Annual Community Policing Plan
Central Station
Agenda

- District Overview
- Goals and Objectives
- Community Partners
- Community Events
- Metrics
- Review and improvement process
District Overview

- The Central District serves a diverse range of communities and most of San Francisco’s most famous tourist destinations. The Central District is home to Chinatown, North Beach, Fisherman’s Wharf, and Union Square.

- The Central District is one of San Francisco’s most diverse districts. The district has residents from all walks of life and hosts a large Chinese and Italian population due to our district having the city’s Chinatown and North Beach District.

- The most significant crime trends in the Central District relate to property crimes. The most significant of which are auto burglaries and retail theft. Due to having several tourist destinations, the victims are often-times unaware of some of our most common crime issues. Central Station employs a diverse strategy to combat auto burglaries such as our Park Smart campaign which focuses on prevention as an alternative to enforcement which would happen after the crime has already occurred.
District Overview

- Central Station utilizes patrol officers to respond to most calls for service. The Central District also has foot beat officers in Union Square, Chinatown, North Beach, and Fisherman’s Wharf. The diversity of San Francisco also shows in the diversity of the officers working in the district. Central Station also has multiple officers certified in a secondary language which help to promote crime reporting and community relationships with the public and the police.
District Overview – Foot Beat Map
Goals and Objectives

- **Goal 1**: Communication
- **Goal 2**: Education
- **Goal 3**: Problem-Solving
- **Goal 4**: Relationship Building
- **Goal 5**: SFPD Organization
Goal 1: Communication

Honest, transparent, and empathetic dialogue between the SFPD and San Francisco Community.

**Objective 1.1:** Create a diverse set of communication channels between the SFPD and community

- Central Station has various methods to promote public input and keep the public informed.
- Central Station has a Twitter account and Nextdoor account. Central Station also posts a newsletter via email to over 1,000 subscribers.
- Central Station also hosts a monthly community meeting which is open to the public which allows the public to come directly to the Station’s Captain with their questions and concerns.
- Central Station also hosts several events throughout the year which promote open dialogue and long-lasting relationships with the community the officers work in.
Goal 1: Communication

Honest, transparent, and empathetic dialogue between the SFPD and San Francisco Community.

- **Objective 1.2:** Respond to request for service and information in a timely and transparent manner
  - Central Station is committed to promptly and professionally answer all community questions or referring them to the appropriate resource.
  - The community can reach Central Station via telephone 415-315-2400 or email us at SFPDCentralStation@sfgov.org
Goal 1: Communication
Honest, transparent, and empathetic dialogue between the SFPD and San Francisco Community.

- **Objective 1.3:** Solicit conversation, input, and collaboration from historically underrepresented groups
  - Central Station solicits input through the district’s Community Policing Advisory Board (CPAB), community meetings, and community events. The information provided helps create a SMART goal for the officers assigned to a specific problem in their assigned area.
Goal 1: Communication
Honest, transparent, and empathetic dialogue between the SFPD and San Francisco Community.

- **Objective 1.4:** Transparently communicate, publicize, and educate community about SFPD goals and policies

  - During Central Station’s monthly community meetings, the Captain of the district station presents crime statistics and also different topics monthly. The topics can be presentations on some of the SFPD’s latest policies and procedures, the Collaborative Reform Initiative, and safety tips to help the community remain safe.
Goal 2: Education

SFPD both trains and is trained by the communities it serves

- **Objective 2.1:** Train the community to empower them to improve community safety
  - Station Foot Beat Officers, Patrol Officers, Community stakeholder meetings and partnerships.
  - Central Station’s Captain Staff also hosts safety tip presentations and open forums to discuss specific issues to businesses in the area. The open forum is hosted in a judgement free and open environment to welcome any kind of questions and community input.

- **Objective 2.2:** Invite third party and community instructor to contribute to SFPD training
  - Central Station’s community meetings often host different community groups, organizations and SF SAFE to provide information to the public and to officers.
Goal 3: Problem-Solving

Increase safety through collaborative working partnerships between SFPD, community members, and organizations to identify and address local topics of concern

- **Objective 3.1:** Officers can connect individuals to resources when calls for service are outside their scope
  - Providing resources and phone numbers to city partners/agencies (such as the Homeless Outreach Team and Street Crisis Response Team)

- **Objective 3.2:** Collaboratively identify and develop responses to local issues and concerns with individuals, community-based organizations, and city services
  - SFPD’s Central Station constantly addresses individual community member concerns through a collaborative process to create a shared goal
Goal 3: Problem-Solving
Increase safety through collaborative working partnerships between SFPD, community members, and organizations to identify and address local topics of concern

- **Objective 3.3:** Utilize a formalized problem-solving model across district stations
  - Central Station officers are utilizing the SARA model and SMART goals to align our station’s goals with the collaborative reform initiative and our community policing annual plan
Goal 4: Relationship-Building

Strong, trusting, and respectful relationships between SFPD and all facets of San Francisco Community

- **Objective 4.1:** Increase visible officer presence and proactive, positive engagement with individuals outside of calls for service
  - Ensuring officers are staying in their assigned beats and staying highly visible to engage the community when they are not engaged with a call for service

- **Objective 4.2:** Provide unbiased, dignified, and equal treatment and access to resources to all community members
  - Officers continue to learn through training classes such as Bias Sync and Advanced Officer Training
  - Officers are constantly provided roll call training on the latest SFPD policies and are held to a higher standard in providing the best service possible to the community
Goal 5: SFPD Organization

SFPD organization and operation leads community policing efforts and demonstrates a guardian mindset.

- **Objective 5.1:** Develop policies, priorities, and procedures that are consistent across SFPD stations and bureaus and support neighborhood-specific plans

- **Objective 5.2:** The SFPD is adaptable and committed to continuous review and improvement
  - SFPD officers embody

- **Objective 5.3:** Include civilian and front-line officer perspectives and input in decision-making and policy development processes
Goal 5: SFPD Organization
SFPD organization and operation leads community policing efforts and demonstrates a guardian mindset.

- **Objective 5.4:** Support restorative justice goals
- **Objective 5.5:** Support officers with sufficient resources
- **Objective 5.6:** Recruit SFPD members who reflect the city’s diversity and know the communities they serve
Goal 5: SFPD Organization

SFPD organization and operation leads community policing efforts and demonstrates a guardian mindset.

- **Objective 5.7:** Integrate community policing values in recruitment, training, and professional development of SFPD members
- **Objective 5.8:** Deployment strategies maintain consistency in practices and continuity of the community’s relationship with the SFPD
- **Objective 5.9:** Support groups historically underrepresented in police departments in professional development
- **Objective 5.10:** Hold officers accountable for their actions and embodying community policing tenets
Community Partners

- **Union Square Alliance**
  - Collaborated with Central Station to create our Union Square Deployment and a key sponsor of our National Night Out Event

- **Downtown CBD**
  - Member of our CPAB creating plans to prevent crime

- **North Point Center**
  - Member of our CPAB creating plans to prevent crime and helping boost our morale of our station by organizing a First Responder’s Luncheon

- **Chinatown Community Development Center**
  - Partners with Central Station for many events in the Ping Yuen Housing Complex

- **Telegraph Hill Dwellers**
  - Community partner in creating outreach and crime prevention in the Telegraph Hill Area

- **Barbary Coast Neighborhood Association**
  - Member of our CPAB creating plans to prevent crime

- **Community Youth Center- Chinatown**
  - Main partner and organizer of our Chinatown Night Out Event

- **North Beach Neighbors**
  - Member of our CPAB creating plans to prevent crime and a key member in organizing our National Night Out Event

- **Fisherman’s Wharf CBD**
  - Member of our CPAB creating plans to prevent crime and Central Station’s auto burglary prevention campaign

- **North Beach Business Association**
  - Member of our CPAB creating plans to prevent crime, a participant of our National Night Out Event, and sponsor of our Coffee with a Cop event

- **Russian Hill Neighbors**
  - Member of our CPAB creating plans to prevent crime and also sponsor to our National Night Out Event

- **Lower Nob Hill Neighborhood Alliance**
  - Partnered with Central Station to create plans to combat crime in the Lower Nob Hill Area

- **Chinese Consolidated Benevolent Association**
  - Sponsor to our Chinatown Night Out Event

- **Chinese Chamber of Commerce**
  - Sponsor and key organizer to our Chinatown Night Out Event
Community Events

- Community Meetings
- Coffee with a Cop
- Neighborhood Safety Walks
- National Night Out
- Pumpkin Giveaways
- Thanksgiving meal deliveries
- Italian Heritage Parade
- Pride Parade
- Chinatown Night Out
- Buzz the Fuzz
- Tip a Cop
- Merchant walks
- Toy Drives
- Community Fairs
- St. Patrick’s Day Parade
- Easter Basket Giveaway
### 2024 Community Events & Group Recognition

<table>
<thead>
<tr>
<th>Date</th>
<th>Community Event</th>
<th>Location</th>
<th>Community Partner</th>
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<tbody>
<tr>
<td>1/18/24</td>
<td>Community Meeting</td>
<td>Portsmouth Square</td>
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<td>2/15/24</td>
<td>Community Meeting</td>
<td>Barbary Coast</td>
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<td>2/24/24</td>
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<td>Market Street</td>
<td>Chinese Chamber of Commerce</td>
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<td>3/16/24</td>
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<td>6/24/24</td>
<td>Pride Parade</td>
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<td>SF Pride</td>
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<td>7/4/24</td>
<td>Independence Day</td>
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<tr>
<td>Multiple</td>
<td>Safety Presentations</td>
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Problem Solving

- Pedestrian traffic fatalities
- Burglaries
- Narcotics Usage
- Mental Health
- Auto Burglaries
- Organized Retail Theft
- Homeless Individuals
- E-Scooters
Metrics

- 911 calls for service
- Number of events held
- Community Survey results
- Decrease in incident types tied to problem/issue
- Positive interactions via social media
- 509 Problem Solving Forms
- Stop Data
- Use of Force Data
- Staff survey results
Social Media Strategies

• Central Station is committed to providing the latest updates to our community via a variety of ways.

• We utilize a Twitter Account and Nextdoor account to provide up to date information to our community.

• We also utilize an online newsletter to over 1,000 community members via email.
Social Media Strategies

Twitter

SFPD Central Station
@SFPDCentral

Official Twitter of the San Francisco Police Department Central Station-Media Policy
sanfranciscopolice.org/policy Call 911 for emergencies Tweets not monitored 24/7

766 Vallejo St. SF CA  centralpolicestation.org  Joined July 2014

252 Following  5,617 Followers
Social Media Strategies

Central Station is named as it is centrally located in the northeastern part of San Francisco. The center of tourism, commerce, entertainment and civic events. The district is comprised of Chinatown, North Beach, Fisherman’s Wharf, the Financial District and three famous hills: Telegraph, Nob and Russian. Seven of the ten major tourist attractions in San Francisco are located in the Central District. The officers of Central Station take great pride in working in one of the most diverse districts in the City.
Social Media Strategies

Newsletter!

Our Central Station Newsletter is available via an email subscription for the latest updates in their very own district!
Review and improvement

- Use of data and metrics
- Surveys at meetings
- Community Input
- Meetings with community stakeholders regularly
- Meetings with community with officers assigned to area or issue
- Reviewing 509 Problem Solving Forms
Thank you.

Any questions?

You can reach me at Jahan.E.Kim@sfgov.org