

YEAR IN REVIEW

65th Anniversary

2016



CAMPBELL

POLICE CAMPBELL, CALIFORNIA

DEPARTMENT





From The Chief

The start of 2016 marked our 65th Year of Outstanding Public Safety and Community Service at the Campbell Police Department! While our community has certainly grown and changed from an agricultural hub into a bustling city in the heart of Silicon Valley, we still manage to maintain the small-town Campbell feel.



2016 was a very challenging year for law enforcement. Media coverage of several high-profile national incidents fueled protests in some cities. This created conflict in certain communities, but also inspired support in others. Sadly, the year 2016 also showed a dramatic increase in assaults on officers in the United States. From Dallas, to Baton Rouge, and right here in the Bay Area, officers found themselves having to deal with a heightened sense of personal risk and increased tensions. In other words, an already dangerous

and difficult job suddenly seemed to become even more risky and challenging.

Despite the widespread coverage of incidents of negativity, we felt an outpouring of support. This was especially true in our own Campbell community. On a daily basis, people would walk into the police department lobby or send a note just to thank our officers for the sacrifices they make to protect our residents. Countless people approached our officers in coffee shops, on service calls, and on the streets to show their support and appreciation. The national discussion contrasted sharply with the reality of our Campbell experience, where we continued to build upon the outstanding community support that we cherish.

One of the new ideas that we started this past year was to regularly drive our vintage '56 Ford police car to parks and events. This simple concept proved to be a fun and effective way to break the ice and start conversations with our residents, both young and old! Another idea for 2016 was our new Bait Package Program. Both of these ideas were very well-received by our residents and exemplify the positive Police-Community partnerships that we constantly strive to create. The details of this program and others are highlighted inside this Year in Review.

In total, our officers handled 14,066 emergency 9-1-1 calls, made 2,160 arrests, and wrote 5,604 reports. This level of activity is no small feat and is a testament to the commitment, skill, and experience that our officers and professional staff display every day in providing public safety for a vibrant Bay Area city. We are pleased to report that Campbell had a 2% decrease in overall crime and zero homicides last year.

Providing outstanding public safety and doing so with a guardian philosophy and community-focused approach, is the heart of what we do. We took this 65th Anniversary as an opportunity to include some vintage photos and statistics as a fun way of looking back in time. On behalf of all of the men and women at the Campbell Police Department, we hope you enjoy this 2016 Year in Review!

David Carmichael
Chief of Police

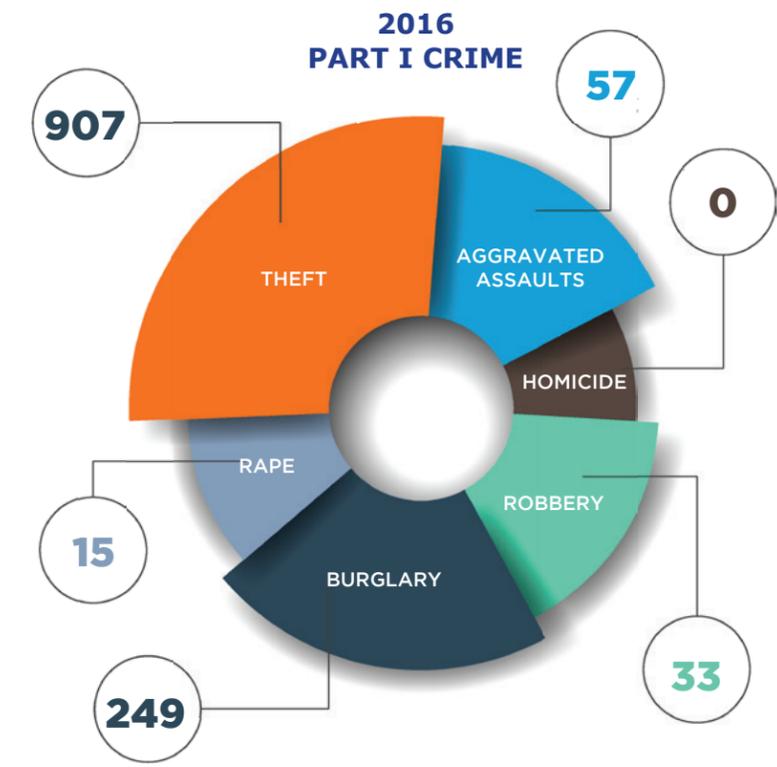
*Service
Justice
Fundamental Fairness*

- Crime in Campbell 1
- BAIT Program 2
- CERT 2
- Crisis Intervention. . . 3
- Cop Cards 3
- County Traffic 4
- Police/Community Partnership. 4
- Social Media Arrests . 5
- Virtual Ride Along . . . 5
- Community Candids . 6
- Resource Directory . . 6



Crime In Campbell

Crime in Campbell – Uniform Crime Reporting (UCR) is a nationwide law enforcement submission of statistics by law enforcement agencies throughout the country. Each agency is required to report monthly crime statistics to the California Department of Justice, who will in turn forward the information to the FBI. The FBI then uses this information to publish their annual Uniform Crime Report. The FBI's UCR program divides offenses into two groups – Part I and Part II Crimes.

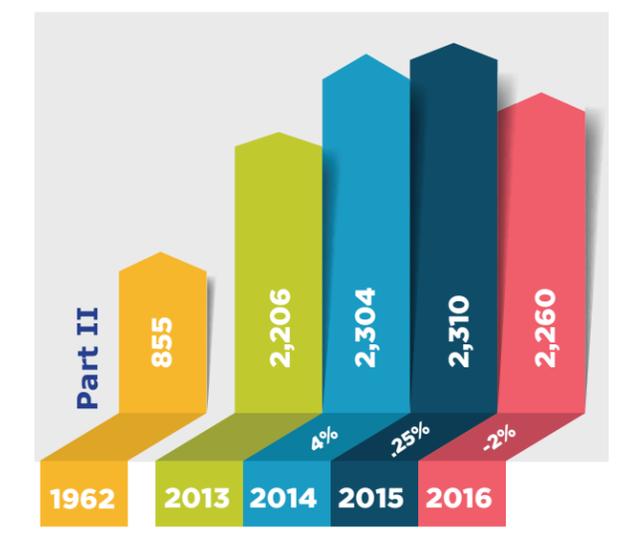
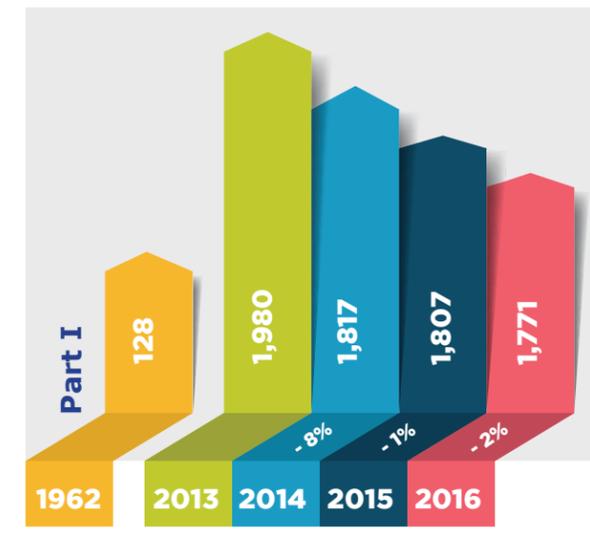


35,380
2016 TOTAL SERVICE INCIDENTS

6,706
1966 TOTAL SERVICE INCIDENTS

Part I crimes are defined as offenses that are more serious crimes by nature and/or volume.

Part II offenses are all crime classifications other than those defined in Part I and include crimes such as fraud, forgery, vandalism, alcohol-related crimes, drug offenses, weapons violations, etc.





Bait Program

The Campbell Police Department took a new approach this year to address the issue of porch package thefts. By using GPS tracking technology, the police department is turning the tables on would-be thieves. The department is sending a clear message to potential thieves: Don't come to the City of Campbell to steal packages!

The theft of packages from porches has increased as online shopping has expanded over the years. Even those that track their shipping information online do not know exactly when the packages will be delivered. There will always be a window of opportunity for thieves to steal packages.

This year, we expanded our existing "bait bike" program that has been very successful over the last several years. Additional GPS tracking devices were donated by the Campbell Police Foundation to assist with the expansion of the bait program.

The department is partnering with community members in Campbell to place "bait packages" containing the GPS trackers both at homes and businesses throughout the city. Once the package is stolen, an alert is sent to the police department and within a few minutes, officers will be able to apprehend the suspect(s).

The best protection is still prevention. Please visit the Campbell Police Department YouTube channel to view a video on theft prevention.



CERT

The City of Campbell's Community Emergency Response Team (CERT) program is designed to help our citizens become better prepared to survive and respond to major disasters such as earthquakes, floods, severe storms, or other catastrophic events.

CERT Training consists of 18 hours of disaster response training and includes instruction on a variety of topics such as turning off utilities (gas, water, and electricity), small fire extinguishment, disaster first aid, safe removal of trapped victims, light search and rescue techniques, and the psychology of disaster response.

After completing the CERT training academy, residents are able to function as a member of a trained team, armed with the knowledge and skills that allow them to help themselves, their families, and their community.

Campbell CERT has over 180 trained volunteers and is always looking for more. If you are interested in joining CERT or you would like more information on personal preparedness, please visit the emergency preparedness section on the Police Department's website.

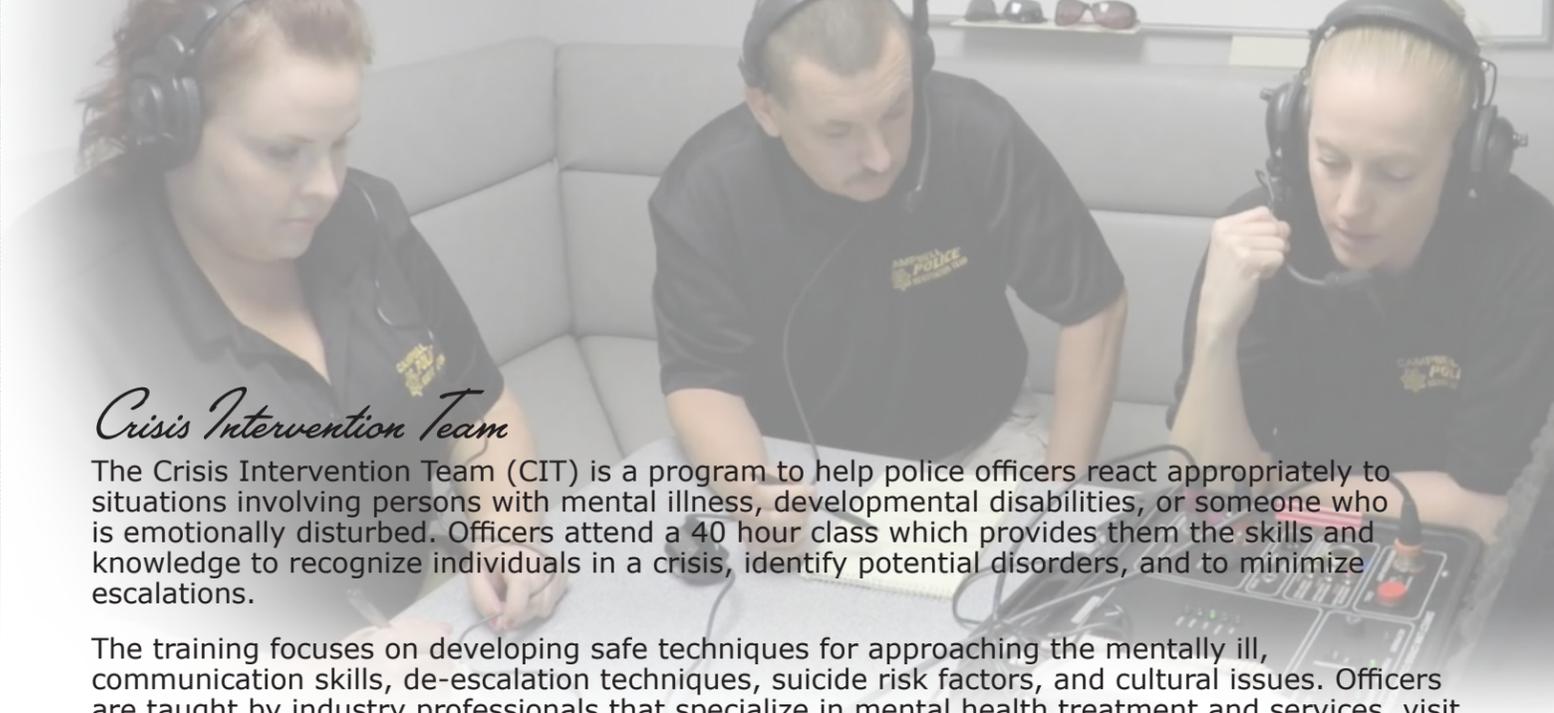


Crisis Intervention Team

The Crisis Intervention Team (CIT) is a program to help police officers react appropriately to situations involving persons with mental illness, developmental disabilities, or someone who is emotionally disturbed. Officers attend a 40 hour class which provides them the skills and knowledge to recognize individuals in a crisis, identify potential disorders, and to minimize escalations.

The training focuses on developing safe techniques for approaching the mentally ill, communication skills, de-escalation techniques, suicide risk factors, and cultural issues. Officers are taught by industry professionals that specialize in mental health treatment and services, visit various mental health facilities, and participate in an interactive panel discussion with mental health service consumers and family members.

The Campbell Police Department believes this training is vital and sends all of our officers through the 40 hour CIT course. We are committed to providing the best level of service to our community, which includes those in a crisis situation.

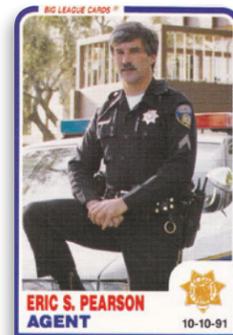


Cop Cards

The Campbell Police Department is excited to announce the return of our police trading cards ("Cop Cards")!

The department's trading card program began in the 1990s when Campbell became one of the first agencies in the country to create such a program. It was designed to introduce the members of the police department to our community as well as develop a positive interaction with young people.

The "Cop Cards" are a way to strengthen police and community relations, while highlighting the police officers who serve the city. The "Cop Cards" look just like baseball cards, however, they have photos of officers in uniform, with information about their career and personal interests, along with a "rookie photo."



1991



The "Cop Cards" are in high demand from both kids and adults! We are seeing that they are increasing our engagement and promote officers as individuals, not just as uniformed figures.

The project was made possible by the support of the Campbell Police Foundation.

4,930

Total Campbell traffic citations issued in 2016



County Traffic Enforcement

In an effort to reduce pedestrian, bicycle and vehicle collisions, the Campbell Police Department has partnered with law enforcement agencies from throughout Santa Clara County. This countywide traffic enforcement team conducts high visibility, directed traffic enforcement in different jurisdictions each month.

The Campbell Police Traffic Division hosted an event in May. Officers from Milpitas PD, Santa Clara County Sheriff, Mountain View PD, Sunnyvale Department of Public Safety, Los Altos PD, and Santa Clara PD joined our officers, focusing their efforts on vehicle code violators in the City of Campbell.

Enforcement was conducted in school zones, high complaint areas, and high accident rate areas. Some of the violations that officers focused on were pedestrian right-of-way, unsafe speed, school zone violations, distracted driving, and other dangerous violations.

The Campbell Police Department has a dedicated traffic unit that works tirelessly to promote traffic safety. Campbell Police officers wrote 4,930 citations in 2016.



Police-Community Partnership

The Campbell Water Tower is a unique icon and century-old landmark of our community. In 2016, the city installed energy-efficient LED lights with the capability to change the color of the water tower to recognize or honor certain events and holidays.

One such event was National Night Out. This annual event is a community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods better, safer places to live. It is a great way for everyone to get to know each other in an informal setting and perfectly mirrors our department's service philosophy.

This year, Campbell experienced our largest number of National Night Out gatherings to date, bringing neighbors together from throughout the city with Campbell Police Officers, City Leaders, Fire Fighters, and Elected Officials.

As our way of saying "Thank You" to our Campbell community for their amazing support and the love we share for our community, the Campbell Police Department requested that the Water Tower lighting be changed for one night to glow royal blue, symbolizing our appreciation. The lighting took place in August and will continue in the years to come.



Social Media Arrests

The Campbell Police Department has been utilizing our social media platforms for not only community engagement, but also by putting out surveillance videos and photos of suspects we are actively trying to identify and/or arrest.



Over the last year and a half, we have increased our Twitter posts containing photos and videos where we asked our followers for help in identifying unknown suspects. Based on those posts, we were able to make arrests and solve over 60% of the cases we posted. One of our posts even led to the return of a lost dog!

Two of the more notable successes were the identification of an attempted child abduction suspect and a prolific burglar who was responsible for 4 thefts in Campbell and over 10 thefts throughout the county totaling over \$20,000 in stolen merchandise.

While there is still a balancing act to decide what information should be released without compromising an investigation, the use of social media is proving to be an effective tool in solving crime.

Virtual Ride-Along

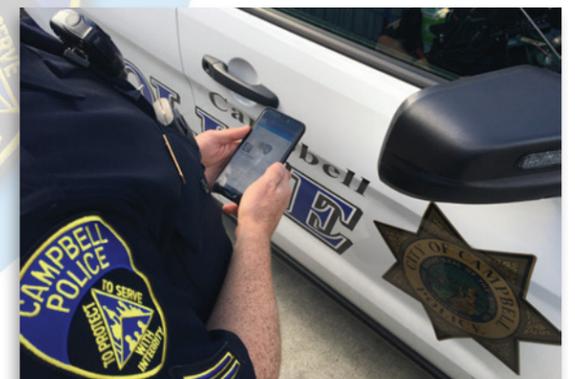


The Campbell Police Department invited our social media followers to join us as we patrolled the streets of our city. We hosted our second annual virtual ride-along on Twitter. We live-tweeted during the 6 hour event which included over 30 vehicle stops.

The topic of our virtual ride-along was centered around the consequences of impaired driving as we work to get drunk drivers off the road. The main goal of the virtual ride-along was to prevent DUI related crashes and deter drunk driving while allowing our followers to be a part of the experience.

During the event, we encouraged community engagement and answered all types of questions. Even if you weren't able to "ride-along" with us during the event, you can check out the events using the Twitter hashtag #RIDEwithCPD.

If you don't have a Twitter account you can still participate by using our free mobile application (Campbell Police Department), downloadable from the App Store or Google Play.





RESOURCE DIRECTORY

9-1-1 EMERGENCY

(408) 378-8161 - EMERGENCY

For emergency calls from cellular phones

(408) 866-2101 - NON-EMERGENCY

(408) 866-2121 - BUSINESS OFFICE

Campbell Police Department
City Hall - Lower Level
70 N. First Street
Campbell, CA 95008

www.CityOfCampbell.com/CampbellPolice

Follow us @CampbellPolice



Download our free mobile app today! (App Store and Google Play)

- Abandoned Vehicles (408) 866-2712
- Animal Control
(Silicon Valley Animal Control)..... (408) 764-0344
- City Clerk..... (408) 866-2117
- Criminal Court..... (408) 808-6600
- District Attorney's Office..... (408) 299-7400
- Fire Department (non-emergency)..... (408) 378-4010
- Graffiti Hotline (408) 866-2191
- Poison Control Center..... (800) 662-9886
- Street Light Hotline (408) 866-2781
- Traffic Concerns (408) 866-2177
- Traffic Court..... (408) 556-3000
- Traffic Signals..... (408) 866-2744
- Victim Witness (Victims of Crime)..... (408) 295-2656
- Volunteer Services..... (408) 866-2122