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My90 releases results from feedback initiative with Santa Clara Police Department July 11, 2018

My90 presented the results from its year-long initiative with the Santa Clara Police Department to City Council. To undertake this project, the Santa Clara Police Department hired My90, a data-driven communication platform that bridges the gap between the public and the police. The initiative was generously funded thanks to Silicon Valley Community Foundation and the San Francisco 49ers.

The initiative included three components:

1. A citywide survey available to all Santa Clara residents in September 2017.
2. A community panel of 20 local leaders who provided ongoing feedback from July, 2017-March, 2018 in a series of in-depth questionnaires.
3. Three specialized focus groups open to the public from January to March 2018.

My90 collected feedback from September 2017 to May 2018 from local residents about their views on local policing and neighborhood issues. All feedback was shared directly with My90, which aggregated the anonymous information and shared the results with Santa Clara Police Department and the general public. Full results are available at www.textmy90.com/santaclara.

All components of the initiative were widely promoted throughout Santa Clara, including social media, flyers, citywide events, city publications, community organizations, and local leaders. In addition, Santa Clara police officers voluntarily handed out cards soliciting feedback from people they came into contact with.

The highlights of the initiative included:

1. **High levels of overall trust and satisfaction.** Of residents who had recently interacted with a Santa Clara police officer, 87.3% reported that they were “very satisfied” or “somewhat satisfied” with the service they received. In addition, 92.4% of city survey respondents considered the Santa Clara Police Department “very trustworthy” or “somewhat trustworthy.”
2. **Minimal negative feedback was shared.** The feedback was provided by young people of color, suggesting a need for ongoing outreach by the Department to those who were underrepresented in the survey results despite efforts to collect a wide range of feedback.
3. **Residents reported that their top local safety concerns** were property crime (33.0%), traffic enforcement (24.5%), and homelessness (12.2%).



4. **Both positive and negative comments provided offered specific suggestions** to Santa Clara Police Department on how to improve. Specifically, residents emphasized the importance of the day-to-day interactions officers have with residents, saying in one instance “Spend a little more one-on-one time with the residents in their beat, even if it’s just to stop and say hello.”

Chief of Police Mike Sellers said of the results, “The residents and business owners in our community have shared valuable, candid feedback to help our Department build upon our community-police relations.” Gina Dalma, Vice President of Government Relations at Silicon Valley Community Foundation, said that “SVCF is proud to support the Santa Clara Police Department’s efforts to engage directly with residents, specifically communities of color and low-income communities, and use data to help improve practices—all toward a safer City of Santa Clara.”

During the presentation to City Council, Chief Sellers said that next steps include creating a Chief’s Advisory Committee (CAC) which would provide insight on policies, practices, and ways to enhance community-police relations. Examples of the types of items the Chief may bring before the CAC include providing feedback on a Crisis Communication Plan and developing questions for an online customer satisfaction form. Later this month, My90 CEO Kona Shen will present the in-depth findings from this report to Santa Clara Police Department employees, sworn and civilian, as a part of their ongoing training.

About My90

My90’s mission is to help the public and the police talk. The company provides a secure, data-driven platform that helps law enforcement measure and improve community engagement, trust, and relationships. In the Bay Area, My90 is currently working with the San Jose Police Department and has previously partnered with the Independent Police Auditor of San Jose as well.

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