

# Memorandum

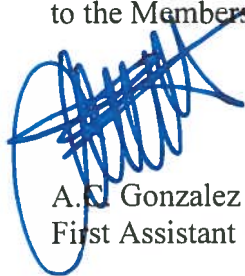


DATE: September 7, 2012

TO: Members of the Public Safety Committee

SUBJECT: **Engaging the Business Community**

Attached is briefing material on the “Engaging the Business Community” to be presented to the Members of the Public Safety Committee on Tuesday, September 11, 2012.



A.C. Gonzalez  
First Assistant City Manager

Attachment

CC: Honorable Mayor and Members of the Dallas City Council  
Mary K. Suhm, City Manager  
Rosa Rios, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
Judge Daniel Solis, Administrative Judge  
Ryan S. Evans, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Office  
Stephanie Cooper, Assistant to the City Manager Mayor/City Council



# Engaging the Business Community

Public Safety Committee

September 11, 2012



[www.dallaspolice.net](http://www.dallaspolice.net)

David O. Brown  
Chief Of Police

# Purpose

- To present the many ways the Dallas Police are engaging the business community to enhance public safety and economic development

# Goals

- The Dallas Police Department is working in partnership with the business community to:
  - Establish contacts with local businesses and create open lines of communication in order to provide better service and reduction in criminal activity
  - Increase awareness and share crime-prevention measures to reduce:
    - Business Robberies
    - Business Burglaries
    - Burglary of Motor Vehicles/Thefts

# Goals

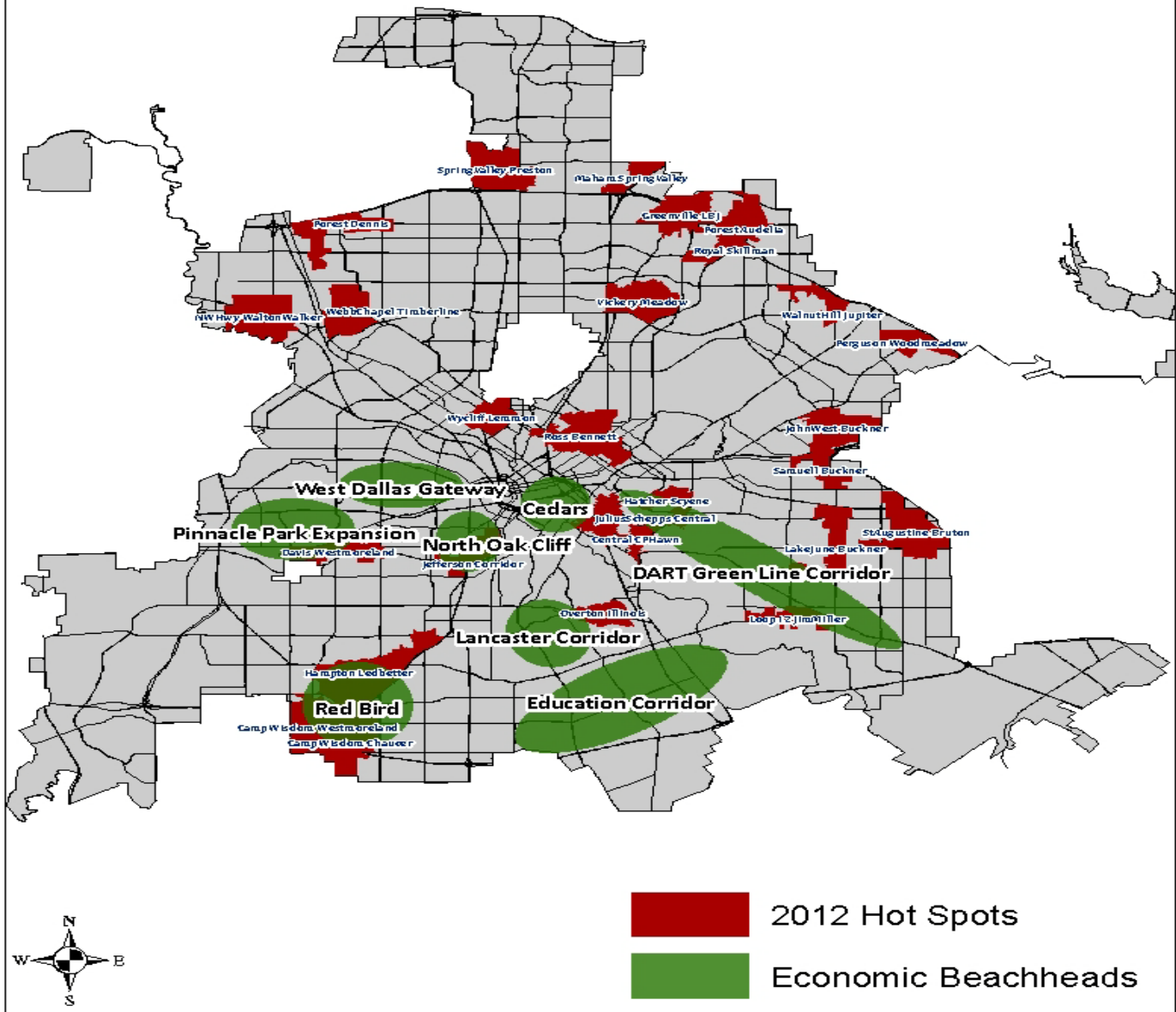
- To become one of the top five safest cities in the nation, we have to continue reducing Business crime
  - Represents 14.0 % of total crime in the City of Dallas
    - Business Robbery 1.0%
    - Business Burglary 6.3%
    - Shoplift 6.7%

# Goals

- To utilize the business crime watch model to stimulate positive economic growth.
- To reduce criminal behavior at and around businesses
  - Provide direct feedback
  - Develop intelligence regarding possible criminal behavior around businesses.
  - Increase retailers use of [www.dfworca.org](http://www.dfworca.org) and other social media



# 2012 Hot Spots and Economic Beachheads



# Background

- Businesses are defined as:
  - An organization engaged in the trade of goods, services, or both to consumers
- The City of Dallas has approximately
  - 63,350 businesses
  - 7,193 multi-tenant commercial facilities
- Dallas businesses employ over 1.06 million people





# Background

## Examples of Business Groups and Associations

- **Chambers of Commerce**

- Oak Cliff Chamber
- Southeast Dallas Chamber
- Greater Dallas Black Chamber
- Greater Dallas Hispanic Chamber
- Greater Dallas Asian American Chamber
- North Dallas Chamber
- Greater Dallas Korean Association

- **Business Associations**

- Dallas Contractor Associations
- Downtown Dallas Inc
- Dallas/Ft Worth Organized Retail Crime Association

- **Concentrations of Business Activity**

- Stemmons Corridor Business Association
- Central Business District
- Bishop Arts District
- Deep Ellum
- Greenville Avenue Area Business Association
- Asian Trade District
- Design District
- Uptown
- Northpark Mall
- Southwest Center Mall
- Galleria Mall
- Pinnacle Park
- Lancaster/Kiest SC



# Building Stronger Partnerships

- Strengthen business contacts to provide better service regarding investigations
  - Survey businesses to better identify crime problems
  - Build partnerships through face to face contacts



# Focusing on Crime Prevention

- Increase awareness and education
  - Create and support Business Crime Watch programs.
  - Distribute Crime Prevention information (Operation ID, Lock, Take, and Hide, etc.)
  - Increase Crime Prevention through Environmental Design (CPTED) training.



PREVENTION  
WORKS!

# Sharing Preventative Measures



- Preventive actions to reduce:
  - Business Robbery
  - Business Burglary
  - Theft (Purse snatching, Shoplifting, BMV's, Metal Theft, etc.)
- Business NPO's
  - Review business offenses and crime stats daily
  - Meet with the business owners/managers after a serious offense

# Sharing Preventative Measures

- Work as the liaison officer with other divisional personnel
- Sustainable enforcement of the Convenience Store Ordinance
- Connect with other city departments to address quality of life issues at businesses

# Enhancing Communication with Businesses

- Create an email database to provide crime prevention and crime alerts to businesses
- Utilize social media to distribute crime prevention information (iWatch, Twitter, Facebook)
- Coordinate with Police Media Relations to issue Public Service Announcement on crime prevention and crime alert information through the media



# Success Stories

## Central Patrol Division

- Smart Mart at 1507 S. Ervay:
  - Positive transformation of a business



# Success Stories

## Central Patrol Division continued

- The Uptown Public Improvement District funded 16 surveillance cameras along McKinney Ave



- Downtown Emergency Response Team
  - Utilization of email networking
  - Perimeter passes



# Success Stories

## Northeast Patrol Division

- The Vickery Meadow Improvement District
  - A residential and business area that is home to 25,000 people.
  - Funded installation of five cameras
  - Monitored by DPD staff on a 24/7 basis



# Success Stories

## Southeast Patrol Division

- Outstanding partnership with the Southeast Dallas Chamber of Commerce
- Work hand in hand with police on community beautification projects including: trash collection, graffiti abatement, and code enforcement



# Success Stories



## Southwest Patrol Division

- The Bishop Arts District of North Oak Cliff
  - Bishop Arts business crime watch group has grown to over 40 members that meet monthly
  - The Bishop Arts District has been able to reduce crime in the area, which has ultimately led to an image change for North Oak Cliff

# Success Stories



## Northwest Patrol Division

- **Greater Dallas Korean Association**
  - Developed a partnership model to use with other Korean businesses throughout the City
  - Northwest NPOs teamed up with the Southeast NPOs and started a Korean Business Crime Watch Group for Southeast Patrol Division

# Success Stories

## North Central Patrol Division

- Very strong relationships with North Park Mall, The Galleria, and Valley View Center



# Success Stories

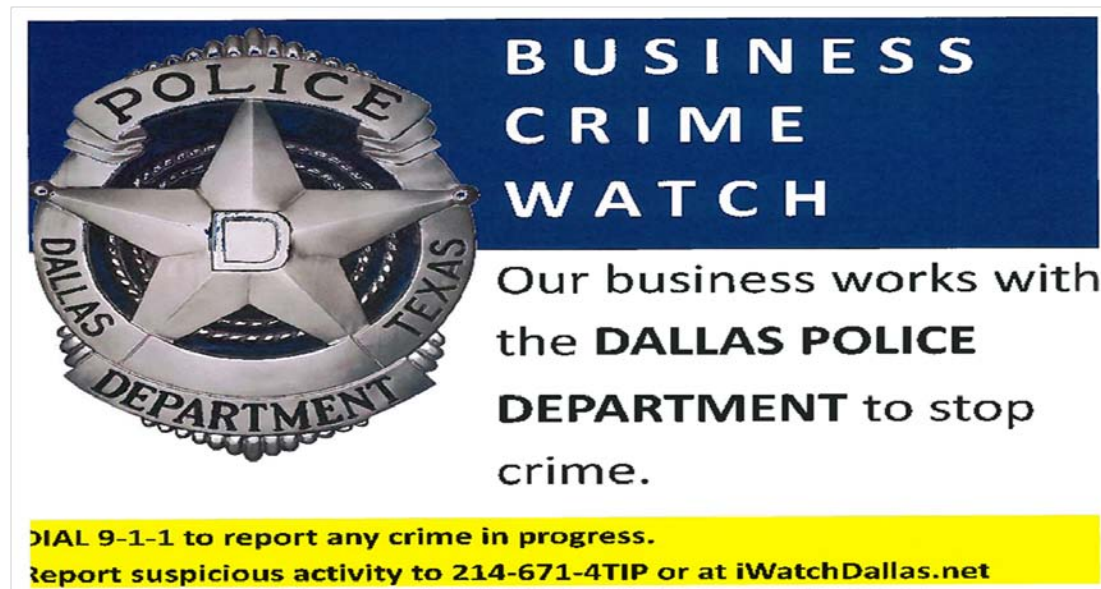
## South Central Patrol Division

- Dramatically decreased crime around the truck stops by establishing strong relationships with the surrounding local businesses.



# Signage and Decals

- Businesses that choose to join the program can;
  - Purchase a metal Business Crime Watch sign to be mounted on the business or posted in the parking area
  - Display a Business Crime Watch decal on a window of the business



# Summary

- The Dallas Police Department continues to have success in creating relationships with the business community
- Department wide utilization of a structured business crime watch program :
  - Allows for easy duplication across the city
  - Better serves the large number of businesses and multi tenant properties
  - Makes it easier to collect and disseminate intelligence information
- This program empowers the business community to work with the police department to lower the business crime rates



# QUESTIONS?



## BUSINESS CRIME WATCH

Our business works with the **DALLAS POLICE DEPARTMENT** to stop crime.

**DIAL 9-1-1 to report any crime in progress.**

**Report suspicious activity to 214-671-4TIP or at [iWatchDallas.net](http://iWatchDallas.net)**