



HAMILTON POLICE SERVICES BOARD

Board Members

Nancy DiGregorio, Chair
James Kay, Vice Chair
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Bernie Morelli
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Lois Morin, Administrator

May 22, 2012

City of Hamilton
71 Main Street West
Hamilton, ON
L8P 4Y5

Mayor and Members of Council:

Re: Hamilton Police Service Monthly Reports (PSB 12-061)

Attached for your information and attention, please find copies of the Hamilton Police Service Monthly Reports. These reports highlight the following

- **Social Media Presence Continues to Grow**
- **First Quarter Results for Road Safety**
- **Support our Troops**

If you any questions or concerns that may arise from the reports please do not hesitate to contact myself or our office at the number below.

Sincerely,

Nancy DiGregorio
Chair
Hamilton Police Services Board

Attachments (1)

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HAMILTON POLICE SERVICES BOARD

- RECOMMENDATION -

DATE: 2012 May 22
REPORT TO: Chair and Members
Hamilton Police Services Board
FROM: Glenn De Caire
Chief of Police
SUBJECT: *Hamilton Police Service Monthly Report*
(PSB 12-061)

RECOMMENDATION:

That the Board direct the Administrator of the Board to refer this report, in its entirety, to the City of Hamilton, for information.


Glenn De Caire
Chief of Police

FINANCIAL / STAFFING / LEGAL IMPLICATIONS:

FINANCIAL - n/a

STAFFING - n/a

LEGAL - n/a

BACKGROUND:

Social Media Presence Continues to Grow

The Service has been developing its social media usage as part of its communications efforts. Similar to other communications tools, social media can grow if it has relevant, engaging and interesting content. In order to have that, passionate, keen and enthusiastic individuals are needed to provide that content.

The Service's social media team has provided that content on a consistent basis – content that advances the Service's mission, vision, and values as well as updating the community on police activity and information on crime and crime-related topics.

They have been able to increase the number of followers consistently because of the strength of their tweets and posts. The result? There has been an increase in the number of people receiving timely and relevant information about Hamilton police and their community. Building on-line communities is important and these members are doing a very effective job.

What is most extraordinary is that the members have gained the skills, knowledge and abilities to utilize Twitter on their own time. They have been able to enhance their current duties and assignments by leveraging this emerging technology to engage citizens. The passion that all of these members have taken with their Twitter accounts is remarkable.

A great deal of the tweeting that is occurring is being done off-duty. Why? The members have taken responsibility for their accounts and know it is important to continue to grow, expand and respond. This cannot always be done during their assigned shifts, which demonstrates their individual and collective commitment to their followers.

Twitter Account	Number of Tweets	Number of Followers
@HamiltonPolice	4,968	2,900
@HPSMedia	760	1,887
@HPSRoadSafety	136	580
@HPSDiv3schools	102	195
@joinHPS	1,614	472
@HPS_VOC	888	490
@HPSActionTeam4	12,317	1,841
Totals	20,785	8,365
Facebook		2,495 Likes

First Quarter Results for Road Safety

Hamilton Police issued 19,915 traffic tickets in the first three months of 2012, compared with 17,929 during the same time frame last year. During this same time, traffic collisions have declined 13% - 322 fewer collisions. This is 322 less chances for drivers and passengers to be seriously injured in a car accident in our city.

Hamilton Police continue their commitment against impaired driving. From January – March, 52,574 vehicles have been pulled over in Hamilton Police RIDE lanes, this compared to 29,966 last year at this time. As part of RIDE, there have been 15 impaired driving charges compared with seven last year at this time.

Alcohol related charges have increased by 15 to 145 in the first quarter of 2012 - 52 of these have come from Operation Lookout where citizens are encouraged to call 9-1-1 if they suspect an impaired driver.

UPCOMING

Support our Troops

The Hamilton Police Service will mark the beginning of "Support Our Troops" month at a kick-off ceremony on Wednesday, June 6, 2012, at Central Police Station.

Local military representatives will join Hamilton Police Services Board Chair Nancy DiGregorio, Hamilton Mayor Bob Bratina and Police Chief Glenn De Caire at the ceremony.

Several members of Hamilton Police who are currently in the military reserves will also be on hand in their military uniforms. In addition to their demanding police duties, these members devote countless hours to their military units in their off-time. There are 16 members of the Military Reserve Force presently serving with the Hamilton Police.

There will be a fundraising barbecue following the ceremony with all proceeds to be donated to the Military Family Centre in London, Ontario. Everyone is welcome to attend.

GD/C. Martin