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PRESS RELEASE

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Chico Police Double as Pop Stars of Community Policing *-- Problem Oriented Policing Takes Center Stage --*

Chico, CA – Hollywood may be home to movie stars, but the Chico Police Department is proudly offering residents a more safety-driven kind of Pop Star. As part of ongoing efforts to increase opportunities for community oriented policing, the Chico Police Department has tasked every sworn officer with going one step further. The men and women serving Chico citizens practice Problem Oriented Policing. The strategy is designed so that officers working their respective beats can better understand the unique issues facing the residents of that area and then find creative solutions to those problems.

“I wanted to bring the community closer to our officers and what better way than to have our officers identify what is taking place within their beats,” explained Chico Police Chief Michael O’Brien. “The message is, we want our officers to truly understand what is going on in the community and work with residents and business owners to solve those issues.”

Chief O’Brien instituted the Problem Oriented Policing concept in 2015. Every sworn officer must select a Pop Project to work on. The concept and proposal for solution is submitted for approval through the chain of command. Once approved, officers are tasked with crafting a creative solution to issues and problems either observed within their beats or brought to their attention by residents and business owners.

Chief O’Brien says many of the Pop Projects address quality of life issues, such as theft and vandalism, and officers are taking proactive steps to help citizens mitigate the situation. Examples of Pop Projects to date have included an officer working closely with grocery store managers, providing increased education on how to reduce the risks of product theft and to safely respond to a suspected shoplifter. Another officer created a door informational hanger for officers to make door-to-door stops, advising homeowners of open doors, garages and unlocked gates and offers burglary safety tips. An officer who is also an animal lover chose to educate store managers on ways to monitor customers who might leave animals inside hot cars. Many other Pop Projects have involved officers working closely with local schools to engage with youth for reading and language education.

“There have been some excellent projects come across my desk,” said Chief O’Brien. “The Pop Project forces us to better understand our community. Our mission is to keep our community safe, listen to our citizens and do something about their problems. We are providing a customer service.”

The Problem Oriented Policing project is an ongoing initiative of the Chico Police Department. The Pop Stars Video series will feature regular segments highlighting individual projects. To view Pop Stars, visit the [Chico Police Department YouTube page](#) or Facebook and Twitter social media platforms.



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The Chico Police Department is committed to ensuring our community is a safe place to live, work, and recreate within!