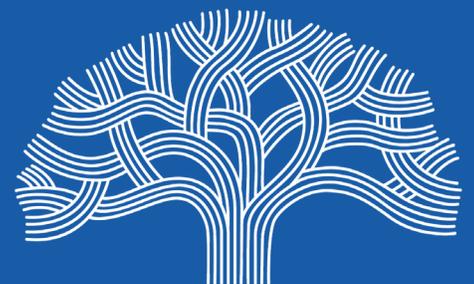


The City of

**OAKLAND**

Chief of Police Selection Process

**Community Input Survey Results**



CITY OF OAKLAND

## **METHODOLOGY**

This report summarizes the results of the Community Input Survey conducted as part of the City of Oakland Chief of Police recruitment and selection process. The survey instrument was customized in a manner that allowed respondents the ability to provide input related to Police Department and Chief of Police priorities as well as qualities, qualifications, and skills respondents believe are important for the next City of Oakland Chief of Police to possess. The City and Ralph Andersen & Associates sought to provide respondents with some flexibility in completing the survey; as such, most questions allowed for written comments or sought written responses as the answer.

The Community Input Survey was publicized by the City and published through Survey Monkey. The Survey was available on the City's website as well as Ralph Andersen & Associates' website between August 29, 2016 and November 2, 2016.

What follows are results obtained from the English language Community Input Survey including demographics of survey participants, top survey results in key survey categories, and a summary of comments collected from the survey participants. A complete copy of the comments received is provided in Appendix A.

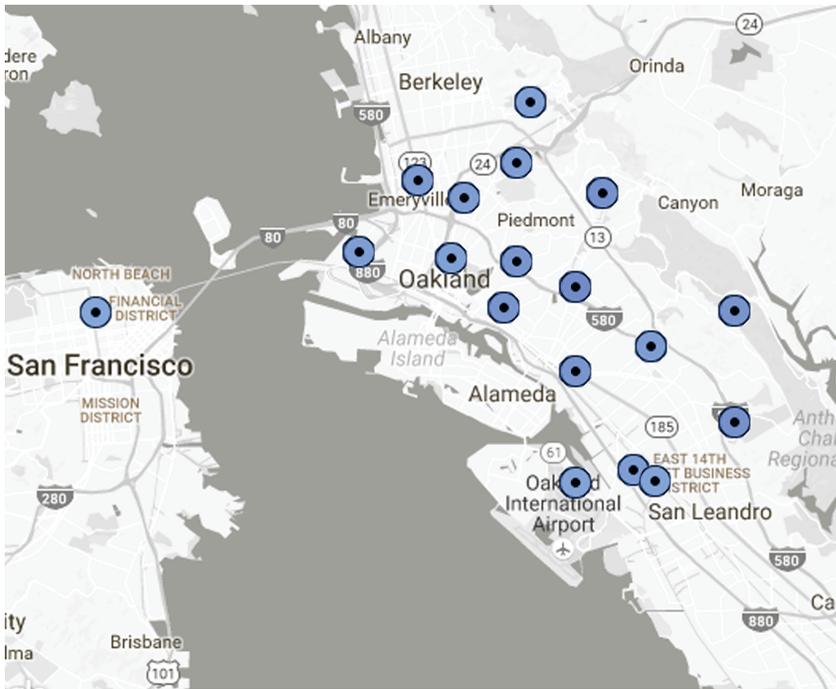


Community Input Survey  
**RESPONDENT  
DEMOGRAPHICS**

# DEMOGRAPHICS

## AT A GLANCE

**92% OF RESPONDENTS LIVE IN OAKLAND**



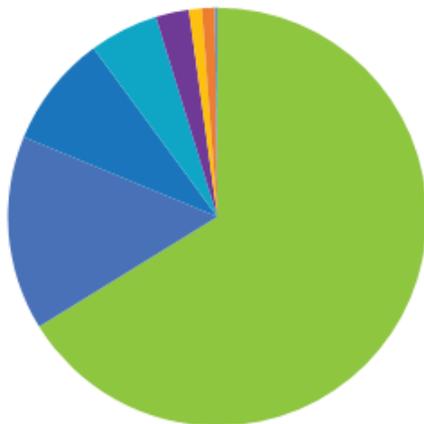
### WHICH PART OF OAKLAND?

TOP 5 RESPONDENT ZIP CODES

1. 94611
2. 94602
3. 94605
4. 94610
5. 94619

**56% OF RESPONDENTS WORK IN OAKLAND**

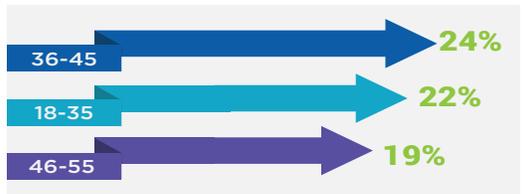
### RACE OF RESPONDENTS



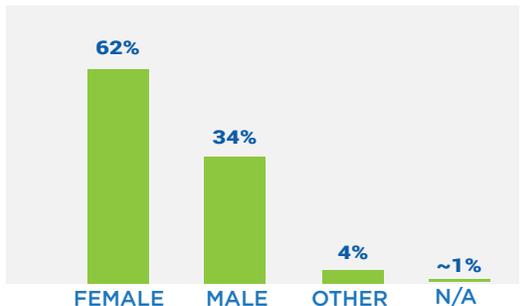
- White/Caucasian
- Black or African American
- Other
- Hispanic/Latino
- Other Asian or Pacific Islander
- Chinese
- Japanese
- Korean

### AGE & GENDER

#### MOST COMMON AGE GROUPS



#### GENDER DISTRIBUTION



## DEMOGRAPHICS OF SURVEY PARTICIPANTS

A total of **638** individuals participated in the Community Input Survey. Most of the respondents live in Oakland (91.54%) and slightly more than half (55.82%) are employed in Oakland.

---

THE RACIAL DEMOGRAPHIC BREAKDOWN OF RESPONDENTS THAT PARTICIPATED IN THE SURVEY IS AS FOLLOWS:

- 66.21% White/Caucasian
- 15.02% Black or African American
- 8.70% Other
- 5.34% Hispanic/Latino
- 2.57% Other Asian or Pacific Islander
- 0.99% Chinese
- 0.99% Japanese
- 0.20% Korean

---

THE AGE DEMOGRAPHIC BREAKDOWN OF RESPONDENTS THAT PARTICIPATED IN THE SURVEY IS AS FOLLOWS:

- Age 17 and under – 0.21%
- Age 18-35 – 22.02%
- Age 36-45 – 24.49%
- Age 46-55 – 18.93%
- Age 56-65 – 17.28%
- Age 66 and older – 17.08%

---

THE GENDER DEMOGRAPHIC BREAKDOWN OF RESPONDENTS THAT PARTICIPATED IN THE SURVEY IS AS FOLLOWS:

- Female – 62%
- Male – 34%
- Other – 4%
- Not Applicable – 1%



CITY OF OAKLAND

Community Input Survey  
**RECAP OF RESULTS**

# SURVEY RESULTS AT A GLANCE

## DEPARTMENT PRIORITIES

01

FAIR & JUST  
POLICING

02

VIOLENT CRIME  
PREVENTION

03

CRIME SOLVING/  
INVESTIGATIONS

## SAFETY

**58%**  
FEEL OAKLAND  
IS AS SAFE  
AS IT WAS A  
YEAR AGO

HOW CAN THE DEPARTMENT MAKE  
YOU FEEL SAFER?

Neighborhood Policing

More Police **Walking** the Street

Faster Response Time

Respond to Non-Violent Crimes

More Positive Interactions With Police



TRANSPARENCY  
& COMMUNICATION



BUILD COMMUNITY  
RELATIONSHIPS



INCREASE  
ACCOUNTABILITY



FASTER  
RESPONSE TIME



MORE COPS  
ON PATROL

## CHIEF'S PRIORITIES



IMPROVE COMMUNITY  
RACE RELATIONS



DE-ESCALATION  
TRAINING



INCREASE ACCOUNTABILITY  
& REGAIN PUBLIC TRUST



CRIME REDUCTION



HIRE MORE  
OFFICERS



ENGAGE & WORK WITH  
THE COMMUNITY



## RECAP OF THE SURVEY RESULTS

A summary of the Community Input Survey is provided below. A complete copy of the comments received is provided in the Appendix and summarized below. Comments deemed to be inappropriate or personal in nature (i.e. specifically directed at individuals) have been redacted by Ralph Andersen & Associates.

---

### TOP 3 PRIORITIES FOR OAKLAND POLICE DEPARTMENT TO FOCUS ON:

Survey respondents were asked to rank what priorities they thought the Oakland Police Department should focus on. The results indicated that “Fair and Just Policing” was the most important priority. The second most selected priority was “Violent Crime Prevention” and the third was “Crime Solving/Investigations.”

Survey respondents were also provided an opportunity to identify other areas of priority. Common themes identified included:

- More training
- New Hiring Procedures
- More Patrol Officer
- Community Engagement
- Communicate with the Community
- Prevent Illegal Dumping
- Neighborhood Policing
- Mental Health Reform

---

### QUESTION: WHAT, IF ANYTHING, WOULD YOU LIKE TO CHANGE IN HOW THE POLICE DEPARTMENT INTERACTS WITH YOUR COMMUNITY? (OPEN ENDED)

The trends found in the community responses ranged from decreased response times and more transparency to increased communication with the community. The trend in the responses that was most apparent was the community would like to see more visibility and interaction of the Department with the communities in Oakland. Community engagement suggestions included more positive interactions with the community through recognizable “beat cops” and an increase in the size of the force to increase visibility. Additionally, many respondents wished for more officers living in Oakland and better training for those officers.

---

### QUESTION: COMPARED TO A YEAR AGO, DO YOU FEEL LIKE OAKLAND IS SAFER, LESS SAFE, OR ABOUT THE SAME?

Survey respondents were required to select one option for how they would rank their feeling of safety in Oakland compared to one year ago, the results showed:

- 16.96% – Safer
- 24.56% – Less Safe
- 58.48% – About the Same

QUESTION: WHAT, IF ANYTHING, WOULD YOU LIKE TO SEE THE CITY AND POLICE DEPARTMENT DO DIFFERENTLY TO HELP YOU FEEL SAFE? (OPEN ENDED)

The trends found in the community responses were similar to the previous question in that a large majority of respondents wanted more police walking the streets and a decrease in response time. Additionally, several respondents felt they could not contact police without the sense of feeling punished if they did. Several respondents commented that they wished police would have an increased focus on smaller crimes (quality of life), rather than the majority of the Department's focus being placed on violent crimes. Finally, there was a prominent trend that the community wished to know their officers on a more personal level to decrease tensions or fear.

QUESTION: WHAT WOULD YOU SAY SHOULD BE THE PRIORITY FOR THE NEXT OAKLAND CHIEF OF POLICE? (OPEN ENDED)

The primary trends uncovered in this question were that the community would like to see the next Chief of Police improve community race relations and decrease sex trafficking. Many respondents felt that in addition to focusing on improving the community, a priority of the next Chief of Police should be to improve accountability in the Department. Similarly, many respondents felt that the Chief of Police would need to conduct an internal review of employees and undertake change as necessary. A large number of respondents want the first priority of the Chief of Police to be to reduce violent crime and other crime, increase internal training to include de-escalation practices, and hire more police officers.

QUESTION: WHAT WOULD YOU SAY SHOULD BE THE SECOND PRIORITY FOR THE NEXT OAKLAND CHIEF? (OPEN ENDED)

A primary trend among respondents was that the community wished to end corruption in the Department and for the Chief of Police to display high moral standards and integrity to the Department for officers to immitate. The responses in this question were similar to those of the prior question and in general respondents wished for violent crime reduction.

QUESTION: WHAT ARE THE MOST IMPORTANT QUALITIES, QUALIFICATIONS, OR SKILLS THAT A NEW OAKLAND CHIEF OF POLICE SHOULD HAVE?

Respondents were required to select three responses out of the predetermined list that were the most important to them personally to see in the next Chief of Police. The following question required respondents to then rank their responses in order of importance. The results found that "Integrity," "Able to Lead Cultural Change," and "Record of Crime Reduction" were the responses with the highest rankings.

QUESTION: OTHER COMMENTS OR SUGGESTIONS REGARDING THE NEXT OAKLAND CHIEF OF POLICE? (OPEN ENDED)

One of the most reoccurring comments was the desire to hire the next Chief of Police from outside of the Department and allow for community input during the hiring process. Many respondents felt that the next Chief of Police should reside in Oakland, have diversity experience, and be from a major metropolitan area. Many respondents felt that the next Chief of Police should be female or "a person of color." A trend in responses was that the community would like the Chief of Police to be free from political pressures and have autonomy. In line with other questions, many respondents desire the Chief of Police to increase community involvement and transparency.

QUESTION: HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE WITH THE CITY OF OAKLAND POLICE DEPARTMENT:

Survey respondents were required to select one option for how they would rank their overall experience with the Department, the results showed:

- 11.5% – Excellent
- 36.45% – Good
- 26.12% – Only Fair
- 15.20% – Poor
- 10.72% – No Experience

---

QUESTION: IS THERE ANYTHING ELSE YOU CAN THINK OF THAT THE CITY SHOULD CONSIDER WHEN SELECTING THE NEXT CHIEF OF POLICE? (OPEN ENDED)

A major trend in responses showed that the respondents would like the City to select a candidate that can clear out “bad apples” and who is a change maker. Another theme among the responses was that the respondents desired a strong communicator within the Department and the community, and a candidate with a proven track record. Response trends show that the community would like a candidate that is invested in Oakland (live in Oakland), not afraid of the challenges of Oakland, and someone with a “thick skin.”

Prepared by  
**RALPH ANDERSEN & ASSOCIATES**