



## Data Driven Approaches to Crime and Traffic Safety Case Study

**Agency:** Rock Hill Police Department

**Workshop Attended:** Rock Hill, South Carolina



**Date of DDACTS Implementation:** January 2013

### Agency Demographic and Background:

The city of Rock Hill, located in the upper Piedmont region of South Carolina, is 20 miles south of Charlotte North Carolina. Rock Hill city is the largest city in York County and the 4th largest city in the state. It has a population of approximately 66,000. Rock Hill is 99% urban and 1% rural. The population make up is 48.5% male and 51.5% female. The ethnic breakdown is 55.2% white, 38.1% black, 4.9% Hispanic, 2.5% Asian, 2.2%, .02% American Indian and other races.

The Rock Hill police department has 180 sworn police personal and 40 civilians. The police department's jurisdiction covers 46 square miles. The police department has roughly 70,000 calls for service which includes officer generated calls and traffic stops.

When DDACTS was implemented in January 2013, the command staff went to the Traffic Enforcement Unit (TEU), and pitched the idea. TEU was given all the details on how DDACTS worked and was asked if it was something they were willing to try. Maps indicated the areas where crimes and collisions overlapped. The initial goals were to reduce crimes and traffic collisions. The DDACTS area has 11 hotels/motels, 6 apartment complexes, Interstate (I-77), US highway (US 21) and South Carolina highway (SC 161), 9 convenience store/gas stations and numerous sit down/fast food restaurants.

### Lessons Learned:

The Rock Hill police department conducts DDACTS enforcement a little bit different than other agencies. They conduct major enforcement at least once a month and patrol is very active in the area.

The patrol division maintain highly visible traffic enforcement in the DDACTS area. Patrol commanders' direct operations to include "knock and talks at the hotel/motels and apartment complexes. When they are not conducting direct patrol strategies, the units assigned to the DDACTS patrol zone sit in highly visible areas to type reports and return phone calls.

During major enforcement efforts, the Rock Hill police department have invited several outside agencies to participate. The South Carolina Highway patrol (SCHP), York County Sheriff's Department Traffic Unit and Highway Interdiction Team (HIT), Winthrop University Police and the South Carolina State Transport have successfully worked together.

Here are some of the ideas that have been used effectively in DDACTS areas:

- The street crimes unit has utilized bike units and undercover vehicles to observe the hotels/motels, and foot patrol in the apartment complexes.
- The TEU, SCHP and Winthorp police have done Lidar saturation, seat belt enforcement and driver's license checkpoints.
- The South Carolina State Transport Police and the HIT team have conducted traffic enforcement and vehicle safety checks on the interstate during major enforcement periods.

**Pre and Post DDACTS:**

CRIMES/CRASHES	2010	2011	2012	2013	2014	2015	2010-2012 MEDIAN	2013-2015 MEDIAN	% CHANGE
ROBBERY	14	21	19	9	10	11	19	10	-47%
AUTO THEFT	27	33	33	19	15	18	33	18	-45%
B&E AUTO	58	68	26	48	48	78	58	48	-17%
DRUG VIOLATIONS	79	63	50	93	69	138	63	93	48%
CRASHES	285	288	375	413	471	549	288	471	64%

The data suggest big changes. Robberies, Auto Theft, and B&E Autos are all down in the DDACTS area. Drug violations arrests have increased, showing success with drug charges. Collisions are up due to traffic pattern changes in 2015.

**The Future:**

The success that the Rock Hill police department has had in the first DDACTS area has been encouraging. We now have a second DDACTS area that we are focusing on while continuing to work in the first area. We still strive to find a way to reduce collisions in these areas, but crashes have been up throughout the whole city. Some of the issues with this rise is attributed to increased traffic with more people moving to the city and to York County. Poorly designed intersections will be addressed in 2016 by the South Carolina Department of Transportation.