



## Data Driven Approaches to Crime and Traffic Safety Agency Implementation Report



**Agency:** Cleburne, Texas Police Department

**Workshop Attended:** Norman, Oklahoma

**Date of DDACTS Implementation:** September 2013



### Agency Demographic and Background:

Cleburne, the county seat of Johnson County, Texas, is on U.S. Highway 67 on the southwestern fringe of the Dallas-Fort Worth-Arlington Metropolitan Statistical Area. The city's origin and growth can be attributed to its role as a crossroads and transportation center. The city was primarily an agricultural center and county seat until the Santa Fe Railroad opened a major facility there in 1898. The city has a total area of 35 square miles. Significant growth is projected following the 2014 opening of SH 121/Chisholm Trail Parkway, a 27.6-mile toll road from I-30 in downtown Fort Worth to US 67 in Cleburne. In 2015, the city's voters approved a 1/2 cent sales tax to fund a \$25 million professional league baseball stadium and retail/entertainment complex.

Cleburne has a diverse population: 66.1% White; 27.1% Hispanic; 4.4% Black; 0.7% American Indian; and 0.5% Asian. The city's population of nearly 30,000 has increased 14.4% since 2000. The estimated median household income in the city is \$48,260 which is lower than the state and national averages. The average education level in the city is also lower than the state and national averages. However, the city's crime rate has historically been higher.

The police department is a full-service agency with jurisdiction spanning 35 square miles. Currently, the department has an authorized strength of 54 sworn (civil service) officers, 30 reserve officers and 19 civilian employees. The annual department budget is \$7.5 million. In 2013, when DDACTS was implemented, the department responded to 33,463 calls for service. The goal of the department was to reduce crashes and Part 1 crimes, especially theft, burglary, robbery and motor vehicle theft. Before implementation, crashes averaged 908 per year. Theft, burglary, robbery and motor vehicle theft incidents averaged 1,056 per year.

### Prior to Implementation:

In December 2012, Chief Rob Severance was hired by the City of Cleburne. His vision was to build partnerships with, not only other agencies, but with those outside the law enforcement profession as well. He led a similar DDACTS initiative in his previous agency. Since the agency did not have an analyst, the Chief selected an investigator to serve in that role. The department attended a workshop held in Norman, OK in 2013. With budgets shrinking, DDACTS offered this department guidance in deploying its current resources in the most effective way to reduce crime and crashes in the city. Lieutenants were given responsibility for specific geographic locations (districts) and regular CompStat meetings were initiated.

## Lessons Learned:

Originally, a historical analysis was done on all Part 1 Crimes. There were three “hotspots” where officers focused enforcement efforts. After some trial and error and re-focusing the needs of the community into the analysis, we concentrated specifically on theft, burglary, robbery and motor vehicle theft. Four DDACTS zones were specifically recognized.

## Pre and Post DDACTS:

The four major “hot spots” or DDACTS zones were identified. There is one zone per district or “beat.”



The Cleburne Police Department successfully refocused officers’ attention in the four designated DDACTS areas. The efforts in the first full year after implementation (2014) showed to have a positive impact on crimes and crashes in those specified zones.

In 2014, there was a decrease in theft, burglary, robbery and motor vehicle theft in the designated DDACTS zones by 22% when compared to the previous three year average. The city also experienced a decrease of 5.5% in crashes in the DDACTS zones.

## The Future:

The long-term effect of the agency’s efforts to reduce traffic crashes and crime city wide has also shown to be successful with reductions in the Part I offenses earlier stated and traffic crashes as seen below.

City wide:

### Theft, burglary, robbery & vehicle theft

- 2014\* 20% Reduction
- 2015\*\* 15% Reduction

\*Compared to 2011, 2012, 2013 average

\*\*Anticipated compared to 2012, 2013, 2014 average

City wide:

### Traffic Crashes

- 2014\* 4% Reduction
- 2015\*\* 9% Reduction

\*Compared to 2011, 2012, 2013 average

\*\*Anticipated compared to 2012, 2013, 2014 average

In addition, Cleburne PD partnered with TxDOT (the Texas Department of Transportation) to analyze a “hot spot,” which happened to be in front of the local Walmart store. The area was responsible for, not only theft calls, but a significant number of crashes at exits onto a major highway. TxDOT took action and redirected traffic exiting the parking lot in that area. This almost instantly decreased the number of crashes.