



Building Analytical Capacity

*Our Path to Problem Oriented Policing
for the Rowan Regional Crime Information Center*

April 2022

Presenters



Lt. Patrick "PJ" Smith

Salisbury (NC) Police

Director of the Rowan Regional Crime Information Center

Dr. Jessica Herbert

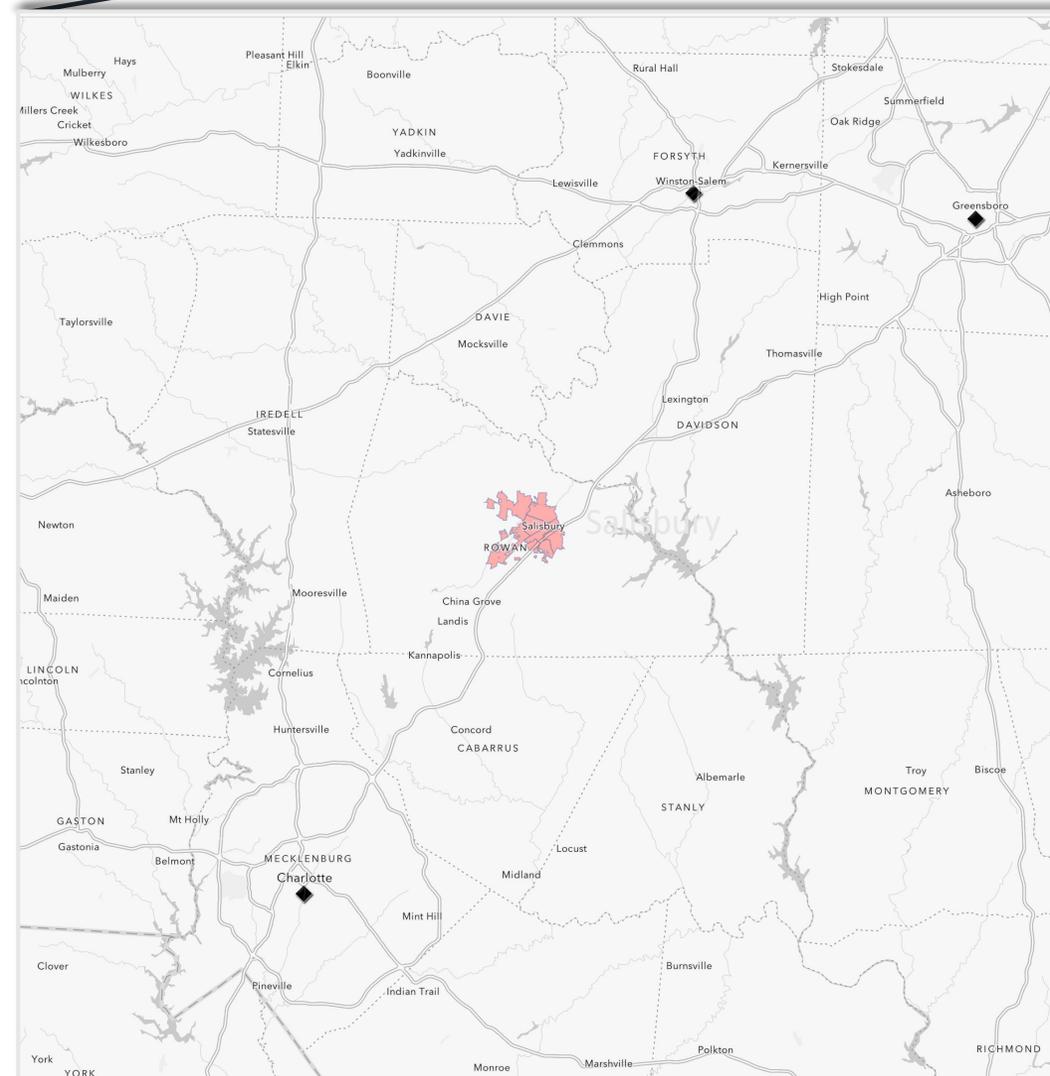
Founder & CEO, IDEA Analytics

Strategic partner to local government, public safety and nonprofits interested in data-driven solutions to equitable community services; Research partner to Salisbury (NC)



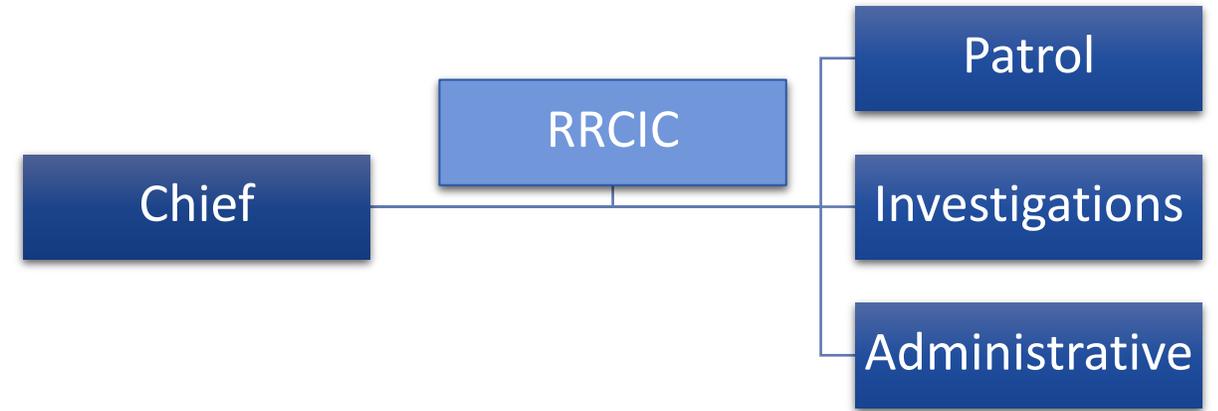
Salisbury North Carolina

- Located in Rowan County
- Approximately 36,000 in population
- Middle District of North Carolina
- Equal distance from three major metro areas, along Interstate 85



Rowan Regional Crime Information Center (RRCIC)

- Developed and led by Salisbury (NC) Police Department, SMART Policing Initiative (SPI)
- It is the **primary mission** of the RRCIC to be a **centralized location**, wherein each Rowan County agency can be **represented and contribute to the process of gathering and sharing information**.
- The RRCIC will **collect, evaluate, analyze, and disseminate information and intelligence** regarding criminal activity in, and around, the Rowan County Area while **following all applicable laws to ensure the rights and privacy of citizens**.

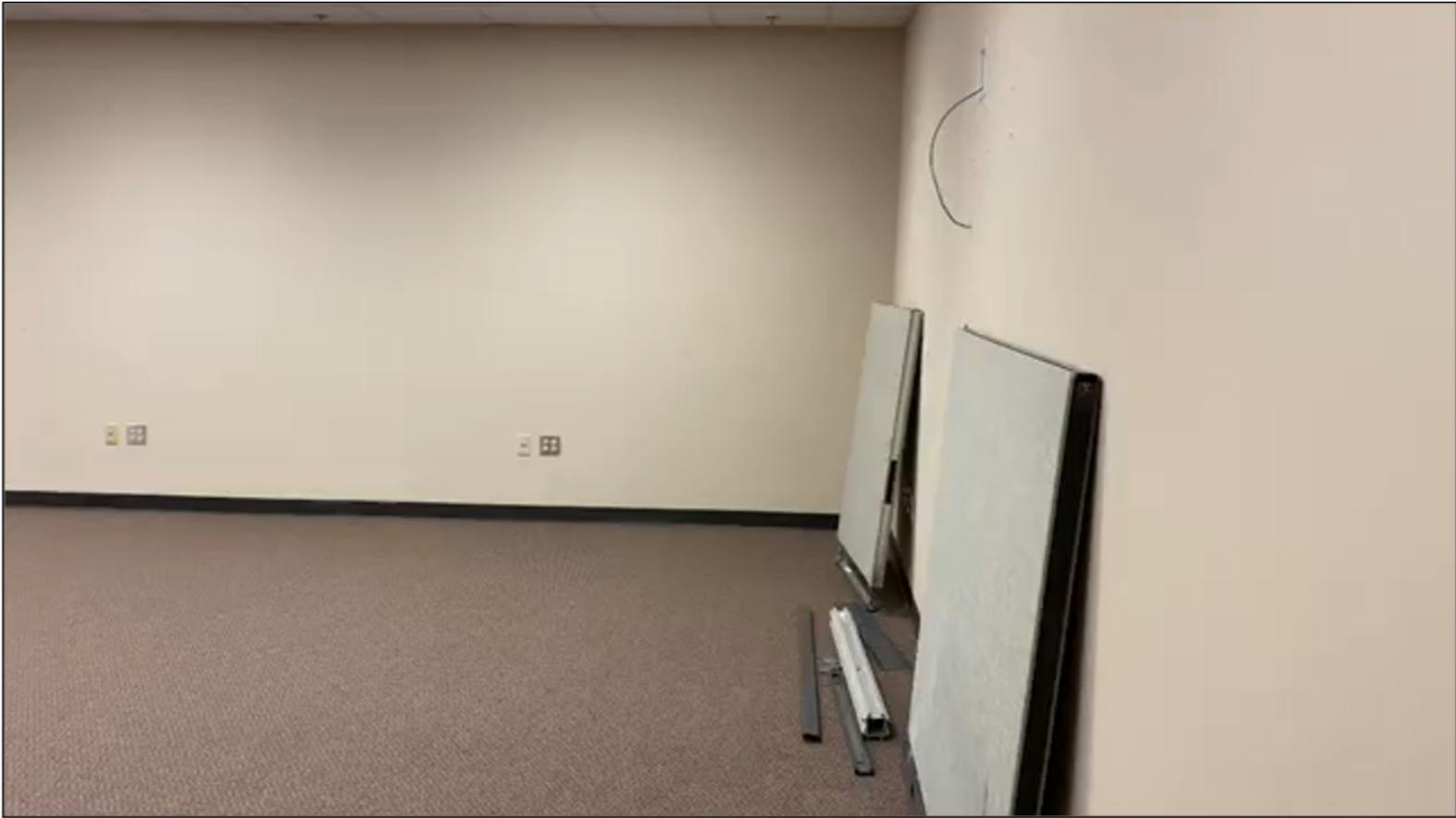


Our Path for Rowan Regional Crime Information Center (RRCIC)





October 2019





We knew to reduce crime, we needed to understand patterns and trends



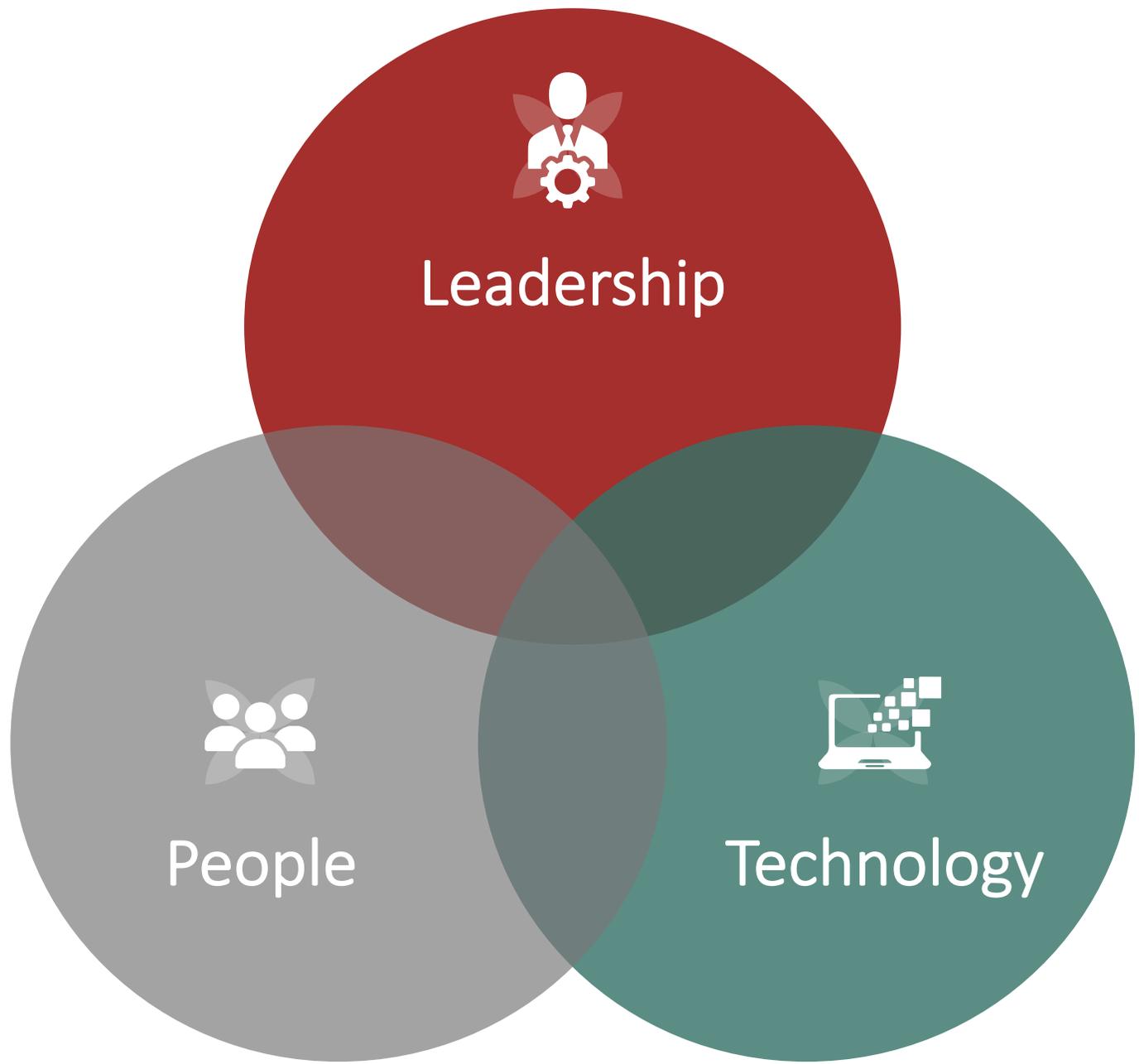
Scan

Analyze

Respond

Assess

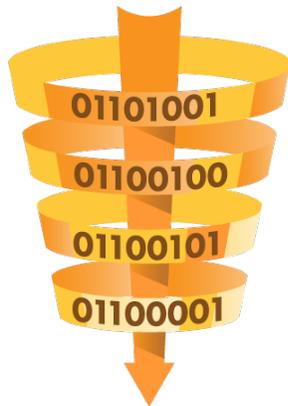




Analytical Domains



People Resources



Analytical Expectations



Organizational Commitment and Leadership



Technology

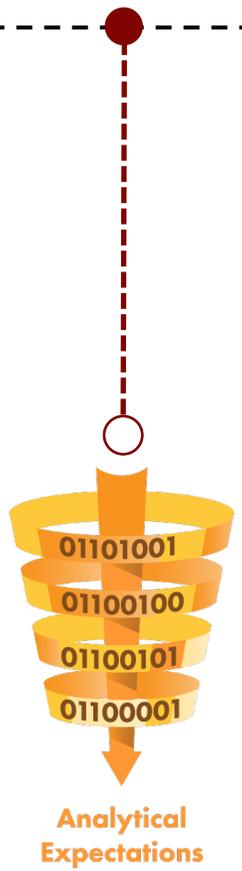
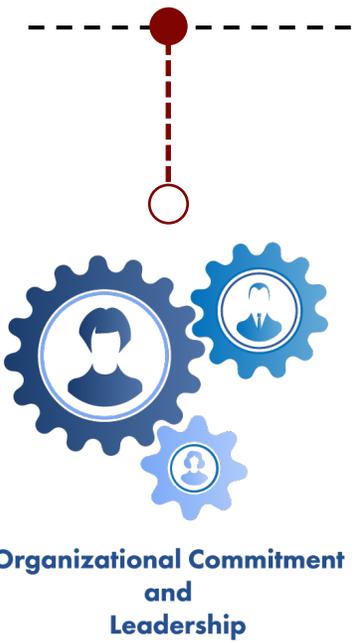


Data Access and Quality





Our Path to Building Analytical Capacity



Do we have the same vision?
 Are we using the same language?
 What are our expectations – and how can we meet them?

Travel – Exposure – Learning



Stratified Policing

Incorporates multiple evidence-based and practice-based strategies

Problem-Oriented Policing

- Focus on problems through problem solving
- Both short- and long-term solutions

Community Policing

- Community partnerships
- Police legitimacy

Hot Spots Policing

- Focus on places and areas
- Short and long-term solutions

Focused Deterrence and Intelligence Led Policing

- Focus on groups of problem offenders
- Focus on individual chronic offenders

Compstat

- Accountability and evaluation
- Systematic tracking of responses and meeting structure

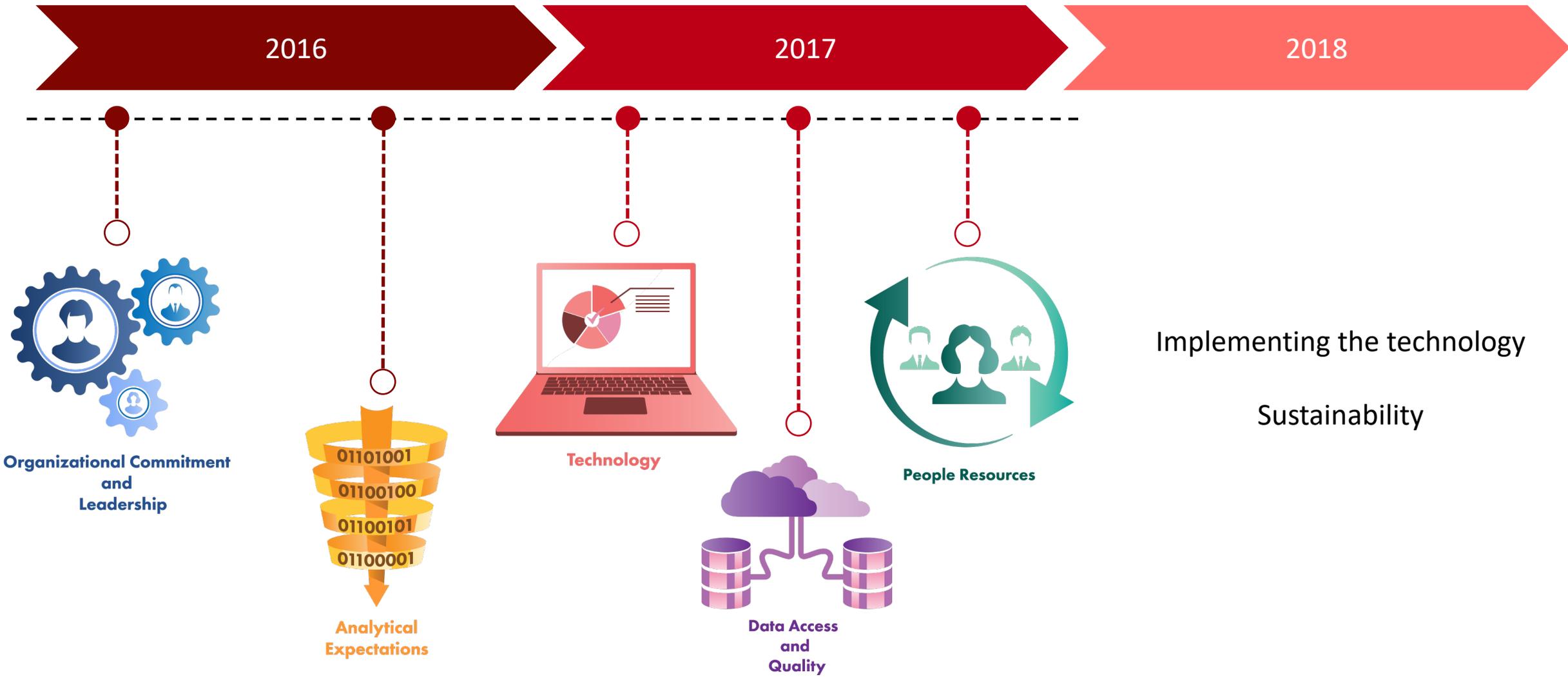
Standard Model

- Traditional strategies
- Hierarchical structure



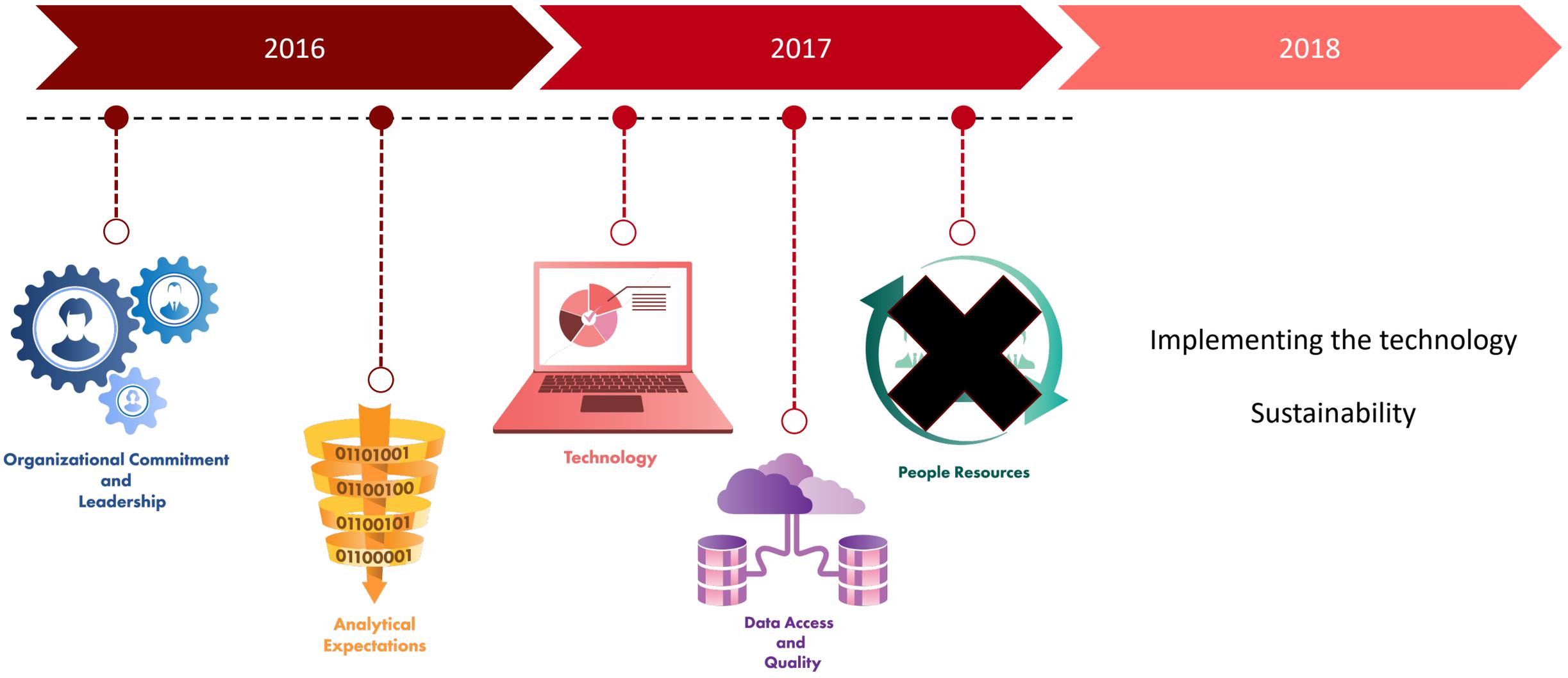


Our Path to Building Analytical Capacity





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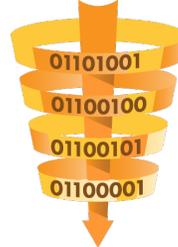
2016

2017

2018



Organizational Commitment and Leadership



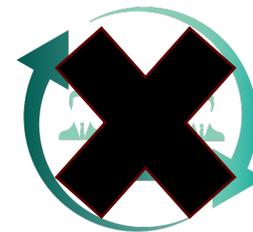
Analytical Expectations



Technology



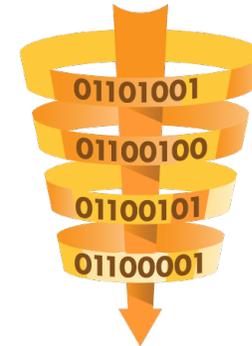
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People Resources



Technology



Analytical Expectations



People Resources



Our Path to Building Analytical Capacity

2016

2017

2018



Organizational Commitment and Leadership



Analytical Expectations



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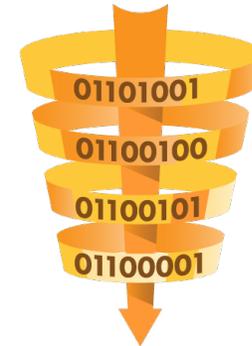
Data Access and Quality



People Resources



Technology



Analytical Expectations

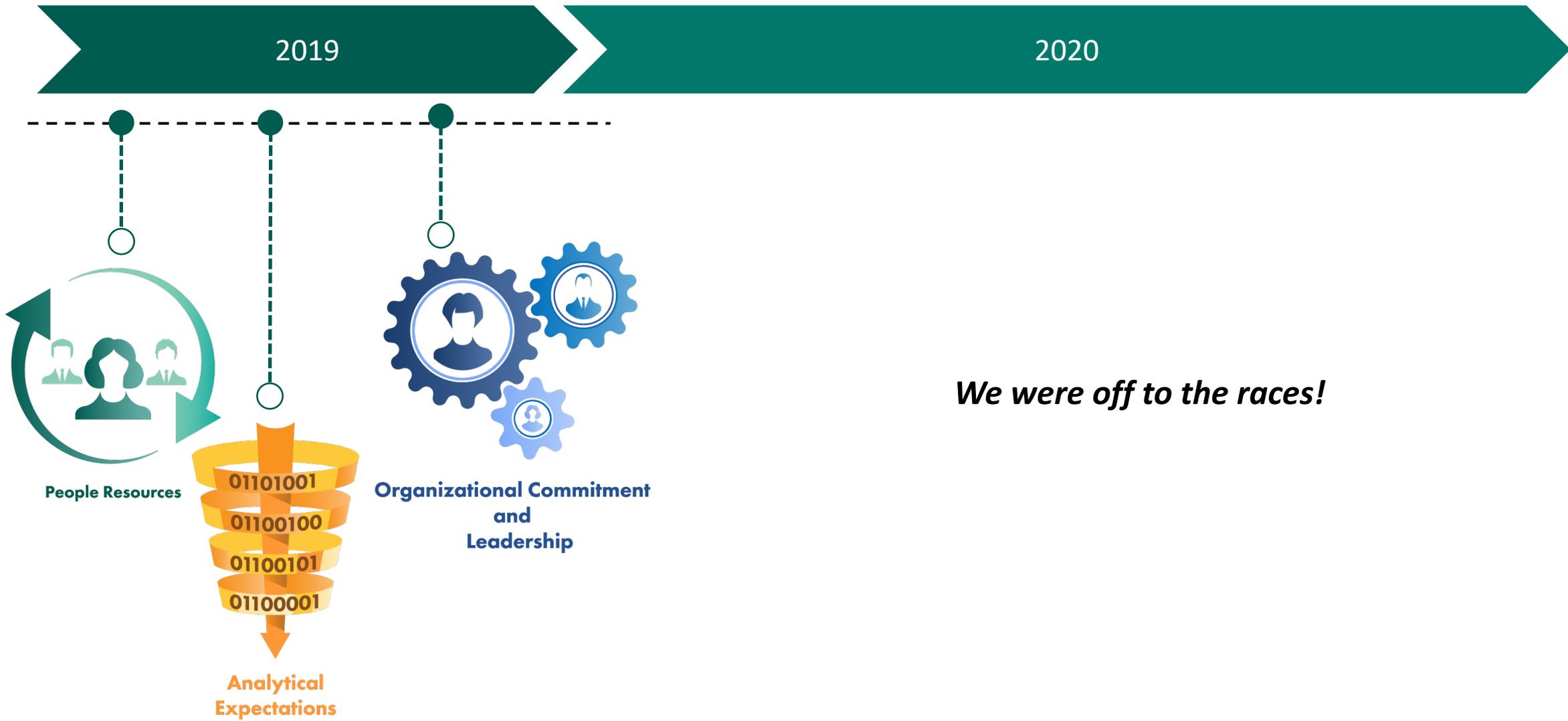


People Resources





Our Path to Building Analytical Capacity

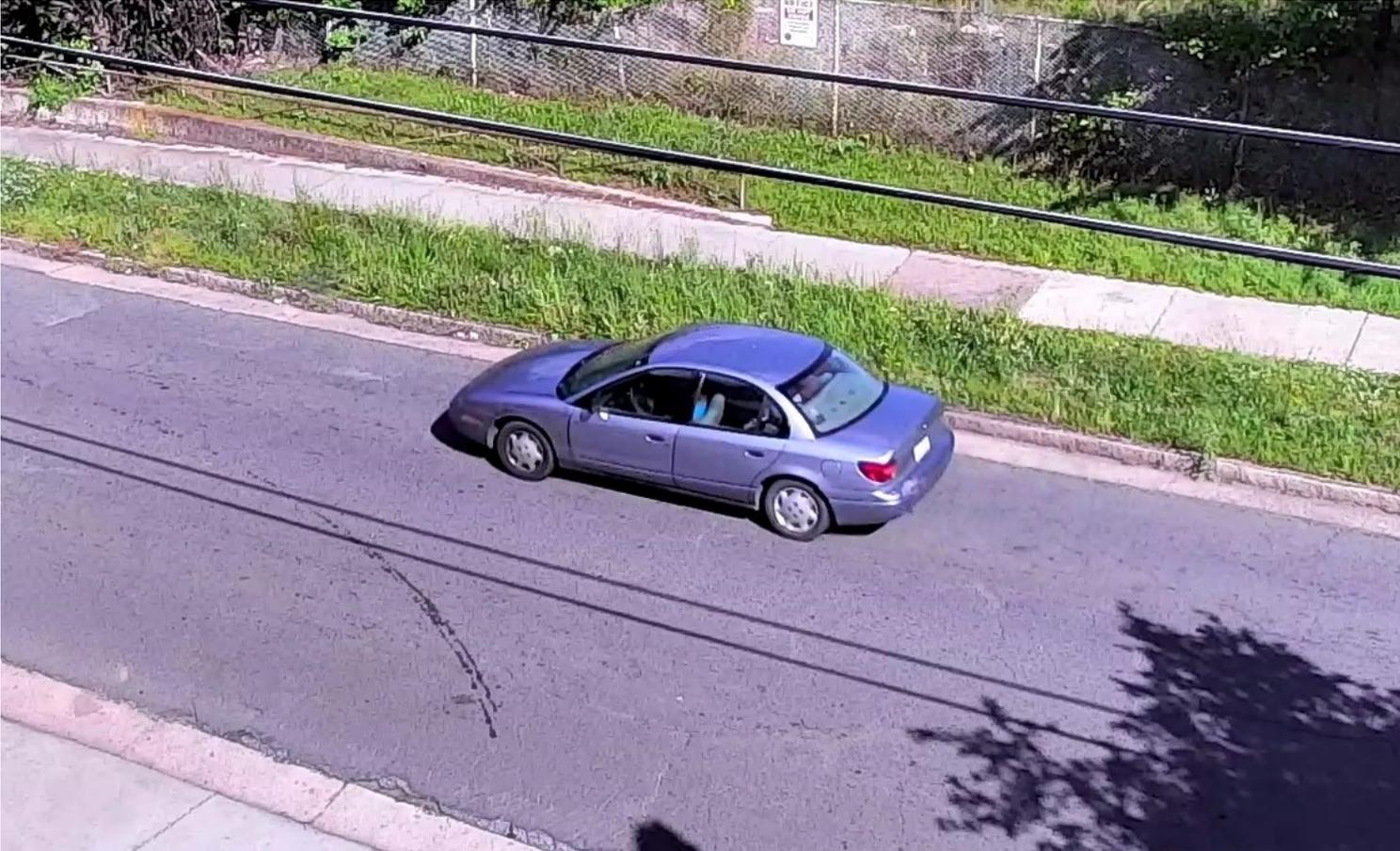


We were off to the races!





2019: Winning the Early Race



Technology:

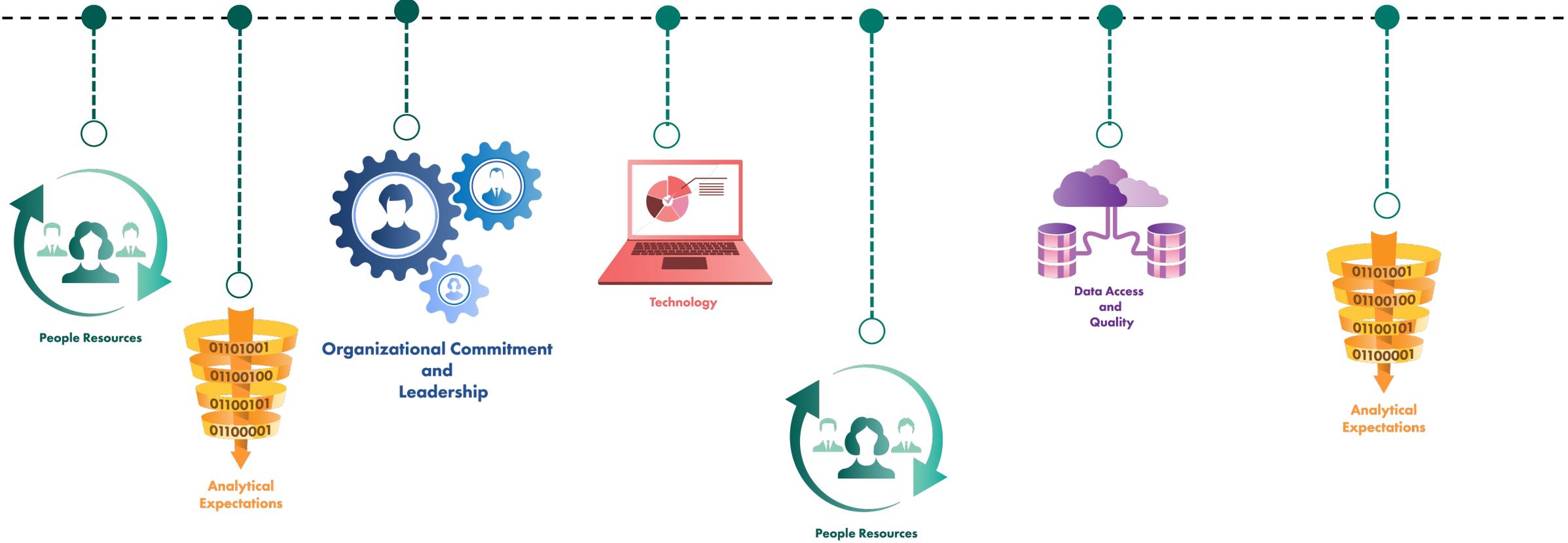
1 of 5 cameras caught the car
Felony Traffic Stop & Arrest

People:

Linking cases

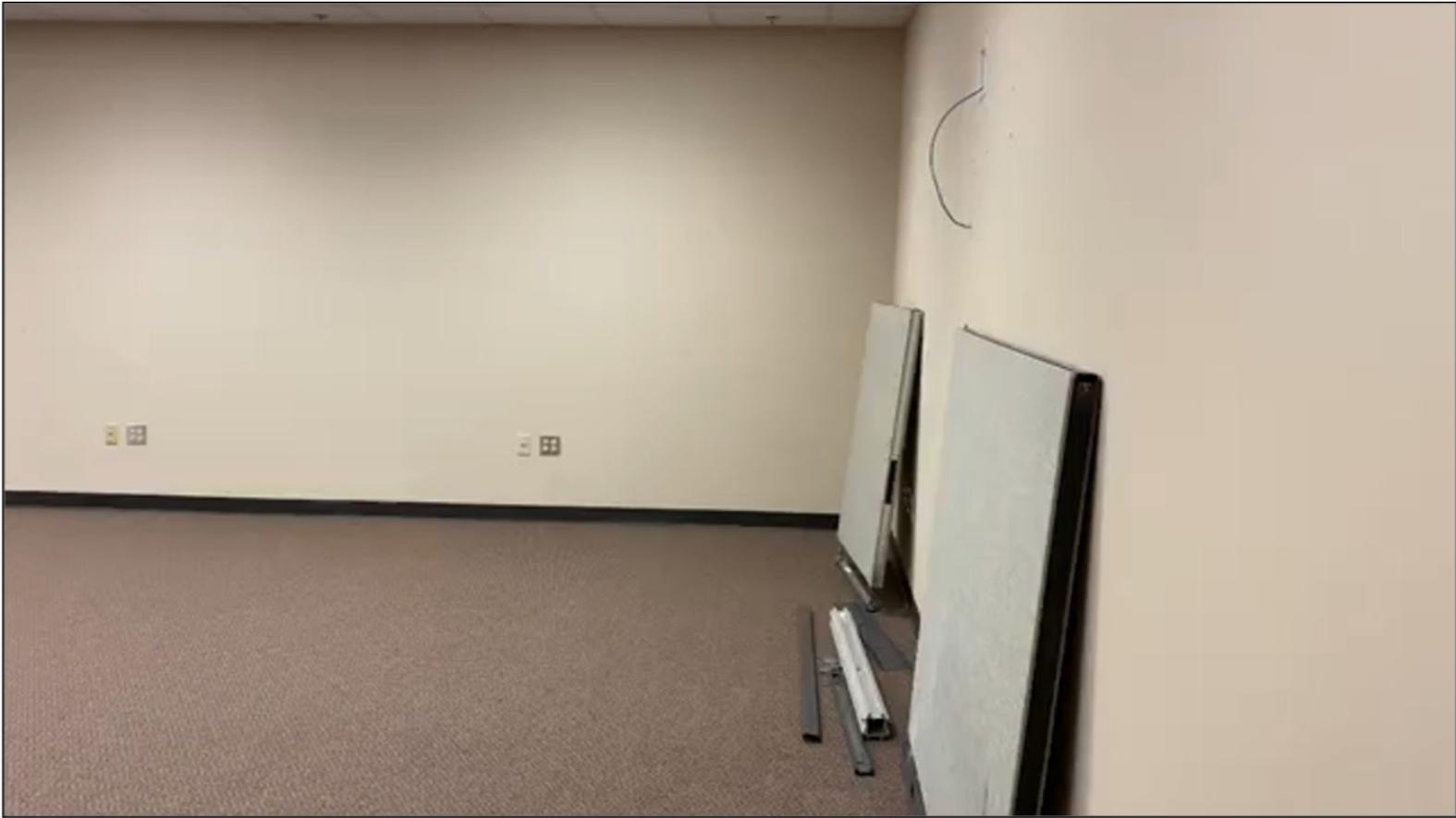


Our Path to Building Analytical Capacity





October 2019

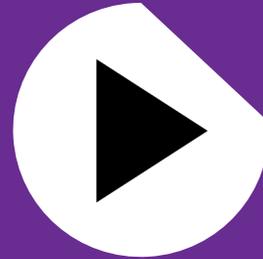




2020: More than just a Plan



Our Path for the RRCIC



Where are we now?

Current State and
Successes

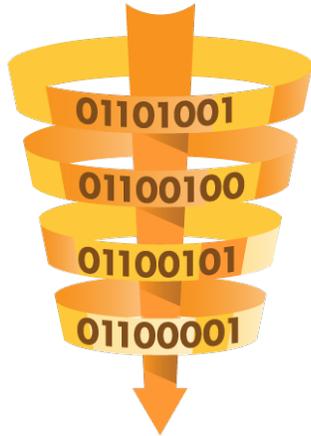


Balancing our Analytical Capacity

2021



People Resources



Analytical Expectations



Organizational Commitment and Leadership



Data Access and Quality



Technology





Operations and Outcomes

- ***Routine outputs*** on crime trends
- ***Close critical cases quickly*** with timely, actionable, and reliable analytics
- ***Use SARA to align resources*** to address our crime trends



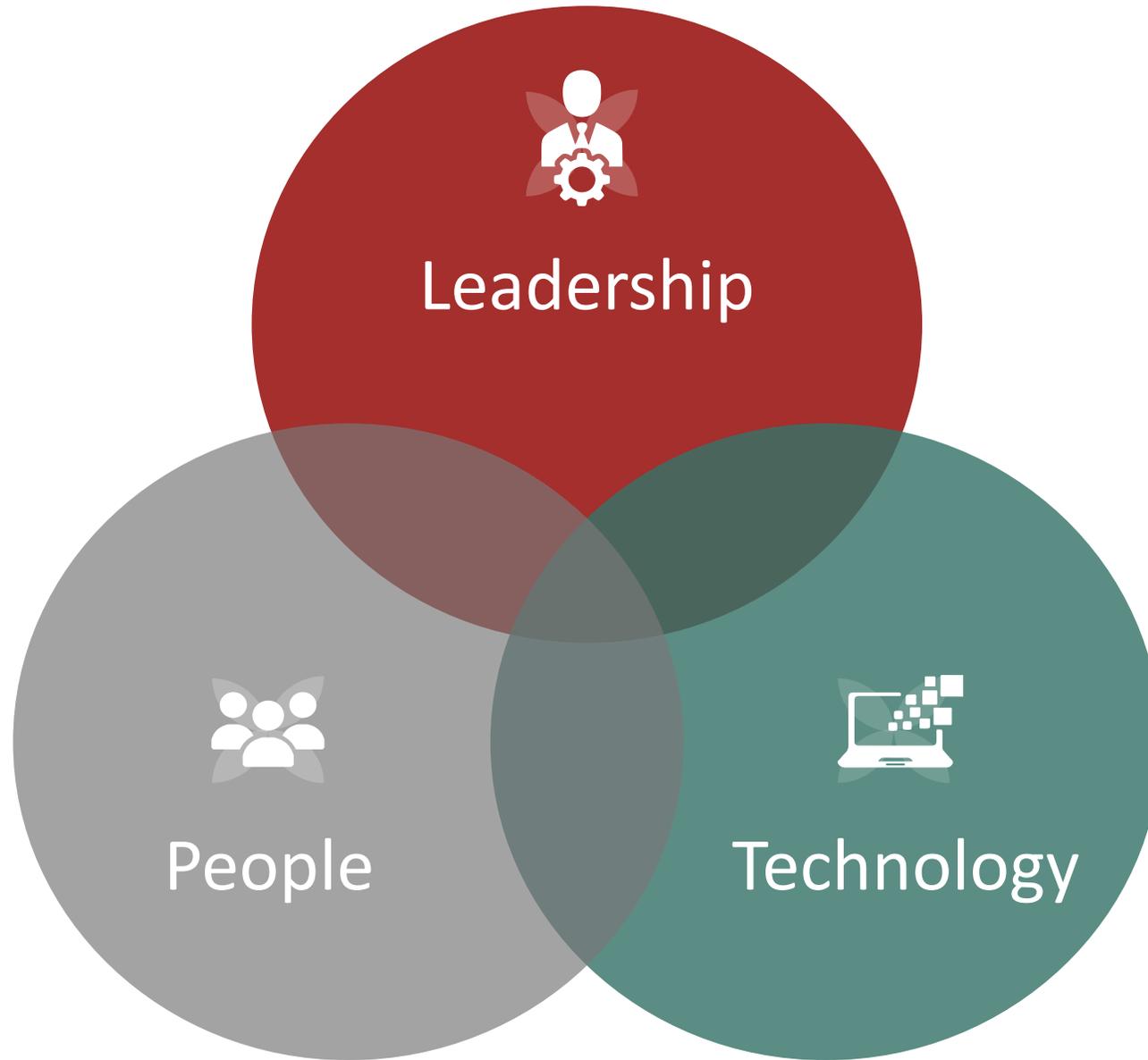
Key impacts

- ***Using crime analysis to inform technology***
 - Placement of cameras
 - Evaluation of incidents around “crime attractor” locations
 - Routine information to patrol and investigations for timely decision making
- ***Problem-oriented responses***
 - Shutting down problem places
 - Awareness of problem persons



Our Future: Scaling the Success

- Additional people (e.g., detectives, additional analysts)
- Synthesize all crime reduction and community-based interventions
- Collaboration with community and public safety partners
- Further enhancing our regional knowledge, shared language, and analytical capacity
- Continued fiscal commitment



Thank you!

Questions?
Comments?
Need more?





Lt. Patrick 'PJ' Smith

Salisbury (NC) Police

psmit@salisburync.gov

704.216.7581



Dr. Jessica Herbert

Founder & CEO, IDEA Analytics

jessica@analyticsbyidea.com

703.798.9867