



PUBLIC SAFETY

FY10-11 BID PROCESS

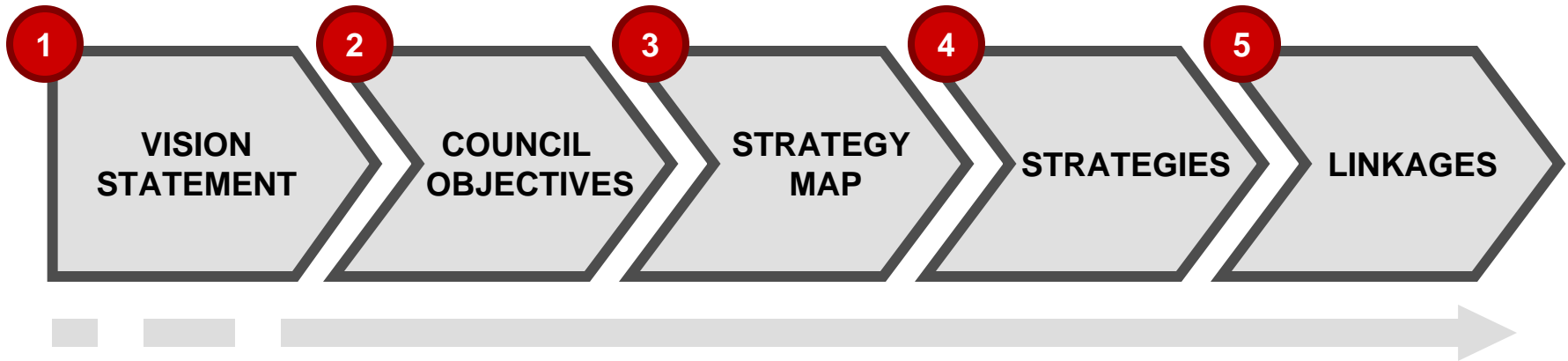
*Presented to the Dallas City Council
January 20, 2010*



Public Safety Team Members

- Kwa heri Heard, *Office of Emergency Management*
- Sugie Dotson, *Parks & Recreation*
- Jerry Gonzales Jr., *City Manager's Office*
- S. Renée Clay, *Dallas Water Utilities*
- Ryan Rogers, *Office of Financial Services*
- Tommy Ludwig, *City Manager's Office*
- Tim Starr, *Public Works & Transportation*
- Rick A Watson, *Dallas Police Department*
- Kevin Curry, *City Manager's Office*
- Barbara Moore, *Equipment & Building Services*
- Debra Mullins, *Dallas Fire-Rescue*
- Richard Wagner, *Dallas Water Utilities*

Public Safety Road Map



Public Safety Vision

Ensure public safety where people live, work and play.



Dallas City Council Objectives



IMPROVE RESPONSE TIMES	FY 06 - 07	FY 07 - 08	FY 08 - 09
Increase the number of Police emergency calls responded to within 8 minutes to 75% by FY 10-11	60%	72%	72%
Increase the number of Fire calls responded to (1st Company) within 5 minutes to 92% by FY10-11	77%	79%	77%
Increase the number of EMS calls responded to within 8 minutes to 92% by FY 10-11	87%	91%	91%





REDUCE THE OVERALL REPORTED CRIME RATE	CY 07	CY 08	CY 09
Reduce the overall reported crime rate by 10% in CY 10	3.4% reduction	10.8% reduction	6.9% <i>(through November 30, 2009)</i>



REDUCE DALLAS' POSITION IN THE NATION ON CRIME
<p>Short Term: Stay out of the number one spot <i>(CY 07: 1st among nation's most populated cities; CY 08: 2nd among the nation's most populated cities; CY 09: N/A)</i></p>
<p>Long Term:</p> <ul style="list-style-type: none"> ▪ 2011 – Get out of the top five spots ▪ 2013 – Out of the top eight spots

Dallas City Council Objectives



INCREASE LEVEL OF CONFIDENCE IN LAW ENFORCEMENT	FY 09	FY* 10
Increase perception that police are effective in dealing with neighborhood problems to 75% by 2011	64.9%	N/A
Increase perception that police are prompt in responding to calls to 75% by 2011	64.7%	N/A
Enhance communication between DPD and the public through social media by increasing the number of DPD followers by 20% annually	Twitter DPD has 1,496 followers as of 01/12/10 	
	Facebook DPD has 2,191 fans as of 01/12/10 	
* Note: FY 2010 survey has not been conducted yet.		

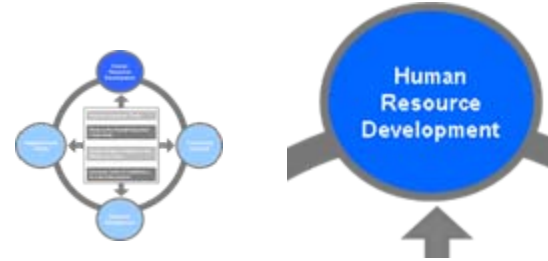
Public Safety Strategy Map



Human Resource Development

COUNCIL OBJECTIVES

- ❖ Reduce the Overall Reported Crime Rate
- ❖ Increase Level of Confidence in Law Enforcement



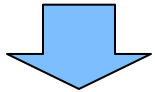
Sub-Strategies

- Staffing
- Continuing education
- Employee development and retention
- Recruitment strategies

From the Strategy Map (slide 7)

STRATEGY

Strengthen citizen confidence through the development of human resources.



SUB-STRATEGIES

- 1) Ensure appropriate staffing levels
- 2) Promote continuing education programs
- 3) Encourage employee development and retention
- 4) Enhance recruitment strategies to attract high quality applicants



Strategy Measures

- Officers per 1,000 residents
- DPD officer certifications
- DFR firefighter and inspector certifications
- Strengthen citizen confidence through the development of human resources.



Human Resource Development Measures

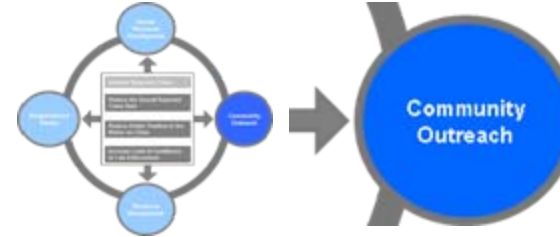


STRATEGY MEASURES		FY 07-08	FY 08-09
Police Officers per 1,000 residents: Goal – 3.00		2.60	2.77
DPD Officer Certifications	Master:	1,859	1,872
	Int./Adv:	583	859
	Basic:	693	684
DFR Firefighter Certifications	Master:	153	714
	Adv:	74	110
	Inter:	470	256
DFR Inspector Certifications	Master:	24	27
	Adv:	7	9
	Inter:	23	26

Community Outreach

COUNCIL OBJECTIVES

- ❖ Reduce the Overall Reported Crime Rate
- ❖ Reduce Dallas' Position in the Nation on Crime
- ❖ Increase Level of Confidence in Law Enforcement



Sub-Strategies

- Strong media relations
- Sustain public warning systems
- Mobilize community stakeholders
- Public education programs
- Reduce recidivism

From the Strategy Map (slide 7)

STRATEGY

Enhance community outreach by increasing involvement, communication, and education.



SUB-STRATEGIES

- 1) Strengthen disaster preparedness planning through marketing and media relations
- 2) Sustain public warning and notification systems
- 3) Mobilize community stakeholders to proactively assist with public safety initiatives
- 4) Reduce recidivism through education and re-entry programs
- 5) Provide public education and prevention programs



Strategy Measures

- Fire safety and code inspections
- Number of Volunteers in Patrol (VIP)
- Community Emergency Response Team (CERT)
- Citizen Fire Academy Participation
- Number of smoke detectors installed
- Number of students impacted through outreach programs
- Law Enforcement Teaching Students (LETS)



Community Outreach Measures



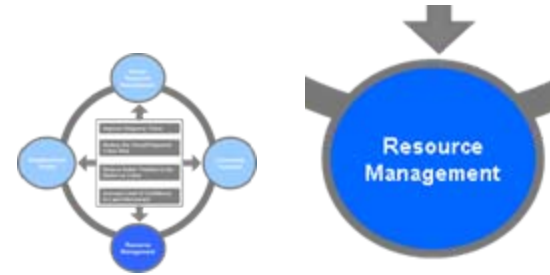
STRATEGY MEASURES	FY 06-07	FY 07-08	FY 08-09
Fire safety and code inspections conducted	54,542	63,647	71,188
Volunteers in Patrol (VIP)	CY 07: 2,061	CY 08: 2,240	CY 09: 2,723
Community Emergency Response Team members (CERT)	CY 07: 117	CY 08: 390	CY 09: 682
Citizen Fire Academy classes conducted per year	2	2	1
Smoke detector installations	5,442	7,767	7,429
Student participation in Law Enforcement Teaching Students (LETS)	21,462	26,116	17,023
Fire prevention and education programs	5,750	9,401	9,634



Resource Management

COUNCIL OBJECTIVES

- ❖ Improve Response Times
- ❖ Reduce the Overall Reported Crime Rate
- ❖ Reduce Dallas' Position in the Nation on Crime
- ❖ Increase Level of Confidence in Law Enforcement

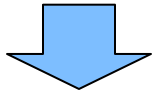


- Sub-Strategies**
- Pre-incident planning
 - Equipment procurement
 - New technologies
 - Visible staff

From the Strategy Map (slide 7)

STRATEGY

Secure and effectively deploy resources for improved service delivery.



SUB-STRATEGIES

- 1) Implement new technologies
- 2) Deploy staff to ensure visibility of public safety personnel
- 3) Develop and exercise critical pre-incident plans
- 4) Promote equipment procurement and maintenance

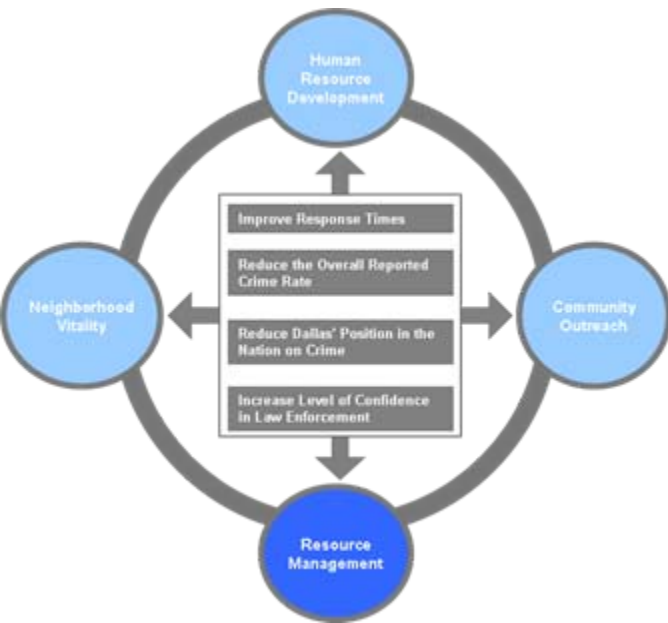


Strategy Measures

- DPD % response rate for emergency calls within 8 minutes
- DFR 1st Company % response rate within 5 minutes
- EMS % response rate within 8 minutes
- Overall crime rate reduction
- Position in the nation for crime rate



Resource Management Measures



STRATEGY MEASURES	FY 06-07	FY 07-08	FY 08-09
DPD % response rate for emergency calls within 8 minutes Goal: 75%	60%	72%	72%
DFR 1st Company % response rate within 5 minutes Goal: 92%	77%	79%	77%
EMS % response rate within 8 minutes Goal: 92%	87%	91%	91%
Overall crime rate reduction year over year	CY 07: -3.4%	CY 08: -10.8%	CY 09: -6.9% <i>Through November 30, 2009</i>
Position in the nation for crime rate	CY 07: 1st	CY 08: 2nd	CY 09: N/A

Neighborhood Vitality

COUNCIL OBJECTIVES

- ❖ Reduce the Overall Reported Crime Rate
- ❖ Increase Level of Confidence in Law Enforcement

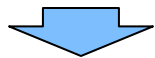


- Sub-Strategies**
- Strong media relations
 - Inter-agency collaboration
 - Public-private partnerships
 - Collaboration with community groups

From the Strategy Map (slide 7)

STRATEGY

Expand interdepartmental collaboration and community partnerships to cultivate thriving neighborhoods.



SUB-STRATEGIES

- 1) Form partnerships with other agencies to streamline multi-agency collaboration
- 2) Encourage public/private partnerships and community activities
- 3) Collaborate with community groups to foster safer neighborhoods

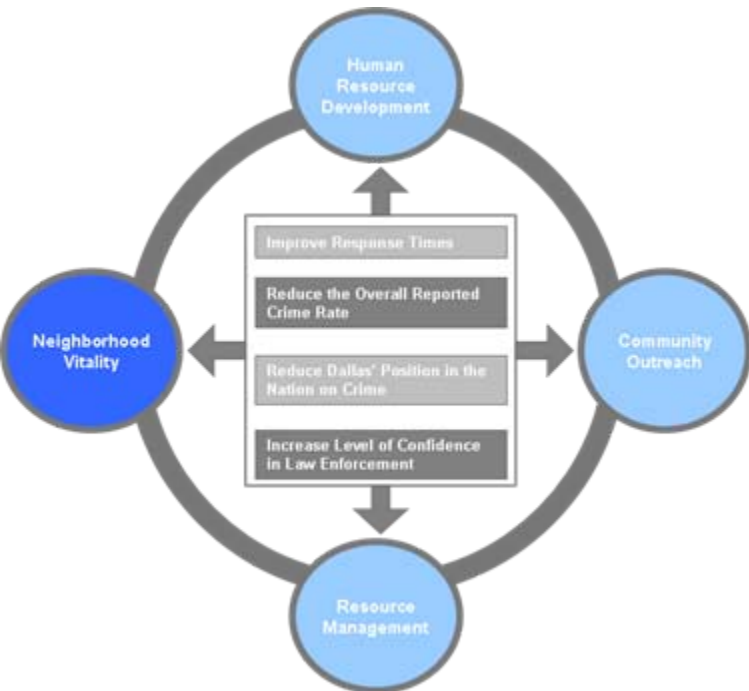


Strategy Measures

- Number of DPD 10-70-20 Programs established
- Number of crime watch groups established
- Dallas Emergency Response Team (DERT)
- Number of special event permits reviewed



Neighborhood Vitality Measures



STRATEGY MEASURES	FY 06-07	FY 07-08	FY08- 09
Number of DPD 10-70-20 Programs	20	13	18
Number of crime watch groups	775	864	740
Dallas Emergency Response Team members (DERT)	163	876	580
Special event permits reviewed by DPD	700	705	651



Public Safety Strategy Map

- Inter-agency collaboration
- Public-private partnerships
- Collaboration with community groups



Linkages to other K.F.A's



NEIGHBORHOOD VITALITY

Expand Interdepartmental collaboration and community partnerships to cultivate thriving neighborhoods.

Example:

- Dallas Police Department partnerships with Downtown Dallas



HUMAN RESOURCE

Strengthen citizen confidence through the development of human resources.

Example:

- 911 CIS improvements and maintenance



COMMUNITY OUTREACH

Enhance community outreach by increasing involvement, communication, and education.

Example:

- 10-70-20 Program

Example:

- NBA All-Star 2010

Example:

- Volunteers In Patrol (VIP)



A photograph of a city skyline at sunset. The sky is a mix of deep blue, purple, and orange. Several skyscrapers are visible, with some windows illuminated. The buildings are silhouetted against the bright sky.

PUBLIC SAFETY

FY10-11 BID PROCESS

*Presented to the Dallas City Council
January 20, 2010*

