

City of Rio Communities

PUBLIC  
SAFETY TASK  
FORCE

2022 Public Safety Analysis

Strengths Weaknesses  
Opportunities Threats(S.W.O.T.)

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PROPERTY CRIME  
S.W.O.T ANALYSIS

# PROPERTY CRIME GOALS

- Communication and Education
- Visibility
- Crime Prevention

# Communication & Education

Action	Strengths	Weaknesses	Opportunities	Threats
Building Neighborhood Trust	Get to know your neighbors; Help monitor others' property while away	Potential for threats/retaliation; less privacy; misinformation/gossip; neighbor feuds; potential escalation	Neighborhood organizations; building trust; informal watchdogs; on-site assistance to neighbors	Lawsuits; hostile Neighbors; Potential violence
Building Trust with Law Enforcement	Notifying police when on extended absence from property; Direct Communication to law enforcement; Assist with targeted enforcement	Possible lack of access to data; Uneven implementation	Sherriff's Office contact form on website/not Facebook; Disclaimer properly worded	Lawsuits; Cost
Publishing Crime Tips to Residents	Alert residents; Tips become engrained; crime prevention habits begin to form; crime reporting increased	Lack of consistency in messaging efforts can lead to apathy; tips may be outdated	Utilized modern and traditional information dissemination; City newsletters (tip of the month/quarter) repetition of tips; email blasts; keeps tips modern; set up tip line	Cost



# VISIBILITY



Action	Strengths	Weaknesses	Opportunities	Threats
Extra Lighting at Businesses	Visibility for officers; Assist with insurance claims; highway side businesses have better visibility	Electrical costs; Improper lighting can reduce dark skies for night viewing	Lighting for ingress/egress; Improves visibility of camera feeds, motion lights cut down electrical costs; stand alone solar to avoid extensive wire feeds, avoidance of vandalism	Apathy; High cost to business owners; vandalism, wiring theft
Home Lighting	Visibility for officers; Assist with insurance claims; highway side businesses have better visibility	Electrical costs; Improper lighting can reduce dark skies for night viewing, disturb neighbors	Deterrent to criminals; Improves visibility of camera feeds, motion lights cut down electrical costs; avoidance of vandalism	Cost of electricity and lighting; Complaints of neighbors
Street Intersection Lighting	Provides safer route for pedestrians/bicyclists; Prevention of automobile accidents; Crime Deterrent	Light Pollution; Maintenance and electricity costs; Vandalism	Grants; Construction and Replacement Programs	Vandalism; Supply chain

# VISIBILITY

ACTION	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Trim Overgrown Vegetation in Residential Areas	Better visibility for Law Enforcement; Improves visibility for cameras; provides better evidence when crime occurs; Reduces hiding places for criminals	Labor intensive; Older residents may be physically unable to perform at all	Neighborhood Volunteers; Establish list of churches; non-profits, civic groups, and businesses that can help clean properties	Cost; Unwillingness of property owners to trim vegetation
Trim Overgrown Vegetation in Public Spaces	Reduces traffic and pedestrian accidents; Better visibility for Law Enforcement; Improves visibility for cameras; provides better evidence when crime occurs; Reduces hiding places for criminals	Labor intensive; Large open spaces; Time-consuming	Volunteer groups; Cleaning the City might inspire private property owners to clean	Cost; Lack of personnel

# Crime Prevention

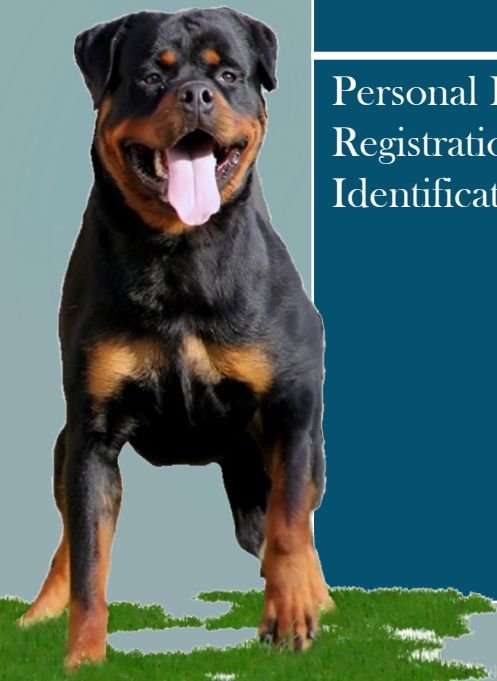


Action	Strengths	Weaknesses	Opportunities	Threats
Traffic Camera System	Relieves stress on Law Enforcement and City Staff; Reduces cost for Law enforcement; No out-of-pocket cost; Segment of population positive reception; no points on license	Reception from the public; calibration and malfunction issues	New technology; mobile; night vision; public feedback; success and failure data from other cities that have used a system; no up-front costs	Public reception
Commercial and Residential Cameras	Deterrent of criminal activity; Reasonably priced; good on-site and remote-in visual of property; allows targeting of problem areas	Easy target for vandalism; 100% visibility; maintenance; limited recording time; low resolution limits ability to identify culprits	New Mexico does not require a person to be aware they are being recorded; Installation of camera at weak points; lighting to accompany cameras	Vandalism; Theft; camera placement complaints; effectiveness in prosecution of crimes



# Crime Prevention

ACTION	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Pets as Guard Dogs	Deter criminal element; work for food	Danger to neighbors if not humanely and properly contained to the property; can place fire and law enforcement in danger	Dogs are allowed by ordinance	Lawsuit – even by the criminal
Personal Property Registration/ Identification	Easier to track stolen goods; NCIC tracking for weapons	Apathy; Time consuming; Information needs to be current ; Property inaccurately valued	Education about including serial numbers and other pertinent information in the ID catalogues; ID imprint Programs; Website cataloguing APPS, Etch VIN on discreet areas of vehicle; tip line	Insurance Fraud; Inaccurately valued properties



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TRAFFIC SAFETY  
S.W.O.T ANALYSIS

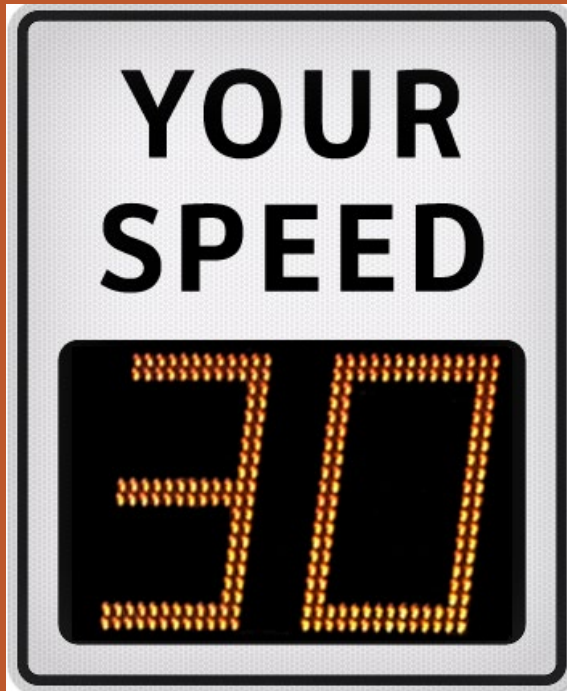


# Public Safety Task Force: Traffic Safety S.W.O.T. Analysis

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## Traffic Safety Goals

- ⚠ Roadway and Speed Notification Signage
- ⚠ Law Enforcement Presence
- ⚠ Traffic Calming and Pedestrian Paths
- ⚠ Information and Education



# Roadway & Speed Notification Signage S.W.O.T. Analysis

ACTION	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>More and Updated Traffic Signage</p>	<p>Reminders to citizens; Education; Sets a legal limit; Highly Noticeable, Can be affordable; Fixable; Creates lower traffic speed; Can discourage commercial traffic; Increase in retail activity</p>	<p>Motorists ignoring signs; Old and faded signs; Lack of uniformity and consistency; Liability for claims; vulnerable to theft or vandalism</p>	<p>Roadway engineer consultation, University of NM Crash data; Grant funding for traffic calming; flashing signs on state highways a certain distance from the new speed limit.</p>	<p>Vandalism; Line of sight obstruction, wholesale civil disobedience</p>

ACTION	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p><b>Increased Traffic Enforcement Operations</b></p>	<p>Increased presence improves safety; catch criminals; etc.</p>	<p>Expensive; not a consistent operation; manpower eater; equipment and training may not be available</p>	<p>Traffic safety grants; can be had for no upfront costs; Cooperative activity; increased law enforcement</p>	<p>Lack of manpower and funding; time constraints; Traffic stops have a higher element of danger; Public safety ; Lawsuits</p>

# Law Enforcement Presence S.W.O.T. Analysis



ACTION	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Traffic Calming on Streets and State Highways within City limits	Results in slower traffic speed; Can discourage commercial traffic speeding; Increase in retail activity; Improve outdoor fitness; protect pedestrians;	Expenses; Can discourage commercial use; Grant funded traffic calming tends to become permanent; Motorized used of walking paths; Labor intensive; Secluded spost attract criminal element & homeless	Local Ordinances, Consistent Maintenance; Grants; constriction/Repair Program	Wholesale civil disobedience Lawsuits, Lack of Funds

# TRAFFIC CALMING AND PEDESTRIAN PATHS S.W.O.T. ANALYSIS



# Information and Education S.W.O.T. Analysis



ACTION	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<b>Continuous Traffic Safety Education</b>	Positive reminder to the public, especially new drivers	Lack of local traffic schools; Inconsistent traffic laws enforcement; Education fatigue	Work with the State MVD/Public Safety; Driving test or license renewal public information dissemination' Information refreshers	Apathy
<b>Maintain Crash Data on Target Locations in the City</b>	Information leads to better decision making	Lack of real time data; Lack of staff to monitor data	UNM and NMDOT; dot intersection cameras; state police data	Apathy; cost



Public Safety Task Force:  
Domestic Crime Programs S.W.O.T. Analysis

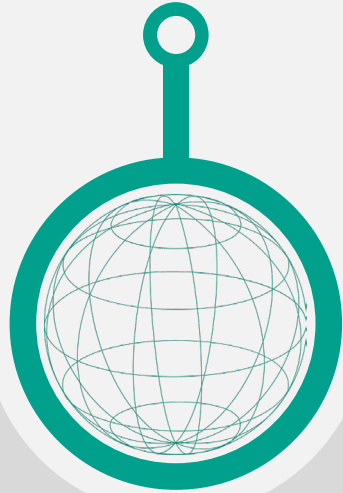


Action	Strengths	Weaknesses	Opportunities	Threats
<b>Domestic Crime Programs</b>	Assistance for both actual and potential victims of domestic violence	Uncooperative victims; Lack of human resources and funding; Poverty, Economic hardship on victims caused by arrest of abuser	Mentoring; Strengthening economic supports for families; Domestic violence packets; School outreach; Creating programs to assist victims	Public airing of domestic violence shelter locations; Lawsuits

# CODES

Public Safety Task Force: S.W.O.T. Analysis

Grid Inspection  
Setup



Follow Through  
with Court



Consistent  
Enforcement/  
Abatement

Education

Electronic  
Reporting





# PUBLIC SAFETY TASK FORCE: CODES S.W.O.T. ANALYSIS

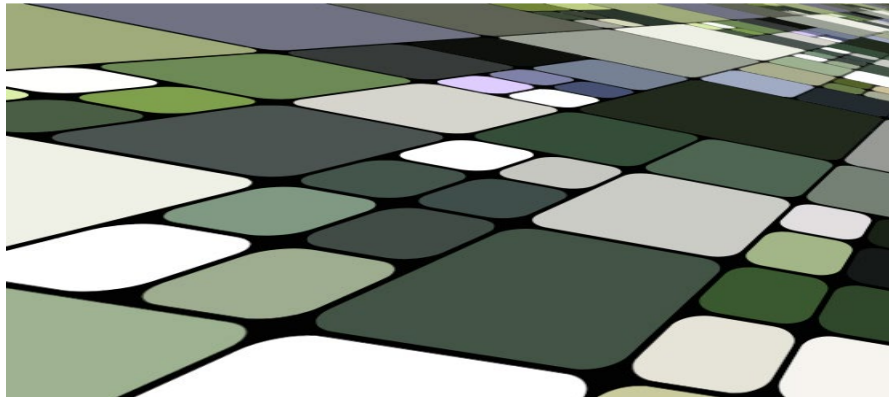
## Code Goals :

- Consistent Enforcement/ Abatement
- Grid inspection Setup
- Education
- Follow through with the Courts
- Electronic Reporting

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**Consistent Enforcement/ Abatement S.W.O.T.**

<b>Action</b>	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Consistent Enforcement/ Abatement S.W.O. T. Analysis</b>	Visibility to the Public; Sense of Fairness; Increased Compliance; Proactive response Prior to contact from the City	Finger pointing; Work arounds; Sheer volume of area to inspect and enforce; Public impression of harassment/ targeting; Elderly- Limited income households; “City areas not cleaned up”	Grants; Volunteerism; Electronic sign information of next inspection areas; Adopt-a Highway for 304 and 47; Check with DOT on adopted areas and areas needing to be adoption; Community Service work	Legal Challenges



## Grid Inspection Setup S.W.O.T

Action	Strengths	Weaknesses	Opportunities	Threats
<b>Grid Inspection Setup</b>	High visibility in neighborhoods; Organized; Positive expectations; Raise resident morale; Help to build healthy mindset and develop habits; Increased interest	Sheer volume in each grid; Sheer volume on individual properties; Diverts away from complaints for immediate response outside the grid; Won't clean up until their grid comes up; Complaints about being the last on the grid	Grants; Volunteerism; Electronic sign information of next inspection areas; Adopt-a Highway for 304 and 47; Check with DOT on adopted areas and areas needing to be adoption; Community Service work	Cost; Wear and tear on vehicles; emergencies; physical threats toward code enforcers; lack of organization

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## Education S.W.O.T. Analysis

Action	Strengths	Weaknesses	Opportunities	Threats
<b>Education</b>	High visibility in neighborhoods; Organized; Positive expectations; Raise resident morale; Help to build healthy mindset and develop habits; Increased interest	Sheer volume in each grid; Sheer volume on individual properties; Diverts away from complaints for immediate response outside the grid; Won't clean up until their grid comes up; Complaints about being the last on the grid	Grants; Volunteerism; Electronic sign information of next inspection areas; Adopt-a Highway for 304 and 47; Check with DOT on adopted areas and areas needing to be adoption; Community Service work;	Cost; Wear and tear on vehicles; emergencies; physical threats toward code enforcers; lack of organization

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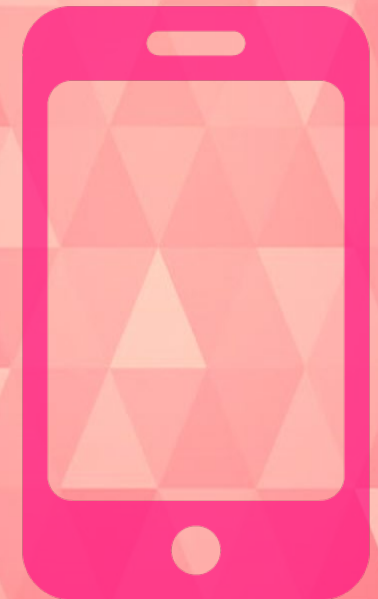
**Follow Through  
with the Courts  
S.W.O.T.  
Analysis**



Action	Strengths	Weaknesses	Opportunities	Threats
<b>Follow Through with the Courts</b>	Gives legitimacy to code enforcement efforts; Open communication leads to better understanding of the codes' requirements	Poor communication results in dismissed cases; Poor and inconsistent documentation or evidence or false evidence can create "He said – she said" situations	Better communication and education between code officers and court officers; Education and training of code officers; Bailiff type officer (deputy); Documentation checklists; do not go alone on inspections when feasible	Lawsuits; threats of physical violence in Court

## Electronic Reporting S.W.O.T. Analysis

Action	Strengths	Weaknesses	Opportunities	Threats
Electronic Reporting	Organizes complaints and workflow; Better informs the City Officials and Staff; Documents in real time; Good reminder tool; Able to measure program success	Incomplete training; limited staff; Not everyone is technology savvy; Costs money to maintain	Training session; Public Briefings; Utilize library technology; Basic Public knowledge	Hacking: The power grid; Internet failure; Lawsuits; Social Media







PUBLIC SAFETY TASK FORCE

2022 S.W.O.T. Analysis