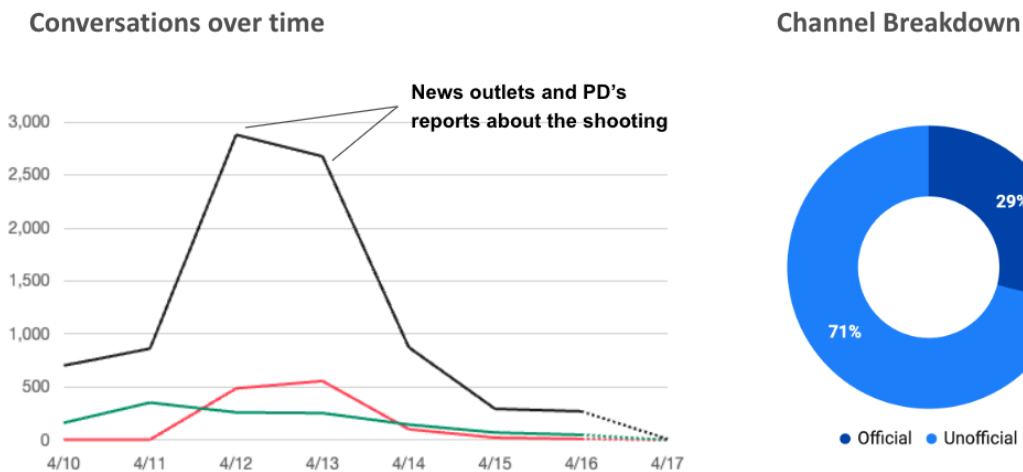


Public Safety:

A recent shooting incident prompted residents' concerns about increased crime rates in the City. The PD's reports were generally appreciated; however, some inquired for more information and wished the updates were more timely and frequent

Apr 10 - Apr 17, 2023

Shooting Incident: Conversation summary



During the past week (Apr 10–17), online conversations about a **shooting incident** elicited **4.3K interactions**, accounting for half of the citywide discussions (50%) - **indicating residents' high engagement with this incident.**

Over two-thirds of the discussions took place on unofficial media channels (71%).

Nonetheless, the **City's PD Twitter account was the second leading media source** communicating about the shooting (14%), and the City's primary Facebook page contributed another 5% to overall discussions.

An analysis of the conversations reveals the following takeaways:

- **Over a third of the discussions stemmed from NBC's report of the shooting (1.5K interactions)**, prompting many 'sad,' 'surprised,' and 'angry' emoji reactions. Furthermore, discussions in the comments section suggested that the **warm weather and lenient gun policies contribute to the high crime rates in the area**, saying,

"...anyone who lives here knows when the warm weather comes out, so do them, troublemakers," and, "Here we go again...guns, guns, and more guns!"

- **PD's updates** regarding the shooting generated many 'likes' and 'shares,' indicating **residents' interest, appreciation for the posted information, and desire to inform other community members about the incident.**
- Several commenters asked further questions regarding the shooting scene, inquiring about the **description of the suspects** and the **road closure status**. One prominent comment suggested that **City and law enforcement leadership should hold a community town hall meeting to address concerns about the "current crime wave,"** receiving many supportive 'likes.'
- It is also worth mentioning that some commenters reflected that they were already familiar with the information shared by the Police or complained that the reports lacked some details, **implying that Police's official media releases should be more timely and informative.**

In summary, the recent shooting incident elicited considerable interest among residents online, prompting concerns about the increased crime rates in the City. Many residents appreciated the Police's updates about the shooting; however, some wished their reports provided more details and were released more frequently and promptly after such incidents occurred.