SAN LEANDRO POLICE DEPARTMENT
CHIEF’S ADVISORY BOARD MEETING NOTES
Tuesday, June 13 2023 • 5:30 p.m.

ATTENDANCE

- SLPD
  - Chief Abdul Pridgen
  - Captain Ali Khan
  - Administrative Specialist, Nitza Torres

- CAB Members
  - Chair Kent Myers
  - Kathleen Armstead-Gittens
  - Irene M. Toledo
  - Carol J. Collins
  - Cindi Adams
  - Douglas K. Walsh
  - Erica Marr
  - John Shaddle
  - Lisa Ruan
  - Meri Veavea
  - MaryLou Leyba Frank
  - Matt Crampton
  - Richard Adams
  - Stephen Michael Tow
  - Angela Nagrampa
  - Garry Offenberg

NEW BUSINESS

- Chair, Kent Myers Called the Meeting to Order
  - Advised Bord Members to Sign-In and Pick-Up Shirts/Hats
  - Explained Expectations For Monthly Meetings
    - Chief’s Advisory Board Meetings Are 1 Hour
    - Hold Comments Until the End
    - No Meeting in July
- Discussed Nominations For Chair/Vice-Chair
  - Since Only 4 Meetings Left In 2023 Chair, Kent Myers Led a Discussion About Deferring the Vote For Chair/Vice-Chair to Next Year
    - Typically Vote Takes Place in January
    - Majority of Board Members Expressed Wanting to Keep Chair, Kent Myers, Through the End of 2023
- Board Members Shared Their Feedback
  - Still Meeting Everyone
  - Would Like to Get to Know Each Other More Before Electing Chair/Vice-Chair
  - Recommend Everyone to Continue Enhancing Relationships With All Members
    - Motion Approved – Keep Kent Myers as Chair Through December 2023
- Chair, Kent Myers, Led Discussion Regarding Note Taking
  - Administrative Specialist, Nitza Torres is the Official Note Taker
  - Chair, Kent Myers, Encouraged All Members to Take Their Own Notes and the Notes Prepared By Nitza Will Be Shared With All Board Members and Uploaded to Our Website
    - Having 1 Dedicated Note Taker Helps to Alleviate Any Confusion and Maintains Consistency of the Board
    - The San Leandro Police Department Encourages Collaboration Amongst Members of the Chief’s Advisory Board and Members Are More Than Welcome to Email Each Other Individually As They Choose
- Chief Pridgen Thanked All Members of the Chief’s Advisory Board That Came to Support SLPD’s Pizza With the Cops
  - Great Event
- Chief Pridgen Advised of Special Work Session Last Night, June 12, 2023
  - SLPD Department Update to City Council
    - Focused on Staffing – Main Priority in Department
      - 100% Energy Dedicated to Staffing
      - Proactive Recruiting Efforts
      - Wearourblue.org SLPD Recruiting Website is Up and Running
      - Recruiting Videos to Showcase SLPD
      - Recently Increased the Pay for Police Officers & Public Safety Dispatchers
        - Highest in Alameda County
        - Goal is to Entice Candidates
      - January through May 31, 2023
        - Ad Impressions – 17 Million Views
          - Comparison to 55,000 Last Year
        - Recruitment Video Received 1.9 Million Views
          - Comparison to 30K Last Year
        - Wearourblue.org 93K Clicks to Our Recruiting Website
- Staff is Doing a Great Job With Recruiting Efforts
- Weekly Recruiting Efforts Meeting
  - Focus on Enhancing Our Recruitment Efforts For Police Officer, Police Recruit Trainees, and Lateral Police Officers
    - Finding Ways to Streamline Recruiting Efforts
    - Connect Personally to Assist Candidates Through Process
      - Recruiting Team Personally Reaches Out
- Received 1,500 Interest Cards
  - Recruiting Efforts Are Generating a lot of Interest
• Partner With HR to Screen Applicants and Boost Our Efficiency
• 2023 Applications Received
  o 234 Police Recruit Trainees
  o 40 Lateral/Academy Graduates
  o Lateral Police Officer is Defined as an Officer That Has Experience Working For Another Law Enforcement Agency
• Current Recruiting Focus is on Police Officers
  o No Longer Advertising Public Safety Dispatchers
    ▪ Hired 7 Dispatchers
  o 5 Police Recruit Trainees Will Be Starting Police Academy in July 2023
• We Still Have a lot of Work to Do in Recruiting Efforts
  o Headed in Right Direction
  o SLPD Just Finalized 2 Contracts With Fresh Eyes and Cole Pro Media
    ▪ Advertising/Marketing Experts Specializing in Law Enforcement
      ▪ Unique Perspective
      ▪ Cole Pro Media is Focusing on Leveraging Social Media to Get More Followers
      ▪ Partnership With Both Fresh Eyes and Cole Pro Media to Begin July 1, 2023
  ▪ Board Member, Stephen Michael Tow, Inquired About Our Advertising Budget
    o Chief Pridgen Advised up to $10k/Month Fresh Eyes
      ▪ Provisions in Contract Include Advertising on Hulu, Google Ads
    o Chief Pridgen Advised up to $2k/Month For Cole Pro Media
• Police Academy – New Academy Every Quarter (Alameda County Sheriff’s)
  ▪ Goal is to Send 6 Police Recruit Trainees Every Quarter
  ▪ Other Academies in Northern California if Necessary
  ▪ SLPD is Authorized For 90 Sworn Personnel (Chief Down to Rank of Police Officer)
    ▪ Current Staffing Levels - Down 28 Officers
  ▪ SLPD Will Be Presenting a Public Safety Plan to City Council
    ▪ San Leandro Police
    ▪ Emergency Management
    ▪ Alameda County Fire
  ▪ Chief’s Advisory Board Member, Douglas K. Walsh, Inquired About How Long it Takes to Train a Public Safety Dispatcher
    ▪ Chief Pridgen Advised 6-9 Months is Ideal However Training Can Often Extend to 1 Year
      ▪ Chief Reminded the Board SLPD is Hiring and There is No Age Limit For Police Officers/Public Safety Dispatchers
        ▪ Minimum Age For Police Officer is 20 ½
      ▪ Board Member Walsh Discussed the Importance of Having Trained Dispatchers As They Are the First Contact That Citizens Have With the Police Department
  ▪ Chief Pridgen Discussed Vacancies in the Department
    ▪ Police Lieutenant – Promotional Exam is June 15th
• 9 Candidates to be Interviewed
  o 17 People Applied – Both Internal/External
• Command Interviews to Follow
• Anticipate 3-6 Positions Within Year

  ▪ Support Service Manager – Recruiter is Currently Reviewing Applications
  ▪ Police Captain
  ▪ Management Analyst II – Internal Auditor
  ▪ Crime Analyst
    • Chief’s Advisory Board Member, Stephen Michael Tow Inquired About Timeframe For Crime Analyst
      o Chief Pridgen Advised Our College Intern Will Be Placed in a Provisional Role For Crime Analyst
    • Chief’s Advisory Board Member, Stephen Michael Tow, Also Inquired About the Shifts For SLPD Staff
      o Chief Pridgen Advised Our Officers Are Working 12 Hour Shifts
  ▪ Chief’s Advisory Board Member, John Shaddle, Inquired About Training For Police Recruits/Lateral Police Officers
    • Captain Khan Advised the Following
      o No Patrol Experience – 16 Months
      o Municipal Experience – Training is Pretty Quick
      o SLPD is Very Selective on Lateral Police Officers
        ▪ Important We Attract the Right Candidate
          • They Want to Join SLPD For the Right Reason

  ROUNDTABLE
  • Chief’s Advisory Board Member, Garry Offenberg, Expressed His Appreciation For Chief Pridgen and Everything He is Doing
    o Appreciate Recruiting Efforts to Boost Staffing
      ▪ Right Approach to Ensure SLPD Hires the Best People
    o Have a Lot of Trust in Chief Pridgen
    o Residence of Bay O’Vista – Chief Pridgen Attended BOVIA Meeting
      ▪ Concern About Property/Violent Crime in Neighborhood
        • Citizen Followed From ATM and Robbed At Gun Point
    o Shared Personal Experience Taking Dog For a Walk in Oyster Bay
      ▪ Pit Bull That Was Tied Up Got Loose From Harness
        • Pit Bull Ended Up Being Friendly But Unknown at First
      ▪ Called SLPD Non-Emergency – No Answer/Received Voicemail
        • Frustrating Not to Reach Someone in Dispatch
        • Potentially Serious – Loose Dog
    ▪ Chief Pridgen Expressed His Understanding
      • Explained Phone Tree Was Recently Updated
      • Captain Khan Will Look Into to Address/Rectify
      • Animal Control Works 24 Hours/Day
        o Dedicated Animal Control/Police Service Technician Always on Shift
• Chief’s Advisory Board Member, Sandy Mancini, Expressed Her Gratitude to the Chief and Staff
  o Lives in Estudillo Estates
  o Very Excited to Apply as a Member of the Chief’s Advisory Board and Receive Acceptance
    ▪ Hope/Goal Serving as a Board Member – Embrace Core Values
    • Teamwork – Experience in Juvenile System
      o Teamwork is All I know
    • Integrity – Important For Youth to Have Role Models
      o Goal to Strive to be Role Models
    • Professionalism – Proud of My Accomplishments
      o Where I’ve Been
      o Where I’m Going
  • Service – Represent My Nature
    o Who I Am
• Chief’s Advisory Board Member, Lisa Ruan, Advised She Joined the Chief’s Advisory Board to Be More Involved in the San Leandro Community
  o There Was a Time She Considered Moving Out of San Leandro But Decided to Stay
  o Believes in Collaboration Amongst Us, City Council, Mayor, etc
    ▪ Boost the Reputation of San Leandro
  o Lives in Bayfair Area
  o San Leandro is Often Depicted in the News Negatively
    ▪ Would Like to See More of Our Good Reputation
    ▪ Understand Why People Are Interested to Be Police Officers in San Leandro
    ▪ What I Can Do to Help?
• Chief’s Advisory Board Member, John Shaddle, Expressed Concerns About the Catalytic Converter Thefts That Are Rampant
  o Criminals Can Steal/Take Within Minutes
  o Lives in Assumption – Catalytic Converter Thefts Are a Big Concern in the Neighborhood
    ▪ Chief Pridgen Advised The City is Working on a Catalytic Converter Ordinance to Be Rolled Out Later This Year
      • Ordinance Will Require Proof of Ownership For Any Catalytic Converter in Their Possession
        o Etch Vin Numbers on Catalytic Converters
      • Raise Awareness in San Leandro
        o More Cameras to Deter Crime
        ▪ Studies Prove Cameras Deter Crime
        ▪ Partner With External Company to Identify Hot Spots For Camera Placement
        ▪ Hope Community Cameras Will Have an Impact on Catalytic Converter Thefts in All of San Leandro
• Chief’s Advisory Board Member, Douglas K. Walsh, Shared He Has Been a Resident of San Leandro for 65 Years
  o Inquired on the Need From City Council Regarding Community Camera Placement/Changing Locations
Chief Pridgen Advised Currently 29 Community Cameras Have Been Installed in the City
- 41 Locations Have Been Approved By City Council
- 10 Cameras Need to Be Relocated Due to Permitting Issues With CalTrans
  - Some Intersections Will Have Multiple Cameras
  - Flock is Working on Permitting Process to Expedite Camera Installation
  - Discussions Are Ongoing as to Where Cameras Should Be Placed in the City
  - Feedback From Community
    - Citizens Want Cameras
      - Chief Pridgen Advised Chief’s Advisory Board to Contact City Council if They Want Cameras in Their Neighborhood
      - Current Placement is Based on Hot Spots in the Community
        - Placement of Cameras is Driven By Data
        - Hot Spots Identified As Areas With High Levels of Crime
        - Hot Spots Include Bayfair, Farnsworth/Manor, and Safeway Plaza Shopping Center
      - Discussed Retention Policy For Cameras
        - Crafted Policy
          - Retention is 15 Days
            - Original Retention Was 30 Days – Amended to 15 Day Retention
          - Annual Audit and Periodic Audits Will Be Performed
- Mayor Juan Gonzalez State of the City Address
  - Highlighted Arrest Due to Automatic License Plate Recognition (ALPR) Camera
  - Cameras Make a Difference
    - Need to Raise Awareness in Community
      - Inquired On the Number of San Leandro Police Department Officers That Live in San Leandro
        - What Percentage of Officers Live in San Leandro?
          - Chief Pridgen Did Not Know Exact Number
    - Chief Pridgen Advised Matrix Survey Results Will Be Presented to Rules Committee on July 26th and September 5th to City Council
    - Chief’s Advisory Board Member, Rich Adams, Advised He Has Lived in San Leandro For 26 Years
      - Shared an Experience Where He Was the Victim of a Violent Assault in 2020
        - Would Like to Support the Community to Make San Leandro a Better Place to Live
Chief’s Advisory Board Member, Matt Crampton, Provided Information on the Neighborhood He Lives In and His Concerns
- Purchased His Home 6 Years Ago
- Has a Child That Will Be Starting School Soon
  - Wants a Safe Community For His Child to Grow Up In
- Discussed Community Meeting With Matrix Consulting
  - Community Voiced Their Concerns
    - Understand Challenges/Crime
    - SLPD Has Limited Resources/Doing What They Can
    - Community Members Want to Know What they Can Do to Contribute to Making San Leandro Safer
    - Neighborhood Watch
      - Important to Educate the Public
    - Farmer’s Market – SLPD Presence
      - Create Awareness
      - Neighborhood Watch Signs Available

Chief’s Advisory Board Member, Cindi Adams, Advised That She Joined the Chief’s Advisory Board to Get More Involved in the Community and Neighboring Communities
- Would Like to Learn More About the Department
- Understand Who to Call When Issues Arise
  - Specifically Who to Contact For Parking Concerns
    - Parking Enforcement Continues to Be a Significant Challenge in the City
      - The City Manager’s Office is Addressing Parking Enforcement to Address Parking Issues in Designated Areas in San Leandro
    - Would Like to Understand Who Handles Parking Enforcement
- Would Like to Be Better Educated and Understand Resources Available
- Chief Pridgen Reminded Board Members to Contact Our Non-Emergency Line to Report Any Non-Emergency Concern (510) 577-2740

Chief’s Advisory Board Member, MaryLou Leyba Frank, Inquired About How SLPD and BART PD Work Together Specifically on Who to Call
- Chief Pridgen Clarified That if Something Occurs on BART Property That BART PD Will Address Concerns on Their Train, Platform, and Parking Lot
  - If Something Occurs on the Sidewalk/Street in Close Proximity to BART Then to Contact SLPD
- CAB Member Douglas K. Walsh, Added That BART is Deploying BART Officers on Trains to Help Deter Crime and Help Riders Feel Safe
- MaryLou Inquired About the Minimum Age to Be a Police Officer
  - Chief Pridgen Advised 20 ½ to Start Police Academy

Chief’s Advisory Board Members Inquired About City Council Meetings
- When and Where They Are Held
  - Chief Pridgen Advised City Council Meetings Are Typically Held the First/Third Monday of the Month
  - City Council Meetings Are Held Via Zoom and/or in Person in the City Council Chambers

Chief’s Advisory Board Member, Carol Collins, Wanted to Thank Chief Pridgen For Everything He Does
o Understands Challenges in Recruiting
o Inquired About SLPD’s Efforts to Attract Diversity
  ▪ Chief Pridgen Advised Hiring a Diverse Staff is Desirable But Hard to Do
  ▪ Chief Pridgen Explained the Importance of Mirroring SLPD to the Demographics in Our City
  ▪ Chief Pridgen Provided an Overview of Our Recruiting Efforts to Attract Women/Diversity
    • Advertising at Women’s Colleges
    • Handshake Application – Access to All Colleges to Advertise Our Recruiting Efforts
• Chief’s Advisory Board Member, Angela Nagrampa, Thanked the Chief and Board Members
  o Provided an Overview of Her Work Experience/Background
    ▪ Worked in the Mental Health and Substance Abuse Program
  o Angela is Very Interested to Expand Her Involvement in the Community
    ▪ Collaborate More
    ▪ Like to Help With Educational Efforts/Outreach
• Chief’s Advisory Board Member, Kathleen Armstead-Gittens, Emphasized the Importance For Diversity
  o Brought Up An Idea For SLPD to Partner/Reach Out to the Military to Enhance Our Recruiting Efforts
    ▪ Chief Pridgen Advised Sgt. Walton Has Been Partnering With the Military to Provide Information on Recruitment/Hiring at SLPD
• Chief’s Advisory Board Member, Stephen Michael Tow, Inquired About How SLPD is Collaborating With CATT Team? Wanted to Know How It is Going/Understands Understaffed?
  o Chief Pridgen Provided an Overview of the Crisis Response Team
    ▪ Includes Alameda County Fire Department and Nurse Practitioners
    ▪ Goal is to Respond to Calls/Incidents Without Violence
      • Mental Health
      • Substance Abuse
      • Homeless Issues
    ▪ Currently Evaluating Companies
      • Proposals Are Being Submitted
    ▪ 18 Month Pilot Program Specific to San Leandro
• Chief Pridgen Emphasized the Priorities For SLPD
  o Staffing
  o Training
  o Wellness Program
• Chief Pridgen Shared a Goal in the Future to Start a Community Group to Provide Assistance With Community Members Struggling With Mental Health Crisis
  o More Information to Follow in the Future
• Chief’s Advisory Board Member, Lisa Ruan, Shared Her Concerns About Crime/Increase in Crime
  o Feels Criminals/Individuals That Commit Crimes Don’t Sleep and Crime is Their Full Time Job
    ▪ Emphasized the Importance For SLPD to Connect With Our Youth
• Shared Dublin School District Having School Resource Officers/Police Officers in School
  • Feels It is Important to Have Police Presence in Our Schools

• Chief’s Advisory Board Member, Garry Offenberg, Discussed the Importance of Neighborhood Watch Programs
  o Opportunity to Be a Part of Your Community
    ▪ Create Email Threads to Connect With Neighbors/Share Concerns
  o Opportunity to Meet Your Neighbors
    ▪ Share Hobbies and Discuss Safety Concerns

• Chair, Kent Myers, Reminded Chief’s Advisory Board Members About Upcoming Events
  o No Meeting in July
  o CAB Members Expectations to Participate at Community Events:
    ▪ National Night Out 8/1/2023
      • Various Locations in San Leandro
    ▪ United 4 Safety 8/19/2023
  o Next CAB Meeting Tuesday, August 8, 2023
    ▪ Wear CAB Polo Shirt and Name Badge

• Meeting Adjourned 6:30 p.m.