



Creators of CrimeReports, CommandCentral and TipSoft

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Agency

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Order Form

Date 1/31/2013
Form # 7456
Agency ID 105421
Offer Expires 3/31/2013
Sales Rep Reyna Gallegos
Payment Terms Net 30

Description	Qty	Term	Rate	Amount
\$3408.00 net 30				
\$6018.00 July 2013				
Command Central Initial Annual Subscription	1		3,540.00	3,540.00
Command Central Annual Subscription Renewal	2		3,540.00	7,080.00
				10,620.00
15% Recurring Discount			-15.00%	-1,593.00
Command Central Integration and Training Services	1		399.00	399.00
* Completely Customized Integration				
* On Demand Email and Phone Support				
* Unlimited Web-based Training Sessions				

Total \$9,426.00

By signing OR by email approval of this Order Form, I agree to the services and terms listed herein, including the Public Engines Terms of Service at <http://www.crimereports.com/home/termsOfService>.

Signature of Authorized Representative Nicole R. Zieba Print Name Nicole R. Zieba
Date 3-13-13

To approve this Order Form by email, please reply to your Public Engines sales representative from which it originated. You may also sign above and fax this Order Form to (801) 998-3093.

Thank you for choosing Public Engines!



REEDLEY CITY COUNCIL

- Consent
- Regular Item
- Workshop
- Closed Session
- Public Hearing

ITEM NO: 10

DATE: March 12, 2013

TITLE: AUTHORIZE THE CITY MANAGER TO EXECUTE A CONTRACT ON BEHALF OF THE CITY OF REEDLEY, BETWEEN THE CITY OF REEDLEY AND PUBLIC ENGINES, FOR COMMAND CENTRAL, A CRIME ANALYSIS TOOL FOR THE POLICE DEPARTMENT.

SUBMITTED: Jose L. Garza,
Chief of Police

APPROVED: Nicole R. Zieba,
City Manager

RECOMMENDATION

Authorize the City Manager to execute a contract on behalf of the City of Reedley, between the City of Reedley and Public Engines, for Command Central, a crime analysis tool for the Police Department.

BACKGROUND

Intelligence Led Policing (ILP) employs a strategic and collaborative approach to crime control that is based on a sequence of data collection, high-quality analysis of that data and the extraction of actionable intelligence from that information to target repeat offenders and criminal activity. The philosophy of Intelligence Led Policing is more proactive than reactive, focusing more on strategies, operational tactics and resource allocation that can discourage the onset of criminal activity, rather than waiting for crimes to occur and then deploying resources to the scene and to the subsequent investigations.

The Reedley Police Department in its on-going effort to find innovative methods to address crime trends and issues has researched the use of "Command Central" a product of Public Engines. Command Central puts the power of data-driven analytics and decision-making within the reach of law enforcement agencies. This program uses crime data and crime mapping to track crime and allowing police supervisors to use this data to adjust directed patrol responses. In other words we would be placing officers in areas where and when crime is occurring.

The crime mapping product will utilized GIS maps of our community and track crime location

data. Police Supervisors will be able to graphically see where crime is occurring and adjust our response accordingly. The crime analysis product will provide detailed analysis of when crime is occurring, determine crime patterns and allow us to literally predict future criminal conduct. Once we know where and when crime is occurring, Supervisors will be held accountable to address crime issues citywide.

Currently, a Crime Analyst, assigned to the Investigations Unit, arms herself with a handful of multi-colored pins and a list of crimes. Then for hours she would manually stick pins in the map to represent burglaries, thefts, assaults, and other incidents. With Command Central, maps and crime analysis data will be updated several times a day to provide accurate and timely data. With the automated process this will allow her to concentrate on her primary job, and at the same time making the map widely available in a way that had never been possible before. However, the job of the Analyst is not going away. The time saved with Command Central will allow the Analyst to concentrate on deeper-level analysis of crimes and trends since it is essential to have the human element in analyzing crime.

Command Central as a product is scalable, meaning that we will be able to expand the services available to the community as we become comfortable and begin to see the advantages of this product. Other components, such as Crime Reports, City Connect and TipSoft, will help build confidence with the police department and will have the ability to publish crime data, expand public information flow, and promote a two-way dialogue with the citizens we serve. Crimereports.com will eventually replace the free but limited crimemapping.com program introduced last year. This will help reduce crime by empowering community members to make informed decisions to help improve the safety of their neighborhood and community.

In order to implement an effective Intelligence Led Policing program it is essential to implement it in steps. First, we collect data from all available sources such as CAD/RMS, second is to work with the public to achieve crime reduction, and third is to integrate crime mapping. The Reedley Police Department has effectively done all three of these but with the understanding that numerous hours would have to expend to get a reliable outcome. With Command Central the information in essence is at our fingertips.

Command Central is the latest generation technology being used by law enforcement to help fight crime. Currently the Fresno County Sheriff's Department is using the technology, which will make the transition simple as we use the same CAD/RMS database they do. As this is a web based product no change or additional infrastructure is required.

FISCAL IMPACT

Using money already set aside in Measure G for software, the Command Central annual subscription will cost \$3,540 for this year with a \$399 Integration and Training fee out of the 2012/13 Fiscal Year Budget with the remaining \$5,487 coming out of the 2013/14 Fiscal Year Budget for a total of a three (3) year subscription.

ATTACHMENTS

1. Public Engines Order Form

Motion: _____

Second: _____