 	Director, Corporate Communications	First Quarter 2002	No Additional Costs
<ul style="list-style-type: none"> Consult stakeholders to research accessibility issues Build new partnerships Promote the redesigned website via a promotional campaign 	Director, Corporate Communications	First Quarter 2002	2002 - \$5000 2003 - \$5000 2004 - \$5000
<ul style="list-style-type: none"> Create a general presentation template for use by all Units Organize a series of scheduled presentations to key stakeholders featuring the Chief and Deputy Chiefs 	Director, Corporate Communications	January 2002	No Additional Costs
<ul style="list-style-type: none"> Launch an annual public opinion survey, through an appropriate independent third party, to gauge public understanding of key police messages 	Director, Corporate Communications	March – April 2002	\$1,000 to \$20,000 (varies upon method)
<ul style="list-style-type: none"> Through consultation with our front-line officers, Community Police Office leaders, and community groups, develop a current database of stakeholder contact information for use in the community consultation process 	Director, Corporate Communications	Fourth Quarter 2001	No Additional Costs
<ul style="list-style-type: none"> Develop and conduct a Public Needs Survey 	Director, Corporate Communication and Manager, Corporate Planning and Development	March – April 2002	\$1,000 - \$40,000 (varies upon method)
<ul style="list-style-type: none"> Consult with Community Police Office Leaders Create a process to deal with stakeholder input gleaned from C3.2 above 		Second Quarter 2002	No Additional Costs
<ul style="list-style-type: none"> Develop and conduct an Internal Member Survey 		March – April 2002	\$1,000 - \$3,000 (varies upon method)
<ul style="list-style-type: none"> Develop and conduct regular community consultation processes 	Manager, Corporate Planning and Development	First Quarter 2002 Quarterly and Annually	\$5,000 - \$10,000 (varies upon method)
<ul style="list-style-type: none"> Review Directive Consult Law Enforcement and Records Managers Network (L.E.A.R.N.) schedule for pricing by other major police services in Ontario 	Records Manager and Police Services Board	June 2002	No Additional Costs