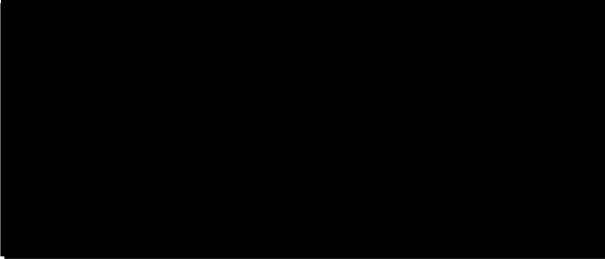


Recommendation 45.2



GM

Gabriel Martinez

Wed 2/17/2021 11:02 AM



To:



+9 others

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Dear Acting Captain Altorfer,

Our office has completed its review of the materials related to Recommendation 45.2 that were submitted to us as part of the collaborative reform process. This package focused on SFPD producing video messages emphasizing community policing. After reviewing the package and information provided by the Department, the California Department of Justice finds as follows:

Recommendation 45.2: SFPD leadership should provide short video messages on the importance of the entire agency understanding and embracing community policing.

Response to 45.2: In 2018, SFPD convened the Community Policing Working Group to develop its Community Policing Strategic Plan. SFPD gathered extensive community input, including conducting a community survey to obtain feedback on community policing and received responses from 194 community organizations. That feedback was distilled into five community policing goals: communication, education, problem-solving, relationship-building, and SFPD organization. Cal DOJ found SFPD substantially compliant with its development of the Community Policing Strategic Plan as part of Recommendation 40.1.



Collaborative Reform Completion Memorandum

Finding # 45: The SFPD is not focused on community policing efforts across the entire department.

Recommendation # 45.2: SFPD leadership should provide short video messages on the importance of the entire agency understanding and embracing community policing.

Response Date: 01/19/21

Executive Summary:

In 2017, the Department solicited feedback and engaged in ongoing communication with the community for the purpose of developing a community policing strategic plan to enhance positive community perception of its services. Between Fall 2017 and Spring 2018, the Commander of CED convened a working group to develop the Department's Community Policing Strategic Plan. The Department wanted to ensure that the community had a voice in the development of this plan and that the plan was reflective of the community, embodied 21st Century Policing concepts and the tenants of procedural justice. The Commander of CED led the process and ensured that the working group was reflective of the diversity of San Francisco. The development of the Community Policing Strategic Plan was a collaborative effort, with approximately 100 community and SFPD members attending and contributing to at least one of the fifteen meetings held over a year of development. This working group developed the vision and values that define community policing for San Francisco, and the goals, objectives, and metrics to implement that vision. The Community Policing Strategic Plan now gives the Department a defined focus for community policing.

With the Development of an overall Community Policing Strategic Plan with a clear Vision, Values, Goals and Objectives, the Commander of CED worked with MRU to enhance messaging and awareness of the Department's Community Policing Vision, Values, Goals, and ongoing programs. This resulted in the development of the Community Policing Video Messaging Strategy.

The purpose of the community policing video messaging strategy is to provide a plan for SFPD leadership to provide short video messages emphasizing the importance to the entire agency on understanding and embracing community policing. In addition, educating department members and community members on the Department's community policing philosophy, its commitment to procedural justice, and legitimacy issues, to foster and build good relationships between the department and community members.



Collaborative Reform Completion Memorandum

Compliance Measures:

1) Identified plan and vision regarding video messages for community policing

SFPD Leadership created the Community Policing Video Messaging Strategy as the plan moving forward to outline the process and collaborative effort in creating and disseminating video messaging that illustrate community policing, procedural justice, and relationship building concepts.

(See Attachment 1) Community Policing Video Messaging Strategy

The vision for the video messages is centered around the five goals of the community policing strategic plan: Communication, Education, Problem Solving, Relationship Building, and SFPD Organization.

Community Policing Video Messaging Vision

Public Partnership

- Video messaging will be utilized to address procedural justice and community policing concerns that have been identified by the community.
- Through video messaging, the Department will address procedural justice and Community Policing concerns, build methodically founded relationships between SFPD members, community stakeholders, and community organizations/individuals.
- Through video messaging, the Department will enforce relationship building and dismantle existing barriers by continuously displaying our positive interactions with San Francisco communities.

Public Trust Building

- Video messaging will be geared toward establishing rapport that warrants trustworthiness.
- Under the umbrella of transparency video messaging will provide relevant information to the public.

Continuous Progress

- We continuously seek proactive agents of progression.
- We continuously widen the spectrum of those we can move forward with.

2) Video messages developed, with department leaders providing key messages.



Collaborative Reform Completion Memorandum

Now that Department has an overall Community Policing Strategic Plan with a clear Vision, Values, Goals and Objectives, the Commander of CED worked with MRU to enhance messaging and awareness of the Department's Community Policing Vision, Values, Goals, and ongoing programs. This resulted in the development of the Community Policing Video Messaging Strategy.

The purpose of the community policing video messaging strategy is to educate department members and community members on the Department's community policing philosophy, procedural justice and legitimacy issues, in order to foster and build good relationships between the department and community members.

The community policing video messaging strategy is centered on the five goals outlined in the Department's Community Policing Strategic Plan: Education, Problem Solving, Relationship, Building, and SFPD.

Once the Video Messaging Strategy was clearly defined, the Director of MRU oversaw the development of five scripts to produce the video messages. The Director of MRU developed individual video messaging scripts, with the purpose of bringing awareness to the community and department's effort to meet the goals outlined in the Community Policing Strategic Plan. **(See Attachment 2)**- Video Message Scripts.

The Community Engagement Division worked with MRU on the production of the Community Policing Video Messages, **(See Attachment 3)**- Email Correspondence. The purpose of the video messaging is to address procedural justice and community policing concerns that the community may have, through visual display of the Department's commitment to policing the San Francisco community in a manner that demonstrates, trust, partnership, transparency, and collaboration. Senior leaders of Command Staff are featured promoting community policing messaging in each video.

- **SFP Organization**
<https://vimeo.com/495921956/380f8a4085>
- **Relationship Building**
<https://vimeo.com/495921830/9fd4e28dad>
- **Problem Solving**
<https://vimeo.com/495921895/ab753efe17>
- **Education**
<https://vimeo.com/495922030/1cf555dc8e>



Collaborative Reform Completion Memorandum

- **Communication**

<https://vimeo.com/495926084/f9bd32f27c>

3) Evidence of use of video messages across the department.

The Department has a clear community policing vision that has been utilized to formulate a community policing video messaging strategy. Department Leadership has utilized this community policing video messaging strategy to provide short video messages to department members and the community on the importance of the entire agency understanding and embracing community policing.

CalDOJ/HH prescreen notes from 1/14/21

Cal DOJ asked when the Department Notice would be signed and indexed and when the videos would be released. SFPD explained that the Department Notice is going through concurrence and will complete that process shortly. The videos will be publicly available through the SFPD website and on social media soon after (within a day or so) of the Department Notice approval. Shortly after our meeting, SFPD let us know that the Department Notice was approved that morning and the videos would be released by close of business. Cal DOJ asked that SFPD include documents demonstrating distribution of the videos to the public, such as screenshots of SFPD's website announcing the videos, tweets, etc.

The SFPD Community Policing video messages were released to the Department through the issuance of Department Notice 21-010 (**See Attachment 4**), posted to the Department's webpage, and disseminated through various social media outlets such as: Facebook, Twitter, Next door, etc., for the public to view. (**See Attachment 5**)-Screenshots of social media platforms announcing the videos.

Attachments List:

- Attachment #1: Community Policing Video Messaging Strategy
- Attachment #2: Video Message Scripts
- Attachment #3: Email Correspondence
- Attachment #4: Department Notice 21-010
- Attachment #5: Screenshots of Social Media distribution of videos