



**TONY J. PUSTIZZI**  
CHIEF OF POLICE

July 27, 2016

Florida Crime Prevention Association Board  
C/O Bill Gonsalves  
Naples Police Department  
355 Riverside Circle  
Naples, FL 34102

To FCPA Board Members:

It is with great pleasure that I nominate the Coral Springs Police Department’s Community Involvement Unit for the Florida Crime Prevention Association 2016 Crime Prevention Unit of the Year Award. The Community Involvement Unit serves the City of Coral Springs, a diverse community with the following demographics:

Population: 125,287	White (Hispanic): 69%
<b>Under 18 Years of Age: 26%</b>	<b>Black or African-American: 18%</b>
65 and older: 7.9%	Other: 8%

During FY2015-2016, the Community Involvement Unit members, Sergeant William Capplis, Officer Glenn Roberts and Community Involvement Coordinator Lynne Martzall and part-time Community Involvement Liaison Monica Vargas maintained a diverse and aggressive workload of projects for the Coral Springs community. Despite the size of the unit, the magnitude of their successful outreach to residents and community, is and continues to be, remarkable. The unit members not only exceeded their goals and objectives, they developed new programs and outreach efforts utilizing multiple technology platforms and holistic crime prevention principles.

The Coral Springs Police Department’s Community Involvement Unit is deserving of recognition from their peers for their continued dedication to crime prevention and community outreach. Attached is a summarized list of the outstanding projects the unit has participated in or initiated during the past year. In addition, we have included a brief video summary highlighting the unit’s achievements.

Respectfully submitted:

Tony Pustizzi  
Chief of Police



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## **Application: FCPA's 2016 Crime Prevention Unit of the Year**

*Accomplishments from October 2015 to August 2016 qualifying the unit for this prestigious award include:*

I respectfully submit the members of the Community Involvement Unit for the FCPA's 2016 Crime Prevention Unit of the Year Award for their outstanding efforts to improve police relations throughout the Coral Springs community and law enforcement community as a whole. All members have performed above and beyond the general scope of their duties this year, resulting in a positive effect on not only the community, but among employees as well.

The mission and goals of the Community Involvement Unit are to develop the police department's community outreach efforts through effective communication and interaction with residents, clergy and business leaders. This is done through the establishment of open, two-way communication utilizing social media, group meetings, city events and newly created outreach programs.

### **School-Age Safety and Crime Prevention Initiatives:**

- **Summer Break Spot Program:** A first of its kind in the State of Florida, the Community Involvement Unit started the Summer BreakSpot, a police-run summer camp throughout the summer months. When approached by the Department of Agriculture to organize a summer feeding and enrichment program for underserved youth, the unit met the challenge head on to obtain a location and approval. The program, run entirely by the police community services component and volunteers, bridges the gap of communications between law enforcement and children while offering enrichment programs to include safety, art, reading and sports each day. The program is so popular, it garnered attention from local and national media outlets and other departments have contacted our agency for assistance in developing a similar program.
- **Touch a Truck** – The unit realized that a large number of children and young adults have special needs in our community. To ensure those with special needs do not fear law enforcement, the unit created an event to introduce them to officers and allow them see their equipment. The unit allowed families to enroll in a database so that officers can better acquaint themselves with those with special needs in the community.
- **Smartphone Cards** – Developed a marketing piece explains in detail how to prevent theft and the potential felony charge that an offender may face.
- **Sexting Cards** – Similar to the Smartphone Cards, this marketing piece details the dangers of “sexting” and the new criminal ramifications for doing so.
- **Don't Ruin Your Future** – A marketing piece to target robbery and theft, warning of the consequences of such actions.
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- **Bike to School Day** – The unit coordinated with the Safe Kids Coalition to have National Bike to School Day at three Coral Springs Schools. As a result, more than 1,000 children participated in this safety awareness event and three students received a free bike.
- **Walk to School Day** – Similar to Bike to School Day, the unit coordinate with the Safe Kids Coalition at two Coral Springs schools. They directly targeted schools that had issues with traffic during drop off and pick up times.
- **K9 Cards-** To develop a positive image of law enforcement and promote what our K9's and their handlers are responsible for, the unit developed trading cards with fun facts for kids.
- **Drowning Prevention** - The unit took a proactive approach utilizing social media, purchased ads and creative marketing strategies to reach parents of children in the most at-risk age group. Additionally, CIC Martzall distributed Water Watchers, a lanyard designating an adult to supervise a child at all times near a body of water, to parents and care givers at schools, Safety Town and during community presentations.
- **Youth Project:** The unit researched regional juvenile programs nationwide to begin coordination with city Community Development in reference to the construction of a Boys & Girls Club for underserved areas within the city. Development of buildings and social services are not a requirement of the unit, but once again they use their contacts in the community and perseverance to bring these items to fruition.

#### **Community Outreach and Crime Prevention Initiatives:**

- ***Cone with a Cop & Coffee with a Cop*** – To engage the community with their zone officers and members of the police department, the unit created a new program. Cone with a Cop and Coffee with a Cop removes the stress most people have when dealing with law enforcement (during accidents or incidents of crime). The one-hour, one-on-one meetings are one of the many steps taken to humanize the badge, and provide open communication.
- **FCPA Conference Presenters:** For four years in a row, members of the Community Involvement Unit have presented at annual the FCPA Conference everything from domestic security to social media use in law enforcement. For 2016, the unit will be presenting the success of the Safety Town program.
- **Law Enforcement Appreciation** – With negative news reports and growing disdain for law enforcement nationwide, the unit took the initiative to work with a local business to bring residents and law enforcement together. Not only did this self-initiated outreach provide better communication, it was a morale booster for police officers and their families. The unit assisted the Police Unity Tour with their goal in raising money for their charity as well.



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- **Police Appreciation Week** – Again, at a time when law enforcement has been heavily criticized by the media and public, the unit coordinated events surrounding Police Week 2016, to show officers that they are appreciated for their service and sacrifice. Each day officers received gifts provided by the South Florida LEO Wives, but coordinated by the unit.
- **Economic Crime Symposiums** – Worked with the Economic Crimes Unit to develop presentations for the community to better educate residents about scams. The unit was responsible for obtaining the location, advertising the event, providing refreshments and ensuring its success.
- **Emergency Preparedness** – The unit provided presentations at multiple locations to assist Emergency Management with their effort to better prepare residents should Florida encounter a hurricane. In addition to providing symposiums for seniors and at Home Depot, the unit continued to maintain and update the vulnerable population registry required by Broward County.
- **CAM (Community Association Managers) Trainings:** The unit initiated a new program that provides continuing education credits for property managers. The curriculum was centralized to crime prevention within residential communities.
- **Shred-A-Thons** – The unit coordinated four shredathon events to prevent identity theft, with more than 800 participants.
- **Seniors vs. Crime Program** – The unit oversees the volunteer unit, which consists of seniors who assist other seniors with matters related to disputed bills, lack of paid for service, etc.
- **Seniors and Law Enforcement Together:** Each month, the unit meets with an enthusiastic group of seniors to discuss crime trends, safety tips and resources are provided. This meeting serves as a valuable platform to help identify seniors concerns.
- **Special Olympics fundraising and Torch Run** – The unit is responsible for the coordination of efforts for this important charity. They coordinated the sale of hats/shirts; and hosted a Tip a Cop event, which resulted in \$2,800 for the charity.
- **Safety Town:** One of the most effective early childhood safety presentation programs is the City of Coral Springs Safety Town Program. The Community Involvement Coordinator (CIC) coordinates the program for the community youth attending kindergarten in the City's schools; this includes public and private schools. Safety Town is a comprehensive early childhood, hands-on, safety education program designed to reduce all types of safety situations that children may face. This past year, the unit helped educate over 2,200 kindergarten-aged students, while developing new curriculum and resources. During 2015-2016, the city was awarded a **\$250,000** Department of Education Grant in which the Unit CIC oversaw all the purchases related to the program including electronic equipment; bikes, helmets and safety items.



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- **Social Media Outreach:** The Community Involvement Unit manages one of the most effective Social Media outlets for law enforcement in the nation. The Community Involvement Coordinator coordinates posts for crime prevention, public education/safety and assists in locating wanted suspects. This past year alone, their efforts led to police finding two endangered runaways, identified 18 wanted suspects and enhanced the public's image of the hard working men and women of law enforcement. Their efforts also had the video "In the Eyes of Law Enforcement" video go viral with more than 25 million views and the Running Man Challenge with more than 5million views. On average, the unit now reaches more than 500,000 viewers each month. This new form of crime prevention and outreach has proven to be most effective. Coral Springs is a benchmark agency for other police departments and while that may not be a goal or objective, it plays an important role for recruiting some of the best and brightest employees in the future.
- **Prepare & Prevent Initiative:** During 2016, the Community Involvement Unit continued to promote and expand the materials available at the Community Involvement Unit web-site called, Prepare & Prevent ([www.prepareNprevent.org](http://www.prepareNprevent.org)). The web-site helps the unit promote the tenets of crime prevention, emergency preparedness, and juvenile services while saving the department the costs of published collateral.
- **Media Segments:** The unit worked with local media to present diverse crime prevention and outreach initiatives:
  - Social Media for Law Enforcement (October 2015)
  - Lock It or Lose It (November 2015)
  - Shop with a Cop (December 2015)
  - Holiday Outreach (December 2015)
  - Social Media Assists in Locating Autistic Teen (May 2016)
  - Summer Break Spot (July 2016) – National and Local News
- **Shop with a Cop** – With funding from the Wal-Mart Foundation eliminated this year, the unit chose not to eliminate the important community police program. Instead they worked with local businesses and community members to raise \$6,160, providing gifts for more than 45 youth and their families.
- **Angel Tree** – This year, a record 130 names of children in our community were provided by School Resource Officers and Victim Advocate Yvonne Berrios for toys and food. This included obtaining vans and additional police volunteers to assist.
- **Toy Drive** – More than \$10K toys including bikes, electronics, Legos, toy cars, dolls, etc. were donated to the Coral Springs Police Department by local businesses and residents.



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- **Abi's Place** – Perhaps the most heart-warming and newest holiday outreach was at Abi's Place – a school for children with severe developmental disabilities. Children from Abi's Place were placed on our Angel Tree and gifts were then delivered by officers to the children.
- **Kruel Classic Bike Distribution** – Twelve children from Coral Springs Schools were selected by SRO's to receive a Bike during the Kruel Classic.
- **Gift Card Distribution** – Thanks to the overwhelming number of donations for Shop with a Cop, the unit purchased 32 gifts cards from Walmart and Publix for \$25 each. These were distributed to families we encountered during gift deliveries (in need) and to families identified by SVU. In addition, Officer Cohen and Officer Gasper distributed them to residents during traffic stops. The unit coordinated with city videographers to document, photo/video release signatures and purchases of gift cards. They then worked with City Marketing to upload the video to media outlets and social media. Video on attached disc, has been viewed 600K times.

In conclusion, the aforementioned accomplishments in this submission prove the Community Involvement Unit substantially exceeded their required goals and objectives, while setting a new standard of performance for crime prevention and outreach state-wide. When faced with a challenge, they never *"throw their hands up"* and turn the other way. Instead, members of the unit meet the challenge and excel at the goals they set for themselves. I appreciate your consideration of the Community Involvement Unit for the 2016 FCPA Crime Prevention Unit of the Year Award.