



## MEMORANDUM

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Police Department

**DATE:** February 22, 2024

**TO:** Public Safety Advisory Board

**FROM:** Scott Nelson, Police Captain

**VIA:** Michael Canfield, Police Chief

**SUBJECT:** **Twice-Yearly Report on Mountain View Police Department Performance and Feedback Data**

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### **PURPOSE**

Review and comment on a report regarding the Mountain View Police Department's collection and use of the performance data and feedback from July 1, 2023 to December 31, 2023 (Q3 and Q4 2023).

### **BACKGROUND**

The Public Safety Advisory Board (PSAB) was created by the City Council in December 2020. The PSAB functions to make recommendations to the City Council, City Manager, and Police Chief on public safety matters. PSAB helps to further the Mountain View Police Department's (MVPD or the Department) commitment to transparency, accountability, and public engagement. The MVPD provides PSAB with regular updates about the Department's ongoing data and information collection and community engagement efforts.

Staff presents twice-yearly reports to the PSAB on performance and feedback data. Since the last report on October 26, 2023, the Department has seen staffing changes, including the promotion of a Police Captain, two Police Lieutenants, and one Police Sergeant.

This memorandum provides information on MVPD's data collection and efforts to engage with and receive feedback from the community through a range of mechanisms. These mechanisms include: social media engagement, MVPDx, the Police Chief's informal advisory groups, customer feedback survey, personnel complaints, School Resource Officer (SRO) program feedback, and Racial and Identity Profiling Act (RIPA) data. This memorandum supplements, and is not intended to replace, the other annual presentations the PSAB receives, such as the report on the MVPD budget, the MVPD Annual Report, the report on militarized equipment required under Assembly Bill 481, and the annual report on the MVPD SRO program.

## **Feedback Mechanisms**

### *Social Media Engagement*

The MVPD's use of social media continues to work to create connections with the community, share public safety information, and utilize the robust reach of each social media channel as a direct conduit for feedback opportunities.

Social media posts from the Department include public safety updates on real-time incidents, such as traffic collisions, dangers to the public, or other immediate safety concerns. Posts regarding police work include arrests of suspects connected to major crimes (as required by law) or a series of crimes that may be linked to other cases in other jurisdictions. Public safety updates can include information about road closures, power outages, storm-related impacts such as flooding, downed power lines, and more. The Department utilizes social media to provide important information and as an avenue for inquiry to the community.

In addition to public safety content, the MVPD shares educational content on topics, including traffic, bicycle and pedestrian safety, student safety, and other topics of interest to the community. In response to these various types of posts, the MVPD receives questions and feedback from the community.

Themes of inquiries and comments typically include clarifying questions on an incident or what MVPD may have done regarding a case or event within the community. In traffic-related posts, community members regularly provide feedback in areas where they believe MVPD should focus, and this feedback is passed along to the MVPD Traffic Unit for further discussion and action. Audience members also regularly inquire about updates on posts of interest, including cases, collisions, or stories the Department has previously shared. In posts where suspects are identified and arrested for crimes, feedback is often positive, and community members engage each other in dialogue regarding their feelings about particular incidents. The use of social media is vital to the MVPD's efforts to ensure access and transparency and provide a medium for detailed and direct community feedback.

Social media performance measures differ based on the platform, mainly due to fluctuating platform preferences, the frequency of visits to a particular site, and other factors. Some social media users may visit a site every day; some may visit once a week or more infrequently. Platforms also regularly change their reporting structure, which does impact the reach or impressions of posts with audiences. Also, on all platforms except for Nextdoor, not all audience members are Mountain View-based. The Department has a national and international audience on all other platforms it utilizes including Facebook, Instagram, and Twitter.

The MVPD reviews reach and engagement on its posts. Reach is defined as the total number of people who see the content. Engagement is defined as postreactions, comments, and shares. Below in Table 1 is a breakdown of each platform’s performance:

**Table 1: Summary of Social Media Performance from July 1, 2023 to December 31, 2023**

	Facebook	Instagram	Twitter	Nextdoor
Follower Accounts	25,733	6,507	26,855	13,595 (claimed households)
Reach	573,628	8,871	*	*
Impressions	1,777,315	84,453	279,412	247,000
Engagements	140,780	3,999	13,097	*
Demographics/other	Female: 53.4% Male: 46.6% Median Age: 25-44	Female: 41.6% Male: 58.4% Median Age: 25-34	Not available at this time.	Not available at this time.  1,825 “thank you” selections.

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*\*The Mountain View Police Department gained additional social media data analytics abilities in October of 2023, when it joined the City of Mountain View’s Sprout Social account. Going forward MVPD will examine what increased reporting is feasible.*

**MVPDx: Partnering for the Future of Policing**

*MVPDx: Partnering for the Future of Policing* is a community-focused program that began in 2020 and will host its sixth cohort in spring 2024. The eight-week interactive program consists of experiential, scenario-based exercises and in-depth conversations deep-diving into current police incidents, community concerns, and topics of particular interest to each cohort.

The concept for the program was born out of the frustration and mistrust for policing after the murder of George Floyd and the need to connect, through discussion and conversation, enabling residents and Department personnel to engage in dialogue and mutual learning around police issues, MVPD’s culture, and community interests.

MVPDx curriculum is customized for each cohort based on past cohort interests, current events, and input from the current cohort. Using this information, the Department develops presentations and brings subject matter experts to discuss, share, listen, and, most importantly, learn with the cohort. This format was chosen intentionally and is designed to empower participants to help facilitate learning and growing together. It has proven to be very successful and well-received.

Feedback from program participants has resulted in several follow-up actions, understanding, and real change. For example, MVPD hosted an alumni event for all five cohorts to help begin to develop future iterations of the program in September 2023. MVPDx feedback has also been instrumental in developing other programs slated to launch later in 2024. These include an MVPDx program to be hosted entirely in Spanish and MVPDy, a condensed version of the MVPDx program designed to connect Department staff with high school students in our community, provide increased opportunities for sharing and learning, and to hear and better understand youth perspectives on policing and youth safety.

### Informal Chief Advisory Groups

The MVPD created two informal advisory groups that meet with the Police Chief and Command Staff: the Faith Leaders Advisory Council (FLAC) and the Latino Community Advisory Committee (LCAC), both of which started in early 2021.

The FLAC is comprised of a wide range of leaders from nearly all denominations of the various houses of worship throughout Mountain View. The purpose of this group is to share ideas about how to improve communication between congregations and the Police Department, share information among group participants, discuss important public safety-related topics, and to be a conduit for sharing information about resources for those experiencing homelessness. FLAC is a regular participant in an annual National Faith and Blue Event, which brings together houses of worship and the MVPD in public forums to foster communication with community members. Although FLAC did not meet regularly in Q3 or Q4 of 2023, FLAC has already met again in January 2024.

The LCAC consists of faith-based and civic leaders in the Latino community who meet quarterly while communicating regularly with members of MVPD. The goal of the LCAC is to ensure strong communication between the Latino community and the MVPD, provide access to information and transparency about policing matters relevant to the Latino community, and create additional opportunities for the MVPD to hear the voices and concerns of this community.

The LCAC has provided input that resulted in the investigation and closure of a private company's predatory towing practices and helped educate community members on topics, including burglary and property crime prevention. The LCAC has sponsored community events with the MVPD, such as "Kermes" in August 2022. This cultural event aimed to build a sense of community and included Latin dancing, food, and numerous community-based organizations that provided information about community resources. The LCAC will look to bring back a "Kermes" or similar type of event in the near future.

The LCAC has helped the MVPD enhance relationships with Latino community groups (such as Cafecito Justicia Aroma) and the Latino Parent Organization (LPO) held at Mountain View High

School. As a result, the MVPD has increased its attendance at community events and found additional opportunities to engage in dialogue, give presentations on topics selected by community members, and receive feedback. The feedback from these events has been overwhelmingly positive and resulted in invitations to more events and continued opportunities for the MVPD to connect with the broader Latino community.

During the selection process for a new Police Chief, the LCAC was inactive. The group and its connections have been reestablished with the first LCAC meeting taking place on October 19, 2023. During this meeting, Chief Canfield was introduced to the group, communicated his vision, and answered questions from the Councilmembers about working with and supporting the Latino community and our Latino youth.

### My90 Customer Feedback Survey

In August 2022, the MVPD implemented an anonymous customer survey platform called My90, designed to collect feedback from people who received police services or were contacted by a Police Officer. The feedback collected includes the nature of the MVPD encounter, opinions of the community members toward the MVPD after their MVPD interaction, the level of satisfaction with the services they received, and how they were treated. The race and gender of the respondent community members are also collected, enabling the MVPD to view the potential differences in customer experience feedback.

The collected information is used to help gauge many aspects of the MVPD's police work, including the quality of MVPD's customer service, indications of bias or the perception of bias, and effectiveness of communication. This information informs the MVPD's training planning and helps identify strengths and areas for growth.

PSAB determined several next-step recommendations that were identified based on the previous 2023 PSAB Twice Yearly Report. The first was to include an internal review and discussion of the results. The survey data is shared monthly with the MVPD management team, fostering discussion of the results and exploring any strategic or general operational changes. The results and highlights are also included in the quarterly Department internal newsletter distributed to the entire organization.

The second recommendation was to explore having My90 data available through a public dashboard. MVPD is working on a robust public dashboard and plans to incorporate the My90 data into this project.

The final recommendation was to have staff evaluate feedback specific to MVPD community engagement events. MVPD will explore options to collect and assess community engagement-related data and pathways for making this information actionable.

Below is a summary of data analysis for the previous six months:

There have been 332 completed “postcontact” surveys for Quarter 3 and 4 of 2023 (July 1, 2023 to December 31, 2023). Consistent with past analysis of resultant data, the vast majority of comments, 87%, were positive. Three respondents, one in August and two in November, felt they did not receive the help they needed because an Officer did not respond or follow up.

A summary of notable data from My90 survey results is found in the tables below.

**Table 2: Views of MVPD After Interaction**

<b>Based on your interaction, how do you view MVPD?</b>		
	<b>Number of respondents</b>	<b>After your interaction</b>
Very positive	196	64%
Positive	68	22%
Neutral	25	8%
Negative	13	4%
Very Negative	6	2%

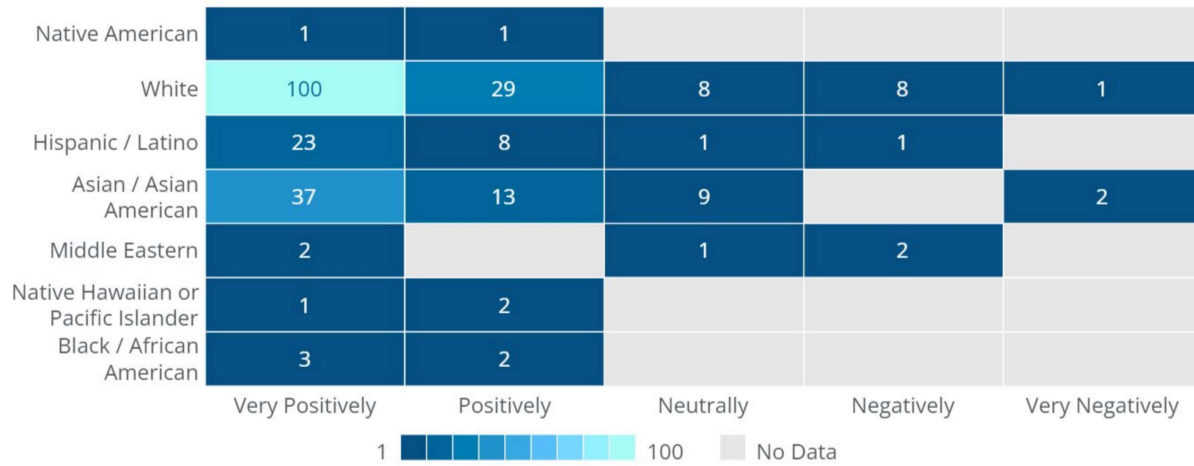
**Table 3: Community Sentiment**

On average, 93% of respondents felt they were treated well.

	<b>Strongly Agreed/Agreed</b>
Were treated Respectfully	92%
Were treated Fairly	87%
Felt listened to	91%
Understood the answer	96%
Questions were answered	88%

**Table 4: Procedural Justice**

Across all race/ethnicity groups, people in Mountain View had a generally positive view of the Mountain View Police Department.



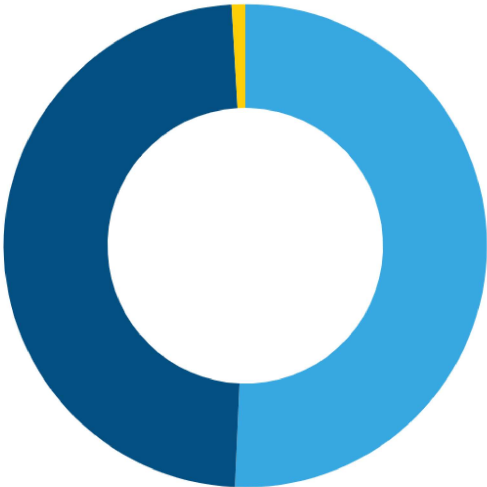
\* Data was collected only from participants who answered the self-identified race/ethnicity AND how they viewed the agency questions.

**Table 5: Demographics**

What best describes your gender?

Mountain View PD

Male	111	50.7%
Female	106	48.4%
Nonbinary / third ge...	2	0.91%



Total  
219

What is your age range?

Mountain View PD

Under 18	3	1.36%
18-20	3	1.36%
21-27	13	5.91%
28-35	28	12.7%
36-45	50	22.7%
46-60	67	30.5%
61+	56	25.5%

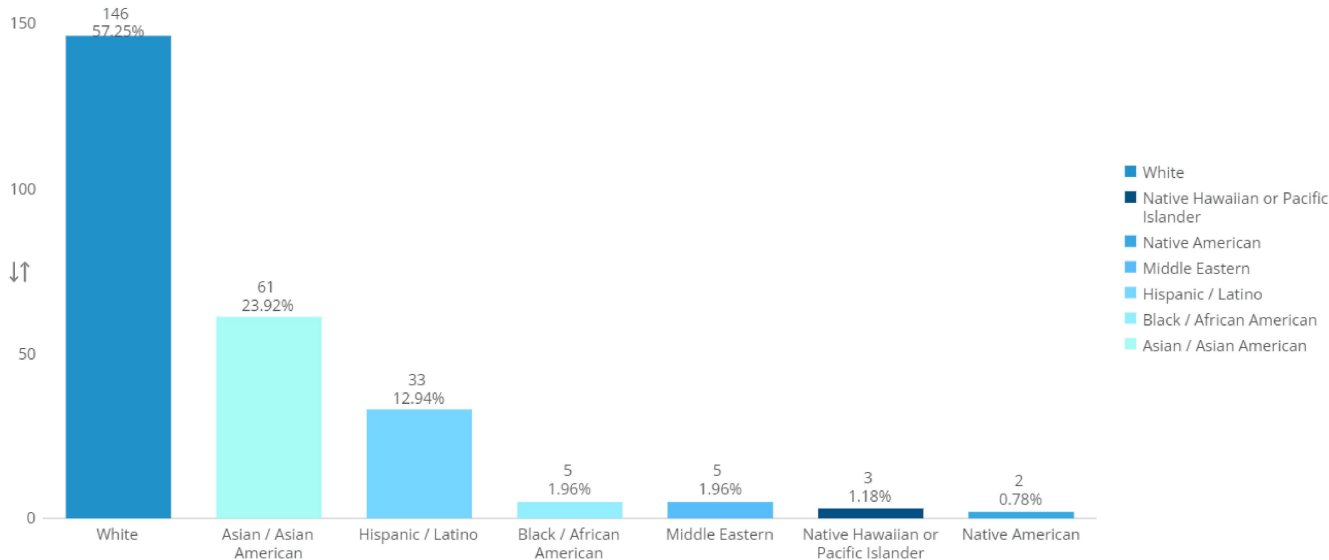


Total  
220



What best describes your race/ethnicity?

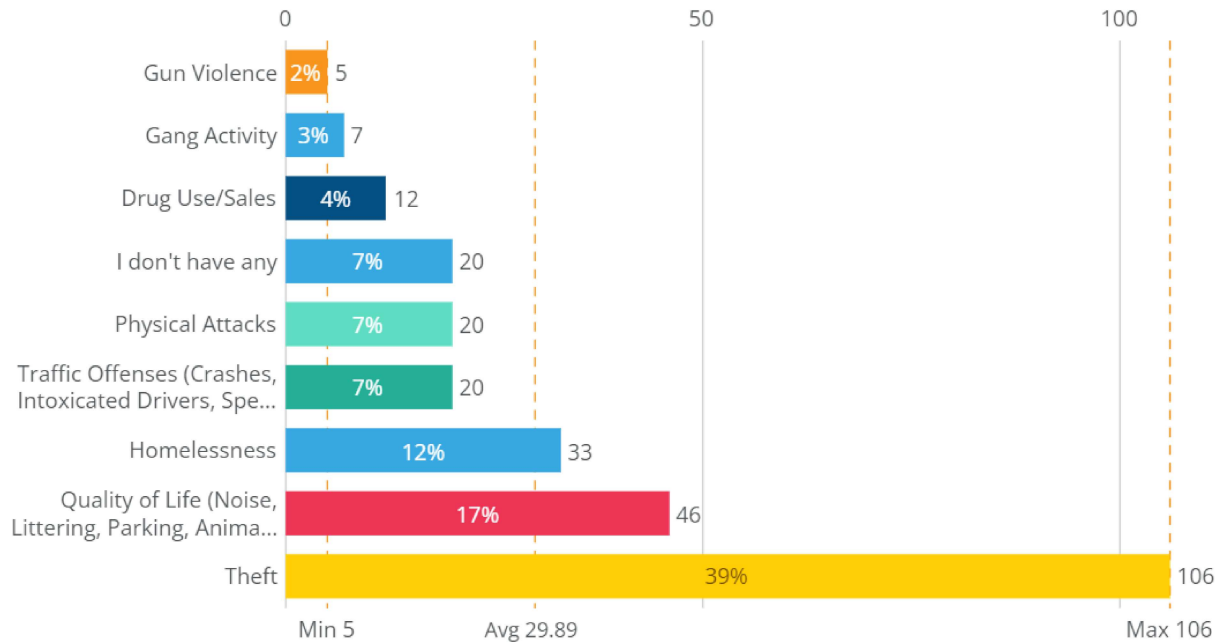
Mountain View PD



**Table 6: Community Input on Public Safety Concerns**

What is your top safety concern in your community?

Mountain View PD

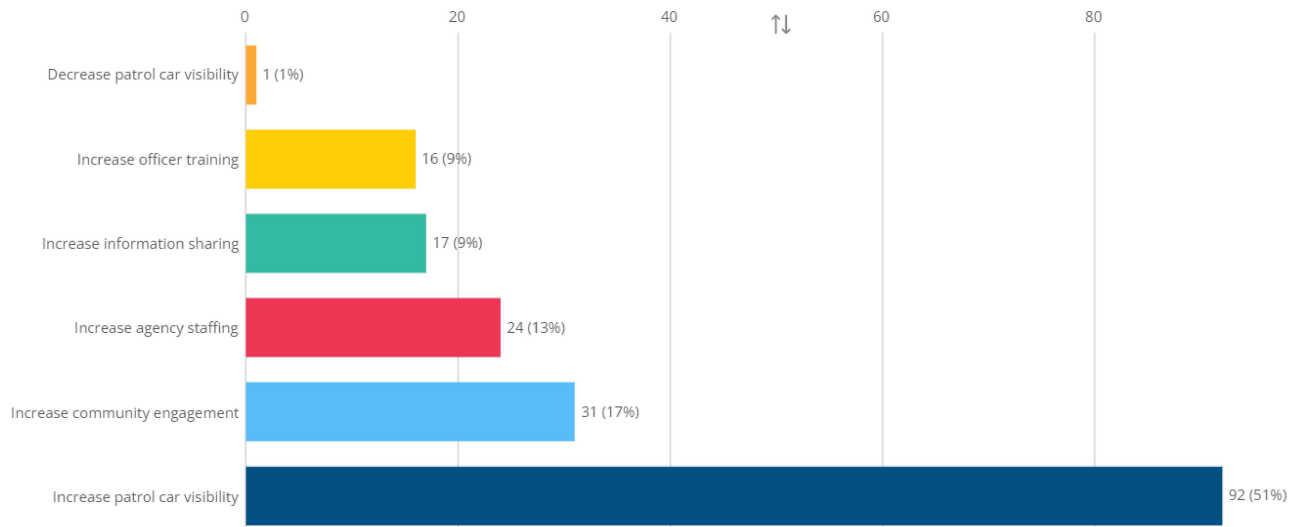


Theft remains the community's overwhelming concern, with 39% of respondents citing this concern.

**Table 7: Safety Improvement**

What would you most like Mountain View PD to do to improve safety in your community?

Axon Demo



Over half (51%) of respondents felt increasing patrol car visibility would increase safety in their community.

### Personnel Complaints

This twice-annual report includes a chart of the previous six months of personnel complaint data (Q1 and Q2 of 2023) and the most recent six months of complaint data (Q3 and Q4 of 2023).

The included categories are:

- *Origin*: This category denotes if the information leading to the investigation was generated within the MVPD or from an external source. Internal complaints may be generated by another employee or supervisor or when the MVPD becomes aware of a possible policy violation through any means other than external notification. External complaints are generated through other sources outside of the Department.
- *Sworn/Professional Staff*: This category denotes the employment type of the subject of the investigation. The “Sworn” option denotes any sworn peace officer positions, such as Officer or Sergeant. Professional staff denotes the nonsworn Officer positions within the MVPD, such as Public Safety Dispatchers, Police Records Specialists, and Community Service Officers.

- *Nature*: This category denotes the type of investigation. The options are:
  - Policy violations
  - Law violations
  - Vehicle operations
  - Rude/discourteous behavior
  - Bias/racial discrimination
  - Excessive force
  - Other
- *Formal Complaint Requested*: This category denotes whether the person reporting the incident indicated they wanted their concern to be handled formally or informally. It should be noted that a complaint of any serious nature or which may be part of a larger performance pattern will be handled formally regardless of a complainant's request.

The Mountain View Police Department Policy, Section 1020.3.1, defines formal and informal complaints as follows:

- *Informal*: A matter in which the complaining party is satisfied that appropriate action has been taken by a Department supervisor of rank greater than the accused employee. Informal complaints need not be documented on a personnel complaint form, and the responsible supervisor shall have the discretion to handle the complaint in any manner consistent with this Policy.
  - *Formal*: A matter in which the complaining party requests further investigation or a Department supervisor determines that further action is warranted. Such complaints may be investigated by a Department supervisor of rank greater than the accused employee or referred to the Professional Standards Unit, depending on the seriousness and complexity of the investigation.
- Level of Complaint: This denotes the significance of the potential punishments should the investigation determine that the complaint is sustained. The two options are "major" and "minor." In general, a sustained major investigation may result in punishment up to and including the removal of something of value to an employee, such as rank, a specialty assignment, or pay, or result in termination. In general, a sustained investigation of a minor violation may result in documentation and potential progressive discipline.
  - Disposition: This category denotes the current disposition of each specific investigation. Until a disposition is finalized, the disposition will be indicated as "pending." The Mountain

View Police Department Policy, Section 1020.6.4, defines the disposition of personnel complaints as:

- *Unfounded*: When the investigation discloses that the alleged act(s) did not occur or did not involve Department personnel. Complaints which are determined to be frivolous will fall within the classification of unfounded (Penal Code § 832.5(c)).
- *Exonerated*: When the investigation discloses that the alleged act occurred but that the act was justified, lawful, and/or proper.
- *Not Sustained*: When the investigation discloses there is insufficient evidence to sustain the complaint or fully exonerate the employee.
- *Sustained*: When the investigation discloses sufficient evidence to establish that the act occurred and constituted misconduct.
- *No Finding*: When the investigation was terminated because the complainant dropped the complaint or failed to cooperate with the investigation, or the employee resigned prior to completing the investigation and/or board process.

Of the seven total complaints the MVPD received in Q1 and Q2 of 2023, four resulted in Internal Affairs Investigations.

**Table 8: Previous Six-Month Complaint Data (2023 Q1 and Q2)**

Origin	Staff	Nature	Formal Complaint	Disposition	Level of Complaint	Total
Internal 4	Sworn 7	Policy 7	Yes 3	Pending 4	Major 2	7
External 3	PS 0	Law 0	No 4	Unfounded 2	Minor 5	
				Sustained 1		

Of the eight total complaints the MVPD received in Q3 and Q4 of 2023, three resulted in Internal Affairs Investigations.

**Table 9: Six-Month Complaint Data (2023 Q3 and Q4)**

Origin	Staff	Nature	Formal Complaint	Disposition	Level of Complaint	Total
Internal 2	Sworn 8	Policy 8	Yes 6	Pending 2	Major 1	8
External 6	PS 0	Law 0	No 0	Unfounded 6	Minor 7	
				Sustained 0		

SRO-Related Complaints

The Memorandum of Understanding (MOU) between the City of Mountain View and the Mountain View Los Altos Union High School District was signed and went into effect on September 15, 2022. The MOU between the City and the Mountain View Whisman School District was signed and went into effect on February 18, 2023.

Amongst numerous other programmatic expectations, both MOUs require that: “[t]he District and its administrators shall provide a mechanism for students to provide feedback, make complaints, or document details of their interactions with the SROs. All complaints related to SROs shall be routed to the MVPD Field Operations Division Captain.” Those complaints will be included in this twice-annual report, and the additional information provided by each district will be included in the SRO annual report.

At this time, no complaints or specific concerns have been relayed to the MVPD Field Operations Division Captain by the Mountain View High School Principal or Vice Principal; however, both the District and the MVPD continue to actively engage in open dialogue about how best to provide SRO services in line with the MOU.

The following mechanisms have been put in place by the Mountain View Los Altos Union High School District, along with the Mountain View Whisman School District, which allows students to provide feedback related to not only SROs but general school safety and wellness concerns:

1. **Student Advisory Committees:** These committees are comprised of a diverse group of students that regularly meet to discuss, amongst other issues, student and campus safety. The committee has direct communication with school administrators to report any issues or concerns that may arise regarding SROs.
2. The District has also set up an anonymous tip line, which allows students to report issues that may not be reported through other mechanisms. The tip line link is posted directly on the MVLA District website.

The Department is committed to building upon our SROs' strong relationships with the schools, address any concerns that may arise, and allow students to share their voices through the feedback mechanisms mentioned above.

The signed MOU with the Mountain View Los Altos Union High School District and the signed MOU with the Mountain View Whisman School District can be found on the Police Department section of the City webpage.

#### RIPA Contact Data

The PSAB Fiscal Year 2021-22 Work Plan included a project to develop follow-up actions related to the Ph.D. Research Fellow's traffic-stop analysis, specifically the MVPD's implementation of the Racial and Identity Profiling Act (RIPA) and exploring methods to make policing data more open and accessible to the public. On January 26, 2023, the PSAB accepted ad hoc committee and staff recommendations related to the collection and use of RIPA data.

The RIPA mandates that California law enforcement agencies collect the data below when a detention is made. For the purposes of RIPA, detention is when the MVPD stops a person and they are not free to leave or they are contacted by the MVPD and provided consent to be searched. The RIPA required fields are listed below:

- Date, time, and duration of the stop.
- Location of the stop.
- Perceived race or ethnicity of person stopped.
- Perceived gender of person stopped.
- Whether the person stopped is perceived to be LGBT.
- Perceived age of person stopped.
- Whether the person stopped has limited or no English fluency.

- Perceived or known disability of person stopped.
- Reason for the stop.
- Whether the stop was made in response to a call for service.
- Actions taken by the Officer during a stop.

In addition to collecting the above required data, the MVPD collects information regarding whether the Officer making the contact believed the subject was having mental health-related challenges and at what point during the contact the Officer believed they could perceive the subject’s race and gender.

The MVPD is working on timelines and processes to implement the PSAB’s recommendations for RIPA data use, including the creation of an interactive and “mobile-friendly” RIPA data dashboard. The RIPA data will continue to be made available in this twice-annual report in addition to the other transparency efforts and next steps highlighted in the January 26, 2023 staff report. The following 2023 Q3 and Q4 RIPA data is available in CSV format upon public request and is included in Attachment 1.

**2023 RIPA DATA for Q3 and Q4**

**Service Call**

Yes	No	Total
345	2,143	2,488

**Perceived Ethnicity**

Asian	Black/African American	Hispanic/ Latino(a)	Middle Eastern or South Asian	White	Pacific Islander	Mixed Race
356	118	1,092	264	588	48	22

**Perceived Gender**

Female	653
Male	1,835

**Perceived to be LGBT**

Yes	No
10	2,478



**Subject Had Limited-English Fluency**

Yes	No
171	2,317

**Disability Perceived**

Mental Health Condition	Intellectual or Developmental Disability	Speech Impairment or Limited Use of Language	None	Other
4	1	1	2,480	2

**Reason for Stop/Contact**

Consensual Encounter Resulting in Search	Reasonable Suspicion of Criminal Activity	Traffic Violation	Known Probation or Parole	Wanted Person	Determine Whether Student Violated School Policy	Truancy Investigation
56	358	2,024	8	23	2	24

*Additional Data Fields Completed by MVPD.*

**When Was the Subject’s Race First Perceived?**

At First Contact	Prior to the Stop
2,241	247

**When Was the Subject’s Gender First Perceived?**

At First Contact	Prior to the Stop
2,187	301

**Prior to Interaction, Did the Officer Believe the Subject Had Mental Health-Related Concerns?**

Yes	No	Not Sure
146	2,151	191

**Future Feedback Reporting:**

The MVPD is committed to actively seeking out and reviewing a comprehensive range of feedback data and performance metrics. This data will inform and guide growth and improvement areas while empowering continuous progress. The Department will continue prioritizing transparency and increasing public access to the MVPD.

As part of our ongoing efforts to improve transparency, the MVPD is currently developing several transparency dashboards that will be available on the new City of Mountain View webpage. These dashboards will provide a comprehensive overview of the MVPD's performance metrics and feedback data.

To ensure that our feedback data remains up-to-date and relevant, the MVPD will include summaries of the dashboards in our twice-annual feedback reports to the PSAB. We will also continue to explore emerging technologies regarding transparency and performance feedback and will work closely with existing vendors to identify potential areas for growth.

The MVPD is in the early stages of a process to ensure continued third-party data analysis, including applying RIPA data to existing research on bias and police contacts. The intent is to continue previous analysis conducted by the third-party researcher.

SN/MS/4/MGR  
625-02-22-24M

Attachment: 1. RIPA Data Q3 and Q4 2023