

Memorandum



DATE: October 29, 2010

TO: Members of the Public Safety Committee

SUBJECT: **10-70-20 Crime Reduction Program**

Attached is briefing material on the "10-70-20 Crime Reduction Program" to be presented to the Members of the Public Safety Committee on Monday, November 1, 2010.



Ryan S. Evans
First Assistant City Manager

Attachment

CC: Honorable Mayor and Members of the Dallas City Council
Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
C. Victor Lander, Administrative Municipal Judge
Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Forest E. Turner, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager Mayor/City Council



10-70-20 Crime Reduction Program

Public Safety Committee
November 1, 2010



10-70-20 Program

- Identifies citizens in any community
 - 10% Non Tolerant Residents that are involved
 - Actively report crime occurring in their neighborhood
 - Currently active or willing to be involved in a Crime Watch, Neighborhood Association, Volunteers In Patrol, or a crime reduction initiative
 - 70% Tolerant Residents that are not involved
 - Tolerate crime in neighborhood due to the belief that the police are not going to do anything to reduce crime
 - 20% Criminal Element who are committing crimes

10-70-20 Program Goals

- Improve overall quality of life of citizens
- Increase community partnership and participation between police and citizens
- Target high crime residential neighborhoods, multi-family communities and businesses
- Reduce crime by changing the “tolerant” citizens into “non-tolerant” citizens
- Individuals will less likely engage in criminal activity as communities become “non-tolerant”

Strategy



COMMUNITY

**OFFICE
OF
COMMUNITY
AFFAIRS**

**PATROL
OPERATION
DIVISION**



SCHOOLS

**SOCIAL SERVICES/
FAITH-BASED**



Office of Community Affairs

COMMUNITY SURVEY

Officer _____ Division: _____ Beat: _____ Reporting Area: _____

CITIZEN'S INFORMATION

Date and Time of Survey: _____

Name: _____ Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

E-mail: _____

Please answer YES or NO

Do you belong to a Crime Watch Group or Neighborhood Association in your neighborhood? Yes No

Would you be interested in attending a community meeting held by the Dallas Police Department? Yes No

In a scale of 1-5, how would you rate the Dallas Police Department in the following categories?

When you call 911, how do you rate the Dallas Police response time in your community?

1 2 3 4 5

How would you rate the relationship between the Dallas Police Department and your community?

1 2 3 4 5

1. Excellent
2. Good
3. Average
4. Poor
5. Very Poor

What issues are affecting your community?

Murder Auto Theft Speeding
 Assault Disturbance (Disorderly Conduct, Loud Music)
 Gunfire (Shooting) Rape Drugs/Location
 Gambling Robbery (Individual/Business)
 Prostitution Criminal Mischief Loitering
 Burglary (Individual/Business) Theft (BMV)
 Vacant Houses (Code Violation/Squatters) None
 Motel (Criminal Activity)
 Other (s) _____

INTELLIGENCE INFORMATION:

Nature of Alleged Activity _____

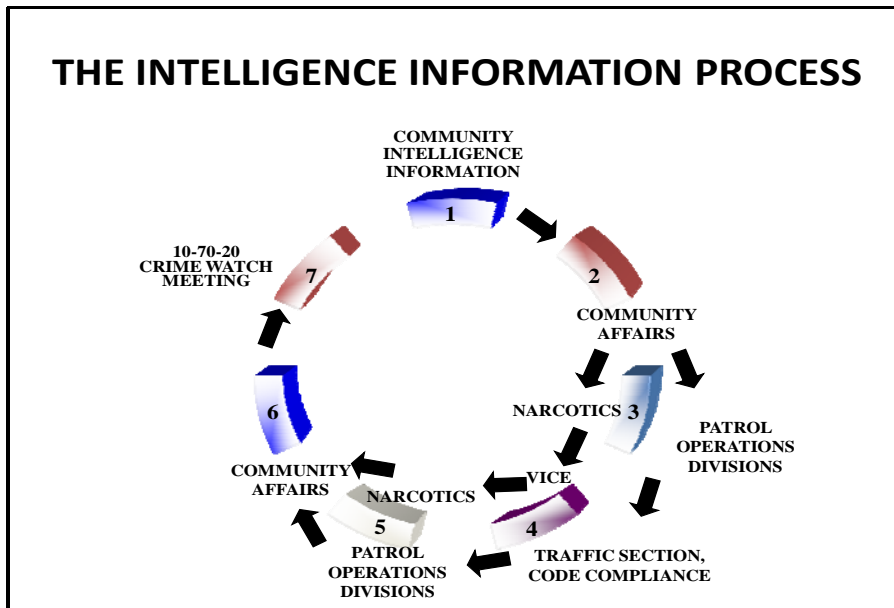
Date/Time: _____ Location: _____

Suspects' Information: _____

SAMPLE

Patrol Operation Division

- Officers attend monthly Crime Watch meetings with the community.
- Enforcement action is taken on the intelligence information gathered from the community



**WELCOME
THIS IS A
CRIME WATCH
COMMUNITY**



**WE IMMEDIATELY REPORT
ALL SUSPICIOUS ACTIVITIES
TO OUR POLICE DEPARTMENT**

Social Services/Faith-Based

- Social Service Agencies and Faith-Based communities address quality of life issues
 - Offering substance abuse counseling, job placement, GED & ESL classes.
- Health & Safety Fairs are held in targeted communities.



Schools

- Schools participate by identifying at-risk students and truants
 - adverse impact on juvenile crime
 - improve education and economic conditions within the City of Dallas.

Community

- Community engagement is established through the creation of a Crime Watch group.
- As communities become non-tolerant, individuals are less-likely to engage in criminal activity
- Results in reducing crime and improving the overall quality of life of those communities.

Former 10-70-20 Sites

DATE PROGRAM IMPLEMENTED	LOCATION	BEAT	PART I CRIME REDUCTION*	NUMBER OF COMMUNITY MEETINGS	TOTAL ATTENDANCE	DATE PROGRAM TRANSFERRED TO PATROL DIVISION**
02-02-06	SE Patrol Division Cadillac Heights Community	715	-32%	11	418	12-11-06
11-18-06	CE Patrol Division Mt Auburn Community	113	-19%	9	216	08-13-07
11-14-06	NW Patrol Division Cherrywood & Cedar Springs Heights Community & 4 Multi-family Complexes	542	-20%	33	627	09-11-07
07-21-07	SW/SC Patrol Division Polk Terrace Community & 5 Multi-family Complexes	462,468	-10%	64	2080	10-18-08
02-07-09	NW Patrol Division Webb Chapel/Lombardy Community - 12 Multi-family Complexes	536	- 18%	60	2635	09-15-09
09-30-09	SW Patrol Division Las Haciendas Community	432	-32%	5	100	01-26-10
09-09-09	SC Patrol Division Highland Hills , Highland Green Neighborhood & 4 Multi-family Complexes	737, 754, 757	-12%	24	716	01-24-10
04-15-10	NE Patrol Division 4 Multi-Family Complexes	256,257	-9.8%	16	477	08-17-10
07-31-10	SC Patrol Division Alabama-Beckley/Saner Community	721	-29%	9	55	ONGOING

* Crime Reduction occurred during program's implementation time frame: Date program implemented until Date program transferred to Patrol Division, as compared to the same time the year before.

** Transfer date indicates date when 10-70-20 Crime Reduction Program was transferred over to the Crime Watch Chairperson and the participating Patrol Division.

Current 10-70-20 Sites

BEAT	REPORTING AREAS	NEIGHBORHOOD
721	4214, 4215, 4216 4219, 4220, 4221 4243, 4244, 4245	ALABAMA AREA - BECKLEY/SANER

Future 10-70-20 Sites

NORTH CENTRAL DIVISION

BEAT	NEIGHBORHOOD
635	SPRING VALLEY/MONTFORT COMMUNITY

CENTRAL DIVISION

BEAT	NEIGHBORHOOD
146	FITZHUGH/ROSS COMMUNITY

Operation Restoration

- This new program operates on the same 10-70-20 principles without the Community Needs Assessment Survey
- Our mission is to restore the community's sense of safety.
- Through the analysis of crime and calls along with intelligence from the community, the Police Department targets locations where there is a correlation between drug calls and burglaries and break that link.
- Through the promotion of neighborhood organization we will help empower the community, foster and enhance the relationship between the community and the police department with the goal of sustainable safe communities.

OPERATION RESTORATION IMPLEMENTATION

SOUTHEAST DIVISION

BEAT	NEIGHBORHOODS
311	MILL CITY PLACE/DOLPHIN HEIGHTS
313	SUNNY ACRES
315	PARKDALE/LAWNVIEW
342	TOP FLIGHT APTS.
343	EBAN VILLAGE/AMZEL GARDEN APTS.

SOUTHWEST DIVISION

BEAT	NEIGHBORHOODS
421	EAGLE FORD/LEDBETTER
441	ALBROOK ST./GILPIN AVE.
425	COLONIA TEPEYAC APTS.
451	THE HARBORS & PLUM TREE APTS. CIELO RANCH APTS. CEDAR RIDGE APTS.
454	CATALINA COURT APTS.

NORTHEAST DIVISION

BEAT	NEIGHBORHOODS
221	LA VENTANA APTS.
228	ASPEN CHASE APTS. GREENS CROSSING APTS.
242	PARK ON WHITEHURST APTS.

NORTHWEST DIVISION

BEAT	NEIGHBORHOODS
535	NORTHAVEN TERRACE APTS. SEDONA RANCH APTS. SIERRA VISTA APTS. NORTHHAVEN PARK APTS. AVENTERRA APTS.
552	SPANISH GARDEN APARTMENTS

Questions?