



Cobourg Police Service

Paul VandeGraaf
Chief of Police

Board Report:

In Camera Session: No

Date of report: January 12, 2021

Date of meeting: January 19, 2021

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 December.

Report:

In December, Chief VandeGraaf had two on-camera appearances, including an interview on Municipal Matters to discuss community safety and a second on-camera appearance with Today's Northumberland to discuss The Next Generation Community Safety Strategy. Cobourg Police Service was also highlighted in two radio features. Northumberland CFDC Executive Director Wendy Curtis joined Chief VandeGraaf, on Northumberland 89.7 Consider This to discuss The Next Generation Community Safety Strategy with host Rob Washburn. The second radio segment aired on 93.3 MyFM with a 'Chief's Year in Review' feature.

Media Releases sent out by Cobourg Police Service in December:

Positive Stories	Media Invitations	Crime-Related
5	0	17

Media coverage earned by local news in December:

News Source	Positive (9)
My Broadcasting Corporation	4
Northumberland 89.7	1
Northumberland News	3
Today's Northumberland	1

News Source	Neutral (33)
Cobourg New Blog	1
Cobourg Now	1
Global	1
My Broadcasting Corporation	16
Northumberland News	12
Today's Northumberland	2

News Source	Negative (1)
Today's Northumberland	1

Social Media Activity in December:


Account	Post Made	Top Post	Reach	Mentions	New Page likes/Follows	Profile Visits
Facebook	59	<p>#cobourgpolicesservice MEDIA RELEASE - Police increase patrols in the Town of Cobourg, Ontario after recent reports of parcel theft</p> <p>We have received reports of parcels being stolen from porches in the area of Carlisle Street in West Park Village.</p> <p>As a result of the seasonal increase in doorway deliveries of parcels, uniformed members of the Cobourg Police Service have increased neighbourhood patrols in the Town of Cobourg.</p> <p>The Cobourg Police Service encourages residents to report any suspicious persons or activity or file a report online if you fall victim to parcel theft https://cobourgpolicesservice.com/online-reporting/</p> <p>Tips to protect against parcel theft:</p> <p>→ <input type="checkbox"/> Track your delivery and know when the package is expected to be<i>post continues</i></p>	14,591	7	48	1,240
Twitter	55	<p>Please help us in welcoming Constable Josalyn Hilts to the #CobourgPoliceService. Const. Hilts transferred from @PeelPolice and is looking forward to serving @TownofCobourg Welcome to our police family! pic.twitter.com/LXK6epadRd</p>	5,884	55	18	2,703

Some highlights for the month of December:

- First Virtual Bingo hosted by the CPS M-HEART team in partnership with Community Living
- Festive R.I.D.E. Campaign
- Lock It or Lose it Campaign
- Car Seat Clinic
- Chief VandeGraaf presents at the OSCA Annual Conference - Tiered Policing and Special Constable position
- Chief VandeGraaf panel guest at the OSCA Annual Conference closing panel discussion
- Chief VandeGraaf and Northumberland CFDC Executive Director Wendy Curtis on Consider This highlighting The Next Generation Community Safety Strategy and the V13 Policetech Accelerator
- Support of the Rotary Harbourfront Outdoor Skating Rink over the holidays
- Welcome to Constable Josalyn Hilts
- Support of the Jason Clarke Toque Campaign for the Kerrin Family
- Presentation of a plaque of appreciation to B & P Rustproofing & Total Auto Care

Comments from the community:

DECEMBER 4

 **Jodi Jodi** wrote on your timeline.

Thank you for the online bingo you did for the Community Living-West Northumberland group. Devin had a blast and looks forward to the next one 😊 It was SO great to have something fun and different to do when there's not a lot for them to do. You SERIOUSLY brightened his day!!

 **Sarah Kennedy** @OSCApresident · Dec 3, 2020
The #OSCAConference2020 attendees enjoyed a thoroughly engaging presentation from @ChiefVandeGraaf this morning. Chief, thank you for the vision and leadership you bring to @CobourgPolice and for recognizing the tremendous work of #SpecialConstables as #partnersinpublicsafety



 1  8  22 

 **Kev Thompson** 🇨🇦🇬🇧 @OSCAvp · Dec 3, 2020
Replying to @OSCAmerch and @ChiefVandeGraaf
Thank you @ChiefVandeGraaf for an excellent presentation this morning! I am so impressed with the work you and your team are doing at @CobourgPolice

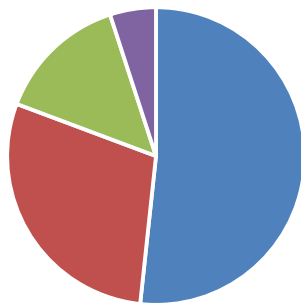
  1  1 

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
November	6	2
December	3	1

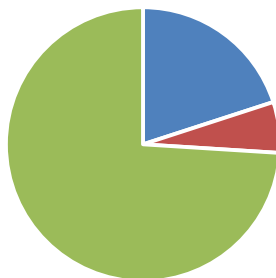
Cobourg Police Service Website Activity in December

Traffic



■ Social 51.7% ■ Organic Search 29%
■ Direct 14.3% ■ Referral 5%

Device



■ Desktop ■ Tablet ■ Mobile

Top 3 sources

1. Facebook
2. Google
3. Direct

Top three pages visited in December:

Homepage
Media Releases
Missing person post

Respectfully Submitted,

Paul VandeGraaf
Chief of Police