



Advertising Free Alternatives to Bail

PROBLEM

As of September 2018, an average of 71% of the Santa Clara County jail population was held prior to sentencing. Many of these individuals are charged with nonviolent offenses and some are innocent. Many must borrow money for bail or remain in jail awaiting a court hearing. The County embarked on a public, multilingual campaign to advertise free alternatives to bail.



NO COST RELEASE PLANNING/DESIGN TEAM

COUNTY OF SANTA CLARA OFFICES

- Pretrial Services
- Public Defender
- Office of the Sheriff
- Reentry Services

MULTILINGUAL PUBLIC AWARENESS CAMPAIGN

- Posters
- Brochures
- Videos
- Web pages
- Public bus ads
- Inmate speed dial number to Pretrial Services



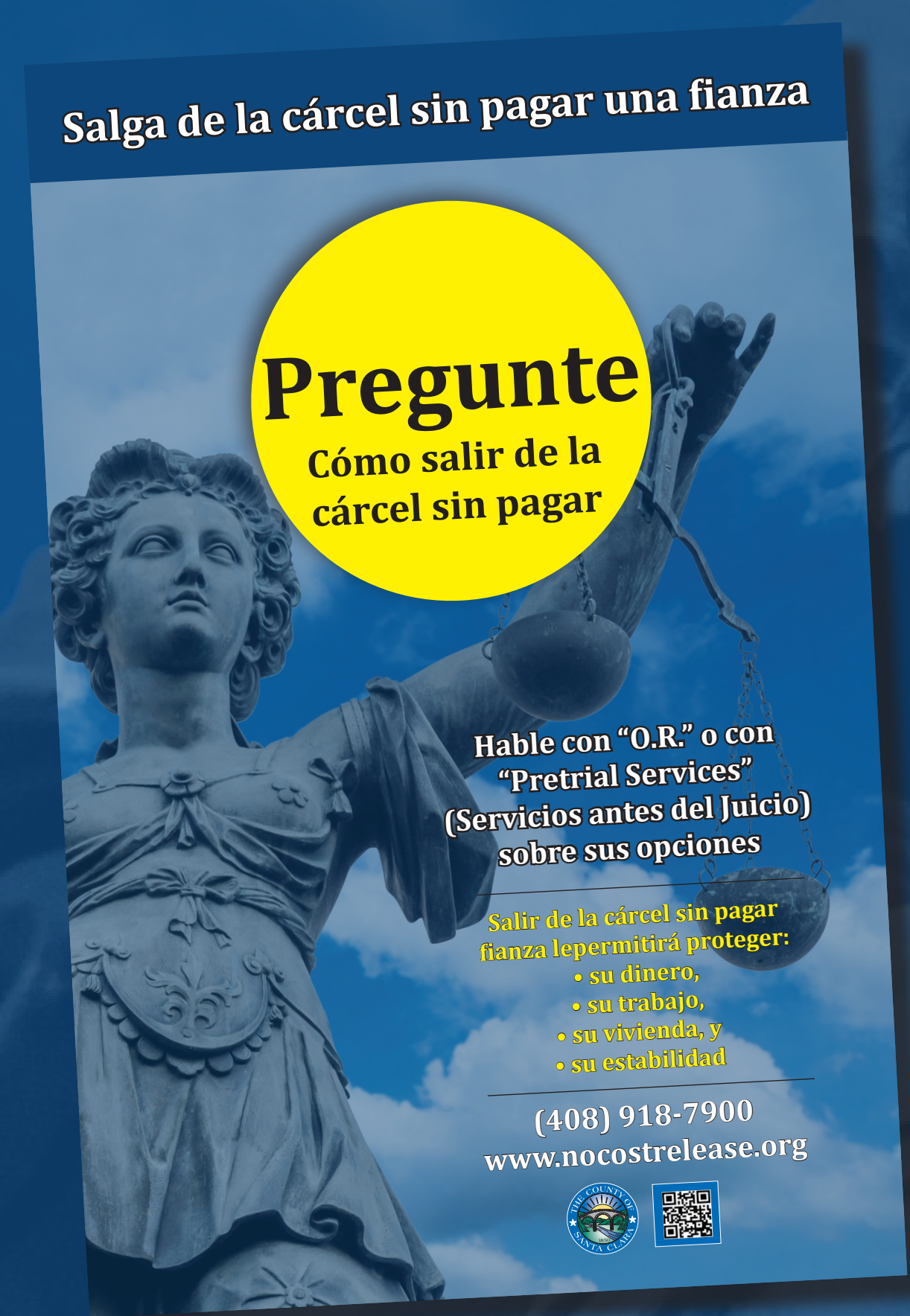
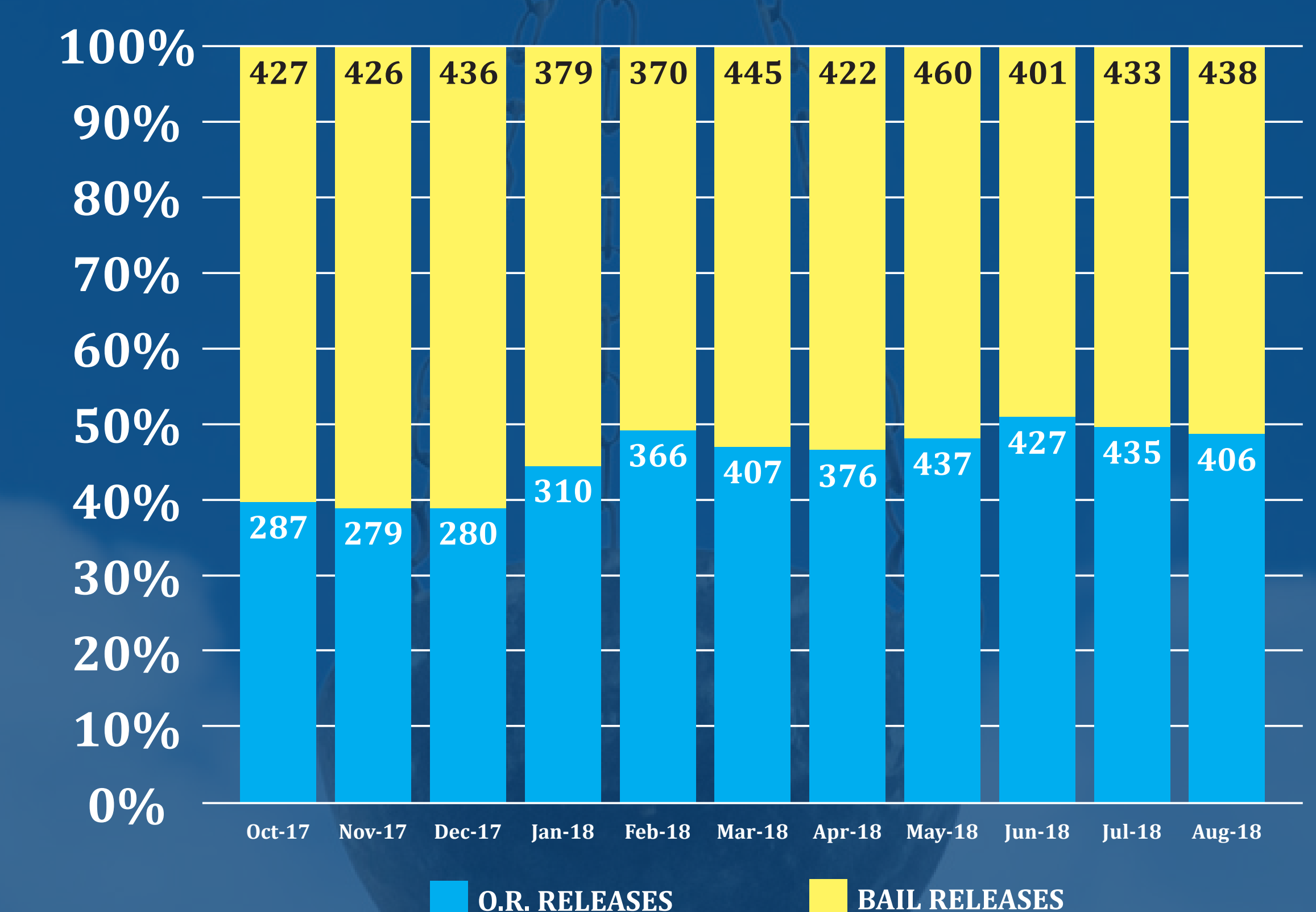
NEXT STEPS/LESSONS LEARNED

- Share campaign materials with community groups
- Individuals in custody still don't know their rights
- Continue training staff in jail about the campaign
- Increase awareness in jails and courts about Pretrial, Reentry and Public Defender services

OUTCOMES

- Own Recognizance releases have steadily increased relative to bail releases
- Inmates can now call Pretrial Services from jail dorms
- Pretrial and Reentry Services are now listed on Inmate Request Forms inside jail
- Community-based organizations have partnered with the County to promote free alternatives to bail
- No Cost Release video airs on public access TV in three languages in the cities of San Jose and Campbell
- No Cost Release video plays daily in jail booking areas and dormitories and in many County office lobbies

RELEASES BY TYPE



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SAFETY+JUSTICE
CHALLENGE
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