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Agenda
Learn about bringing Lights On! to your community

I. Overview of Lights On!
 I. Problem/Solution
 II. Benefits
 III. Key Figures

II. Voucher & Survey

III. Funding

IV. Process of Joining Lights On!

V. Next Steps

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Police-Community Relationships Need Healing

Positive interactions with law enforcement restore trust



52% 20% 53%

Of Americans **do not have confidence in the police**

(Gallup, 2020)

Of people who interact with police have a **household income of \$25K or less** while making up 13.7% of the population

(U.S. Department of Justice)

Of drivers involved in traffic stops **are Black** while making up 19.4% of the population

(U.S. Census Bureau)

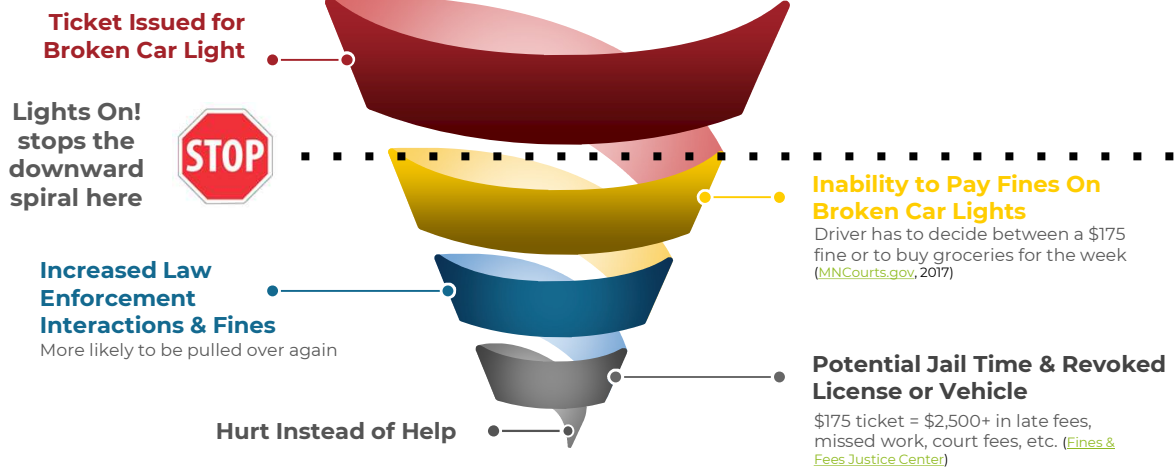


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The Downward Spiral

Equipment violation tickets inadvertently become a poor tax



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How We Heal Police-Community Relationships



A simple idea with a powerful impact



Law enforcement officer gives a voucher instead of a ticket



Driver redeems voucher at participating auto center



Lights On! coordinates all administration

Lights On! turns dreaded traffic stops into an opportunity to create positive and restorative interactions.

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Benefits

It is a win-win-win



Law Enforcement Benefits

- Less law enforcement officer stress
- Law enforcement builds stronger community bonds
- A new approach to societal problems



Voucher Recipient Benefits

- Positive path for low-income drivers
- Restorative interaction with police
- Safer car fixed at no-cost to driver



Community Benefits


- Safer cars on the road
- Local business (auto shop) promotion
- Improved police-community relations
- Better prioritized community resources


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Impact in the Numbers

Reaching the Marginalized Community with Positive Interactions




<h1 style="font-size: 2em; margin: 0;">6K</h1> <p style="color: white; font-size: 0.9em;">Nearly 6,000 vouchers redeemed to date.</p>	<h1 style="font-size: 2em; margin: 0;">98.5%</h1> <p style="color: white; font-size: 0.9em;">Voucher recipients were satisfied or very satisfied with their interaction with the officer who gave them the Lights On! voucher</p>		<h1 style="font-size: 2em; margin: 0;">1 in 3</h1> <p style="color: white; font-size: 0.9em;">Voucher recipients have household incomes below \$30,000</p>
	<h1 style="font-size: 2em; margin: 0;">35.8%</h1> <p style="color: white; font-size: 0.9em;">Voucher recipients identify as BIPOC</p>	<h1 style="font-size: 2em; margin: 0;">119</h1> <p style="color: white; font-size: 0.9em;">Participating law enforcement agencies to date (Feb 2022)</p>	<h1 style="font-size: 2em; margin: 0;">21%</h1> <p style="color: white; font-size: 0.9em;">Voucher recipients would have been unlikely or very unlikely to fix their light without the voucher</p>

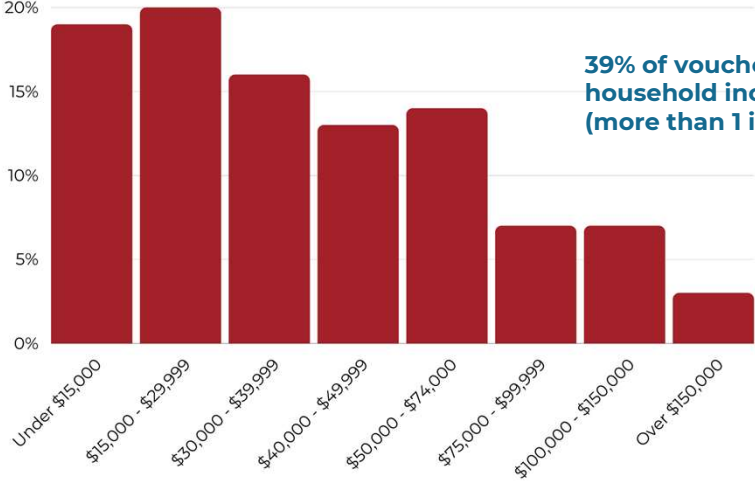
*Data taken from 2020 - 2021 Lights On! surveys Proprietary & Confidential | 7

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Voucher Recipient Income Distribution

Helping those that need it most





39% of voucher recipients have a household income under \$30,000 (more than 1 in 3)

*Based on 2020 - 2021 YTD Survey Data
*22% of respondents declined to answer Proprietary & Confidential | 8

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What Healing Looks Like

How our communities are transformed



“I am a mother of three. We were without a vehicle, walking in the snow for two months after our car was totaled. I worked and saved to get a cheap car. Then I got pulled over for having my taillights out. **I was so scared I would get a ticket and wouldn't be able to pay. I am so grateful.**”

- Ashley, Voucher Recipient

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The Voucher

Back

LIGHTS ON!
A PROGRAM OF MICROGRANTS

CÓMO FUNCIONA ESE VALE

- La policía le da un vale para reparar las luces de su carro GRATIS
- Vamos a reparar su luz delantera, luz trasera, luz de freno, o señal de giro
- Ve a un mecánico que participe en nuestro programa, y él puede reparar la luz GRATIS

PUEDEN ENCONTRAR UNA LISTA DE MECÁNICOS QUE PARTICIPAN EN NUESTRO PROGRAMA EN LA RED

www.lightsonus.org

VISIT OUR WEBSITE TO FIND THE AUTO CENTER NEAREST YOU!

www.lightsonus.org

HOW THIS VOUCHER WORKS

1. Police hand you a voucher that is good for FREE car light repair
2. We will fix your headlight, taillight, brake light or turn signal light
3. Go to any participating auto repair center, and they fix the light for FREE

BENEFITS

- Safer cars on the road
- Improved police and community relations
- A positive path for low-income drivers
- Less police officer stress
- A new approach to societal problems

Front

FREE CAR BULB REPLACEMENT
Burned-out light? We can help!

HEADLIGHTS • TAIL LIGHTS • BRAKE LIGHTS • TURN SIGNALS

LIGHTS ON!
A PROGRAM OF MICROGRANTS

PARTNERING WITH

Vehicle Plate # _____ Officer Badge # _____ Date Issued _____

Serial Number: _____

This voucher expires 14 days after date issued.
\$250 limit on light-related repairs.

www.lightsonus.org [lightson_us](https://twitter.com/lightson_us) #lightsonin
Go to www.lightsonus.org/autocenters for more information.


To Note:

- Unique serial number printed on every voucher for tracking purposes
- Expires 14 days after date issued
- \$250 limit on light-related repairs (*average repair is \$80*)
- Spanish & English instructions on back (*or languages of your choosing... you must find someone to translate if we do not yet have that language*)

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The Survey



This survey will be used to help demonstrate the impact of the Lights On! program and to help us improve it.

Your participation is voluntary.

Thank you for your feedback!

1. Please indicate the approximate date, time and location (cross streets & city) where you received your Lights On! voucher.

Date: ___/___/___ Time: ___:___ a.m./p.m.

Location: _____

2. Which law enforcement agency gave you the Lights On! voucher? (Agency logo is on voucher)

3. How satisfied are you with the interaction you had with the police officer who gave you the Lights On! voucher?

Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied

Please add any comments that will help us understand your response:

4. Which auto service location did you redeem your Lights On! voucher at?

Name: _____ City: _____

5. How satisfied are you with the service you received at the auto repair location?

Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied

6. Before you received the Lights On! voucher, how satisfied were you with your interactions with the police in the same community?

I never interacted with police in this community before I got the voucher
 Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied

Please add any comments that will help us understand your response:

7. If you had not received the Lights On! voucher, and instead you had gotten a warning or ticket from the police officer who stopped you, how likely would it have been that you had gotten your vehicle light/horn signal repairs?

Very likely
 Likely
 Unlikely
 Very unlikely

IF YOU ANSWERED UNLIKELY OR VERY UNLIKELY, what would have prevented you from getting your vehicle repaired?

8. What is the impact for you of getting the voucher from Lights On? (What would have happened to you if you had gotten a ticket or a warning instead?)

9. What is your age (in years)?

Under 18
 18 - 24
 25 - 34
 35 - 44
 45 - 54
 55 - 64
 65+

10. How do you identify your gender?

Female
 Male
 Non-Binary
 Another way
 Prefer not to answer

11. How do you identify your race/ethnicity? (Check all that apply.)

White or Caucasian
 Black, African American or African
 Hispanic or Latinx
 Asian or Asian American
 American Indian, Native American or Alaskan Native
 Prefer not to answer

12. What is the highest level of education you have completed?

Less than high school
 High school graduate or GED
 Some college, vocational, technical or trade school, or 2 year degree
 4 year degree (bachelor's degree)
 Post graduate or professional degree
 Prefer not to answer

13. What is your total annual household income from all earners and all sources?

Under \$15,000
 \$15,000 to \$29,999
 \$30,000 to \$39,999
 \$40,000 to \$49,999
 \$50,000 to \$74,999
 \$75,000 to \$99,999
 \$100,000 to \$150,000
 Over \$150,000
 Prefer not to answer

14. Please leave any additional comments about your Lights On! experience in the space below:

- Lights On! sends to participating auto service providers
- Service providers give to drivers that come in with a voucher & send back to Lights On!
- Lights On! will share survey results with law enforcement agency

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The Program is Working

Positive Feedback from Law Enforcement



“Lights On! absolutely makes a difference. In this time, where trust and legitimacy with police departments and communities are at a tipping point, **Lights On! helps us start the dialogue and restores trust.**”

-Police Chief Medaria Arradondo,
Minneapolis

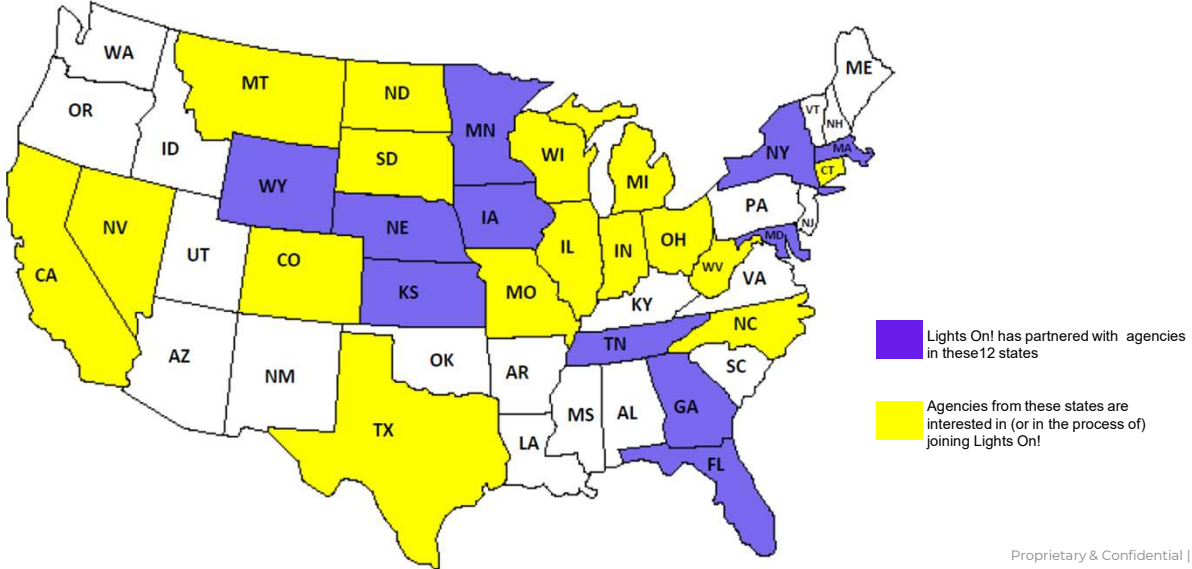
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Lights On! Is Expanding Rapidly



Law enforcement agencies across the country are interested in our program



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Lights On!



Current Sports Team Sponsorships



JACKSONVILLE
JAGUARS

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Funding Lights On! in Your Community

Each law enforcement agency, outside of MN, pays half of the cost of the program. Lights On! funds the other half.



- Annual costs are estimated on a sliding scale, based on population
- Your dollars go to printing the vouchers and paying for the repairs in your community (*not to any administrative costs*)
- Lights On! gives quarterly updates on the number of vouchers redeemed, use of funds, and remaining balance
- If costs increase beyond projections, agencies can reassess and increase funding accordingly; unused funds roll over to the next year
- We will review the MOU every year to adjust funding requirements
- Law enforcement agencies find various sources of funding (internal, outside foundations, sports teams, etc.)
 - *We suggest not using tax-payer money*



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Joining Lights On!

Bring our healing program to your community



- 1. Both parties agree to MOU**
- 2. State licensing submitted by Lights On! (can take a month for approval)**
- 3. Law enforcement agency secures funding & submits donation to Lights On!**
- 4. Law enforcement agency orders vouchers**
 - Lights On! contacts agency with needed information
 - The vouchers are mailed directly from the printer
- 5. Law enforcement agency talks to local auto service providers about joining**
 - Lights On! provides agency with a flyer to help when recruiting providers
 - Agency gives Lights On! the contact info of interested providers
 - Lights On! gives the service providers more info – providers confirm they want to join – they are added to the website
- 6. Press release, press conference (optional)**
 - Lights On! has a PR/marketing firm that can assist
- 7. Law enforcement agency begins giving vouchers!**
 - Set an agency standard as to when to hand out vouchers
 - Tell Lights On! any great stories
 - Data request (Lights On! will request data on # of vouchers given, etc.)



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Next Steps

When you are ready to join!



1. Your law enforcement agency confirms interest in joining Lights On!
2. We begin MOU process
 - Lights On! will need (*please email pam@microgrants.net with this information*)
 - i. Name & address of law enforcement agency
 - ii. Name & contact info of a key point person
 - iii. Population of the area served by the agency
 - iv. Zip codes for the area served
3. You start looking for funding!

MicroGrants-Lights On!
3817 Pleasant Ave S,
Minneapolis, MN 55409

Email: lightson@microgrants.net

Learn more: www.lightson.org

Follow: @LightsOn_US

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