



Community Outreach Subcommittee Minutes

Wednesday, August 27, 2025

10:00 a.m. – 11:00 a.m.

Zoom

Subcommittee Members Present: Gail Hardy, Rachel Timm, Eyvonne Parker-Bair, Charles Green, Piotr Milcek, Chief LJ Fusaro

Staff: Ken Barone, Erica Escobar

Guest: Matt Johnson

I. Welcome & Introductions

Chair Gail Hardy called the meeting to order at 10:04 a.m.

II. Approval of May 28, 2025, minutes

A motion was made and seconded to approve the minutes from May 28, 2025. The minutes were unanimously approved by members via voice vote.

III. Old Business

a. Fall 2025 Public Forums

An update was shared on the Fall 2025 public forums. The Tribal Council will not meet until after Labor Day, so follow-up will occur at the end of next week to gather feedback. Planning efforts are focused on Windsor and Trumbull, with Windsor expected in late September or early October, followed by Trumbull in October or November. Even with just these two forums, the annual goal will be met, totaling six events including UConn Law.

b. Media Campaign Presentation

An update was shared on the media campaign presentation. Matthew, a recent UConn DMD graduate, is leading production with Valerie serving as liaison. The campaign will consist of three videos: a 60-second flagship spot, a 30-second companion piece titled *Everywhere We Need to Be*, and a six-minute documentary-style video to be developed later.

The 60-second video will feature perspectives from drivers, officers, DMV staff, and advisory board members, emphasizing safety, rights, and equitable enforcement under Connecticut's anti-profiling law. Committee members stressed that the message must clearly convey that police cannot stop individuals based on race and that all stops must be tied to a legal violation. Concerns were raised that the repeated "We want you to know" phrasing could feel scripted or risk losing audience engagement. Members suggested balancing perspectives to show that both drivers and officers prioritize safety and equity, highlighting shared concerns. The DMV segment was questioned, with some suggesting it could be shortened or removed. Members recommended incorporating new B-roll from upcoming community forums in Windsor and Trumbull to enhance production. Other suggestions included showing interactions between drivers and officers to emphasize shared safety concerns and adjusting the phrasing to make the messaging feel more natural and engaging.

The 30-second video overlaps with the flagship piece but serves as a concise companion message. Members emphasized it should clearly highlight Connecticut's strong anti-profiling law and the state's leadership as a model for other states. Suggestions included emphasizing key legal protections upfront, ensuring the video is visually compelling, and keeping the message focused and direct.

Next steps include Valerie and Matthew incorporating feedback and preparing detailed scripts. Drafts will be circulated by September 15, so members have time to review before the late-September meeting. Members were encouraged to provide early feedback to ensure the language, visuals, and messaging align with committee goals before production begins.

IV. General Discussion

a. Report Format modifications

During general discussion, the subcommittee reviewed proposed changes to the 2023 and 2024 traffic stop study report format. The goal is to simplify complex methodologies and improve visualization without changing the underlying analysis. The Veil of Darkness analysis, also called the Solar Visibility analysis, was noted as confusing in past reports, where multiple specifications were presented as separate line graphs, creating chapters up to 30 pages long.

The proposed update consolidates the six specifications into single bar charts with lines indicating statistical significance. These specifications include the primary test, officer fixed effects, moving violations only, and moving violations during evening hours. Visuals will display disparities over time for Black and Hispanic motorists as well as department-level results. Points near

the benchmark line indicate parity, while larger deviations may suggest potential disparities. Circle size represents standard errors, with larger circles reflecting smaller sample sizes.

This approach reduces chapter length from 30 pages to about five pages while retaining detailed data in the appendix for academic review. The intent is to make findings more understandable for non-specialists, such as police chiefs, while still maintaining transparency for technical reviewers.

Committee feedback was mixed. Ken confirmed the goal of making the report clearer and more concise. One member said the charts remain difficult to interpret, while another emphasized that non-academic readers need straightforward explanations of what the results mean for their departments. Questions arose about whether simplifying visuals alone is sufficient or if additional focus on the executive summary is necessary.

Members suggested refining the visuals to clearly show parity and potential disparities, highlighting department-level results in an intuitive way, and ensuring the executive summary communicates actionable insights. Robustness checks should support, but not overshadow, the primary results. Additional notes may be included to guide interpretation for readers less familiar with the methodology.

The discussion emphasized balancing transparency for technical review with accessibility for non-specialists. Members agreed that the body of the report should include simplified visuals, the executive summary should convey key findings clearly, and the appendix should retain full methodological detail.

There was no further discussion, and the meeting adjourned at 10:55 a.m.