KISSIMMEE POLICE DEPARTMENT:
INTELLIGENCE-LED POLICING DRIVES PROGRESS & PROSPERITY

The City of Kissimmee, located just south of Orlando, Florida, is a bustling hub near the Walt Disney World Resort. Since adopting an Intelligence-Led Policing model and CommandCentral Analytics they've been able to better protect their community and reduce the property crime rate by 16%.

Kissimmee is evolving into a vibrant, fast-growing city, with extensive investments made to bolster the economy, jobs and resident resources. The city is committed to attracting new businesses, which includes the recent launch of a new Medical Arts District to create a hub of healthcare-related companies between the city's two hospitals.

Over the years, in order to keep up with the city's growth, the Kissimmee Police Department has been working toward their vision of evolving the agency to an intelligence-led policing model, even while facing budget constraints. The goal was to shift from reactive patrolling to proactive and preventative activities by leveraging real-time and historical data.

"We wanted to bring the agency together and enhance collaboration to build a cohesive, data-driven plan to attack and prevent crime."

– Jeff O'Dell, Chief of Police, Kissimmee Police Department.

MOVING FROM HOT SPOTS TO PREDICTIVE ANALYTICS

Initially, Kissimmee Police Department had a crime dashboard that staff could access, but the data was limited to crimes that had already occurred and didn't help staff derive true intelligent insights. John Lewis, Deputy Chief, remembered when Chief O'Dell came to the force trying to understand its purpose and value. "He said to me 'Why are we reacting to the dots on the map? Let's try to prevent the dots and look ahead to stop crimes before they actually happen.'" As a result, the agency decided to take advantage of crime analytics technology to help officers not only better gather information, but then use that information to support forward-thinking crime prevention. The department decided to implement CommandCentral Analytics, to turn its vision for intelligence-led policing into a reality.

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INTEGRATING DISPARATE CRIME DATA

Traditionally, Kissimmee's in-house analysts would manually compile data as requested by officers and investigative units, running reports from the department's records management system and correlating that with information from other data sources. Now, with CommandCentral Analytics, the agency benefits from end-to-end, centralized data collection and organization, allowing analysts and officers alike, to easily interpret vast amounts of information — a huge time savings.

"CommandCentral has changed the way we do our job immensely. We can look at information from different systems, all in one place, and do all our analysis from there."

— Metre Lewis, Crime Analyst, Kissimmee Police Department

When an officer conducts a field interview after stopping an offender, the information is captured on paper cards. Previously this information had to then be manually extracted and associated with other data. Now, that information is available in CommandCentral Analytics alongside other valuable sources, allowing officers and analysts to see where the field interview occurred and read the complete narrative with more context, helping to solve crimes much easier and faster.

"One of our favorite features is being able to build tabs for specific crime types, such as convenience store burglaries. Prior to CommandCentral, we had to look at a map to determine where field interviews took place. But now if an individual is stopped by police and has certain items on him or her, we can more quickly compare them to previous interviews and link them to an earlier burglary."

— Steven Acierno, Crime Analyst, Kissimmee Police Department

BETTER DIRECTED POLICE PATROLS

CommandCentral Analytics depicts where there is likely to be a crime, so rather than waiting for a trend to develop, the department can deploy officers and try to stop it.

For instance, historically, throughout the year there are certain weeks, such as spring break and the start of summer vacation, when Kissimmee sees a spike in car burglaries. Based on that historical information, the department deployed more officers in neighborhoods where the analytics said the impact was likely to be high and the proactive approach worked — no burglaries were committed within those areas. The department then widened the scope of the patrol area, keeping burglaries at bay in a broader section of the city.

"In a perfect world, we'd have a policeman on every corner, but that's not realistic with existing resources," said O'Dell. "CommandCentral gives us data that gives our officers a purpose to be out on the street. They are no longer randomly assigned, but are deployed with a mission. If they have direction and a focus area, our staff are much more effective."

ENHANCED COLLABORATION AGENCY-WIDE

With extensive analytics at the department's disposal, Kissimmee gained the ability to instantly get the right information, to the right people, at the right time — improving decision making and responses. Select areas within Kissimmee are run by the Sheriff's department, and CommandCentral Analytics allows the Kissimmee Police Department to share an operating picture of criminal activities within their jurisdiction to compare if any crimes or offenders overlap with open cases.

"The growth of our city has given us a big footprint in central Florida and we can no longer act in isolation when it comes to law enforcement," continued Lewis. "We successfully collaborate among our patrol, detective, and street crimes units to identify potential public safety issues and generate an effective joint response."

FROM DATA TO INTELLIGENCE TO SAFETY

As a result of deploying CommandCentral Analytics, the Kissimmee Police Department has decreased its property crime rate by 16%.

16% CRIME RATE REDUCTION
since deploying CommandCentral Analytics

Typically, the department would not assign additional resources until certain crimes hit a threshold, but having automated analysis and data at their fingertips has made the agency rethink that approach.

"CommandCentral helps us quickly digest what is going on in our agency and in the community around us, providing a deep dive into people, places and properties as needed," said Metre Lewis, Analyst, Kissimmee Police Department. "It's taken a lot of the manual processes out of the equation and has sped up the process of getting actionable intelligence out to officers so they can actually prevent crime."

FUELING ECONOMIC GROWTH

Intelligence-led policing has also played a critical role in creating a safer community, making the city more marketable to new businesses and allowing residents to fully enjoy new public spaces such as bike trails and parks.

"Proactive policing makes companies feel more confident about coming into town and establishing roots," said Lewis. "We also help our citizens feel safer because we're responding to crime in a different way — acting with necessary context and collaborating with necessary parties to better coordinate an incident response."

INTELLIGENCE SHARING BUILDS COMMUNITY TRUST

Kissimmee Police Department is also using data from CommandCentral Analytics when speaking within the community, sharing relevant information with homeowners associations and neighborhood watch groups. For example, detectives within the Property Crimes Unit let community groups know if there are upticks of crime in certain areas and ask that residents stay vigilant and keep lines of communication open, playing a vital role in crime prevention.

"Seeing the way our agency has embraced CommandCentral and the success we've had has been terrific," added O'Dell. "This tool has helped reaffirm legitimacy in our community and shown that we're not just out policing at random, but are relying on actual data to drive a well-directed, well-focused policy agency."

See how your agency can drive community progress and prosperity through intelligence-led policing by visiting www.motorolasolutions.com/analytics.

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