

# IMPACT BRIEF

## POLICE + COMMUNITY TRUST INITIATIVE

CITY OF WARREN, OH | OFFICE OF THE MAYOR



### THE CHALLENGE

For decades, trust between Warren residents and police was fragile. On April 15, 2021, Mayor Doug Franklin launched the Police + Community Trust Initiative (PCTI) to confront historic grievances, demand transparency, and begin rebuilding confidence through a shared vision for safety.

### OUR ROLE

- Designed a trust-centered message framework.
- Conducted a citywide climate survey (800+ responses).
- Developed a unified campaign identity and visual system.
- Produced multi-channel content:
  - Mini-documentary featuring city leadership and residents.
  - Unfiltered Voices audio series amplifying resident and police perspectives.
  - Public-facing website, logo system, and original photography.

### THE IMPACT



800+ residents engaged through survey participation.



Direct stories recorded from officers and residents.



Unified brand identity adopted across city channels.



Strengthened credibility between residents, agencies, and city leadership.



A single communication hub (website) for focused engagement.

*"As we work to attract investment and grow Warren's economy, we know trust is essential. The Police and Community Trust Initiative embodies this belief, placing relationships at the heart of public safety."*

*— Mayor William Franklin, City of Warren*

### WHY IT MATTERS

This campaign demonstrates how research, strategy, and storytelling can turn community voice into measurable outcomes. The framework is scalable for other cities, counties, and agencies seeking to establish public trust and build civic engagement.

## D5 GROUP

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