



# SUMMER 2019 EVENT SUMMARY



# at a glance



## 2019 DATES AND LOCATIONS

June 4	East Silver Lake Park
June 18	George Gibbs Elementary
July 2	Longfellow Elementary
July 16	Franklin Elementary
July 30	Watson Field
August 20	Harriet Bishop Elementary



## PARTICIPATING DEPARTMENTS

Crime Prevention	Police Explorers
Dispatch and Records Units	Police Mobile Command Unit
Diversity Council	Rochester Fire Department
Mayor and RNeighbors	Rochester Parks and Recreation
Mayo Clinic Ambulance	Rochester Public Library
Minnesota State Patrol	Rochester Public Schools
National Guard	Rochester Public Utilities
Olmsted County Sheriff	Rochester Public Works
Police Crime Scene Unit	Emergency Response Unit (ERU)
Police K9 Unit	Volunteers in Public Safety (VIPS)

# event overview

## BACKGROUND

The Safe City Nights program is designed to provide opportunities for community members, in all wards of the City of Rochester, to become familiar with the Rochester Police Department (RPD) members who serve them over a meal rather than just during times of trouble or need. The initiative was launched with the intention that positive relationships are built, nurtured, and strengthened between the community and RPD.

## BUSINESS PURPOSE

The purpose of Safe City Nights is to develop a positive connection between law enforcement and the community. This includes helping people become more familiar with law enforcement officers in the community. In addition, there is a desire to garner interest in the law enforcement profession, to encourage and inspire underrepresented communities to consider the occupation.

RPD believes a grassroots series of events like Safe City Nights provides the public with an engaging, fun and unique opportunity to meet the people behind the badge. Safe City Nights is a setting that opens the door to interact and build desired relationships in a welcoming and safe manner, achieving a desired goal of helping residents feel more connected to their local law enforcement officers.

Police Chief Jim Franklin states, "RPD believes community engagement is critical to the success of protecting and serving the Rochester community. The Department believes it is the responsibility of all to be engaged with the community, not just a select few. This includes the Chief, sworn officers, and civilian staff. RPD believes community engagement is strengthened through strong partnerships built upon trust, collaboration, and respect. "



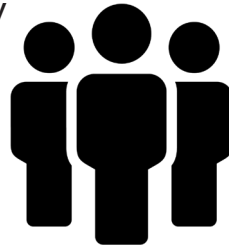
Thank you to our sponsors for their generosity and support!



# stats

DATE	LOCATION	ATTENDANCE
June 4	East Silver Lake Park	495
June 18	George Gibbs Elementary	935
July 2	Longfellow Elementary	715
July 16	Franklin Elementary	1,012
July 30	Watson Field	1,045
August 20	Harriet Bishop Elementary	1,210

**TOTAL ATTENDANCE**  
**5,412**



## attendee quotes

"Loved the chance to talk to first responders and neighbors. Thankful my kids had the chance to talk/ask questions of community leaders!"

"It was a great event and wonderful way to get the community together!"

"Thank you for the fun night. This ia a great way to promote community interaction."

"Thought it was a great event. It was well organized, everyone was friendly and inviting. Awesome initiative."

"My son still asks me every night if we can go back."

"This was a fun evening! I wasn't sure what to expect and was continually surprised at each booth and conversation I had with a variety of emergency response folk.

The food was tasty - thank you! Ice cream sandwich was refreshing - double thanks! Ran into friends I hadn't seen in awhile.

"What a special treat that was for all our kids in the neighborhood!

"Great program I absolutely loved it!! Thank you for setting a good example for our little ones. They need to know police are good people."

Just a great time with fabulous folk. Thanks for your public service and generosity!"

Great night, wonderful event... thank you!!!"

# surveys - 212 completed

**95%** felt more comfortable with and/or connected to the Rochester Police Department after attending Safe City Nights.

**98%** would recommend Safe City Nights to a friend or family member.

**94%** reported that the location(s) of Safe City Nights worked for them.

**98%** reported that the time of Safe City Nights (6-8pm) worked for them and/or their family.

**98%** would attend Safe City Nights next year.

**85%** heard about Safe City Nights from Facebook.

## Top 5 Most Enjoyed Activities

1. Police K9 Unit
2. Free Meal
3. SWAT Team
4. Rochester Fire Department
5. Olmsted County Sheriff's Office



# media

## KIMT3 News

**KIMT3 NEWS**

### ROCHESTER'S 'SAFE CITY NIGHTS' PROVING TO BE A SUCCESS



"You really learn how much support we have in the community and how people really just want to get to know the Rochester Police Department before they need us."

Posted: Jul 16, 2019 7:48 AM  
Updated: Jul 16, 2019 8:21 AM  
Posted By: Jared Patterson

**KIMT3 NEWS**

### LAST SAFE CITY NIGHTS



Rochester Police Department is holding the last of six Safe City Nights events.

Posted: Aug 20, 2019 7:24 AM  
Updated: Aug 20, 2019 7:24 AM  
Posted By: Helen Starrs

**KIMT3 NEWS**

### BLACKHAWK CHOPPER LANDS AT SAFE CITY NIGHTS



Rochester held it's last Safe City Nights of the Summer.

Posted: Aug 20, 2019 10:45 PM  
Updated: Aug 20, 2019 10:45 PM  
Posted By: Katie Lange

## KAAL-TV

**6 NEWS** 65° Rochester MENU

### Rochester Police Launch "Safe City Nights"



"Safe City Nights" in Rochester

May 29, 2019 05:25 PM

**6 NEWS** 65° Rochester MENU

### Safe City Nights Kicks Off in Rochester



Safe City Nights

June 05, 2019 11:50 PM

# media

## Post Bulletin

**POSTBULLETIN**  
Minnesota Newspaper Association's 2019 Daily Newspaper of the Year

Photos: Safe City Nights at George W. Gibbs Elementary

Joe Ahlquist jahquist@postbulletin.com Jun 18, 2019

Safe City Nights at George W. Gibbs Elementary School



**POSTBULLETIN**  
Minnesota Newspaper Association's 2019 Daily Newspaper of the Year

Safe City Nights set to launch

Post Bulletin staff reports Jun 1, 2019

**POSTBULLETIN**  
Minnesota Newspaper Association's 2019 Daily Newspaper of the Year

Safe City Nights event tonight

Emily Cutts ecutts@postbulletin.com Jul 16, 2019

## MedCity Beat

**MedCityBeat**



APR 8

**Rochester police announce 'Safe City Nights'**

NEWS • 2019

## KROC

Rochester's News-Talk  
**KROC**  
1340 AM ★ 96.9 FM

HOME | ON-AIR | LISTEN | EVENTS | KROC AM CLUB | RES | Q | f | t



**ROCHESTER POLICE DEPARTMENT PREPARES FOR TUESDAY'S SAFE CITY NIGHTS**

LUKE LONEN | July 15, 2019

Photo From City of Rochester Police Department Facebook Page

## KTTC News

Safe City Nights continue in SE Rochester

9:15 pm July 16, 2019 MINNESOTA NEWS, TOP STORIES

ROCHESTER, Minn. (KTTC) – A Southeast Rochester neighborhood was overrun with first responders Tuesday night, but it wasn't for an emergency.

Hundreds of people packed the parking lot at Franklin Elementary for the fourth Safe City Night.

Tonight's activities got kids up close to police cars and fire trucks, robots and other equipment. There was even a chance to pet a police dog.

RPD says almost 2,000 people attended the previous three safe city nights. They expected more than 500 people at Tuesday night's event.

There are two more Safe City Night events this summer. The next is on July 30th at Watson Field, and the last will be on August 20th at Bishop Elementary. Both events start at 6 p.m.

