

## **SANTA CLARA POLICE DEPARTMENT GENERAL ORDER 45.2**

### **COMMUNITY RELATIONS**

**ISSUED APRIL 2006**

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#### **45.2.1 Policy**

In the interest of open communication and timely distribution of police-related information to the community, the Santa Clara Police Department will utilize the media, newsletters, bulletins, public access cable television, annual and periodic reports and other similar means to disseminate information to the public.

The Santa Clara Police Department will continually strive to establish binding ties with the community and to keep the lines of communication open.

#### **45.2.2 Function**

All members of the Santa Clara Police Department share community relations' functions. Every member of the Police Department is therefore responsible for promoting excellent community relations to meet the goals of the City, the Police Department, and the needs of the community.

#### **45.2.3 Community Relations Objectives**

The objective of effective community relations is to establish direct contact with the community in order to gain support and understanding of police activities.

To meet this objective, the community relations plan for the Santa Clara Police Department will include provisions for the following:

- Establishing liaison with formal community organizations and civic groups by attending meetings and offering support.
- Developing community relations policies for the Santa Clara Police Department that reflect Police Department objectives and input from the community such as responding to neighborhood watch member concerns and suggestions when practical.
- Publicizing Police services, goals, crime prevention and safety strategies and crime trends.
- Conveying information transmitted from community organizations throughout the Department.
- Reviewing and analyzing input from citizens concerning police practices and services and making necessary adjustments.
- Identifying training needs through interviews with citizen representatives, assessing Internal Investigations issues and feedback from the line level and management staff.
- Establishing crime prevention groups in areas where such groups do not exist.
- Encouraging participation in the citizen police academy, volunteer program, and reserve officer program.

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### **45.2.4 Community Relations Coordination**

The Services Divisions Captain and Community Services Lieutenant are responsible for planning and coordinating all community relations programs and reporting directly to the Chief of Police.

### **45.2.5 Sharing of Departmental Objectives**

All Police Department employees share in the responsibility of developing and maintaining good community relations. By coordinating efforts through each member's participation, a positive police-community partnership can be achieved.

One of the major functions of community relations is to present programs to different groups in the community. Numerous program outlines are available on topics ranging from crime prevention and child safety to career talks.

Most requests for programs or speakers come directly to the Crime Prevention staff and are handled by that section.

All employees are encouraged to be involved in community relations' activities and can expect that they will be requested to present programs to citizen groups. Employees desiring to give a presentation will advise their supervisors via the chain of command of the presentation and receive approval prior to the date of the presentation.

### **45.2.6 Evaluation of Community Relations Programs**

The Community Services Lieutenant will review and evaluate all programs, presentations and materials used by the Crime Prevention Staff annually to determine if the information disseminated is useful, current and helpful to the community.

The Community Services Lieutenant will review program evaluations completed by each sponsor to determine if the program was effective and to determine if changes or improvements are necessary.

### **45.2.7 Corrective Action for Adverse Community Relations**

Santa Clara Police Department personnel shall deliver fair, impartial and thorough services without regard to race, gender, ethnicity, economic status, sexual orientation or disability.

The Santa Clara Police Department will recognize positive attitudes and exceptional service identified through citizens, co-workers and supervisory commendations.

The Internal Affairs function is established to ensure that public confidence and the integrity of the agency is maintained through a system where objectivity, fairness, and justice are assured by impartial investigation and review of citizen complaints.

The Police Department will strive to correct any actions, practices or attitudes within the agency that may have a detrimental effect on the community through training, policy or discipline.

#### **45.2.8 Community Input in Departmental Policies**

Departmental policies and procedures that reflect the needs of the community will be formulated with community input. This input will be in the form of suggestions or opinions obtained from the general community in a variety of methods including:

- Results of community presentations given by employees who come into contact with citizens on a routine basis.
- Feedback from Neighborhood and Business Watch meetings.
- Direct and indirect feedback from citizen complaints, community surveys, community meetings and other community contacts.