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THESIS

**PUTTING THE PUBLIC IN PUBLIC SAFETY:
NUDDING A SAFER COMMUNITY**

by

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September 2021

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**PUTTING THE PUBLIC IN PUBLIC SAFETY: NUDGING A SAFER
COMMUNITY**

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Chief of Police, Denver Police
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Submitted in partial fulfillment of the
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ABSTRACT

The research builds on successful nudge campaigns in the United States and the United Kingdom, including positive results in both the public and private sectors. Traditional crime prevention messaging approaches may have limited success. They typically reach individuals and communities who have already been exposed to straightforward public safety or crime prevention information messages from law enforcement. Based on the results of the Denver Police Department’s nudge campaign—the process, analysis, and results of which are presented in this thesis—it is evident that social media marketing campaigns can be cost effective when compared to customary marketing approaches. Specifically, when it comes to the typical methodology many law enforcement agencies use to engage with community members, such as flyers, neighborhood meetings, and posts on social media platforms, a professional marketing “nudge” campaign can enhance engagement, reduce preventable crimes, and increase overall public safety. This thesis looks at the use of “nudge” marketing strategies as a tool for local law enforcement to incorporate into their proactive approaches in reducing preventable crime in their communities. The thesis draws from research on branding and marketing to implement a study examining the identification, development, and testing of various nudge campaigns that span multiple diverse geographical neighborhoods.

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LIST OF ACRONYMS AND ABBREVIATIONS

BIT	Behavioral Insights Unit
CCTV	closed-circuit television
CEASE Fire!	Community Education and Safety Extinguishes Fire!”
CJP	Community Justice Panels
DHS	Department of Homeland Security
DPD	Denver Police Department
EMT	emergency management technician
HBCUs	historically Black colleges and universities
HUD	Department of Housing and Urban Development
NIBRS	National Incident-Based Reporting System
NJP	Neighborhood Justice Panels
NTN	National Testing Network
NYMTA	New York Metropolitan Transportation Authority
RCT	randomized controlled trial
ROI	return on investing

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EXECUTIVE SUMMARY

This research paper, *Putting the Public in Public Safety: Nudging a Safer Community*, builds on existing nudge campaign research to identify and implement a local nudge campaign to assess nudge's overall efficacy and practicality as an alternative means to increase public safety by decreasing preventable crimes. This thesis starts with a review of the literature on marketing campaigns, including cost implications to understand the full spectrum of crime prevention strategies across all levels of criminal activity and associated direct and indirect costs. This research paper further outlines how law enforcement has integrated social media marketing when sending messages about preventable crimes to the largest public audience possible.

Chapter I, the sections about the research question and the literature review, includes information concerning the marketing campaigns and the cost implications of crime prevention strategies across the criminal justice spectrum of victimization and police services. It also discusses the research design. The nudge campaign is designed to emphasize the benefits of social behavior change in a community through a geographical social media platform and messaging crime prevention behaviors to create safer communities.

Chapter II brings into focus the history of social marketing and the nudge approach, with definitions and examples of social marketing. Nudge marketing expands on the evolution of nudge campaigns, as the multi-disciplinary applied science of human behavior was brought to the world's attention in 2008 by Richard Thaler's and Cass Sustein's nudge theory, or "choice architecture." The section on nudge for public safety provides proven nudge campaign for increasing protection of property and the general public's safety. The section about nudge and social media illustrates the incorporation of choice architecture through positive behavior messaging into current law enforcement social media platforms.

Chapter III presents nudge case studies to identify and review successful nudge campaigns in both the United Kingdom and the United States. This examination serves as a foundation for both public and private sector nudge marketing strategies. Nudge

examples in the United Kingdom include the government's attempt to increase community engagement and shift the balance of governance by encouraging community members to be more active in building an improved society through choice architecture also known as nudge campaigns. The formation of behavioral insight teams helped to disperse political power and social responsibility to local communities instead of engaging in centralized control. The United Kingdom addressed a gap in the traditional criminal justice approach around the focus on offenders of crime. One of the nudge strategies enhanced the community's role in restorative justice principles. An examination of nudge campaigns in the United States found some subtle differences in its approach to implementing choice architecture or nudge strategies. The main difference is who implemented these types of approaches. In the United Kingdom, the government established a specific department to advance nudge methodologies throughout different parts of the administration. The United States relied primarily on the private sector and individual public sector agencies to explore distinctive nudge tactics. Utilities and health care organizations led the way in designing methods to reduce energy and water consumption, as well as increase vaccination and organ donation rates. This thesis also investigated a successful nudge recruiting program designed to expand diversity in a local law enforcement agency.

Chapter IV describes the specific steps undertaken by the Denver Police Department of the City and County of Denver in the planning, design, implementation, and analysis of a longitudinal study in public safety and preventable crimes. Denver's Nudge Campaign shares the theories, approaches, and findings of nudge campaigns conducted in three of Denver's neighborhoods. The department identified and selected a professional marketing organization with experience in choice architecture. The nudge content of still imagery and short video clips was designed around theft and burglary mitigation. Denver's "Lock Out Crime" nudge campaign was born. These positive crime prevention messages and images were sent to specific neighborhoods using geo-fencing on several social media platforms. Neighborhood #1 received 2.75 positive nudge messages per week. Neighborhood #2 received 5.5 enhanced positive nudge messages per week. Neighborhood #3 received 0 (zero) nudge messages per week. The cost-benefit analysis/return on investment section discusses the total cost of the professionally designed nudge campaign

and shows a net positive gain when comparing dollars spent on messaging versus the direct and indirect costs of the crimes likely prevented.

Chapter V concludes by outlining the exploration of different nudge theories and uses these principles to mitigate crime by eliminating the opportunity for certain crimes to occur. A pre- and post-examination of Denver crime data for the three selected neighborhoods revealed the most successful results were achieved with enhanced personal or relatable messages delivered with higher frequency. This thesis suggests implementing skillfully designed nudge strategies may assist in preventing certain crimes and inspire a higher number of diverse candidates to join law enforcement, which will likely enhance overall public safety.

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I. INTRODUCTION

Law enforcement agencies respond to calls concerning tens of thousands of preventable crimes every year. Many of these vehicle break-ins, garage burglaries, auto thefts, and larcenies are entirely avoidable. Crime is often driven by opportunity; this thesis espouses what criminologists refer to as the crime triangle, which indicates that an occasion (time) must result where a motivated offender (person) is positioned in an environment (place) where the opportunity for crime exists.¹ The theory further suggests that if the opportunity were removed, then the crime would not transpire.² Notably, this theory applies to certain types of crime but excludes others. For example, property crime, such as auto theft or vehicle break-ins, can create the time, place, and offender opportunity, whereas family violence may be more closely associated with factors outside of the crime triangle, such as an emotional trigger.³ The former is the focus of this thesis.

Crimes of opportunity create a need for law enforcement agencies to communicate with local communities about crime prevention. However, communication with local communities can be challenging, which is not always effective. Therefore, it is important to be innovative in utilizing the latest communication techniques that can convey important messages to local communities, such as those techniques found in marketing research. Marketing campaigns and branding strategies are smart practices for many businesses, corporations, and non-profit organizations. These types of marketing strategies can raise awareness on many levels, from promoting a public health issue to changing an individual's behavior, from selecting a specific product to helping to advocate for a cause. Garnering the public's assistance in reducing the high volume of preventable crimes could create an additional opportunity for police agencies to shift their focus onto high-impact crimes against persons. The Denver Police Department should explore the use of marketing

¹ Yuliya G. Zabyelina, "Can Criminals Create Opportunities for Crime? Malvertising and Illegal Online Medicine Trade," *Global Crime* 18, no. 1 (February 2017): 32, <https://doi.org/10.1080/17440572.2016.1197124>.

² Zabyelina, 33.

³ Zabyelina, 34.

and behavioral change campaigns to reduce preventable crimes and improve overall public safety.

By reducing high-volume preventable property crimes, Denver Police could spend more time addressing violent crimes, and thus improve the overall wellbeing of a community. The findings of this study can assist public safety agencies in identifying and implementing successful marketing and branding approaches so that they may modernize and revolutionize their approach to crime prevention and collective efficacy.

A. RESEARCH QUESTION

To what extent can the Denver Police Department reduce preventable property crimes by utilizing a “nudge” marketing approach?

B. LITERATURE REVIEW

The importance and value of integrating marketing, branding, and advertising into public safety is an ongoing debate among local and state government and law enforcement. To frame the issue, this literature review includes previous and current research from Western countries, including the United Kingdom, and the outcomes for select marketing campaigns. It also identifies the considerable economic benefits of instituting safety strategies within the criminal justice system.

1. Marketing Campaigns

Research from social marketing approaches has been used in designing social change messages.⁴ In their research, Kotler and Zaltman gave several examples of national behavioral change campaigns from Western countries designed to prevent crime. For example, the Economics and Resource Analysis Unit under the United Kingdom’s Home Office investigated ways to implement behavioral change strategies to drive down crime,

⁴ Philip Kotler and Gerald Zaltman, “Social Marketing: An Approach to Planned Social Change,” *Journal of Marketing* 35, no. 3 (July 1971): 12, <https://doi.org/10.1177%2F152450049700300301>.

specifically, business burglaries and auto theft incidents.⁵ The Home Office found two ways to reduce these kinds of preventable crimes, (1) it highlighted an incentives-based approach, where cultivating an understanding of behaviors led to economic “market failure” and changed individual and business behavior to prevent the victimization of crime, and (2) it educated individuals and businesses regarding crime prevention strategies.⁶ In both instances, the Home Office emphasized an individual’s education and agency to nudge them successfully towards adopting crime prevention strategies.

Nudge campaigns have also been shown to be effective in the public health sector. Kling et al. tested the effect of personalized messages on healthcare enrollment. The messages appeared in informational packets sent to individuals, and resulted in more individual program enrollments and higher cost savings compared to individuals who did not receive personalized program information.⁷ Kling’s study suggests that personalizing market outreach can be a cheap and effective means to achieve a goal at a lower cost. Another study developed an integrated marketing approach within a networked policing model to help to create a sense of safety in urban communities in Switzerland.⁸ Schedler’s networked policing method suggests the value of police utilizing marketing approaches to enhance communication strategies.⁹ Their integrated marketing approach follows six principles: focusing on needs, segmenting the market, focusing on competition, focusing on competence, focusing on communication, and focusing on satisfaction.¹⁰ In addition to the integrated marketing approach, the study discusses the critical role that networks perform in addressing the significant societal issues in urban safety, including characterizing the public’s governance less as a hierarchal problem-solver and more as a

⁵ Research Development and Statistics Directorate, *Changing Behaviour to Prevent Crime: An Incentives-based Approach* (London: Home Office, 2006), <http://library.college.police.uk/docs/hordsolr/rdsolr0506.pdf>.

⁶ Research Development and Statistics Directorate, 1.

⁷ Jeffrey R. Kling et al., “Comparison Friction: Experimental Evidence from Medicare Drug Plans,” *Quarterly Journal of Economics* 127, no. 1 (February 2012): 201, <https://doi.org/10.1093/qje/qjr055>.

⁸ Kuno Schedler, “Networked Policing: Towards a Public Marketing Approach to Urban Safety,” *German Policy Studies* 3, no. 1 (May 2006): 113.

⁹ Schedler.

¹⁰ Schedler, 129.

facilitator or moderator.¹¹ By following these proven strategies, law enforcement agencies will be able to bolster social safety effectively while simultaneously strengthening their relationships with the general public.

Finally, in examining what has worked in regard to marketing and branding safer communities in the United States, researchers have found publicity campaigns can be useful in crime prevention when tailored to the specific issues and challenges of a given community.¹² However, more general campaigns have also been effective. Abratt and Sakes examined the decades-long crime prevention program of the iconic McGruff crime dog, a safety campaign aimed at the general public, and found that the program increased neighborhood cooperation in crime prevention.¹³ An assessment of the Office of Community Oriented Policing Services' response guide indicates additional crime reduction results can be achieved with complementary crime prevention advertisements.¹⁴ These results suggest that both tailored and general marketing approaches are powerful tools that can effectively be used to alter behavior. Law enforcement organizations are beginning to recognize that safety marketing campaigns share common goals with private-sector advertising campaigns in changing behavior and emphasizing cost-effectiveness.¹⁵ Such campaigns are harmonious with Barthe's response guide, which supports the value of utilizing a cost-effective approach in implementing crime prevention publicity campaigns.¹⁶

¹¹ Schedler, 132.

¹² Russell Abratt and Dianne Sacks, "The Marketing Challenge: Towards Being Profitable and Socially Responsible," *Journal of Business Ethics* 7, no. 7 (July 1988): 499, <https://doi.org/10.1007/BF00382596>.

¹³ Zach Schonbrun, "McGruff the Crime Dog, Outliving His Creator, Fights On," *New York Times*, October 8, 2017, ProQuest.

¹⁴ Emmanuel Barthe, *Crime Prevention Publicity Campaigns* (Washington, DC: Office of Community Oriented Policing Services, 2006), 1.

¹⁵ Barthe, 2.

¹⁶ Barthe, 13.

2. Cost Implications

Studies indicate that a single low-level crime often results in thousands of dollars spent restoring, responding, investigating, and prosecuting the incident. Higher-level felonies like homicides are in the hundreds of thousands to multi-million-dollar costs to society. These types of crimes can have a direct impact on individuals, families, and the community as a whole.¹⁷ The costs are even greater when the incarceration of perpetrators is factored into the equation.¹⁸ For example, at the national level in 2017, more than 1.2 million violent crimes and more than 7.6 million property crimes (excluding arson) were committed, which resulted in an estimated \$15.3 billion in economic loss to the victims of crime.¹⁹ In 2015, the latest reported numbers available from the Bureau of Justice Statistics estimated that \$225 billion were used nationally in government expenditures for police activities, judicial undertakings, legal services, and corrections.²⁰ For the state of Colorado, the estimate over the same period was approximately \$3.8 million. Further extrapolating the data, the city of Denver's estimate was more than \$448 million per year.

Understanding the costs of crime to society could be a smart practice for law enforcement agencies when developing prevention strategies. "Programs that directly or indirectly prevent crime can ... generate substantial economic benefits by reducing crime-related costs incurred by victims, communities, and the criminal justice system."²¹ However, for such a program to be useful, a per-offense cost estimate needs to be associated with individual crime types. The benefits of crime prevention strategies include

¹⁷ Kathryn E. McCollister, Michael T. French, and Hai Fang, "The Cost of Crime to Society: New Crime-Specific Estimates for Policy and Program Evaluation," *Drug and Alcohol Dependence* 108, no. 1–2 (April 1, 2010): 1, <https://doi.org/10.1016/j.drugalcdep.2009.12.002>.

¹⁸ Priscillia Hunt, James Anderson, and Jessica Saunders, "The Price of Justice: New National and State-Level Estimates of the Judicial and Legal Costs of Crime to Taxpayers," *American Journal of Criminal Justice* 42, no. 2 (June 2017): 234, <https://doi.org/10.1007/s12103-016-9362-6>.

¹⁹ "About Crime in the U.S. (CIUS)," Federal Bureau of Investigation, 2017, <https://ucr.fbi.gov/crime-in-the-u.s/2017/crime-in-the-u.s.-2017>.

²⁰ Jennifer Bronson, "Justice Expenditure and Employment Extracts, 2015—Preliminary," Bureau of Justice Statistics, June 29, 2018, <https://www.bjs.gov/index.cfm?ty=pbdetail&iid=6310>.

²¹ McCollister, French, and Fang, "The Cost of Crime to Society," 25.

policy evaluations, cost-benefit analyses, and guidance for enforcement strategies in areas impacted by crime.²²

Crime cost estimates focus on 13 of the major crime types and categories. The estimates include tangible costs, such as costs accrued by the victim in the forms of medical care, earnings loss, and damaged or lost property.²³ These estimates also factor in costs to the criminal justice system; for instance, the funds spent by federal, state, and local governments on police services, legal and adjudication processes, and incarceration. Intangible costs, according to McCollister, French, and Fang, “include indirect losses suffered by crime victims, including pain and suffering, decreased quality of life, and psychological distress.”²⁴ See Table 1 for crime cost by type of offense.

Table 1. Total Cost of Crime per Offense in 2008.²⁵

Type of Offense	Tangible Cost	Intangible Cost	Total Cost
Murder	\$1,285,146	\$8,442,000	\$8,982,907
Rape/Sexual Assault	\$41,252	\$199,642	\$240,776
Aggravated Assault	\$19,472	\$95,023	\$107,020
Robbery	\$21,373	\$22,575	\$42,310
Arson	\$16,429	\$5,133	\$21,103
Motor Vehicle Theft	\$10,534	\$262	\$10,772
Stolen Property	\$7,974	N/A	\$7,974
Household Burglary	\$6,169	\$321	\$6,462
Embezzlement	\$5,480	N/A	\$5,480
Forgery and Counterfeiting	\$5,265	N/A	\$5,265
Fraud	\$5,032	N/A	\$5,032
Vandalism	\$4,860	N/A	\$4,860
Larceny/Theft	\$3,523	\$10	\$3,532

Nudge campaigns may be one way to help improve crime prevention by educating communities on safer practices. Successful nudge campaigns have been seen in organ

²² McCollister, French, and Fang, 14.

²³ McCollister, French, and Fang, 2.

²⁴ McCollister, French, and Fang, 7.

²⁵ Source: McCollister, French, and Fang, 2.

donation.²⁶ A study conducted by Feeley, Quick, and Lee, which examined the efficacy of direct mailing promotions, yielded a 3.3% organ donor registration rate over 15 campaigns covering 329,137 individuals. Law enforcement could use a direct mail, email, or social media campaign similar to those used in such organ donor nudge campaigns, and could analyze its effect by utilizing a cost-benefit analysis.²⁷ For example, even with a modest 3% participation rate, extrapolating the success of Feeley's direct mail campaign to a similarly successful crime (e.g., auto theft) prevention campaign could have a tremendous impact. According to McCollister, French, and Fang, it costs society \$10,534 per stolen car, while it only costs \$7.20 per preventative incident using a direct mail campaign.²⁸ A direct mail campaign, similar to the ones used in organ donation campaigns, but directed at reducing auto thefts, may save tens of thousands of dollars in administrative, enforcement, prosecution, and incarceration costs, and may counteract the profound negative impact to the victims who would be without vehicles until they are recovered or replaced. When considering both the tangible and intangible costs associated with crime, nudge prevention campaigns can save tens to hundreds of thousands of dollars.

Law enforcement budgets are often stretched thin based on the many demands they face amid changes in social and economic conditions. Departments struggle to have enough officers to address the everyday workload of large or small localities, as staffing levels of many police agencies are based on a per-capita ratio.²⁹ Other law enforcement departments use an authorized strength ratio, which is an alternative approach for determining staffing needs and managing workload demands with a department's available resources.³⁰ Utilizing an innovative marketing approach to reduce crime could have a positive impact on law enforcement budgets. The return on investing (ROI) in a professional crime-

²⁶ Thomas H. Feeley, Brian L. Quick, and Seyoung Lee, "Using Direct Mail to Promote Organ Donor Registration: Two Campaigns and a Meta-Analysis," *Clinical Transplantation* 30, no. 12 (December 2016): 1565, <https://doi.org/10.1111/ctr.12858>.

²⁷ Feeley, Quick, and Lee, 1565.

²⁸ Feeley, Quick, and Lee, 1568.

²⁹ Feeley, Quick, and Lee, 1568.

³⁰ Jeremy M. Wilson and Alexander Weiss, "Police Staffing Allocation and Managing Workload Demand: A Critical Assessment of Existing Practices," *Policing: A Journal of Policy & Practice* 8, no. 2 (June 2014): 5, <https://doi.org/10.1093/police/pau002>.

prevention nudge campaign could lessen officers' workload and thus improve staffing and resource availability.

While marketing campaign effectiveness may be of concern, research has identified important steps in developing a successful campaign. Research by Wesley Shu with the Department of Information Management, School of Management, at the National Central University in Zhongli, Taiwan, indicates that some forms of social media are leveling off and that their marketing impact is neutral.³¹ His research included the application of marketing campaigns in the form of microblogs, which Shu defines as short and frequent posts. Social media platforms (e.g., Twitter and Facebook) must be weighed and evaluated as to whether they are objective, subjective, or contain useful information for effective marketing campaigns. Further data from Shu reveals a correlation between some social media ineffectiveness and a lack of customer engagement or consumer satisfaction.³² Email campaigns, if not designed or implemented correctly, may negatively affect the organization's overall brand.³³ Integral to a successful marketing campaign are four actions: identifying a target market, setting campaign objectives and parameters, measuring success or effectiveness, and establishing and following the marketing campaign plan.³⁴ If law enforcement agencies are able to follow these four steps, then any marketing campaigns that they devise will effectively accomplish their goals.

In addition to these four factors, agencies would be wise to design distribution lists with the ability to opt in or out. Otherwise, they risk negative outcomes, such as a loss of public confidence and trust, a decrease in public awareness, or a deviance from the desired messaging outcomes. Studies show that direct mail has drawbacks as well. Unless the material is adequately framed, the consumer may discard many of the informational

³¹ Wesley Shu, "Continual Use of Microblogs," *Behaviour & Information Technology* 33, no. 7 (July 2014): 666, <https://doi.org/10.1080/0144929X.2013.816774>.

³² Shu, 674.

³³ Camelia Budac, *Theoretical Approaches on Successful Email Marketing Campaigns* (Sibiu, Romania: University of Sibiu, 2017), 2, <http://stec.univ-ovidius.ro/html/anale/ENG/2016/2016-II-full/s4/4.pdf>.

³⁴ Barthe, *Crime Prevention Publicity Campaigns*, 2.

postcards, flyers, or letters as junk mail.³⁵ Successful direct mail campaigns should contain active messages and communications that match the audience's needs. Creating the right message and then delivering it to the right individuals who can then act with the desired outcome requires careful deliberation and effort. It might require employing individuals with marketing experience to maximize the results of a marketing and branding campaign on public safety, such as the federal highway department's "Click It or Ticket" campaign, which focuses on strong laws and enforcement. Hiring an individual or contracting with a firm will require budgeting and documenting the ROI to support program benefits and outcomes. However, if done conscientiously, even partnering with an outside marketing agency will ultimately reduce law enforcement operating costs and will allow officers to focus their attention away from preventable crime and towards high-impact violent crime.

C. RESEARCH DESIGN

This research design further defines the goals and objectives of designing and implementing a nudge marketing campaign to decrease high-frequency crimes through an increase in public safety awareness specific to a targeted neighborhood's unique needs. The identified approach in this thesis is to implement and assess a nudge deterrence campaign in specific neighborhoods in Denver. Included in this research design were the select variables of increased public awareness and dissemination of crime prevention strategies, which were disseminated through nudge campaigns to see if they had any effect on reducing high-volume preventable property crime or increasing community and police relations.³⁶

The outlet for the nudge campaign included the nationally recognized Nextdoor.com secure social networking platform for agencies, businesses, local communities, and neighborhoods. Nextdoor enabled the public sector and local law enforcement to narrow community messaging to specific neighborhoods for more specific

³⁵ Brian L. Quick et al., "You've Got Mail! An Examination of a Statewide Direct-Mail Marketing Campaign to Promote Deceased Organ Donor Registrations," *Clinical Transplantation* 29, no. 11 (November 2015): 997, <https://doi.org/10.1111/ctr.12620>.

³⁶ The Institutional Review Board determined this study did not need a review as it would not be generalizable past the Denver PD.

dedicated public safety nudge campaigns. The platform leverages word-of-mouth, which is a way for neighbors to engage with their local public safety district, real-life public safety, and community buildings.

The research design's steps included using trained marketing professionals and non-trained public safety officers to transmit public safety prevention messages in targeted neighborhoods. The evaluation included six selected neighborhoods. The first sample neighborhood received a nudge campaign designed by a professional marketing company. The campaign was delivered through a geographical social media platform for a period of four months. A second neighborhood started after the initial two-month evaluation. The second sample area also received the nudge campaign designed by a professional marketing company through the geographical social media platform. The third neighborhood was chosen to be the baseline comparison. Lastly, the three sample geographically similar neighborhoods received the traditional non-professionally trained crime prevention messaging approach.

The public safety marketing campaign yielded data on the impact of prosocial messaging in preventable crimes, including burglary, auto theft, and larceny. The nudge campaign emphasized the benefits of social behavior change in a community through the safe, secure, geographical, social media platforms of Facebook and Twitter, with Denver Police Department support with the goal of normalizing prosocial crime prevention behaviors, or peer-to-peer influences on block-by-block property crimes to create safer communities citywide.

II. SOCIAL MARKETING AND THE NUDGE APPROACH

Marketing concepts have evolved over the decades, and with each passing year, new marketing theories, including digital marketing, social media marketing, and nudge marketing, have all shown the ability to be adapted or modified by the private and public sectors for successful implementation and replication. Marketing is one of the crucial priorities of businesses, and an inherent link exists between marketing and the use of social media as a vehicle for effective marketing. The late 1990s and early 2000s saw the advent of *social media marketing*, which employed various social media platforms, websites, and digital marketing strategies to promote products and services worldwide. Social media marketing exploded, and quickly became an essential marketing tool for businesses and governments, which enabled direct interaction with millions of consumers around the world. Social media marketing incorporates creative strategies by pitching ideas and concepts relating to products, services, and programs to inform and persuade consumers.

With the use of social marketing and nudge campaigns, organizations (including public safety organizations) must gather as much information as possible regarding how individuals make choices. Consumer information and data are critical in the development of marketing strategies, messages, social media marketing campaigns, and nudge campaigns. Data and consumer information will enable a company to use social media cleverly to “nudge” potential customers to act. Today, the most effective, cost-efficient nudge method incorporates marketing strategies using messaging and branding on various social media platforms. This chapter looks at nudge campaigns, traditional public safety marketing, and social media platforms as they pertain to nudge techniques in preventable crime and public safety techniques used by public safety departments.

A. NUDGE MARKETING

What is nudge marketing and how does it differ from traditional social media marketing? “Nudge marketing is exactly what it sounds like: compelling consumers to behave in a desired manner by ‘nudging’ them with a marketing message that strikes a

delicate balance between subtly and force.”³⁷ Moreover, nudge marketing is used to influence customer’s decisions through suggestion, images, messages, and reinforcements to provide organizations with an effective way to communicate or instigate a desired outcome. More significantly, nudge campaigns are viewed as a multidisciplinary application of the science of human behavior. According to Jackson, nudge theory can (subconsciously) influence a person’s motivation, collaboration, and the decision-making processes through an approach that combines hints and suggestion with positive reinforcement of the preferred behaviors. Nudge campaigns are specifically designed with a suggested “choice” that emphasizes the “right” behavior and are often more effective than traditional marketing campaigns. The key to successful nudge marketing often involves influencing an individual’s thoughts, decisions, and subsequent behaviors without someone’s knowledge. Due to the range and complexity of human behavior, social scientists understand the need to incorporate knowledge about both cognitive psychology and social psychology in the creation of nudges. The following paragraphs further explain nudge theory as a “design of choices” with the sole intent to influence decision.³⁸

In 1995, James Wilk developed the first instance of the nudge campaign, along with its associated principles, which focused on affecting human behavior. Brunel University academic D. J. Stewart has since described Wilk’s work as, “the art of the nudge,” which emphasizes how nudge techniques must be crafted and subtle.³⁹ Some examples of nudges to influence behavior or encourage specific decisions include managing food budgets through the prominent placement of baskets instead of carts in grocery stores, or “no littering” signs and large fines for violators in public spaces. Placing trash receptacles in high-traffic areas would accompany the nudge technique in the latter example.

³⁷ James F. Thompson, “‘Nudge Marketing’ Most Effective Strategy to Push Produce Sales,” *Adweek*, August 29, 2013, <https://www.adweek.com/performance-marketing/nudge-marketing-most-effective-strategy-to-push-produce-sales/>.

³⁸ Craig Jackson, “Behavioural Nudge Theory: A Tool to Improve Safety Behaviour,” *Croner-i*, February 12, 2013, <https://app.croneri.co.uk/feature-articles/behavioural-nudge-theory-tool-improve-safety-behaviour#WKID-201302111001180886-97919983>.

³⁹ James Wilk, “Mind, Nature and the Emerging Science of Change: An Introduction to Metamorphology,” in *Metadebates on Science: The Blue Book of “Einstein Meets Magritte,”* ed. Gustaaf C. Cornelis, Sonja Smets, and Jean Paul Van Bendegem (Dordrecht, Netherlands: Springer, 1999), 71, https://doi.org/10.1007/978-94-017-2245-2_6.

In 2008, the book published by Richard Thaler and Cass Sunstein helped illuminate nudge theory's powerful potential to influence people's decision-making processes.⁴⁰ American and British politicians were especially interested in this innovative novel approach, as Thaler and Sunstein support their findings about the effectiveness of nudge with insightful analysis and copious examples. Additionally, these politicians were interested in how design can prompt individuals to make better decisions with their personal finance, their role concerning the environment, in improving relationships, planning for retirement, and in organ donations. Thaler and Sunstein "refer to influencing behavior without coercion as libertarian paternalism."⁴¹ They refer to the agents responsible for influence as choice architects. The libertarian paternalism principle states, "choice architects" are committed to freedom of choice, or are insistent on the freedom of choice; hence, the term "libertarian." Thaler and Sunstein define "nudge" as follows:

Any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting fruit at eye level counts as a nudge. Banning junk food does not.⁴²

The nudge concept is designed to help individuals make informed and beneficial decisions, which can be done by using smaller dinner plates to control serving sizes or by offering access to the stairs in someone's office building to promote healthy living. In behavioral decision making, the nudge concept includes using design choices in situations that nudge individuals or influence decision makers to make more desired or beneficial choices.⁴³

⁴⁰ Richard H. Thaler and Cass R. Sunstein, *Nudge: Improving Decisions about Health, Wealth, and Happiness* (New Haven, CT: Yale University Press, 2008).

⁴¹ Thaler and Sunstein, 5.

⁴² "Nudge—by Richard Thaler and Cass Sunstein," Derek Sivers, 5, accessed January 13, 2020, <https://sivers.org/book/Nudge>.

⁴³ Barnabas Szaszi et al., "A Systematic Scoping Review of the Choice Architecture Movement: Toward Understanding When and Why Nudges Work," *Journal of Behavioral Decision Making* 31, no. 3 (July 2018): 355, <https://doi.org/10.1002/bdm.2035>.

Additionally, successful nudge theories or practices consider equally the mix of personality types, biases, attributions, education levels, and socioeconomic statuses of their intended audiences. Media messages or nudges can be emotional and thought-provoking. With the broad reach and real-time interaction of social media, social media platforms can be powerful tools for marketing across various educational levels and topics, including public safety and mental health. Thus, social media platforms are becoming an increasingly ideal method for delivering nudges.

For nudges to have a significant and positive impact, designers must acquire knowledge of the alignment between social norms and desired behavior. If, for example, the goal is to reduce preventable crime and increase public safety, the use of nudge campaigns to increase access to economic resources benefits the individual and the society. As another example, if the goal is to reduce greenhouse gas emissions, social media campaigns promoting automatic enrollment in green energy can have long-term environmental benefits.⁴⁴

B. NUDGE FOR PUBLIC SAFETY

Public safety, by definition, refers to “the welfare and protection of the general public, usually expressed as a government’s responsibility.”⁴⁵ The primary goal of public safety is to protect the public from dangers, such as crimes or disasters.

In more socially diverse communities, the need to craft public safety nudges to build trust and reduce fear of local police is evident, especially with new immigrants and refugees. Nudge messaging and marketing are used to communicate that law enforcement serves those in need, regardless of country of origin or cultural difference. Additionally, it is necessary to dismiss immigrant resistance to reporting to local law enforcement. Today, public safety departments have integrated cultural outreach messaging and nudges to dispel the fear of police, and are using effective strategies to build relationships and instill trust.

⁴⁴ Felix Ebeling and Sebastian Lotz, “Domestic Uptake of Green Energy Promoted by Opt-out Tariffs,” *Nature Climate Change* 5, no. 9 (September 2015): 868, <https://doi.org/10.1038/nclimate2681>.

⁴⁵ “Public Safety Law and Legal Definition,” USLegal, Inc., accessed June 12, 2021, <https://definitions.uslegal.com/p/public-safety/>.

These departments have been connecting with diverse social and economic communities' social media campaigns by using images of racially diverse officers (i.e., Asian, Vietnamese, South African, Latinos, etc.). Furthermore, environments can influence the application of nudge theories, and can shape behavioral change outcomes for public health, public safety, and socio and economic initiatives and opportunities. To craft a successful nudge campaign, the social, racial, and economic makeup of a community must be considered.

As marketing shapes the image of an organization, it must also convey how the public relates to an organization, including methods for instilling confidence in the organization and its safety services. Traditional public safety marketing has been an incongruent mix of random ideas and approaches. Law enforcement organizations, police, fire departments, and emergency management technicians (EMTs) are all guided by actionable steps to create their public safety marketing plans, with agency objectives, marketing priorities, goals, action steps, and risks and rewards. Additionally, law and public safety organizations develop a communication plan for the general public in response to community issues, problem areas, or specific crimes. Most law enforcement organizations have public affairs offices with dedicated staff responsible for their organizations' communication efforts and marketing campaigns. Depending on the size of the organization, staffing can range from one communication officer to a team of two to five. In some cases, no public affairs offices exist. However, those without a public affairs office can reach out and coordinate marketing services with the public relations department in their local jurisdictions (e.g., Mayor's Office, etc.) or by outsourcing for professional marketing services. Regardless of approach, traditional public safety marketing has historically been decentralized and divided, and a lack of unity in an organization's presentation has the potential to impact negatively how the public views and interacts with that organization.

Emerging from these outreach attempts are more recent and innovative ways of sending a message. For example, public health professionals have used a Twitter nudge campaign for dual purposes of raising awareness of and reducing the stigma around mental health issues. Through a third-party research team, the researchers analyzed mental health

treatment access patterns for patients between ages 10–24 and developed a research strategy through a “before and after” Twitter campaign of @Bell_Lets Talk.⁴⁶ The aim of the study was to test the feasibility, implementation, and evaluation of a Twitter campaign for the dissemination of a public health message to increase access for targeted youth with mental health needs. An analysis of over two million annual mental health care visits between 2002 and 2015 indicate that adolescent and young adult patients were accessing mental health resources at higher rates during the times that the Twitter campaigns were active. In other words, each year during the campaign, researchers saw an increase in mental healthcare access for adolescent and young adult patients.⁴⁷ Following this example, public safety agencies have an opportunity to use social media and nudge to prevent crime on an unprecedented scale.

Present day law enforcement officers have a comprehensive understanding of crime that allows them to best create the opportunities for proactive public safety and preventative crime messaging. As such, preventable crime messaging tactics often do not match the broad strategies that the private sector uses when hiring a professional marketing agency. Interest in the private sector is generated through public relations, branding, and marketing; for a company to build its reputation, it must generate interest in the company’s services or products. Moreover, professional marketing strategies tend to focus on a carefully targeted niche or specialization. Public sector marketing and branding, on the other hand, is often time-consuming to develop, unfocused, and open to media criticism. The same is true for public safety marketing, which may not have a “product” focus, but instead focuses on crime prevention for the community-at-large. Public safety marketing also conveys the main purpose of providing basic public safety services to the community-at-large, whereas private sector companies again are primarily driven by profit.

Despite these differences, instances of effective broad marketing crime prevention strategies have resulted. The 1980s icon McGruff, the Crime Dog, was developed similarly

⁴⁶ Sara Heath, “Using Social Media for Public Health, Patient Behavior Change,” PatientEngagementHIT, April 12, 2018, <https://patientengagementhit.com/news/using-social-media-for-public-health-patient-behavior-change>.

⁴⁷ Heath.

to the successful Smokey the Bear nudge campaign, but instead of “only you can prevent forest fires,” McGruff’s nudge slogan was “take a bite out of crime.”⁴⁸ Sherry Nemmers and Ray Krivascy created McGruff in 1979 and debuted their cartoon bloodhound with a flurry of public service announcements that focused on how individuals could take direct action to increase their personal security and help reduce crime. To choose the name, a nationwide contest was held in July 1980. Winston Cavendish created the image with the specific intent to increase crime awareness and enhance personal safety throughout the United States.

Over the years, McGruff appeared at thousands of community and school events, and appeared on radio, television, and social media pages. In the mid-1980s, the McGruff nudge campaign was encouraging individuals to start their own local Neighborhood Watch program in partnership with local law enforcement to deter crime in their communities. In the mid-1990s, as incidents of gun violence and school shootings increased, the McGruff nudge campaign shifted its focus to gun-related violence on children by relating to children and families as a non-threatening icon. The McGruff nudge campaign was always adapting and shifting to address the contemporary issues of bullying, cyberbullying, internet safety, telemarketing crime against the elderly, identity theft, and safe firearm storage, as such issues became prevalent. While the overall effectiveness of the campaign left much to be desired in preventing crime, recognition of the symbol was a success. A study in the 1990s showed that 99 percent of children age six to 12 could identify McGruff. McGruff’s use as a crime prevention icon demonstrates the ability of law enforcement not only to create and disseminate a widely-recognizable and relatable figure, but to alter the goals of such a large-scale campaign as necessary. To maintain relevance, nudge campaigns must be able to reflect and respond accurately to the issues of the communities in which they are employed.⁴⁹

Another national safety nudge campaign is the “Community Education and Safety Extinguishes Fire!” (CEASE Fire!) Campaign. Created by the U.S. Department of Housing

⁴⁸ Adrienne Helms, “History,” *National Crime Prevention Council* (blog), 1, accessed July 19, 2021, <https://www.ncpc.org/about-ncpc/mcgruff/history/>.

⁴⁹ Schonbrun, “McGruff the Crime Dog, Outliving His Creator, Fights On,” 1.

and Urban Development (HUD) and the U.S. Fire Administration, CEASE Fire! targeted smoke detector fire prevention and safety in all federal subsidized housing. The CEASE Fire! nudge campaign was effective, as it focused on a grassroots multi-faceted approach to local citizen education and program involvement. The implementation and impact of the CEASE Fire! Campaign and its tracking system included electronic broadcast monitoring, gathering of news clips, research surveys, campaign kits, user reply cards, telephone follow-ups with local fire departments and the media, PSAs and their bounce-back cards, and direct mail “nudge” campaign kits. HUD audits demonstrate that the CEASE Fire! Nudge campaign helped prevent fire deaths and reduced fire damage in subsidized housing units. Thus, within the public and private sectors, nudge is shown to be an effective tool when it comes to changing human behavior.

Nudge theory has also been applied to the criminal act of shoplifting. Commonly, shoplifting is seen as a “victimless crime,” in large part due to the perception that shoplifting is disconnected from or does not produce any victims, and that shoplifting occurs in all socioeconomic classes.⁵⁰ As a way to tackle shoplifting, Dhruv Sharma and Myles Kilgallon Scott examined whether deterrents engaging “nudge theory” could actually discourage shoplifting in their study, *Nudge; Don’t Judge: Using Nudge Theory to Deter Shoplifters*. Their approach involved reviewing literature concerning the idea that it was possible to “design against crime,” comparing real-world case studies to uncover methods for preventing crime, and using nudge theory as a framework that someone could use to influence criminal behavior.⁵¹

The research concluded that nudge theory is a successful social media marketing strategy that deters shoplifting behavior using prominent interventions, or through messages, images, and education. Alternatively, the use of nudge in a retail environment explicitly affords customers choices. The study combined elements from sociology, criminology, and design to generate a comprehensive framework that retailers then used to

⁵⁰ Admin, “A Victimless Crime?,” *Prevent Loss*, 1, July 1, 2014, <http://www.preventshopliftingloss.net/a-victimless-crime/>.

⁵¹ Dhruv Sharma and Myles Kilgallon Scott, “Nudge; Don’t Judge: Using Nudge Theory to Deter Shoplifters,” in *The Value of Design Research* (Proceedings of the 11th International Conference of the European Academy of Design, Paris, 2015), 3, <https://doi.org/10.7190/ead/2015/183>.

test social media nudge theories to examine the effectiveness of nudge campaigns in deterring instances of shoplifting. In reviewing related literature, Sharma and Scott note:

Markin et al. state, “The retail store is a bundle of cues, messages and suggestions which communicate to shoppers. The retail store is not an exact parallel to the skinner box [a device constructed by researchers to carefully study behaviour in a completely controlled environment], but it does create mood, activate intentions and generally affect customer reactions”.... These bundles of cues, messages, and suggestions can be seen as enabling what Giddens calls “rules and resources” for “social activity”.... Stacey et al. have also highlighted how human interactions with objects, signage, and cues can affect emotional responses.... Manipulation of these signs and cues can activate emotions/intentions amongst users of the environment.⁵²

In his work on organizational restructure, Bartunek highlighted how “organizational members’ interpretation of, and emotional reactions to ‘environmental factors’ can affect changes in interpretive systems.”⁵³ Applying an understanding of these factors to a public safety nudge campaign will help control how individuals react to the campaign, and will ensure that the campaign does not produce unintended results.

C. NUDGE AND SOCIAL MEDIA

Many law enforcement departments throughout the United States have started using social media platforms because doing so is the most economical and effective way to keep their communities informed on new and current safety initiatives. Dedicated public safety messages protect communities by providing information about active shooters, school lockdowns, and weather emergencies. Equally, social media platforms can be a valuable tool in soliciting public support in reporting and preventing crime. These platforms include Facebook and Twitter, and are also used by police to increase public awareness by informing the public of an investigation’s progress. Most importantly, public safety nudges are crime-fighting tools to prevent crime, instill public trust, and improve community relations.

⁵² Sharma and Scott, 10.

⁵³ Sharma and Scott, 11.

The last 20 years have seen many law enforcement agencies become more knowledgeable about the impact of social media and the ability to convey important information to the communities they serve. Public safety departments, large and small, have developed agency Facebook pages, Facebook Live, Twitter feeds, and YouTube channels, and have joined Nextdoor.com to communicate beyond traditional media platforms.

Nextdoor.com is a relatively new social media platform that holds promise for law enforcement through crime prevention and safety message distribution. “The platform is the world’s largest social network for neighborhoods, and it has been used in the United States, United Kingdom, France, Germany, the Netherlands, Italy, Spain, Australia, Denmark, Sweden, and Canada.”⁵⁴ Nextdoor is a free, secure social media program that enables neighbors to communicate with each other at the local neighborhood level, and empowers neighbors to build stronger and safer communities. “According to the online company, thousands of public safety agencies, including law enforcement, fire, and emergency medical departments across the country utilize Nextdoor in their nudge strategies.”⁵⁵

Law enforcement officials quickly realized the effectiveness of using Nextdoor in posting accident alerts, school lockdowns, and public safety information that impacts specific neighborhoods or entire communities. Today, public safety departments use social media platforms to improve community outreach and incorporate nudge theories as a way to meet organizational goals and positively affect community behaviors in preventing crime. Public safety departments recognized that many safety nudges make sense and help people, independently of whether or not behavioral biases are at work.

1. Nudge Units Public Policy

For the last decade, “nudge” has been an extraordinary achievement, not only because of the “nudge units,” but because nudges are becoming a recognized policymaking

⁵⁴ “About Us,” Nextdoor, accessed January 11, 2020, <https://about.nextdoor.com/>.

⁵⁵ Nextdoor.

tool based on data and new findings, and are increasingly being used at the highest levels of federal, state, and local governments. Nudge campaigns were embraced by U.S. Senator Barack Obama and U.K. Prime Minister David Cameron, who actually met with Professor Thaler to learn more of the concept. Ultimately, both the U.S. and U.K. leaders advanced nudge theories to assist them in achieving policy goals during their times in office.⁵⁶

Public safety messaging campaigns and other nudge strategies are designed to influence a policymaker's decision or behavior. The Little Black Book Celebrating Creativity on December 6, 2018 noted one example of a modern public safety nudge, titled, "Just Want to Nudge Crime Away?" As the head of neuromarketing at LAB reported, this nudge campaign incorporates large murals as a visual safety nudge that aims to increase safety by promoting cultural diversity, pride, and awareness for individuals within their communities.⁵⁷

2. Murals and Nudge

The nudge campaign was created to measure the success of preventable crime through community art or murals. With this type of public safety nudge, it is possible to find a larger-than-life image of cultural icons, local community leaders, or metaphors depicting items of cultural significance. Murals and public art can also call attention to the need for crime prevention and safety in the community. Visit any major city, such as New York or Los Angeles, and individuals' attention will be drawn to their murals and public art. In addition to the pieces of art installed in central hubs, murals are often located along the walls of inner-city river-walks, industrial areas, or on the secure gates of inner-city markets and shops. Data and research show that more often than not, community art and murals result in less graffiti or tagging on the murals or paintings, and thereby function as a public safety nudge.

⁵⁶ Andy McSmith, "First Obama, Now Cameron Embraces 'Nudge Theory,'" *Independent*, August 12, 2010, <https://www.independent.co.uk/news/uk/politics/first-obama-now-cameron-embraces-nudge-theory-2050127.html>.

⁵⁷ Beatrice Andrew, "Just Want to Nudge Crime Away?" *Little Black Book*, 4, December 6, 2018, <https://lbbonline.com/news/just-want-to-nudge-crime-away/>.

Murals and community art are encouraged as a preventable crime strategy of graffiti. This concept espouses that the public view of blight and disorder can be linked to increased crime or fear by residents of a local community, or to locations where the environment on the street may invite criminal behavior in that particular block (e.g., darkened corners, alley entrances, or locations void of closed-circuit television (CCTVs)). In today's society, intentional community art integration is designed to help reduce preventable crime and improve public safety. It is an essential strategy in the urban core (and in other countries, e.g., the United Kingdom) to reduce vandalism, violence, drugs, and other criminal activity, and is another community-based tool to restore public trust in law enforcement and increase public safety.

The aforementioned community art nudge strategy can also be referenced to as a Nudge Unit, as the mural nudges someone to honor a community's safety message more so than if the same message was viewed as the enforcement of a law. The mural is a leading example of a public safety nudge using imagery, where nudge units influenced crime rates in challenging or high poverty areas. Nudge Units are true to their purpose of influencing the choices that people make without taking away their power to choose. Such designing nudges will not only leave the agency of the individuals intact, but will promote them to make better decisions of their own volition.

III. NUDGE CASE STUDIES

A. NUDGE IN THE UNITED KINGDOM

Behavioral economics are foundational in the creation of nudge campaigns, whether those campaigns are being developed in the United Kingdom, or elsewhere in the world. Behavioral economics challenge the decision-making models of classical economics and instead examine the impacts of cognitive, cultural, and social factors on the decision-making processes of people; both on an individual level and an organizational one.⁵⁸ Behavioral economics maintain that individuals are not always perfectly rational actors and are not always bounded to rationality.⁵⁹ As such, people make faulty decisions without considering all the available information. Individuals normally take shortcuts and use rules, such as social norms, signals from trusted others, and emotional cues to make decisions.⁶⁰ Nudge theory necessarily incorporates elements of behavioral economics by investigating how people act and questioning how those decision-making processes can be influenced. More significantly, behavioral economics argues that economic decision making, especially the decision-making processes of consumers as they relate to the development of public and private policy, are influenced by various social and cognitive factors.⁶¹

Further U.K. nudge strategies are explored to show how nudge has been institutionalized in the United Kingdom, and how the United States has learned from the U.K. trials and errors to improve and implement successful nudge strategies in the areas of public safety and community engagement. Included is a discussion relating the aforementioned nudge campaigns to the inception of the U.K.'s Big Society, and its later rebranding transformation into the "New Big Society." Both societies shift the balance in

⁵⁸ Joshua C. Teitelbaum and Kathryn Zeiler, eds., *Research Handbook on Behavioral Law and Economics* (Cheltenham, UK: Edward Elgar Publishing, 2018), 343.

⁵⁹ Tom C. W. Lin, "A Behavioral Framework for Securities Risk," *Seattle University Law Review* 34 (2011): 337.

⁶⁰ Lin, 378.

⁶¹ Elizabeth A. Minton, *Belief Systems, Religion, and Behavioral Economics: Marketing in Multicultural Environments* (New York: Business Expert Press, 2013), 1.

governance from the state to local communities to encourage citizens to be more active through nudge campaigns. Targeted nudges bring about the opportunity for communities to market the nudge, where community organizations have demonstrated credibility or are more familiar to intended voluntary sectors or citizens compared to local governments.⁶² Thus, accountability for community organizations, neighborhood organizations, and individuals increases. This chapter concludes by reviewing the results of these studies, detailing the persistence of nudge, and discussing strategies for compelling governing bodies to adopt nudge approaches.

This section expands on the effectiveness of nudge theories and examines how they are being tested in the United Kingdom. Included is a brief review of the formal nudge approaches undertaken by the U.K. government sector and its inception of the Big Society. The concept of the Big Society is a major theme of the U.K. coalition government's agenda.

The Big Society was a political ideology developed in the early 21st that focused on dispersing political power and social responsibility to local communities instead of centralizing political power and state control. The ideology was identified largely with the U.K. Conservative Party leader Prime Minister David Cameron. The philosophy of the Big Society synergized well with the U.K.'s interest in making substantial cuts to public spending. Such cuts could only be balanced by a shift in responsibility from the state toward the individual; small groups of people including charities and local enterprises were expected to take on greater social responsibility, as were influential individuals, such as philanthropists.⁶³ The New Big Society, a rebrand of the same ideology developed after Cameron left office, similarly shifted responsibility away from the state by encouraging citizens to be more engaged and performing volunteer activities in their communities. This chapter concludes by examining select U.K. safety and policing practices, as well as public safety nudge social marketing efforts.⁶⁴

⁶² Sarah Cotterill, Alice Moseley, and Liz Richardson, "Can Nudging Create the Big Society? Experiments in Civic Behaviour and Implications for the Voluntary and Public Sectors," *Voluntary Sector Review* 3, no. 2 (July 2012): 269–70, <https://doi.org/10.1332/204080512X649405>.

⁶³ Anna Coote, "Cutting It: The 'Big Society' and the New Austerity," New Economics Foundation, November 4, 2010, <https://neweconomics.org/2010/11/cutting-it>.

⁶⁴ Cotterill, Moseley, and Richardson, "Can Nudging Create the Big Society?," 266.

It is important first to inspect a significant budget crisis that impacted the Ministry of Justice and the Home Office following the 2009 economic downturn to expand on the effectiveness of nudge campaigns in the United Kingdom. The Home Office saw rising costs associated with rising prison rates, even though the overall crime rate was relatively stable. The agencies felt mounting pressure to implement austerity measures while dealing with crime, incarceration, and recidivism rates. The Home Office also noticed a gap in the traditional criminal justice approach; government agencies realized the primary focus of the system was on the offenders of crime, and less, if any, attention was paid to the victims. To address these issues, the office was charged with implementing Big Society concepts, including choice architecture. The agencies identified restorative justice principles as a method to increase the community's role in the criminal justice system, and developed Community Justice Panels (CJP), now called Neighborhood Justice Panels (NJP), to achieve that end:

We want to test new, innovative ways of getting communities more involved in tackling low-level crime and anti-social behavior. One approach which we are particularly interested in piloting is that of Neighborhood Justice Panels. These provide a form of restorative justice in which local volunteers and criminal justice professionals are brought together to decide what action should be taken to deal with some types of low-level crime and disorder.⁶⁵

The results of the first pilot area showed lower recidivism rates for offenders and a reduction in the amount of staff time used by law enforcement agencies. A second nudge campaign used by the Home Office focused on more effective ways to change behavior and prevent crime using an incentives-based approach. The “nudge” team, or the Economics and Resource Analysis Unit and the Strategic Police Team, led this project as part of the more extensive project, “Changing Behavior to Prevent Crime.”⁶⁶

⁶⁵ Kerry Clamp and Craig Paterson, “Rebalancing Criminal Justice: Potentials and Pitfalls for Neighbourhood Justice Panels,” *British Journal of Community Justice* 9, no. 1–2 (2011): 22.

⁶⁶ Research Development and Statistics Directorate, *Changing Behaviour to Prevent Crime*, 1.

These two nudge examples convey the effectiveness of nudge strategies in establishing restorative justice during economic downturns, and the role of the Big Society in community development.

Nudge campaigns in the United Kingdom started in 2012 with psychologist Dr. Alex Gyani, who was charged with finding new ways to motivate people to find employment. Dr. Gyani based his work on an obscure 1994 study in the United States that tracked unemployed engineers in Texas to see if they could be nudged into re-entering the workforce. The Texas study involved one group of engineers who wrote about how it felt to lose their jobs and another that did not write. The group that wrote about their experiences was twice as likely to find work when compared to the non-writing control group.⁶⁷ Dr. Gyani decided to conduct a similar study in Essex. His study replicated the writing nudge of the Texas model. In a small pilot study conducted through a job center in the United Kingdom, Dr. Gyani found that small changes in the ways that job seekers interacted with their employment advisors had the potential to generate more positive outcomes from those interactions. Based on his pilot study's findings, Dr. Gyani refined his inquiry, increased its scope, and conducted a new study across 12 job centers in the United Kingdom. This larger study found that the intervention reduced claims for unemployment allowances and benefits. Dr. Gyani's experiments suggest that changing the policies and programs that seek to lower unemployment may offer new information—information that may then cultivate a greater understanding—about the interactions between and behaviors of job seekers and their employment advisors. Dr. Gyani's technique of experimenting with nudge approaches has the potential to impact public policy positively in other sectors, and thus generate powerful results from cost-effective, nudge-based means.⁶⁸

Inspired by Dr. Gyani's work, British Prime Minister David Cameron embraced nudge theory and sought to test the power of behavioral change. After being elected in

⁶⁷ Michael Sanders et al., "Behavioural Insight and the Labour Market: Evidence from a Pilot Study and a Large Stepped-Wedge Controlled Trial," *Journal of Public Policy* 41, no. 1 (March 2021): 43, <https://doi.org/10.1017/S0143814X19000242>.

⁶⁸ Sanders et al., 45.

2010, Cameron and his cabinet established the first Behavioral Insights Unit (BIT) to conduct various trials on behavioral change theory. The BIT, otherwise known as the Nudge Unit, was a social purpose organization that sought to inform public policy by creating and applying behavioral insights, and by using social engineering and psychological techniques “to influence public thinking/decision-making and improve compliance with government policy.”⁶⁹ Though it was first an arm of the U.K. Cabinet Office, the BIT has become an international organization.⁷⁰ “Its work now spans across seven offices, having run more than 750 projects in and conducted over 500 randomized controlled trials (RCTs).”⁷¹

The creation and implementation of the BIT was owed in large part to the Big Society, a political ideology that focused on decreasing government intervention in market affairs by encouraging individuals to take a more active role in improving their communities. The Big Society has roots tracing back to the 1990s, but the ideology gained prominence due to its close association with Prime Minister Cameron and his administration. To boost community engagement, the Big Society shifted strategies that fostered a new culture of volunteerism and gave individuals and communities more control over their governance and inspired people to do things for the greater good rather than depend on the government.⁷² According to Byrne et al., the Big Society sought to build trusted relationships between prominent members of civil society and devolve power beyond the central state by bringing about a massive power shift from central government to local communities. Changes in local planning laws and by introducing new policies so that locally based organizations could have ownership and be able to bid to run local assets

⁶⁹ “What We Do,” The Behavioural Insights Team, accessed May 2, 2021, <https://www.bi.team/what-we-do/>.

⁷⁰ David Halpern, *Inside the Nudge Unit: How Small Changes Can Make a Big Difference* (New York: Random House, 2015), 8.

⁷¹ “About Us,” The Behavioural Insights Team, accessed June 21, 2021, <https://www.bi.team/about-us/>.

⁷² Christopher Byrne, Peter Kerr, and Emma Foster, “What Kind of ‘Big Government’ Is the Big Society? A Reply to Bulley and Sokhi- Bulley,” *British Journal of Politics & International Relations* 16, no. 3 (August 2014): 471, <https://doi.org/10.1111/1467-856X.12046>.

and services were central to this shift.⁷³ Some of the funds that had been set aside for use by local governments were voluntarily re-routed to third party community groups. Councils gained more control over how they spent money, and more information about how they spent it was to be made available to the public to help inform citizens' decision-making processes.⁷⁴

Although the Big Society held influence over British social behavior for nearly two decades, by early 2019, the ideology was quickly becoming archaic, and too tied to Prime Minister David Cameron's and his policies. In its place, and under the new Conservative Party and declining economic scenario, the New Big Society and its nudge practices shifted social marketing nudges and volunteerism nudges to encourage the public to contribute to their communities through new non-profit organizations with the goal that fewer people would rely on the government. This new ideology sought to help address Britain's divisive social, political, and economic environment. The government launched the New Big Society's volunteerism, including, but not limited to, encouraging individual engagement in a community and social activity that helps others by providing conviviality and establishing connectedness as an essential outcome of the work a community produces.⁷⁵ The New Big Society uses nudge strategies designed to promote the role of charities in public services, from social care and homelessness to libraries. One measurable outcome of the new Big Society was that almost four of 10 Britons volunteered to help feed the homeless. The new Big Society volunteer nudge also had a health impact, with the vast majority of survey respondents saying that volunteerism benefits mental health and served as an antidote to loneliness. YouGov conducted this survey, which was the largest poll concerning volunteerism and volunteer rates in over a decade that collected data from

⁷³ Byrne, Kerr, and Foster, 473.

⁷⁴ Anna Coote, "Big Society and the New Austerity," in *The Big Society Challenge*, ed. Marina Stott (Thetford, UK: Keystone Development Trust Publications, 2011), 83, https://www.researchgate.net/profile/Neil-Stott/publication/283484816_Big_society_and_poor_places/links/563e0f4508ae34e98c4d8201/Big-society-and-poor-places.pdf.

⁷⁵ Sarah Marsh and Olga Chen Cheng, "The New 'Big Society': 4 in 10 Britons Volunteer, Survey Reveals: Volunteering Benefits Mental Health and Acts as Antidote to Loneliness, YouGov Study Finds," *The Guardian*, January 25, 2019, <http://www.theguardian.com/world/2019/jan/25/new-big-society-britons-volunteer-survey-reveals-benefit-mental-health-loneliness-antidote>.

10,103 people over the age of 18 to assess the impacts of volunteering on the British society.⁷⁶

In addition to encouraging community engagement and promoting volunteerism, nudge theory in the United Kingdom has also been used to advocate for preventative action. Specifically, in a 2015 study on discouraging shoplifting, researchers Dhruv Sharma and Myles Kilgallon Scott advocated that instead of punishing shoplifters, it is possible to engineer a shopping setting that prompts natural surveillance from other customers, and thereby effectively prevent the criminal act of shoplifting.⁷⁷ Although shoplifting is often seen as a victimless crime, the repercussions of shoplifting typically result in merchandise markup or increased security costs, which are actions that affect all customers.⁷⁸ The central idea of this study relates back to the crime triangle; if the opportunity for a crime to occur is removed, then instances of that crime will be sharply reduced. With no opportunity to shoplift, less shoplifting occurs. In designing their shoplifting deterrents, the researchers portrayed the mindset of shopping centers that strategically placed items in certain locations to suggest their purchases visually.⁷⁹ By emulating such nudges, the researchers suggest creating interactive environments that encourage others to observe whenever a customer is handling expensive goods. As an example, they describe a scenario where whenever customers interact with a bottle of perfume, they are transformed into cartoon character versions of themselves on a large screen nearby. Such visually stimulating displays draw attention and nudge other people to act as witnesses by catching their eye. Thus, individuals interested in shoplifting the bottle of perfume cannot do so due to the eyes of many upon them.

Through nudge, the Ministry of Justice and the Home Office was able to lower criminal recidivism rates and ease the burden of policing on law enforcement staff. Additionally, the office was able to use nudge to help prevent crime. As nudge campaigns

⁷⁶ Marsh and Cheng.

⁷⁷ Sharma and Kilgallon Scott, “Nudge; Don’t Judge,” 3.

⁷⁸ Sharma and Kilgallon Scott, 4.

⁷⁹ Sharma and Kilgallon Scott, 7.

began to grow in prevalence and popularity, new techniques were developed alongside policies derived from Big Society ideology. With a focus on shifting responsibility away from the government and empowering local communities, the Big Society nudged individuals into becoming more active in efforts to improve their communities. Rebranded later on as the New Big Society, modern concerns of addressing divisiveness were added to pre-existing ideology, and the focus of the New Big Society efforts was shifted to promote connectedness and serve the underserved. Regardless of which political ideology is dominant, nudge has been shown both effectively to persuade and dissuade its audiences; whether the issue is increasing community service or decreasing shoplifting, a strategic nudge campaign has the ability to achieve its desired outcome successfully.

B. NUDGE IN THE UNITED STATES

In “American Attitudes towards Nudges” by Janice Jung and Barbara Mellers, the authors find that to select and implement nudges successfully, policymakers need to have a psychological understanding of how their nudges are received, those that could be opposed to them, and when alternative methods, such as force choice, might work better. The authors also examine four factors that influence American attitudes about nudges: (1) the type of nudge, (2) individual disposition, (3) nudge perception, and (4) nudge frames. Jung and Mellers indicate that careful consideration of the interaction of these four factors is necessary to understand better, both how U.S. citizens think about nudges, and how to garner their support or their opposition to such initiatives.⁸⁰

Two main types of nudges exist, subtle and aggressive. An example of a subtle nudge in the United States is the promotion of child vaccination. Health experts have made the benefits of vaccinating someone’s child clear, with instances of offering free flu shots seasonally to encourage parents to take the opportunity and vaccinate their children. By conveniently providing access to vaccinations, which have been portrayed as helpful and necessary to the overall public health, parents are subtly nudged to do what is best for their children.

⁸⁰ Janice Y. Jung and Barbara A. Mellers, “American Attitudes toward Nudges,” *Judgment and Decision Making* 11, no. 1 (January 2016): 63.

Aggressive nudges, on the other hand, are typically more overt. Examples of aggressive nudges in the United States include warnings about the serious risks of smoking placed strategically on boxes of cigarettes and graphic images of lungs damaged by smoking. In both of these examples, the way that the message is communicated is much more forceful. The risks listed on the sides of cigarette boxes are meant to scare or prompt serious consideration from a smoker with the ultimate goal of dissuading smoking. By identifying the harm that smoking causes to someone's body, this aggressive nudge places a greater explicit emphasis on the choice of smoking. Graphic images of damaged lungs are distributed with similar intentions, as they are designed to draw smokers' attention to the repercussions of their choices. In highlighting the consequences, the choice, in turn, is given much greater scrutiny.

Of the two types of nudges, according to Chriss, subtle nudges are received with less backlash when compared to aggressive nudges. Additionally, subtle nudges typically perform better when mitigating any backlash against the nudge itself. Government mandates have also proven to be effective, and can also be controversial. As referenced in earlier sections of this research paper, when it is mandated by law that U.S. citizens act with their best interests in mind, those who face repercussions are more likely to comply.⁸¹

Reflecting upon the impacts of subtle and aggressive nudges, when considering how crime prevention publicity campaigns can effectively utilize nudges, the answer becomes clear. Since subtlety leads to more desirable results, and designing nudges with subtlety in mind will make them more successful. Crime prevention publicity campaigns function similar to private sector advertising campaigns. Effective advertisements often influence audiences to change their behavior, usually to buy a certain product or take a specific action. When it comes to preventing crime or terrorism, the goal is much the same. Targeted crime prevention messages seek to influence behavior, and therefore must reach those who are able to impact the event, process the information, and take part in an

⁸¹ James Chriss, "Influence, Nudging, and Beyond," *Society* 53, no. 1 (February 2016): 90, <https://doi.org/10.1007/s12115-015-9975-2>.

appropriate response.⁸² Take, for example, the Department of Homeland Security’s (DHS) “If You See Something, Say Something” campaign, launched in 2010.

The New York Metropolitan Transportation Authority (NYMTA) originally designed the program with the purpose of educating commuters on reporting suspicions activity. The campaign implemented powerful public awareness to nudge citizens to identify suspicious behavior and report the information to the authorities.⁸³ By explicitly identifying what suspicious behavior looks like and offering citizens the opportunity to easily and effectively report what they see, citizens were encouraged to engage in crime prevention in unobtrusive and responsible ways. Public safety campaigns, such as the “If You See Something, Say Something” campaign, have also been instrumental in preventing numerous terrorist attacks.⁸⁴ A recent study found that “10 percent of the documented attempted attacks on public surface transportation systems worldwide were foiled because some individual at the scene saw and reported something suspicious.”⁸⁵ As demonstrated through the success of the DHS campaign, when creating a nudge campaign, regardless of whether the campaign is in another country or in the United States, it is essential that the proper message reaches a relevant audience if real change is to occur.

Although law enforcement has not typically embraced nudge marketing in crime prevention efforts, police agencies have explored the nudge approach in the area of officer recruitment. In “Officer Recruitment: How to Use ‘Nudges’ and Behavioral Science,” Joanna Weill asks, what motivates an individual to want to have a career in public safety by becoming a probation, parole, or police officer? Results found that “messages that focus on the personal benefits of applying for the job which emphasized either the challenge of the job or the career benefits—were three time as effective as getting interested individuals

⁸² Brian Michael Jenkins and Bruce R. Butterworth, *Does “See Something, Say Something” Work?*, SP 11–18 (San Jose, CA: San Jose State University, Mineta Transportation Institute, 2018), 24, https://scholarworks.sjsu.edu/mti_publications/253/.

⁸³ Jenkins and Butterworth, 21.

⁸⁴ Jenkins and Butterworth, 21.

⁸⁵ Jenkins and Butterworth, 21.

to apply when compared to the control group, without an apparent loss in applicant quality.”⁸⁶

Additionally, Weill asks how can police departments improve and be successful in their public safety recruitment techniques? One answer was obtained by using a Facebook nudge advertisement in a sample randomization of 71,149 Facebook users 18–34 years of age. Of the sample population, half of the Facebook users had ties to historically Black colleges and universities (HBCUs), while the other half had ties to Los Angeles zip codes wherein a large proportion of Black individuals resided. Additionally, the sample included the email addresses of 1,279 individuals, all of whom had digitally expressed interest in a city job at some time in the past three years. The results of Weill’s study indicated that overall, the identity-focused ad focused on the person to support said person with a couch that functioned to attract more engagement and perform better than the growth-focused ad that allowed a research environment and mentorship from more than one institution, which was less successful by 18 percent.⁸⁷

Included in Weill’s research was *Behavioral Insights for Building the Police Force of Tomorrow*, which illustrated how to best attract a higher number of applicants—as well as a higher number of diverse applicants—by reframing the traditional message of “public service rewarding.” Historically, police officers have been viewed as public servants who give back to their communities by respecting those communities, building positive community relations, and maintaining public safety and order. Officers are thought of as responsible for enforcing laws and preventing criminal activities. However, the U.S. BIT team devised a postcard nudge, which reframed this traditional view by presenting public service as a challenge that applicants can rise up to in order to better themselves and their communities. The BIT trial included 106,253 individuals, X of who received a postcard with the challenge of serve message and X who were in the control group, which received the service message. In their results, the BIT team found that an individual was 3.5 times

⁸⁶ Joanna Weill et al., *Behavioral Insights for Building the Police Force of Tomorrow: Appendices* (New York: Behavioral Insights Ltd., 2019), 5, https://www.bi.team/wp-content/uploads/2019/01/BIT-Police-report-Tech-Appendix_MKV5-WEB.pdf.

⁸⁷ Weill et al., 12.

more likely to apply for a position within law enforcement agencies when that individual was sent a socially informed postcard. For comparison, the areas sent postcards that contained the service message saw significant increase in the proportion of Black applicants from individual areas, while the areas sent postcards containing the challenge message saw no increase in the proportion of Black applicants from individual areas.⁸⁸

Many police departments recognize that it is imperative to rethink how to nudge potential police officer candidates from diverse backgrounds, as many departments need to attract individuals from underrepresented communities. When law enforcement agencies focus on using nudge theory to increase diversity by creating and implementing proactive and intentional strategies at multiple points of an individual's law enforcement career, specifically in recruiting, hiring, and retention, then "law enforcement agencies can address barriers, drive reform, and make progress in ensuring that their workforces better reflect the diversity of the communities they serve."⁸⁹

Departments should recognize the importance of using new methodologies and tools in advertising, messaging, and social media marketing (such as Twitter, Facebook, and YouTube), as well as the need to incorporate nudge techniques into their outreach practices. Therefore, the nudges that police departments design must tailor to each department's intended audience. Just as the BIT trials with the nudge postcards improved applications for some populations but not others, remaining attentive to the best ways to attract officers of various backgrounds is necessary.

In 2015, the BIT conducted the first U.S. trial that specifically focused on police recruitment in New Orleans, Louisiana.⁹⁰ Since then, the BIT has run trials throughout the country and in over 21 cities and counties. The goal of these trials was to apply lessons from the science and data behind the decision-making process to the process of attracting, recruiting, and retaining new police officers. Since the recruitment process involves a

⁸⁸ Weill et al., 15.

⁸⁹ Joanna Weill et al., *Behavioral Insights for Building the Police Force of Tomorrow* (New York: Behavioral Insights Ltd., 2019), 16, <https://www.bi.team/publications/behavioral-insights-for-building-the-police-force-of-tomorrow/>.

⁹⁰ Weill et al., 3.

number of decisions points that can determine who is hired and who is not, the study sought to examine the recruiting process holistically.⁹¹ Ultimately, the BIT survey revealed three key strategies for improving officer recruitment in their final report:

1. Tap into new sources of motivation
2. Process matters
3. Your next recruit may not be where you are looking⁹²

Together with nudge, these three strategies can equip police departments with the skills needed to bolster officer recruitment.

1. Tap into New Sources of Motivation

The report revealed the responses of 1,194 active officers as to why they took the job. Specific comments from applicants indicated that they saw the law enforcement field as a challenge physically, intellectually, spiritually, and more.⁹³ In nine of the 21 cities, the BIT focused on what motivational messages worked best to motivate interested candidates to complete an application. The study found that job listings often emphasized motivations, such as “helping people in the community.” Unsurprisingly, a vast majority of police departments include messages about providing service for the community or “answering the call” in their recruiting materials. Upon closer examination of how and why individuals make decisions about applying, however, the reasoning for including these messages is challenged. The BIT found that across the United States, it is the job application that focuses on other motivations outside of service and responding to the “call” that tend to be the most effective in generating applications.⁹⁴

Using a control group, the report also found that in larger and more diverse cities, the use of Facebook ads in communities of color with messages relating to racial identity and images with the text, “You Belong Here” proved most effective in boosting applications. When compared to the traditional service messages, the ads used in

⁹¹ Weill et al., 6.

⁹² Weill et al., 6.

⁹³ Weill et al., *Behavioral Insights for Building the Police Force of Tomorrow: Appendices*, 3.

⁹⁴ Weill et al., *Behavioral Insights for Building the Police Force of Tomorrow*, 8.

communities of color garnered four times as many applicants. Specifically, in Chattanooga, Tennessee, the BIT found that by sending postcards that asked, “Are you up for the challenge?” or “Are you looking for a long-term career?,” “they attracted three times more applicants than the no-postcard group and drove a fourfold increase in applications from people of color.”⁹⁵ The report’s findings revealed that successful officer recruitment included personalized nudges, identifying the right messenger, and communicating simple and clear instructions on application deadlines.

2. Process Matters

The BIT report also found that incorporating nudge theory into the administrative process could help move candidates from interest to hire much more effectively. Using social messaging on platforms, such as Twitter and Facebook, and streamlining departments’ testing and hiring processes resulted in increased actions by candidates. Efforts to decrease the average department time of 43 weeks to move candidates from application to hire aim to reduce the dropout rates of candidates who do not stay interested long enough to take one of the required tests or get a background check. For example, the Los Angeles Police Department reacted to their 35% dropout rate by making policy changes to simplify their application process. By using a nudge email and a short text message to attract attention and reaching new audiences to encourage applicants to submit their personal history statements, they saw an increase in submitted forms by 15%. The number of candidates who submitted their PHS within two weeks went up nearly 40%. Such small and subtle nudges have the ability to improve the efforts of police departments in recruiting new officers both powerfully and effectively. Actions as short and easy as an email or a text are cost-effective ways of increasing the number of applications.

3. Your Next Recruit May Not Be Where You Are Looking

Many police departments tend to devote a substantial amount of time and effort on officer outreach programs.⁹⁶ The BIT study suggests that motivated candidates are not in

⁹⁵ Weill et al., 9.

⁹⁶ Weill et al., 12.

the places where departments are recruiting.⁹⁷ For instance, in Washington, DC, the police department employed a consultant to design and distribute postcards with a traditional police department recruitment message to 30,000 registered voters in pre-targeted, predominately Black neighborhoods.⁹⁸ The direct mailing—along with the recruitment message that described the challenges of the job and included an image of a Black officer—actually made men of their neighborhood *significantly less* likely to apply over never receiving a postcard at all. These postcards failed because they were sent to areas where people were disinterested in working for the police. In addition to insights about race, the Washington, DC trial yielded valuable insights into responses by gender. Sending out a postcard with an image of a female officer who was a person of color and the nudge message “Your Next Step” *tripled* the number of female applicants in the Washington, DC targeted areas.

Similarly to the BIT trials, message point, which focuses on outreach programs—from career fairs at universities and high schools to servicing targeted neighborhoods—was used in Portland, Oregon. Again, communities with an underrepresented proportion of officers were targeted with the postcard nudge of “Your Neighborhood, Your Police.” This attempt at recruiting new officers resulted in no applications. However, with the use of a nudge postcard that emphasized officer salary and other benefits, the number of applications submitted increased significantly, and the number of National Testing Network (NTN) exams taken also increased.⁹⁹ When examining the motivations of potential candidates, the survey revealed that women and Black individuals often sought to “create change within the police profession,” which varied from the motivations of their white male colleagues, who typically joined the police to create change within law enforcement as a whole.¹⁰⁰ Thus, the message point emphasized the importance of tailoring a nudge to someone’s audience, as effective nudge strategies are aware of who they are targeting and how.

⁹⁷ Weill et al., 13.

⁹⁸ Weill et al., 12.

⁹⁹ Weill et al., 13.

¹⁰⁰ Weill et al., 14.

4. Nudge Campaigns and Law Enforcement

Together, the BIT study and the message point reveal the importance of understanding how citizens view the role of the police, how they view themselves, and how they think about their careers' options to which no single answer is feasible. Effective approaches vary city to city and person to person, and the decisions of all those who choose to pursue a career in law enforcement or not can inform departments nationwide what is working and what needs to be changed. To design effective nudges, police departments must realize what truly drives individuals to public service; they must examine the contextual factors that influence a community's experiences and they must investigate how their specific department can best use their officers in retention and promotion opportunities. Small changes in the administrative processes of police departments can go a long way, just as small nudges during the decisions-making processes of community members can lead many to fulfilling careers in law enforcement.

IV. DENVER'S NUDGE CAMPAIGN

Denver's nudge campaign was conducted as part of this thesis. The mission statement of the Denver Police Department (DPD) includes a focus on "preventing crime." The department piloted a potential professional nudge campaign over a four-month period from October 15, 2019 to February 15, 2020 in two communities. The first step for the department was to review five professional marketing companies to find one that could create and deliver an effective nudge campaign: AOR Marketing Agency, Ground Floor Media, Street Source, Rassman Design & Sander Marketing, and Sukle Advertising were all considered. The initial examination eliminated one of the agencies due to limited reach and experience. Deeper dives into the other four companies included a review of the business culture, in-house versus outsourcing work, how they would measure success, previous successful campaigns, what type of media they would use, and how well they knew the department and the community. The analysis showed that each was capable; however, Ground Floor Media was selected primarily because of its proven track record, numerous awards, diverse team, and the fact that the company gives 15% of its profits back to the community.

The police department implemented a competitive selection process through a request for proposals, and Ground Floor Media met and outlined the scope of work to create a professional public safety nudge campaign. The agenda included audiences and targeting, messaging as an umbrella, creative and content, platform distribution, timeline, and next steps. For audience and targeting, the 1a and 2a neighborhoods were selected as the geographical locations for the sample areas. The age demographics selected for messaging were 25–65+. Messaging for the nudge campaign was designed around preventable crimes: burglary, auto theft, theft from motor vehicles, and larcenies. Specific messages included preventing the removal of valuables from cars, closing garage doors, and keeping an eye out for the neighbors. The "nudge," or call to action, centered on property value, insurance rates, fear of crime, and quality of life.

Ground Floor suggested several campaign slogans, including Keep an Eye Out, Leave It and Lose It, Double Check or There'll be Theft, Thwart the Theft, Take the Time

or There'll Be Crime, Value Your Valuables, Don't Make it Easier, Watch Your Goods, Don't Let Opportunity Knock, Don't Be Prime for Crime, No Time for Crime, Not on Our Watch, Not on Your Watch, and Lock Out Crime. An internal focus group was then created. The group was made up of members from the department's public affairs team, City of Denver marketing team, and a group from the Volunteers in Police Service. Each of the slogans was reviewed; ultimately, the final selection was "Lock Out Crime." See Figure 1.



Figure 1. DPD Facebook Post: Garage Theft.¹⁰¹

Created content included still imagery of packages on porches, garage doors open, electronics left on car seats, and graphic overlays with text, video of short six-second and 15-second clips, and audio of short 15-second clips with preventative crime nudge campaigns, including theft and burglary mitigation.

¹⁰¹ Source: Denver Police Department, "Don't Make Yourself a Victim," Facebook, December 9, 2019, <https://www.facebook.com/denverpolice/>.

(1) Platform Distribution

Targeted platforms for the nudge campaign included posting to Facebook, FB Newsfeed, Instagram, Audience Network, and programmatic displays on Amazon and Nextdoor. Additional audio feeds were posted on Pandora. Tactics included geofencing, behavior targeting, purchase behavior, contextual targeting, time of day, and device. The campaign optimization involved ad/video engagement, page view, time on site, and DPD crime data.

The crime prevention public safety nudge campaign started on October 15, 2019, and ran for four months in the 1a neighborhood. The 2a was introduced to the nudge campaign two months later, on December 15, 2019. The results of the nudge campaign were measured on February 15, 2020. The evaluation included before and after community engagement and crime data, a year versus year comparison, and a comparison to a similar neighborhood, 3a, which continued to receive traditional public safety messages using conventional approaches. Additional work by the team included sharing the physical neighborhood boundaries of the selected neighborhoods and creating a landing page for follow-up and additional information. The team also worked on identifying analytics, tag managers, and generating website access. Lastly, they completed their assigned tasks of still photography, video production, and website design.

(2) Neighborhood Selection Process

The City of Denver has 78 statistical neighborhoods that cover 155 square miles. Denver has an estimated 729,000 residents, and boasts an influx of tens of thousands of commuters who work or who are entertained daily in the city. To evaluate this professionally designed nudge campaign, three comparable neighborhoods were selected. The criteria included neighborhood size, population, geographical location, and resident engagement. Neighborhood 1a is located in the northeast quadrant of the city. It is a newer Denver community that has a high level of engagement on the social media platform Nextdoor.com. Neighborhood 2a is a more established community in the northwest part of the city. It also boasts a very high level of participation on the Nextdoor.com social media site. Finally, Neighborhood 3a is located in the south-central part of Denver. The

community has a similar number of residents and engagement. The geographical location and separation of the three neighborhoods were selected to prevent potentially misleading results from crime displacement. The neighborhoods 1b, 2b, and 3b are located adjacent to the neighborhoods 1a, 2a, and 3a. The neighborhoods were selected to compare regional variance in crime. An additional selection factor included the correlation of property crime and violent crime in the designated communities. See Figure 2. Each of Denver’s statistical neighborhoods was indexed based on the direct association of property crime to that of violent crime.

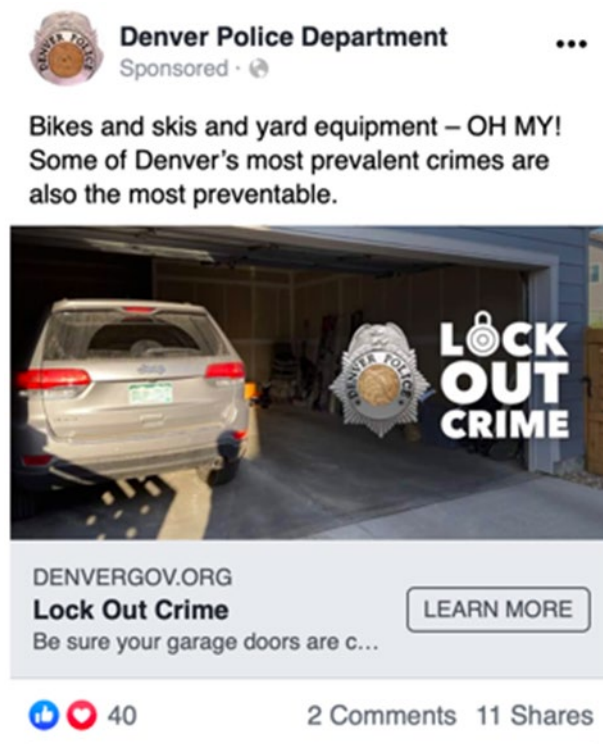


Figure 2. DPD Facebook Post: Bikes, Skis, and Yard Equipment.¹⁰²

Correlation, as it relates to this study, is a thorough analysis of the monthly crime counts of property and violent crime in Denver’s 78 neighborhoods over a period of eight years (January 1, 2012–December 31, 2019). A correlation of + *1* is a perfect positive

¹⁰² Source: Denver Police Department, “Bikes and Skis and Yard Equipment—OH MY!,” Facebook, December 2, 2019, <https://www.facebook.com/denverpolice/>.

relationship. In other words, as one variable increases, the other increases proportionately over the eight-year time period. An example of a perfect positive relationship would be that for every peak and valley of property crime in a community, a corresponding rise and fall in violent crime over the eight-year time period would result. Neighborhood 1a had a score of + **0.6197** and Neighborhood 1b had a score of + **0.5151** over the length of the eight-year review. During the same time period, Neighborhood 2a had a nearly perfect score of + **0.936** and Neighborhood 2b had a score of + **0.7678** throughout the examination period. Lastly, Neighborhood 3a was in the lower of the correlation table with a mark of + **0.0302** and Neighborhood 3b had a score of + **0.3134**. The 2014 to 2020 year crime correlation data informs the neighborhood selection to design and implement nudge campaigns, as shown in Appendix A. See Appendix B for all crime categories for the selected study neighborhoods. The correlation between property crimes and violent crimes over an eight-year time period in Denver neighborhoods (2012–2019) using National Incident-Based Reporting System (NIBRS) is provided in Table 2.

Table 2. Correlation of Property and Crime against Persons in Denver Neighborhoods (2014–2019), Using NIBRS.¹⁰³

Neighborhood	Correlation	p-value
Neighborhood 1a	-0.6197	0.189
Neighborhood 1b	0.5151	0.296
Neighborhood 2a	0.936	0.006
Neighborhood 2b	0.7678	0.075
Neighborhood 3a	0.0302	0.955
Neighborhood 3b	0.3134	0.545

Property crime includes larceny, burglary, TFMV and MVT. Crimes against persons includes murder, agg assault, forcible/non-forcible sex offenses kidnapping/abduction, simple assault, and intimidation

¹⁰³ Adapted from “Denver Open Data Catalog: Crime,” City and County of Denver, Denver Police Department, Data Analysis Unit, accessed June 12, 2021, <https://www.denvergov.org/opendata/dataset/city-and-county-of-denver-crime>.

A. DENVER CRIME DATA NEIGHBORHOOD #1

The residents of Neighborhood 1a received 494,580 social media nudge messages throughout the trial period. The engagement resulted in 4,099 click-throughs for a rate of 0.83%, which demonstrated a positive measurement (the average rate for a sales-based social media message is 1.1%). The typical community member in the target area received 1.25 messages per month, or five messages over the four-month trial period for the neighborhood. Engagement was enhanced when the name of the specific neighborhood was used, when a holiday season was referenced, and when a pet was part of the social media nudge campaign. The following are select social media (in this case, Facebook) postings made by the DPD for its targeted nudge campaign promoting preventable property crime messages, as seen in Figure 3.



Figure 3. DPD Instagram Post: Prevent Auto Theft: Leave It and Lose It.¹⁰⁴

¹⁰⁴ Source: Denver Police Department, "Leave It and Lose It," Instagram, October 7, 2019, <https://www.instagram.com/denverpolice/?hl=en>.

The following tables and graphs illustrate the comparison of similarly located geographical neighborhoods comparing the crime of the neighborhoods that received the professional nudge campaigns to neighborhoods that did not receive any nudge messaging over a four-month period (from October 15, 2014 through February 15, 2015) under a five-year baseline versus the experiment period.

Table 3 shows the four-month change compared to the same time period for a five-year baseline. Neighborhood 1a received the nudge campaign where Neighborhood 1b did not. Neighborhood 1a showed an 11.6% decrease in burglary. Neighborhood 1b showed a 55.6% increase in the same crime category over the study period. The focus of this nudge message was primarily directed on garage burglary prevention in this targeted neighborhood.

Table 3. Neighborhood 1a and Neighborhood 1b: Reporting Period October 15, 2014 to February 15, 2020¹⁰⁵

Neighborhood 1a and Neighborhood 1b: Reporting Period Oct 15th – Feb 15th for 2014 through 2020

	Neighborhood 1a								Neighborhood 1b							
	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg
Burglary	38	28	33	57	25	32	36	-11.6%	7	15	15	30	23	28	18	55.6%
Larceny	192	187	169	201	227	237	195	21.4%	83	91	142	136	125	106	115	-8.1%
MVT	11	17	28	25	19	34	20	70.0%	9	12	13	29	26	33	18	85.4%
TFMV	44	39	28	56	34	69	40	71.6%	26	47	25	37	41	43	35	22.2%
Crimes Against Persons	34	23	31	30	44	35	32	8.0%	45	29	63	52	51	61	48	27.1%
*Crimes Against Person includes: Murder, Aggravated Assault, Forcible Sex Offenses, Non-Forcible Sex Offenses, Kidnapping/Abduction, Simple Assault and Intimidation																

Figure 4 shows that the rate of burglary between neighborhoods has a difference of four crimes, with Neighborhood 1a at 32% and Neighborhood 1b at 28%. Notability, a spike from 1a of 57 reported incidences occurred between 2017 and 2018, and a significant difference between 2018 and 2019, indicated positive outcomes resulting from the preventative nudge burglary prevention messaging by DPD's social marketing. Figure 4 reflects a narrower change in the rate of burglary between neighborhoods 1a and 1b.

¹⁰⁵ Source: City and County of Denver, Denver Police Department, Data Analysis Unit, "Denver Open Data Catalog: Crime."

Neighborhood 1a and Neighborhood 1b: Burglary

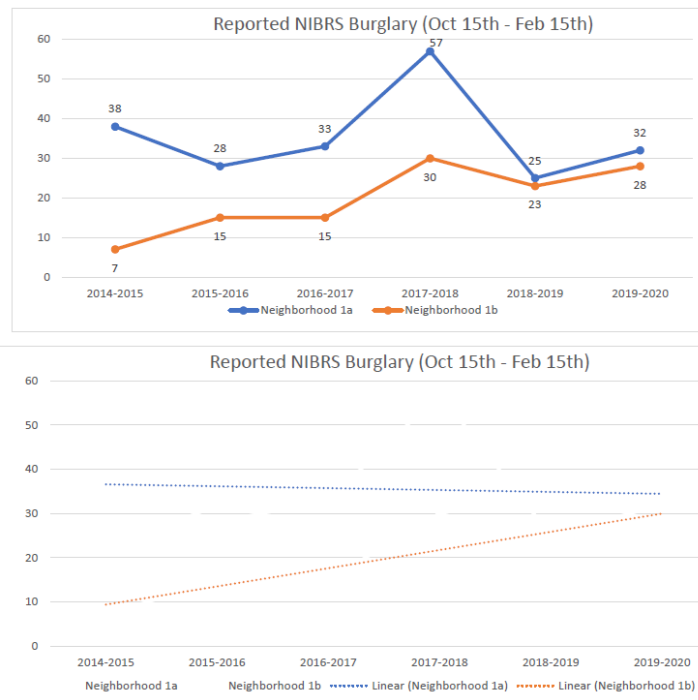


Figure 4. Neighborhood 1a and Neighborhood 2a: Burglary¹⁰⁶

Table 4 shows the contrast of each of the five crime categories during the nudge messaging periods versus the baseline for Neighborhood 1a. The baseline or historical crime data was implemented and measured during the same time period over five years of the DPD nudge campaign.

¹⁰⁶ Source: City and County of Denver, Denver Police Department, Data Analysis Unit, “Denver Open Data Catalog: Crime.”

Table 4. Historical Neighborhood Comparison—Neighborhood 1a¹⁰⁷

Neighborhood 1a				
	Oct 15th–Nov 14th	Nov 15th–Dec 14th	Dec 15th–Jan 14th	Jan 15th–Feb 15th
Burglary (Messaging Period)	10	10	9	9
Burglary (Five-yr. Monthly Average)	7.2	10.7	8.5	12.7
Larceny (Messaging Period)	60	55	67	69
Larceny (Five-yr. Monthly Average)	54	54.4	58.2	40.2
MVT (Messaging Period)	9	12	18	7
MVT (Five-yr. Monthly Average)	6.6	5.6	7.4	7.6
TFMV (Messaging Period)	15	15	26	22
TFMV (Five-yr. Monthly Average)	10.4	11.8	14.8	12.4
Crimes against Persons (Messaging Period)	13	22	17	16
Crimes against Persons (Five-yr. Monthly Average)	14.4	15	14.4	10.2

B. DENVER CRIME DATA NEIGHBORHOOD #2

The residents of Neighborhood 2a received 216,291 views on the DPD social media channel using crime prevention nudge campaign messages throughout the trial period. The engagement resulted in 979 click-throughs for a rate of 0.45%. The typical community member in the target area received 2.75 messages per month, or 5.5 messages over the two-month trial period for Neighborhood 2a. Similarly to Neighborhood 1a, engagement was enhanced when the name of the specific neighborhood was used, when the holiday season was referenced, or when a pet was part of the nudge campaign. Neighborhood 2a used a shorter trial period with a two-month reporting of December 15, 2019 through February 15, 2020 (Table 6); however, it was a more robust nudge campaign schedule with twice as many nudge messages per month than Neighborhood 1a.

Additional DPD nudge images on preventable crime were delivered 167,770 times. These messages were typically electronically displayed for the 2a neighborhood residents, and resulted in 529 clicks for a total click-through rate of 31%.

¹⁰⁷ Source: City and County of Denver, Denver Police Department, Data Analysis Unit.

The following data reports and figures illustrate the comparison of similarly located geographical neighborhoods and compare the crime of a neighborhood that received professional nudge campaigns to a neighborhood that did not receive any nudge messaging over a four-month period (from October 15, 2014 to February 15, 2015) under a five-year baseline versus the experiment period.

The nudge campaign was designed to address the same four specific property crimes: burglary, larceny, motor vehicle theft, and theft from motor vehicle. Again, the campaign sought to examine the correlation of property crimes with crimes against persons (violent crime).

Table 5 shows a 57.7% decrease in burglary in Neighborhood 2a, compared to a 21.3% decrease in Neighborhood 2b. The primary focus of this nudge was also anchored in garage burglary and theft from motor vehicle prevention in this targeted neighborhood.

Table 5. Neighborhood 2a and Neighborhood 2b: Reporting December 15, 2014 to February 15, 2020.¹⁰⁸

Neighborhood 2a and 2b: Reporting Period Dec 15th – Feb 15th for 2014 through 2020

	Neighborhood 2a								Neighborhood 2b							
	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg
Burglary	15	22	14	11	9	6	14	-57.7%	20	22	16	17	14	14	18	-21.3%
Larceny	15	13	9	14	18	16	14	15.9%	14	5	24	21	23	30	17	72.4%
MVT	12	13	8	12	9	10	11	-7.4%	13	10	13	13	14	9	13	-28.6%
TFMV	17	11	9	21	18	13	15	-14.5%	17	8	20	30	32	33	21	54.2%
Crimes Against Persons	11	11	9	7	9	5	9	-46.8%	13	20	19	14	19	25	17	47.1%
*Crimes Against Person includes: Murder, Aggravated Assault, Forcible Sex Offenses, Non-Forcible Sex Offenses, Kidnapping/Abduction, Simple Assault and Intimidation																

In the following data reports of the 78 neighborhoods in Denver, 15 neighborhoods (~20%) show significant correlations between their property and violent crime counts. Of these, four neighborhoods indicate the correlation is strong (correlation > 0.85). In other words, a strong positive linear relationship exists between a neighborhood's property crime and its violent crime. As one increases, the other increases, as shown in Figure 5. A strong positive linear relationship signifies that the variability in violent crime (i.e., year-to-year

¹⁰⁸ Source: City and County of Denver, Denver Police Department, Data Analysis Unit.

fluctuations in crime count) is explained by the relationship between property and violent crime.

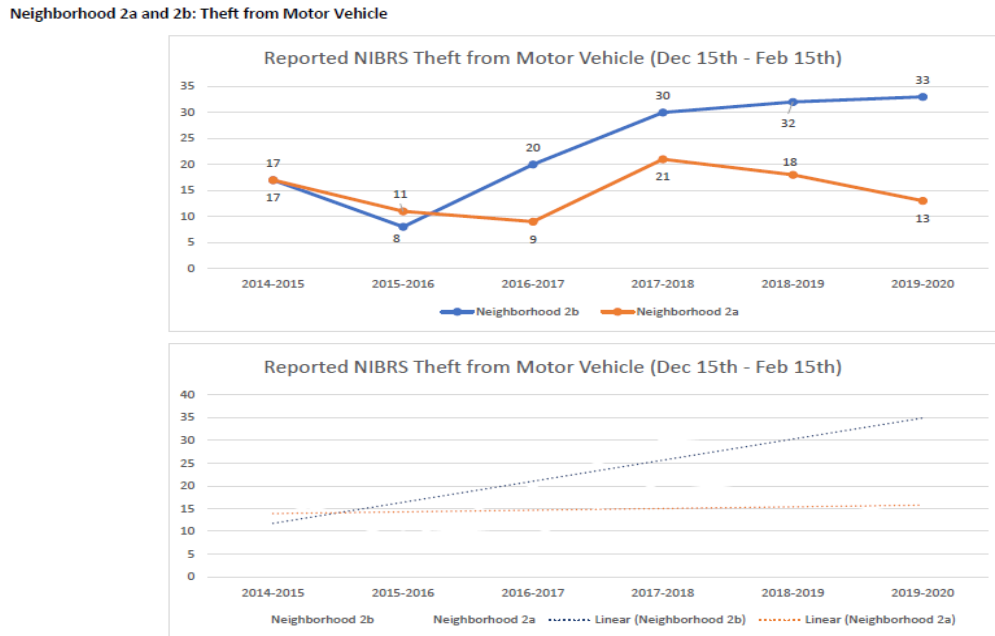


Figure 5. Neighborhood 2a and Neighborhood 2b: Theft from Motor Vehicles¹⁰⁹

Table 6 shows the contrast of each of the five crime categories during the nudge messaging periods versus the five-year monthly average for Neighborhood 2a.

¹⁰⁹ Source: City and County of Denver, Denver Police Department, Data Analysis Unit.

Table 6. Historical Neighborhood Comparison—Neighborhood 2a¹¹⁰

Neighborhood 2a		
	Dec 15th–Jan 14th	Jan 15th–Feb 15th
Burglary (Messaging Period)	4	3
Burglary (Five-yr. Monthly Average)	6	8.2
Larceny (Messaging Period)	6	11
Larceny (Five-yr. Monthly Average)	8.8	5
MVT (Messaging Period)	6	7
MVT (Five-yr. Monthly Average)	6.2	4.6
TFMV (Messaging Period)	7	3
TFMV (Five-yr. Monthly Average)	8.8	6
Crimes against Persons (Messaging Period)	4	0
Crimes against Persons (Five-yr. Monthly Average)	4	5.4

C. DENVER CRIME DATA NEIGHBORHOOD #3

Neighborhood 3 served as a baseline subject geographically separated from the trial neighborhoods. Neighborhoods 3a and 3b showed crime rates for burglary, larceny, motor vehicle theft, and theft from motor vehicle throughout the measured time period.

The following data reports, and figure and table, illustrate the comparison of similarly located geographical neighborhoods and compare the crime of a neighborhood that received a professional nudge campaign to a neighborhood that did not receive any nudge messaging over a four-month period (from October 15, 2014 to February 15, 2015) under a five-year baseline versus the experiment period.

Table 7 shows burglary rates at -31.4% for Neighborhood 3a, compared to a decrease of 3.2% for Neighborhood 3b.

¹¹⁰ Source: City and County of Denver, Denver Police Department, Data Analysis Unit.

Table 7. Neighborhood 3a and Neighborhood 3b: Reporting October 15, 2014 to February 14, 2020¹¹¹

Neighborhood 3a and Neighborhood 3b: Reporting Period Oct 15th – Feb 15th for 2014 through 2020

	Neighborhood 3a (4MO)								Neighborhood 3b (4MO)							
	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg
Burglary	20	22	32	13	15	14	20	-31.4%	21	24	25	17	6	18	19	-3.2%
Larceny	6	21	16	21	12	20	15	31.6%	17	17	26	22	18	20	20	0.0%
MVT	10	18	19	9	16	18	14	25.0%	7	30	11	9	8	17	13	30.8%
TFMV	16	20	26	25	30	19	23	-18.8%	29	31	39	28	31	39	32	23.4%
Crimes Against Persons	8	14	6	10	7	7	9	-22.2%	9	4	7	11	10	12	8	46.3%
*Crimes Against Person includes: Murder, Aggravated Assault, Forcible Sex Offenses, Non-Forcible Sex Offenses, Kidnapping/Abduction, Simple Assault and Intimidation																

Neighborhood 3a and Neighborhood 3b reporting period was October 15, 2019 through February 15, 2020. This neighborhood is the control group, which received zero nudge social media messages or engagement showed both some increase and decrease in the four of the five categories.

Table 8 shows the contrast of each of the five crime categories during the nudge messaging periods versus the five-year monthly average for Neighborhood 3a.

Table 8. Historical Neighborhood Comparison—Neighborhood 3a¹¹²

Neighborhood 3a				
	Oct 15th–Nov 14th	Nov 15th–Dec 14th	Dec 15th–Jan 14th	Jan 15th–Feb 15th
Burglary (Messaging Period)	4.0	5.0	0.0	5.0
Burglary (Five-yr. Monthly Average)	2.6	4.6	6.2	7.0
Larceny (Messaging Period)	5.0	6.0	6.0	5.0
Larceny (Five-yr. Monthly Average)	4.8	4.0	3.0	3.4
MVT (Messaging Period)	0.0	12.0	6.0	2.0
MVT (Five-yr. Monthly Average)	3.8	4.2	3.8	2.6
TFMV (Messaging Period)	7.0	6.0	3.0	3.0
TFMV (Five-yr. Monthly Average)	6.8	6.2	3.0	7.4
Crimes against Persons (Messaging Period)	5.0	0.0	0.0	2.0
Crimes against Persons (Five-yr. Monthly Average)	3.0	1.8	1.4	3.0

¹¹¹ Source: City and County of Denver, Denver Police Department, Data Analysis Unit.

¹¹² Source: City and County of Denver, Denver Police Department, Data Analysis Unit.

D. NEIGHBORHOOD DATA COMPARISONS

During the nudge messaging period (October 15, 2019 through February 15, 2020), Neighborhood 1a had over 2.75 nudge campaign messages per week. The data shows some mixed reviews with generally an overall increase in crime with the exception of burglary, where the nudge campaign had focused images and messages. Neighborhood 1a nudge messaging primarily involved the sterile images of an organized garage without using pets. The fewer nudge messages per week and less stimulating images could explain the lower level of engagement and diminished impact on crime prevention. With no concerted nudge campaign, Neighborhood 3a (the baseline neighborhood) also showed mixed results with increases in two crime categories [larceny and stolen car] and decreases in three crime categories [burglary, car break-in, and person crimes]. See Table 9.

Table 9. Neighborhood Comparison to Five-Year Average¹¹³

Neighborhood Comparison to Five-year Average						
	Frequency and type of nudge message	Increase/decrease of Burglary compared to five-year average	Increase/decrease of Larceny compared to five-year average	Increase/decrease of Stolen Car compared to five-year average	Increase/decrease of Car Break-In compared to five-year average	Increase/decrease of Person Crimes compared to five-year average
1a	2.75 standard nudge messages per week	Decrease 11.6%	Increase 21.4%	Increase 70.0%	Increase 71.6%	Increase 8.0%
1b	0 nudge messages per week (adjacent comparison neighborhood)	Increase 55.6%	Decrease 8.1%	Increase 85.4%	Increase 22.2%	Increase 27.1%
2a	5.5 enhanced nudge messages per week	Decrease 57.7%	Increase 15.9%	Decrease 7.4%	Decrease 14.5%	Decrease 46.8%
2b	0 nudge messages per week (adjacent comparison neighborhood)	Decrease 21.3%	Increase 72.4%	Decrease 28.6%	Increase 54.2%	Increase 47.1%
3a	0 nudge messages per week (baseline comparison neighborhood)	Decrease 31.4%	Increase 31.6%	Increase 25.0%	Decrease 18.8%	Decrease 22.2%
3b	0 nudge messages per week (adjacent comparison neighborhood)	Decrease 3.2%	No Increase or Decrease 0.0%	Increase 30.8%	Increase 23.4%	Increase 46.3%
		 Denotes Decrease	 Denotes Increase			

¹¹³ Source: City and County of Denver, Denver Police Department, Data Analysis Unit.

During the nudge messaging period (December 15, 2019 through February 15, 2020), Neighborhood 2a doubled the nudge campaign by increasing the number of messages to 5.5 per week. The images used were also enhanced. They included what could be described as a more realist view or personal message of a neighbor garage, as well as infusing a pet in a number of the pictures (refer to Figure 6 from the DPD Facebook nudge, sterile and personal nudge). The amplified click rate and increased time on images showed a stronger level of engagement. A decrease in crime in four of the five crime categories resulted from doubling the number of messages per week, with enhanced images and stronger engagement. Using an enhanced nudge messaging campaign in Neighborhood 2a showed improved crime prevention outcomes when compared to Neighborhood 1a, which used only half-nudge messaging, and Neighborhood 3a used no or zero nudge messaging.

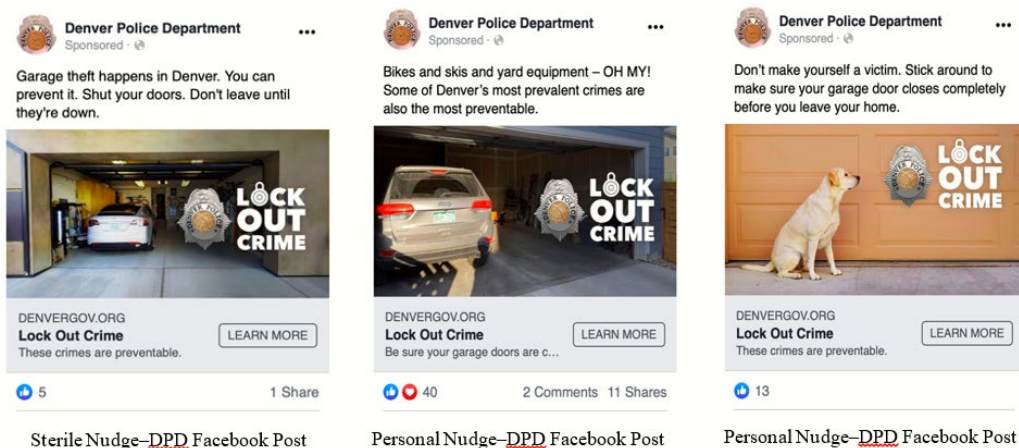


Figure 6. Social Media Nudge Images¹¹⁴

Based on the neighborhood data where the DPD nudge campaigns were implemented, the theory from the data of the study neighborhoods showed some measurable differences between similar neighborhoods. Neighborhood 1a received the

¹¹⁴ Adapted from Denver Police Department, “Don’t Make Yourself a Victim,” Facebook, December 9, 2019; Denver Police Department, “Bikes and Skis and Yard Equipment—OH MY!,” Facebook, December 2, 2019, <https://www.facebook.com/denverpolice/>; Jennifer E. Tocco, *Community-Based Approaches to Prevention: A Report on the 2014 National Summit on Preventing Multiple Casualty Violence* (Washington, DC: Office of Community Oriented Policing Services, 2015), 12, <https://www.hsdl.org/?view&did=803752>.

lesser of 2.75 positive nudge messages per week, basic or less personal nudge message or images, and Neighborhood 3a received zero messages per week; however, it showed greater decreases in three-crime categories than in Neighborhood 1a. Both could potentially benefit from using a similar approach to Neighborhood 2a, which received 5.5 nudge enhanced or personal messages. Neighborhood 2a demonstrated the most engagement and highest click rate, and also showed a decrease in crime in four of the five measure crime categories.

Findings and results demonstrated quantified data in the DPD nudge campaign and incorporated the more personal or relatable images, such as a neighborhood pet, or well-used garage with recent mud, or muddy garages, which increased viewing, as well as social media clicks of the nudge messages.

E. COST-BENEFIT ANALYSIS/RETURN ON INVESTMENT

Based on the National Institute of Health, a single household burglary in 2008 has a \$6,462.00 cost to society, which combines tangible and intangible costs. The professional nudge campaign in Neighborhood 1a cost a total of \$7,694.00. During the four-month trial, Neighborhood 1a showed a decrease in household burglaries of 11.6%, the estimated cost being \$25,848.00. This one crime category, in turn, would show a net savings of \$18,154.00 for Neighborhood 1a.

Neighborhood 2a showed an even greater decrease in crime over the trial period. The total cost of the nudge campaign in Neighborhood 2a was \$3,563.73. Neighborhood 2a had decreases in all but one of the targeted crime categories. Burglary decreased by 57.7%, motor vehicle theft decreased by 7.4%, and theft from motor vehicles decreased by 14.5%. Crimes against persons decreased as well. During the four-month trial, Neighborhood 2a showed a decrease in household burglaries of 57.7%, with the estimated savings totaling \$51,696.00. Motor vehicle theft showed a decrease of 7.4%, saving \$10,772, and theft from motor vehicles showed a decrease of 14.5%, saving \$7,064. The cost-benefit for these three crime categories in turn shows a net benefit of \$65,968.27 for Neighborhood 2a. Neighborhood 2a also showed a significant decrease in crimes against persons during the trial period.

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V. CONCLUSION

As this thesis has explored, utilizing nudge theory and social media marketing to develop crime prevention strategies can have powerful and cost-effective results. Relating to the crime triangle previously discussed, nudge campaigns can help avoid crime by removing the opportunity for crime to occur. An effective nudge influences behavior; in this case, preventing the opportunity for crime from arising by removing the easy targets of unlocked cars or open garages. By simply encouraging people to keep their belongings behind locked doors, the crime triangle collapses, and the steep costs associated with theft are replaced by the much lower costs of running a nudge ad campaign.

In addition to Denver's Lock Out Crime campaign, numerous successful examples of nudge effectively influenced behavior in a public safety context, both domestically and abroad. In the United States, it is evident that understanding how Americans perceive nudges is instrumental to their efficacy. As demonstrated through the BIT, or Nudge Unit trials, simply reframing law enforcement recruitment messages or increasing accessibility to officer applications has the ability to improve individuals' responses to police outreach drastically. In the United Kingdom, the use of nudge theory has evolved and grown more effective over time. As demonstrated with nudge in developing effective interventions to reduce and deter shoplifting, simply creating environments that draw attention to individuals interacting with expensive merchandise is enough to sharply decrease shoplifting occurrences. The ramifications of cost mark-ups or increased operational costs of retailers who have to pay for extra security officers or patrols are thereby replaced by comparatively cheaper nudge techniques.

Similar to the findings of many nudge campaigns in the United States and the United Kingdom, an underlying factor that determines the success or failure of a nudge is derived from the consideration of someone's target audience. Effective nudge campaigns are aware of their context, and are able to tailor their message to an audience and the environment of that audience. Failure to understand the motivations of someone's audience properly can incur results that are the opposite of what is intended. For example, recall what happened when the Washington, DC police department mailed out postcards to

30,000 registered voters in predominately Black neighborhoods.¹¹⁵ Due to a misunderstanding of how to nudge the behavior of the men in those neighborhoods, they were *significantly less* likely to apply to the public safety positions when compared to neighborhoods that never received a postcard at all. To deliver effective nudges, campaign designers must be aware of what context they are sending messages to, and they must be able to predict accurately how their audiences will respond to the nudge. Both of these feats require an understanding of human behavior, which is why applying behavioral economics to comprehend how to impact the decision-making processes of others successfully is such a vital practice.

Although surveying the environmental context of someone's audience and dedicating time to understand how certain individuals make choices psychologically may sound like an overly difficult and expensive undertaking, when examining the costs of crime compared to the costs of designed campaigns. By deploying a nudge campaign, it becomes clear that nudges can save a great deal of money. As previously outlined, dealing with the repercussions of crime can be very costly. However, since effective nudge campaigns can prevent crime from ever occurring in the first place, the high costs associated with reparation, investigation, and administration all vanish, and are instead replaced by the comparatively cheap price of designing a nudge campaign. Employing nudge not only saves money; it saves time and resources as well. Law enforcement agencies across the nation are struggling with resource management and staff allocation. An effective nudge campaign could enable a local police department to refocus their energy on preventing and responding to violent crime to allow their budgets and their officers to be spread less thin.

When the marketing includes elements most likely to be attended to, the data from the Denver nudge campaign show promise. The corresponding decrease in preventable crime rates with effective marketing, shown in Neighborhood 2a, holds promise that well-designed nudge campaigns can greatly benefit police and societies. Effective marketing can easily save thousands of dollars that would have otherwise been squandered on dealing

¹¹⁵ Weill et al., *Behavioral Insights for Building the Police Force of Tomorrow*, 12.

with the repercussions of preventable crime. The incidents that nudge can help prevent incidents that soak up officers' time and departments' resources. In embracing nudge, that time and those resources can be more effectively allocated towards serving the community. In addition to cutting costs and freeing up officers, nudge can be used to aid in officer retention and recruiting. Reframing the outreach messages of law enforcement agencies can result in applications that are more complete, and can help inspire a higher number of diverse officers to apply. Embracing social media marketing has shown effectiveness in helping law enforcement adapt to the digital age and can be used to reach a much wider audience than if police agencies were limited to mail or email outreach only. Modernizing how the Denver Police Department connects to their communities could increase the efficacy of their messages and interaction with officers, and thus make reaching their goals much more feasible. Couple social media marketing with an understanding of behavioral economics, and public safety agencies will have all the tools they need to succeed in the modern age of policing. Through nudge, preventable crime rates will decrease, officer retention and recruiting will increase, and the lives of those who police are meant to serve and protect will be made safer.

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APPENDIX A

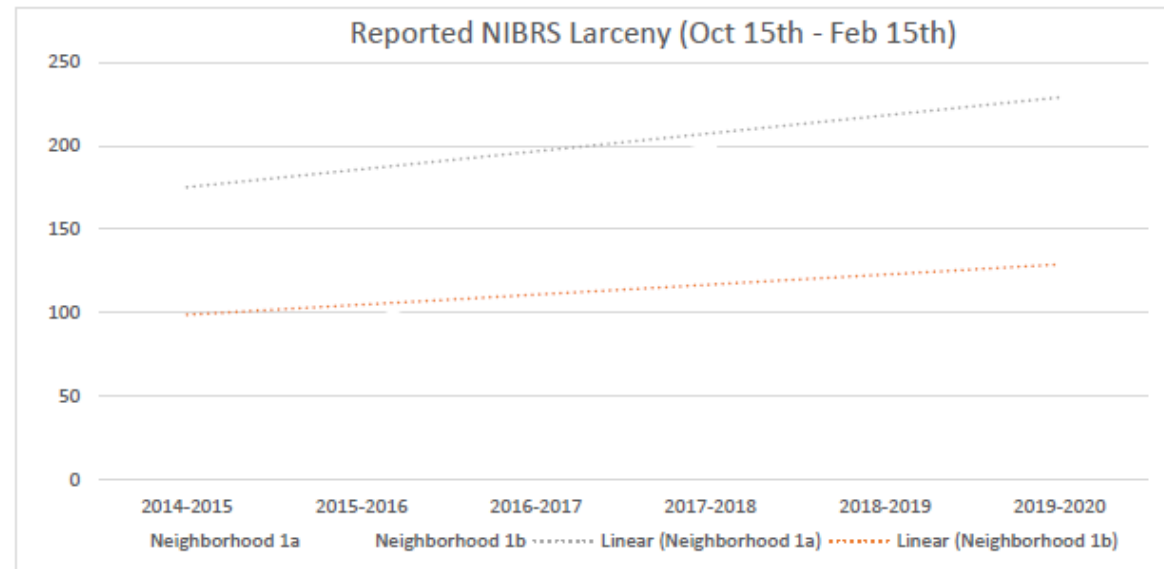
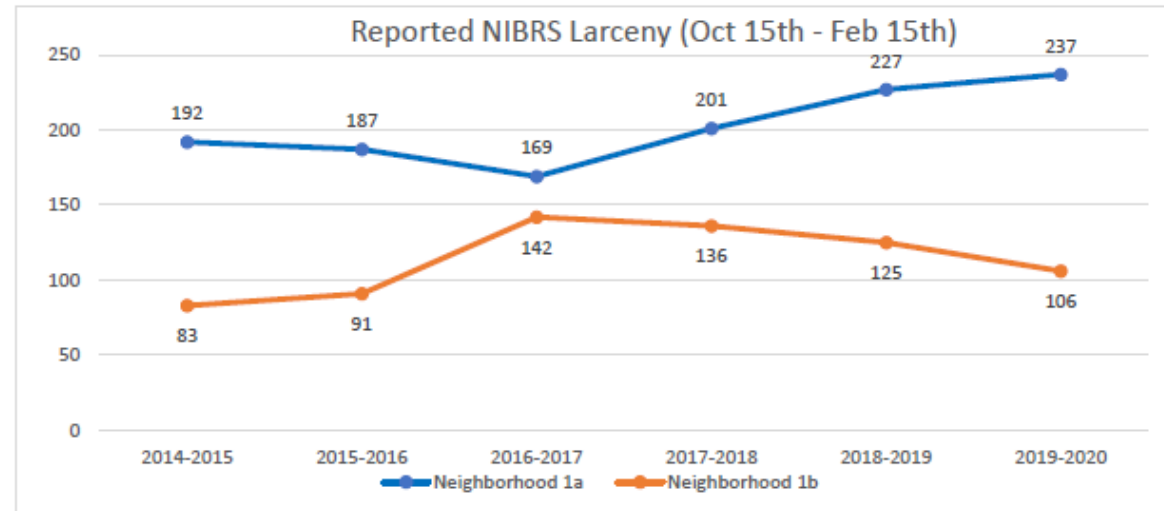
The following tables and figures are for NIBRS for Denver neighborhoods 1a–3b charts for the reporting periods of October 15, 2014 to February 15, 2020.¹¹⁶

Neighborhood 1a and Neighborhood 1b: Reporting Period Oct 15th – Feb 15th for 2014 through 2020

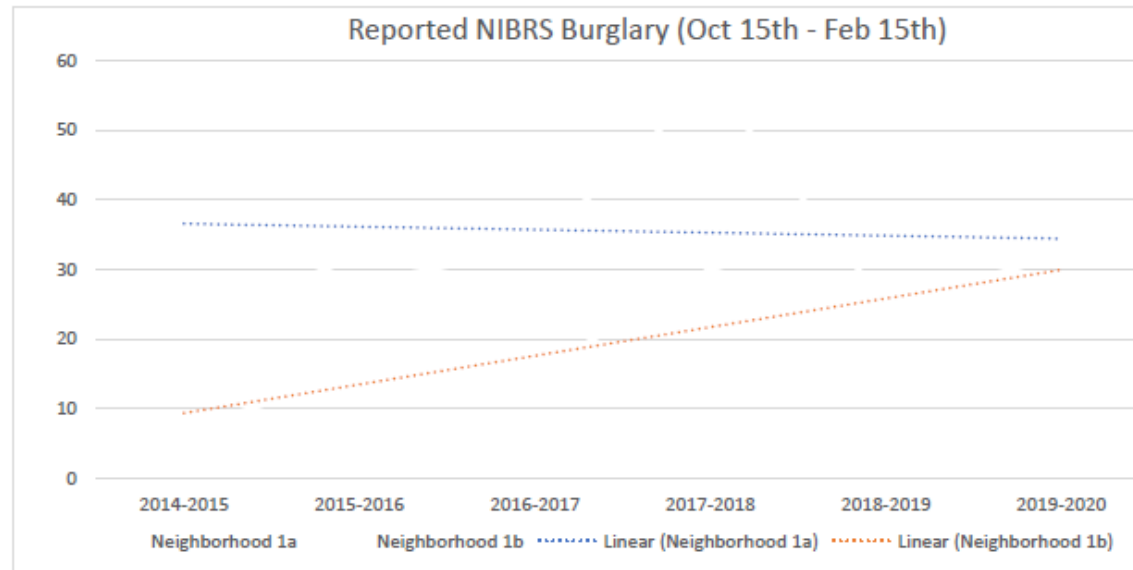
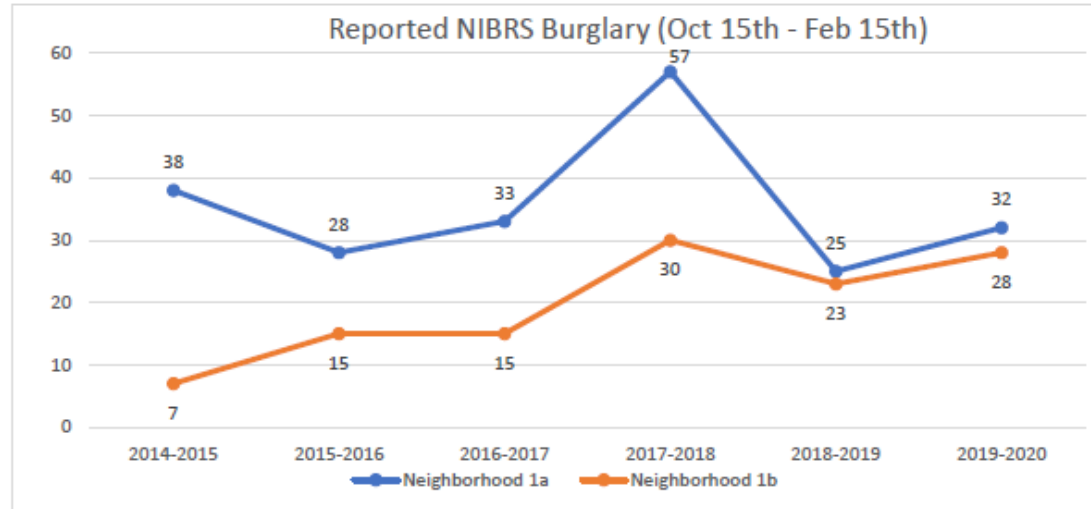
	Neighborhood 1a								Neighborhood 1b							
	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg
Burglary	38	28	33	57	25	32	36	-11.6%	7	15	15	30	23	28	18	55.6%
Larceny	192	187	169	201	227	237	195	21.4%	83	91	142	136	125	106	115	-8.1%
MVT	11	17	28	25	19	34	20	70.0%	9	12	13	29	26	33	18	85.4%
TFMV	44	39	28	56	34	69	40	71.6%	26	47	25	37	41	43	35	22.2%
Crimes Against Persons	34	23	31	30	44	35	32	8.0%	45	29	63	52	51	61	48	27.1%
*Crimes Against Person includes: Murder, Aggravated Assault, Forcible Sex Offenses, Non-Forcible Sex Offenses, Kidnapping/Abduction, Simple Assault and Intimidation																

¹¹⁶ Source: City and County of Denver, Denver Police Department, Data Analysis Unit, “Denver Open Data Catalog: Crime.”

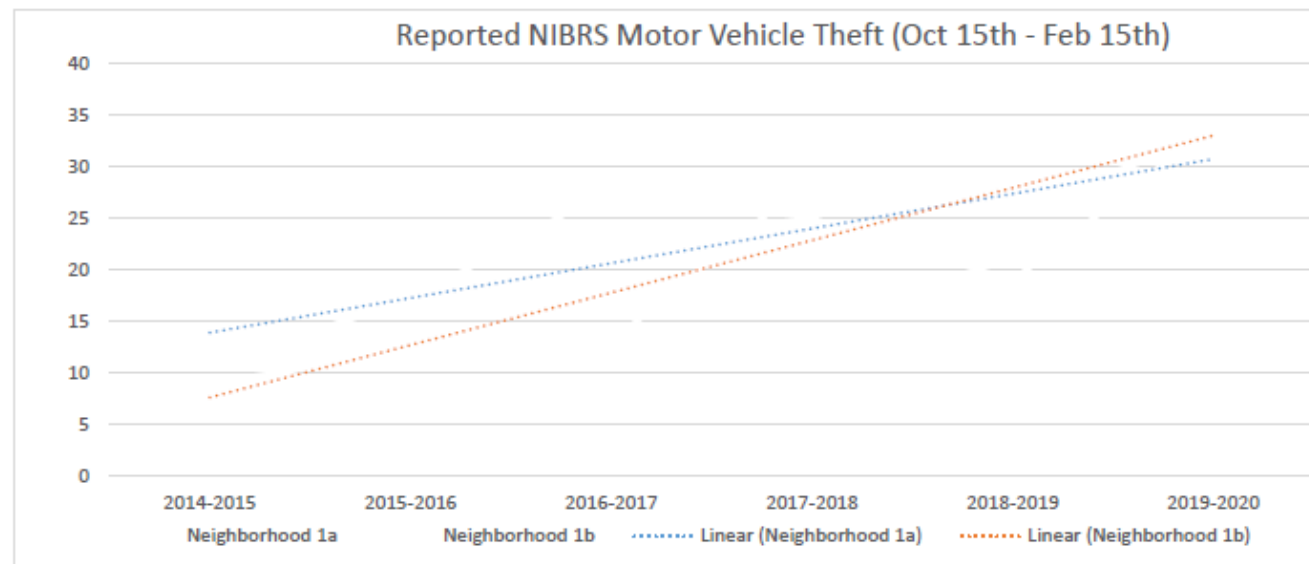
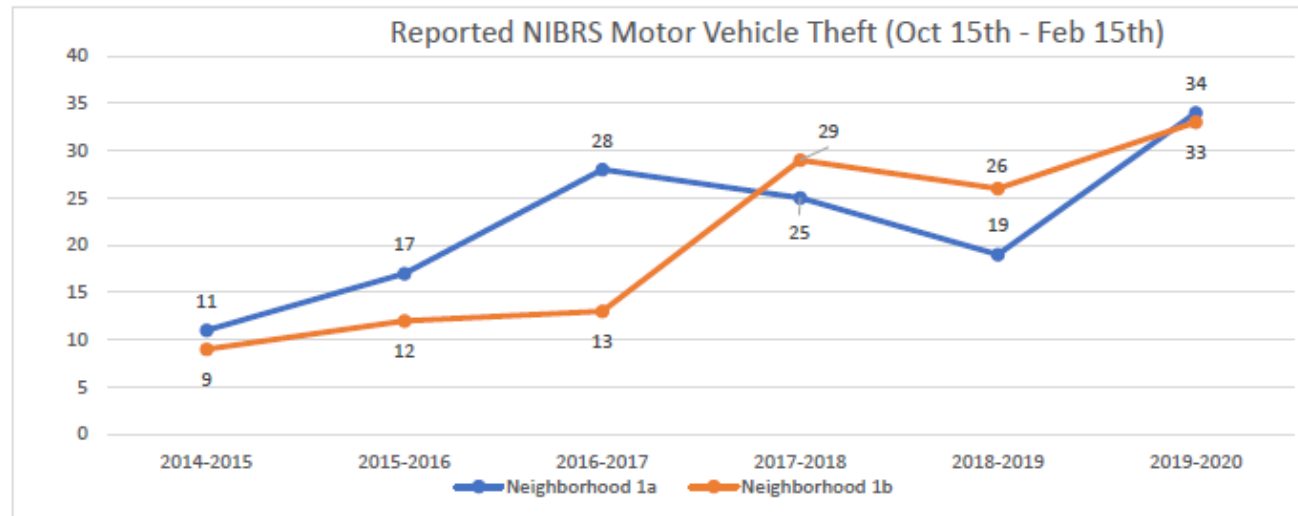
Neighborhood 1a and Neighborhood 1b: Larceny



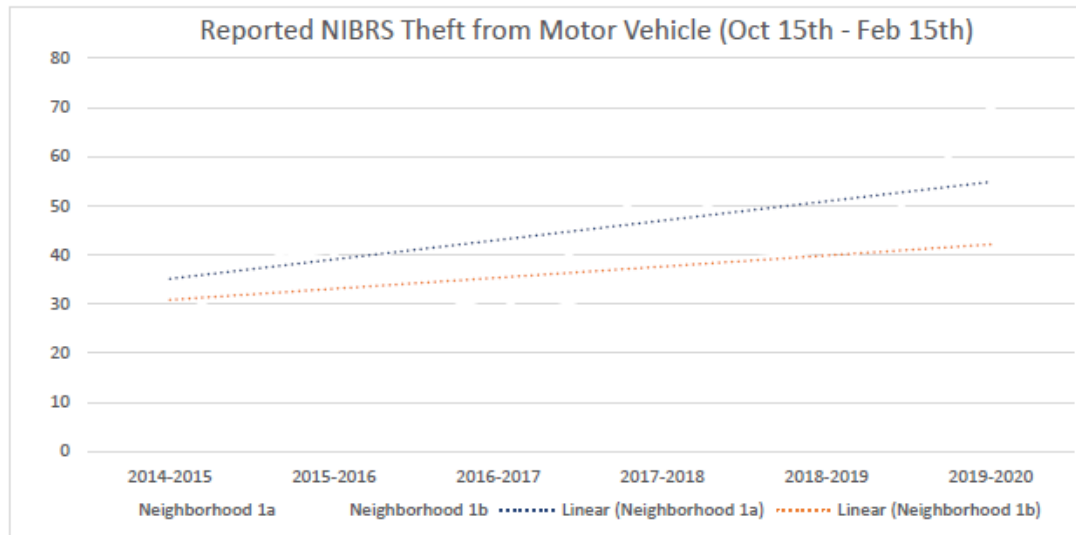
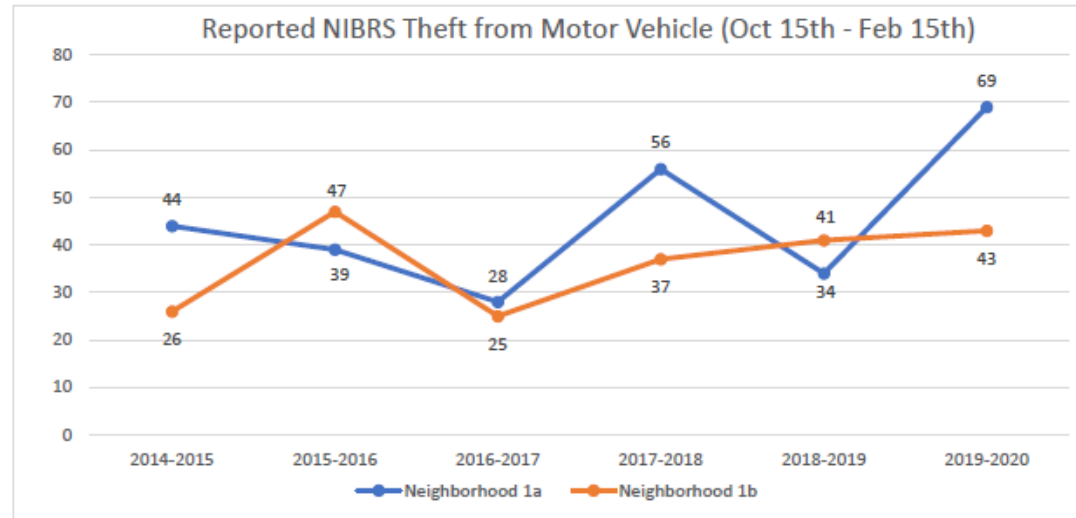
Neighborhood 1a and Neighborhood 1b: Burglary



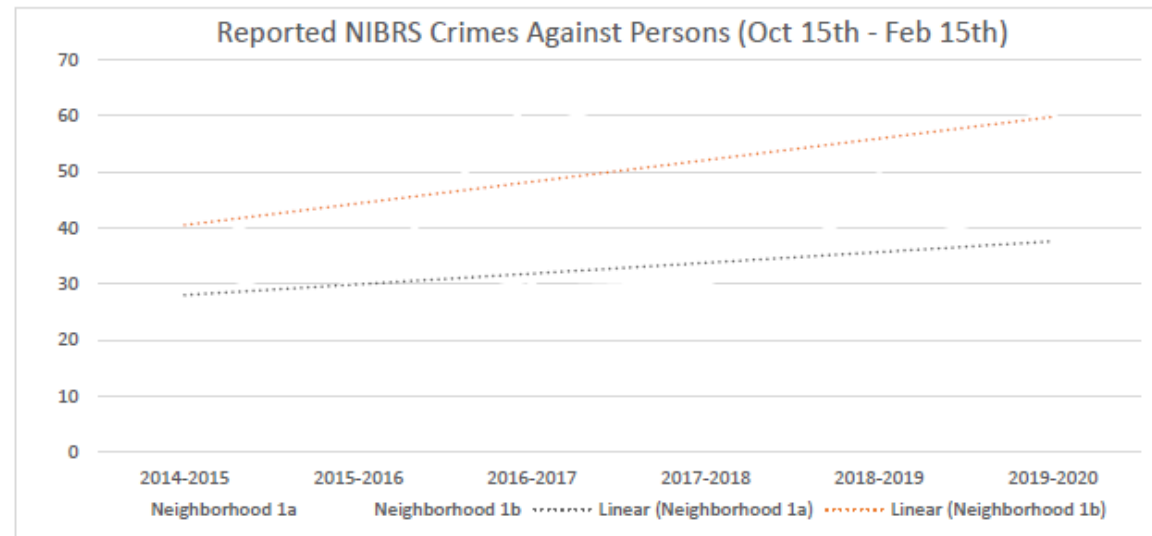
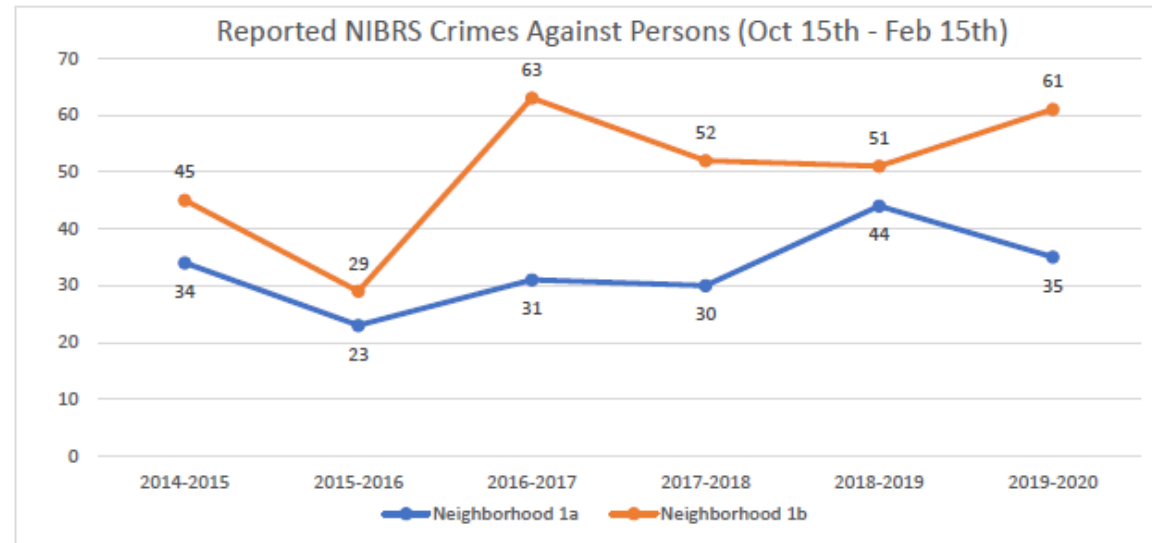
Neighborhood 1a and Neighborhood 1b: Motor Vehicle Theft



Neighborhood 1a and Neighborhood 1b: Theft from Motor Vehicle



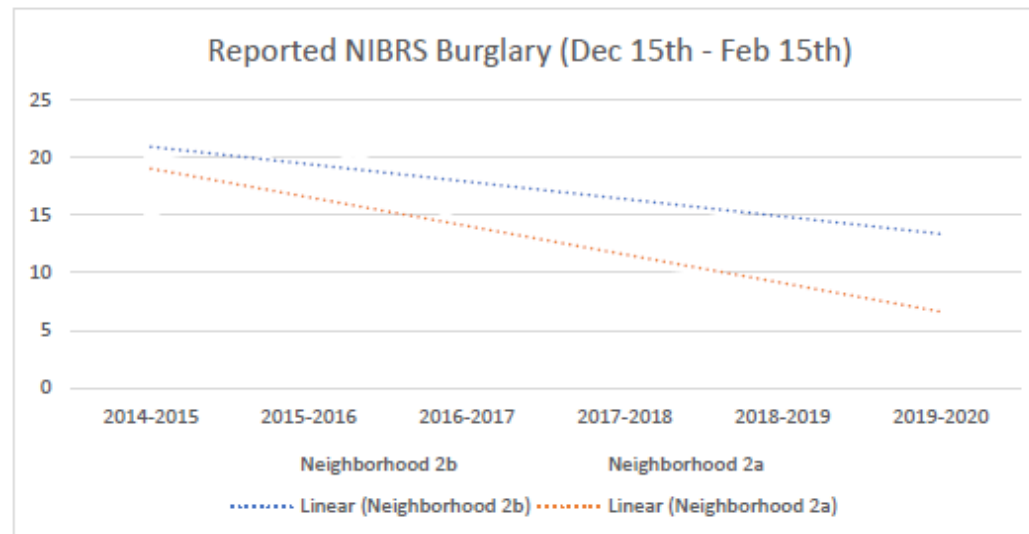
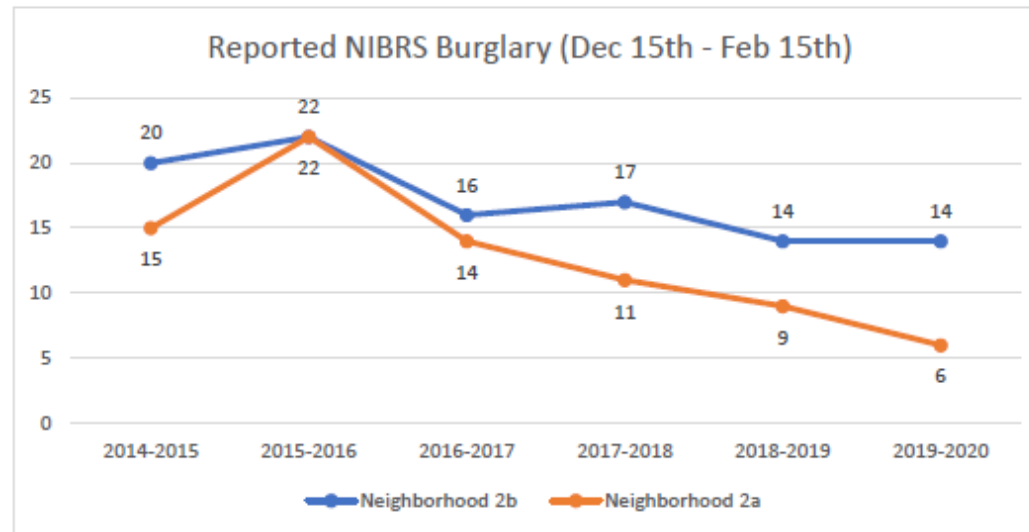
Neighborhood 1a and Neighborhood 1b: Crimes Against Persons



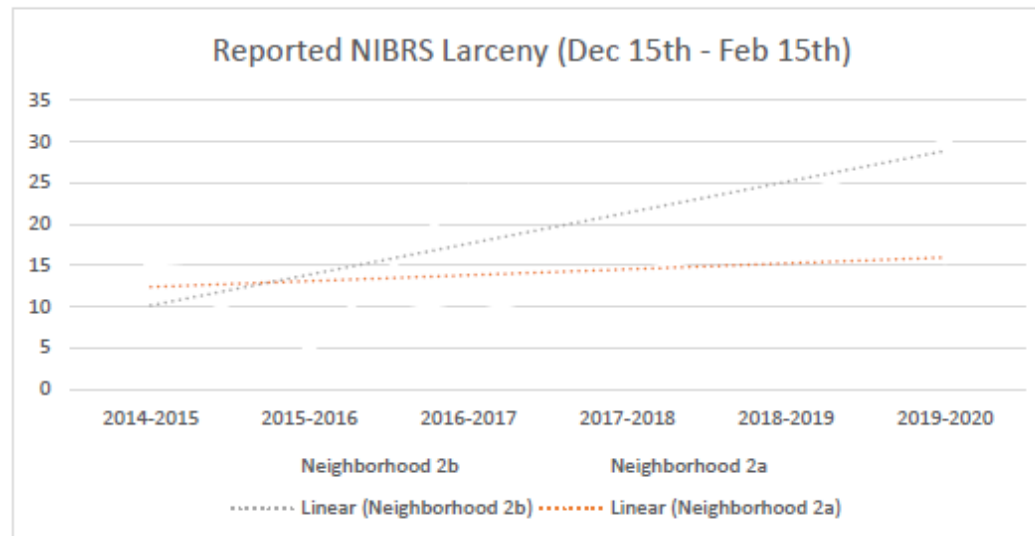
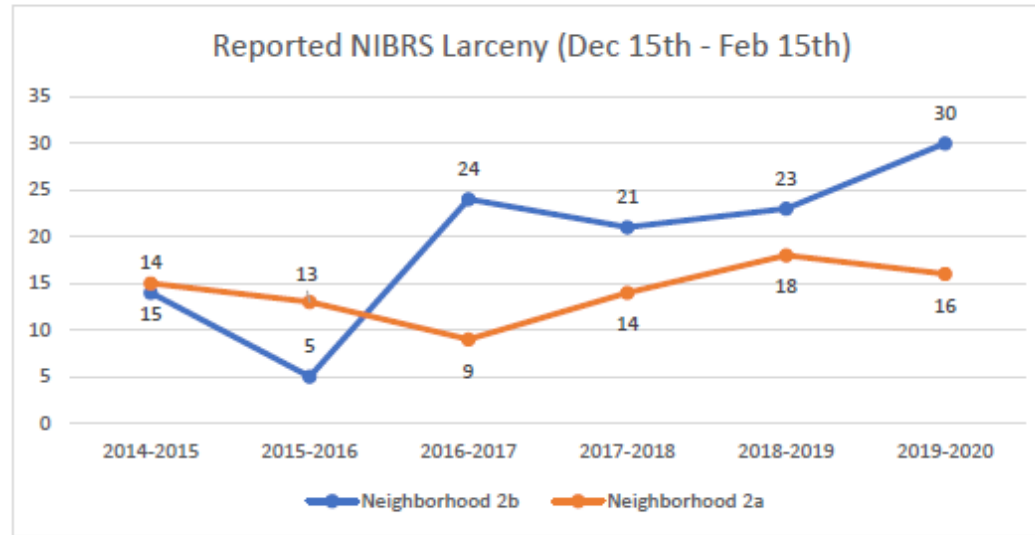
Neighborhood 2a and 2b: Reporting Period Dec 15th – Feb 15th for 2014 through 2020

	Neighborhood 2a								Neighborhood 2b							
	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg
Burglary	15	22	14	11	9	6	14	-57.7%	20	22	16	17	14	14	18	-21.3%
Larceny	15	13	9	14	18	16	14	15.9%	14	5	24	21	23	30	17	72.4%
MVT	12	13	8	12	9	10	11	-7.4%	13	10	13	13	14	9	13	-28.6%
TFMV	17	11	9	21	18	13	15	-14.5%	17	8	20	30	32	33	21	54.2%
Crimes Against Persons	11	11	9	7	9	5	9	-46.8%	13	20	19	14	19	25	17	47.1%
*Crimes Against Person includes: Murder, Aggravated Assault, Forcible Sex Offenses, Non-Forcible Sex Offenses, Kidnapping/Abduction, Simple Assault and Intimidation																

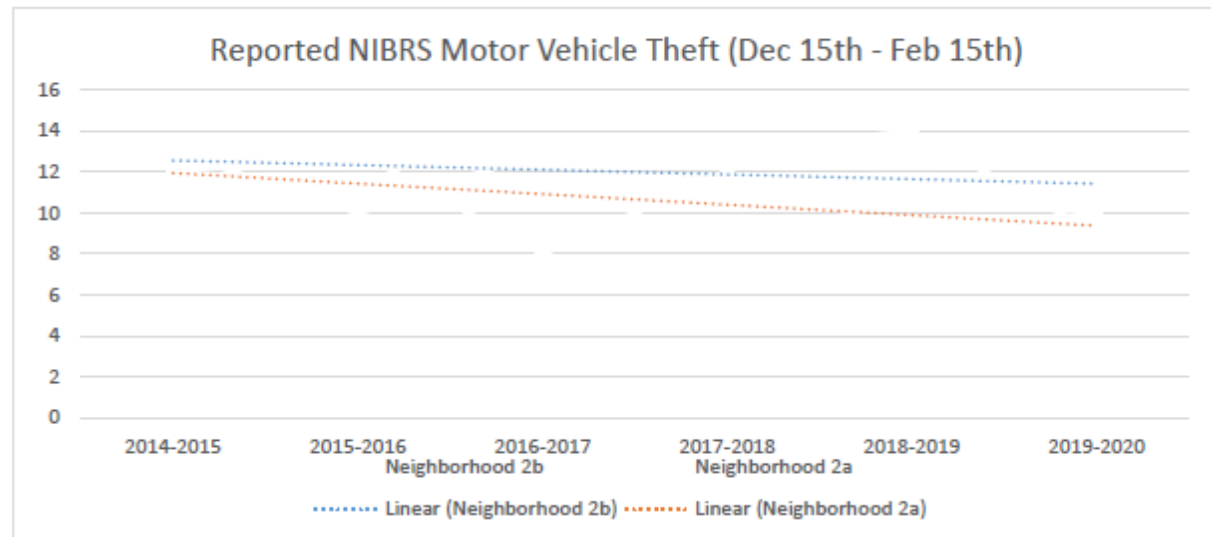
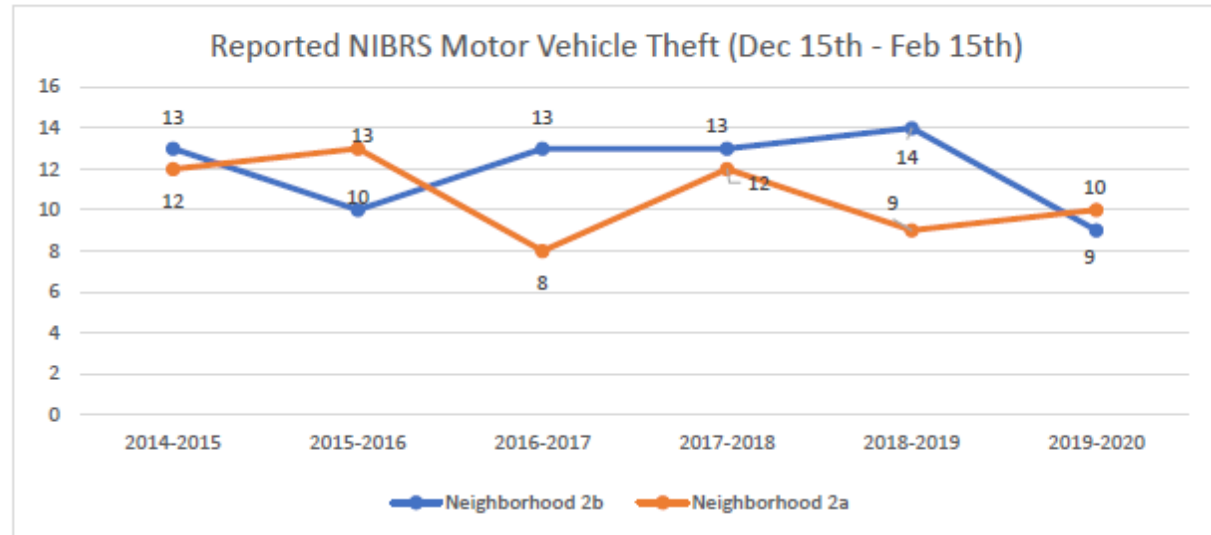
Neighborhood 2a and 2b: Burglary



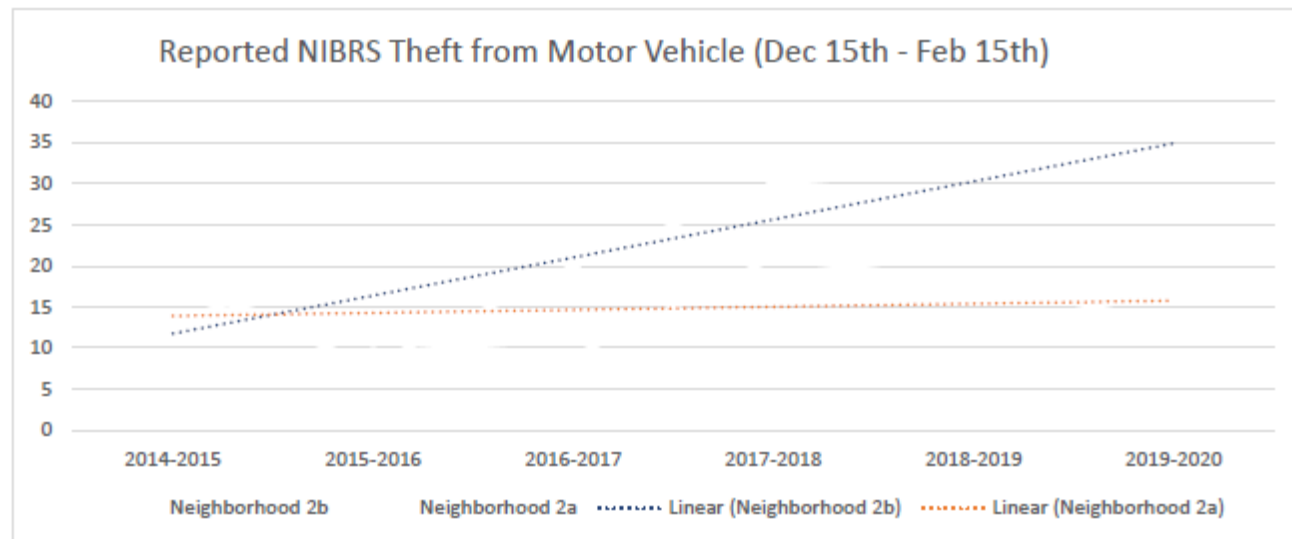
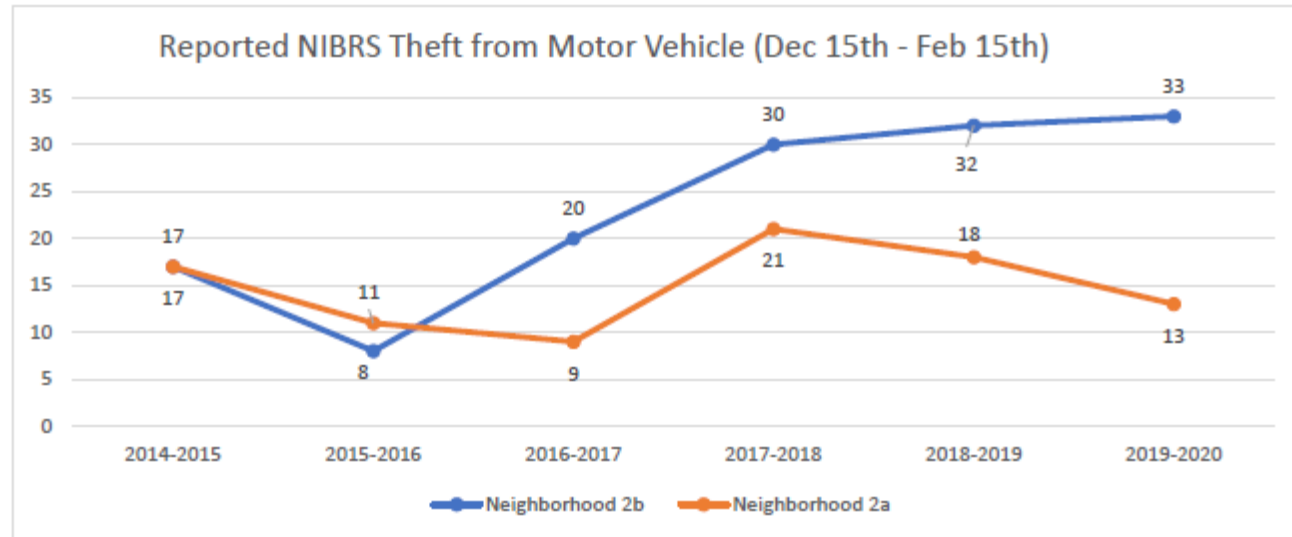
Neighborhood 2a and 2b: Larceny



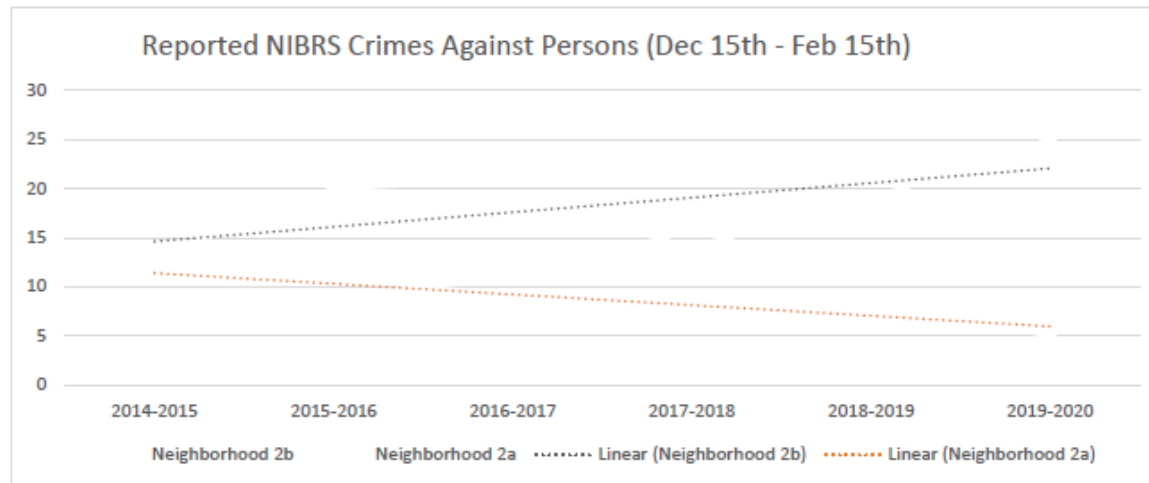
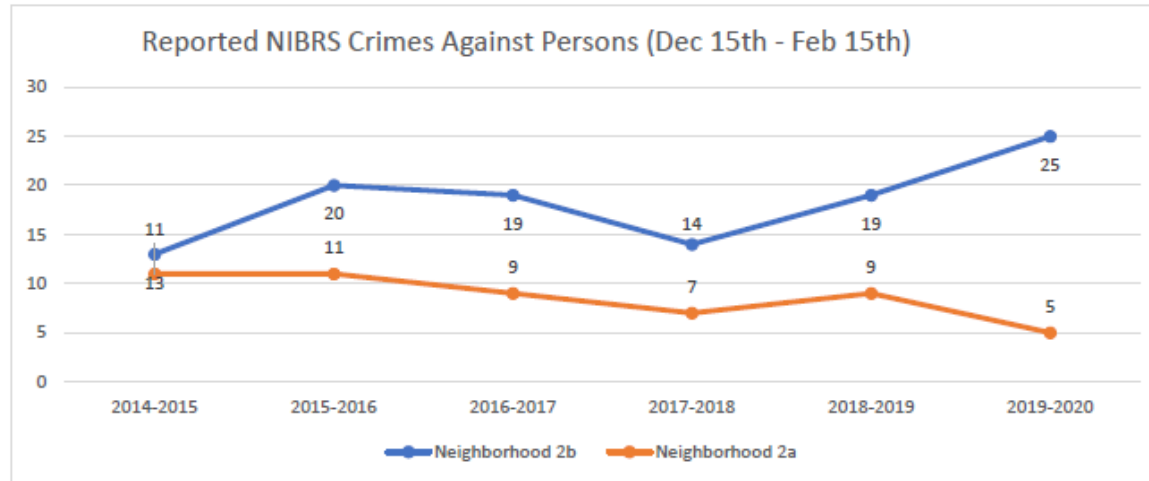
Neighborhood 2a and 2b: Motor Vehicle Theft



Neighborhood 2a and 2b: Theft from Motor Vehicle



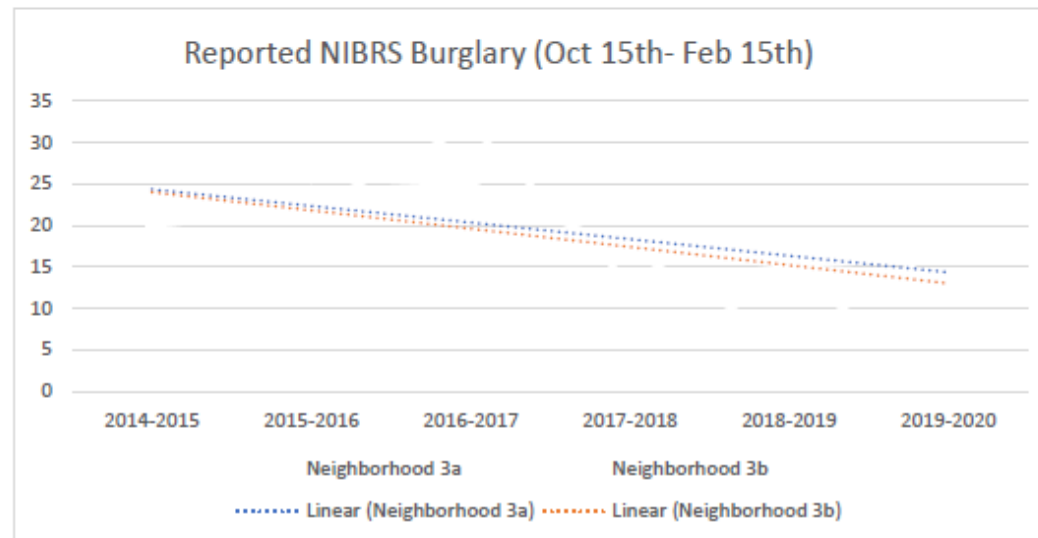
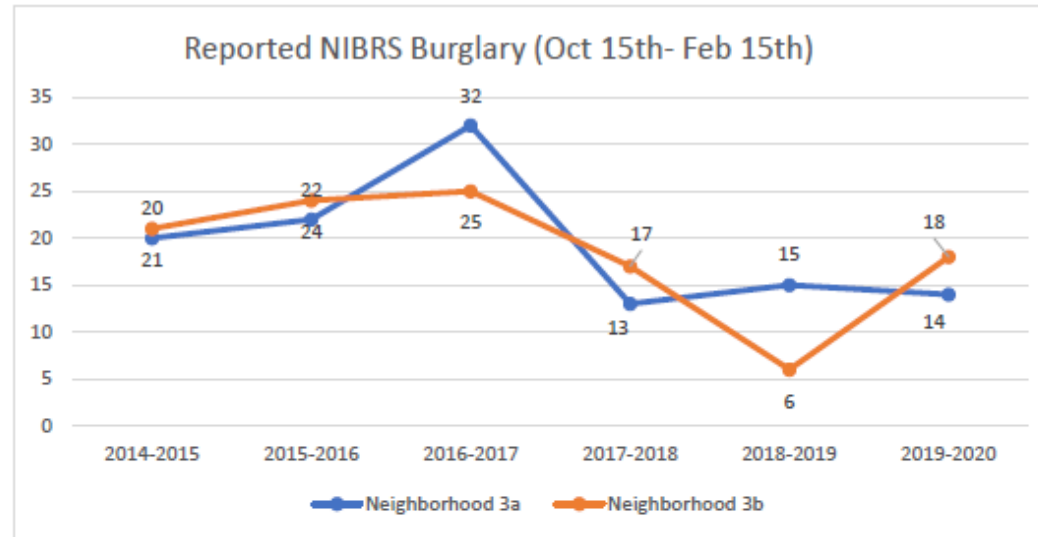
Neighborhood 2a and 2b: Crimes Against Persons



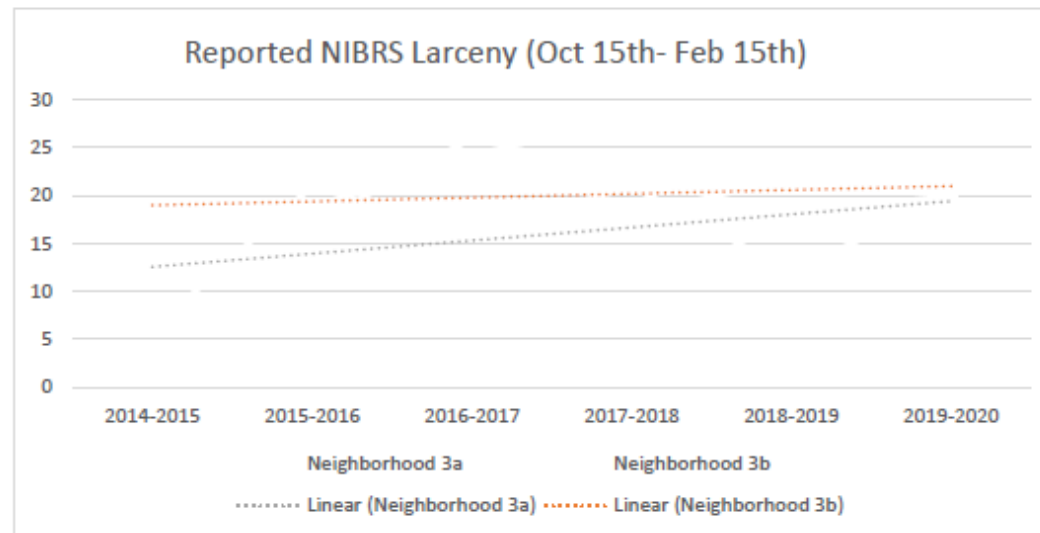
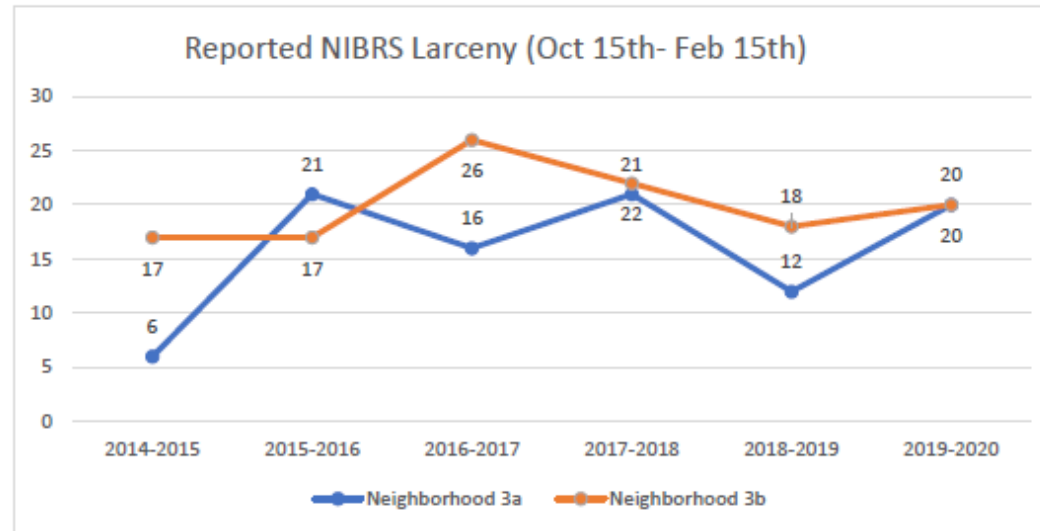
Neighborhood 3a and Neighborhood 3b: Reporting Period Oct 15th – Feb 15th for 2014 through 2020

	Neighborhood 3a (4MO)								Neighborhood 3b (4MO)							
	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg
Burglary	20	22	32	13	15	14	20	-31.4%	21	24	25	17	6	18	19	-3.2%
Larceny	6	21	16	21	12	20	15	31.6%	17	17	26	22	18	20	20	0.0%
MVT	10	18	19	9	16	18	14	25.0%	7	30	11	9	8	17	13	30.8%
TFMV	16	20	26	25	30	19	23	-18.8%	29	31	39	28	31	39	32	23.4%
Crimes Against Persons	8	14	6	10	7	7	9	-22.2%	9	4	7	11	10	12	8	46.3%
*Crimes Against Person includes: Murder, Aggravated Assault, Forcible Sex Offenses, Non-Forcible Sex Offenses, Kidnapping/Abduction, Simple Assault and Intimidation																

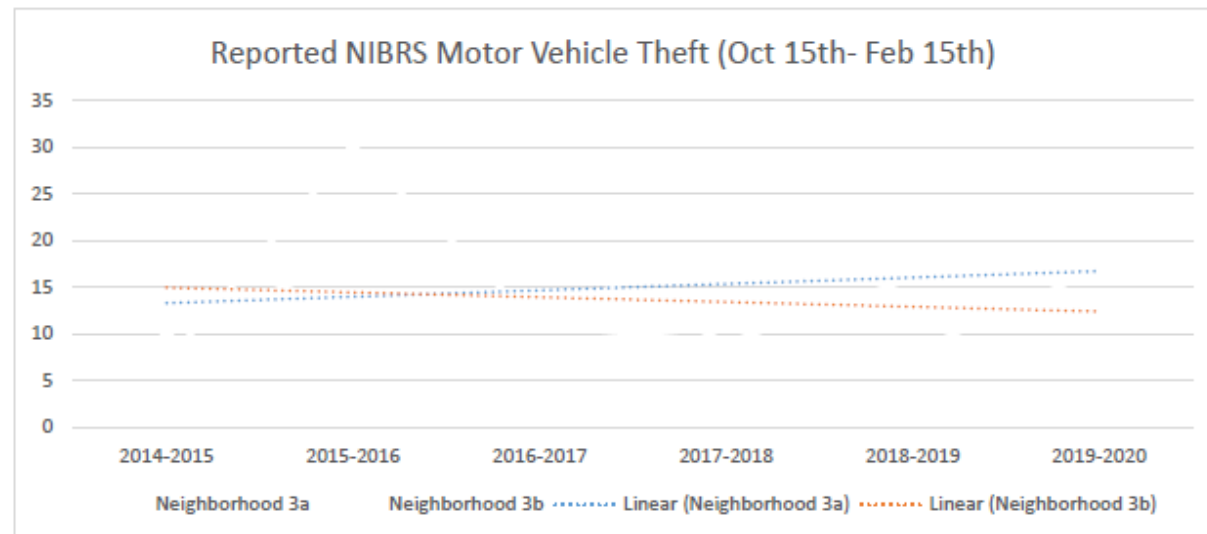
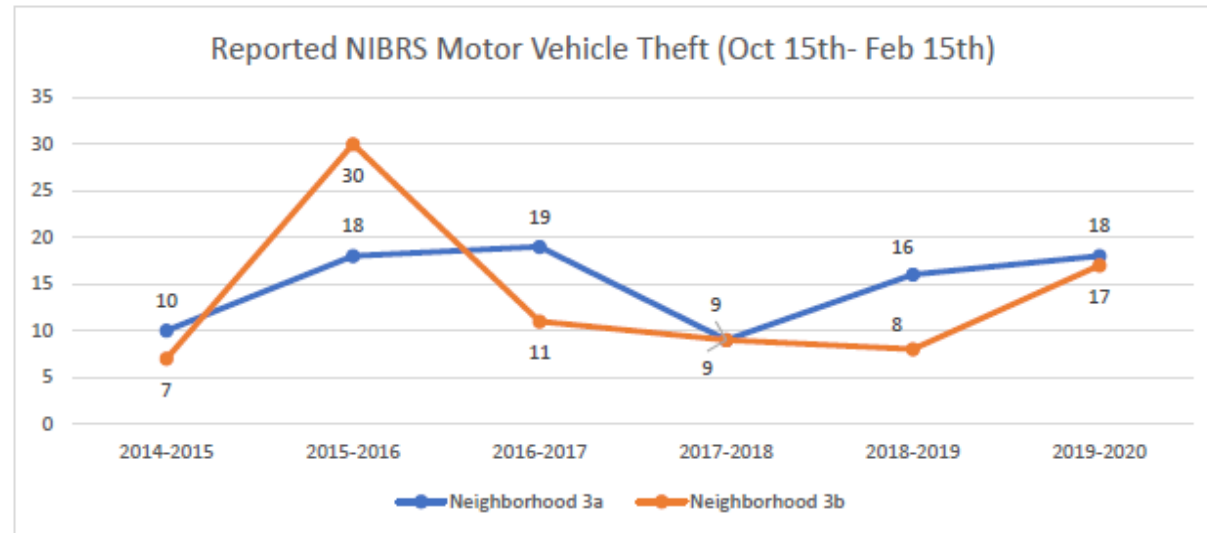
Neighborhood 3a and Neighborhood 3b: Burglary



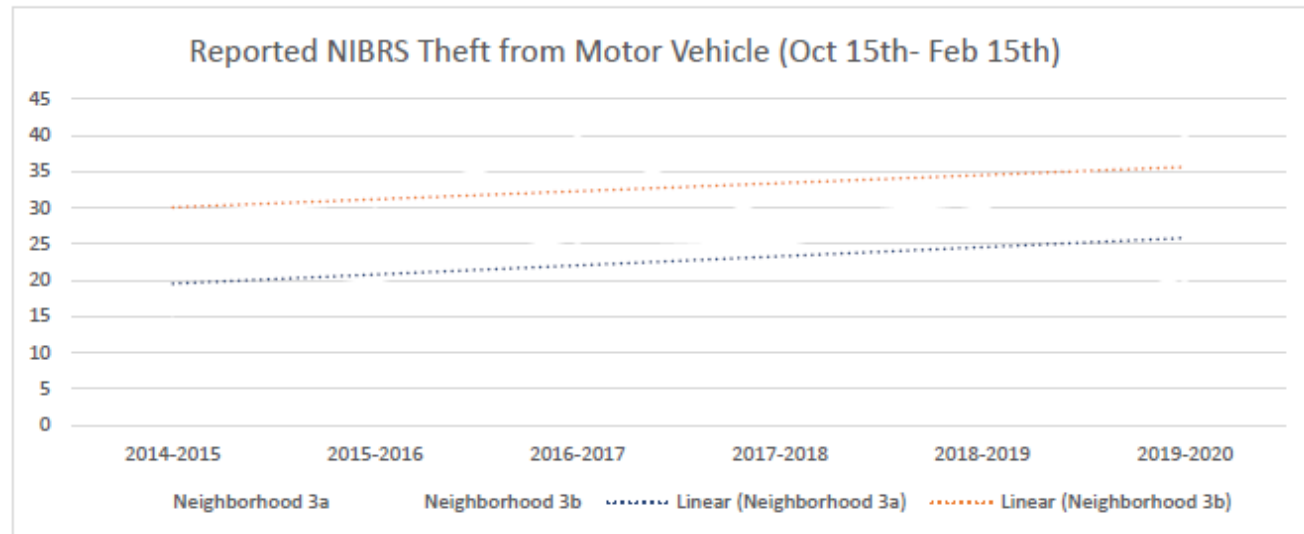
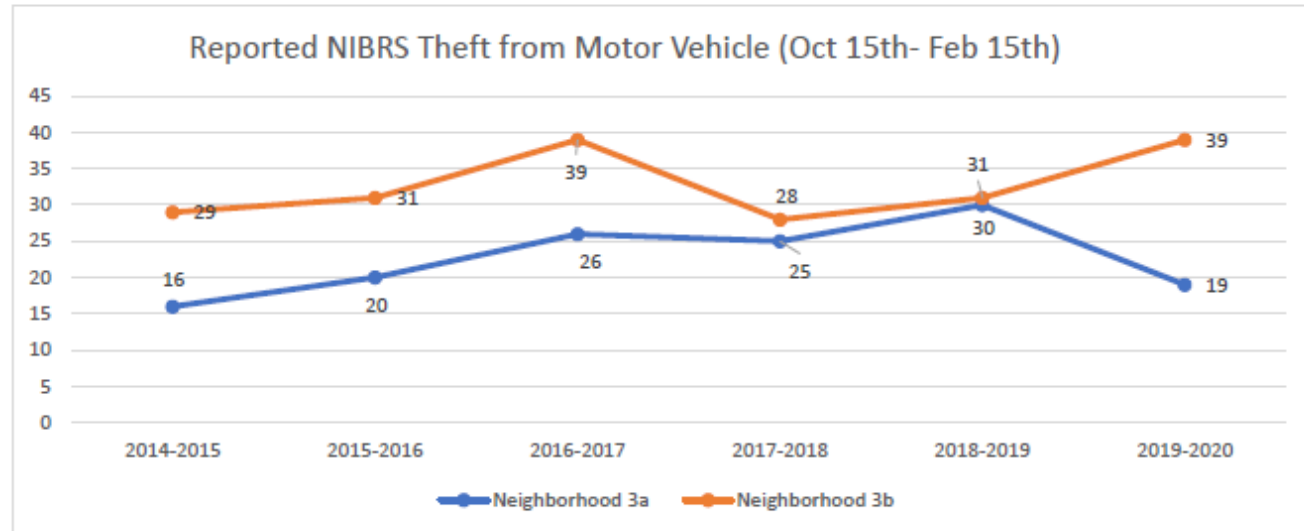
Neighborhood 3a and Neighborhood 3b: Larceny



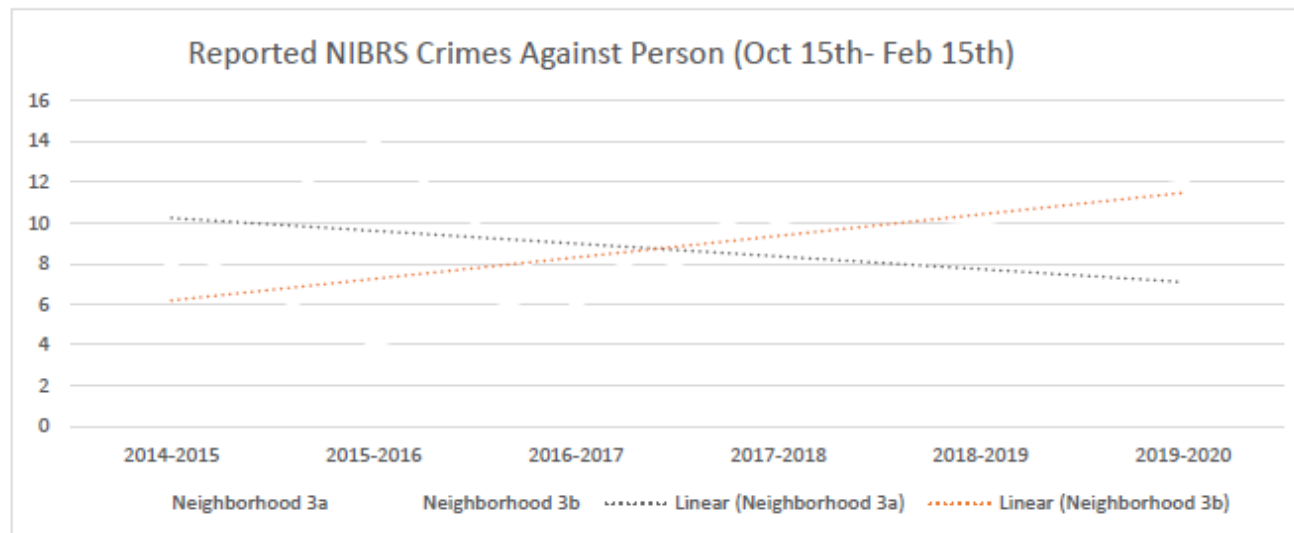
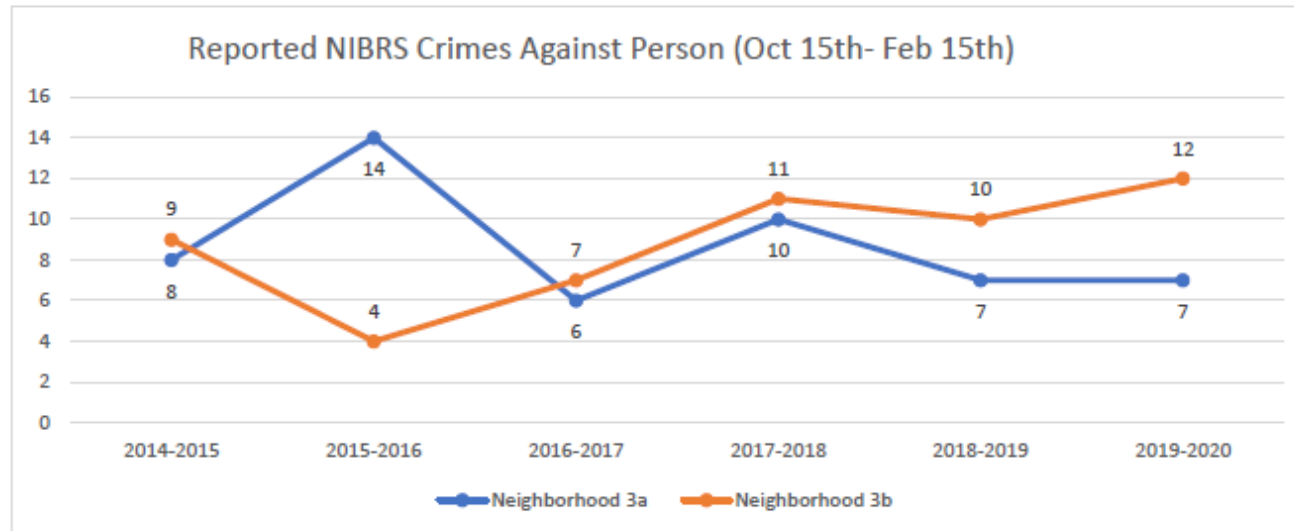
Neighborhood 3a and Neighborhood 3b: Motor Vehicle Theft



Neighborhood 3a and Neighborhood 3b: Theft from Motor Vehicle



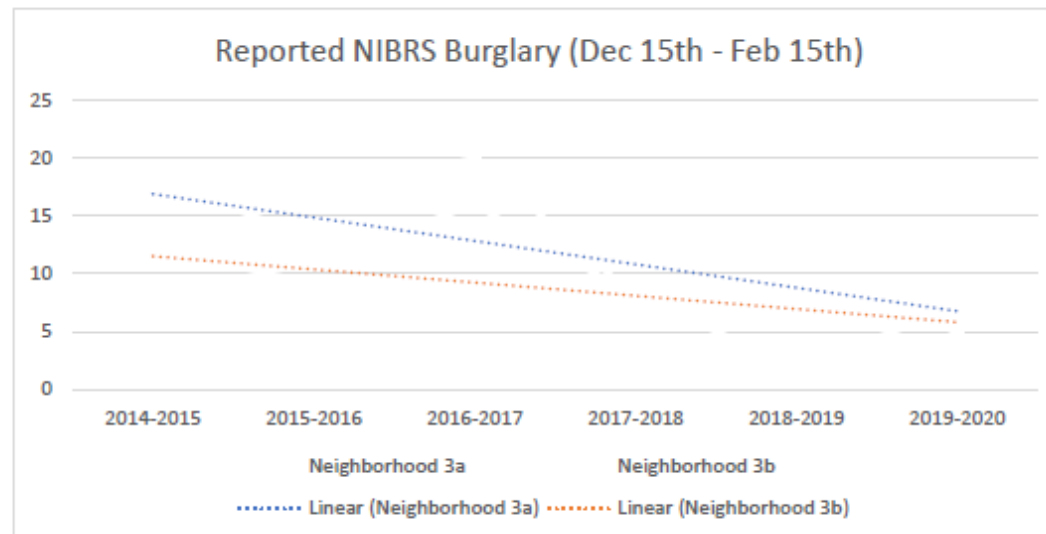
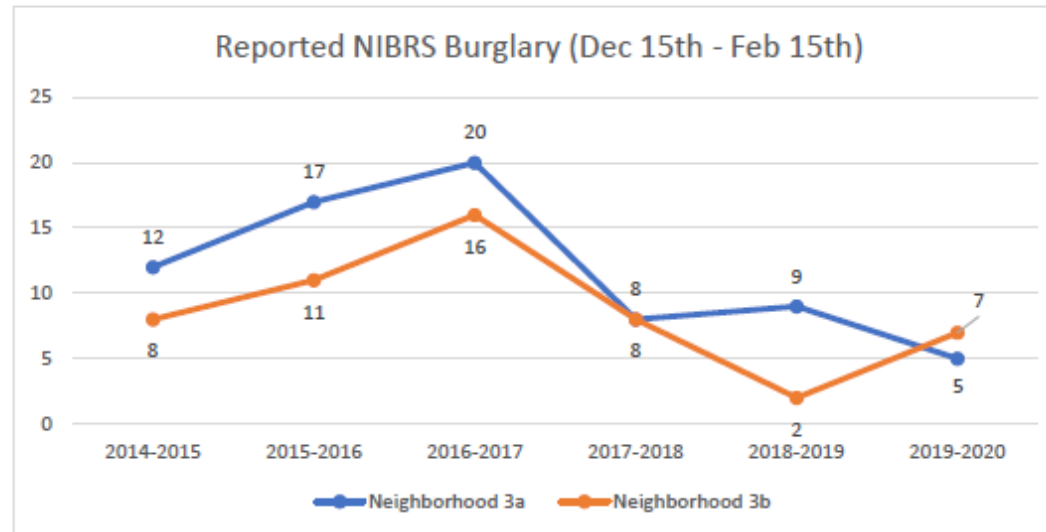
Neighborhood 3a and Neighborhood 3b: Crimes Against Persons



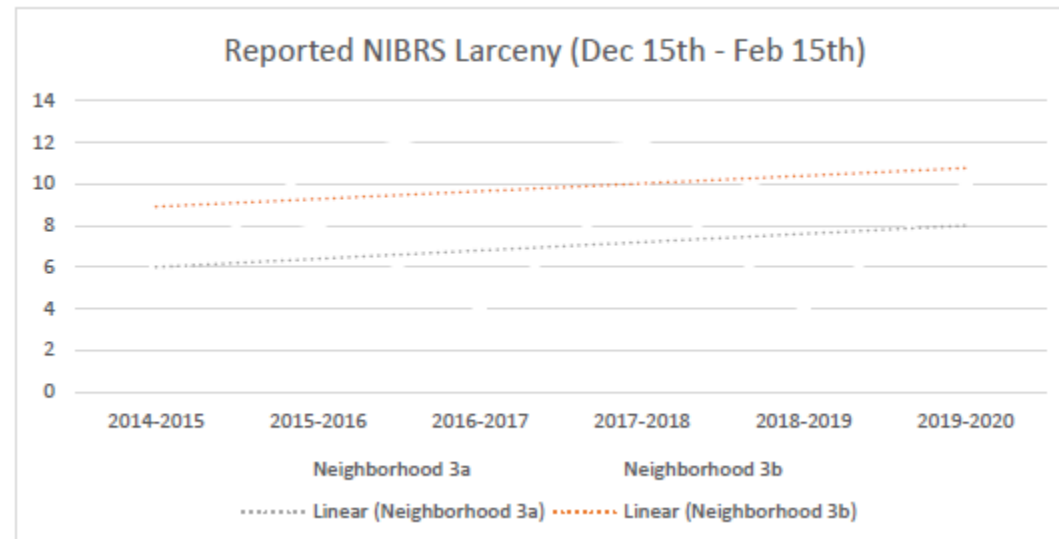
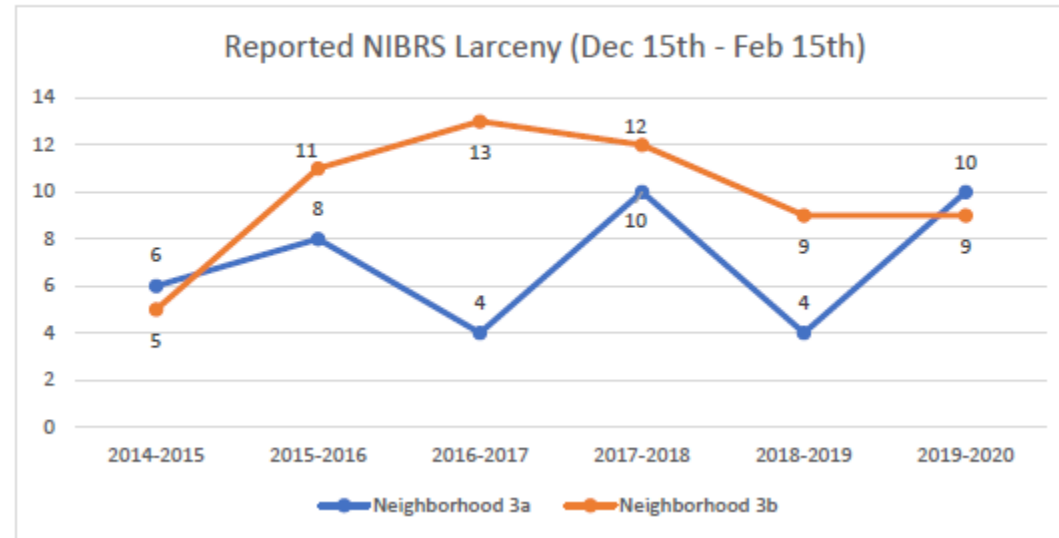
Neighborhood 3a and Neighborhood 3b: Reporting Period Dec 15th – Feb 15th for 2014 through 2020

	Neighborhood 3a (2MO)								Neighborhood 3b (2MO)							
	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg	'14-'15	'15-'16	'16-'17	'17-'18	'18-'19	'19-'20	5 Yr Avg	Change from 5 Yr Avg
Burglary	12	17	20	8	9	5	13	-62.1%	8	11	16	8	2	7	9	-22.2%
Larceny	6	8	4	10	4	10	6	56.3%	5	11	13	12	9	9	10	-10.0%
MVT	5	6	8	5	8	6	6	-6.3%	5	11	1	5	3	9	5	80.0%
TFMV	5	10	12	13	12	8	10	-23.1%	13	16	21	15	21	16	17	-7.0%
Crimes Against Persons	3	8	2	5	4	2	4	-54.5%	3	2	4	5	3	6	3	76.5%
*Crimes Against Person includes: Murder, Aggravated Assault, Forcible Sex Offenses, Non-Forcible Sex Offenses, Kidnapping/Abduction, Simple Assault and Intimidation																

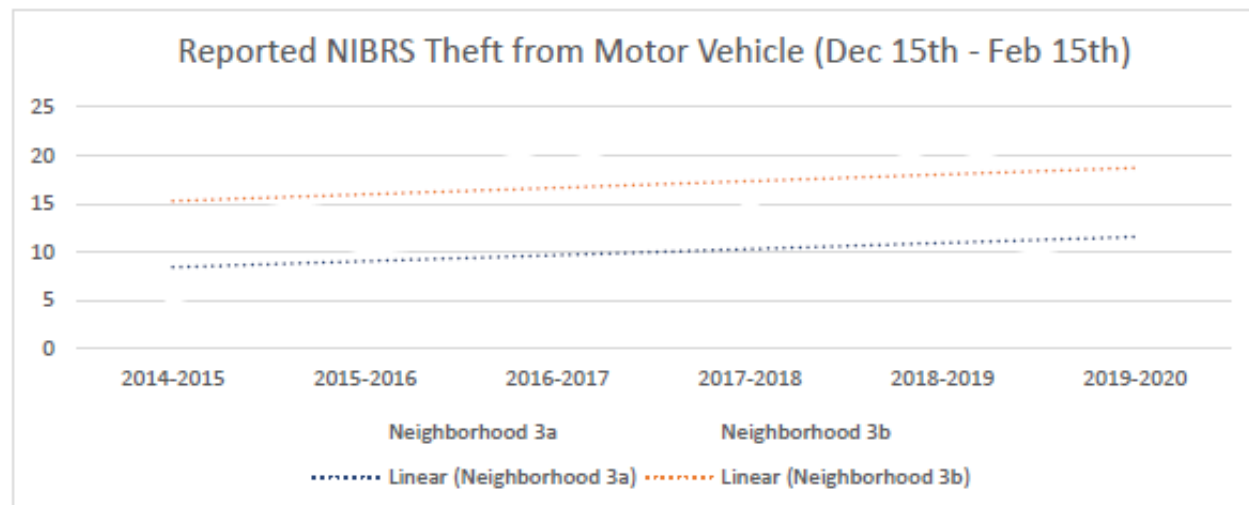
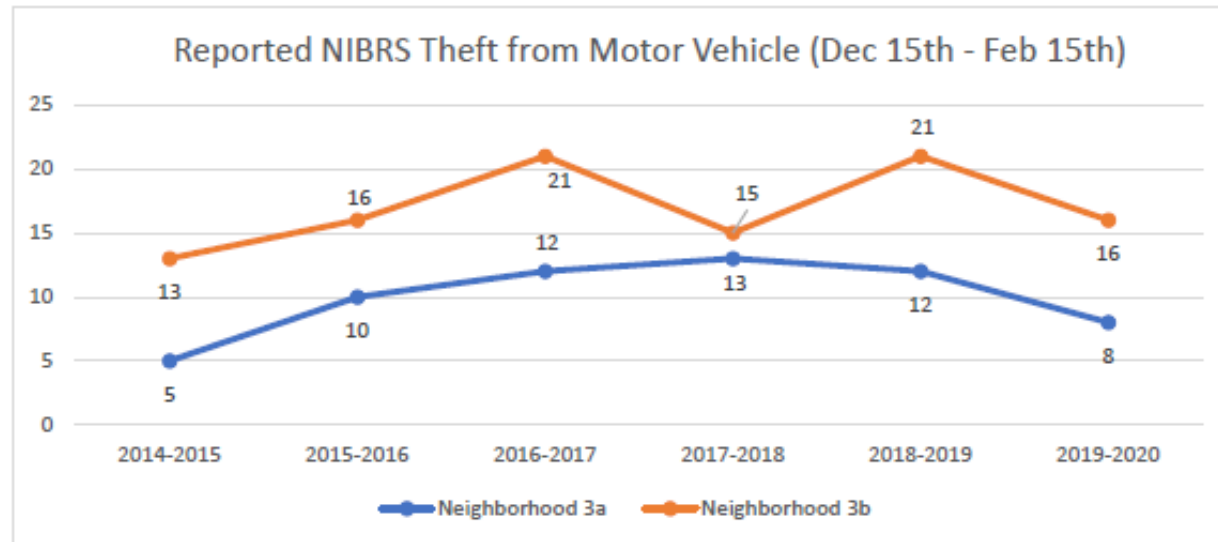
Neighborhood 3a and Neighborhood 3b: Burglary



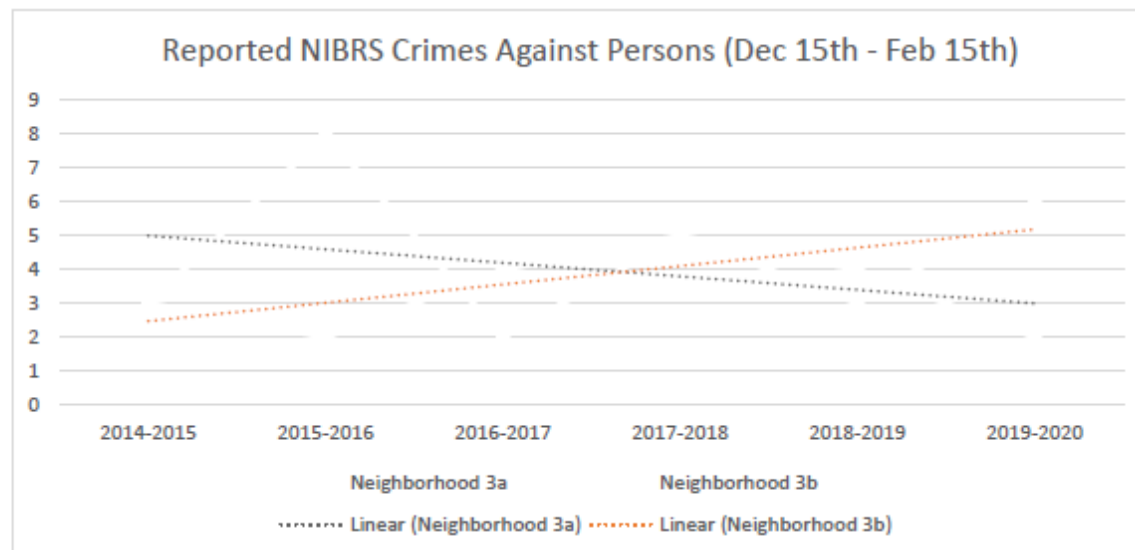
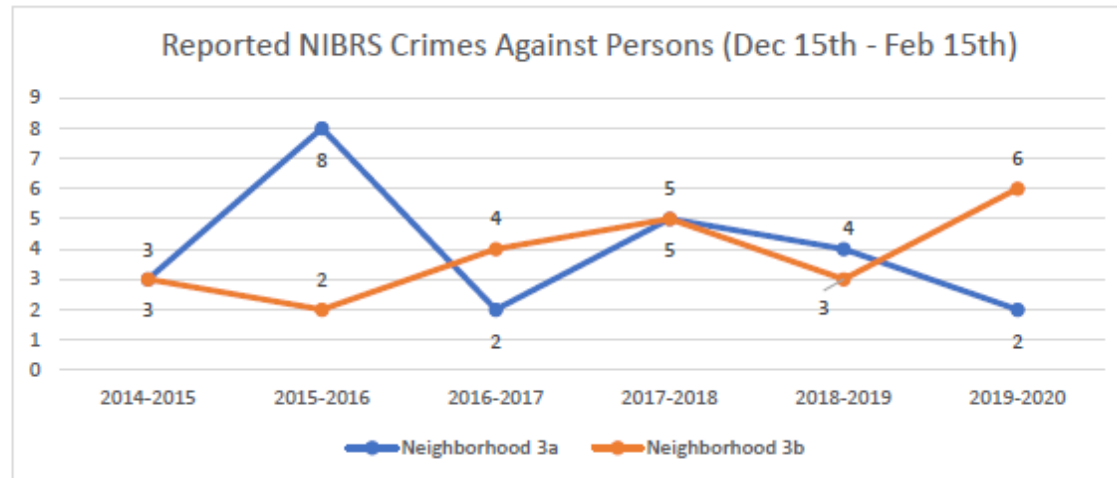
Neighborhood 3a and Neighborhood 3b: Larceny



Neighborhood 3a and Neighborhood 3b: Theft from Motor Vehicle



Neighborhood 3a and Neighborhood 3b: Crimes Against Persons



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APPENDIX B

The following tables are for the NIBRS of Denver neighborhoods 1a–3b for the reporting periods of October 15–February 15, 2014 through 2020 for all crime categories for the selected study neighborhoods.¹¹⁷

TOTAL REPORTED CRIME IN 1A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2014 - FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	13	3.1%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	16	3.8%
	Intimidation	5	1.2%
SUBTOTAL		34	8.1%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	38	9.0%
	Counterfeiting/Forgery	1	0.2%
	Criminal Mischief/Damaged Property	29	6.9%
	Embezzlement	2	0.5%
	Extortion	0	0.0%
	Fraud	9	2.1%
	Larceny	192	45.6%
	Theft from Motor Vehicle	44	10.5%
	Motor Vehicle Theft	11	2.6%
	Robbery	7	1.7%
	Stolen Property	0	0.0%
SUBTOTAL		333	79.1%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	12	2.9%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	1	0.2%
	Weapon Law Violations	2	0.5%
SUBTOTAL		15	3.6%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	2	0.5%
	Family Offenses / Nonviolent	3	0.7%
	Liquor Law/Drunkenness	3	0.7%
	Other Sex Offenses	2	0.5%
	Violation of a Restraining/Court Order	5	1.2%
	Harassment	3	0.7%
	Criminal Trespassing	9	2.1%
	All Other Offenses	12	2.9%
SUBTOTAL		39	9.3%
GRAND TOTAL		421	100.0%

¹¹⁷ City and County of Denver, Denver Police Department, Data Analysis Unit, “Denver Open Data Catalog: Crime.”

TOTAL REPORTED CRIME IN 1A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2015 - FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	7	1.8%
	Forcible Sex Offenses	1	0.3%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	13	3.3%
	Intimidation	2	0.5%
SUBTOTAL		23	5.9%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	28	7.2%
	Counterfeiting/Forgery	1	0.3%
	Criminal Mischief/Damaged Property	32	8.2%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	8	2.0%
	Larceny	187	47.8%
	Theft from Motor Vehicle	39	10.0%
	Motor Vehicle Theft	17	4.3%
	Robbery	1	0.3%
	Stolen Property	0	0.0%
SUBTOTAL		313	80.1%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	15	3.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	4	1.0%
SUBTOTAL		19	4.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	4	1.0%
	Disorderly Conduct / Disturbing the Peace	4	1.0%
	Family Offenses / Nonviolent	3	0.8%
	Liquor Law/Drunkenness	1	0.3%
	Other Sex Offenses	2	0.5%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	1	0.3%
	Criminal Trespassing	12	3.1%
	All Other Offenses	9	2.3%
SUBTOTAL		36	9.2%
GRAND TOTAL		391	100.0%

TOTAL REPORTED CRIME IN 1A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2016 - FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	5	1.2%
	Forcible Sex Offenses	1	0.2%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	19	4.6%
	Intimidation	6	1.4%
SUBTOTAL		31	7.5%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	33	7.9%
	Counterfeiting/Forgery	3	0.7%
	Criminal Mischief/Damaged Property	39	9.4%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	7	1.7%
	Larceny	169	40.6%
	Theft from Motor Vehicle	28	6.7%
	Motor Vehicle Theft	28	6.7%
	Robbery	5	1.2%
	Stolen Property	0	0.0%
SUBTOTAL		312	75.0%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	12	2.9%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	8	1.9%
SUBTOTAL		20	4.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	0.2%
	Disorderly Conduct / Disturbing the Peace	3	0.7%
	Family Offenses / Nonviolent	5	1.2%
	Liquor Law/Drunkenness	2	0.5%
	Other Sex Offenses	5	1.2%
	Violation of a Restraining/Court Order	6	1.4%
	Harassment	6	1.4%
	Criminal Trespassing	16	3.8%
	All Other Offenses	9	2.2%
SUBTOTAL		53	12.7%
GRAND TOTAL		416	100.0%

TOTAL REPORTED CRIME IN 1A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2017 - FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	6	1.1%
	Forcible Sex Offenses	3	0.6%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	18	3.4%
	Intimidation	3	0.6%
SUBTOTAL		30	5.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	57	10.8%
	Counterfeiting/Forgery	3	0.6%
	Criminal Mischief/Damaged Property	21	4.0%
	Embezzlement	0	0.0%
	Extortion	1	0.2%
	Fraud	15	2.9%
	Larceny	201	38.2%
	Theft from Motor Vehicle	56	10.6%
	Motor Vehicle Theft	25	4.8%
	Robbery	19	3.6%
	Stolen Property	0	0.0%
SUBTOTAL		398	75.7%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	25	4.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	6	1.1%
SUBTOTAL		31	5.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	7	1.3%
	Family Offenses / Nonviolent	1	0.2%
	Liquor Law/Drunkenness	1	0.2%
	Other Sex Offenses	4	0.8%
	Violation of a Restraining/Court Order	7	1.3%
	Harassment	5	1.0%
	Criminal Trespassing	23	4.4%
	All Other Offenses	19	3.6%
SUBTOTAL		67	12.7%
GRAND TOTAL		526	100.0%

TOTAL REPORTED CRIME IN 1A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2018 - FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	13	2.7%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	3	0.6%
	Simple Assault	23	4.8%
	Intimidation	5	1.0%
SUBTOTAL		44	9.2%
CRIMES AGAINST PROPERTY	Arson	1	0.2%
	Bribery	0	0.0%
	Burglary	25	5.2%
	Counterfeiting/Forgery	2	0.4%
	Criminal Mischief/Damaged Property	29	6.1%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	8	1.7%
	Larceny	227	47.5%
	Theft from Motor Vehicle	34	7.1%
	Motor Vehicle Theft	19	4.0%
	Robbery	10	2.1%
	Stolen Property	1	0.2%
SUBTOTAL		356	74.5%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	24	5.0%
	Gambling	0	0.0%
	Child Pornography	1	0.2%
	Prostitution	0	0.0%
	Weapon Law Violations	3	0.6%
SUBTOTAL		28	5.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	4	0.8%
	Family Offenses / Nonviolent	3	0.6%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	7	1.5%
	Violation of a Restraining/Court Order	2	0.4%
	Harassment	2	0.4%
	Criminal Trespassing	18	3.8%
	All Other Offenses	14	2.9%
SUBTOTAL		50	10.5%
GRAND TOTAL		478	100.0%

TOTAL REPORTED CRIME IN 1A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2019 - FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	9	1.7%
	Forcible Sex Offenses	1	0.2%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	1	0.2%
	Simple Assault	20	3.8%
	Intimidation	4	0.8%
SUBTOTAL		35	6.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	32	6.1%
	Counterfeiting/Forgery	6	1.1%
	Criminal Mischief/Damaged Property	23	4.4%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	21	4.0%
	Larceny	237	45.1%
	Theft from Motor Vehicle	69	13.1%
	Motor Vehicle Theft	34	6.5%
	Robbery	10	1.9%
	Stolen Property	0	0.0%
SUBTOTAL		432	82.3%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	17	3.2%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	3	0.6%
SUBTOTAL		20	3.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	1	0.2%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	0.2%
	Family Offenses / Nonviolent	3	0.6%
	Liquor Law/Drunkenness	1	0.2%
	Other Sex Offenses	3	0.6%
	Violation of a Restraining/Court Order	3	0.6%
	Harassment	5	1.0%
	Criminal Trespassing	11	2.1%
	All Other Offenses	10	1.9%
SUBTOTAL		38	7.2%
GRAND TOTAL		525	100.0%

TOTAL REPORTED CRIME IN 1B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2014 - FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	12	4.4%
	Forcible Sex Offenses	6	2.2%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	2	0.7%
	Simple Assault	22	8.0%
	Intimidation	3	1.1%
SUBTOTAL		45	16.4%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	7	2.6%
	Counterfeiting/Forgery	2	0.7%
	Criminal Mischief/Damaged Property	9	3.3%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	4	1.5%
	Larceny	83	30.3%
	Theft from Motor Vehicle	26	9.5%
	Motor Vehicle Theft	9	3.3%
	Robbery	5	1.8%
	Stolen Property	0	0.0%
SUBTOTAL		145	52.9%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	27	9.9%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	3	1.1%
	Weapon Law Violations	5	1.8%
SUBTOTAL		35	12.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	2	0.7%
	Disorderly Conduct / Disturbing the Peace	5	1.8%
	Family Offenses / Nonviolent	5	1.8%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	2	0.7%
	Violation of a Restraining/Court Order	2	0.7%
	Harassment	2	0.7%
	Criminal Trespassing	11	4.0%
	All Other Offenses	20	7.3%
SUBTOTAL		49	17.9%
GRAND TOTAL		274	100.0%

TOTAL REPORTED CRIME IN 18 NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2015 - FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	9	2.8%
	Forcible Sex Offenses	2	0.6%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	16	5.0%
	Intimidation	2	0.6%
SUBTOTAL		29	9.1%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	15	4.7%
	Counterfeiting/Forgery	2	0.6%
	Criminal Mischief/Damaged Property	18	5.6%
	Embezzlement	2	0.6%
	Extortion	0	0.0%
	Fraud	9	2.8%
	Larceny	91	28.4%
	Theft from Motor Vehicle	47	14.7%
	Motor Vehicle Theft	12	3.8%
	Robbery	5	1.6%
	Stolen Property	0	0.0%
SUBTOTAL		201	62.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	36	11.3%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	1	0.3%
	Weapon Law Violations	7	2.2%
SUBTOTAL		44	13.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	4	1.3%
	Family Offenses / Nonviolent	4	1.3%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	3	0.9%
	Violation of a Restraining/Court Order	2	0.6%
	Harassment	0	0.0%
	Criminal Trespassing	12	3.8%
	All Other Offenses	21	6.6%
SUBTOTAL		46	14.4%
GRAND TOTAL		320	100.0%

TOTAL REPORTED CRIME IN 18 NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2016 - FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	16	4.2%
	Forcible Sex Offenses	2	0.5%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	5	1.3%
	Simple Assault	32	8.5%
	Intimidation	8	2.1%
SUBTOTAL		63	16.7%
CRIMES AGAINST PROPERTY	Arson	1	0.3%
	Bribery	0	0.0%
	Burglary	15	4.0%
	Counterfeiting/Forgery	2	0.5%
	Criminal Mischief/Damaged Property	22	5.8%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	3	0.8%
	Larceny	142	37.6%
	Theft from Motor Vehicle	25	6.6%
	Motor Vehicle Theft	13	3.4%
	Robbery	7	1.9%
	Stolen Property	1	0.3%
SUBTOTAL		231	61.1%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	27	7.1%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	5	1.3%
SUBTOTAL		32	8.5%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	1	0.3%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	6	1.6%
	Family Offenses / Nonviolent	2	0.5%
	Liquor Law/Drunkenness	3	0.8%
	Other Sex Offenses	2	0.5%
	Violation of a Restraining/Court Order	4	1.1%
	Harassment	0	0.0%
	Criminal Trespassing	11	2.9%
	All Other Offenses	23	6.1%
SUBTOTAL		52	13.8%
GRAND TOTAL		378	100.0%

TOTAL REPORTED CRIME IN 1B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2017 - FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	12	2.9%
	Forcible Sex Offenses	5	1.2%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	1	0.2%
	Simple Assault	31	7.6%
	Intimidation	3	0.7%
SUBTOTAL		52	12.7%
CRIMES AGAINST PROPERTY	Arson	3	0.7%
	Bribery	0	0.0%
	Burglary	30	7.4%
	Counterfeiting/Forgery	2	0.5%
	Criminal Mischief/Damaged Property	24	5.9%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	12	2.9%
	Larceny	136	33.3%
	Theft from Motor Vehicle	37	9.1%
	Motor Vehicle Theft	29	7.1%
	Robbery	11	2.7%
	Stolen Property	1	0.2%
SUBTOTAL		285	69.9%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	25	6.1%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	3	0.7%
SUBTOTAL		28	6.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	0.2%
	Disorderly Conduct / Disturbing the Peace	4	1.0%
	Family Offenses / Nonviolent	2	0.5%
	Liquor Law/Drunkenness	1	0.2%
	Other Sex Offenses	5	1.2%
	Violation of a Restraining/Court Order	3	0.7%
	Harassment	1	0.2%
	Criminal Trespassing	8	2.0%
	All Other Offenses	18	4.4%
SUBTOTAL		43	10.5%
GRAND TOTAL		408	100.0%

TOTAL REPORTED CRIME IN 18 NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2018 - FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	8	1.9%
	Forcible Sex Offenses	6	1.4%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	3	0.7%
	Simple Assault	26	6.2%
	Intimidation	8	1.9%
SUBTOTAL		51	12.2%
CRIMES AGAINST PROPERTY	Arson	1	0.2%
	Bribery	0	0.0%
	Burglary	23	5.5%
	Counterfeiting/Forgery	3	0.7%
	Criminal Mischief/Damaged Property	26	6.2%
	Embezzlement	1	0.2%
	Extortion	1	0.2%
	Fraud	15	3.6%
	Larceny	125	29.9%
	Theft from Motor Vehicle	41	9.8%
	Motor Vehicle Theft	26	6.2%
	Robbery	4	1.0%
	Stolen Property	3	0.7%
SUBTOTAL		269	64.4%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	37	8.9%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	4	1.0%
SUBTOTAL		41	9.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	8	1.9%
	Family Offenses / Nonviolent	2	0.5%
	Liquor Law/Drunkenness	1	0.2%
	Other Sex Offenses	5	1.2%
	Violation of a Restraining/Court Order	5	1.2%
	Harassment	2	0.5%
	Criminal Trespassing	4	1.0%
	All Other Offenses	30	7.2%
SUBTOTAL		57	13.6%
GRAND TOTAL		418	100.0%

TOTAL REPORTED CRIME IN 18 NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2019 - FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	10	2.3%
	Forcible Sex Offenses	5	1.2%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	1	0.2%
	Simple Assault	41	9.4%
	Intimidation	4	0.9%
SUBTOTAL		61	14.1%
CRIMES AGAINST PROPERTY	Arson	1	0.2%
	Bribery	0	0.0%
	Burglary	28	6.5%
	Counterfeiting/Forgery	2	0.5%
	Criminal Mischief/Damaged Property	26	6.0%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	11	2.5%
	Larceny	106	24.4%
	Theft from Motor Vehicle	43	9.9%
	Motor Vehicle Theft	33	7.6%
	Robbery	17	3.9%
	Stolen Property	1	0.2%
SUBTOTAL		268	61.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	32	7.4%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	7	1.6%
SUBTOTAL		39	9.0%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	10	2.3%
	Family Offenses / Nonviolent	2	0.5%
	Liquor Law/Drunkenness	2	0.5%
	Other Sex Offenses	5	1.2%
	Violation of a Restraining/Court Order	6	1.4%
	Harassment	4	0.9%
	Criminal Trespassing	9	2.1%
	All Other Offenses	28	6.5%
SUBTOTAL		66	15.2%
GRAND TOTAL		434	100.0%

TOTAL REPORTED CRIME IN 2A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2014 - FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	1.1%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	8	8.7%
	Intimidation	2	2.2%
SUBTOTAL		11	12.0%
CRIMES AGAINST PROPERTY	Arson	1	1.1%
	Bribery	0	0.0%
	Burglary	15	16.3%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	8	8.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	2.2%
	Larceny	15	16.3%
	Theft from Motor Vehicle	17	18.5%
	Motor Vehicle Theft	12	13.0%
	Robbery	4	4.3%
	Stolen Property	0	0.0%
SUBTOTAL		74	80.4%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	0	0.0%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		0	0.0%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	2	2.2%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	2	2.2%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	0	0.0%
	Criminal Trespassing	1	1.1%
	All Other Offenses	2	2.2%
SUBTOTAL		7	7.6%
GRAND TOTAL		92	100.0%

TOTAL REPORTED CRIME IN 2A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2015 - FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	2	1.8%
	Forcible Sex Offenses	1	0.9%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	7	6.3%
	Intimidation	1	0.9%
SUBTOTAL		11	9.9%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	22	19.8%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	22	19.8%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	3	2.7%
	Larceny	13	11.7%
	Theft from Motor Vehicle	11	9.9%
	Motor Vehicle Theft	13	11.7%
	Robbery	2	1.8%
	Stolen Property	0	0.0%
SUBTOTAL		86	77.5%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	5	4.5%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		5	4.5%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	2	1.8%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	2	1.8%
	Violation of a Restraining/Court Order	3	2.7%
	Harassment	0	0.0%
	Criminal Trespassing	0	0.0%
	All Other Offenses	2	1.8%
SUBTOTAL		9	8.1%
GRAND TOTAL		111	100.0%

TOTAL REPORTED CRIME IN 2A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2016 - FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	3	3.5%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	6	7.1%
	Intimidation	0	0.0%
SUBTOTAL		9	10.6%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	14	16.5%
	Counterfeiting/Forgery	6	7.1%
	Criminal Mischief/Damaged Property	12	14.1%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	9	10.6%
	Theft from Motor Vehicle	9	10.6%
	Motor Vehicle Theft	8	9.4%
	Robbery	2	2.4%
	Stolen Property	0	0.0%
SUBTOTAL		60	70.6%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	8	9.4%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		8	9.4%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	1.2%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	2	2.4%
	Violation of a Restraining/Court Order	2	2.4%
	Harassment	1	1.2%
	Criminal Trespassing	0	0.0%
	All Other Offenses	2	2.4%
SUBTOTAL		8	9.4%
GRAND TOTAL		85	100.0%

TOTAL REPORTED CRIME IN 2A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2017 - FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	2	2.3%
	Forcible Sex Offenses	1	1.1%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	3	3.4%
	Intimidation	1	1.1%
SUBTOTAL		7	8.0%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	11	12.5%
	Counterfeiting/Forgery	1	1.1%
	Criminal Mischief/Damaged Property	6	6.8%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	4	4.5%
	Larceny	14	15.9%
	Theft from Motor Vehicle	21	23.9%
	Motor Vehicle Theft	12	13.6%
	Robbery	1	1.1%
	Stolen Property	0	0.0%
SUBTOTAL		70	79.5%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	0	0.0%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		0	0.0%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	2	2.3%
	Family Offenses / Nonviolent	1	1.1%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	2	2.3%
	Violation of a Restraining/Court Order	2	2.3%
	Harassment	1	1.1%
	Criminal Trespassing	1	1.1%
	All Other Offenses	2	2.3%
SUBTOTAL		11	12.5%
GRAND TOTAL		88	100.0%

TOTAL REPORTED CRIME IN 2A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2018 - FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	1.2%
	Forcible Sex Offenses	1	1.2%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	5	6.0%
	Intimidation	2	2.4%
SUBTOTAL		9	10.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	9	10.7%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	10	11.9%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	18	21.4%
	Theft from Motor Vehicle	18	21.4%
	Motor Vehicle Theft	9	10.7%
	Robbery	1	1.2%
	Stolen Property	0	0.0%
SUBTOTAL		65	77.4%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	3	3.6%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		3	3.6%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	1.2%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	4	4.8%
	Harassment	0	0.0%
	Criminal Trespassing	0	0.0%
	All Other Offenses	2	2.4%
SUBTOTAL		7	8.3%
GRAND TOTAL		84	100.0%

TOTAL REPORTED CRIME IN 2A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2019 - FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	2	2.7%
	Forcible Sex Offenses	1	1.4%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	2	2.7%
	Intimidation	0	0.0%
SUBTOTAL		5	6.8%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	6	8.2%
	Counterfeiting/Forgery	1	1.4%
	Criminal Mischief/Damaged Property	10	13.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	16	21.9%
	Theft from Motor Vehicle	13	17.8%
	Motor Vehicle Theft	10	13.7%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		56	76.7%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	2	2.7%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	2.7%
SUBTOTAL		4	5.5%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	1	1.4%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	1	1.4%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	0	0.0%
	Criminal Trespassing	2	2.7%
	All Other Offenses	4	5.5%
SUBTOTAL		8	11.0%
GRAND TOTAL		73	100.0%

TOTAL REPORTED CRIME IN 28 NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2014 - FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	3	2.4%
	Forcible Sex Offenses	2	1.6%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	7	5.5%
	Intimidation	1	0.8%
SUBTOTAL		13	10.2%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	20	15.7%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	12	9.4%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	1.6%
	Larceny	14	11.0%
	Theft from Motor Vehicle	17	13.4%
	Motor Vehicle Theft	13	10.2%
	Robbery	4	3.1%
	Stolen Property	0	0.0%
SUBTOTAL		82	64.6%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	10	7.9%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		10	7.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	7	5.5%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	2	1.6%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	3	2.4%
	Harassment	0	0.0%
	Criminal Trespassing	5	3.9%
	All Other Offenses	5	3.9%
SUBTOTAL		22	17.3%
GRAND TOTAL		127	100.0%

TOTAL REPORTED CRIME IN 2B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2015 - FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	6	4.1%
	Forcible Sex Offenses	3	2.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	1	0.7%
	Simple Assault	7	4.8%
	Intimidation	3	2.0%
SUBTOTAL		20	13.6%
CRIMES AGAINST PROPERTY	Arson	1	0.7%
	Bribery	0	0.0%
	Burglary	22	15.0%
	Counterfeiting/Forgery	1	0.7%
	Criminal Mischief/Damaged Property	20	13.6%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	3	2.0%
	Larceny	5	3.4%
	Theft from Motor Vehicle	8	5.4%
	Motor Vehicle Theft	10	6.8%
	Robbery	4	2.7%
	Stolen Property	0	0.0%
SUBTOTAL		74	50.3%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	12	8.2%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.4%
SUBTOTAL		14	9.5%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	0.7%
	Disorderly Conduct / Disturbing the Peace	11	7.5%
	Family Offenses / Nonviolent	2	1.4%
	Liquor Law/Drunkenness	4	2.7%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	2	1.4%
	Harassment	0	0.0%
	Criminal Trespassing	9	6.1%
	All Other Offenses	10	6.8%
SUBTOTAL		39	26.5%
GRAND TOTAL		147	100.0%

TOTAL REPORTED CRIME IN 2B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2016 - FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	7	4.7%
	Forcible Sex Offenses	2	1.3%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	1	0.7%
	Simple Assault	8	5.4%
	Intimidation	1	0.7%
SUBTOTAL		19	12.8%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	16	10.7%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	12	8.1%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	8	5.4%
	Larceny	24	16.1%
	Theft from Motor Vehicle	20	13.4%
	Motor Vehicle Theft	13	8.7%
	Robbery	5	3.4%
	Stolen Property	0	0.0%
SUBTOTAL		98	65.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	3	2.0%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	0.7%
SUBTOTAL		4	2.7%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	0.7%
	Disorderly Conduct / Disturbing the Peace	11	7.4%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	2	1.3%
	Harassment	2	1.3%
	Criminal Trespassing	6	4.0%
	All Other Offenses	6	4.0%
SUBTOTAL		28	18.8%
GRAND TOTAL		149	100.0%

TOTAL REPORTED CRIME IN 2B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2017 - FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	3	2.2%
	Forcible Sex Offenses	2	1.5%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	7	5.1%
	Intimidation	2	1.5%
SUBTOTAL		14	10.3%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	17	12.5%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	11	8.1%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	21	15.4%
	Theft from Motor Vehicle	30	22.1%
	Motor Vehicle Theft	13	9.6%
	Robbery	1	0.7%
	Stolen Property	0	0.0%
SUBTOTAL		93	68.4%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	3	2.2%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.5%
SUBTOTAL		5	3.7%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	7	5.1%
	Family Offenses / Nonviolent	3	2.2%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	2	1.5%
	Criminal Trespassing	4	2.9%
	All Other Offenses	8	5.9%
SUBTOTAL		24	17.6%
GRAND TOTAL		136	100.0%

TOTAL REPORTED CRIME IN 28 NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2018 - FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	2	1.3%
	Forcible Sex Offenses	2	1.3%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	1	0.6%
	Simple Assault	12	7.8%
	Intimidation	2	1.3%
SUBTOTAL		19	12.3%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	14	9.1%
	Counterfeiting/Forgery	2	1.3%
	Criminal Mischief/Damaged Property	18	11.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	4	2.6%
	Larceny	23	14.9%
	Theft from Motor Vehicle	32	20.8%
	Motor Vehicle Theft	14	9.1%
	Robbery	1	0.6%
	Stolen Property	0	0.0%
SUBTOTAL		108	70.1%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	2	1.3%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	0.6%
SUBTOTAL		3	1.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	0.6%
	Disorderly Conduct / Disturbing the Peace	4	2.6%
	Family Offenses / Nonviolent	1	0.6%
	Liquor Law/Drunkenness	1	0.6%
	Other Sex Offenses	7	4.5%
	Violation of a Restraining/Court Order	2	1.3%
	Harassment	1	0.6%
	Criminal Trespassing	4	2.6%
	All Other Offenses	3	1.9%
SUBTOTAL		24	15.6%
GRAND TOTAL		154	100.0%

TOTAL REPORTED CRIME IN 2B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2019 - FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	10	6.2%
	Forcible Sex Offenses	2	1.2%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	11	6.8%
	Intimidation	2	1.2%
SUBTOTAL		25	15.4%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	14	8.6%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	20	12.3%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	1.2%
	Larceny	30	18.5%
	Theft from Motor Vehicle	33	20.4%
	Motor Vehicle Theft	9	5.6%
	Robbery	5	3.1%
	Stolen Property	0	0.0%
SUBTOTAL		113	69.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	5	3.1%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.2%
SUBTOTAL		7	4.3%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	4	2.5%
	Family Offenses / Nonviolent	1	0.6%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	3	1.9%
	Harassment	0	0.0%
	Criminal Trespassing	8	4.9%
	All Other Offenses	1	0.6%
SUBTOTAL		17	10.5%
GRAND TOTAL		162	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2014- FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	2	1.9%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	4	3.8%
	Intimidation	2	1.9%
SUBTOTAL		8	7.5%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	20	18.9%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	10	9.4%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	4	3.8%
	Larceny	6	5.7%
	Theft from Motor Vehicle	16	15.1%
	Motor Vehicle Theft	10	9.4%
	Robbery	2	1.9%
	Stolen Property	0	0.0%
SUBTOTAL		68	64.2%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	8	7.5%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	0.9%
SUBTOTAL		9	8.5%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	2	1.9%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	8	7.5%
	Other Sex Offenses	1	0.9%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	1	0.9%
	Criminal Trespassing	4	3.8%
	All Other Offenses	5	4.7%
SUBTOTAL		21	19.8%
GRAND TOTAL		106	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2015- FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	0.8%
	Forcible Sex Offenses	2	1.7%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	9	7.5%
	Intimidation	2	1.7%
SUBTOTAL		14	11.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	22	18.3%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	8	6.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	1	0.8%
	Larceny	21	17.5%
	Theft from Motor Vehicle	20	16.7%
	Motor Vehicle Theft	18	15.0%
	Robbery	1	0.8%
	Stolen Property	0	0.0%
SUBTOTAL		91	75.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	2	1.7%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.7%
SUBTOTAL		4	3.3%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	4	3.3%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	3	2.5%
	Other Sex Offenses	1	0.8%
	Violation of a Restraining/Court Order	2	1.7%
	Harassment	0	0.0%
	Criminal Trespassing	1	0.8%
	All Other Offenses	0	0.0%
SUBTOTAL		11	9.2%
GRAND TOTAL		120	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2016- FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	2	1.4%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	3	2.2%
	Intimidation	1	0.7%
SUBTOTAL		6	4.3%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	32	23.0%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	8	5.8%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	16	11.5%
	Theft from Motor Vehicle	26	18.7%
	Motor Vehicle Theft	19	13.7%
	Robbery	2	1.4%
	Stolen Property	0	0.0%
SUBTOTAL		103	74.1%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	15	10.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	3	2.2%
SUBTOTAL		18	12.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	1	0.7%
	Curfew	1	0.7%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	1	0.7%
	Liquor Law/Drunkenness	2	1.4%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	0.7%
	Harassment	0	0.0%
	Criminal Trespassing	2	1.4%
	All Other Offenses	4	2.9%
SUBTOTAL		12	8.6%
GRAND TOTAL		139	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2017- FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	5	4.5%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	3	2.7%
	Intimidation	2	1.8%
SUBTOTAL		10	9.0%
CRIMES AGAINST PROPERTY	Arson	3	2.7%
	Bribery	0	0.0%
	Burglary	13	11.7%
	Counterfeiting/Forgery	1	0.9%
	Criminal Mischief/Damaged Property	18	16.2%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	3	2.7%
	Larceny	21	18.9%
	Theft from Motor Vehicle	25	22.5%
	Motor Vehicle Theft	9	8.1%
	Robbery	1	0.9%
	Stolen Property	0	0.0%
SUBTOTAL		94	84.7%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	2	1.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		2	1.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	0.9%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	1	0.9%
	Liquor Law/Drunkenness	1	0.9%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	0.9%
	Harassment	0	0.0%
	Criminal Trespassing	1	0.9%
	All Other Offenses	0	0.0%
SUBTOTAL		5	4.5%
GRAND TOTAL		111	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2018- FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	5	4.6%
	Intimidation	2	1.8%
SUBTOTAL		7	6.4%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	15	13.8%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	14	12.8%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	3	2.8%
	Larceny	12	11.0%
	Theft from Motor Vehicle	30	27.5%
	Motor Vehicle Theft	16	14.7%
	Robbery	1	0.9%
	Stolen Property	0	0.0%
SUBTOTAL		91	83.5%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	6	5.5%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.8%
SUBTOTAL		8	7.3%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	0.9%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	0.9%
	Other Sex Offenses	1	0.9%
	Violation of a Restraining/Court Order	2	1.8%
	Harassment	0	0.0%
	Criminal Trespassing	2	1.8%
	All Other Offenses	3	2.8%
SUBTOTAL		3	2.8%
GRAND TOTAL		109	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2019- FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	3	2.5%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	2	1.7%
	Intimidation	2	1.7%
SUBTOTAL		7	5.8%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	14	11.7%
	Counterfeiting/Forgery	1	0.8%
	Criminal Mischief/Damaged Property	13	10.8%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	8	6.7%
	Larceny	20	16.7%
	Theft from Motor Vehicle	19	15.8%
	Motor Vehicle Theft	18	15.0%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		93	77.5%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	11	9.2%
	Gambling	0	0.0%
	Child Pornography	2	1.7%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.7%
SUBTOTAL		15	12.5%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	0.8%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	2	1.7%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	0	0.0%
	Criminal Trespassing	0	0.0%
	All Other Offenses	2	1.7%
SUBTOTAL		5	4.2%
GRAND TOTAL		120	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2014 - FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	0.7%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	7	5.2%
	Intimidation	1	0.7%
SUBTOTAL		9	6.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	21	15.6%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	28	20.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	1	0.7%
	Larceny	17	12.6%
	Theft from Motor Vehicle	29	21.5%
	Motor Vehicle Theft	7	5.2%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		103	76.3%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	5	3.7%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	0.7%
SUBTOTAL		6	4.4%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	0.7%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	0.7%
	Other Sex Offenses	1	0.7%
	Violation of a Restraining/Court Order	1	0.7%
	Harassment	0	0.0%
	Criminal Trespassing	5	3.7%
	All Other Offenses	8	5.9%
SUBTOTAL		17	12.6%
GRAND TOTAL		135	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2015 - FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	2	1.3%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	1	0.7%
	Intimidation	1	0.7%
	SUBTOTAL	4	2.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	24	16.1%
	Counterfeiting/Forgery	1	0.7%
	Criminal Mischief/Damaged Property	17	11.4%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	1	0.7%
	Larceny	17	11.4%
	Theft from Motor Vehicle	31	20.8%
	Motor Vehicle Theft	30	20.1%
	Robbery	1	0.7%
	Stolen Property	0	0.0%
	SUBTOTAL	122	81.9%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	9	6.0%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	0.7%
	SUBTOTAL	10	6.7%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	0.7%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	0.7%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	0.7%
	Harassment	3	2.0%
	Criminal Trespassing	5	3.4%
	All Other Offenses	2	1.3%
	SUBTOTAL	13	8.7%
GRAND TOTAL		149	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2016 - FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	0.7%
	Forcible Sex Offenses	2	1.4%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	3	2.1%
	Intimidation	1	0.7%
SUBTOTAL		7	4.8%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	25	17.2%
	Counterfeiting/Forgery	1	0.7%
	Criminal Mischief/Damaged Property	17	11.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	1.4%
	Larceny	26	17.9%
	Theft from Motor Vehicle	39	26.9%
	Motor Vehicle Theft	11	7.6%
	Robbery	2	1.4%
	Stolen Property	0	0.0%
SUBTOTAL		123	84.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	5	3.4%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.4%
SUBTOTAL		7	4.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	2	1.4%
	Violation of a Restraining/Court Order	1	0.7%
	Harassment	0	0.0%
	Criminal Trespassing	2	1.4%
	All Other Offenses	3	2.1%
SUBTOTAL		8	5.5%
GRAND TOTAL		145	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2017 - FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	1	0.8%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	6	5.0%
	Intimidation	4	3.4%
SUBTOTAL		11	9.2%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	17	14.3%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	7	5.9%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	1.7%
	Larceny	22	18.5%
	Theft from Motor Vehicle	28	23.5%
	Motor Vehicle Theft	9	7.6%
	Robbery	1	0.8%
	Stolen Property	0	0.0%
SUBTOTAL		86	72.3%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	3	2.5%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	1.7%
SUBTOTAL		5	4.2%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	3	2.5%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	0.8%
	Other Sex Offenses	1	0.8%
	Violation of a Restraining/Court Order	2	1.7%
	Harassment	2	1.7%
	Criminal Trespassing	5	4.2%
	All Other Offenses	3	2.5%
SUBTOTAL		17	14.3%
GRAND TOTAL		119	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2018 - FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	4	3.8%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	4	3.8%
	Intimidation	2	1.9%
SUBTOTAL		10	9.6%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	6	5.8%
	Counterfeiting/Forgery	1	1.0%
	Criminal Mischief/Damaged Property	8	7.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	7	6.7%
	Larceny	18	17.3%
	Theft from Motor Vehicle	31	29.8%
	Motor Vehicle Theft	8	7.7%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		79	76.0%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	4	3.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	1.0%
SUBTOTAL		5	4.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	2	1.9%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	1.0%
	Harassment	1	1.0%
	Criminal Trespassing	4	3.8%
	All Other Offenses	2	1.9%
SUBTOTAL		10	9.6%
GRAND TOTAL		104	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		OCT 15, 2019 - FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	5	3.9%
	Forcible Sex Offenses	1	0.8%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	6	4.7%
	Intimidation	0	0.0%
SUBTOTAL		12	9.4%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	18	14.2%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	9	7.1%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	20	15.7%
	Theft from Motor Vehicle	39	30.7%
	Motor Vehicle Theft	17	13.4%
	Robbery	1	0.8%
	Stolen Property	0	0.0%
SUBTOTAL		104	81.9%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	4	3.1%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	0.8%
SUBTOTAL		5	3.9%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	1	0.8%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	1	0.8%
	Violation of a Restraining/Court Order	2	1.6%
	Harassment	0	0.0%
	Criminal Trespassing	2	1.6%
	All Other Offenses	0	0.0%
SUBTOTAL		6	4.7%
GRAND TOTAL		127	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2014 - FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	2	4.1%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	1	2.0%
	Intimidation	0	0.0%
SUBTOTAL		3	6.1%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	12	24.5%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	5	10.2%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	4.1%
	Larceny	5	10.2%
	Theft from Motor Vehicle	5	10.2%
	Motor Vehicle Theft	5	10.2%
	Robbery	1	2.0%
	Stolen Property	0	0.0%
SUBTOTAL		35	71.4%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	3	6.1%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		3	6.1%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	2.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	2	4.1%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	0	0.0%
	Criminal Trespassing	2	4.1%
	All Other Offenses	3	6.1%
SUBTOTAL		8	16.3%
GRAND TOTAL		49	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2015 - FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	1	1.6%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	6	9.4%
	Intimidation	1	1.6%
SUBTOTAL		8	12.5%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	17	26.6%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	3	4.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	8	12.5%
	Theft from Motor Vehicle	10	15.6%
	Motor Vehicle Theft	6	9.4%
	Robbery	1	1.6%
	Stolen Property	0	0.0%
SUBTOTAL		45	70.3%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	0	0.0%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	3.1%
SUBTOTAL		2	3.1%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	4	6.3%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	2	3.1%
	Other Sex Offenses	1	1.6%
	Violation of a Restraining/Court Order	2	3.1%
	Harassment	0	0.0%
	Criminal Trespassing	0	0.0%
	All Other Offenses	0	0.0%
SUBTOTAL		9	14.1%
GRAND TOTAL		64	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2016 - FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	1	1.6%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	1	1.6%
	Intimidation	0	0.0%
SUBTOTAL		2	3.2%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	20	31.7%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	4	6.3%
	Embezzlement	1	1.6%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	4	6.3%
	Theft from Motor Vehicle	12	19.0%
	Motor Vehicle Theft	8	12.7%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		49	77.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	8	12.7%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	1.6%
SUBTOTAL		9	14.3%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	1.6%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	0	0.0%
	Criminal Trespassing	1	1.6%
	All Other Offenses	1	1.6%
SUBTOTAL		3	4.8%
GRAND TOTAL		63	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2017 - FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	1.7%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	3	5.0%
	Intimidation	1	1.7%
SUBTOTAL		5	8.3%
CRIMES AGAINST PROPERTY	Arson	2	3.3%
	Bribery	0	0.0%
	Burglary	8	13.3%
	Counterfeiting/Forgery	1	1.7%
	Criminal Mischief/Damaged Property	5	8.3%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	5	8.3%
	Larceny	10	16.7%
	Theft from Motor Vehicle	13	21.7%
	Motor Vehicle Theft	5	8.3%
	Robbery	1	1.7%
	Stolen Property	0	0.0%
SUBTOTAL		50	83.3%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	1	1.7%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		1	1.7%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	1	1.7%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	1.7%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	1.7%
	Harassment	0	0.0%
	Criminal Trespassing	1	1.7%
	All Other Offenses	0	0.0%
SUBTOTAL		4	6.7%
GRAND TOTAL		60	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2018- FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	3	5.5%
	Intimidation	1	1.8%
SUBTOTAL		4	7.3%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	9	16.4%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	9	16.4%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	1	1.8%
	Larceny	5	9.1%
	Theft from Motor Vehicle	12	21.8%
	Motor Vehicle Theft	8	14.5%
	Robbery	1	1.8%
	Stolen Property	0	0.0%
SUBTOTAL		45	81.8%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	1	1.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	1.8%
SUBTOTAL		2	3.6%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	1.8%
	Other Sex Offenses	1	1.8%
	Violation of a Restraining/Court Order	1	1.8%
	Harassment	0	0.0%
	Criminal Trespassing	0	0.0%
	All Other Offenses	1	1.8%
SUBTOTAL		4	7.3%
GRAND TOTAL		55	100.0%

TOTAL REPORTED CRIME IN 3A NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2019- FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	1	2.2%
	Intimidation	1	2.2%
SUBTOTAL		2	4.3%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	5	10.9%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	6	13.0%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	4.3%
	Larceny	10	21.7%
	Theft from Motor Vehicle	8	17.4%
	Motor Vehicle Theft	6	13.0%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		37	80.4%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	5	10.9%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	2.2%
SUBTOTAL		6	13.0%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	0	0.0%
	Criminal Trespassing	0	0.0%
	All Other Offenses	1	2.2%
SUBTOTAL		1	2.2%
GRAND TOTAL		46	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2014 - FEB 15, 2015	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	1.7%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	1	1.7%
	Intimidation	1	1.7%
SUBTOTAL		3	5.2%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	8	13.8%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	13	22.4%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	1	1.7%
	Larceny	5	8.6%
	Theft from Motor Vehicle	13	22.4%
	Motor Vehicle Theft	5	8.6%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		45	77.6%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	3	5.2%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		3	5.2%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	1.7%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	1	1.7%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	0	0.0%
	Criminal Trespassing	3	5.2%
	All Other Offenses	2	3.4%
SUBTOTAL		7	12.1%
GRAND TOTAL		58	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2015 - FEB 15, 2016	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	1.3%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	1	1.3%
	Intimidation	0	0.0%
SUBTOTAL		2	2.5%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	11	13.9%
	Counterfeiting/Forgery	1	1.3%
	Criminal Mischief/Damaged Property	10	12.7%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	1	1.3%
	Larceny	11	13.9%
	Theft from Motor Vehicle	16	20.3%
	Motor Vehicle Theft	11	13.9%
	Robbery	1	1.3%
	Stolen Property	0	0.0%
SUBTOTAL		62	78.5%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	7	8.9%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	1.3%
SUBTOTAL		8	10.1%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	1.3%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	1.3%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	2	2.5%
	Criminal Trespassing	2	2.5%
	All Other Offenses	1	1.3%
SUBTOTAL		7	8.9%
GRAND TOTAL		79	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2016 - FEB 15, 2017	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	1	1.4%
	Forcible Sex Offenses	1	1.4%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	1	1.4%
	Intimidation	1	1.4%
SUBTOTAL		4	5.5%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	16	21.9%
	Counterfeiting/Forgery	1	1.4%
	Criminal Mischief/Damaged Property	4	5.5%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	2	2.7%
	Larceny	13	17.8%
	Theft from Motor Vehicle	21	28.8%
	Motor Vehicle Theft	1	1.4%
	Robbery	2	2.7%
	Stolen Property	0	0.0%
SUBTOTAL		60	82.2%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	5	6.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		5	6.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	1.4%
	Harassment	0	0.0%
	Criminal Trespassing	1	1.4%
	All Other Offenses	2	2.7%
SUBTOTAL		4	5.5%
GRAND TOTAL		73	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2017 - FEB 15, 2018	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	0	0.0%
	Forcible Sex Offenses	1	1.7%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	0	0.0%
	Intimidation	4	6.8%
SUBTOTAL		5	8.5%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	8	13.6%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	3	5.1%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	1	1.7%
	Larceny	12	20.3%
	Theft from Motor Vehicle	15	25.4%
	Motor Vehicle Theft	5	8.5%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		44	74.6%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	2	3.4%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	2	3.4%
SUBTOTAL		4	6.8%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	1	1.7%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	1	1.7%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	0	0.0%
	Harassment	1	1.7%
	Criminal Trespassing	2	3.4%
	All Other Offenses	1	1.7%
SUBTOTAL		6	10.2%
GRAND TOTAL		59	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2018 - FEB 15, 2019	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	3	5.7%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	0	0.0%
	Intimidation	0	0.0%
SUBTOTAL		3	5.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	2	3.8%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	1	1.9%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	7	13.2%
	Larceny	9	17.0%
	Theft from Motor Vehicle	21	39.6%
	Motor Vehicle Theft	3	5.7%
	Robbery	0	0.0%
	Stolen Property	0	0.0%
SUBTOTAL		43	81.1%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	3	5.7%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	0	0.0%
SUBTOTAL		3	5.7%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	1.9%
	Harassment	1	1.9%
	Criminal Trespassing	2	3.8%
	All Other Offenses	0	0.0%
SUBTOTAL		4	7.5%
GRAND TOTAL		53	100.0%

TOTAL REPORTED CRIME IN 3B NEIGHBORHOOD			
TYPE OF OFFENSE		DEC 15, 2019 - FEB 15, 2020	
		#	%
CRIMES AGAINST PERSONS	Murder	0	0.0%
	Aggravated Assault	3	5.4%
	Forcible Sex Offenses	0	0.0%
	Non-Forcible Sex Offenses	0	0.0%
	Kidnapping/Abduction	0	0.0%
	Simple Assault	3	5.4%
	Intimidation	0	0.0%
SUBTOTAL		6	10.7%
CRIMES AGAINST PROPERTY	Arson	0	0.0%
	Bribery	0	0.0%
	Burglary	7	12.5%
	Counterfeiting/Forgery	0	0.0%
	Criminal Mischief/Damaged Property	4	7.1%
	Embezzlement	0	0.0%
	Extortion	0	0.0%
	Fraud	0	0.0%
	Larceny	9	16.1%
	Theft from Motor Vehicle	16	28.6%
	Motor Vehicle Theft	9	16.1%
	Robbery	1	1.8%
	Stolen Property	0	0.0%
SUBTOTAL		46	82.1%
CRIMES AGAINST SOCIETY	Drug/Narcotics Violations	1	1.8%
	Gambling	0	0.0%
	Child Pornography	0	0.0%
	Prostitution	0	0.0%
	Weapon Law Violations	1	1.8%
SUBTOTAL		2	3.6%
ALL OTHER OFFENSES	Fraud - NSF - Closed Account	0	0.0%
	Curfew	0	0.0%
	Disorderly Conduct / Disturbing the Peace	0	0.0%
	Family Offenses / Nonviolent	0	0.0%
	Liquor Law/Drunkenness	0	0.0%
	Other Sex Offenses	0	0.0%
	Violation of a Restraining/Court Order	1	1.8%
	Harassment	0	0.0%
	Criminal Trespassing	1	1.8%
	All Other Offenses	0	0.0%
SUBTOTAL		2	3.6%
GRAND TOTAL		56	100.0%

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