



# *PUBLIC SAFETY*

## FY 11 - 12 BID PROCESS

*Presented to the Dallas City Council  
January 19, 2011*



# Public Safety Team Members

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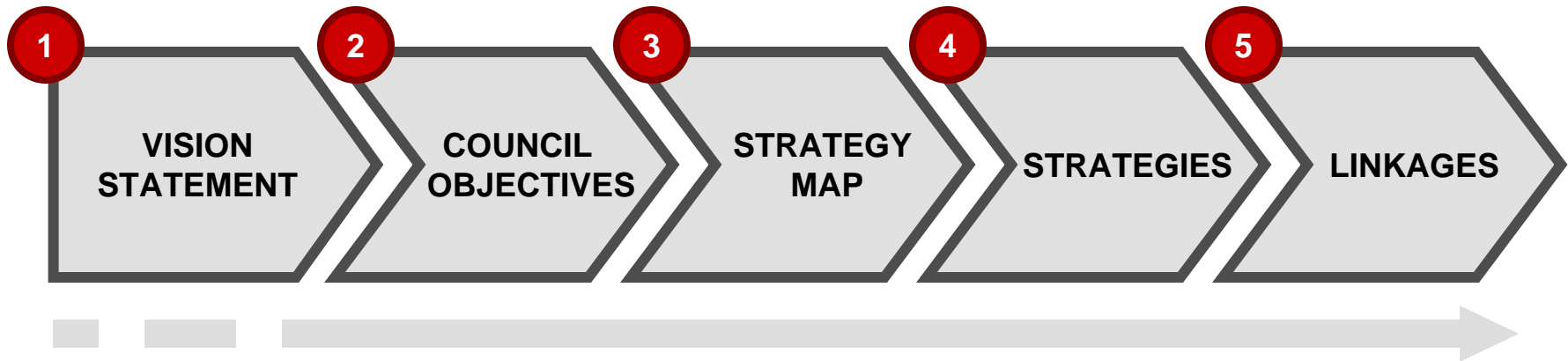
Sonya Batts, *Public Works & Transportation*

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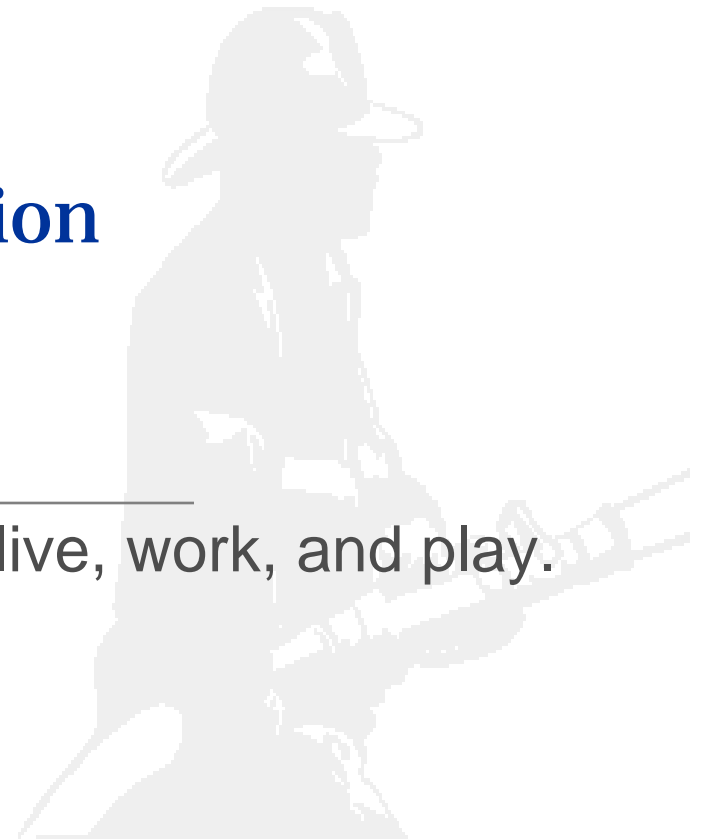
William Madison, *Office of Environmental Quality*

# Public Safety Road Map





# Public Safety Vision



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Ensure public safety where people live, work, and play.



# Dallas City Council Objectives



## ACHIEVE RESPONSE TIMES

Maintain DPD response times for Priority 1 calls answered within 8 minutes at 75% or better	<u>CY 08</u> 71.7%	<u>CY 09</u> 74.0%	<u>CY 10</u> 80.8%
Achieve Fire response time (1st Company) of 5 minutes, 20 seconds for 90% of calls <i>(New National Fire Protection Association 1710 standards)</i>	<u>FY 07-08</u> NA	<u>FY 08-09</u> NA	<u>FY 09-10</u> 80.53%
Achieve EMS response time (1st Company) of 9 minutes for 90% of calls <i>(New National Fire Protection Association 1710 standards)</i>	<u>FY 07-08</u> 91.0 within 9 minutes	<u>FY 08-09</u> 90.6% within 9 minutes	<u>FY 09-10</u> 90.1% within 9 minutes



## REDUCE THE OVERALL REPORTED CRIME RATE

Reduce crime rate by 7.25% in CY 11	<u>CY 08</u> -10.3%	<u>CY 09</u> -6.4%	<u>CY 10</u> -10.1%
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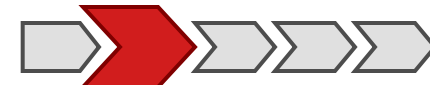
## REDUCE DALLAS' POSITION IN THE NATION ON CRIME

### **Short term: Stay out of the number one spot**

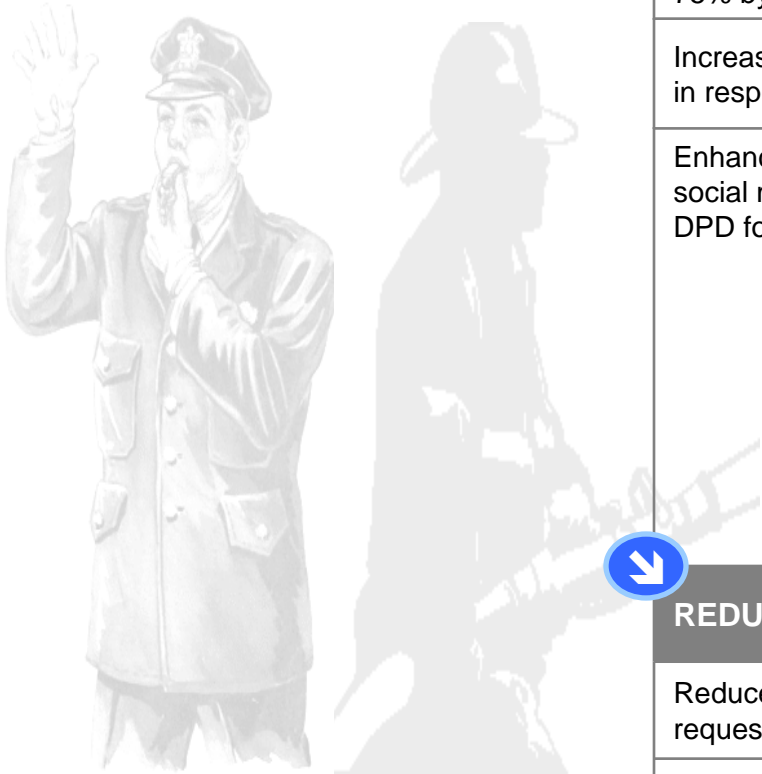
- Among the nation's most populated cities, Dallas ranked 2<sup>nd</sup> in CY 08 and 3<sup>rd</sup> in CY 09.
- 2011 – Drop out of the top five spots in violent crime among most populated cities

### **Long term:**

2013 – Drop out of the top eight spots in violent crime among most populated cities



# Dallas City Council Objectives

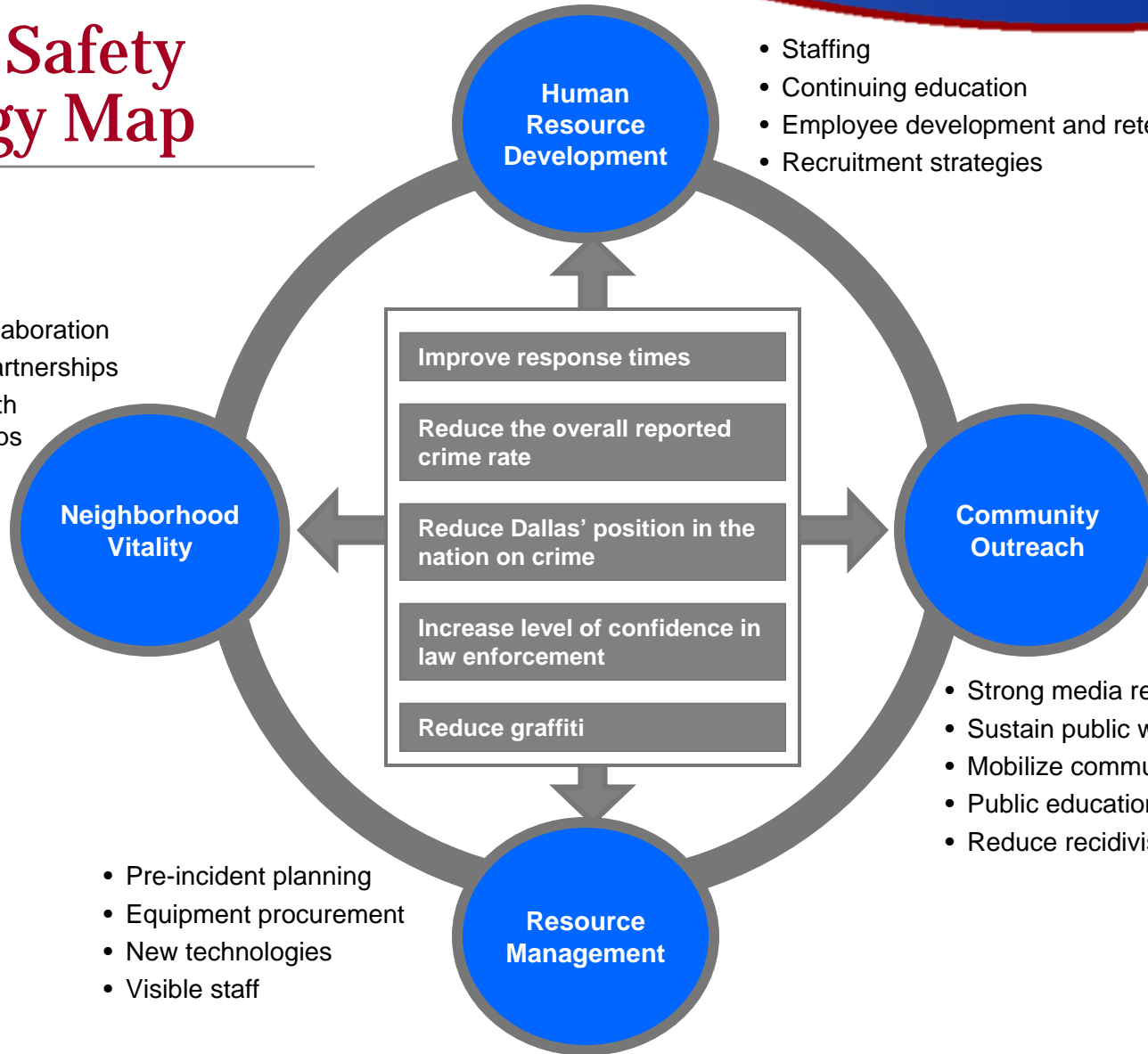


INCREASE LEVEL OF CONFIDENCE IN LAW ENFORCEMENT	FY 09	FY 10	
Increase perception that police are effective in dealing with neighborhood problems to 75% by 2011	64.9%	Next survey in 2011	
Increase perception that police are prompt in responding to calls to 75% by 2011	64.7%	Next survey in 2011	
Enhance communication with the public via social media, increasing the number of DPD followers by 20% annually	<b>Facebook</b> DPD has 4,348 followers as of 10/01/10		
	<b>Twitter</b> DPD has 2,803 followers as of 10/01/10		
	<b>Nixle</b> DPD has 1,361 followers as of 10/01/10		
	<b>YouTube</b> DPD has 38 videos on as of 10/01/10		
REDUCE GRAFFITI	FY 07 - 08	FY 08 - 09	FY 09- 10
Reduce the number of graffiti service requests	5,168	5,888	5,641
Provide anti-graffiti education to kids	NA	NA	Activities in 18 libraries



# Public Safety Strategy Map

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



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

- Pre-incident planning
- Equipment procurement
- New technologies
- Visible staff

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

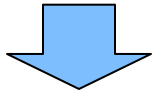
# Human Resources Development

## 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



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



# 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



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



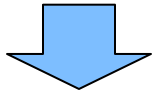
# Resource Management

## 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

- 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 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



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



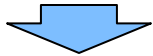
# Neighborhood Vitality

## 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



STRATEGY MEASURES	FY 07 - 08	FY 08 - 09	FY 09 - 10
Number of DPD 10-70-20 and Operation Restoration programs	13	18	29
Number of crime watch groups	864	740	848
Dallas Emergency Response Team members (DERT)	876	580	753
Special event permits reviewed by DPD	705	651	583



# 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

### Example:

- Volunteers In Patrol (VIP)
- Graffiti reduction

