



# CALIFORNIA POLICE CHIEF

*Serving as the voice of and resource of choice for California's municipal Police Chiefs*

WINTER 2015

*Changing  
the Perception  
by Simulating  
Real Life* pg. 21

## ALSO INSIDE

The Racial and Identity  
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# CALIFORNIA POLICE CHIEF

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WINTER 2015



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### About The California Police Chief

The biannual *California Police Chief* is the only magazine that reaches all of California's municipal chiefs of police with information regarding our members and their agencies. The magazine is designed to inform and inspire our members with articles about their personal and professional successes as well as offer updates and information about the association.

The *California Police Chief* is part of our mission of serving as the voice of and resource of choice for California's municipal Police Chiefs. We appreciate and encourage our members and their agencies to submit articles to be used in future issues of *California Police Chief*, submissions can be sent to Sara Dwyer at [sdwyer@californiapolicechiefs.org](mailto:sdwyer@californiapolicechiefs.org).

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**Commerce Printing Services**

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## *Dear CPCA Members:*

Welcome to the Winter 2015 edition of our magazine, *California Police Chief*. Our magazine highlights some new programs and innovative successes our member agencies have experienced and may be of great benefit for other agencies.

Since our Legislative Day in June, our focus has been on legislative issues and those will be highlighted in our "Cal Chiefs at the Capitol" column. Our legislative team did a great job of advocating on our issues, and we are happy to announce that we have expanded that team with the hiring of Jonathan Feldman, as our in-house lobbyist. Jonathan joins our Legislative Affairs Manager, Lauren Michaels and our Senior Policy Advisor, John Lovell in rounding out the team. They will be working closely with the Law & Legislative Committee and our leadership in developing our legislative priorities for the coming year.

The past few months also saw the formation of some new Emerging Issues Workgroups, to include, Recruiting, Homelessness and Mental Illness and Public Perception in the Media. These workgroups are meeting regularly and engaged on delivering resources to our members in these areas. As new issues arise, we will continue to respond by developing additional workgroups whose scope of work will benefit our members.

We celebrated the 10th Anniversary of our Women Leaders in Law Enforcement Training Symposium in November and had more than 700 attendees. We will be celebrating Cal Chiefs' 50th Anniversary during our Annual Training Symposium in Ontario March 13-17, 2016. I hope to see many of you there. I also want to acknowledge the work of our Technology Committee who is planning our 1st Annual Technology Summit, January 14th in Sunnyvale. We expect all 120 available spots for this summit to be filled.

Your participation and engagement help set us apart as an association. Thank you for the critical role you play in making Cal Chiefs the voice of and resource of choice for California's municipal police chiefs.

Sincerely,

A handwritten signature in black ink, appearing to read "D Bejarano".

David Bejarano, President  
*California Police Chiefs Association*

# Membership Update

By Craig Steckler, Retired Chief, Membership Liason

*Serving as the voice of and resource of choice for California's municipal Police Chiefs,*

is not only our association's mission statement, it is something that the staff and volunteers live up to. Cal Chiefs continues to grow and offer expanded services and information to remain the resource of choice for our members.

Succession planning is important now, more than ever.

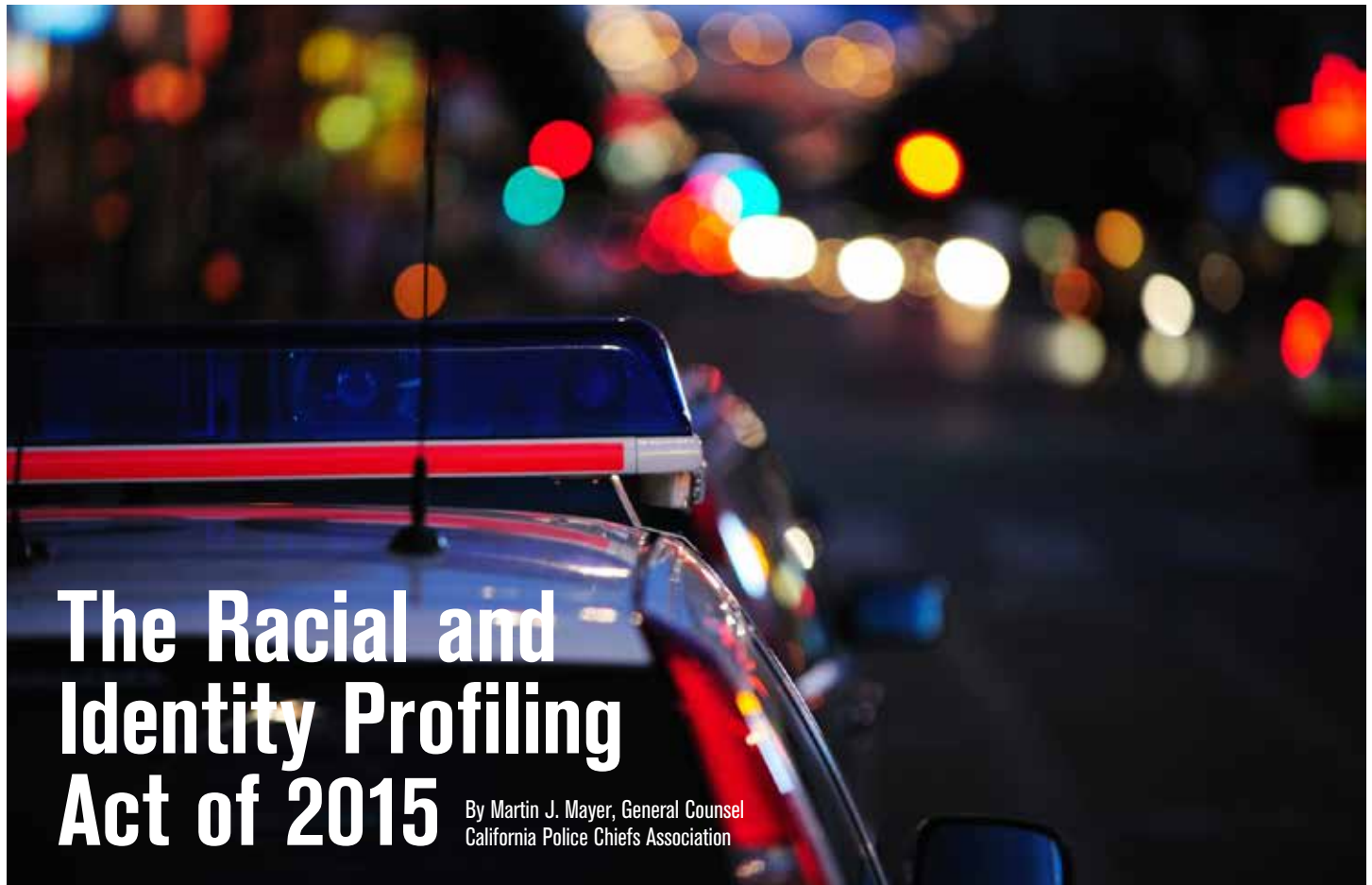
Now is the time to consider having your seconds-in-command join Cal Chiefs. Today's seconds-in-command are the future leaders of tomorrow's police departments. As police chiefs we have the responsibility to develop and

mentor our seconds-in-command so they are prepared to become tomorrow's police chiefs. Membership for seconds in command is only \$125 per year. More information and a membership application can be found on our website at [www.californiapolicechiefs.org](http://www.californiapolicechiefs.org).

Since the last membership update we have had the pleasure of welcoming 17 new chiefs. The names and agencies of the new chiefs are listed below. Please help me in welcoming them all. ■

## CONGRATULATIONS NEW CHIEFS!

6/1/2015	John Peters, Grover Beach PD	7/8/2015	Drew Bessinger, Parlier PD	9/15/2015	Jennifer Tejada, Emeryville PD
6/2/2015	Kyle Sanders, Red Bluff PD	7/16/2015	Dave Hober, Monterey PD	9/23/2015	Stephen Cramer, Cloverdale PD
6/3/2015	Michael O'Brien, Chico PD	7/22/2015	Cosme Lozano, Huntington Park PD	10/1/2015	Daniel Steidle, Pacifica PD
6/8/2015	Kevin Hart, Kensington PD	7/28/2015	Rod Cox, Cypress PD	10/15/2015	Michael Salvador, Coalinga PD
6/16/2015	Sid Cullins, Alturas PD	8/31/2015	Manjit Sappal, Martinez PD	10/20/2015	Keith Kauffman, Redondo Beach PD
6/22/2015	Dale Mondary, Desert Hot Springs PD	9/8/2015	David Riviere, Chowchilla PD	10/26/2015	Tod Patterson, Lodi PD
7/1/2015	Rob Sharpnack, Costa Mesa PD	9/14/2015	John Osbourn, Williams PD	10/28/2015	Mike Hamel, Irvine PD
				11/14/2015	Wes Hensley, Tulare PD



# The Racial and Identity Profiling Act of 2015

By Martin J. Mayer, General Counsel  
California Police Chiefs Association

On October 3, 2015, Governor Jerry Brown signed into law Assembly Bill 953, authored by State Assembly member Shirley Weber, a Democrat from San Diego. According to the Legislative Counsel's Digest: "This bill would enact the Racial and Identity Profiling Act of 2015, which would, among other changes, revise the definition of racial profiling to instead refer to racial or identity profiling, and make a conforming change to the prohibition against peace officers engaging in that practice." This Bill will add section 12525.5 to the Government Code of California.

## Elements of the Law

"The bill would require each state and local agency that employs peace officers to annually report to the Attorney General data on all stops, as defined, conducted by the agency's peace officers, and require that data to include specified information, including the time, date, and location of the stop, and the reason for the stop."

The bill would require an agency that employs 1,000 or more peace officers to issue its first annual report by April 1, 2019; an agency that employs 667 or more but less than 1,000 peace officers to issue its first annual report by April 1, 2020; an agency that employs 334 or more but less than 667 peace officers to

issue its first annual report by April 1, 2022; and an agency that employs one or more but less than 334 peace officers to issue its first annual report by April 1, 2023.

“The reporting shall include, at a minimum, the following information for each stop:

- (1) The time, date, and location of the stop.
- (2) The reason for the stop.
- (3) The result of the stop, such as, no action, warning, citation, property seizure, or arrest.
- (4) If a warning or citation was issued, the warning provided or violation cited.
- (5) If an arrest was made, the offense charged.
- (6) **The perceived race or ethnicity, gender, and approximate age of the person stopped**, provided that the identification of these characteristics shall be based on the observation and perception of the peace officer making the stop, and the information shall not be requested from the person stopped. For motor vehicle stops, this paragraph only applies to the driver, unless any actions specified under paragraph (7) apply in relation to a passenger, in which case the characteristics specified in this paragraph shall also be reported for him or her.
- (7) Actions taken by the peace officer during the stop, including, but not limited to, the following:
  - (A) Whether the peace officer asked for consent to search the person, and, if so, whether consent was provided.
  - (B) Whether the peace officer searched the person or any property, and, if so, the basis for the search and the type of contraband or evidence discovered, if any.
  - (C) Whether the peace officer seized any property and, if so, the type of property that was seized and the basis for seizing the property.
- (c) If more than one peace officer performs a stop, only one officer is required to collect and report to his or her agency the information specified under subdivision (b).”

### Impact on Law Enforcement

The impact on officers and law enforcement agencies will be profound due to the cost involved in collecting and reporting this data and to the officers in particular in the time it will take to comply with the reporting requirements. An intangible impact will not be known for a long time but it is anticipated that, at the very least, it could require officers to actually engage in racial profiling – the

exact opposite of what is ostensibly the purpose of the legislation.

It is important to note that the law requires the officer to identify the person’s “perceived” race, ethnicity, gender, and approximate age. As such, it requires the officer to use his or her perception to identify those criteria. In this day and age, when there are numerous persons of mixed race and ethnicity, how can an officer ascertain those facts? Does it not place the officer in the untenable position of being legally required to profile a person based on that person’s appearance? Is that not racial profiling?

Several agencies within California have attempted in the past to gather similar information in an effort to ascertain if officers were stopping people based on any particular bias. As reported, those studies proved virtually nothing and did nothing to address the issue of racial profiling.

Only time will tell what the cost of this experiment will be – both in terms of the societal impact, as well as dollars and

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cents. There are many other requirements contained in the law and this author urges all involved in law enforcement to read the legislation and become totally familiar with all aspects of AB 953. It's now the law.

### Recovery of Costs

The legislation acknowledges that this is a state mandated obligation and, therefore, local jurisdictions can seek recovery for the costs involved in its implementation through Senate Bill 90 (SB90) which was passed by the State Legislature in 1972. It was affirmed by the voters of California in 1979 by virtue of Prop 4, thus becoming a Constitutional mandate (California Constitution Article XIII B, Section 6). The provisions of the law are codified in Government Code § 17550 *et seq.*

The Constitution states, in part, that “Whenever the Legislature or any state agency mandates a new program or higher level of service on any local government, **the State shall provide a subvention of funds to reimburse that local government for the costs of the program or increased level of service.....**” (Emphasis added.) As such, it appears that, at the very least, all cities should submit claims for reimbursement of the costs involved in implementing the provisions of AB 953. Obviously, as with all legal issues, it is imperative that you seek out the advice and guidance of your city attorney before embarking on any legal process. ■

*Martin J. Mayer is a name partner in the public sector law firm of Jones & Mayer. Mr. Mayer has served as General Counsel to the California Police Chiefs’ Association for more than 35 years.*

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# Cal Chiefs at the Capitol

By Chief David Swing,  
Chair of the Law and  
Legislation Committee



The 2015 legislative session wrapped up shortly after midnight on September 11th. Legislation addressing physician assisted end of life, greenhouse gas emissions, transportation funding, and unpaid family leave resulted in long and emotional floor debates. Much of the historically “left-leaning” legislation was either stopped or heavily amended as a result of a strong cohort of moderate Democrats, led by Assemblymember Perea, in the Assembly.

We continued to work with the Governor’s administration on medical marijuana regulation throughout the morning and afternoon of the 11th, only to finalize language shortly before a 5 PM policy committee hearing on AB 266. In the end, the medical marijuana regulatory model was split into three bills: AB 266, AB 243, and SB 643. This division allowed both houses, the Senate and the Assembly, to get credit for their efforts. Despite attempts from individual lobbyists working on recreational legalization initiatives to derail the effort to regulate medical marijuana, we were able to pass a comprehensive package shortly before midnight on September 11th. The package received the Governor’s signature on October 9th. Together with the League of Cities, our legislative team will embark on a series of town hall meetings and webinars to prepare cities for the new regulations.

Marijuana, however, was not the only issue on the table this year. The events surrounding Ferguson, MO may no longer be on the front pages of newspapers, but for the California State Legislature and the actors in the national political arena, things are just warming up. We began the session with multiple post-Ferguson hearings on community-law enforcement relations, body worn cameras, and more. These hearings set the stage for a slough of legislation in this area.

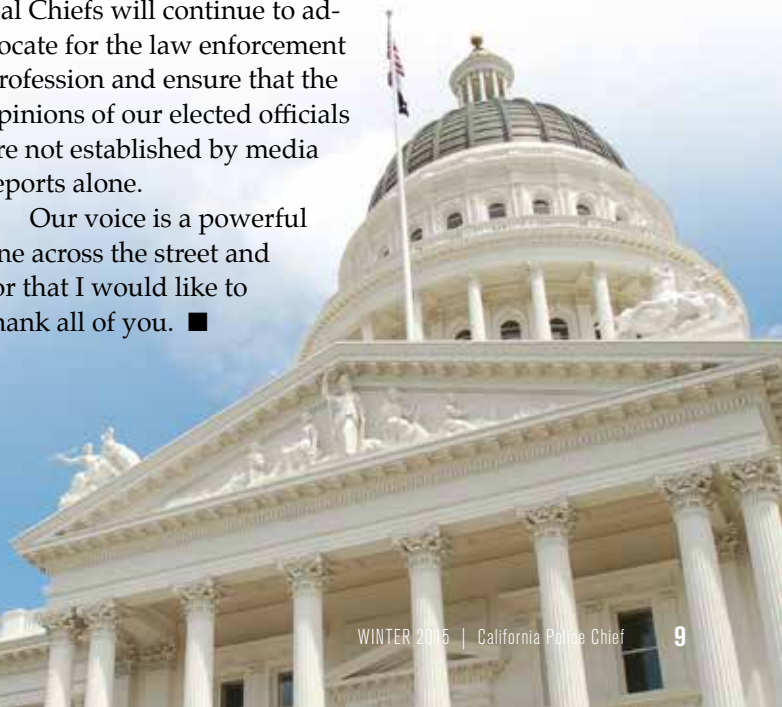
Legislation addressing body worn cameras and data reporting came in two sizes: inflammatory or collaborative. For body worn camera legislation, we saw AB 66, which was strongly opposed by the law enforcement community and sought to “catch” officers in the wrong. On the other side of the conversation, we saw SB 175, which would have granted local jurisdictions control over their

body worn camera policies. One of the key distinctions between the two bills was that the former envisioned body worn cameras as a single faceted tool: to increase transparency. SB 175, on the other hand, allowed for agencies to continue to use the cameras as a multifaceted tool to collect evidence, decrease non sustained complaints, increase transparency, and more. Neither bill passed through the legislature.

For data reporting, we saw AB 953, which requires data on every stop made by an officer to be reported to and publicized by the California DOJ. On the collaborative end, we saw AB 71, which requires data on shootings and use of force either by or against an officer to be reported. In general, authors who worked collaboratively with our office received a “Cal Chiefs Stamp of Approval” on their legislation. For those not so fortunate, many saw their legislation fail during various stages in the legislative session. As a result of the calls made by chiefs, your meetings in districts and here at the Capitol, and the public safety lobbying corps, only one of our opposed bills was signed into law, AB 953.

We know that 2016 will bring similar dialogues and challenges. Cal Chiefs will continue to advocate for the law enforcement profession and ensure that the opinions of our elected officials are not established by media reports alone.

Our voice is a powerful one across the street and for that I would like to thank all of you. ■





WHEN OFFICERS BECOME THE TARGET:

# How to Protect Yourself from Doxing

After the fatal shooting of a man by a LAPD police officer in March, an anonymous person posted the officer's private information online. This information included the officer's home address, phone number, and other personal details including his child's school.

This practice of researching and broadcasting personally identifiable information about an individual is referred to as doxing (or doxxing) and is typically

done with malicious intent. The information published can be anything from home addresses to vehicle identification to social media accounts. Once an individual has been exposed through doxing, they may be targeted for online harassment. Doxing is becoming enough of a concern that the FBI and the Internet Crime Complaint Center (IC3) have issued warnings to law enforcement and public officials.

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## Protecting Yourself and Your Family

American Military University (AMU) recently hosted a webinar on this topic as part of its Law Enforcement Webinar Series ([www.AMUonline.com/LEwebinars](http://www.AMUonline.com/LEwebinars)). Presenter James Deater, who spent more than 23 years as a Maryland State Trooper specializing in wiretaps and other forms of electronic investigation techniques, provided advice for how officers can protect themselves.

“Any officer could end up in a situation where you do everything right in accordance with agency policy, but the incident is captured on video and it looks wrong to the public. It happens all the time and as soon as your name is released to the public, you become a target,” said Deater. “You may not be able to stop it, but you can at least make it difficult for people to find your private information.”

Here are some recommendations Deater made about how to protect your personal information:

- Be aware of security and privacy settings on your accounts. Be selective about who you share information with and limit how often you post about your location (especially if it’s your home).
- Routinely update computers, devices, and software with the latest security fixes.
- Use anti-virus software.
- Pay close attention to links and attachments in email messages. Do not open anything that looks even remotely suspicious. If it’s legitimate, the person can always send it again.
- Add protection to your email, social media, and online bank accounts using two-factor authentication techniques.
- Choose unique, strong passwords for each of your accounts and change your passwords regularly.
- Remember that anything you post on social media might be used against you. Once it’s online, you cannot take it back.

## Request Information Be Removed

During the webinar, Deater discussed ways that officers can proactively remove personal information from the dozens of websites that sell this information. He included specific details about what forms to submit, what identification documents to send, and how long it will take for information to be removed. To request access to the recorded webinar, please send an email (using your agency email address) to James Deater ([JDeater@apus.edu](mailto:JDeater@apus.edu)).

Here are a few sites to consider removing your information from:

- **Google Earth** ([www.google.com/earth](http://www.google.com/earth))  
This free software allows individuals to access street views of locations. Deater recommends that officers submit a request that Google blur out your home, house number, vehicle, and any other identifying details shown on Google Earth.
- **SPOKEO** ([www.spokeo.com](http://www.spokeo.com))
- **PIPL** ([www.pipl.com](http://www.pipl.com))
- **ZoomInfo** ([www.zoominfo.com](http://www.zoominfo.com))
- **Whitepages** ([www.whitepages.com](http://www.whitepages.com))
- **CheckPeople** ([www.checkpeople.com](http://www.checkpeople.com))
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- **Intelius** ([www.intelius.com](http://www.intelius.com))

It can take a considerable amount of time and effort to properly submit the forms, especially if officers are also removing their spouses and children from such databases. However, the time it takes to remove this information is worth it to protect—or at least deter—a malicious attack on an officer and his or her family. ■

**About the Author:** *Leischen Stelter is the editor of American Military University’s premier blog, In Public Safety ([www.inpublicsafety.com](http://www.inpublicsafety.com)). She writes about issues and trends relevant to professionals in law enforcement, corrections, fire services, emergency management, and national security.*





# Women Leaders Reflects On A Decade of Innovative Leadership

Over 750 women and men, of all rank and level gathered in Sacramento November 1-3, 2015 for the 10th Anniversary of the Women Leaders in Law Enforcement Training Symposium (WLLE).

The attendees came to learn, be inspired and to network. This year's symposium theme, A Decade of Innovative Leadership, was reemphasized by speakers such as Tani Cantil-Sakauye, the Chief Justice of California, Sandra Brown and Kristen Ziman. The high-level training this year featured presentations on leadership, critical incident survival, and health and fitness for law enforcement, as well as other exciting topics. The idea of bringing women together to exchange ideas, training, struggles and triumphs began in 1987 in the Bay Area when two women, Los Gatos Police Captain Alana Forrest and Menlo Park Police Commander Lacey Burt,

met in a restaurant with 20 other female law enforcement professionals to discuss how to help each other in their profession. In 2006, after several years of small, local training events, the California Police Chiefs Association took the event statewide and brought in the State Sheriffs' Association, the California Peace Officers' Association and the California Highway Patrol as co-sponsors. To this day, WLLE hosts upwards of 800 female and male attendees each year. WLLE has grown tremendously since 1987, and this year we were honored to have attendees from states such as; Arizona, Colorado, Michigan, Nevada, Texas, Tennessee and Utah.



Stephanie Shannon was the recipient of this year's Trail Blazer award which is presented annually to a woman working in law enforcement (sworn or professional) who has made outstanding contributions to her profession and/or professional organization. A secondary consideration is her contribution to the California community as a volunteer. The community service may be in any sector (human services, the arts, civic, political) but must be as a volunteer and not as an employee or elected official.

The Women Leaders in Law Enforcement Training Symposium would not be possible if not for our generous sponsors; American Military University, U.S. Armor, Target, Liebert Cassidy Whitmore, SF Police Credit Union,

St. Mary's College, Jones & Mayer, Cambridge Financial, Artemis Defense Institute, Bay Area Law Enforcement Assistance Fund, CNOA, Bob Murray & Associates, Bay Area Rapid Transit Police, Sun Ridge, San Jose PD, LA County Police Chiefs Association and National Tactical Officers Association.

The Citrus Heights Police Department hosted this year's event and planning for the 11h Annual Women Leaders in Law Enforcement Training Symposium is already underway! We hope you will join us in San Diego November 2-4, 2016 when we are hosted by the WLLE San Diego Chapter. ■



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How the **CITY OF HOLLISTER**  
**Successfully “Rallied”**  
Using **TECHNOLOGY** to **Manage a VERY**  
**LARGE SCALE Event**



Hollister, CA is affectionately referred to as the “Birthplace of the American Biker”, and rightfully so. Every year over the 4th of July weekend the city of Hollister, with an average city population of 38,000 residents, plays host to a three day motorcycle rally increasing the residential population to over 100,000.

The Hollister Bike Rally attendee’s include; hundreds of motorcycle clubs, bike enthusiasts, families, as well as Hollister community residents. The rally is free to the public and features motorcycle riders parading their bikes down Main Street, live music, beer gardens and food vendors.

Unfortunately, the rally also brings a significant number of outlaw motorcycle gang members to the event, known as the 1%’ers and every year, the Hollister Police Department must deal with this criminal element.

With an agency size of 28 sworn police officer positions, this can pose a problem. With an event of this magnitude we cannot do it alone. We are however, fortunate that our local law enforcement partners are there to assist with various assignments.

In 2014, with safety as a top priority for the annual event, Hollister PD installed over 60 intelligent video surveillance cameras. In 2015 we also combined location based technology software along with a real-time team collaboration application that improves situational awareness in and around the downtown area of Hollister. Using technologically advanced video surveillance cameras coupled with the use of intelligent real-time applications and team collaboration tools, the Hollister Police Department revolutionized management, resource deployment and information delivery

to provide security for the 2015 Hollister Bike Rally, resulting in a safe event for attendees and law enforcement.

We live in a society that has fully embraced social media. In our personal lives we receive information from a variety of uncontrolled sources such as, Facebook, Twitter, Instagram, SnapChat, YouTube, etc. What this means for a police department is this; all of these sources are potential feeds to provide additional situational awareness and perspective either incident driven or proactively. It is up to us to arm ourselves with the best tools available.

Going forward, the Hollister Police Department will continue to develop new ways to work with the community and help the event be a source of pride and something we can all look forward to each Summer. ■



# #CopsLoveLemonadeStands Initiative Takes North America by Storm

By Lieutenant Zach Perron, Palo Alto Police Department

**P**alo Alto, CA – Two officers from the Palo Alto Police Department started a popular community policing initiative this summer that quickly spread across North America.

Sergeant Ben Becchetti and Officer Dave Pecoraro of the patrol division came up with the “sweet” idea to use the department’s social media channels to ask the community to give the police advance notice when their children were going to set up a lemonade stand. An available officer or two would then swing by, buy some lemonade, show the kids their police cars, pose for some fun photos, and create some positive memories.

The department first used their Nextdoor account on June 1 to advertise the campaign locally, and received an overwhelmingly positive response from residents. On June 6, the department created the hashtag #CopsLoveLemonadeStands, posted an invitation on Facebook and Twitter, and encouraged other police agencies to join in. The initiative spread quickly, and by the end of the summer, it had been used by 69 police departments in 23 states and 2 Canadian provinces!

The diversity of participating agencies was remarkable, ranging from small local departments to county sheriff’s offices to state agencies. Even large city departments jumped in, with the Pittsburgh Police Department, the Indianapolis Metropolitan Police Department, St. Louis Metropolitan Police Department, and even NYPD all posting photos of their officers interacting with kids at lemonade stands and using the hashtag. The International Association of Chiefs of Police backed the initiative and helped advertise it in early June, as did the California Police Chiefs Association.

Over the course of the summer, the Palo Alto Police Department received close to 125 individual requests to visit lemonade stands – and their officers were able to make it to about 80% of them. The department posted countless photos of smiling cops with happy kids on their Facebook page, Instagram page, and Twitter account and received thousands of “likes,” retweets, and positive comments from the community.

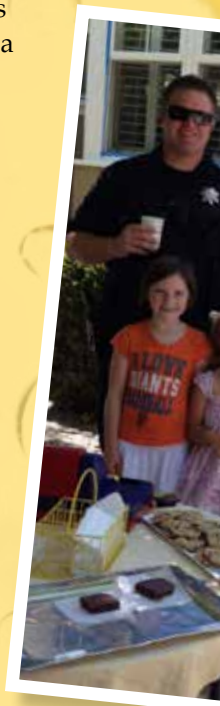
A number of television and radio stations picked up on the campaign as well, and created many wonderful feature stories on the initiative across the country. At a

time when public perception of law enforcement is trending down in some regions of our country, the #CopsLoveLemonadeStands campaign stood out as a positive story. Along with other recent social media initiatives like the #WhyIWearTheBadge campaign, the public is able to get some insight to the true character of our nation’s police officers and see the good work they are doing in our communities on a daily basis. As it turns out, these sorts of social media campaigns happen to fall exactly in-line with the social media recommendations of President Obama’s Task Force on 21st-Century Policing.

Cops visiting lemonade stands is certainly nothing new: as long as kids have been having lemonade stands, cops have been happily patronizing them and making kids happy for decades. The only unique thing about this initiative was that the police were asking for the community’s help in locating them, and on very public social media channels too. Everyone wound up being able to see the good work that officers and deputies are doing.

Even chiefs got in on the action. In Palo Alto, Chief Dennis Burns personally visited a number of lemonade stands throughout the summer. In Jefferson County, Colorado, Sheriff Jeff Shrader did the same thing. And in Indiana, Chief Rick Hite of the Indianapolis Metropolitan Police Department was a strong advocate for the campaign on Twitter.

In the end, no matter what agency, state, or country, the results were all positive: the kids made money and learned responsibility, business sense, and customer service skills; the parents were pleased; the cops got to take a break; and everybody got to meet officers on a personal level in a non-enforcement situation. But best of all, these contacts helped to instill lifelong positive memories of police officers in the minds of the children. And the entire initiative was conceived by two cops on the beat in Palo Alto! ■









# Raising Awareness and Community Support through the #PinkPatchProject

By: Sergeant Rudy Guatto, Irwindale PD

In 2007, Dorothy Tarozzi, received some devastating news. The 69 year old widow was diagnosed with invasive ductal carcinoma, a form of breast cancer that can spread to the lymph nodes and other areas of the body. The diagnosis came following a routine mammogram that revealed suspicious lumps in her

breast. Further diagnosis and treatment followed, culminating in lumpectomy surgery.

This was how breast cancer entered my life; by randomly and unceremoniously attacking my mother-in-law, who is not only my wife's mother, my children's grandmother and their children's great-grandmother, but who is also a woman who has lovingly and unquestioningly adopted me as her own son.

Over the next several months, I witnessed my family come together as we supported Dorothy through her treatment and surgery. I watched Dorothy bravely face her disease head-on as she soldiered through her difficult treatment plan and I consoled by my wife as she quietly worried about her own cancer risk.

In the end, Dorothy survived her cancer and has lived cancer free for the past eight years. She is still at risk for reoccurrence, however she now lives her life as if every day is a gift.

Dorothy's survival was due not only to the aggressive and life-saving medical treatment she received, but also





to the fact her cancer was discovered and treated quickly. It was through Dorothy's struggle I learned one in eight women will be affected by breast cancer in their lifetime and I learned the important role that regular and routine breasts examinations played in combating this disease.

So earlier this month, on October 1st, the first day of Breast Cancer Awareness Month, I put on my stiff, starched wool Class "A" dress uniform at 6:30 a.m. and proudly stood shoulder-to-shoulder among my peers in front of the police station for an early morning photo shoot. The purpose of the morning's shoot was to debut the bright sets of pink uniform patches that each of us wore on the shoulders of our uniforms in place of our regular shoulder patches. The bright pink patches, as well as bright pink chevrons and service stripes, stood out in stark contrast to the dark blue wool of our uniforms.

Born from the tradition of wearing a pink ribbon to denote one's support for breast cancer causes, the color pink has become synonymous with the fight against breast cancer and with raising community awareness against the disease.

However, the color pink, especially the bright pink version adopted by the breast cancer movement, is not one that is normally associated with police officers. All the more reason then that the bright pink patches we wore on our uniform shirts that October morning had a special meaning.

What led to our officers wearing the pink patches was truly a grassroots effort. Late last year, the Irwindale Police

Department embarked on a campaign to not only raise money for breast cancer research, but to use our position in the community to help educate the public about the life-saving benefits of early detection and treatment.

This effort was born from a conversation between Irwindale's Police Chief Anthony Miranda and Police Records Clerk Norma Ortiz about the fact that three of our employees had lost their mothers to breast cancer during 2012, an exorbitantly high number considering

we are a department of only 27 sworn officers and 10 professional staff.

In the past, Irwindale PD and other agencies in our area, had worn pink ribbons, pink rubber bracelets or pink pins with their uniforms. Though these efforts are admirable and should be recognized, Chief Miranda really believed we could be doing more.

Recognizing that the Seal Beach PD started the movement last year, with the original purpose being to stimulate conversation with the community about the risks of breast cancer, the importance of early detection and treatment, and to increase support for breast cancer research. We knew

we wanted to take our project a step further by using our pink patch project to not only encourage community engagement, but to also raise money for breast cancer research. With that, we began our partnership with City of Hope, a world-renowned cancer treatment and research hospital located in nearby Duarte.

The idea of the #PinkPatchProject quickly gained steam and the Irwindale Police Officers Association (IPOA) came onboard. Even though wearing the pink

Irwindale PD's  
#PinkPatchProject  
has raised over  
\$10,000 for cancer  
research

patches was not made mandatory, our police officers and employees readily agreed to support the cause. So that there was ultimately no expense to the community, our officers and staff agreed to purchase the patches on their own and to pay to have them installed on their uniforms.

The design of our pink patches mirrors that of our regular shoulder patches, complete with our city logo and department name. The pink version however has bright pink embroidery and stitching, and at the suggestion of one of our officers, two small pink crossed breast cancer ribbons were embroidered onto the patch next to our city name.

We contacted our patch provider, Emblem Authority, who designed and produced the patches for us at a reduced cost, allowing the patches to be affordably purchased by our officers. To help offset the expense of replacing our uniform patches on our existing uniforms, our local uniform supply store, Keystone Uniforms in Covina, offered to sew on the pink patches for our officers at a greatly reduced rate. They also offered to re-sew our regular uniform patches back on our uniforms at the end of Breast Cancer Awareness Month at no cost. It was through these initial partnerships that the #PinkPatchProject was made affordable enough to be pulled off at no cost to the community.

We then decided to offer our pink patches to the community, selling them along with pink patch t-shirts, directly to the public at various community and civic events. Our community outreach program brought the patches directly to our residents, making them available by setting up booths at our National Night Out event, "Coffee with a Cop" and "Chat with the Chief" events, and other community gatherings. Soon, we began to see our pink patch t-shirts popping up all over the city!

The police department's Social Media Team worked to integrate the project into the department's various social media platforms in order to further carry our message to the community and to bring attention to our program on a global scale by using the hash-tag #PinkPatchProject. A website was created and featured the patches and other merchandise being sold to the community in an effort to raise funds for City of Hope.

Irwindale PD's #PinkPatchProject, has raised over \$10,000.00 for cancer

research directly benefiting City of Hope, and our community has come together for one common goal. We also educated our community about the importance of regular breast exams and early breast cancer treatment through a discussion with one of our officers about the color of his or her patch.

My story is Dorothy. Chief Miranda has his own story and Record's Clerk Ortiz has hers, as does every member of our department. Our #PinkPatchProject gave us the opportunity to bring all of our stories together and do something special for the community.

We made changes to our uniform patches for one month, we stimulated some conversations within the community about breast cancer awareness and we made a little money for a worthy cause. In the end, I am confident that our team impacted someone's life. Simply put, we made a difference. ■




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# Changing the Perception by Simulating Real Life

By Sergeant Casey Bokavich, Redding Police Department

The law enforcement profession has been under considerable scrutiny and pressure as a result of several high-profile incidents that have rocked the very foundation of our society.

So in January of 2015, the Redding Police Department began a program of community outreach with the goal of educating civic-minded individuals regarding the use of force by law enforcement.

Like many agencies, the Redding Police Department had previously provided a cursory overview to members of the community on

the topic of use of force. However, the department observed that inaccurate and, at times, deliberate misinformation, regarding police use of force was being disseminated to our community through third parties. As such, the Redding Police Department recognized an opportunity to proactively reach out to our community in an effort

to provide accurate information available on the topic of police use of force. This effort has been a unique opportunity for citizens to take the same Force Options class that California law enforcement personnel are mandated to complete every two years as part of their continuing professional training. The four-hour block of instruction includes



an extensive lecture and “hands-on” time using the department’s training simulator where participants assume the role of an officer. Participants are instructed to respond to the best of their abilities utilizing the information taught in the lecture. Each scenario is debriefed in the same manner law enforcement professionals are debriefed when they take the training.

Tactics are not discussed so as to not compromise another officer’s safety by disclosing such information in an open forum to individuals who have not been vetted. We have found that citizens understand and appreciate this perspective. It is stressed that the purpose behind the class is to shed light on the decision-making process regarding the use of force a law enforcement officer is routinely faced with. The scenarios are limited to “shoot, don’t shoot” events. We have found that if we try to incorporate other tools available to law enforcement in use-of-force situations, it is simply too much to ask of a citizen who does not have the training of a law enforcement officer.

Participants in the scenarios are “debriefed” and asked to justify their actions in a facilitated format based on case law, policy and the penal code just like an officer would have to. Those who do partake of the simulator get to experience first-hand the physiological, physical and emotional challenges any human being is subjected to while having to respond in a high-stress environment involving the use of force. The insight the participants gain, which they can then provide to the other citizens in the community, is invaluable. Other participants who are observing the scenario unfold are asked at the conclusion to assume the role of a witness. The experience has been very enlightening to the groups as they discover first-hand how difficult it is to provide an accurate description of what they just observed.

The insights the citizens have gleaned from the training have been nothing short of incredible. We have found that when provided with accurate information, participants will more often than not respond to the scenarios in a manner consistent with law enforcement officers. Those participants who “witness” a scenario can



apply appropriate case law, penal code and department policy in an accurate manner to explain an outcome that was either objectively reasonable or not objectively reasonable.

The groups that have taken advantage of this

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opportunity have included a local civil rights advocacy group, inter-faith council, elected officials from our city and neighboring cities, grand jury members and all of our city's department heads, including members of the city attorney's office. The feedback has been very positive from all of our participants.

"The "Options to Force" training was engaging and enlightening. The educational portion of the training was very informative. The videos of real life incidences were striking however the experience on the simulator was transformative. Even though I knew it was a simulator it was intense. I found myself solely focused on the threat of the gun, my body responding and my mind racing. Powerful!" Lynn E. Fritz, Chair, Shasta County Interfaith Forum.



This effort has been highlighted nationally in publications such as Force Science. As a result, our Force Options team has fielded calls from other law enforcement professionals and trainers from across the United States seeking more information on what the Redding Police Department has accomplished and experienced with this innovative and transparent delivery of information to the public. Below is sample list of some of the agencies we have been fortunate enough to assist.

- San Ramon Police Department, California
- Toledo Police Department, Ohio
- Missouri State Highway Patrol, Missouri
- Brookfield Police Department, Wisconsin
- Atlantic City Police Department, New Jersey
- Port Townsend Police Department, Washington
- Falmouth Police Department, Maine
- Surprise Police Department, Arizona
- City of Albany Police Department, New York
- Brevard County Sheriff's Office, Florida



To date, the Redding Police Department has not experienced any negative feedback with this community outreach program. The investment the department has made has opened additional avenues for discussion and contact with the public. For any additional information please contact Sergeant Casey Bokavich 530-225-4289. ■



## *Summer Meals Bring Communities Together*

### The Summer Disconnect

Summer plays a crucial role in helping youth stay on a positive trajectory, both health and developmentally speaking. However in many low-income communities, school's summer closure brings added stress for families. On top of additional childcare costs; families lose access to a valuable resource, school lunch and breakfast programs. According to a national survey, more than half of parents whose children receive a free or reduced price lunch during the school year experienced increased financial hardship during summer, with some parents reporting that they did not have enough food to make it through the summer months. The summer break may also reduce access to fruits and vegetables for youth living in neighborhoods that lack healthy retail options.

Many low-income youths have limited access to summer learning opportunities. The National Summer Learning Association reports that low-income students lose approximately two-to-three months in grade-level reading skills over the summer, while their more affluent peers are making slight gains. Additionally, this loss sets

low-income students farther behind, contributing to the achievement gap and decreasing the chances that they'll graduate from high school. For many of the agencies that work to support the health and wellbeing of vulnerable youth, they also lose a conduit to families when school closes during the summer.

### Food Brings Communities Together: USDA Summer Meal Programs

In its simplest sense, food brings people together. USDA's Summer Food Service Program enables schools, local and tribal government agencies, and community-based organizations (including PAL programs) to serve free, healthy meals to children ages 18 and under in low-income neighborhoods when school is out in an effort to stem the summer nutrition gap. Free meals are served to all children and there is no application, sign-up, or identification needed. The fully reimbursed meals nourish children in need, provide communities with an infusion of federal resources and bring opportunities to create a summer safety net for youth. These programs provide the flexibility and opportunity to connect with other community partners in ways not always available during the school year.





In California, summer meal programs are only reaching a fraction of eligible students. In 2014, only 485,000 of California's 2.4 million eligible students accessed summer meal programs, according to a report from the Food Research and Action Center. What's more, California's counties vary in their success in meeting the need, according to California Food Policy Advocates. Underutilization of these programs is often a result of lack of awareness among families, lack of activities at sites, and parent perceptions about site safety.

### Opportunities for Law Enforcement

Law enforcement can play a key role in helping more youth access this resource by promoting the program and supporting summer meal sites. Summer meal programs offer benefits to police agencies in return by offering ways to start or strengthen partnerships with schools, other municipal, county or community agencies, and by providing a venue for community engagement.

Police Departments across the state are teaming up with schools, food banks, or other summer meal providers. For example, Richmond Police Department school resource

officers joined West Contra Costa Unified School District at a summer meal site, engaging kids and supporting the physical activity stations, and providing opportunities to build relationships outside the school setting. In Riverside, police officers joined more than 50 agencies at Riverside's citywide "Summerfest" kick-off, sharing resources with families alongside a BBQ that fed more than 2,000 kids. Pittsburg Police Department joined the Contra Costa County District Attorney's Office and county probation team, local farmers, the school district, and other agencies for a back-to school summer meal BBQ, promoting the importance of school attendance, offering child fingerprinting, and providing families an opportunity to explore police vehicles and meet officers.

### How Police Departments Can Get Involved

There are many ways for Police Departments to get involved. Three easy ways include:

1. **Promote summer meal sites to families and youths in the community.** The Range app (available on iPhone and Android) makes it easy to find and share nearby locations where meals are being served. School districts

often have flyers listing locations that can be shared with community members.

2. **Participate in a kick-off event.** Working with the school district and other agencies to create a citywide kick-off event or BBQ can boost summer meal program participation while providing Police Department's an opportunity to interact with families.
3. **Support activities at summer meal sites.** Activities at sites help increase participation, however many meal providers lack the additional staff or volunteers to manage them. Reading to kids, offering child fingerprinting, or assisting with physical activity games provide easy opportunities for police officers and Explorers to support these often hour-long events throughout the summer.

Healthy youths are the cornerstone to a healthy and vibrant community. Summertime is an opportunity not to be missed to ensure that the most vulnerable kids have the support they need to stay healthy, ready to learn and heading towards a bright future.

To learn more about how to get involved in summer meal programs in your community, visit [www.summermealcoalition.org](http://www.summermealcoalition.org) or contact Patricia Chamberlain [pchamberlain@ca-ilg.org](mailto:pchamberlain@ca-ilg.org). ■

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# Technology Summit

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Clovis PD	Palo Alto PD
Garden Grove PD	Petaluma PD
LA Sheriffs Dept	Redlands PD
Los Altos PD	San Bernadino DA
Mountain View PD	Truckee PD

### Participating Vendors

Geofeedia	Spillman
Intergraph	Sun Ridge
Justice Mobile	Taser
Mobile PD	Thin Blue Line
Nextdoor	Viewu

### Body Worn Cameras

*What you may not know*



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*Which system is best for you?*



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# How to compete in the era of “smart.”



*Police in Memphis used Big Data and analytics to verify patterns of criminal activity, which helped them change their strategy.*

For five years, IBMers have helped cities and companies build a Smarter Planet. Leaders have begun using Big Data and analytics to transform their enterprises with mobile technology, social business and the cloud.

Big Data has changed how enterprises and institutions serve their customers, and their ability to harness it helps them compete in today’s era of “smart.”

## **Using analytics, not instinct.**

Executives long relied on intuition to formulate strategy and assess risk. Such thinking is rendered obsolete by Big Data.

Today, when each individual is connected with millions of others, the cost of a bad call can be devastating. Analytics helps leaders see beyond their own biases to find real patterns and anticipate events.

## **The social network goes to work.**

The rise of social and mobile technology is shifting the competitive edge from

having workers who amass knowledge to having workers who impart it.

Cemex, a \$15 billion cement maker, created its first global brand by building a social network. Workers collaborating in 50 countries helped the brand launch in a third of the anticipated time.

## **From you as a “segment” to you as you.**

In the age of mass media, marketers served broad population “segments.”

But the age of Big Data and analytics is revealing customers as individuals. And smarter enterprises deliver useful services to one individual at a time.

## **Finding success on a Smarter Planet.**

An organization invested in Big Data and analytics, social, mobile, and the cloud is a smarter enterprise. On a Smarter Planet, the next challenge is culture: changing entrenched work practices to make the most of these advances. To learn more, visit us at [ibm.com/smarterplanet](http://ibm.com/smarterplanet)



*Effective marketing no longer aims publicity at broad demographic groups—it opens conversations with individuals.*



*Social networks shift value in the workplace from knowledge that people possess to knowledge that they can communicate.*

LET'S BUILD A SMARTER PLANET.



# Community Outreach & Resources Program



In an effort to utilize community policing strategies and address the growing homeless population in the Coachella Valley, Chief Twiss called together representatives from various public and private agencies to discuss the resources available in establishing a homeless court. Members of the committee included representatives from the Indio Police Department Quality of Life Team, Department of Public Social Services, the District Attorney's Office, the Public Defender's Office, Conflict Panel, Probation, Judges and Commissioners from the Riverside Superior Court, and the Department of Mental Health. Additional partner providers included Coachella Valley Rescue Mission, ABC Recovery and Martha's Village and Kitchen.

Recognizing the stigma of the word homeless and the often negative experiences of the homeless population in the justice system, the program was given the name of Community Outreach and Resources Program (CORP). CORP is designed to reward positive change and assist participants with reentry into society by alleviating financial burdens and eliminating obstacles to future job prospects.

There are two ways in which a person can become a participant in CORP. One, they are currently participating in a partner provider program and are referred by their case manager. Two, an Officer with the Indio Police Department Quality of Life Team makes contact in the field, takes the time to explain CORP and the person then agrees to begin participation in one of the partner provider programs.

Once the individual is actively participating in a partner program, their case manager submits an application on their behalf to the Public Defender's Office which is then reviewed for open cases or convicted matters with fines and fees owed. If the individual appears appropriate, their case is referred to the District Attorney's Office for a background check. At a quarterly meeting, the individual is discussed by all members of the committee. Items of discussion include their social history, participation level at the program, and criminal background. The individual also writes a





letter to the committee with the assistance of their case manager as to why they would like to be accepted into CORP. If the individual is accepted into CORP, their low-level misdemeanors and infractions are dismissed as well as suspension of fines and fees already owed for convicted cases.

The benefit of CORP varies per individual. In some cases, removing the financial burden of fines they would under normal circumstances not have the ability to pay allows them to become eligible for public assistance or obtaining their driver's license. But more importantly is the added emotional benefit of having the positive changes in their lives recognized and encouraging their reentry into society. CORP gives individuals a chance to give back to the program. Some of the CORP participants remain in their partner provider programs and continue to work in an outreach capacity informing others who may be distrustful and encourage them to enter one of the partner provider programs.

Within eighteen months of the implementation of CORP, the twelve chosen program participants who completed ninety days in their individual programs had over \$27,000 in fines and fees permanently suspended on cases for which they previously pled. In June of this year, the CORP committee organized a homeless outreach event at Miles Park in Indio. The highlight of

the event was a ceremony recognizing the inaugural twelve program participants. Both Chief Twiss and Steve Harmon, Public Defender, gave remarks that highlighted the positive changes made by the participants. Each person received a certificate of recognition from City of Indio Mayor, Lupe Ramos Watson and California State Senator, Jeff Stone. Some CORP participants addressed the crowd to discuss how the program assisted them with their reentry. Many of the participants had friends and family members in the audience to support them. The whole day was charged with positivity and hope. For some, this was the first time they were able to invite their families and friends to anything positive.

A second group of participants which included another twelve individuals who have already completed their programs, had over \$28,000 worth of fines and fees associated with the misdemeanor and infractions dismissed. Their graduation event is scheduled in October

The true success of the program is evident not only in the success of each individual participant but also in the relationships developed between the historically divergent organizations that comprise CORP. Through collaboration; change is possible and is happening here in Riverside County. The CORP program is looking forward to expanding county-wide in the future. ■



# CALIFORNIA LAW ENFORCEMENT CHALLENGE



Novato Police Department being presented awards at their City Council Meeting. From left to right: Chief Paul Fontana, Officer Alan Bates, Officer Andrew Barrington, Chief James Berg, Assistant Commissioner Avery Browne, Sergeant Eric Riddell.

## What Is The California Law Enforcement Challenge?

The California Law Enforcement Challenge (CLEC) is a friendly competition between similar size and type of law enforcement agencies regarding traffic safety programs in California. This Challenge helps agencies engage with their communities by introducing programs which focus primarily on an agency's traffic safety efforts in the areas of occupant protection, impaired driving, speed awareness, as well as a traffic safety issue unique to the submitting agency's jurisdiction.



*"Participating in the CLEC not only allows us to highlight what we have accomplished in the areas of traffic safety in a given year, it encourages and challenges our officers to continuously improve our enforcement, education, and engineering solutions."*

Chief Christopher W. Boyd  
Citrus Heights Police Department



*"Law Enforcement serves many roles in today's society and I am a firm believer that traffic safety is one of our core functions. The CLEC program is an instrumental tool that allows police agencies,*

*through a spirit of competition, to develop best practices in the education and enforcement of our traffic laws."*

Chief James Berg  
Novato Police Department



## Previous Commissioner's Award Winners

- Novato Police Department
- Livermore Police Department
- San Francisco Police Department
- Fresno Police Department
- Napa Police Department
- California State University Police Cal Poly



# Why Your Department Should Participate

This annual Challenge is an exceptional tool that allows your agency to take a hard look at their department's effectiveness. Documenting traffic safety efforts can help provide accountability and prove the value of a strong traffic safety program, which can be beneficial during budget negotiations. Participating in the Challenge facilitates documentation of your

agency's effectiveness that can be used in future grant proposals. To showcase your agency's efforts, category winners may choose to have their awards presented in front of their City Council or Board of Supervisors. Participating in this competition can bring a great deal of positive attention to your agency and improve its standing within the community.

## 2014 Award Winners

### COMMISSIONER'S AWARD

Novato Police Department

### MUNICIPAL LAW ENFORCEMENT AGENCIES

#### 1-75 Sworn Officers

Novato Police Department ..... 1st  
Burlingame Police Department ..... 2nd  
Hollister Police Department ..... 3rd

### MUNICIPAL LAW ENFORCEMENT AGENCIES

#### 76-150 Sworn Officers

Citrus Heights Police Department ..... 1st  
Visalia Police Department ..... 2nd  
South San Francisco Police Department ..... 3rd

### MUNICIPAL LAW ENFORCEMENT AGENCIES

#### 150+ Sworn Officers

Santa Rosa Police Department ..... 1st  
San Bernardino Police Department ..... 2nd  
Ontario Police Department ..... 3rd

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Lathrop Police Services/  
San Joaquin County Police ..... 1st

### ROOKIE OF THE YEAR

Santa Rosa Police Department

### SPECIAL AWARDS

- Burlingame Police Department: Speed Awareness
- Glendora Police Department: Impaired Driving
- Novato Police Department: Occupant Protection
- Ontario Police Department: Distracted Driving
- Hollister Police Department: Motorcycle Safety
- Citrus Heights Police Department: Technology
- Lathrop Police Services/San Joaquin County Police: Bike/Pedestrian Safety



*"The California Law Enforcement Challenge (CLEC) is more than collecting data, numbers, and enforcement contacts. It is about educating the public and building relationships within your respective communities concerning traffic safety. We can all agree that one lost life can dramatically affect a community and therefore our ultimate goal should be to take every opportunity to improve traffic safety. The CLEC gives your department the ability and knowledge to effect positive change. I would encourage and challenge all of you to join us in participating in this year's upcoming CLEC."*

Commissioner Joseph A. Farrow  
California Highway Patrol



*"The California Law Enforcement Challenge (CLEC) is an opportunity for individual agencies to be thanked and credited for innovative approaches to traffic safety that reduce traffic collisions. The CLEC celebrates an agencies accomplishments and shares these experiences with other agencies. I appreciate all the efforts of each agency and their officers who are dedicated to saving lives through a commitment to traffic safety. The Office of Traffic Safety is proud to support the California Law Enforcement Challenge."*

Rhonda L. Craft, Director  
Office of Traffic Safety

## Submit Your Application Today!

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\*The webinars include law enforcement-sensitive information; therefore all registrants will undergo a verification process to ensure they are current law enforcement officers, analysts, or law enforcement support personnel.

*In Memory Of*



*We would like to take a moment to honor the memory of those CPCA members who are no longer with us.*

**Rob Dailey, Retired**  
Cloverdale Police Department

**Clem Lincicum, Retired**  
Tulare Police Department

**Gail (Pete) Peterson, Retired**  
Ceres Police Department

**Albert Ehlow, Retired**  
San Clemente Police Department

**Bill Kolender, Retired**  
San Diego Police Department

**Red Nutt, Retired**  
Ripon Police Department

**Mel Brown, Retired**  
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