



Council Work Session Agenda

Kenneth L. Woods, Jr., Presiding

Monday, April 1, 2024

6:00 pm

Dallas City Hall, 187 SE Court St, Dallas, OR 97338

COUNCIL

Mayor

Kenneth L Woods, Jr.

Council President

Michael Schilling

Councilor

Nancy Adams

Councilor

Carlos Barrientos

Councilor

Larry Briggs

Councilor

Kirsten Collins

Councilor

Kim Fitzgerald

Councilor

Micah Jantz

Councilor

David Shein

Councilor

Debbie Virden

CITY STAFF

City Manager

Brian Latta

Asst. City Manager

Emily Gagner

City Attorney

Lane Shetterly

Police Chief

Tom Simpson

Fire & EMS Chief

April Wallace

Economic &

Community

Development Director

Charlie Mitchell

Public Works Director

Gary Marks

Library Director

Mark Johnson

Finance Director

Cecilia Ward

City Recorder

Kim Herring

This meeting is electronically streamed and recorded via the City of Dallas YouTube Channel:


<https://www.dallasor.gov/community/page/dallasyoutube>

AGENDA ITEM

- | | | |
|----|---------------------------------|------|
| 1. | ROLL CALL | |
| 2. | City Social Media Use | p.2 |
| 3. | Police Department Annual Update | p.14 |
| 4. | OTHER BUSINESS | |
| 5. | ADJOURNMENT | |



**CITY COUNCIL WORK SESSION
STAFF REPORT**

MEETING DATE: April 1, 2024
AGENDA ITEM NO. 2
TOPIC: City Social Media Use
PREPARED BY: Alyson Roberson
APPROVED BY:  City Manager
ATTACHMENTS: A – Slide Deck of Presentation

RECOMMENDED ACTION:

Information only. No action is recommended.

BACKGROUND:

The City of Dallas uses social media, predominantly through Facebook and Instagram. While the City uses social media as one of our tools for communication, it is important to recognize that it is just one tool in our tool belt. It is also important to recognize that how cities and elected officials in your official capacity have limitations on how you use social media.

Alyson Roberson, communications specialist, will give a presentation on the city’s social media practices and uses. Lane Shetterly, city attorney, will also provide an update on a recent US Supreme Court decision affecting how cities, elected and appointed officials use social media in their official capacities.

SUMMARY TIMELINE:

April 1, 2024 – Presentation of city’s social media use

FISCAL IMPACT:

N/A

RECOMMENDED MOTION:

Information only. No action is recommended.



Social Media

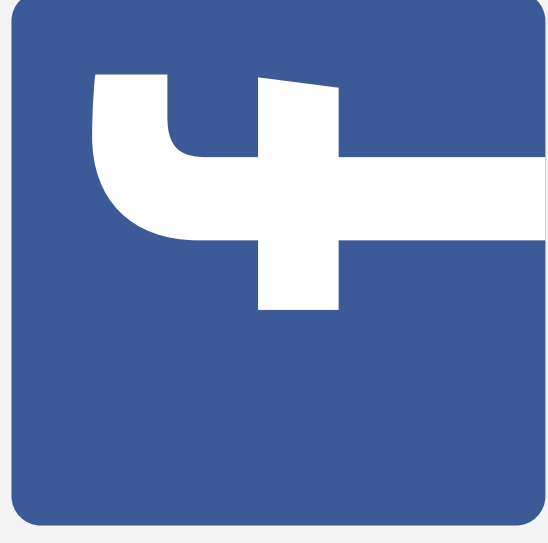
April 1, 2024



Come thrive with us, we invest in people and business

How we use social media

- communicate with the public
- advertise community events
- department project updates
- safety updates
- emergency alerts
- public service announcements
- city council meetings
- city newsletter
- other general city announcements



Public Record

All government agencies must be able to communicate with the public. Today, the public expects agencies to have an online presence as well. Most government agencies maintain a website, and many now also have one or more social media accounts. However, the use of social media by an agency brings with it significant record-keeping challenges and must be undertaken deliberately to ensure that all legal obligations are met.

Any post made on an official city account being used to distribute information for the city is considered a public record.

No-comment Policy

The City of Dallas currently has a no-comment policy on all social media accounts. This includes all posts from the City of Dallas, Fire & EMS, the Library, Aquatic Center and Dallas Police accounts.



Dallas Public Library

Library · 2.3K followers



City of Dallas, Oregon

Government Website · 5.9K followers



Dallas Aquatic Center

Public Swimming Pool · 3K followers



Dallas Oregon Police Department

Government Website · 11K followers




Dallas Fire & EMS


Government Website - 7.1K followers

Groups and Community Pages

Dallas has many groups and community pages on Facebook. These groups and community pages are great places to promote, advertise, and educate community members on the happenings in Dallas.




Dallas Oregon Community
Private · 3.3K members · 25 unread posts · Member since September 2023
For local business to promote their business within the community, and any other things that are going on. Please keep your post or comment clean or they will be deleted....



Dallas Oregon Neighborhood Watch
Public · 5.9K members · 13 unread posts · Member since July 2020
This group is intended to serve as a tool for reporting suspicious activity and crime in Dallas, Oregon. Report any suspicious activity to authorities before posting here. Please...



Dallas Oregon Community Bulletin Board
Private · 9.3K members · 5 unread posts · Member since July 2023
A place to talk about Dallas related topics. Share local news and spread unity in our community!



Forgotten Dallas, Oregon
Public · 3.3K members · 3 unread posts · Member since December 2023
Post pictures, news articles, etc, about the Dallas, Oregon of the past.



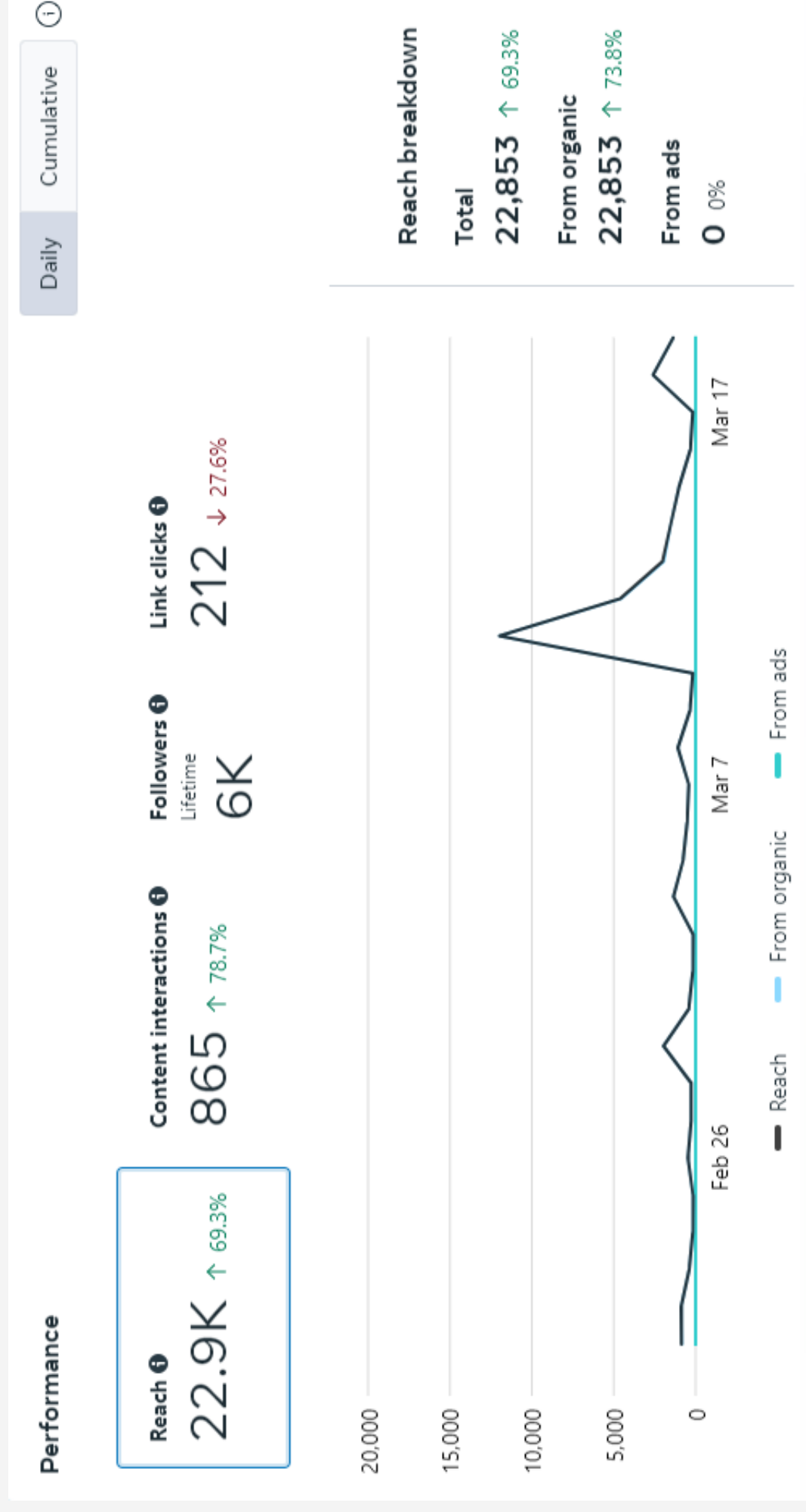
Dallas, Oregon Community - Uncensored (Mostly) 🗨️
Private · 3.3K members · 15 unread posts · Member since September 2023
This is a DALLAS, OR Community page. Post anything you want here having to do with DALLAS, OR and its immediate neighboring areas. News about DALLAS, OR, buy/sell in...



Dallas Oregon's public community bulletin board
Public · 6.7K members · 10 posts a day
This is an active forum to discuss issues important to our community. By using common sense when we post here, more people will feel comfortable expressing their ideas. Be a...

Boosted Posts

Boosted posts are ads you create from existing posts on your Facebook Page. Boosting a post can help generate more messages, video views, leads, or calls and general interaction, therefore increasing your page performance. You may also reach new people who are interested in your Page but do not follow you.



*City of Dallas Facebook account performance as of March 20, 2024

Facebook Algorithm

Relevance Score: the algorithm considers how relevant a post is to a user based on their past interactions with similar content.

Engagement: Posts with higher engagement (likes, comments, shares) are more likely to appear on a user's newsfeed.

Time: Recent posts are given priority over older ones

Research suggests you should post once a day, with the optimum times being 1-4 p.m. on weekdays and 1-2 p.m. on weekends, but it all depends on the audience you're trying to reach.

Top Performing Posts

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ

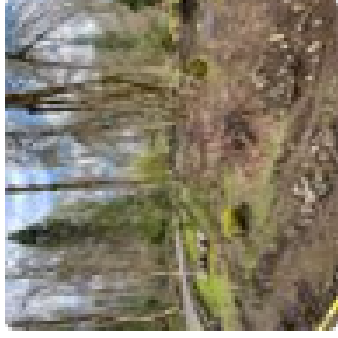


Facebook post

Wondering what's happening at Dallas City...

Mar 11, 2024, 1:29 PM

This post's reach (19,244) is **3,986%** higher than your median post reach (471) on Facebook.



Facebook post

Wondering what's happening at Dallas City...

Mar 11, 2024, 1:29 PM

This post received **10,450%** more reactions (422 reactions) than your median post (4 reactions) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Tonights City Council Meeting is rescheduled to Monday, January

Jan 17, 2024, 11:35 AM

This post received 16 comments compared to your median post (0 comments) on Facebook.

Highest comments on a post ⓘ

*Top performing posts on the City of Dallas Facebook page as of March 20, 2024



City of Dallas, Oregon

· March 11 at 1:29 PM · 🌐

...

🌸 Wondering what's happening at Dallas City Park? 🌸

🌿 Brandvold Dr. will be closed on and off this week while our city crews are prepping the old Japanese Garden for a magnificent makeover! The new Japanese Garden will include a new bridge and fresh blooms, transforming this once-beautiful space into a breathtaking oasis once more. Please use caution in the area. Project updates will be posted here, on the City of Dallas Facebook page.



See insights and ads

Boost post



Dallas Downtown Association - OP and 359 others

16 shares



Like



Comment



Share



City of Dallas, Oregon

January 17 · 🌐

...

Tonights City Council Meeting has been rescheduled to Monday, January 22nd, at 7:00 PM.
To receive city notifications about council meetings and other city information, click here
<https://www.dallasor.gov/newsletter/subscriptions>

City Council Meeting

Rescheduled



City Hall
187 SE Court St.
Dallas, OR 97338

See insights and ads

👍 1

👍 Like

💬 Comment

🔗 Share

Boost post

24 shares

Thank You

For Your Attention



**CITY COUNCIL WORK SESSION
STAFF REPORT**

MEETING DATE: April 1, 2024
AGENDA ITEM NO. 3
TOPIC: Police Department 2023 Annual Report
PREPARED BY: Tom Simpson, Chief of Police
APPROVED BY: *TS* City Manager
ATTACHMENTS: A – Slide Deck of Presentation

RECOMMENDED ACTION:

Information only. No action is recommended.

BACKGROUND:

Deputy Chief Jerry Mott and Chief Tom Simpson will present the 2023 annual report for the police department.

SUMMARY TIMELINE:

April 1, 2024 – Presentation of Police Department 2023 Annual Report

FISCAL IMPACT:

N/A

RECOMMENDED MOTION:

Information only. No action is recommended.



Dallas Police Department

2023 Annual Report



Thomas N. Simpson
Chief of Police

Jerry Mott
Deputy Chief

Summary for 2023

- About our Department
- Status of Staffing
- Programs / Partners
- Activity and crime statistics
- Fleet Overview
- Challenges / Successes
- On the Horizon...



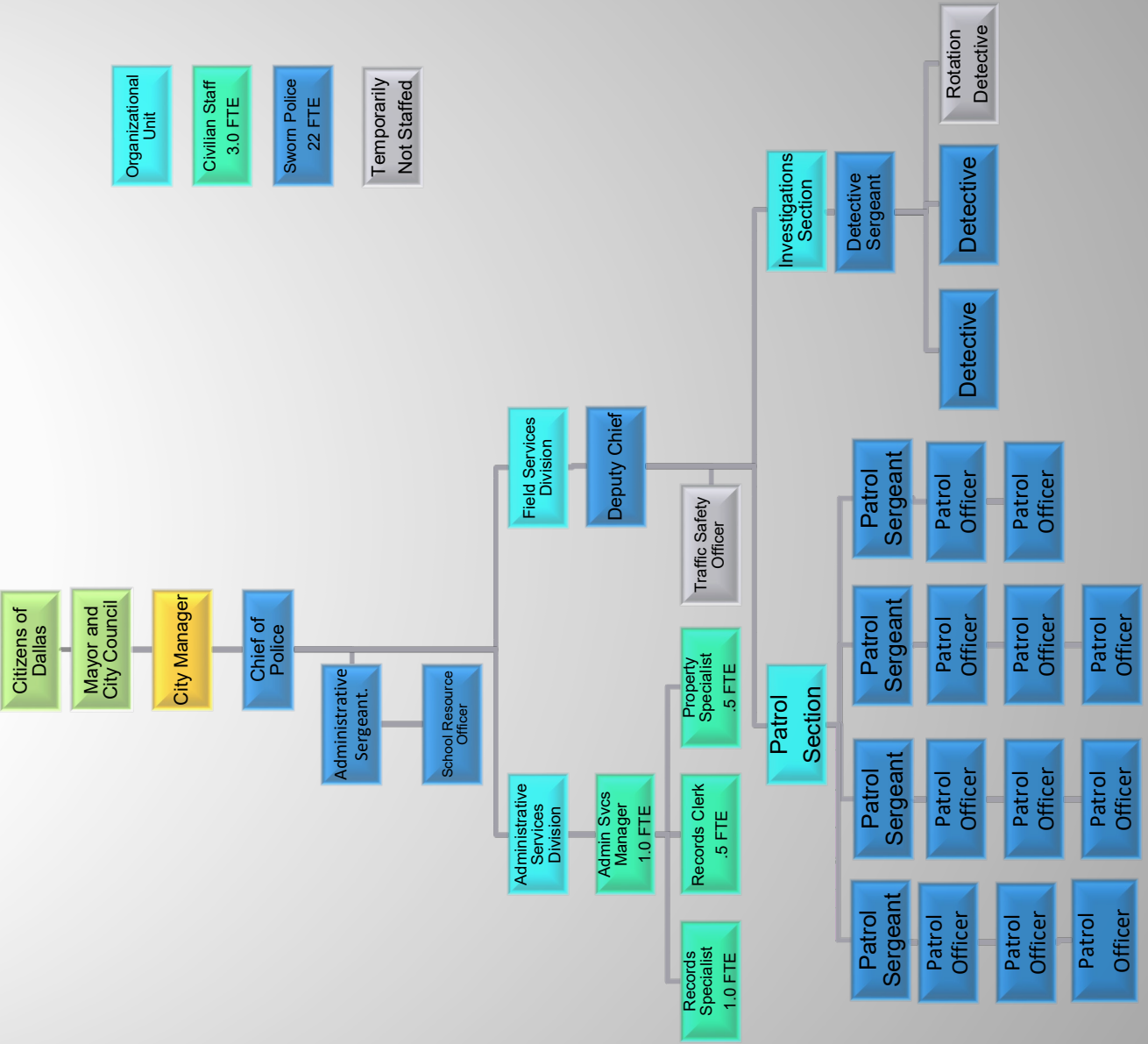
PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Authorized Staffing

- Department Staff – 27 Members
 - 4 Civilians
 - Records (2 Full Time; 1 Part Time)
 - Property & Evidence (1 Part Time)
 - 23 Sworn officers authorized; (3 VAC as of 12/31; 1 VAC as of JAN 2024)
 - Police Officers (11)
 - School Resource Officer (1)
 - Detectives (2)
 - Patrol Sergeants (4)
 - Detective Sergeant (1)
 - Administrative Sergeant (1)
 - Deputy Chief (1)
 - Chief of Police (1)



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.



- Organizational Unit
- Civilian Staff 3.0 FTE
- Sworn Police 22 FTE
- Temporarily Not Staffed

Statistics

Persons and Property Crimes

- PERSONS
 - Aggravated Assault
 - Kidnapping
 - Other Assaults
 - Rape
 - Restraining Order Violations
 - Robbery
 - Sex Offenses
- PROPERTY
 - Arson
 - Burglaries
 - Extortion
 - Fraud
 - Theft
 - Vehicle Theft
 - Vandalism



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Statistics

Society Crimes

(includes some status offenses)

- Animal Crimes
- Curfew
- Mental Custody
- Disorderly Conduct
- Driving While Suspended
- DUII
- Eluding
- Escape
- Hit & Run
- Drug Crimes
- Prostitution
- Reckless Driving
- Runaway
- Sex Offenses
- Trespass
- Weapons Crimes
- Tobacco Laws
- Liquor Laws



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Dallas Activity Overview

2023 - 2019

	2023	2022	2021	2020	2019
Activities / Calls for Service	11244	12306	12419	11816	13804
Injury Crash	14	15	24	26	23
Property Damage Crash	145	143	149	101	126
Traffic Enforcement (Stops/Citations)	1505/341	1808/465	1516/640	1533/477	2687/1229
Behavioral Health Related	983	665	408	236	170
Person Crimes	204	237	223	193	231
Property Crimes	496	541	730	631	676

Attachment A



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

CJC STOP Data / JUL 22 - JUN 23

(Statistical Transparency Of Policing)

- DPD total stops – 1343
 - White – 1129
 - Latinx – 139
 - Black – 49
 - Asian or Pacific Islander – 18
 - Middle Eastern – 8
 - Native American – 0



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

CJC STOP Data / JUL 22 - JUN 23

(Cont'd)

- For simple comparison:
- DPD has 22 officers across all duty types as of March 2024
- If an even distribution method were applied, each officer conducted stops on approximately:
 - » 51.32 White people
 - » 6.32 Latinx people
 - » 2.23 Black people
 - » 0.82 Asian or Pacific Islander people
 - » 0.36 Middle Eastern people
 - » 0.00 Native American people



CJC STOP Data / JUL 22 - JUN 23

(Cont'd)

- Oregon does not list race on driving record.
- Officers must make the best estimate of person's race--or ask them--to enter data.
- They hesitate to ask, to avoid offending people



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

CJC STOP Data / JUL 22 - JUN 23

(Cont'd)

- Dallas PD was NOT identified by CJC as an agency evidencing disparate treatment in any category against any group of persons.
- Race terminology used determined by CJC
- Criminal Justice Commissions' Full Report:

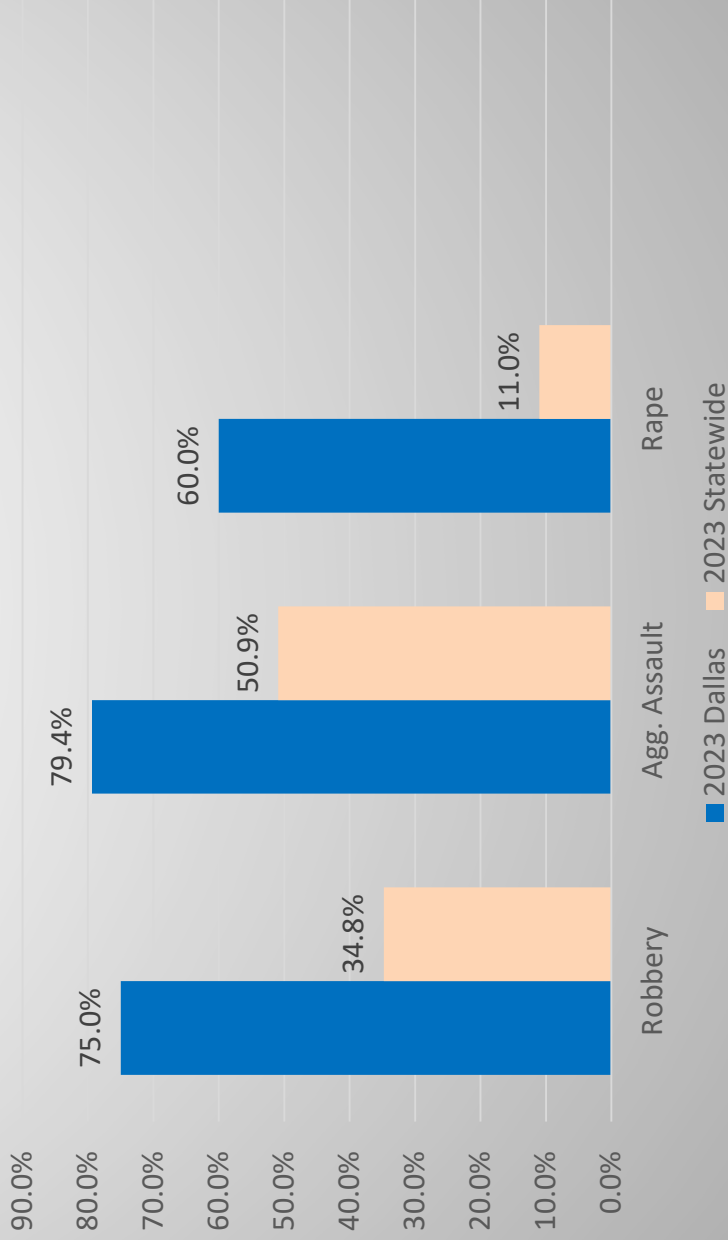
<https://www.Oregon.gov/cjc/CJC%20Documents%20Library/S TOP Report 2023.pdf>



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Clearance Rates

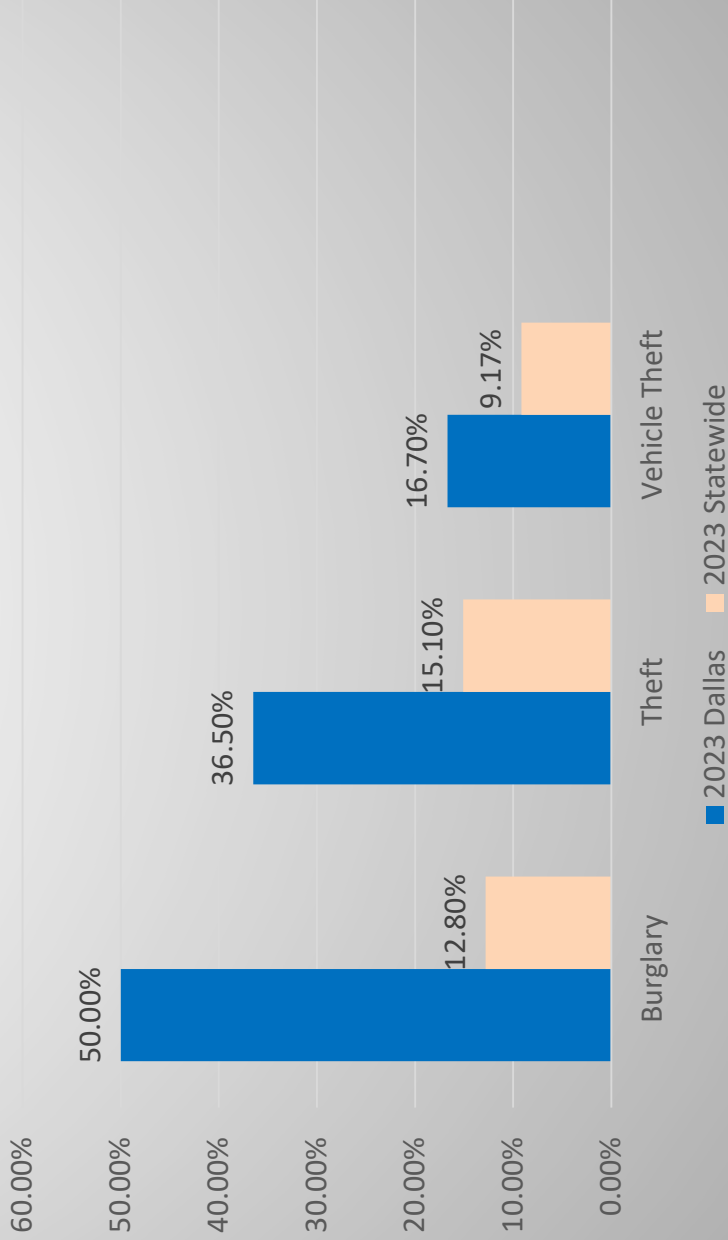
Significant Persons Crimes



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Clearance Rates

Significant Property Crimes



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

2023 Fleet Update

- Patrol Section - 10

VEHICLE NUMBER - MILEAGE

2361 / Motor Pool	-	579 (Pending Equipment Up-fit)
2366 / Sgt Fleming	-	1,426
2262 / Motor Pool	-	14,650
2063 / Motor Pool	-	43,725
1960 / Motor Pool	-	75,360
1864 / Sgt King	-	75,642
1768 / Motor Pool	-	81,442
1767 / Sgt Buchholz	-	38,228
1260 / Sgt Mollahan	-	84,796
1465 / Backup	-	108,253



2023 Fleet Update

- Criminal Investigations Section (CIS) - 4

VEHICLE NUMBER	-	MILEAGE
1467 / Det Sgt Calef	-	100,200
1665 / Det Schrock	-	80,449
1061 / Det Lauderback	-	104,133
0863 / Rotata Detective	-	147,040



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

2023 Fleet Update

- Administration - 6

VEHICLE NUMBER	-	MILEAGE
0966 / Chief	-	126,174
1869 / Deputy Chief	-	56,621
1662 / Adm Sgt	-	98,070
1168 / Travel & Training	-	108,429
0669 / Pickup (Evid, etc.)	-	83,801
1164 / SRO	-	128,069



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

2023 Successes

- Staffing: Five new employees
- FTEP: Trained four recruits to solo status
- Purchased an all-weather drone with donated funds, enhancing our drone capabilities.



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

2023 Successes

(Cont'd)

- Assigned an Administrative Sergeant in January, to help manage various admin tasks, including:
 - State Accreditation process
 - School Resource Officer Program
 - Quartermaster (Supply Sergeant)
 - Wireless Phones and Data Lines for Mobile Data
 - Drone program
 - Volunteers in Policing (VIP)
 - Ride Along Program



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

2023 Successes

(Cont'd)

- Engaged in State Accreditation process through the Northwest Accreditation Alliance (formally Oregon Accreditation Alliance)
 - Currently coordinating self-assessment phase with NWAA staff member.
 - Projected on-site assessment in May 2024



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

2023 Successes

(Cont'd)

- Chief's Advisory Panel (CAP)
 - First CAP was June 2023
 - Five community / business volunteers
 - Staggered 2 or 3 year terms
 - Meet quarterly

PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.



Chief's Advisory Panel

(Cont'd)

- Advise the Chief on topics or concerns from community or business member's perspective
- Communication conduit between police and a variety of community networks
- Encourage community input on public safety matters which impact our community as a whole
- Help build trust between community and PD



Chief's Advisory Panel

(Cont'd)

- Panel Members:

- Michael Bollman (2 yr. term / June 2023-June 2025)
 - Bollman's Funeral Home and Dallas Fire Volunteer
- Jason Thornton (3 yr. term / June 2023-June 2026)
 - Grocery Outlet; President, Dallas Food Bank Board
- Russ Hilsinger (3 yr. term / June 2023-June 2026)
 - Pastor, Grace Baptist Church; Chaplain



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Chief's Advisory Panel

(Cont'd)

- Nancy Adams (3 yr. term / June 2023-June 2026)
 - Retired Publisher of Itemizer Observer; City Council Mbr
- Donn Anderson (2 yr. term / June 2023-June 2025)
 - Retired Community Mbr; science and aviation background; community advocate and volunteer;



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Challenges

- **Staffing**
 - Continuing challenge to recruit
- **Fleet Shortages/Delays**
 - Continued delays with supply chain impacting up-fitting of police vehicles
- **Facility Needs**



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Challenges

- Continued increase in calls related to **behavioral health** problems.
 - Very time consuming / limited resources available
 - Increasing trend for the past several years
 - 674% increase since 2017
 - Nearly 48% increase since just last year
 - (refer to activity overview on slide #17)
- **Homeless or Unhoused Persons (UHP)**
 - Generally not a police issue
 - Does impact police services
 - Increased/frequently repeated calls for service
 - Trespass, Theft and Suspicious Persons



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

On The Horizon

2024 and Beyond

- Significant progress of effort towards new police station.
- Plan to reinstate the Traffic Safety Officer (TSO) position Spring 2024
- State accreditation award, potentially summer 2024
- Gradually filling vacancies. Working to become fully staffed with high quality candidates.



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

On The Horizon

2024 and Beyond

- Rotational Detective re-assigned as staffing permits.
- Developing a Cadet program for area youth. *(With active participation of SRO.)*
- Projected staff turnover
 - One Patrol Sergeant potential for retirement - Dec 2024
 - Chief of Police retiring - Jun 2025
 - Deputy Chief eligible for retirement - Dec 2026
 - Detective Sergeant eligible for retirement - Dec 2026



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.

Thank you...!

- Questions?



PROVIDING PROFESSIONAL, EFFECTIVE AND UNBIASED POLICE SERVICES IN A FAIR AND ETHICAL MANNER.