



ROCKLIN PD NEWSLETTER



Rocklin is on the move! With the Commons and Crossing retail development (Sierra College and I-80), a 17-acre Quarry Park complete with amphitheater establishing a Downtown core, residential in-fill developments sprouting up all over, the anticipation of the Hwy 65 and Whitney Ranch interchange bringing more retail and commercial development to the North/West corner of the City, and many other unique developments, it is apparent that Rocklin is in an era of transformation. No longer the small sleepy town it once was in its' beginnings in 1893, holding

lice chief, one of my top priorities is to safeguard against any threats to our community today or that may lead to such future despair, but this cannot be accomplished alone. Our community and our police department must always commit to working together to thwart things like gangs, drugs, violence and property crimes – and sometimes it's the little things that make a huge difference.



on to that small town atmosphere for more than 100 years through the 1990's; since the housing boom of 2000 that ushered in the Stanford Ranch development, Rocklin has emerged as a destination location for people to raise their families in a safe, clean environment with excellent schools and amenities. Our present era of transformation is exciting, and our future years are bright, filled with new and thrilling opportunities. Rocklin's possibilities are (almost) endless. "Almost" endless, because Rocklin will undoubtedly reach a buildout population sometime in the next few decades, meaning the current era of transformation will

We need our community to continue to be our partners and quickly report issues to us. Letting us know about graffiti so we can quickly get it removed, abandoned cars so they can be towed away, parcels of land that are overgrown with weeds and create a fire hazard or safe-haven for crooks or homeless encampments, that suspicious car parked down the street or the guy in your neighborhood you suspect of selling drugs – all things we need to know about. The closer we work together today to keep Rocklin safe, the stronger our chances of ensuring the Rocklin of the future will always be that special place we call home. This is our Rocklin...and together,

eventually settle in to a more long-term set of norms for our city. Understanding this is important for policing, as we need to maintain a strong vision for our future buildout. Without planning for our public safety needs of the future, we run the risk of potentially following other municipalities that found their unfortunate demise of falling into an inner-city decay riddled with crime and destitution. As a po-

we can make sure it is always a healthy place to live, work, learn, and play.



Quarry Park Amphitheater

Quarry Park Waterfall



SUPPORT SERVICES DIVISION NEWS

By Police Services Administrator Sandi Bumpus



In early 2015, the management team at Rocklin Police Department was challenged to identify organizational strengths and opportunities in preparation for the development of departmental strategic goals. Two of the most important strengths identified were Rocklin PD's commitment to regional collaboration, and to ensuring our community is informed, engaged, and feels well supported by our department.

As Rocklin PD's management team develops strategic goals for 2016, reflecting on those strengths identified last year, reviewing programs currently in progress, and understanding those challenges that we may face are critical factors in managing our public safety responsibilities. Several examples of Rocklin's commitment to collaboration and community engagement include:

COLLABORATION: In 2015 Rocklin PD, in conjunction with all other Placer County law enforcement agencies, agreed to participate in a regional 9-1-1 system that is capable of receiving and deploying digital communications. Today's analog system is only capable of managing voice communications. The new "next generation" system will ultimately be able to receive audio, video, and ultimately, text-to-9-1-1. The system will be completely networked so that if one agency experiences an emergency, has unusual call volume, or has a system failure, the remaining agencies can serve as instant alternate answering points, eliminating any delay or manual transfer of calls to an allied agency.



COMMUNITY ENGAGEMENT: 2015 also served as a banner year for Rocklin PD as it enhanced its digital media presence in the community. Thanks to a tireless team of social media experts, Rocklin PD is an industry leader in utilizing social media platforms to engage and inform the community.

With 2016 now well under way, our priorities continue to include anticipating and meeting the needs of our community, and leveraging our strengths to the benefit of all we serve.



A Tribute in Bronze, Officer Matt Redding

By Captain Chad Butler

Local Rocklin resident and artisan Gerald Farren stopped by the station to show us his latest artistic rendering of fallen Officer Matt Redding in the form of a bronze statue. The detail work on this statue is amazing. Gerald completed the original clay mold in 2011 and presented it to Matt's parents, Marilyn and John. In November of 2015 John and Marilyn asked Gerald to have the clay mold bronzed. Gerald worked with a foundry in Santa Ana and another artisan in Scotts Valley to help him complete the project. On December 24, 2015, Gerald presented the finished bronze statue to John and Marilyn who will be proudly displaying it in their home.



Officer Matthew Redding was a fine example of a Rocklin Police Officer and he paid the ultimate price on October 9, 2005 while working to protect the citizens of Rocklin, a job he loved. Thank you Gerald for your support and talented offering to the Redding family to memorialize their son. Your kindness and generosity is appreciated.



The Procedural Justice Policing Movement By Corporal Greg Jensen

Just as every industry has changes which revolutionize business, law enforcement sees changes to policing tactics which are used to prevent crime and build relationships with the community. To understand the more current trend in law enforcement, let's look at the history of policing trends. It is believed community policing is a relatively new concept, however the founder of modern policing Robert Peel in the 1840's once said, "The police are the people and the people are the police." Factually, the concept the police need to have strong relationships with community members has been around for over a hundred years.

From community policing, a problem orient policing style emerged. This philosophy encompassed solving problems in the community and formulating a plan to address the issue. One problem solving model called the SARA (Scan, Analysis, Response and Asses) model, emerged from problem oriented policing.

In the 1990's a privatization of policing emerged where community groups hired an additional set of eyes (security guards) to help watch over communities or businesses. As technology emerged, information led policing era evolved to use computer technology to assist in solving crime. Information systems were created and information sharing between departments began. As technology changed so did inventions that dramatically changed law enforcement. Technology which changed our personal lives through social media also has an effect on the next style of American policing. As negative media information is spread through social media the rhetoric of law enforcement changed in many American cities. As a result, the Procedural justice policing model emerged.

Procedural justice policing is a philosophy which has four main elements. First the people need to feel like they have a **voice**. Officers need to let everyone provide their side of the story to empower the individual. Secondly, the police department needs to show **transparency**. Transparency and being open or neutral about policies and fair procedures ensures that decisions are not based on opinions or biases. Third, people want to ensure they are not only being treated with respect, but their individual American freedoms are also respected through the department being fair in decision making. Finally, people want officers to be **trustworthy** by showing sincerity while keeping in mind everyone feelings and concerns.

Again, just as the concepts of community policing has been around for over a hundred years, the elements of procedural justice policing have been practiced here at Rocklin PD years before the model was even created.





St. Baldrick's Fundraiser By Sergeant Eric Dollar

For the 7th year in a row, officers from the Rocklin Police Department participated in the annual St. Baldrick's event held at the Galleria Mall in Roseville. This is one of the small ways we can support the community that supports us in so many ways.

Cancer has affected all of us in one way or another and the St. Baldrick's Foundation funds childhood cancer research. In the 1950s, almost all kids diagnosed with cancer died. Because of research, today about 90% of kids with the most common type of cancer will live. But, for many other types, progress has been limited, and for some kids there is still little hope for a cure. More children are lost to cancer in the U.S. than any other disease. In fact, more than many other childhood diseases combined. Worldwide, a child is diagnosed every 3 minutes.

Every year, Rocklin Officers get to grow goatees for three months if they agree to participate in the event in one way or another which culminates in the officers getting their heads shaved. So far, Rocklin PD Officers have raised close to \$2,000.00 for this year's event. While their hair may be gone for a short amount of time, unfortunately cancer isn't and until it is, we will continue to support events such as this.

There is still time to donate to Rocklin PD's St. Baldrick's event page at <https://www.stbaldricks.org/donate/team/103039/2016>





Weekend Swing Shift Taking the Push-Up and Squat Challenge

By Sergeant Gil Farrulla

Recently, the patrol weekend swing shift has taken the “Push-Up Challenge” and the “Squat Challenge” to improve their fitness levels. This new, short, workout has many great benefits and has gone viral on social media. These workout challenges were even featured in a Men’s Health magazine article. So what are these new workout challenges?

Essentially, the goal is to follow the words of the song “Flowers,” by the group Moby. You might have heard this song on the soundtrack to the feature film, “Gone in Sixty Seconds,” and it is sometimes referred to as the “Bring Sally Up” song. For the Push-Up Challenge, you start on the floor in the “down” position of a push-up (chest and palms on the floor). Each time the lyrics say “up” you push up, each time the lyrics say “down” you go down— but the challenge is to stay an inch or two off the ground, even in the down position, on tension for the whole song. There are even lyrics which prompt you to “hold” your position. It’s the same difficult challenge for squats. Our shift is improving towards squats with weights, but for now air-squats are challenging enough. For a song that is only about 3 minutes long, it seems simple enough. However, I assure you, it is more difficult than it sounds.

One group that recently took the Push-Up Challenge was the Rising Dragon Martial Arts School in China. Their challenge videos have gone viral and one in particular has over 6 million views <https://www.youtube.com/watch?v=41N6bKO-NVI&list=RD41N6bKO-NVI> Whether you are in shape already or just looking to improve your fitness levels, take the challenge and improve your workout routine.



“Bring Sally up....”



Pictured clockwise: Officer(s): Adams, Gee, Lewis and Tannarome

