



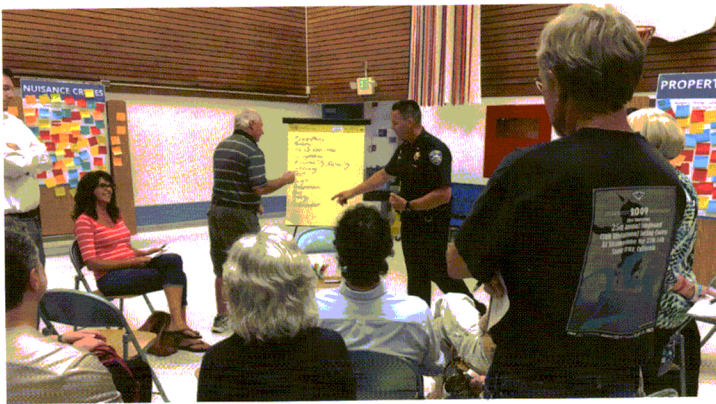
MISSION POSSIBLE:

HIGHLY EFFICIENT & PRODUCTIVE COMMUNITY MEETINGS IN 1 HOUR

Santa Cruz Police Department ran a series of Town Hall Meetings That work, get everyone engaged & moving toward shared goals.

..... By Joyce Blaschke Community Relations Specialist For The Chief Of Police, Santa Cruz

Cops generally fear large and high-spirited community meetings. Either you get yelled at for problems the agency has little control over, or you walk away with so many tasks that officers loath coming to work the next week. Santa Cruz Police held community meetings that were wildly received by the community and the police. Here is how.



Hired in August 2017, new Chief of Police Andy Mills recognized the many community challenges faced by SCPD and quickly took steps to address them. Understanding the community's idea and priority for crime fighting was key. Not all problems get solved at once. Further, he needed to create new visibility and presence of the command staff in Santa Cruz. A series of "Town Hall Meetings" was the first step in addressing the many layers of concerns expressed by the community and providing a de-centralized model of police leadership. The meetings

were each held in five distinct areas of the city on different days.

The meetings were unlike those seen before in Santa Cruz. They were interactive, dynamic and productive. The Town Hall Meetings asked the attendees to participate, workshop style, in small groups led by Lieutenants, Sergeants, and officers. Chief Mills also led small-group discussions after opening remarks describing the process. The process used is called a Nominal Group Technique modified to suit our needs. Each person had an





opportunity to have input and speak with clarity.

"We wanted our role in these meetings to be more than a lecture from officers or a series of complaints by community members," said Chief Mills, "We wanted this to be highly productive. These meetings were to begin an open dialogue with the citizens of this city about how they believe SCPD should police the city with their assistance." SCPD is committed to crime-fighting effectiveness. Working shoulder to shoulder with the community is essential to our success.

The town hall series rolled out with an agenda and interactive, highly visible activities that kept participants engaged in a positive format. Well over a thousand residents completed the meeting series in five distinct zones; Upper/Lower West Side, Upper/Lower East Side, and Downtown.

Each of the sessions was well-attended. It became very apparent right away that the residents and business owners in each area have unique concerns, and necessitated a separate response to each community. The Department has chosen to use the philosophy of Problem Oriented Policing to reduce crime and control unique problems, and this community is part of that plan.

The Town Hall Meetings all happened between

October 9th and October 25th, 2018. SCPD advertised the five meetings by using a social media campaign and posting flyers at businesses and community centers.

Each Town Hall Meeting featured five large posters labeled with categories of crime.

VIOLENT CRIME - PROPERTY CRIME - NUISANCE CRIME - TRAFFIC - DRUGS

Attendees used a system of color-coded stickers to indicate the type and location of criminal activities in their neighborhood most important to them. SCPD Administration circulated through the crowds, engaging citizens and keeping the agenda moving and people engaged. By the end of the meeting, citizens had created an unmistakable visual message of priority to the SCPD.

Additionally, attendees had the direct opportunity to meet and converse with the officers, and get to know their neighbors. The information was collected, tallied and recorded as a valuable component in future police department policing strategies.

The feedback from these meetings was clear; Santa Cruz neighborhoods want a police department that is communicative, approachable, and attentive. Many spoke of a department that is open and transparent. In this one hour format, community members walked away satisfied

that they were heard and understood. Consistently through each meeting participants felt they were able to get things done and start to solve problems. The structured meetings managed to promote inclusion, safety, and create a sense of community.


There was another valuable result from these events; the five regions of Santa Cruz each had distinct patterns of criminal activity and residents of each of these neighborhoods had their list of concerns and priorities heard and planned to resolve. The officers walked away, not with an armload of complaints, but a way of prioritizing resources. This meeting concept was a win for everyone and all done in under an hour!

At the conclusion of these meetings, SCPD also concluded that all five of these areas had much in common; everyone wanted increased police accessibility, effectiveness, community-directed policing initiatives, and proactive policing.

The follow up was an additional five meetings where SCPD introduced the new neighborhood officers, explained priorities and engaged neighborhoods in the process of crime control. These meetings if controlled properly do not have to be as bad as most of us fear. It takes planning, purposeful engagement and a little bit of creativity. ■

Neighborhood Town Hall Meetings

**BE A PART OF THE PUBLIC SAFETY CONVERSATION
IDENTIFY, PRIORITIZE CRIME ISSUES IN NEIGHBORHOODS
AND SOLUTION STRATEGIES**



Chief Mills encourages community participation in these specially designed town hall meetings to allow neighborhoods, community stakeholders, and police to discuss chronic problems and to engage in the problem-solving process.

The Santa Cruz Police Department presents Town Hall Meetings throughout October. Residents and businesses are encouraged to attend the meeting closest to them. Each session is facilitated by Police Chief Andy Mills and the SCPD Command Staff to outline public safety priorities and solution strategies.

EVERY MEETING IS OPEN TO THE PUBLIC. WE CARE ABOUT OUR COMMUNITY AND WANT YOUR INPUT.

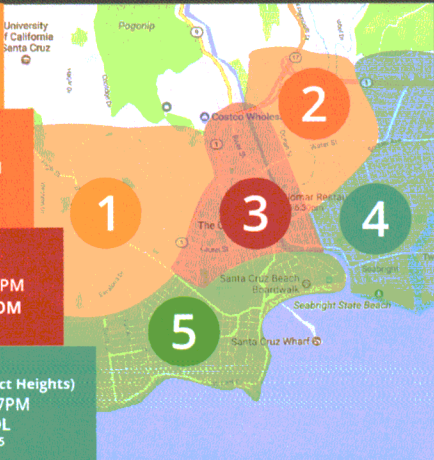
UPPER WESTSIDE / MISSION HILL
MONDAY, OCTOBER 9TH | 6PM TO 7PM
WESTLAKE ELEMENTARY
1000 HIGH ST, SANTA CRUZ, CA 95060

EASTSIDE
(Emeline / Market / Upper Ocean)
THURSDAY, OCTOBER 12TH | 6PM TO 7PM
MARKET STREET SENIOR CENTER
222 MARKET ST, SANTA CRUZ, CA 95060

DOWNTOWN
(Lower Ocean / Beach Hill)
TUESDAY, OCTOBER 17TH | 11AM TO 12PM
SANTA CRUZ POLICE COMMUNITY ROOM
155 CENTER ST, SANTA CRUZ, CA 95060

EASTSIDE / MIDTOWN
(Branciforte / Seabright / Lower Ocean / Prospect Heights)
MONDAY, OCTOBER 23RD | 6PM TO 7PM
DELAVEAGA ELEMENTARY SCHOOL
1145 MORRISSEY BLVD, SANTA CRUZ, CA 95065


LOWER WESTSIDE / BEACH FLATS
WEDNESDAY, OCTOBER 25TH | 6PM TO 7PM
BAYVIEW ELEMENTARY
1231 BAY ST, SANTA CRUZ, CA 95060



Unable to attend any town hall meeting?
Email questions, concerns, ideas and comments regarding public safety issues in your neighborhood or business area to SCPDTownHall@cityofsantacruz.com.


For more information, call (831) 420-5844 or visit www.santacruzpolice.com

TOWN HALL MEETING Workshop Agenda



5:45 PM - 6:00 PM	WELCOME! Please pick up workshop materials
6:00 PM - 6:10 PM	INDICATE THE SAFETY PRIORITIES IN YOUR NEIGHBORHOOD Use provided Post-it notes RED - #1 priority BLUE - #2 priority YELLOW - #3 priority
6:10 PM - 6:20 PM	CHIEF MILLS UPDATE Outline Town Hall Objectives
6:20 PM - 6:40 PM	GROUP WORKSHOP
6:45 PM - 6:58 PM	GROUPS SHARE OUT RESULTS 2 - 3 minutes each group
6:58 PM - 7:00 PM	CHIEF MILLS SUMMARY

WELCOME AND THANK YOU FOR PARTICIPATING IN THE SCPD Town Hall Meeting




Please pick up your workshop materials: Three Post-it notes (Red, Blue, Yellow)
Place your **RED** Post-it on the most important issue in your neighborhood. **BLUE** on the second most important, **YELLOW** on the third most important.

<p>VIOLENT CRIME</p> <ul style="list-style-type: none"> Gang Violence Robbery Domestic Violence Prostitution / Human Trafficking Gun Crime Sexual Assault <p>NUISANCE CRIMES</p> <ul style="list-style-type: none"> Loud Parties Illegal Camping Illegal Parking Alcohol Abuse Disorderly Conduct 	<p>PROPERTY CRIME</p> <ul style="list-style-type: none"> Burglary Home / Commercial Petty Theft Auto Theft Bike Theft <p>TRAFFIC</p> <ul style="list-style-type: none"> Bicycle Pedestrian Speeding School Zones <p>DRUGS</p> <ul style="list-style-type: none"> Heroin / Meth / Cannabis / RX Syringes Drug Dealing
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FIND POSTER THAT IDENTIFIES YOUR SAFETY CONCERN INSIDE THE MEETING ROOM.

Neighborhood Town Hall Meeting



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IDENTIFY, PRIORITIZE CRIME ISSUES IN
NEIGHBORHOODS AND SOLUTION STRATEGIES**

OPEN TO PUBLIC