National Public Safety Partnership Overview

The National Public Safety Partnership (PSP) provides an innovative framework for the U.S. Department of Justice (DOJ) to enhance its support of state, local, and tribal law enforcement and prosecution authorities in aggressively investigating and prosecuting violent criminals. Through the PSP initiative, the PSP Diagnostic Team has worked with the city of Salisbury to refine and implement their proposed training and technical assistance (TTA) plan to combat violent crime and support officer safety. The PSP Diagnostic Team approach includes: stakeholder and relationship building, governance structure and program management, capacity building, data collection and analysis, proposed TTA plan development and implementation, and community engagement and buy-in.

Executive Summary

The city of Salisbury requested a review of their crime data related to holiday season (October – December) crimes. The holiday seasons bring an uptick of local and transient shopping, and the Salisbury Police Department (SPD) recognized an opportunity to review crime trends related to larceny, burglary, and robbery. Specifically, SPD had interest in theft *of* and *from* motor vehicles during this three-month period, due to trends in shopping areas during the holidays in previous years. As a shopping hub for Rowan County, SPD experiences a high rate of crimes that are typical for shopping regions. The proximity to the highway contributes to the accessibility of shopping areas and subsequently, personal property, by transient offenders. To support SPD's goal to understand their city's trends during the holiday season, the PSP Diagnostic Team reviewed Salisbury, NC crime data for the last quarter (Q4) of 2014 through 2017. In addition to reviewing these trends spatially, the PSP Diagnostic Team developed a dashboard using Microsoft's Power BI and Excel tools for SPD to analyze offense description, premises, time of day, week, and year. In fall 2018, over the same 3-month holiday period, the SPD utilized this crime analysis to implement Operation Santa Patrol, a strategic crime reduction plan for targeted residential and commercial business areas. Operation Santa Patrol was developed in an effort to reduce an increase of criminal activity during the holiday season in targeted areas[1]. By utilizing targeted patrols and increased officer presence within parking lots and intersections near shopping centers, SPD set to achieve a 15 percent decrease in overall criminal offenses compared to the same timeframe the previous year.

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[1] Larceny Target Areas – West End Plaza, Alexander Pointe, Westland Shopping Center, Innes Street Market, Salisbury Shopping Center, Walmart, and along Klumac Road between Julian Road and Jake Alexander Boulevard South

Burglary Target Areas – West End Plaza, South Link Avenue, intersection of South Main Street and East Innes Street

Robbery Target Areas – West End Plaza, Alexander Pointe, East Innes Street between North Long Street and Jake Alexander Boulevard South

Summary of Findings

Larceny

The SPD achieved over a 15 percent reduction in larcenies during CY2018Q4. While clustered areas of larcenies have predominately stayed consistent year over year, strategic efforts conducted by SPD in high cluster areas were effective in reducing the number of larcenies from 2017 to 2018. With stronger focus on building relationships with business owners, increased patrols through shopping plazas, and community awareness, the SPD was able to reduce larceny offenses during CY2018Q4 by 21.9 percent. The highest reduction was in November 2018 (30.8 percent), compared to the same time the previous year. Notable areas of reduction include Walmart (45.8 percent), West End Plaza, Alexander Pointe, and Westland Shopping Center.

Burglary

The SPD experienced an increase of burglaries by 27.9 percent during CY2018Q4. Analysis of previous years revealed burglary incidents increased year over year from 2014 to 2016 with incidents generally occurring across the entire city. In 2016 (n=102) there were notable areas of high incidents around Fisher Street, south of Livingstone College and West End Plaza. With the decrease in total burglaries in 2017 (n=68), incident locations mostly remained spread across the city with a notable decrease in the Livingstone College and Fisher Street areas, and higher activity along South Link Avenue. In 2018 SPD experienced a 27.9 percent increase in burglaries from 2017 during Q4. Despite this increase in incidents, locations of burglaries remained spread across the city with a notable decrease in Northwest Salisbury, specifically around West End Plaza.
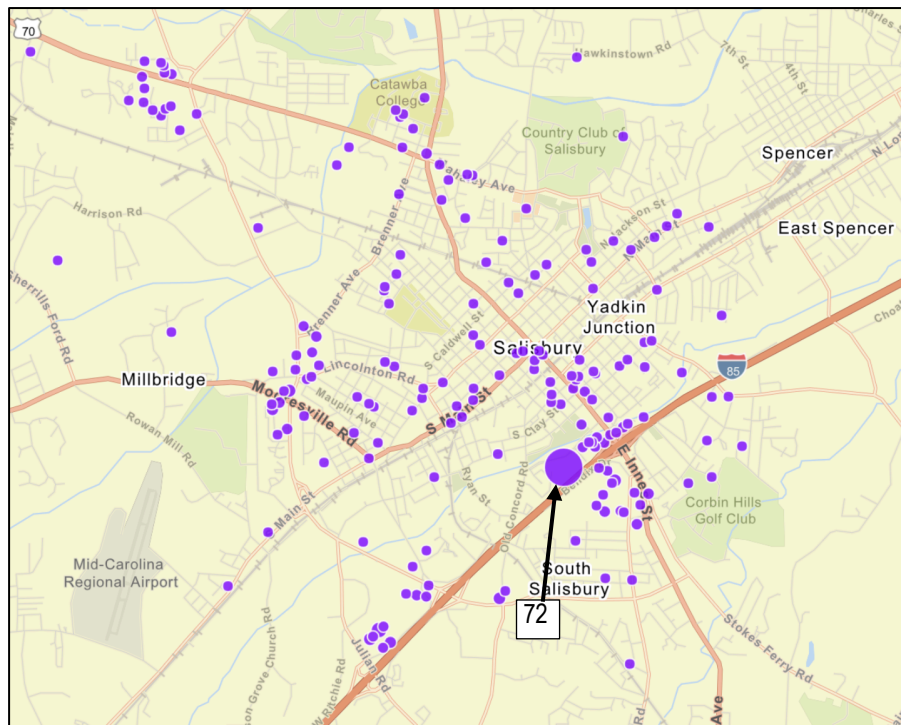
Robbery

The SPD experienced a significant decrease of robbery crimes, a 44.8 percent reduction from the same Q4 period of time the year before. Robbery incidents had fluctuated year over year from 2014 to 2017 with incident locations widespread across the city from 2014 to 2016. In 2017, analysis revealed three distinct clustered areas: 1) West End Plaza; 2) Alexander Pointe/Westland Shopping Centre; 3) East Innes Street between North Long Street and Jake Alexander Boulevard South. In 2018, of the three areas listed, West End Plaza experienced one robbery incident and Alexander Pointe/Westland Shopping Centre experienced zero incidents.

*Graphics created using data visualization software Microsoft Power BI. Recreation of data in Power BI Dashboard will allow for increased visualization, map scaling, and further incident analysis.

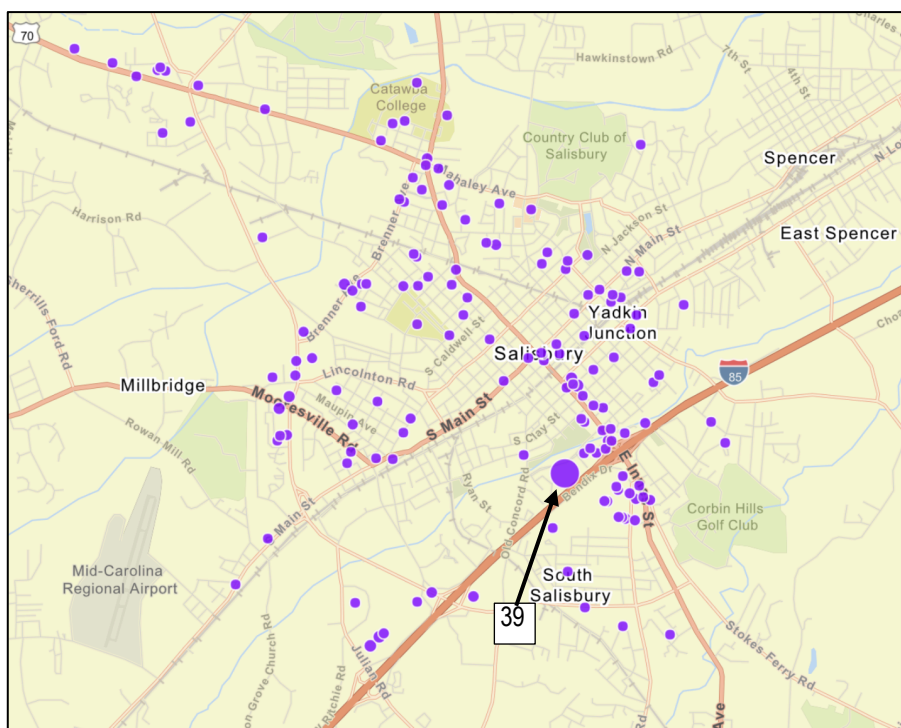| Operation Santa Patrol Salisbury Police Department Quarter 4, 2018	2014				2015				2016				2017				2018				Q4 Percent Change 2017 - 2018
	Oct	Nov	Dec	Q4	Oct	Nov	Dec	Q4	Oct	Nov	Dec	Q4	Oct	Nov	Dec	Q4	Oct	Nov	Dec	Q4	
Larceny	106	93	109	308	124	107	112	343	124	91	93	308	110	120	99	329	92	83	82	257	-21.9%
Shoplifting	34	40	40	114	48	44	41	133	42	40	42	124	4	51	40	135	35	41	40	116	-14.1%
Motor Vehicle Theft	13	7	12	32	8	9	13	30	4	6	5	15	8	6	6	20	12	6	2	20	0.0%
From Motor Vehicle	16	17	17	50	16	17	14	47	30	17	14	61	29	34	24	87	26	19	21	66	-24.1%
Miscellaneous	43	29	40	112	52	37	44	133	48	28	32	108	29	29	29	87	19	17	19	55	-36.8%
Burglary	32	26	27	85	29	30	36	95	42	31	29	102	27	17	24	68	35	27	25	87	27.9%
Attempted	3	3	2	8	3	6	8	17	3	6	7	16	2	0	3	5	2	4	4	10	100.0%
Forcible Entry	17	16	18	51	19	12	21	52	28	16	16	60	13	10	16	39	17	15	11	43	10.3%
Unlawful Entry	12	7	7	26	7	12	7	26	11	9	6	26	12	7	5	24	16	8	10	34	41.7%
Robbery	5	9	6	20	8	13	7	28	9	7	4	20	10	9	10	29	5	4	7	16	-44.8%
with Firearm	3	6	4	13	3	7	5	15	7	2	2	11	5	5	4	14	3	2	5	10	-28.6%
without Weapon	1	2	2	5	2	6	1	9	0	4	2	6	4	3	5	12	1	2	1	4	-66.7%
with Weapon (No Firearm)	1	1	0	2	3	0	1	4	2	1	0	3	1	1	1	3	1	0	1	2	-33.3%

Larceny - October through December 2017 & 2018

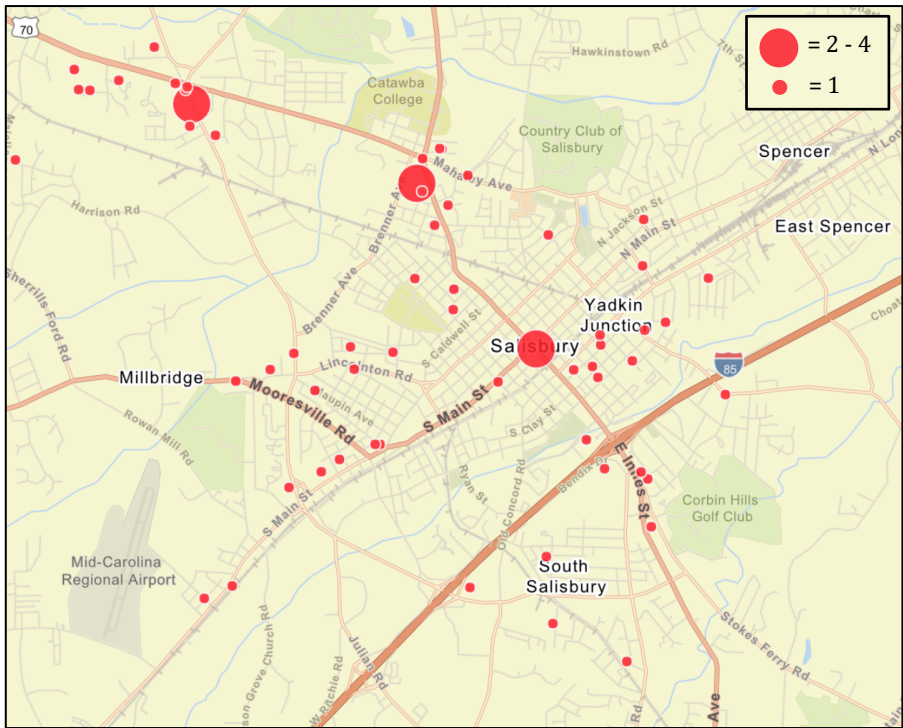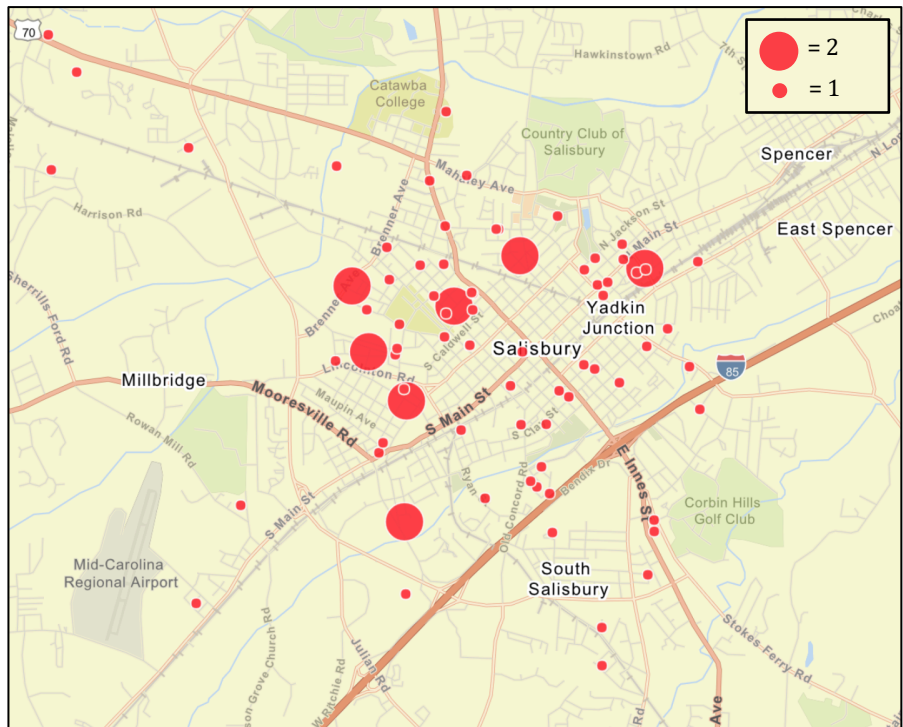## 2017 (N= 329)

↓
-21.9%

2018 (N= 257)

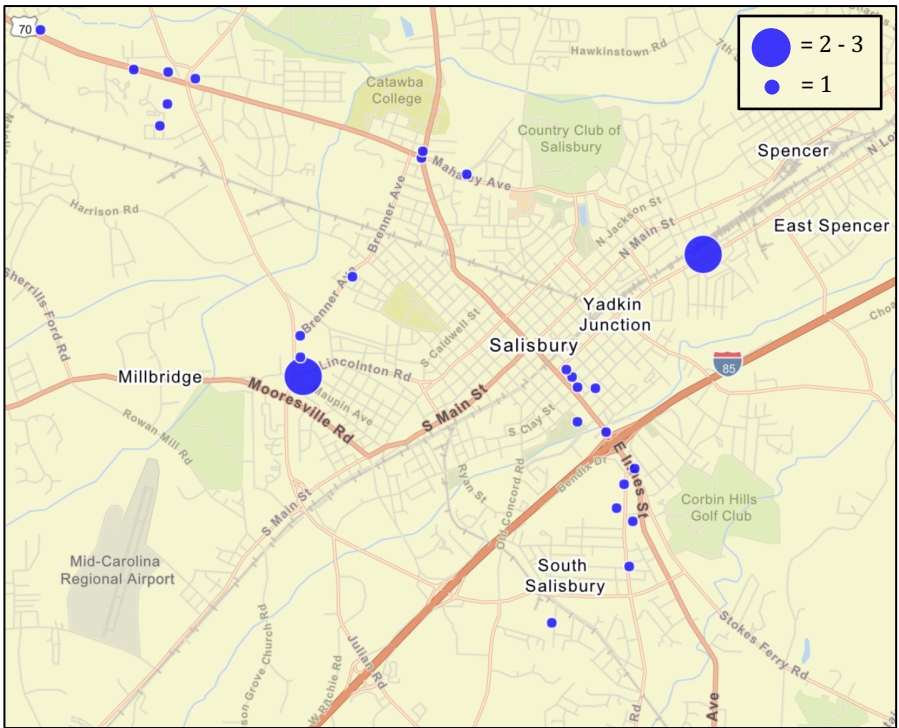# Burglary - October through December 2017 & 2018

2017 (N= 68)

27.9% ↑

2018 (N= 87)

Robbery - October through December 2017 & 2018

2017 (N= 29)

↓
-44.8%

2018 (N= 16)