SCPRC RECOMMENDATION
Incorporate community input to designing public relations that can help change the perception on SPD.

Changes to Existing Policy(s): Create a committee to help SPD create new public relations tools, such as recruitment videos or podcasts, and opportunities for community dialogue that acknowledge historical racism including but not limited to police actions and policy; and the desire to change the culture of the police force.
- Include community input in the creation of these tools. Community input must include input from communities of color, marginalized communities, and the commission.

SCPRC RECOMMENDATION RATIONALE
As the media covers incidents of racial bias by police, harsh treatment of black and Latino civilians by police and police shootings many people of color are not enthusiastic of joining the profession. However, having diverse perspective and experiences in the police force can only help bring positive change the culture in the department.

SPD RESPONSE
The Office of Violence Prevention (OVP) is comprised of non-law enforcement, community member coalition of community-based organizations. OVP has been incorporated into the Sacramento Police Department’s (SPD) management and is regularly relied on for its key initiatives:
- Gang Prevention and Intervention Taskforce and Grant Program
- Peacemaker Fellowship Program
- Violence Reduction Summit

The Sacramento Police Department (SPD) has partnered with the California State University, Sacramento, Institute of Social Research (ISR) to study several social aspects of the Sacramento region.
[https://www.csus.edu/center/institute-social-research/](https://www.csus.edu/center/institute-social-research/)

SPD and ISR are working to better understand violent crime. In October 2022, ISR completed listening sessions in three focus areas that account for nearly half of reported violent crime. Additionally, ISR completed additional listening sessions of people between the ages of 14 and 18 years old. The goal of the sessions was to receive:
- Feedback of SPD strategy
- Recommendations

The ISR organized dispersing 19,000 leaflets within the focus areas to survey residents about:
- Police practices
- Strategies
- Theories

Once the research has been completed, a comprehensive report will be published publicly later in 2023.

The SPD will utilize the ISR research and continued partnership with OVP to guide all facets of operation.