

**CHAPTER 1**  
**PURPOSE, OBJECTIVES, AND PRACTICES**  
**REVISED DECEMBER 2025**  
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## CHAPTER 1

### PURPOSE, OBJECTIVES, AND PRACTICES

#### 1. GENERAL.

a. California Highway Patrol (CHP) is the primary law enforcement agency responsible for providing Safety, Service, and Security to the public. California's vast highway transportation network of roadways connects many different and distinct communities of rural, suburban, and metropolitan areas. The Department continually develops and implements new and innovative public awareness and marketing strategies to meet the community's needs. Some of the most effective means to accomplish this objective have been community outreach efforts and focused traffic safety programs to deliver CHP services and resolve new and recurring traffic safety issues.

b. Interaction with community groups should be viewed as an invaluable positive resource with unlimited potential. The team spirit and synergy created by the partnership allow for increased communication between the community and the Department, more efficient and effective traffic safety programs, and a greater understanding of issues creating barriers to partnerships. Together in partnerships, our capability and capacity to impact traffic safety increases significantly, and we can accomplish more to further decrease the mileage death rate (MDR).

c. The central theme and goal of the Department's community outreach program/effort is the development of empowered, action-oriented partnerships dedicated to harnessing the power of collaboration and directing that energy toward the resolution of traffic safety-related issues. Effective community safekeeping and problem-solving occur when law enforcement officers take the time to better understand the problems facing each of our various communities. This leads to officers developing a more appropriate response to address those concerns. In the case of ethnic minority communities, empathy and understanding, along with a more responsive approach, can defuse and overcome such problems as lack of trust, language barriers, and cultural differences.

#### 2. BACKGROUND.

a. In 1997, CHP convened a task force to review departmental policy and procedures to examine how field and staff operations could increase the Department's community involvement. After a comprehensive review, the task force created the flexible and adaptive philosophy of "High-Performance Policing," which could be implemented in the larger metropolitan and urban Area commands and the more rural and suburban Areas. Realizing that untapped community

resources could positively impact traffic safety, this philosophy began the organizational change that promoted more community involvement and shared responsibility for traffic safety.

b. The CHP has a successful tradition of working with governmental agencies, community groups, private businesses, and public organizations. Working with area high schools to implement the Sober Graduation Program, allied agencies on regional EI Protector programs, and local businesses on the CHIPs for Kids Program are examples of how the Department has created partnerships focused on enhancing traffic safety while improving the community's overall quality of life.

### 3. PURPOSE.

a. Community outreach is a philosophy, management style, and organizational design that promotes the development of community partnerships to solve and prevent community-related problems and issues. Community outreach promotes a new and innovative approach to solving the community's problems through the development and use of partnerships with community and service organizations, community members, and other public and private entities.

b. Community outreach and public awareness programs are most effective when traffic safety stakeholders and CHP combine their efforts to accomplish an objective. By working together, these partnerships can result in long-term voluntary compliance with traffic safety regulations while providing more effective, efficient, and economical use of departmental resources. Nurturing continued community involvement and participation will also aid in furthering the Department's outreach efforts and provide the public with additional opportunities to become more actively involved in solving traffic safety issues in their community. This, in turn, increases the community's understanding and support of the CHP's mission.

c. The objective is to infuse community involvement and participation in local CHP command activities, increase community support for departmental programs, and increase the effectiveness of departmental traffic safety marketing efforts to reduce the MDR further and maximize delivered services. To proactively build partnerships rather than waiting for a problem, community outreach policies and practices should be followed to develop and incorporate community participation and involvement in departmental operations and traffic safety marketing.

### 4. PRINCIPLES.

a. The pillars of community outreach are community partnerships and problem-solving. Creating these two elements requires innovative employees with initiative and the support to take a different view and approach to solving recurring

traffic safety problems by building long-term partnerships and relationships with the community.

b. Every employee should understand, incorporate, and apply the philosophy of community outreach into their daily interactions with fellow departmental employees, allied agencies, governmental agencies, community groups and organizations, and members of the public. Through this synergy, each employee and the Department will maximize their individual and collective efficiency and effectiveness to address traffic safety issues. The principles of community outreach are listed below to reaffirm the philosophy, management style, and organizational design.

(1) Responsibility. Assess who is responsible for public safety and define the roles and relationships between law enforcement and the community to require shared ownership, decision-making, and accountability.

(2) Public Support. Strengthen and empower community-based efforts by law enforcement agencies. Getting the community involved and participating in CHP traffic safety efforts builds support for departmental programs and efforts.

(3) Communication. Increase understanding and trust between CHP and community members. By initiating partnerships directed toward traffic safety, the Department can expand its network of community leaders and provide them with a heightened awareness of law enforcement. This is primarily accomplished by opening doors and sharing non-confidential information, so the public understands law enforcement better.

(4) Problem-Solving. Shift the traffic safety focus from responding to individual incidents to addressing problems identified by the community and the Department by emphasizing proactive problem-solving approaches to supplement traditional law enforcement procedures. Problem-solving and prevention are the processes that a partnership or single entity uses to identify and address issues that negatively impact the community's quality of life. This process is data-driven and includes:

- (a) Analysis and prioritization.
- (b) Development of viable alternatives.
- (c) Selection and implementation of agreed-upon alternatives.
- (d) Evaluation of the implemented solutions.

(5) Identification of Traffic Safety Problems. Strategic and tactical problem-solving is one of the pillars supporting effective community outreach and partnership activities. Problem-solving is the systematic review and

analysis of data to determine who or what is causing the problem, where, when, and why the issue is recurring, and how to best utilize the combined resources of the Department and the community to resolve the problem. Detailed information allows precise activities directed at the cause, not just the symptoms, of the problem. This interactive process works with traffic safety partnerships to solve recurring traffic safety concerns identified by analyzing empirical and anecdotal information. Historically, the Department has utilized a three-pronged approach to solve traffic-related problems and incidents. Each application below can be used to impact potential issues.

(a) Enforcement. Enforcement is both proactive and reactive. In-view patrol promotes compliance with established traffic safety laws, discourages violations, and is considered proactive. Citing or arresting motorists, passengers, and pedestrians who have been observed violating a law is reactive based on noncompliance.

(b) Education. Education is proactive and preventative, increasing the knowledge and awareness of highway transportation network users.

(c) Engineering. Engineering focuses on designing, constructing, and maintaining functional and efficient transportation networks that reduce traffic crashes.

(d) Expectations. Establishes new public expectations of safety and service and creates a new measurement of standards for departmental effectiveness.

(e) Partnerships. Partnership is a term used to define the grouping of individuals and associations with similar interests to harness the group's energy and utilize it as a single entity. While partnerships promote team building and interaction with entities other than law enforcement, it is essential to remember that the Department's authority, responsibility, and accountability to accomplish its missions are unchanged.

1 Partnerships require a sustained commitment from the Department and the community to develop long-term, proactive programs and strategies that address the underlying conditions causing problems within the community.

2 Commands should nurture existing partnerships, explore the possibility of expanding their capabilities, and implement full problem-solving activities, if applicable, to impact local traffic safety needs.

3 Commands should pursue the identification of potential traffic safety partners to reduce the MDR. A statistical analysis of command-specific traffic crash data will assist in identifying specific problems. The list of groups, associations, and organizations that can partner with the CHP for traffic safety is endless. Here are two examples:

a If an Area command determined through its analysis of crash data that children under six years of age were not properly secured in an approved child passenger safety seat, the command could develop partnerships with the Department of Public Health, insurance companies, local businesses, and automobile dealerships. These partnerships increase the focus on child passenger safety and occupant restraint usage. Jointly, these groups could conduct child passenger clinics, provide education, distribute information, and create a localized campaign to increase child passenger safety seat use.

b An Area command may work with faith-based and community organizations to discuss recent law enforcement actions (e.g., pursuits, arrests, use of force) as a proactive means of addressing and overcoming possible barriers. Often, the only information regarding these occurrences is found in newspapers, on television, or in other forms of media. Meeting with affected groups and community leaders will allow commanders to openly discuss (to the degree allowable) the occurrences and provide the CHP's perspective.

## 5. MANAGEMENT STYLE.

a. Community outreach requires buy-in, support, and commitment from management personnel at each level of the organization, and from community leaders to succeed.

b. Community outreach inverts the authority pyramid and encourages and empowers all employees in all ranks to take a personal role in delivering needed services. Empowering all employees, especially those with day-to-day contact with the public, initiates a response to community concerns. This will entail taking the concerns to a supervisor. These employees typically understand their customers better and empowering them creates heightened customer service.

- c. Community outreach requires constant flexibility to respond to emerging issues. It also requires knowledge of available community resources, how to access and mobilize them, and the ability to develop new resources within the community.
- d. Community outreach builds new partnerships and refreshes old alliances with public and private entities, continuing to utilize problem-solving techniques as the foundation for remedying traffic crashes, complaints, and other traffic-related issues.

## 6. THE CHANGING CULTURAL PICTURE.

a. The demographics of many communities in California are changing rapidly and dramatically. Legislative modifications have opened the U.S. to growing numbers of newcomers from countries around the world. Some are immigrants settling in a new country to seek better economic opportunities. Others are refugees, escaping fear and persecution in their native lands. Both groups of newcomers face formidable obstacles as they resettle in a nation that depends on the English language for economic and social success, an economic system based on a series of laws that can be complex and difficult to understand, and a society rich with cultural customs, traditions, and nuances that can be overwhelming and bewildering.

b. As was true with newcomers in earlier periods of immigration, many recent California immigrants and refugees have tended to remain in physical and cultural isolation. Isolation contributes to their lack of knowledge of California laws, making them vulnerable to crime and victimization, both from members of their ethnic group and from the Indigenous community. When they have had to interact with law enforcement, the results can sometimes be alienating and laced with misunderstandings. Despite the best efforts of individual law enforcement officers and community residents, relations between the cultures are sometimes more strained after a law enforcement/newcomer encounter.

c. Building trust is the first step. The Department, accompanied by various ethnic groups, agrees that a lack of trust is a formidable barrier that can take a long time to overcome. Many newcomers have a deep distrust of police and courts that address situations that, by tradition or culture, were handled privately in their native countries. In one survey, a minority group reported two primary reasons for their distrust of police: they felt police were insensitive to refugees' and immigrants' cultural heritage, and they were confused and anxious about the criminal justice system, specifically the bail process.

NOTE: Additionally, some minority groups were concerned that suspects, even after being arrested, might be released and allowed to return to threaten the victims and witnesses. They were also afraid to testify in court about a

suspect. In their homeland, the law did not require an encounter between the suspect and the witness.

d. Effective community safekeeping and problem-solving occur when law enforcement officers understand and respond to meet the needs of a community's concerns. In the case of ethnically diverse communities, understanding the cultural differences and responding appropriately would reduce the problems associated with the lack of trust, written and oral communications, and cultural traditions. Effective and successful partnerships are built and based on trust. Building trust requires everyone to be truthful and respectful with a tremendous amount of understanding and tolerance:

(1) Truth. Open and honest communication among partners is essential. Be truthful about what can be done and what can be accomplished.

(2) Respect. Partners must become aware of each other's strengths. By mapping and engaging existing community assets and learning about each partner's gifts, talents, experiences, or resources, a better understanding and respect for each other will develop.

(3) Understanding. It is vital to appreciate each partner's diversity. Understanding issues from another person's perspective is valuable in building trust and respect.

e. Three Levels of Trust. Law enforcement and community members can develop trust with community residents on three levels:

(1) Formally, through membership and involvement with organizations, coalitions, councils, and task forces.

(2) On the working level, officers practice proactive "in-view" patrol strategies in neighborhoods and take the initiative and time to get to know residents and their needs.

(3) Informal (often most effective), when community residents and law enforcement personnel become acquainted through social or civic events and town hall meetings or join to work for common goals such as youth safety.

f. Trust in the Neighborhood. Experts have found that trust develops from the bottom up rather than the top down. Relationships are more easily created at the individual level, face to face and shoulder to shoulder. Trust is a valued by-product when individuals, often with dissimilar backgrounds, collaborate on social and civic activities such as organized responses to local problems:

(1) Helping multicultural communities resolve day-to-day problems reinforces trust. Sworn officers and civilian employees can offer special services to victims, mediate community conflicts, improve neighborhood conditions by problem-solving with local merchants and residents, control traffic problems, establish or support neighborhood watch groups, educate and inform the community about traffic laws, and provide emergency referrals to social services and the appropriate agency. Mutual assistance associations/refugee support groups that understand their refugee countrymen's needs offer various services and opportunities for building trust. They serve as a liaison between newcomer communities and law enforcement, assisting with language proficiency classes, interpreting services, and educating newcomers about the American criminal justice system.

(2) One of the most effective trust-building efforts is for law enforcement departments to recruit and hire sworn, ethnically diverse officers who become role models of good citizenship and community service.

## 7. ROLES AND RESPONSIBILITIES.

a. Community Outreach and Marketing Section. All employees may utilize the Community Outreach and Marketing Section (COMS) as a resource for enhancing the Department's public relations activities. Requests for assistance shall be routed through appropriate channels. Due to the fluid and dynamic nature of community outreach/public relations, the listed duties cannot possibly detail the entire range of potential work tasks or responsibilities. Therefore, the roles and responsibilities listed identify only the primary functions of each employee or unit and should be used simply as a guide when addressing community outreach issues (also refer to Highway Patrol Manual [HPM] 90.1, Media Relations Manual, for Division/Area public relations duties and guidance).

The following is a listing of the general activities and assistance provided by COMS:

### b. Headquarters.

(1) The Deputy Commissioner is responsible for overseeing and coordinating the Department's community outreach program activities delegated to COMS.

(2) The COMS is the Office of Primary Interest for departmental community outreach activities. The COMS will provide guidance, direction, training, and support to Division and Area personnel regarding community outreach/public relations issues. The COMS will also guide the performance of professional production functions such as grant and program writing, video production, radio spot taping, and preparation of publications, pamphlets, and other distributional materials.

(3) The COMS is the statewide departmental representative for traffic safety education, such as the Asian Pacific Islander Outreach, Youth Mentor, Right Turn, El Protector, Native-Tribal, and Senior Volunteer (refer to HPM 70.55, Senior Volunteer Program Manual) programs.

(a) Publications. The COMS writes and edits the Department's employee publications (e.g., Badges of Honor).

(b) Correspondence. The COMS prepares correspondence to public inquiries concerning the Department and its activities.

(c) Internet Web page and E-mails. The COMS maintains a web page and responds to e-mail inquiries through the COMS e-mail address.

c. Division and Area Levels.

(1) Division Commanders. Field Division commanders should appoint a Division public information coordinator to support and monitor Area-level implementation of the community outreach philosophy and related programs. Division commanders can appoint the Division public information officer as the coordinator or an alternative officer familiar with the community outreach philosophy.

Additionally, commanders are encouraged to partner with local organizations and community groups or suggest that staff "adopt a cause" within their office and/or Area. Partnering with such organizations not only offers a sense of pride by giving back to the community the CHP serves, but also fosters relationships between the CHP and community members and assists in opening lines of communication between the Department and the public. Commanders should take the opportunity to personally attend and participate in these regional community events.

(2) Division coordinators. Responsible for monitoring community outreach efforts and activities of all subordinate commands within the Division. Coordinators should convene a quarterly division community outreach/public relations committee meeting.

(a) The committee will be comprised of one representative from each Area command. Its purpose will be to discuss ongoing efforts and future activities and serve as a communications forum to share and disseminate proven problem-solving techniques, promote departmental traffic safety programs, and engage in other activities.

(b) Coordinators will also act as the Division liaison with COMS at headquarters.

(3) Area Commanders.

(a) Area commanders are responsible for developing, implementing, and supporting a viable community outreach/public relations program that adequately addresses the traffic safety needs of the communities within their jurisdiction. Every Area commander should create and promote an internal and external environment that supports community outreach/public relations programs and activities, including developing local traffic safety partnerships and committees.

(b) Commanders are responsible for personally developing relationships with community leaders.

(c) Commanders should review Division and Area operations and initiate incorporating the community outreach philosophy into daily activities. This process may require modifying deployment schedules, job descriptions, standard operating procedures, etc.

(d) Commanders should ensure all employees are aware of the community outreach philosophy.

(e) Take initiative to seek out and create viable traffic safety partnerships.

(f) Ensure problem-solving applications are appropriately used.

(g) Assign an Area coordinator to supervise, direct, and monitor Area community outreach/public relations activities.

(h) Should create and chair a local traffic safety committee.

(i) Ensure reports are completed and forwarded on time.

(4) Managers and Supervisors. Managers and supervisors should ensure that assigned personnel direct traffic safety activities that support long-term community involvement, build community partnerships, involve active problem-solving techniques, and promote departmental traffic safety programs.

(5) Area Coordinators. Area coordinators should assist the commander by developing and implementing the Area's community outreach plan to promote community involvement and partnerships and participate in activities designed to enhance traffic safety. Coordinators should seek potential new partners to increase community awareness, involvement, and inclusion. Partnering with these groups and agencies will provide the coordinator and Area ample opportunities to impact traffic safety issues. Area coordinators

should also represent the Area on the Division community outreach/public relations committee.

(6) Employees. All employees should become knowledgeable in the community outreach philosophy and incorporate it, to the fullest extent possible, in their daily interactions with fellow departmental employees, the public, and allied agency personnel. Employees with day-to-day contact with the public have the most significant opportunity to impact change and build support for departmental traffic safety operations.

#### 8. REPORTING/COMMUNITY OUTREACH/PUBLIC RELATIONS ACTIVITIES – CHP 320, PUBLIC RELATIONS ACTIVITY SUMMARY.

- a. Commanders shall ensure they are fully informed of their command's community outreach/public relations activities.
- b. Community outreach/public information officers shall utilize the CHP 320, Public Relations Activity Summary, to prepare and forward a quarterly community outreach activity report to their respective commanders. The CHP 320 is accessible through the Area Forms folder (Annex A).
  - (1) Preparation and Distribution by Areas. For Areas participating in community outreach/public relations activities/events, the CHP 320 shall be prepared and retained in the Area for one year. The Area shall forward a copy of the CHP 320 each quarter to Division by the 1st of the month following the end of the quarter.
  - (2) Preparation and Distribution by Divisions. Divisions shall compile all CHP 320s and forward one CHP 320 to COMS. The CHP 320 shall contain all quarterly activity for the Division and shall be submitted to COMS no later than the 5th of the month after the reported quarter.
  - (3) Preparation and Distribution by Headquarters. The COMS shall be responsible for compiling and filing completed CHP 320 forms. The CHP 320 forms shall be retained for two years. Requests at the Division or headquarters level for reports on an Area's participation in past or present community outreach/public relations, or traffic safety education campaigns may occur. Efforts to provide sufficient notice will be made so that the requested reports can be completed promptly.

## 9. STRATEGIC PLANNING.

a. Commands should, with the implementation of the Strategic Plan, annually review and identify various components (political, social, economic, cultural, and demographic) that could impact Area operations. This strategic planning tool will provide an invaluable resource in identifying community leaders, organizations, and associations and assist in developing, organizing, and planning community outreach activities.

b. Annually, with the preparation of the Strategic Plan, each field command should do the following to enhance community outreach activities:

(1) Area Goal. The goal for an Area Commander is to proactively assess their jurisdiction to identify potential issues or actions that could impact command operations, incorporating this assessment into the strategic planning process. Area Commanders shall honor their commitment to the State of California and its communities by efficiently sharing important information and providing the highest level of equitable service to all stakeholders and communities within their jurisdiction. Commanders must also maintain a keen awareness of issues affecting public safety and trust in these communities, as well as how available programs, resources, and services may benefit them.

(2) Statistical Analysis. Perform a detailed statistical analysis of traffic crash data. This process requires commanders to learn the “who, what, when, where, why, and how” traffic crashes occur to develop strategic plans to mitigate predictable and recurring crashes.

(3) Safety Partnerships. Initiate, develop, participate, and direct long-term traffic safety partnerships involving representatives from every segment (public, private, government sector, media, schools, etc.) of the local community. Working within and among community residents and leaders will allow commands to be part of the “community fabric” and not be viewed as an outside state agency.

(4) Proactive Problem Solving and Prevention. Commands should implement proactive community outreach activities that promote the mission of Safety, Service, and Security; CHP PRIDE; increase community involvement and participation; and improve the community’s traffic safety environment. Examples of these include, but are not limited to, the following: “Walkathons” to promote pedestrian safety, bicycle rodeos to advocate safe bicycle riding, child passenger safety clinics to promote the proper use and installation of child safety seats, the Senior Volunteer Program, the Youth Mentor Program, and the Explorer Program.

(a) Commands should focus on and implement proactive problem-solving and prevention strategies for recurring traffic safety complaints, crashes, and issues the local command identifies.

(b) Commands should conduct an annual CHP 414, Community Services Survey, to gain the community's perception of the Department and the local command. (Refer to HPM 22.8, Community Outreach Manual, Chapter 2, Community Partnerships.) This survey complements the Area goal and provides a different point of view on departmental operations. It also offers ample opportunity to gain insights and suggestions for innovative traffic safety solutions.

(c) Commands should conduct statistical analyses of traffic crash data annually and on an as-needed basis to ensure effective field deployment and evaluate problem-solving activities.

(d) Employees are encouraged to review this policy annually and to subscribe to and support the building of community and traffic safety partnerships.

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# ANNEX A

## CHP 320, PUBLIC AFFAIRS ACTIVITY SUMMARY

DEPARTMENT OF CALIFORNIA HIGHWAY PATROL  
**PUBLIC AFFAIRS ACTIVITY SUMMARY**  
 CHP 320 (Rev 9-11) OPI 035

AREA			DIVISION	MONTH/YEAR			
Indio			Border	January 2025			
DATE	ACTIVITY/AUDIENCE	SUBJECT	SPEAKER'S NAME/RANK	NUMBER PRESENT	TIME		GOAL
					PROGRAM	PREP.	
01/03/2025	KESQ News - Live TV-Traffic Updates	DUI/Traffic Safety	Officer Torres	1,000	2	0	
01/14/2025	Westside Elementary	BESEEN	Officer Torres	45	2	0	
01/16/2025	Start Smart / Indio Area	Start Smart	Officer Torres	25	2	0	
01/17/2025	Coffee w/ a Cop	Recruitment/Community	Officer Torres	100	2	0	
01/25/2025	Car Seat Event	Community Event	Officer Torres	20	4	0	
01/28/2025	Palm Springs Car Show	ADD	Officer Torres	300	8	0	
<b>TOTALS</b>				<b>1,490</b>	<b>20</b>		

**LEGISLATIVE "KEY CONTACTS"**

DATE	CONTACT	DISTRICT	SUBJECT
01/22/2025	Joslyn Ramirez, Office of Senator Stephen C. Padilla	California's 18th District	Community Events/Upcoming
01/30/2025	Senator Stephen C. Padilla	California's 18th District	Senator Community Event

**ANNEX A**

**CHP 320, PUBLIC AFFAIRS ACTIVITY SUMMARY *(continued)***

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NOTES

01/09/2025: Assist HQ with Lifesavers Conference - Ofc. Torres  
01/15/2025: Assist Recruitment with PAT and written exam - Ofc. Torres  
01/18/2025: Assist SFS with E15M event - Ofc. Torres

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COMMANDER'S SIGNATURE

*Commanders Signature*

DATE

1/30/2025

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