

Memorandum



DATE January 4, 2018

TO Honorable Members of the Public Safety and Criminal Justice Committee

SUBJECT **Update on 2018 Security Goal – Plans and Strategies**

On Monday, January 8, 2018 you will be briefed on the 2018 Security Goal – Plans and Strategies by Chief James D. Spiller, Dallas Area Rapid Transit.

The briefing materials are attached for your review.

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



Jon Fortune
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billerae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, Assistant City Manager (Interim)
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors



Update on 2018 Security Goal – Plans and Strategies

City of Dallas Public Safety and Criminal Justice Committee

January 8, 2018

Chief James D. Spiller
Dallas Area Rapid Transit



AGENDA

- DART Board of Directors Resolution
- DART 2018 Goal
- DART Police Operations
 - Technology
 - Special Focus Areas
 - Deployment Strategies
 - Collaboration
- Physical/Facility Security Initiatives
- Marketing Plan



Physical/Facility Security Initiatives

Resolution 170127 in Support of Enhanced Security Throughout the DART Transit System

- Immediately assign eight (8) DART Police Officers to the West End Station and adjacent areas, and three (3) additional DART Police Officers to patrol other DART facilities within Dallas' central business district.
- Investigate deploying security guard patrols on all train platforms.
- Immediately deploy additional DART Police and fare enforcement officers to patrol trains while in service, with 100% coverage by March 2018.
- Provide additional security cameras to monitor high-activity locations throughout DART's system by May 2018.
- Complete installation of security cameras on the first 48 light rail vehicles by March 31, 2018, on the next group of at least 50 vehicles by March 31, 2019, and on all remaining vehicles by March 27, 2020.
- Increase and improve coordination with city police departments within the service area, including establishment of regular coordination meetings with each of the departments to be attended by DART's Chief of Police or his designee

Physical/Facility Security Initiatives

Resolution 170127 in Support of Enhanced Security Throughout the DART Transit System

- Implement a communication protocol to inform immediately the Board of Directors of any serious incident involving DART or its passengers and the action taken to address the incident;
- Evaluate bus routes and transit facilities to identify and implement service changes that would enhance security;
- Implement other technology enhancements to support efforts to strengthen security;
- Implement environmental design improvements to enhance security at DART facilities; and
- Implement a communications and messaging strategy to increase the public's awareness of DART's security initiatives.

DART 2018 Goal

DART Goal – Serve DART’s Customers by implementing steps that improve customers’ sense of security



A yellow tram is shown on a city street, moving towards the viewer. The tram has 'LEDGETTER' on its destination sign and the number '171' on its side. The street is paved with cobblestones and has tram tracks. In the background, there are modern buildings, including one with a large '1505' sign. A street sign on the left reads 'Akard St. 100 W'. The entire image has a yellow tint, and the text 'DART Police Operations' is overlaid in a bold, blue font within a yellow rectangular box.

DART Police Operations

• Technology and Equipment

- Technology
 - Closed Circuit Television (CCTV)
 - Bus
 - Stations
 - Trains
 - Triangle

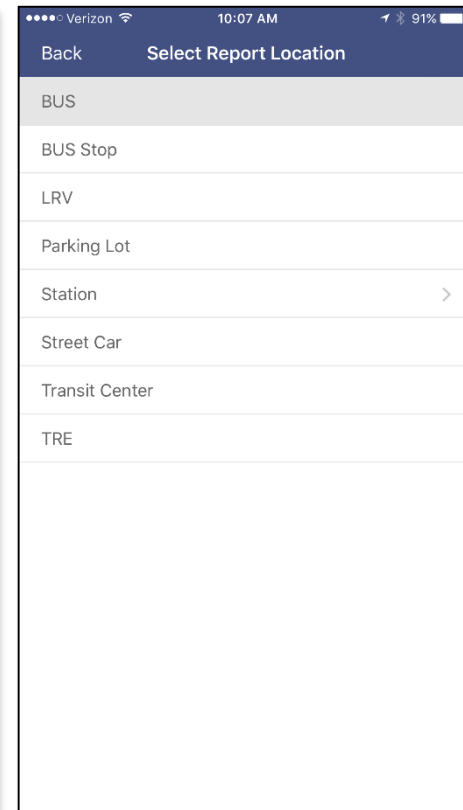
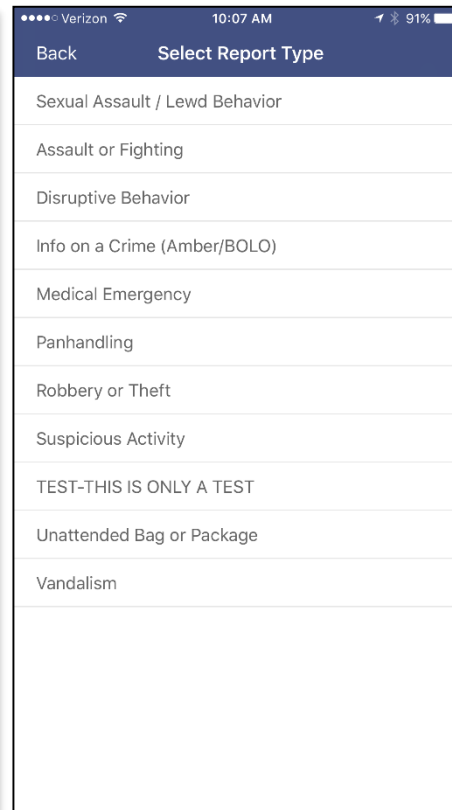
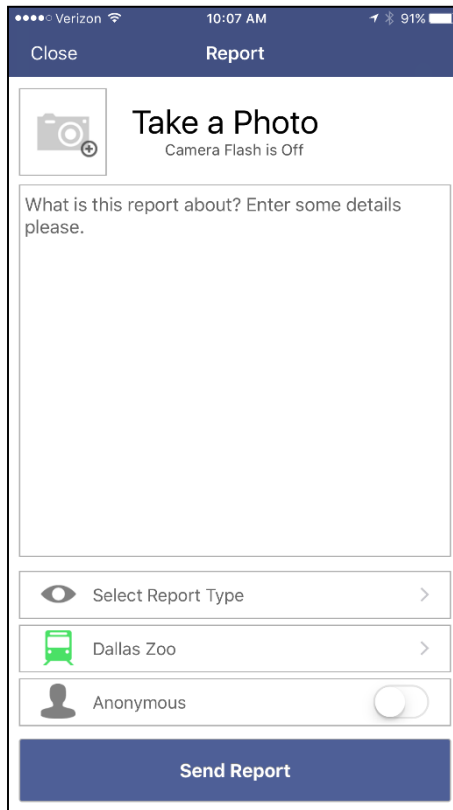


Technology Enhancements

- ELERTS
- CCTV at Rosa Parks Plaza
- CCTV at Park and Rides and Transit Centers
- CCTV on Trains



Technology Enhancements



Technology Enhancements

- Soft Launch September 2017
- Full Launch November 2017
- Objective:
 - Drive Downloads
 - Increase perception of “safeness” on DART
 - Text feature as well



This is a promotional graphic for the DART Police App. It has a black background with yellow and white text. The main headline reads 'New! DART Police App' in large, bold letters. Below this, it says 'For reporting problems and contacting DART Police' in a smaller yellow font. A call to action follows: 'Download the app today by searching "DART Say Something"'. For those without a smartphone, it provides the text number '214-256-1819'. The slogan 'HEADS UP: DART SMART.' is written in yellow. On the right side, there is a grey silhouette of a hand holding a smartphone, with another hand pointing at the screen. Small versions of the DART Police logo and the yellow arrow logo are also present.



Special Focus Areas

- Homeless Persons
 - First Train
 - St. Paul
 - Baylor
 - Deep Ellum
 - Fair Park
 - MLK
 - DFW Airport
- Clearing Buses and Trains
- The Triangle
- Ledbetter Station



Deployment Strategies

- Police, Fare Enforcement and Security Guards
 - Coverage for all LRVs
 - Increase of 30 additional security guards
 - Manpower increase for CBD Triangle
 - Security Guard Branding and Increased Deployment
- Maintain flexibility to address special focus areas





Collaboration

Collaboration

- Dallas PD (DPD) and DART PD routinely partner to address quality of life concerns in and around the vicinity of the “Triangle Area,” (West End Station, Rosa Parks Plaza and West Transfer Center.
- DPD and DART PD Elements assigned to the CBD meet frequently to address issues of mutual concern.
- Dallas County Community College District (DCCCD) hosts the monthly West End Task Force Meeting.



Collaboration

- DART Police Sergeant assigned to Dallas Police Fusion Center located in Dallas Police Headquarters.
 - Shared Intelligence and Criminal Information
- DART Police Command level representatives in Dallas Police mobile command post and emergency operations center for major events.
- Dallas Police Central Business District Command Staff receive DART ReadyOP Alert Notifications regarding DART Police activity and system events in the Central Business District.



Collaboration

- DPD and DART PD regularly attend each other's CompStat meetings.
- DART PD regularly participate in Roll calls at different DPD Divisions.
- DART Police/Dallas Police monthly leadership team meetings
- DART/Dallas Police Initiatives:
 - Truancy
 - Warrant Checks
 - Panhandling, throughout the CBD
 - Dallas Police Deep Night checks of DART Triangle Area



Collaboration

- DISD Police
 - Discuss collaborative ways to address student Quality of Life issues and Criminal behavior while using DART vehicles and facilities.
- DART/DDI-Safety Patrol
 - DDI works with DART Police and DART Planning and Development on quality of life issues
 - Patrol DART property and report suspicious activity, remove panhandlers, assist DART officers where needed and applicable.
- Downtown Security Directors Association
 - Collaborative information sharing
 - Meet monthly to discuss crime statistics and trends
- Monthly Downtown Dallas Neighborhood Association Meetings





Physical/Facility Security Initiatives

Physical/Facility Security Initiatives

- DART Capital Design and Development has recommendations for improvements at CBD facilities from DART Police and the consultants listed below:
 - Crime Prevention (CPTED) Reports prepared by DART Police, May 2017
 - AECOM, October 12, 2017
 - Steers, Davies, Gleave, October 2, 2017
 - WSP, October 13, 2017

Physical/Facility Security Initiatives

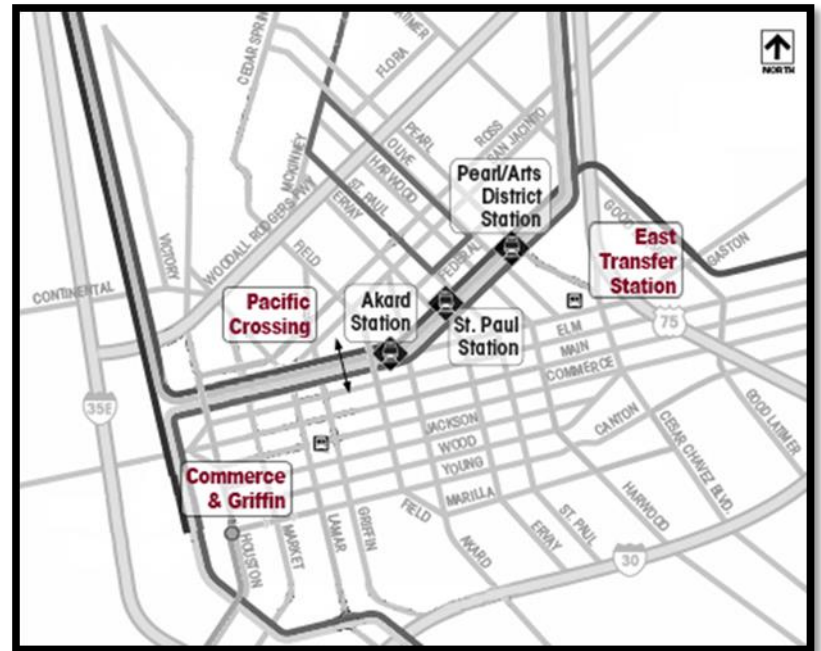
- DART Police Crime Prevention Through Environmental Design (CPTED) analysis
 - This is a multidisciplinary approach to deterring criminal behavior through environmental design
 - CPTED strategies rely upon the ability to influence offender decisions that precede criminal acts
 - The result is a security assessment with risk ratings
 - ✓ Amenities Upgrades
 - ✓ Safety Enhancements
 - ✓ Security Enhancements

Physical/Facility Security Initiatives

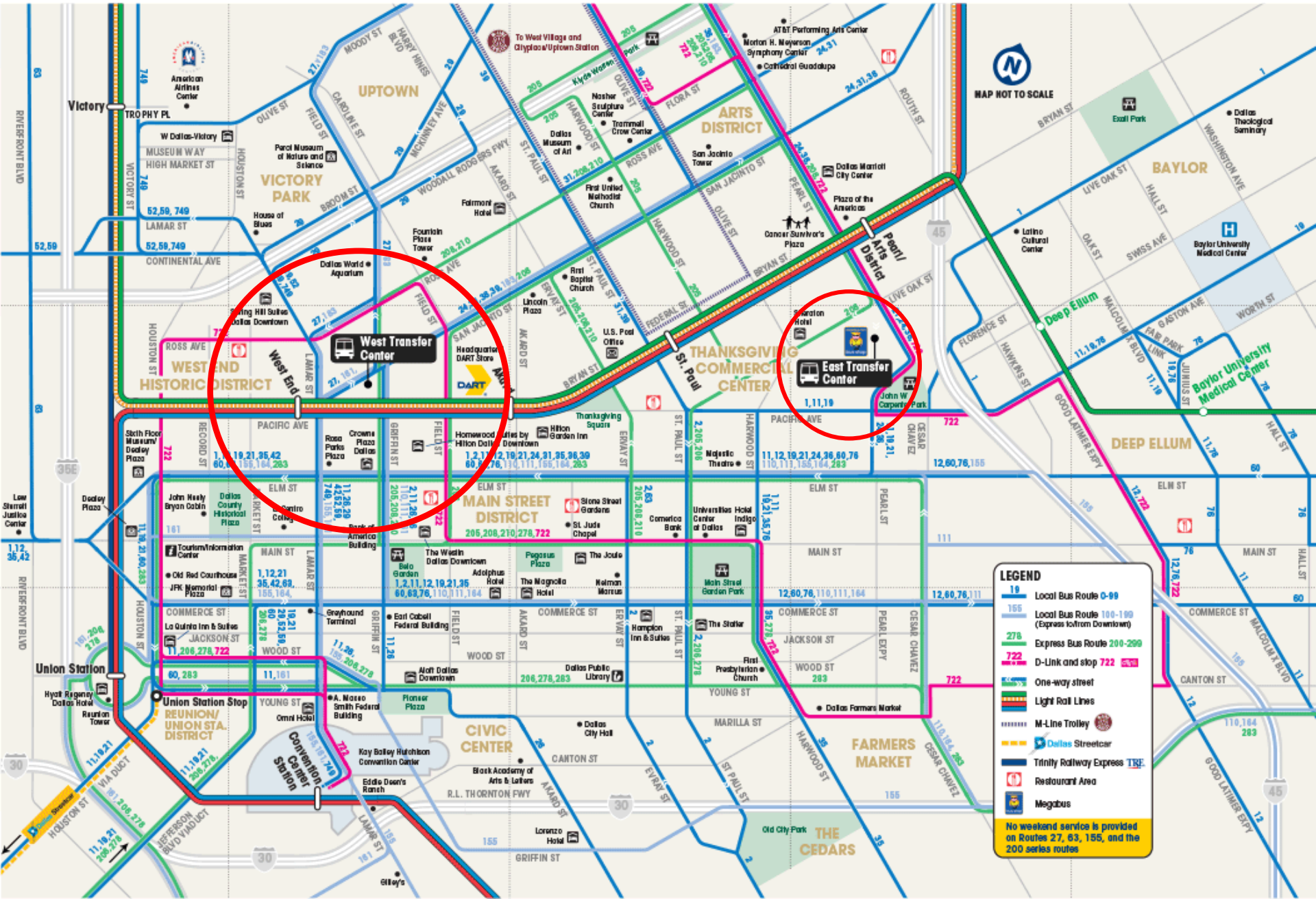
- Amenities Upgrades
 - Landscape Improvements
 - LED Lighting
 - Sidewalks at Bus Stops
- Safety Enhancements
 - Safety Barrier
 - Guideway Fencing
 - Signage
- Security Enhancements
 - Camera Installation
 - Visibility Improvements
 - Shelters and Benches

Physical/Facility Security Initiatives

- Quick-turn-around site visits with short and long-term recommendations at the following areas:
 - Bus and Rail Stations and Facilities
 - Bus Stops Throughout Service Area
 - Bus Stop at Commerce Street near Griffin Street
 - Convention Center
 - Guideway Pedestrian Crossings (Renaissance Tower)
 - CBD East & West Transfer Center
 - CBD Transit Mall

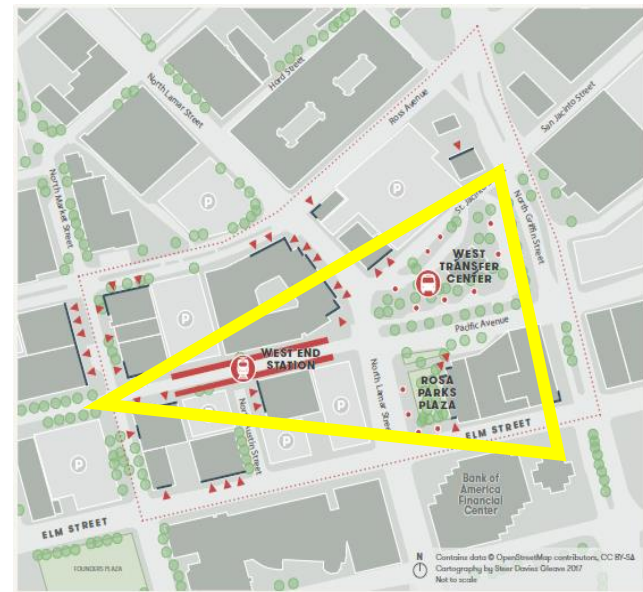


DART Downtown Dallas Operations



Physical/Facility Security Initiatives

- West End Station
- West Transfer Center
- Rosa Parks Plaza
- 912 Commerce St. Bus Stop
- Convention Center Station



Physical/Facility Security Initiatives

- Considerations for CBD Stations, Rosa Parks Plaza, Bus Stops including Union and Convention Center Station.
 - Improve lighting and or increase the number of light fixtures.
 - Add lighting, signage and CCTV cameras to improve guidance and deter loitering.
 - Install additional cameras at areas susceptible to loitering.
 - Install large monitors in public areas to display images of areas under surveillance.

Physical/Facility Security Initiatives

Considerations for Outlying Stations

- Reviewing source materials to identify environmental design improvements to enhance security at DART facilities
 - CPTED reports prepared by DART Police
 - Supervisor and Operator based survey
 - Customer feedback

Physical/Facility Security Initiatives

Recommendations for Bus Stops

- Reviewing source materials to identify environmental design improvements to enhance security at DART facilities
 - Supervisor and Operator based survey
 - Bus Stop Condition Reports
 - Customer feedback



Marketing Plan

#HungerActionMonth
NTPB.org/HAM

with
Texas
Food
Bank.

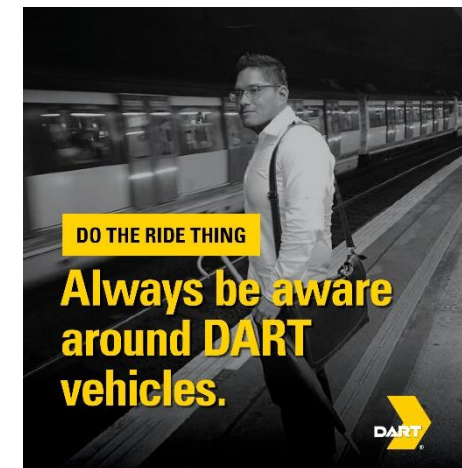
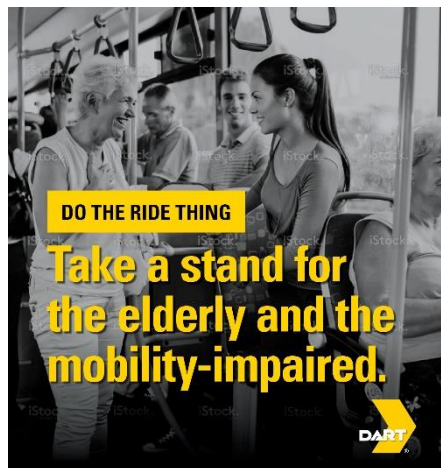
Marketing Design Elements

- The creative execution will consist of:
 - Design and theme that can cut across safety, security, amenities
 - Simple messaging
 - Ability to maintain thematic consistency when promoting key elements (i.e. Elerts)

Design Elements



Rail Interiors

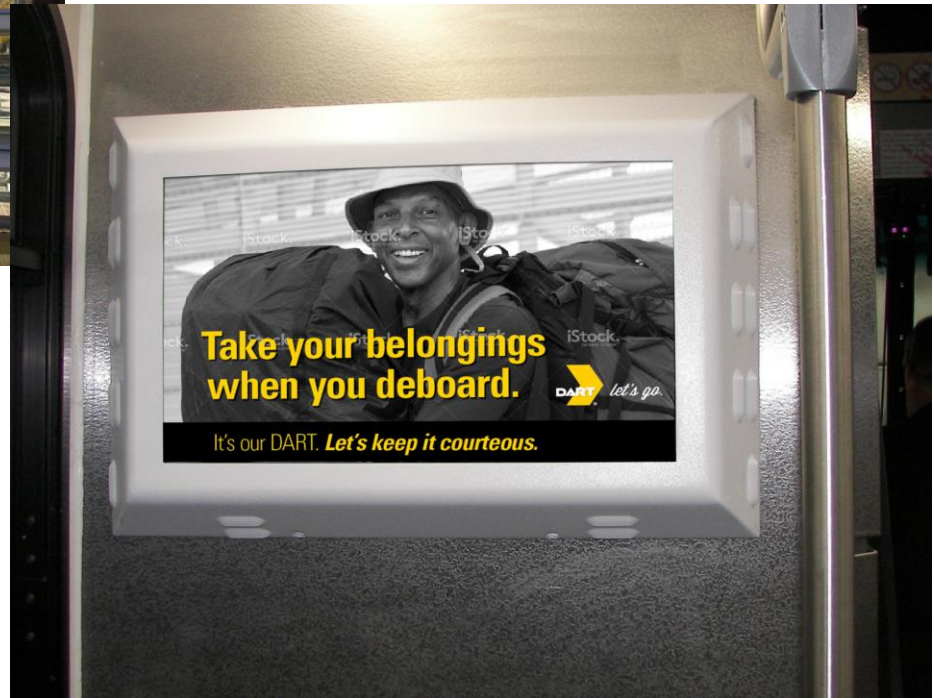


DART Smart on DART Assets



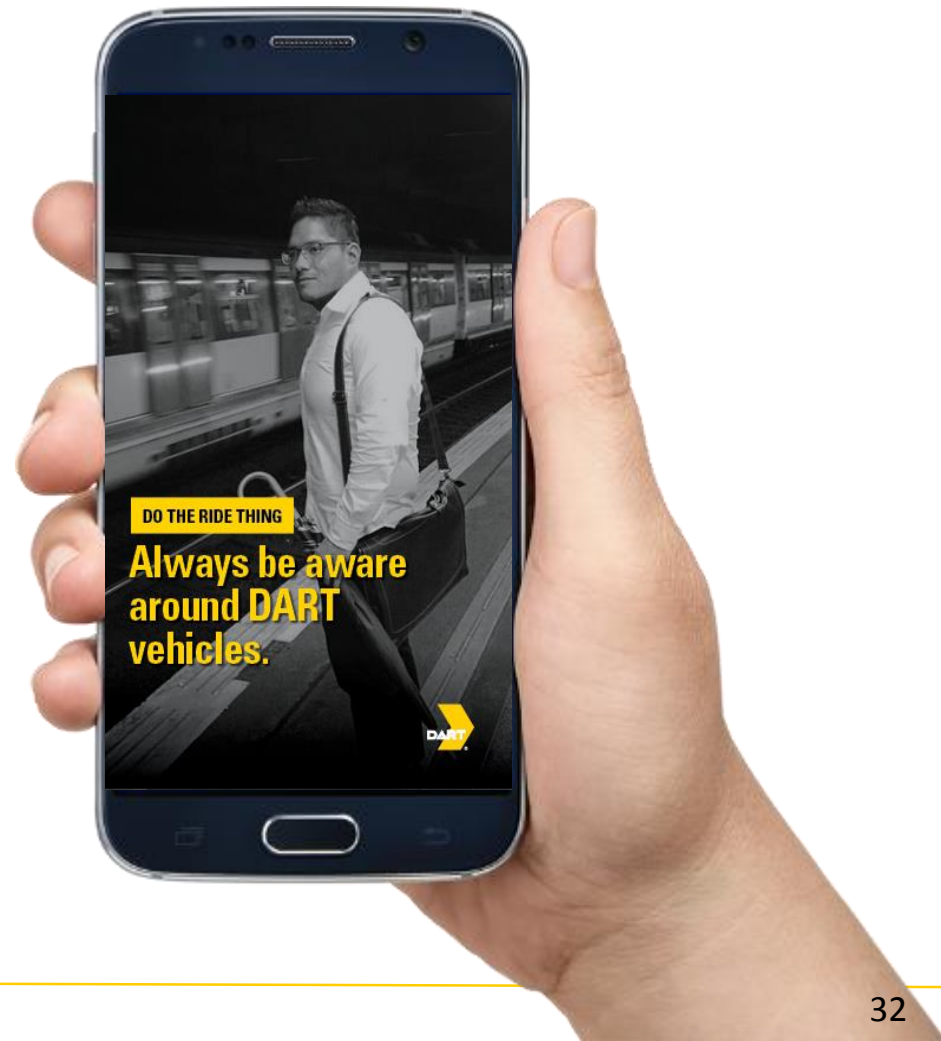
Windscreens

Bus Video Screen



Social and Digital Media

- Facebook, Twitter, Instagram
- DART.org
- Clever, smart, sharable digital content
- ***DART Smart*** Rider Tips



New DART Say Something App



Rail Interiors

Bus Interiors

