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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Anne Kirkpatrick
Chief of Police

SUBJECT: Oakland Measure Z Policing Services
Evaluation: Year 1 Report by
Resource Development Associates –
Second Supplemental Report

DATE: June 13, 2018

City Administrator Approval

Date:

6/21/18

RECOMMENDATION

Staff Recommends That The City Council Receive A Second Supplemental Report From The Oakland Police Department (OPD) Regarding The Implementation of Policing Services Funded Through The Safety And Services Act Of 2014 (Measure Z).

REASON FOR THE SUPPLEMENTAL REPORT

The Report titled, "Oakland Measure Z Policing Services Evaluation: Year 1 Report by Resource Development Associates – Supplemental Report," was presented to the Public Safety Committee on April 24, 2018. The Committee asked that OPD provide information concerning community outreach beyond digital media. OPD also informed the Committee that a new policy concerning Community Resource Officers (CROs) and other specialized positions was under development.

As provided in the first supplemental report, OPD recognizes that it needs multiple channels to reach the public and that Neighborhood Councils (formerly known as Neighborhood Crime Prevention Councils or NCPCC) need to expand their reach to connect with more Oaklanders. OPD currently uses social media primarily facilitated by OPD's Public Information Office (PIO). OPD also uses a website to share public information.

Since the previous supplemental report was presented, the City of Oakland has transitioned to a new website. The new OPD-specific section of the new citywide website provides easier access to such topics as, "Find a Police Beat," "Police Jobs," and "Neighborhood Services." OPD is continuing to develop a CRO specific section of the website. This will allow staff to provide information relevant to the role of a CRO, the identification of beat-specific CROs, upcoming community/Neighborhood Council meetings and other events, as well as other newsworthy stories (successful beat projects, community activity, etc.). Staff from OPD's PIO, Neighborhood Services, and Training Division are currently developing these improvements in collaboration with the city's digital services staff. The OPD website should feature this improved functionality

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Services, and Training Division are currently developing these improvements in collaboration with the city's digital services staff. The OPD website should feature this improved functionality by Fall, 2018. As also provided in the first supplemental report, OPD currently uses social media platforms such as Facebook, NextDoor, Twitter, Instagram, and NIXLE to disseminate police information.

OPD recognizes that a digital divide exists between younger, more affluent community members and older residents, especially those who may be financially or otherwise challenged. In order to effect greater outreach to those individuals who may not have ready access to – or familiarity with – digital platforms, OPD has undertaken the following measures:

- Neighborhood Service Coordinators (NSCs) conduct door to door outreach to residents and merchants and provide information on Neighborhood Councils, events, and upcoming meetings. CROs can also be contacted through NSCs.
- NSCs will mail postcards that provide information about meetings including the meeting agenda and NSC contact information. Postcards are mailed to individuals on mailing lists derived from outreach, meeting attendance, and events, etc. Individuals provide their address for the exclusive purpose to receive information about the Neighborhood Council meetings and affiliated events. Individuals can also request to be added to mailing lists.
- NSCs are providing information on the 3-1-1 system and accompanying process (through special meetings).
- Neighborhood Watch Steering Committees host meetings based on special topics.
- NSCs conduct door to door outreach to provide information based on specific crime trends – current focus is auto burglary prevention (this outreach is having positive impacts citywide).
- NSCs staff all Neighborhood Council meetings.

OPD is also exploring live-streaming Neighborhood Council meetings via Facebook Live at some future date. In the meantime, OPD is looking to publish brief video clips to encourage people to follow the Department on social media and attend one of the many events/meetings.

OPD is developing a Policy and Procedure that clearly delineates the role of CROs and provides guidelines for participation in community meetings. This draft document was shared with the Community Police Advisory Board (CPAB) at their June 6, 2018 meeting. CPAB expressed interest in providing input to the document and are being provided an opportunity to do so. The draft document is being shared with the Safety and Services Oversight Committee (SSOC) at their June 25 meeting. OPD will ask the SSOC for input.

Sabrina B. Landreth, City Administrator

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ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The Public Safety Committee Receive A Second Supplemental Report From The Oakland Police Department (OPD) Regarding The Implementation of Policing Services Funded Through The Safety And Services Act Of 2014 (Measure Z).

For questions concerning this report, please contact Darren Allison, Deputy Chief, BFO 1, at (510) 238-7422.

Respectfully submitted,



Anne E. Kirkpatrick
Chief of Police
Oakland Police Department

Reviewed by:
Darren Allison, Deputy Chief
OPD, BFO 1

Prepared by:
Timothy Birch, Police Services Manager,
OPD, Research and Planning, Training Division

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