



Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Councilmember Matt Mahan
DATE: 5/25/2022

Approved *Matt Mahan*

Date: 5/25/2022

RECOMMENDATION

1. Initiate the Capture Crime Pilot Program in one to two commercial hubs in San José
2. Purchase 150 cameras and local hard drives in shopping centers and commercial hubs that experience a high number of crimes with the intent to curb crime, increase commercial activity for our small businesses, and strengthen relationships between vendors and local law enforcement.
3. Identify a commercial hub where all vendors are willing to participate in the program, and agree to:
 - a. Installing the cameras and signing up for the SJPD's Camera Registry Program;
 - b. Attending four quarterly crime prevention workshops delivered by SJPD Crime Prevention Specialists over the course of the pilot;
 - c. Completing quarterly surveys
4. Track success by establishing a baseline via vendor surveys and geolocalized crime reports; and pulling quarterly crime reports in the area to determine whether crime rates have changed

Proposal

Program/Project Title: Capture Crime Pilot Program

Amount of City Funding Required: \$75,000

This change is:

One-time Ongoing

Cost Estimate Number: CE-FY22-23:056

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

Our city currently has the lowest number of police officers since 2008, resulting in only nine officers for every 10,000 residents. By harnessing the power of technology, we can supplement the work of our overstretched police department and support our struggling small business sector. Studies have shown that surveillance cameras can reduce the overall crime rate by approximately 25%.¹ Making investments to scale proven solutions would help in lowering the crime rate citywide, support businesses, and encourage residents to patronize local shops.

The Capture Crime Pilot Program would target one to two key shopping centers or commercial hubs that have been suffering from a higher than usual crime rate and are willing to opt into the program. Each vendor within a particular area/shopping center would receive up to three surveillance cameras and local hard drives at no cost. Each camera would be registered with the SJPD Camera Registry Program, and the area would have signage indicating that it participates in the pilot. Participants would be required to take four 90-minute quarterly workshops led by our Crime Prevention Unit, using materials and presentations from SJPD's existing Business Watch curriculum. Success would be measured by identifying the rate of crimes reported over time, and comparing that to pre-program crime levels.

SJPD staff have shared concerns around availability of staff to support a successful program. Our current Cost Estimate includes \$25,000, which would cover 520 overtime hours for a Crime Prevention Specialist. The tasks associated with this pilot include:

1. Sourcing key commercial districts by conducting a crime analysis to equitably identify the commercial district(s) that would benefit from the program (up to 50 storefronts within a concentrated area)
2. Engaging with property managers/vendors to ensure participation in the program
3. Ensuring cameras are installed and registered with the SJPD Camera Registry
4. Deliver one 60-90 minute orientation with participants
5. Deliver four quarterly crime prevention workshops using the SJPD Business Watch curriculum (90 minutes)
6. Pull quarterly crime analyses in the designated commercial corridor/district

We are open to advocating for a full time position to manage this work if the pilot were to be extended to more commercial hubs across the city. Given the 150 camera allocation, it is likely that the pilot would be confined to only one or two commercial hubs (50 storefronts total).

Studies show that proactive measures including surveillance cameras can deter crime. When paired with other crime deterring methods, such as lighting and police partnerships, surveillance cameras are even more successful. A partnership like this would greatly benefit small business owners located in communities that have disproportionately suffered the financial burden of COVID-19, and have seen an uptick in theft and violent crime. Participants would also develop a stronger and more positive relationship with law enforcement and their fellow vendors. An increased sense of security would encourage patrons to visit commercial districts participating in the program, and in turn, boost commercial activity in these areas.

¹ <https://www.jstor.org/stable/24737548?seq=1>

Funding Source

X Essential Services Reserve:

Other (Please specify program/project/fund):

Fund	One Time Cost	Ongoing Cost
F001 GENERAL FUND - Non-Personal	\$50,000	\$0.00
F001 GENERAL FUND - Personal Services	\$25,000	\$0.00
Total Cost	\$75,000	\$0.00

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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