

Report -  
CRIME PREVENTION BUREAU -

Evaluation Report No. 2

Final Evaluation Report on Process Objectives

Prepared By  
State Planning Agency  
Impact Evaluation Unit  
of the  
Oregon Law Enforcement Council

NCJR

SEP 15 1975

ACCIDENT

Robert D. Houser  
Administrator

September, 1975

PREPARED UNDER GRANT NUMBER 75-NI-10-0002 FROM THE NATIONAL INSTITUTE OF LAW ENFORCEMENT AND CRIMINAL JUSTICE, LAW ENFORCEMENT ASSISTANCE ADMINISTRATION, DEPARTMENT OF JUSTICE. "POINTS OF VIEW OR OPINIONS STATED IN THIS DOCUMENT ARE THOSE OF THE AUTHOR AND DO NOT NECESSARILY REPRESENT THE OFFICIAL POSITION OR POLICIES OF THE DEPARTMENT OF JUSTICE."

36500

The Oregon Law Enforcement Council Impact Evaluation Unit staff member with responsibility for the production of this report is:

Diana Gray

Our special thanks to the Crime Prevention Bureau staff who have kept the agency records which were the data source for this report for their kind cooperation and assistance.

Information regarding this project or copies of this and related reports can be obtained by writing or calling any of the following individuals:

Freddye Pettet, Director  
Crime Prevention Bureau  
824 SW Fifth Avenue  
Portland, Oregon 97204 (503) 248-4126

Robert D. Houser, Administrator  
Oregon Law Enforcement Council  
2001 Front Street NE  
Salem, Oregon 97310 (503) 378-4347

Dr. Clinton Goff, Impact Evaluation Unit Coordinator  
Oregon Law Enforcement Council  
2001 Front Street N.E.  
Salem, Oregon 97310 (503) 378-4359

Diana Gray, Researcher  
Oregon Law Enforcement Council  
2001 Front Street NE  
Salem, Oregon 97310 (503) 378-4087

Anne L. Schneider, Ph.D.  
Oregon Research Institute  
P. O. Box 3196  
Eugene, Oregon 97403 (503) 343-1674

## SUMMARY OF FINDINGS

1. Since January, 1974 the Crime Prevention Bureau, according to its monthly records, has held 2170 meetings involving 35,608 persons and 29,231 households. It has achieved 112 percent of its "crime prevention meetings objective" of 26 meetings per week.
2. Through its Public Information and Education Component, the Crime Prevention Bureau records show that it has aired 142 television presentations and 187 radio presentations, published 138 newspaper articles, produced four newsletters, put up 40 billboards, sponsored a Crime Prevention week, developed brochures, posters, cosponsored meetings with the R.A.P.E. Advocacy Impact project, and manned display booths at various public events.
3. The Crime Prevention Bureau has developed a volunteer program to assist senior citizens and the handicapped in marking their personal property and in learning other crime prevention techniques.
4. The Crime Prevention Bureau has provided its public mass media and advertising expertise to four of the eighteen Impact programs.
5. According to its records, the Crime Prevention Bureau has marked property in about 15,000 residences since January, 1974, via meetings, canvassing and loaning of engravers from the CPB office, public libraries and the North Police Precinct.
6. Crime Prevention Bureau reports show that a total of 1158 bicycles have been marked through Crime Prevention Bureau efforts since January, 1975.

## THE CRIME PREVENTION BUREAU

Evaluation Report No. 2

Final Process Evaluation

### The Program

The Crime Prevention Bureau is a crime reduction program aimed primarily at reducing residential burglary through a public education program centered on neighborhood block meetings, property engraving and displaying of stickers. The Bureau is also interested in reducing other "target" crimes (robbery, assault, rape, homicide), as well as crime in general, through their public education program. Neighborhood block meetings and public community meetings are held to educate and involve potential victims and their neighbors in a variety of crime prevention techniques. The primary activities which are encouraged in these meetings are the marking of property with a permanent identification symbol, keeping a list of marked property, and displaying of stickers on windows and doors to inform potential intruders that such marking has taken place. The Crime Prevention Bureau provides electric engravers to the public at their sponsored meetings, through the public libraries, through the North Police Precinct, and directly through their downtown office. Other crime prevention techniques such as adequate locks for doors and windows, regular use of such locks, use of lighting when absent from home, and requesting neighbors assistance in watching home and property when absent are discussed and encouraged at community and block meetings.

In addition to the public education technique through meetings, mass media is widely used as part of the Public Information and Education component of the project. Radio, television, newspapers, billboards, public displays and booths at community events are all employed to inform the public about the Crime Prevention Bureau and to encourage crime prevention procedures. A Crime Prevention Bureau Newsletter is sent out quarterly to homeowners with the city water bills and to those who have directly requested such mailing and are not homeowners.

In the last six months the Crime Prevention Bureau has changed their neighborhood block meeting focus from a one-meeting basis to a greater use of follow-up contact with the block groups focusing on building a greater sense of community concern and helping these groups solve crime related neighborhood problems. The move has been away from a "target hardening" approach focusing mainly on property engraving and sticker display to one of "neighborhood advocate" assisting local citizens to solve immediate neighborhood crime-related issues. The block coordinator works with the neighborhood groups to coordinate the involvement of the relevant city bureaus with the citizens to work toward solutions of local problems. Examples of such problems include a rape of an eleven year old girl and

the assault of a handicapped adolescent boy in a small neighborhood park within the space of a few weeks. Suspects were arrested and shortly released on bond. Neighborhood citizens were very concerned about these events and worked with the block coordinator who helped put citizens in contact with the police, the prosecutor and city park officials. In another area of the city a large family had created its own mini-crime wave, intimidating the residents to the extent that they were afraid to call the police and an elderly woman was afraid to even leave her home. Efforts to deal with this problem involved subsequent meetings with the core block organization and liaison contacts with other city agencies initiated by the CPB staff and attended by neighborhood representatives.

Subsequent meetings in the neighborhoods are counted in the monthly reports as neighborhood block meetings although the initial pitch for marking of property may have been made. Liaison contacts with other agencies are not recorded by the Crime Prevention Bureau, however. This expansion of services and coordinating activities of the block workers is, in part, a response to the drop in public interest in holding block meetings and marking property. There seems to be a slowing in the initial public enthusiasm for these activities which was evident in the first year or more of project's operation. It could be also, that the bulk of those citizens most responsive to block meetings and property marking were reached in the first year and a half of operation. Now the project must concentrate on generating meetings with a less responsive public, making it even more difficult to keep up the monthly rate of meetings.

#### Purpose of This Report

The primary purpose of this report is to determine, by use of data collected primarily by the project, how well the project was able to achieve its process objectives. These process objectives are defined as the activity levels the project set out to achieve as its method in bringing about the desired results or outcome objectives which are intended to impact on the project goals and the broader High Impact Program goals. This report, then, looks internally at the project itself to document what the project accomplished thus far since its implementation and to what degree.

First it will be necessary to clearly establish the goals and objectives of the Crime Prevention Bureau program drawing upon the two original proposals (72-DF-10-0102 and 74-DF-10-0109) and the revised program objectives, July, 1975. As much as it is possible, quantifiable objectives will be specified.

Project records will be examined for data relevant to the objectives. The degree to which objectives have been met, as reflected in these data, will be reported. On the basis of these data some general conclusion will be provided.

## Crime Prevention Bureau Goals and Objectives

### GOALS

Drawing from the original project proposal the two broad program goals are stated as:

- (1) Reduce burglary and stranger-to-stranger street crime in Portland by five percent in two years and 20 percent in five years.
- (2) To secure for the community an atmosphere of safety and freedom from injury and loss of property by decreasing opportunities for successful commission of target crimes.

The goals of the project were stated as:

- (1) Educate and induce the potential victim to reduce opportunities for crime.
- (2) Alter the environment to reduce the vulnerability and/or accessibility of the target or areas of crime.

### OBJECTIVES

In order to meet the first project goal of public education and inducement the following objectives were established and later revised where specified:

- (1) General Objective: To hold block and public meetings on crime prevention techniques.

#### Original Specific Objective

To hold block, neighborhood and business meetings to educate potential victims at the rate of forty meetings per week, forming 2,000 crime prevention groups per year with a total of 2,000 meetings per year based on 50 week year.

As of July, 1975, the Crime Prevention Bureau revised this objective. Revision was deemed necessary because the first objective did not take into account two problems which the Crime Prevention Bureau consistently encountered in attempting to schedule and hold meetings. The first problem was that of cancellation of meetings on fairly short notice making the weekly quota of forty meetings difficult to meet. Second, it was found that scheduling of meetings at the same rate during the three summer months as during the rest of the year was not possible. In addition, holiday weeks were virtual impossibilities for meetings. In view of these problems the objective was revised as follows:

### Revised Specific Objective

A total of 1,290 meetings per year will be held at the rate of 30 meetings per week for 37 weeks and 15 per week for 12 weeks (summer months) based on a 49 week year, thus averaging 26 meetings per week over a 12-month period.

The Public Information and Education component of the Crime Prevention Bureau funded after the initial project implementation developed four subgoals of the first project goal to elaborate on the public education and inducement effort. These subgoals are:

- (a) Improve public awareness of target crime problems, especially burglary, robbery and rape.
- (b) Increase the general awareness and support for the Portland High Impact Program.
- (c) Increase specific awareness of and participation in those Impact projects seeking active public involvement.
- (d) Increase utilization of crime prevention recommended techniques by potential victims.

Following the guidelines of these subgoals, the Public Information and Education component of the program planned to accomplish the following objectives.

(2) General Objective: Provide indirect contact with the public through the use of television and radio spots, billboard ads, newspaper articles, newsletters and brochures.

(3) General Objective: Provide direct contact with the public through meetings, public displays and booths, and through door-to-door canvassing.

(4) General Objective: Work with other Impact project directors to ensure a representative portrayal of all Impact programs and to secure community participation in projects where appropriate.

No specific quantifiable objectives were developed for these general objectives although a variety of mass media sources are cited as potential instruments of indirect contact. These three objectives will be evaluated on the basis of their presence or absence rather than in terms of amount.

In order to meet its second program goal to alter the environment, the Crime Prevention Bureau established an aggressive property marking program based on the following objectives:

(5) General Objective:

Original

A total of 32,620 residences and businesses will be marked in a year via the following routes (see subobjectives).

Revised

A total of 20,600 residences and businesses will be marked in a year via the following routes (see subobjectives).

(a) Subobjective:

Original

Ten households per meeting at the rate of 2,000 meetings per year or 20,000 households per year will be marked.

Because the objective on the number of meetings to be held in a year has been revised, it was necessary to revise the above marking subobjective accordingly.

Revised

Ten households per meeting at the rate of 1,290 meetings per year or 12,900 households per year will be marked.

(b) Subobjective:

Original

Staff and volunteer canvassing totaling 6,720 households marked at the rate of 4,800 households canvassed by staff and 1,920 households canvassed by volunteers.

After several attempts at using staff time to canvass for marking, the project determined that this was inefficient use of staff time for several reasons. Canvassing was extremely time consuming and exhausting with the return rate of marked households very low. For time spent the yield in households marked was far below that which would have been marked had staff time been spent in generating and holding block meetings. In addition, general neighborhood canvassing resulted in staff providing marking assistance to many citizens capable of marking their property on their own initiative by checking out markers through the office or library or attending a CPB meeting. Those in need

of marking assistance such as senior citizens and handicapped were not necessarily reached through this general staff canvassing method. In order to make canvassing more effective and to more efficiently use staff time this objective was revised. Staff canvassing was dropped in favor of using volunteers to assist in property marking. The further intent was to gear volunteer marking to senior citizens and the handicapped, either through canvassing or upon request.

Revised

Volunteer marking will be accomplished totaling 1,920 households marked at the rate of 160 per month.

- (c) Subobjective:

Original

Provide markers to public libraries for check out to card holders to mark 3,000 households per year at the rate of 60 per week for 50 weeks.

Revised

Provide markers to public libraries for check out to card holders to mark 2,880 per year at the rate of 240 per month.

The small discrepancy here of 20 households appears to be due to the change from figuring the total based on a weekly rate (original) to a monthly rate (revised).

- (d) Subobjective: Provide markers to fire stations and police precincts for public loan with the result of 2,900 marked households per year.

There were no changes in this subobjective. The following new objective was added in 1975 due to concern over the increased theft of bicycles.

- (6) General Objective: Mark 2,400 bicycles per year at the rate of 100 per month from September to May and 500 per month for June, July and August.
- (7) General Objective:

Original

Develop an environmental Crime Hazard Report System to (a) provide a method for police officers to report, and for Crime Prevention Bureau to follow up on environmental

crime hazards; and (b) to develop a residential Crime Hazard Reporting system of home and business inspection to point out and encourage citizens to correct crime hazards.

Attempts to develop and implement both of these reporting systems met with a variety of difficulties. A security report for environmental crime hazards to be completed by police officers on patrol or when answering breaking and entering complaints was designed but delayed in implementation because the Mayor's last name was inadvertently omitted from the signature on the back of the forms. It was therefore necessary to reprint the forms. Once this was accomplished, police officers were briefed for their use. An attempt at implementation was made but resulted in failure because forms were not consistently or correctly completed by the officers. A police advisory bureau was established to revise the form with CPB staff and to obtain police input in its design and implementation. It was out of this effort that the revised objective (below) resulted. The home Crime Hazard report system was hoped originally to involve "crime hazard" inspections of home through use of police or fire personnel. It was soon learned that such manpower was not available. The revised objective provides an alternative to this approach and replaces the police implemented Environmental Crime Hazard report.

Revised

Develop a brochure check-list to show citizens how to do their own crime hazard home inspections.

(8) General Objective:

Original

Develop a city building security code.

The tremendous political, legal, and coordination issues in developing such a code were formidable. State-wide interest in a state building code made a pooling of interest and efforts more realistic and thus the objective was revised.

Revised

Participate in the development of a state-wide building security code being developed by a committee sponsored by the Oregon State Crime Prevention Association.

These eight process objectives and subobjectives will serve as the basis for judging the performance of the Crime Prevention Bureau over the past eighteen months of operation (January, 1974 through July, 1975).

Evaluation of the Crime Prevention Bureau Performance

OBJECTIVE ONE: CRIME PREVENTION BUREAU MEETINGS

Using the Crime Prevention Bureau monthly report summaries, information on neighborhood block meetings and public group meetings is presented in a monthly breakdown in Table 1. For 1974 there were a total of 1064 block meetings and 433 public meetings or a total of 1497 meetings sponsored by the Crime Prevention Bureau. This is an underestimate of total meetings in that public group meetings were not reported on the monthly form until March, 1974 when it was revised. Referring to Table 2 where weekly and monthly averages are summarized, it can be seen that in 1974 the Crime Prevention Bureau averaged 30 meetings per week based on a 50 week year, with a weekly average of 21 block meetings and 11 public group meetings (based on ten months of available data only). This information is graphed against the program objective in Figure 1. As illustrated by that figure, the Crime Prevention Bureau achieved 75 percent of its stated objective of weekly meetings and total yearly meetings. This is based on the original objective of 2,000 meetings or 40 per week which was in force in 1974.

Moving to the first six months of 1975 in Table 1, the reader finds that 379 block meetings and 294 public meetings have been held with a total of 673 meetings for the first half of the year. This is an average of 27 meetings per week. Comparing this weekly average and semi-annual sum to the revised meeting objective, Figure 1 illustrates that for the first half of 1975, the Crime Prevention Bureau has exceeded its objective by four percent.

The eighteen months were combined and evaluated in terms of the revised objective to assess performance over a longer time period. For the eighteen months the weekly average has been 30 meetings (Table 2) an excess of the objective by 12 percent (Figure 1). In sum the Crime Prevention Bureau has performed in excess of its objective in sponsoring neighborhood and public meetings to educate the public about crime prevention techniques.

CRIME PREVENTION BUREAU MONTHLY ACTIVITY DATA  
MEETING INFORMATION - RAW DATA

| Month              | Year | BLOCK MEETINGS |                            |               | PUBLIC MEETINGS |                            |               | TOTAL MEETINGS |                            |               |
|--------------------|------|----------------|----------------------------|---------------|-----------------|----------------------------|---------------|----------------|----------------------------|---------------|
|                    |      | No. Mtgs. Held | No. Households Represented | No. Attending | No. Mtgs. Held  | No. Households Represented | No. Attending | No. Mtgs. Held | No. Households Represented | No. Attending |
| January            | 1974 | 42             | 420                        | 949           |                 |                            |               | (42)           | (420)                      | (949)         |
| February           | 1974 | 84             | 840                        | 1722          |                 |                            |               | (84)           | (840)                      | (1722)        |
| March              | 1974 | 137            | 1197                       | 2133          | 45              |                            |               | 182            | (1197)                     | (2133)        |
| April              | 1974 | 142            | 1985                       | 2505          | 36              |                            |               | 178            | (1985)                     | (2505)        |
| May                | 1974 | 136            | 2422                       | 2755          | 64              |                            |               | 200            | (2422)                     | (2755)        |
| June               | 1974 | 98             | 1208                       | 1532          | 41              |                            |               | 139            | (1208)                     | (1532)        |
| July               | 1974 | 88             | 1198                       | 1357          | 39              |                            |               | 127            | (1198)                     | (1357)        |
| August             | 1974 | 52             | 765                        | 902           | 20              |                            |               | 72             | (765)                      | (902)         |
| September          | 1974 | 67             | 1170                       | 1407          | 46              |                            |               | 113            | (1170)                     | (1407)        |
| October            | 1974 | 98             | 1563                       | 1850          | 53              |                            |               | 151            | (1563)                     | (1850)        |
| November           | 1974 | 62             | 505                        | 678           | 56              | 2278                       | 2424          | 118            | 2792                       | 3102          |
| December           | 1974 | 58             | 453                        | 611           | 33              | 694                        | 771           | 91             | 1147                       | 1382          |
| Subtotal<br>12 Mo. | 1974 | 1064           | 13726                      | 18401         | 433             | 2972                       | 3195          | 1497           | 16707                      | 21596         |
| January            | 1975 | 75             | 659                        | 963           | 46              | 1336                       | 1476          | 121            | 1995                       | 2439          |
| February           | 1975 | 61             | 396                        | 554           | 49              | 1617                       | 1785          | 110            | 2013                       | 2339          |
| March              | 1975 | 58             | 485                        | 664           | 50              | 1214                       | 1312          | 108            | 1699                       | 1976          |
| April              | 1975 | 65             | 477                        | 669           | 59              | 3359                       | 3424          | 124            | 3836                       | 4093          |
| May                | 1975 | 62             | 430                        | 630           | 47              | 811                        | 851           | 109            | 1241                       | 1481          |
| June               | 1975 | 32             | 253                        | 370           | 25              | 683                        | 730           | 57             | 936                        | 1100          |
| July               | 1975 | 26             | 182                        | 250           | 18              | 311                        | 334           | 44             | 804                        | 584           |
| Subtotal<br>6 Mo.  | 1975 | 379            | 2882                       | 4100          | 294             | 9331                       | 9912          | 673            | 12525                      | 14012         |
| Total<br>18 Mo.    |      | 1443           | 16608                      | 22501         | 727             | 12303                      | 13107         | 2170           | 29231                      | 35608         |

Table 2

CRIME PREVENTION BUREAU MONTHLY  
MEETING ACTIVITY DATA

SUMMARIZED

|                      | BLOCK              |                   |                                   |                                | PUBLIC             |                   |                                   |                                | TOTAL              |                   |                                   |                                |
|----------------------|--------------------|-------------------|-----------------------------------|--------------------------------|--------------------|-------------------|-----------------------------------|--------------------------------|--------------------|-------------------|-----------------------------------|--------------------------------|
|                      | Monthly<br>Average | Weekly<br>Average | Households<br>per mtg.<br>Average | Persons<br>per mtg.<br>Average | Monthly<br>Average | Weekly<br>Average | Households<br>per mtg.<br>Average | Persons<br>per mtg.<br>Average | Monthly<br>Average | Weekly<br>Average | Households<br>per mtg.<br>Average | Persons<br>per mtg.<br>Average |
| 1974 -<br>12 Months  | 89                 | 21                | 13                                | 17                             | 43*                | 11                | 33                                | 36                             | 125                | 30                | 11                                | 14                             |
| 1975 -<br>6 Months   | 63                 | 15                | 8                                 | 11                             | 49                 | 12                | 32                                | 34                             | 112                | 27                | 18                                | 21                             |
| 1974-75<br>18 Months | 80                 | 20                | 12                                | 16                             | 45**               | 11                | 32                                | 34                             | 120                | 30                | 13                                | 17                             |

\*based on 10 months of data

\*\*based on 16 months of data

Figure 1

CRIME PREVENTION BUREAU  
WEEKLY MEETING OBJECTIVE

ORIGINAL  
OBJECTIVE  
40 per week

REVISED  
OBJECTIVE  
26 per week

Percentage  
Objective  
Performance

100%

75%

50%

25%

0%



1974  
(12 Mo.)



1975  
(6 Mo.)



1974-1975  
(18 Mo.)

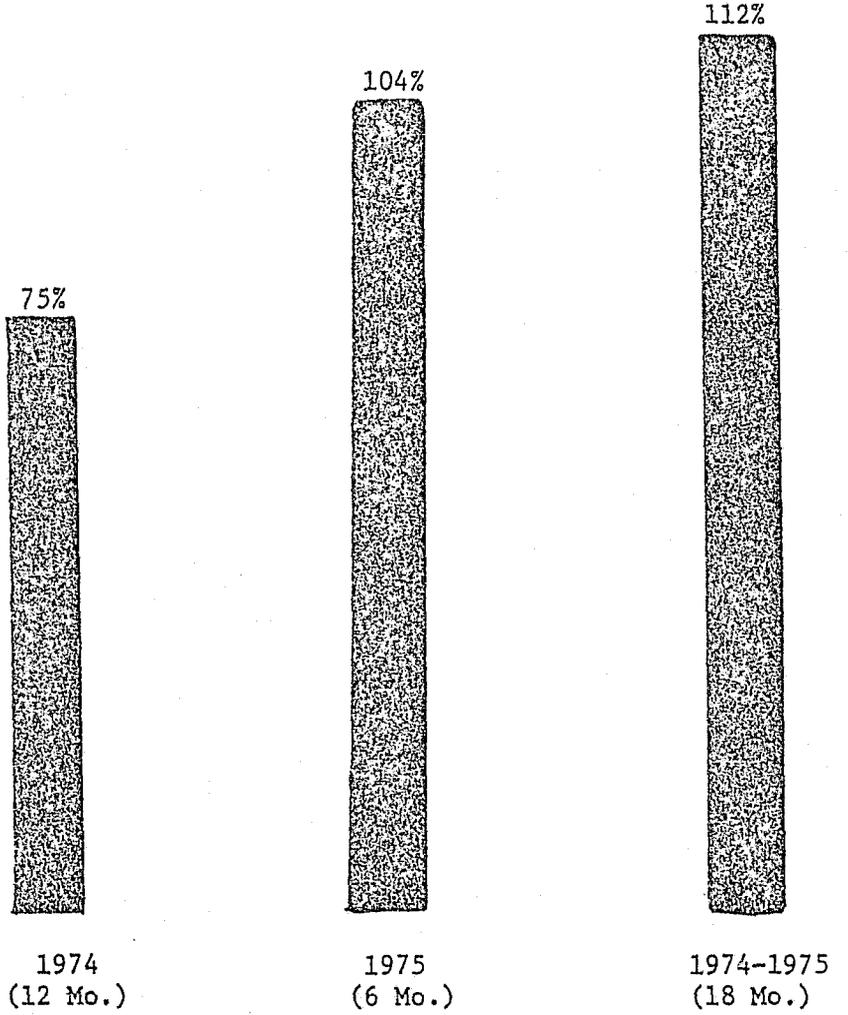
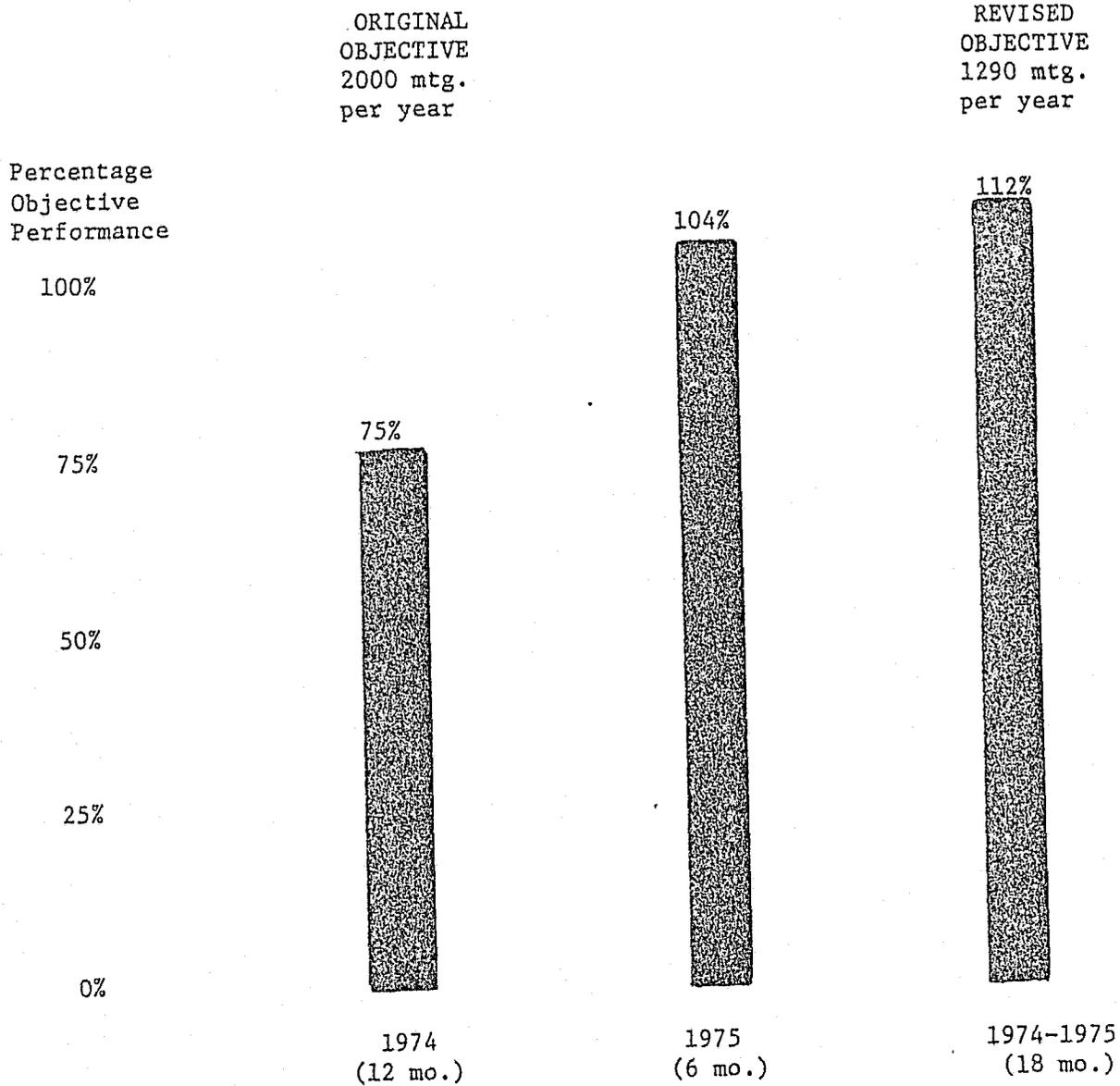


Figure 2

CRIME PREVENTION BUREAU

YEARLY MEETING OBJECTIVE



## OBJECTIVE TWO: INDIRECT CONTACTS THROUGH MASS MEDIA

Another activity of the Crime Prevention Bureau to educate and inform the public was through indirect mass media techniques. In June, 1974 the Public Information and Education Coordinator began full-time work under that component of the program. Table 3 reports the raw data from the CPB monthly reports on the various mass media techniques used and Table 4 gives a summary of monthly averages. As indicated by Tables 3 and 4 the number of television, radio and newspaper spots has increased from 1974 through 1975. The greatest mass media activity in 1974 occurred in November during which the Bureau sponsored a Crime Prevention Week. Plans are under way for another Crime Prevention Week, November 3 through 8, 1975, which will encompass the Columbia Region Association of Governments area (Portland greater metropolitan area and Clark County in Washington). Public meetings on burglary prevention are scheduled, a "rhyme for crime" contest in the schools is to be sponsored, a two day symposium on "Crime in the Black Community" will be held in conjunction with the Black Studies Center at Portland State University, and Frederick Storaska, author of How to Say No to a Rapist and Survive, is scheduled to speak.

The figures in Tables 3 and 4 are probably an underestimation of the actual number of television and radio airings each month of Crime Prevention Bureau spots. The stations themselves determine the timing and frequency of such airings and do not necessarily provide the Crime Prevention Bureau with a record of the runs. Several television spots were developed for the Crime Prevention Bureau by a professional advertising agency under contract with the Crime Prevention Bureau. This agency has also provided the design for brochures and has aided in presentations at meetings.

In sum the data in Tables 3 and 4 demonstrate that television, radio newspapers, billboards, brochures and newsletters have been presented to the public by the Crime Prevention Bureau thus fulfilling Objective 2 of public education by indirect contact.

Table 3

## CRIME PREVENTION BUREAU

## PUBLIC INFORMATION AND EDUCATION MASS MEDIA ACTIVITIES

## Raw Data from Monthly Reports

| Month     | Year            | Television<br>(new programs,<br>spots) | Radio<br>(news programs,<br>spots) | Newspaper<br>Articles | Other Public Information Activities |   |
|-----------|-----------------|--|------------------------------------|-----------------------|-------------------------------------|---|
|           |                 |  |                                    |                       | Number                              | Specifics   |
| January   | 1974            |  |                                    |                       |                                     |   |
| February  | 1974            |  |                                    |                       |                                     |   |
| March     | 1974            |  | 1                                  | 2                     | 1                                   | Booth at Home Show for 5 evenings   |
| April     | 1974            |  |                                    | 1                     |                                     |   |
| May*      | 1974            |  |                                    | 2                     | 3                                   | Crime Prevention Week proclamation by Mayor; two display booths at Jantzen Beach, Scout Capades         |
| June      | 1974            | 4                                      | 3                                  | 12                    | 1                                   | Booth at Jantzen Beach  |
| July      | 1974            | 10                                     | 9                                  | 4                     | 1                                   | Newsletter  |
| August    | 1974            |  | 1                                  | 2                     |                                     |   |
| September | 1974            | 2                                      | 2                                  | 6                     |                                     |   |
| October   | 1974            | 5                                      |                                    | 9                     | 1                                   | 30 Billboards   |
| November  | 1974            | 20                                     | 10                                 | 41                    | 3                                   | Crime Prevention Week, school packets for children, co-sponsored meeting with R.A.P.E. Advocacy         |
| December  | 1974            | 5                                      | 4                                  | 4                     | 2                                   | Newsletter issued; purse snatch brochures   |
| SUBTOTAL  | 1974            | 46<br>5 per month                      | 30<br>3 per month                  | 83<br>8 per month     | 11<br>1 per mo.                     |   |
| January   | 1975            | 3                                      | 4                                  | 6                     |                                     |   |
| February  | 1975            | 1                                      | 2                                  | 2                     |                                     |   |
| March     | 1975            | 5                                      |                                    | 13                    | 1                                   | 40 Billboards   |
| April     | 1975            | 3                                      | 23                                 | 13                    | 6                                   | Newsletter issued, bulletin board posters, 4 display units  |
| May       | 1975            | 7                                      | 4                                  | 7                     | 1                                   | Posters   |
| June      | 1975            | 40                                     | 64                                 | 9                     | 4                                   | 35 letters to residential hotels; 30,000 newsletters; bicycle brochure; Welcome Wagon letter from Mayor |
| July      | 1975            | 37                                     | 60                                 | 5                     | 1                                   | Rape brochure   |
| SUBTOTAL  | 1975            | 96                                     | 157                                | 55                    | 13                                  |   |
| TOTAL     | 17 mo.<br>74-75 | 142                                    | 187                                | 138                   | 23                                  |   |

\* May 24, 1974 P.I. Coordinator hired

Table 4

CRIME PREVENTION BUREAU

PUBLIC INFORMATION AND MASS MEDIA ACTIVITIES

Monthly Average

| Time Period | Television | Radio | Newspaper | Other |
|-------------|------------|-------|-----------|-------|
| 1974        | 5          | 3     | 8         | 1     |
| 1975        | 16         | 26    | 9         | 2     |
| 1974-1975   | 9          | 12    | 7         | 1     |

### OBJECTIVE THREE: DIRECT CONTACT TO EDUCATE PUBLIC

The use of display booths as a means of direct contact with the public to provide educational information is documented in Table 3. Tables 1 and 2 indicate that agency sponsored meetings have been held. Canvassing has also taken place and will be discussed in detail under Objective 5 (subobj. b) Direct contact with the public to provide educational materials has occurred, thus satisfying objective three.

As part of its monthly report, the Crime Prevention Bureau recorded the public's source of information about the Crime Prevention Bureau as gathered from persons calling or coming to the Crime Prevention Bureau office for further information and assistance. Table 5 gives the raw data by month and Table 6 reports the data by percent for each year and for the entire eighteen months. The data is of interest as an indicator of the impact of the indirect mass media efforts and direct efforts of the public information and education component of the project. Of people contacting the office in 1974, 71 percent report their information source as a form of direct personal contact, primarily public meetings (Table 6). The highest indirect source reported in 1974 was television, 13 percent. In 1975 indirect sources increased from 21 percent to 37 percent. Television as a source stayed about the same (13-15 percent). However, the newsletter constituted the greatest reported indirect source, 17 percent. Under direct contacts, information from friends and neighbors increased to 10 percent. This could also be a reflection of indirect sources (neighbor sees it on TV and tells his friend). "Other" sources moves to a substantial 35 percent of the total. This would indicate a need to develop more categories so these "other" sources can be directly assessed. Indirect sources did increase as an information source on the Crime Prevention Bureau, with the newsletter showing up to be a particularly important source after the implementation of the Public Information and Education component of the program in June, 1974.

CRIME PREVENTION BUREAU  
MONTHLY ACTIVITIES RAW DATA

Public's Source of Information Regarding CPB Reported by Citizens Contacting the CPB Office

| Month    | Year         | INDIRECT |       |           |            |            | DIRECT         |                 |                     |        |         | OTHER | TOTAL |  |
|----------|--------------|----------|-------|-----------|------------|------------|----------------|-----------------|---------------------|--------|---------|-------|-------|--|
|          |              | TV       | Radio | Newspaper | Billboards | Newsletter | Block Meetings | Public Meetings | Friends & Neighbors | Police | Canvass |       |       |  |
| January  | 1974         |          |       |           |            |            |                |                 |                     |        |         |       |       |  |
| February | 1974         |          |       |           |            |            |                |                 |                     |        |         |       |       |  |
| March    | 1974         |          |       | 8         |            |            | 1              |                 | 2                   | 1      |         | 2     | 14    |  |
| April    | 1974         |          | 1     |           |            |            | 2              | 1               |                     | 1      |         |       | 5     |  |
| May      | 1974         |          | 2     |           |            |            | 26             | 19              |                     |        |         | 13    | 60    |  |
| June     | 1974         | 15       | 1     |           |            |            | 34             | 20              |                     |        |         |       | 70    |  |
| July     | 1974         | 12       | 2     | 1         |            |            | 1              | 84              |                     |        |         | 2     | 102   |  |
| August   | 1974         | 1        | 2     |           |            |            | 32             | 33              | 4                   | 2      |         |       | 74    |  |
| Sept.    | 1974         |          | 1     |           | 4          | 1          | 19             | 11              |                     |        |         | 2     | 38    |  |
| October  | 1974         | 4        |       |           | 3          |            |                |                 |                     |        |         | 2     | 9     |  |
| November | 1974         | 17       | 1     | 7         | 1          |            |                |                 | 3                   | 1      |         | 6     | 36    |  |
| December | 1974         | 15       | 2     |           | 1          |            | 6              | 38              | 3                   |        |         | 5     | 70    |  |
| SUBTOTAL | 1974         | 64       | 12    | 16        | 9          | 1          | 121            | 206             | 12                  | 5      |         | 32    | 478   |  |
| January  | 1975         | 5        |       | 1         | 1          | 8          |                |                 | 1                   |        |         | 10    | 26    |  |
| February | 1975         | 3        |       |           |            |            | 10             |                 | 1                   |        |         | 6     | 20    |  |
| March    | 1975         | 51       | 4     | 1         | 4          | 31         | 13             | 14              | 22                  | 16     |         | 123   | 279   |  |
| April    | 1975         | 37       | 7     | 1         | 3          | 36         | 15             | 15              | 32                  | 12     | 4       | 113   | 275   |  |
| May      | 1975         | 33       | 2     | 4         | 4          | 48         | 8              | 5               | 23                  | 14     |         | 57    | 198   |  |
| June     | 1975         | 12       | 5     | 2         | 6          | 37         | 14             | 20              | 17                  | 17     | 7       | 45    | 182   |  |
| July     | 1975         | 15       | 1     | 2         |            | 15         | 2              | 1               | 4                   | 3      | 4       | 3     | 50    |  |
| SUBTOTAL | 1975<br>6 mo | 156      | 19    | 11        | 18         | 175        | 62             | 55              | 100                 | 62     | 15      | 357   | 1030  |  |
| TOTAL    |              | 220      | 31    | 27        | 27         | 176        | 183            | 261             | 112                 | 67     | 15      | 389   | 1508  |  |

Table 6

## CRIME PREVENTION BUREAU

Summary of Public's Reported Source of  
CPB Information Based on Office Inquiries

## Percent Reporting Information Source

| Indirect Contact<br>Activities | 1974<br>(10 months) | 1975<br>(6 months) | 1974-1975<br>(16 months) |
|--------------------------------|---------------------|--------------------|--------------------------|
| Television                     | 13 %                | 15%                | 15%                      |
| Radio                          | 2.5                 | 2                  | 2                        |
| Newspaper                      | 3                   | 1                  | 2                        |
| Billboards                     | 2.5                 | 2                  | 2                        |
| Newsletter                     | 0.5                 | 17                 | 12                       |
| <b>SUBTOTAL</b>                | <b>21 %</b>         | <b>37%</b>         | <b>33%</b>               |
| Direct Contact<br>Activities   |                     |                    |                          |
| Block Meetings                 | 25 %                | 6%                 | 12%                      |
| Public Meetings                | 43                  | 5                  | 17                       |
| Friends & Neighbors            | 2.5                 | 10                 | 7                        |
| Police Referral                | 1                   | 6                  | 4                        |
| Canvass                        | 0                   | 1                  | 1                        |
| <b>SUBTOTAL</b>                | <b>71 %</b>         | <b>28%</b>         | <b>41%</b>               |
| Other Sources                  | 7 %                 | 35%                | 26%                      |
| <b>TOTAL %</b>                 | <b>100 %</b>        | <b>100%</b>        | <b>100%</b>              |
| <b>TOTAL NUMBER</b>            | <b>478</b>          | <b>1030</b>        | <b>1508</b>              |

#### OBJECTIVE FOUR: COORDINATE PUBLIC EDUCATION WITH OTHER IMPACT PROJECTS

The Public Information and Education project proposal states several times that one of the duties of the Public Information Coordinator will be to provide advertising and dissemination of information to the public about the entire High Impact Program and to ensure a representative portrayal of all projects in the Impact effort. Additionally, they would attempt to secure citizen volunteer participation in those projects where appropriate. There are a total of eighteen Impact programs including the Crime Prevention Bureau. Review of the monthly reports of the Public Information Coordinator indicates coordinated efforts with the following programs:

- (1) Rape Advocacy, Prevention and Education Impact Project - co-sponsorship of meetings and workshops; development of a rape prevention brochure.
- (2) Development of an information brochure about the Case Management Correction Services intensive community juvenile probation program.
- (3) Work with the Police Bureau Strike Force to develop a purse snatch brochure.
- (4) In addition to the activities already described, the Crime Prevention Bureau volunteer program has been expanded and organized. Forty volunteers secured through a television spot about the project and screened through Portland Police Bureau were trained in crime prevention techniques of property marking, use of proper locks and techniques of avoiding purse snatch. Through further advertising the volunteers' services were offered free to the public, specifically senior citizens. Volunteers responded to phoned-in requests and did some canvassing. In addition to volunteers for marking, others have been used for typing and telephone follow-ups, canvassing of residential hotels and bicycle marking.

These activities account for four of the eighteen Impact programs. Thus, the performance level on this objective is about 22 percent to the extent that it is quantifiable.

#### OBJECTIVE FIVE AND SUBOBJECTIVES (a) THROUGH (d): RESIDENTIAL MARKING AND CANVASSING

The raw data from the Crime Prevention Bureau monthly reports on the various routes for marking of property in residences and business is indicated in Table 7. These data indicate that a total of 8,093 residences were marked in 1974 (the reports do not distinguish between residences and businesses). This is a monthly average in 1974 of 668 residences (Table 8). Figure 3 assesses this performance against the original objective of 32,620 showing that in 1974 the Crime Prevention Bureau was able to achieve only 25 percent of its original objective.

For the first six months of 1975 the average number of households marked per month (Table 7) has almost doubled. Comparing these figures to the revised objective for 1975 the Crime Prevention Bureau has not achieved its objective, but has improved from 25 percent of its objective to 65 percent. Assessing overall performance for the two years indicates a performance level of 48 percent of its stated objective (Figure 3).

To investigate further why the objective was not more successfully achieved each of the subobjectives regarding avenues for marking was investigated. It should be noted here that one regular and reliable avenue for marking, that of loaning engravers directly from the Crime Prevention Bureau office was never specified as an objective. Nevertheless, this source of marking was added into the performance totals, although it was not considered in calculating the original or revised Objective Five.

CRIME PREVENTION BUREAU

Residential Marking Avenues - Raw Data From Monthly Reports

| Month                  | Year         | Meetings    | CANVASS    |            | CPB<br>Office | Libraries   | North Police<br>Precinct | Total Residences<br>Marked | Bicycle<br>Marking |
|------------------------|--------------|-------------|------------|------------|---------------|-------------|--------------------------|----------------------------|--------------------|
|                        |              |             | Staff      | Volunteer  |               |             |                          |                            |                    |
| January                | 1974         | 360*        |            |            | 57            |             |                          | 417                        |                    |
| February               | 1974         | 840*        |            |            | 42            |             |                          | 882                        |                    |
| March                  | 1974         |             |            |            |               |             |                          |                            |                    |
| April                  | 1974         | 806         |            |            | 40            |             |                          | 846                        |                    |
| May                    | 1974         | 828         | 78         |            | 55            |             |                          | 961                        |                    |
| June                   | 1974         | 399         |            |            | 34            | 338         |                          | 771                        |                    |
| July                   | 1974         | 402         | 9          |            | 26            | 510         |                          | 947                        |                    |
| August                 | 1974         | 326         | 93         | 9          | 25            |             |                          | 453                        |                    |
| September              | 1974         | 239         |            |            | 27            |             |                          | 266                        |                    |
| October                | 1974         | 401         |            |            | 29            |             |                          | 430                        |                    |
| November               | 1974         | 505**       |            | 99         | 40            | 425         |                          | 1069                       |                    |
| December               | 1974         | 453**       | 1          | 91         | 44            | 462         |                          | 1051                       |                    |
| <b>SUBTOTAL</b>        | <b>1974</b>  | <b>5559</b> | <b>181</b> | <b>190</b> | <b>419</b>    | <b>1735</b> |                          | <b>8093</b>                |                    |
| January                | 1975         | 659**       | 23         | 147        | 59            |             |                          | 888                        | 8                  |
| February               | 1975         | 396**       | 100        | 93         | 40            | 521         | 143                      | 1293                       | 251                |
| March                  | 1975         | 485**       | 25         | 85         | 34            | 497         | 17                       | 1143                       | 162                |
| April                  | 1975         | 477**       |            | 70         | 29            | 428         | 14                       | 1018                       | 203                |
| May                    | 1975         | 430**       |            | 93         | 25            | 502         | 13                       | 1063                       | 73                 |
| June                   | 1975         | 253**       |            | 90         | 26            | 323         | 8                        | 700                        | 119                |
| July                   | 1975         | 182**       | 31         | 162        | 36            | 250         | 15                       | 676                        | 342                |
| <b>SUBTOTAL</b>        | <b>1975</b>  | <b>2882</b> | <b>179</b> | <b>740</b> | <b>249</b>    | <b>2521</b> | <b>210</b>               | <b>6781</b>                | <b>1158</b>        |
| <b>TOTAL</b><br>18 Mo. | <b>74-75</b> | <b>8441</b> | <b>360</b> | <b>930</b> | <b>668</b>    | <b>4256</b> | <b>210</b>               | <b>14874</b>               | <b>1158</b>        |

\*Estimated at 10 households per meeting

\*\*Assumes all households at meeting marked property

Table 8

## CRIME PREVENTION BUREAU

## MONTHLY ACTIVITY REPORT

## Summary of Marking Activities - Monthly Average

| Year                | Meetings | Staff Canvass | Volunteer Canvass | CPB Office | Library | Police Precinct | Total | Bicycle Marking |
|---------------------|----------|---------------|-------------------|------------|---------|-----------------|-------|-----------------|
| 1974<br>(12 mo.)    | 505      | 9             | 16                | 38         | 434     |                 | 668   |                 |
| 1975<br>(6 mo.)     | 480      | 30            | 123               | 42         | 420     | 35              | 1130  | 193             |
| 1974-75<br>(18 mo.) | 497      | 16            | 52                | 39         | 426     | 35              | 822   | 193             |

Figure 3

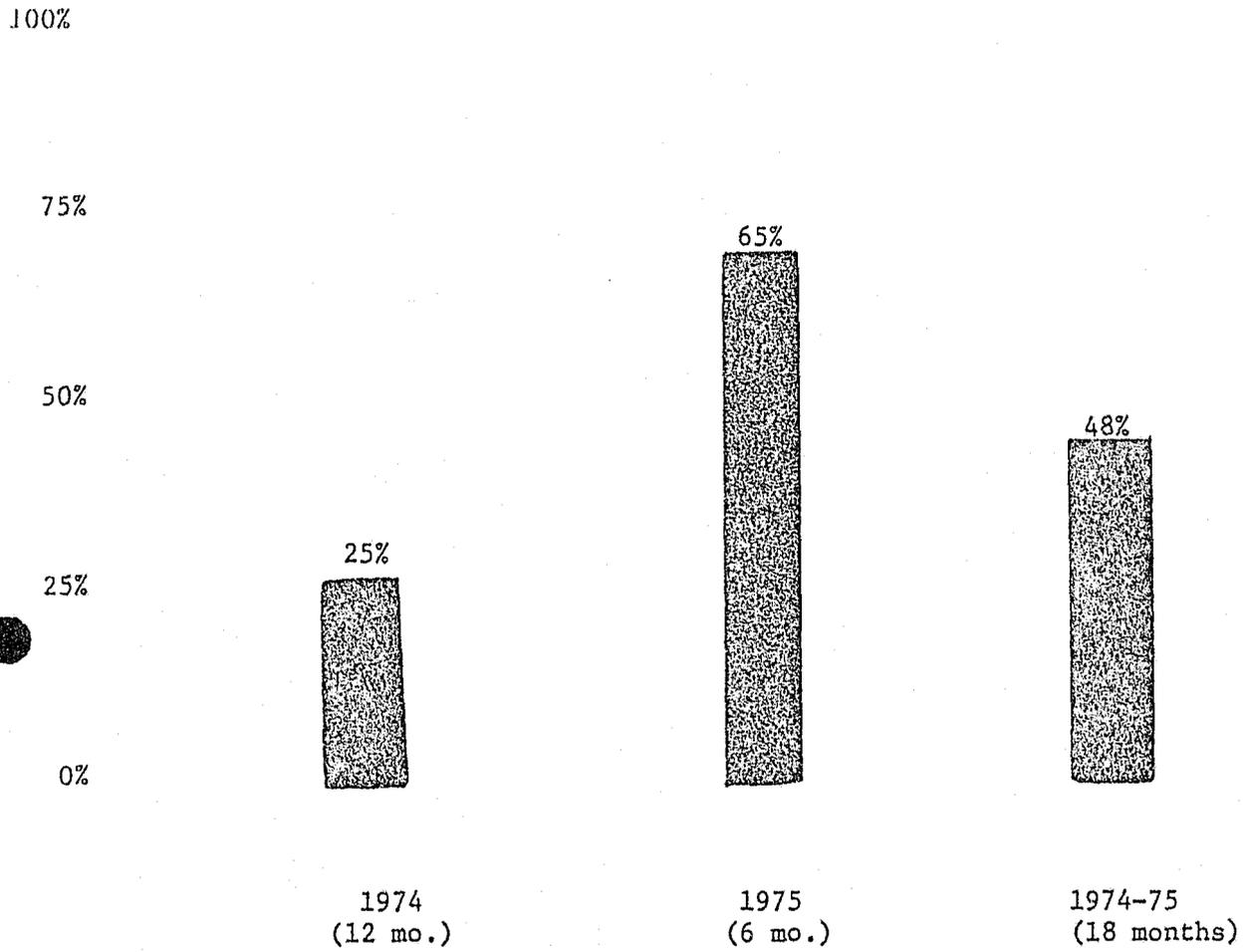
CRIME PREVENTION BUREAU

Total Residences and Businesses Marked

Percentage  
Objective  
Performance

ORIGINAL OBJECTIVE  
32,620 per year

REVISED OBJECTIVE  
20,600 per year



Subobjective (a) involves the use of the sponsored meetings as a marking avenue for residences. This data has unfortunately been rather erratically and unreliably reported each month. In January and February of 1974 the number of households marked was an estimate of ten households per meeting. No data was reported in March 1974. Then from April 1974 through October 1974 it appears that an attempt was made to record only the actual number of households which marked their property. From November, 1974, on, the number of households marked was based on the number of households attending block meetings. These data assume that all households represented at block meetings will mark. Also it does not give an indication of how many households attending public group meetings mark their property. Thus the data are at once an over-estimation of block meetings' households marked and an under-estimation of public meetings' households marked. The number of households marked via meetings per month is slightly higher in 1974 than in 1975. However, as figure 4 indicates the revised 1975 objective shows an improvement in the CPB performance from 28 percent of their objective to 45 percent of their revised objective. Two things could be suggested at this point to improve performance on this objective. A more accurate method of recording households which actually mark their property could be instituted. Second, if the Bureau is moving in the direct of greater follow-up contact, these follow-up could be used to encourage all households in the neighborhood groups to mark property and post stickers.

Figure 4

CRIME PREVENTION BUREAU

Residences & Businesses Marked Through CPB Meetings

Percentage  
Objective  
Performance

ORIGINAL  
OBJECTIVE  
20,000 per year

REVISED  
OBJECTIVE  
12,900 per year

100%

75%

50%

5%

0%



1974  
(12 mo.)



1975  
(6 mo.)



1974-75  
(18 mo.)

Subobjective (b) indicates that canvassing will be carried out originally by staff and volunteers to mark property. The revised objective indicates that volunteers will work to mark 1,920 households, but this is not restricted to canvassing alone. Marking by volunteers can also be accomplished by answering solicited telephone requests primarily from senior citizens. Even though staff have no longer been specifically assigned to regular canvassing activities in 1975, Table 7 indicates that both staff and volunteer canvassing and marking has increased markedly in 1975. Table 8 shows that the monthly staff average for 1974 was nine while it is 30 for 1975. Volunteer marking has increased from 16 per month to 123. Figure 5 assesses performance for 1974 against the original objective. The performance level was only eight percent of the objective. In 1975, however, the revised objective coupled with increased staff and volunteer activity has exceeded the stated objective by 47 percent. Because of the poor 1974 performance, the overall 18 month performance is only 67 percent of the revised objective. It appears that the increased use of volunteers in 1975 has improved the performance of this objective for marking of residences.

Subobjective (c) calls for the placing of engravers at public libraries so that they can be loaned to the public. This placement of markers in the libraries occurred in June, 1974. A problem arose in the reporting of the number of markers checked out each month. The library submitted the information to the Crime Prevention Bureau after their deadline for submitting their monthly monitoring reports. Several months of data were therefore omitted. The monthly averages in Table 8 are based on those months for which data is available only. As can be seen, the monthly averages for both 1974 and 1975 are about double the monthly average in the revised and original objectives. Figure 6 gives the performance rating based on total residences marked in a year. The year 1974 is short of the objective (59 percent) because markers were not placed in the libraries until June, 1974. For the first months of 1975 the objective (revised) is exceeded by 75 percent. The overall performance for eighteen months all but meets the revised objective (99 percent).

Subobjective (d) intended police precincts and fire stations serve as another outlet for public access to property engravers. Only one police precinct, the North Precinct, has thus far cooperated in loaning markers to the public. Their data is reported in Tables 7 and 8. Fire stations simply have not been approached at this time to cooperate in the loaning of markers. Of all the marking avenues, this one, subobjective (d) shows the most miserable performance. No households are recorded as marked through this route in 1974. In 1974 an average of 35 per month are marked through North Precinct. Performance levels are illustrated in Figure 7. Two suggestions could be made here. First, if this is still considered a viable route for household property marking, then fire stations should be approached immediately and the public should be informed as to the availability of markers at that location. If it is not considered a viable marking route, then the process objective should be revised to a more realistic level, say 35 households per month, or 420 households per year rather than 2,900. It is this particular marking route failure that seems to account for the low overall performance of marking in general of 48 percent (Objective 5).

Figure 5

CRIME PREVENTION BUREAU

Canvassing to Mark Property  
by Volunteers

Percentage  
Objective  
Performance

ORIGINAL  
OBJECTIVE  
4800 per year

REVISED  
OBJECTIVE  
1920 per year

100%

75%

50%

25%

0%

8%



1974

147%



1975

67%



1974-75

Figure 6

CRIME PREVENTION BUREAU

Households & Businesses Marked  
Through Library Loaned Markers

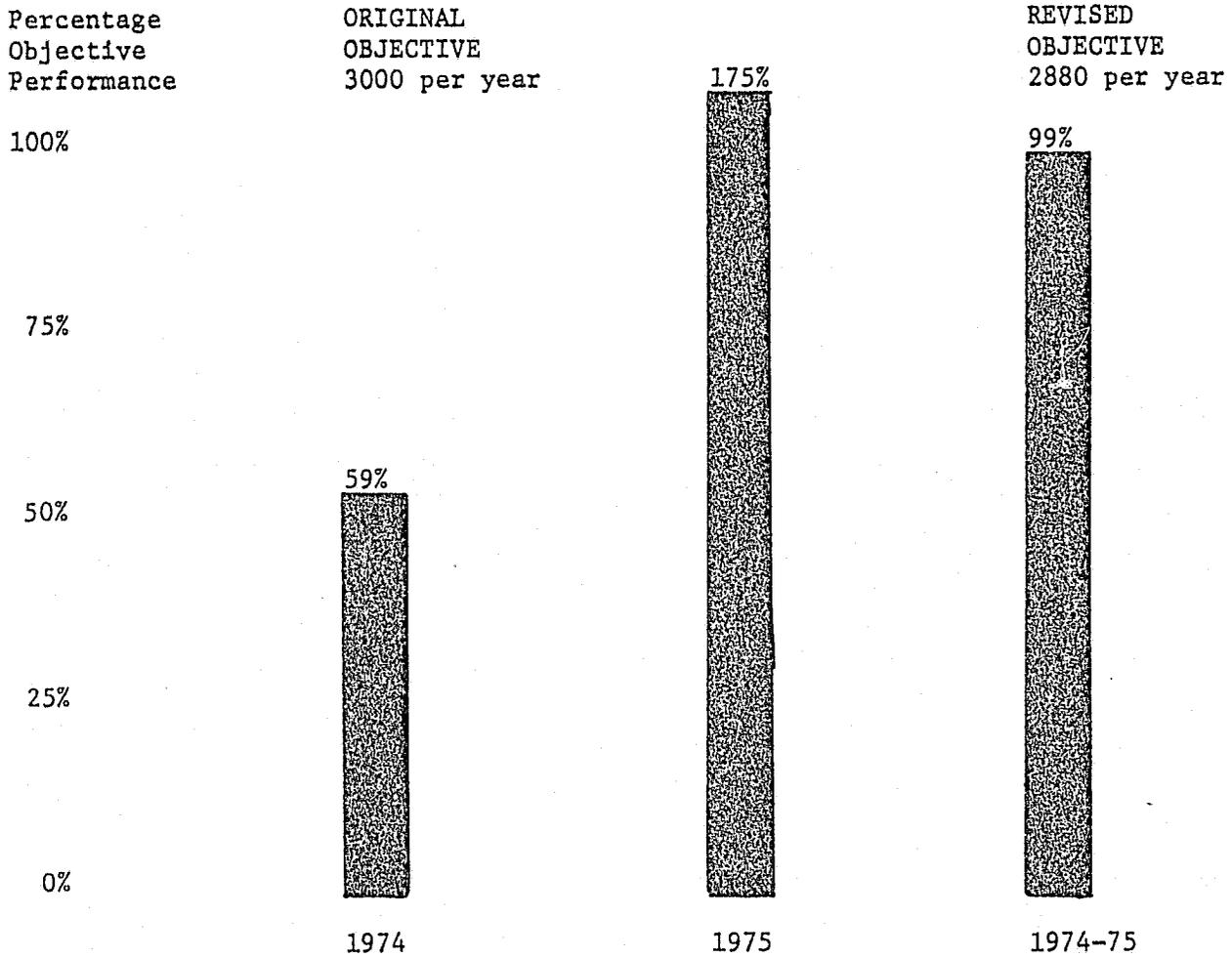


Figure 7

CRIME PREVENTION BUREAU

Households and Businesses Marked  
Through Police Precincts & Fire Stations

Percentage  
Objective  
Performance

ORIGINAL  
OBJECTIVE  
2900 per year

100%

75%

50%

25%

0%

0%  
1974

14%  
  
1975

5%  
  
1974-75

#### OBJECTIVE SIX: BICYCLE MARKING

Table 7 and Table 8 also provide 1975 information on the objective of bicycle marking. Thus far 1158 bicycles (Table 7) have been marked at an average of 193 per month (Table 8). Figure 8 shows that thus far in 1975, the Crime Prevention Bureau has achieved 96 percent of this objective (based on a six months goal of 1200 marked bicycles).

#### OBJECTIVE SEVEN: CRIME HAZARD REPORTING SYSTEM

As mentioned in the discussion of objectives, the environmental crime hazard reporting system objective was never met in 1974 due to a variety of implementing problems. The revised objective to develop and implement a citizen check list brochure to assist in their own home inspections has not yet been achieved to date either. However, the contractor advertising agency is in the process of developing a brochure now, and it should be available to the public before the end of 1975.

#### OBJECTIVE EIGHT: BUILDING SECURITY CODE

One member of the Crime Prevention Bureau staff sits on the committee to establish a state-wide building security code sponsored by the Oregon State Crime Prevention Bureau Association. In addition, a brochure is being developed with information on building security to be distributed to home owners applying for building and remodeling permits from the city.

Figure 8

CRIME PREVENTION BUREAU

Bicycles Marked in 1975

Percentage  
Objective  
Performance

OBJECTIVE  
2400 per year

100%

75%

50%

25%

0%

96%



1975

### Summary and Conclusions

The Crime Prevention Bureau has met or exceeded seven of its twelve process objectives in 1975. The two poorest were subobjectives of its household marking objective. They perhaps need re-evaluation in terms of the future directions and plans of the Bureau. In all categories, the Crime Prevention Bureau has shown improvement in 1975 over its 1974 performance. This report does not report on program outcome or results. However, these findings are encouraging in light of the first outcome report (Schneider, 1975) which found that homes which display anti-burglary stickers tend to have lower burglary rates than homes which do not, that persons who participate in anti-burglary activities are more apt to report burglaries, and that the engraving program increases the recovery rate for bicycles. If programs participants were less likely to be burglaried than nonparticipants, then the increased program activity in 1975, reaching an increasing proportion of Portland citizens should have an impact on the victimization rates for 1975. Unfortunately, a follow-up to the 1974 Oregon Research Institute Portland Crime Victimization Survey will probably not occur due to lack of LEAA support.

OTHER REPORTS

ON

THE PORTLAND CRIME PREVENTION BUREAU

Gray, Diana - Evaluation Report No. 1, February, 1975. Initial report on process objectives and some preliminary indications of outcome.

Schneider, Anne L., Ph.D., "Evaluation of the Portland Neighborhood-Based Anti-Burglary Program", March 20, 1975, Oregon Research Institute, Eugene, Oregon.

**END**

*7. 11. 1950*