

CAMPBELL POLICE DEPARTMENT

CAMPBELL, CALIFORNIA



YEAR IN REVIEW

2015

From the Chief

2015 was a building year for the Campbell Police Department where we took on several exciting new programs and initiatives to further enhance public safety in the City of Campbell.

In addition to our primary mission of maintaining safety and security, we focused significant effort on building upon the outstanding relationship we have developed with our community. Our goal was to push the envelope, be even more visible, and create new opportunities for our residents to really get to know us on a more personal level. One example was the successful

implementation of our new “Coffee with a Cop” program. We launched the program in the spring and it has been a huge success. “Coffee with a Cop” has allowed our officers and professional staff to meet hundreds of residents in a relaxed setting, with no agendas, no speeches, and lots of meaningful conversations! It is a simple concept, but one that we feel perfectly matches our approach to law enforcement.

Another example was our participation in the campaign for #Copslovelemonadestands. To better get to know the children in our City (and to have some fun) we pledged that our officers would stop at as many lemonade stands as possible, just to say “hi” and buy some lemonade! Cops and Kids...the way it should be.

You will read more about these programs, and others from the past year in this 2015 Year in Review.

As we found exciting new ways to further connect with our community, our officers and professional staff were also busy handling the high-volume of incidents that come in on a daily basis, and delivering the best possible law enforcement service. We remain committed to the highest standards of training and professionalism, and handle all calls – large and small. We really are a bustling agency. As you will read, our officers make the most arrests per officer, and write the most reports per officer of any agency in our county. This is a direct reflection upon the dedication, commitment, and responsiveness of every one of our men and women to our mutual goal of keeping Campbell safe and secure.

For the second year in a row, we saw some significant reductions in crime. For example, our 2015 burglary rate dropped 21% compared to 2014. At the same time, we successfully handled and solved many higher profile crimes including armed robberies, one homicide, and an attempted child abduction. The proficiency displayed by our staff in effectively handling these sensitive cases illustrates the high-level of talent, training, and experience that our officers possess.

As always, we are here for you, and it is our honor to protect and serve the Campbell community!

David Carmichael
Chief of Police



Service
Justice
Fundamental Fairness



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Crime in Campbell

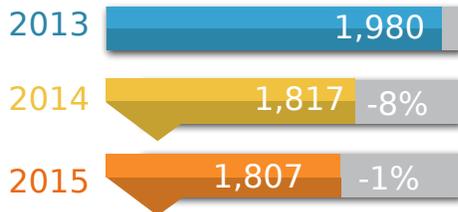
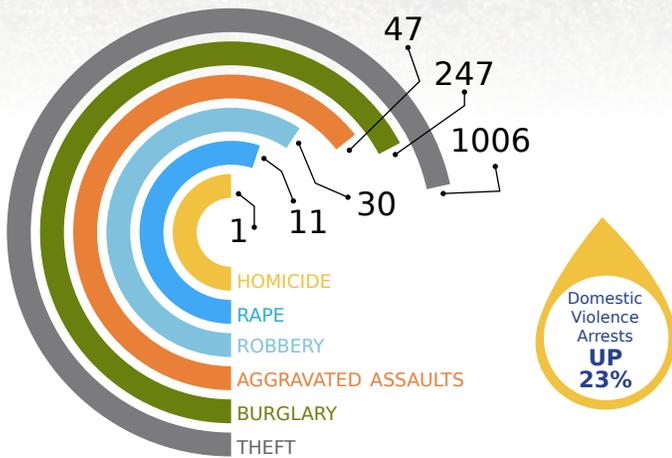
Crime in Campbell – Uniform Crime Reporting (UCR) is a nationwide law enforcement submission of statistics by law enforcement agencies throughout the country. Each agency is required to report monthly crime statistics to the California Department of Justice, who will in turn forward the information to 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.

36,558

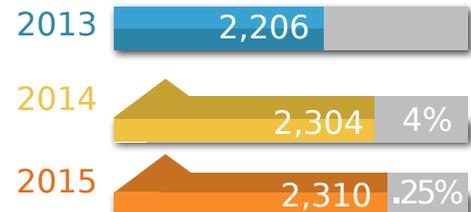
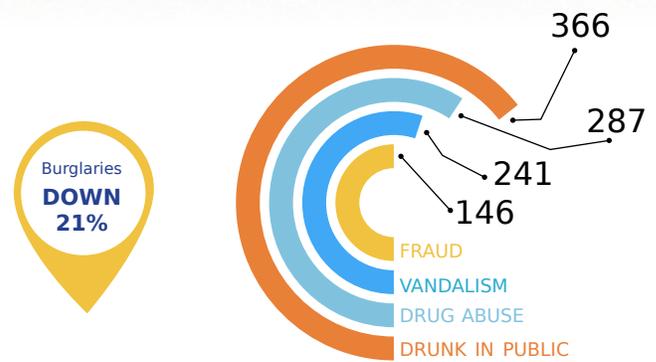
2015 TOTAL INCIDENTS

Calls for Service - 23,903
Directed Activity - 12,654

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

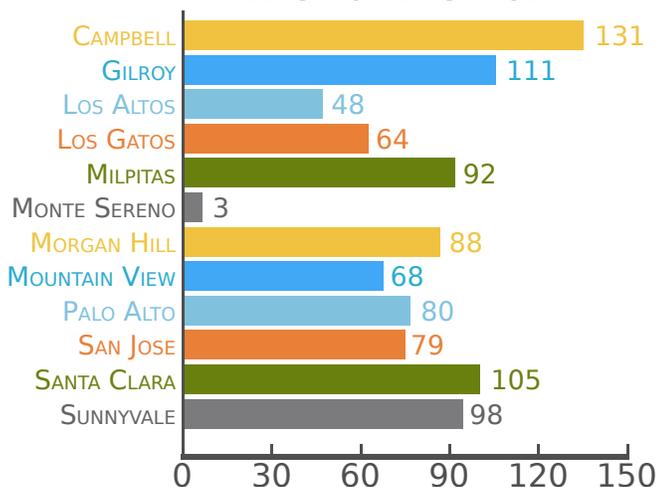


Part II offenses are all crime classifications other than those defined in Part I and include crimes such as fraud, forgery, vandalism, alcohol-related crimes, drug offenses, weapons violations, etc.

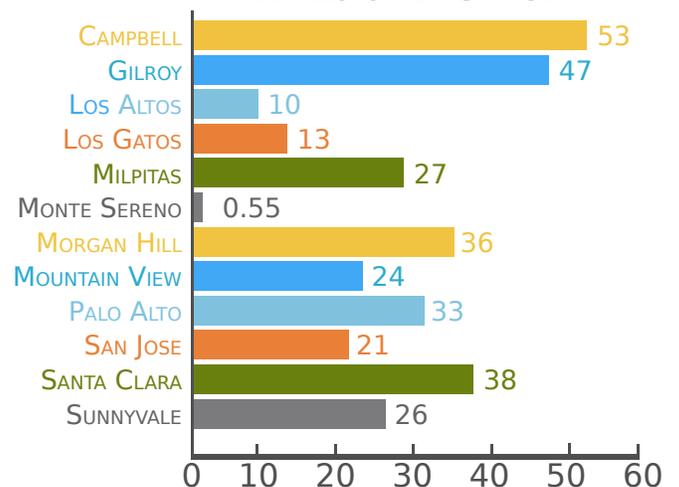


Santa Clara County Law Enforcement Agencies

REPORTS PER OFFICER*



ARRESTS PER OFFICER*



(*2014 statistics)

APP Technology



We are excited to present our first mobile application. The application is free to the public and gives you access to the latest news, photos, videos, events, alerts, and crime information, no matter where you are. In addition, the

application has a tipping platform. Be the eyes and ears of the Campbell Police Department and help us by submitting anonymous tips to help fight crime. The application has the capability to let you anonymously chat with a member of our department and send photos.

The Campbell Police Department will be adding features in the future, so please select automatic updating when you download the application and stay tuned!



The app can be downloaded for free from the Apple App Store for iPhones or the Google Play Marketplace for Google devices. Find the app quickly and easily by searching for Campbell Police.

We strive to find new and innovative ways to connect with our community (and beyond) through social media. We are currently very active on Twitter, engaging with our 4,800+ followers on a daily basis. We have recently started an Instagram account, where we give our followers a “behind the scenes” view of the day-to-day happenings at the Campbell Police Department. Please “follow” us on Twitter and Instagram and keep an eye out for us on new platforms.

 Follow us @CampbellPolice



911 Upgrade



Campbell Police Department dispatchers answer more than 15,000 9-1-1 calls every year. Dispatchers communicate with callers and send police, fire or medical services.

We recognize that the growing use of advanced technologies underscores the need to remain current with 9-1-1 infrastructure and that more than 70 percent of 9-1-1 calls nationwide now come from cell phones. The FCC estimates that 40 percent of households use wireless-only phone technology. With that in mind, the police department completed a much-needed upgrade to our 9-1-1 telephone system by upgrading system equipment and software to reduce response times, expand coverage, increase reliability and use the latest technology.



The California 9-1-1 Branch of the Governor’s Office of Emergency Services tracks 9-1-1 emergency call volume statewide. From the data, they determine the number of 9-1-1 answering positions needed per agency and make funding available for equipment replacement. The total cost of our 9-1-1 upgrade project was approximately \$230,000 and was fully funded by the State 9-1-1 office.

Traffic

Traffic related issues continue to be a priority. While the Campbell Police Department has a specialized Traffic Unit, all of our officers have the responsibility of carrying out traffic enforcement duties including enforcement of vehicle code violations, driving under the influence enforcement and accident investigation. This allows our department the ability to have enforcement throughout the City, regardless of time or day. We are proud to say that we respond to 100% of traffic complaints that we receive through an emphasis on traffic education including: the Department’s radar trailers, warning tickets, community meetings, as well as enforcement (citations).

One of our top traffic concerns is related to safety around our schools. Our Department participates in “Operation Safe Passage” which deals with traffic enforcement in school zones. Throughout the year, Officers saturate the roadways around schools and enforce both moving and parking violations. The goal of this enforcement is to educate drivers so our children are safe while going to and from school.



New Surveillance Camera Registry

The Campbell Police Department is pleased to introduce our new surveillance camera registry. This program is a great way to help deter and solve crime quickly in our community.

The Campbell Police Department is working with businesses and residents from the community to compile a list of privately owned surveillance cameras to enhance crime prevention. Providing the Campbell Police Department with the location of your security camera empowers us with the information needed to catch criminals faster. Your participation is 100% voluntary and our department has no direct access to your camera system.



up in a car asking for directions. The suspect approached and grabbed the victim, trying to get her into his vehicle. The victim was able to fight back which caused the suspect to flee the scene in his vehicle. A surveillance camera at a nearby home captured the suspect vehicle which ultimately allowed detectives to identify and arrest the suspect.



The Campbell Police Department is requesting that residents and businesses register their surveillance systems via our mobile app or on our website. In the event of a crime, investigators will contact you to ascertain if evidence was captured on your camera.

With the increase in surveillance cameras at homes and businesses, our hope is to partner with the community to capture valuable evidence for criminal investigations. One example of a recent success was during an attempted kidnapping that occurred in May 2015. The pre-teen female victim was walking her dog when a suspect pulled

Best in the West

The Campbell Police Department SWAT Team competed in the annual "Best in the West" Invitational SWAT competition hosted by the Santa Clara County Sheriff's Department.

Twenty-three SWAT teams took part in a challenging two-day competition in September, which included a Jungle Trail, 2-Man Combat Course, Team Assault, Vehicle Assault, Physical Fitness, Sniper/Long Gunner and Top Gun. These events combined physical fitness, marksmanship, tactics, team work and mental toughness.

Our team was the ONLY agency in Santa Clara County to take home an award in a specific event by placing 2nd in the Jungle Trail. This event consisted of a ¾ mile trail run in the hills while engaging targets out to 175 yards. The Jungle Trail is considered to be the most grueling of all seven events.



Our team was up against many full-time SWAT teams including Las Vegas Metro, Glendale Police Department and San Jose Police Department. While we were the smallest agency represented from Santa Clara County, we finished top out of ALL local agencies and 5th overall.

Since our SWAT Team is a collateral assignment, most of the team members are working patrol on a daily basis. This training and experience provides officers with the tools necessary to handle critical incidents before they escalate. While "Best in the West" is labeled a competition, our team's success is reflective of their outstanding training and commitment to keeping our community safe.

National Night Out

National Night Out is an annual community event which promotes police-community partnerships and neighborhood camaraderie in an effort to make our neighborhoods safer, better places to live.

National Night Out enhances relationships between neighbors and law enforcement while bringing back a true sense of community. These interactions provide a great opportunity to bring police and neighbors together under positive circumstances.

Neighborhoods across the nation host block parties, cookouts, ice cream socials, and other various community events which are attended by emergency personnel, both police and fire.

On August 4, 2015, seven separate neighborhoods in Campbell hosted an event. This was the most neighborhood gatherings ever held within the city on National Night Out. These seven gatherings were spread throughout the City and represented a good portion of our Campbell residents. The police department had a team of more than eight officers who volunteered to attend these community gatherings. The officers, as well as our command staff, were able to attend all of the events being held that evening. All of the events were a huge success attended by neighbors, community leaders, Council members, and representatives from the Santa Clara County Fire Department.

We look forward to next year's events and the continued growth of this program as we feel it is a wonderful way for the community to come together and build relationships.



Cops Love Lemonade!

Kids love setting up lemonade stands, but finding customers can be challenging, even on a hot summer day. That's why many of Campbell's young lemonade entrepreneurs got excited this summer about a new social-media campaign that the Campbell Police Department participated in – #CopsLoveLemonadeStands.

Using social media to interact with our community is nothing new to the Campbell Police Department, but this was the first time we used it to ask for the community's help in locating lemonade stands for us. We posted messages on Twitter (using the hashtag #CopsLoveLemonadeStands) and on Nextdoor asking community members to let us know if they saw a lemonade stand or if their children were going to have one.

#CopsLoveLemonadeStands gave our department the opportunity to connect with residents, both young and old. It wasn't just about humanizing our officers and giving kids the opportunity to say "hi," sit in a police car, and sell some lemonade; it was also a lot of fun for our officers. These interactions allowed us the opportunity to continue building relationships with one of our most important assets – the children of our community. Based on the smiles on the faces of the kids and cops, this will surely become a summer tradition! We might even start a new winter tradition of #CopsLoveCocoa.



Coffee with a Cop

In the spring of 2015, the Campbell Police Department began a new community outreach program titled, "Coffee with a Cop." The idea originally started in Southern California in 2011 and has spread to various agencies across the nation.



The program is designed for community members to meet the men and women of the Campbell Police Department who work the streets day and night and are the ones who respond to calls for service in our community. The key to Coffee with a Cop's growing success is that it opens the door for interactions with our

officers outside of the crisis situations or enforcement activities that frequently bring law enforcement officers and community members together. This simple concept provides an opportunity to speak to a police officer outside of an official setting and is a lot of fun!

So far, we have held four of these events in three separate locations throughout Campbell. Each event has drawn a large crowd of both residents and non-residents from throughout the area. The Police Department works in conjunction with the host location to provide a casual and

comfortable setting with a cup of coffee for each community member. The department then advertises the event and schedules some of our patrol officers, detectives, and professional staff to attend. The rest is as simple as showing up, getting a cup of coffee and sitting down to have a conversation.

Across the nation, you hear agencies talk about "community policing" and the efforts they are taking to establish trust between the police and their community. From the beginning, our officers are shown how to engage with the community and taught the importance of customer service. Our goals have always been to foster relationships, create understanding, and to be problem-solvers rather than simply call-takers. Coffee with a Cop fits perfectly into our core values and philosophy.



Community Candid





This was a difficult year for the California law enforcement community. In March, San Jose Police Officer Michael Johnson was killed, followed just four months later by the killing of Hayward Police Sergeant Scott Lunger. Even though these two brave officers worked in other local jurisdictions, we were greatly impacted by the tragic events that took their lives. The community support during these difficult times was tremendous and we would like to dedicate this Year in Review to both Sergeant Lunger and Officer Johnson.



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