



SAN JOSE POLICE DEPARTMENT

TRAINING BULLETIN

TO: ALL DEPARTMENT PERSONNEL

FROM: Paul Joseph
Chief of Police

**SUBJECT: COMMUNITY ENGAGEMENT
TEAM IN THE CRIME
PREVENTION UNIT**

DATE: May 2, 2025

Bulletin #2025-011

In 2024, the Department hired a Community Engagement Consultant to analyze our existing community engagement strategies. A key recommendation from this analysis was the need to establish more robust, Department-wide community engagement efforts and create a centralized clearinghouse for information to enhance both internal coordination and external visibility. This training bulletin outlines the new Community Engagement Team (CET) roles and procedures designed to implement these recommendations and strengthen our connection with the community we serve.

Effective May 1, 2025, Crime Prevention Specialist [REDACTED] have been assigned to the CET within the Crime Prevention Unit. They will serve as the primary points of contact for coordinating and enhancing the Department's community engagement activities. Key responsibilities of this team include the following.

Calendar Management:

The CET will develop and maintain a comprehensive, Department-wide calendar of community engagement events. This calendar will have two distinct components:

- Internal Calendar – Accessible via the MySJPD Intranet homepage. This calendar is for Department personnel to view all scheduled events, identify contact persons, check participation availability, and find opportunities to get involved.
- External Calendar – Accessible via the public SJPD.org Internet homepage. This calendar will showcase Department-involved events open to the general public (e.g., Coffee with a Cop, Community Walks, Open Houses) allowing community members to see where and how they can engage with us. (Note: Closed meetings like specific neighborhood association or neighborhood watch meetings will not be on the public calendar.)

Event Deconfliction:

The CET will act as a clearinghouse for all proposed community engagement events originating from various Divisions and Units throughout the Department. To do so, they will review event schedules to identify and resolve potential conflicts, ensuring optimal resource allocation and maximizing the Department's ability to participate effectively.

Department-wide Event Coordination:

The CET will plan, organize, and manage large-scale, Department-wide community engagement events. Examples include National Night Out, Community Partnership Academy, Department Open Houses, large-scale Coffee with a Cop events, etc. It is important to note these Department-wide initiatives are intended to supplement and support, not replace, the valuable community engagement events created and managed by Division Captains and personnel within their respective areas. They are in addition to, not in lieu of, existing efforts.

Supporting Divisional Engagement Efforts:

The CET will support the Division Captains and their assigned Crime Prevention Specialists. They will be a centralized resource and collaborative partner, assisting them in developing and implementing community engagement strategies and events. This support includes brainstorming innovative outreach ideas tailored to specific neighborhood needs, sharing best practices learned across the City, providing templates and resources for event planning, and offering hands-on assistance during the execution phase. The CET's role is supportive, with the understanding that the primary responsibility for planning and executing Division-specific community engagement events remains with the Division's assigned Crime Prevention Specialist.

Enhancing Visibility:

The CET will serve as a point of contact for community engagement events. They will attend events whenever possible to capture photos and videos. They will collaborate with the Media Relations Unit to share event highlights and stories via social media and other communication channels, increasing public awareness of the Department's positive community interactions.

Procedures for Department Members:

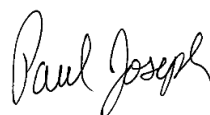
Before finalizing plans for any new community engagement event, Department members should contact the CET. This step will ensure the event can be added to the appropriate calendar and helps prevent scheduling conflicts that could strain Department resources or reduce participation potential.

Submitting Ideas:

We strongly encourage all Department members to think creatively about new ways to engage with our community. If you have an idea for a community engagement event or initiative (like "Coffee at the Crosswalk," which grew from such ideas), please reach out to the Community Engagement Team. They can help explore the feasibility, provide support, and potentially bring your idea to fruition. Let's continuously innovate our engagement efforts together.

Accessing the Calendars:

The calendars will be available on the front page of SJPD.org and the front page of MySJPD (Intranet) once they have been developed and populated.



Paul Joseph
Chief of Police