



Rochester Police Department

Chief James M. Sheppard

**Community Engagement
2012 Highlights**

PREFACE

Community engagement is an essential component of my vision for the Rochester Police Department. We know that through engagement, the community is given a significant voice in how we police. It is my goal to enhance the community's voice and sow the seeds that build trust.

I believe that by actively engaging our community we can significantly improve the way we deliver police services, as well as reduce criminal and antisocial behavior, and establish trusting relationships with those we serve. The relationships we build will also help us solve crime.

It is equally important that we focus on developing relationships with youth. One of our strategies is to build relationships with children before they hit secondary school. By investing in young people, we will not likely see immediate change, however it is my hope that this investment will help erode the destructive "no snitch culture".

This compilation is an acknowledgment of the many tireless hours volunteering by the men and women of the Rochester Police Department. These men and women have demonstrated that they are committed to truly making a difference, not only through enforcement efforts, but through relationship building, mentoring and role modeling. Know that I appreciate all that you do.

I must also mention how appreciative I am for the assistance we receive from our community partners. Many individuals and organizations assist the Rochester Police Department in our engagement efforts. I am grateful to the teachers who have invited us into their classrooms to read to students, for those who host sporting events, and those who helped us collect and distribute thousands of books to grammar school students.

As I gaze towards 2013, I know that we will build upon our successes and enhance our existing partnerships.



Chief James M. Sheppard
Policing in the Spirit of Service

[Table of Contents](#)

- I. Chief on the Street and Barbershop Talk Events:** (Details on Page 4)
Chief Sheppard and RPD officers attended several meetings in 2012.
- II. Community Meetings:** (Details on Page 4)
Chief Sheppard and members of the RPD attended several community meetings in 2012.
- III. Crime Data Access On-line:** (Details on Page 4)
- IV. Cultural Engagement Events:** (Details on Page 4 & 5)
Black, Hispanic, Irish and Italian Heritage Month Events
- V. Collaboration and Engagement with Community Partners:** (Details on Page 5 & 6)
Center for Dispute Settlement / Gay Alliance of Greater Rochester
Faith Community / Project TIPS
- VI. Officer Al Smith Memorial Garden:** (Details on Page 6)
Posted on Web, shared with community partners
- VII. RPD Newsletter:** (Details on Page 6)
Posted on Web Site, shared with community partners
- VIII. We Produce Leaders Book:** (Details on Page 6)
Posted on Web Site, shared with community partners
- XIII. Use of Internet and Social Media:** (Details on Page 6 & 7)
Twitter, You Tube and MyPD Smart Phone Application
- IX. Homicide Victim Family Outreach:** (Details on Page 7)
Chief visited families who lost loved ones to violence
- X. Hyper-Reach Program:** (Details on Page 6)
- XI. Media Meetings:** (Details on Page 7)
- XII. 2012 RPD Awards:** (Details on Page 8)
Officer, Civilian Employee and Citizen of the Year
- XIII. Quarterly Public Crime Reports:** (Details on Page 8)
- XIV. RCSD Collaboration:** (Details on Page 8)
Truancy, Public Safety, Vanguard High School, Reading Program.
- XV. RPD Support of local charities:** (Details on Page 8-10)
- XVI. Youth Engagement:** (Details on Pg. 10-14)
Attended several youth related events.
RPD created over **1,200** safe child ID cards at **45** events.
(Youth Summit, Police Activities League, Explorers, etc...)
- XVII. WDKX Radio Appearances on Water Cooler:** (Details on Page 14)

RPD Community Engagement: Highlights of 2012

The Rochester Police Department created, implemented, and effectively utilized dozens of programs designed to maximize its outreach efforts to the Rochester community. The response from youth, citizens, business owners, clergy and our officers has been phenomenal. The Rochester Police Department is proud of its efforts to help make the city a better place for all to enjoy. The following pages highlight and summarize some of the innovative efforts used to further our community engagement.

Editor's Note: This document is not inclusive of all of the engagement events that the men and women of the RPD participated in 2012. It is meant to capture and highlight some of the RPD engagement events.

Chief on the Street

The Chief established this format as a means to ensure citizens are heard. During events, citizens have an opportunity to talk with the Chief directly. The Chief solicits input as to what the department is doing well and ways we can improve.

It was important to develop a format that would connect the department with community members, business persons and the faith community; especially those who normally would not have an opportunity to be heard.

The events were in the following formats: Town hall, One on One meeting, and a community walk. During the private "One on One" sessions, the Chief took the time to meet people individually.

Barbershop Talk

In 2012, Chief Sheppard continued the "Barbershop Talk" meeting series. The barbershop engagement events are a means to connect with a segment of the community that generally does not take advantage of opportunities to provide input.

Community Meetings

Listening to citizen concerns, as well as being accessible, has been a top priority for the Chief and his staff. During the past year, the members of the RPD have met with several different neighborhood and/or business groups. During meetings citizens expressed a desire to meet and build relationships with the beat officers. As a result, the Chief directed that whenever possible, beat officers should also attend community meetings.

Crime Data Access on-line

The Rochester community has free access to neighborhood crime data through the CrimeReports.com website. This technology allows citizens to be an active partner in addressing crime patterns as they develop. Citizens will now gain access to neighborhood level crime incident data in near real time.

"Providing reliable, timely information to our citizens is one of our top priorities, because an informed public is a safer public," said Chief James M. Sheppard.

Citizens can access a neighborhood crime map and sign up for daily, weekly, or monthly email crime alerts at www.CrimeReports.com/agency/rpd.

July 2012 Edition

Thurston Village News

Brought to you by the Thurston-Brooks Merchants Association
For information about the Thurston-Brooks Merchants Association, call Street Manager Don Hanks at 328-5750



Thurston Brooks Merchants Association
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Meetings held the first Wednesday (except July), 8:30 to 9:30 am at Holy's Café, 575 Brooks Ave.



A salute to Bruce Wilner, compliance specialist at the Neighborhood Service Center!

RPD Chief Sheppard Visits Thurston Road

Business share concerns with Chief Sheppard on June 19 Walk

Chief James Sheppard braved a sweltering Tuesday afternoon in June to take a slow 2-hour walk down Thurston Road. Along the way he stopped at to chat with business owners, operators and shoppers, listening intently to their public safety concerns.

Ravenwood to Anthony

The two blocks between Ravenwood Ave. and Anthony St. were a particular focus, given ongoing loitering, drug activity, littering and occasional violence. At right, Chief Sheppard talked with Bill Hunt at the 5th-generation family hardware store, Thurston's longest operating store.

Other Thurston businesses showed Chief Sheppard their stores and privately shared their concerns. At left below Chief Sheppard stopped in a family Shopping Center at the corner of Anthony Street. Chief's aide Officer Pat Pano stopped to listen to a shopper's viewpoint. And at right the Chief stopped to discuss safety in front of Paula's Essentials.





RPD is committed, but we must make the calls!

In addition to his June 19 Thurston walk, Chief Sheppard also attended the June 6 regular monthly Thurston Brooks Merchant Association meeting. Although crime statistics for Thurston Road have continuously improved year-over-year, businesses remain concerned with loitering and drug activity.

Chief Sheppard left no doubt that RPD is committed to improvement on Thurston Road, but that store staff, building owners and citizens must get involved. For most that means calling 9-1-1 when issues arise. It also means assisting RPD with good descriptions needed to identify and search suspects.

Next Thurston Brooks Merchants meeting is August 1st

There is no TBMA meeting in July. Watch for the next newsletter for information. Happy Summer!

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Cultural Engagement Events

The RPD is very proud of the cultural engagement events that they hosted in 2012. In addition to the Black and Hispanic Heritage Month Celebrations, we added an Irish and Italian American engagement event. These events were opportunities for officers to engage and build lasting relationships with young people.



Black Heritage Month Activities: During the month of February the RPD hosted four events. The Rochester Police Department hosted a meet and greet with School #20 students. The sessions included games, Q and A session, lunch and a tour of the Public Safety Building. A talent show was performed by students from School #50 and Gospel Concert.

Hispanic Heritage Month Activities: Members of RPD organized events that celebrate Hispanic Heritage. The events were designed to promote engagement. RPD provided Latin food and music (Spanish food prepared by El Latino Restaurant) and music by PrimeTime Entertainment. Students from School #28 and RPD officers played games of dominos. Students from School #17 performed for Officers and the officers then danced salsa with the students.

Irish American Event: Members of the RPD EMERALD SOCIETY coordinated with the RPD to host an engagement event for students from School #8

Italian American Event: Members of Italian American Officers of Greater Rochester coordinated with the RPD to host an engagement event for students from school #39.

Enhanced collaboration and engagement with community

The Center for Dispute Settlement- RPD continued its partnership with the Center for Dispute Settlement for the orange card program. This program provides officers with informational orange cards for distribution to citizens, which encourage mediation by CDS to resolve disputes before they escalate to violence.

Lesbian, Gay, Bisexual and Transgender (LGBT) Community- Chief Sheppard has increased RPD's cooperation with the Gay Alliance. Through collaboration, the Gay Alliance has provided valuable input to help the department develop new policies and procedures that pertain to the LGBT community. The RPD is also working with other law enforcement agencies to develop creative solutions to address other quality of life issues as they are raised by the LGBT community. This enhanced collaboration helped the RPD update and create a transgender policy.

Faith Community- Chief Sheppard regularly met with members of the Rochester Clergy. Meetings consisted of group meetings, breakfast meetings, recruitment meetings and meetings with men's, women's and youth groups. Chief Sheppard attended numerous events with the faith community. In addition, as part of RPD efforts to increase minority recruitment, the Chief accompanied by members of City Council, attended and spoke at services at many different churches.



CPO DiMaria shooting hoops with neighborhood

Monroe Community College- Chief Sheppard and staff met regularly with Monroe Community College staff to discuss and address public safety concerns at the Damon City Campus.

Project TIPS (Trust, Information, Programs, and Services): The RPD continued its partnership with Gary Mervis from Camp Good Days and Special Times along with other Law Enforcement and social service agencies to bring the Project TIPS program back to our neighborhoods. The events were very well attended and received. They were held at Scio Street, Jefferson Avenue, Conkey Avenue, and Saratoga Avenue.

Northeast Neighborhood Celebration: The RPD collaborated with several northeast neighborhood agencies to provide community members an opportunity to engage.

Burglary Prevention Workshops: The RPD collaborated with neighborhood leaders in the Southwest and Northwest to host burglary prevention workshops for residents to learn how to protect their homes and businesses.

Restorative Justice Pilot Program: The RPD collaborated with the Gandhi Institute of Rochester to create a pilot program in the Southwest quadrant of the city.

Domestic Violence Awareness Quilt: Members of the RPD collaborated with a Rochester Area Sorority to create a quilt that will raise awareness to the issues of domestic violence.

Domestic Violence Month: In collaboration with Alternatives to Battered Woman, members of the RPD collaborated on the 'Purple Box Drive' initiative. During the event RPD collected toys and other items that victims and their children may need.

Clarissa Street Reunion: Recruit officers from Recruit Class #55 attended the festival and engaged the citizens. The officers were asked to ask community members what they feel a police officer should be like.

Community Night at the Police Academy: Members of the community were invited to meet the police recruits and discuss various topics. Recruit officers had an opportunity to engage with community/neighborhood leaders, clergy, and elected officials.

Gun Buy Back: In collaboration with Orleans Correctional Facility and Rev. Ira White, RPD conducted a gun buyback that resulted in 173 guns being removed from the streets of Rochester.

Citizen Police Academy: Members of the Professional Development Section coordinated a Citizens Police Academy class that graduated on September 18. The Citizen Police Academy provides community members with an inside look at the Rochester Police Department. During the training, students are introduced to a wide range of topics. The course is designed to provide citizens with an overview of the RPD policy and operational procedures. During the Academy, students will have an opportunity to ride in a marked patrol car and fire guns at the indoor shooting range.

Academy classes are taught by civilian and sworn police personnel of the Rochester Police Department. Participants will meet the Chief of Police, and many members of the department.

Officer Allen Smith Memorial Garden

In 2012, the RCSD and the Dr Freddie Thomas Foundation dedicated the garden in Officer Smith's name. Sgt Darlene Rogers and other School Resource Officers helped with this effort.



Recruit Officers learning to engage the community.

RPD Newsletter

The RPD continued the monthly publication of the newsletter. The newsletter is posted on the web site. Each month, the newsletter highlights community engagement activities that our officers participate in. The newsletter has also added a "History of Engagement" section. This section is to highlight the long standing history of community engagement with the RPD and the Rochester community.

Feedback about sharing the newsletter and the activities within the department has been overwhelmingly positive. In 2013, the RPD newsletter will continue to be a tool to promote the accomplishments and positive activities of our officers, and increase community engagement.

We Produce Leaders Book

The Rochester Police Department has built a reputation for excellent leadership, innovation and creativity. This reputation was developed in large part because of the officers that have become excellent organizational and community leaders. Many of our former leaders that served the Department with distinction have gone on to other positions where their skills have greatly benefited the community.

To highlight these great leaders, Chief of Police James Sheppard inspired a program to honor former RPD leaders. The program, called "We Produce Leaders," is where we share the stories of the many outstanding leaders who have come up through the ranks of the RPD.

All of these biographies have been compiled into one document. This book, We Produce Leaders, includes the stories of some exceptional leaders who have been highlighted since the beginning of the program. The book is available on the City of Rochester Web Site.

Expanded use of the Internet and Social Media

The RPD expanded the use of social media sites. The social media is another tool for the RPD to engage with the community. Social Media allows the RPD to engage segments of the community that we normally would not be able to. It is also an opportunity for citizens to interact with the department when there is not an active crisis.

MyPD Smart Phone Application: The RPD launched a smart phone app that will allow the community another option to engage with the RPD. The app has different ways a citizen can engage with the RPD. You can provide a crime tip, send in a picture, and provide feedback on service.

You Tube Channel: In 2012 the RPD began loading videos on the "RPD You Tube" channel. The video are excellent ways to enhance engagement with the Rochester Community.

Twitter: In 2012, the RPD launched a Twitter page. The use of twitter allows the RPD to engage with a population that uses social media outlets to get information.



Domestic Violence Web Page: Continuance of the Domestic Violence Web Resource Page to provide the victims of domestic abuse or violence, or their families, information of the resources available.

Domestic violence is a serious issue in our community. Women, children, and men can all suffer the effects of domestic violence. The Rochester Police Department is committed to continue working with partnering agencies to support all victims of domestic violence.

In 2013, preventing domestic violence will continue to be a priority for the RPD.

Homicide Victim Family Outreach

The Chief meets with the families of those who have lost a loved one as a result of violence. The meetings were usually conducted in the family's home, at their convenience. In 2013, Chief Sheppard will continue to engage in personal follow up with all homicide victim families.

Hyper-Reach Program

The RPD expanded the usage of the hyper-reach notification program. The Hyper-Reach's mass notification system enables the RPD to rapidly send a voice or text message to any number of citizens via a world class digital calling system. With this software, the department can efficiently get a message directly to each resident's phone, voicemail, email, or SMS. The department has received positive input about the calls.

Media

The RPD held meetings with local media outlets including reporters and assignment editors. The purposes of the meetings were to foster an ongoing relationship with media and to help promote an atmosphere of openness and collaboration. The meeting format was a round table discussion where concerns, suggestions, and solutions were brought to the forefront. The input from the meetings has resulted in several changes to the way the RPD engages with the media.

2012 RPD Award Highlights

The 2012 RPD Officer of the Year was Nolan Wengert.

The 2012 RPD Civilian Employee of the Year was Laurie Van Brederode.

The 2012 RPD Citizen of the Year was Jorge Torres.

The 2012 RPD Media Relations Award Channel 8.

Quarterly Public Crime Report to Community

RPD conducts quarterly press conferences to update the community on crime data, crime trends and issues that involve public safety. The quarterly report is a mechanism to keep citizens informed about matters of public safety in a timely manner, and provide factual information to ensure their perception of crime matches the reality.

Rochester City School District Collaboration

The RPD continued its close collaboration with the Rochester City School District and with the RCSD Safety and Security Director, Lori Baldwin. Director Baldwin attends weekly meetings with RPD command staff to discuss school trends, crime patterns and matters related to youth and public safety.

RPD continues to collaborate with RCSD in an effort to reduce truancy. We continue to pair RPD staff with School District safety officers to patrol city hot spots looking for truant students, as well conducting home visits for students that had been identified as chronically truant. In addition, Chief Sheppard and other members of



Officer Carbonel dancing with student at our Hispanic Heritage month event.

the RPD walked with RCSD staff during monthly truancy details initiated by Superintendent Dr. Vargas.

The Chief was invited to read with students in many different RCSD classrooms. Chief Sheppard visited classrooms at the following schools: Vanguard, Wilson, East, School Without Walls, I'M Ready, Wilson Pre-K, School #30, School #45, School #6, School #8, and School #58.

Cookie Judge MLK School #9: During the holiday season Chief Sheppard participated with other community dignitaries as celebrity cookie judges.

Free Partnership Reading Program: The RPD in collaboration with the Rochester Police Locust Club, RCSD and Freepartnerships.org began a reading program with RCSD students. Officers received training and agreed to read to students, resulting in over 30 RPD officers regularly visiting 15 RCSD elementary schools.

I'm Ready School: Once a month Chief Sheppard meets with students at the I'm Ready program. They eat together and engage in interactive discussions. The Chief has initiated outings for youth recognized as "Students of the Month", which has included lunch at Uncle Moe's restaurant and tours of the Public Safety Building.

Vanguard Collegiate Academy: The school (Franklin Campus) has established a public safety curriculum designed to provide students an awareness of the possibilities of a future in public safety. The High School employs an RPD officer part time to instruct the curriculum. This is a result of enhanced collaboration and cooperation between the City of Rochester, the RPD and RCSD.

RPD Support of Local Charities

Muscular Dystrophy Association Lock Up: Several RPD officers participated in the annual fundraiser for MDA. In 2012, they raised a record amount of money for the Lock Up charity.

Conkey Cruisers: The RPD collaborated with the "Conkey Cruisers" to help develop safe and healthy options for residents in the Northeast neighborhood to ride bikes for exercise. The RPD and Retired Officer John Nobrega donated bikes for kids and adults to use on the trail.

Help for Haiti: The RPD collected used police and leather gear to help those in Haiti.

Hosted a Charity Softball Game: The RPD collaborated with the Rochester Police Locust Club and Rochester Police Emerald Society to hold a benefit softball game. The game was played at Aquinas and all proceeds benefited the "Dream Factory".

Red Kettle Bell Ringers: Several members of the RPD volunteered to ring the bell for the Salvation Army Red Kettle Fundraiser.

Charity Ice Hockey Tournament: Members of the RPD helped to coordinate the "Brian Shultz Memorial Ice Hockey Tournament". The event was held at the Skating Institute of Rochester and raised money for a Rochester firefighter whose daughter is in need of a bone marrow transplant.



Lt. Wilson volunteering during the holiday season.

Bill Lawler 5K run: Members of the RPD helped to coordinate the "Bill Lawler 5 K Run". The proceeds benefited Huntington Disease Research.

Guns and Hoses Charity Soccer Game: Members of the RPD helped to coordinate the soccer game that was played before a Rochester Lancers home game. The proceeds benefitted the charity "Advocate Custom Works". This is a program that teaches inner city teens how to do custom automotive work.

Law Enforcement Torch Run: Members of the RPD helped to coordinate and participate in the annual torch run for Special Olympics.

Polar Plunge: Members of the RPD participated in the annual polar for Special Olympics.

Buzz the Blue: Members of the RPD participated in the annual Buzz the Blue fundraiser for the Dream Factory.



Toys on Patrol with Officer Perry.

Boot Drive: Members of the RPD Patrol Division West collected slightly used boots and donated them to help the homeless.

Toys for Tots Flag Football Tournament: The RPD collaborated with the United States Marine Corp to raise money by participating in a flag football tournament. The games were played at the University of Rochester and the money raised was to benefit the USMC Toys for Tots program.

East vs. West Charity Football Game: Members of the RPD organized a charity football game to benefit the American Cancer Society.

Pirate Toy Fund: Several members of the RPD volunteered to raise money and awareness for the toy fund.

Share the Warmth: Members of the RPD collaborated with WDKX and several other agencies to collect hats, gloves, and coats for those less fortunate.

RPD Book Drive for School #2: Members of the RPD collected books for the students at School #2. The books were for the students to continue reading over the February break. Books were collected at PDE, PDW and all the Neighborhood Service Center offices.

Recruit Class #55 Challenge: Recruit Officers in Class #55 collected over \$1000 for the Alzheimer's Association as "The Walk to end Alzheimer's".

American Red Cross Blood Drives: Lt. Dave Smith coordinated the RPD effort to host 5 blood drives in 2012. Donating blood is one of the most important, selfless, and humanitarian acts one can participate in, and it doesn't cost a cent. The American Red Cross reports that RPD blood drives resulted in:

The collection of **127** Whole Blood Units and **19** Double Red Units for a total of **146** productive units of blood. This means that as many as **400** individuals in this region were helped by the RPD/PSD Blood Drives.

Law Orders: Members of the RPD waited on tables to benefit the Special Olympics.

Additionally, the Badge of Honor Association sponsored events throughout the year to raise money for the Breast Cancer Coalition of Rochester and the Bivona Child Advocacy Center.

Youth Engagement Activities

The RPD participated in, organized and hosted a variety of different youth engagement activities. Below are some highlights:

Police Activities League: The PAL program continued to gain momentum as this year more officers than ever volunteered their own time to engage with children. The RPD also was glad to host volunteers who are civilian employees and officers from other agencies this year.

ROC Youth Ministry: Chief Sheppard and others volunteered to attend sessions inside the Monroe County Jail to have discussions with young people who were incarcerated. The Chief and his staff were invited by ROC Ministry Randy Henderson.

We are the RPD Video Series: RPD collaborated with the staff from Generation News to create a video series that highlights police officers and Rochester youth.



RPD and Rochester's Youth are "On the same team"



Genesis House Dinner Discussions: Chief Sheppard and other officers visited once a month the Salvation Army Genesis House to foster new relationships, eat a meal together, and talk about the importance of education and making choices. The Genesis house is an emergency shelter for homeless youth ages 16 to 20 years old.

PAL Madden/NBA Video Gaming Tournament: The RPD teamed up with Marcus Dade of Baden Street Recreation/Gaming Center to produce several PAL Gaming Tournaments. Involved were members of the RPD that paired with a youth partner to compete in the Playstation/Xbox 360 Video Game Tournament.

Police Explorers: The RPD announced the return of the RPD Explorer Post. The Police Explorer Program is run in association with the Boy Scouts of America. Police Explorers are exposed to many facets of a career in Law Enforcement. The meetings are run by Police Advisor Volunteers (both male and female officers).

PAL (Field Trip to Buffalo Bills Training Camp): RPD Officers, along with children from the Tony Jordan Youth Sports Foundation, and young student athletes from CTC (Change the Community Program) went to a Buffalo Bills Training camp session. The day had officers interacting with youth, watching the Bills practice, eating lunch and playing interactive games together.



RPD and CTC at Buffalo Bills training camp.

Rochester PAL Softball Game: This game was held at Red Wings Stadium, where RPD Officers competed in a softball game against student athletes of CTC. The game preceded a Redwings vs. Bisons game.

RPD and Threshold CAPP Program's Youth Summit: RPD partnered with Threshold to hold a youth summit. This event was geared

to generate engagement and improve understanding between patrol officers and youth. The event was well attended by youth. Officers and youth engaged in excellent discussion.

RPD Toys On Patrol Program: RPD teamed up with the Pirate Toy Fund to create the program. The program provides officers toys to load into the trunk of their patrol cars, so that they can dispense the toys as they encounter youth to enhance engagement and relationship building. The toys are maintained in bins provided by Maher's Hardware Store in each patrol division office. While on calls and when appropriate, officers hand out toys to the youth of the community. This program has been going strong for over 8 months and has been greatly received by the rank and file as well as the community.

Youth Voice One Vision: RPD assigned a departmental liaison to this group. Several officers also participated in several events at recreation centers throughout the year.

Positive Ticket Program: Officers teamed up to walk with young adults, to seek out and reward youth engaged in positive behaviors. On the walks each team would identify and recognize a young person who is caught doing something good. The Chief also walked occasionally with the teams.

One-on-One meeting with Parents: The Chief receives numerous calls from concerned parents regarding their children that may be displaying behavioral issues, who request he meet with their children. The Chief has on numerous occasions met with families to discuss issues.



Officers Klein and Smith engaging kids while on horseback.

Maplewood Library back to school fundraiser: RPD partnered with RCSD and the Maplewood Library to collect and donate school supplies for city students who did not have adequate school supplies to begin the year. This effort provided book bags and supplies for 200 students.

Healthy Kids Play Action and Policy Team: The Chief is a member of the policy team and has assigned a Chief's Office representative to be a liaison on the play team. The play and policy teams are collaborative efforts that include numerous agencies. The efforts are focused on keeping kids active and healthy.

Keynote Speaker at 2nd Annual Youth Recognition Ball: The Chief is recognized throughout the community as an advocate for youth. During this event, held in the Stardust Ball Room, he addressed youth about the importance of furthering their education.



RPD officers and RHYBL players during the youth baseball camp.

Safe Schools Healthy Student Conference: The Chief was requested to address the annual conference in San Diego, California due to his efforts to work with students during his tenure as the Director of Safety and Security at the Rochester City School District.

Rochester Hispanic Youth Baseball: The Chief sponsored a youth baseball team. The sponsorship included funding which helped young ball players to compete in all star tournaments throughout the

Do the Right Thing Awards Program: Students are selected on a bimonthly basis during the school year for recognition by the Rochester Police Department for their outstanding accomplishments and behavior. Children are nominated by teachers, neighbors, family members, police officers, and emergency personnel.

Youth Baseball Camp: Members of the RPD helped to coordinate a baseball camp that featured the coaching of Hall of Fame Coach Ed Nietopski. The camp was held for the players of Rochester Hispanic Youth Baseball program.

Teen Empowerment Advisory Board: The Chief continues to serve on the advisory board of Teen Empowerment.

Public Safety Building Tours: RPD provided many tours of the Public Safety Building/camera room to young people and neighborhood organizations.

Safe Child ID Card Program: The Safe Child ID card program provided photographic ID cards to parents or guardians of children under 18 years old. RPD attended over **45** events, where we produced over **1,200** Safe Child ID cards for Rochester children.

Rochester Education Foundation: The Rochester Police Department and the Rochester Education Foundation joined forces this summer to give 20 teenagers an activity-packed summer. They participated in a Law Enforcement focused learning program. This opportunity was funded by a grant through RochesterWorks and the Summer of Opportunity.

This collaboration offered in-depth educational experiences as a means to teach future leaders about our legal and law enforcement systems, understanding that with informed experience comes creative community solutions.

Operation Chill: The Rochester Police Department and 7-Eleven Corporation collaborated to provide free slurpee coupons to kids who were in the community doing "Good Deeds".

PAL Basketball Skills Camp: The RPD collaborated with Next Level Hoops to conduct a basketball camp for kids 8 to 14 years old. The event was held at St Monica's Church in the southwest.

PAL visit to Golisano Children's Hospital: Officers went to the hospital to set up a mock crime scene to teach kids and engage with children who are in the hospital for treatment of serious medical problems.

Summer Bike Blessing: The RPD collaborated with a local motorcycle club to raise awareness for motorcycle safety and provide a positive experience for North St. neighborhood children. The event held at the North Street Recreation Center provided child safe ID cards and provided book bags with school supplies.

Family Safety Day: The RPD and the Do the Right Program hosted a family safety day to provide car seat inspections, hold a bike rodeo, provide child ID cards, provide bike helmets and teach families of the



RPD and the Rochester Amerks demonstrating street hockey for youth.

Horses Friend Program: The RPD collaborated with 'A Horse's Friend' to host children in a 6 week horse riding program. The program paired kids with officers as they learned horsemanship.

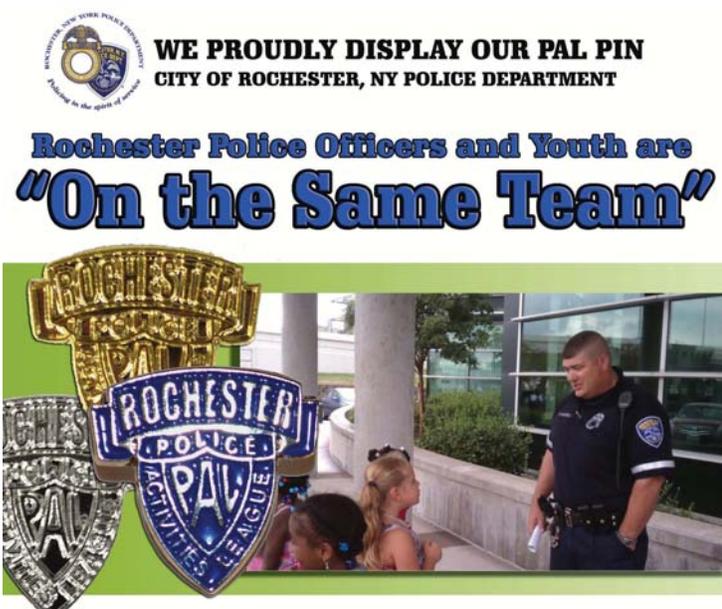
Youth Wellness Fairs: The RPD attended many youth wellness fairs to highlight how rewarding a career is with the Rochester Police Department. The recruitment events were at schools, churches, block parties and often include other police demonstrations.

PAL Book Drive: Members of the RPD collected over 7000 books to help literacy in grade school students. Officers delivered the books to schools and also took the time to read some books to the students.

PAL Street Hockey Challenge: Members of the RPD collaborated with Rochester American Hockey team to host the Street Hockey Challenge. During the event cops, Amerks alumni and kids all played together.

PAL Skate with a Cop: Members of the RPD coordinated an engagement event for kids ages 9 to 15 years old. The event was held at Rochester Action Sports Park. Cops and Kids skate boarded, and BMX biked for 3 hours together.

Halloween Safety Event: Members of the RPD engaged over 400 kids at 3 different elementary schools. Officers dressed up in Halloween costumes, handed out candy and provided Halloween safety information.



The Rochester Police Department is excited to announce the creation of the Police Activities League pin. The pin has been authorized by Chief James Sheppard to be worn by officers who have volunteered time to engage with youth in the City of Rochester.

Over the last year, police officer volunteers have connected with youth through a variety of engagements and events. Some of the engagement events include: Book drives, readings to children, video gaming events, basketball camp, horse riding program ("A Horse's Friend"), visits with children at Golisano Children's Hospital, and cops and kids fishing event.

Rochester Police Department: Policing in the Spirit of Service

provided \$100 gift cards.

PAL Fish with a Cop: Members of the RPD coordinated a fishing engagement event for kids. The cops and kids fished at Seneca Ponds Park.

Generation 2 Program: The RPD joined a partnership with Generation Two (G2) to allow children to get to know police officers outside of enforcement situations. Twelve RPD members have committed to young children in Schools 3, 4, and 36 for the 2012-13 school years. G2 creates intergenerational friendships between adults and young students to foster the wellness required to provide the foundation necessary for learning. Each officer is paired with 3 children in kindergarten, first or second grade for 30 minutes of one on one child centered play during school.

The intent of this partnership is twofold. First for the RPD it provides a rewarding opportunity for officers to see children at their finest not in the types of circumstances usually encountered while on duty. The children are relaxed, happy and engaged in what they do best; play. Second, the children simply get to know police officers as their friends and positive helpful role models. The friendships created in G2 persist. Our goal is that future relationships with officers will be based on memories of trust and friendship.

PAL Shop with a Cop: Members of the RPD were connected with 25 kids who drove together to the mall. While at the Mall the officers and kids had an opportunity to build a relationship. The kids were

Bridges to Wellness Bike Rodeo: In collaboration with Bridges to Wellness, Jordan Health Center, City of Rochester, and members of the RPD, participated in a Bike Safety Rodeo at the David Gantt Community Center.

Youth Art Beat Music and Art Festival: In collaboration with Rochester Youth Outreach and His Branches ministries, RPD officers participated in the event held at 350 Arnett Blvd.

Threshold Youth Leadership Conference: Members of the RPD participated in the "Police and Community Relations" youth conference. The event was held at Dr. Freddie Thomas School.

New Beginnings School Discussion: In collaboration with the Center for Youth, Chief Sheppard attended and facilitated discussion with students to better understand the issues of youth at the school.

Youth Law Enforcement Career Fair: In collaboration with PCIC and Pathstone, Pam Smith coordinated a youth career fair for kids in the inner City to learn how they can develop a career in Law Enforcement.

After School Reading Program at Avenue D Recreation Center: In collaboration with Pastor Tony Saxton, Chief Sheppard addressed the students in the after school literacy program. The Chief talked about the importance of literacy. He also explained how pursuing an education relates to crime rates.

Ms. Collins School #42, 6th Grade Class: Chief Sheppard at the request of teacher Ms. Collins regularly visited the class to discuss topics such as bullying, police relationships, and the importance of an education. The Chief drops in once every 5 weeks or so to check on the students.

PAL Home Run Derby: Members of the RPD, MCSO, NYSP and Greece police collaborated with the Latin Youth Baseball program to host a homerun derby. The event was held in Edgerton Park.

WDKX Water Cooler Morning Radio Program

The Chief is a weekly guest on the Friday morning Water Cooler program at radio station 103.9 WDKX. The Chief's radio appearances are another means to engage community members who normally do not have an opportunity to do so.

For more information please contact:

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