

Rocklin Police Department

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ROCKLIN PD NEWS

Chief Chatter by Ron Lawrence

"Strategic planning" sounds like something the military does when planning for battle, but businesses and organizations in the private sector as well as many government entities often have a strategic plan. I recall many years ago as a young police officer, my eyes glazing over and my mind going numb when I'd hear our police chief talk about "strategic plans." I remember not concerning myself about administrative minutia; I just wanted to catch bad guys and help people. But now that I am the Chief, I believe that old chief was pretty smart, and I understand the importance of a strategic plan for police.

Designed to define what the company does, identify customers, understand weaknesses, recognize what it excels at and determine where the company

should be in future years, strategic plans are a great tool for creating a clear and common map. Strategic plans can be short-term or long-term, but all have a few things in common; they put a stake in the ground for the direction of the company, and identify achievable & measurable goals to get there.

Usually, strategic plans are to determine where an organization is going over a one-year period, or more typically, over the next 3 - 5 years. While not all police departments use strategic planning, I believe those that do are "forward-thinking," rather than reactionary. Identifying measurable goals towards success keeps us focused on best serving the Rocklin community by achieving our Mission and Vision. As your Chief, I believe a good police department should implement a realistic strategic plan with

measurable goals over a one-year period of time. I have found that shorter strategic plans (1-3 years) seem to work best for law enforcement because our business is constantly changing. Being able to update our strategic plan rapidly helps to tailor our goals to the changing needs of the community.

I am implementing our newest Strategic Plan update very soon, which extends 18-months through the end of calendar year 2013. By gleaning information from police staff at our biannual "Rockstat/Fish-Tank" meetings, community members during "Chat with the Chief" events and from our triennial "Neighborhood Survey," I believe this Strategic Plan has lofty goals designed to make Rocklin safer and increase the

quality of life. Below is a sneak-peak at our four Strategic Goals, but the entire Strategic Plan will be available soon by visiting our police webpage at: www.rocklinpd.com



Chief Ron Lawrence



2012 / 2013 STRATEGIC GOALS

1. Reduce residential & commercial burglary crime rate by 25%
2. Maintain community trust & prevent neighborhood blight by increasing Community Oriented Policing
3. Enhance Department unity, collaboration & teambuilding
4. Achieve Successful Reaccreditation "On-Site" Inspection in December 2013

National Night Out by Manager Mike Nottoli



Mgr, Mike Nottoli

On Tuesday, August 7th, hundreds of Rocklin Neighborhood Watch members participated in our annual National Night Out celebration.

During the evening, 17 teams of City of Rocklin staff members, elected officials, Police Volunteers and on-duty Police and Fire Department personnel visited 21 different Neighborhood Watch block parties. Special guests included Councilmembers Scott Yuill and Diana Ruslin, City Manager Rick Horst, Police Chief Ron Lawrence, Deputy Police Chief Dan Ruden, Fire Chief Jim Summers, City Attorney Russell Hildebrand, and "McGruff" the Crime Dog.

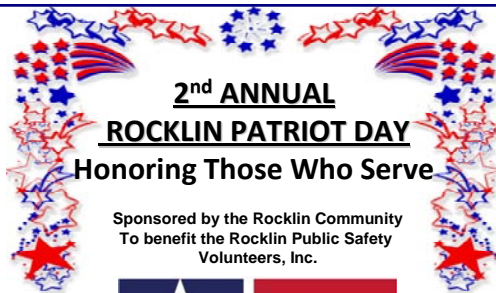
The block parties featured barbecues, ice cream, cakes and cookies, snow cones, inflatable slides, jump houses, swimming activities, and other games and activities. The party locations were on Adam Court, Birdie Court, Buckeye Drive, Cameo Drive, Clubhouse Drive, Collet Quarry Drive, Coppervale Circle, Hidden Court, Lake Breeze Drive, Montclair Circle, Morning Dove Lane, Osprey Court, Par Place, Pembroke Way/Sandhurst Way, Plumbago Place, Rockmoor Drive/Corona Circle, Southwind Circle, Taft

Drive, Whitney Ranch Parkway, and Wildflower Lane.

It was great to see such fantastic neighborhood spirit and camaraderie, and all of the residents extended a warm welcome to our elected officials, city employees and volunteers. We are very fortunate to work in a community

that supports its public safety personnel so enthusiastically and that takes such an active role in making Rocklin a great place to live, work, go to school, raise kids, and retire!!

Thanks again to the City staff members who participated in making National Night Out a success.



2nd ANNUAL ROCKLIN PATRIOT DAY Honoring Those Who Serve

Sponsored by the Rocklin Community
To benefit the Rocklin Public Safety
Volunteers, Inc.



DEMONSTRATIONS

By Police and Fire

- SWAT
- K9 Demo
- Rocklin Police & Fire
- Motorcycles
- Jaws of Life
- Helicopter
- Color Guard
- Patrol Cars
- Huge Fire Trucks
- Marines

BOOTHS

- Animals
- Kid's Fun Games
- Petting Zoo
- Bands
- Crafts
- Jewelry
- Child ID
- Corvette Club
- RC Willey
- Food Booths
- And More

Sunday, September 9, 2012
 Blue Oaks Town Center
 RC Willey Parking Lot on Lonetree
 10 AM – 4 PM
 Info call Becky 916-435-8175 or visit
www.RocklinPatriotDay.com

Phone in One Hand Ticket in the Other by Lieutenant Jamie Knox



Lt. Jamie Knox

California will be one of the first states in the country to receive money to help combat distracted driving. The US Department of Transportation will allocate 1.5 million dollars to California for a pilot program aimed at enforcement and public awareness. A significant portion of the money will be used for front line traffic enforcement and a paid media campaign. 40 cities were selected to participate in the campaign and Rocklin was one of them.

The distracted driving law in California was first adopted in July of 2008. Penalties from fines and the scope of the law have increased over the last several years in an attempt to further dissuade distracted driving. According to the Safe Transportation Research and Education Center (Safe TREC) at the University of California, Berkeley, deaths from using hand held devices while driving decreased 47% from 2008 to 2010.

The city of Rocklin has been steadily grow-

ing—even in the face of a nationwide recession. With more commercial development on the way, the traffic in the city will increase significantly over the next several years. There were 448 reported accidents in our city in 2011. This was a 16% increase from the normal range five years ago. Although most primary collision causes are related to speed, additional factors of distraction are present a majority of the time. Cell phone use while driving in Rocklin is still a significant problem and our goal is to reduce our accident rate over the next year.

California’s Statewide Observational Survey of Cell Phone and Texting Use among California Drivers showed a 10% increase of drivers talking and texting in 2011 compared to the previous year. There was a 50% increase of cell phone use while driving by drivers aged 18-24. In the very near future, Rocklin will be conducting special enforcement operations, along with the other participating cities in the state, in an attempt to reduce this problem.

Holding a cell phone in your hand with someone on speakerphone while driving is not hands-free. It is unsafe and, despite misconception, and is still illegal. Hands-free devices are certainly safer than holding a cell phone while driving, but they are not a failsafe to distracted driving. According to the National Safety Council, hands-free phones are still a rising factor in collisions in the US. This increase could have a simple explanation: more people are switching from hand-held to hands-free driving, and more people use their cell phone while driving.

The advent of cellular technology has certainly made our lives easier and enhanced our ability to communicate; however, if the phone call can wait, it is safer to stay focused on the road. Pulling over to talk to someone on the phone is also a great alternative.



City of Rocklin Partners with Local DVM for Animal Shelter Services by Lieutenant Chad Butler



Lt. Chad Butler

The City of Rocklin has a long established history of being a pet-friendly community. Our highly skilled and trained animal control officers (ACOs) are an active part of the community, providing assistance with lost and found pets, providing education regarding local animal services, enforcing animal statutes and regulations, and ensuring the general health and welfare of our animal population.

With the goal of further improving and enhancing our services, the City of Rocklin recently entered into a contact with local veterinarian and owner of Rocklin Ranch Veterinarian Hospital, Dr. Bikram Basra. For many years the City of Rocklin contracted with the County of Placer for all of its animal sheltering needs. Although the city enjoyed an outstanding relationship with the county, Rocklin began looking for alternative sheltering solutions toward the end of 2011 in an effort to improve both efficiency and realize long-term savings. Letters of inquiry were sent out to local veterinarians to determine interest in partnering with the City to operate a local animal facility. Dr. Bikram Basra expressed interest and began talking with city representatives at the beginning of 2012.

There have been numerous benefits identified in supporting a local animal sheltering program. Taking advantage of the opportunity to shelter our animals locally not only saves our ACOs from driving to Auburn but provides a convenient local location for Rocklin resi-

dents to retrieve pets located by our staff and taken to a shelter located within city limits. The previous round trip to Auburn often took several hours to complete, removing our ACOs from the city for extended periods of time.

With the new sheltering contract, our ACOs can provide an enhanced level of customer service by remaining within city limits. This facilitates timely response to calls for service, as well as providing more time to be proactive in enforcing animal regulations and educating the public. A temporary Rocklin animal sheltering facility has been established at 3221 Stanford Ranch Road Suite #100, at the intersection of Park Drive and Stanford Ranch Road. A more permanent location is being sought within the city limits that will provide convenience for residents, and be tailored specifically to meet the needs of our animals.

Rocklin takes its responsibility to our animal “residents” very seriously, and looks at this new sheltering opportunity as an important public-private partnership that enhances our service level and provides appropriate stewardship of our tax dollars. For more information about the Rocklin animal facility please visit www.rocklinanimalfacility.com.

For more information about Rocklin’s animal control program, visit http://www.rocklin.ca.us/government/police/units/animal_control.asp



History Behind the Badge by Technical Assets Coordinator Matt Diridoni



Matt Diridoni

Fifty two years ago Chief Richard O. Batt put on a Rocklin Police Uniform for the first time. "I can still see it like it was yesterday", said Batt. "I had just turned twenty one in April but I had ridden with Officers Jim Wilson and Chuck Lucas since I was seventeen". "In those days your training was what you learned in the patrol car, breaking up fights in the bars, chasing cows and horses out of the streets".



Issued Patch and Badge prior to 1974

what it is today".

"In reference to the Uniforms and Badges, I looked around the departments in Placer County,



New look to force
New uniforms and recently repainted patrol vehicles have given the Rocklin Police Department a new look. Pictured with Police Chief Richard O. Batt, third from right, are, from left, Sam Meyers, Glenn Humphries, Keith Thomas, Batt, Rudy Rodriguez and Steve Frybarger. Not pictured are Gary Shelley, Ron Reynolds and Sam Krahn. (Photo: Bill Brown, photo)

Rocklin Police Department--1976



Chief Batt, Circa 1974

In an exchange of phone calls and e-mails with Retired Chief Batt, we got to talking about how current Officers constantly ask me, who came up with the idea of wearing LAPD style badges?" Chief

Batt explained it was actually him that had changed it.

Eldorado County, Nevada County, Yuba County and Sutter County and for the most part they all had basically the same uniform design with different shoulder patches."

"I changed the shoulder patch in 1974 to the design that you wear today except that the background was green which matched the tan shirts and had a different look and shape than the original Rocklin Police patch. I put off making any major changes in the uniform as there were more pressing problems such as hiring personnel, getting them through POST training, putting in a 24 hour dispatch, and

"I don't think there was single reason but several reasons for the change. When I assumed the departmental reins as Chief in March of 1973 it was kind of a shock to me as I hadn't really planned on taking that kind of step, especially at that time of my life. The new City Administrator, Clint Malloy, was a very progressive thinking man. We spoke about where we wanted to go with the City and where I wanted to see the Police Department in five or ten years. Clint Malloy gave me the go ahead to do what it took to establish a professional, trained group of personnel that would take pride in their department. P.O.S.T. training did not begin with the Rocklin Police until 1964 when I graduated from the Sacramento Police Academy after six weeks of training. I traveled to and from Sacramento daily and worked patrol evenings. I think that at that time there were three officers on the department and Sunset Petroleum had purchased all of the Whitney Estate With the plans to turn it into a city setting complete with schools, airport, and shopping malls so I had to plan ahead for what was coming. The Sunset Petroleum idea fell through and it then became Whitney Ranch and things began to move toward



Issued Patch and Badge 1974 to 1976 (Note the top rocker says "PATROLMAN")

CLETS teletype system."

"The department grew and as I had envisioned, Rocklin Police reputation was growing in a positive manner as a professional law enforcement group."

I was very proud of my team and wanted them to take pride in what we were accomplishing also, so I did a little investigating into different uni-

form schemes as well as color combinations for the patrol cars. Since every one in the country had the tan uniforms, including CHP, I thought the dark blue was striking and no one had that color except Sacramento PD. I saw the New York City patrol cars and thought that something like that would match up with the new uniforms.

I thought that as long as were making those changes, we might as well make a badge change to a shield. I held a meeting with the officers and included the Reserves, Police Clerk and Dispatchers and presented my ideas for the changes and that I thought that we had come a long way in three or four years (this was 1976) and the changes would be a very positive image change for the Department. I believe that at this time there was one Sergeant, ten Patrolmen, one Police Clerk, four Dispatchers and ten Reserves. Everyone was for the changes and seemed excited about it. Mr. Malloy approved funding for the uniforms, badges and paint scheme changes were approved as well.

Basically I wanted my Department to stand out from the surrounding departments and boy did we!

Chief Batt has retired and moved to Weston, Idaho.



Records, Communication & Technology, Did You Know? by Records & Communication Manager Sandi Bumpus



Mgr. Sandi Bumpus

Communications: FACTS AND FIGURES

Every ten years, California fire departments go through an exhaustive review by the national Insurance Services Office (ISO), which provides each city a fire insurance rating that determines

insurance rates for its residents. During preparation for the review, it is clear that Rocklin Public Safety Communications is in an excellent position to meet and in many cases, exceed National Fire Protection Association (NFPA) standards.

For example: over the last two years, our public safety dispatchers (PSDs) have answered 97% of all 9-1-1 calls received within 10 seconds. (The NFPA standard requires 95% be answered in under 15 seconds). In addition, for priority 1 fire and medical incidents, Rocklin's PSDs averaged a 60-second or less processing time from the time the phone was answered until the incident was dispatched, which met, and in many cases, exceeded the industry standards.

The job of the public safety dispatcher is extremely complex. Having their excellent work exemplified helps to validate and shed light on the critical nature of the communications function, and reassures our community that emergency response is literally just moments away.

Records: Records Staff Designs Web-site and Worksite Improvements

Rocklin's Records Unit is in a continual state of process review to identify ways to

enhance efficiencies and improve our service delivery. From designing a future "paperless" workflow process to identifying ways to improve service to both internal and external customers, it can easily be said that our Records Unit has become an example of what a clear vision and providing consistent opportunities for staff input and collaboration can mean to an organization.

In the upcoming months, watch for changes to the city's website that include facilitating an online report request process that will allow customers to request copies of police reports 24/7 online. Additional improvements include providing a comprehensive list of information, services, fees, and contact information currently available to community members, and all from the convenience of a home computer or wireless device.

In addition to online enhancements, police department visitors will soon see enhanced processes related to receiving and processing requests for service at the front counter. This includes requests for both police and fire reports; accident reports; letters of good conduct; background checks; permits, "fix-it" ticket sign-offs, fingerprinting, etc. These types of requests will be entered directly by Records staff into a "Records-only" section of our Computer Aided Dispatch (CAD) system.

The ultimate goal of automating the front counter request process is to enhance our tracking mechanisms and response to requests, improve the cus-

tomers' front counter experience, and reduce potential wait time for our customers.

Technology: Sun Ridge Systems "Wish" List

The Rocklin Police Department has long been unique in its approach to technology. With many "firsts" in its impressive list of technological advancements, we pride ourselves in approaching innovation as a routine endeavor.

Annually, Rocklin's public safety team is provided the opportunity to identify "wish list" items that are presented as no-cost enhancements to Sun Ridge Systems' public safety software suite - Computer Aided Dispatch (CAD), Mobile Data Computing (MDC), and Records Management Systems (RMS). This unique partnership between vendor and public agency is just one reason Rocklin continues to solidify its long-term relationship with Sun Ridge Systems. The ability to provide end-user input highlights the "user" in "user-friendly," while facilitating creativity and appropriate fiscal stewardship.

The Rocklin Police Department recently underwent a biennial Department of Justice (DOJ) audit to review records processing and record-keeping responsibilities related to state and national law enforcement data bases. Rocklin PD was deemed "compliant" in all areas of the audit. The auditor was especially impressed with how Rocklin manages cases involving missing persons, domestic violence restraining orders, and stolen vehicles, indicating Rocklin provides the most complete documentation and follow up she has seen in her career.

New Faces by Lisa Holden



Kostas Kotsiopoulos

Kostas Kotsiopoulos (aka "Kots") was hired on July 5, 2012 as a Public Safety Dispatcher. Kots served as a police officer for the Honolulu, Hawaii Police Department prior to relocating to the Rocklin area with his wife Alena. Kots originally hails from Delaware, and grew up in Pennsylvania, where several members of his family still reside.



Claudia Contos

Claudia Contos comes to the Police Department from the Human Resources Division of the City of Rocklin originally hired in 2007. Prior to her employment with Rocklin and twenty years in the HR field, she worked in hospitals as a Dietary Manager and also in the investment field. Claudia has two children, Nicolle and Bryanna. In her free time she is involved in her church and it's activities and loves playing tennis.



Department Commendations by Lieutenant Lon Milka



"On 06/07/2012 a RPD volunteer came into Dispatch and said he had suffered a stroke in April and that he wanted to come in and thank the Anisha Harper who answered 911 when he called. He said he was home alone on the floor with the front door locked, and the Dispatcher was kind enough to walk him through what he needed to do. He said he had to crawl on the floor to the front door and unlock it while the Dispatcher stayed on the line with him until Fire arrived.

The supervisor reviewed the call referenced and was impressed by Dispatcher Anisha Harper's level of customer service, her compassion and patience with the subject of a medical call. It is clear that Anisha's effort made a great impression on him in the middle of a very scary situation. Anisha's work on this call is to be commended."



"On 06/17/2012 Dispatcher Heidi England began receiving multiple 911 calls regarding a multiple vehicle accident, with multiple roll overs, spanning across the entire freeway, shutting down both sides. Dispatcher Jennifer Gibson and Dis-

patcher Heidi England triaged more than thirteen 911 calls in under five minutes and that was just the number of 911 calls they could physically answer. Between the two of them they dispatched four of our officers, requested outside agency help from Placer, CHP and Roseville Police and Fire, and managed more than ten Fire and AMR apparatus on scene. The team work displayed while Gibson called outside agencies and England fulfilled the many requests of the Battalion Chief was outstanding. Gibson and England literally did the impossible and their work on this incident was exemplary. I received several recommendations for this commendation from both the Patrol Supervisor and the Battalion Chief. Their skill in this incident is to be recognized and something to strive for."



"On 06/23/2012 at 0200 hours Dispatcher Heidi England received a 911 call from an RP stating that a big rig that carries gasoline had just driven over a motorcyclist on WB I80 near H65 and that the big rig was now on

fire. Heidi gathered all the necessary information and dispatched the Fire Department without delay, while at the same time Dispatcher Karri Hall dispatched officers to assist. Karri and Heidi handled numerous calls regarding the collision and up-

dated the police and fire personnel responding in a timely manner.

Heidi's response and dispatching of the fire department is to be especially commended. Heidi constantly kept the responding units updated on the potential safety concerns at the scene, responded to requests from the Battalion Chief quickly and accurately, and juggled the dispatching of several specific, rarely used apparatus with ease.

I received emails from both Cpl. Farrulla and BC Snyder detailing a job well done. It is clear that the response of Heidi and Karri assisted in keeping the Rocklin Policemen and Firemen safe from what had the potential to be an explosive situation."



"An associate of Destiny Church wrote a thank you card to Officer Steve Ortmann for his participation in the Celebrate America event. Steve was nice enough to adjust his schedule to make his appearance possible.

The card said, 'Thank you so much for being a part of Celebrate America 2012. We count it a privilege when people come along side of us and help to make this production a success. We are so appreciative of the Rocklin Police and you are a great representative. We look forward to your participation next year.'

Congratulations on a Job Well Done!