



Deepening Police Community Relations:


A Conversation with Dallas City Manager A.C. Gonzalez

October 20, 2016

About the Alliance

Inspiring Innovation to Advance
Communities



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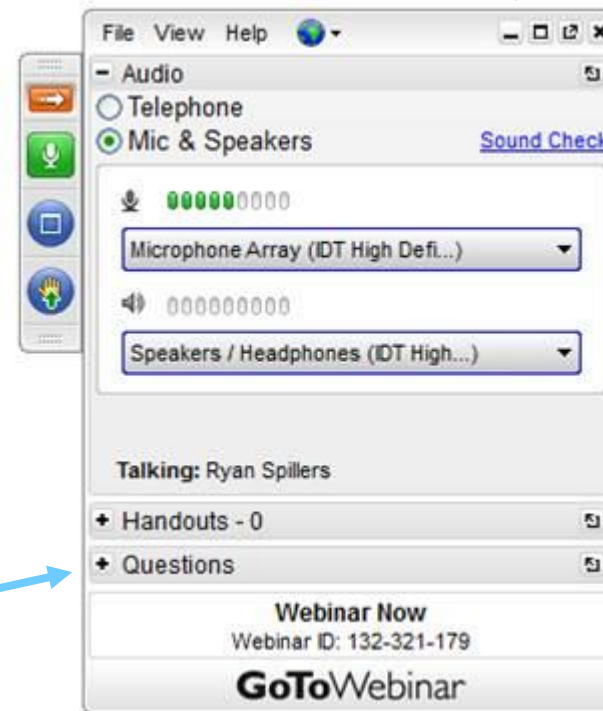
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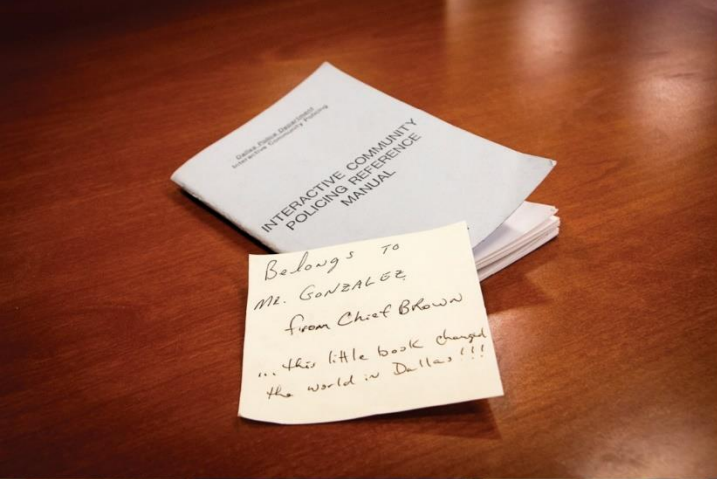
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Introducing Today's Presenters

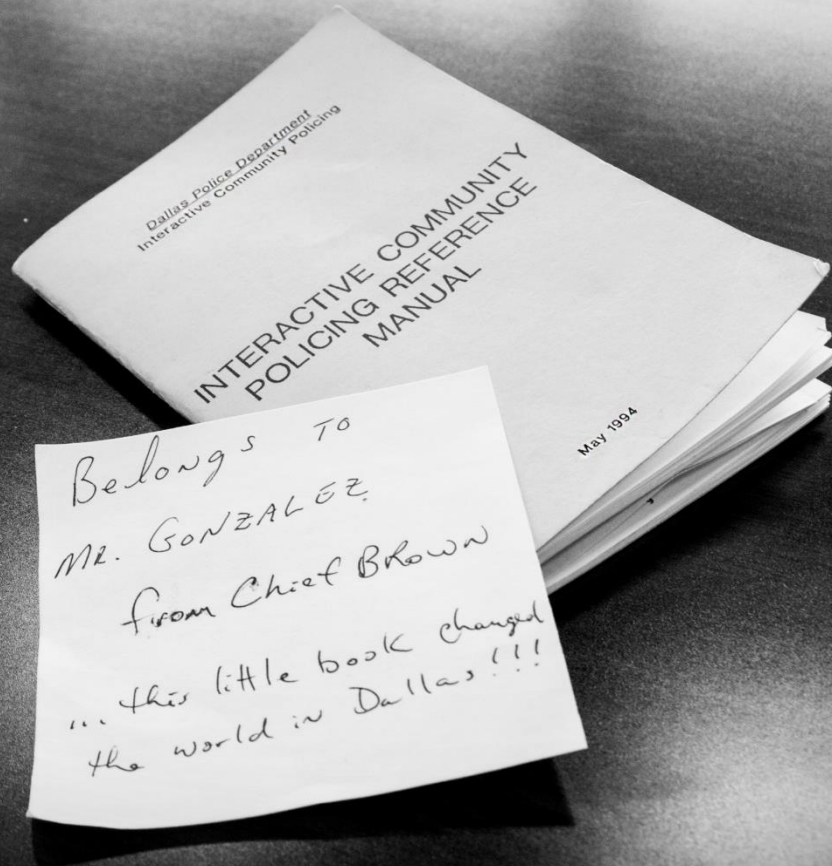
- Jerry Newfarmer, President and CEO
Management Partners
- A.C. Gonzalez, City Manager
Dallas, Texas





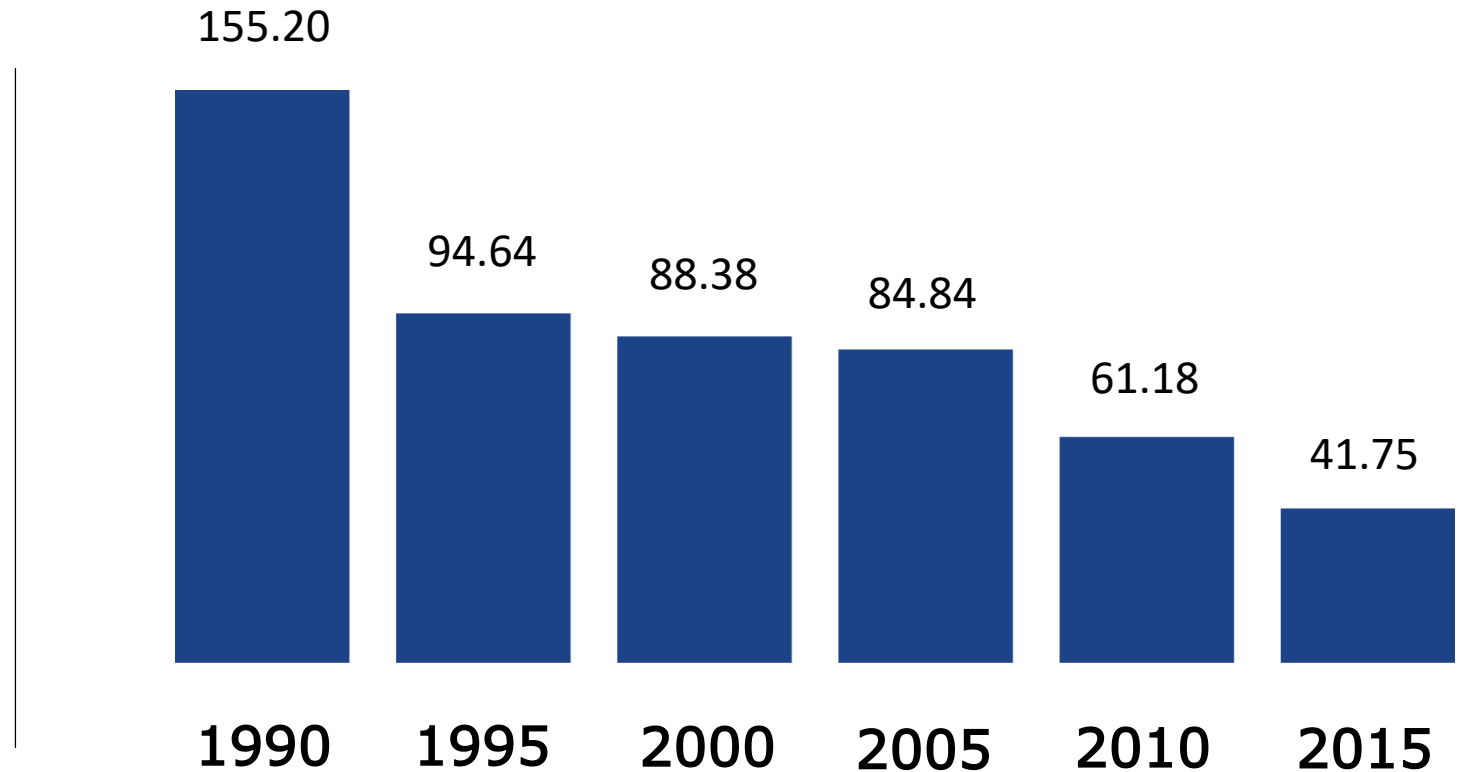
Building a Safe Community by Building Trust

Requires culture change
Not always viewed favorably
Takes time
Costs short term
Requires leadership commitment
But...



Brings Impressive Results

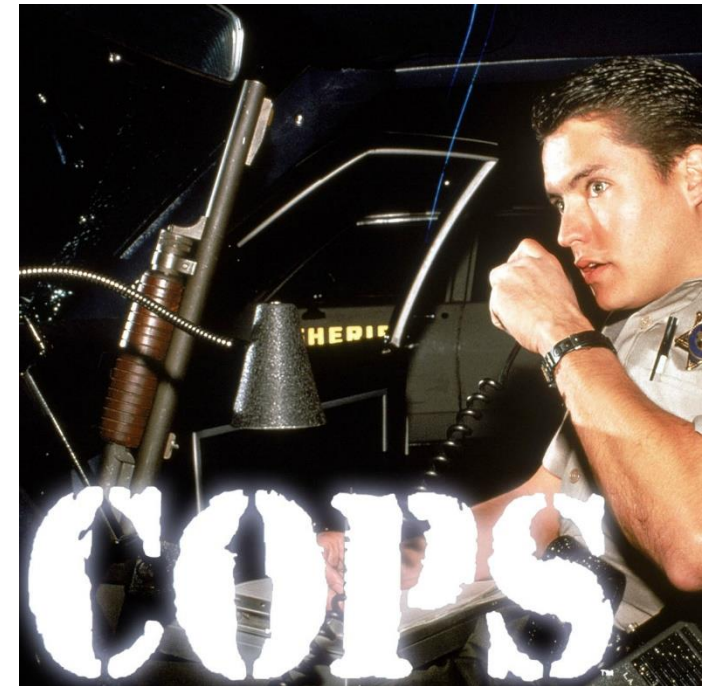
**Dramatic drop in
overall crime rates
1990 through 2015**





A Lot Has Changed
Over the Years

Hollywood "Cops"



A police officer in full tactical gear, including a helmet, balaclava, and goggles, is aiming a rifle with a scope. The officer's uniform has "POLICE" written on the sleeve. The background is a plain, light-colored wall.

Even to Military Levels



Enforcement Focus

War on...

Crime Stats

Response times

Arrest numbers

Conviction rates

Arms race comparisons



Was Not Getting the Job Done

155.63

Avg. Crime Rate per 1,000
people
1985 - 1990

356/YR

Average Murder Number
1985 - 1990

12

Officers Killed in
Line of Duty
1985 - 1990



A photograph of a community policing event. A police officer in a dark uniform and sunglasses sits at a table covered with a black cloth. The table has various papers and brochures on it. A woman in a purple shirt and jeans stands at the table, talking to the officer. A young child in a black tank top and plaid shorts stands in front of the table, looking at the papers. In the background, other people are seated at tables, and a building with large windows is visible. The scene is outdoors, possibly under a tent or canopy. The text "Community Policing" is overlaid in white on the image.

Community Policing

DEPARTMENT
AFFAIRS
COMMUNITY RELATIONS



Community Capacity Building Focus

- Department Diversity Throughout Ranks
- Street Strategy Changes
- Public outreach
 - Public Information
 - Social Media
 - Crime Watch meetings
- Toning Down Force Policies
 - Chase
 - Individual Interactions
- Building Community Network





Neighborhood Police Officers

Every part of the City has a unit (one lieutenant, one sergeant and up to five police officers) responsible for crime watch meetings and community engagement to address social issues before behavior becomes criminal





Chief on the Beat

- Opportunity to meet the Chief of Police and receive service information, education, entertainment, and food free of charge
- Held at various locations throughout the City, including Love Field and “DARTing with the Chief on the Beat” (on Light Rail Line)





Coffee with Cops

- Highly successful partnership with McDonald's
- Informal community engagement event with one-on-one interactions between residents and law enforcement, held simultaneously in each Patrol Division
- Attended by division commanders, supervisors and neighborhood patrol officers





Let's Talk

Informal youth focused events geared towards initiating communication between youth and law enforcement





Police Athletic League (PAL)

Youth crime prevention program utilizing educational, athletic and recreational activities to foster trust and build positive experiences between youth and law enforcement.





Explorer Program

- Targeted to youth ages 14-21, who have an interest in law enforcement as a possible career
- Provides educational training programs, career orientation experiences, leadership opportunities, and community service activities





Junior Police Academy

- Targeted to youth ages 10-13, to encourage their participation in education, community service activities, and enhance their leadership roles as citizens as well as future law enforcement officers
- Explorers receive homework assistance, physical training and life skill lessons all provided by the mentorship of police officers





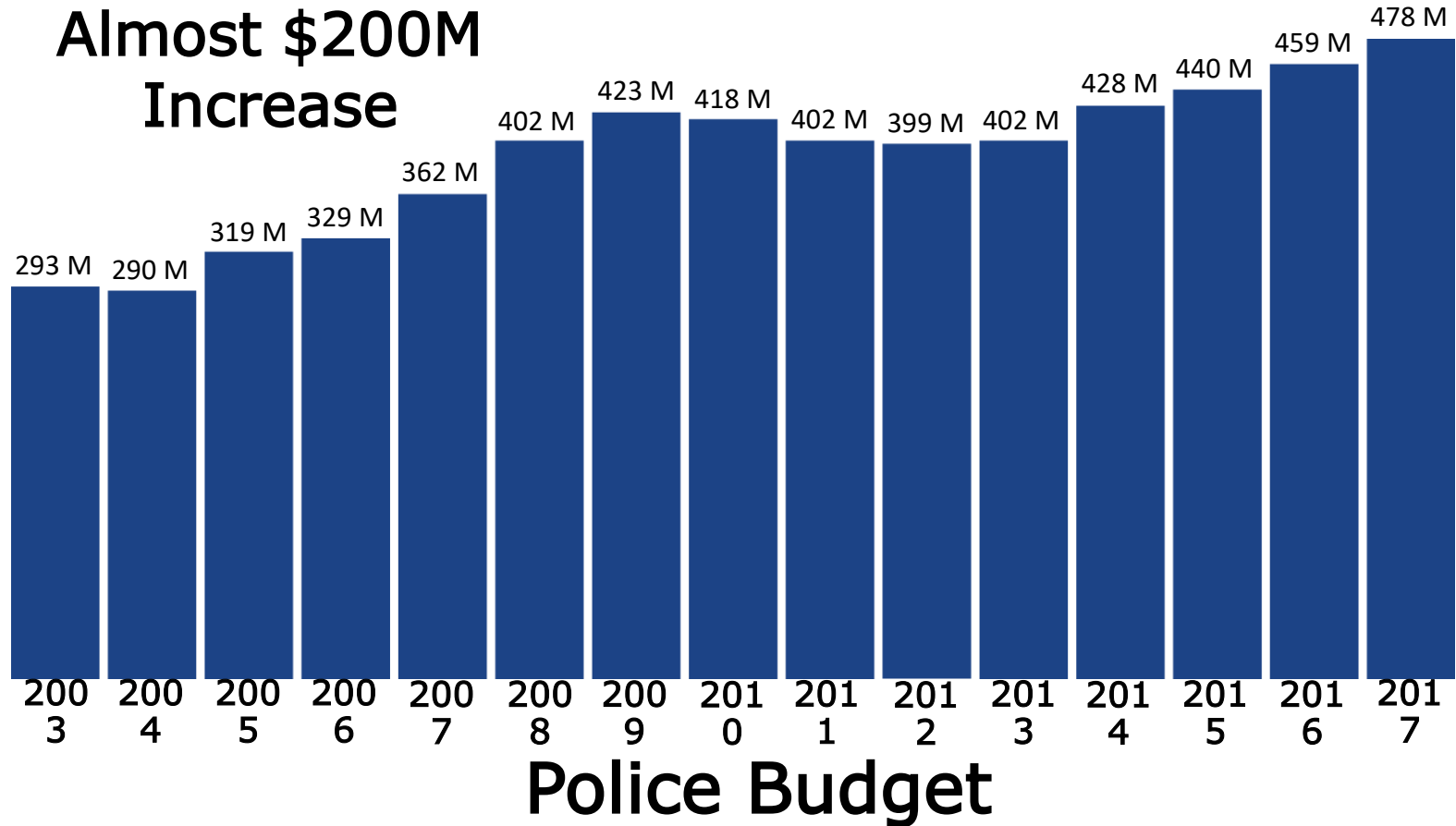
Blue in the School

- Partnership between Dallas Police Department, Dallas and Richardson Public Schools and Verizon Wireless
- Consists of 4 hour long sessions taught to 4th graders addressing topics such as: drug awareness, anti-bullying, social media pitfalls, and domestic violence

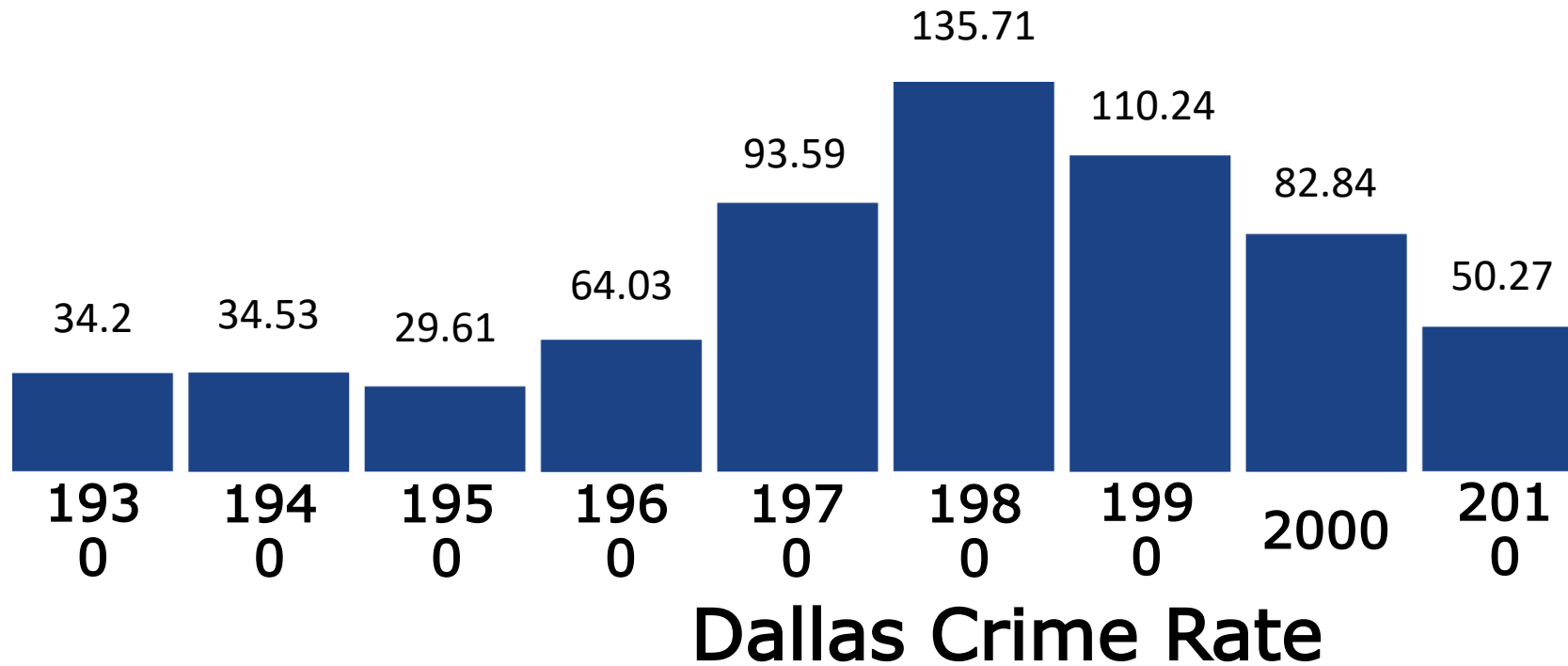


Has Not Been Cheap

Almost \$200M
Increase



But Has Been Impactful



Many Crime Rate Reduction Successes

- Unprecedented 12 consecutive years of crime reduction – the longest on record
- 2015: Dallas had the 4th lowest murder rate on record
- Greatest decline in crime among major Texas cities and major metropolitan cities across the United States (2004 – 2015)



Added Safety to Citizens and Officers

- 2015 Highlights:
 - Police-involved shootings were reduced by more than 50%
 - Improper and excessive force complaints were reduced by 81%
 - Officers injured by suspects were down more than 50%



The Flash Point

MILLAS
DEPARTMENT



July 7, 2016

Killed: 4 DPD Officers, 1 DART Officer

Injured: 4 DPD Officers, 3 DART Officers, 2 El Centro Officers, 2 civilians

Hundreds of shots fired
Hundreds of DPD officers plus several local and federal agencies





Becoming Dallas Strong

Exemplified the Police Department's commitment to the residents of Dallas

Shined a light on decades of outstanding work

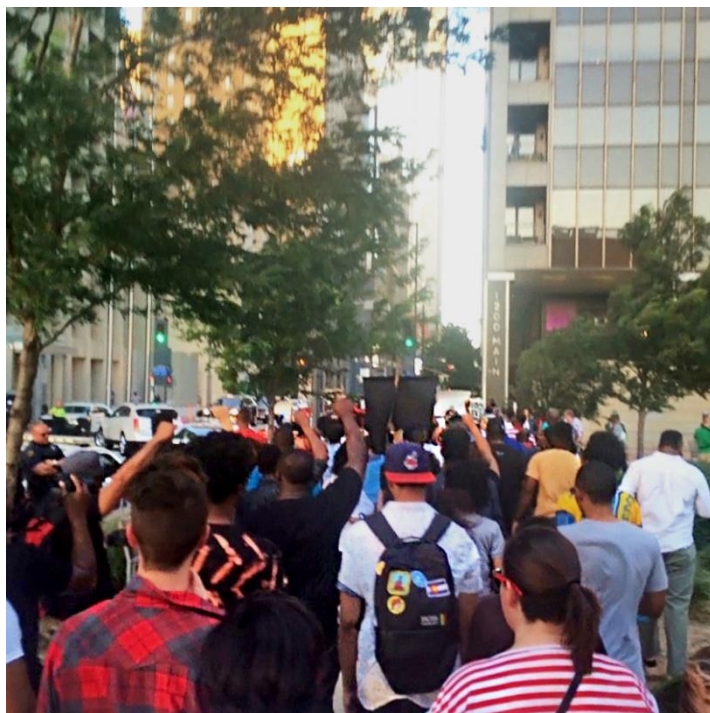
Brought out the best in the entire city organization, community, region, country and the world



Operational Challenges

- Immediate Response
- Uncertainty of Key Elements
- Communication with Partners/Public/Impacted
- Protection of Crime Scene
- Coordination of Resources
- Coordination of Help
- Managing Downtown Activities
- Resource Fatigue and Trauma






Discussion

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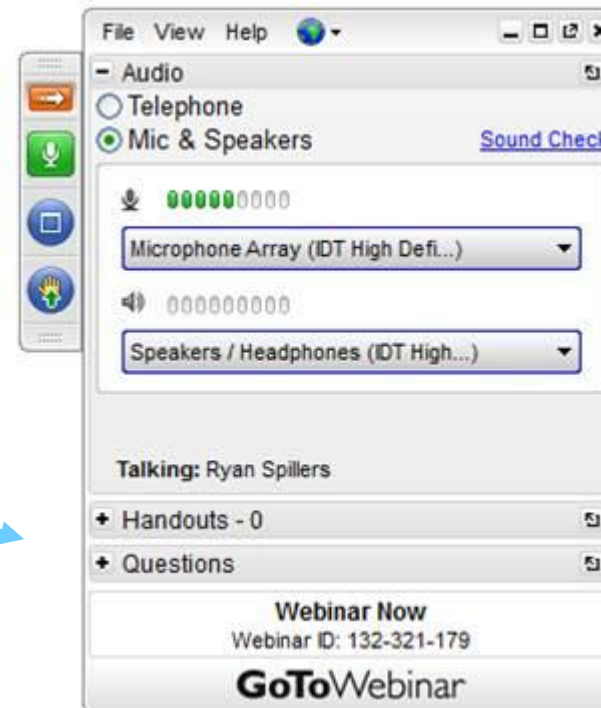


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Ask a Question

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Upcoming Events

www.transformgov.org

- October 25th – Laying the Roots and Growing Your Community Networks: Lessons Learned from Launching a Bionomic Educational Training Center
- November 15th – Let Us Show the Money: Opening Budgets to Public Engagement
- November 17th – Developing Your Internal Innovation Funds

Save the Date –

TLG 2017 in Tulsa, OK – April 18-21st
www.tlgconference.org

ALLIANCE FOR **INNOVATION**





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Thank you for joining us!