



# Support Services

Community Resource Officer

Damon O'Connell



# 360 BLUEPRINT

Creating lasting success with people who care

# 360 Blueprint

<https://www.youtube.com/watch?v=fo46UXLcg60>

# 360 Blueprint

What is 360 Blueprint?

## Reading and Relationships

- Collaborative effort with Law Enforcement, WCSD, Local Businesses and churches.
- Investing time and resources into schools and students that have been identified as at-risk.
- 8 schools participating in Sparks and Reno
- 5 schools in Sparks-Alice Maxwell, Greenbrae, Robert Mitchell, Katherine Dunn and Lincoln Park.
- Currently have 8 Sparks Police Officers in the program



# 360 Blueprint cont.

Two components of 360 Blueprint

**Reading-** Why is it important?

- Read by grade three initiative.
- 360 Blueprint understands the importance of investing time and resources into schools and students that have been identified as at-risk.

**Relationships-** 360 Blueprint in the relationship component will use a curriculum to creatively address peer pressure and behaviors unbecoming. Good relationship with the community will help combat these obstacles we face as a community with our kids to give them a brighter future.

# How does 360 Blueprint work?

- To place caring, competent, and consistent adults as mentors in the schools.
- To have mentees demonstrate an increase in pro-social skills or competencies that protect them from a wide range of risk-taking behaviors that lead to school dropout, substance use/abuse, violence/gang activity, and out-of-wedlock pregnancy.
- To have mentees demonstrate an increase in reading and a stronger commitment to school thus reducing academic failure and school drop out.
- To have mentees master new skills and develop a sense of belonging and bonding among peers, family and community thus reducing anti-social behavior and alienation within their environments.

The *Parent*  
PROJECT<sup>®</sup>



Empowering Parents...  
...Transforming Teens

# Parent Project

Changing Destructive Adolescent Behavior

1. Largest court-mandated juvenile diversion program in the country
2. Over 500,000 families served
3. Over 8,000 trained facilitators nationwide
4. 31<sup>st</sup> year

# Parent Project Cont...

## Two Parent Project programs

1. Parent Project Sr. Changing destructive adolescent behavior
2. Parent Project Jr. Loving Solutions: Parents guide to raising tough kids. Ages 5-10.

# Parent Project, Designed by:

**Parent Questions!** Over 500,000 parents of high-risk youth

Community Police Unit

Adult educator/Curriculum Specialist

Clinical Psychologist/Adolescents

Clinical Psychologist/UCLA

# HOW IT WORKS

1. Parents meet an average of 10 weekly sessions
2. Parents work in “learning pods” of 4-5 parents, each
3. Unit’s 1-6, the lions portion of information is delivered, and group bonding begins



# School Presentations

Bud Beasley/Robert Mitchell

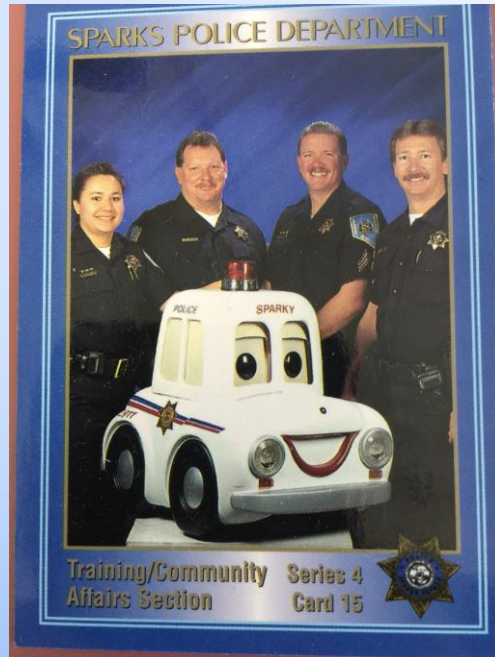


Katherine Dunn





# Sparky and Sparky II



# Community BBQ



# Support Service

- Gift Card Program
- Coffee with a Cop
- Community outreach along Truckee River
- Community Contact Team/Concepts
- PSA's
- Sparkspolice.com



***SPARKS POLICE***

Community BBQ  
Citizen Police Academy  
Public Information Officer  
Media Relations  
SparksPolice.com  
Social Media  
Recruitment & Brochures





***SPARKS POLICE***

**Community BBQ Events**  
**#UnityInTheCommunity**





# Sparks Police invite you to a free Unity in the Community



**WHEN:** Saturday, October 22, 2016 from 11am to

**WHERE:** Oppio Park located at 2355 18th Street,

Come Visit with Officers and see: Police Horses, SWAT Vehicle, Police Car, and our Mobile Command Center



# Sparks Police invite you to a *free* Unity in the Community BBQ



**WHEN:** Saturday, July 29, 2017 from 11am to 3pm

**WHERE:** Sparks Marina Park, 300 Howard Dr. Sparks

Come Visit with Officers and see: Police Horses, SWAT Vehicle, Police Car, and our Mobile Command Center.





**SPARKS POLICE**  
*"Where Community Comes First"*

**SPARKS POLICE**  
*"Where Community Comes First"*

**SPARKS POLICE**  
*"Where Community Comes First"*

A group of people, including a man in a grey t-shirt and black shorts, a woman in a blue patterned shirt, and a police officer in a dark uniform, are standing and talking in the foreground.

A man in a blue polo shirt and a black cap is walking on the right side of the image.





***SPARKS POLICE***

# Citizen Police Academy



10 Weeks

Two sessions annually

25 students

Hands-on opportunities

100% positive feedback







***SPARKS POLICE***

**Public Information Officer**



# **MEDIA GUIDE**

**Sparks Police  
Support Services and Media Relations  
1701 E. Prater Way  
Sparks, NV 89434  
P. 775.353.2299**

## **I. PURPOSE**

The purpose of this Media Guide is to provide general guidelines concerning how the Sparks Police share and disseminate information with the media and our community. Our philosophy is to operate in a cooperative partnership with our community and the media. We serve our community in part through collecting and disseminating information. Releasing information to the media and informing our community is important. A goal of communicating with the media and informing our community is to provide timely, accurate and relevant information. We will balance the need to inform while protecting the integrity of an investigation and being sensitive to victims.

## **II. NEWS RELEASE**

A News Release is intended to inform the public and media of a situation or incident related to: Homicides, Robberies, Battery with a Deadly Weapon, Traffic Crashes, Road Closures, Hazards, Property Crimes resulting in significant property damage or loss, Serial Crimes, Child Abductions or Attempted Child Abduction, Officer Involved Shooting, Suspicious Death or anything else of significant media and public interest. A News Release will be listed and published in one of four categories depending on the content of the information.

Traffic Advisory: Traffic-related incident affecting traffic flow or restrictions in Sparks such as; road closures, roadway hazards or a crash/collision.

News Release: News or information related to a Sparks Police investigation, arrest, crime trend, community event or information not related to traffic or imminent threat to public safety.

Safety Alert: Information concerning a potential or actual imminent threat to public safety such as; active shooter, evacuations for safety, dangerous suspect on the loose, or any incident where rapid notification is needed to protect our community.

Repeat Offender Program: Any incident or information related solely to the Repeat Offender Program such as an arrest, case conclusion or other ROP-related information.



***SPARKS POLICE***

# Media Relations

- **Provide timely, accurate and relevant information**
- **Cooperative partnership w/ community & media**
- **Balance the need to inform while protecting the integrity of an investigation and being sensitive to victims**

# How We Release News

- Traffic Advisory

- Traffic-related crash/hazard

- News Release

- News/info related to case, arrest, community event

- Safety Alert

- Potential or Actual imminent threat to public safety

- Repeat Offender Program

- Any ROP-related news/info



**SPARKS POLICE**

Brian Allen, Chief of Police

## SAFETY ALERT

### Armed Suspect near Sparks High School (Inputted type of incident)

**Date/Time of Incident:** April 10, 2017 @ 10:25pm

**Case:** (Inputted Case Number or *not* displayed if left blank)

**Suspect:** (Inputted or *not* displayed if left blank)

**Victim:** (Inputted or *not* displayed if left blank)

**Location:** (Inputted Location of Incident)

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**(Details of incident)**

**Releasing Authority:** (Name of person releasing the info)  
Title  
Section  
Contact Phone Number

**CONTACT:**  
Non-Emergency Dispatch (775) 353-2231  
Detective Section (775) 353-2225  
Traffic Section (775) 353-2432  
Patrol Section (775) 353-2239  
[Secret Witness Online](#) or (775) 322-4900

[Sparks Police Online](#) [Sparks Police on Facebook](#) [Sparks Police on Twitter](#)



**SPARKS POLICE**

Brian Allen, Chief of Police

## NEWS RELEASE

### Recovered Stolen Motor Vehicle (Inputted type of incident)

**Date/Time of Incident:** April 10, 2017 @ 10:25pm

**Case:** (Inputted Case Number or *not* displayed if left blank)

**Suspect:** (Inputted or *not* displayed if left blank)

**Victim:** (Inputted or *not* displayed if left blank)

**Location:** (Inputted Location of Incident)

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**(Details of incident)**

**Releasing Authority:** (Name of person releasing the info)  
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# News Distribution

- E-mail reporters and media outlets directly
- News Releases publish to Facebook, Twitter & Website

# FAQ:

Will Sparks Police comment on cases being investigated by another agency?

Why don't officers or detectives always comment on cases they are working?

How do I get weekend updates or crime stats for a story?



***SPARKS POLICE***

[SparksPolice.com](http://SparksPolice.com)

"Where Community Comes First"

 [Contact Us](#)

 [Leave a Comment](#)

 [File a Report](#)



**SPARKS POLICE**

[ABOUT US](#) [SECTIONS](#)

[How To](#)

[Our Community](#)

[News & Alerts](#)

[Stay Safe](#)



# 159

Employees  
Dedicated to  
Keeping  
Sparks Safe

[Find Out More](#) 



***SPARKS POLICE***

**Social Media**  
**#SparksPoliceNews**



# Social Media and Online

• *Please like us on Facebook, follow us on Twitter, become a member of Nexdoor or subscribe to our YouTube channel.*

- **Facebook:** [facebook.com/SparksPoliceNV](https://facebook.com/SparksPoliceNV)
- **Twitter:** [twitter.com/sparkspolice](https://twitter.com/sparkspolice)
- **Nextdoor:** [nextdoor.com/city/feed](https://nextdoor.com/city/feed)
- **YouTube:** [youtube.com/channel/UCA6hBzHD03zYBmZQld1bVxA](https://youtube.com/channel/UCA6hBzHD03zYBmZQld1bVxA)
- **Website:** [SparksPolice.com](https://SparksPolice.com)

# Stats

# 2015 - Present

Facebook: 1214 - 9,465

Twitter: 404 - 2,889

Nextdoor: 0 - 5,886



# Sparks Police

Posted by Spark  
Friday at 3:34 PM

Please "Welcome to Sparks Police Officer successfully complete Congratulations to Officer Goodrum, Officer Joe Pete Loeschner. Senior Privilege.



# Sparks Police added a new photo.

Posted by Sparks NV  
July 22, 2016 · 🌐

Door-to-door solicitor advisor~ let a stranger in your home. Request a business/solicitor license. Ensure reputable. You can always say, 'I'm concerned about a potential scam'.



👍❤️😱 234 17 Comments 151 Shares

👍 Like    💬 Com

29,715 people reached



# Sparks Police added a new photo.

Posted by Sparks NV  
June 28, 2016 · 🌐

In an effort to help the homeless along the Truckee River, the Sparks Police will be conducting outreach along the Truckee River on June 28 and June 29, 2016. Assistance will be provided to Sparks Public Works, the Reno Police Department, Seniors Korner and numerous other organizations. ... See More



👍❤️😱 363 76 Comments 168 Shares

👍 Like    💬 Com

51,140 people reached



# Sparks Police added a new video.

Posted by Sparks NV  
May 19, 2016 · 🌐

Scam Alert~ We are receiving a drastic increase in reported phone scams. The callers are claiming to be from the IRS and Department of Taxation demanding immediate payment and your credit card information. Some callers are threatening to have people arrested if the payments aren't made over the phone. Don't give them any info! ... See More



👍❤️😱 798 462 Comments 2.8K Shares 124K Views

👍 Like    💬 Comment    ➦ Share

792,828 people reached

Boost Post





***SPARKS POLICE***

# Recruitment

## OUR MISSION

The Sparks Police are dedicated to being a leader in building a strong, safe community through innovative services, sound management and a commitment to our employees.

## OUR VALUES

- Integrity
- Service
- Professionalism
- Respect
- Community
- Leadership
- Accountability

## OUR VISION

The Sparks Police implement innovative strategies to prevent crime, promote excellence in leadership and all employees serve our community with HONOR, PRIDE and PRIVILEGE.

## ASSIGNMENTS

*Police Officer assignments may include the following, but are subject to change depending on the needs of the department. Special assignment pay may apply, and some assignments are collateral duties:*

- Field Training Officer
- K-9 Team
- SWAT
- Detectives
- Bike Team
- Consolidated Bomb Squad
- Crime Suppression Unit
- Street Enforcement
- Motor/Traffic Officer
- Honor Guard
- Gang Taskforce
- Regional Sex Offender Unit & PIO
- Explorer Advisor
- DEA Taskforce

## MINIMUM REQUIREMENTS

- Age 21 at time of civil service test
- United States Citizen
- Valid Drivers License
- High school diploma OR equivalent
- 24 semester units of college OR military service with an Honorable discharge OR Nevada POST Cat-1
- Eligible per N.A.C. 289.110

*\*Full list of requirements found online for each position*

Must pass written test, physical ability, polygraph, background, medical exam, physical, drug test and psychological test.

## SALARY & BENEFITS

### POLICE RECRUIT and POLICE OFFICER– NV POST Cat-1

- Competitive Wages
- City Paid Nevada PERS
- Tuition Reimbursement
- Education Pay Incentive
- Special Assignment Pay
- Longevity Pay
- Paid Holidays
- Bilingual Pay
- Personal, Comp, Annual & Sick Leave
- Medical, Dental, Vision & Life Ins.
- Alternative Work Schedules





Online  
Career Fairs  
Colleges  
High Schools  
Veteran Events  
Employee Endorsement



# Crime Prevention

Officer Dennis Rodrigue

## Duties of a Sparks Police Crime Prevention Officer:

- NNORCA
- Summons Program
- Hide, Lock, & Take
- Neighborhood Watch
- VASC
- Child ID's
- Crime Free Multi Housing
- And ...







# HISTORY:

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2008 – A.L.E.R.T. created

- Used an e-mail based distribution system
- Delays in sharing of information
- By September 2014, 250 members

2014 – N.N.O.R.C.A.

- Uses a web based distribution system
- No delays in sharing information
- Currently membership is approx. 200 members
- Reaches throughout Northern Nevada and at least 5 other states

# GOALS:

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Networking

Education

Targeted products

Sharing of suspect information

Criminal trends and Techniques

# CURRENT MEMBERSHIP:

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## FEDERAL LAW ENFORCEMENT-

U.S. Secret Service

U.S. Postal Inspectors

## STATE LAW ENFORCEMENT-

Nevada Gaming Board

Nevada Legislative Police

Nevada Department of Public Safety



# CURRENT MEMBERSHIP:

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## LOCAL LAW ENFORCEMENT –

Sparks Police Department

Reno Police Department

Elko Police Department

Boise Police Department

Washoe County Sheriff's Department

Douglas County Police Department

Lyon County Police Department

# CURRENT MEMBERSHIP:

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## RETAIL / CASINO/ OTHERS –

Retail Association of Nevada

ESI Security / NRSI Security

Atlantis / Circus Circus / Grand Sierra / Peppermill Casinos

Scolari's / Raley's / WinCo / CVS / Walmart / K-Mart / Target

Scheel's / Cabela's / Sportsman's Warehouse / REI / Big 5

Kohl's / Victoria's Secret / Nordstrom's / JC Penney's

Home Depot / Lowes / Sears / The Container Store



# Sparks Retail Theft Summons Program

# HOW IT WORKS:

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Once the shoplifter is apprehended, a determination is made as to whether the suspect meets the summons criteria or requires police response. If the criteria are met, the LPO then:

- Logs on to the dedicated and secure reporting system and completes a report that is automatically sent to the Sparks Police Department
- Releases the suspect with a summons
- Receives a free official police report by email once reviewed and approved by the Sparks Police Department.

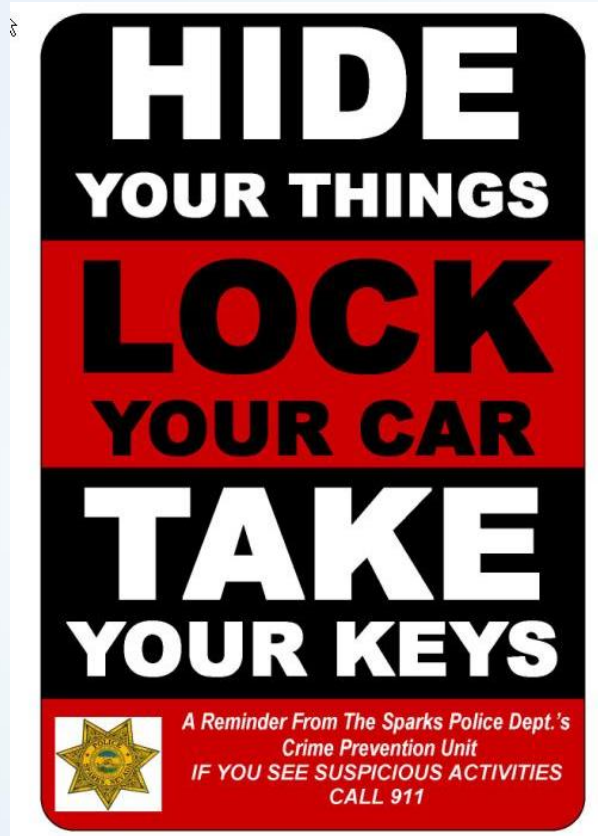


# BENEFITS:

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Retailers with an internet – enabled PC, tablet or smart phone can implement the browser – based program in order to:

- Reduce time spent processing shoplifting incidents by as much as 90%
- Concentrate on loss prevention rather than incident processing when they redeploy LPOs to the sales floor faster
- Improve relationships with local law enforcement to sharply reduce on scene calls for service
- Get faster response times to situations where local law enforcement is indeed needed at the scene
- Increase prosecution rates by providing law enforcement more accurate, consistent information



HIDE, LOCK, & TAKE

# WHAT IS IT?

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***HIDE*** YOUR THINGS,

***LOCK*** YOUR CAR &

***TAKE*** YOUR KEYS

This is a public awareness program, educating the public in an effort to decrease auto thefts and vehicle burglaries.

# HLT Postcard Program:

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From “Black Friday” through Christmas Eve

Up to 25,000 given out by participating retailers

One pamphlet with each purchase

# HLT Sign Program:

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## YEAR AROUND PROGRAM FOR –

- Apartment Complexes
- Shopping Centers
- Public parking lots and sports complexes







Neighborhood Watch

# Neighborhood Crime Facts:

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Burglary, auto theft, domestic violence, theft and graffiti are the most prevalent neighborhood crimes

Household burglary is a crime of opportunity, the easiest to prevent, but the hardest to solve.

Most burglars are either juveniles or young adults, who need to support a drug habit.

A majority of residential burglaries occur because someone has left a door or window unsecured.

Half of all home burglaries occur during the day.

People who interrupt a burglary risk being seriously injured.

# Goals:

Sparks Police  
Neighborhood Watch  
Program works to  
reduce in  
neighborhoods. An  
active neighborhood  
Watch program can  
effectively reduce  
crimes to homes and  
improve safety in  
neighborhoods.



# How do you start a Neighborhood Watch?

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Step #1 – First ask your neighbors

Step #2 – Register your Neighborhood Watch

Step #3 – Distribute invitations

Step #4 – Attend training workshop

Step #5 – After the training

Step #6 – Install Neighborhood Watch signs

[WWW.NNW.ORG](http://WWW.NNW.ORG)

V.A.S.C.



Volunteers Assisting the Sparks  
Community



# What's the Purpose For VASC ?

The Sparks Police Volunteer Program is intended to supplement and support current agency employees.

In turn this will maximize resources, help public safety/services, improve community partnerships and enhance law enforcement community relationships.



# VASC Program Includes:

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Handicap Parking Enforcement

Traffic Control

Parking Enforcement

Vacation House Check

Foot Patrols

Extra Neighborhood Patrols

Detectives

Records

# The Value of VASC:

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2011	7166 Volunteer Hours = \$128,263.50
2012	6334 Volunteer Hours = \$145,111.50
2013	6390 Volunteer Hours = \$129,397.50
2014	7538 Volunteer Hours = \$152,644.50
2015	<u>7242</u> Volunteer Hours = <u>\$146,772.00</u>
<b>TOTALS</b>	<b>34,670</b> <b>\$702,189.00</b>





# WHY HAVE CHILD ID EVENTS?

One of the most important tools for law enforcement when searching for a missing child is an up-to-date, good quality photo along with descriptive information. A Child ID kit is a simple yet effective tool to help families maintain current photos of and descriptive information about their children.





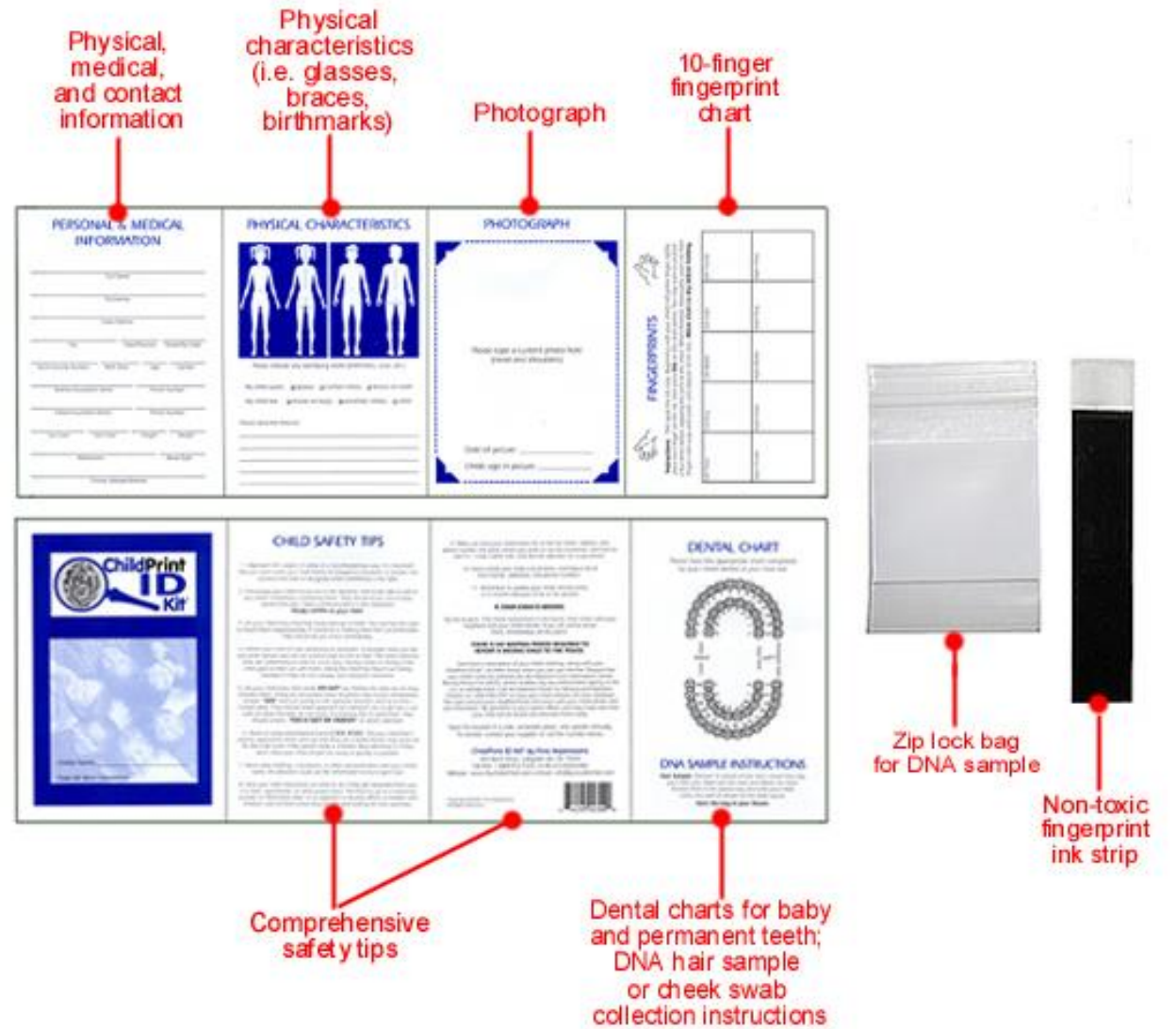
# Types of Child ID's

## Take home *ChildPrint ID Kit*:

- Parent does fingerprinting
- Parent provides photo & DNA Sample
- Child safety tips given

## Digital *EZ Systemz Packet*:

- SPD provides digital fingerprints
- SPD provides photo / No DNA Collected
- 2 un-laminated ID cards provided
- Child safety tips given





Crime Free Multi-Housing Program

# What is Crime Free Multi-Housing ?

A unique 3-phase program which began in Mesa, Arizona in 1992 to combat escalating crime in rental communities.

This innovative program has grown to 47 states as well as Canada and over a dozen overseas countries.



# Why Criminal Prefer Rentals:

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They are often very transitory in nature

They want to blend into a larger crowd

Asset-Forfeiture Laws do not generally apply

If necessary, they can move away quickly

# The Three Phases:

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- PHASE – 1      Property Managers and/or Owners ***MUST*** participate in an 8 hour training for the CFMH Program.
- PHASE – 2      Apartment Complexes must meet the minimum CPTED requirements. Implement a CFMH Addendum to Rental/Lease Application and Criminal Background Check of ***ALL*** adults tenants.
- PHASE – 3      Provide a yearly Crime Free social / gathering / BBQ and maintain requirements of certification.





THANK YOU