



2019 PUBLIC AWARENESS ASSESSMENT RESULTS

WHO WE HEARD FROM

In early 2019, OPA distributed a short survey to people who live or work in Seattle and interviewed a handful of community organizations. We wanted to better understand community perceptions and awareness of OPA and learn the best ways to engage and communicate going forward.

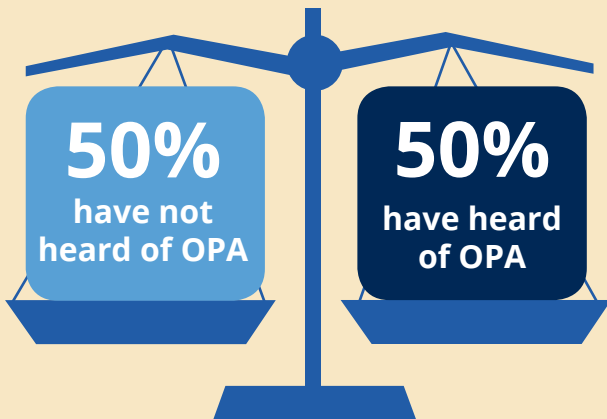


195 Responses

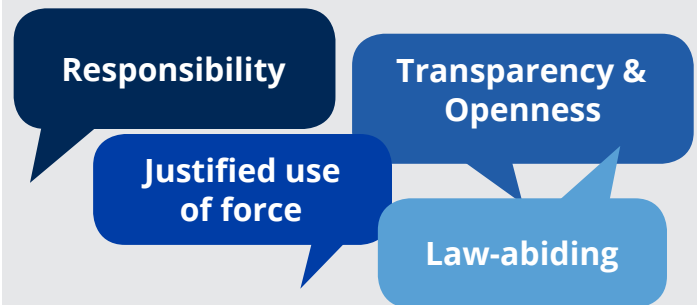
- 59% female, 40% male, 1% other
- 57% White, 22% Black, 13% Asian, 4% Hispanic/Latino, 8% other
- 86% live in Seattle, 14% live outside Seattle
- 15% 17 or younger, 73% 18-59, 15% 60+

WHAT WE HEARD

AWARENESS OF OPA



POLICE ACCOUNTABILITY MEANS...

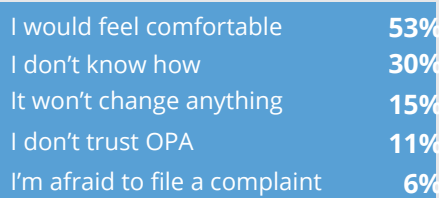


PERCEPTIONS AND CHALLENGES

How would you describe your overall opinion of OPA?



Would you feel comfortable making a complaint?*



*Respondents could choose more than one answer choice.

IDEAS TO IMPROVE

Suggestions from interviews:



More frequent engagement with the community using a tailored approach to address specific community challenges and perceptions.



More clear communication from OPA on high-profile cases covered in the media.

WHAT WE WILL DO

OUTREACH AND ENGAGEMENT PLAN: 2019-2020

OPA developed an outreach and engagement plan based on the public awareness assessment results and its strategic priorities. This plan is meant to be flexible and adaptable.

GOAL: Build community confidence in OPA

STRATEGY 1:

Raise awareness and understanding of OPA through education and outreach, focusing on communities most affected by policing.

Tactics

1. Develop and utilize key messages repeatedly in conversations with the community.
2. Communicate updates on OPA initiatives to accountability system partners.
3. Conduct an "Introduction to OPA" session with around 15 community-based organizations.
4. Explore the idea of creating videos or updates to share via social media and other communication channels.

STRATEGY 2:

Build community relationships by listening, receiving feedback, and offering support.

Tactics

1. Identify key community partnerships and maintain consistent contact.
2. Attend community events regularly to be visible in the community, listen, observe, and gather feedback.

STRATEGY 3:

Improve communication with complainants throughout complaint processing.

Tactics

1. Evaluate OPA complaint processing from the complainant's perspective. Propose changes based on the results of the evaluation.
2. Select 20 complainants to pilot additional methods of communication during complaint processing.

STRATEGY 4:

Provide support in developing and implementing an external communications strategy.

Tactics

1. Identify a few media contacts with whom to build relationships.
2. Create communication procedures to use in high-profile or serious incidents.