

Fwd: Recommendation 14.2

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Wed 9/4/2019 4:56 PM

[REDACTED]

Begin forwarded message:

**From:** Gabriel Martinez [REDACTED]  
**Date:** September 4, 2019 at 3:54:34 PM PDT  
**To:** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] "Dorantes, Jennifer (POL)"  
[REDACTED]  
[REDACTED]  
[REDACTED]  
**Subject: Recommendation 14.2**

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Dear Lieutenant Dorantes,

Our office has completed its review of the materials related to Recommendation 14.2 that have been submitted to us as part of the collaborative reform process. This package focused on SFPD ensuring that media outreach is immediate after an officer-involved shooting and that the information SFPD conveys is succinct and accurate. After reviewing the package and information provided by SFPD, the California Department of Justice finds as follows:

Recommendation 14.2.: The SFPD should ensure that media outreach is immediate and that information conveyed is succinct and accurate.

Response to 14.2: On December 7, 2016, the San Francisco Police Department (Media Relations Unit) published Unit Order 16-03, outlining the Department's public information response to officer-involved shootings (OIS). On July 15, 2019, SFPD updated Unit Order 16-03 pursuant to the objectives of COPS Finding 14. The Order

requires the Media Relations Unit to respond to the scene of the OIS and coordinate information to various media outlets. Press briefings must be limited to factual information known at the time. The press release must be distributed via email, posted to the Department webpage, and posted on social media "as soon as practical." Supplemental press releases are required as additional information becomes available and are also limited to factual information known at the time. Quarterly updates are required for any open OIS investigation. Following the OIS town hall meeting, the Media Relations Unit must conduct a debrief that includes an assessment of its response to the incident. The Media Relations Unit must complete a checklist that includes checkboxes for the debrief. SFPD provided a memorandum documenting 2018 OIS debriefings which included suggested improvements regarding SFPD's interaction with the press. Cal DOJ commends SFPD on exceeding its compliance measures by developing an online survey that sought community members' input on SFPD's responses to OIS and issuing News Release 19-088 to address some of the questions raised by survey recipients.

Based upon all of the above, the Department of Justice finds that SFPD is in substantial compliance with this recommendation.

Please let us know if you have any questions or would like to discuss this further. Thank you.

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<b>Finding # 14</b>	The SFPD does not have a strategy to engage with the broader community following a fatal officer involved shooting until its conclusion.
<b>Recommendation # 14.2</b>	The SFPD should ensure that media outreach is immediate and that information conveyed is succinct and accurate.

<b>Recommendation Status</b>	<b>Complete</b>	Partially Complete	In Progress
	Not Started	No Assessment	

**Summary**

Compliance Measures 1 and 2 are met. The SFPD promulgated policy describing the duties and responsibilities of department units when an officer-involved-shooting incident occurs. Pursuant to Unit Order 16.03 Media Relations Response to Officer Involved Shooting/Department Members Seriously Injured or Killed in the Line of Duty (December 7, 2016), the Media Relations unit is responsible for ensuring department outreach is immediate using social media and traditional outreach methods.

Compliance Measure 3 has been met. The department provided a record of findings and actions taken as a result of feedback from OIS incidents in the calendar year 2018. In addition, the department used surveys to gain additional input from the community and employees regarding the efficacy of the department’s OIS communication strategy. These measures, taken with enacted policy and practice regarding OIS incidents, is sufficient to designate the response to this recommendation as complete. The Hillard Heintze team in Phase III will monitor the department’s actions regarding this issue particularly looking at how community input informs future department action.

Compliance Measures		Status/Measure Met
<b>1</b>	Draft and implement a media outreach strategy to ensure immediate media outreach following an OIS.	✓ Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>2</b>	Provide accurate and succinct information.	✓ Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
<b>3</b>	Continual review/improvement loop.	✓ Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

**Administrative Issues**

How does the department disseminate information to non-traditional constituents, e.g., activist groups?

**Compliance Issues**



## **Collaborative Reform Completion Memorandum**

**Finding # 14** The SFPD does not keep as active an engagement during the investigative process, and consideration should be given to publishing findings once an investigation is completed to ensure community closure.

**Recommendation # 14.2** The SFPD should ensure that media outreach is immediate and that information conveyed is succinct and accurate.

**Response Date:** 7/18/2019

### **Executive Summary:**

In response to this recommendation, the Media Relations Unit updated and implemented Unit Order 16-03 (Issued 7-15-19) which outlines the Department's public information response to an officer involved shooting and its commitment to hosting Town Hall/Community Meetings following an officer involved shooting. This response includes press briefings, news releases & updates, town hall meetings and the release of involved officers' names. The Order requires that information released be limited to factual information known at the time.

### **Compliance Measures:**

**1) Draft and implement a medial outreach strategy to ensure immediate media outreach following an OIS.**

-Refer to Unit Order 16-03 (Media Relations Response to Officer Involved Shooing/Department Member Seriously Injured or Killed in the Line of Duty)

**2) Provide accurate and succinct information.**

-Refer to Unit Order 16-03 (Media Relations Response to Officer Involved Shooing/Department Member Seriously Injured or Killed in the Line of Duty)

**3) Continual review/improvement loop.**

The Media Relations Unit (MRU) has done several things to address the need for a continual review/improvement loop.

The Media Relations Unit uses a check list to ensure necessary tasks are completed. The check list includes an after action review with notations of any recommendations for improvement. Accompanying this form is a Memorandum for Record (MFR) that outlines "hot wash" debriefing from 2018 OIS incidents.

The Media Relations Unit developed an online survey that was published internally (via Department email) and externally (via news release and social media). **The purpose of the survey was to reach internal and external stake holders including non-traditional constituents (such activist and advocacy groups) to gauge their level of knowledge of SFPD's public information**



## Collaborative Reform Completion Memorandum

**response to an OIS.** The survey also provided respondents with an opportunity to give direct feedback and recommendations. Following the closure of the survey, the Media Relations Unit issued a news release #19-088 (via email, SFPD web and social media) informing SFPD members and the public of the Department’s commitment to transparency following an OIS.

In addition, The MRU also uses a Quarterly Check List to ensure reports are posted online and on social media. The Check List will also account for reports that were not available for posting for that quarter. Refer to Quarterly Social Media and Web Posting Unit Order #16-01 Checklist; and 1<sup>st</sup> Quarter of 2019: Social Media and Web Posting Unit Order #16-01 Checklist.

### Supplemental Document Request

Requested Documents	Responsive Document and Why
<p><b>Evidence of “hotwash” or other evaluation of outreach – internal &amp; external.</b></p>	<p><b>-Media Relations Unit Order 16-03 (Updated 7/15/2019):</b> This documented was improved and updated from its last version (issued 12/7/2016) to reflect quarterly news updates to update the community on the status of open OIS investigations; and to share Communication Strategy with Stakeholders.</p> <p>-Memorandum for Record is included as evidence of “hotwash.”</p> <p>-Officer Involved Incident Response Checklist is included to codify review protocols</p> <p>-News Release 19-069 - Media Relations Survey: Public Information Following an Officer Involved Shooting (online survey published internally [via Department email] and externally (via news release and social media.])</p> <p>-Social Media OIS Survey Sample (Survey Monkey) as evidence of outreach.</p> <ul style="list-style-type: none"> <li>-Survey Questions</li> <li>-Survey Results - Check box response</li> <li>-Survey Results – Comments</li> </ul>



## Collaborative Reform Completion Memorandum

	<p>- News Release 19-088: SFPD Release of Public Information Following an Officer Involved Shooting is included as evidence of outreach following the closure of online survey.</p>
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