



**Watsonville**  
CALIFORNIA

## **CITY COUNCIL AGENDA REPORT**

**MEETING DATE:** Tuesday, June 24, 2025  
**TO:** CITY COUNCIL  
**WRITTEN BY:** ASSISTANT POLICE CHIEF RODRIGUEZ, POLICE CAPTAIN MCKINLEY  
**RECOMMENDED BY:** POLICE CHIEF ZAMORA  
**APPROVED BY:** TAMARA VIDES, CITY MANAGER  
**SUBJECT:** WATSONVILLE POLICE DEPARTMENT STUDY BY MATRIX CONSULTING GROUP

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### **RECOMMENDATION:**

It is recommended that, by motion, the City Council accept the Watsonville Police Department Study Report prepared by Matrix Consulting Group and provide direction to staff regarding any changes or policies that may be necessary to implement the recommendations in the Report.

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### **BACKGROUND:**

An assessment of the operational needs of the Watsonville Police Department has not been conducted in over 20 years. As part of the Public Safety Sales Tax Measure (Measure Y) requirements and at the recommendation of the 2021 City of Watsonville's AD Hoc Committee on Policing and Social Equity's Final Report, the City of Watsonville commissioned a professional consultant to assess the police department to ensure management of operations are efficient and services are meeting community needs.

### **DISCUSSION:**

On February 14<sup>th</sup>, 2024, the City of Watsonville commissioned the Matrix Consulting Group, which has extensive experience in conducting similar assessments for over 400 police departments nationwide, to complete a comprehensive analysis of police operations to determine appropriate and optimum staffing levels while ensuring efficient management of operations.

Matrix Consulting Group began its assessment on March 1st, 2024. During this time, it has interviewed various stakeholders, including City Staff and Watsonville Police Department (WPD) staff, conducted

employee surveys, and gathered data from City GIS, City Community Development, and Santa Cruz Regional 911 as part of its research.

Matrix Consulting Group has now completed its assessment the Watsonville Police Department. The assessment is to be used to update the Watsonville Police Department's short and long-term operational needs. Matrix Consulting Group's overall evaluation of the Watsonville Police Department includes assessing current enforcement operations, response capabilities, staffing, and other resources necessary for delivering services to the City of Watsonville. They are now ready to share their findings and recommendations with the Council.

Staff recommends that the Council receive and accept the Watsonville Police Department Study Report. Additionally, on pages 3-6 of the Report, Matrix Consulting Group lists a summary of recommendations. Staff is seeking direction from the Council on any changes or policies that may be necessary to address the recommendations in the Report in order to best serve the Watsonville Community.

### **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:**

This action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with CEQA Guidelines Section 15378(b)(5), in that adopting a Resolution approving a Strategic Plan does not meet CEQA's definition of a "project," because the action does not have the potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment and if a "project," is exempt under the "common sense" exception (14 Cal. Code Regs. § 15061(b)(3)) because it can be seen with certainty that there is no possibility that this action may have a significant effect on the environment.

### **STRATEGIC PLAN:**

This report relates to Strategic Plan goals:

5-Community Engagement & Well-Being

6-Public Safety

7-Efficient and High Performing Government

### **FINANCIAL IMPACT:**

There are no current financial impacts. Any future impacts will be based on the City Council's direction and implementation of operational changes.

### **ALTERNATIVE ACTION:**

No reasonable alternatives are known at this time.

### **ATTACHMENTS AND/OR REFERENCES (IF ANY):**

- 1) Watsonville Police Department Study Report
- 2) Watsonville Police Department Power Point Presentation By Matrix