



Memorandum

TO: Honorable Mayor and City Council **FROM: Barbara J. Attard**

SUBJECT: Independent Police Auditor Outreach Plan **DATE: February 14, 2006**

RECOMMENDATION

Accept the Independent Police Auditor (IPA) Outreach Plan report.

BACKGROUND

Mayor Gonzales and the City Council requested that the IPA update the agency’s outreach plan and inform the Council of its program to increase awareness of the IPA office in the San José community.

ANALYSIS

The mission of the Independent Police Auditor is to provide independent review of police misconduct investigations and to promote public awareness of the citizen complaint process, thereby increasing accountability and community confidence in the San José Police Department.

Community outreach is critical to the function of the Office of the Independent Police Auditor. In order to fulfill our mission and better inform the community, the IPA proactively seeks engagements and plans presentations at a variety of community events and meetings, youth/student venues and diverse media outlets. The IPA consistently works with neighborhood associations, speakers bureaus, and local business associations and through programs such as the Strong Neighborhoods Initiative (SNI), schools, and community agencies to reach the San Jose community. The IPA will continue to make outreach a high priority, particularly outreach to youth, and plans an average of one presentation per week.

In 2005, the IPA increased outreach efforts by 35%, participating in 72 events, an increase from 53 in 2004. Through these events the office reached approximately 4,400 community members directly. Throughout the year a variety of print articles were initiated, and radio and television interviews were conducted to inform the larger community of the services of the IPA.

OUTREACH PLAN

Objectives:	2006 Strategies:
IPA Advisory Committee	<p>IPA will work cooperatively with the IPAAC members to increase the IPA’s visibility:</p> <ul style="list-style-type: none"> • Increase IPAAC membership • Plan town hall meetings to increase IPA’s visibility and obtain feedback from community

<p>Outreach to Youth</p> <p>Target Middle and High Schools, and at-risk youth</p> <p>Update and reprint, in conjunction with the SJP, the “Student’s Guide to Police Practices” Booklets and CD’s</p>	<p>Collaboration with School District Programs, Youth Service Delivery Organizations, and Community Based Organizations:</p> <ul style="list-style-type: none">• Santa Clara County Office of Education for at-risk youth programs• Presentations in Juvenile Hall• Network at the Mayor’s Gang Task Force meeting with other youth providers• Attend youth commission meetings• Present at youth centers• Attend and present at PTA and other parent meetings
<p>Outreach to the Community</p> <p>Target: SNI’s/PACT/ACORN/Weed & Seed, and Community and Neighborhoods Associations</p>	<p>Collaboration with Groups and Associations:</p> <ul style="list-style-type: none">• Presentations at community forums• Participate in council district resource fairs and events• Work with refugee and immigrant service providers and faith-based organizations• Network with consulates and other immigration resource centers• Send out IPA information through neighborhood e-newsletters
<p>Outreach to Lesbian, Gay, Bisexual and Transgender community</p> <p>Target: Support Groups</p>	<p>Work with Billy De Frank Center and other service providers:</p> <ul style="list-style-type: none">• Bi-lingual and monolingual support groups• Youth support groups
<p>Outreach to Community Colleges and San José State University</p> <p>Target: Evergreen Valley College, San José City College, SJSU and other vocational/business private colleges</p> <p>Focus on Social Science Fields, Administration of Justice, Education and Social Work schools</p>	<p>Reach out to local colleges and student organizations</p> <ul style="list-style-type: none">• Utilize college newspapers to inform readership of the IPA’s services• Present to college classes (guest speaker)• Meet with the college law enforcement personnel• Participate in student forums dealing with students-police relationship• Meet with college/university clubs and organizations• Place IPA material at student unions, libraries, counseling centers and resource fairs

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<p>Outreach to the Business Community:</p> <p>Target: Business Chambers of Commerce, Business Associations and Ethnic Chambers of Commerce</p>	<p>Work with local chambers of commerce to improve communication with the business community:</p> <ul style="list-style-type: none">• Present at monthly membership/mixer meetings• Distribute IPA materials to members• Send out IPA information through e-newsletters
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Respectfully Submitted,



BARBARA ATTARD
Independent Police Auditor