



**DATE:** July 21, 2020

**TO:** Mayor and City Council

**FROM:** City Manager  
Chief of Police

**SUBJECT:** Public Safety Community Engagement Plan: Review and Provide Feedback on the Proposed Public Safety Community Engagement Plan

## **RECOMMENDATION**

That the City Council receives and provides feedback on this report describing a plan for community engagement on public safety issues in the Hayward community.

## **SUMMARY**

As a result of the Hayward community's expressed interest in discussing policing services, policies, programs and procedures sparked by the recent national public discourse about policing and racial equity and the officer-involved shootings in Hayward, Council directed staff to develop a community engagement plan, designed to engage the community and obtain more information about Hayward residents' concerns and experiences to better inform Council's decision-making related to opportunities to enhance Hayward's policing efforts and service strategies.

The community engagement framework consists of three categories of activities: an independently conducted focus group and survey; a series of community conversations; and communication and information sharing. Staff will continue to work with community stakeholders throughout the implementation of the plan to ensure this work reflects the experiences, concerns, and ideas of the members of the Hayward community most impacted by public safety services. As the community engagement work commences, some of these strategies will evolve and change over time to meet the needs of the community and ensure that outreach includes people in the Hayward community who are most impacted by public safety policies and programs: primarily people of color.

## **BACKGROUND**

In November 2017, the City Council accepted the Commitment for an Inclusive, Equitable, and Compassionate City (the Commitment) created by the Community Task Force. One of the action items in the Commitment included the creation of a community-based body to provide

input into the Hayward Police Department's (HPD) policies and procedures. As a result, City staff and members of the community established the Community Advisory Panel.

Amid increased national conversations about policing and racial equity following the murder of George Floyd, and several officer-involved shootings in Hayward, the Community Advisory Panel participated in a community forum on policing. During and since the forum, community members have approached the Council with concerns about policing services, policies, programs, and procedures. In particular, the Hayward Community Coalition authored seven demands related to changes in policing services in the City of Hayward. These demands included a reallocation of a portion of the FY 21 Police Department budget to community-based services outside the Police Department.

As a result of these concerns, Council directed staff to bring forward a community engagement plan designed to engage the community to obtain more information about Hayward residents' concerns and experiences, to better inform Council's decisions related to opportunities to enhance Hayward's policing efforts and service strategies.

## **DISCUSSION**

The purpose of the work outlined in the community engagement framework is to:

- Listen and respond to community members' concerns about policing and public safety in Hayward and in particular, the ways in which City policies and practices may be disproportionately impacting communities of color in Hayward;
- Have a broader conversation on public safety issues to create a shared understanding of what public safety means for the Hayward community and to begin to brainstorm some potential policy options for realizing that vision;
- Cultivate and strengthen critical relationships between community members, the Community Advisory Panel, the Hayward Police Department (HPD), and other City staff; and,
- Relay information to Council about community priorities for public safety identified during the engagement process, experiences shared related to policing in Hayward and recommendations and policy options identified, centered around racial equity to achieve public safety for all Hayward community members.

The community engagement framework consists of three categories of activities to work toward fulfilling this purpose. As the community engagement work commences, some of these strategies will likely evolve based on community input. Outreach efforts will be designed to ensure inclusion of Hayward community members most impacted by public safety policies and programs: primarily people of color.

## **Focus Group and Survey**

Staff will contract with FM3 Consulting, an opinion research firm, to conduct a focus group and statistically significant survey with the Hayward community. The focus group will take place in a virtual message board format and include 30 participants from different parts of the Hayward community, including individuals from different neighborhoods, belonging to different racial and ethnic groups, of different genders and sexual orientations, and community members with disabilities both visible and invisible. The purpose of the focus group is to elicit stories and experiences that participants may share in common, or that may be held in common with other members of the Hayward community. In addition, focus group responses will help shape the wording of questions administered in the survey.

FM3 will administer a 15-minute survey to a representative sample of 400 Hayward residents (both registered voters and residents not registered to vote) using the questions created based on the focus group conversations. These responses will then be weighted to reflect the demographic makeup of the Hayward community. The survey will provide data on the landscape of opinions on policing and public safety in Hayward. This data will inform further community outreach by helping staff identify trends in specific neighborhoods and demographic groups that may be experiencing negative encounters with police and/or who are not receiving adequate public safety services (for example, communities that may be “over” or “under” policed).

The City has worked with FM3 in the past to conduct the biennial Resident Satisfaction Survey.

## **Community Conversations**

In addition to administering a survey to gather communitywide data, staff will work with the Community Advisory Panel, faith-based organizations, neighborhood groups and community-based organizations – particularly those serving and working with people of color in Hayward -- to host virtual community conversations about public safety and experiences with policing. These conversations will also ask aspirational questions about the communities’ visions for successful and inclusive safety.

In doing so, staff seeks to involve a broad representation of the community, demographically and geographically. At least 10 of the initial conversations will be neighborhood based, and the other 10 will intentionally involve communities that have typically disproportionately experienced negative interactions with police. Staff will provide options for Spanish speakers and work with community-based organizations and community members to tailor the structure of each conversation so that it is accessible to the participants.

Recognizing that virtual meetings present accessibility challenges for many members of the Hayward community, staff will work with community members to develop a flexible platform for participating in the citywide conversation. This may involve strategies like one-on-one conversations conducted by other community members, in partnership with community-based organizations, and via an online portal or other tool.

## **Communication and Information Sharing**

While the focus group, survey, and community conversations take place, staff will work with the Community Advisory Panel, other community members, and HPD to build a web portal that can share HPD policies, programs, organizational structure, budget and other data. The web portal will host information about the community engagement effort, including dates for upcoming conversations, standardized summaries of the community engagement conversations, and results from the community survey. The portal will have links to relevant staff reports, the Community Advisory Panel webpage, and other content. The portal will be advertised via the City's social media, email distribution lists, and other venues.

In addition to the web portal, staff will work to find other ways to share information about current Hayward policing practices, policies, and programs. This might take the form of additional town hall conversations, presentations to City Council, short videos, and others.

## **STRATEGIC ROADMAP**

This agenda item supports the Strategic Priority of Racial Equity, which includes layering a racial equity lens in the provision of City services. Although this item is not an identified project in the Strategic Roadmap, staff is bringing it forward at Council direction and plans to recommend inclusion of this effort in the Strategic Roadmap, at the next Strategic Roadmap update to Council.

## **ECONOMIC AND FISCAL IMPACT**

Costs associated with the implementation of the focus group and community survey by FM3 Consulting are estimated at \$74,000 and are included in the adopted FY 2021 budget; therefore no additional appropriation is required. Future potential fiscal impacts may result from recommendations following the community engagement process, which will be brought to Council for consideration.

## **PUBLIC CONTACT**

Staff solicited and received feedback on this plan from the members of the Community Advisory Panel and other community members. Staff will continue to work with community stakeholders throughout the implementation of the plan to ensure this work reflects the experiences, concerns, and ideas of the members of the Hayward community most impacted by public safety services.

## **NEXT STEPS**

Following this work session, staff will incorporate Council feedback into the implementation of the community engagement plan. The proposed timeline for the community engagement work is as follows:

Activity	Timeframe
Communication and Information Sharing	Ongoing
Focus Groups	Early August
Developing Community Conversations Format	Early August
Begin Community Conversations	Late August
Survey	First Week of September
Present Results of Survey to Council	Late September
Present Status Update on Community Engagement to Council	Late October

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