INCREASE IN CAR BREAK-INS FROM 2014 - 2017

60%

HIGHEST JUMP 2016 - 2017

-11%

DECREASE USING MULTI-PRONGED APPROACH 2017 - 2018

133%

INCREASE IN CAR BREAK-INS FROM 2014 - 2017

ALAMEDA COUNTY DISTRICT ATTORNEY'S OFFICE HAS DEVELOPED A SPECIAL PROSECUTION UNIT

TWO DEPUTY DISTRICT ATTORNEYS AND TWO DISTRICT ATTORNEY INSPECTORS

JAN 1, 2019 TO SEPT 24, 2019

OUR CURRENT DATA SUGGESTS WE ARE ON TRACK TO ECLIPSE OUR FIVE-YEAR HIGH BY 20 - 30%
CURRENT EFFORTS TO ADDRESS REGIONAL PROBLEM

1. Undercover Suppression Operations
2. Initiating Partnerships with local Business Groups
3. Directing our Officers to provide High Visibility Patrols
4. Collaborating with our local Shopping Centers
5. Cooperating with our Regional Public Safety Partners
SUSTAINABLE MULTI-PRONGED APPROACH

1. INCREASING COMMUNITY AWARENESS AND PARTNERSHIPS
   Sharing Resources with our Regional Partners to Launch a more Robust Public Awareness and Education Campaign through Radio, Video, Social Media, and Outreach Materials

2. PROCURING EQUIPMENT AND TECHNOLOGY
   Enhancing our ability to deter, as well as Prevent Auto Burglaries

3. ADDING ANALYTICAL CAPABILITIES
   Which will help base our Policing Efforts

4. UTILIZING DIRECTED MULTI-AGENCY INVESTIGATIVE RESOURCES
   To Identify, Prosecute and Disassemble these Sophisticated Criminal Enterprise Crews
VINYL STICKERS
Window display "I've removed all valuables from my car"

WORK WITH PARTNERING AGENCIES
(Newark, Fremont, Milpitas, Santa Clara & San Jose)
Marketing Outreach Strategy & Campaign, including Multi-Lingual
- Radio
- Video
- Pampllets / Flyers

INSTALL PERMANENT SIGNS
Or use sign boards at major City entrances reminding community members to remove all valuables from their car

CITYWIDE MAILER
To all addresses in multiple languages

MOBILE COMMAND VAN
Substation staffed at hot spot parking lots

ADS
ON SOCIAL MEDIA
- Maps
- WAZE
- Twitter/FB/Instagram/etc.

MOVIE THEATER AD

VIDEO
Create a video showing community members that it's "cool" to carry your laptop bag or backpack with you with you get out get out of the car

NEW SIGNS
For commercial centers / hot spots in multiple languages

OUTREACH TO PROPERTY OWNERS, COMMERCIAL CENTER AND HOTEL MANAGEMENT
- Set up monthly meetings
- Obtain contact info for email/text notifications
- Offer prevention strategies (i.e. new signs and outreach materials)

AC TRANSIT
Purchase ad space on AC Transit buses

PURCHASE ADDITIONAL DIGITAL SIGN BOARDS FOR PD USE

RESEARCH PHONE NOTIFICATION TECHNOLOGY FOR ALERTS