

*The starting point for long-term change...*



Data-Driven Approaches to Crime and Traffic Safety (DDACTS) integrates location-based crime and crash data to establish effective and efficient methods for deploying law enforcement and other resources.



Drawing on the deterrent of highly visible traffic enforcement and the knowledge that crime often involves the use of motor vehicles, the goal of DDACTS is to reduce the incidence of crime, crashes and traffic violations.



This is an effective, predictive, location-based policing approach to crime and traffic safety that delivers law enforcement services to the right place at the right time.



## DDACTS

*Data-Driven Approaches to Crime and Traffic Safety*

For more information about DDACTS please contact the Longview Police Department or visit:  
<http://nij.gov/topics/law-enforcement/operations/traffic/Pages/ddacts.aspx>

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A NATIONAL PARTNERSHIP



### LONGVIEW POLICE DEPARTMENT

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LONGVIEW, TEXAS 75601  
[www.longviewpolice.com](http://www.longviewpolice.com)

<b>EMERGENCIES.....</b>	<b>911</b>
Non-Emergency Dispatch.....	903.237.1170
Public Information.....	903.237.2716
Police Records/Reports.....	903.237.1199
Police Traffic Section.....	903.237.1196
Criminal Investigations.....	903.237.1110
Police Area Representatives.....	903.237.1111
Crime Stoppers.....	903.236.7867



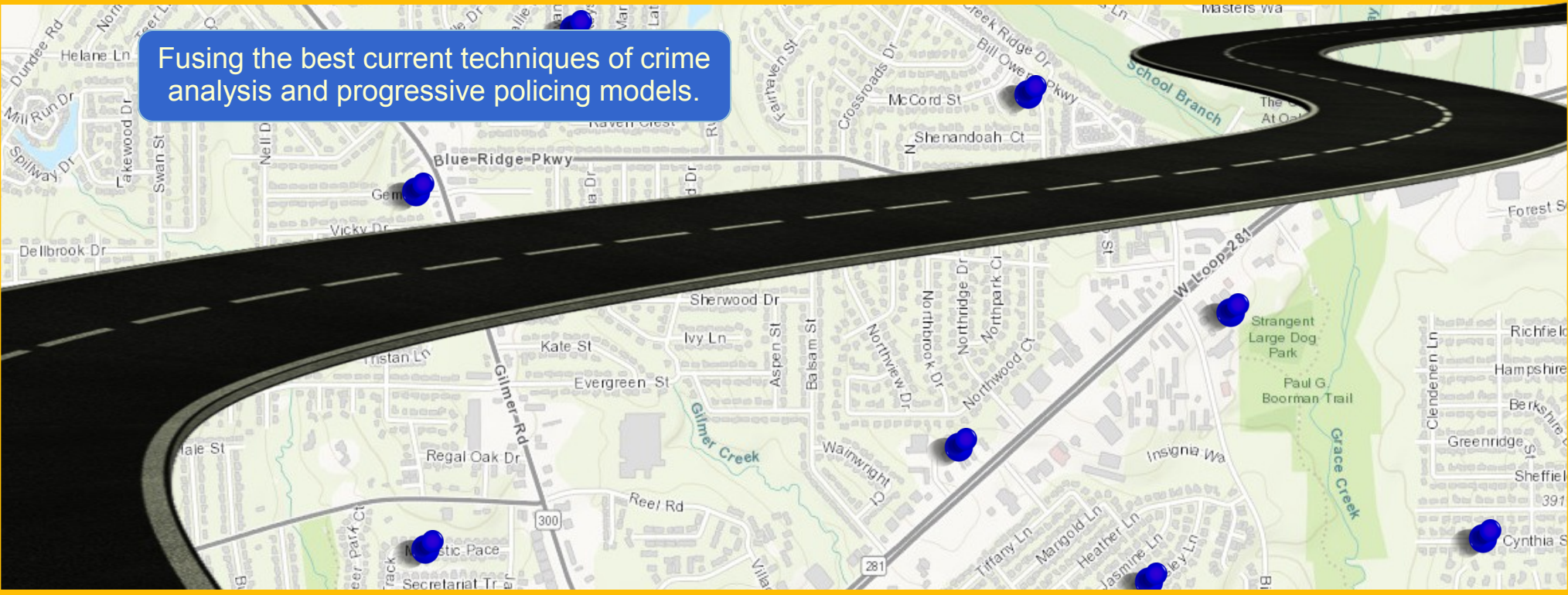
*Data-Driven Approaches to Crime and Traffic Safety*



LONGVIEW POLICE DEPARTMENT

# DDACTS

## Data-Driven Approaches to Crime and Traffic Safety



Fusing the best current techniques of crime analysis and progressive policing models.

### SEVEN GUIDING PRINCIPLES of DDACTS

**#1 PARTNER AND STAKEHOLDER PARTICIPATION**—The Community and Police working together to decrease social harm and to improve the quality of life in the community.

**#2 DATA COLLECTION**—Accurate and timely data including crash, police reports, calls for service, citations, warnings, and field interviews that can be used as a building block for the DDACTS model.

**#3 DATA ANALYSIS**—The use of the collected data to create maps and to identify problem locations, or crime hot spots.

**#4 STRATEGIC OPERATIONS**—Realigning the workflow in order to address the objectively identified hot spot locations. These locations will be targeted with highly visible traffic and other enforcement efforts.

**#5 INFORMATION SHARING AND OUTREACH**—Accomplishments will be documented and shared both internally and with the community. Officers will routinely visit with the community members as an ability to establish a rapport and build relationships.

**#6 MONITORING, EVALUATION AND ADJUSTMENTS**—The goal is to align enforcement with incidents to achieve an identified and desirable outcome. Monitoring and evaluating allows for changes and adjustments that increase the potential for long-term success.

**#7 OUTCOMES**—Assess the effectiveness of specific interventions, allowing for further problem identification and strategic planning.

*...effective...predictive*