



Community Outreach Subcommittee MINUTES

Wednesday, August 28, 2024
10:00 a.m. – 11:00 a.m.
Zoom

Subcommittee Members Present: Gail Hardy, Eyvonne Parker-Bair, Cheryl Sharp, Ana Mitchell, Chief LJ Fusaro, Rachel Timm

Staff: Ken Barone, Erica Escobar

I. Welcome & Introductions

Chair Gail Hardy called the meeting to order at 10:03 a.m.

II. Approval of the June 26, 2024, minutes

A motion was made and seconded to approve the minutes from June 26, 2024. The minutes were unanimously approved by members via voice vote.

III. New Business

a. Next public forum- Danbury (September 18th)

Ana Mitchell provided an update on the Danbury Public Forum scheduled for September 18th. She is working with the librarian to ensure a smooth event and plans to visit the venue this weekend. Chief Ridenhour and his officers will participate in the panel, which will follow a presentation and Q&A format, similar to the Branford event.

Ana is also coordinating with Mayor Alvarez's office and state representatives. The panel will consist of Cheryl Sharp, Chief Ridenhour, and a community representative for a focused discussion.

b. Future Public Forums: Cheshire and other locations

Ken Barone discussed plans for upcoming public forums, including securing a date for Cheshire in October and considering locations for early next year, with potential dates in January through March 2025.

The team is working to arrange a forum with the Mashantucket Pequot Tribal Council before the year-end, with Chief Fusaro offering to assist.

Priority locations include Fairfield County, East Hartford, and Enfield, with East Hartford in January, Enfield in March, and Fairfield County in May.

c. State agency outreach for website inclusion of CTRP3 information

Ken provided an update on the outreach for including CTRP3 information on state agency websites. He acknowledged that progress had been slower than planned since the last meeting. A review of previous minutes highlighted the need to follow the DMV model, and a list of other state agencies was developed. A letter was drafted by Erica and Ken to send to these agencies.

The initial focus will be on the Chief Public Defender, Chief State's Attorney, and the Commission on Human Rights and Opportunities (CHRO) websites. Following that, efforts will extend to the Chiefs of Police Association to encourage police departments to include similar information on their websites.

Eyvonne offered assistance with reaching out to other agencies and shared that she had requested statistics on the impact of the language implemented, although access to analytics has been problematic. She plans to provide this data to the board once available and is willing to help with the outreach efforts.

IV. General Discussion

a. Review Public Data Portal

Ken updated on the public portal review. The IMRP's new communications manager found the website too dark and uninviting. In response, a new individual has been hired to revamp the website. They will develop two or three design templates for the group to review, aiming to present these options by the September meeting. The goal is to create a brighter, less clunky website that better reflects the mission and progress of the project.

Additionally, three film days are planned to feature Advisory Board members discussing the project, and Valerie will produce a 30-second introductory video for the website to highlight progress and work over the past decade. Feedback on the current website is encouraged to help inform the redesign.

Ana suggested revisiting outreach to the Hispanic population through the Analea Show, which has been used with CHRO. She emphasized the need to revisit this conversation to reach a different audience and discussed the

potential to update the website with new content, including a possible language change if filming occurs.

Ana suggested connecting with the Hispanic population through the Analea Show, which has been used with CHRO. She proposed providing Spanish-language video content and adding a Spanish language option on the CTRP3 website.

Ken stated that resuming the filming of forums would be beneficial. John Lucas is available, and Valerie Gordon will help coordinate efforts to capture discussions across different regions of the state.

He also updated the group on plans to modernize the outdated data portal with the Connecticut Data Collaborative. The goal is to make town-specific data more user-friendly, with a streamlined dashboard for easier public access, while still offering raw data for researchers. The redesign will start on October 1st, with mockups expected by the end of the year.

Cheryl Sharp noted that their teen-run blog has seen increased traffic by using language teens understand and suggested involving teens to improve outreach.

Ken is preparing a grant application for funding starting October 1. He proposed hiring an outside group to conduct focus groups with community members and law enforcement to gather insights on making the website more accessible and user-friendly. He plans to work with Erica to identify a suitable group, review proposals, and present them to the team.

Ken suggested adding town-by-town data on reasons for traffic stops to the website. This would include specific reasons for stops and comparison metrics, such as whether a town is stopping more or fewer people for certain reasons. This approach aims to provide bite-sized, engaging information that could drive traffic to the website and enhance public understanding of police-community interactions. The goal is to make the data more accessible and interesting, potentially leading visitors to explore additional information on the site.

There were no additional comments, and the meeting was adjourned at 11:15 a.m.