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 W	Veaknesses	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begin to form; crime reporting increased	Lack of consistency in messaging efforts can lead to apathy; tips may be outdated	Utilized modern and traditional information dissemination; City newsletters (tip of the month/quarter) repetition of tips; email blasts; keeps tips modern; set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 feels, 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 feels, 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

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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

0	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 Register

TRAFFIC SAFETY
S.W.O.T ANALYSIS



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

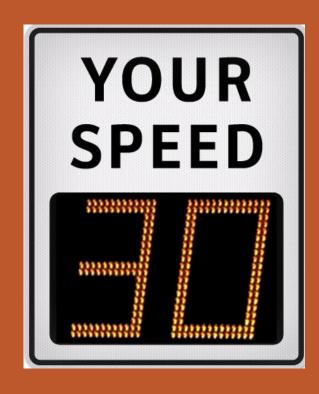
Traffic Safety Goals

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
More and Updated Traffic Signage	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	Motorists ignoring signs; Old and faded signs; Lack of uniformity and consistency; Liability for claims; vulnerable to theft or vandalism	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.	Vandalism; Line of sight obstruction, wholesale civil disobedience

ACTION	STRENG THS	WEAKNESS ES	OPPORTUNIT IES	THREATS
Increas ed Traffic Enforcement Operations	Increased presence improves safety; catch criminals; etc.	Expensive; not a consistent operation; manpower eater; equipment and training may not be available	Traffic safety grants; can be had for no upfront costs; Cooperative activity; increased law enforcement	Lack of manpower and funding; time constraints; Traffic stops have a higher element of danger; Public safety; Lawsuits

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/Repa ir Program	Wholesale civil disobedience Lawsuits, Lack of Funds

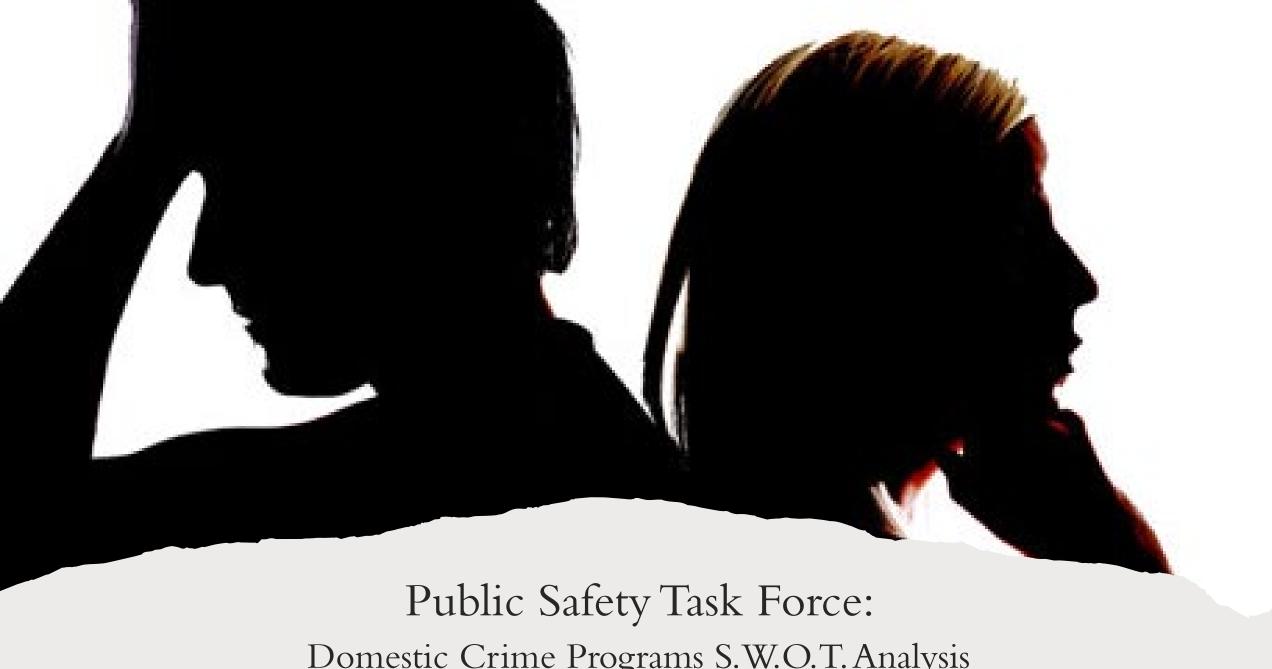
TRAFFIC CALMING AND PEDESTRIAN PATHS S.W.O.T. ANALYSIS



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



ACTION	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Continuous Traffic Safety Education	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
Maintain Crash Data on Target Locations in the City	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

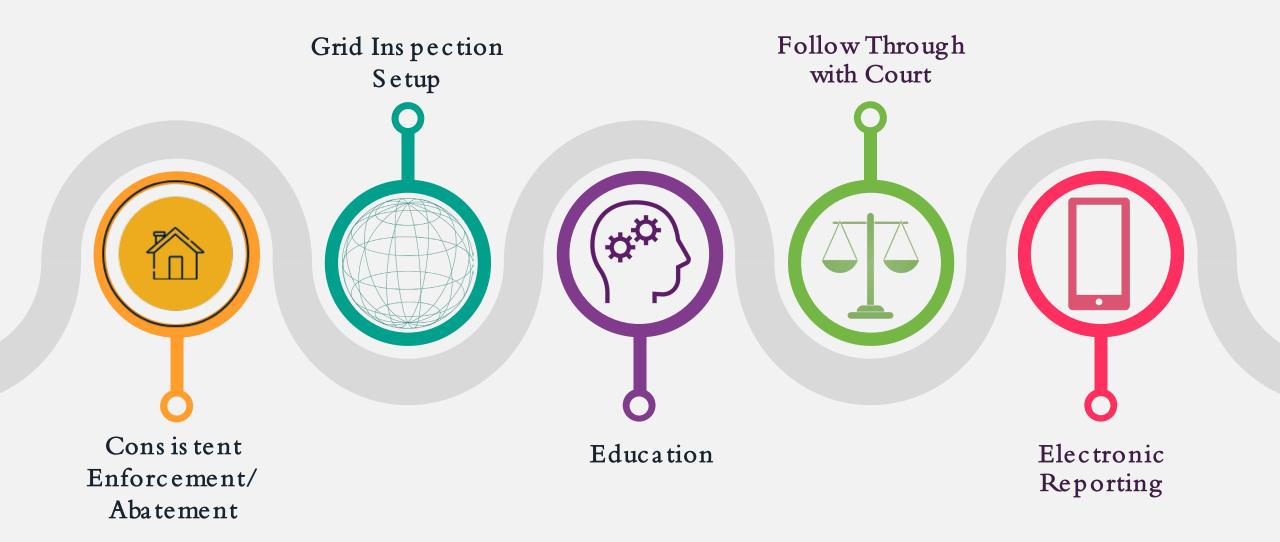


Domestic Crime Programs S.W.O.T. Analysis

Action	Strengths	Weaknesses	Opportunities	Threats
Domes tic Crime Programs	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





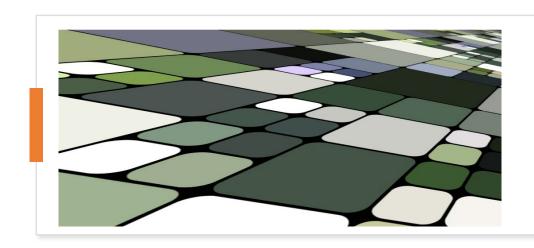
PUBLIC SAFETY TASK FORCE: CODES S.W.O.T. ANALYSIS

Code Goals:

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

Cons is tent Enforcement/ Abatement S.W.O.T.

Action	Strengths	Weaknes s es	Opportunities	Thre a ts
Cons is tent Enforcement/ Abatement S.W.O. T. Analys is	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; Adopta 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

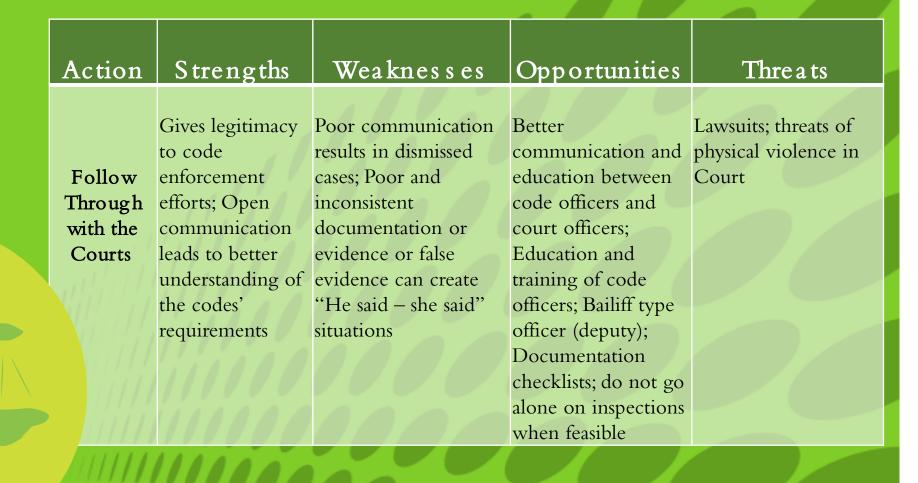
Action	Strengths	Weaknes s es	Opportunities	Thre a ts
Grid Ins pection Setup	•	Sheer volume in each grid; Sheer volume on individual properties; Diverts away from complaints for immediate response outside the grid; Won't clean up until their grid comes up; Complaints about being the last on the grid	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



Education S.W.O.T. Analysis

Action	Strengths	Weaknes s es	Opportunities	Threats
Education	High visibility in neighborhoods; Organized; Positive expectations; Raise resident morale; Help to build healthy mindset and develop habits; Increased interest	Sheer volume on individual properties; Diverts away from	Electronic sign information of next inspection areas; Adopt- a Highway for 304 and 47; Check with DOT	

Follow Through with the Courts S.W.O.T. Analys is



Electronic Reporting S.W.O.T. Analysis

Action	Strengths	Weaknes s es	Opportunities	Thre a ts	
Electronic	intorms the ('ity	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	

