

Lt. Tracy Hern, Crime Prevention Unit, Department of Public Safety

The Crime Prevention Unit oversees 31 schools in 4 school districts, 28 neighborhood associations, and Sunnyvale small businesses. Assigned Neighborhood Resource Officers (NROs) are part of the crime prevention unit.

Crime Stats

- Fewer total citations issued in 2012
- 7,548 traffic citations issued
- 3548 moving violations (about 10 stops per day)
- 3,065 arrests (about 8 per day)
- Property _____ increased 28%
- Rape decreased 35% (15, down from 23 the previous year)
- School burglaries decreased 85% (only 2 all year, 13 last year)
- Commercial burglaries increased 18%
- Residential burglaries increased 46% (Similar increases in cities around us)
 - 373 this year – almost all preventable by following crime prevention tips below
 - 1/3 were through an unlocked door or window in the rear
 - Jewelry is a hot item, more so than electronics, because of all the cash for gold advertisements
 - Someone knocking and asking if “John’ is home is a ruse before trying the side gate – always report it immediately
 - Town homes are less broken into
- 10,925 crime reports written (500 more than previous year)
- All crime reports are now on line (provides much faster response)
- Early release program was questioned. It is too early determine the effect
- There are no statistics on the effect of Neighborhood Watch programs
- Broken porcelain from a spark plug can be used like a glass cutter to walk down a block and score car windows without being detected – then the thief can quickly observe no one around and walk back quickly breaking the windows one at a time.

Crime Definitions

Lt Hern stressed these definitions. It helps the public safety if we report correctly.

- Burglary - entering a structure and taking property or intent to commit a felony
- Robbery - taking or attempting to take something of value by force or threat of force or by putting the victim in fear
- Theft - the act of stealing

Crime Prevention Tips

- Report street lights that are out
 - Sodium vapor lamps may flash on and off as they burn out – so report them
- Lock doors and side gates

- Call Public Safety regarding ANY suspicious activity (911 for emergencies, 1-408-730-7180 for non-emergencies)
- Get to know your neighbors (and that's what neighborhood associations are for!)
- Corner houses get burglarized more often, so take extra precautions and be diligent about locking doors/gates, if you live in a corner house
- See anything suspicious or out of place? Don't hesitate – CALL, CALL, CALL. Don't think twice – 911 or 408-730-7180

Other

- Public Safety conducted an undercover operation around Christmas time to prevent and reduce property crimes. During a 3-week period, officers stopped 182 suspicious persons, resulting in 16 total arrests, 6 of which were for burglary. Note that arrests can only be made for probable cause, say jaywalking -- no profiling allowed
- Lt. Hern has assigned his Neighborhood Resource Officers (NROs) to new territories and will share this information with Wayne for posting on the Sunnyvale Neighborhoods website.

Jackie Davison, Environmental Outreach Coordinator, Environmental Services Department

Fun Fact: What is the difference between Stormwater and Wastewater? Stormwater is from outside (goes down the storm drains) and wastewater is from inside buildings (goes down the sewer drains). Sunnyvale has 3,200 storm drains.

Upcoming Events

- Mercury Thermometer Exchange at the Sunnyvale Senior Center, March 13, 11 a.m. - 1:30 p.m.
- Great American Litter Pickup, (Didn't catch the date), 9 a.m. - noon
- Community Tour of the Water Pollution Control Plant, February 23, 9 a.m. - 11 a.m.

Opportunities for Neighborhood Associations

- Presentations at your association meetings (topics include: Stormwater Pollution Prevention, Climate Action Plan and Sustainable Landscape Planning)
- Tours of the Water Pollution Control Plant (if you can get 8 or more people together, Jackie will arrange a tour for you)
- Neighborhood Litter Clean-Up (City will supply litter bags and help coordinate your volunteers on the day of the clean-up)

Ursula Syrova, Solid Waste Specialist, Environmental Services Department

Plastic Bag Ban

- An estimated 75 million plastic bags were being used annually in Sunnyvale prior to the implementation of the plastic bag ban
- Phase 1, which is already in place, included large retailers, as well as grocery, convenience and liquor stores
- Phase 2, which goes into effect on March 20, includes all other stores ("everybody else")
- Produce bags are not part of the ban
- According to an informal study, single men are most resistant to re-usable bags - so encourage any young, single men you know to start bringing re-usable bags with them to the store
- Bag it Forward - A program which collects donated re-usable bags from members of the public and distributes them to people receiving food from Sunnyvale Community Services

Polystyrene food containers ban was recently approved by Council. The next step is for the ordinance to be written and implemented, which will take a few more months. More information to come on this item.

Upcoming Events

- Extra Dumping Weekend at the SMaRT Station, April 6, 8:30 a.m. - 4:30 p.m.
- Paper Shredding at the SMaRT Station, April 27, 8 a.m. - noon, limit 5 bags/boxes per resident
- Environmental Services Events
Calendar: <http://sunnyvale.ca.gov/Portals/0/Sunnyvale/ESD/Events%20Documents/SVRccCalEvtnt2013FIN.pdf>

Sunnyvale currently uses a separated recycling system, where recyclable are separated by the residents and business owners. The advantage of this method versus a single-stream system (where all recyclables are thrown in together) is the recycled products are sold for a higher dollar amount, helping to keep the cost of the service lower.

Recycling.inSunnyvale.com lists the items which may be recycled and the items which must be put in the trash cart.

Jennifer Garnett, Communications Officer, Office of the City Manager

Replaced John Pilger about 6 months ago. She loves neighborhood associations

Primary Job Responsibilities

1. Media Spokesperson - Working directly with the media or coaching other City staff who are interacting with the media.
2. Manages the City's Centralized Communications Channels - Includes the City's website, social media communications (facebook, twitter, etc.) and the Quarterly Report. Will be working on a project to explore public access programming on Channel 26.
3. Council Support - Includes speech writing for the Mayor.

4. City Department Support - Helping City staff create messaging for large-scale community projects.
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Hopefully, between the two of us, we covered everything. Let me know if you have any questions.

Have a great day!

Nathan Truitt
Program Coordinator
P.O. Box 3707, Sunnyvale, CA 94088
Office: [\(408\) 730-7472](tel:4087307472)
ntruitt@sunnyvale.ca.gov
See our website at Recreation.inSunnyvale.com.
City of Sunnyvale, Department of Library and Community Services