



Data Driven Approaches to Crime and Traffic Safety CASE STUDY



Agency: Evesham Township, NJ Police Department

Workshop Attended: Camden, NJ

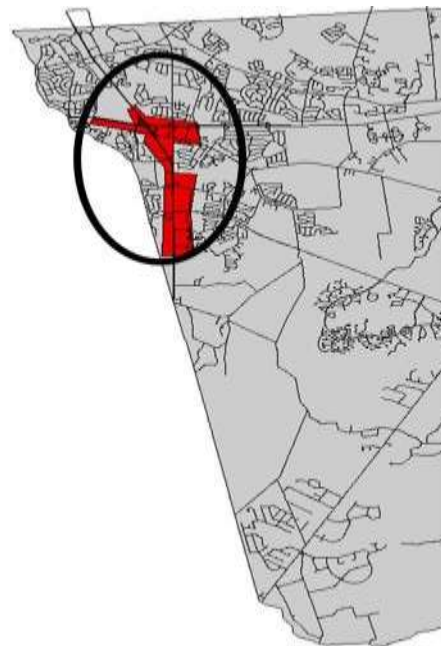
DDACTS Implementation: May 2012



Agency Demographic and Background:

The Evesham Township Police Department, located in Burlington County, New Jersey, is in the western portion of the state. In 1966, the Evesham Township Police Department was formed to protect and serve the expanding residential and business community of the Township. This police department can be categorized as a full-service police agency that is committed to excellence and is responsive to the community’s needs. With its jurisdiction spanning approximately 30 square miles, the Evesham Police Department is responsible for providing protection to over 50,000 full-time residents and swells to over 100,000 during a normal work week. The police department can be considered a value driven organization devoted to its core mission and committed to providing the best possible police service to the community.

DDACTS integrates location-based crime and traffic crash data to determine the most effective methods for deploying police officers and other resources, with the goal of reducing crime, crashes and traffic violations throughout Evesham Township. A 2.2-mile stretch along State Highways Route 73 and Route 70 was selected in 2012 for the implementation of DDACTS. This area was chosen because members responded to a staggering number of motor vehicle crashes, burglaries, and shoplifting investigations over a five-year period. DDACTS is designed to be a long-term operational approach to proactive policing. A review of the results and activities in the DDACTS Zone is performed on a monthly basis during department staff meetings. The department launched its fourth phase of the DDACTS program in March 2015.



Lessons Learned:

Communication with the entire agency team is a key component to understanding the impact of the DDACTS approach. The ability to properly disseminate the information to department employees is critical to the success of the operational model. The department has implemented weekly training to all personnel that incorporates the understanding of why we are deploying our personnel using evidenced-based decision making. This training has been instrumental in our success, as we continue to monitor and adjust our deployment of personnel in achieving our desired outcome of lower crimes and reducing traffic- related crashes.

After initiating the first phase of this program, our agency quickly realized the importance of accurately capturing the required data to make our DDACTS enforcement a success. Some of the pitfalls we experienced were inaccurate reporting of locations, improper documentation of incident types, and lack of proper analyzing of information. These data failures forced us to re-examine and re-district the area map, train personnel on capturing accurate information, and modifying our existing records management system. With these updates, the data that we are now capturing encompasses the accuracy needed for the proper deployment of personnel.

Prior to Implementation:

Outside factors greatly impacted the size and numbers of the ETPD. The economic downturn that spanned from 2009 to 2011 caused the Department to make critical decisions that impacted the size of the police force. We lost over 15% staffing due to attrition, and we were unable to replace these officers as needed. Even though the number of personnel significantly decreased, we were faced with the reality of increases in calls for service and higher demand from the community we serve. As an organization, we were at a crossroads and needed a new focus on personnel deployment.

Pre and Post DDACTS:

The Evesham Police Department began to successfully refocus its efforts in the designated DDACTS Zone and since our implementation in March 2012, we have had many successes as we go into our fifth phase of the program in March 2016. Route 73 accounts for 74% of motor vehicle crashes involving injury. We performed an analysis to compare data between 2010 and 2014 compared to 2015 and found that motor vehicle crashes have decreased by 27.5% in this zone. Crime in the DDACTS zone has also decreased dramatically due to the efforts of our officers. Burglaries have decreased by 24.5% and arrests made for shoplifting have decreased by 13.4%.

SUCSESSES IN THE DDACTS ZONE		
Average/Year	Incidents Per Year	Statistics from 2015
10.6	Burglaries	↓ by 24.5%
116.6	Shoplifting	↓ by 13.4%
94.2	Pedestrian Stops	↑ by 133.5%
77	DWI's	↑ by 14.3%
603	Motor Vehicle Crashes	↓ by 27.5%

The Future:

Our primary goal is to reduce the incidences of crime and traffic crashes within the community, specifically in our established DDACTS Zone. Another goal would be to reduce social harm through high-visibility traffic enforcement directed at hazardous violations and pedestrian contacts. To accomplish this, we will maintain a presence in the DDACTS Zone with a minimum of 25 hours per week during selected target times. We hope to accomplish this goal with a success rate of 85%. With the omnipresence of the Police force within this zone, we hope to decrease the amount of crime, while increasing safety within our community by proactively enforcement vehicle stops.