



County of Santa Cruz

Sheriff-Coroner

5200 Soquel Avenue, Santa Cruz, CA 95062
(831) 454-7600

Jim Hart
Sheriff-Coroner

Communications Plan

Public Outreach

Website

Our website is an important tool for engagement and transparency. Users can report an abandoned vehicle, check on an arrest warrant, obtain forms, see if an inmate is in jail, request a home vacation check and schedule workplace violence preventing training. We provide important information to the public including media releases, arrest logs, our complete policy manual, stop data, use of force data, jail inspection reports, our annual report and ways to contact us.

Facebook

Nearly 28,000 people follow us on Facebook, allowing us to provide information to the public at any time, acknowledge community members for their participation in keeping our community safe and promoting positive projects and events.

Next-door

We regularly use NextDoor to message over 37,000 residents in 151 neighborhoods including crime alerts and trends and crime prevention information.

Twitter

We use Twitter to notify our 2,475 followers of road closures, natural disaster and other sudden and unexpected events that impact our communities.

Media Releases and Press Conferences

We frequently issue media releases to provide information to the public through the media. We schedule press conferences to inform the public about major events that impacts the county.

Sheriff's Advisory Team

Sheriff Jim Hart meets monthly with the Sheriff's Advisory Team, a group of volunteers who live and work in Santa Cruz County, to obtain feedback concerning public safety related issues.

Public Meetings

We schedule public meetings to inform and receive public feedback, particularly when it concerns controversial issues such as the use of surveillance technology.

Annual Report

The Sheriff's Office publishes a comprehensive annual report that is available at our website.

School Safety, School Lockdown and Workplace Crime Prevention Presentations

We have ongoing formal presentations and collaborative efforts to reduce the likelihood of violence and prepare for emergencies in schools, businesses and places of worship.

Community Events

The Sheriff's Office participates in community events including National Night Out, the County Fair, Wharf to Wharf Race, the World's Shortest Parade and many others.

Law Enforcement Ride Along

Community members can ride along with a deputy to better understand the challenges facing local law enforcement.

Jail Tours

Community members can tour the jail facilities to see how inmates are treated and better understand our efforts to prepare inmates to productively return to the community.

Youth Academy

The School Resource Officer Team hosts an annual 6-week Youth Academy for students attending Aptos, San Lorenzo Valley and Soquel High Schools to increase trust between law enforcement and young people.

Internal Communications

Sheriff's Weekly Video Message

Sheriff Hart posts a weekly video message to all staff to keep everyone informed about new projects, important developments and praise good work.

Quarterly Supervisors and Managers Meeting

Sheriff Hart and the executive management team meet regularly with supervisors and managers from the Operations, Corrections and Administration Bureaus to improve operations and encourage teamwork.

Quarterly Labor Association Meeting

Sheriff Hart and the executive management team meet regularly with board members from the Deputy Sheriff's Association and the Correctional Officer Association to receive input and provide the associations a forum to discuss areas of mutual concern.

Employee-Sheriff Open Door Meetings

Sheriff Hart regularly schedules one-on-one meetings with employees from all Bureaus to get a personal perspective on the work they do and the challenges they face.

Sheriff's Office Newsletter

The Sheriff's Office publishes a monthly newsletter that is distributed to all staff and retirees to convey information, praise good work and foster a sense of community.