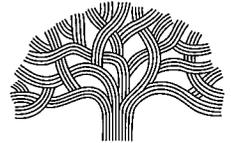


ATTACHMENT 5

CITY OF OAKLAND



DALZIEL BUILDING • 250 FRANK H. OGAWA PLAZA, SUITE 6302 • OAKLAND, CALIFORNIA 94612

City Administrator's Office
Citizens' Police Review Board

(510) 238-3159
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CPRB OUTREACH NOTES

11/4/15

CPRB Outreach Committee Concern: Main concern that arrived was the transparency of the budget from the Officer Finnell prior to events so that volunteers are not left sharing the cost for events.

Executive Director's response: There is not a line item in the budget for outreach. Volunteers should never be in a position to use their financial resources for outreach events and I am unaware of this happening. All outreach activities need to go through the Executive Director before anything is scheduled or planned and the Executive Director will determine if there are financial resources available to support the specific activity.

CPRB Outreach Committee Concern: Better details and planning need to go into outreach settings; canvas, waters, snacks

Executive Director's response: The Executive Director informs the board and community of all outreach activities well in advance through the Director's report at each board meeting and also via the email to the commissioners and staff. Not sure what this statement is referencing. Please clarify.

CPRB Outreach Committee Concern: At the tables themselves we should be more appealing to community members

- Candy
- Pens with CPRB Outreach and a number to contact if you have a complaint
- Wristbands to give people reminders of who CPRB is and what their job is

We need clearer inclusion on what the CPRB will need when hosting events, the early the better in case of preparation. It should be minimum three-day notice if an item is missing or needed to do a CPRB effectively.

Executive Director's response: The Executive Director has made adjustments to improve the CPRB outreach efforts as we have participated in more outreach activities. This was most evident at the Mayor's Open House where the CPRB had a table. The CPRB has been trying to order additional outreach materials from a vendor we previously used however the vendor has not been responsive. The Executive Director will search for a different vendor to utilize so we can order the suggested items as handouts for the community.

CPRB Outreach Committee Concern: It should a pre made ready to go bag of what the CPRB board needs that is easily accessible to pick up and pack up during events.

Bag should contain:

- Table cloth
- Tenting (in case of rain or extreme heat)
- Brochures to hand off
- Any handbills to hand off
- Pens/marketing memorable
- Small ½ sheet of what the CPRB does and handle to file a complaint, on the back of that sheet it should explain to the person what are alt actions that could also be taken
- Create an appealing easy to read, 3rd or 4th grade level, pamphlet explaining what CPRB does and how it works, this should also be bilingual.

Executive Director's response: These are already available and/or in process of being created.

Next Events:

With holidays coming soon we should try and launch our outreach campaigns in the beginning of the year as a fresh start.

Commissioner Harris mentioned a few ways to start getting CPRB noticed:

Meet our neighborhood where they are at, DMV, Canvas neighborhoods, Social SVCS