

KNOXVILLE POLICE DEPARTMENT

SYNOPSIS OF EAST TOWNE MALL AS EAST DISTRICT TARGET AREA

TO REDUCE CRIME
AND
ESTABLISH COMMUNITY POLICING

The East District established East Towne Mall as a target area for the last quarter of 1994 and the first quarter of 1995, and has met and surpassed the following objectives:

Established and maintained communication and rapport with East Towne Mall General Manager Kathleen Festa, and Security Chief Rikki Gilbert, by holding round table meetings, along with impromptu meetings and telephone communication when necessary. In doing this, we have institutionalized standard operating procedures for Simon Management and security personnel that is augmented by extra security provided by the Knoxville Police Department.

Short-term goals for training and partnership have been implemented and are on-going. Long-term goals of a working partnership with Knoxville Police Department have been defined. Training has been and will be conducted on a regular basis for East Towne Mall security in the areas of stop and frisk, handcuffing techniques, field interview cards, as well as how to approach and talk with victims and suspects. Crime Prevention Through Environmental Design is ongoing and training is being planned for Simon & Company management personnel. Seminars on self-defense and anti-theft measures were conducted for East Towne Mall merchants, employees, and management by East District personnel during the project and will continue in the future as needed.

Partnership with East Towne Mall management and security is firmly in place with future plans for training and joint ventures. The demographics of this aesthetic shopping and entertainment mall are unique and require customized strategies. Our goal to enhance a total quality atmosphere and reduce crime, while serving our customers, is on-going and will continue to be maintained by the East District.

Reported crime for the last quarter of 1994 reflects a downward trend.

Crime reported for the first quarter of 1995 has been reduced by 22% and calls for service by 14% when compared to the same quarter during 1994. Total calls for service were 164 with 38 being handled by Teleserve as compared to 186 for the same period in 1994 with 43 being handled by Teleserve.

All East District shifts and squads participated in this project during the entire period by dedicating manpower and using directed patrols to address specific crime and disorder occurrences inside the mall, in the parking areas, and outside walkways of the mall. Directed patrols are continuing to be utilized to monitor and maintain these strategies.

THE KNOXVILLE POLICE DEPARTMENT EAST DISTRICT
AND
EAST TOWNE MALL

This project was undertaken as a response to both statistically demonstrated and public requested needs. This, along with the planned expansion, established the need for the Knoxville Police Department to become a strong presence in the area prior to the future business arrival and the criminal opportunity which accompanies it.

This project has succeeded in forming a partnership with the Mall, bettering service to the customers in the area and increasing the Knoxville Police Department's image with the public. The project has also demonstrated the immense potential the area has for the Knoxville Police Department programs and their successful operation. The project has been and should continue to be a positive learning experience for all parties involved.

While most of the goals set forth in the program have been reached, there is still a need for Knoxville Police Department radio to serve as a line between the Mall security director and Knoxville Police Department officers in the area; also, training classes for security personnel must be continued.

EAST TOWNE MALL

East Towne Mall includes the Mall facility as well as the anchor stores and supporting businesses.

Since the beginning of this project, one outside facility has opened for business and three others have begun construction efforts, as well as the 165 stores inside the facility and the holiday specialty shops in operation.

The Mall paid an approximate \$715,000.00 in property tax in 1993 without the anchor and outside stores, i.e., Sears & Roebuck, Tire America, Wendy's, etc., included.

Previous estimates for the season projected over one million persons to visit the Mall in the fourth quarter of 1994. The actual visitation rate exceeded 1,409,000. Statistics on those visitors are as follows:

- *45% of shoppers were male.*
- *1/2 of those ranged between 18-34years of age.*
- *23% of all shoppers were minorities.*
- *36% of visitors did not spend any money while at the Mall*

From Thanksgiving through December 24, 1994, the Mall experienced:

- *17.1% increase in vehicle traffic.*
- *Estimated 6.5% increase in sales.*

This increase is without the addition of Wendy's or the new stores planned for opening by the end of 1995.

ENFORCEMENT AND IDENTIFICATION

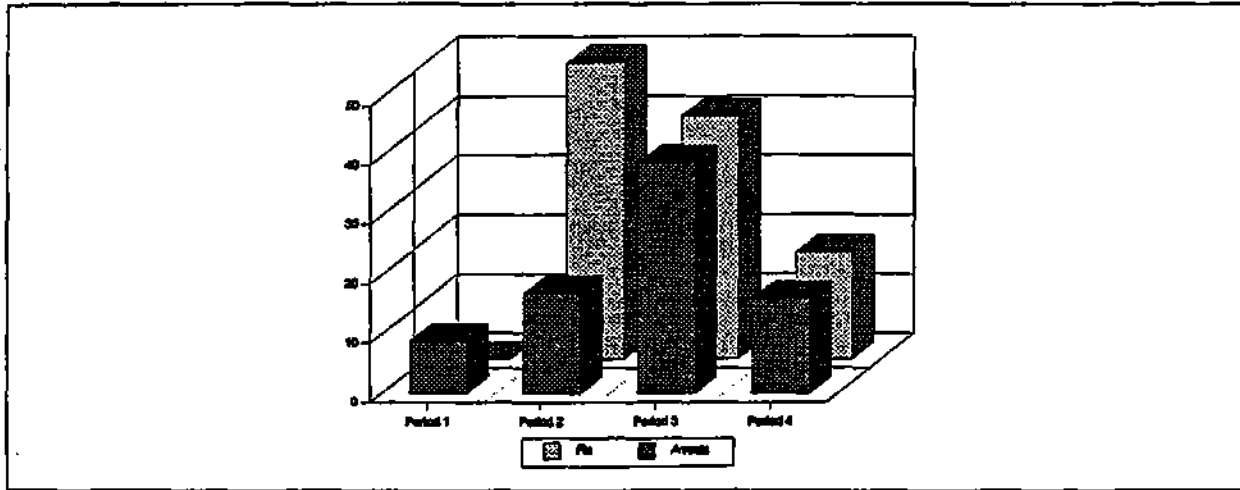


CHART 1

Chart 1 illustrates the efforts to gain a control and establish a deterrence pattern on criminal activity at the Mall facility. By analyzing the rate of arrest and field interview cards, a trend of leveling out and control is visible as the project matures. Gang activity and field interview cards were correlated and now show a declining affect as Mall security becomes better trained and as the Knoxville Police Department's efforts build a network of information which strengthens resistance to criminal activity.

The chart also illustrates how criminal offenders are discouraged from targeting the area due to high visibility of uniform officers both on and off duty. Also factored into the deterrence element is promotion of responsiveness in the training of Mall security personnel, the reduction of vulnerability in efforts to enhance environmental factors and merchant education. With the flow of information between the Mall and the Knoxville Police Department, the opportunity for criminals is lessened while the partnership with the community is increased.

BENEFITS TO KPD

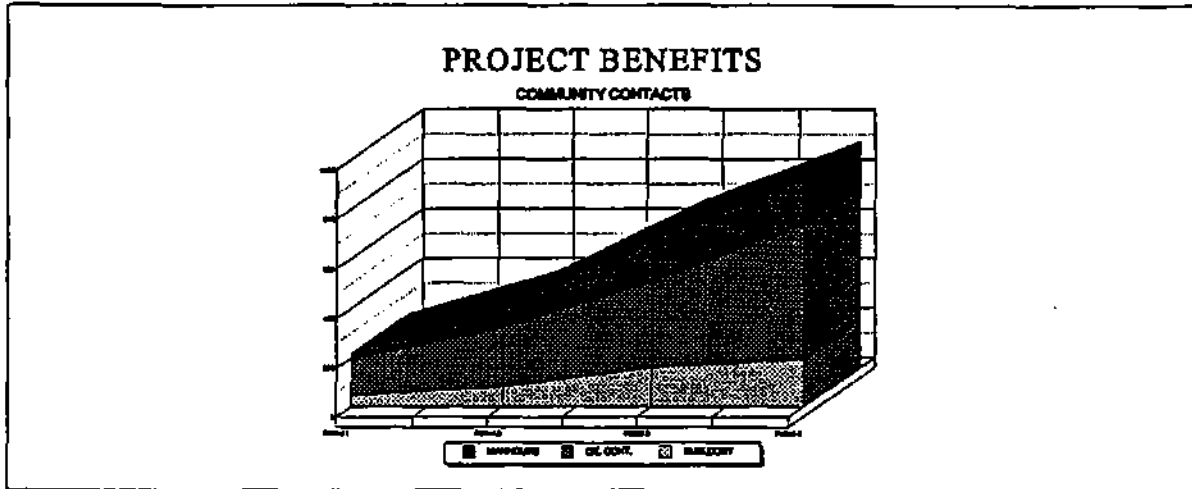


CHART2

In comparison to the cost to the Knoxville Police Department, benefits of the program can be illustrated in contacts and crime reduction. The above chart illustrates the increasing ratio of added manhours to added citizen and business contacts. This shows that the contact numbers increase greatly for even limited manhour increases and (illustrated in period 4) even when *manhours* is leveled off, the *citizen contact* and *business contact* level continues to increase as a more favorable atmosphere is brought to the Mall facility. By continuing a presence, it is possible to reach a great number of people with minimal manhours used.

OTHER BENEFITS TO KPD

Along with contacts and reduced crime levels, the Knoxville Police Department has received other benefits from this partnership effort with East Towne Mall.

The Knoxville Police Department, in this effort, has:

- Reached a working agreement with Mall personnel and security.
- Established a training system to increase efficiency of Mall security and its operation with the Knoxville Police Department.
- Conducted classes for merchants and employees and familiarized personnel with the Knoxville Police Department programs.
- Placed resource contacts to Mall personnel, freeing the Knoxville Police Department resources for other uses.
- Increased information gathering in area.
- Improved image with public and maximized service to the Knoxville Police Department customers.
- Accessed the use of donated cellular phones, enhancing communication network.
- Increased operation in targeting and referring troubled youth to appropriate programs.

Although it can be noted that these benefits to the department are great, it must be stressed that the efforts begun in this project must be seen through, and that more benefits are possible with continued minimal investment.

Examples include a possible Knoxville Police Department outlet where Simon Corporation can donate space at the Mall facility at which a uniformed officer can be readily available for public access and contact in familiar settings; to retrieve general and educational information such as crime prevention programs and the Knoxville Police Department efforts in their community as well as offer guidance to alternative resources.

This can only be achieved with a continued effort in this partnership on the part of the Knoxville Police Department.

PROJECT COST
TO THE
KNOXVILLE POLICE DEPARTMENT

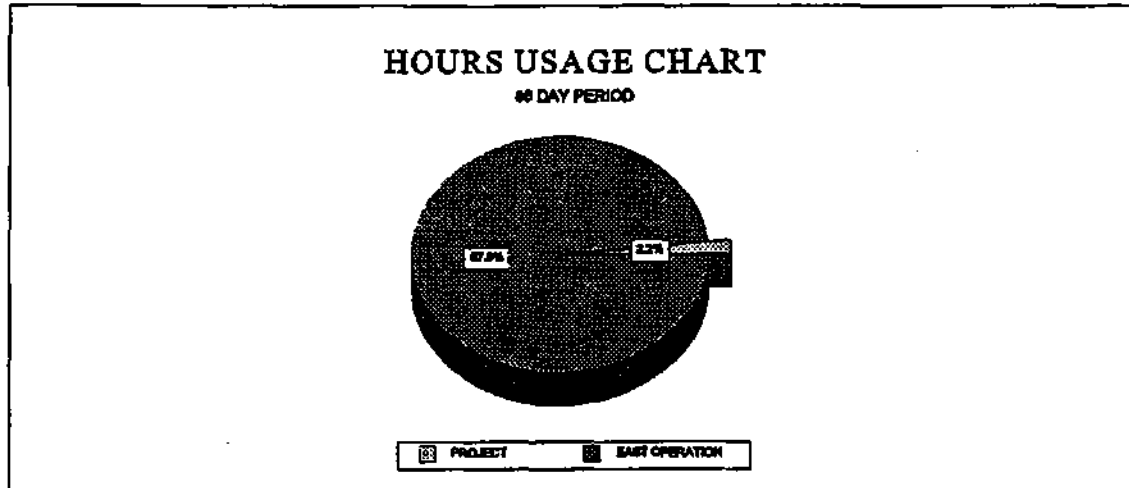


CHART 3

This chart illustrates the total cost of this project to the Knoxville Police Department in manhours. Obviously, it is not possible to determine calls for service if the project had not been implemented, but trends indicated that 1994 was increasing in criminal activities. This indicates the distinct possibility that manhours could have met or exceeded this level in answering calls for service had the project not been implemented.

EAST DISTRICT MANPOWER AVAILABILITY

- Three shifts at 9.5 hours.
- Seven officers to a shift.
- One shift with four officers at ten hours.

This equals 239.5 man-hours available per day.

A total of 20,597.0 man-hours for the eighty-six (86) day period.

The project used only 459.5 hours total

This equals (illustrated above) only 2.2% of the entire project.

OFF-DUTY OFFICER ACTIVITY
AT EAST TOWNE MALL

The utilization of off-duty officers has resulted in benefits to both the Knoxville Police Department and the Mall facility. At the time of the first report, off-duty officers had logged:

- **30 Field Interviews**
- **21 Arrests**
- **20 Parking Tags**
- **7 Accident Reports**
- **4 Offense Reports**
- **10 Calls for Service**

The agreement to utilize off-duty officers has been extended to the end of April 1995 at which time an evaluation will be made as to furthering their use. At the time of this report, the outlook for continuing this arrangement is promising. As with the other projects in this effort, the Knoxville Police Department must continue to maintain their partnership with East Towne Mall to create the most beneficial situation for both parties and the public.

GLOSSARY OF STATISTICAL INFORMATION

The total figures for the East Towne project:

TOTAL FOR ENTIRE PROJECT

MANHOURS	459.6
CITIZEN CONTACTS	1,275
BUSINESS CONTACTS	479
PARKING TAGS	70
CITATIONS	93
ACCIDENT REPORT	11
FIELD INTERVIEWS	109
ARRESTS	81

EAST TOWNE MALL
FIRST QUARTER 1995

As of March 31, 1995, the *East Town Mall Partnership Initiative* has now been institutionalized and is an ongoing effort. The project has been a success for the Department. The initial goal of reducing crime reported by 10% and forming an actual working partnership has been met and surpassed. Our goal entailed improving the atmosphere and total quality of life for customers and merchants at East Towne Mall, which are also our customers at the Knoxville Police Department. The working partnership includes ongoing training for Simon Management and security personnel that is augmented by extra security provided by the Knoxville Police Department.

The rapport and information sharing with merchants has been successful. Joint initiatives aimed at improving the total recreation and shopping atmosphere, while reducing crime, have proven positive and productive. Crime Prevention Through Environmental Design (C.P.T.E.D.) principles are being implemented at the theater and arcade entrance. Telephones in the air space between the doors at this entrance are being replaced with mid-floor, standing-type telephones and are being relocated to discourage loitering. The contract with the movie theater is being scrutinized by Simon Management, with emphasis on possible changes to enhance a total entertainment atmosphere for customers at the theater and mall. Contract regulations and written riders being considered by Simon Management as well. Removal of an outdoor ledge, which a constant source of loitering and disorderly conduct by youth, and the addition of harsh lighting is scheduled to begin by April 27, 1995. C.P.T.E.D. principles are well accepted by Simon Management. They were very impressed with the seminar conducted by Tim Crowe, and have planned to attend the next C.P.T.E.D. training session.

Partnership with East Towne Mall management and security is firmly in place with future plans for training and joint ventures. The demographics of this aesthetic and entertainment mall are unique and require customized strategies. Our goal to enhance a total quality atmosphere and reduce crime, while serving our customers, is ongoing and will continue to be maintained by the East District.

As seen in Chart 5 on the following page, crime reported for this quarter has been reduced by 22% and calls for service by 14% when compared to the same quarter during 1994. Violent crimes (street robberies, assaults, rape and kidnapping) have been reduced to one strong-arm robbery as compared with six in 1994. Total calls for service are 164 with 38 being handled by Teleserve as compared to 186 for the same period in 1994 with 43 being handled by Teleserve. Nine stolen vehicles were reported, with two actually being repossessed or simply misplaced, as compared with eleven in 1994. Fifteen cars were burglarized as compared with nineteen in 1994. Fifteen cars were burglarized as compared with nineteen in 1994. there were four assaults as compared to ten in 1994, eleven thefts as compared to twelve in 1994 and five incidents of vandalism as compared to six in 1994. Thirty-eight shoplifters, as compared to forty-six during the same reporting period of 1994, were arrested or cited to court.

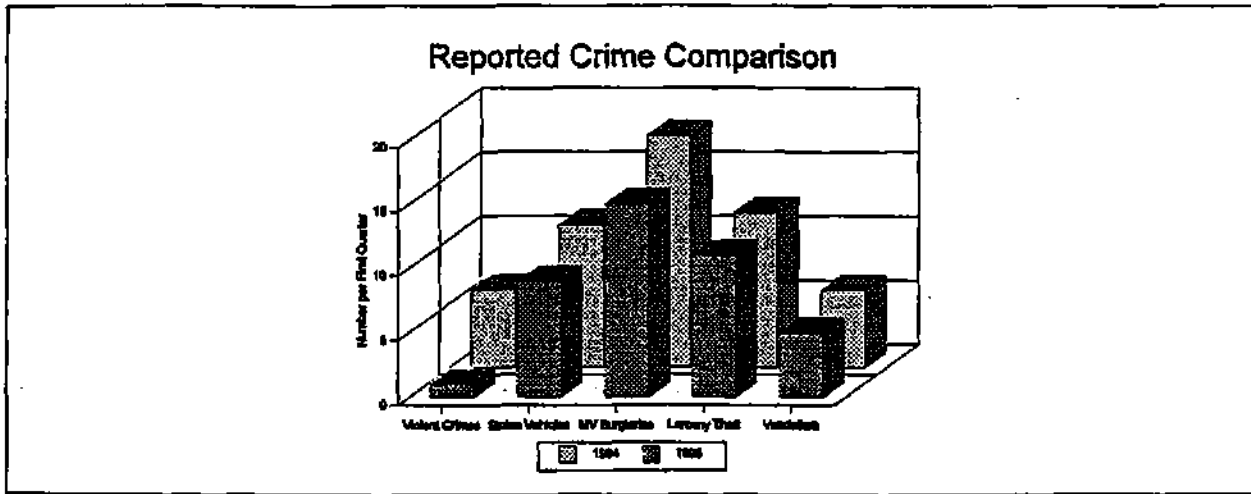


CHART 5

Training is ongoing and being conducted on a regular basis for East Towne Mall security by the Knoxville Police Department in the areas of stop and fiisk, handcuffing techniques and field interview cards as well, as how to approach and talk with victims and suspects. C.P.T.E.D. is ongoing and training is being planned for Simon & Company Management personnel. Seminars on self-defense and anti-theft measures were conducted for East Towne Mall merchants, employees and management by East District personnel during the project and will continue in the future, as needed.

All East District shifts and squads participated in this project during the entire period by dedicating manpower and using directed patrols to address specific crime and disorder occurrences inside the Mall, in the parking areas and outside walkways of the Mall. Directed patrols are continuing to be utilized to monitor and maintain these strategies.

During the entire project period, communication has been maintained by Knoxville Police Department with East Towne Mall and security by holding round table meetings with management personnel, along with impromptu meetings and telephone communication when necessary.

An enhanced level of service delivery to the mall has been institutionalized by all squad in the East District. An atmosphere of trust has been a bonus to both the Mall and the Knoxville Police Department. Ongoing and continuing cooperation will be developed and enhanced as the partnership becomes a standard way of doing business.