



State of Wisconsin \ OFFICE OF THE GOVERNOR

WISCONSIN COUNCIL ON CRIMINAL JUSTICE



53381

PROGRAM EVALUATION REPORT

Refunding Report:

La Crosse Crime Prevention Project

WCCJ Subgrant #77-13A-LWC-01-7

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by

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EXECUTIVE SUMMARY

The La Crosse Police Department received \$17,778 to establish a specialized Crime Prevention Unit. The long-term goals of this unit are to both increase citizen awareness of and participation in crime prevention and to reduce the incidence of Part I crimes. Specifically, targeted crimes are auto theft, burglary and theft.

Program activities are varied and include community education, security surveys of homes and businesses, "Operation Identification," youth and elderly programs, and other related crime prevention activities. Given the personnel difficulties under which this project has operated, most of the program activities have been carried out as efficiently as possible. Project impact on crime, however, is somewhat unclear at this time.

I. Introduction

The Wisconsin Council on Criminal Justice (WCCJ) awarded \$17,778 to the La Crosse Police Department for the establishment of a specialized Crime Prevention Unit. Funding began on January 12, 1978 and extends through January 11, 1979. The long-term goals of the project are as follows:

- A. Increase both citizen awareness of crime problems and their participation in crime prevention activities.
- B. Reduce the incidence of Part I crimes by 10% during the first year and two to three percent each succeeding year.

The above goals are consistent with the language of the WCCJ Crime Prevention Program, which states: "During the project period, diminish the rate of at least one targeted crime" (WCCJ 1979 Policies and Procedures and Draft Action Plan, p. 14). Specifically targeted Part I offenses are auto theft, burglary, and theft. Table 1 details a three-year trend for these crimes:

Table 1
Number of Reported Offenses

Offenses	1975	1976	% Change 1975-1976	1977	% Change 1976-1977
Burglary	301	297	-1%	447	+50%
Theft	2350	2613	+11%	2385	-9.7%
Auto theft	129	101	-21%	188	+95%

II. Personnel/Equipment

The initial grant application requested funds for a half-time Crime Prevention Officer (CPO). Although a full-time employee of the La Crosse Police Department, this position requires a division of time between crime prevention activities and community services. The responsibilities of both positions overlap to such an extent that there is minimal performance conflict between the two areas.

Upon inception of the project, Sergeant Gerald Patchull was appointed to the CPO position. With the assistance of Lieutenant Fred Asp, he developed and coordinated crime prevention activities. In mid-October, Sergeant Patchull died. Although no replacement has yet been chosen, a position description has been posted for recruitment within the department. It is anticipated the vacancy will be filled by December 1, 1978. In the interim, Lieutenant Asp will direct the activities of the Crime Prevention Unit. He will also familiarize the new CPO with various aspects of the project.

The initial grant application notes that all sworn personnel will receive in-service training on crime prevention techniques by July 1, 1979. To date, four officers have received specialized training in security surveys so they can supplement the efforts of the CPO in this area. Also, a training program designed to update officers on crime prevention techniques and equipment has been developed and given to all new officers upon completion of their 280-hour mandatory training. The curriculum includes prevention patrol, premise survey, security systems, and other related crime prevention topics.

III. Project Activities

A. Citizen Participation

One of the major goals of the project is to increase both citizen awareness of crime problems and citizen participation in crime prevention. The following activities were stated by the subgrantees in their grant application:

1. Approach twenty to thirty percent of the businesspersons and homeowners in La Crosse with information on the Crime Prevention Unit.

The subgrantee estimates that sixteen to eighteen percent of the La Crosse residents and businesspersons have been notified of the availability of project services. Brochures and posters were designed and distributed for publicity purposes (see Appendix A). As of July 19, 1978 nineteen businesspersons had participated in security surveys and twenty-six households had requested the engraving services offered through "Operation Identification." Citizen reaction to such services will be measured during the project period by a randomly distributed questionnaire. This questionnaire appears in Appendix B.

2. Develop a police-school liaison program within all junior and senior high schools. As part of this program, establish three youth crime prevention councils and present at least three seminars in each of these schools.

The Crime Prevention Unit has contacted two student clubs at Central High School; members have received prevention information and have both developed and distributed literature and posters. Logan Senior High School has been contacted regarding the establishment of such a council and the third senior high school, Aquinas, will be contacted during the fall semester.

3. Present crime prevention seminars to forty civic and religious groups.

Forty-two seminars have been given by the Crime Prevention Unit. Citizen response to such presentations will be monitored through the use of a randomly distributed questionnaire, discussed in #1 above.

4. Establish a crime prevention council in each of the four senior citizen high-rise complexes.

Lieutenant Asp has recently made contact with two of the four senior citizen high-rise complexes. Also, because senior citizens often do not possess driver's licenses, photo cards have been issued to the elderly as substitute identification.

B. Crime Reduction

A second goal of the Crime Prevention Unit is to reduce criminal activity in La Crosse. In order to evaluate the impact of the program on crime rates, detailed information was gathered on the targeted Part I offenses of auto theft and burglary. Data were taken from police incident report forms and coded according to a data collection instrument developed by the Program Evaluation Section (PES) of WCCJ. Copies of the research design were distributed to the WCCJ Executive Committee at their September 19, 1978 Meeting. Baseline data included crime occurring between February 1, 1977 and January 31, 1978. Data on incidences of 1978 crimes included offenses occurring between February 1, 1978 through October 1978. Comparisons were then made between baseline and 1978 data for the months of February through October.

Under the goal of reducing criminal activity are the following objectives:

1. Reduce the number of reported index offenses--especially burglary, theft, and auto theft--by ten percent during the first year and two to three percent for each succeeding year.

The figures presented in Table 2 indicate a general reduction in Part I crime. However, Table 3 reveals an increase in the targeted offense of auto theft. It should be noted that a decreased percentage of 1978 auto theft victims kept their keys in their autos (see Table 4). This may suggest that the La Crosse program has influenced preventive measures. Finally, the dollar loss resulting from burglary decreased in 1978 (see Table 5).

Table II

Number of Reported Part I Offenses
January - June

1977	1978	% Change 1977-1978
1836	1767	-4%

Table III

A Comparison of Auto Theft Offenses
February - October

1977	1978	% Change 1977-1978
159	179	+12%

Table IV

A Comparison of Auto Theft
Target Hardening Techniques
February - October

Techniques	1977	1978	% Change 1977-1978
Keys in auto	97	75	-22%
Auto door unlocked	95	94	-1%

Table V

Dollar Loss Resulting from Burglary*
February - October

Dollar Loss	1977 (%)	1978 (%)
\$1-99	37 (35%)	10 (10%)
\$100-6,000	29 (27%)	19 (18%)
No Loss**	40 (38%)	74 (72%)
Total	106	103

Table VI

Number of Calls or Complaints
La Crosse Police Department
January - June

1977	1978	% Change 1977-1978
14,697	14,811	+ .7%

* A one-third sample of all burglary cases was taken and included those cases which occurred during the first ten days of each month.

** This category includes both actual burglaries in which nothing was taken and those cases which were attempts only.

Table VII
Offenses Cleared by Arrest

Offense	1977	1978	% Change 1977-1978
Part I Offenses	426	368	-14%
Burglary	21	12	-43%
Auto theft	26	45	+73%

2. Increase the number of reported crimes by two to four percent.

The reason for attempting to increase the number of reported crimes is to decrease the gap between reported and actual crime. According to Table 2, the number of reported Part I offenses had decreased by approximately four percent. Table 6, however, notes a slight increase in the number of complaints reported to the police. This increased willingness to report may represent a greater tendency toward citizen participation. Furthermore, it may also suggest the reduction of Part I offenses is a real reduction rather than merely a decrease in reporting.

3. Increase the number of index crimes cleared by arrest--especially auto theft, burglary, and theft--to a twenty-five percent level during the first year and to a forty percent level by 1983.

Table 7 notes a decrease in the number of Part I offenses cleared by arrest. Table 7 also reveals an increase in the clearance of auto thefts, but a decrease in the rate for burglary. Finally, the percentage of automobiles recovered following auto thefts has increased in 1978 (see Table 8).

Table VIII
Comparison of Auto Recovery

1977	1978
Number recovered (% of actual auto thefts)	Number recovered (% of actual auto thefts)
143 (90.5%)	157 (99.7%)

IV. Conclusion

Given the personnel difficulties under which this project has operated, most of the program activities have been carried out as effectively as possible. At this time, however, project impact on crime is somewhat equivocal. Consistent with the goals in the initial grant application, Part I crimes have decreased. Auto theft clearance rates have increased as have auto theft recovery rates. In addition, the dollar loss resulting from burglary has decreased. Community education seems to have been effective in that there has been an increase in both citizen target hardening practices and complaints to the police department. However, contrary to the goals of the grant proposal, the incidence of auto theft has increased, while the clearance rates of Part I offenses have decreased.

La Crosse has received the lowest per capita funding when compared with ten similar projects funded by WCCJ (see Table 9). The La Crosse Police Department has made crime prevention funds a line item in the budget, thus assuring a continuation of the project after WCCJ funding expires.

Table IX

WCCJ Funded Crime Prevention Projects

Jurisdiction	1977 Population	Project Cost Per Year	Targeted Crimes - 1977 City Rates per 100,000 (State of Wisconsin - rates per 100,000)	Date of Project Start up	Size of Police Department prior to Project Implementation	Number of New Crime Prevention Officers Added by Project ¹
La Crosse	48,814	\$18,000	Burglary: 915.7 (846.8) Auto Theft: 385.1 (220.7) Theft: 4,885.9 (2,614.1)	1/12/78	81 Sworn officers	1 Part-time Officer (also 1 Part-time Student Intern)
Brown Deer	14,113	\$28,810	Burglary: 411.0 (846.8) Theft: 2,593.4 (2,614.1)	4/1/78	30 Sworn officers	1 officer
Franklin	16,095	\$58,000	Burglary: 764.2 (846.8) Theft: 2,435.0 (2,614.1)	4/1/78	20 Sworn officers	2 officers
Greendale	17,884	\$58,500	Burglary: 95.1 (846.8) Theft: 5,412.7 (2,614.1)	4/1/78	26 Sworn officers	2 officers (also 1 Part-time Social Worker & 1 volunteer Intern)
Wisconsin Rapids	18,676	\$46,000	Burglary: 1,070.9 (846.8)	4/1/78	40 Sworn officers	1 officer (also 1 Part-time Secretary)
Menomonie, City of	10,814	\$26,200	Burglary: 332.9 (846.8) Theft: 3,911.6 (2,614.1)	7/15/78	23 Sworn officers	1 officer (also 1 Part-time Secretary)
Oak Creek	15,598	\$33,000	Burglary: 1,154.0 (846.8)	10/1/78	17 Sworn officers	1 officer
Hales Corners	8,918	\$30,780	Burglary: 717.6 (846.8) Theft: 2,746.9 (2,614.1)	10/1/78	13 Sworn officers	1 officer
Green Bay	89,609	\$66,666	Burglary: 818.0 (846.8) Auto Theft: 164.0 (220.7)	1/1/79	155 Sworn officers 1 Investigator 2 Full-time Cadets 7 Part-time Cadets	1 officer (also 2 Cadets & 1 part-time Secretary)
Mequon	15,899	\$36,000	Burglary: 522.0 (846.8) Theft: 1,673.0 (2,614.1)	11/1/78	32 Sworn officers	1 officer
Menominee Restoration Committee	3,662	\$20,819	Burglary: 12,588.2 (864.8)	11/1/78	8 Patrolmen 1 Investigator 2 Full-time deputies 4 Part-time deputies	1 officer

Footnotes: ¹The new Crime Prevention Officers (CPO) added by the individual projects vary in rank.

Appendix A

**PREVENT CRIME
See It/Hear It/Report It
call 782-4044**

WHAT TO DO

If you see any unusual circumstances which may indicate criminal activity, call 782-4044. Be sure to report.

- 1 Address of incident
- 2 Number of persons involved
- 3 Description of scene and suspects if possible (Age, height, weight, dress, complexion, etc.)
- 4 Concise details of all circumstances noted
- 5 License number of any car involved

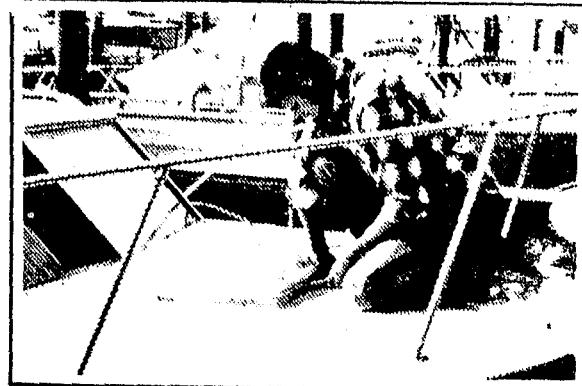
**La Crosse Police Department
Crime Prevention Unit
Non-Emergency — 782-4090
Emergency — 782-4044**

Printed under a grant from the Office of Criminal Justice.

**CRIME
STOP**

**Boat
and
Marina Security:**

Theft Prevention



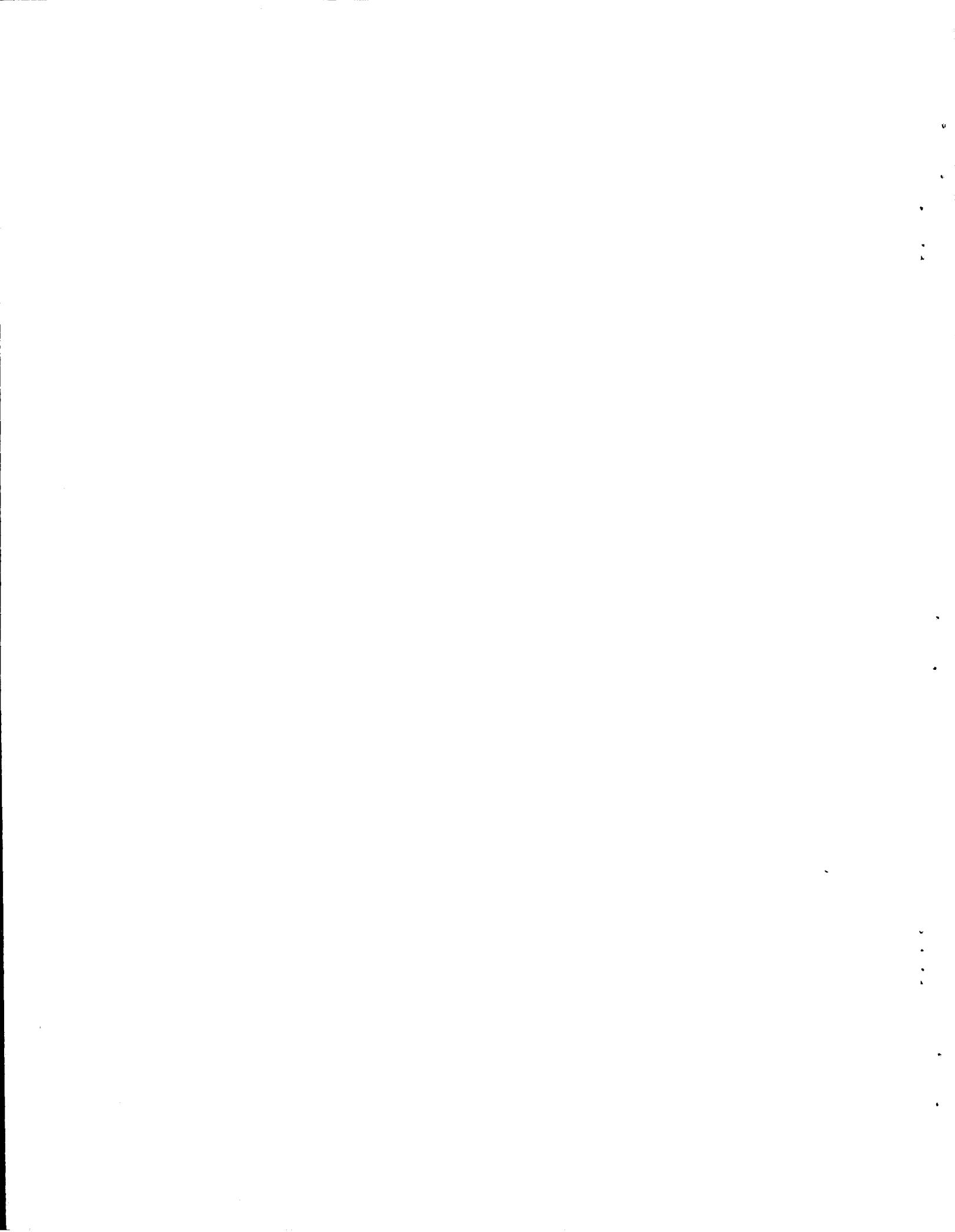
Some positive steps for the boat owner that will substantially reduce the risk of theft.



LA CROSSE POLICE DEPART. CRIME PREVENTION UNIT

WHERE
ARE
YOUR
**CAR
KEYS?**

A large, solid black silhouette of a key hangs vertically from a keychain. The key is oriented with its head at the top and its long shank extending downwards. It is positioned directly behind the text 'WHERE ARE YOUR CAR KEYS?'.



Appendix B

INSTRUCTIONS

We have asked you to provide information on the crime prevention program in LaCrosse, Wisconsin. The questionnaire which we are using assures you of anonymity. No attempt will be made by either the Wisconsin Council on Criminal Justice or the LaCrosse Police Department to associate your name with your responses. Please check the appropriate blanks; your frank, honest answers will be most useful. Please return this questionnaire in the enclosed, self-addressed, stamped envelope.

1. If you have participated in either a residential or business security survey:

A. Did you receive suggestions on how to improve the security of your home or business? Yes No

B. If you received such suggestions, did you find them useful?

Very useful Not very useful

Moderately useful Not at all useful

C. Did you implement the suggestions?

None of the suggestions Most of the suggestions

Some of the suggestions All of the suggestions

D. If suggestions made at the time of the security check were not implemented, why not? _____

2. If you attended any of the community education seminars/presentations on crime prevention, how would you rate them?

Excellent Fair

Good Poor

3. Did you request engraving services through Operation Identification? Yes No

Additional comments: _____

Thank you for participating in this survey.



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