


CITY OF BERKELEY

REIMAGINING PUBLIC SAFETY TASK FORCE

City-wide Resident Survey

AGENDA

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- City-wide Resident Survey: Purpose, timeline and sample goal
 - Mini teach: Best practices in survey design
 - Survey Dissemination plan
 - City-wide Resident Survey Tool
 - Taskforce Feedback and Questions

GOALS OF COMMUNITY ENGAGEMENT

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1. To evoke **empathy**
2. To create **forums for residents to influence government** decisions
3. To equip decision-makers with a **more fact-based understanding**
4. To support decision-makers in **aligning investments and initiatives**
5. To inform program participants and communities of **City of Berkeley priorities, constraints, mandates, and decision-making**

CITY-WIDE RESIDENT SURVEY

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Purpose & Goals:

- Gather resident opinions/support for alternative responses and adopted city mandates
- Gather resident feedback on priorities for re-imagining public safety
- Assess resident satisfaction with and perception of the Berkeley Police Department
- Hear from residents across Berkeley

Survey Goal

500

~50 per zip code

COLLABORATIVE DESIGN

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Survey Designed with input from:

- Berkeley City Manager Office
- Department of Transportation
- Berkeley Police Department
- Other City agencies
- Research Development Associates (RDA)
- Plain Language Specialist
- Survey Design Expert

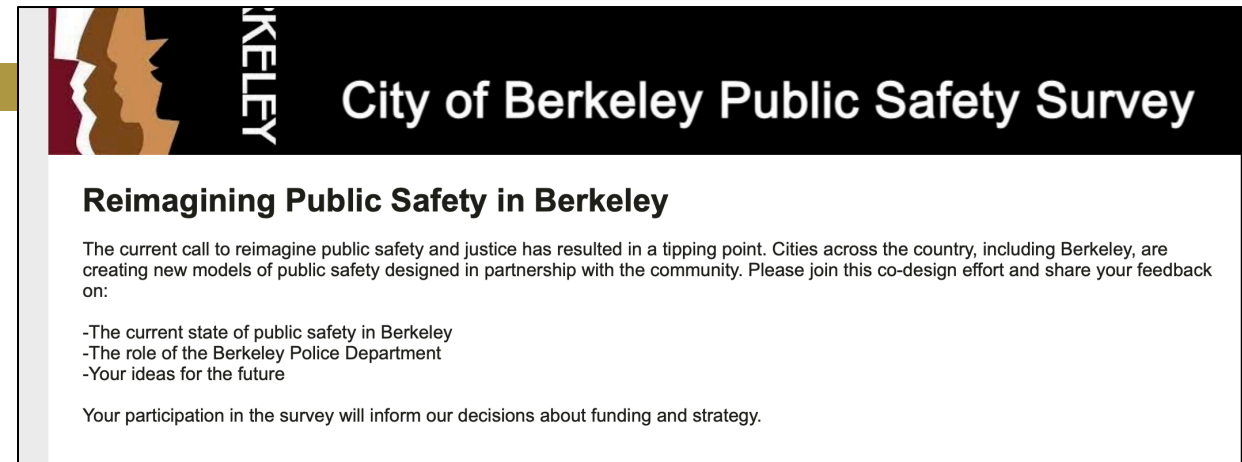
BRG and RDA coordination:

- Integrate questions into each other's research protocols and outreach efforts
- Leverage each other's networks and outreach strategies
- Streamlining priority population outreach

SURVEY DESIGN BEST PRACTICES

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- Always include an introduction
- Keep it short (15-20 questions)
- Important questions should be at the beginning of your survey
- Questions inform decision-making
- Limit use of open-ended questions
- Demographic questions should be last and optional



SURVEY QUESTIONS BEST PRACTICES

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- ❑ One question per question
- ❑ Closed-choice question
- ❑ Avoid leading questions
- ❑ Do not ask for identifying information
- ❑ Use plain, community-centered language

1. How safe do you think Berkeley is?

- Very safe
- Safe
- Neutral
- Unsafe
- Very unsafe

4. Have you had contact with the Berkeley Police Department in the past 12 months?

- Yes
- No

SURVEY DISSEMINATION CHANNELS

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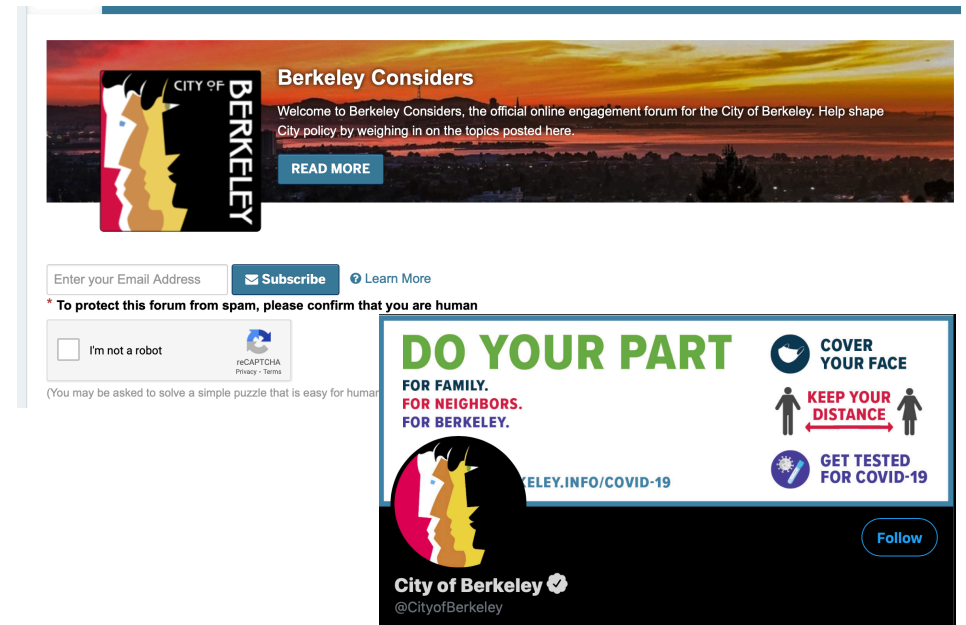
□ Key partners to disseminate survey:

- Specialized Care Unit (SCU) Steering Committee
- Reimagining Public Safety Taskforce
- Community-based Providers

□ City Webpages

- Re-imagining Public Safety
- Berkeley Considers

□ City of Berkeley's Social Media



TASKFORCE SUPPORT WITH SURVEY DISSEMINATION

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Online Dissemination

- Use your networks' existing channels
- Include in the email or post:
 - Short introductory language that includes purpose of survey
 - Deadline to complete survey
 - Survey link
- Send a reminder

In person survey collection (Optional)

- Determine who you want to survey
- Go to where they hang out, live, work, play, etc
- Introduce yourself and the survey
- Ask if they have 7 mins to take the survey
- Orally administer the survey
- Thank them

City-Wide Resident Survey

<https://survey.alchemer.com/s3/6243086/City-of-Berkeley-Public-Safety-Survey>

THANK YOU