



2026 COMMUNICATION PLAN



Overview

The role of the Winnipeg Police Board (the Board), in part, is to be the liaison between the community and the Winnipeg Police Service. Successful policing requires a healthy, collaborative, and trusting relationship between police and the community. The Board's goal in communicating is to build that relationship and ensure that the community's needs, values, and expectations of policing are heard.

Objectives

- Provide an accessible venue for community members to share their needs, values, and expectations of policing.
- Use input from the community to guide priorities, strategies, and objectives for the Winnipeg Police Service.
- Work with experts, advocates, rights holders, community partners, and organizations to contribute to a culture of safety for all.

Audiences

The Board directs its communications toward everyone who has a connection to Winnipeg. Specific audiences include, but are not limited to:

- Local media
- Elected officials (municipal, provincial, and federal)
- Government departments
- Winnipeg Police Service
- Indigenous governments and political organizations
- Winnipeg Police Association and Winnipeg Police Senior Officers Association
- Manitoba Police Commission
- Community organizations practicing or advocating in social services, health, and community safety and wellbeing
- Child, family, and youth serving organizations, education, and student representatives
- Newcomer, cultural, and faith-based organizations
- Businesses, retail, and labour organizations

Key Messages

- The Board establishes a Strategic Plan for the Winnipeg Police Service informed by the needs, values, and expectations shared by the community.
- The Board monitors the implementation of police programs and operations based on the Strategic Plan.

- The Board welcomes and invites input and feedback on the way policing is delivered in the City of Winnipeg.
- The Board is committed to being the link between the community and police service to foster a healthy, productive relationship that contributes to public safety for all.

Strategies & Methods

- Invite experts, advocates, rights holders, and community partners to share their knowledge, experience, and insights.
- Ensure the Board's website and social media pages are accessible, informative, and offer tools for individuals to provide input throughout the year.
- Attend events in the community to hear thoughts and ideas on policing, and provide information on the Board's role.
- Host events in the community to collect input in an accessible and informal setting.
- Facilitate opportunities to hear from equity-seeking groups, marginalized peoples, and those who may face barriers to sharing their experiences.
- Utilize the personal and business networks of Board members to promote and expand the Board's consultation efforts.
- Schedule the Board Chair and Executive Director to deliver public presentations at events focused on policing, public safety, and governance.
- Invite community organizations, local leaders, and groups to partner with the Board to host community forums.
- Encourage citizens to attend the public board meetings and provide written submissions on their needs, values, and expectations of policing.

The Board conducts quarterly public meetings, held at City Hall and livestreamed on the City of Winnipeg [YouTube page](#). Individuals and organizations are welcome to [register in delegation](#) to speak to agenda items, or [request to present to the Board](#) on topics relating to the Board's scope and mandate.

The Board will also be in the community engaging the public at various events and forums. Online tools to engage, including surveys and opinion polls, will be posted to the [Board's website](#) from time to time.

The Board recognizes the importance of hearing from those with lived experience interacting with police, and that some of those individuals may lack equitable access to formal pathways for sharing their views. The Board is committed to facilitating opportunities for those individuals, as well as equity-seeking groups, in ways that reduce barriers.

Input collected will be used to inform the Board on the needs, values, expectations and priorities of the community.

Appendix

The Board is required to consider the following in its communications.

Risk Factors

There are certain challenges that must be addressed for the Board to be successful in achieving the objectives of this communications plan.

Risk	Evaluation & Mitigation
Limited awareness or understanding of the Board's role, purpose, and/or goals.	The Board must provide information and education on its role, purpose, and goals in a way that is accessible. Board materials must be plainly written and explain the Board's role and ability to impact or influence the subject matter. Limits on the Board's authority and scope must be clearly stated and respected.
Low levels of engagement and participation	Provide multiple venues and platforms for receiving input. Proactively identify and engage with groups and individuals that represent our diverse community. Reduce and remove barriers for equity-seeking groups and individuals with lived experience. Report on input and feedback received from the community must be transparent and fulsome.
Ineffective Communications	Messages must be relevant to the role, purpose, and goals of the Board. Opportunities to advance policy objectives, appropriate oversight, and good governance may be leveraged where appropriate.

Audience Needs

There are various needs of each audience to access information on the Board, its scope and mandate, and avenues needed to engage with the Board. The table below indicates the Board's understanding of the needs of each audience:

Target Audience	Existing knowledge of policing, public safety, crime prevention, and police board governance	Information and Engagement Needs
Residents	Varies significantly by individual and is dependent on needs, values, and expectations of services.	• Accessible information on the Board's scope, mandate, and activities • Information on how to contact and engage with the Board • Invitation and encouragement to connect with the Board and/or observe public meetings • Engagement and consultation opportunities at convenient times and venues • Information on the environment for policing in Winnipeg to enable informed and meaningful discussion on the delivery of policing services • Access to Board publications
Local Media	Varies; those frequently reporting on crime, justice systems, municipal and provincial governments typically exceed general knowledge.	• Accessible information on the Board's scope, mandate, and activities • Access to Board Chair for commentary, interview, and positions on behalf of the Board • Access to Executive Director for information and procedural matters • Access to Board publications
Elected Representatives	High familiarity with issues relating to crime, community safety.	• For those appointed to the Board, orientation and training on the Board's mandate. • Accessible information on the Board's scope, mandate, and activities • Accessible information on the role of various levels of government, the Board, and the police service • Access to the Board Chair and Executive Director for information and engagement

Target Audience	Existing knowledge of policing, public safety, crime prevention, and police board governance	Information and Engagement Needs
Government Departments and Agencies	High familiarity with public policy and funding relating to policing and public safety.	• Accessible information on the Board's scope, mandate, and activities • Information on how to contact the Board • Invitation and encouragement to engage with the Board and/or attend meetings • Partnership opportunities on new and existing initiatives
Indigenous governments and political organizations	High, particularly regarding the historic and ongoing relationship between police, governments, and indigenous peoples.	• Accessible information on the Board's scope, mandate, and activities • Invitation and encouragement to engage and consult with the Board • Information on the environment for policing in Winnipeg to enable informed and meaningful discussion on the delivery of policing services • Access to the Board Chair and Executive Director for information and engagement
Winnipeg Police Service	Experts on policing, public safety, crime prevention, law enforcement, and maintenance of the public peace. Knowledge on Board governance varies depending on requirements of each member and their position in the organization.	• Accessible information on the Board's scope, mandate, and activities • Understanding of strategic objectives • For the Chief and Executive, clear understanding of directions, strategic plan objectives, and priorities
Winnipeg Police Association and Winnipeg Police Senior Officers Association	High	• Accessible information on the Board's scope, mandate, operations and activities • Access to the Board Chair and Executive Director for information and engagement • Invitation and encouragement to engage with the Board • Understanding of directions, strategic plan

Target Audience	Existing knowledge of policing, public safety, crime prevention, and police board governance	Information and Engagement Needs
Manitoba Police Commission	High	• Timely reporting as required by legislation and policy • Access to the Board Chair and Executive Director for information and engagement
Community organizations practicing or advocating in social services, health, and community safety and wellbeing	High, may be dependent on each organization's size, role, and mandate.	• Accessible information on the Board's scope, mandate, operations and activities • Access to the Board Chair and Executive Director for information and engagement • Invitation and encouragement to engage with the Board • Partnership opportunities on new and existing initiatives
Child, family, and youth serving organizations, education, and student representatives	Varies dependent on organization size and mandate. Those that frequently interact with police or the youth criminal justice system generally exceed the norm.	• Accessible information on the Board's scope, mandate, operations and activities • Access to the Board Chair and Executive Director for information and engagement • Invitation and encouragement to engage with the Board • Partnership opportunities on new and existing initiatives
Newcomer, cultural, and faith-based organizations	Varies dependent on organization size and mandate.	• Accessible information on the Board's scope, mandate, operations and activities • Access to the Board Chair and Executive Director for information and engagement • Invitation and encouragement to engage with the Board • Partnership opportunities on new and existing initiatives
Businesses, retail, and labour organizations	Varies dependent on organization size and mandate.	• Accessible information on the Board's scope, mandate, operations and activities • Access to the Board Chair and Executive Director for information and engagement • Invitation and encouragement to engage with the Board • Partnership opportunities on new and existing initiatives

Media Releases

The Board has established criteria to guide decisions respecting instances where media releases or public announcements should be issued:

The subject must be related to a significant accomplishment relating to the Board's purpose, role, or goals

- The publication of a document or report.
- A regular publication that the Board releases in accordance with legislation, by-law, or policy.
- The initiation, completion, or review of a task or project.
- The fulfilment of certain aspects of the Board's mandate.
- Provides information of value to the community on an aspect of the Board's mandate.

Alternatively, the subject is an adopted position of the Board

- On an issue of significant risk to public trust and confidence in policing, the Winnipeg Police Service, or the Board.
- To address an oversight or misrepresentation of the Board and its activities.
- To address an oversight or misrepresentation of the Winnipeg Police Service, within the scope of the Board's role, following consultation with the police chief.
- On an issue of public policy relating to the Board's mandate.

The Board may host a press conference or media engagement, when warranted, to emphasize the significance of certain announcements. The Board has therefore developed the following criteria to determine when a press conference should accompany a news release:

- It would be beneficial to the community and the public discourse to provide information or take a policy position on a matter within the Board's mandate.
- The subject matter meets at least one of the above criteria for a media release or public announcement.
- A benefit exists to provide an opportunity to answer questions and/or further the public discussion of a particular subject within the Board's mandate.

Advertising and Community Input Plan

Objective: To promote awareness of the Board and to invite engagement with the Board.

The Board is committed to providing opportunities for community members to offer input on priorities for public safety, law enforcement, and crime prevention. The Board will increase efforts to promote awareness of these events.

Community Input:

Meetings: The Board holds regular public meetings at City Hall and livestreamed via the City of Winnipeg [YouTube page](#). Individuals and organizations are welcome to attend, observe, or [register](#) to speak at the Board's public meetings.

Consultations: The Board will host and attend opportunities for community members and organizations to provide input on their needs, values, and expectations of policing.

Contact: The Board can be contacted with questions, comments, or concerns through our website: www.winnipegpoliceboard.ca, or by email: wpb@winnipeg.ca.

Advertising:

- Regularly update content on the Board's website to ensure information is available and current
- Publish the Board's strategic plan for the police service and other reports for public consumption
- Contact community organizations, stakeholders, and others who may be interested in engaging with the Board
- Distribute messages through local media by news releases, interviews, and appearances
- Explore paid advertisements promoting the Board and its purpose
- Collaborate with the police service and City of Winnipeg to promote the Board activities
- Expand online and social media presence to reach greater numbers of interested community members
- Report on input received through engagement efforts

Resources

The Board is committed to utilizing resources necessary to engage with the community broadly, accessibly, and in a fulsome manner. To that end, Board Members and staff will secure venues, platforms, goods, and services necessary to provide meaningful engagement opportunities.