



# *PUBLIC SAFETY*

## FY10-11 BID PROCESS

*Presented to the Dallas City Council  
January 20, 2010*



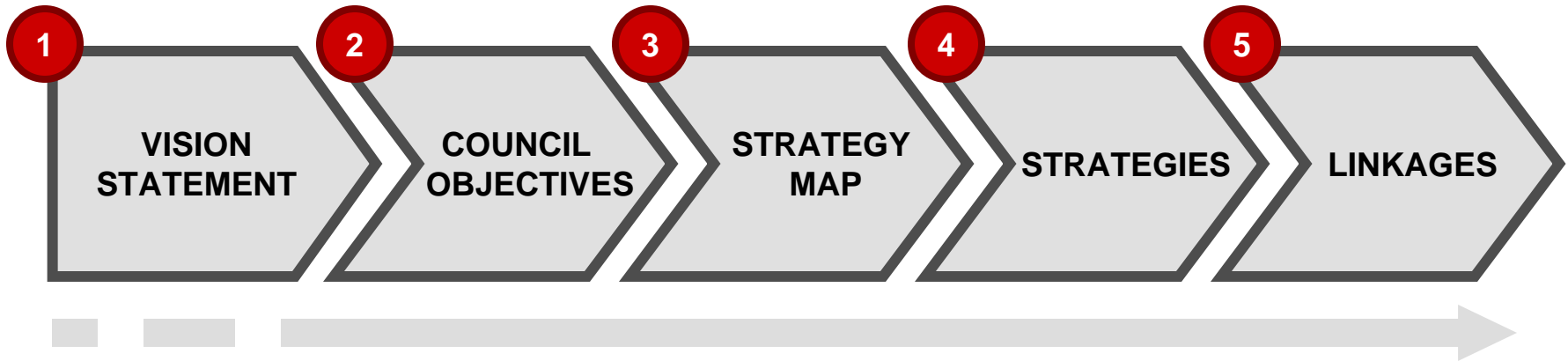
# Public Safety Team Members

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- Kwa heri Heard, *Office of Emergency Management*
- Sugie Dotson, *Parks & Recreation*
- Jerry Gonzales Jr., *City Manager's Office*
- S. Renée Clay, *Dallas Water Utilities*
- Ryan Rogers, *Office of Financial Services*
- Tommy Ludwig, *City Manager's Office*
- Tim Starr, *Public Works & Transportation*
- Rick A Watson, *Dallas Police Department*
- Kevin Curry, *City Manager's Office*
- Barbara Moore, *Equipment & Building Services*
- Debra Mullins, *Dallas Fire-Rescue*
- Richard Wagner, *Dallas Water Utilities*

# Public Safety Road Map

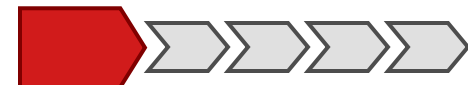
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# Public Safety Vision

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Ensure public safety where people live, work and play.



# Dallas City Council Objectives



IMPROVE RESPONSE TIMES	FY 06 - 07	FY 07 - 08	FY 08 - 09
Increase the number of Police emergency calls responded to within 8 minutes to <b>75% by FY 10-11</b>	60%	72%	72%
Increase the number of Fire calls responded to (1st Company) within 5 minutes to <b>92% by FY10-11</b>	77%	79%	77%
Increase the number of EMS calls responded to within 8 minutes to <b>92% by FY 10-11</b>	87%	91%	91%





REDUCE THE OVERALL REPORTED CRIME RATE	CY 07	CY 08	CY 09
Reduce the overall reported crime rate by 10% in CY 10	3.4% reduction	10.8% reduction	<b>6.9%</b> <i>(through November 30, 2009)</i>



REDUCE DALLAS' POSITION IN THE NATION ON CRIME
<p><b>Short Term: Stay out of the number one spot</b>  <i>(CY 07: 1<sup>st</sup> among nation's most populated cities; CY 08: 2<sup>nd</sup> among the nation's most populated cities; CY 09: N/A)</i></p>
<p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>2011 – Get out of the top five spots</li> <li>2013 – Out of the top <b>eight</b> spots</li> </ul>

# Dallas City Council Objectives



INCREASE LEVEL OF CONFIDENCE IN LAW ENFORCEMENT	FY 09	FY* 10
Increase perception that police are effective in dealing with neighborhood problems to <b>75%</b> by 2011	64.9%	N/A
Increase perception that police are prompt in responding to calls to <b>75%</b> by 2011	64.7%	N/A
Enhance communication between DPD and the public through social media by increasing the number of DPD followers by 20% annually	<b>Twitter</b> DPD has 1,496 followers as of 01/12/10 	
	<b>Facebook</b> DPD has 2,191 fans as of 01/12/10 	
* Note: FY 2010 survey has not been conducted yet.		

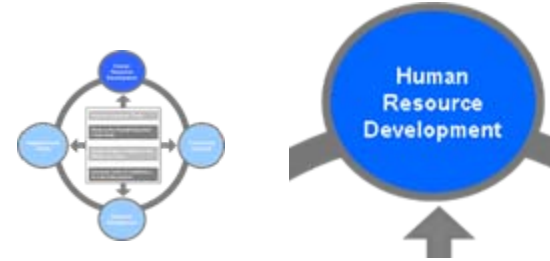
# Public Safety Strategy Map



# Human Resource Development

## COUNCIL OBJECTIVES

- ❖ Reduce the Overall Reported Crime Rate
- ❖ Increase Level of Confidence in Law Enforcement



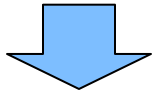
## Sub-Strategies

- Staffing
- Continuing education
- Employee development and retention
- Recruitment strategies

From the Strategy Map (slide 7)

## STRATEGY

*Strengthen citizen confidence through the development of human resources.*



## SUB-STRATEGIES

- 1) Ensure appropriate staffing levels
- 2) Promote continuing education programs
- 3) Encourage employee development and retention
- 4) Enhance recruitment strategies to attract high quality applicants



## Strategy Measures

- Officers per 1,000 residents
- DPD officer certifications
- DFR firefighter and inspector certifications
- Strengthen citizen confidence through the development of human resources.



# Human Resource Development Measures

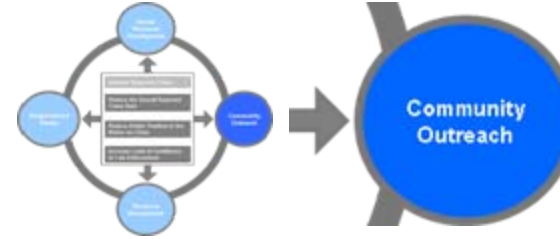


STRATEGY MEASURES		FY 07-08	FY 08-09
Police Officers per 1,000 residents: Goal – 3.00		2.60	2.77
DPD Officer Certifications	Master:	1,859	1,872
	Int./Adv:	583	859
	Basic:	693	684
DFR Firefighter Certifications	Master:	153	714
	Adv:	74	110
	Inter:	470	256
DFR Inspector Certifications	Master:	24	27
	Adv:	7	9
	Inter:	23	26

# Community Outreach

## COUNCIL OBJECTIVES

- ❖ Reduce the Overall Reported Crime Rate
- ❖ Reduce Dallas' Position in the Nation on Crime
- ❖ Increase Level of Confidence in Law Enforcement



### Sub-Strategies

- Strong media relations
- Sustain public warning systems
- Mobilize community stakeholders
- Public education programs
- Reduce recidivism

From the Strategy Map (slide 7)

## STRATEGY

*Enhance community outreach by increasing involvement, communication, and education.*



### SUB-STRATEGIES

- 1) Strengthen disaster preparedness planning through marketing and media relations
- 2) Sustain public warning and notification systems
- 3) Mobilize community stakeholders to proactively assist with public safety initiatives
- 4) Reduce recidivism through education and re-entry programs
- 5) Provide public education and prevention programs



### Strategy Measures

- Fire safety and code inspections
- Number of Volunteers in Patrol (VIP)
- Community Emergency Response Team (CERT)
- Citizen Fire Academy Participation
- Number of smoke detectors installed
- Number of students impacted through outreach programs
- Law Enforcement Teaching Students (LETS)



# Community Outreach Measures



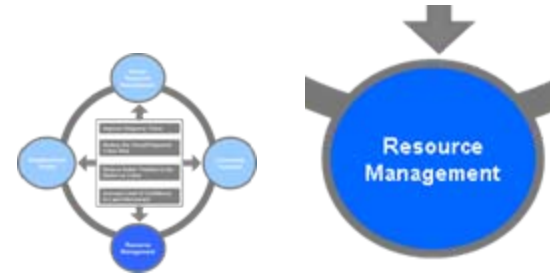
STRATEGY MEASURES	FY 06-07	FY 07-08	FY 08-09
Fire safety and code inspections conducted	54,542	63,647	71,188
Volunteers in Patrol (VIP)	CY 07: 2,061	CY 08: 2,240	CY 09: 2,723
Community Emergency Response Team members (CERT)	CY 07: 117	CY 08: 390	CY 09: 682
Citizen Fire Academy classes conducted per year	2	2	1
Smoke detector installations	5,442	7,767	7,429
Student participation in Law Enforcement Teaching Students (LETS)	21,462	26,116	17,023
Fire prevention and education programs	5,750	9,401	9,634



# Resource Management

## COUNCIL OBJECTIVES

- ❖ Improve Response Times
- ❖ Reduce the Overall Reported Crime Rate
- ❖ Reduce Dallas' Position in the Nation on Crime
- ❖ Increase Level of Confidence in Law Enforcement

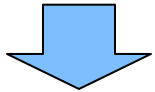


- Sub-Strategies**
- Pre-incident planning
  - Equipment procurement
  - New technologies
  - Visible staff

From the Strategy Map (slide 7)

## STRATEGY

*Secure and effectively deploy resources for improved service delivery.*



## SUB-STRATEGIES

- 1) Implement new technologies
- 2) Deploy staff to ensure visibility of public safety personnel
- 3) Develop and exercise critical pre-incident plans
- 4) Promote equipment procurement and maintenance

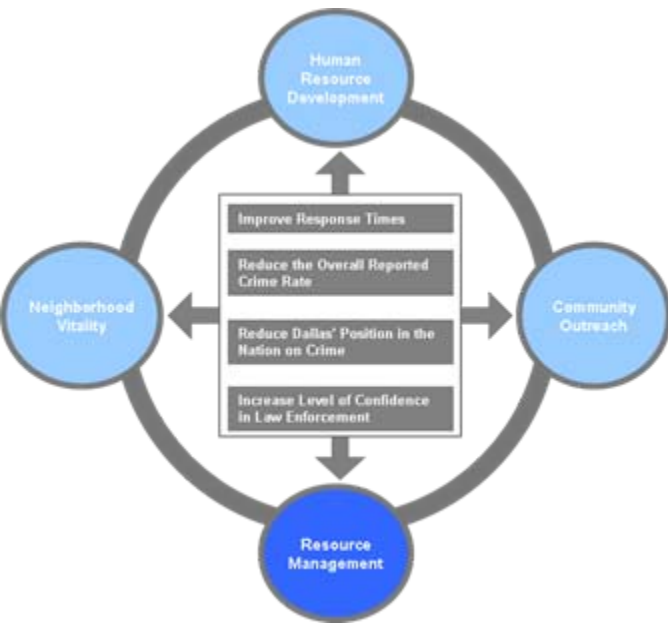


## Strategy Measures

- DPD % response rate for emergency calls within 8 minutes
- DFR 1st Company % response rate within 5 minutes
- EMS % response rate within 8 minutes
- Overall crime rate reduction
- Position in the nation for crime rate



# Resource Management Measures



STRATEGY MEASURES	FY 06-07	FY 07-08	FY 08-09
<b>DPD % response rate for emergency calls within 8 minutes</b> <b>Goal: 75%</b>	60%	72%	72%
<b>DFR 1st Company % response rate within 5 minutes</b> <b>Goal: 92%</b>	77%	79%	77%
<b>EMS % response rate within 8 minutes</b> <b>Goal: 92%</b>	87%	91%	91%
<b>Overall crime rate reduction year over year</b>	<b>CY 07:</b> -3.4%	<b>CY 08:</b> -10.8%	<b>CY 09:</b> -6.9% <i>Through November 30, 2009</i>
<b>Position in the nation for crime rate</b>	<b>CY 07:</b> 1st	<b>CY 08:</b> 2nd	<b>CY 09:</b> N/A

# Neighborhood Vitality

## COUNCIL OBJECTIVES

- ❖ Reduce the Overall Reported Crime Rate
- ❖ Increase Level of Confidence in Law Enforcement

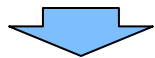


- Sub-Strategies**
- Strong media relations
  - Inter-agency collaboration
  - Public-private partnerships
  - Collaboration with community groups

From the Strategy Map (slide 7)

## STRATEGY

*Expand interdepartmental collaboration and community partnerships to cultivate thriving neighborhoods.*



## SUB-STRATEGIES

- 1) Form partnerships with other agencies to streamline multi-agency collaboration
- 2) Encourage public/private partnerships and community activities
- 3) Collaborate with community groups to foster safer neighborhoods

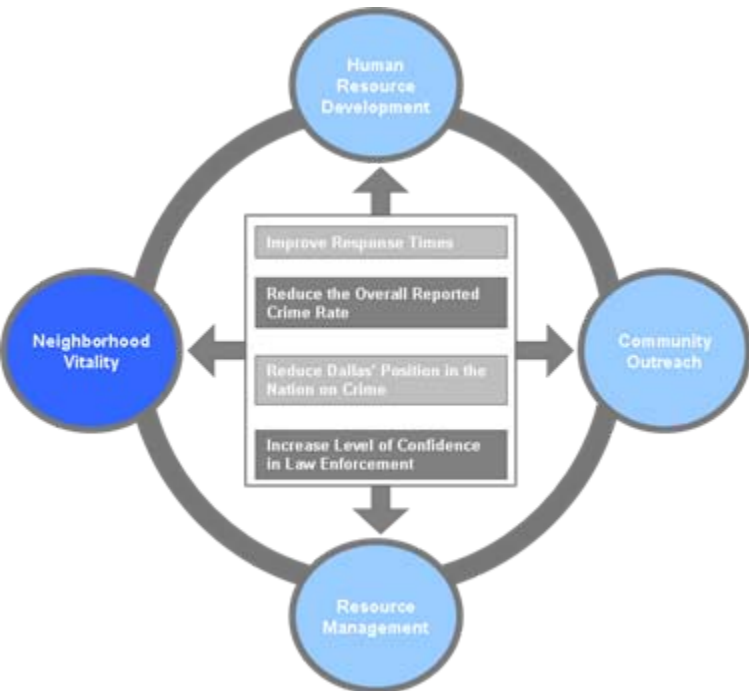


## Strategy Measures

- Number of DPD 10-70-20 Programs established
- Number of crime watch groups established
- Dallas Emergency Response Team (DERT)
- Number of special event permits reviewed



# Neighborhood Vitality Measures



STRATEGY MEASURES	FY 06-07	FY 07-08	FY08- 09
Number of DPD 10-70-20 Programs	20	13	18
Number of crime watch groups	775	864	740
Dallas Emergency Response Team members (DERT)	163	876	580
Special event permits reviewed by DPD	700	705	651

# Public Safety Strategy Map

- Inter-agency collaboration
- Public-private partnerships
- Collaboration with community groups



# Linkages to other K.F.A's



## NEIGHBORHOOD VITALITY

Expand Interdepartmental collaboration and community partnerships to cultivate thriving neighborhoods.

### *Example:*

- Dallas Police Department partnerships with Downtown Dallas

## HUMAN RESOURCE

Strengthen citizen confidence through the development of human resources.

### *Example:*

- 911 CIS improvements and maintenance

## COMMUNITY OUTREACH

Enhance community outreach by increasing involvement, communication, and education.

### *Example:*

- 10-70-20 Program

### *Example:*

- NBA All-Star 2010

### *Example:*

- Volunteers In Patrol (VIP)



A photograph of a city skyline at sunset. The sky is a mix of deep blue, purple, and orange. Several skyscrapers are visible, with some windows illuminated. The buildings are silhouetted against the colorful sky.

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