

CASE STUDY

## Cobourg Police

“USING THE PBBi CRIME ANALYSIS BUNDLE, WE ARE EFFECTIVELY LEVERAGING CRIME DATA IN A WAY THAT WE COULD NOT IN THE PAST.”

Paul Sweet, Chief of Police, Cobourg Police

COBOURG POLICE WANTED THE ABILITY TO QUICKLY AND EFFICIENTLY ACCESS SPECIFIC CRIME ANALYSIS INFORMATION TO HELP POLICE OFFICERS BETTER SERVE THEIR COMMUNITY.



### Challenge

The Cobourg Police Service had a difficult time cleaning and managing the data collected from crime incidents. Additionally it was an inefficient process to pull the information needed and place it into a spatial environment. As a result sharing data between officers and performing crime analysis was very challenging, and time consuming.

### Solution

Cobourg Police integrated Pitney Bowes Business Insight's Crime Analysis Bundle into their record management system for more efficient crime analysis. Pitney Bowes Business Insight's products help to automate processes enabling Cobourg Police to effectively collect and utilize data for daily crime analysis.

### SUMMARY

The Cobourg Police serves a population of more than 18,000 residents within the municipality of Cobourg. Situated near Lake Ontario, Cobourg is known as a retirement spot for many residents from the Ontario vicinity. As one of the fastest-growing aging communities in the area, it poses a unique set of challenges for officers when serving and keeping the community safe.

Recently, Cobourg Police found motor vehicle accidents were a growing trend. With the sudden spike, officers wanted a more effective method to gain better insight into the volume of accidents. The police department lacked the ability to quickly access specific crime analysis data from its records management system. On average, migrating the data housed in multiple locations for analysis reports took well over three hours.

“The statistic crime analysis computer aide dispatch system could give us some information,” said Paul Sweet, Chief of Police for the Cobourg Police Service. “However, it didn't have the flexibility or ease of use for us to obtain the critical information and data needed to better serve our community.”

Cobourg Police sought out potential crime analysis software solutions that they could incorporate into their records management system. While they identified potential solutions, they also became aware of the

limited options available to them as a small police service department. While attending a Chiefs of Police conference in early 2010, they learned about the Pitney Bowes Business Insight Crime Analysis Bundle and how the solution could enhance their records management process. Together, Cobourg Police along with six other nearby police departments that were experiencing similar limitations when analyzing data, began using the Crime Analysis Bundle.

### RESULT

Thanks to PBBi's Crime Analysis Bundle, the crime analysis team at Cobourg Police has eliminated the manual task of collecting data from different locations for analysis. With the process now fully automated the three hour data pull has been reduced to less than 30 seconds. From the start of implementation in January 2010, users saw an immediate difference in the method for analyzing and reporting data.

Cobourg Police's first project using the Crime Analysis Bundle involved delving deeper into its motor vehicle collision analysis. Through highly visual and interactive charting of data, the Cobourg crime analysis team was able to identify and analyze patterns and trends in locations with the most accidents. With this

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Paul Sweet, Chief of Police, Cobourg Police

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systematic analysis, Cobourg Police identified a location in the municipality that was not on their radar as being a top area for motor vehicle accidents. “We had officers monitoring the location, but we didn’t think it was such a high collision area,” Sweet said. Pitney Bowes Business Insight’s analysis showed Sweet and his team that drivers on the road were making illegal and improper turns to beat the lights. “Based on the patterns analyzed, we were able to deploy officers in a more effective manner at these new found trouble locations to better assist residents and keep them safe,” he added.

Cobourg Police also compiles weekly reports for its 32 officers. They use the Crime Analysis Bundle to create hotspot maps with many different layers of area-based data, such as schools, housing and public transportation into which they can integrate location information on known offenders living in the community. From this information they can generate reports to geographically show

where the offenders live in proximity to those hotspot locations and keep tabs on curfews, bail restrictions and other legally enforceable conditions. The officers use the reports daily to adjust and deploy resources in a more effective manner for patrol assignments. Additionally, the analysis is used to review on-going crime concerns, helping Cobourg police identify, target and prioritize suitable areas for crime prevention initiatives.

“Pitney Bowes Business Insight listened to our needs and provided us with a huge new capability for real-time analysis of crime data, which is critical for a front line officer to be armed with,” Sweet said. “The Crime Analysis Bundle takes the randomness out of our patrols, and helps us prioritize patrol areas. We quickly analyze crime data that helps to improve efficiencies for the entire police service, while at the same time providing the highest level of protection for our residents of Cobourg.”

## THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

The Crime Analysis Bundle from Pitney Bowes Business Insight is a proven asset in helping police agencies—as part of an extensive task force or in smaller police units—visualize, affect and reduce crime. With even fewer resources at their disposal, Pitney Bowes Business Insight software plays an integral role in fighting crime by providing smaller police agencies with cost-effective, user-friendly tools and solutions to help optimally and strategically deploy their personnel and resources.

