Data-Driven Approaches to Crime and Traffic Safety
Cleburne, Texas

Johnson County Seat
35 Square Miles
4 Police Districts
54 Sworn Officers
$7.75 Million Police Budget
Preparing for Growth

- 102 Square Miles in Cleburne’s ETJ
- **May 2014:** CTP - Cleburne & Fort Worth
- **Nov 2015:** Voters approve “The Depot”
The Cost of Crime

City-data.com

Cleburne, TX City-data.com crime index compared to nearest cities:
(Note: Higher means more crime)

<table>
<thead>
<tr>
<th>City</th>
<th>Crime Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleburne</td>
<td>426.8</td>
</tr>
<tr>
<td>Keene</td>
<td>82.6</td>
</tr>
<tr>
<td>Joshua</td>
<td>40.3</td>
</tr>
<tr>
<td>Godley</td>
<td>263.1</td>
</tr>
<tr>
<td>Alvarado</td>
<td>226.0</td>
</tr>
<tr>
<td>Crowley</td>
<td>211.9</td>
</tr>
<tr>
<td>Burleson</td>
<td>252.6</td>
</tr>
<tr>
<td>Itasca</td>
<td>40.5</td>
</tr>
<tr>
<td>Everman</td>
<td>365.4</td>
</tr>
</tbody>
</table>
Chief Severance was hired in December 2012

Saw a need for crime and crash analysis

Sent staff to Oklahoma DDACTS workshop in 2013

Established specific crime and crash reduction goals
Guiding Principle I
Partners / Stakeholders

- **Original Stakeholders**
  - Mayor & City Council
  - City Staff
  - Community
  - Businesses
  - Organizations

- **Original Partners**
  - Patrol Officers
  - Traffic Units
  - Investigators
“The City Council of the City of Cleburne hereby dedicates itself to improving quality of life by reducing crime, crashes and traffic violations, and calls upon its citizens to assist in these efforts.”
Guiding Principle II
Data Collection

- Problems
  - New Crime Analyst
  - Extracting ACCURATE historical data
  - RMS System
  - What do you do with these special circumstances?
    - New loop built
    - Decrease in fatality crashes

- Successes
  - ArcGIS
  - Crash data
  - CompStat

COMPARING APPLES TO APPLES???
Guiding Principle III
Data Analysis

- Analyzed all Part 1 Crimes & Crashes
- Used ArcGIS to map “Hot Spots”

WALMART PRESENTED ITS OWN SET OF UNIQUE PROBLEMS

- Skilled loss prevention agents moved to another store
- No loss prevention agents at our other large stores

New Partnership with Texas Department of Transportation
Guiding Principle VI
Monitoring / Evaluation / Adjustments

• Re-analyzed data excluding Shoplifting
• Removed all Assaults, Rapes...

“Hot Spots” in each District allowed patrol officers to focus on making a difference in their area of responsibility

Worked with the City to condemn two “Flop Houses” supplying criminals to the area

Worked with TXDOT to improve roadway
Guiding Principle V
Information Sharing / Outreach

Cleburne Police Department
Published by Kelly Summey [?!]. August 28, 2014.

Many people are learning the hard way about this right turn only sign. Can you tell us, in the comments section, where this new sign is and why do you think the state (TXDOT) installed it? Comments have to be nice and clean!
Guiding Principle IV
Strategic Operations

- Deploying High Visibility Traffic Enforcement in Hotspots
- Asking Officers to Step Up Enforcement
- Tracking Available Time of Officers
Guiding Principle IV
Strategic Operations

2015 TRAFFIC STOPS
- Total of 13,117 Traffic Stops
- 7,317 (56%) of all Traffic Stops were within DDACTS Zones
Guiding Principle V

Information Sharing / Outreach
A partial list of programs and changes instituted or in the works included Data Driven Approaches to Crime and Traffic Safety, or DDACTS, which, in a nutshell, helps police better target areas of crime and traffic accidents in real time allowing for better allocation of police resources by targeting such areas and maintaining a high visibility officer presence.

**Severance settling in**

June 23, 2013

The key to success for DDACTS, crime mapping and other department initiatives remains community involvement, Severance said.

“If you see something, say something,” Severance said.

**March 27, 2014**

March 27, 2014

CPD instituted Data-Driven Approaches to Crime and Traffic Safety, or DDACTS, in 2013. The computer program, through geo-mapping and real-time analysis, helps identify high crime and traffic accident hot spots further breaking the data down into specific areas of crime and allowing the department to better target their resources to maintain a high police presence. The idea is to focus on and reduce incidents of crime and traffic accidents in those areas.

**February 6, 2015**
Guiding Principle V
Information Sharing / Outreach
Guiding Principle VII
Outcomes

<table>
<thead>
<tr>
<th>PART 1 OFFENSES</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Murder</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Sexual Assault</td>
<td>28</td>
<td>22</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Robbery</td>
<td>21</td>
<td>11</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Aggravated Assault</td>
<td>99</td>
<td>63</td>
<td>53</td>
<td>69</td>
</tr>
<tr>
<td>Burglary</td>
<td>269</td>
<td>248</td>
<td>173</td>
<td>158</td>
</tr>
<tr>
<td>Theft</td>
<td>1015</td>
<td>850</td>
<td>771</td>
<td>716</td>
</tr>
<tr>
<td>Motor Vehicle Theft</td>
<td>57</td>
<td>48</td>
<td>55</td>
<td>45</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1490</td>
<td>1242</td>
<td>1079</td>
<td>1019</td>
</tr>
</tbody>
</table>

Total Part 1 Crimes are Down 32% Since 2012 (Pre-DDACTS)

Cleburne PD is a TIBRS reporting agency. All statistics are from TIBRS.
Guiding Principle VII
Outcomes

**CRASHES**

<table>
<thead>
<tr>
<th>Year</th>
<th>Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>859</td>
</tr>
<tr>
<td>2013</td>
<td>910</td>
</tr>
<tr>
<td>2014</td>
<td>827</td>
</tr>
<tr>
<td>2015</td>
<td>790</td>
</tr>
</tbody>
</table>

**Traffic Stops**

<table>
<thead>
<tr>
<th>Year</th>
<th>Traffic Stops</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>7844</td>
</tr>
<tr>
<td>2013</td>
<td>9388</td>
</tr>
<tr>
<td>2014</td>
<td>14700</td>
</tr>
<tr>
<td>2015</td>
<td>13117</td>
</tr>
</tbody>
</table>

8% Decrease in Crashes since 2012 (Pre-DDACTS)

Using 3 Year Historical Comparison

9% Decrease in Crashes

67% Increase in Traffic Stops since 2012 (Pre-DDACTS)
• Should have spent more time explaining concept to patrol officers to get “Buy-in”

• Don’t hesitate to change it up if necessary

• Be sure to track progress

• Keep the community involved
Cleburne Police Department
Let us know if we can help

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