

Memorandum



DATE: January 8, 2016

TO: Honorable Members of the Public Safety Committee:
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,
Jennifer S. Gates, Philip T. Kingston,

SUBJECT: **2015 Targeted Area Action Grid (TAAG) Update**

On Monday, January 11, 2016, the Public Safety Committee will be briefed on the 2015 Targeted Area Action Grid (TAAG) Update by Assistant Chief Santos Cadena of the Dallas Police Department.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.



Eric D. Campbell
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



2015 Targeted Area Action Grid (TAAG) Update

Public Safety Committee
January 11, 2016



www.dallaspolice.net

David O. Brown
Chief Of Police

Purpose

- Provide the historical background, purpose and process of TAAGs
- Review current TAAG locations in Dallas
- Provide an overview of current crime reduction strategies in TAAG locations city-wide

TAAG Overview

In 2009, DPD COMPSTAT/ Crime Analysis was tasked with finding a more productive way to identify high crime areas in the city. The result of this effort was the implementation of a grid system, covering the entire city's 385+ square miles with 1/16th square mile grids.

The eventual result was the creation of DPD's TAAGs or Targeted Area Action Grids.

TAAG Overview

TAAG areas were produced to assist DPD in strategic decision-making and tactical action by showing where conditions are favorable for crime to occur in the future

Indicators used:

➤ Event based indicators:

Offenses

- Part 1 Violent Crime: Murder, Rape, Aggravated Assault, and Robbery
- Part 1 Property Crime: Burglary, BMV, Other Theft, UUMV
- (**not including shoplifting and family violence*)

Arrests

- Drug, Prostitution, and Weapons
- Arrest location

Calls

- Shootings, cuttings, drug house, prostitution, random gunfire, prowler, suspicious person, panhandler, "in-progress" calls

➤ Place based indicators:

Gang members

- Home address

Parolees

- Home address

Arrestee

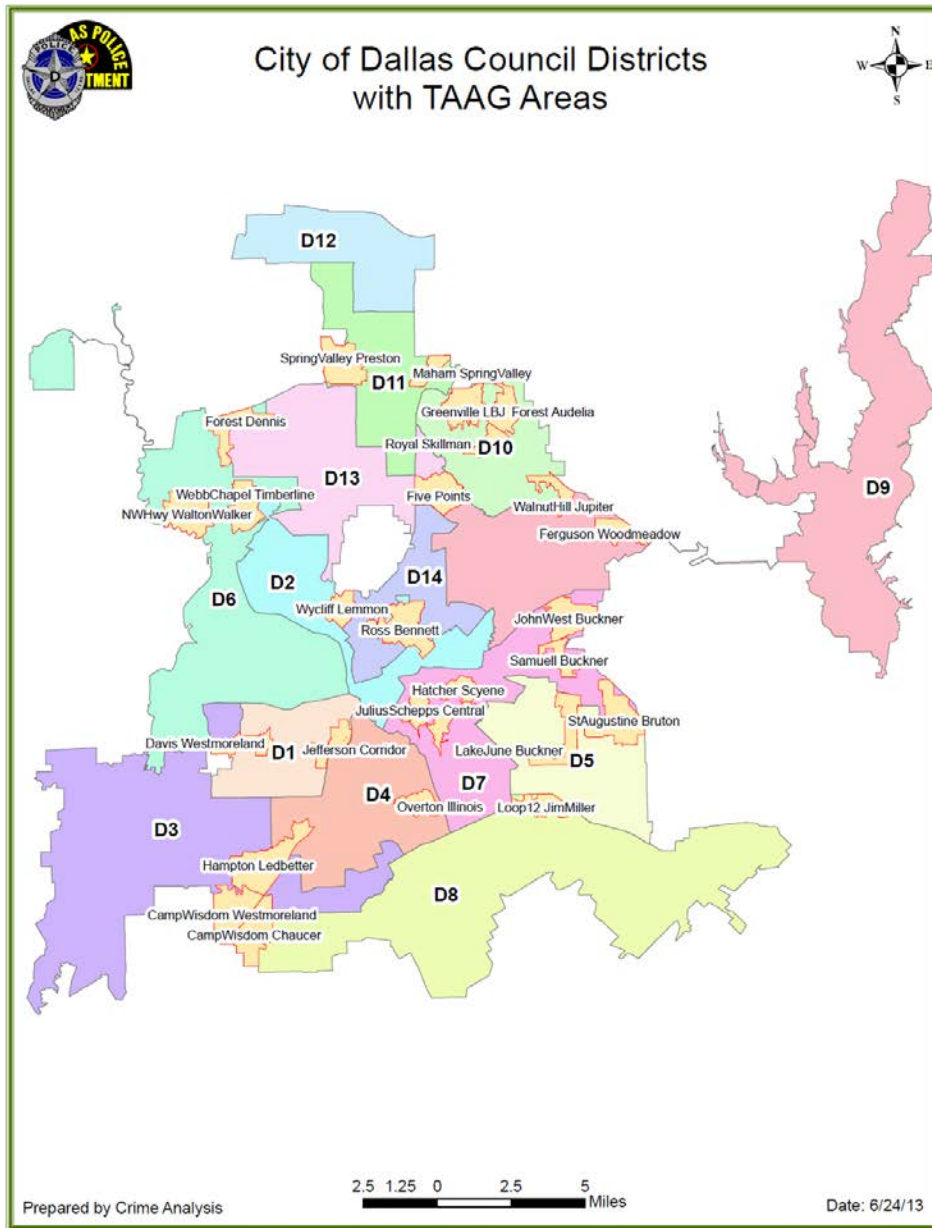
- Burglary Motor Vehicle, Burglary, Robbery, and Auto Theft
- Home address

TAAG Crime (All Watches)	Week 4	Week 3	Week 2	Week 1 (Current)	Current 28 Days	Last Year 28 Days	Count Difference	2015 YTD	2014 YTD	% Change
MURDER	2	0	3	0	5	6	-1	67	64	4.7%
SEXUAL ASSAULT	8	4	3	3	18	24	-6	360	329	9.4%
ROBBERY	44	64	68	52	228	231	-3	2627	2461	6.7%
Business	7	8	9	15	39	55	-16	473	444	6.5%
Individual	37	56	59	37	189	176	13	2154	2017	6.8%
AGG ASSAULT	31	39	48	43	161	145	16	2126	2141	-0.7%
Total Violent Crimes	85	107	122	98	412	406	6	5180	4995	3.7%
Current 28 Day Period										
BURGLARY	123	154	114	73	464	433	31	5454	5506	-0.9%
Business	38	35	35	28	136	145	-9	1496	1556	-3.9%
Residence	85	119	79	45	328	288	40	3958	3950	0.2%
UUMV	66	62	100	53	281	327	-46	3828	3771	1.5%
SHOPLIFT	33	37	32	15	117	199	-82	2296	2847	-19.4%
BMV	173	148	146	138	605	676	-71	7603	7303	4.1%
OTHER THEFTS	81	64	69	35	249	273	-24	3548	4215	-15.8%
Total Non-Violent Crimes	476	465	461	314	1716	1908	-192	22729	23642	-3.9%
TOTAL PART 1 OFFENSES	561	572	583	412	2128	2314	-186	27909	28637	-2.5%

TAAG Crime (Ranked on Year To Date)	Week 4	Week 3	Week 2	Week 1 (Current)	Current 28 Days	Last Year 28 Days	Count Difference	2015 YTD	2014 YTD	% Change
Ross Bennett	33	34	32	31	130	134	-4	1,516	1,551	-2.3%
Five Points	24	32	35	26	117	98	19	1,245	1,322	-5.8%
WebbChapel Timberline	23	25	24	17	89	80	9	1,009	1,192	-15.4%
SpringValley Preston	15	17	23	12	67	69	-2	1,004	884	13.6%
Greenville LBJ	18	18	18	8	62	69	-7	842	839	0.4%
Forest Audelia	19	17	18	9	63	61	2	834	851	-2.0%
CampWisdom Chaucer	15	13	13	17	58	57	1	806	849	-5.1%
StAugustine Bruton	11	19	12	11	53	60	-7	784	907	-13.6%
CampWisdom Westmoreland	10	14	12	6	42	57	-15	774	817	-5.3%
Central Southwestern+	18	21	22	8	69	82	-13	753	796	-5.4%
JohnWest Buckner	14	17	28	14	73	58	15	747	745	0.3%
LakeJune Buckner	11	22	11	16	60	55	5	652	708	-7.9%
Wycliff Lemmon	14	6	10	10	40	56	-16	626	713	-12.2%
McKinney Allen+	16	12	10	6	44	78	-34	611	634	-3.6%
Maham SpringValley	21	10	14	8	53	45	8	603	621	-2.9%
Samuell Buckner	12	10	9	9	40	67	-27	566	637	-11.1%
Hampton Ledbetter	9	9	9	8	35	46	-11	556	499	11.4%
Harry Hines Walnut Hill+	10	11	13	12	46	56	-10	537	605	-11.2%
Jefferson Corridor	5	5	7	8	25	52	-27	537	544	-1.3%
WalnutHill Jupiter	8	11	14	9	42	26	16	523	467	12.0%
NWHwy WaltonWalker	12	6	4	6	28	41	-13	516	440	17.3%
Ferguson Highland+	8	8	13	9	38	52	-14	515	565	-8.8%
Loop12 JimMiller	7	26	15	5	53	44	9	510	498	2.4%
Forest Dennis	15	13	10	6	44	41	3	486	489	-0.6%
Fitzhugh Central+	7	11	5	4	27	42	-15	485	414	17.1%

Central Meadow+	8	12	7	12	39	42	-3	459	471	-2.5%
Monument Good Latimer+	6	6	7	4	23	34	-11	445	442	0.7%
Royal Skillman	19	2	9	6	36	47	-11	445	518	-14.1%
JuliusSchepps Central	16	13	12	6	47	24	23	434	424	2.4%
Frankford Midway+	11	12	10	5	38	42	-4	425	360	18.1%
Medical District Stemmons+	7	5	7	11	30	50	-20	418	479	-12.7%
Hatcher Soyene	5	8	7	3	23	16	7	412	380	8.4%
Fort Worth Bahama+	2	5	9	5	21	35	-14	405	414	-2.2%
Pinnacle Point Cockrell Hill+	5	8	11	2	26	40	-14	398	497	-19.9%
Stemmons Empire Central+	8	9	9	4	30	36	-6	384	314	22.3%
Davis Westmoreland	12	3	8	5	28	21	7	379	373	1.6%
Masters Lake June+	7	20	18	8	53	22	31	379	409	-7.3%
Saner Westmoreland+	8	7	4	6	25	22	3	377	372	1.3%
Great Trinity Forest BonnieView+	7	5	3	4	19	18	1	368	400	-8.0%
Ferguson Woodmeadow	5	5	8	3	21	23	-2	362	310	16.8%
Simpson Stuart BonnieView+	5	6	6	7	24	32	-8	355	443	-19.9%
Garland Easton+	7	5	6	8	26	25	1	352	343	2.6%
RLT Overton+	2	6	4	4	16	23	-7	335	331	1.2%
Mockingbird Greenville+	12	8	9	7	36	23	13	323	301	7.3%
Lancaster Kiest+	7	7	3	1	18	16	2	316	318	-0.6%
Overton Illinois	8	2	4	4	18	26	-8	283	301	-6.0%
Beacon Junius+	3	0	6	4	13	26	-13	279	317	-12.0%
Inwood Lemmon+	6	3	6	5	20	34	-14	279	300	-7.0%
Timberglen Pear Ridge+	10	8	3	2	23	22	1	258	216	19.4%
Beltline Preston+	4	6	2	1	13	26	-13	231	241	-4.1%
Central CFHawn	1	2	6	3	12	18	-6	212	225	-5.8%
Davis Tyler+	2	3	7	4	16	19	-3	210	204	2.9%
Coit Churchill+	8	3	4	1	16	10	6	192	175	9.7%
Rosemeade Marsh+	5	6	7	2	20	16	4	157	172	-8.7%
TOTAL PART 1 OFFENSES	561	572	583	412	2128	2314	-186	27909	28637	-2.5%

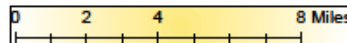
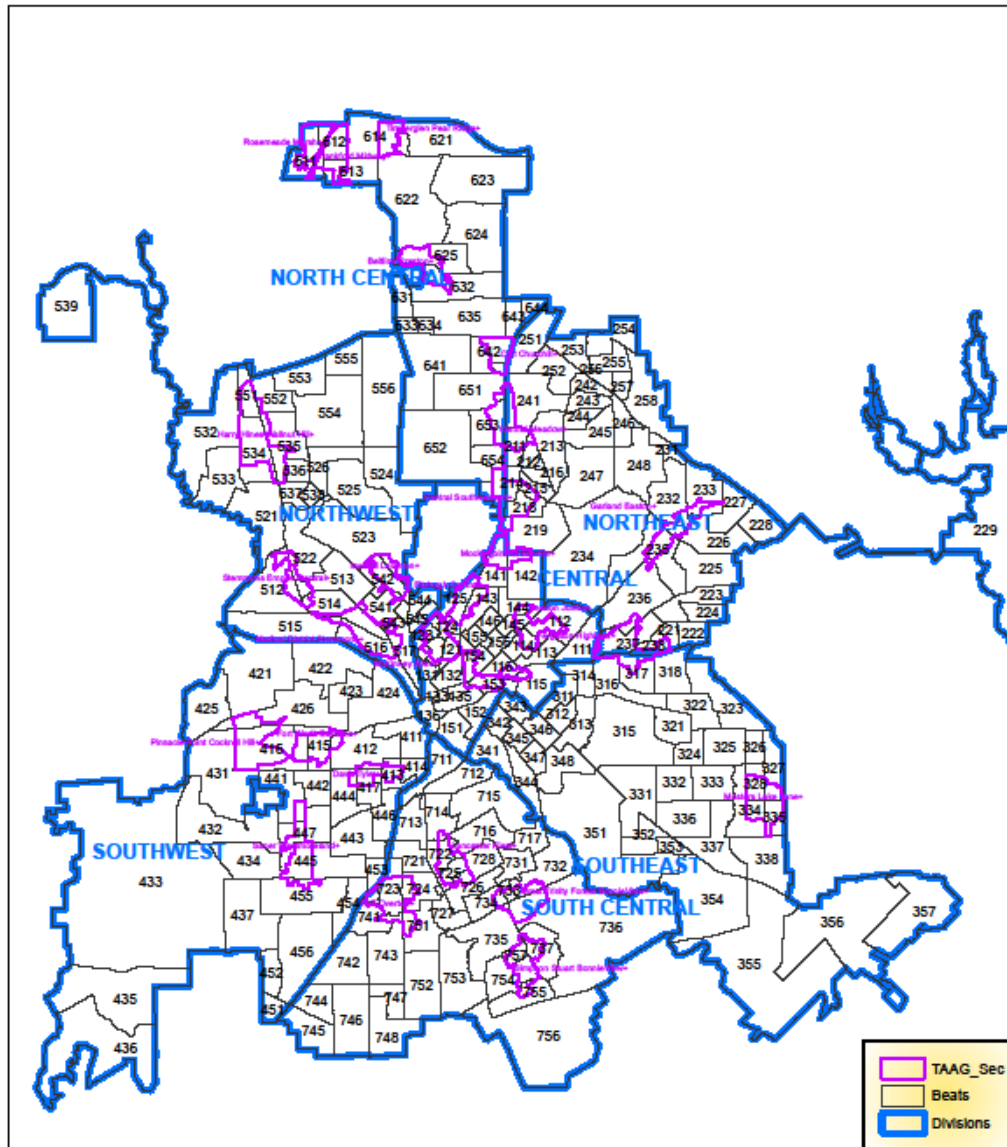
Primary TAAG Locations



Primary TAAAG Locations

Location	Council District	2010 Population	Square Miles
Camp Wisdom Chaucer	3, 8	9,266	2.01
Camp Wisdom Westmoreland	3, 8	7,829	2.07
Central/ CF Hawn	7	2,170	0.57
Davis Westmoreland	1, 3	9,955	1.07
Ferguson Woodmeadow	9	10,161	0.94
Five Points	9, 10, 13	23,545	1.74
Forest Audelia	10, 13	18,781	1.22
Forest Dennis	6, 13	12,905	1.60
Greenville LBJ	10	10,598	1.66
Hampton Ledbetter	3, 4	8,542	2.90
Hatcher Scyene	7	4,751	0.92
Jefferson Corridor	1, 4	9,678	1.07
John West Buckner	7	13,435	1.63
Julius Schepps Central	7	4,166	1.00
Lake June Buckner	5, 7	10,598	1.68
Loop12 Jim Miller	5, 7, 8	6,422	0.92
Maham SpringValley	11	11,097	0.64
NWHwy Walton Walker	6	648	2.02
Overton/ Illinois	4	5,315	0.88
Ross Bennett	2, 14	25,222	2.30
Royal Skillman	10	9,449	0.72
Samuell Buckner	7	4,941	0.73
Spring Valley Preston	11, 13	22,426	1.78
St Augustine Bruton	5, 7	18,251	2.28
Walnut Hill Jupiter	9, 10	11,218	0.78
Webb Chapel Timberline	2, 6	26,637	1.52
Wycliff Lemmon	2, 14	12,693	0.98

Secondary TAAGS



Author: E. Aggrey-Korsah
Date: 1/5/2016

Secondary TAAG Locations

Location	Council District	2010 Population	Square Miles
Beacon Junius	2, 14	7,668	0.84
Beltline Preston	11, 12	5,885	0.86
Central Meadow	10, 11, 13	8,248	1.24
Central Southwestern	13, 14	11,565	1.21
Coit Churchill	11	2,463	0.63
Davis Tyler	1	5,157	0.62
Ferguson Highland	2, 7, 9	8,458	1.40
Fitzhugh Central	2, 14	7,374	0.78
Fort Worth Bahama	1, 3	7,363	0.89
Frankford Midway	12	13,061	0.95
Garland Easton	9	4,286	0.92
Great Trinity Forest BonnieView	4, 8	3,712	1.07
Harry Hines Walnut Hill	13	730	2.00
Inwood Lemmon	2, 13	5,761	0.76
Lancaster Kiest	4	4,324	0.91
Masters Lake June	5	7,709	1.21
McKinney Allen	2, 14	12,255	0.90
Medical District Stemmons	2, 6	513	1.49
Mockingbird Greenville	14	3,102	0.67
Monument Good Latimer	2, 14	4,284	0.79
Pinnacle Point Cockrell Hill	3, 6	1,326	1.62
RLT Overton	4	7,372	1.39
Rosemeade Marsh	12	8,015	0.69
Saner Westmoreland	1	9,526	1.26
Simpson Stuart BonnieView	3, 8	6,180	1.01
Stemmons Empire Central	2, 6	256	0.74
Timberglen Pear Ridge	12	8,423	0.55

Crime Reduction Methods

Enforcement Action/ Additional officers in TAAG areas

- Patrol division resources (Crime Reduction Teams, Deployment, Neighborhood Police Officer)
- Metro and Strategic Deployment Bureau resources (Narcotics, Vice, Canine, Mounted Unit, Helicopter Section, Gang Unit)

Camera Technology

- Automated License Plate Readers
- Vehicle mounted and fixed location cameras
- Scan and log vehicle license plates
- Provide information on location of scanned vehicle
- Stolen vehicle alerts, arrest warrants, Be On Look Out notifications (BOLOs) and known sex offenders
- Currently 15 fixed location units in TAAG areas and 26 vehicle mounted units



Crime Reduction Methods

Automated License Plate Readers (ALPR)

NO	LPR Address	District Name	District	Division	TAAG_Name
1	S BUCKNER BLVD & LAKE JUNE RD	D5	Rick Callahan	SOUTHEAST	LakeJune Buckner
2	BRUTON RD & N ST AGUSTINE DR	D5	Rick Callahan	SOUTHEAST	StAugustine Bruton
3	GASTON AVE & N CARROLL AVE	D2	Adam Medrano	CENTRAL	Ross Bennett
4	W WHEATLAND RD & S HAMPTON RD	D8	Erik Wilson	SOUTH CENTRAL	CampWisdom Chaucer
5	W CAMP WISDOM RD & BAINBRIDGE DR	D8	Erik Wilson	SOUTH CENTRAL	CampWisdom Chaucer
6	RIDGECREST RD & PARK LN	D13	Jennifer Staubach Gates	NORTHEAST	Five Points
7	ABRAMS RD & PARK LN	D13	Jennifer Staubach Gates	NORTHEAST	Five Points
8	WEBB CHAPEL RD & EL CENTRO DR	D2	Adam Medrano	NORTHWEST	WebbChapel Timberline
9	CEDAR SPRINGS RD & OAK LAWN AVE	D2	Adam Medrano	NORTHWEST	Wycliff Lemmon
10	ALPHA RD & MONTFORT DR	D11	Lee M. Kleinman	NORTH CENTRAL	SpringValley Preston
11	FRANKFORD RD & DALLAS PKWY	D12	Sandy Greyson	NORTH CENTRAL	Frankford/ Midway
12	W CAMP WISDOM RD & S WESTMORELAND RD	D3	Casey Thomas II	SOUTHWEST	CampWisdom Westmoreland
13	E JEFFERSON BLVD & S MARSALIS AVE	D1	Scott Griggs	SOUTHWEST	Jefferson Corridor
14	ROSS AVE & N FITZHUGH AVE	D2	Adam Medrano	CENTRAL	Ross Bennett
15	2714 MALCOLM X BLVD	D7	Tiffinni A. Young	SOUTHEAST	JuliusSchepps Central

Proposed ALPR Locations

Locations	
Malcolm X and MLK Boulevard	Coit Road and Alpha Road
Kiest and East Illinois Boulevard	Forest Lane and Webb Chapel Road
Samuell Boulevard and South Buckner Boulevard	West Davis Street and North Hampton
Abrams Road and Forest Lane	Capital Avenue and North Fitzhugh Avenue

Crime Reduction Methods

Surveillance Cameras

Surveillance Cameras

- Currently 215 fixed location units in TAAGs
- Real time monitoring
- Recorded video evidence
- Increased identification of suspects involved in crime



Crime Reduction Methods

Bearcom Surveillance Cameras

No.	Bearcom Address	Patrol Division	TAAG Area	Council District
1	Shadybrook/Hemlock	NORTHEAST	Five Points	13
2	Park Ln/Abrams	NORTHEAST	Five Points	13
3	Park Ln/Shadybrook	NORTHEAST	Five Points	13
4	Park Ln/Ridgecrest	NORTHEAST	Five Points	13
5	Llewellyn/Jefferson	SOUTHWEST	Jefferson Corridor	1
6	Storey/Jefferson	SOUTHWEST	Jefferson Corridor	1
7	Crawford/Jefferson	SOUTHWEST	Jefferson Corridor	1
8	Adams/Jefferson	SOUTHWEST	Jefferson Corridor	1
9	Bishop/Jefferson	SOUTHWEST	Jefferson Corridor	1
10	Zang/Jefferson	SOUTHWEST	Jefferson Corridor	1
11	Beckley/Jefferson	SOUTHWEST	Jefferson Corridor	1
12	Lemmon and McKinney	CENTRAL	Ross Bennett	2, 14
13	Lemmon East and McKinney	CENTRAL	Ross Bennett	2, 14
14	US 75 & Blackburn	CENTRAL	Ross Bennett	2, 14
15	Fixed-Trolley Carousel	CENTRAL	Ross Bennett	2, 14
16	Fixed-Trolley Carousel	CENTRAL	Ross Bennett	2, 14
17	Trolley Carousel	CENTRAL	Ross Bennett	2, 14

Crime Reduction Methods

Avrio Surveillance Cameras

- Total of 198 Avrio surveillance cameras in 26 TAAG areas throughout the city
- 26 TAAGs have six to ten surveillance cameras

Crime Reduction Methods

Youth Outreach Initiatives

- Police Athletic League (PAL)
- Police Explorers
- Jr. Police Explorers
- Jr. Police Academy
- Teen Summits
- Girl Empowerment
- Male Mentoring
- Toy Giveaways (Christmas)
- Youth Choir
- JROTC
- Youth Forum/ Panel Discussion
- Student Mentoring



Crime Reduction Methods

Youth Outreach Initiatives

- 2014 – 2015, there were 78,768 youth contacts made during Y.O.U. program events
- 2014 – 2015, Y.O.U. programming reached 26 TAAG areas
- Y.O.U. partnered its activities with diverse groups such as: DISD schools, churches, community centers, recreation centers, charter schools, apartment complexes, Richland College, Kiest Park, Southwest Center Mall, and Fair Park



Summary

The Department is currently experiencing unprecedented success in crime reduction efforts

- Completed 12th consecutive year of overall crime reduction
- TAAG analytics play an important role in focusing DPD resources to achieve the maximum crime reduction benefit
- Community and youth outreach efforts continue to be a cornerstone in addressing public safety issues
- Department has invested in technology and equipment to enhance service delivery
- Organizational structure of the department is designed to provide efficient and effective delivery of public safety

Questions?