



PUBLIC SAFETY STRATEGY

Purpose: To enhance community safety by promoting a responsive public safety system that includes civic engagement and partnerships, community involvement, public education and offering prevention, intervention and suppression services that meet the needs of Tracy residents

Goal 1

Partner with and engage residents to address public safety concerns

Objectives

- Increase two-way communication regarding Part II crime information and prevention.
- Increase visibility of public safety in the community.
- Increase community volunteer opportunities to maximize engagement.

Performance Measures

- Increase visibility & usage of GO Request smart phone app o internal and external customers by 5%.
- Re-establish an Adopt a Park program, with the adoption of 4 parks during years 2013/14 and an additional 4 during year 2014/15.
- Increase VIP participants 10% annually.
- Increase Drown Without a Sound presentations by 10% annually
- Increase neighborhood Watch program by 5% annually.

Goal 2

Promote public health, safety, and community welfare by responding and addressing unsafe, unhealthy or blighted conditions in homes, neighborhoods and the entire community.

Objectives

- Reduce the number of blighted property conditions.
- Streamline enforcement processes regarding citywide violations that cross departments.
- Establish an awareness campaign to the community and schools on common code violations.

Performance Measures

- Reduce blight related complaints by 5% annually.
- Broaden education component to include annual outreach to students in K-8 grades.
- Create an implement an annual training presentation to City departments to streamline the enforcement process for more prompt resolution.

Goal 3

Enhance citywide disaster preparedness

Objectives

- Develop and implement a community education program for internal and external customers to better prepare and respond to man-made and natural disasters.
- Develop a City-wide emergency safety and evacuation plan in the event of power outage, technological failure or natural or man-made disasters to as not to impact public safety.

Performance Measures

- Increase CERT graduates by 10% annually.
- Participate in the annual Statewide "Great Shake Out" Earth Quake Preparedness Drill.
- Implement a City Hall Emergency Evacuation and Safety Plan for City Hall employees.

Goal 4

Reduce the number of major injury collisions

Objectives

- Increase public awareness of traffic safety issues specific to Tracy.
- Increase traffic related enforcement by 5%.

Performance Measures

- Conduct presentations to all local high schools regarding distracted driving and texting while driving statistics.
- Develop and distribute literature at a citywide level on current trends relating to distracted driving and don't text while driving initiatives.