

Illegal Immigrant Enforcement Resolution

Police Department Public Education Opportunities

Fall 2007

PURPOSE

The purpose of this communications plan is to provide Prince William County Police Department staff, County staff and residents with accurate and timely information regarding the enforcement of Resolution 07-609.

AUDIENCES

- County residents
 - General
 - Legal immigrant community
 - Illegal immigrant community
- County employees
- Police staff (will be primarily handled by internal training plan / Capt. Miller)

GOALS

1. Effectively communicate the policy, tactics, and key messages regarding Police Department's enforcement of the immigration resolution.
2. Set and manage expectations of public regarding the Police Department's role and extent of enforcement of federal immigration law.

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GOALS (CONTINUED)

3. Keep internal audiences (police staff and county employees) informed of progress, milestones and general information regarding the Department's policy.
4. Encourage continued support of immigrant community in the reporting and investigation of crime.

KEY MESSAGES

- Define key messages (may be slightly different based on targeted audience).
 - Police Department will enforce the new immigration policy in a fair and impartial manner.
 - As a standard practice - Police Department will not inquire as to the immigration status of victims and witnesses.
 - Police Department will not host "round-ups" of illegal immigrants or check into the immigration status of individuals without that person already being detained for a violation of local or state laws.
 - This is a complex, evolving issue, and the new policy is not a total solution to illegal immigration. Results (if any) will not be immediately seen. There will still be Hispanics loitering around 7-11, overcrowded houses, and people driving without licenses.
 - The resolution is focused on illegal immigrants – not just those of Hispanic origin.
 - There are a set of barriers/boundaries that the Department will be operating under:
 - Limitations of Immigration and Customs Enforcement (ICE) (40/month; verification of status by phone)
 - Police can't extend the duration of the encounter just for illegal immigration purposes. Reality is the "check" will be time and labor intensive.
 - Jail space constraints

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STRATEGIES/TACTICS

1. Use multiple communication channels to share information throughout the government and the community.
2. Provide employees and the community opportunities to ask questions of subject-matter experts.
3. Supply up-to-date information when it's available to keep employees and the community informed.

COST

- \$11,979.50 for goods and services
- \$ 3,660.00 Approximate cost of staff time for Channel 23 production, document creation, press _____ conferences, and Web site updates
- \$15,639.50 Estimated cost of publication plan (Does not include overtime and survey questions)

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Project/Program	DESCRIPTION	TIMELINE	COST
Channel 23	<ul style="list-style-type: none"> • Produce public services announcements in both English and Spanish. • Run on Channel 23 and cross-channel. 	<ul style="list-style-type: none"> • Produce during October and November 2007, to cross-channel as soon as complete. 	Staff time. TBD
FAQ pamphlet in English and Spanish	<ul style="list-style-type: none"> • Answers to frequently asked questions. • Modeled after Houston's FAQs. • Distributed in locations frequented by immigrants, post on web site. 	<ul style="list-style-type: none"> • Produced and distributed following Board of County Supervisors meeting (09-18-07). 	Translation* \$210.00 Printing** \$1,634.50 Staff (\$228.75)
Media Briefings/Media Information Packet	<ul style="list-style-type: none"> • Invite all local media (English and Spanish) to the McCoart Building to learn about the enforcement plan. 	<ul style="list-style-type: none"> • Schedule briefing for the day of the Board of County Supervisors meeting (09-18-07). 	Staff time. TBD
Web Site	<ul style="list-style-type: none"> • Create Immigration policy section • Post all related documents 	<ul style="list-style-type: none"> • Create and publish following the Board of County Supervisors meeting. 	Staff time. TBD
Posters	<ul style="list-style-type: none"> • Explain the enforcement plan. • Advertise Website. • Distribute to locations frequented by immigrant population. 	<ul style="list-style-type: none"> • Complete and distributed following Board of County Supervisors meeting (9-18-07). 	Translation* \$ 10.00 Printing** \$1,125.00
PowerPoint Presentation (for use at community mtgs)	<ul style="list-style-type: none"> • Explain enforcement efforts. • Explain 287g. 	Complete following the Board of County Supervisors meeting (9-18-07)	Staff time. TBD

* Translation cost is 10 cents per word. These are estimates pending the final copy.

** Printing costs are based on 25,000 brochures and 75 posters.

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Project/Program	DESCRIPTION	TIMELINE	COST
Spanish Radio and Television	<ul style="list-style-type: none"> • Buy radio time to get the message out in the form of public service announcements. • Consider interview on Radio Fiesta 	<ul style="list-style-type: none"> • Schedule announcements and interviews following the Board of County Supervisors meeting 09/18/2007. 	PSAs = \$9,000 for 5 spots/5 X per day for 12 weeks. Interview – No cost.
Speakers Bureau/Community Meetings	<ul style="list-style-type: none"> • Enlist the help of trusted bilingual residents from the immigrant community. • Teach them the enforcement plan. • Hold meetings at locations trusted by the immigrants. • Identify “subject matter experts” within the Department to serve as spokespersons. 	<ul style="list-style-type: none"> • Schedule meetings through the fall. 	Staff time. TBD
Survey Questions	<ul style="list-style-type: none"> • Add questions to the Citizen Survey to measure results. 	<ul style="list-style-type: none"> • Early fall 	To be determined
E-mail Updates	<ul style="list-style-type: none"> • Send to internal staff regarding new information, milestones, etc. 	<ul style="list-style-type: none"> • On as-needed basis 	Staff time. TBD