

Hot Spots Policing in Action: Effective Operational Strategies

May 22, 2025

FY 2023 Small and Rural Violent Crime Reduction Program

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OVERVIEW

- Introductions
- What is Hotspot Policing
- Crime Analysis Background
- How to implement a Hotspot Policing strategy
- Questions

Introductions

- **Presenters:**

- Ms. Anna Goedert - JSS,
Senior Data Scientist
- Mr. Mike Green - JSS,
Project Lead

- **Special Guest:**

- Sergeant Mike Burgess-
Oneida Police Department



JSS Guiding Principles

Customer-Focused

Ease of Use

Leverage Technology

Data-Driven



MISSION



VISION



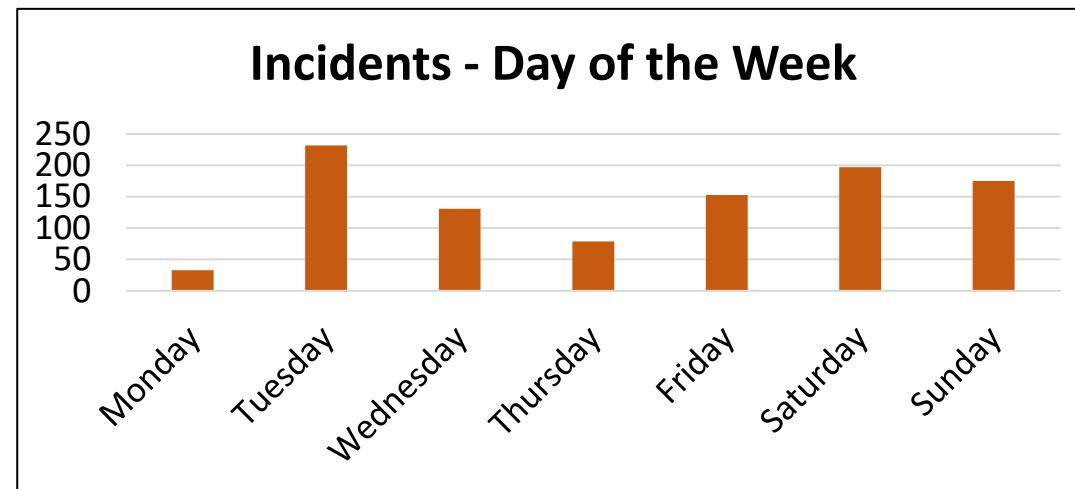
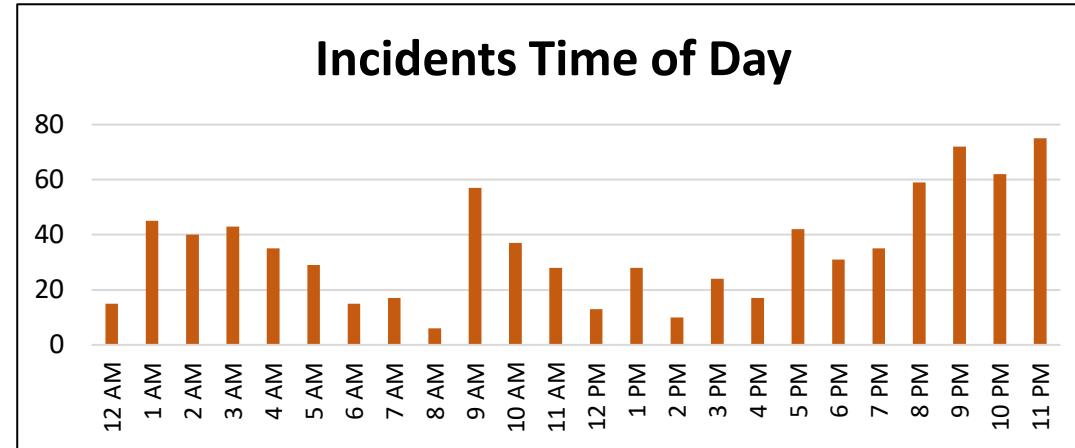
VALUES

What is Hot Spots Policing?

- Hotspot – a small area with high crime concentration
- Usually, a specific address or street segment.
- Goal: reduce overall crime by targeting hotspots individually
- JSS can assist with deeper implementation



Finding Hotspots



1. Identify calls for service and incident data
2. Analyze to find frequented locations and criminal activity
3. Analyze high crime days of the week and times of the day
4. Map areas
5. Provide instructions to officers on times, days and target crime

How to respond?

Directed
Patrol: 2–3
random
visits/shift

Use SARA
and
problem-
solving

15 minutes
per visit



Using SARA

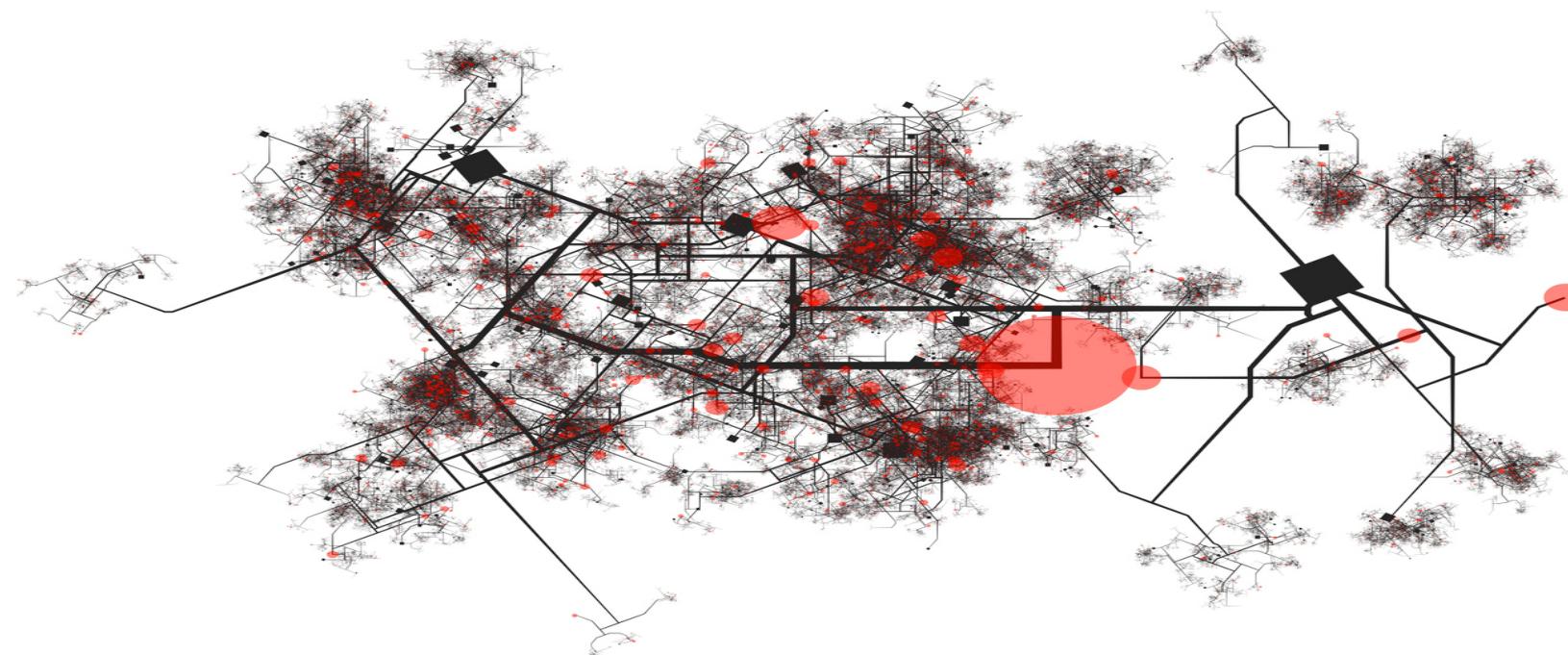
Scan + Analyze

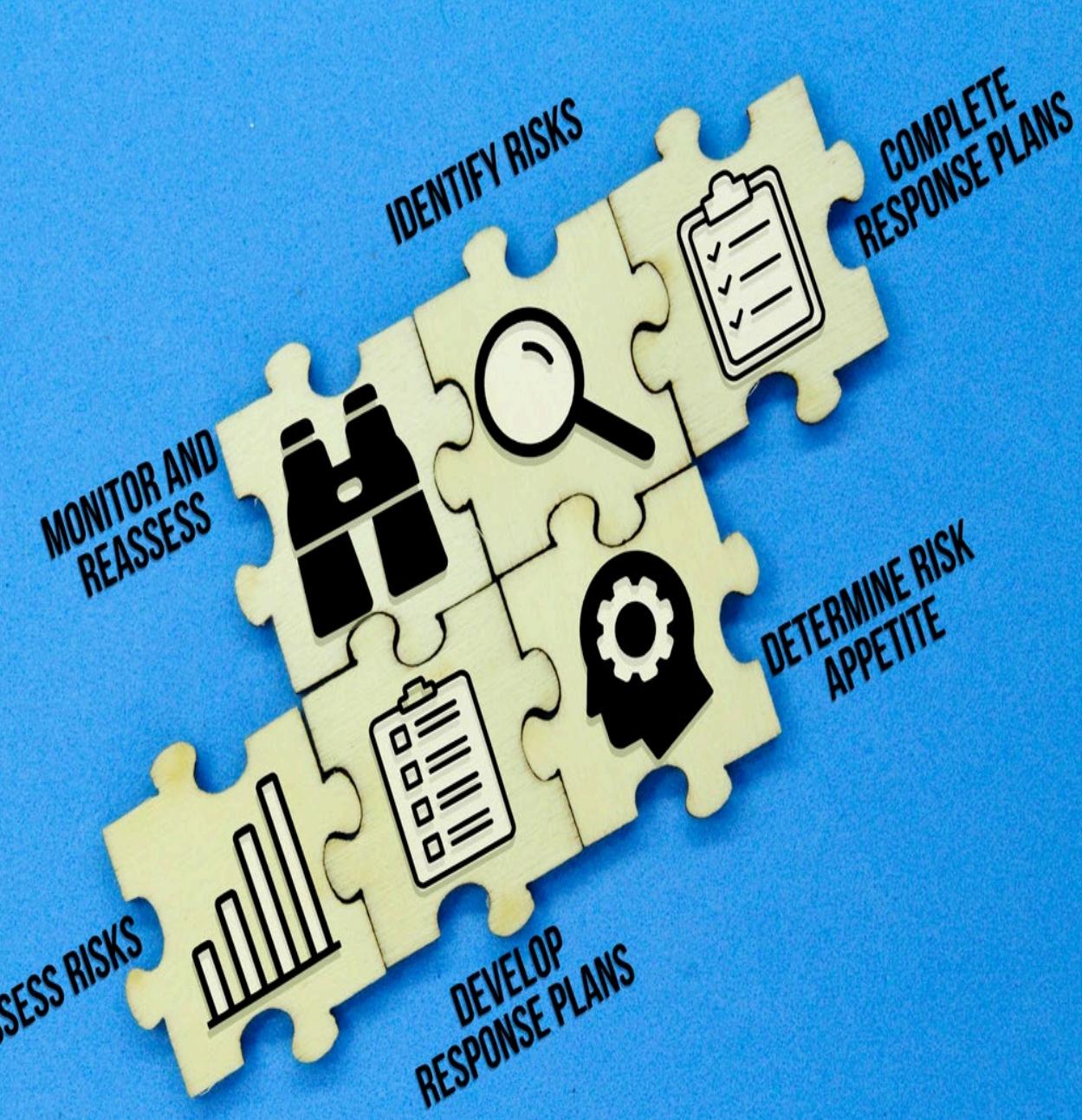


Understand causes



Crime, timing, people



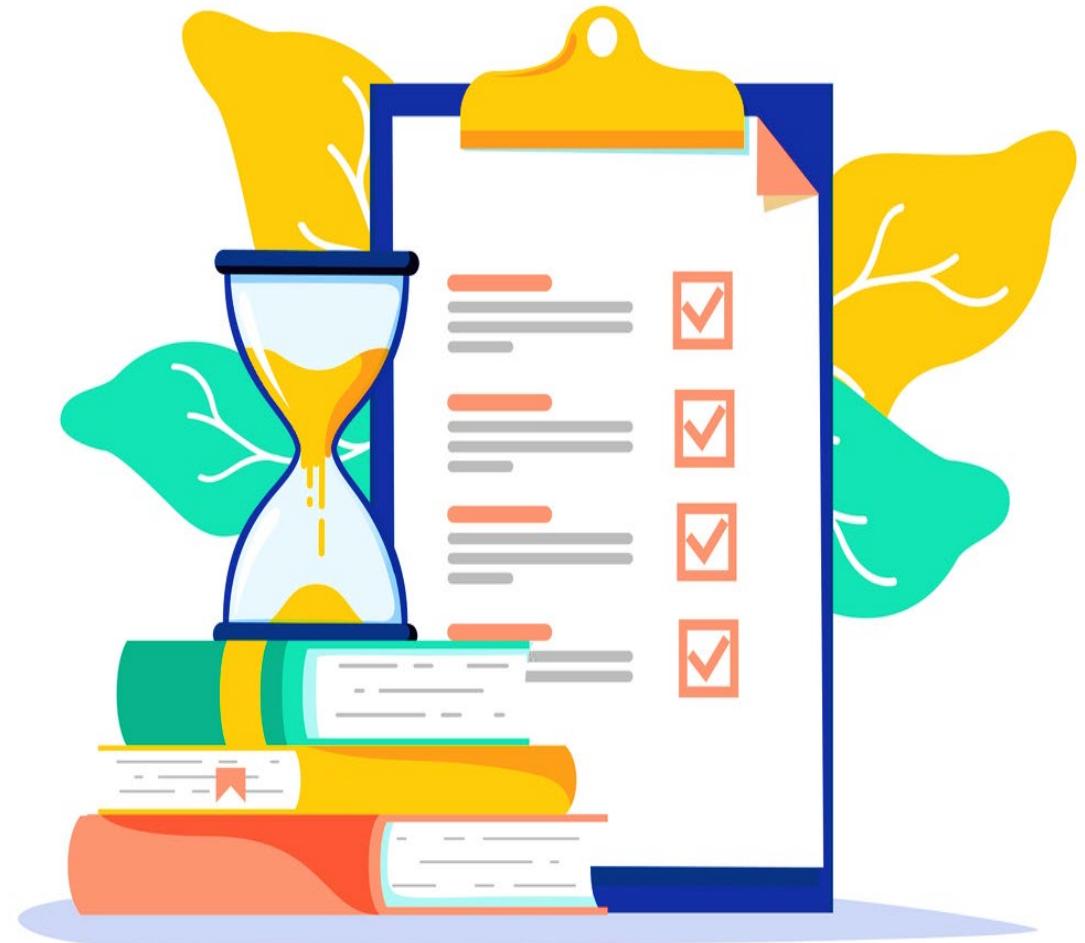


Response

- Evidence-based responses
- Robbery → CPTED (lights, visibility, cameras)
- Shootings → Outreach + deterrence
- Engage the community

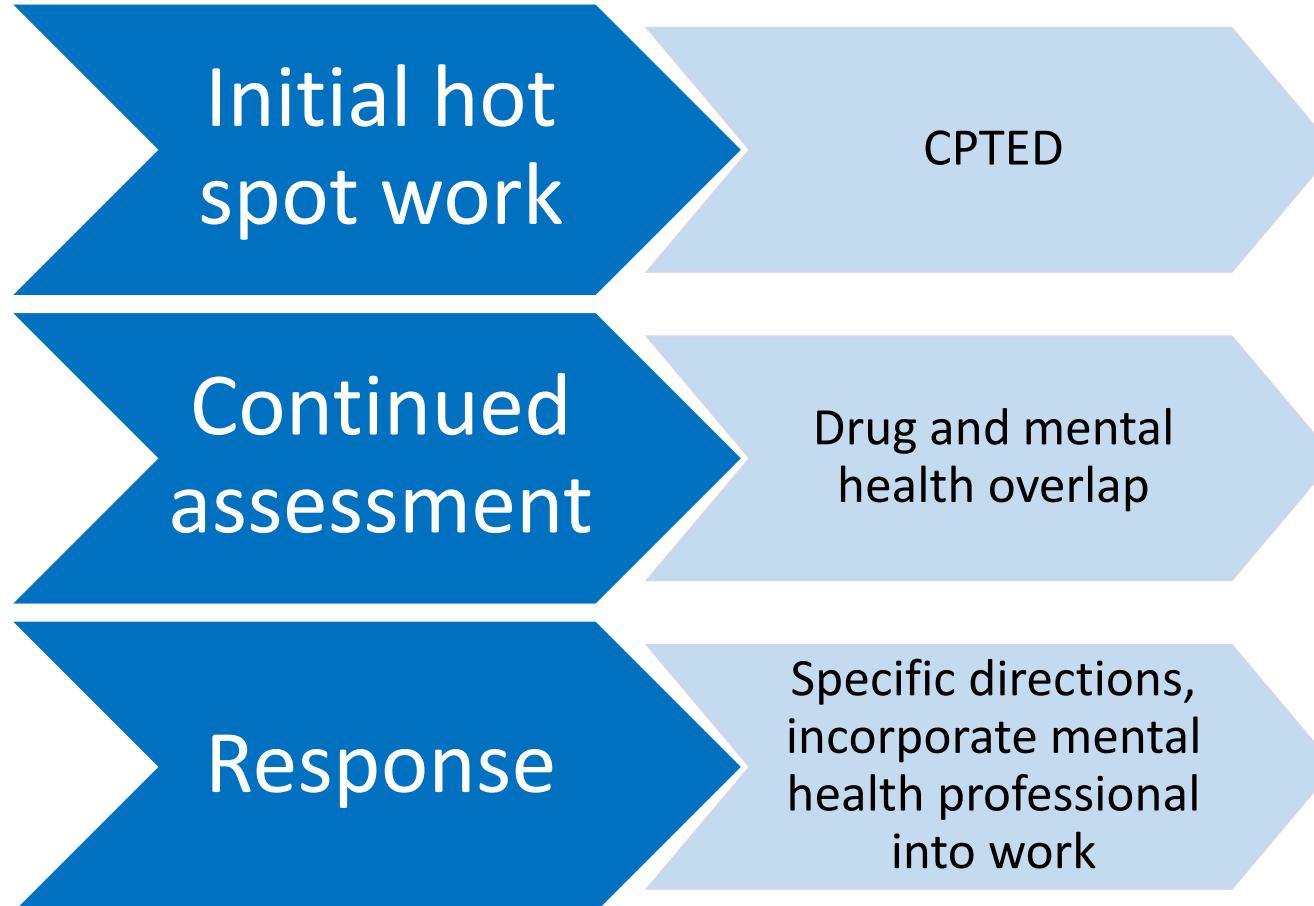
Assessment

- Track patrol activity in hotspots
- Review daily and supervise
- Continually evaluate crime trends and community feedback
- Consider partnering with experts



Spotlight: Oneida Police Department

Hot Spot Strategy w. Sergeant Mike Burgess



Rural Violent Crime Reduction Initiative (RVCRI)																																			
Sign-up by straight seniority for those who completed the required CPTED & PNI training. Uniform and marked car unless otherwise noted. Detail sheet MUST be completed. OT Pay ONLY.																																			
Instructions:																																			
<ul style="list-style-type: none">➢ Be visible, conduct foot patrols, <u>monitor specific areas of concern</u>, including:<ul style="list-style-type: none">• 115 Madison St (mental health)• 120 Madison St (drug activity)• 150 Madison St (mental health, drug use, overdoses)• 160 Madison St (mental health)• 175 Madison St (mental health & criminal activity)• 118 Phelps St (mental health)• ➢ Interact with residents, businesses, customers, etc., ask about the area and their views and concerns. Note any feedback, concerns, issues, <u>suggestion</u>, etc.➢ Note any CPTED issues and how it can be addressed.➢ Take any enforcement action when possible<ul style="list-style-type: none">○ Parking tickets, dis con, open containers, etc.➢ Assist patrols when possible.➢ Note interactions/enforcement on detail activity sheet➢ BE PROACTIVE!																																			
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Building Trust

- Community Engagement
- Build trust, not just presence
- Avoid zero tolerance practices
- Use procedural justice = effectiveness



Leadership

- Lead by example
- Leaders must be actively involved
- Communicate the why
- Set the tone





Q U E S T I O N S & A N S W E R S

!! "Thank You" !!

Contact Information:

- Anna Goedert – agoedert@justicestrategies.com
- Mike Green – mgreen@justicestrategies.com
- Team Email – info@srtvcr.com