

## LAKE COUNTY (INDIANA) SHERIFF'S DEPARTMENT

### Overview

The Lake County Sheriff's Department is the county law enforcement agency for Lake County, Indiana. The department is headquartered in Crown Point, Indiana and employs 174 sworn police officers, 179 correctional officers and 156 unsworn civilians.

### Challenge

RPM was asked to help the department launch an Environmental Crime Task Force and to assist in gaining the support of local businesses and other agencies for this effort, a politically sensitive endeavor, at best. We were given less than three months until the date of the launch to develop and execute a plan.

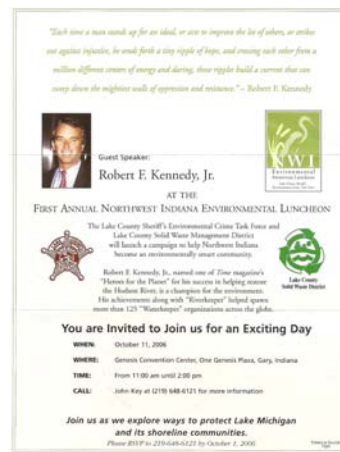
### Solution

Logos were developed for the Environmental Crime Task Force, a legal entity that would continue after the launch, and for the launch event, an "Environmental Luncheon." We felt that the best approach to launch the initiative & ensure media coverage, political & business support in the region was by hosting a free event and bringing in a prominent environmentalist to keynote. Robert Kennedy was selected and secured. RPM handled all logistics for Kennedy, media outreach, press releases, design & production of collateral materials, invitations, etc. Donations from local businesses were sought to help underwrite the event. Genesis Convention Center in Gary, Indiana was donated as the venue by the city of Gary, IN. We negotiated with Mr. Kennedy, in addition to his keynote address, to provide copies of his book which was sold at the event to help fund the initiative. He offered to stay for two hours after the event for book-signing at no additional fee. Photo ops were also arranged with key local environmentalists as well as Crime Task Force members and a televised round-table discussion on environmental issues in Northwest Indiana was held with local businesses and officials immediately preceding the event. As part of their sponsorship (depending on level of support) environmental organizations and local businesses were given the opportunity to have their names published as co-sponsors of the event in exchange for their donations. Awards were also designed and created to be presented to a selected group of

"Environmental Champions" and educators at the event.

As a venue, the Genesis Center, a sports arena, added the challenge of dreadful acoustics and an extremely large space that would dwarf an event of 200 attendees... To address this issue, we utilized only the floor area in the center of the arena to create more intimacy. Drapes were hung from the ceiling to block off the bleachers and absorb some of the echo in the arena. The stage and podium were placed under the JumboTron screen. The JumboTron was utilized to simulcast Mr. Kennedy's keynote address for added visibility of people seated at back tables on the floor and to run a video presentation chronicling the history and environmental issues of Northwest Indiana. (RPM, by driving to various environmental problem sites and remediation areas in the region, combined with a few hours of flying over the area in the sheriff's helicopter, filmed, edited and produced this video in four days.)

We worked closely with catering & event management services as well as a sound crew at the venue to execute set-up and other logistical details for a hugely successful outcome with coverage by both local and Chicago media. The event was well-attendance by local politicians, educators, businesses and environmentalists.



## **LAKE COUNTY (INDIANA) DRUG-FREE ALLIANCE**

### **Overview**

The Lake County Drug Free Alliance is a coalition of volunteers, formed by the joint efforts of the Lake County Prosecutor and Lake County Sheriff, that is established to identify and address the complex problems related to alcohol, drug, tobacco, and gambling addictions by the cooperative efforts of various public and private prevention, treatment and criminal justice entities.

### **Challenge**

RPM was asked to work with the Alliance to create an epidemiological report on drug use and its consequences in Lake County. This effort was the result of a state-wide initiative and Lake County's report was one of many reports being produced by counties all over the state upon request by the state. The report was critical to the future funding of the organization.

### **Solution**

RPM joined the local Task Force that was formed to participate in the project's management from the beginning of the process. Responsibilities included coordination of research and data collection as well as outreach to various organizations and officials (from social service & law enforcement agencies to scientists & educators) in order to develop content for the report. Monthly tracking and status reports were prepared and submitted to the Project Managers to help keep deliverables on schedule.

Raw data was collected from these various resources over a period of three months. It was then compiled and analyzed. Findings were compared and bench-marked against data presented in both a national and state-wide epidemiological report. A final section of recommendations based on these findings was compiled.

Following the rules and guidelines established by the state, all sections of the epidemiological report were compiled and edited by RPM and any data lending itself to such, was represented graphically to illustrate Lake County's standing in comparison to the nation and the state of Indiana.

RPM also wrote the Executive Summary and Conclusion for the report. The final product was presented in an attractively, bound, 132-page professional publication to the state of Indiana.

Lake County's report was evaluated to be among the best in the state.