



REPORT TO THE POLICE SERVICE BOARD

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Date of Report: 11/19/2024

Type of Report: Public

Title: Asset Protection Monitoring Report

RECOMMENDATION

“THAT the Board finds that all the Asset Protection Executive Limitation policy provisions have been complied with.”

BROADEST POLICY PROVISION:

“The Chief of Police will not cause or allow Durham Regional Police Service assets to be unprotected, inadequately maintained, or unnecessarily risked.”

Interpretation of the Chief of Police:

I believe the Board has comprehensively interpreted this policy in its subsequent provisions. My interpretations will be attached to those provisions below.

Further, without limiting the scope of the preceding by the enumeration, the Chief of Police will not:

POLICY PROVISION #1

“Unnecessarily expose the organization, its members, the Board, or the Regional Municipality of Durham to claims of liability.”

Interpretation of the Chief of Police:

Policing involves activities by our members that put them in danger and put our tangible and intangible assets at risk of loss or damage.

I will take all reasonable steps to ensure that the Service is managed and controlled with an attitude, systems, and procedures that avoid these outcomes. The Risk Management Committee takes a proactive approach to monitoring and reporting on significant risks.

Claims of liability mean lawsuits launched by parties who allege that the actions of our members have damaged them in the course of their duties.

I interpret unnecessary exposure to such claims as occurring when our members knowingly take actions or allow conditions likely to result in a claim.

Further, because some claims will succeed even if all actions are proper, I will ensure that the insurance arrangements put in place by the Region of Durham provide an adequate level of protection against claims that are made.

Data in Support:

The Service's Risk Management Committee was established to "develop a systematic approach to identifying, monitoring and reducing risks affecting human life and health, reputation and property." Our committee defines risk management as "the process of looking into the future for things which may go wrong and doing something now to prevent them going wrong or lessen the damage of those things going wrong."

The Risk Management Committee includes leaders across the Service who provide a broad range of operational expertise. It currently consists of representatives from Business Services (Chair), Quality Assurance, Strategic Planning, Legal Services, Professional Standards, Education and Training Centre, Superintendent – Operational Support, and the Duty Inspectors Office. The committee meets quarterly and focuses on activities that can be examined and improved to lessen unnecessary risks.

Every quarter, the committee reviews and discusses the following standing reports, many of which are distributed more frequently within the Service:

- A. Police Vehicle Operations Safe Arrival Committee Report
- B. Quality Assurance & Suspect Apprehension Pursuit Reports
- C. Use of Force Incidents and Reports
- D. Professional Standards Investigations Report (incl. SIU)
- E. Lawsuit Update

Key highlights from this year's reports are provided below.

A. Police Vehicle Operations Safe Arrival Committee Report

Driving vehicles is the single riskiest activity in which police officers engage, based on both frequency and the negative consequences of collisions.

The Risk Management Committee has helped the Service focus on reducing our vehicle collisions and the attendant injuries. **Table 1** summarizes the results from the current and past years.

Table 1: Departmental Collisions Summary

		2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Member Impact	Member Injuries	16	18	12	6
	Time Lost (Hours)	466	370	82	288
	Wages Lost (Straight Time)	\$20,297	\$15,230	\$3,575	\$12,814
	WSIB Non-Wage Expenses	\$16,701	\$2,753	\$152	\$8,304
Vehicle Impact	# of Collisions	142	142	118	99
	# Write-Offs	9	6	4	3
	Average Repair Cost	\$6,531	\$5,992	\$5,416	\$5,617
	Total Collision Value	\$927,370	\$850,841	\$639,112	\$556,126

B. Quality Assurance & Vehicle Pursuits Reports

Quality Assurance activities are designed to provide confidence that "the right things are being done, in the right way, by the right people."¹ Many of these activities proactively identify potential risks that can be quickly mitigated.

Key activities include developing and maintaining directives and establishing policy guidelines for various policing activities. Internal compliance audits measure how well these policies are adhered to and provide an opportunity to review the effectiveness of controls and risk reduction.

Current year activities include:

- 2024 Internal Audits: Divisional Property Controls, Police Vehicles
- Directive updates for the implementation of the Community Safety and Policing Act
- Form updates for new procedures and CSPA
- Regular review of all Vehicle Pursuits

Vehicle Pursuits

Vehicle pursuits are governed by the Durham Regional Police Service (DRPS), **Directive LE-10-001** "Vehicle Pursuits," which follows the guidelines provided by the Ministry of the Solicitor General (SOLGEN) O. Reg. 397/23: Vehicle Pursuits under Community Safety and Policing Act, 2019.

The Service’s directive contains stringent policies and procedures for frontline officers to adhere to when, during their regular tour of duty, they are confronted by the unlawful actions of a motorist in deciding to engage in a vehicle pursuit, continue or discontinue the pursuit, and terminate the pursuit. Public safety includes vehicular and pedestrian traffic, the occupant(s) of the suspect vehicle, and the primary officer engaged in the pursuit. It is worth noting that most pursuits are less than 5km and take less than 2 minutes.

Compliance with the DRPS vehicle pursuit policy is closely monitored by the Pursuit Review Officer, who reviews all material related to a vehicle pursuit immediately upon the incident having been reported

¹ <https://media.ontario.ca/QualityAssurance/SitePages/UnitHome.aspx>

in Versadex. The Inspector in charge of the division where the vehicle pursuit originated is responsible to conduct a debrief within 90 days following the date of the vehicle pursuit. The purpose of the debrief is not to find fault but rather to assess both the DRPS directive and Ministry compliance. This scrutiny ensures that any deviations from policy and / or procedures can be quickly addressed and corrected.

The number of vehicle pursuits has increased dramatically over the past decade, from a low of 32 vehicle pursuits in 2012 to a high of 140 in 2021. At the same time, the compliance rate with the vehicle pursuit directive has steadily increased due to training, debriefs, and officer actions. 2023 witnessed the highest level on record at 96%, with the current year trending at a compliance rate of 92%. **Table 2** provides an overview of the results from the current and prior years.

Since the end of April of this year, there has been a dramatic decline in the number of vehicle pursuits; i.e., front line patrol officers have demonstrated their awareness of the potential consequences that may result should they make the decision to engage in a vehicle pursuit, especially for reasons where a subject has committed a lesser offence under the Highway Traffic Act. Officers are now more inclined to assess all factors, especially public safety and not engage in a vehicle pursuit.

Table 2: Vehicle Pursuits

		2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)*	2024 Sep YTD (9 months)
Total Vehicle Pursuits		125	129	93	48
Compliant	#	118	124	88	44
	%	94%	96%	95%	92%
Non-Compliant	#	7	5	5	4
	%	6%	4%	5%	8%

**Restated (Previously reported 92 total: 89 Compliant, 3 Non-Compliant)*

C. Use of Force Reporting

The committee reviews quarterly reports from the Education and Training Centre (ETC), specifically focusing on 'Use of Force'. **Table 3** provides an overview of the service's use-of-force data over the past two years.

Table 3: Use of Force Incidents and Reports

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Total Incidents	224	203	163	199
Total Reports	256	290	188	233

Note: Total Reports are higher due to multiple officers attending the same call

Related data trends include:

- Three primary Use of Force types have been used – Conducted Energy Weapon, Firearm (pointed at a person), and Handgun (drawn).
- The main reasons reported for using force are to effect an arrest, to protect oneself, and to protect the public.

The ETC Unit provides refresher training programs on an individual and group level when deemed required based on trends arising from reviewing these reports.

D. Professional Standards Investigative Report

The Professional Standards Unit promotes and supports professionalism throughout the Service. The Unit ensures that members perform their duties following current legislation and directives and, failing so, undertake investigations to review conduct. Internal and external complaints are also reviewed to ensure that member conduct is appropriate and does not increase the organization's risk. **Table 4** and **Table 5** provide an overview of the current and past year's activities.

Table 4: Internal and Chief's Complaints

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Total Internal / Chief's Complaints:	70	70	48	54
Substantiated	20	36	13	11
Closed / No Further Action	28	18	6	4
Unsubstantiated	11	13	1	10
Under Investigation	11	3	28	29

Table 5: Public Complaints

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Total Public Complaints	133	188	127	120
Addressed by OIPRD	76	95	65	73
Screened Out & Closed	71	82	57	58
Screened Out 'At this time'	5	13	8	15
Retained for Investigation	0	0	0	0
Assigned to Prof. Standards	57	91	60	44
Closed - Early Resolution	5	7	4	3
Closed - Informal Resolution	19	24	11	12
Closed - Local Resolution	1	1	0	0
Terminated by OIPRD	0	3	1	1
Unsubstantiated	14	33	12	10
Withdrawn by Complainants	16	23	16	10
Substantiated	1	0	0	0
Under Investigation	1	0	16	8
Investigated by Other Services	0	2	2	3

Special Investigations Unit Incident Report

The Special Investigations Unit (SIU) is a civilian law enforcement agency that has jurisdiction over regional and provincial police officers in Ontario and has the power to initiate an investigation into officer conduct under certain circumstances.² The Professional Standards Unit supports the SIU's investigations. **Table 6** summarizes the outcomes of these investigations over the past two years.

Table 6: Special Investigations Unit – Mandate Invoked

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Total SIU Mandate Invoked	13	12	12	10
Investigation Terminated by SIU	3	2	1	1
Officer Cleared	10	10	9	2
Officer Criminally Charged	0	0	0	0
Still under Investigation	0	0	2	7

The SIU has invoked its mandate on ten (10) incidents in the first nine months of 2024, which is less than the twelve (12) that were invoked the previous year and also less than last two years (13 and 12 respectively). So far, three (3) cases have been concluded by the SIU, all of which cleared the subject officials of any criminal responsibility. Of those concluded cases, there were no offenses investigated by the Professional Standards Unit under the Code of Conduct of the *Police Services Act* or the *Community Safety Policing Act*.

The SIU is still investigating seven (7) cases from 2024. It should be noted that a 2019 SIU mandate invoked investigation which resulted in criminal charges is currently in the appeal process.

E. Lawsuit Update Report

The Legal Services team manages all civil liability and Human Rights Tribunal of Ontario (HRTO) claims filed against the Service. **Table 7** shows civil liability claims by category for the past two years.

Table 7: Civil Liability Claims

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Total Civil Liability Claims	12	12	9	11
Assault / Excessive Use of Force	1	0	0	2
Departmental MVC	2	7	6	2
Unlawful Arrest	0	0	0	0
Improper Search & Arrest	0	0	0	0
Malicious Prosecution	0	1	1	2
Negligence	7	3	2	5
Wrongful Arrest	1	1	0	0
Charter Breach	1	0	0	0

² Ontario.ca. *Special Investigations Unit*. <https://www.pas.gov.on.ca/Home/Agency/565>

Details regarding applications filed with the HRTO are reported regularly to the Board. Anonymized information is reviewed during the Risk Management Committee’s quarterly meetings as a standing agenda item. **Table 8** compares the number of HRTO applications received in current and prior years.

Table 8: HRTO Claims

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Total HRTO Claims	3	6	6	8

Each year, the Region of Durham's Manager of Risk and Insurance attends an in-camera meeting to provide the Board with a confidential overview of Risk Management and claims experience related to the Service.

The Regional Finance Department's Insurance and Risk Management Division manages the insurance program, which protects individuals and assets, and protects against liability. Further protection is provided for claims against the Service, its members, the Board, and the Region. This program includes comprehensive policy wordings with high limits of liability. The Region has assured us they have developed complete custom solutions to meet the Service's needs.

Statement of Compliance/Non-Compliance: I report compliance with this provision.

POLICY PROVISION #2

“Fail to report to the Board the details of any claims settled or awarded in the amount of \$250,000 or more as soon as possible following the settlement or award.”

Interpretation of the Chief of Police:

It is my interpretation of the provision that I am to ensure that the Region’s Risk Managers provide the requisite report to the Board.

Data in Support:

The Legal Services unit manages the Service’s civil liability claims, including settlements and awards. No settlements or awards of \$250,000 or more have been received in 2022, 2023 or 2024 to date.

Statement of Compliance/Non-Compliance: I report compliance with this provision.

POLICY PROVISION #3

"Fail to protect intellectual property, information, and files from loss, damage or compromise."

Interpretation of the Chief of Police:

My interpretation of the provision is that I am to ensure effective systems and controls to protect intellectual property and information, and that patents and licensing provisions of electronic information and systems remain secure from breaches, misuse, or misappropriation. Furthermore, I must ensure that the intellectual property licensed by the Service and developed for the Service is protected.

Data in Support:

Human Resources Policies on Intellectual Property Protection

About protecting the development of intellectual property while in the employ of, or on behalf of the Service, Human Resources ensures that all offers of employment clearly identify the proprietary rights of the Service for the intellectual property and products developed on behalf of the Service, during the individual's term of employment (contract or otherwise). The following directives are in place to deal with the installation of hardware and software as well as monitoring tools to determine if there is inappropriate software installed on our network:

- AO-08-005 "Computer Data Recovery and Data Storage Management"
- AO-08-001 "Internet Use by Police Service Members"
- AO-08-003 "Electronic Messaging (email and VMDT transmissions)"
- AO-08-002 "Computer Software and Hardware"
- AO-08-006 "Automatic Vehicle Locator"

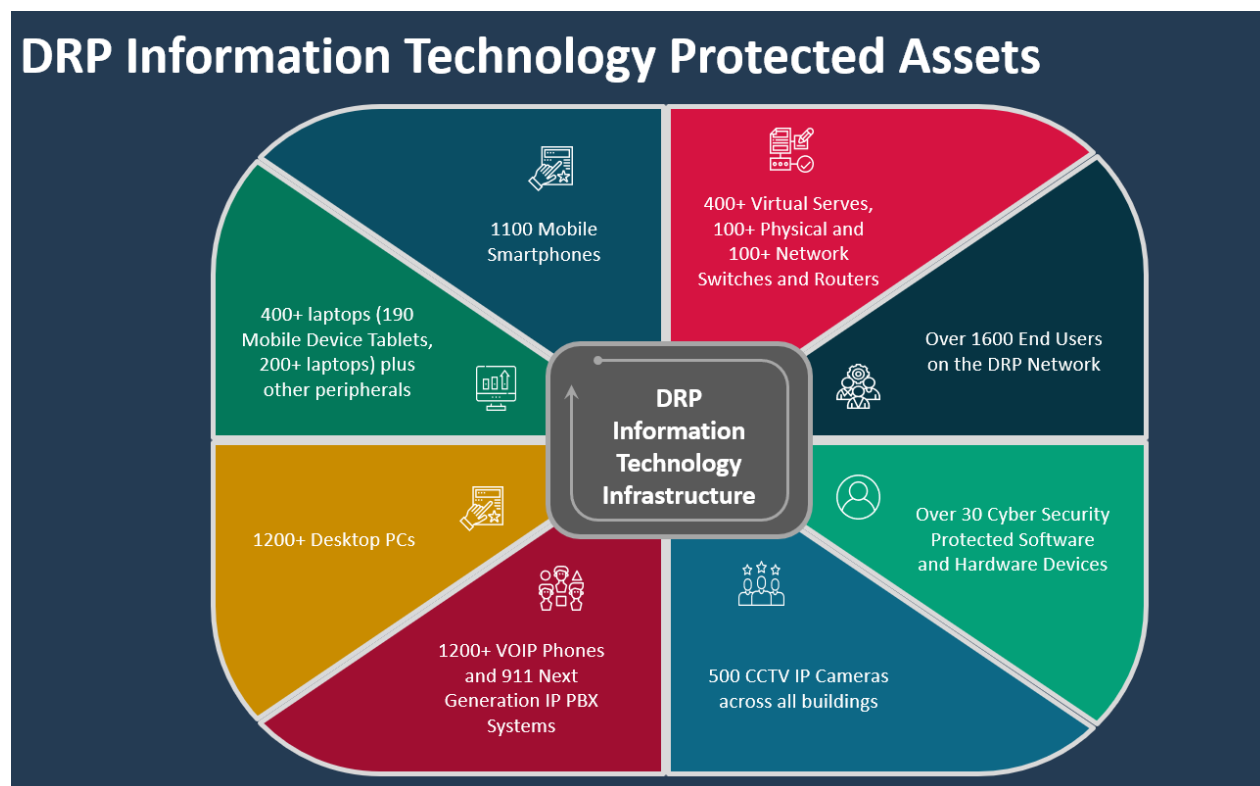
The Human Resources unit has confirmed that new employees of the Service are required to sign an employment offer letter agreeing to abide by the Service's Intellectual Property policy, which reads as follows:

"Intellectual Property"

All work products, including documentation, reports, and intellectual property created or developed by the member for the DRPS during their employment, shall belong to and remain with the DRPS."

The I.T. Unit supports over 24 buildings and has over 7,000 end points devices as part of our IT Infrastructure. In addition to the hardware/software and users that we support, we have multiple domains, workgroups, and a multilayered network that would need to be recreated to return to normal operations in the event of a Cyber Attack. **Figure 1** illustrates the Service's information technology infrastructure.

Figure 1: DRPS Information Technology Infrastructure



Since the pandemic and the shift to the hybrid model, cyber security has been a global trend for all organizations, and Durham Regional Police is no exception. The Service has many network security products available to us, and these tools help prevent zero-day attacks on our users, apps, and servers. We also connect and secure all of our endpoints.

The IT department has an extensive list of security tools for endpoint protection: threat extraction, threat prevention, endpoint anti-virus, firewalls, intrusion prevention, and various network auditing tools.

The infrastructure security audit tools alert our security and networking teams of potential threats/hacks or attacks to our network or devices. Yet, even with such advanced tools, active risk awareness is the best strategy to protect our systems and users against social engineering (manipulating people into performing actions or divulging confidential information rather than by breaking in or using technical hacking techniques). **Figure 2** highlights some protective features the Service utilizes to manage these risks.

Figure 2: Cyber Security Advanced Protection Features

IT- CYBERSECURITY-PROTECTING OUR ASSETS



The Information Technology Unit audits members' emails, MDTs, CCTV, private files, and GPS records when required by the Professional Standards Unit or senior command relating to a particular incident or case or as requested. All requests are submitted using one of the following standard e-Forms:

- CCTV Hide e-Form – DRP 112
- Internet, Email, Secure Folder Audit DRP 209H
- GPS Audit – DRP209F
- Private/Invisible RMS – DRP140

Finally, the utilization of licensed products (e.g., computer software) is strictly monitored and managed by the Information Technology Unit, including administrative controls over the addition of computer programs and the downloading of programs. **Table 9** summarizes these audit activities over the past two years.

Table 9: Information Technology Audits

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Total Audits	477	420	308	228
Internet / Email	10	13	11	8
RMS Audit - Private	180	115	31	126
RMS Audit - Invisible Request	35	27	10	24
CCTV Hidden Requests	252	265	256	70

In addition to the internal audits conducted, the Service engaged an external resource to perform a security audit of the Information Technology area. The audit resulted in recommendations that the Service has implemented, including:

- Improvements to the standards for network passwords
- Increased patching to enhance security in identified vulnerable areas, and
- Added hardware and software to address the risk of Ransomware threats.

The Information Technology Unit Manager reported not being aware of any instances within the current year in which intellectual property, information, or files were lost, damaged, or compromised.

Statement of Compliance/Non-Compliance: Therefore, I report compliance with this provision

POLICY PROVISION # 4

“Receive, process or disburse funds and found or seized property under controls that are inconsistent with sections 258 and 259 of the Community Safety and Policing Act, or insufficient to meet the standards of the auditor appointed by the Regional Municipality of Durham.”

Interpretation of the Chief of Police:

I interpret this provision to ensure that appropriate directives and procedures are in place to meet the above standards and that they are being complied with. The **Directive AO-04-001** Seized and Found Property covers these procedures. The Quality Assurance Unit must complete a yearly audit per our internal directives.

Data in Support:

Directive AO-04-001 Seized and Found Property addresses the management, storage, and disposition of personal property, money, and firearms that come into the police service's possession.

In 2024, Quality Assurance audited the property control function related to the front-line at the divisions. The audit tests the accuracy of the records relating to property and evidence. The audit result is reported to the Board in the Audit Function Monitoring Report each year.

Statement of Compliance/Non-Compliance: Therefore, I report compliance with this provision.

POLICY PROVISION # 5

“Fail to ensure that all monies that accrue from the local sale of unclaimed goods are promptly transferred to the Board’s control.”

Interpretation of the Chief of Police:

It is my interpretation that I shall ensure that all revenue accrued from the sale of unclaimed goods is accounted for and that all monies from the sale are properly and promptly transferred to the Board.

Data in Support:

The Property unit arranges public auction sales with an independent web-based online auctioneer under a formal agreement. The Unit and the auctioneer maintain separate records of the sales and funds received.

The DRPS is provided a record from the auctioneer detailing each item sold, the bid amount, and the final bidder. As the online auction is continuous, property staff reconciles the auction list and property files monthly, and the remitted funds are sent to the Board. There are no known discrepancies between the records and the amount remitted.

The auctioneer gives the Board a cheque for the proceeds minus their commission. The Service has no role in remitting funds other than to act as a courier. The records provided by the auctioneer are kept on file in the Property Unit under retention by-laws.

Statement of Compliance/Non-Compliance: Therefore, I report compliance with this provision.

POLICY PROVISION # 6

“Compromise the independence of the Board’s audit or other external monitoring or advice. Engaging parties already chosen by the Board as consultants or advisers is unacceptable.”

Interpretation of the Chief of Police:

It is my interpretation of this provision that I will not engage parties under contract to the Board where a conflict of interest may exist or compromise the independence of the Board's audit or other external monitoring.

Data in Support:

The Executive Director of the Board provided me with a list of these parties. I confirm that the Service has not taken any actions with these parties that would compromise their independence regarding providing advice or monitoring to the Board. **Table 10** summarizes the external parties the Board has engaged in the current and past years.

Table 10: External Parties Engaged by the Board

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Perley-Robertson, Hill & MacDougall	×	×	×	×
Deloitte & Touche	×	×	×	×
Graymatter Marketing-Media	×	×	×	×
Environics Research	×			
Delta One & Associates	×	×		
Escribe	×	×	×	×
Clunis Consulting	×	×		
Waterhouse Executive Search	×	×	×	
The Employer's Choice	×	×	×	×
Mungall Consulting		×		×

Statement of Compliance/Non-Compliance: Therefore, I report compliance with this provision.

POLICY PROVISION # 7

"Endanger the organization's public image, credibility, or its ability to accomplish Ends."

Interpretation of the Chief of Police:

My interpretation of this provision is that the service will not take any action that negatively impacts the police service's public image or credibility. The service will also not perform any function that is contrary to the achievement of the Board's ends.

Data in Support:

Corporate Communications provides proactive and reactive support in managing the integrity of the Service and its brand. It does this through various means that include:

- Strategic communication advice to Command, the Executive and Senior Leadership Teams, and others in the service to prevent and manage situations that could lead to negative brand sentiment.
- Proactive community engagement through stories and videos highlighting the great work of DRPS and its members.
- Supporting and working with stakeholders on events and issues.
- Producing media releases and media management.
- Assessing and identifying new ways to communicate with our stakeholders.
- Creating public service and educational communications to better serve our communities.

Traditional and social media play a pivotal role in shaping the public's perception of the police service. However, it's essential to acknowledge that the vast majority of our work often goes unnoticed by the public. This includes proactive community policing, responses to urgent and emergency calls, and intricate investigative efforts.

Through our corporate communications efforts, we've built crucial relationships with key organizations as well as internal stakeholders such as Equity and Inclusion and Professional Standards. This proactive engagement allows us to collaboratively address issues, bolster community safety, and safeguard the reputation of DRPS and our stakeholder groups. Maintaining consistent messaging through continuous engagement with entities like school boards, hospitals, academic institutions, and municipal and regional authorities is imperative in managing how our community perceives safety-related matters. Additionally, our divisional and specialized unit inspectors will contact the director of corporate communications and seek counsel on contentious issues. There is a strong working relationship and contact with the Board through the Executive Director's office.

Our Corporate Communications team actively monitors social media, promptly identifying unfolding issues or potential impacts on our service. The team receives frequent emails and calls from all levels of government, elected officials and other stakeholders regarding concerns, issues and rumours that we address.

Durham Region has witnessed a significant decline in traditional media outlets. Major publications like Metroland, which used to produce four editions weekly, have ceased print publications. Additionally, the clash between the Federal government and significant social media platforms like Meta has led to a ban on news content in Canada continues. This has substantially impacted our reach, underscoring the importance of being a swift and credible source of police and community safety news.

While we continue collaborating with local and Toronto-based media to provide timely responses, we leverage our social channels to disseminate information and inform the public. In 2024, our organization's image and reputation remained positive, a testament to the media and social media metrics tracked by our dedicated Corporate Communications Unit. We also continue to look at new tools and data-informed processes to better understand the impact of communications and the diverse audiences we connect or need to better connect with. This includes the newly launched internal request tracker and we are working with Equity and Inclusion on a community request portal to better track our community engagement efforts.

Throughout the year, the Unit remained unwavering in its commitment, consistently sharing positive news stories and engaging with the public and media daily. Through Sergeant Joanne Bortoluss, who is leading the Media unit, we have created new training for our Service offered through the Education and Training Centre that covers media, social media and strategic communications.

In addition to traditional media releases, our ability to get attention and traction from media and community comes from social media. DRPS began sharing information on its official social media channels in 2012 via Facebook and X (formerly Twitter). Recognizing X as an important resource for direct communication with the public and that not all information we disseminate has to be in the form of a media release, we have been posting a great deal of information, including crime prevention tips and real-time operational updates via X. **Table 11** summarizes media releases and tweets in the current and past years.

Table 11: Media

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
Formal media releases	464	489	395	405
X media releases	45	68	63	80
X (formerly Twitter) tweets	1,452	1,854	1,440	1,280

The number of followers across all DRPS social media platforms has seen dramatic year-over-year increases. From 2023 to 2024 year-to-date we have had more than an 11 per cent increase in followers across all channels (171,960 to 190,898). **Table 12** summarizes DRPS social media followers across all platforms.

Table 12: Social Media Followers

	2022 December	2023 December	2023 September	2024 September
Social Media Followers	156,278	171,960	171,740	190,898
X (formerly Twitter)	88,163	97,300	95,386	103,560
Facebook	55,003	58,700	60,970	69,538
Instagram	10,382	12,900	12,382	14,540
YouTube	2,730	3,060	3,002	3,260

A more important metric on both Facebook and Instagram, is Page Reach – the number of people who saw content from our social media pages. Overall, activity and engagement across all of our social media platforms have increased in 2024 compared to 2023 – total impressions (the number of times a post on one of our social media channels was seen) have nearly doubled since 2021. The Corporate Communications Unit also uses a media monitoring service to ensure we capture all media coverage. Previously we provided numbers for news mentions but we now focus on reach as that tells us how many people saw articles involving DRPS, as summarized in **Table 13**.

Table 13: Social Media Activity and Engagement

	2022 Full Year	2023 Full Year	2023 Sep YTD (9 months)	2024 Sep YTD (9 months)
News reach	11.5B	10.2B	8.0B	9.1B
Facebook page reach	2.3M	2.5M	1.7M	1.8M
Instagram page reach	61K	87K	75K	122K
Total impressions	40.9M	54.2M	41.3M	34.0M

The vast majority of news articles/editorials monitored in 2024 were positive or neutral in tone about the police service, and some were negative in tone. The issues contributing to a majority of the negative media (social media) coverage in 2024 included:

- 401 Pursuit / SIU investigation – *DRPS officers were involved in a pursuit on the 401 that ended with the suspect crashing into a family; 3 people, including an infant, died as a result.*

Statement of Compliance/Non-Compliance: Therefore, I report compliance with this provision.

POLICY PROVISION # 8

“Change the organization’s name or substantially alter its identity in the community.”

Interpretation of the Chief of Police:

It is my interpretation of this provision that there will be no change in the name of the Service or in the role that the Service plays within the community.

Data in Support:

I have neither directed nor allowed any changes in the organization’s name or identity.

Statement of Compliance/Non-Compliance: Therefore, I report compliance with this provision.

Based on the above proof, I report overall compliance with the policy.

Report Approval Details

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This report and all of its attachments were approved and signed as outlined below:

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