



Lifesavers 2010 National Conference

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Data-Driven Approaches to Crime and Traffic Safety
DDACTS

DDACTS is an operational model that uses the integration of location-based crime and traffic data to establish effective and efficient methods for deploying law enforcement and other resources.

DDACTS Goal

**Reduce the incidence of
crime, crashes and traffic
violations in a community**

Reduces Social Harm

Why DDACTS?

- **Increasing Demands and Limited Resources**
- **Conflicting / Competing Demands for Service**
- **Crime and Crashes Often Occur in Close Proximity**
- **Crimes Often Involve a Motor Vehicle**
- **Vehicle Stops Can Yield Criminal Identification and Arrest**

**If you're not keeping score,
it's just practice!**

DDACTS
Implementation As A:
Philosophy
Strategy
Tactic

DDACTS Advantages

Collaborative Effort
Grounded in Community-Oriented Policing
Evidence Based Problem-Solving
Focused Area for High Visibility Enforcement
Ensures Accountability
Fewer Ethical and Legal Concerns

National Organization of Black Law Enforcement Executives

“If the data analysis reveals that criminal activity and traffic crashes occur at a specific place within a community, then it is at that place that law enforcement activities need to be focused. A non-biased, data-driven approach to crime and traffic safety delivers law enforcement services at the right place and at the right time.”

Joseph A. McMillan, NOBLE President

National Partners



Demonstration Sites

- Baltimore County Police Department
- Lafourche Parish Sheriff's Office
- Metro-Nashville Police Department
- Oakland Police Department
- Rochester Police Department
- St. Albans Police Department / Vermont State Police
- Washoe County Sheriff's Office

**Data-Driven Approaches
to
Crime and Traffic Safety
(DDACTS)**

**Operational
Guidelines**

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DDACTS Guiding Principles

Partners / Stakeholder Participation
Data Collection
Data Analysis
Strategic Operations
Information Sharing and Outreach
Monitor, Evaluate and Adjust
Outcomes

DDACTS Return On Investment

Cost Effective Approach
Reduction in Social Harm
Fewer Calls for Service
Increased Time For High-Visibility Patrols
Increased Deterrence
Increased Field Contacts


