



SANTA BARBARA POLICE DEPARTMENT

Community Engagement & The Blue Envelope Program

PRESENTATION DETAILS

- Introduction
- New Initiatives
- 2024/2025 Quarterly Comparison
- Mission Strategies Summary
- Blue Envelope Program



ABOUT ME

BACKGROUND

- Grew up in Eagle Rock, Los Angeles
- Earned a bachelor's degree in Sociology at UCSB

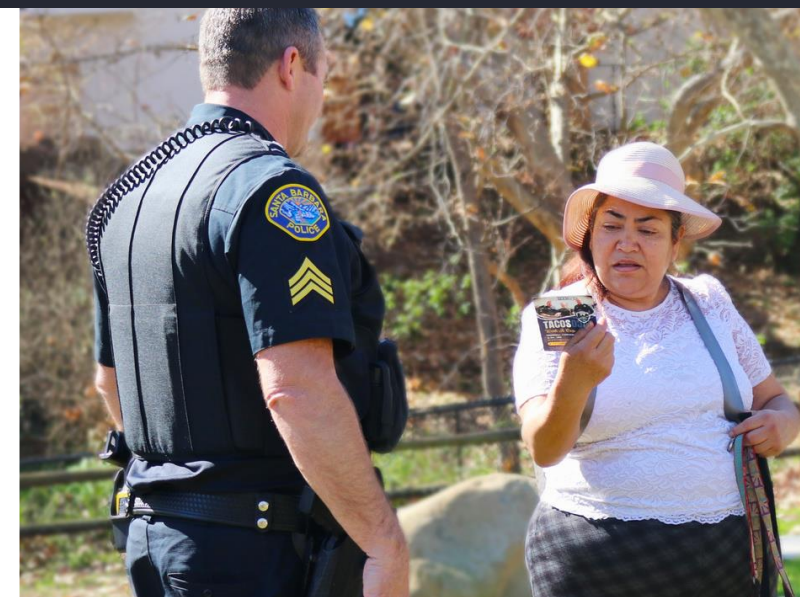
POSITION(S)

- Behavior Interventionist (2023)
- SBPD Social Media Intern (2024)
- Community Engagement Coordinator (2025)



NEW INITIATIVES

- Pancakes & Car Seats
- Block Walk
- Cones With a Cop
- BBQ With a Cop
- Tacos With a Cop
- Scam Safety Talk
- Soup Delivery Day
- Donut Drop Off
- Blue Envelope Program



2024 - 2025 COMPARISON

2024 JANUARY - JUNE

2025 JANUARY - JUNE

23

Community
Events

118

Social Media
Posts

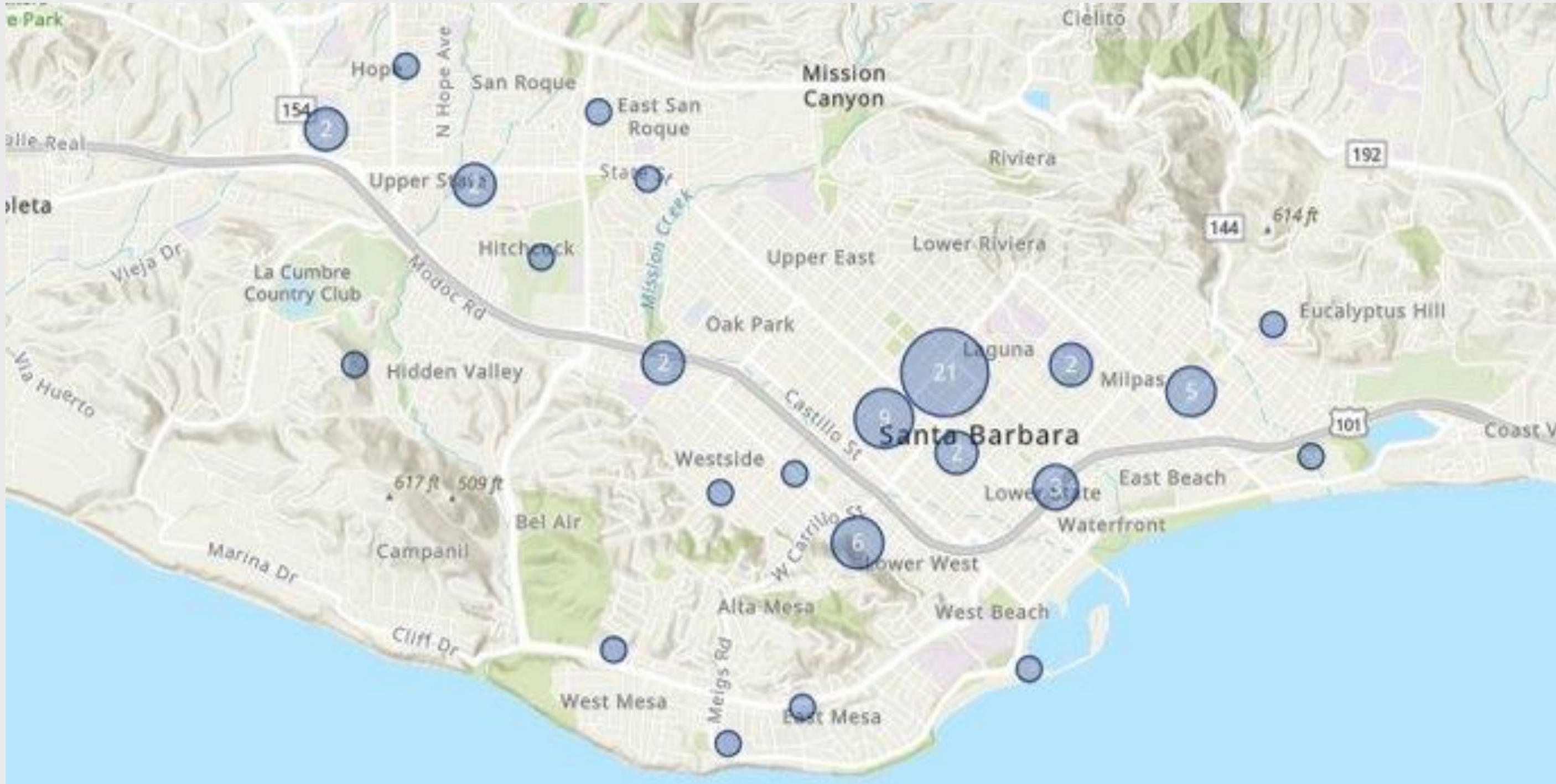
74

Community
Events

149

Social Media
Posts

Mission Strategies Summary





BLUE ENVELOPE PROGRAM

- Enhanced Communication Awareness Tool



- Additional Awareness + Accommodation, and Understanding
- Designed to De-escalate & Facilitate Easier and Effective Communication

How It Works

- The Blue Envelope logo alerts officers to potential communication challenges or needs
- The Blue Envelope can hold ID, emergency contacts, vehicle registration, and insurance
- SBPD officers are equipped with training to help them identify and support individuals using the Blue Envelope



Outreach Efforts



- Press Release
- Social Media
- Community Presentations

Community Partners



**Special
Olympics**



**Tri-Counties
Regional Center**

Our partners helped build a program that is shaped by the voices and experiences of those it's designed to support

Signing Up



- **Participants sign up for free via our SBPD website**
- **They may provide as much or as little information as they choose**



- **The Blue Envelope and any requested products are mailed to the participant**



- **Participants can choose to have their name and address linked to the Blue Envelope Program in our records**

Questions or Comments?

Community Engagement & The Blue Envelope Program