

Memorandum



CITY OF DALLAS

DATE December 2, 2011

TO Honorable Mayor & Members of the City Council

SUBJECT **Dallas Police Department – Chief on the Beat Briefing**

On Wednesday, December 7, 2011 you will be briefed on “Chief on the Beat” – Crime Prevention Safety & Health Fairs. The briefing material is attached for your review.

If you have any questions or need any additional information, please contact my office.


AC Gonzalez
First Assistant City Manager

[Attachment]

CC: Rosa Rios, Acting City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
Mary Suhm, City Manager
Ryan Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager



“Chief on the Beat” Crime Prevention Safety & Health Fairs

City Council Briefing
December 7, 2011



Community Engagement Is Key

- The best way to deal with crime is to prevent it from happening
- The community is a key component in this effort and will respond when there is a sense the entire Police Department is visible and accessible
- The department will respond when police leadership demonstrates their commitment to community engagement by “leading from the front”

Goal

- Reduce Crime Rate by increasing:
 - Community Engagement
 - Utilization of the social media
 - Health and social services
 - Crime Watch meeting effectiveness



Background

The department's principal community engagement effort is the 10-70-20 Crime Reduction Program

- Implemented in over 50 neighborhoods throughout the last 9 years
- Helpful in improving the quality of life in neighborhoods
- Successful in reducing crime in targeted areas by 9.2% to 32% **with an overall average of 18%**

Moving Forward

- Building on these efforts, we now can go to the next level:
 - Enhanced exposure
 - Expanded Program
 - Added partners



Moving Forward

- The 10-70-20 Program can be enhanced by:
 - Targeted community events
 - Based on emerging crime trends
 - 7 events per year, one per patrol division
 - Increased involvement with the Chief of Police
 - Integration of other City departments and community partners



Chief on the Beat Program Partners



**“CHIEF ON THE BEAT”
CRIME PREVENTION
SAFETY & HEALTH FAIRS**

**COMMUNITY
&
SCHOOLS**

**PATROL
OPERATION
DIVISION**



**SOCIAL SERVICES/
FAITH BASED**



**CITY
DEPT'S**



Chief's Role with Fairs

- Safety fairs enable the police department to engage with the community in a non-enforcement setting
- Chief of Police and various DPD units will be on site at each fair



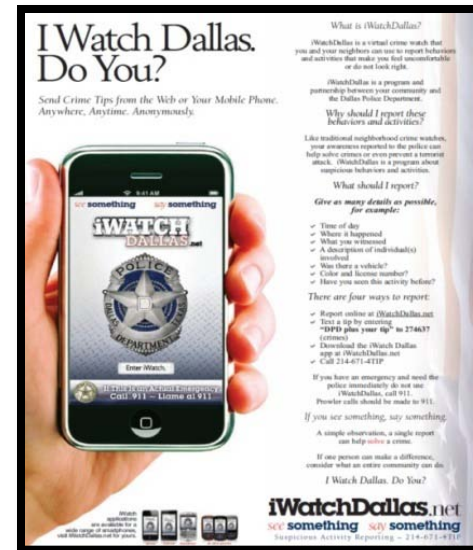
Chief's Role with Fairs

- Other City Departments will also be available:
 - Fire Department, Code Enforcement, Emergency Management, and Parks & Recreation
- Health services will be featured to address some additional quality of life issues
 - Over 50 providers will be available



Chief's Role with Fairs

- Special Education Programming
 - Personal Safety Education
 - Home Security Education
 - Senior Citizen Safety Education
 - “Locks on the Blocks”
 - Robbery Prevention
 - Criminal activity reporting
 - Including iWatch Dallas



Other Partners

- Other groups that will be included are:
 - Health Service Providers
 - Faith Based Organizations
 - Schools
 - Foundations
 - Non- Profits
 - Sports Franchises
 - Corporations
 - Media Outlets
 - Other City Departments



Tentative Timeline*



North Central
Division
October 2012



Northeast
Division
April 2012



Northwest
Division
February 2012



Central Division
December 2012



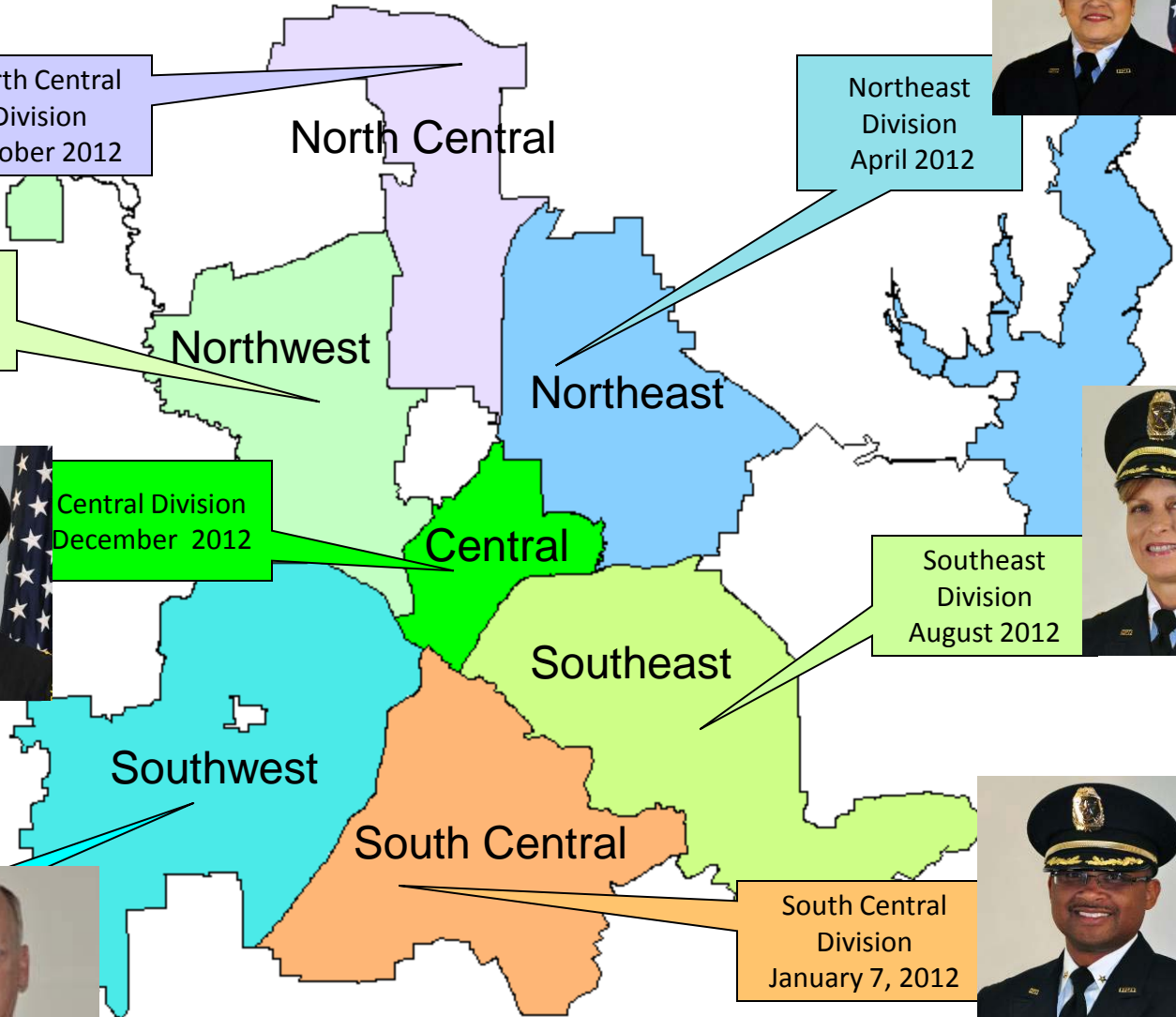
Southeast
Division
August 2012



Southwest
Division
June 2012



South Central
Division
January 7, 2012



*Actual Fair Sites TBD

Summary

- Building on the 10-70-20 Crime Reduction Program's success in reducing crime by as much as 32%, we want to do even more
- Enhancements:
 - Add Fairs, Chief's involvement (through "Chief on the Beat")
 - Implement in all 7 Patrol Divisions in 2012
 - Include more partners like faith-based organizations, schools, and non-profits
 - Help address quality of life issues through social services, community-based programs that provide parent and youth services, etc

DPD Leadership



QUESTIONS?