Successful Practices & Strategies

Hayward Police Department

Hayward, California
http://www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/POLICE/

Community policing element

Problem solving

Problem/issue

Neighborhood blight

Problem description

Reducing graffiti and improving response time for abatement relating to graffiti, garbage dumps, street light repair, and other issues relating to neighborhood blight.

Community policing strategies implemented

The City's Access Hayward and Go Request smart phone applications continue to be efficient and streamlined ways for police employees and community members to request City services, including police services. Access Hayward is a constituent relationship management (CRM) system that provides Hayward residents, businesses, visitors, and employees 24/7 access to information and a method to report problems, ask questions, and request services from the City of Hayward. This web-based system with a convenient smart phone application not only allows constituents to request City services but has also proven to be a useful tool for the police to partner with other City departments on issues of graffiti and general blight. This combats the "broken window" mentality in our neighborhoods. For example, officers can take a picture of a blight issues (graffiti, trash dump, etc.), send it to Code Enforcement or Maintenance Services via a Go Request on their smart phone, and have the issues abated within 48 hours with an email notification of the result.

Change and/or impact as a result of these community policing efforts

The implementation of this software has greatly reduced the City's response time to remove graffiti or garbage as well as to repair city maintained resources (street lights, painted curbs, road repairs, etc.). It has also greatly improved awareness of similar issues on private property, allowing the code enforcement officials to give notice to property owners to abate blight related issues.

Lessons learned through program implementation

One problem discovered was with the use of GPS smart phones. If the user took a photograph and then left the area and uploaded the photo from a different location, the system would identify the location of the smart phone when uploading took place rather than the actual location of the graffiti or issue. This was addressed by reminding the user to include the location of the concerns in their upload screen.