Department of Records Traffic Accident Portal

Recommendation Plan and Preliminary Research for Future Evaluation

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MPA Capstone Program

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EXECUTIVE SUMMARY

This report focuses on the Philadelphia Department of Records (DOR) and its new traffic accident report portal. The online portal is a way for residents to request a copy of their accident reports without the drawbacks and delays of traditional records requests.

I conducted research and gathered information through two focus group sessions. The sessions focused on marketing but yielded good insight into what deters residents from using DOR resources. I also requested interviews with police records managers across the country. I learned that communication with citizens at first contact is important. Police are not always the best at letting residents know how to get their records. Both methods of research made clear that the fees the city charges to request records go against the city's goal of greater equity and access.

This report suggests that the Department of Records (DOR) establish collaborative partnerships with other institutions in Philadelphia, including the Police. Subsequently, it should advocate for the mayor's office to revisit fee reform. Lastly, the marketing strategy outlined by Rosales Communications (refer to Appendix 1) is excellent. The DOR should focus on ensuring the "on the ground" communicators are well-equipped to inform residents of the portal. Based on feedback from interviews, police do not consistently do well showing the public how to get their records.

INTRODUCTION

There is no escape from the digital age, and this is particularly true in the world of police records management.

ABOUT THE PHILADELPHIA DEPARTMENT OF RECORDS

The Philadelphia Department of Records (DOR) provides inclusive, efficient, and effective service to City agencies and the public in the management of City records in the following areas: recording and maintenance of all land title documents in Philadelphia, including the collection of local and state realty transfer taxes and recording fees; management and operation of the City Records Storage Center, which contains the inactive physical business records of all City agencies; copying and form management services for City agencies in the City's Central Duplication facility, and photographic services for City agencies by the City's official photographer. and public access to records, including

financial disclosure forms, public safety reports, land records, City Archives, and City regulation public notices.[1]

THE PROBLEMS WITH TRAFFIC ACCIDENT REPORTS

The traditional way to request a traffic accident report prioritizes the resident going online to download a form. After downloading the form, the requestor must mail it to the department and pay a fee to cover services.

The process makes sense but there are a few issues with this system that the department identified over years of work.

Only three staff are available to work on this process. The DOR does not have a large staff and in a city that reports 58,000 vehicle accidents each year, it is easy to be overwhelmed.[2]

The system is not intuitive for individual users. The traditional method works best for third parties who can easily navigate the request process for an additional fee. The DOR strives for efficiency and inclusivity

TIME TO TRY SOMETHING NEW… SOMETHING ONLINE

The new traffic accident report portal is the records team's remedy to challenges the old method made clear.

After creating an account with a valid email, the user can request an accident report. The new portal intends to be more intuitive with clear instructions and a guided process accessible on a computer or mobile device. The online portal should also free up more time for the already limited police records team to focus on other tasks as needed.

WHAT TO EXPECT IN THIS REPORT

Because of the timing of the capstone project and the launch of the online portal, I could not do a program evaluation as originally intended.

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[1] Cherelle L Parker, "SIX-YEAR CAPITAL PROGRAM FOR FISCAL YEARS 2025-2030 CAPITAL BUDGET FOR FISCAL YEAR 2025," n.d.

[2] "Philadelphia Confronts Mounting Pedestrian Deaths as Rise in Reckless Driving Hits National Tipping Point," PhillyVoice, February 17, 2022, https://www.phillyvoice.com/pedestrian-deaths-philly-cars-hit-and-run-traffic-crashes-reckless-driving/.

Instead, this report will highlight key findings from a focus group conducted by Rosales Communications and my Interview with the Dallas Police Department.

This report will also provide recommendations for a future evaluation at a time when the department can accumulate enough administrative data for its findings. I will also provide three evaluation questions the department should use to structure a future evaluation of the portal.

FOCUS GROUPS OVERVIEW

During the planning phase of my capstone, The DOR brought in the services of Rosales Communications to develop a marketing plan for the traffic accident portal. Their research phase included focus groups with residents.

The purpose of these two focus groups was not to provide answers to the problems mentioned in the introduction. However, I was able to sit in on these focus groups and hear comments from residents who will potentially use this portal in the future. It is a limitation that I could not conduct my focus group with questions tailored to ease of use and other questions centered on future issues.

FOCUS GROUP METHODOLOGY

On December 19th, 2023, Rosales Communications conducted two focus group sessions over Zoom. The groups included a purposive sample taken from administrative data. The residents selected are accident or crime victims who need to access a document from the city. The residents observed various slides on the topics of the current system, and other comparable systems already in use. The selection came from recommendations and referrals from a list of agencies that provide victims' services.

The coordinator of the focus group asked the same questions to both groups. In total both groups were 19, 17 in the first group and two in the second group. Both sessions were 30 mins – 1 hour each. The larger group of 17 happened at noon and the smaller group was in the evening around 7 pm. The time of the group sessions likely explains the disparity in size between groups.

Rosales Communications asked the same questions to both groups in the same order:

- How user-friendly do you find the crime report websites in terms of navigation and accessibility?

- Can you share your experience with downloading any crime or accident reports from the current websites? Were there any challenges or aspects that stood out to you?
- What features online do you find most valuable in accessing and obtaining crime or incident reports?
- How assured are you when navigating online, knowing that you can easily access all the necessary information from your crime or traffic accident reports?
- Are there any specific improvements or additional features you would like to see on the new website to enhance your experience or make the process of obtaining reports smoother?

Next, Residents viewed advertisements with instructions for requesting records from the following cities/states/organizations

- Laredo, TX
- Elizabeth, NJ
- Phoenix, AZ
- Ohio
- Missouri
- Hawaii
- Third Party companies that manage requests from residents

The findings from Rosales Communications are attached in Appendix 1. Below are additional findings I generated through personal analysis of both group sessions.

FOCUS GROUP FINDINGS

The residents see the $25 fee as a deterrent.

Multiple residents identified the fee as a pain point without any mention from the focus group coordinator. One resident expected that the records request process would be free and expressed some dissatisfaction with the fee being high.

There was confusion on the records request process depending on who the resident learned it from.

The residents in the groups identified a few various sources of where they learned about the process. One resident said the police officer at the accident wrote the instructions on a piece of paper. Another resident was fortunate to live on the same block as their state representative and obtained instruction from the Representative's office

Residents will avoid the portal if they assume the process is too long.

One resident expected a long and onerous process only to find that it was not a protracted process at all. Hassle factors like a perceived waste of time can discourage a resident from starting the process. This issue may be solved in the future based on the marketing plan's suggestions.

FINDINGS FROM POLICE DEPARTMENT INTERVIEW

For this section, I reached out to four cities similar in size and population to Philadelphia Phoenix, San Diego, Dallas, and Los Angeles.[3]

INTERVIEW METHODOLOGY

In other cities, the traffic records are under the custody of an internal records division within the local police department. I attempted to contact these records divisions by email and direct phone calls.

It was difficult to contact each agency as most call lines were ill-equipped to field the questions I hoped to ask. Most departments redirected me across various contacts with only one, Dallas, TX accepting an interview on traffic requests.

A lack of proper contact information is a limitation of my work for these findings. Because of this limitation, I can only pull findings from one source, a supervisor from the Dallas Police Department, who shall remain anonymous.

I asked a series of four questions and the interview lasted about ten minutes over the phone. The questions are located below in the order I presented them:

1. Do you feel residents in your city know how to get accident reports?
2. Do you think residents are reluctant to request accident reports on their own?
3. If you could give a bit of advice on how to make the accident request system better, what would it be?
4. Do you have any other comments on what can be improved with this system?

INTERVIEW FINDINGS

I identified three findings in my interview notes that could corroborate the decisions of Phila. Dept. of Records or provide insight for future considerations:

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[3] "List of United States Cities by Population," in *Wikipedia*, February 26, 2024, https://en.wikipedia.org/w/index.php?title=List_of_United_States_cities_by_population&oldid=1210492359.

Dallas has two options for records requests, online and in-person. A six-dollar fee covers the cost of the online service or the traditional method of going into an office.

This is in line with the options Philadelphia residents now have. One advantage Dallas has is a much more reasonable fee of six dollars. The anonymous supervisor explained further that the revenue for the fee goes back into the maintenance of their online system. Is it the same for Philadelphia, or is the revenue from the twenty-five-dollar fee split amongst different areas? I reached out to the controller's office for comment unsuccessfully.

In my personal experience as a records manager, choice for the population you serve is a good thing and prevents frustration for the consumer. I can see a future where two options become just one, digital, as younger generations are comfortable with the medium.

Online saves about 10 days turnover compared to the old way of a paper request.

From a resident's perspective, online delivery sounds like a fantastic use of public funding and suggests that Philadelphia is on the correct track and adapting to an increasingly online society.

Most residents were not aware of how to get their records until informed by the police officer at the accident or by the police department.

It is easy for information to be missed at the initial point of contact after an accident. I noticed a similar comment in the Rosales Communications focus groups. In Dallas, the police hand those involved in the accident a card with instructions on how to get their records. The interviewee criticized this policy because the cards are not descriptive enough and the officers do not take enough time to explain the instructions and help avoid confusion. Philadelphia police at times write instructions on a piece of paper leading to more potential confusion.

ADDITIONAL OBSERVATION

The findings in this section come from observations separate from the interview and focus groups. (research, client questions, etc.)

During the process of making an account, the verification email the portal sent to me went directly to a spam folder.

The verification email issue I discovered through Gmail may be true for other residents or may be a small error. I did not test for this error beyond one interaction.

WHAT THE DEPARTMENT OF RECORDS SHOULD DO NOW

Below are some recommendations on what the department can do right now to help the online portal succeed based on my deductions from the interview and focus groups.

Philadelphia should push on social media and the news on how to best get info. It is an effective way to make sure residents are as informed as possible.

As time goes on, you will have to meet residents where they are. All kinds of things get in the way of effective communication. Understandably, every accident will not result in perfect communication even with fixes because accidents are inherently chaotic. Social media engagement would help add clarity to the records request process.

Records Divisions and Police Departments should educate the officers on how to best inform residents at the point of the accident. Verbal instruction is good, but the cards are not great in the opinion of the individual interviewed.

The interviewee elected to emphasize this point when asked if there was any additional advice. There is not a smooth connection between records practices and the implementors of the policy. Different departments coordinating on one issue have trouble establishing a system that is effective for everyone involved.

WHAT RECORDS SHOULD DO IN FUTURE EVALUATIONS

The evaluation questions we designed are still relevant in 2024 and beyond and are listed below. In May 2023, when this project was originally designed to be a program evaluation, DOR and I established 3 evaluation questions. The questions are below with suggestions and insights based on my findings.

The Philadelphia DOR has a very qualified data team already working on projects. My recommendations will focus less on methodologies and more on themes derived from the focus groups and interviews

The Department of Records should wait a minimum of 6 months post-marketing/community engagement implementation to evaluate the portal's success.

As of the time of this report, the portal is operating but marketing is in the late planning stages. The DOR should give time for residents to try things out and formulate good instructive feedback on the following evaluation questions.

QUESTION 1

Does the new portal lead to faster processing times?

The police record team is small and the portal in concept should lead to better processing times and quicker turnover for residents. In my interview with the Dallas Police Department, I found that their turnaround time improved by about 10 days when they converted to an online system. The department likely knows their processing time before the portal and after the marketing strategy goes live.

Records should also investigate if the Philadelphia Police Department has any issues submitting records after an accident. Government records managers know that the creator of records often holds on to records longer than they need to without some sort of administrative enforcement. PPD may already be efficient as they are accountable to citizens with these records. If there is available funding, identifying roadblocks between agencies is valuable.

QUESTION 2

Does the new portal encourage more residents to use the record request system instead of companies?

Optimally, every resident should feel confident in using the portal without the help of an organization like a law firm for example. In our 2023 meeting, Department leadership highlighted civilian dependence on third parties as a barrier to equity in the traditional report request process.

Surveys, interviews, or focus groups are all effective ways to track portal use by outside organizations. The portal also asks if you are an individual or an organization when you register indicating there is a way to track metrics. I suggest tracking trends with both residents and organizations to see what level of impact the portal has on equity in this aspect.

QUESTION 3

Do the residents who use the portal find it easy to use?

If a consumer sees something as a hassle, they will not use it. Is this portal easier for the target audience than the paper form? Common knowledge assumes that younger residents will have an easy time using the portal and older residents will try to avoid it or request the traditional paper records request.

Difficulty with the records request process was a common theme in the focus groups. Some dreaded a long exhausting process only to realize it was not bad and others were ill-

equipped with bad instructions scribbled on paper. Anecdotally I see older clients in my work are hesitant to use technology in general. The department will get insightful data if the team factors resident age into their research.

The DOR needs to decide how it wants to define "easy to use" in a future evaluation. A good definition will steer the data team in the right direction

The community engagement plan along with a flyer or card for police to hand out will also be helpful. Keeping Dallas PD's warning in mind, just handing out materials will not be enough. The community engagement plan designed by Rosales Communications will give Philadelphia an advantage over what Dallas currently has. Philadelphia can avoid some of the growing pains other cities face while going online.

With these recommended questions in mind, I would like to highlight one final recommendation. What can the city do about the fee?

THE RECORDS REQUEST FEE: FUTURE STUDY RECOMMENDATION

The records fee came up in conversation many times throughout the capstone. I heard complaints about it in my research, informal conversations about the capstone, and both focus group sessions. After a conversation with the records commissioner, I conducted additional research into fees and would like to propose an idea on how to move forward with fees in the future.

A $25 fee is required due to Philadelphia Code § 21-2002. Fees. The language from the Philadelphia Code and the Pennsylvania Vehicle Code are detailed below.

The information on the ordinance, supplied by the records commissioner, is below in its original language. I also discovered that Commonwealth law restricts the maximum fee to the current price of $25. The City of Philadelphia elected to charge the maximum fee.

Philadelphia Code § 21-2002. Fees.[4]

- The fee for providing a copy of a police accident report, or for providing information from such report, shall be twenty-five dollars ($25).

Section 3751 Title 75 Reports by Police. Paragraph (b) (3)[5]

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[4] "CHAPTER 21-2000. POLICE ACCIDENT REPORTS," American Legal Publishing, accessed February 11, 2024, https://codelibrary.amlegal.com/codes/philadelphia/latest/philadelphia_pa/0-0-0-302261.

[5] "Section 3751.0 - Title 75 - VEHICLES," accessed March 23, 2024, https://www.legis.state.pa.us/WU01/LI/LI/CT/HTM/75/00.037.051.000..HTM?71.

- (3) In a city of the first class, the cost of furnishing a copy of a report under this subsection shall not exceed $25.

The Department of Records should make a concerted effort to lower or eliminate the $25 fee that comes with every records request.

Eliminating fees is not a zero-sum process for the government. Equity is a common goal in the city's departments and agencies. There would be underlying benefits relating to equity and financial freedom.

There is a far more pejorative effect on the resident who has already dealt with the anxiety of a traffic accident. There is no criminal penalty for not paying the fee (you just do not get the record) but Philadelphia is America's poorest big city. [6] The fee forces residents to sacrifice something else to pay for what is more affordable or free in other cities.

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[6] "Philadelphia Is 'America's Poorest Big City.' Here's What That Actually Means," *WHYY* (blog), accessed March 23, 2024, https://whyy.org/articles/philadelphia-americas-poorest-big-city-poverty/.

Records Fees in Similar Cities	
City	**Traffic Accident Record Fee**
Dallas	**$6**
Phoenix	**$5**
San Diego	**$12**
Los Angeles	**$11**
Allegheny County (Pittsburgh)	**$6-$20***

*Price depends on the type of record

In the FY22 Budget, the Kenney administration proposed fee reform in prisons, records would be a fascinating pilot test on the impact of fees.[7] I identify the removal of the fee as a terrific way for the city to make a clear and tangible change to an institutional roadblock.

Massive fee reform rooted in equity could be a larger initiative led by the mayor's office that makes this records database successful and builds trust in the city's institutional structures.

While its significance to the city is true, the $25 fee is a significant barrier to equity. I recognize that this fee is important enough to be embedded in the Home Rule Charter.

The mayor's office in partnership with DOR and other fee-driven agencies should consider Durham, North Carolina's 12-month reform strategy[8]

- **Team creation**: City staff, city council members, and community members all join the reform effort.
- **Assessment**: Conduct departmental and community assessments.
- **Analysis**: Refine your reform proposals through data analysis and further community/internal stakeholder engagement.

[7] "The Impact of Criminal Court and Prison Fines and Fees in Philadelphia," accessed March 24, 2024, https://www.phila.gov/media/20210505004207/FinesandFees-final.pdf.

[8] Anjali Chainani and Priya Sarathy Jones, "Why and How Local Governments Across the Country Are Reforming Fines and Fees," September 7, 2021, https://icma.org/blog-posts/why-and-how-local-governments-across-country-are-reforming-fines-and-fees.

- **Implementation**: Recommend and implement pilots and projects.

The Philadelphia Police Department is another resource that the Records Department needs to coordinate with to succeed.

As long as crime exists in the city, the police will have stable funding. Partnership with PPD would free up potential funds for the portal, materials, or fee reform should the department decide to pursue these options. The Dallas PD warned that first contact with police is a problem in the records process. The marketing ideas from Rosales Communications are excellent and will be most effective when informed and informative police officers play their part well.

CONCLUSION

Overall, the Department is in a great position for the portal to be a success. Still, there is the opportunity for larger reform and policy that would bring better equity and access to a city in need of relief

As I stated earlier in the report, time was a large limitation in this study. I only had a few months to collect data and the department leadership had many obligations and a mayoral transition year to work around. With the portal launch delayed to mid-winter, we missed an opportunity to collect good data and use habits. The Department of Records has an excellent data team to manage this once the portal has more time in the public

As time elapses, the city should continue my research on fee reform, a difficult goal that is likely worth the trouble. Continue interviewing police records managers in cities similar to Philadelphia. The Dallas PD interview was enlightening with a view into what Philadelphia's future may be. The department should have an easier time gaining access to knowledgeable individuals. There is no escape from the digital future, but there is much opportunity to take control of it and use it for good!

Appendix 1: Marketing Plan

Incident Reports Portal

City of Philadelphia

Strategic Guidance and Marketing Plan

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Executive Summary

This report provides a high-level overview and summary of the recommended marketing plan and Strategic Guidance for City of Philadelphia. This is Milestone 3 in the overall scope of work for this initiative.

The City of Philadelphia's plan to increase the rate and adoption of the new incident report portal for victims will depend on a robust Community Engagement and Marketing Push. This Marketing plan outlines our recommendation for the New Materials, Visual Graphics and Related Components for online use. Once these are approved, we will commence with Phase 2 where we will design and create final artwork for approval.

The recommendations are based on research insights by Philadelphians interviewed in focus groups, stakeholder interviews including Victims' services groups and Philadelphia Police and strategies developed by Rosales Communications based on their 25 years of experience.

These tools should be shared and utilized to direct and coordinate all go-forward marketing efforts. This plan also outlines specifics on our plan for Phase 3, the community Engagement and Marketing Push.

Focus Group Summary

Over the course of two focus groups, we heard from 19 victims of crime or traffic accident. The focus groups were done virtually.

The Purpose of the sessions was to gain insight on:

1. **Incident Report Awareness**
2. **Current efforts in Philadelphia**
3. **Marketing Campaigns from other cities**

Focus Group Summary

1. Incident Report Awareness

When you needed a document – Where did you go?

People sought out documents in various ways. Some, advised by the police, used an online method and got the documents in two days. Another, after officers' guidance about an incident, got a report in person in three days. One individual preferred the convenience of online access, obtaining a letter before the necessary information. Another reported an incident at the police station and got documents before their court date, with case details on a post-it note. Someone else contacted the police directly due to insufficient information. Elsewhere, an individual visited the Victims and Investigation Unit, another got a report request on-site from an officer, one received a police report at an accident scene, and another went to the police station post-burglary.

Did you know the Philadelphia Dept of Records is the Dept to go to for reports?

Awareness of the Philadelphia Department of Records as the go-to department for reports varied among individuals. One person acknowledged the existence of the department but expressed uncertainty about how to access it. Another mentioned that they now know about the department, while a third individual indicated that they were not previously aware of the Department of Records.

Focus Group Summary

2. Current efforts in Philadelphia

We presented individuals with screenshots of the public safety reports website, receiving positive feedback. The consensus was that the website appeared remarkably user-friendly, offering a straightforward and easy-to-navigate interface for obtaining detailed information from the reports.

3. Marketing Campaigns from other cities

Crash Themes

Survey participants preferred visuals that were clear, readable, and relevant. A consensus emerged that one image was too cluttered, while another received commendation for its clarity. Specific visuals were noted for their ability to effectively convey information. There were suggestions about the appropriateness of some visuals for different reporting contexts. However, there were reservations about including certain elements in a visual of a crash. Opinions varied on the clarity of certain visuals in communicating their messages. Overall, there was a clear preference for visuals that are straightforward, pertinent, and devoid of confusing or misleading components.

Focus Group Summary

Law Enforcement Themed

Respondents had mixed views on law enforcement visuals. Some preferred graphics suggesting competency and authority, but others desired more detail. Clarity and simplicity were widely favored in document graphics, with an interest in engaging features like a pen. For images and slides, clarity, simplicity, and comfort were key. Opinions on color usage varied, with calls for greater contrast by some and criticism of too much blue by others. When evaluating a website, there was a preference for visuals suggesting an incident over those focusing just on a police report, and generic images were less popular. Feedback overall called for law enforcement graphics to be clear, captivating, and relevant.

Focus Group Summary

Document Examples Themed

When reviewing document graphics, opinions among respondents differed. One person preferred a specific graphic, calling another mundane, while another was intrigued by a graphic that included a pen. A separate review saw one respondent favor a graphic for its broad application beyond accidents, and another underscored the value of thorough documentation for trust in accident procedures. A common view was the need for more research to locate essential documents and information. Clarity was preferred to complexity. In summary, there was a general preference for clear, simple, and relevant document graphics.

Focus Group Summary

Graphs

Participants had mixed reactions to graphics: some found illustrations helpful, while others saw them as lacking detail. Opinions diverged on badge designs, with a split between those favoring detail and those preferring simplicity. There was a divide in preferences for visual aids, with some criticizing text-heavy options and others debating readability and the use of checkboxes or images. Opinions on the Safe Horizon website's color use varied, with a preference for simplicity and concerns about its relevance to crime without context. Overall, feedback highlighted the subjective nature of visual preferences and the importance of clear information communication.
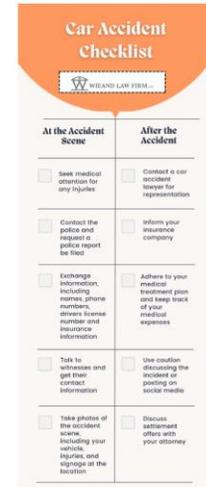
Focus Group Summary

Videos

Participants' reactions to the videos varied. The first video was praised for its narrative and clear process differentiation, but opinions diverged on its corporate focus and lack of user-friendliness. The second and third videos elicited no comments. The fourth video received mixed reactions, with some appreciating its informative content and simplicity, while another was neutral. The portrayal of real people in the third and fourth videos was highlighted as a positive aspect, emphasizing the importance of clarity in communication.

Focus Group Summary

Tik Tok

Reactions to TikTok videos were mixed. Some participants were indifferent or critical of their effectiveness and connection, with a preference for directness and informativeness in the second video. TikTok was seen as a valuable informational tool by some, while others found the videos too extreme or busy. In a different group, the first video was viewed as a decent introduction but vague and monotonous, and the second video was criticized for excessive graphics and presentation style. Overall, there was a general preference for clarity, simplicity, and informative content in the videos.

Questions Summary

User Experience:
- How user-friendly do you find the crime report websites in terms of navigation and accessibility?

Users had mixed reviews of the crime report website: some praised its ease of use and accessibility, while others noted its visual and navigational challenges, calling for clearer and simpler design.

Downloading Reports:
- Can you share your experience with downloading any crime or accident reports from the current websites? Were there any challenges or aspects that stood out to you?

People's experiences with downloading crime or accident reports varied: some struggled to find information, highlighting the need for accessible documents. Others favored websites that suggested incidents over those focusing only on police reports.

Website Features:
- What features online do you find most valuable in accessing and obtaining crime or accident reports?

Valued online features for accessing crime or accident reports included clarity, generality beyond accidents, and the inclusion of documentation. Some respondents appreciate visuals exuding competence and authority, while others highlighted the importance of seeing documentation for confidence in the process.

Questions Summary

- How assured are you when navigating online, knowing that you can easily access all the necessary information from your crime or traffic accident reports?

Opinions differed regarding how assured individuals felt when navigating online to access crime or traffic accident reports. Some expressed confidence, while others indicated the need for further research to locate necessary documents and information.

Suggestions for Improvement:
- Are there any specific improvements or additional features you would like to see on the new website to enhance your experience or make the process of obtaining reports smoother?

Respondents suggested improvements such as clearer imagery, more contrast, and additional features to enhance the overall user experience. The desire for simplicity, clarity, and the inclusion of relevant documentation emerged as common themes for improving the process of obtaining reports online.

Marketing Materials Recommendations Summary

Using insights from focus groups and Rosales Communications' expertise in culturally relevant branding, we've crafted a unified list that outlines what the final branding for the City of Philadelphia's new incident portal **should and should not have**, reflecting participant expectations for upcoming marketing initiatives.

Should Have	Should *NOT* Have
Professional Tone : Maintain a serious and professional tone throughout all materials.	**Overly Abstract or Cartoonish Designs:** Avoid visuals that do not clearly relate to the service being offered.
Accessibility Features: Ensure materials are accessible to a broad audience, including those not tech-savvy or with disabilities.	**Entertainment-Focused Social Media Content:** Do not prioritize entertainment over informativeness on social media platforms.
Realistic Visuals: Use visuals that directly represent the subject matter without abstraction.	**Complicated Jargon or Unnecessary Details:** Avoid technical language or details that do not directly aid in understanding the service.
Community Engagement: Involve community leaders and local elected officials in the marketing strategy.	**Lack of Clear Instructions:** Avoid vague descriptions of how to access or use the portal services.
User-Friendly Design Highlight: Emphasize the portal's ease of use and accessibility in the marketing materials.	

Marketing Materials Recommendations

MOOD BOARD:
These images represent the strongest positive response. We will work to incorporate the qualities into a final product.

1. depiction of a person accessing the portal on a computer or mobile device, symbolizing ease of access and user-friendliness.

2. Include visuals that clearly represent the service being offered, such as icons or symbols for police reports, traffic accidents, and crime victim assistance

3. Inclusive and Diverse Representation of people

4. Professional Tone with a Positive Outlook

5. Emphasis on Security and Confidentiality: elements that reassure users about the safety of their information when accessing the portal.

6. Blue for trust, security, and reliability

7. City Branding color: City of Philadelphia's existing branding and color palette, plus light gray

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Marketing Materials Recommendations

Physical Materials: To be distributed to the public. Quantities subject to change.

Flyers 8.5" x 11"	Posters 11" x 17"	Door Hangers 4.125" x 11"	Note Pads 3" x 5"
Full Color	Full Color	Full Color	Full Color
Double Sided	Single Sided	Double Sided	Double Sided
100 LB Gloss Paper	100 LB Gloss Paper	14 PT Card Stock	100 LB Gloss Paper
QTY: 10,000	QTY: 1,000	QTY: 10,000	QTY: 3000

Marketing Materials Recommendations

Display Materials: These items will be for display only

Table Cloths 8'	Display Sign 8.5 x 14"	Pop Up Display 23.5" x 79"	Shirts Various
Full Color	Full Color	Full Color	2 Color
Full Size	Fits on table	Stands on Floor	Wearable
QTY: 3	QTY: 3	QTY: 1	QTY: 10

Community Engagement Plan

In Person Events

A tabling effort that focuses on large events with hundreds of participants.

→

Law Enforcement Outreach

Partner with Law Enforcement Philadelphia to help us disseminate the note pads when people need their Crime Reports. Districts will get packs of literature and training.

→

Social Media

Provide short form video for city Departments to share online.

→

Block Captains

The biggest influencers in Philadelphia are block captains. We will work with them in targeted corridors and train them. We will distribute and place door hangers in the same targeted communities and attend the large block captain rally.

→

Law Offices

Direct outreach to all the personal injury Law firms in Philadelphia and educate them on the new site.

Community Engagement Plan

Postering	Elected Officials	Victims Services Organizations	Videos	Resource Site
Place over 1000 posters in places such as billboards, grocery stores, shops, health centers, libraries, etc.	We will conduct outreach and provide informational sessions at all elected officials' offices in Philadelphia to familiarize them with the new site.	We will reach out to and hold educational trainings at all the Victim Services agencies in Philadelphia to train them on the new site.	We will produce a hybrid animated/live-action, 5 to 10 minute long training video for stakeholders and a 30 second online ad	Build a long term visual assets site that any city dept can access to get artwork and tools to promote the site

Community Engagement Plan : Target Markets

Target Market: High Accident Area, Grays Avenue 19143, Roosevelt Blvd Multiple Zips codes, Broad St – Multiple Zip codes, Busleton Ave in the Northeast, N 2nd St & W Lehigh Ave, Frankford Ave & Bridge St

ZIP

Target Market: Block Captains Through the block captain network we will create content that people can share with their neighbors

Target Market: People who interact with those in accidents Police, Victims Services, Elected Officials, and Law Firms

Target Market: Seniors Through our network of senior groups we will reach seniors who are more likely to need help find the right place to go

Community Engagement Plan: Languages

We will target languages based on the latest data regarding languages spoken by families in Philadelphia, which will determine the quantity of materials produced and the specific events targeted for each language.

Mass production will be limited to English and Spanish versions of flyers and promotional materials. For Chinese and Vietnamese, we will produce a limited number for specific events.

85%
English

10%
Spanish

5%
Chinese and other Asian Languages
Vietnamese
Cambodian
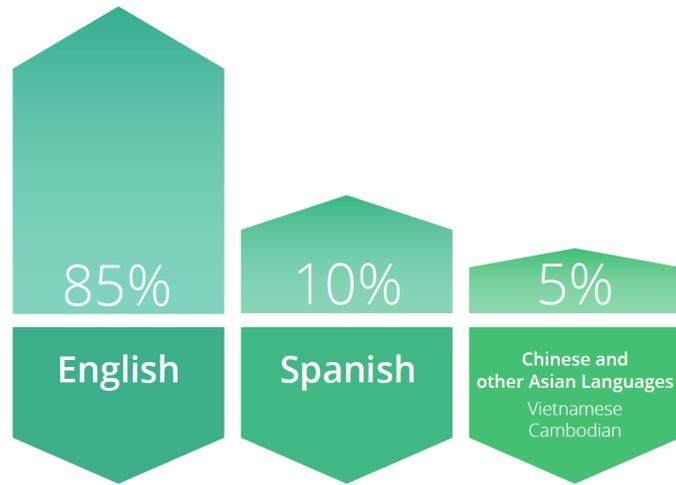
THANK YOU

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Head of Rosales Communications: **Percy Rosales**