

Gwinnett Place CID Steering Group Session Report: Safety and Security



Safety and Security Steering Group work session

Primary objective—Segmentation of safety/security issues into physical vs perceptual solution sets

– In attendance: Joe Piccolo, Mark Williams, Joe Allen

General Discussion i.e. crime/safety/security

- “Current State” impression: Crime is up
- Reality: Crime perception is worse than statistical reality
 - Crime comparison: reduction since 2008 overall
 - Recent (last 90 days) uptick in crime
 - Most active crime: Non violent crime (burglary, vice/drugs)
 - Reduction in violent crime (rape, murder, assault, aggravated robbery)

Crime perception—Physical factors

- Documented incidence of crimes, robust media coverage and crime reporting
- Demographic/cultural change
- Economic downturn
- Metro ATL expansion



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Crime perception—image factors

- Demographic/cultural changes
 - Language/signage creates cultural discomfort, “tension”
 - Business owner/business manager ambivalence
 - Negative word of mouth from the “people like me” segment
 - Media coverage of crime, issues, vacancies, etc.
- Property appearance
- Police and security presence

Remedies to date

- Enhanced law enforcement relationships, increased LE presence
- Private (CID) patrols, CID-logo vehicle “drive arounds”
- Appearance improvements
 - Properties
 - Trash/litter
 - Street/landscapes
 - Property owner security



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Solutions to be considered

- Physical security considerations
 - Continued/increased visible private patrols (CID)
 - Enhanced law enforcement presence (foot, bike patrols, etc.)
 - Business owner/manager/employee watch program
 - Technological solutions: Increased/enhanced lighting (LED, solar, infrared, etc.) cameras, tag readers
 - “Crimespotter”, “crimewatcher” geo-driven crime event/trend app (or Twitter reporting)
- Implementation and next steps
 - Approach and develop programs with partners
 - Law Enforcement: Watch programs, technology (cameras/monitors, twitter, etc.)
 - Corporate technology partner: NCR, Seimens, Gwinnett Tech, Gwinnett College
 - Approach county, state, federal agencies for funding, support, grants
 - State: GDED, GMA, GCA
 - Federal: DEA, DOT
 - County: Law enforcement



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Solutions to be considered

- Perception management considerations
- Key Message: Gwinnett Place CID--
 - Continued/increased visible private patrols (CID)
 - Enhanced law enforcement presence
 - Billboards with “Crimespotter”, “crimewatcher” message and QR code link to reporting site or app (or Twitter reporting)
 - Press releases i.e. “crime down”, “new watch program”, etc.
 - Media “ride alongs” with local LE, CID patrols, CID staff
 - Paid media i.e. print ads, radio bits, etc., re: reporting, successes, etc.
 - Social media influencing (posts, blogs, “report cards”, etc.)
- Implementation and next steps
 - Coop program with partners (paid media, social media, property signage i.e. “safe and secure”)
 - Government: County commissioners, (use law Enforcement in ads, social media presence, etc.)
 - Non Government: Chamber of Commerce, Leadership Gwinnett
 - Corporate partners: NCR, Seimens, Gwinnett Tech, Gwinnett College, Gwinnett Medical, Assurant, Kaiser, CISCO, AGCO, Meriel
 - CID property owners

