



# Cobourg Police Service

Paul VandeGraaf  
Chief of Police

## Board Report:

In Camera Session: No

Date of report: November 11, 2020

Date of meeting: November 17, 2020

Mr. Dean Pepper, Chair  
and members of the Cobourg Police Services Board

**Subject:** Communication

**Chief's Recommendation:** "That the Cobourg Police Services Board review and file for information."

## Background:

This report shows a snapshot of how the Cobourg Police Service is managing its social media, and the media coverage earned for the month of October.

## Report:

Media Releases sent out by Cobourg Police Service in October:

Positive Stories	Media Invitations	Crime-Related
4		21

Media coverage earned by local news in October:

News Source	Positive (6)
Cobourg Now	2
My Broadcasting Corporation	2
Northumberland News	2

News Source	Neutral (53)
Global	8
My Broadcasting Corporation	11
Northumberland News	15
Today's Northumberland	19

News Source	Negative (0)
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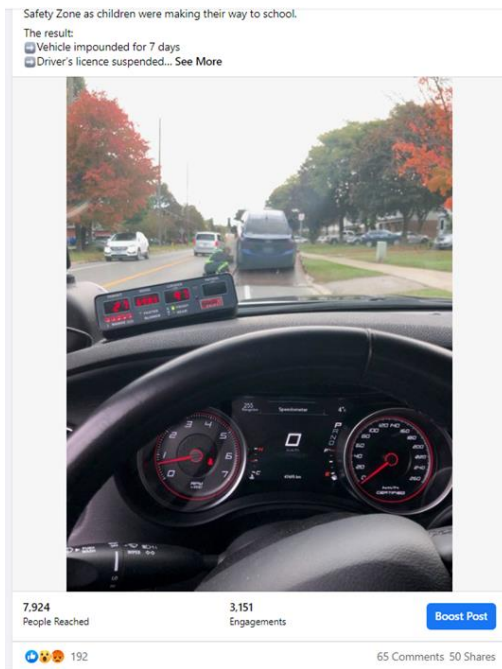
## Social Media Activity in October:

Account	Post Made	Top Post	Reach	Mentions	New Page likes/Follows	Profile Visits
Facebook	80	<p>This driver was stopped by Cobourg Police going 57 km/h OVER the speed limit in a Community Safety Zone as children were making their way to school.</p> <p>The result:</p> <ul style="list-style-type: none"> <li>→ <input type="checkbox"/> Vehicle impounded for 7 days</li> <li>→ <input type="checkbox"/> Driver's licence suspended</li> <li>→ <input type="checkbox"/> Driver charged accordingly.</li> </ul> <p>A bad start to the day for the driver, but it could have been much worse should they have lost control or hit a pedestrian or another vehicle. Speeding and aggressive driving behaviour puts everyone at risk.</p> <p><a href="#">#SLOWDOWN</a> <a href="#">Town of Cobourg, Ontario</a></p>	7,924	23	53	8,341
Twitter	71	<p>Stopped by #CobourgPolice going 57km/h OVER the speed limit in a #CommunitySafetyZone The result:</p> <ul style="list-style-type: none"> <li>→ <input type="checkbox"/> Vehicle impounded for 7 days</li> <li>→ <input type="checkbox"/> Driver's licence suspended</li> <li>→ <input type="checkbox"/> Driver charged It could have been much worse should the driver have lost control or hit a pedestrian/vehicle. #SLOWDOWN</li> </ul> <p><a href="https://pic.twitter.com/mNqOvrXJNw">pic.twitter.com/mNqOvrXJNw</a></p>	2,862	50	4	1,025

## Some highlights for the month of October:

- Operation Impact
- Participation in Rebound Child & Youth Services Northumberland Kilometers for Kids
- Cobourg Police Service Civilian member Christine Zealand and Special Constable Detlor completed Major Incident Command Scribe
- Chief VandeGraaf and Sergeant Curr presented a plaque of appreciation to Breakers on the Lake owner John Lloyd for opening up the motel to first responders for respite and quarantine.
- V13 Policetech Accelerator release – Health Canada approved ThermaScans hardware
- Safe Halloween Campaign in partnership with the Town of Cobourg
- Participation in the Royal Canadian Legion - Cobourg Br. 133 raising of the Poppy Flag at the Cobourg Police Station with Legion President Bob Robison and Sergeant at Arms Don Ramsey.

## Comments from the community:



**Brodie Hutton**

I saw the way he was driving and cannot tell you how happy I was to see the police officer coming up behind them! Great work officer! It was a very busy time of the morning!

Like · Reply · Message · 5w



9



**Shawn Axhorn**

Bravo. We moved here in March and noticed a lot of people do drive way too fast in our neighbourhood as well. Nice to see, good job Cobourg Police

Like · Reply · Message · 5w



1

**Cobourg Police Service is at Canadian Tire (Cobourg).**  
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Our @CobourgPolice #Auxiliary officers ran another FREE #CarSeatClinic today! Educating families on safe car seat installation and use. #Carseatsafety

Stay tuned for more information on our next clinic coming up in December. Thanks to @canadiantire #cobourg for their support on this initiative.



**Ron Pidwerbecki**

**John Turner** Great use of their Aux unit! You can tell they're well respected!

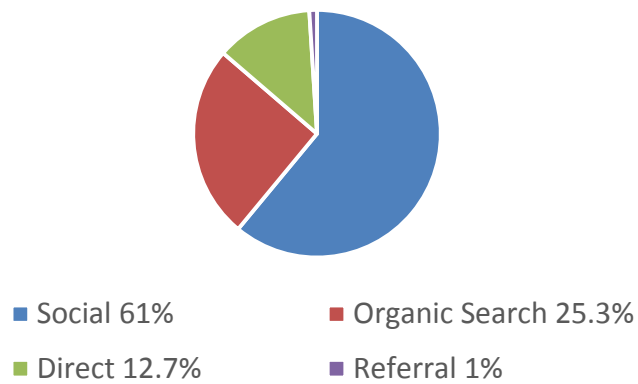
Like · Reply · Message · 5w

## Online Reporting and Bike Registration Stats

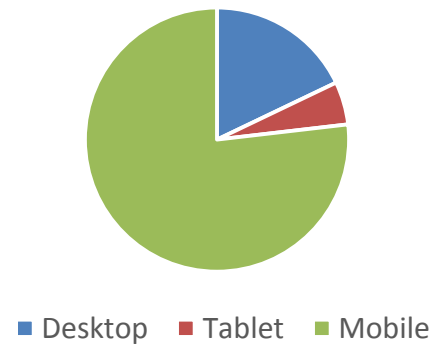
	Online Reports (excluding bike registration)	Online Bike Registration
May	3	3
June	4	5
July	11	16
August	8	2
September	4	3
October	8	1

## Cobourg Police Service Website Activity in October

Traffic



Device



### Top 3 sources

1. Facebook
2. Google
3. Direct

### Top three pages visited in October:

Homepage  
Media Releases  
Careers

Respectfully Submitted,

Paul VandeGraaf  
Chief of Police