

COPS ★

COMMUNITY ORIENTED POLICING SERVICES
U.S. DEPARTMENT OF JUSTICE

*Reaching out to the Private
Sector: Private-Public
Partnerships*

Brad Brekke
VP, Assets Protection



big things happen

when you shop at Target



With every Target purchase, you help us give 5% of our income to strengthen communities just like yours across the nation. That's a big \$3 million every week. Thanks to you:

- Nearly **2,000 school libraries** have been re-energized by Target Volunteers.
- **729,000 students** have taken **7,400 field trips** through Target Field Trip Grants.
- More than **\$273 million** has helped **114,000 K-12 schools** through our Take Charge of Education® program.
- **Countless families** have enjoyed thousands of free or reduced-admission museum, theater and festival events.
- **16 million pounds of food** have been donated annually to support the important mission of Feeding America.
- **Millions of dollars** have gone to The Salvation Army and other disaster-relief organizations.
- **Thousands of local store grants** have supported the arts, school field trips and early-childhood reading programs. To learn more and apply, visit Target.com/grants.



Team Members & Guests



Brand Experience



Urban Growth

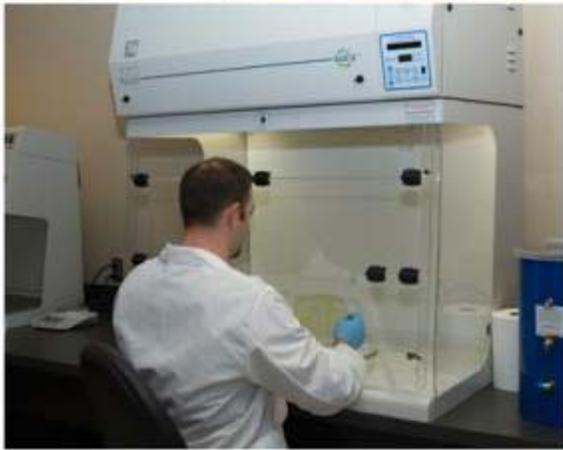


Challenge: Risk / Resources



Public-Private Partnerships





Resources

- Technology
 - Video & computer systems
 - Investigative support
- Expertise / Best practices
 - Training & talent
- Convener / Connector
 - Publications
 - Intellectual philanthropy

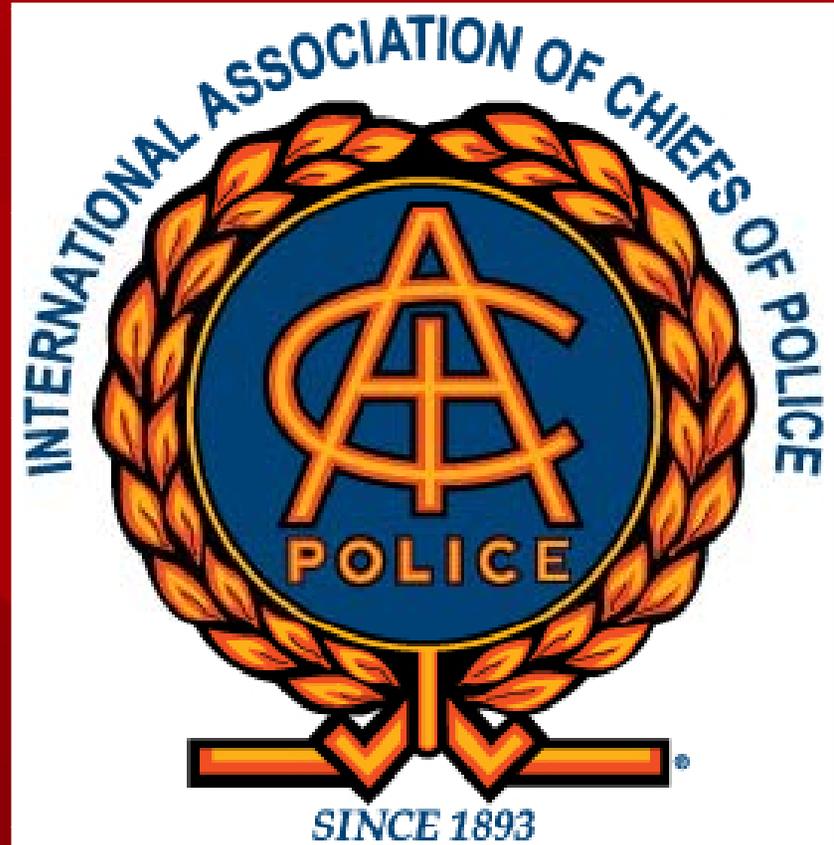


Technology



POLICE EXECUTIVE
RESEARCH FORUM

Expertise/Best Practice



Connector/Convener



National Law Enforcement
MUSEUM

A MATTER OF HONOR

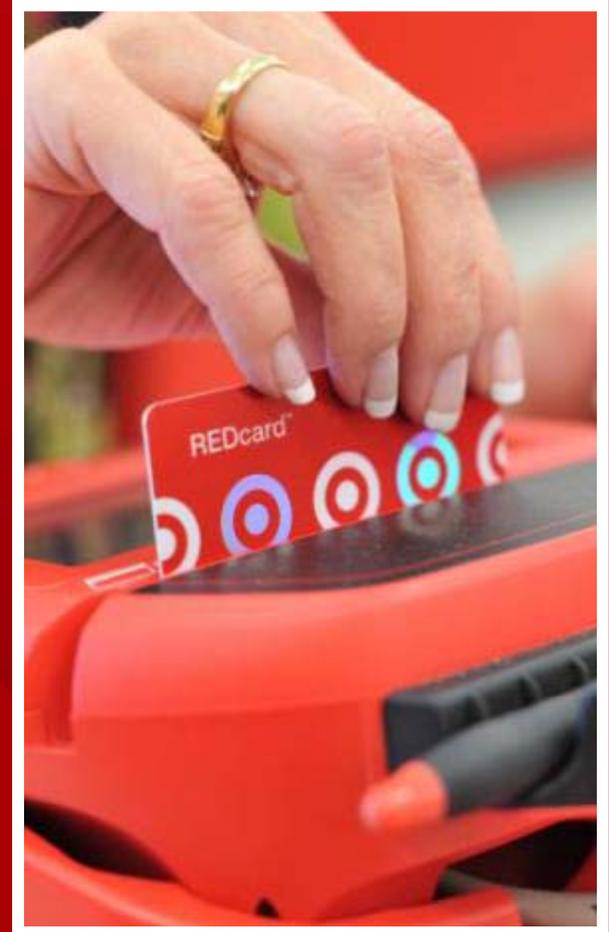




182
Urban Stores



46,000
Team Members



\$9.5 Billion
Total Sales



2000+
Partnerships

SAFE CITY

HOME ABOUT MAKE AN INQUIRY MEMBERS ONLY ADMINISTRATION

About Safe City Building Blocks: Partnerships & Technical Solutions

The Safe City Program

Sustaining Partnerships

Testimonials

Frequently Asked Questions

Corporate Partners

Safe City Communities

Safe City News

Getting Started

Make an Inquiry

Implementing A Safe City

Resources

Safe City Crime Prevention Guides **NEW!**

• Law Enforcement

Safe City will not be successful and sustainable without law enforcement leadership and partnership. Their leadership, local crime knowledge, information resources and public credibility are essential.

• Retail and Civic Organizations

These partnerships are critical and will help ensure that solid information and effectiveness of Safe City.

- Neighboring retail / businesses
- Property management / property developers
- Private security teams

• Community Organizations

There are many people and organizations with important leadership roles in the community. They must be engaged and informed about Safe City.

- Mayor/city council/city manager
- County commissioners/county manager
- Local business associations (e.g., chambers of commerce)
- Surrounding neighborhood associations (e.g., neighborhood watch)
- Key community organizations (e.g., Rotary, Lion's Club)

ounded by **O & BLUE**

20+
Safe City Projects

Security Trend





Search Go

- education
 - environment
 - well-being
 - safety & preparedness**
- partnerships | stores | preparedness & response



safety & preparedness

Target is committed to operating safe stores that help our communities thrive. We achieve this through our innovative public safety partnerships and focus on preparedness.

14,500 communities participated in 2009 National Night Out

Partnerships

Target's **innovative partnerships** help create effective public safety solutions.

35+

Target stores hosted Shop With a Cop events in 2009

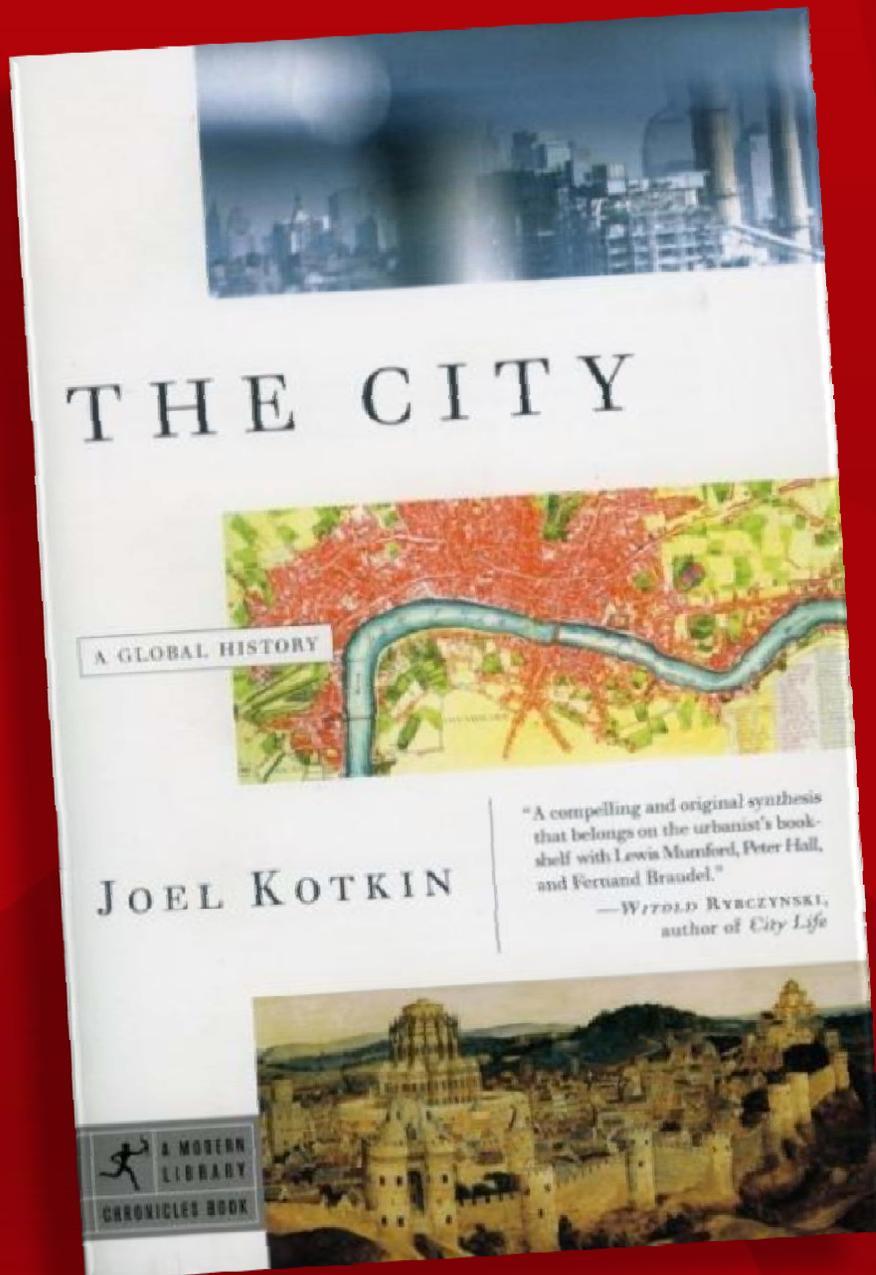
Stores

Target is committed to operating **safe stores** that help our communities thrive.

more than 100,000 relief kits assembled in 2010.

Preparedness & Response

We listen. We act. We give. Before and after a crisis, **communities can count on Target.**



“To be successful, today’s cities must be places that are sacred, safe and busy.”

- Joel Kotkin



Challenging Environment



CITY BUDGET CUT PLAN
\$5 Million City Wide

- ▶ Police: \$1.7 Million
- ▶ Fire: \$1.2 Million
- ▶ Public Works: \$600,000

Police face cuts as economy falters
October 23, 2008 | From Kevin Bohn CNN

A photograph of a police officer in a yellow shirt talking to a group of protesters holding signs. The signs contain messages such as "TREAT PO OFF FA", "WANT TO KNOW HOW TO CUT THE POLICE BUDGET?? ASK A POLICE OFFICER", "LEAD DO CARE AB CITY EMPLOY", and "FIRST TO RESPOND... LAST TO GET PAID!".

TREAT PO OFF FA
WANT TO KNOW HOW TO CUT THE POLICE BUDGET?? ASK A POLICE OFFICER
LEAD DO CARE AB CITY EMPLOY
FIRST TO RESPOND... LAST TO GET PAID!

Challenge: Risk / Resources



Challenge:
Organizational Design

Transactional

vs.

Relational

COPS ★

***COPS*★ 2.0**

Expanding the Scope





REACHING OUT TO THE PRIVATE SECTOR:

Building Partnerships and Managing Your Workforce



TARGET.

COPS

COMMUNITY ORIENTED POLICING SERVICES
U.S. DEPARTMENT OF JUSTICE

REACH A CORPORATE PARTNER

ENFORCEMENT EXECUTIVES MAY WONDER WHICH
OPTIMAL CORPORATE PARTNER TO APPROACH AND
HOW TO DO IT EFFECTIVELY. CHIEFS AND SHERIFFS
SHOULD CONSIDER THE FOLLOWING STEPS AND
RECOMMENDATIONS WHEN TRYING TO DEVELOP A
RELATIONSHIP WITH BUSINESSES OR CORPORATIONS.

1. IDENTIFY YOUR PARTNERS AND DO YOUR HOMEWORK

The first step in the partnership development process
is research. Use your crime analysts to map local
businesses. Once they are identified, consider the
following questions for each organization:

- In what areas do they excel? Companies often
use high-performing corporations for benchmarking
best practices. Many organizations look to Disney or
Southwest Airlines as industry leaders in customer
service. Motorola is well-known for its Six Sigma
business process analysis. Consider what your local
businesses and corporations are known for, and what
they do exceptionally well. For example, the Arlington
Texas Police Department has partnered with The
Container Store to improve employee engagement,
retention, and satisfaction—areas in which that
company has traditionally scored very high.

What risks do they face? And how can your agency
help them? Many companies, for example, are trying
to reduce workplace violence. Others are looking to
improve customer safety. Think how a public safety
agency could help a company mitigate those risks.

What resources? Research the business's
community involvement as a foundation, a volunteer network, or
other resources that might be available to help your agency.

Where is the synergy? Get to know your businesses
and where their particular interests lie. A partnership must

Call Now

Business Case

Resources

Brand Identity

Advocates/Influencers

Resources



Brand Identity



Advocates/Influencers



Metrics

Crime Statistics

Economic Growth

Reputation

Engagement

Protect & Serve



Protect, Serve & Engage





EXTRA SLIDES BELOW

Engagement Strategy

U.S. crime statistics

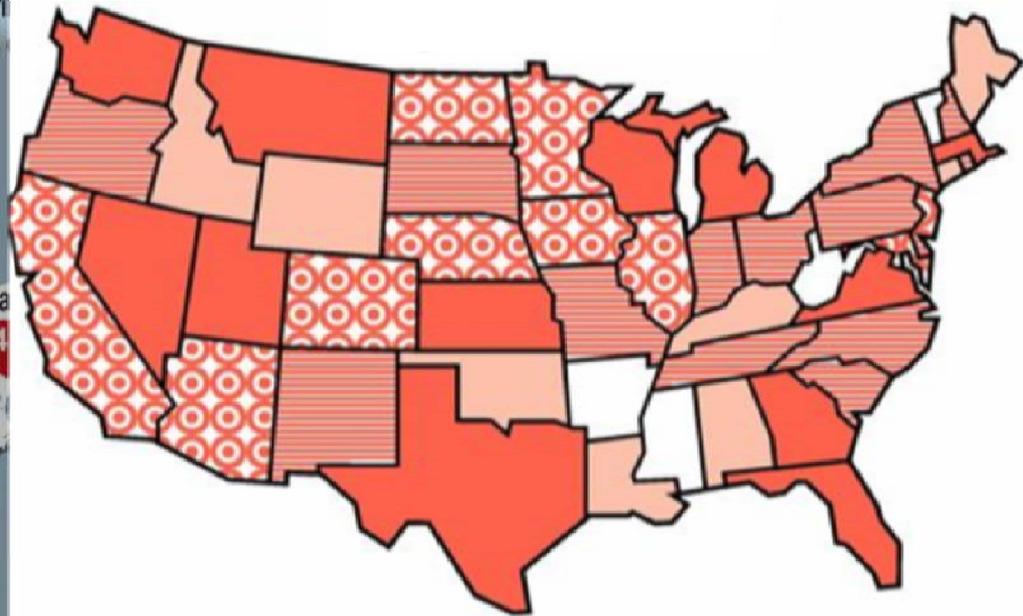
According to the FBI's Preliminary Semiannual Report, the U.S. experienced a 1.8 percent drop in violent crime and a 4.1 percent drop in property crime during the first six months of 2006 compared to the same period in 2005.

Crime by region

Percent change by geographic region



Target Market Share



Aggravated assault -1.7%