



OTTAWA POLICE SERVICE
SERVICE DE POLICE D'OTTAWA

The Trusted Leader in Policing
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Traffic Stop Race Data Collection Project

Plan for Ongoing Engagement & Communications



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A. OVERVIEW

1. Project Background: The Traffic Stop Race Data Collection Project

Since April 2012, the Ottawa Police Service (OPS) has been actively engaged with community partners, the Ontario Human Rights Commission (OHRC), police members, and a research team from York University in the development and implementation of the Traffic Stop Race Data Collection Project (Project).

The Project is the result of an agreement between the OHRC and the Ottawa Police Services Board (Board). As per the agreement, officers will record their perception of driver race (by observation only) at traffic stops for a two-year period beginning on June 27, 2013.

The OPS conducts more than 50,000 traffic stops a year as part of policing duties making it the largest project of its kind in Canada. The data will be made available to the OHRC at the conclusion of the two-year data collection period following the extraction and de-identification of the data. It will also be available publicly on ottawapolice.ca/race. In consultation with the Research Team, the data will be limited to relevant information required for analysis and will have no personal identifiers attached of either the driver or the officer.

In addition to continuing our ongoing work to ensure bias-free policing, the OPS is looking to continue to promote trust and confidence in the police by addressing community concerns about racial profiling. A full copy of the agreement along with other project resources is available online at ottawapolice.ca/race.

2. Project Foundation: Community and Police Engagement

The input of community and police members has been instrumental in this Project's advancement. In order to support this study, the OPS conducted extensive consultation. In addition to shaping the project design, the ongoing consultation has fostered a stronger understanding of the project and a dialogue on the issues related to the study.

One of the key outcomes from the consultation efforts is the importance of continuing engagement about the project and racial profiling during the two-year data collection period. From the beginning of the project, the OPS committed to ongoing engagement with both police and community throughout the life of the project. Like the first phase of engagement and consultation for the project, the project team will ensure continued engagement activities with project partners, community and police members.

Ongoing engagement and dialogue is the foundation for this project. Led by the Community Development and Corporate Communications sections, this Plan for Ongoing Engagement and

Communications will ensure continued engagement with both police and community members for the next phase of the project – the two year data collection period.

B. ENGAGEMENT APPROACH – INTERNAL & EXTERNAL

1. General Principles of Consultation & Engagement

The plan will provide meaningful and appropriate consultation by harnessing existing consultation policy, guidelines and best practices including:

- Community Policing Philosophy;
- Partnership in Action: The Ottawa Police framework for strategic community engagement and partnerships;
- Ottawa Police Services Board Public Consultation Policy, CR-6;
- Settlement Minutes which provides specific consultation requirements; and the
- International Association of Public Participation principles and values for public consultation.

Partnership in Action (PIA) is the Ottawa Police Service framework for public consultation and wider engagement. PIA is more than a traditional consultative approach because it aims to identify and build upon community involvement and engagement within policing. For over a decade, it has been utilized to create community-police partnerships for initiatives such as district policing, Community Police Action Committee known as COMPAC, Accessibility, strategic business planning for a safer Ottawa, and Youth Advisory Committee to name a few.

PIA is the cornerstone of public consultation for the police service and supports the service's community-policing approach. It will be an important for continued relationship building between the community and the police service in relation to this project.

2. Engagement Goals

As required by the policy and demonstrated by best practices, the police service will provide opportunities for ongoing consultation and involvement with citizens, police members, community partners and agencies such as the Community Police Action Committee (COMPAC) and the Project's Community Police Advisory Committee (CPAC).

The goals of the Plan for Ongoing Engagement & Communications are to:

- Continue building awareness and understanding about racial profiling and the project by providing engagement opportunities and regular project updates (every 6 to 8 weeks).
- Provide meaningful opportunities for internal and external participation during the data collection period including:
 - Quality assurance reviews;
 - Planning for data analysis and reporting;
 - Success indicators or other evaluation measures.

3. Project Team & Project Stakeholders

Following the signing of the settlement April 2012, an OPS project team, led by Inspector Pat Flanagan, was created to carry out the project. The team is also responsible for regular project updates to the Ottawa Police Services Board and working in partnership with key stakeholders and project partners to ensure meaningful participation throughout the project.

Project stakeholders include:

- Ottawa Police Services Board;
- Ontario Human Rights Commission;
- Ottawa Police Association;
- Ottawa Police Service Community Police Action Committee (COMPAC) as well the COMPAC's racial profiling working group; and
- TSRDCP Community Police Advisory Committee.

The Ottawa Police Service also has extensive community outreach strategies and communications tools for reaching community partners, stakeholders and the general public. A contact list will continue to be used to reach this wider network with project updates and consultation opportunities to support direct contact and relationship building efforts at all stages of the project.

4. Engagement & Communications Team

A working group of the project team, the Engagement and Communications Team will be led by Director Steinbachs and Director Snoddy and include staff from the project office, Community Development, Diversity and Race Relations, Corporate Communications sections, and be responsible for working closely with COMPAC and the Advisory Committee to carry out this plan.

5. Timeline (June 2013 – June 2015)

While the initial consultation plan for the project included consultation activities from May 2012 to May 2013 (Detailed Project Planning), the timeline for this plan is from June 2013 to June 2015 (Project Monitoring and Control: Two Year Data Collection Period). Another engagement plan will be developed in 2015 to support the Data Analysis and Reporting Period (June 2015 to December 2015 and beyond).

Building on the first phase of the project's approach, engagement efforts will occur every six to eight weeks. A project update report will also be provided to the Ottawa Police Services Board every six months.



C. ENGAGEMENT METHODS & COMMUNICATIONS TOOLS

The Ottawa Police Service has many strong relationships and partnerships both internally and externally and fully intends to build on that foundation for this project. Communication must be clear and consistent and offer two-way communication. A range of engagement methods and communications tools have and will continue to be used throughout the project to inform and engage Ottawa Police members, community partners such as COMPAC, other stakeholders and the general public.

Ongoing engagement efforts will be important for raising the profile of the project, building and maintaining interest, raising awareness, providing regular updates on project progress, and informing people about opportunities to provide input and feedback.

1. Engagement Methods

Engagement Activities	Target Dates/Frequency
Project Updates to Partners & Stakeholders with quick link feedback/survey mechanisms	Every 6 to 8 weeks
Project Updates/Reminders to OPS Members	Monthly
Project Update Reports to the Police Services Board	Dec.2013; Every 6 months
COMPAC Updates	Monthly meetings – standing agenda item
TSRDPC Community Police Advisory Committee Meetings	Quarterly
Project Presentations	Ongoing
Presentation and Information Sessions about Racial Profiling	Ongoing
Ride-Alongs with Community	Quarterly
Questionnaires	Annual
Community Sessions/Forums	2014 Q1 & 2015 Q2
Community Participation in Quality Assurance Activities	Bi-Monthly
Feedback & Discussion Group Sessions	2014 Q1 and ongoing
OPA-OPS Dialogue Session for Members	2014 Q1
Social Media	Quarterly

2. Communications Tools

The project will utilize the following communications tools and products to support the engagement methods identified above:

- A database of stakeholders and interested parties for distribution of project updates.
- A dedicated TSRDCP phone line for inquiries and questions: 613.236.1222, ext. 5586.
- A project section on the Ottawa Police Service website: ottawapolice.ca/race (bilingual);
- A project section on the Ottawa Police intranet web site with project information, questionnaires and feedback opportunities for police members;
- Articles and ads in the newsletters including: Ottawa Police internal newsletter The Broadcast, Ottawa Police Services Board, Community Information Centre or Ottawa, and community newspapers;
- Media Releases and FAQs to provide project updates and engagement opportunities (also issued internally to police members);
- Advertisements in local media to inform public about project meetings/events (including community media);
- Background/research reports and progress update reports;
- Information materials that provide an overview of the project and contact information (including multi-language materials when possible); and
- Presentation materials for police and community.

6. Schedule

Following approval of the plan, a schedule will track the tasks, responsibilities and deadlines for this plan over its duration.

7. Contact Information

Questions and comments can be directed to any one of the following:

- Project Lead, Inspector Pat Flanagan, 613.236.1222, ext. 3471, flanaganp@ottawapolice.ca.
- Project Manager, Laurie Fenton, 613.236.1222, ext. 5565, fentonl@ottawapolice.ca.
- Director of Corporate Communications, John Steinbachs, 613.236.1222, ext. 5630, steinbachsj@ottawapolice.ca.
- Manager of Corporate Communications, Margaret MacDonald, 613.236.1222, ext. 5561, macdonaldma@ottawapolice.ca.
- Director of Community Development, David Snoddy, 613.236.1222, ext. 5837, macdonaldma@ottawapolice.ca.
- Diversity and Race Relations Staff Sergeant, Shaun Brabazon, 613.236-1222, ext. 5010, brabazons@ottawapolice.ca.
- Community Development Coordinator, Hamid Mousa, 613.236.1222, ext. 5028, mousah@ottawapolice.ca.

Project information is also available online at ottawapolice.ca/race.

IAP2 Spectrum of Public Participation



	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ▪ Fact sheets ▪ Web sites ▪ Open houses 	<ul style="list-style-type: none"> ▪ Public comment ▪ Focus groups ▪ Surveys ▪ Public meetings 	<ul style="list-style-type: none"> ▪ Workshops ▪ Deliberative polling 	<ul style="list-style-type: none"> ▪ Citizen advisory committees ▪ Consensus-building ▪ Participatory decision-making 	<ul style="list-style-type: none"> ▪ Citizen juries ▪ Ballots ▪ Delegated decision

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Police and community engagement is the foundation of this project. Various engagement techniques along the spectrum will be utilized (from *Inform* to *Collaborate*).