

CRIME PREVENTION BUREAU

EVALUATION REPORT NO. 1

Prepared by:

State Planning Agency
Impact Evaluation Unit
of the
Oregon Law Enforcement Council

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Summary of Findings

Process Evaluation

1. The Crime Prevention Bureau, since implementation July, 1973, has averaged 20 meetings per week (based on a fifty week year) or fifty percent of its stated objective of 40 meetings per week.
2. The Crime Prevention Bureau has assisted in the marking of property at a total of 12,662 residences and businesses since its implementation. This is an average of 178 locations marked per week or 27 percent of its stated objectives of 652 per week.
3. The Crime Prevention Bureau has not (as of December 1974) satisfactorily implemented its Residential and Environmental Crime Hazard Reporting Form.
4. The Crime Prevention Bureau is aiding in the development of a state-wide, rather than a local, building security code.
5. The Crime Prevention Bureau is making wide use of a variety of mass media techniques to educate the public about crime and about the Bureau's functions.
6. Preliminary data indicate a drastic reduction in the burglary rates of households who participate in the Crime Prevention Bureau Program by marking their property and displaying stickers. The rate drops from 130 in 1000 to about 4 in 1000. These findings are not based on random sampling or uniform data collection techniques, but are derived from agency file data.
7. Victim reporting of burglaries does seem to correlate with Crime Prevention Bureau activity levels.

The Crime Prevention Bureau
Evaluation Report No. 1

Program

The Crime Prevention Bureau is a crime reduction program aimed at reducing burglary and robbery rates in the city of Portland through a public education program. Block, neighborhood and business meetings are held to educate and involve potential victims and their neighbors in a variety of crime prevention techniques. The primary activities encouraged in these meetings are the marking of property with a permanent identification symbol, keeping a list of marked property, and displaying of stickers on windows and doors to inform potential intruders that such marking has taken place. The Crime Prevention Bureau provides electric engravers to the public at their sponsored meetings and also through the public libraries. Markers can also be directly borrowed from the Crime Prevention Bureau office. Other crime prevention techniques such as adequate locks for doors and windows, regular use of such locks, use of lighting when absent from home, requesting neighbors assistance in watching home, etc. are discussed and encouraged at community and block meetings.

In addition to the public education technique through meetings, mass media is widely used as part of the Public Information and Education grant to the project. Radio, television, newspapers, billboards, public displays, and booths at community events are all employed to inform the people of the agency and to encourage crime prevention procedures. A Crime Prevention Bureau newsletter is sent out quarterly to homeowners, enclosed with the city water bills.

Crime Prevention Bureau Objectives

The following specific objectives are taken from page 7e through 7m of the Crime Prevention Bureau project proposal and include activities to:

1. Further develop and expand block, neighborhood, and business programs to educate and involve potential victims in protecting themselves. It is expected that this can be done at the rate of soliciting and holding 40 meetings per week or about 20,000 meetings per year, allowing for two weeks during the holidays when meetings are difficult to schedule.
2. Further develop and expand the permanent property identification program (marking) to deter burglars and aid in recovery of stolen items. It is expected that the average number of residences to be marked per week will be 652 through meetings, canvassing, libraries, and other sources.
3. Develop an environmental crime hazard reporting system to provide a method for police officers to report, and the Crime Prevention Bureau to follow-up on environmental crime hazards.

4. Develop a residential crime hazard reporting system of home and business inspections to point out and encourage correction of crime hazards.
5. Develop a building security code.
6. Educate the public through use of the mass media via newspaper, television, radio, billboards and other appropriate means.

Process Evaluation¹

Objective 1 - Since implementation of community meetings (this includes block, neighborhood and business) in July, 1973, to December, 1974, a total of 1488 meetings or an average of 20 meetings per week (based on a 50 week year) have been held.² This is only

(Table 1 here)

50 percent of the objective stated in the project proposal. In no month have 160 meetings (40 per week) ever been held. A total of approximately 18,283 households have been represented in these meetings or about 12 households per meeting. A total of 27,253 people have been directly contacted or 363 persons per week through meetings, canvassing, and through their own initiative in contacting the Crime Prevention Bureau office.

Objective 2 - Also recorded in Table 1 are a total of 12,662 households and businesses that have marked their property or about 178 locations per week. This is only 27 percent of the stated objective of 652 per week in the project proposal.

Objectives 3 and 4 - The decision was made by the Crime Prevention Bureau to combine these two objectives into one form to be used by the police. The form was revised as the residential and environmental crime hazard reporting form. It was not feasible to have regular household inspection by police and fire safety personnel. It was thought the one form could be completed by police officers answering a breaking and entering complaint or on routine patrol should they observe a potential hazard. The form was developed, but delayed in implementation due to a printing error. This was corrected and an attempt to implement the form was made in July, 1974. The forms came back from police officers incorrectly completed or incomplete. It was then decided to work with a committee of members of the police force to redesign and work out implementation problems

¹These data are based on the Crime Prevention Bureau monthly reports submitted to the Portland Impact Planning Office and the Oregon Law Enforcement Council.

²Block meetings conducted by the Crime Prevention Bureau director and police officers began July, 1973. However, the Crime Prevention Bureau was not at full staff until February, 1974 when eight block coordinators were hired to conduct neighborhood block meetings. Note the increase in meetings after these staff were hired.

with the form. As of December, 1974, the residential and Environmental crime hazard reporting form has not been implemented.

Objective 5 - Rather than develop a building security code for the city or county, Crime Prevention Bureau staff has participated on a committee drafting a state-wide building code. This specific objective has therefore been abandoned in favor of the more general state-wide attempt.

Objective 6 - In December, 1974, at the on-site monitoring meeting with Region X, Crime Prevention Bureau staff reported that fifty billboards are up in Portland, counter cards with meeting fliers have been placed in public locations around the city, 68 newspaper articles, 34 TV spots and 22 radio spots have been taped and run with many of these aired more than once. An advertising agency is under contract with the Crime Prevention Bureau to prepare and disseminate materials and information to the public.

Preliminary Outcome Evaluation

Through the Oregon Research Institute's Annual Sample Survey, sponsored by the Oregon Law Enforcement Council, an evaluation using victimization reports of Crime Prevention Bureau participants and non-participants living in the same geographical area of Portland will be forthcoming. This report should yield empirically sound data as to the crime reduction impact on Portland of Crime Prevention Bureau activities.

To make a preliminary determination of this impact data was coded from cards kept by the agency on a total of 2,506 households of Crime Prevention Bureau participants who have marked their property and put up warning stickers. Determination of that fact (marking and displaying stickers) was made through follow-up telephone calls by Crime Prevention Bureau staff or volunteers, or by direct contact of the Crime Prevention Bureau staff with the participant (as in canvassing or office walk-ins).

A total of 1,527 households received a follow-up call. The average length of time between initial contact with the Crime Prevention Bureau (attending a meeting or such) and the date of the follow-up call was nine months. Ninety-nine percent of these households had marked their property when called and ninety-eight percent had put up stickers. The thirteen who had not done one or the other were contacted by Crime Prevention Bureau staff and all households corrected the situation so that these households represent 100 percent participation in marking and displaying of stickers.

Victimization - Of these 1,527 households receiving follow-up contacts, five or 0.3 percent were victims of a crime (the average

length of follow-up time for the victim households was 12 months). Of these victims, four had been victims of a burglary. Four of the five offenses occurred in the north, northeast area of Portland, and one occurred in the southeast. All five victims reported that they had not followed all of the recommended Crime Prevention Bureau procedures. In two cases, home entertainment items were taken. In one case only unmarked property was taken, while in two cases, marked property was stolen. No one suffered any personal injury in any of these victimizations.

For these 1,527 households, only five were victims of crime in a year's time. The city-wide burglary rate is 130 crimes per 1,000 households. On that basis, we would have expected that 189 households would have been subject to a burglary in the follow-up calls rather than merely four. The call-back procedure did not involve random sampling or a uniform time lapse for all persons between the initial contact and the follow-up contact. However, these preliminary data indications are encouraging. More reliable outcome information will have to wait until the Oregon Research Institute Annual Sample Survey data analysis regarding the Crime Prevention Bureau effectiveness is complete.

Crime Prevention Bureau Activity and Victim Reporting

Initial Annual Sample Survey data gives a rate of reporting of crime to actual crimes committed (reported by victims).³ When the Crime Prevention Bureau activity level for May, 1973, through April, 1974, is plotted against the percent of burglaries reported for that time

(Table 2 here)

period there appears to be a relationship between reporting of burglaries and the activities of the Crime Prevention Bureau. About two months after an increase in Crime Prevention Bureau activity

(Figures 1 through 4 here)

there is an increase in burglary reporting. When Crime Prevention Bureau activity declines, the reporting rate subsequently declines about two months later. Even though the Crime Prevention Bureau has not yet achieved the activity level of their stated process objectives, their activity level does seem to be related to victim behavior. If the Crime Prevention Bureau should increase its activity level to meet its stated objectives, this relationship between victim reporting and Crime Prevention Bureau activity may become even more pronounced.

³ Schneider, Anne L., "Crime Victimization in Portland - Analysis of Trends, 1971-1974," Oregon Research Institute, (February 10, 1975), Appendix J.

In addition, the Annual Sample Survey data show that Crime Prevention Bureau participants in particular are more likely to report crimes to the police (Schneider, "Evaluation of the Portland Neighborhood-Based Anti-Burglary Program," Oregon Research Institute, (March 20, 1975), pp. 16-18.

TABLE 1

Crime Prevention Bureau - Level of Activity Information (Raw data based on CPB Monthly Activity Reports submitted to OLEC)

Month - Year	Meetings	Households Attending	People Contacted	Follow-up Calls*	Businesses and Households marked
May 1973**	-	-	-	-	-
June 1973**	-	-	-	-	-
July 1973	36	388	630	32	383
Aug. 1973	70	510	1050	127	419
Sept. 1973	63	630 ^s	972	93	630
Oct. 1973	69	690 ^s	1166	45	772
Nov. 1973	64	640 ^s	1197	175	961
Dec. 1973	33	330 ^s	642	0	379
Jan. 1974	42	420 ^s	949	1	477
Feb. 1974	84	840 ^s	1722	60	882
March 1974	137	1197	2133	297	-
April 1974	142	1985	2505	220	929
May 1974	136	2422	2755	15	893
June 1974	98	1208	1532	48	772 ^r
July 1974	88	1198	1357	273	949 ^r
Aug. 1974	52	765	902	115	813 ^r
Sept. 1974	67	1170	1407	-	626 ^r
Oct. 1974	98	1563	1850	-	964 ^r
Nov. 1974	118	1180	3102	-	761
Dec. 1974	91	1147	1382	-	1052
TOTAL	1488	18,283	27,253	1,531	12,662
Weekly Average (50 wk. year)	20	244	363	26	178

*These data are derived from coding of all agency cards in the "call back file" as of September, 1974.

**During these two months, May & June, the Crime Prevention Bureau was implementing its program, hiring staff and training, etc. Community meetings did not begin until July, 1973.

^sEstimates based on 10 households per meeting.

^rEstimates based on 360 markers per month checked out from the public library. Actual library figures arrived too late for the monthly report.

-Indicates no data available.

TABLE 2

Crime Prevention Bureau
Percent of Total Activity for Selected Months

Month	-	Year	Meetings	Households Contacted	No. of People Contacted	Call Backs
May-June		1973	0	0	0	0
July-Aug.		1973	14.3%	11.5%	13.0%	15.1%
Sept.-Oct.		1973	17.8%	16.9%	16.5%	13.1%
Nov.-Dec.		1973	13.1%	12.4%	14.2%	16.6%
Jan.-Feb.		1974	17.0%	16.1%	20.6%	5.8%
March-April		1974	37.7%	43.0%	35.8%	49.2%
TOTAL			740	7803	12,966	1050

Figure 1

CPB MEETING ACTIVITY LEVEL

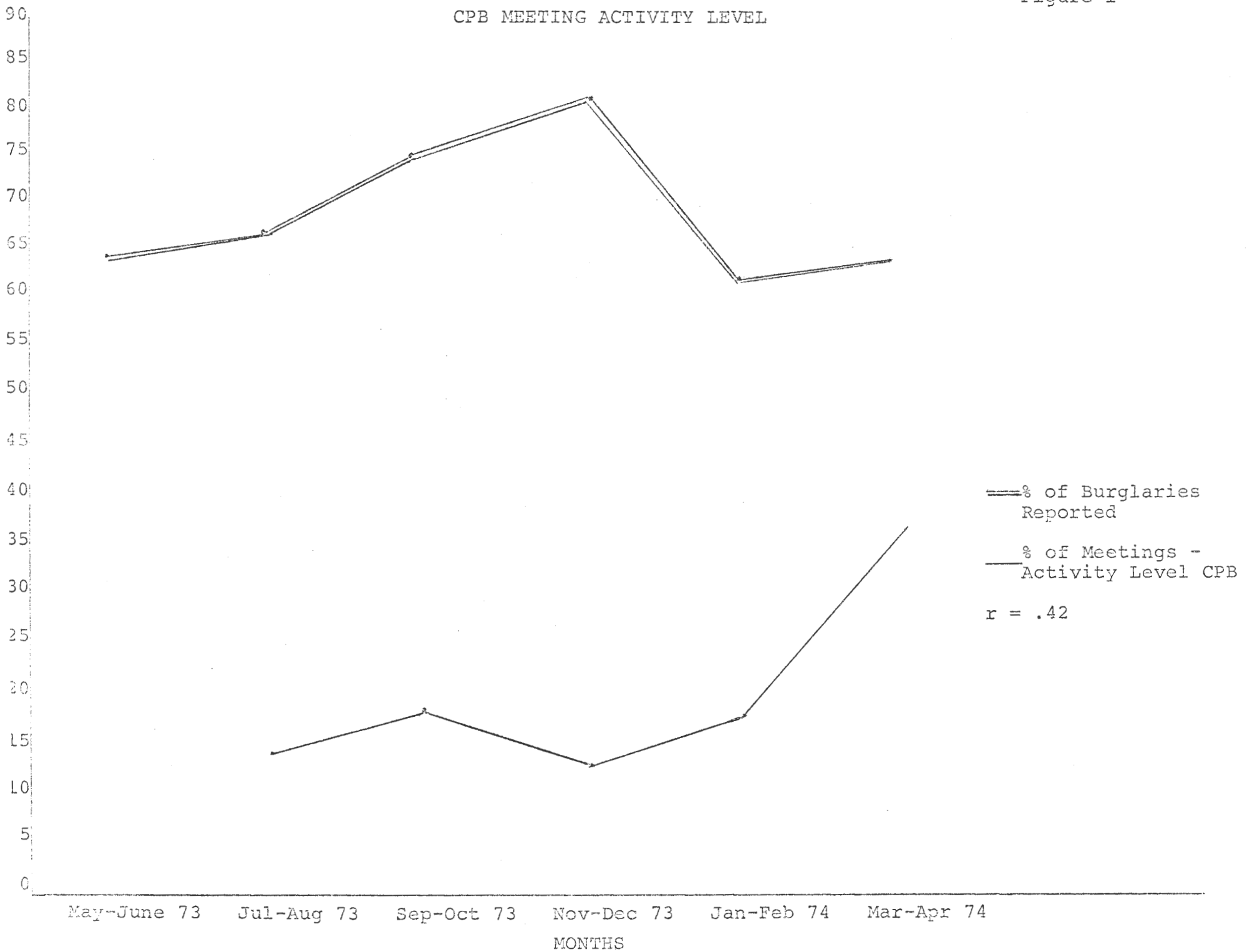


Figure 2

CPB HOUSEHOLD PARTICIPATION ACTIVITY LEVEL

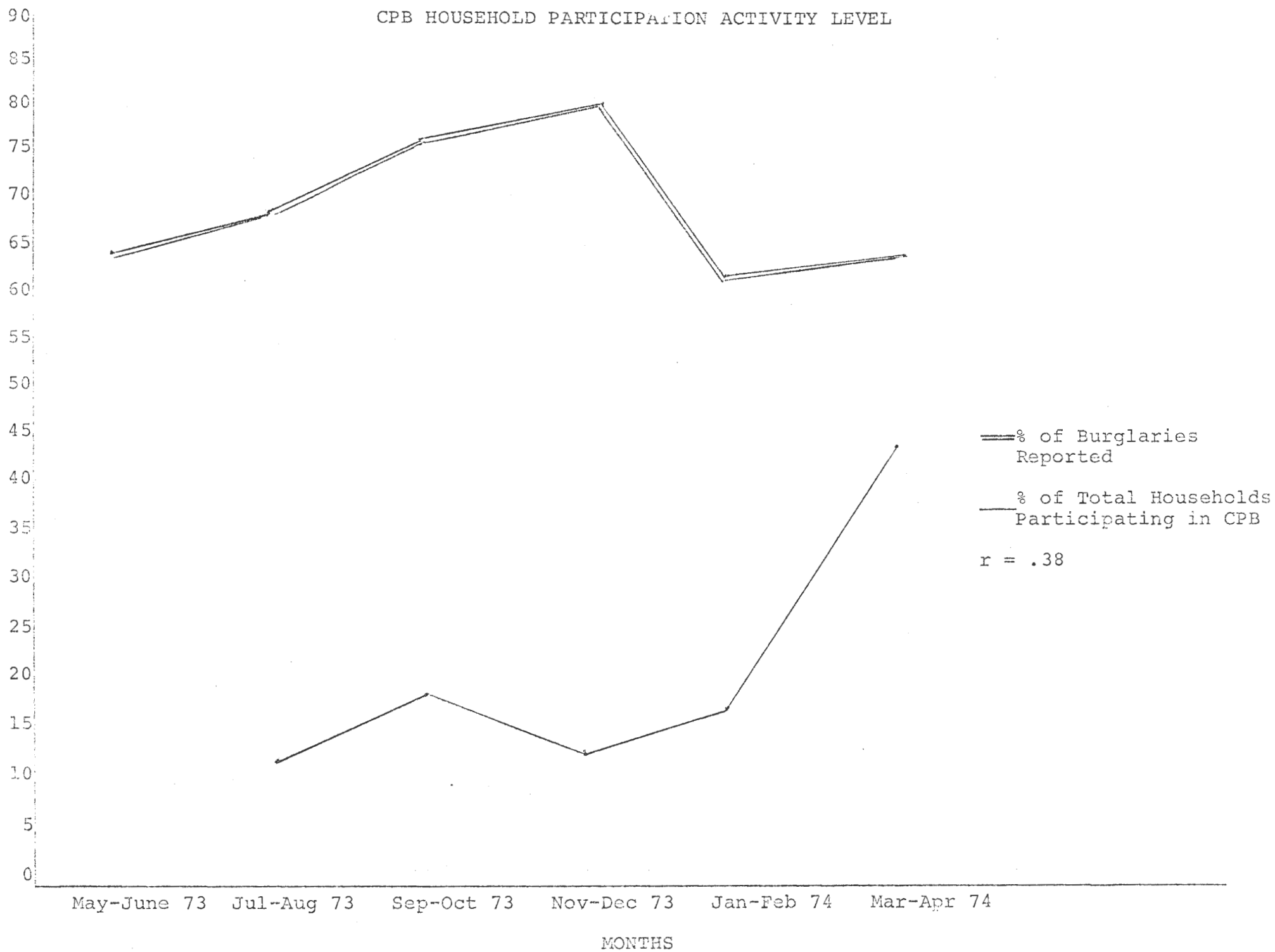


Figure 3

CPB TOTAL PARTICIPANT ACTIVITY LEVEL

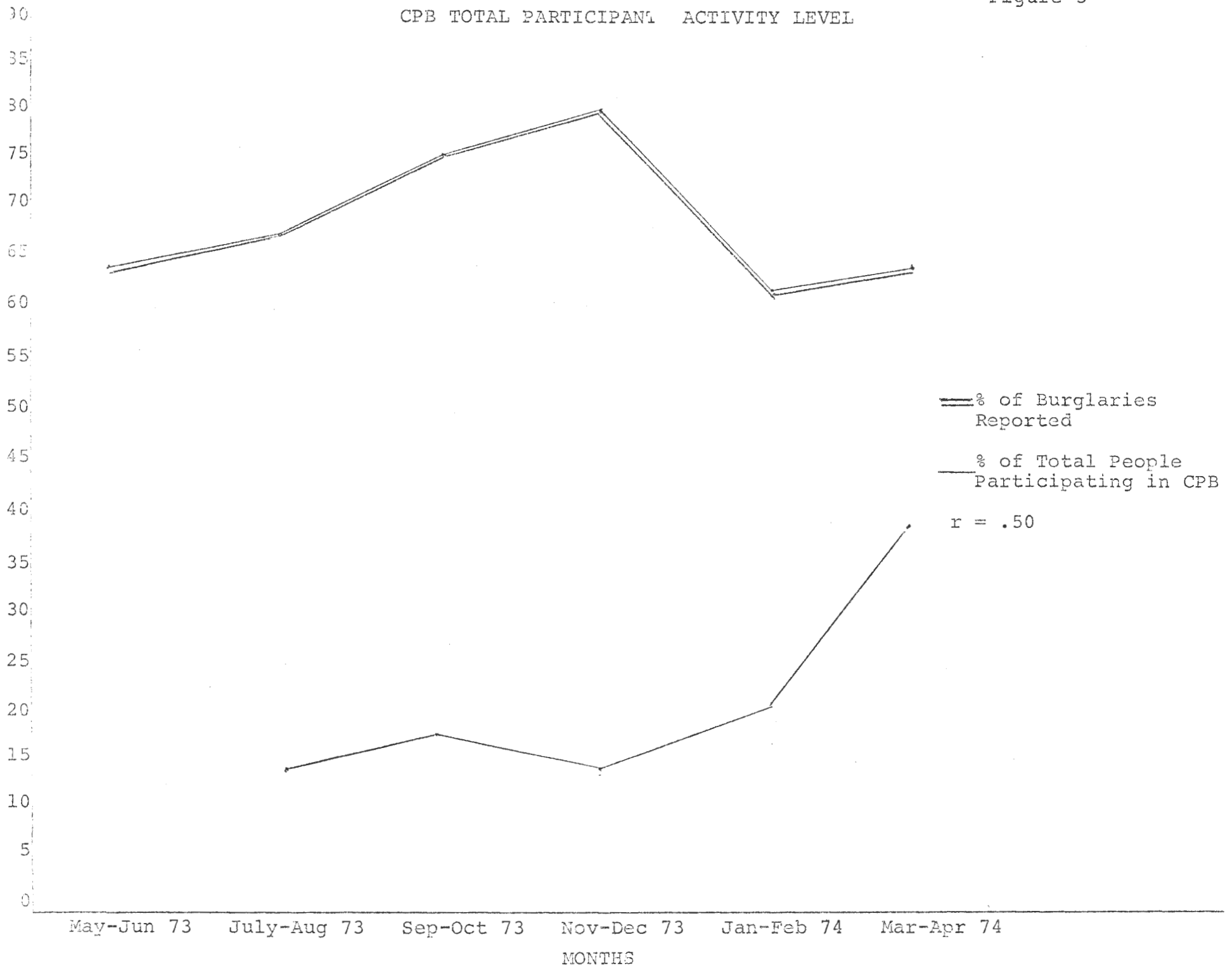
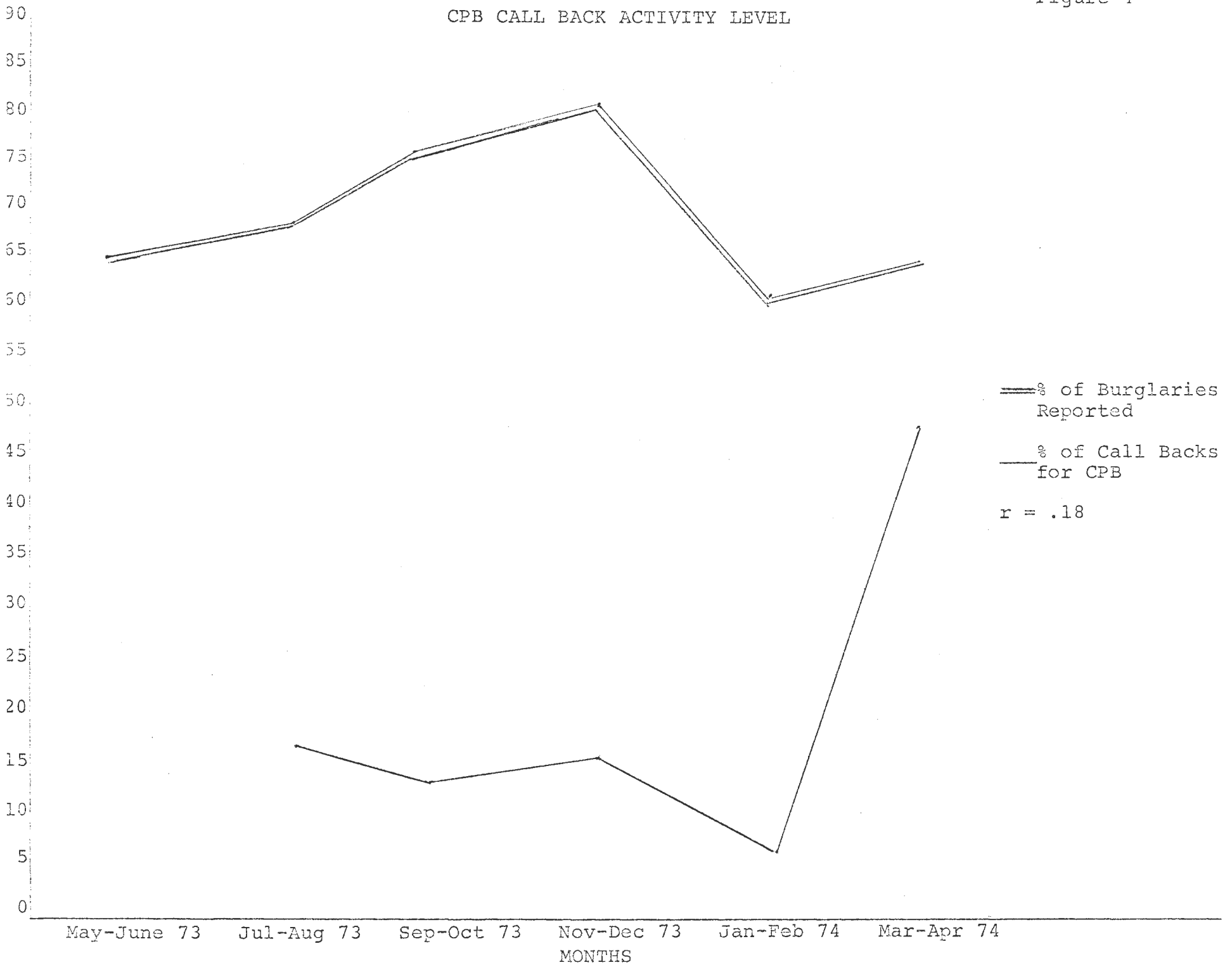


Figure 4

CPB CALL BACK ACTIVITY LEVEL



CRIME PREVENTION BUREAU

Evaluation Report No. 2

Final Evaluation Report on Process Objectives

Prepared By

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Our special thanks to the Crime Prevention Bureau staff who have kept the agency records which were the data source for this report for their kind cooperation and assistance.

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SUMMARY OF FINDINGS

1. Since January, 1974 the Crime Prevention Bureau, according to its monthly records, has held 2170 meetings involving 35,608 persons and 29,231 households. It has achieved 112 percent of its "crime prevention meetings objective" of 26 meetings per week.
2. Through its Public Information and Education Component, the Crime Prevention Bureau records show that it has aired 142 television presentations and 187 radio presentations, published 138 newspaper articles, produced four newsletters, put up 40 billboards, sponsored a Crime Prevention week, developed brochures, posters, cosponsored meetings with the R.A.P.E. Advocacy Impact project, and manned display booths at various public events.
3. The Crime Prevention Bureau has developed a volunteer program to assist senior citizens and the handicapped in marking their personal property and in learning other crime prevention techniques.
4. The Crime Prevention Bureau has provided its public mass media and advertising expertise to four of the eighteen Impact programs.
5. According to its records, the Crime Prevention Bureau has marked property in about 15,000 residences since January, 1974, via meetings, canvassing and loaning of engravers from the CPB office, public libraries and the North Police Precinct.
6. Crime Prevention Bureau reports show that a total of 1158 bicycles have been marked through Crime Prevention Bureau efforts since January, 1975.

the assault of a handicapped adolescent boy in a small neighborhood park within the space of a few weeks. Suspects were arrested and shortly released on bond. Neighborhood citizens were very concerned about these events and worked with the block coordinator who helped put citizens in contact with the police, the prosecutor and city park officials. In another area of the city a large family had created its own mini-crime wave, intimidating the residents to the extent that they were afraid to call the police and an elderly woman was afraid to even leave her home. Efforts to deal with this problem involved subsequent meetings with the core block organization and liaison contacts with other city agencies initiated by the CPB staff and attended by neighborhood representatives.

Subsequent meetings in the neighborhoods are counted in the monthly reports as neighborhood block meetings although the initial pitch for marking of property may have been made. Liaison contacts with other agencies are not recorded by the Crime Prevention Bureau, however. This expansion of services and coordinating activities of the block workers is, in part, a response to the drop in public interest in holding block meetings and marking property. There seems to be a slowing in the initial public enthusiasm for these activities which was evident in the first year or more of project's operation. It could be also, that the bulk of those citizens most responsive to block meetings and property marking were reached in the first year and a half of operation. Now the project must concentrate on generating meetings with a less responsive public, making it even more difficult to keep up the monthly rate of meetings.

Purpose of This Report

The primary purpose of this report is to determine, by use of data collected primarily by the project, how well the project was able to achieve its process objectives. These process objectives are defined as the activity levels the project set out to achieve as its method in bringing about the desired results or outcome objectives which are intended to impact on the project goals and the broader High Impact Program goals. This report, then, looks internally at the project itself to document what the project accomplished thus far since its implementation and to what degree.

First it will be necessary to clearly establish the goals and objectives of the Crime Prevention Bureau program drawing upon the two original proposals (72-DF-10-0102 and 74-DF-10-0109) and the revised program objectives, July, 1975. As much as it is possible, quantifiable objectives will be specified.

Project records will be examined for data relevant to the objectives. The degree to which objectives have been met, as reflected in these data, will be reported. On the basis of these data some general conclusion will be provided.

Crime Prevention Bureau Goals and Objectives

GOALS

Drawing from the original project proposal the two broad program goals are stated as:

- (1) Reduce burglary and stranger-to-stranger street crime in Portland by five percent in two years and 20 percent in five years.
- (2) To secure for the community an atmosphere of safety and freedom from injury and loss of property by decreasing opportunities for successful commission of target crimes.

The goals of the project were stated as:

- (1) Educate and induce the potential victim to reduce opportunities for crime.
- (2) Alter the environment to reduce the vulnerability and/or accessibility of the target or areas of crime.

OBJECTIVES

In order to meet the first project goal of public education and inducement the following objectives were established and later revised where specified:

- (1) General Objective: To hold block and public meetings on crime prevention techniques.

Original Specific Objective

To hold block, neighborhood and business meetings to educate potential victims at the rate of forty meetings per week, forming 2,000 crime prevention groups per year with a total of 2,000 meetings per year based on 50 week year.

As of July, 1975, the Crime Prevention Bureau revised this objective. Revision was deemed necessary because the first objective did not take into account two problems which the Crime Prevention Bureau consistently encountered in attempting to schedule and hold meetings. The first problem was that of cancellation of meetings on fairly short notice making the weekly quota of forty meetings difficult to meet. Second, it was found that scheduling of meetings at the same rate during the three summer months as during the rest of the year was not possible. In addition, holiday weeks were virtual impossibilities for meetings. In view of these problems the objective was revised as follows:

Revised Specific Objective

A total of 1,290 meetings per year will be held at the rate of 30 meetings per week for 37 weeks and 15 per week for 12 weeks (summer months) based on a 49 week year, thus averaging 26 meetings per week over a 12-month period.

The Public Information and Education component of the Crime Prevention Bureau funded after the initial project implementation developed four subgoals of the first project goal to elaborate on the public education and inducement effort. These subgoals are:

- (a) Improve public awareness of target crime problems, especially burglary, robbery and rape.
- (b) Increase the general awareness and support for the Portland High Impact Program.
- (c) Increase specific awareness of and participation in those Impact projects seeking active public involvement.
- (d) Increase utilization of crime prevention recommended techniques by potential victims.

Following the guidelines of these subgoals, the Public Information and Education component of the program planned to accomplish the following objectives.

(2) General Objective: Provide indirect contact with the public through the use of television and radio spots, billboard ads, newspaper articles, newsletters and brochures.

(3) General Objective: Provide direct contact with the public through meetings, public displays and booths, and through door-to-door canvassing.

(4) General Objective: Work with other Impact project directors to ensure a representative portrayal of all Impact programs and to secure community participation in projects where appropriate.

No specific quantifiable objectives were developed for these general objectives although a variety of mass media sources are cited as potential instruments of indirect contact. These three objectives will be evaluated on the basis of their presence or absence rather than in terms of amount.

In order to meet its second program goal to alter the environment, the Crime Prevention Bureau established an aggressive property marking program based on the following objectives:

(5) General Objective:

Original

A total of 32,620 residences and businesses will be marked in a year via the following routes (see subobjectives).

Revised

A total of 20,600 residences and businesses will be marked in a year via the following routes (see subobjectives).

(a) Subobjective:

Original

Ten households per meeting at the rate of 2,000 meetings per year or 20,000 households per year will be marked.

Because the objective on the number of meetings to be held in a year has been revised, it was necessary to revise the above marking subobjective accordingly.

Revised

Ten households per meeting at the rate of 1,290 meetings per year or 12,900 households per year will be marked.

(b) Subobjective:

Original

Staff and volunteer canvassing totaling 6,720 households marked at the rate of 4,800 households canvassed by staff and 1,920 households canvassed by volunteers.

After several attempts at using staff time to canvass for marking, the project determined that this was inefficient use of staff time for several reasons. Canvassing was extremely time consuming and exhausting with the return rate of marked households very low. For time spent the yield in households marked was far below that which would have been marked had staff time been spent in generating and holding block meetings. In addition, general neighborhood canvassing resulted in staff providing marking assistance to many citizens capable of marking their property on their own initiative by checking out markers through the office or library or attending a CPB meeting. Those in need

crime hazards; and (b) to develop a residential Crime Hazard Reporting system of home and business inspection to point out and encourage citizens to correct crime hazards.

Attempts to develop and implement both of these reporting systems met with a variety of difficulties. A security report for environmental crime hazards to be completed by police officers on patrol or when answering breaking and entering complaints was designed but delayed in implementation because the Mayor's last name was inadvertently omitted from the signature on the back of the forms. It was therefore necessary to reprint the forms. Once this was accomplished, police officers were briefed for their use. An attempt at implementation was made but resulted in failure because forms were not consistently or correctly completed by the officers. A police advisory bureau was established to revise the form with CPB staff and to obtain police input in its design and implementation. It was out of this effort that the revised objective (below) resulted. The home Crime Hazard report system was hoped originally to involve "crime hazard" inspections of home through use of police or fire personnel. It was soon learned that such manpower was not available. The revised objective provides an alternative to this approach and replaces the police implemented Environmental Crime Hazard report.

Revised

Develop a brochure check-list to show citizens how to do their own crime hazard home inspections.

(8) General Objective:

Original

Develop a city building security code.

The tremendous political, legal, and coordination issues in developing such a code were formidable. State-wide interest in a state building code made a pooling of interest and efforts more realistic and thus the objective was revised.

Revised

Participate in the development of a state-wide building security code being developed by a committee sponsored by the Oregon State Crime Prevention Association.

These eight process objectives and subobjectives will serve as the basis for judging the performance of the Crime Prevention Bureau over the past eighteen months of operation (January, 1974 through July, 1975).

Evaluation of the Crime Prevention Bureau Performance

OBJECTIVE ONE: CRIME PREVENTION BUREAU MEETINGS

Using the Crime Prevention Bureau monthly report summaries, information on neighborhood block meetings and public group meetings is presented in a monthly breakdown in Table 1. For 1974 there were a total of 1064 block meetings and 433 public meetings or a total of 1497 meetings sponsored by the Crime Prevention Bureau. This is an underestimate of total meetings in that public group meetings were not reported on the monthly form until March, 1974 when it was revised. Referring to Table 2 where weekly and monthly averages are summarized, it can be seen that in 1974 the Crime Prevention Bureau averaged 30 meetings per week based on a 50 week year, with a weekly average of 21 block meetings and 11 public group meetings (based on ten months of available data only). This information is graphed against the program objective in Figure 1. As illustrated by that figure, the Crime Prevention Bureau achieved 75 percent of its stated objective of weekly meetings and total yearly meetings. This is based on the original objective of 2,000 meetings or 40 per week which was in force in 1974.

Moving to the first six months of 1975 in Table 1, the reader finds that 379 block meetings and 294 public meetings have been held with a total of 673 meetings for the first half of the year. This is an average of 27 meetings per week. Comparing this weekly average and semi-annual sum to the revised meeting objective, Figure 1 illustrates that for the first half of 1975, the Crime Prevention Bureau has exceeded its objective by four percent.

The eighteen months were combined and evaluated in terms of the revised objective to assess performance over a longer time period. For the eighteen months the weekly average has been 30 meetings (Table 2) an excess of the objective by 12 percent (Figure 1). In sum the Crime Prevention Bureau has performed in excess of its objective in sponsoring neighborhood and public meetings to educate the public about crime prevention techniques.

CRIME PREVENTION BUREAU MONTHLY ACTIVITY DATA
MEETING INFORMATION - RAW DATA

Month	Year	BLOCK MEETINGS			PUBLIC MEETINGS			TOTAL MEETINGS		
		No. Mtgs. Held	No. Households Represented	No. Attending	No. Mtgs. Held	No. Households Represented	No. Attending	No. Mtgs. Held	No. Households Represented	No. Attending
January	1974	42	420	949				(42)	(420)	(949)
February	1974	84	840	1722				(84)	(840)	(1722)
March	1974	137	1197	2133	45			182	(1197)	(2133)
April	1974	142	1985	2505	36			178	(1985)	(2505)
May	1974	136	2422	2755	64			200	(2422)	(2755)
June	1974	98	1208	1532	41			139	(1208)	(1532)
July	1974	88	1198	1357	39			127	(1198)	(1357)
August	1974	52	765	902	20			72	(765)	(902)
September	1974	67	1170	1407	46			113	(1170)	(1407)
October	1974	98	1563	1850	53			151	(1563)	(1850)
November	1974	62	505	678	56	2278	2424	118	2792	3102
December	1974	58	453	611	33	694	771	91	1147	1382
Subtotal 12 Mo.	1974	1064	13726	18401	433	2972	3195	1497	16707	21596
January	1975	75	659	963	46	1336	1476	121	1995	2439
February	1975	61	396	554	49	1617	1785	110	2013	2339
March	1975	58	485	664	50	1214	1312	108	1699	1976
April	1975	65	477	669	59	3359	3424	124	3836	4093
May	1975	62	430	630	47	811	851	109	1241	1481
June	1975	32	253	370	25	683	730	57	936	1100
July	1975	26	182	250	18	311	334	44	804	584
Subtotal 6 Mo.	1975	379	2882	4100	294	9331	9912	673	12525	14012
Total 18 Mo.		1443	16608	22501	727	12303	13107	2170	29231	35608

Table 2

CRIME PREVENTION BUREAU MONTHLY
MEETING ACTIVITY DATA

SUMMARIZED

	BLOCK				PUBLIC				TOTAL			
	Monthly Average	Weekly Average	Households per mtg. Average	Persons per mtg. Average	Monthly Average	Weekly Average	Households per mtg. Average	Persons per mtg. Average	Monthly Average	Weekly Average	Households per mtg. Average	Persons per mtg. Average
1974 - 12 Months	89	21	13	17	43*	11	33	36	125	30	11	14
1975 - 6 Months	63	15	8	11	49	12	32	34	112	27	18	21
1974-75 18 Months	80	20	12	16	45**	11	32	34	120	30	13	17

*based on 10 months of data

**based on 16 months of data

Figure 1

CRIME PREVENTION BUREAU
WEEKLY MEETING OBJECTIVE

ORIGINAL
OBJECTIVE
40 per week

REVISED
OBJECTIVE
26 per week

Percentage
Objective
Performance

100%

75%

50%

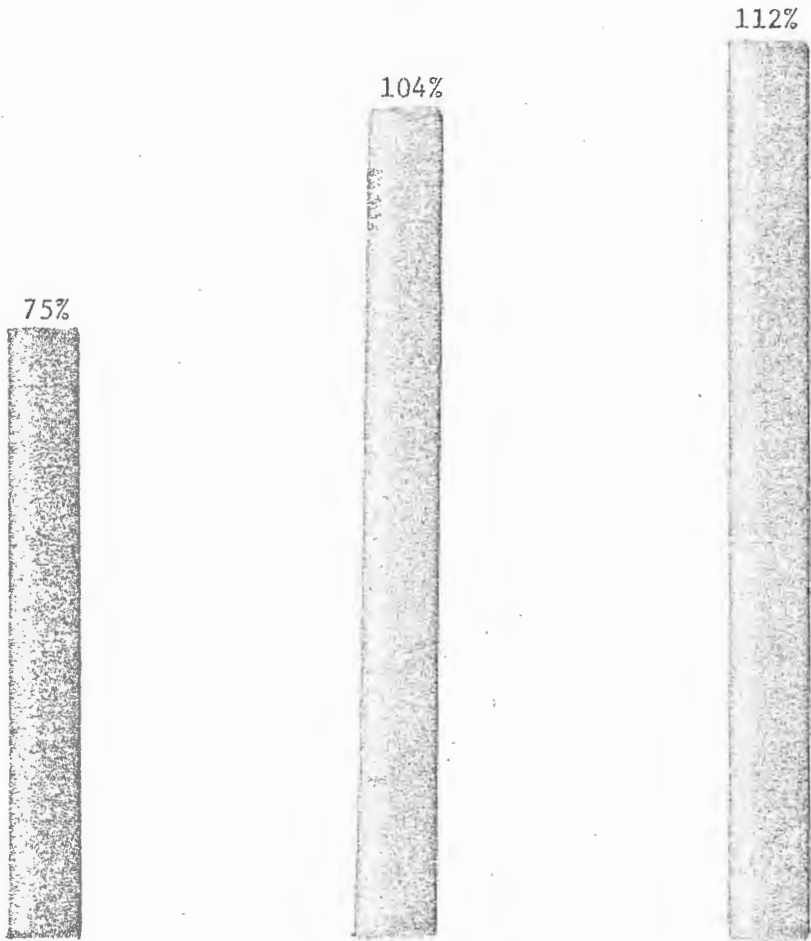
25%

0%

1974
(12 Mo.)

1975
(6 Mo.)

1974-1975
(18 Mo.)



OBJECTIVE TWO: INDIRECT CONTACTS THROUGH MASS MEDIA

Another activity of the Crime Prevention Bureau to educate and inform the public was through indirect mass media techniques. In June, 1974 the Public Information and Education Coordinator began full-time work under that component of the program. Table 3 reports the raw data from the CPB monthly reports on the various mass media techniques used and Table 4 gives a summary of monthly averages. As indicated by Tables 3 and 4 the number of television, radio and newspaper spots has increased from 1974 through 1975. The greatest mass media activity in 1974 occurred in November during which the Bureau sponsored a Crime Prevention Week. Plans are under way for another Crime Prevention Week, November 3 through 8, 1975, which will encompass the Columbia Region Association of Governments area (Portland greater metropolitan area and Clark County in Washington). Public meetings on burglary prevention are scheduled, a "rhyme for crime" contest in the schools is to be sponsored, a two day symposium on "Crime in the Black Community" will be held in conjunction with the Black Studies Center at Portland State University, and Frederick Storaska, author of How to Say No to a Rapist and Survive, is scheduled to speak.

The figures in Tables 3 and 4 are probably an underestimation of the actual number of television and radio airings each month of Crime Prevention Bureau spots. The stations themselves determine the timing and frequency of such airings and do not necessarily provide the Crime Prevention Bureau with a record of the runs. Several television spots were developed for the Crime Prevention Bureau by a professional advertising agency under contract with the Crime Prevention Bureau. This agency has also provided the design for brochures and has aided in presentations at meetings.

In sum the data in Tables 3 and 4 demonstrate that television, radio newspapers, billboards, brochures and newsletters have been presented to the public by the Crime Prevention Bureau thus fulfilling Objective 2 of public education by indirect contact.

CRIME PREVENTION BUREAU

PUBLIC INFORMATION AND EDUCATION MASS MEDIA ACTIVITIES

Raw Data from Monthly Reports

Month	Year	Television (new programs, spots)	Radio (news programs, spots)	Newspaper Articles	Other Public Information Activities	
					Number	Specifics
January	1974					
February	1974					
March	1974		1	2	1	Booth at Home Show for 5 evenings
April	1974			1		
May*	1974			2	3	Crime Prevention Week proclamation by Mayor; two display booths at Jantzen Beach, Scout Capades
June	1974	4	3	12	1	Booth at Jantzen Beach
July	1974	10	9	4	1	Newsletter
August	1974		1	2		
September	1974	2	2	6		
October	1974	5		9	1	30 Billboards
November	1974	20	10	41	3	Crime Prevention Week, school packets for children, co-sponsored meeting with R.A.P.E. Advocacy
December	1974	5	4	4	2	Newsletter issued; purse snatch brochures
SUBTOTAL	1974	46 5 per month	30 3 per month	83 8 per month	11 1 per mo.	
January	1975	3	4	6		
February	1975	1	2	2		
March	1975	5		13	1	40 Billboards
April	1975	3	23	13	6	Newsletter issued, bulletin board posters, 4 display units
May	1975	7	4	7	1	Posters
June	1975	40	64	9	4	35 letters to residential hotels; 30,000 newsletters; bicycle brochure; Welcome Wagon letter from Mayor
July	1975	37	60	5	1	Rape brochure
SUBTOTAL	1975	96	157	55	13	
TOTAL	17 mo 74-75	142	187	138	23	

* May 24, 1974 P.I. Coordinator hired

OBJECTIVE THREE: DIRECT CONTACT TO EDUCATE PUBLIC

The use of display booths as a means of direct contact with the public to provide educational information is documented in Table 3. Tables 1 and 2 indicate that agency sponsored meetings have been held. Canvassing has also taken place and will be discussed in detail under Objective 5 (subobj. b) Direct contact with the public to provide educational materials has occurred, thus satisfying objective three.

As part of its monthly report, the Crime Prevention Bureau recorded the public's source of information about the Crime Prevention Bureau as gathered from persons calling or coming to the Crime Prevention Bureau office for further information and assistance. Table 5 gives the raw data by month and Table 6 reports the data by percent for each year and for the entire eighteen months. The data is of interest as an indicator of the impact of the indirect mass media efforts and direct efforts of the public information and education component of the project. Of people contacting the office in 1974, 71 percent report their information source as a form of direct personal contact, primarily public meetings (Table 6). The highest indirect source reported in 1974 was television, 13 percent. In 1975 indirect sources increased from 21 percent to 37 percent. Television as a source stayed about the same (13-15 percent). However, the newsletter constituted the greatest reported indirect source, 17 percent. Under direct contacts, information from friends and neighbors increased to 10 percent. This could also be a reflection of indirect sources (neighbor sees it on TV and tells his friend). "Other" sources moves to a substantial 35 percent of the total. This would indicate a need to develop more categories so these "other" sources can be directly assessed. Indirect sources did increase as an information source on the Crime Prevention Bureau, with the newsletter showing up to be a particularly important source after the implementation of the Public Information and Education component of the program in June, 1974.

Table 4

CRIME PREVENTION BUREAU

PUBLIC INFORMATION AND MASS MEDIA ACTIVITIES

Monthly Average

Time Period	Television	Radio	Newspaper	Other
1974	5	3	8	1
1975	16	26	9	2
1974-1975	9	12	7	1

CRIME PREVENTION BUREAU
MONTHLY ACTIVITIES RAW DATA

Public's Source of Information Regarding CPB Reported by Citizens Contacting the CPB Office

Month	Year	INDIRECT					DIRECT					OTHER	TOTAL
		TV	Radio	Newspaper	Billboards	Newsletter	Block Meetings	Public Meetings	Friends & Neighbors	Police	Canvass		
January	1974												
February	1974												
March	1974			8			1		2	1		2	14
April	1974		1				2	1		1			5
May	1974		2				26	19				13	60
June	1974	15	1				34	20					70
July	1974	12	2	1			1	84				2	102
August	1974	1	2				32	33	4	2			74
Sept.	1974		1		4	1	19	11				2	38
October	1974	4			3							2	9
November	1974	17	1	7	1				3	1		6	36
December	1974	15	2		1		6	38	3			5	70
SUBTOTAL	1974	64	12	16	9	1	121	206	12	5		32	478
January	1975	5		1	1	8			1			10	26
February	1975	3					10		1			6	20
March	1975	51	4	1	4	31	13	14	22	16		123	279
April	1975	37	7	1	3	36	15	15	32	12	4	113	275
May	1975	33	2	4	4	48	8	5	23	14		57	198
June	1975	12	5	2	6	37	14	20	17	17	7	45	182
July	1975	15	1	2		15	2	1	4	3	4	3	50
SUBTOTAL	1975 6 mo	156	19	11	18	175	62	55	100	62	15	357	1030
TOTAL		220	31	27	27	176	183	261	112	67	15	389	1508

CRIME PREVENTION BUREAU

Summary of Public's Reported Source of
CPB Information Based on Office Inquiries

Percent Reporting Information Source

Indirect Contact Activities	1974 (10 months)	1975 (6 months)	1974-1975 (16 months)
Television	13 %	15%	15%
Radio	2.5	2	2
Newspaper	3	1	2
Billboards	2.5	2	2
Newsletter	0.5	17	12
SUBTOTAL	21 %	37%	33%
Direct Contact Activities			
Block Meetings	25 %	6%	12%
Public Meetings	43	5	17
Friends & Neighbors	2.5	10	7
Police Referral	1	6	4
Canvass	0	1	1
SUBTOTAL	71 %	28%	41%
Other Sources	7 %	35%	26%
TOTAL %	100 %	100%	100%
TOTAL NUMBER	478	1030	1508

OBJECTIVE FOUR: COORDINATE PUBLIC EDUCATION WITH OTHER IMPACT PROJECTS

The Public Information and Education project proposal states several times that one of the duties of the Public Information Coordinator will be to provide advertising and dissemination of information to the public about the entire High Impact Program and to ensure a representative portrayal of all projects in the Impact effort. Additionally, they would attempt to secure citizen volunteer participation in those projects where appropriate. There are a total of eighteen Impact programs including the Crime Prevention Bureau. Review of the monthly reports of the Public Information Coordinator indicates coordinated efforts with the following programs:

- (1) Rape Advocacy, Prevention and Education Impact Project - co-sponsorship of meetings and workshops; development of a rape prevention brochure.
- (2) Development of an information brochure about the Case Management Correction Services intensive community juvenile probation program.
- (3) Work with the Police Bureau Strike Force to develop a purse snatch brochure.
- (4) In addition to the activities already described, the Crime Prevention Bureau volunteer program has been expanded and organized. Forty volunteers secured through a television spot about the project and screened through Portland Police Bureau were trained in crime prevention techniques of property marking, use of proper locks and techniques of avoiding purse snatch. Through further advertising the volunteers' services were offered free to the public, specifically senior citizens. Volunteers responded to phoned-in requests and did some canvassing. In addition to volunteers for marking, others have been used for typing and telephone follow-ups, canvassing of residential hotels and bicycle marking.

These activities account for four of the eighteen Impact programs. Thus, the performance level on this objective is about 22 percent to the extent that it is quantifiable.

OBJECTIVE FIVE AND SUBOBJECTIVES (a) THROUGH (d): RESIDENTIAL MARKING AND CANVASSING

The raw data from the Crime Prevention Bureau monthly reports on the various routes for marking of property in residences and business is indicated in Table 7. These data indicate that a total of 8,093 residences were marked in 1974 (the reports do not distinguish between residences and businesses). This is a monthly average in 1974 of 668 residences (Table 8). Figure 3 assesses this performance against the original objective of 32,620 showing that in 1974 the Crime Prevention Bureau was able to achieve only 25 percent of its original objective.

For the first six months of 1975 the average number of households marked per month (Table 7) has almost doubled. Comparing these figures to the revised objective for 1975 the Crime Prevention Bureau has not achieved its objective, but has improved from 25 percent of its objective to 65 percent. Assessing overall performance for the two years indicates a performance level of 48 percent of its stated objective (Figure 3).

To investigate further why the objective was not more successfully achieved each of the subobjectives regarding avenues for marking was investigated. It should be noted here that one regular and reliable avenue for marking, that of loaning engravers directly from the Crime Prevention Bureau office was never specified as an objective. Nevertheless, this source of marking was added into the performance totals, although it was not considered in calculating the original or revised Objective Five.

Table 7

CRIME PREVENTION BUREAU

Residential Marking Avenues - Raw Data From Monthly Reports

Month	Year	Meetings	CANVASS		CPB	Libraries	North Police	Total Residences Marked	Bicycle Marking
			Staff	Volunteer	Office		Precinct		
January	1974	360*			57			417	
February	1974	840*			42			882	
March	1974								
April	1974	806			40			846	
May	1974	828	78		55			961	
June	1974	399			34	338		771	
July	1974	402	9		26	510		947	
August	1974	326	93	9	25			453	
September	1974	239			27			266	
October	1974	401			29			430	
November	1974	505**		99	40	425		1069	
December	1974	453**	1	91	44	462		1051	
SUBTOTAL	1974	5559	181	190	419	1735		8093	
January	1975	659**	23	147	59			888	8
February	1975	396**	100	93	40	521	143	1293	251
March	1975	485**	25	85	34	497	17	1143	162
April	1975	477**		70	29	428	14	1018	203
May	1975	430**		93	25	502	13	1063	73
June	1975	253**		90	26	323	8	700	119
July	1975	182**	31	162	36	250	15	676	342
SUBTOTAL	1975	2882	179	740	249	2521	210	6781	1158
TOTAL 18 Mo.	74-75	8441	360	930	668	4256	210	14874	1158

*Estimated at 10 households per meeting

**Assumes all households at meeting marked property

CRIME PREVENTION BUREAU

MONTHLY ACTIVITY REPORT

Summary of Marking Activities - Monthly Average

Year	Meetings	Staff Canvass	Volunteer Canvass	CPB Office	Library	Police Precinct	Total	Bicycle Marking
1974 (12 mo.)	505	9	16	38	434		668	
1975 (6 mo.)	480	30	123	42	420	35	1130	193
1974-75 (18 mo.)	497	16	52	39	426	35	822	193

Figure 3

CRIME PREVENTION BUREAU

Total Residences and Businesses Marked

Percentage
Objective
Performance

ORIGINAL OBJECTIVE
32,620 per year

REVISED OBJECTIVE
20,600 per year

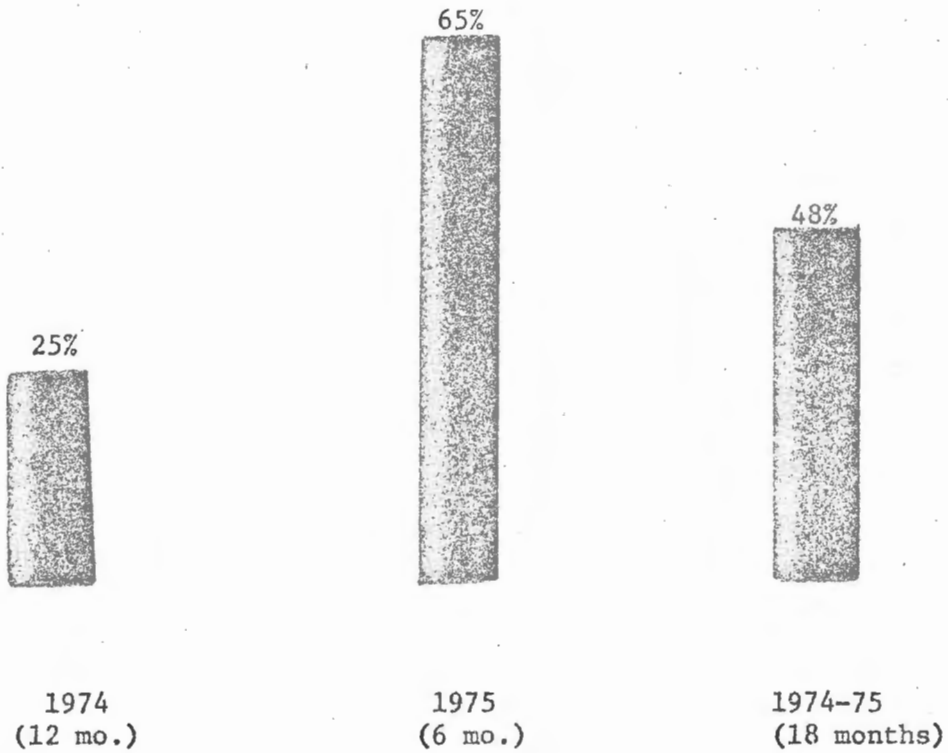
100%

75%

50%

25%

0%



Subobjective (a) involves the use of the sponsored meetings as a marking avenue for residences. This data has unfortunately been rather erratically and unreliably reported each month. In January and February of 1974 the number of households marked was an estimate of ten households per meeting. No data was reported in March 1974. Then from April 1974 through October 1974 it appears that an attempt was made to record only the actual number of households which marked their property. From November, 1974, on, the number of households marked was based on the number of households attending block meetings. These data assume that all households represented at block meetings will mark. Also it does not give an indication of how many households attending public group meetings mark their property. Thus the data are at once an over-estimation of block meetings' households marked and an under-estimation of public meetings' households marked. The number of households marked via meetings per month is slightly higher in 1974 than in 1975. However, as figure 4 indicates the revised 1975 objective shows an improvement in the CPB performance from 28 percent of their objective to 45 percent of their revised objective. Two things could be suggested at this point to improve performance on this objective. A more accurate method of recording households which actually mark their property could be instituted. Second, if the Bureau is moving in the direct of greater follow-up contact, these follow-up could be used to encourage all households in the neighborhood groups to mark property and post stickers.

Figure 4

CRIME PREVENTION BUREAU

Residences & Businesses Marked Through CPB Meetings

Percentage
Objective
Performance

ORIGINAL
OBJECTIVE
20,000 per year

REVISED
OBJECTIVE
12,900 per year

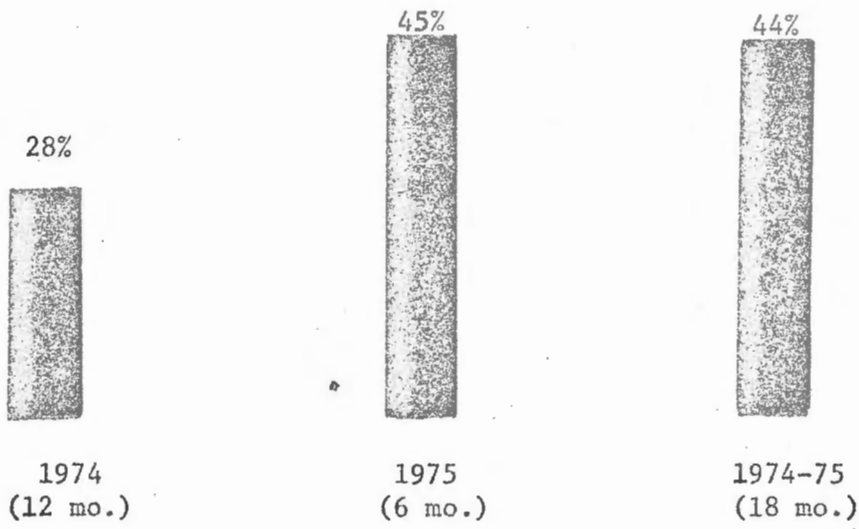
100%

75%

50%

25%

0%



Subobjective (b) indicates that canvassing will be carried out originally by staff and volunteers to mark property. The revised objective indicates that volunteers will work to mark 1,920 households, but this is not restricted to canvassing alone. Marking by volunteers can also be accomplished by answering solicited telephone requests primarily from senior citizens. Even though staff have no longer been specifically assigned to regular canvassing activities in 1975, Table 7 indicates that both staff and volunteer canvassing and marking has increased markedly in 1975. Table 8 shows that the monthly staff average for 1974 was nine while it is 30 for 1975. Volunteer marking has increased from 16 per month to 123. Figure 5 assesses performance for 1974 against the original objective. The performance level was only eight percent of the objective. In 1975, however, the revised objective coupled with increased staff and volunteer activity has exceeded the stated objective by 47 percent. Because of the poor 1974 performance, the overall 18 month performance is only 67 percent of the revised objective. It appears that the increased use of volunteers in 1975 has improved the performance of this objective for marking of residences.

Subobjective (c) calls for the placing of engravers at public libraries so that they can be loaned to the public. This placement of markers in the libraries occurred in June, 1974. A problem arose in the reporting of the number of markers checked out each month. The library submitted the information to the Crime Prevention Bureau after their deadline for submitting their monthly monitoring reports. Several months of data were therefore omitted. The monthly averages in Table 8 are based on those months for which data is available only. As can be seen, the monthly averages for both 1974 and 1975 are about double the monthly average in the revised and original objectives. Figure 6 gives the performance rating based on total residences marked in a year. The year 1974 is short of the objective (59 percent) because markers were not placed in the libraries until June, 1974. For the first months of 1975 the objective (revised) is exceeded by 75 percent. The overall performance for eighteen months all but meets the revised objective (99 percent).

Subobjective (d) intended police precincts and fire stations serve as another outlet for public access to property engravers. Only one police precinct, the North Precinct, has thus far cooperated in loaning markers to the public. Their data is reported in Tables 7 and 8. Fire stations simply have not been approached at this time to cooperate in the loaning of markers. Of all the marking avenues, this one, subobjective (d) shows the most miserable performance. No households are recorded as marked through this route in 1974. In 1974 an average of 35 per month are marked through North Precinct. Performance levels are illustrated in Figure 7. Two suggestions could be made here. First, if this is still considered a viable route for household property marking, then fire stations should be approached immediately and the public should be informed as to the availability of markers at that location. If it is not considered a viable marking route, then the process objective should be revised to a more realistic level, say 35 households per month, or 420 households per year rather than 2,900. It is this particular marking route failure that seems to account for the low overall performance of marking in general of 48 percent (Objective 5).

Figure 5

CRIME PREVENTION BUREAU

Canvassing to Mark Property
by Volunteers

Percentage
Objective
Performance

ORIGINAL
OBJECTIVE
4800 per year

REVISED
OBJECTIVE
1920 per year

100%

75%

50%

25%

0%

8%

147%

67%

1974

1975

1974-75



Figure 6

CRIME PREVENTION BUREAU

Households & Businesses Marked
Through Library Loaned Markers

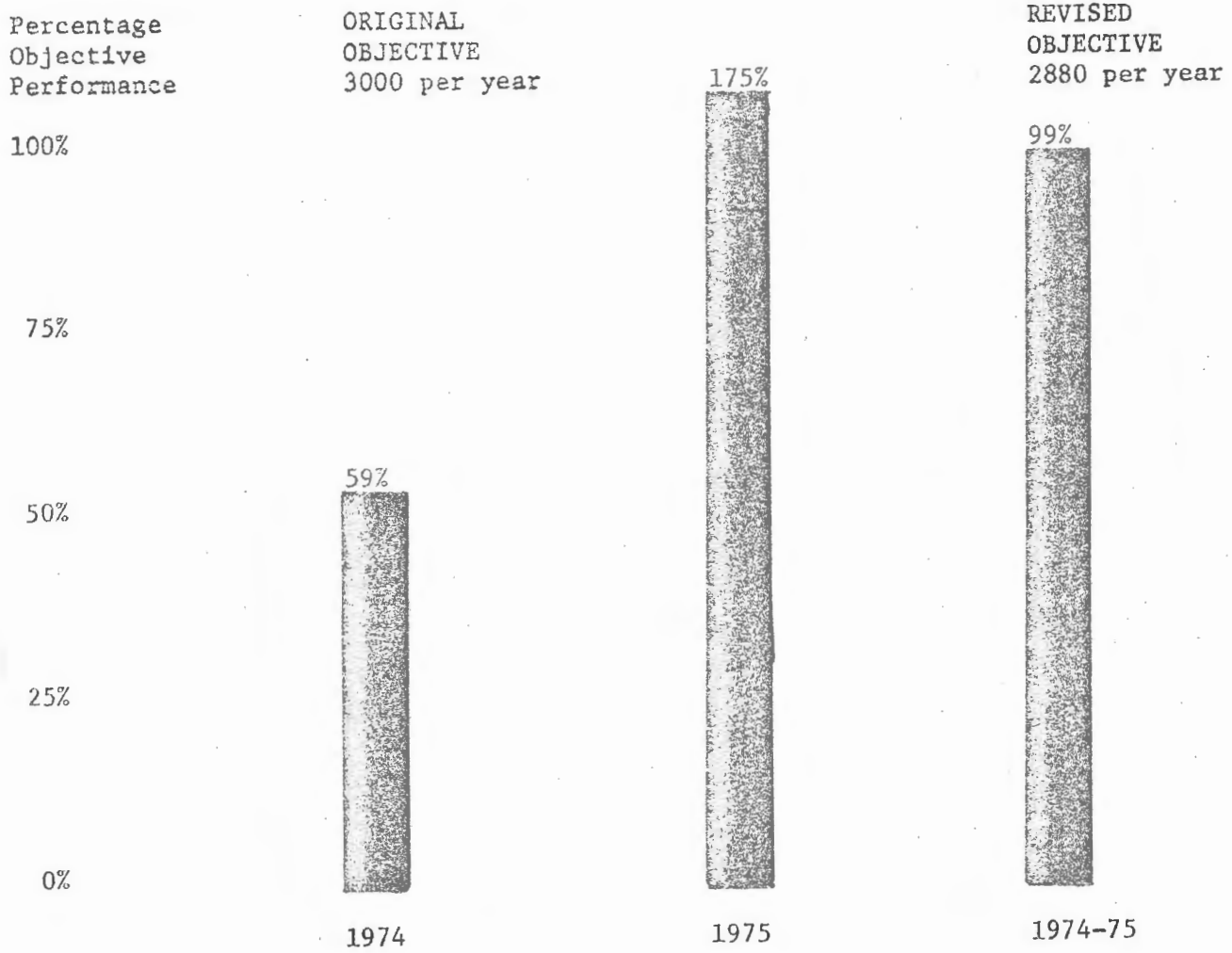


Figure 7

CRIME PREVENTION BUREAU

Households and Businesses Marked
Through Police Precincts & Fire Stations

Percentage
Objective
Performance

ORIGINAL
OBJECTIVE
2900 per year

100%

75%

50%

25%

0%

0%
1974

14%
1975

5%
1974-75

OBJECTIVE SIX: BICYCLE MARKING

Table 7 and Table 8 also provide 1975 information on the objective of bicycle marking. Thus far 1158 bicycles (Table 7) have been marked at an average of 193 per month (Table 8). Figure 8 shows that thus far in 1975, the Crime Prevention Bureau has achieved 96 percent of this objective (based on a six months goal of 1200 marked bicycles).

OBJECTIVE SEVEN: CRIME HAZARD REPORTING SYSTEM

As mentioned in the discussion of objectives, the environmental crime hazard reporting system objective was never met in 1974 due to a variety of implementing problems. The revised objective to develop and implement a citizen check list brochure to assist in their own home inspections has not yet been achieved to date either. However, the contractor advertising agency is in the process of developing a brochure now, and it should be available to the public before the end of 1975.

OBJECTIVE EIGHT: BUILDING SECURITY CODE

One member of the Crime Prevention Bureau staff sits on the committee to establish a state-wide building security code sponsored by the Oregon State Crime Prevention Bureau Association. In addition, a brochure is being developed with information on building security to be distributed to home owners applying for building and remodeling permits from the city.

Figure 8

CRIME PREVENTION BUREAU

Bicycles Marked in 1975

Percentage
Objective
Performance

OBJECTIVE
2400 per year

100%

75%

50%

25%

0%

96%



1975

Summary and Conclusions

The Crime Prevention Bureau has met or exceeded seven of its twelve process objectives in 1975. The two poorest were subobjectives of its household marking objective. They perhaps need re-evaluation in terms of the future directions and plans of the Bureau. In all categories, the Crime Prevention Bureau has shown improvement in 1975 over its 1974 performance. This report does not report on program outcome or results. However, these findings are encouraging in light of the first outcome report (Schneider, 1975) which found that homes which display anti-burglary stickers tend to have lower burglary rates than homes which do not, that persons who participate in anti-burglary activities are more apt to report burglaries, and that the engraving program increases the recovery rate for bicycles. If programs participants were less likely to be burglaried than nonparticipants, then the increased program activity in 1975, reaching an increasing proportion of Portland citizens should have an impact on the victimization rates for 1975. Unfortunately, a follow-up to the 1974 Oregon Research Institute Portland Crime Victimization Survey will probably not occur due to lack of LEAA support.

OTHER REPORTS

ON

THE PORTLAND CRIME PREVENTION BUREAU

Gray, Diana - Evaluation Report No. 1, February, 1975. Initial report on process objectives and some preliminary indications of outcome.

Schneider, Anne L., Ph.D., "Evaluation of the Portland Neighborhood-Based Anti-Burglary Program", March 20, 1975, Oregon Research Institute, Eugene, Oregon.