



SANTA CRUZ POLICE DEPARTMENT

155 Center Street, Santa Cruz, CA 95060

MEDIA RELEASE



Announcing International Predictive Policing Day of Action

The Santa Cruz Police Department was the first in the world to implement Predictive Policing technology. Our efforts led to PredPol, a tool now widely used throughout the United States and also in the United Kingdom.

On Wednesday August 14th, we are teaming with all of the other agencies using PredPol, for our first **International PredPol Day of Action** or "**All Out PredPol**". The idea for this day was developed by our colleagues from the Kent Police Department in the United Kingdom. We are pleased and excited to join with them and the other agencies throughout the United States.

The plan is to get as much positive and healthy activity and presence in each of the PredPol zones. To accomplish this, we are teaming with our public safety partners and community groups to activate these areas.

On Wednesday morning, we will run the PredPol maps for the day in each of the targeted crime categories. Those maps will be distributed to our public safety partners and neighborhood groups Santa Cruz Neighbors and Take Back Santa Cruz. Our goal is to maximize presence in and around these areas and have a positive impact on crime and the overall quality of life. We won't know the locations until that morning when PredPol runs the reports for that day.

Attached is an example of a Predictive Policing map used in this program.

We will post the results on our Facebook and blog at

<http://santacruzpolice.blogspot.com/>

We are looking forward to joining all the other cities across the U.S. and U.K. using this tool and working together to make a difference in Santa Cruz.

For additional information, contact: Deputy Chief Steve Clark

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To Leave ANONYMOUS information regarding this incident, please call our TIP LINE (831) 420-5995 or use our mobile iPhone and Android App



