

# Memorandum

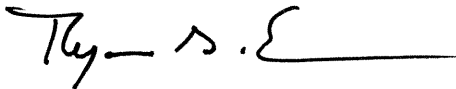


DATE: September 20, 2013

TO: Members of the Public Safety Committee

SUBJECT: **Operation Brick and Mortar – Internet Facilitated Child Sex Trafficking**

Attached is briefing material on the “Operation Brick and Mortar – Internet Facilitated Child Sex Trafficking” to be presented to the Members of the Public Safety Committee on Monday, September 23, 2013.



Ryan S. Evans  
Interim First Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the Dallas City Council  
A.C. Gonzalez, Interim City Manager  
Warren M. S. Ernst, Interim City Attorney  
Judge Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Jill A. Jordan, P. E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor and Council



Operation Brick and Mortar  
Internet Facilitated Child Sex Trafficking  
Public Safety Committee  
September 23, 2013



# Purpose

- Explain how technology, Internet and cell phones, have changed the face and landscape of Sex Trafficking.
  - Moved from a localized street level or Sexually Oriented Business (SOB), to a virtual environment
  - Operate in the City of Dallas with intangible boundaries/locations
  - Traditional enforcement techniques less effective

# Goals and Objectives

- Leverage technology to establish a clear presence on the Internet to:
  - Reduce offenses
  - Identify and locate child and adult victims of sex trafficking
  - Deter and disrupt criminal conduct
  - Remove perceived anonymity for those who:
    - ◆ Post ads for prostitution
    - ◆ Respond to ads for prostitution “Johns”
  - Sustainable

# Technology Facilitated Trafficking

- Game Changer
  - Availability of technology
    - Crosses social and economic lines
  - New points of contact
    - Recruitment
      - Internet sites
      - Social networking sites
      - Chat lines
    - Advertisement
    - Delivery

# Technology Facilitated Trafficking

- Game Changer
  - Perceived anonymity of users
    - Traffickers, Buyers, “Johns” and Posters
      - All done online, phone, only exposure is walking to hotel room
  - Provides platform to disguise as:
    - Legitimate
    - Enables the old to look younger, young look older
      - Hide child victims
        - » Portray children as adults

# Technology Facilitated Trafficking

- Investigative/Enforcement Challenges
  - Identifying/locating children
    - Who is in the picture
      - **Is it a real person?**
    - Prepaid phones, credit cards
    - Volume
      - **Dates/meetings**
      - **Staffing / Safety**

# Technology Facilitated Trafficking Methods

- Internet Based Platforms/Delivery
  - Internet ads
    - Online escorts
      - Backpage, Eros, Ecci
    - Magazine ads
    - Social networking sites
    - *More everyday*



# Technology Facilitated Trafficking Methods

- Internet Based Platforms/Delivery
  - How does it work?
  - What does it look like?



# Backpage.Com

## Example of "Full" ad view

backpage.com [Post an Ad](#) dallas, tx free classifieds

backpage.com > [dallas adult entertainment](#) > [dallas escorts](#) [Report Ad](#)

### ~\*NO FAKE PHOTOS...Highly Reviewed! Petite WaisT+BuBBLE BuTT \*~ - 22

Posted: Saturday, June 23, 2012 3:31 PM


Reply: [click here](#)

I offer a fantastic unrushed, relaxing time in my own clean well kept townhome Very openminded & willing to fulfill all of your fantasies! Comfortable in my skin, I love to give & receive affection 5'1 115lbs Perky nips kissble lips Bedroom Blue Eyes ★Unforgettable Phat Bottom  
★ I promise to leave u satisfied and coming back for more  
Hush\*Very Discreet\*No explicit talk or txt  
ASK FOR LANA ☎469\*671\*6959  
•IN•24/7•OUT•  
Hotel Friendly Depending upon location

Poster's age: 22

- Location: Dallas, N. Dallas/Galleria (In/Out Call Anytime)
- User first posted May 2008
- Post ID: 16685314 dallas
- Other ads by this user:
  - [~\\*CuTe Face+PETITE WaisT+BuBBle BuTT... Well REVIEWED... \\*~ - 22](#) (North Dallas (Galleria) in/out) adult entertainment: escorts
  - [~\\*~\\* L00Ks G00D Smells Intoxicating FEELS OuT of this World \\*~\\* - 22](#) (N. Dallas (In Tomehome/Out 24/7)) adult entertainment: escorts
  - [\\* SPINNER \\* BuBBly BlONDe Bunny! SLENDER w/ JuNK In The Trunk \\* - 19](#) (N. Dallas Tollway (In Tomehome/Out 24/7)) adult entertainment: escorts
  - [\\* \\* \\*Sexy Latina & ENJOY being PLAYED with \\* \\* \\* - 23](#) (N. Dallas (In Tomehome/Out 24/7)) adult entertainment: escorts
  - [~\\* SeNSUAL + Juicy Latina + Curves 2 Die 4 + FUN= ME!~ - 24](#) (North Dallas ( Private In/Out )) adult entertainment: escorts

[Email this ad](#)



# Scope of the Problem (Dallas)

- January 2012 thru May 2012:
  - Identified (**26**) child victims of sex trafficking
    - **7 (27%)** had Internet ads placed by traffickers
  - **80** child sex trafficking Cybertips from National Center for Missing and Exploited Children (NCMEC)
    - Cybertips are distributed by the National Center for Missing and Exploited Children to local law enforcement and ICAC Units



# NCMEC CyberTipline Report

The National Center for Missing and Exploited Children®(NCMEC) was established in 1984 as a private, nonprofit 501(c)(3) organization. NCMEC provides services nationwide for families and professionals in the prevention of abducted, endangered, and sexually exploited children. Pursuant to its mission and its congressional authorization (see 42 U.S.C. § 5773), NCMEC operates the CyberTipline and the Child Victim Identification Program to assist law enforcement in identifying victims of child pornography and child sexual exploitation and works with law enforcement, Internet service providers, electronic payment service providers, and others to reduce the distribution of child sexual exploitation images and videos over the Internet. NCMEC does not investigate and cannot verify the accuracy of information reported to NCMEC. NCMEC forwards reports of child sexual exploitation to law enforcement for purposes of investigation and disposition of potential criminal wrongdoing to be determined solely by the relevant law enforcement agency and prosecutor's office.

Report ID: 1740524  
Incident Type: Child Pornography (possession, manufacture, and distribution)  
Report Date: 01/01/2013 13:03 EST  
Incident Date: 12/28/2012 21:32 CST6CDT  
Number of Uploaded Files: 1

The following information was submitted to NCMEC's CyberTipline. This information cannot be modified by ECD staff.

### Reported By

#### Internet Service Provider

Name: Backpage.com  
Address: 1201 E Jefferson St.  
Phoenix, AZ 85034  
United States

#### Contact

Name: Carl Ferrer  
Phone: 6022298512  
Email Address: abuse@backpage.com  
IP Address: 209.104.5.138

### Web Address (URL)

Access Date: 12/28/2012 21:32  
URL/FTP: dallas.backpage.com

### Child Victim Information

No data.

**Example of  
Cybertip**

**DPD  
ICAC/HRVT  
received 1279  
CyberTips for  
follow up  
investigation  
during the  
year 2012**

# Operation Brick and Mortar

- Comprehensive technology based operation
  - Establishes DPD presence on the Internet
  - Allows for enforcement of virtual world as with a “brick and mortar building”
  - Makes illegal activity difficult
  - Rescues child victims

# Phase One

- Proactive Target Hardening
  - Answer posted Internet ads, offer assistance, services, and resources to possible victims, especially children

# Phase One Resource Example

**\*\*YoU'rE\*\* WaY \*\*With\* \*MoNAe\*\* ..CaLL\*\* Me!! I Am reADy\* \*\*anD\*\* \*waitiNg \*\*in/out- ...** Page 1 of 1

dallas, tx free classifieds

Post an Ad

[backpage.com](#)  >  [dallas adult entertainment](#)  >  [dallas escorts](#)  >  [ad](#)  >  [Reply](#)

Re: **\*\*YoU'rE\*\* WaY \*\*With\* \*MoNAe\*\* ..CaLL\*\* Me!! I Am reADy\* \*\*anD\*\* \*waitiNg \*\*in/out**

**Your email address:**

traffickinghelp@yahoo.com

**Confirm your email address:**

traffickinghelp@yahoo.com

**Your message:**

\*\*\*\*\*THE DALLAS POLICE DEPARTMENT \*\*\*\*\*  
HAS JUST REVIEWED THIS AD

This ad appears to be an ad for prostitution. Prostitution is illegal in the City of Dallas. If you, or someone you know is being forced or coerced by threat or fraud to engage in prostitution, or you are under 18, call any of the following for help:

If an emergency situation exists call Dallas Police (911)  
National Human Trafficking Resource Center hotline at  
1-888-373-7898 to report or access help  
Dallas Police Department Vice Section 214 671 3230  
Dallas Police Department Child Exploitation Unit 214 671  
4211

For additional information or resources on Human Trafficking visit the follow sites:

**File Attachment (optional)**

File must be 1 megabyte or smaller. Please only upload images in gif and jpg format.



# Phase Two

- Proactive Target Hardening
  - Posting deterrence undercover ads targeting the demand side “Johns” with a warning about being illegal activity and possibility of arrest

# Phase Two - Undercover Ad Example

backpage.com

dallas, tx free classifieds

Post an Ad

backpage.com > dallas adult entertainment > dallas escorts

[Report Ad](#)

## ->> new PERFECT ☐ brunette DOLL PETITE BODY? - 21 - 21

Posted: Friday, June 22, 2012 12:07 AM

Reply: [click here](#)

The D\_a(l(l)\_a\_s (Po)l ice in an effort to fight the (vict)imization and sexual exp)loitation of women and (child)ren through (prost)itution/human (traff)icking has initiated several (under) cover operations on the Internet. Some ads will be a (warn)ing such as this one! Other ads will be real, in that the person you meet will be a real under \_cover police officer! You are not anonymous and your location and (l\_P) address has just been lo(gg)ed

Poster's age: 21

- Location: Dallas
- Post ID: 17698879 dallas

[Email this ad](#)



[Enlarge Picture](#)

Can I Be  
Your Dirty  
Little Secret?



# Phase Three

- Enforcement
  - Coordinated effort “Leveraging Resources” between Child Exploitation/High Risk Victims and Trafficking Squad, Vice, and Patrol/Metro officers with directed enforcement on posted ads
    - Identify child and/or adult victims
    - Meet suspect or poster (Undercover or Knock and Talk)
    - Arrest of subjects who engage in prostitution via the posted ads focusing on:
      - **Recovery of children**
      - **Demand ‘Johns’**
      - **Trafficker/preferential offender focus**

# Case Example

- 15 years of age victim of child sex trafficking
- Runaway from county North of Dallas
- Recovered during Brick and Mortar Operation

**Example of ad. Note this ad is of a 15 years of age child who has been a runaway from another city for over a year. Child recovered 6/22/12 from this ad during Operation Brick and Mortar**

**backpage.com**

dallas, tx free classifieds

Post an Ad

[backpage.com](#) > [dallas adult entertainment](#) > [dallas escorts](#)

[Report Ad](#)

## **\*\*\*BACK BY POPULAR DEMAND ;) Come and see Melissa\*\*\* - 19**

Posted: Thursday, June 21, 2012 7:52 PM

Reply: [click here](#)

Blonde Snow Bunny here to Please!  
From the time you lay eyes on me you will see  
Breath-taking at 5'3 140lbs with Baby Blue Eyes  
Curvius body of a Goddess!Firm DD's with a Petite Waist  
I take pride in Providing a Relaxed & Unrushed Environment  
\*Hush\*Very Discreet  
□(No explicit talk or text) !  
Call the sexiest 2 girl show around  
Incalls outcalls

Poster's age: 19

- Location: Dallas, 635 && Northwest Frwy
- Post ID: 17697479 dallas

[Email this ad](#)



## Other ads posted of the same 16 year old child victim on Backpage

**backpage.com** dallas, tx free classifieds

[Post an Ad](#)

[backpage.com](#) > [dallas adult entertainment](#) > [dallas escorts](#) [sex forums](#)

[All](#) | [Dallas](#) | [Denton](#) | [Fort Worth](#) | [Mid Cities](#) | [North DFW](#) | [South DFW](#) | [Texarkana](#) | [Texoma](#) | [Tyler](#) | [Wichita Falls](#)

view of ads: [brief](#) | [gallery](#)

Thu. Jun. 21

[\\*\\*\\*BACK BY POPULAR DEMAND :\) Come and see Melissa\\*\\*\\* - 19](#) 📍 (635 && Northwest Frwy)

[\\*\\*\\*\\*BACK BY POPULAR DEMAND :\) Meet MELISSA, tonight.\\*\\*\\* - 19](#) 📍 (635 && Northwest Hwy)

Wed. Jun. 20

[BACK BY POPULAR DEMAND :\) Meet Melissa,tonight. - 19](#) 📍 (635 & Northwest fwy)

[\[ \\*AMAZiNG FREAKY BLOND€ R€ADY 2 PLAY\\* \] ----- \(\( 1 o O \\*S € X Y\\* SP€CIALS!\)\) - 18](#) 📍 (635 & northwest hwy)

Tue. Jun. 19

[BACK BY POPULAR DEMAND :\) \\*\\*\\* Come see MELISSA tonight \\*\\*\\* - 18](#) 📍 (635 & Northwest fwy)

# Stats First Operation

- Random Internet Ads contacted: 22
- Prostitution arrest initiated from ads: 23
  - Adult: 21
  - Juvenile: 2
    - One 16 years of age
    - One 17 years of age

## Note:

100% of ads (22) where UC officer made contact with the poster resulted in an arrest for prostitution

# Stats June 2012 – August 2013

- 5 separate operations:
  - Internet based ads contacted 129
  - Arrest, Criminal Solicitation of a Minor 2
  - Arrest Compelling Prostitution 6
  - Arrest of “Johns” Demand 42
  - Total enforcement – arrest/citations 118
  - Child victims identified/recovered 6



# Summary Page

- Mobile technology is a “game changer” influencing how crimes are committed and investigated
- Law enforcement, Dallas Police Department, has established a clear and visible presence on the Internet as a deterrence to criminal activity
- Technology has to continuously be evaluated and leveraged

QUESTIONS?