

**From:** [Zavala, Aaron](#)  
**To:** [Eric Leland](#)  
**Cc:** [-- City Council](#); [-- City Clerk](#); [Flynn, Peggy](#)  
**Subject:** Response - Public Comment Item #11  
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**Importance:** High

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Good Afternoon Eric,

Thank you for your for your thoughtful questions! Please see the responses from our team in italics.

### **(1) Preserve Public Safety Advisory Group (PSAG) for non-law enforcement membership.**

In San Leandro last year (a program used as a work reference by IntegrAssure), the public had to turn out to course correct the direction of their civilian led review board, as the city was intending to allow police officers to sit on the board. I see no mention in the proposal or related attachments of IntegrAssure's or the City's position on this issue. The AHCAC was clear on this point, and it would be a shame to have to repeat this conversation. **Could the Council state at this meeting that the intention for the Petaluma's "Public Safety Advisory Group" (PSAG) is for this body to exclude law enforcement membership?**

*Thank you for your question regarding the Public Safety Advisory Group (PSAG) membership composition for the City of Petaluma. We understand the importance of having a community-driven group, and we appreciate your understanding of this.*

*The City of Petaluma is committed to ensuring that the PSAG is comprised of community members to provide a civilian perspective on public safety and policing matters. The primary goal of the PSAG is to foster open communication between the community and the Petaluma Police Department.*

*While the specific composition of the PSAG is still being determined, we can confirm that the intention is for this body to be aligned with the recommendations made by the Ad Hoc Community Advisory Committee (AHCAC) to help ensure that the PSAG remains a platform for meaningful dialogue and engagement between the community and the City of Petaluma.*

*We appreciate your vigilance in holding the City accountable to the recommendations made by the AHCAC, and we will keep the community informed as the process moves forward.*

### **(2) Ensure human translations for vital information.**

Exhibit A Page 7 in the "Community Outreach" section of the IntegrAssure proposal states: *We will also provide an email address, phone number and **a multilingual website** devoted to the City of Petaluma during our engagement as IPA. We will receive and respond to complaints and issues from community members and will commit to a service level agreement for such responses. **An example of these efforts can be found at [auroramonitor.org](http://auroramonitor.org) and [sanleandro-ipa.com](http://sanleandro-ipa.com).***

**The San Leandro reference IPA website does not have any translation.** Additionally, the Colorado reference site has machine translation only. At a minimum, the complaint process and critical public reporting should be human translated as these should be considered vital information and the city should provide meaningful access to served LEP (Limited English Proficiency) populations. Here is a straightforward federal resource providing clear guidance to law enforcement agencies around serving LEP communities:

[https://www.dhs.gov/sites/default/files/publications/lep-resource-guide-law-enforcement\\_0.pdf](https://www.dhs.gov/sites/default/files/publications/lep-resource-guide-law-enforcement_0.pdf)

*Thank you for bringing up the importance of providing accessible information and services to Limited English Proficiency (LEP) communities. We recognize that clear communication is essential in fostering trust and understanding between the community and the City of Petaluma.*

*To ensure that vital information is accessible to all, the City is committed to providing human translations for crucial documents, such as the complaint process and critical public reporting. This approach aligns with federal guidance on serving LEP populations, and we appreciate your reference to the Department of Homeland Security's resource guide for law enforcement agencies.*

*Regarding the Independent Police Auditor (IPA) website, we will work with IntegrAssure to explore options for providing human translations for essential content. We will also ensure that the IntegrAssure team has access to the Police Department's live translation service, which is available by phone when someone is filing a report or complaint. This service will enable effective communication with LEP individuals who have concerns or feedback to share with the IPA team.*

*In summary, we are committed to offering meaningful access to information and services for LEP communities in Petaluma. We appreciate your vigilance in addressing this matter and will keep the community informed as we continue to develop and enhance these resources.*

### **(3) Please share the expected travel frequency & cost to be billed to the site**

The IntegrAssure proposal states in Exhibit C, page 1: "Mr. Thomas will be providing services from **his base in Southern California** and Ms. Lewis will be providing services from **her base in Nevada** (both short travel times from Petaluma). If successful, it is the intention of IntegrAssure to establish a Bay Area presence." These travel distances are not insignificant - they should be ballparked/estimated so the public has a sense of the total cost. **Also, what does "if successful" mean?** If IntegrAssure is successful in getting this contract, will they establish a bay area location and be more present / reduce travel expenses, and if so, when will this be established?

*Thank you for your inquiry about travel frequency and cost for IntegrAssure's services. Since the proposal, Mr. Kenton Rainey, based in the Concord/East Bay area, has joined the team, significantly reducing travel expenses. "If successful" refers to IntegrAssure's intention to expand in the Bay Area if they effectively serve Petaluma and secure additional contracts. This would further decrease travel costs and enhance community engagement. We are committed to ensuring cost-effective, responsive services for our community.*

#### **(4) Please share the estimated cost of the website to be billed to the city.**

The website is to be built within the first 30 days of the contract signing. Exhibit C, Page 3 "Total Estimate of Level of Effort" - states "*IntegrAssure is offering to perform the tasks described within the RFP for a not to exceed amount of \$170,000 exclusive of travel and associated costs with establishing an IPA website which would be billed at cost to the City.*" It is great that the site will go up quickly, and I assume this also means the team understands the general scope and can ballpark a cost for this effort.

*Thank you for your question regarding the estimated cost of the IPA website for the City of Petaluma.*

*The City of Petaluma has in-house web expertise, which will be utilized in collaboration with IntegrAssure to set up the website. This collaboration will help ensure a cost-effective approach, while also maintaining the high standards expected by our community. While we cannot provide a specific cost estimate at this moment, our communications staff will be meeting with IntegrAssure to discuss the scope of the project and ensure the most efficient use of resources.*

*As the project progresses, we will be transparent about any associated costs and the allocation of resources, always keeping the best interests of our community at the forefront of our decision-making process.*

Thank you for your time and consideration.

Best Regards,  
Aaron

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