



ATLANTA POLICE FOUNDATION

PUBLIC SAFETY FIRST CAMPAIGN

CY 2010 - 2012

Public safety continues to be a top priority for the City of Atlanta. The Foundation is working hand in hand with Mayor Reed and other community leaders to provide the steady, focused public safety leadership the City deserves. Previous city budget cuts and police furloughs had begun to erode hard-won improvements. With the renewed focus Mayor Reed has given The approval of the new 2010 city budget brought an end to the furloughs and hiring freeze, which was the first step in restoring public safety to the top of the City's agenda. The **Public Safety First Campaign** will ensure continued focus is given to the strategic initiatives necessary for a safer city.

I. INCREASING POLICE VISIBILITY AND EFFECTIVENESS \$2,715,097

APF has a six-year track record of implementing programs to increase police visibility and effectiveness. APF will continue to support effective programs that increase police visibility on the streets of Atlanta and build a best-in-class police force.

Recruitment

Insure recruitment of 908 new police officers over next three years to reach City goal of 2000 officers.

Scholarships

Provide educational scholarships to over 500 APD officers ensuring a more educated work force with higher morale and lower attrition.

Training

Provide advanced training courses in cutting-edge crime fighting techniques. Secure world-class leadership training opportunities to develop APD's leadership. Identify operational training needs to create more effective police operations.

Housing Assistance

Hire professional housing coordinator to assist officers and recruits to find affordable in-city housing, thus increasing the number of officers living in the city.

Mounted Unit

Increase the unit from 12 riders and horses to 18 riders and horses in order to create a best-in-class riot and crowd control unit.

APD Mini-Grants

Provide mini-grants totaling over \$10K to APD units for expenditures that enhance crime prevention and emergency preparedness needs.

Life Insurance

Maintain 100K life insurance coverage for every APD officer through a partnership with Peachtree Presbyterian Church.

II. PUBLIC SAFETY LEADERSHIP \$2,852,296

The Atlanta Police Foundation has the knowledge and community respect required to drive the City's public safety agenda.

Community Engagement



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Expand this successful anonymous tip-line program to include new components:

- *Gun Stop* - to help take illegal firearms off the streets
- *Campus Crime Stoppers* – a cash or incentive program aimed at reducing juvenile crime in the City of Atlanta

Atlanta Security Council

Continue to lead this vital advisory council comprised of Atlanta's corporate security executives and representatives from Central Atlanta Progress, the Midtown Alliance, the Buckhead Coalition and APD. The Council meets quarterly to discuss issues and ideas relating to improving the City's emergency preparedness and crime prevention capabilities.

Operation Shield

Implement a video surveillance pilot project to integrate existing cameras maintained by private security forces in Buckhead, Midtown and Downtown. The initial pilot will focus on the Peachtree Street Corridor.

Communications

Funding for crime perception surveys, website enhancements, and community meetings.

Strategic Initiatives

Work collaboratively with city leaders and APD to identify research and implement proven strategies that represent the best practices and leadership models in law enforcement, emergency preparedness and public safety.

An initial strategic focus will be building **integrated communications capabilities**, across forces and public safety departments, to fight crime across the metropolitan region and to support a seamless plan for emergency preparedness. In addition to reducing crime and enhancing public safety, **state-of-the-art technology and advanced communications initiatives** will position Atlanta to compete more favorably for federal funding.

III. APF OPERATIONS AND RESERVES \$1,432,607

In 2005 APF raised nearly \$1 million for three years of operating support. These funds were carefully managed and were supplemented by income from APF membership, special events and programs, allowing APF to extend operations and programming into a fourth year. Today, APF earns approximately one-third of its annual operating budget through membership, special event and program revenues.

In addition to raising supplemental operating funds, APF would like to establish an operating reserve to ensure that APF has the flexibility and where-with-all to:

- Respond to unexpected public safety and emergency preparedness challenges and issues that may arise in the City over the next three years;
- Help set the agenda during future mayoral transitions; and
- Initiate pilot collaborations among other area law enforcement agencies.

CAMPAIGN TOTAL \$7,000,000

PUBLIC SAFETY FIRST CAMPAIGN

The mission of the Atlanta Police Foundation is to make Atlanta the safest and most inviting city for all its residents, workers and visitors.



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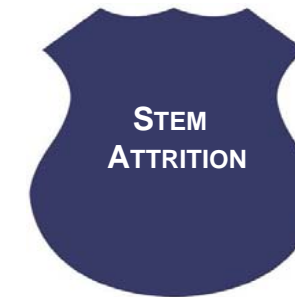
Dave Wilkinson

President and CEO
Atlanta Police Foundation



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SIX PRIORITIES FOR A SAFER ATLANTA



- **Increase police visibility.** Studies show more police on the streets reduces crime. The police force needs to be increased to 2,000 officers by 2012 and 2,300 by 2014. (Current size is 1,675).
- **Stem attrition.** Retain current officers and improve morale by increasing pay, ensuring pay raises, replacing outdated vehicles and equipment, implementation of an effective career ladder, and create incentives to encourage officers to live within the city limits.
- **Increase police effectiveness.** Work with the Foundation, local businesses, and others to ensure Atlanta has the best research, training and strategies known in police enforcement.
- **Select the right chief.** The mayor must attract a top-notch chief to replace outgoing Chief Richard Pennington. This hands-on, communicative and proactive chief will need to immediately focus on crime prevention and perception, emergency preparedness and officer morale.
- **Communicate broadly, and often.** The mayor and public safety leaders must open and maintain a steady dialogue with the residential and business community on public safety, helping to ease concerns and lay out a plan of action.
- **Invest in crime-fighting technology.** Work with Atlanta Police Foundation and private companies to enhance sophisticated video surveillance and radio channels that provide real-time communications partnerships with Atlanta Police Department.

RECOMMENDED PRIORITIES WILL BE SUPPORTED BY STRATEGIC INITIATIVE REPORTS PRODUCED BY APF:

- Police Force Strength
- APD Attrition Study
- Organizational Leadership Study
- Technology: A Video Surveillance Integration Plan
- Effective Communication of Positive Public Safety
- Linder Review: Recommendations for a More Effective APD