

NEWS RELEASE

Pearland Crime Decreases Over Five Years Pearland PD Leverages Data to Analyze Crime and Traffic Trends

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Directed enforcement with putting Pearland Police public safety resources in areas based upon data analysis is having positive results. A recent analysis by the City of Pearland Police Department found a significant reduction in criminal offenses and an increase in traffic accidents in the city's areas of crime and traffic crashes. The analysis was completed with data from January 2013- December 2018.

The review included crime data a police presence could impact and found that of analyzed incidents, crime citywide has decreased 8 percent over the five year period. The intersection of Business Center Drive and Broadway, one of Pearland's busy commercial corridors, saw a 24 percent decrease of analyzed crime over the years. Pearland's second most active hot zone, located at the intersection of Pearland Parkway and Broadway St., saw a 3 percent decrease over the five year period.

"What is significant about this is that Zone 1 accounts for 10 percent of the entire city's analyzed crime for a five year period, and Zone 2 accounts for 6 percent of the city's crime," said Lyndall Baker, Pearland Police Department's Crime Analyst. Recognizing that busy active areas are going to generate more calls for service, "Those are sizeable chunks considering each of those zones are less than .5 square miles."

The City of Pearland staff are increasingly using information and data analysis to make the most of public safety resources, putting them into the right places at the right times. Data revealed the most frequent hours for both crime and traffic accident occurrence at the Business Center Drive/Broadway/Smith Ranch Road hot zone are between 1 p.m. and 6 p.m., with the most frequent days being Friday and Saturday. At the Pearland Parkway/Broadway hot zone, the most frequent hours and days for crime and traffic crashes are between 5 p.m. and 6 p.m. on Thursday and Friday.

While the review is specific to locations of the intersections of Business Center Drive and Broadway St., and Pearland Parkway and Broadway St., the crime reductions at these locations are occurring at a time when the rest of the City is also seeing crime reductions.

Traffic Crashes

Unlike criminal activity, however, traffic crashes have increased throughout the five year period at the hot zones, as well as citywide.

Crashes have increased 24 percent, primarily caused by a failure to control speed. Specifically along the Business Center Drive/Broadway/Smith Ranch Road hot zone, crashes have increased 44 percent over the five year average, and at the Pearland Parkway/Broadway hot zone, crashes increased 18 percent. The review also found that the causes for these crashes were primarily due to a failure to control speed, a failure to yield right of way, or unsafe lane changes.

The review recommends crash enforcement best be implemented at both hot zones on Fridays between 2 p.m. and 7 p.m. with enforcement focusing on speeding, yielding for right of way, and unsafe lane changes.

Pearland PD Maps Crime and Crash Data with DDACTS

This analysis comes from the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) model, a multi-pronged approach that utilizes geo-mapping to identify “hot zones” or areas of high incidence of crimes and crashes. Through the DDACTS model of using integrative location-based crime and traffic crash data, local law enforcement can determine the most effective methods for deploying police units.

DDACTS was officially implemented by the City in 2016.

The review includes only public roadway crashes and crimes in which increased police presence could impact. These crimes include assaults (except family violence); shoplifting, burglaries (residential, commercial, and of a motor vehicle), robberies, and theft (including auto and unauthorized use of a motor vehicle); arson, homicide, criminal trespass, mischief, and vandalism; kidnapping, and reckless driving.

DDACTS' focus is the collaboration of law enforcement with strategic partners and reinforces the role that partnerships play in reducing social harm and improving quality of life. Building on collaboration, DDACTS is highly visible, strategic traffic enforcement and investigations in exact areas and at exact times that police services are needed most. It provides evidence based problem-solving to crashes, traffic issues and crime.

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