

ROCKLIN PD NEWS



Rocklin Police Department

Message from the Chief by Mark Siemens

Baseball, mowed lawns, barbecues and taxes typically symbolize this time of year and we've had some great weather for each. Except maybe for the taxes. This year we have some additional things to celebrate along with the sunny spring-time days. April 12-18 is the official recognition of National Telecommunications week, as well as National Animal Control Officers week. This is a great time to let our Dispatchers and ACO's know how much we appreciate them for all of their hard work and dedication. They provide essential services to our community with pride and enthusiasm and I am proud of our members in these units.

We also have cause to celebrate the recent promotion of Lieutenant Terry Roide, who was promoted on March 30th, having served 18 years in law enforcement, the last 4 ½ at the rank of sergeant. Lieutenant Roide earned a Bachelors Degree from Cal-State Long Beach and is a recent graduate of the Sherman Block Leadership Institute. Each of the candidates competing in the lieutenant promotional process worked hard to prepare and did a good job representing themselves. As a Chief it's always a great thing to have talented individuals to choose from in any promotional process. Lieutenant Roide has already assumed his duties in the Operations Division

assigned to Patrol and is eager to get started in his new role. We wish him the best of luck in his new endeavor and hope that he'll still find time to play some baseball, mow his lawn and barbecue once in awhile!



*"It is the Mission of the
Rocklin Police Department
to Serve, Protect
and Promote a
Safe Community."*



Captain's Corner by Dan Ruden and Ron Lawrence

Where have all the heroes gone? We hear about our American heroes from time to time in the news, people unwittingly placed in situations who made heroic decisions to unselfishly save the lives of others. Among many others, Captain Chesley Sullenberger comes to mind, the pilot who in January of 2008 [safely landed](#) a 155-passenger U.S. Air jet in the Hudson River after its engines reportedly failed, saving the lives of all on board. Captain Richard Phillips and his crew of the Maersk Alabama also made recent headlines when they courageously risked their lives by fighting Somali pirates off the coast of Kenya, one crew member successfully stabbing a Somali pirate with an ice pick and Captain Phillips selflessly giving himself over to the pirates so that his crew would be left unharmed, later to be rescued by U.S. Navy Seals. Of course, we will never forget the brave souls of United Airlines Flight 93 who

gave their lives to thwart an attack on our Nation's Capital by commandeering the hijacked plane from terrorists, and the hundreds of men and women who sacrificed their lives in New York and at the Pentagon that tragic day to rescue other Americans.

We have many local heroes too who place themselves in imminent danger and sacrifice their own safety to save the lives of others. Our City's police officers, fire fighters, animal control officers (A.C.O.'s), community service officers and everyone else working the streets approach each call for service and each on-view with intensity and caution to deal with the situation and bring peace and order to sometimes chaotic circumstances. We have occasion each year to celebrate and honor our local heroes with the respect and recognition they deserve for their brave acts of heroism at our annual awards

banquet and the Placer County Law Enforcement Agency awards banquet.

Yet there are so many other events that occur every day involving our local heroes which don't make the headlines, that don't get any attention, that don't reverberate throughout the halls of the police building. But they are heroes just the same. I'm not referring to any single act of bravery or valor, but rather those "unsung heroes" who deal with stressful situations and bring calm to extreme events. The A.C.O. who reunites a family with their long-lost pet, or the Public Safety Dispatcher (P.S.D.) who dealt with an angry citizen yelling and screaming at them over the telephone because their car just got towed away. The P.S.D. who calmly and compassionately talked with a resident about their deceased family member who just passed away or the Records Clerk who greets every citizen at the front

counter with genuine concern and a smile, even when they are there to pay their red-light camera citation, frustrated and angry. As if dealing with stressful circumstances day in and day out for 10 or 12 hours a day wasn't enough to be deserving of recognition, I mean after all this is the calling we each signed up for right? This week we have an opportunity to stop for a moment and thank some of our unsung-heroes for the tremendous work they do everyday. This week we celebrate both National Telecommunications Week, as well as National Animal Control Officers Week from April 12th - 18th. The P.S.D.'s and A.C.O.'s at Rocklin PD do an outstanding job all year long and this is an opportunity to let them know how much you appreciate them. Please take a moment from your day to say *"Thanks, for all that you do, and thanks for being our unsung-heroes."*

Dispatcher of the Year 2008 by Anisha Harper

Please join me in congratulating Pam Henley for winning the 2008 Dispatcher of the Year Award for Rocklin Police & Fire. Pam Henley started her law enforcement career in 1986 and started with the Rocklin Police Department in October 2005. She came to us with nine years dispatch experience from Morgan Hill Police Department and Nevada County Sheriff. Pam has had many achievements during her three years at Rocklin PD. In addition to receiving the Dispatcher of the Year this year she also received it in 2006. In November of 2008 Pam

received a life saving award from the Sudden Cardiac Arrest Organization for her role in helping save a heart attack victim. Pam was also recently appointed as a Communications Training Officer and has brought her previous experience as a CTO to our training program.

In the dispatch center Pam is known for her amazing California geography skills. Just give her the name of one of those little known cities on a "28" and Pam will tell you where it is. When

Pam is not working diligently at the console she can be seen riding on the back of her husband Pat's Harley.

Pam was recognized, along with many of her peers from our sister agencies, at the regional Dispatcher of the Year banquet in Elk Grove, California on Saturday, April 11th. The banquet was hosted by the Organization for Public Safety Telecommunicators in conjunction with National Telecommunicator's week.

Congratulations Pam!



Rocklin PD recognizes 9-1-1 Awareness Month by Jennifer Collins

Rocklin Police & Fire began a month-long campaign in April to help Americans of all ages recognize the importance of 9-1-1 and the role they play in ensuring effective and efficient emergency response in times of crisis. Groups including the United States Congress and the National Emergency Number Association (NENA), a leading public safety association, have also recognized April as National 9-1-1 Education Month, and are encouraging the media, the 9-1-1 community, the wireless industry, and public information providers to engage in 9-1-1 awareness and education activities this month.

"For forty years, 9-1-1 has served as the vital link between the American public and emergency services," said NENA CEO, Brian Fontes. "Public education and awareness initiatives throughout the years have contributed

in large measure to the incredible and ongoing success of the emergency communications system as a whole. It is our hope that all groups interested in promoting and enhancing the safety and welfare of the public will help deliver critical 9-1-1 messages this month."

As consumers utilize new communications technologies and devices, 9-1-1 education takes on an increased importance for everyone, but especially for children, teens, and parents. It is imperative citizens, businesses, schools, etc have a firm knowledge and understanding of the 9-1-1 system and education of the 9-1-1 system, especially in the face of rapidly changing technologies.

We in the 9-1-1 profession ask you to join us this month in recognizing the outstanding work and accomplishments of our public

safety dispatchers. National Telecommunicator's week is celebrated April 12th-18th. During this week we celebrate the hard work and professionalism communications personnel display on a daily basis. They are the silent heroes that are the first line of communication during an individual's time of emergency.

NENA has also made a number of public safety educational resources for the media, 9-1-1 professionals, public educators, and citizens available via its National 9-1-1 Education Month webpage, www.nena.org/education/911-education-month, including an E-Brochure entitled *Making 9-1-1 Work for YOU!*. The brochure is designed to provide essential information to the general public, children, teens, and parents about the 9-1-1 system and emergency response.

St. Baldrick's Fundraiser by Adrian Passadore



On March 14, 2009 members of the Rocklin Police and Fire Department stood in line to have their heads shaved to raise money for kids with cancer. The event was at the Roseville Galleria and it was the annual St. Baldrick's Foundation drive to raise money to help the fight against childhood cancer. This was my second year to participate in this great event and I was happy to see people from our area turn out to support all those who shave their heads.

The Rocklin Fire Department has been involved with St. Baldrick's for a number of years and last year they

invited us to join their team. It has been great working with Rocklin Fire and I hope it is a tradition that we can build on. This year our team has risen a little less than \$5,000 dollars, with a goal of \$10,000. Even though the event is over, people can still go to St. Baldrick's web page and donate money. The event at the Roseville Galleria has risen over \$133,000 dollars and it just reaffirms my belief that I live in a good and giving community.

I want to thank all the team members who gave their time

and their hair to support this event. This is just another small way that we can give back to the community that has been so good to us. Please check out the St. Baldrick's site and donate if you can and let's win the fight against childhood cancer together.



Detective Alford Knows His Beans! By Captain Ron Lawrence

He doesn't slide across the hood of his unmarked red & white, two-door Ford Torino like Starsky and Hutch, and he doesn't have mechanical limbs and secret go-go gadgets like Inspector Gadget. He doesn't have a catch phrase such as "...ah...just one more thing..." like Colombo, or a hidden telephone secreted in the bottom of his shoe as Maxwell Smart on "Get Smart." But Detective Brad Alford has what none of these famous inspectors had... an award winning smile and a giant jar of assorted jellybeans. While these fictional super-sleuths may have portrayed a similar work-ethic and professional drive to catch their crook, Detective Alford not only catches his bad-guys, but manages to leave them smiling almost as much as himself, even after he throws them behind bars. He makes

characters like Magnum P.I. wonder how he does it. Well, if you ask Alford he'd most likely reply by humbly quoting something such as, "It's simple. Just pick a career doing something you love, and you'll be happy every day you come to work." This mantra clearly shows with Detective Alford, who was recognized by the Placer County Child Abuse Prevention Council at their annual awards luncheon on March 27th, in Sun City Lincoln Hills. Detective Alford was recognized for his efforts on the Multi-Disciplinary Interview Center (MDIC) during the past 5 years, and his passion for investigating child abuse allegations. His nomination by the Child Abuse Prevention Council described him as "possessing the intrinsic ability to motivate team members and build peer relationships." I couldn't have said it better myself, and I'd add that the same rings true in his

role in our Investigations Unit where he has recently emerged as the unit's "Public Announcer," tasked with the duty of using his deep voice to hail throughout the department hallways over the P.A. System mimicking Don Pardo.

During the Child Abuse Prevention luncheon, Detective Alford was presented with a certificate of appreciation by Congressman Tom McClintock on behalf of Governor Arnold Schwarzenegger, but more importantly, a large jar of assorted jellybeans which I'm told he promptly began eating during the car ride home to Rocklin. Congratulations Detective Brad Alford on a job well done with a million-dollar smile!

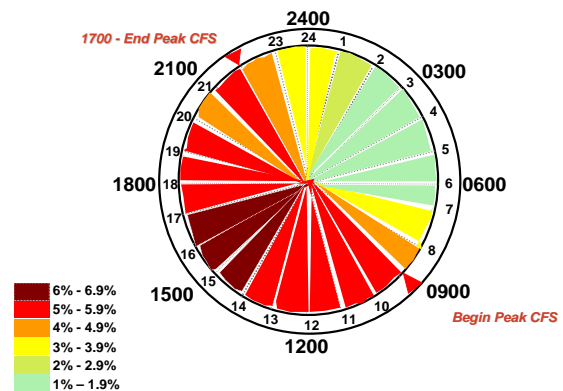


Crime, Performance and Workload By Aaron Robertson

| Last 12 Months vs Previous 12 Months | | |
|--------------------------------------|------|------|
| Crime | PTM | LTM |
| Overall Crime Rate | 22.7 | 24.1 |
| Violent Crime | 89 | 85 |
| Murder | 1 | 0 |
| Rape | 12 | 8 |
| Robbery | 21 | 26 |
| Aggravated Assault | 55 | 51 |
| Property Crime | 1089 | 1213 |
| Burglary | 199 | 286 |
| Auto Theft | 79 | 85 |
| Larceny | 799 | 833 |
| Arson | 12 | 9 |

- As bad economic news persists, some crimes are increasing
- Robberies increased 24% over the last 12 months
- Burglaries increased 44% over the last 12 months
- Yet, violent crime is down 4% during this same period

Percentage of Calls For Service By Hour



- Our peak time for CFS is between 0900 and 2200 with a spike between 1400 and 1700

| Last 12 Months vs Previous 12 Months | | | |
|--------------------------------------|--------|--------|----------|
| Patrol Activity | PTM | LTM | % Change |
| Traffic Stops | 10,435 | 10,480 | 0% ▲ |
| Alarm Calls | 2,676 | 2,342 | -12% ▼ |
| Vehicle/Pedestrian Checks | 2,146 | 2,032 | -5% ▼ |
| Reports Taken | 4,993 | 4,988 | 0% |
| Misdemeanor Arrests | 1,081 | 1,077 | 0% |
| Felony Arrests | 481 | 505 | 5% ▲ |
| Citations Issued | 4,927 | 5,876 | 19% ▲ |
| Field Interview Cards | 483 | 797 | 65% ▲ |
| Number of Vehicles Towed | 580 | 436 | -25% ▼ |
| Red Light Camera (Sunset/Park) Total | 779 | 871 | 12% ▲ |
| Citations Issued | 688 | 576 | -16% ▼ |
| Red Light Camera (Rocklin/I80) Total | | 3,030 | |
| Citations Issued | | 2,291 | |
| Traffic Collisions | 599 | 610 | 2% ▲ |
| Animal Calls | 2,134 | 2,828 | 33% |

- Alarm calls continue to decrease, dropping 12% in the past year
- Animal calls increased 33% in the last 12 months

| Last 12 Months vs Previous 12 Months | | | |
|--------------------------------------|---------|---------|----------|
| Dispatch Activity | PTM | LTM | % Change |
| Total Phone Calls Processed | 116,417 | 114,384 | -2% ▼ |
| 911 Emergency Calls | 9,702 | 10,907 | 12% ▲ |
| Inbound Admin Phone Calls | 86,492 | 86,294 | 0% |
| Abandoned 911 Calls | 1,340 | 1,340 | 0% |
| E911 Cellular Incidents | 3,036 | 3,793 | 25% ▲ |
| Total Incidents | 47,195 | 49,489 | 5% ▲ |
| Police Calls for Service | 24,716 | 26,093 | 6% ▲ |
| Officer Initiated Incidents | 18,808 | 19,363 | 3% ▲ |
| Fire Incidents | 3,630 | 3,721 | 3% ▲ |

- Dispatchers processed 114,384 telephone calls over the past 12 months representing a 2% decrease from the previous 12 month period
- Officer initiated activity increased 3% in the past year with 19,363 incidents