



Nomination Contact Information

Name of Person or Group Being Nominated

Name / Agency / Business Name: Coral Springs Police Department - Chief Tony Pustizzi

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Nominated By

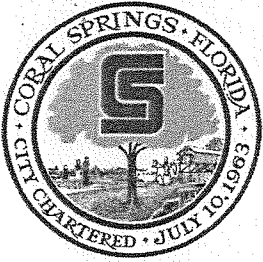
Name: Deputy Chief Clyde Parry

Agency / Business: Coral Springs Police Department

Address: 2801 Coral Springs Drive, Coral Springs, FL 33065

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CITY OF *CORAL SPRINGS* FLORIDA

POLICE DEPARTMENT

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Coral Springs, Florida 33065
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www.coralsprings.org

August 17, 2012

Dear Florida Crime Prevention Association:

I would like to take this opportunity to share with the Florida Crime Prevention Association a program that is ongoing at the Coral Springs Police Department and that I believe is worthy of recognition as an Outstanding Crime Prevention Program.

During October 2011, our Deputy Chief, now current Police Chief, Tony Pustizzi, instituted the "Make a Call, Make a Difference" (MAC MAD) program to help reduce residential and vehicle burglaries. This program was designed to enlist the cooperative effort of all of our citizens and break down barriers between our community and the police department. The concept was simple in theory; ask your citizens to be the "eyes and ears" of the police department. The problem was; how can we energize our citizens and create a true crime prevention partnership between the police department and the citizens we serve.

The Make a Call, Make a Difference program took an aggressive approach to solicit help from our citizens and rebut the belief that the police are too busy to be bothered with calls of suspicious activity from our citizens. We let our citizens know we want and we need their help. We used a variety of tactics to get the word out about the program. We recorded a short public safety commercial that was shown at our local movie theaters prior to movies. We spoke at community events and handed out refrigerator magnets, boxes of mints, jar openers, juvenile fingerprint ID kits and flyers with the "Make a Call, Make a Difference" logo. We utilized the media to advertise the program as well as spotlighting cases where the program led to an arrest. We customized a police car and used it at special events to bring awareness to the program. We utilized police explorers and volunteers to target high crime areas where they distributed informational flyers door to door. We partnered with local restaurants and supermarkets to allow us to distribute flyers and in some cases sent pamphlets home with their customer's take-out food. We trained all our field employees (parks and recreations, code enforcement and building department) to watch for, and call in, suspicious activity.

Through our efforts, calls for suspicious activity have seen a dramatic increase. When comparing data from Oct. 1, 2010, through August 17, 2011, with data from Oct. 1, 2011, through August 17, 2012, suspicious person calls are up 49%, suspicious vehicle calls are up 57%, and suspicious incidents calls are up 33%. All these calls from our citizens have led to increased arrests for burglary and burglary related crimes which are up 29% when compared to the prior year. In addition to burglary arrests, the suspect of a sexual battery case fled the scene and evaded helicopters and K-9 officers by hiding in underbrush in a canal. Approximately four hours later, he was arrested after a citizen called about a suspicious person as the suspect attempted to leave the area by walking behind houses in her neighborhood.

This program has been a huge success, not only because of the increased calls for suspicious activity, but because it is a community wide effort. Every unit in our police department took part in the program and aggressively forged a true partnership with our city employees, businesses and citizens. The MAC MAD ideas came from every segment of our police department, civilian employees, detectives, road patrol officers and command staff personnel.

The attached pages contain more detailed descriptions and pictures of the numerous avenues we have taken to get the word out to our citizens—"Make a Call, Make a Difference."

Sincerely,

Deputy Chief Clyde Parry

ELEMENTS OF THE MAKE A CALL, MAKE A DIFFERENCE CAMPAIGN

Awareness Training

- Field employees (Parks and Recreations , Public Works, Code Enforcement , Building) were trained to recognize suspicious activity—they are notified through a "Code Red Alert" if a suspicious vehicle or person's description is available; training was also conducted for civilian employees within the police department

Advertising—Getting The Message Out

- PSA's at two local movie theaters—one is Chief of Police explaining MAC MAD; other is still shots
- PSA running on City's website <http://www.coral Springs.org/MediaCenter/vod/PoliceSafety/policesafety.cfm> and also <http://www.coral Springs.org/MediaCenter/vod/TVshows/vod.cfm>
- Digital Media Advertising in local businesses in sitting/waiting areas--full screen video ads lasting 30 seconds running every 30 minutes--running all day--30 different locations throughout the city
- Article in the Spring 2011 issue of the Coral Springs Magazine with MAC MAD brochure insert containing a business card size magnet with phone number (goes out to all Coral Springs residents)
- Large banners at entrances to the city; posters in local business (restaurants, grocery stores, banks, etc.)
- Police car with MAC MAD vehicle wrap/decals (*see attached pictures*)
- Local restaurant inserted MAC MAD flyers in "pic-up" orders; newspaper articles
- PowerPoint developed to target student--presented at schools—one school placed it on their website

Events

- Arts Festival – (*see attached pictures*) Booth manned by officers/civilians explaining the program and passing out give-a-ways with MAC MAD logo—mints, child fingerprint/DNA kits, jar openers , and magnets
- Fourth of July Fireworks - Officers and volunteers passed out flyers and explained the program
- Shred A Thon & Prescription Take Back - officers/civilians pass out flyers and explain the program
- Slice of Springs Meetings - City sponsored community meetings held throughout the city, brochures and give-a-ways with the MAC MAD are distributed by representatives of the police department
- S.A.L.T. Meetings (Seniors and Law Enforcement Together) - Discussed and explained to 40 senior citizens and handed out promotional items
- Parent Meetings at the Schools, Parent and Principals Meetings at City Hall - Numerous flyers were distributed by our Youth Liaison Unit and program explained
- Bike Registration at Target - Patrol officers handed out 200 flyers at a two-day bike registration
- Spring Carnival hosted by Hunt Elementary - Flyers distributed and program explained

Department Wide Participation

- Sgt. Gallagher of the Crimes Against Persons Unit conducted the training of city employees
- Bike Unit and Substation Unit officers handed out flyers on Halloween night
- The Traffic Unit displayed roadside message boards with the MAC MAD message--handed out flyers during traffic stops and at schools during the morning drop off and afternoon pick up times
- Community Involvement Officer handed out flyers and presented PowerPoint presentations at neighborhood watch apartment/condominium manager meetings—they also partnered with a local property manager that scanned our MAC MAD flyer into their newsletter reaching out to 100 properties distributing over 1,200 flyers—altogether over 3,500 flyers have been distributed to local apartment and condominium complexes
- Patrol officers handed out thousands of flyers throughout in their zones and placed them on counters near cash registers at convenient stores
- MAC MAD explained at Community Relations Council Meeting—Broward Health Coral Springs Medical Center by Deputy Chief Montagna—flyers were distributed by the hospital
- Detectives, Child Abuse/Sex Crimes Unit and Victim Advocates, handed out flyers at parks
- Arts Festival-General Investigations' detectives and Crime Scene Unit manned booth and passed out give-a-ways and explained the program
- Criminal Investigations Component sent flyers out with their quarterly surveys
- Police Explorers, Citizens on Patrol, Community Involvement handed out flyers at sports registration events
- Preschools handed out flyers at their yearly meeting with parents given to them by the

Costs

- Approximate Costs--\$24,100 of forfeiture money

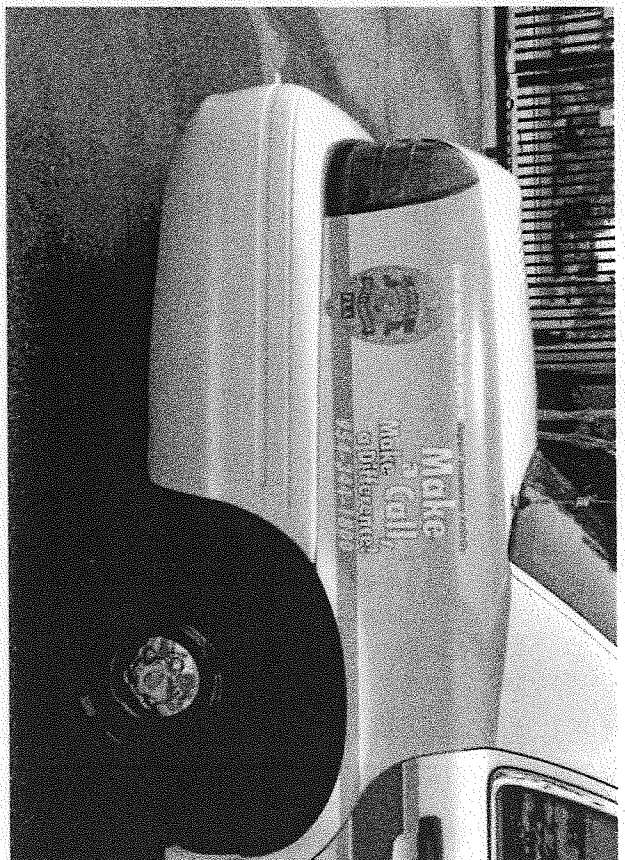
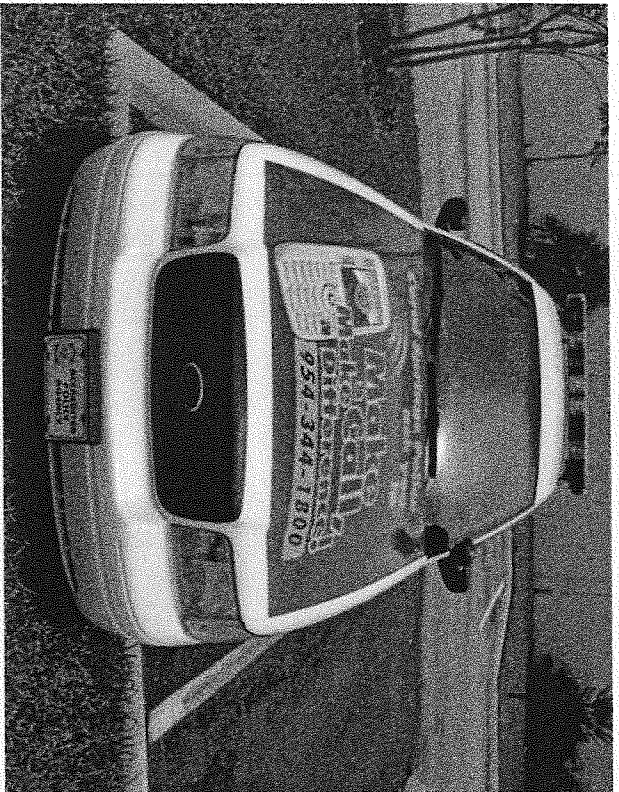
Results (Comparing stats from 10/1/10 – 8/17/11 with 10/1/11 – 8/17/12)

- Suspicious person calls up **49%**; Suspicious vehicle calls up **57%**; Suspicious Incident calls up **33%**
- There was a **29%** increase in arrests for burglary and burglary related crimes

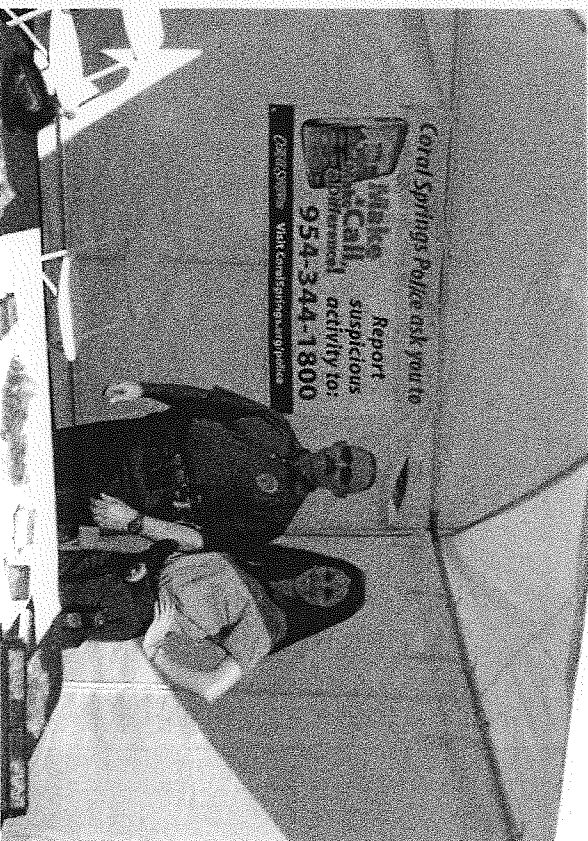
Projects in the Works

- CityTV as well as social media (Facebook, Twitter, & Stumble Upon) posts
- Short video before movies in the parks
- Paper placemats/tray sheets in fast food restaurants and table tents

MAKE A CALL, MAKE A DIFFERENCE VEHICLE WRAP/DECAL (Vehicle is display at city functions)



CORAL SPRINGS ARTS FESTIVAL BOOTH (MAC MAD was explained & promotional items were passed out)





MINTS



Coral Springs Police ask you to

Report suspicious activity
by calling the Police
Non-Emergency line at
954-344-1800

*Always dial 911 in a true emergency
or if you see a crime in progress.*

Remember these safety tips:

- Unfamiliar vehicle in neighbor's driveway?
CALL US!
- Unfamiliar person knocks on your door?
CALL US!
- Always lock your car door & remove valuables
- Close your garage door
- Lock your doors & use your alarm
- Inventory all valuables:
Include Make, Serial #, Cost
- Photograph your property
- Call for a vacation watch

Community of Excellence
CORAL SPRINGS
CoralSprings.org/police

FLYERS



Coral Springs Police ask you to Report Suspicious Activity



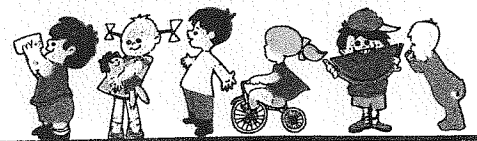
**Make a Call,
Make a Difference!**

954-344-1800

CALENDAR Coral Springs Police ask you to Report Suspicious Activity



Children Identification



CHILD'S FULL NAME

KEEP IN A SAFE & ACCESSIBLE PLACE

FINGERPRINT ID KITS

JANUARY 2012

WEEK SUN MON TUE WED THU FRI SAT

August 17, 2012

Dear Florida Crime Prevention Association:

I would like to bring an incident to your attention that I believe demonstrates the effectiveness of the Coral Springs Police Department's "Make a Call, Make a Difference" campaign.

On April 13, 2012, I left my residence for a short period of time. My home, unfortunately, was burglarized while I was out. The burglar stole electronics, including a Nook Reader, iPod and Blackberry Playbook tablet. In addition to my electronics, my wedding rings, and other jewelry were also taken from my residence.

Luckily, my highly observant neighbors noticed suspicious activity on our block and immediately called the Coral Springs Police Department. Our neighbors first saw an unfamiliar vehicle and unfamiliar people on our street lurking near our house. They called the police to report the vehicle and provide a partial license plate number, and then they went to their front yard to keep an eye on our home while waiting for the police. Our neighbors disrupted the robbery in progress and saw one of the suspects leaving our home with our possessions as the other drove away.

As a result of our neighbors' involvement, the Coral Springs Police Department was able to use the partial tag number to find and arrest the person suspected of robbing our home; furthermore, our neighbors were also able to pick the suspect out of a line up. Without our neighbors' quick thinking and decisive action, our robbery would likely remain unsolved.

Coral Springs has recently publicized their "Make a Call, Make a Difference" campaign to raise awareness of the difference a single phone call can make. My neighbors' actions illustrate the great potential of this program, as their call made the difference that allowed the Coral Springs Police Department to arrest the suspect before he was able to victimize any other families. We are so grateful to our neighbors, and we hope that our story will encourage others in our community to participate in Coral Springs' "Make a Call, Make a Difference" campaign.

Sincerely,



Cassandra Allen and Matthew Tornincasa