

City of Santa Clara

Santa Clara Police Department Community Feedback

Ben Holston, My90



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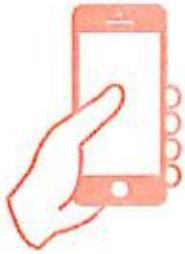
My90 and the Santa Clara Police Department



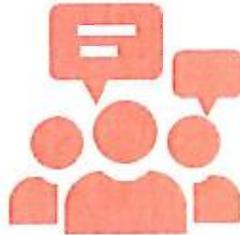
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Three Feedback Initiatives



Citywide Survey
September 2017



Community Panel
July 2017 to April 2018



In-Person Events
January to March 2018

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Citywide Survey Methodology



284 respondents overall

- SMS and online
- September 2017
- English, Spanish, and Vietnamese
- Results weighted

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Survey Promotion Methods



- SCPD social media
- My90 social media
- Citywide publications
- Officer cards
- Senior Center
- Events

Santa Clara PD wants your feedback!

The Santa Clara Police Department is conducting a citywide survey in partnership with My90, an independent company, to collect your opinion anonymously.

To start the survey, follow instructions on the back of this card.

Stop and message rates apply. This is not an emergency service.



Send a **text message** that says "SCPD" to

72803

or visit

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Demographics of Survey Participants



Ethnicity - Survey Respondents $n = 259$



Ethnicity - City of Santa Clara

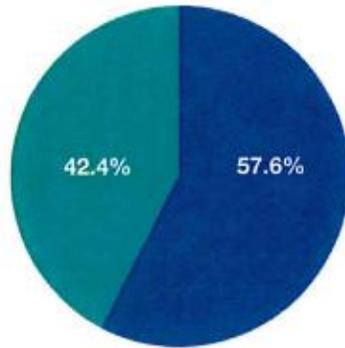


■ Caucasian/White
 ■ Asian/Pacific Islander
 ■ Hispanic/Latino
■ African American
 ■ Native American
 ■ Other

Demographics of Survey Participants

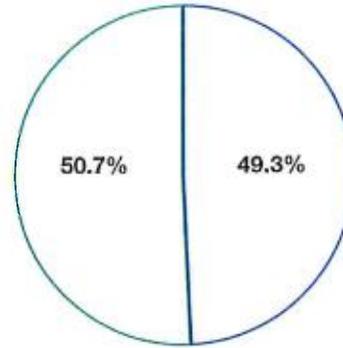


Gender - Survey $n = 276$



■ Male ■ Female

Gender - City of Santa Clara



■ Male ■ Female

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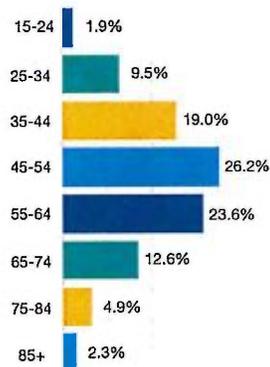
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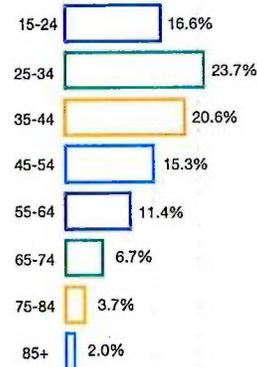
Demographics of Survey Participants



Age - Survey $n = 263$
Average = 52.2



Age - City of Santa Clara
Average = 34.3



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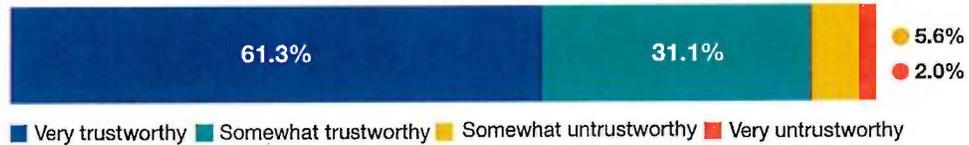
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Key Survey Results



In your opinion, how trustworthy is the Santa Clara Police Department? $n = 282$



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Key Survey Results



In your opinion, how safe is your neighborhood? $n = 282$



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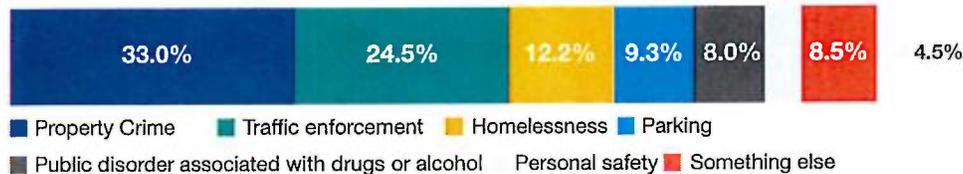
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Key Survey Results



What local issue do you think needs the most attention from SCPD? *n* = 278



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Key Survey Results



What was your most recent interaction? *n* = 186



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Key Survey Results



During your interaction, how satisfied were you with the service you received?
n = 188



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Key Survey Results



How would you rate the response time for your call for service, request, or inquiry? *n = 100*



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Citywide Survey Takeaways



Overall, respondents were very positive on:

- Trust
- Satisfaction
- Response rate

Demographic disparities

- More engagement needed

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Building the Community Panel



- 20 panelists
- 6 questionnaires
- 50/50 men and women
- Median age 55

Ethnicity - Community Panelists



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Building the Community Panel



Organizations represented included..

- The Convention Center
- Rotary Club
- Civil Service Commission
- Lions Club
- Senior Center
- Boy Scouts
- Mission City Community Fund
- Retired Public Employees Association
- Santa Clara Women's League
- Santa Clara Optimists
- St. Lawrence Parish
- Civil Service Commission
- Muslim American Society

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Building the Community Panel



- Santa Clara University
- Old Quad Resident Association
- Citizens Advisory Committee
- Eritrean Community
- Second Harvest Food Bank
- Muslim Community Association
- River of Life Christian Church
- Santa Clara Police Activities League
- Free and Accepted Masons
- Elks
- Santa Clara Unified School District
- Leadership Santa Clara
- American Heart Association
- Girl Scouts
- Washington Open Elementary

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Community Panel Topics



- Citywide Survey reactions
- High-level policing questions
- Controversial policing news
- Event suggestions & reactions
- Future community engagement

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Community Panel Takeaways



- Opinions mirrored Citywide Survey
- Humility, empathy, transparency
- Events for young people, small business owners
- Opinions mixed on events
- Future direct, targeted outreach

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Focus Groups & Citizens Policing Workshop



Santa Clara Citizens Policing Workshop

Do you live, work, or attend school in the City of Santa Clara?

If so, you are invited to a workshop for citizens of Santa Clara to share their insights, feedback, and suggestions for the Santa Clara Police Department.

This interactive and action-oriented workshop will tackle the issues you care about most.

Outcomes will be shared directly with Chief Sellers and SCPD staff.

Monday, March 10th, 2018
6:30 to 8:00 PM

Central Park Library,
2635 Homestead Rd.,
Santa Clara, CA 95051

Email contact@textmy90.com or visit
www.textmy90.com/santaclara to sign up

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The Spirit of Silicon Valley

First Focus Group



4 attendees—all African American or Hispanic men and women

- Negative feedback
 - General opinions
 - Direct experience
 - Family history
- Unlikely to attend SCPD events
- Interactions limited to patrol officers

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Second Focus Group



4 attendees—all small business owners in Santa Clara

- Positive feedback
 - Life saved
 - Responsiveness to burglaries
 - Professionalism
- Property crime, homelessness, personal safety

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The Professional Place to Live

Takeaways from the Citizens Policing Workshop



14 attendees—older Santa Clara residents

- Range of experiences
- Various concerns
 - Homelessness
 - Traffic
 - Accountability
 - Respect during interactions

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Event Takeaways

Suggestions consistent

- One-one-one interactions are crucial
- Officer training
- Homelessness
- Safety concerns
- Transparent engagement plan

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Moving Forward

- Positive feedback overall
- Day to day officer-community interactions
- Continue collecting feedback
- Focus engagement efforts
- Set and share clear goals moving forward

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