

## • PCCEP Questions on PPB Annual Report Draft

- Why were we/the community given only 10 days to review the draft report? Is it possible to extend this window and create a longer review period for the future?

## PCCEP Comments on PPB Annual Report Draft

### Member #1

- Executive summary section on directives should mention that changes included public comment, and include info about how to participate in the directive development process
- Suppression of gun violence in Old Town/entertainment district is a big win, but kind of buried in the current executive summary. **Consider bolding the most important headline accomplishments** within each section in the summary.
- Page 4 BHU community outreach and training isn't clear. Could use a sentence or two just to clarify what this is.
- Make social media mentions clickable links.
- Consider highlighting the role of homicide investigation and case closure in preventing gun violence
- Overall, report needs a proofreading pass, likely because this is still a draft. I haven't included typo feedback, but I'd be happy to share that if it is welcome
- Consider adding screenshots of YouTube thumbnails to the Strategic Communications Unit section
- Consider adding a map of the precinct boundaries in the Operations Division section before discussion of Central Precinct

### Member #2

- How did PPB gain community input on the 20 directives? Was there any community feedback?
- What sort of training is given to Acting Sergeants? What sort of oversight?
- Can you say more about this training: Staffing- Difficult Conversations Training
  - Difficult Conversations weekly with Chief's Office
- Able training. Are you still offering that to officers?
- I don't understand the officer shortage, when you have 1,513 applications for police officers, hiring 80 new officers. For as long as I have been a PCCEP member, I have heard that no one wants to be an officer.
- Accountability- The report being generated by Independent Monitor LLC (IMLLC not IMLCC as listed on p. 15) is stated as being due out in spring 2023. As we write this, there are eight days left in spring. This report was originally due out in January and regards protests that occurred starting in May 2020-- over three years ago. The delay is allowing officers who may have been involved in misconduct to resign/retire while only a small handful have been held accountable .PCCEP has been asking PPB for this report since 2020.

### Member #3

- Who is the targeted audience for this report? Who should understand what is being presented? If it was for the average community member to understand what is going on in the bureau, it has not done a good job of that. There are accessibility and professional grammar issues that distract from the information to be understood by the community.
- There is a lot of “internal language” used that blocks accessibility to understand the information being presented. While it seems small, there is importance in spelling out acronyms and giving context to section. It creates accessibility for someone outside the organization who is unfamiliar with the common jargon.
  - Example: Page 22 reference to NRT and Bikes. Is Bikes what the Bicycle Unit is referred to internally?
  - Why wasn't IMLCC spelled out and explained?
- There is lack of context given to the sections being presented, as well as consistency of the information provided in each section.
  - Example: Executive summary doesn't use consistent heading structure (Page 6)
  - Example: No description or summary of what each branch (operations, investigation, services) does in the bureau.
- There is a lot of data shared, but little description of how to review the data. The Stops Data report did a good job breaking down how to read the data which was very helpful.

### Member #4:

- Overall, the report is visually inaccessible to the general public: No photos, no easily digestible graphics, no clear sections, no layout diversity, no infographics, no color. Look at the [LAPD](#) and [Port of Seattle](#) reports—LAPD is 380 pages but full of photos, visuals, and clear sections. Port of Seattle has great spotlights and profiles that humanize the department. An annual report should be more than just a data dump; it's a communications piece and should incorporate storytelling tools and principles to construct a compelling narrative.
- Use visual tools to do more to highlight things that intersect with what the public has been calling for: Equity and Inclusion Office, hiring more officers, Office of Community Engagement, zero shootings in the Entertainment District, Behavioral Health Unit, wellness program, etc. These are easy wins that can improve PPB's relationship with the

community and make it easier for them to see that you hear them. Call these out with sidebars, spotlight team members, show a photo, highlight a partner you work with. Show people that you are working to address what they were asking for.

- Start planning comms now with next year's annual report in mind. Get photographers at community events, swearing-in ceremonies, etc. Identify officers and community partners you can profile. Reconsider the page count and layout. Ask everyone who submits their data to submit it differently: can they also send in three accomplishments they're proudest of? Can they share five goals for the coming year?
- It's nice to see future goals spelled out for the Air Support Unit (41) and Canine unit (48) — it would be great to see more concrete goals for parts of the bureau. Show yourself as forward-looking and like you have a plan. Put these in a callout box or do something to highlight them visually.
- If the point of the report is to be accessible to the public, the Chief's letter needs to do more to connect to the community. The tone comes off excusatory and distant. The only mention of community in this letter is that the community is asking for things PPB can't do. I would recommend doing more to highlight the bureau's sense of duty to the community, the progress you've made, and the work still left to do. Mention some neighborhoods by name. Share some personal reflections. The LAPD chief's letter is two full pages and talks thoroughly about transparency, working with the community, and how they gather their data. It makes it feel more human and like he's doing more than ticking a box.
- p. 5: regarding the BJA outreach to victims — maybe don't say they were reading a script, which makes it sound like they don't care. Just say they were using principles of procedural justice. (Better yet, teach the principles and don't make them read a script.)
- Add maps of precincts like last year's report and consider giving each precinct its own page.
- Reconsider how you're presenting the org chart. The current layout is not practical and does more harm than good. Consider using names and photos for key positions; if not, at least give it two pages and don't rotate it 90 degrees.

