



Data Driven Approaches to Crime and Traffic Safety CASE STUDY



Agency: Citrus Heights, California Police Department

Workshop Attended: Citrus Heights, California



Date of DDACTS Implementation: April 2013

Agency Demographic and Background:

The Citrus Heights, California Police Department is located in northern California approximately 15 miles northeast of the state capital of Sacramento. Citrus Heights is in Sacramento County and borders Placer County on the north. After existence as an unincorporated area of northeastern Sacramento County for nearly 100 years, Citrus Heights became an independent city offering local municipal services in January 1997. The city is 14 ½ square miles with a population of 84,000. The city consists of a large number of multi-family dwellings and over 2,000 businesses, including a regional mall.

Prior to June 2006, the city of Citrus Heights contracted with the Sacramento County Sheriff's Department for police services. The city had a unique opportunity to build their police department from the ground up. Suffering from high property crime rates compared to other cities in the region, the city also experienced a high number of fatal collisions. Citrus Heights consists of major thoroughfares to include the busiest intersection in the county. Utilizing a community oriented policing philosophy, the department relies on the strong, positive partnerships that have developed between law enforcement and its citizens. The police department launched DDACTS with a robust traffic unit that operated independently from patrol services. In 2013, the department linked the DDACTS model approach with the city's crime reduction model combining crime and traffic strategies and became more effective.

Lessons Learned:

Timely Information: Disseminating information as quickly as possible is a critical step in this process. Looking at patterns and series that are several weeks old leads to inefficiency in deployment and leads to the lack of "buy-in" from the officers. Information should be produced on a weekly basis to keep proactive enforcement/contacts fresh and efficient.

Specific Target Areas: It is important to give officers a specific target area for self-initiated activity. Using precise address ranges or blocks and/or intersections, rather than general areas, will remove any guess work on where enforcement activity should be conducted. Citrus Heights Police Department continues to narrow the focus of the problem areas, as well as, providing guidance on *why* an area is a problem.

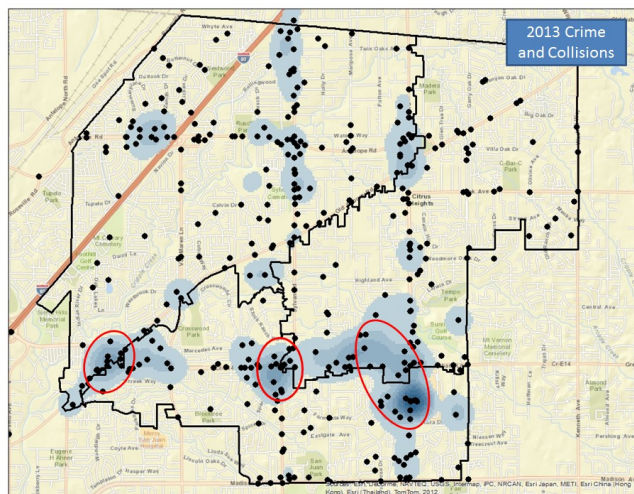
Prior to Implementation:

The Citrus Heights Police Department created a crime reduction model in July 2011, approximately two years before DDACTS implementation. It was a Compstat-like process

where beat commanders were responsible for certain crime types throughout the city. We strategically focused on residential burglary, vehicle burglary and stolen vehicles. After hosting and attending the DDACTS workshop in April 2013, the model was altered to include traffic. The result was a slight name change to Crime and Traffic in Citrus Heights, or CATCH, and a more robust crime reduction model emerged. This slight change allowed staff to continue with the same efforts and not create an environment where it appeared we were trying random new concepts.

Pre and Post DDACTS:

Through the analysis of Citrus Heights’ crime and traffic data, the department identified three areas along one major roadway that are a chronic hotspot of activity. A fourth area was added to the crime reduction model after a new gambling hall opened in July 2014.



In the year following CATCH deployment and subsequently including DDACTS strategies, the Citrus Heights Police Department saw a dramatic increase of self-initiated activity in the identified areas, i.e., bike stops, foot patrols, game plan (GP), patrol checks, pedestrian stops, searches, traffic stops and warrant service.

Area		2012	2013	Percent Change	2014	Percent Change
Auburn/Greenback		1255	1687	+34%	1673	-0.8%
San Juan/Greenback		1064	1150	+8%	1347	+19%
Sunrise/Greenback		2202	3649	+66%	3185	-14%
Part I Crime	Number	Traffic Collisions		Number		
2012	7% reduction	3434	2012	9% reduction	676	
2013	13% reduction	2987	2013	10% increase	749	
2014	3% increase	3091	2014	7% reduction	695	
2015	4% reduction	2981	2015	2% increase	710	

Significant staffing changes in 2015 resulted in a huge reduction in the number of citations written in Citrus Heights. We are happy to report we kept collisions from sharply rising and saw some impressive decreases in crime as well because of better, more focused deployment.

The Future:

The Citrus Heights Police Department will continue with its CATCH mission to reduce crime, increase public safety and improve the quality of life for the citizens of our city by holding police personnel accountable to analyze and implement lasting proactive measures to prevent, detect, impact and solve crime while reducing crashes. The Crime Analysis Unit, along with the beat commanders, will attempt to disseminate information promptly and provide officers with as detailed action plans as possible. Past and ongoing analysis has shown our four targeted areas are chronic hotspots, and proactive measures will continue in these areas.