Data Driven Approaches to Crime and Traffic Safety (DDACTS)

> *"DDACTS is an operational model that uses the integration of location-based crime and traffic data to establish effective and efficient methods for deploying law enforcement resources." –International Association of Directors of Law Enforcement Standards (IADLEST)*

In 2016, the City of Jonesboro has joined the 700+ agencies nationwide that integrate the DDACTS model into their everyday patrols. The goal of DDACTS is to reduce social harm and the incidence of crime and crashes in specific neighborhoods through:

1) <u>Engaging partners and stakeholders</u>: Crime and Traffic accidents can affect the public perception of safety as well as harm business in an area,

2) <u>Collecting Data</u>: Officers and Dispatchers are encouraged to be specific in their reports so that they can be analyzed effectively to make change in the community,

3) <u>Analyzing Data</u>: Crime Analysis reviews where *chronic* traffic crashes and crime occur in town by taking the last 5 years of each and overlaying them. The officers then patrol in areas that have BOTH crashes and crimes. Once the areas are selected, Crime Analysis then digs into the data to recommend times that directed patrols should be conducted

4) <u>Implementing Strategic Operations</u>: Patrol officers increase patrol in the selected areas during peak crime/accident times and from time to time will do saturated patrols (high traffic areas like stop lights).

5) <u>Sharing information</u>: DDACTS areas are shared through social media and press releases are sent to the Media to highlight where the public can expect extra patrol.

6) <u>Monitoring, evaluating, and adjusting operations</u>: Crime analysis monitors the program quarterly and adjusts DDACTS areas annually.

7) <u>Measuring outcomes:</u> Crime analysis reports statistically significant outcomes.
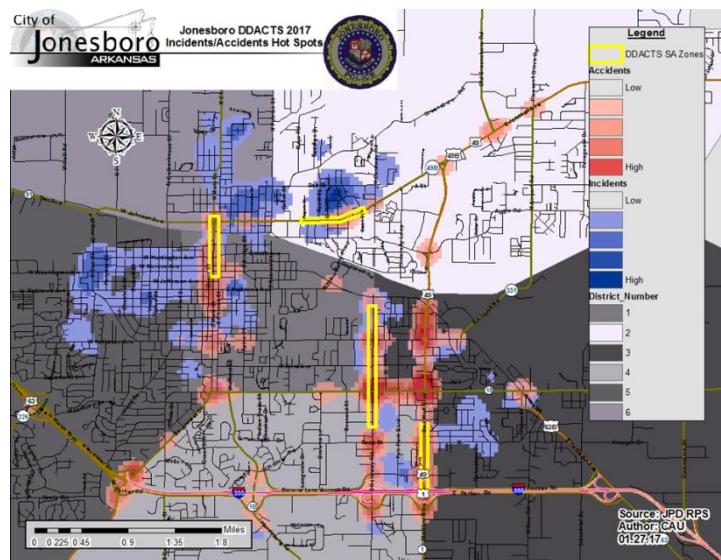
Increased patrols in high crime/high traffic crash areas has been statistically proven across the United States to reduce crime and deter accidents. The reduction in crime will allow already limited resources to be freed to do more proactive policing, thus allowing our officers to better serve the community.

DDACTS is supported by the following national/international partners: International Association of Chiefs of Police, International Association of Directors of Law Enforcement Standards, National Sheriff's Association, National Organization of Black Law Enforcement Executives, International Association of

Crime Analysts, US Department of Transportation, Commission on Accreditation of Law Enforcement Agencies, and more.

DDACTS SA Zone 2: Main/ Matthews to Johnson
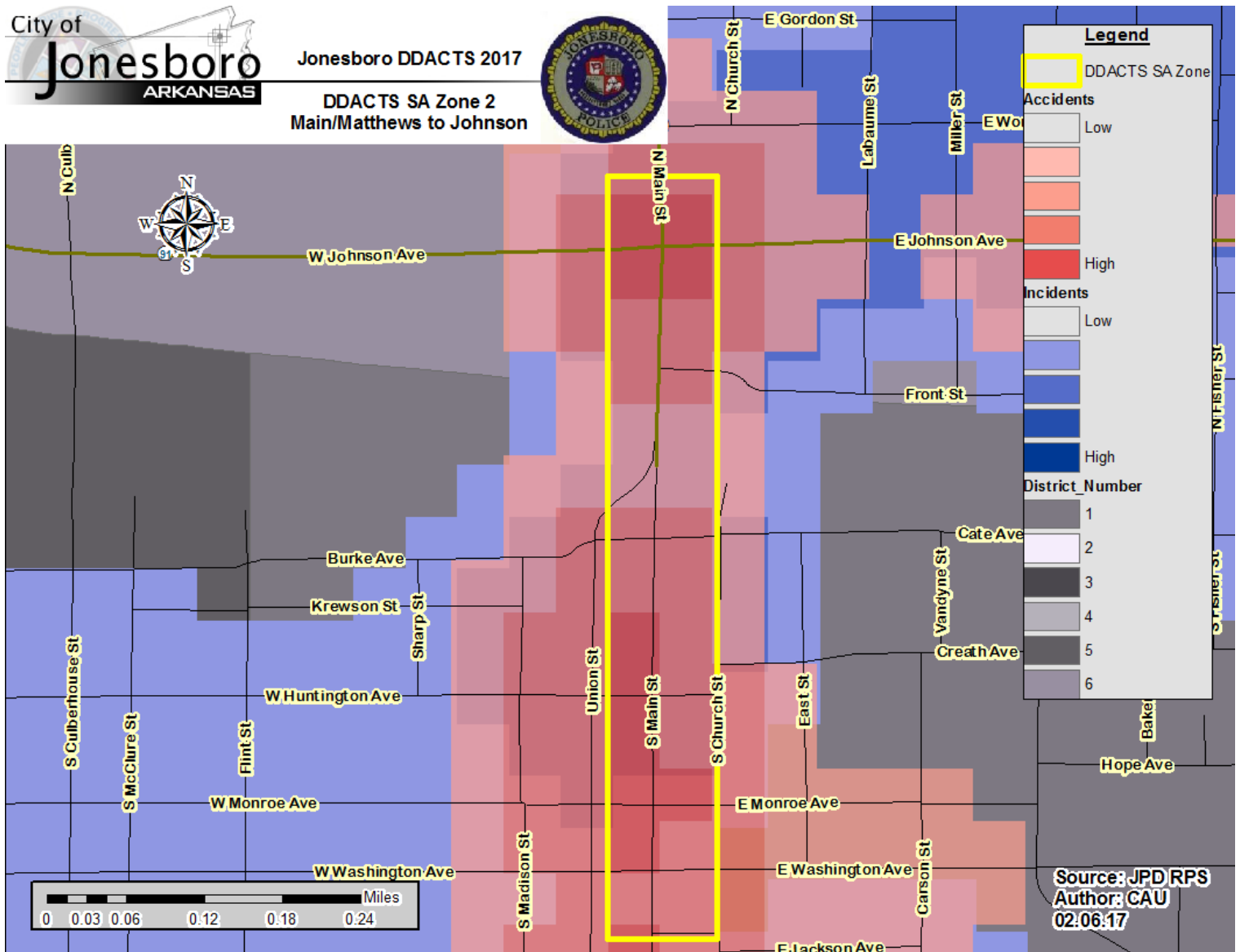
SA Zone 2: Main/Matthews to Johnson	
Peak month(s): Aug, Oct, Dec	
Time	Day(s) of Week
1200-1400	Tuesday, Friday
1300-1700	Monday
0000-0300	Saturday, Sunday

DDACTS: Key Concepts

Goal: Reduce crime and crashes within DDACTS zones and also citywide.

Place and time based policing:

1. Location
   a. DDACTS zones have high rates of chronic crime and traffic crashes
2. Timing
   a. DDACTS is not just where but also when
   b. Specific times of day and days of week are identified for each zone
   c. DDACTS patrols need to take place during the suggested times
      i. Patrols do not have to be for the full time specified but more is always better
   d. Schedule repeated periods of high enforcement instead of long stretches
      i. Preserves resources while still having an impact

SA Zone 2: Main/Matthews to Johnson
Crashes/Accidents

- Improper Right Turn 2%
- Too Fast For Conditions 3%
- Other 7%
- Improper Passing 2%
- Improper Left Turn 3%
- Improper Lane Change 5%
- Improper Backing 9%
- Following Too Close 16%
- Unknown 5%
- Wrong Way / One Way Traffic 2%
- Alcohol 2%
- Careless / Prohibited Driving 7%
- Disregard Traffic Signal 7%
- Failure To Yield 30%
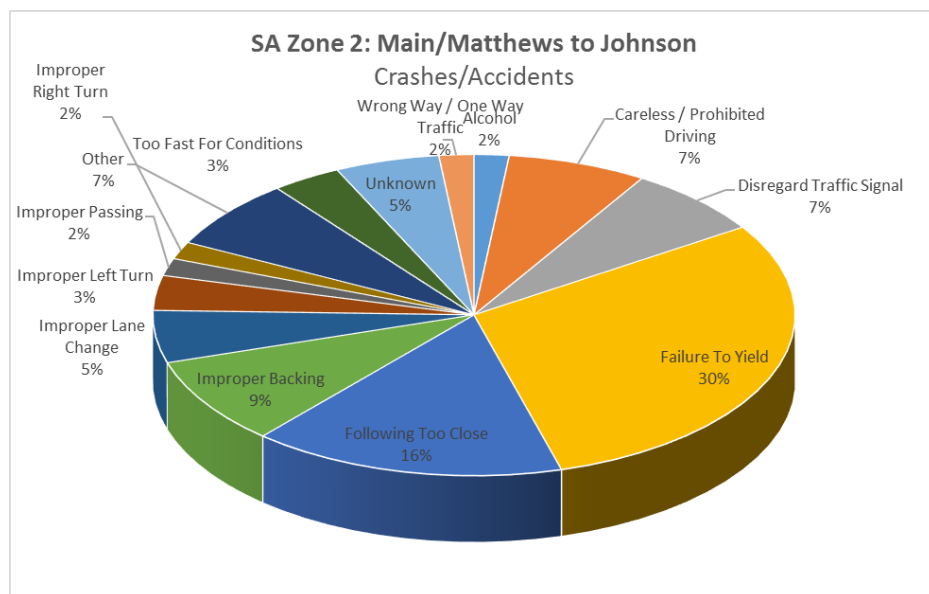
High Visibility Patrols and Community Involvement:

3. Media engagement and community partnerships are critical
   a. The implementation and key concepts of DDACTS should be communicated as widely as possible
4. Officer activity should be as visible as possible to as many people as possible
   a. Prioritize main thoroughfares.
5. Officer activity should focus on:
   a. Quality contacts
   b. Issue Warnings
   c. Traffic Stops
   d. Hand Out Contact information
   e. Educate: Communicate why police enforcement is increasing and what the citizen can do to help

SA Zone 2: Main/Matthews to Johnson
Incidents

- TSPS/DMG 3%
- WPNSCHG 0%
- ALCOHOL 29%
- THEFT/MVT 47%
- DRUG 7%
- B&E 4%
- BURG 1%
- CRIMES AGAINST PERSONS 9%