

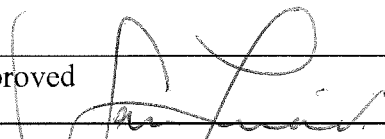
Memorandum

TO: MAYOR REED

FROM: Councilmember Sam Liccardo

SUBJECT: BUDGET DOCUMENT

DATE: May 21, 2014

Approved  Date 5-21-14

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Data Analytics / Predictive Policing Pilot Program, 2.0 FTE Crime and Intelligence Analysts

Amount of City Funding Required: \$160,000

Fund Type (i.e. General Fund, C&C funds, etc.):

- \$160,000: Fund 417, State Drug Forfeiture Fund, Unrestricted Ending Fund Balance

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

Every councilmember would like to allocate funding to put more police on the street. Unfortunately, given the much-discussed pipeline constraints in recruiting, educating, and training officers for street-readiness, no allocation of additional dollars to additional positions on patrol will have any impact over the next fiscal year. Accordingly, we can only hope to help make the officers on the street more effective and efficient.

With predictive analytics, we can do so. By implementing this pilot, we can reduce high-frequency, geographically-focused crimes like burglary and drug-dealing, and better assess whether we want to make more substantial, long-term investments in this nascent application of technology.

Municipalities throughout the United States and Canada have introduced predictive policing initiatives with palpable evidence of success. The cities of Santa Cruz and Los Angeles have each leveraged “PredPol” software to reduce crime by 11%¹ and 12%, respectively. The Charlotte-Mecklenberg Police Department implemented a predictive policing pilot program for \$75,000 that so substantially reduced costs as to provide a 529% return on investment, according to a three-year study.²

With the phased implementation of a CompStat data management system in SJPD, and with our concurrent launch of the IMPACT Program, we can initiate a pilot program using predictive policing strategies.

¹ <http://www.popsci.com/science/article/2011-10/santa-cruz-experiment>

² http://www.informationbuilders.com/pdf/products/webfocus/IBI_Charlotte-Mecklenburg%20PD%20Case%20Study_2-1-12.pdf

Last year, SJPD brass made clear to me that they needed more civilian staff to effectively implement this program, so I proposed \$160,000, which would cover the 2.0 FTE Crime and Intelligence Analyst positions necessary to do so. That budget request ultimately was not endorsed. I have also heard from private sector vendors that the same amount of funding could provide a wholly contracted service, without any additional staff. I merely submit the request for funding again, with the expectation that a discussion about the “how” and the “who” will follow.

The State Forfeiture Fund is a suitable source for these Crime and Intelligence Analyst positions. State forfeiture law specifically requires that the City allocate at least 15% of the forfeiture proceeds to combat drug abuse and to divert gang activity. For purposes of this budget document, I’ve presumed that at least that much of the time, the analyst will focus on utilizing analytics for drugs and gangs. The unrestricted reserve for that fund is estimated to exceed \$473,000 (p. XI-86).

Should the SJPD ultimately determine that it needs to find additional amounts next year to acquire any necessary software licenses or training to utilize the predictive analytics software such as PredPol, then I further recommend the use of this fund source at Mid-Year.

Funding Source

Essential Services Reserve

√ Other (Program/Project/Fund):

\$ 160,000: Fund 417, State Drug Forfeiture Fund, Unrestricted Ending Fund Balance (\$473,357)

Department or Organization: San José Police Department

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation): Lisa Perez

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This change is:

One-time Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- √ Public Safety
- Strategic Support
- Transportation and Aviation Services