

REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO	CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)
--	--

TO: CITY COUNCIL	FROM (ORIGINATING DEPARTMENT): Police Department	DATE: 4/7/2015
---------------------	---	-------------------

SUBJECT: San Diego Police Department Summer Operational Plan

PRIMARY CONTACT (NAME, PHONE): Adam Sharki, 858-552-1712 MS 750	SECONDARY CONTACT (NAME, PHONE): Mark Hanten, 858-552-1710 MS 750
--	--

COMPLETE FOR ACCOUNTING PURPOSES

FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00

FUND					
FUNCTIONAL AREA					
COST CENTER					
GENERAL LEDGER ACCT					
WBS OR INTERNAL ORDER					
CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00

COST SUMMARY (IF APPLICABLE):

ROUTING AND APPROVALS

CONTRIBUTORS/REVIEWERS:	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
Liaison Office	ORIG DEPT.	Ramirez, David	04/24/2015
	CFO		
	DEPUTY CHIEF		
	COO		
	CITY ATTORNEY	Folkman, Paige	05/01/2015
	COUNCIL PRESIDENTS OFFICE		

PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

This is an informational item only.

STAFF RECOMMENDATIONS:
This is an informational item only.

SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)

COUNCIL DISTRICT(S):	
COMMUNITY AREA(S):	
ENVIRONMENTAL IMPACT:	
CITY CLERK	

INSTRUCTIONS:	
---------------	--

COUNCIL ACTION
EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO

DATE: 4/7/2015

ORIGINATING DEPARTMENT: Police Department

SUBJECT: San Diego Police Department Summer Operational Plan

COUNCIL DISTRICT(S):

CONTACT/PHONE NUMBER: Adam Sharki/858-552-1712 MS 750

DESCRIPTIVE SUMMARY OF ITEM:

This is an information-only item. The San Diego Police Department will discuss the Summer Operational Plan for the beach communities.

STAFF RECOMMENDATION:

This is an informational item only.

EXECUTIVE SUMMARY OF ITEM BACKGROUND:

Summer time is the busiest time for police operations in the beach communities. The summer period traditionally begins on Memorial Day weekend (May 21-25) and concludes Labor Day weekend (September 7). In 2014, the crowd count peaked at 4.3 million visitors during the month of July. The three-day July 4th weekend drew over 400,000 people to the beaches and bays.

The residential population of the Northern Beach community is 84,454 over 22.85 square miles and the Western Beach community is 12,761 over 1.18 square miles. The tourist and visitor influx generates a number of public safety calls for service.

The goal of the San Diego Police Department is to promote a peaceful and orderly environment for all persons who come to the beach and bay areas; facilitate the smooth flow of traffic in and around the area; and to rapidly and efficiently solve problems. Police personnel will enforce applicable State laws and City ordinances.

In addition to patrol personnel, Northern Division will staff a seven-officer daytime beach team in patrol cars, bicycles, foot, off-road vehicles, and two officers on a police patrol boat. The primary function of this team is to ensure public safety and address neighborhood quality of life issues. Northern Division also deploys a night beach team of nine officers primarily dedicated to maintaining the safety in and around the business districts of Garnet Avenue and Mission Boulevard. Western Division staffs a four-officer beach team, a two-officer walking team, and a bicycle team in the Ocean Beach community.

SDPD has strong working relationships with City Lifeguards, Fire Department, Park & Recreation, City Attorney's Office, Fire Marshal, U.S. Coast Guard, and Alcoholic Beverage Control. All entities work together to resolve any public safety issues using a multi-disciplinary approach to enhance public safety and improve quality of life.

SDPD employs resources from Special Event Traffic Controllers, the Critical Incident Management Unit, Gang Unit, Vice Unit, Air Support Unit, and Volunteers on an as-needed basis to bolster beach operations during the summer months.

Additional resources will be deployed during holiday weekends. Modes of patrol will include patrol cars, motorcycles, boats, bicycles, all terrain vehicles, and foot.

SDPD conducts outreach in anticipation of the busy summer season. This outreach includes interviews, social media broadcast, and conventional media outreach to local and Los Angeles radio, television and print media. There have been news releases to major colleges in California, Arizona, Oregon, Texas and Nevada in advance of spring break and the major holidays. In these releases are reminders regarding beach rules, traffic issues and laws regarding alcohol consumption.

CITY STRATEGIC PLAN GOAL(S)/OBJECTIVE(S):

Goal #1: Provide high quality public service.

Objective #2: Improve external and internal coordination and communication.

Objective #4: Ensure equipment and technology are in place so that employees can achieve high quality public service.

Goal #2: Work in partnership with all of our communities to achieve safe and liveable neighborhoods.

Objective #1: Protect lives, property, and the environment through timely and effective response in all communities.

Objective #2: Reduce and prevent crime.

FISCAL CONSIDERATIONS: None.

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE): None.

PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee): None.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: None.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: None.

Ramirez, David
Originating Department

Deputy Chief/Chief Operating Officer



San Diego Police Department

2015 Summertime Beach Operational Plans

Background

Vacationers from around the world visit San Diego's beaches and bays. The beaches drew over 10,000,000 people from June 2014 - August 2014.



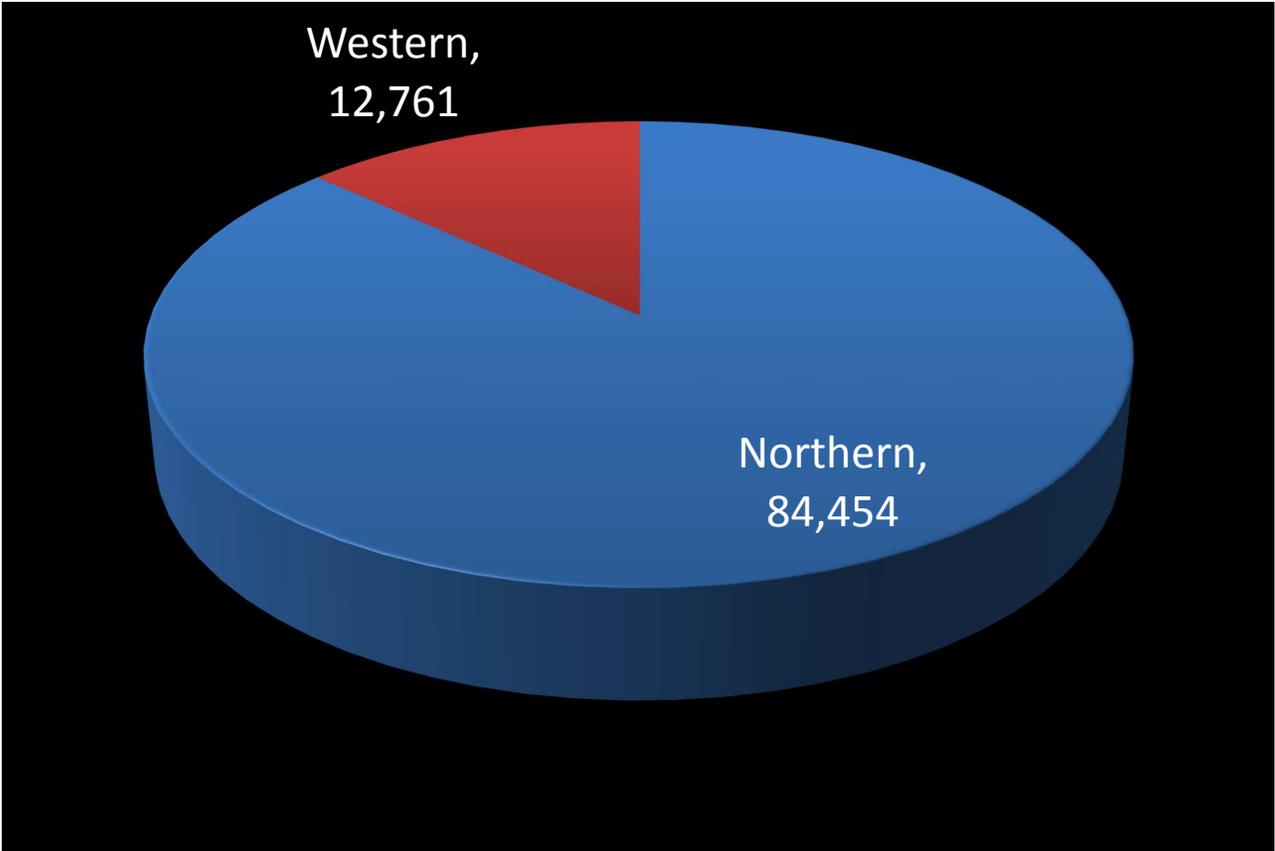
HOLIDAY WEEKENDS 2014

Memorial Day	748,000
July 4 th Holiday	955,000
Labor Day	528,000

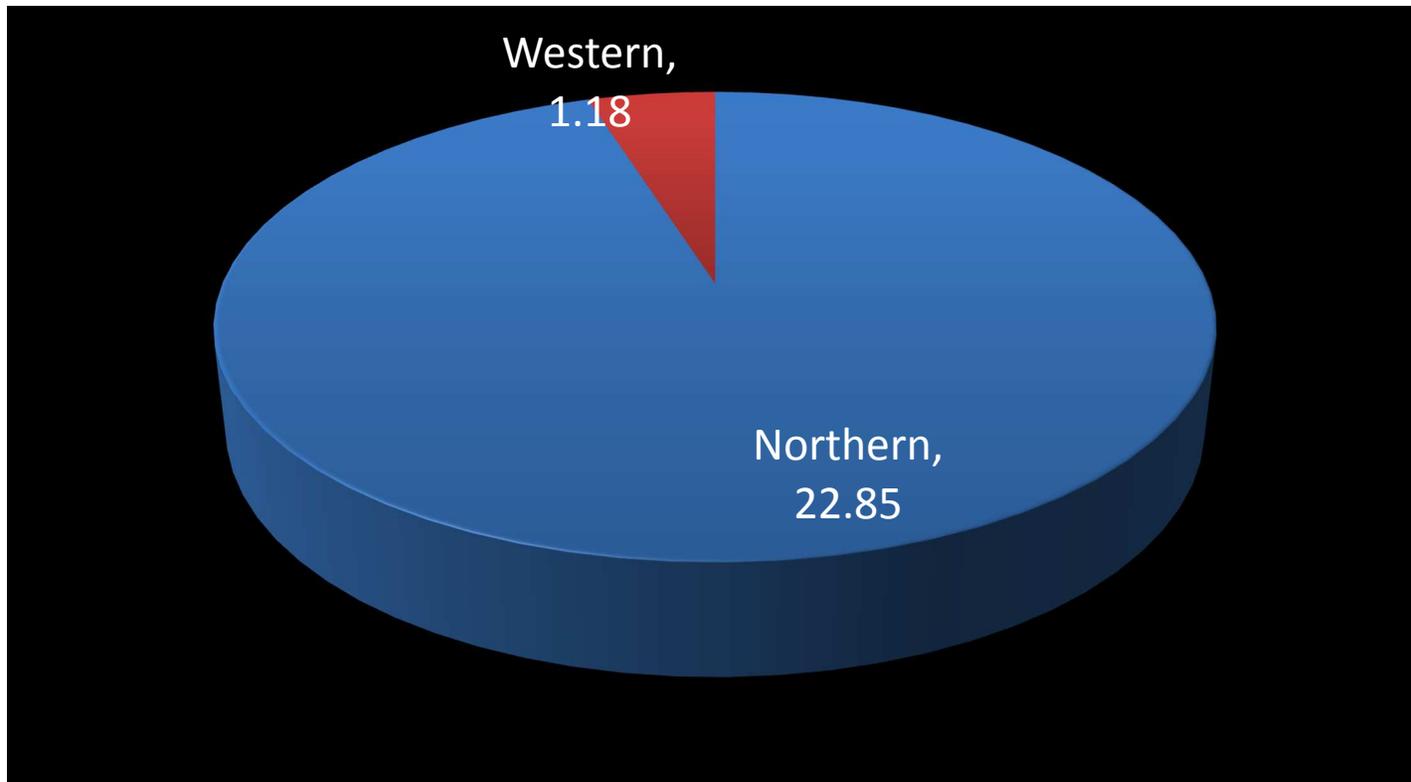
Source: SD Lifeguards



Beach Area Residential Population



Beach Area – Square Mileage

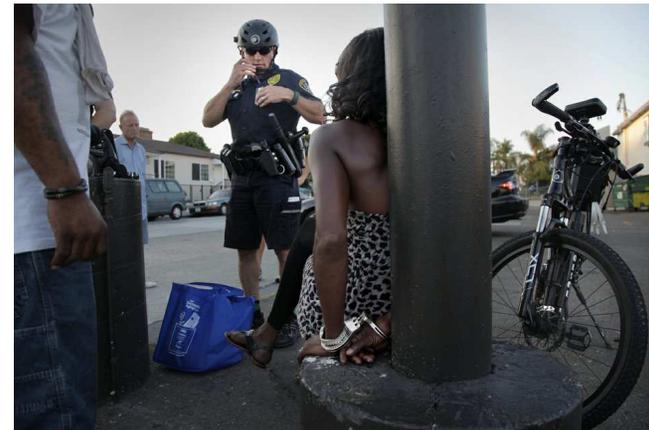


Police Department Goals and Objectives



The goal of the San Diego Police Department is to promote a peaceful and orderly environment for all persons who come to the beaches and bays; to facilitate the smooth flow of traffic; and to solve problems rapid and effectively. Police personnel enforce applicable state laws and city ordinances.

Enforcement is designed to hold the offender accountable and to encourage compliance. Officers will be highly visible and are encouraged to take enforcement action to correct behavior on the first encounter. Officers always have discretion to warn offenders based upon the totality of the circumstances.



Field Staffing Effective May 9th

1 st Watch	0600-1600	14+
Day Beach Team	1000-2000	9
2 nd Watch	1400-0000	16+
Night Beach Team	1800-0400	9
3 rd Watch	2100-0700	13+
Western Beach/Walking Team		7

Memorial and Labor Day Staffing

- Additional officers during the day to manage crowds and provide for public safety.
- Additional officers at night to enhance public safety in the business districts around Garnet Avenue and Mission Boulevard.
- Additional non-sworn personnel to assist with parking, traffic, and quality of life issues.
- Use of a mobile command post to enhance coordination between officers and allied agencies.

July Fourth Weekend

Falls on a Saturday and is largest event of the year for the City of San Diego



Incident Command

Enhanced staffing and coordination using the Incident Command System Thursday through Sunday evening.



Beach Command

- Belmont Park
- Reed Avenue
- Ocean Beach



Mobile Command Purpose

- Provides a centralized location to coordinate operations.
- Deters criminal presence by providing a visible presence.



Assignment by Geography

Over the July 4th Holiday, officers are assigned to different quadrants of the beaches to provide a quicker response time and enhance public safety.

- Fiesta Island
- Ski Beach/Crown Point/Fanuel Park
- Belmont

Beach Operation Resources

- Patrol Cruisers
- Police Utility Vehicles
- Police 4x4s
- Transport Vans



Copyright Copyright Ronan Gray, 2008

ATVs and Bikes

- Rhinos
- Quads
- Patrol Bikes



Police Patrol Vessels



Observation Resources



Terra Hawk Mobile Observation

SDPD Air Support Unit



Specialized SDPD Units

- Critical Incident Management Unit
- Gang Unit
- Vice Investigations
- Traffic – Motors
- Traffic – DUI Grant Details
- Traffic – My BAC Details
- Special Event Traffic Controllers
- Parking Controllers
- Senior Volunteer Patrols
- Cadets



SDPD's Public Safety Partners

- Lifeguards
- SDFD - Fire/Life Safety
- Parks and Recreation
 - Rangers, Staff, Managers
- City Attorneys Office
- Neighborhood Prosecutors
- Fire Marshal
- U.S. Coast Guard
- San Diego Regional Dive Team
- Alcohol Beverage Control



Education and Outreach

- Interviews and Press Releases to San Diego and Los Angeles television and print media.
- News releases to major colleges in advance of Spring Break and major holidays.
- Social Media Blast through Media Relations.
- Includes information on beach rules.

Conclusion

The San Diego Police Department's multidisciplinary and cooperative approach has proven successful in providing a safe and enjoyable environment for everyone who comes to the beach and bay communities.



Questions?

