

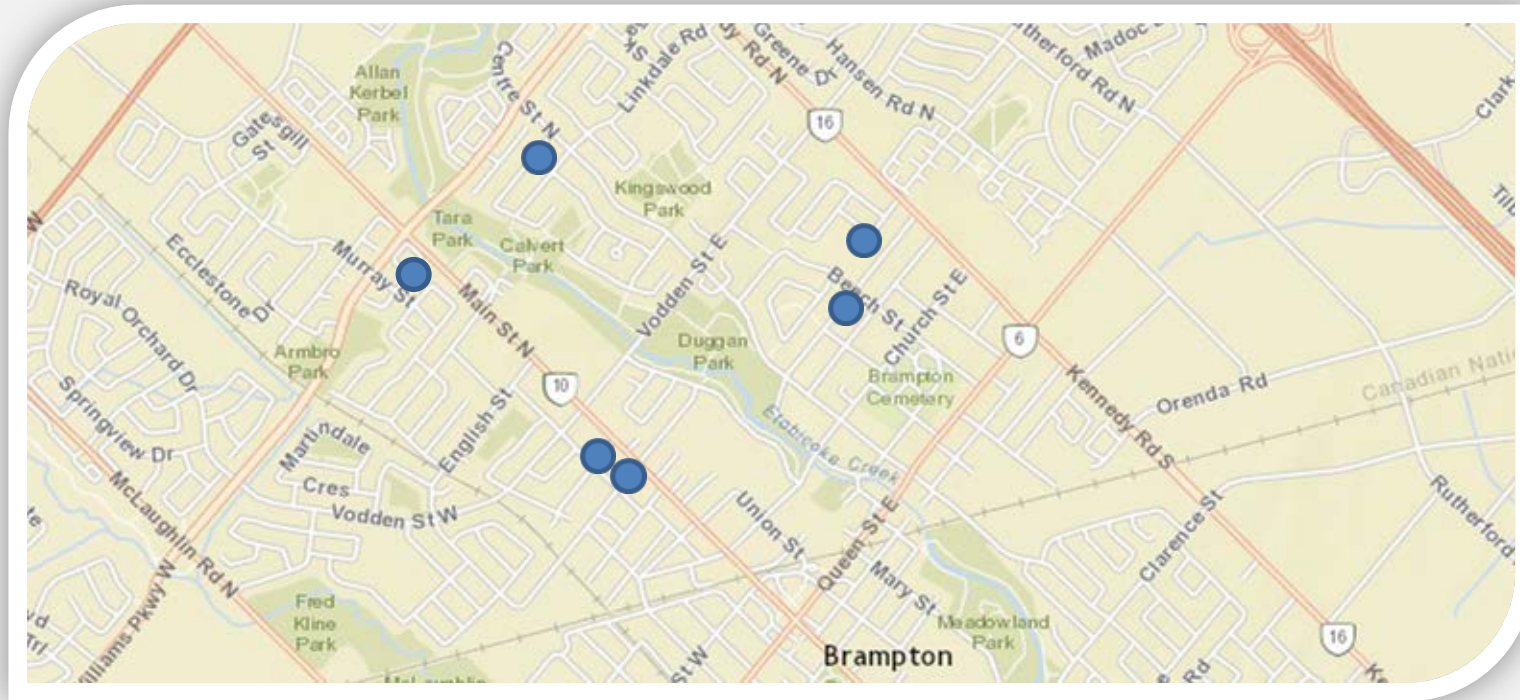
CRIME MAPPING & ANALYTICS

A Safer Community Together



PSB Presentation:
March 24, 2017

Dr. Raphael Djabatey
Mr. Mick Sachdeva



Community Engagement Through Data Visualization

CRIME: Where, When & What



CRIME MAPPING & ANALYTICS

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- In response to growing public interest in, and request for crime statistics.
- The more informed the public are, the more engaged they are in tackling community safety issues, and the more action they will take to support the police.
- Developed with inputs from various stakeholders and community partners:
 - Safe City Mississauga,
 - Brampton Safe City,
 - Neighbourhood Watch,
 - PRP Crime Prevention,
 - Information & Privacy Unit,
 - Corporate Communication.
- The mapping application was designed, developed and deployed using only our internal resources → cost effectiveness, easy customization and control of data.
- Strike balance between victim's privacy and the public's right to know about incidents affecting their communities.
- Similar mapping applications deployed by other law enforcement agencies across Canada.



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Our Roadmap

Mapping Application went live on April 24, 2012.

Mapping Application was presented and approved by PSB in Jan 2012

Mapping Application was developed in 2011

CMG Approved Proposal in 2009





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- This is interactive system for residents to become more aware of crime trends and public safety issues in their neighborhoods.
- The 7 crime types considered for mapping are:
 - Homicide
 - Robbery
 - Muggings
 - Break-and-Enter
 - Auto Theft
 - Theft From Vehicle
 - Mischief.
- Users can display crime incidents for the past week or one month.
- Crime map is updated daily to show new incidents.
- Users can map crime locations by street, neighborhood, municipal ward or postal code.



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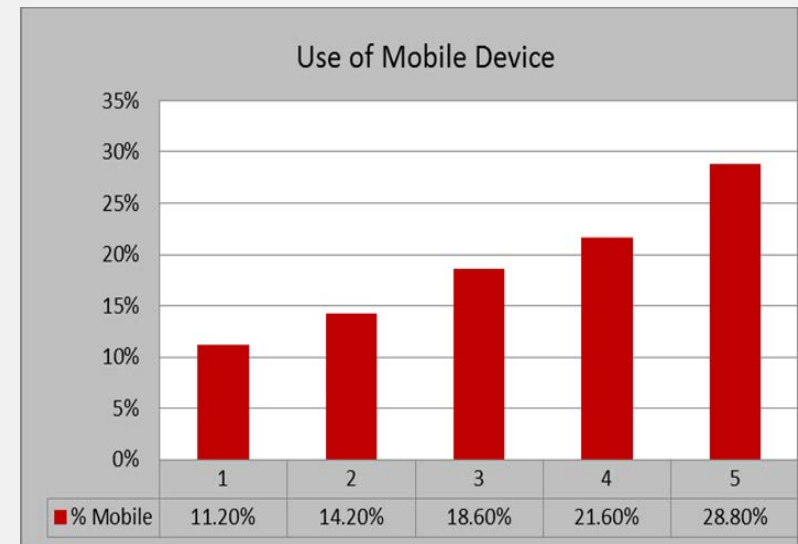
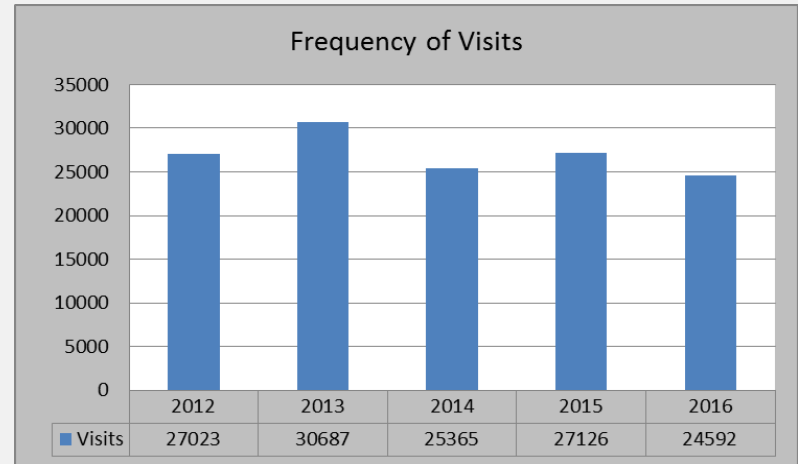
- Query results will show date of incident, block location and type of the incident.
- Users can display satellite view of the incident locations.
- Users can display landmark locations such as police stations, malls, parks and commercial centers.
- Benefits of web publishing of crime maps and statistics:
 - enhance transparency,
 - support community engagement,
 - promote community interest in neighborhood safety,
 - promote public confidence in crime statistics by providing prompt and accurate information
 - reducing time span for the public to gain access to the information
- As the needs change and technology improves, we are hoping to adapt the application appropriately to address public concerns and issues.



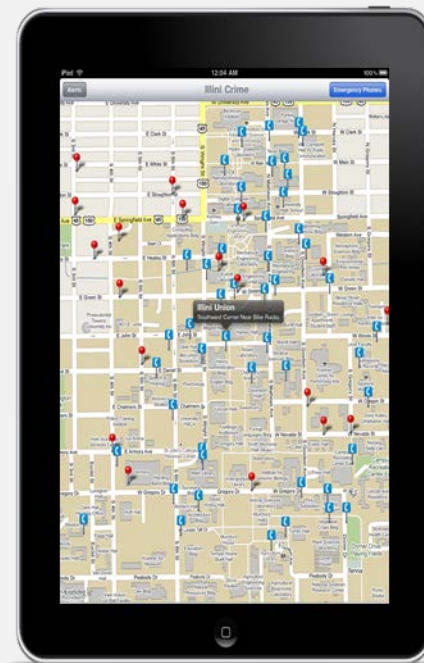
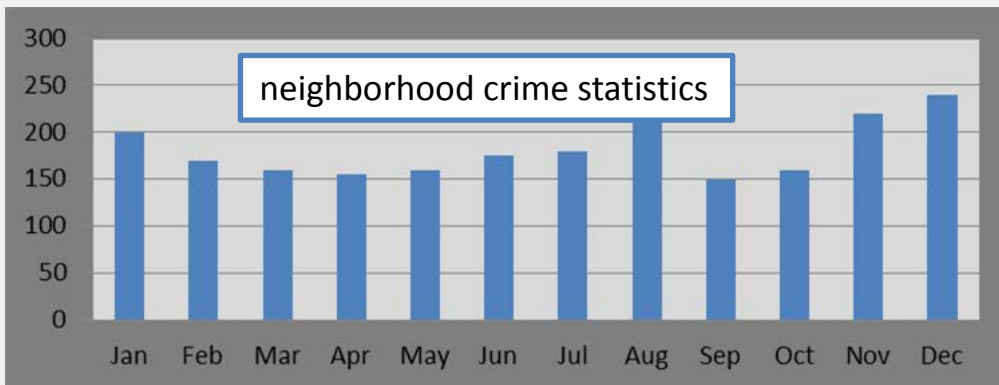
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- On average, there are about 27,000 annual visits to the crime mapping website. An average of about 2,200 active visitors per month.
- About 75% of visitors are being new visitors and 25% are returning visitors.
- About 78% of the users access the mapping application from their desktop computers while 22% did so using their mobile devices.
- The trend is gradually shifting towards the use of mobile device to access the mapping application.



- As a results, we intend to transition to a more robust, advanced mobile, tablet-based, dashboard environment which provides up-to-date snapshots of crime trends





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Peel Regional Police A Safer Community Together

File a Report Online

- About Us
- Services
- Jobs & Opportunities
- News & Events
- Crime Prevention

The World of P.R.P.

click to view video

The World of Peel Regional Police - click to view video

< 1 2 3 4 5 6 7 8 || >

I Want To...

Find us in your community

Click on the map to find the police station in your neighbourhood.

Follow us:

Emergency 9-1-1 | Non-Emergency 905-453-3311

In the Spotlight

Annual Performance Report 2015
View the Annual Performance Report 2015

Strategic Plan 2014-2016
View the Strategic Plan 2014-2016

Vulnerable Person Registry
Submit information for a Vulnerable Person

Quick Links

- Community Events
- Crime Mapping
- File a Report Online
- Know Your Rights - CCLA
- Media Relations
- Organizational Awards
- Peel Police VIDEOS
- Police Reports & Record Checks
- Press Kit/Quick Facts
- Publications
- Road Watch
- Vulnerable Person Registry

News Centre

- Peel Police - School Teacher Arrested for Sexual Offences
- Peel Police - Victim Trying to Buy Car Gets Robbed at Gun Po...
- Peel Police - Police Locate Missing 15 Year Old Female

Sign up for news | News Search





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Browser navigation bar showing address: <http://184.72.238.126/Html5Viewer/?viewer=peelcrimehtml5>

Browser tabs: Peel Regional Police, PeopleSoft session expired

Browser menu: File Edit View Favorites Tools Help

Browser search: Convert Select



PEEL POLICE CRIME MAPPING
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HOME PANEL

Home Panel

Welcome to the Peel Police crime mapping application; a very simple way to pinpoint crimes occurring in our region. This application is an effective way to increase community awareness, feedback and involvement.

DISCLAIMER

The visual presentation of this data is provided for information purposes only and is not official statistics.

Any use of this data is at the user's own risk. No warranty, representation or guarantee is made or implied regarding: content, sequence, accuracy, timeliness or completeness of any data provided herein.

Take note that the Peel Regional Police shall not assume liability to users for any: direct, indirect, special, inconsequential or incidental losses or damages of any kind of character resulting from or arising out of the display or interpretation of the data reported on this site.

Incident data displayed on the map must be considered offset and users should not interpret any visualization as related to a specific person or property.

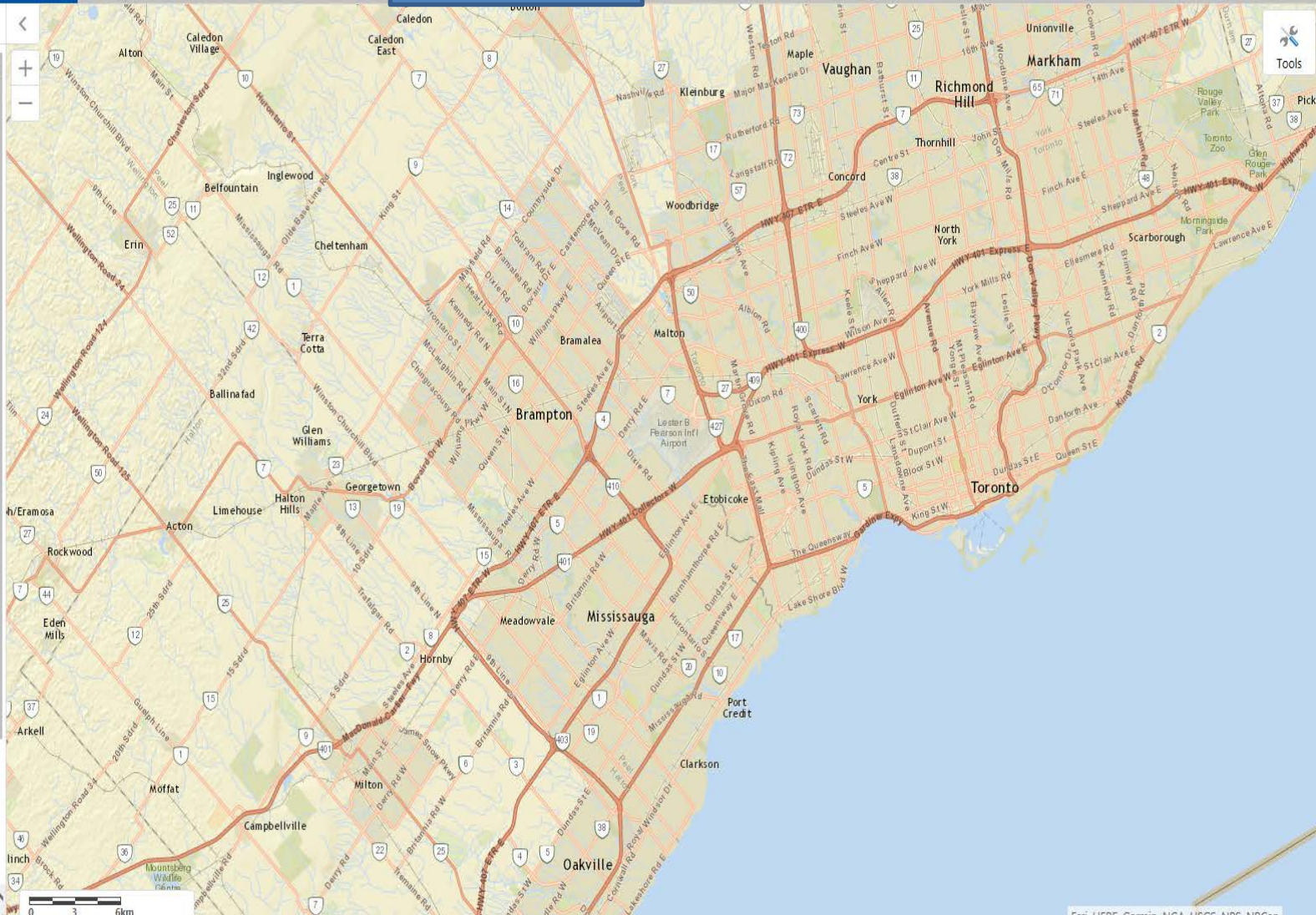
By using this website I acknowledge this disclaimer

CRIME TYPES

- HOMICIDE: Criminal act causing death.
- ROBBERY: Theft with weapons or violence.
- MUGGINGS: Assault on person with intent to rob.
- BREAK & ENTER: Residential and commercial burglaries.
- AUTO THEFT: Theft of autos, trucks and motorcycles.
- THEFT FROM VEHICLE: Property stolen from vehicles.
- MISCHIEF: Damage to property over \$5,000

Help

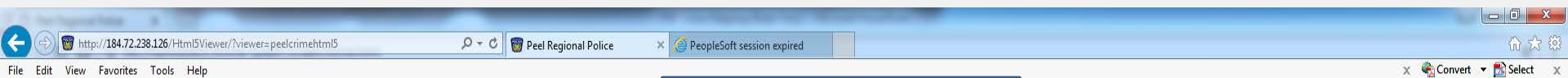
To get a general overview on how the application works, click [here](#)





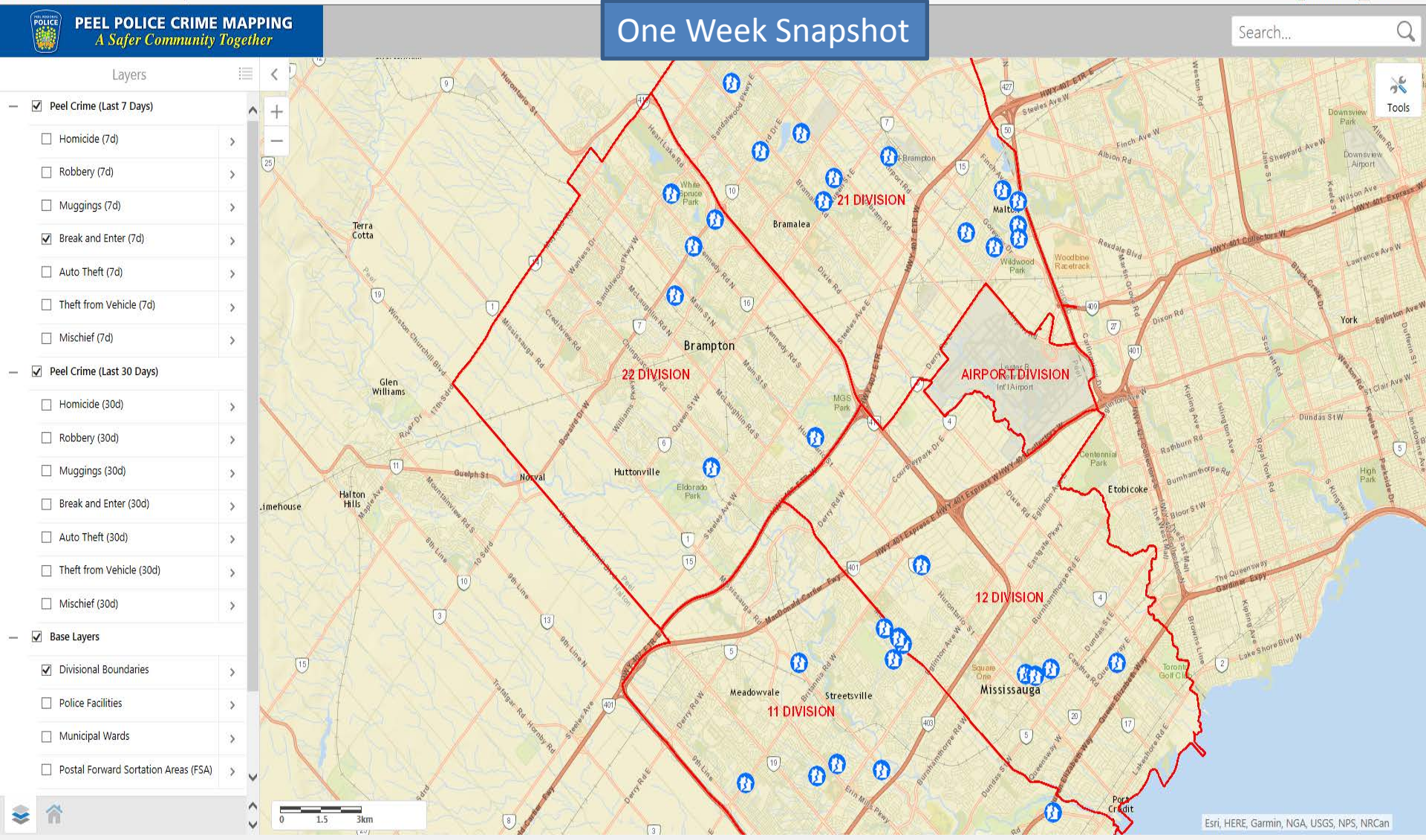
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One Week Snapshot

Search...



PEEL POLICE CRIME MAPPING
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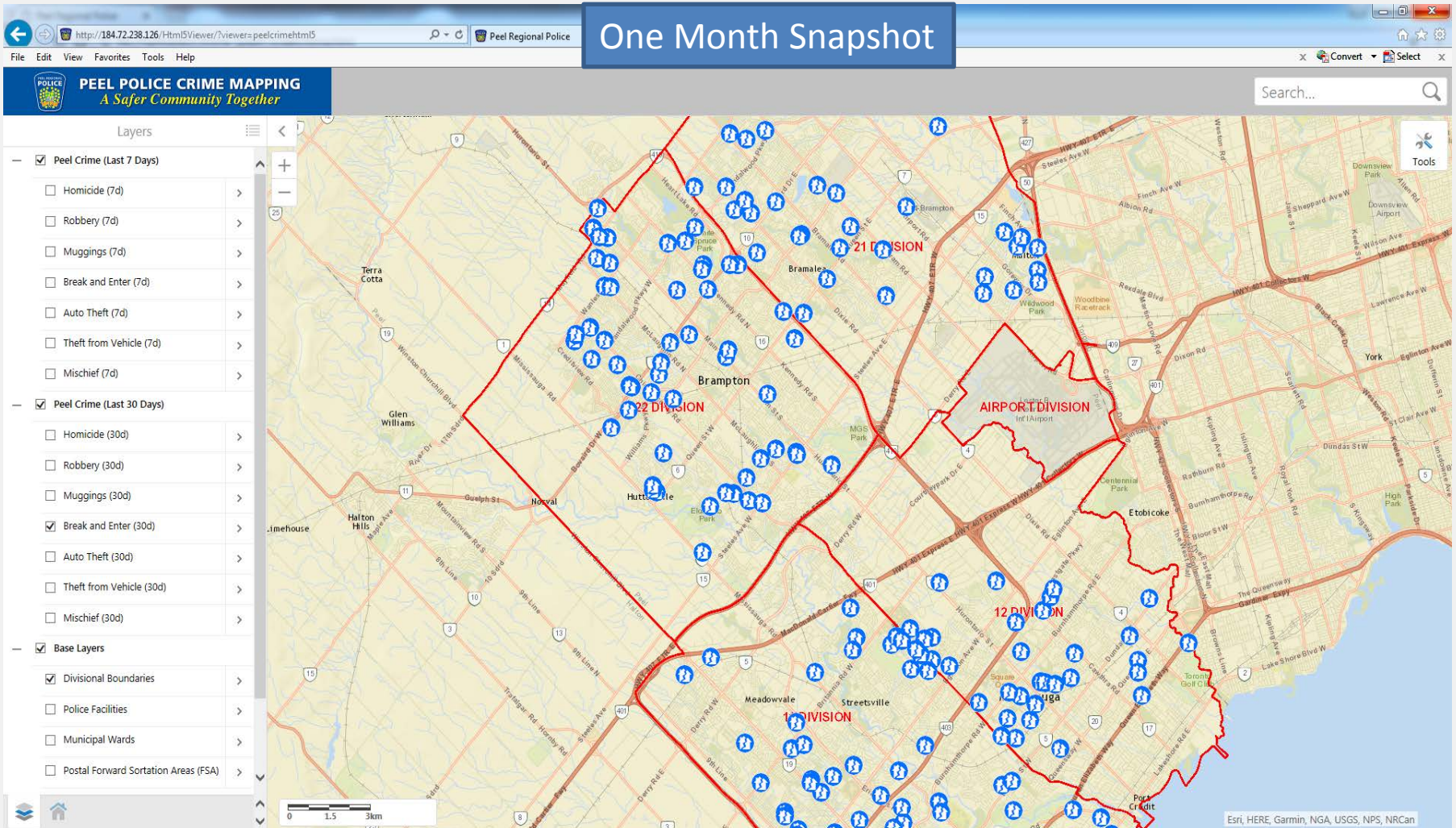
Layers

- Peel Crime (Last 7 Days)
 - Homicide (7d)
 - Robbery (7d)
 - Muggings (7d)
 - Break and Enter (7d)
 - Auto Theft (7d)
 - Theft from Vehicle (7d)
 - Mischief (7d)
- Peel Crime (Last 30 Days)
 - Homicide (30d)
 - Robbery (30d)
 - Muggings (30d)
 - Break and Enter (30d)
 - Auto Theft (30d)
 - Theft from Vehicle (30d)
 - Mischief (30d)
- Base Layers
 - Divisional Boundaries
 - Police Facilities
 - Municipal Wards
 - Postal Forward Sortation Areas (FSA)



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Browser address bar: <http://184.72.238.126/Html5Viewer/?viewers=peelcrimehtml5> | Peel Regional Police

Page Title: One Month Snapshot

Search Filter: february

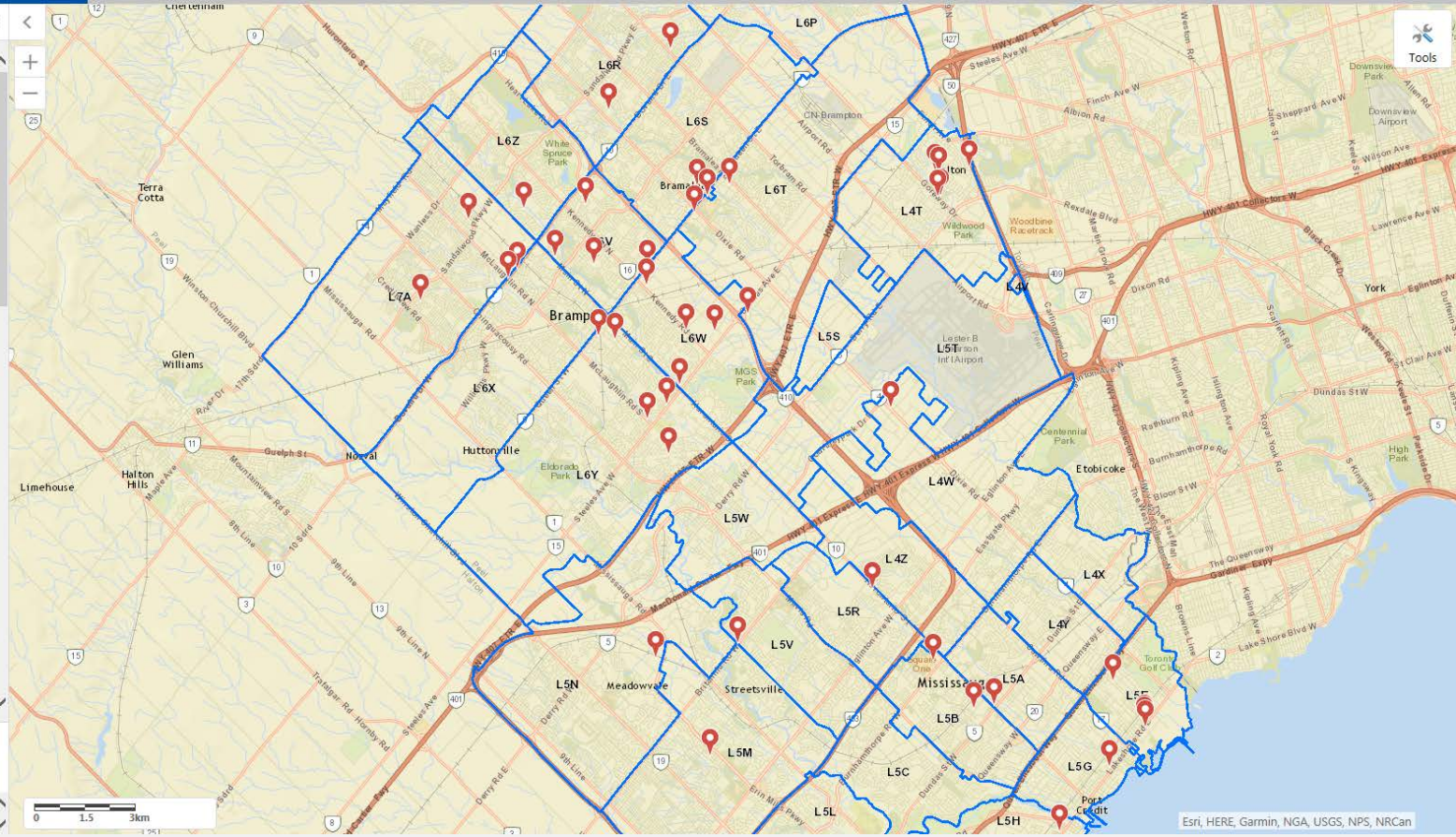
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Search Results: february (832)

- 2/20/2017 5:01:00 PM
- 2/3/2017 1:25:00 PM
- 2/3/2017 2:40:00 PM
- 2/6/2017 4:07:00 PM
- 2/7/2017 6:15:00 AM
- 2/7/2017 1:49:00 PM
- 2/7/2017 6:56:00 PM
- 2/8/2017 11:10:00 AM
- 2/8/2017 4:29:00 PM
- 2/8/2017 4:50:00 PM
- 2/8/2017 6:55:00 PM
- 2/9/2017 8:30:00 AM
- 2/9/2017 3:15:00 PM
- 2/9/2017 11:51:00 PM
- 2/12/2017 8:00:00 PM
- 2/13/2017 11:13:00 AM
- 2/13/2017 2:00:00 PM
- 2/14/2017 11:23:00 PM
- 2/15/2017 8:05:00 AM

Displaying 1 - 50 (Total: 832)

Page 1 of 17





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Street Level Snapshot

http://184.72.238.126/Html5Viewer/?viewers=peelcrimeht5

File Edit View Favorites Tools Help

Convert Select

hurontario

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Search Results: hurontario (9)

- 3/3/2017 8:50:00 PM
Robbery with Other Offensive Weapons
HURONTARIO ST, MISSISSAUGA
- 2/14/2017 2:00:00 PM
Motor vehicle theft - truck
HURONTARIO ST, MISSISSAUGA
- 2/27/2017 11:00:00 AM
Motor vehicle theft - automobile
HURONTARIO ST, BRAMPTON
- 2/21/2017 6:15:00 AM
Theft Under - From Motor Vehicles
HURONTARIO ST, MISSISSAUGA
- 2/23/2017 1:00:00 PM
Theft Under - From Motor Vehicles
HURONTARIO ST, MISSISSAUGA
- 2/5/2017 1:41:00 PM
Mischief Over - Property
HURONTARIO ST, BRAMPTON
- 2/12/2017 2:44:00 PM
Mischief Over - Property
HURONTARIO ST, MISSISSAUGA
- 3/4/2017 5:30:00 AM
Mischief Over - Property
HURONTARIO ST, BRAMPTON
- 3/4/2017 11:30:00 AM
Mischief Over - Property
HURONTARIO ST, BRAMPTON

Displaying 1 - 9 (Total: 9)

Page 1 of 1



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Municipal Ward

http://184.72.238.126/Html5Viewer/?viewer=peelcrimehtmi5

Peel Regional Police | PeopleSoft session expired

File Edit View Favorites Tools Help

PEEL POLICE CRIME MAPPING
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february

2/3/2017 2:40:00 PM

Details

OccDate
2/3/2017
2:40:00 PM

Description
Robbery with
Firearms

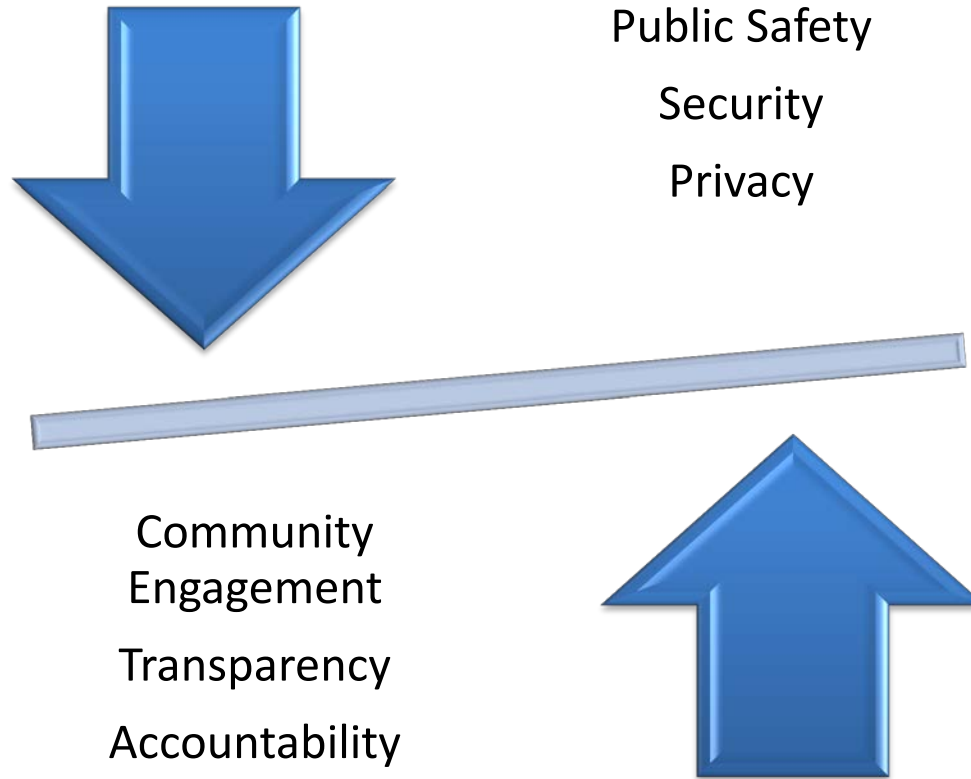
OccMonth
February

Location
PETER
ROBERTSON
BV, BRAMPTON
N



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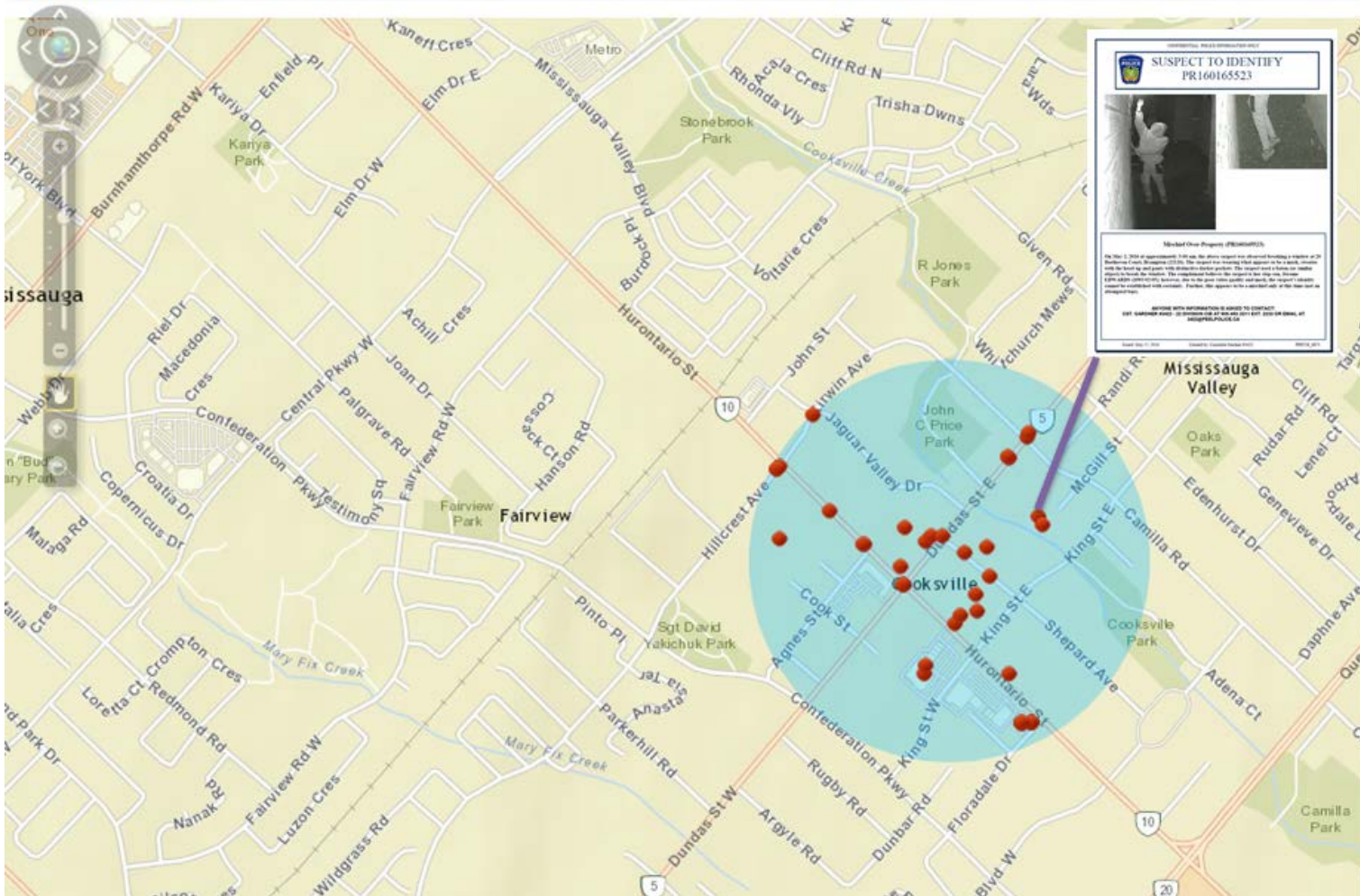
- Internal capabilities to deploy robust analytics
- Using many leading technologies and methodologies
 - Descriptive statistics
 - Inferential Statistics
 - SPSS
 - SQL Server Analytics
 - GeoCortex/ESRI
- Change business processes to facilitate analytics
- Moving from providing information to providing insight
- Delivering the right insight to the right personnel at the right time to supplement and facilitate the decision making process



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Crime Analysis Tactical Dashboard Peel Regional Police

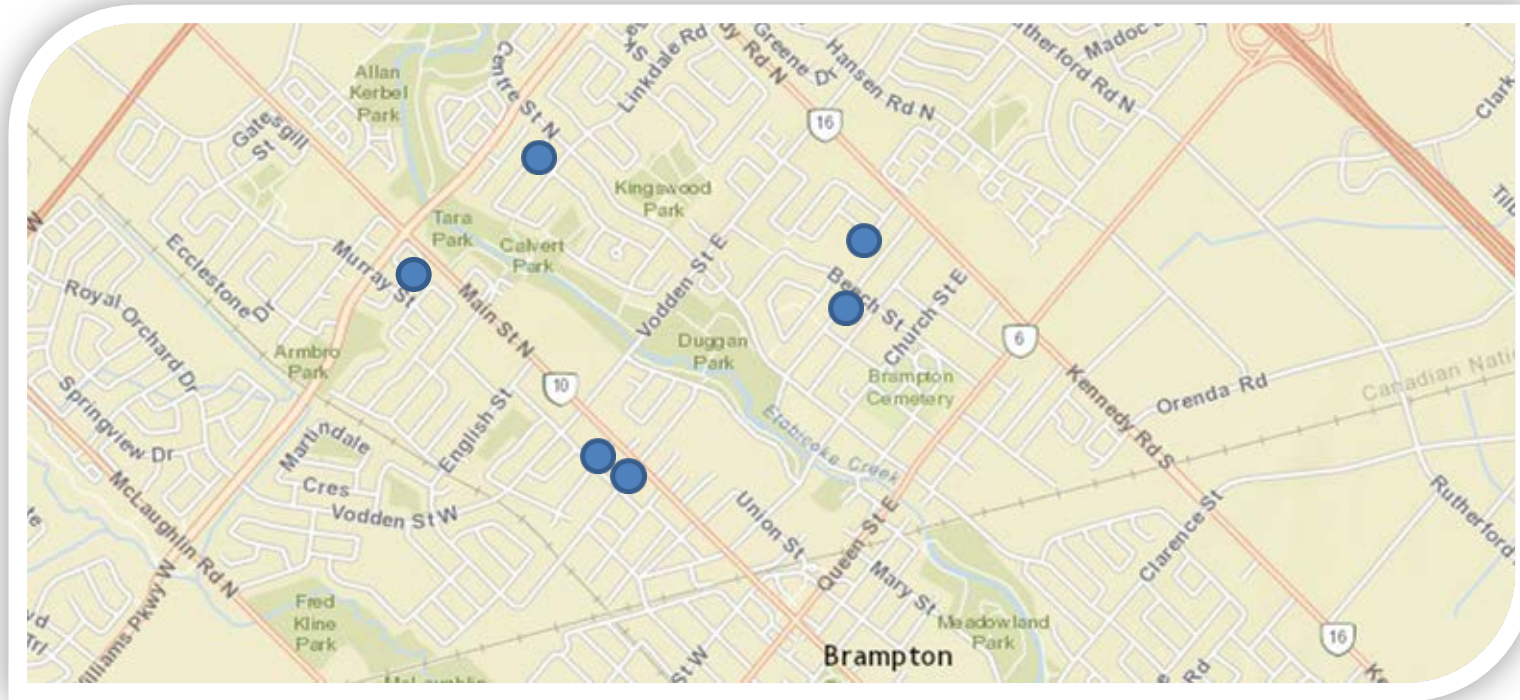


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Thank You



Community Engagement Through Data Visualization

CRIME: Where, When & What