

Public Safety & Crime

Theory of the Case

Our strategy centers what the majority of voters want to see in their communities: solutions that address the root causes of crime, in addition to investments in alternative first responders and social services. We've learned that people who care about public safety are increasingly receptive to comprehensive solutions that go beyond traditional law enforcement measures. By emphasizing community investment and support networks, we can engage diverse demographics and shift the conversation from fear to long term proactive solutions.

Solutions

- ➔ **Community-Focused Funding**
Prioritize funding for community services emphasizing proactive long-term crime prevention, rather than focusing on only responding to short term fears.
- ➔ **Supporting Officers' Roles**
Discuss how funds directed to bolstering mental health resources and social service support networks allow police officers to focus on core duties.
- ➔ **Equitable Public Safety**
Advocate for a balanced approach that addresses crime prevention and accountability without sacrificing one for the other.
- ➔ **Engaging Minority Communities**
Mobilize Black and young voters by highlighting the importance of economic opportunities and meaningful criminal justice reform.



● Contact Us

Key Trends

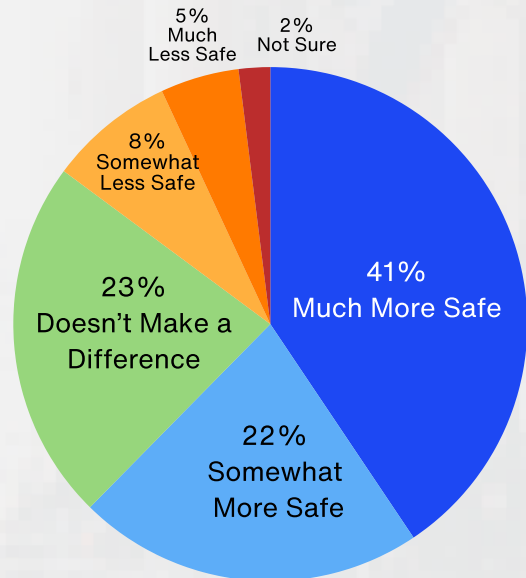
Black voters, the core of the Democratic Party, want to see public safety reforms over policies that ask for more police and incarceration.

71% 

of Black voters nationally believe that city leaders should invest in emergency services, economic opportunities and social services that prevent crimes of desperation.

HIT PUBLIC: BlackTrack July 2022

In general, does a police presence in your community make you feel more safe, less safe, or does it make a difference to you?



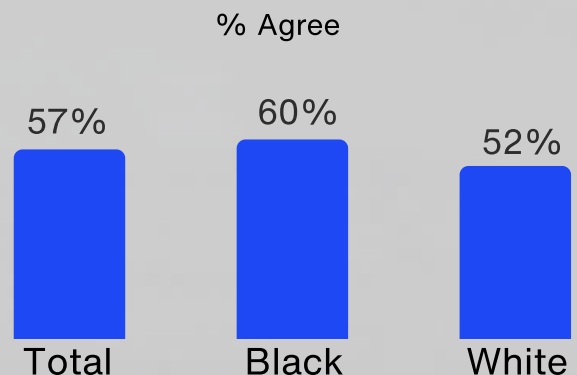
Source: Change Research/ HIT Strategies poll of all adults nationwide, OS Black adults, September 2021.

Campaigning on Crime in Virginia

- Research indicates that Black voters and young voters are particularly responsive to messaging centered on safety, with 76% of Black voters and 76% of voters aged 18-24 preferring a comprehensive safety approach.
- A "Serious About Safety" ad outperforms a "Tough on Crime" ad, with 73% of respondents finding it more aligned with their concerns compared to 65% for the latter.
- Messages centered around comprehensive safety measures such as gun-safety strike a chord with non-voters, with 46% expressing that they would be more inclined to vote upon encountering such messaging. In contrast, only 29% exhibit a similar response to traditional 'Tough on Crime' approaches.

In Atlanta, strong majorities believe in investing in alternative solutions to crime. Voters were asked:

Ensuring safety and well being for everyone requires funding community services by redirecting resources from our police department and jail to bring about better access to jobs, housing, and childcare.



HIT Poll commissioned by Racial Justice Action Center. N = 500 likely voters in Atlanta, July 2021