



Axon My90 Community Engagement Tool

Santa Fe Police Department



Axon My90

- Community engagement, feedback and customer service tool
- The solution has three key offerings:
 - Automated messaging
 - Post-Contact / Community Feedback
 - Employee Feedback



Automated Messaging

- Allows an agency to provide high levels of customer service for those calling for assistance.
- Agencies can customize message templates to manage expectations, provide pre-arrival information and updates, and collect feedback.

Post-Contact/Community Feedback

- Agencies connect to their preferred data source. Most frequently this is their computer aided dispatch (CAD) system, but any system can be utilized. Other options also include RMS and E-Citation amongst others.
- My90 connects to our agency's CAD system to gather the community contact information.

Post-Contact/Community Feedback

- My90 takes the phone number of the community member and sends our agency branded communication to them.
- A web-based survey is provided that supports multiple-languages and device types so everyone has an opportunity to share information about their interaction.
- Once feedback is collected, it is aggregated and visualized for our agency.

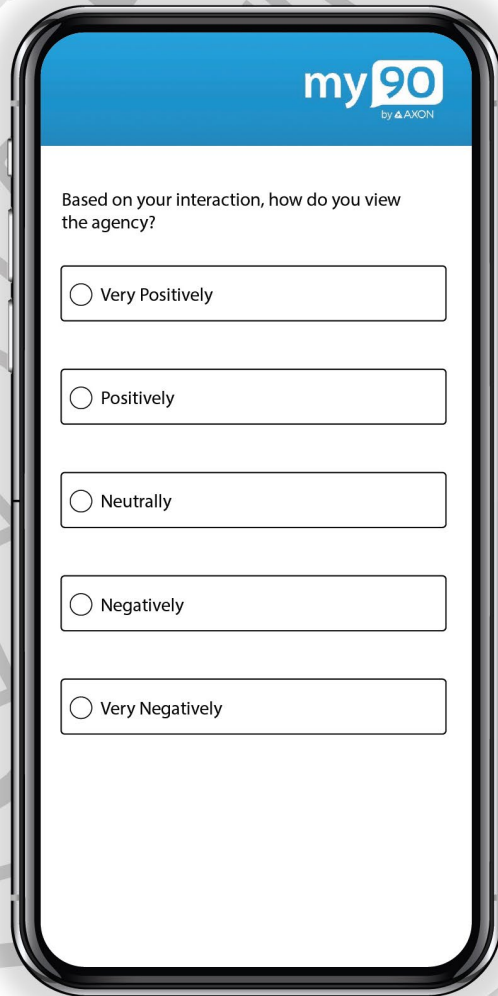


Employee Feedback

- We realize that an organizations staff are the most important resource we have, with my90's employee resources, organizational leadership can gain valuable, on-going insight into the health and pulse of the organization.
- Surveys are handcrafted for our organization's needs and initiatives, feedback is collected confidentially from our staff so we can ensure the feedback we are getting is candid, and everything is displayed in our interactive dashboards.
- Surveys can be sent to all staff including sworn, non-sworn, and administrative.
- Delivery methods can include SMS, email, or both.

Why is SFPD doing this?

- The My90 tool enables SFPD to collect feedback from our community without any extra steps to our workflow.
- SFPD has partnered with Axon to gain insights from our community, highlight exceptional work, and drive outcomes and improvements through actionable feedback.



Who receives the surveys?

- Surveys are automatically sent via text to people who make specific types of service calls.
- Surveys are not sent after arrests, medical emergencies, or violent crimes.



My90 Text Message

Thank you for calling the Santa Fe Police Department. Please share your confidential feedback.

Gracias por llamar al Departamento de Policía de Santa Fe. Cuéntanos tu experiencia.

<https://surveys.my90.axon.com/s3/Santa-Fe-PD>

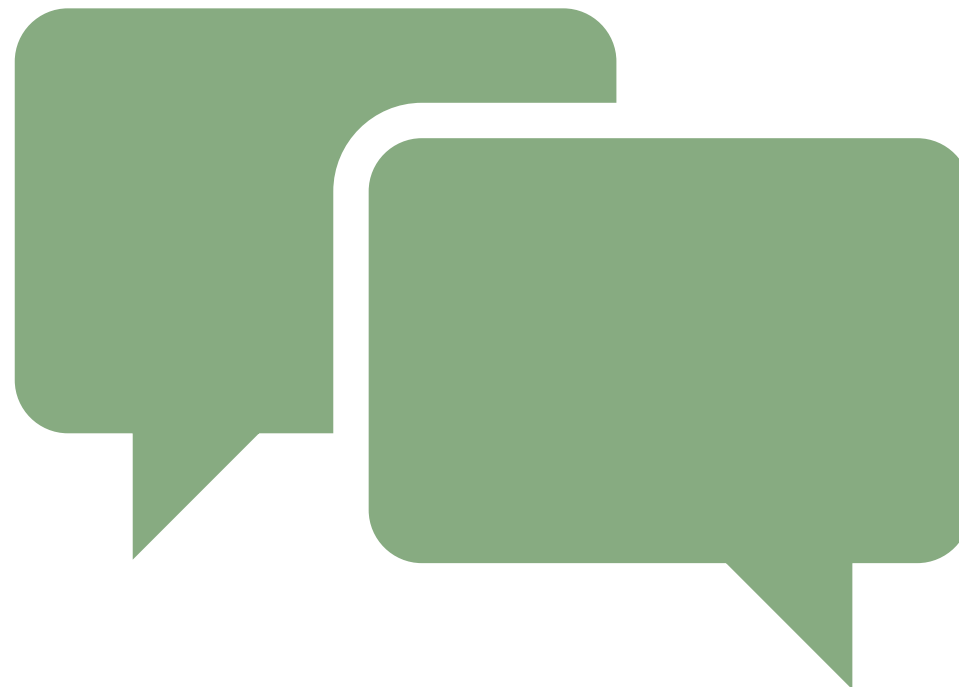
Reply STOP to opt out of messages.

⊕ Text message



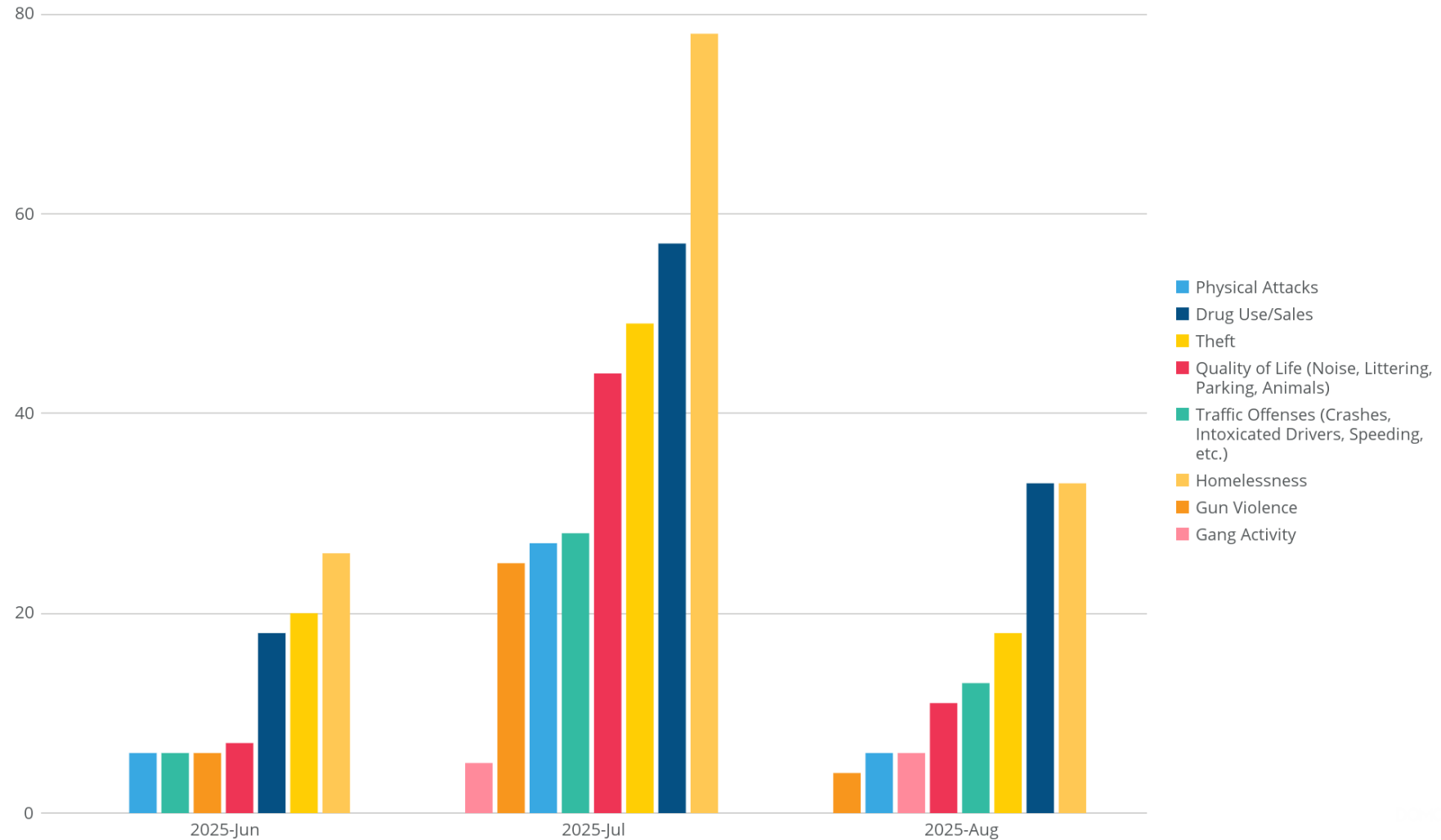


Survey Feedback from Our Community



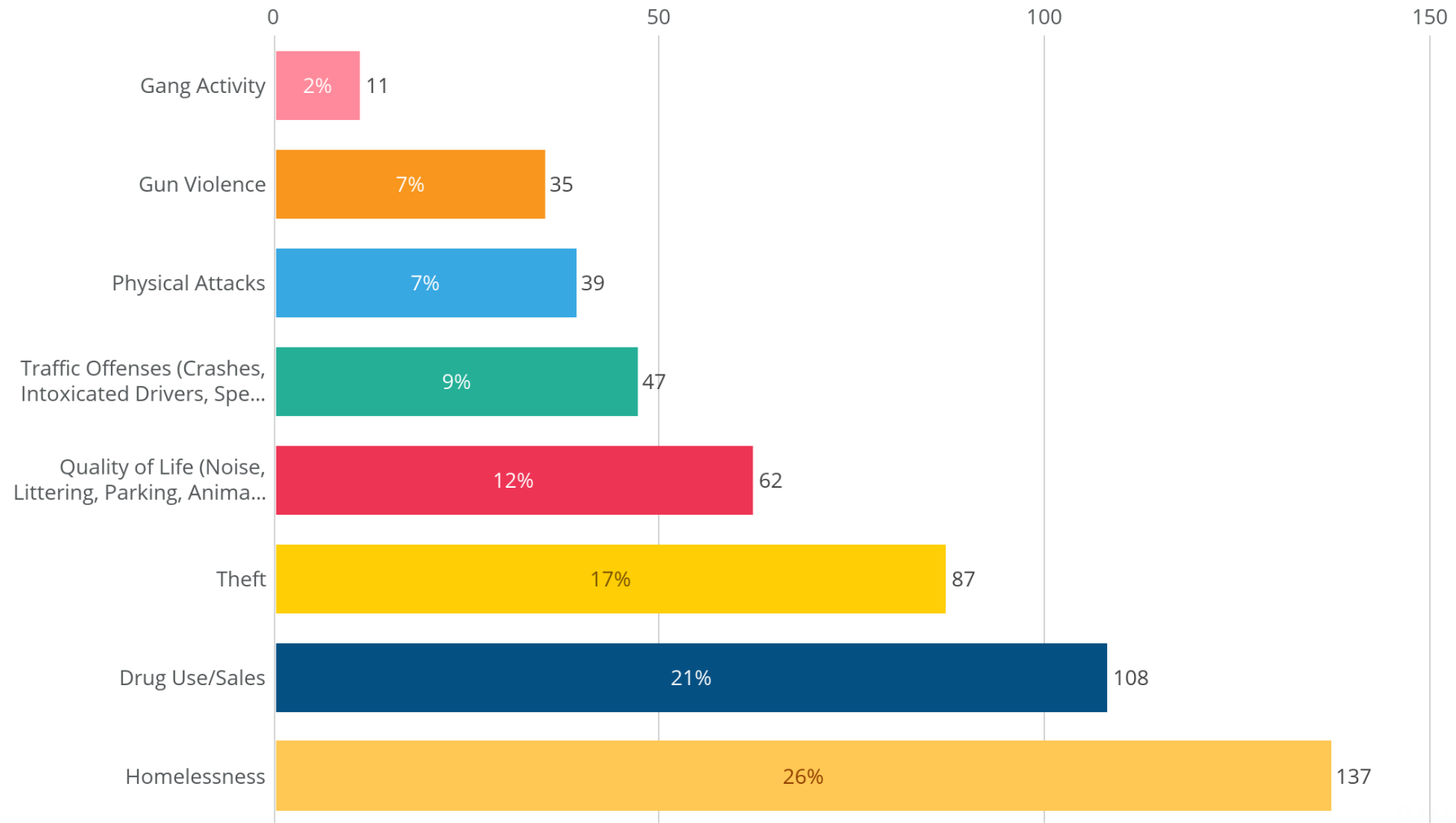
Community Concerns

Jun 20, 2025 - Aug 10, 2025, by Month



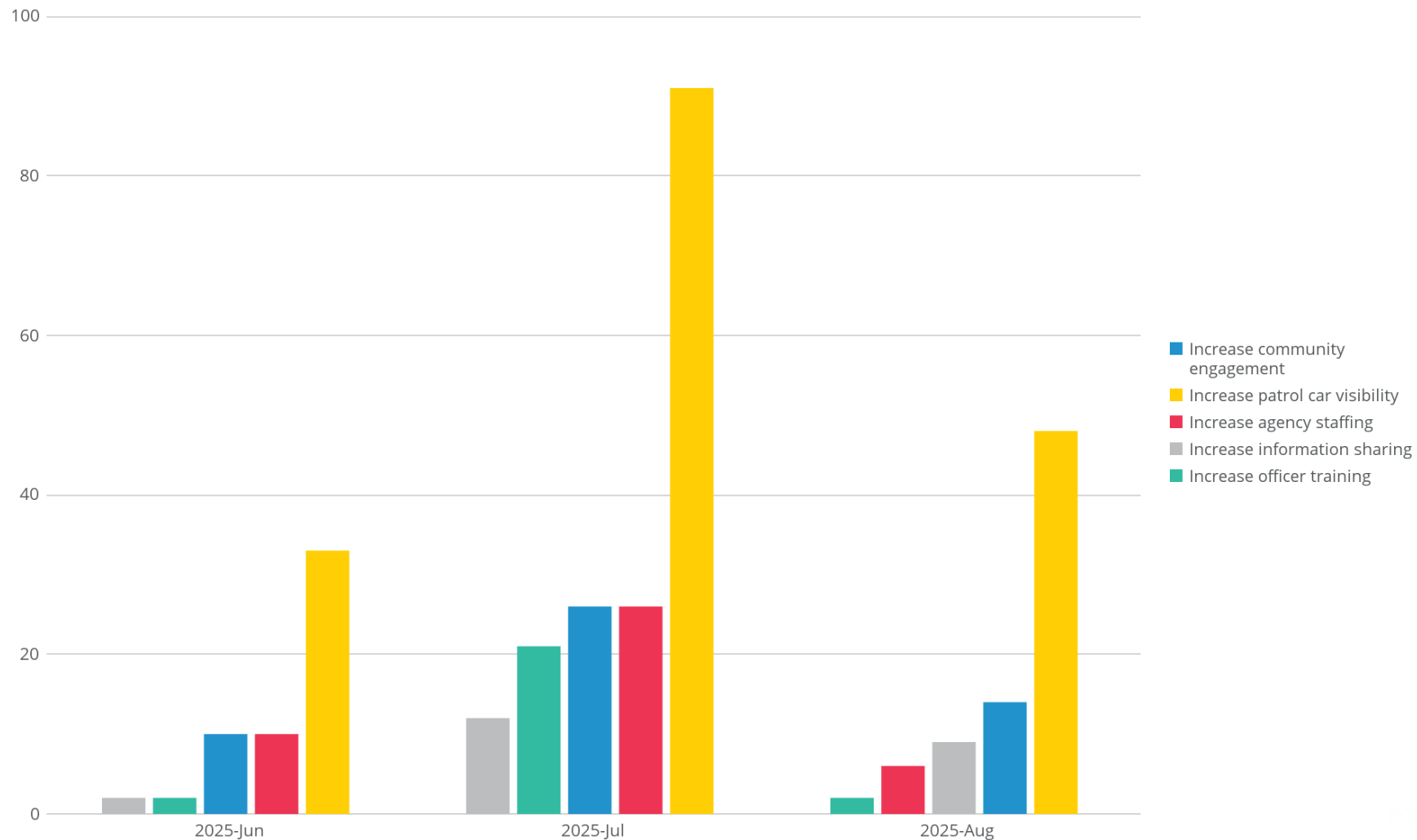
What is your top safety concern in your community?

Jun 20, 2025 - Aug 10, 2025



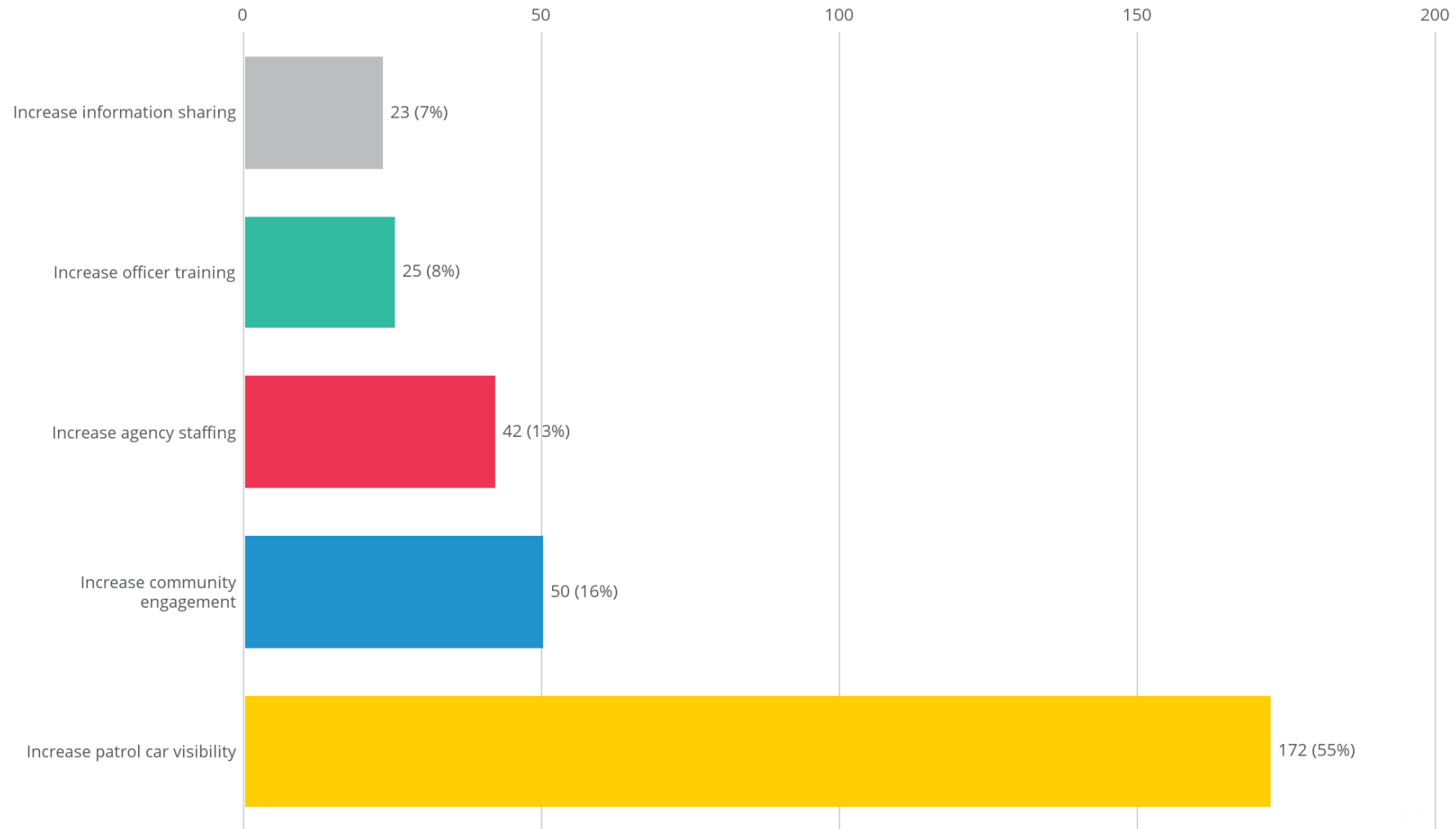
Community Requests

Jun 20, 2025 - Aug 10, 2025, by Month



What would you most like Santa Fe PD to do to improve safety in your community?

Jun 20, 2025 - Aug 10, 2025



Employee Call Outs!



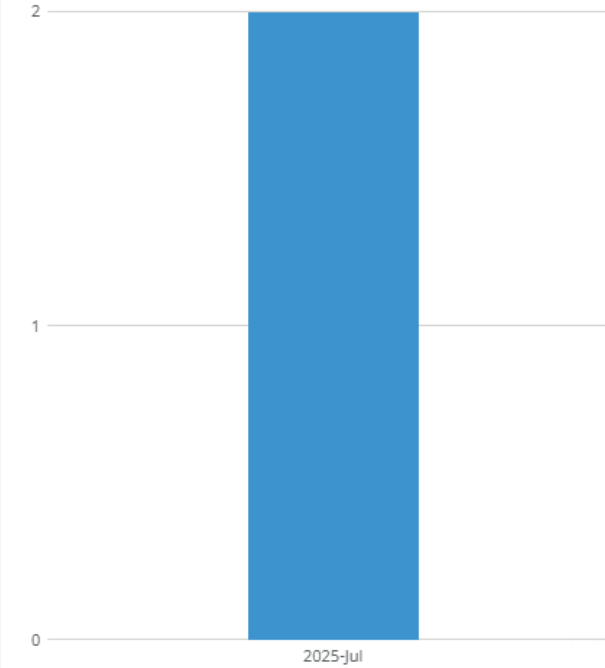
Officer Positive Sentiment Leaderboard

17 Callouts Last 90 Days



Callouts by Month

by Month



For the first time I had a positive experience with SFPD.

Officer Positive Sentiment Leaderboard

1 Callouts Last 90 Days



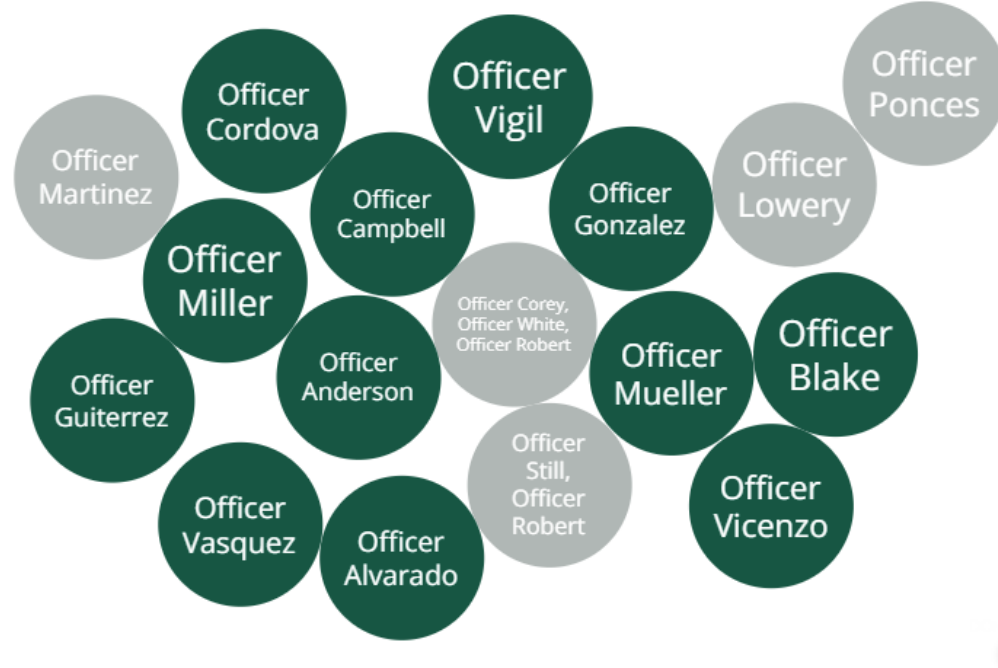
Callouts by Month by Month

No data in filtered range

Officer Robert Still was trauma informed and conscientious. He helped us support our minor juvenile offender in a thoughtful and caring way that set appropriate boundaries with our troubled teen. Thank you Officer Still you are helping us trust the police department and feel safe as civilians.

Officer Positive Sentiment Leaderboard

1 Callouts Last 90 Days



Callouts by Month by Month

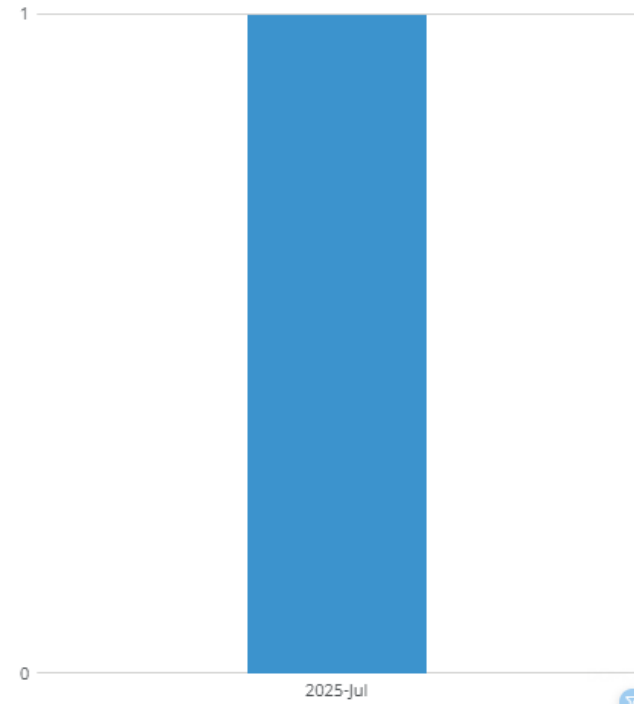
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Officer Miller was very reassuring and set my mind at ease after I learned that my car had been stolen. He answered all my questions and provided me with applicable facts which lessened my anxiety. He was quick and very courteous with both me and my daughter. I was very impressed with the SFPD. Thank you!

1 Callouts Last 90 Days



by Month



Officer Martinez went above and beyond to answer my questions and was empathetic. I appreciated her efforts.



Questions?
