Public Safety Team Members

Andy Acord, Dallas Police Department
Cassandra Wallace, Office of Emergency Management
Cyndi Mendez, Court and Detention Services
Daniel DeYear, Dallas Fire-Rescue
Jennifer Cottingham, Dallas Water Utilities
Ken Pyland, Parks & Recreation
LaVerna Mitchell, Communication and Information Services
Michelle Gonzalez, City Manager’s Office
Rodney Burchfield, Human Resources
Ryan Rogers, Office of Financial Services
Sonya Batts, Public Works & Transportation
Tracy Curts, City Manager’s Office
Vernon Young, Sustainable Development and Construction
William Madison, Office of Environmental Quality
Public Safety Road Map

1. VISION STATEMENT
2. COUNCIL OBJECTIVES
3. STRATEGY MAP
4. STRATEGIES
5. LINKAGES
Public Safety Vision

Ensure public safety where people live, work, and play.
Dallas City Council Objectives

**ACHIEVE RESPONSE TIMES**

<table>
<thead>
<tr>
<th>Objective</th>
<th>CY 08</th>
<th>CY 09</th>
<th>CY 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain DPD response times for Priority 1 calls answered within 8 minutes at 75% or better</td>
<td>71.7%</td>
<td>74.0%</td>
<td>80.8%</td>
</tr>
<tr>
<td>Achieve Fire response time (1st Company) of 5 minutes, 20 seconds for 90% of calls (New National Fire Protection Association 1710 standards)</td>
<td>NA</td>
<td>NA</td>
<td>80.53%</td>
</tr>
<tr>
<td>Achieve EMS response time (1st Company) of 9 minutes for 90% of calls (New National Fire Protection Association 1710 standards)</td>
<td>91.0 within 9 minutes</td>
<td>90.6% within 9 minutes</td>
<td>90.1% within 9 minutes</td>
</tr>
</tbody>
</table>

**REDUCE THE OVERALL REPORTED CRIME RATE**

<table>
<thead>
<tr>
<th>Year</th>
<th>CY 08</th>
<th>CY 09</th>
<th>CY 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>CY 08</td>
<td>-10.3%</td>
<td>-6.4%</td>
<td>-10.1%</td>
</tr>
</tbody>
</table>

**REDUCE DALLAS’ POSITION IN THE NATION ON CRIME**

*Short term: Stay out of the number one spot*
- Among the nation’s most populated cities, Dallas ranked 2nd in CY 08 and 3rd in CY 09.
- 2011 – Drop out of the top five spots in violent crime among most populated cities

*Long term:*
- 2013 – Drop out of the top eight spots in violent crime among most populated cities
## Dallas City Council Objectives

### INCREASE LEVEL OF CONFIDENCE IN LAW ENFORCEMENT

<table>
<thead>
<tr>
<th>FY 09</th>
<th>FY 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>64.9%</td>
<td>Next survey in 2011</td>
</tr>
</tbody>
</table>

Increase perception that police are effective in dealing with neighborhood problems to 75% by 2011

Increase perception that police are prompt in responding to calls to 75% by 2011

Enhance communication with the public via social media, increasing the number of DPD followers by 20% annually

- **Facebook**
  - DPD has 4,348 followers as of 10/01/10
- **Twitter**
  - DPD has 2,803 followers as of 10/01/10
- **Nixle**
  - DPD has 1,361 followers as of 10/01/10
- **YouTube**
  - DPD has 38 videos on as of 10/01/10

### REDUCE GRAFFITI

<table>
<thead>
<tr>
<th>FY 07 - 08</th>
<th>FY 08 - 09</th>
<th>FY 09 - 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,168</td>
<td>5,888</td>
<td>5,641</td>
</tr>
</tbody>
</table>

Reduce the number of graffiti service requests

Provide anti-graffiti education to kids

Activities in 18 libraries
Public Safety Strategy Map

Human Resource Development
- Staffing
- Continuing education
- Employee development and retention
- Recruitment strategies

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

Improve response times
Reduce the overall reported crime rate
Reduce Dallas’ position in the nation on crime
Increase level of confidence in law enforcement
Reduce graffiti

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

Resource Management
- Pre-incident planning
- Equipment procurement
- New technologies
- Visible staff
COUNCIL OBJECTIVES

- Reduce the overall reported crime rate
- Increase level of confidence in law enforcement

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
- DPD Job Enrichment Program
- Caruth Police Institute Leadership Development
## Human Resources Development Measures

<table>
<thead>
<tr>
<th>STRATEGY MEASURES</th>
<th>FY 07 - 08</th>
<th>FY 08 - 09</th>
<th>FY 09 - 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police officers per 1,000 residents: Goal – 3.00</td>
<td>2.60</td>
<td>2.77</td>
<td>2.78</td>
</tr>
<tr>
<td>DPD officer certifications</td>
<td>Master: 1,859</td>
<td>1,872</td>
<td>1,892</td>
</tr>
<tr>
<td></td>
<td>Int./Adv: 583</td>
<td>859</td>
<td>1,024</td>
</tr>
<tr>
<td></td>
<td>Basic: 693</td>
<td>684</td>
<td>730</td>
</tr>
<tr>
<td>DFR firefighter certifications</td>
<td>Master: 153</td>
<td>714</td>
<td>735</td>
</tr>
<tr>
<td></td>
<td>Adv: 74</td>
<td>110</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td>Inter: 470</td>
<td>256</td>
<td>224</td>
</tr>
<tr>
<td>DFR inspector certifications</td>
<td>Master: 24</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Adv: 7</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Inter: 23</td>
<td>26</td>
<td>22</td>
</tr>
</tbody>
</table>
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
- Reduce graffiti

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
Community Outreach Measures

<table>
<thead>
<tr>
<th>STRATEGY MEASURES</th>
<th>FY 07 - 08</th>
<th>FY 08 - 09</th>
<th>FY 09 - 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire safety and code inspections conducted</td>
<td>63,647</td>
<td>71,188</td>
<td>106,288</td>
</tr>
<tr>
<td>Volunteers in Patrol (VIP) participants</td>
<td>2,240</td>
<td>2,723</td>
<td>2,345</td>
</tr>
<tr>
<td>Community Emergency Response Team members (CERT)</td>
<td>390</td>
<td>682</td>
<td>921</td>
</tr>
<tr>
<td>Citizen Fire Academy classes conducted per year</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Smoke detector installations</td>
<td>7,767</td>
<td>7,429</td>
<td>6,457</td>
</tr>
<tr>
<td>Fire prevention and education programs</td>
<td>9,401</td>
<td>9,634</td>
<td>10,269</td>
</tr>
</tbody>
</table>
# 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

## Strategy
*Secure and effectively deploy resources for improved service delivery.*

## Sub-Strategies

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td>Implement new technologies</td>
</tr>
<tr>
<td>2)</td>
<td>Deploy staff to ensure visibility of public safety personnel</td>
</tr>
<tr>
<td>3)</td>
<td>Develop and exercise critical pre-incident plans</td>
</tr>
<tr>
<td>4)</td>
<td>Promote equipment procurement and maintenance</td>
</tr>
</tbody>
</table>

## Strategy Measures
- DPD % response rate for Priority 1 calls within 8 minutes
- Overall crime rate reduction
- Position in the nation for crime rate
- DFR 1st Company % response rate within 5.2 minutes for 90% of calls
- EMS % response rate within 9 minutes for 90% of calls
# Resource Management Measures

<table>
<thead>
<tr>
<th>STRATEGY MEASURES</th>
<th>CY 08</th>
<th>CY 09</th>
<th>CY 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPD % response rate for Priority 1 calls within 8 minutes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goal: 75%</td>
<td>71.7%</td>
<td>74.0%</td>
<td>80.8%</td>
</tr>
<tr>
<td>Overall crime rate reduction year over year</td>
<td>CY 08</td>
<td>CY 09</td>
<td>CY 10</td>
</tr>
<tr>
<td></td>
<td>- 10.3%</td>
<td>- 6.4%</td>
<td>-10.1%</td>
</tr>
<tr>
<td>Position in the nation for crime rate</td>
<td>CY 08</td>
<td>CY 09</td>
<td>CY 10</td>
</tr>
<tr>
<td></td>
<td>2nd</td>
<td>3rd</td>
<td>NA</td>
</tr>
<tr>
<td>DFR 1st Company % response rate within 5 minutes, 20 seconds for 90% of calls</td>
<td>FY 07 - 08 NA</td>
<td>FY 08 - 09 NA</td>
<td>FY 09 - 10 80.53%</td>
</tr>
<tr>
<td><em>(New National Fire Protection Association 1710 standards)</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMS % response rate within 9 minutes for 90% of calls</td>
<td>FY 07 - 08 91.0%</td>
<td>FY 08 - 09 90.1%</td>
<td>FY 09 - 10 90.1%</td>
</tr>
<tr>
<td><em>(New National Fire Protection Association 1710 standards)</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Neighborhood Vitality

COUNCIL OBJECTIVES
- Reduce the overall reported crime rate
- Increase level of confidence in law enforcement
- Reduce graffiti

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 and Operation Restoration programs established
- Number of crime watch groups established
- Dallas Emergency Response Team (DERT)
- Number of special event permits reviewed
## Neighborhood Vitality Measures

<table>
<thead>
<tr>
<th>STRATEGY MEASURES</th>
<th>FY 07 - 08</th>
<th>FY 08 - 09</th>
<th>FY 09 - 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of DPD 10-70-20 and Operation Restoration programs</td>
<td>13</td>
<td>18</td>
<td>29</td>
</tr>
<tr>
<td>Number of crime watch groups</td>
<td>864</td>
<td>740</td>
<td>848</td>
</tr>
<tr>
<td>Dallas Emergency Response Team members (DERT)</td>
<td>876</td>
<td>580</td>
<td>753</td>
</tr>
<tr>
<td>Special event permits reviewed by DPD</td>
<td>705</td>
<td>651</td>
<td>583</td>
</tr>
</tbody>
</table>
Linkages to Other KFAs

**NEIGHBORHOOD VITALITY**
Expand interdepartmental collaboration and community partnerships to cultivate thriving neighborhoods.

*Example:*
- Dallas Police Department partnerships with Downtown Dallas

**HUMAN RESOURCES**
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
- Operation Restoration

*Example:*
- Super Bowl
- Volunteers In Patrol (VIP)
- Graffiti reduction