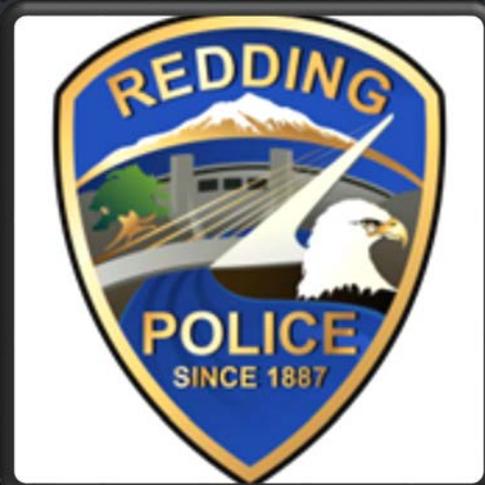


# PUBLIC SAFETY RESOURCES AND COMMUNITY EXPECTATIONS



# METHODS & PLATFORMS FOR COMMUNITY ENGAGEMENT

❖ SOCIAL MEDIA

❖ SURVEYS

❖ PRESS RELEASES

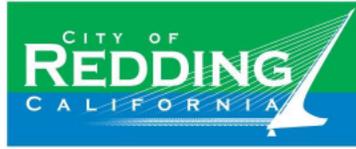
❖ COMMUNITY ENGAGEMENT  
MEETINGS

❖ MEDIA INTERVIEWS

❖ PRESENTATION TO SHASTA COUNTY  
BOARD OF SUPERVISORS

❖ SPEAK YOUR PIECE ARTICLE

❖ CITY MANAGER WEBSITE UPDATES



CITY OF REDDING  
777 CYPRESS AVENUE, REDDING, CA 96001  
P.O. Box 496071, REDDING, CA 96049-6071

## PRESS RELEASE

**Contact:**  
Janelle Galbraith  
Management Assistant to the City Manager

[org](#)

### on about Public

ent level of service provided  
issues are due to State Law  
ations through continuous  
realistic community goals be  
s begun to ensure the public  
g, standard levels of service,  
justice system. It is expected  
next four to six weeks.

The City will utilize multiple platforms to communicate with the public with the purpose of generating interest, knowledge and engagement. Initial surveys were released via social media within the last two weeks. Those surveys are simply examples of ways the City will begin interacting with the public, inviting commentary, and strategizing public safety.

Like · Reply · Commented on by Barry Tippin [?] · 5w

**Chris Hall** Bring back Crystal Creek and put all of these low-level offenders out there. Put them through night-court, get them out there and have them work on a chain gang doing hard labor as punishment. They can start by picking up all the trash they spread arou... [See More](#)

6

Like · Reply

**Tina**  
back  
som



**Jen Street** I think you guys are doing an amazing job with the resources you have. But I think the root of much of the problem here are linked to mental illness and the lack of treatment facilities available to them.

We have a huge mental health problem in our community...



**Monica Leard** Remember many people don't call simply because of the wait time or lack of them showing up period.

2

I was going to say the same thing about Redding frequently. Many haven't. Soon I will be back on Redding. Just

1

**Leard and Christine Carroll** Comments are things we hear from the public and allow the public to see this as a problem, and offer solutions. There are reasons for this; some fixable and some not. We continue to hear from those of you who are as those are appreciative. We will continue to hear from those of you who are not, and simultaneously address our own challenges and

# Listen Live | KCNR 1460: Free Fire Radio | 530-605-4567

Listen live to our radio station and chat in real time. Share your comments and become part of the discussion. We'd love to hear from you!

[KCNR1460.COM](http://KCNR1460.COM)

Like · Reply · 5w

Like · Reply · 1w



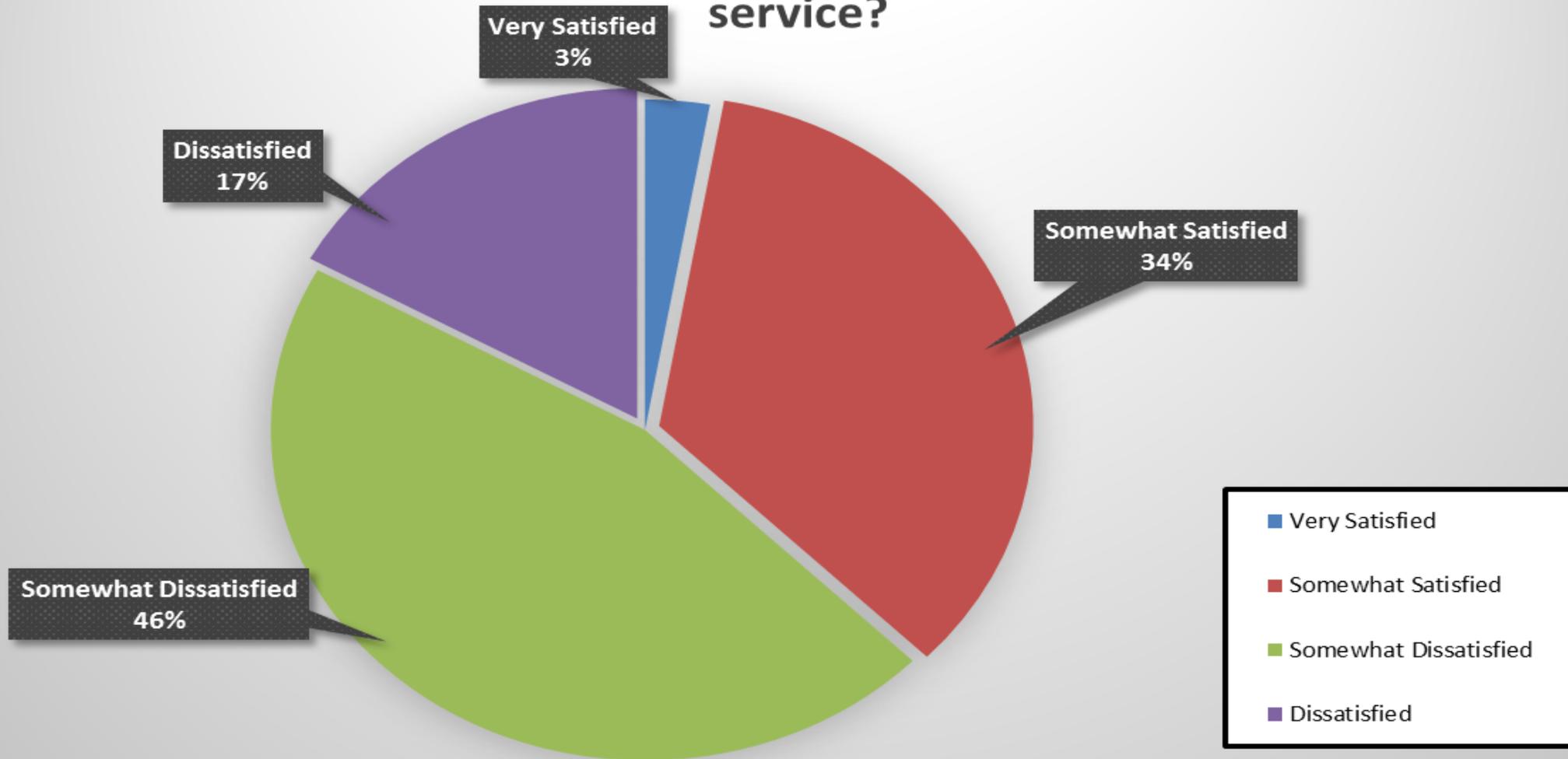
**The City of Redding** Terry Little, thanks for your feedback! The City contracts with Hayen Humane for animal regulation violations, so that RPD can focus on other behaviors. And yes, having Community Service Officers is paramount to a having a highly functional police department, but the budget doesn't allow for more right now. RPD is currently focusing on filling vacancies, that are already budgeted for, with highly trained officers.

Like · Reply · 1w

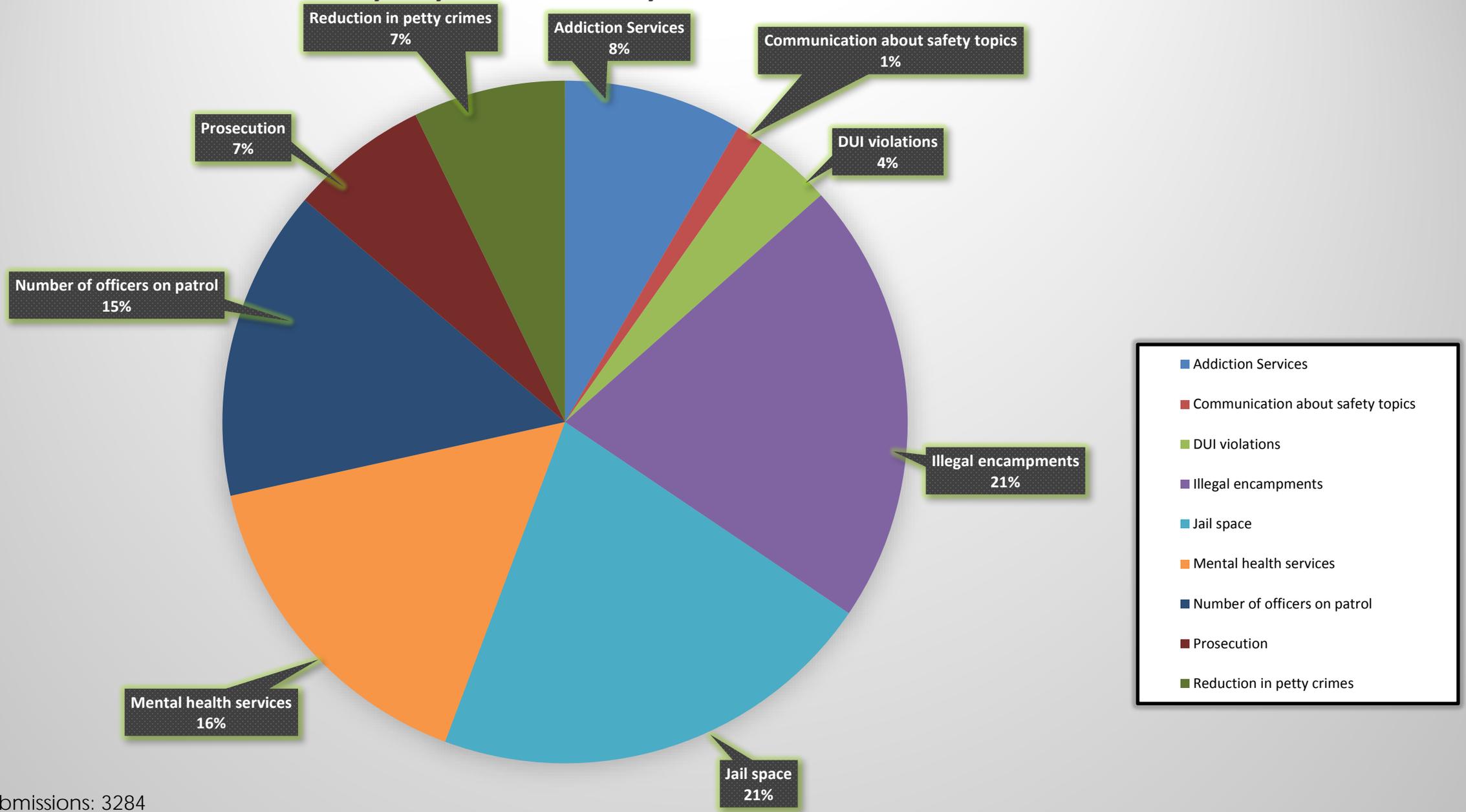
## 12,377+ citizens engaged using social media posts alone

# QUESTION:

How satisfied are you with Redding's Public Safety level of service?



# Which areas of Public Safety do you think the City should focus on the most?



Total Submissions: 3284

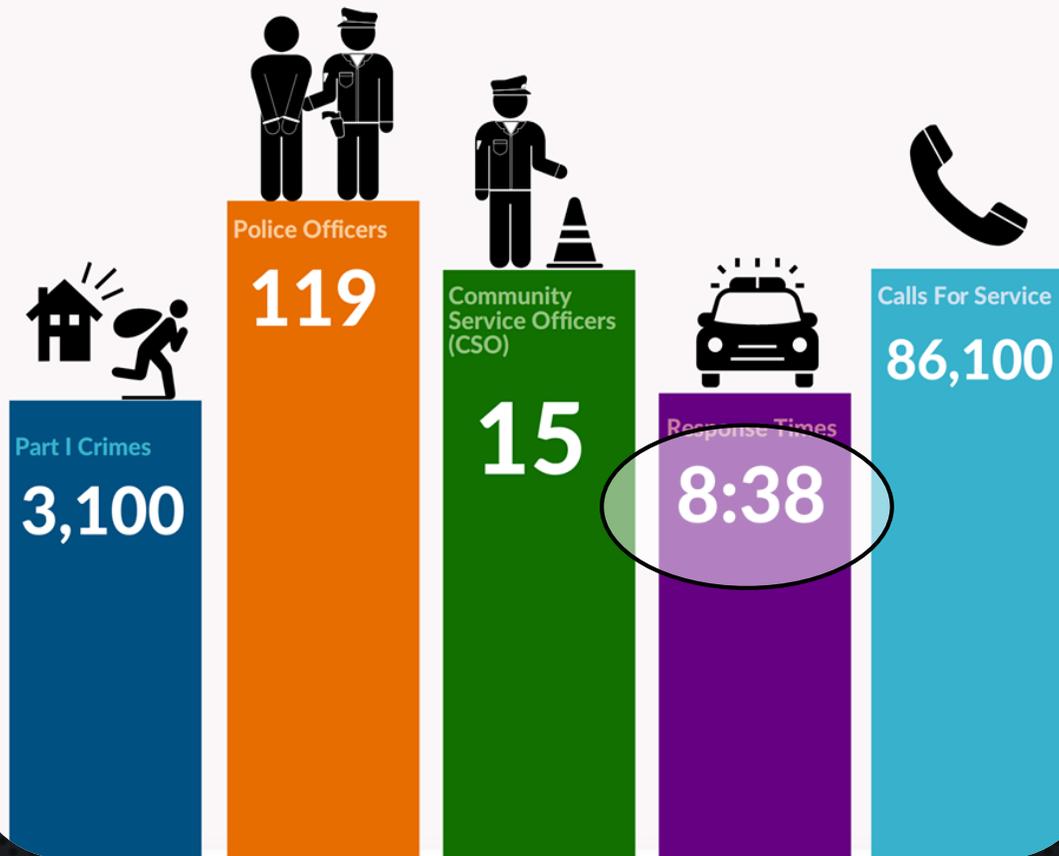
# Law Enforcement Resources 2018



# 2007



Before AB 109, Proposition 47, & Proposition 57.



# 2017



After AB 109, Proposition 47, & Proposition 57.





**2007:**

119 Officers

86,100 Calls for Service

8:38 Average Response Time



**2017:**

105 Officers

99,743 Calls for Service

14:37 Average Response Time



Chief Moore's Redding Police Department video

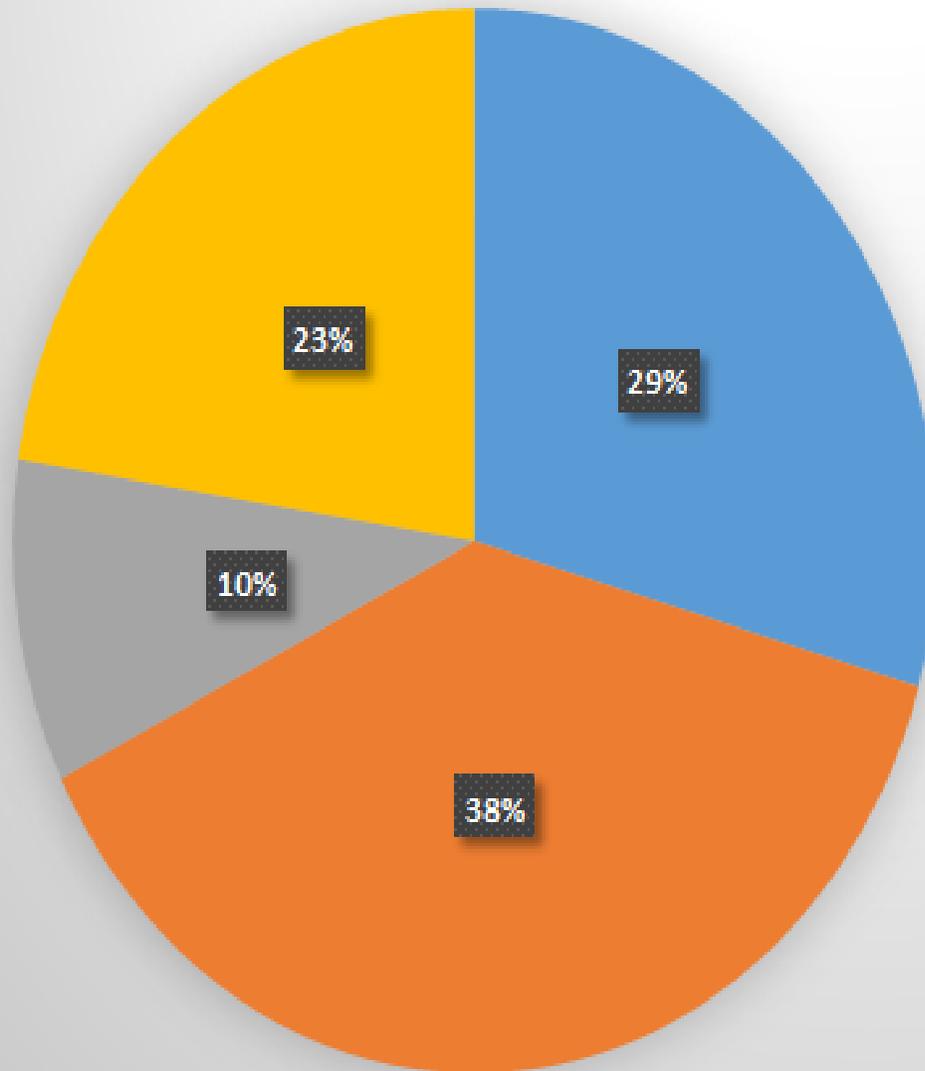
<https://www.youtube.com/watch?v=-Rrak2Tfsul&t=2s>



# Fire Resources 2018



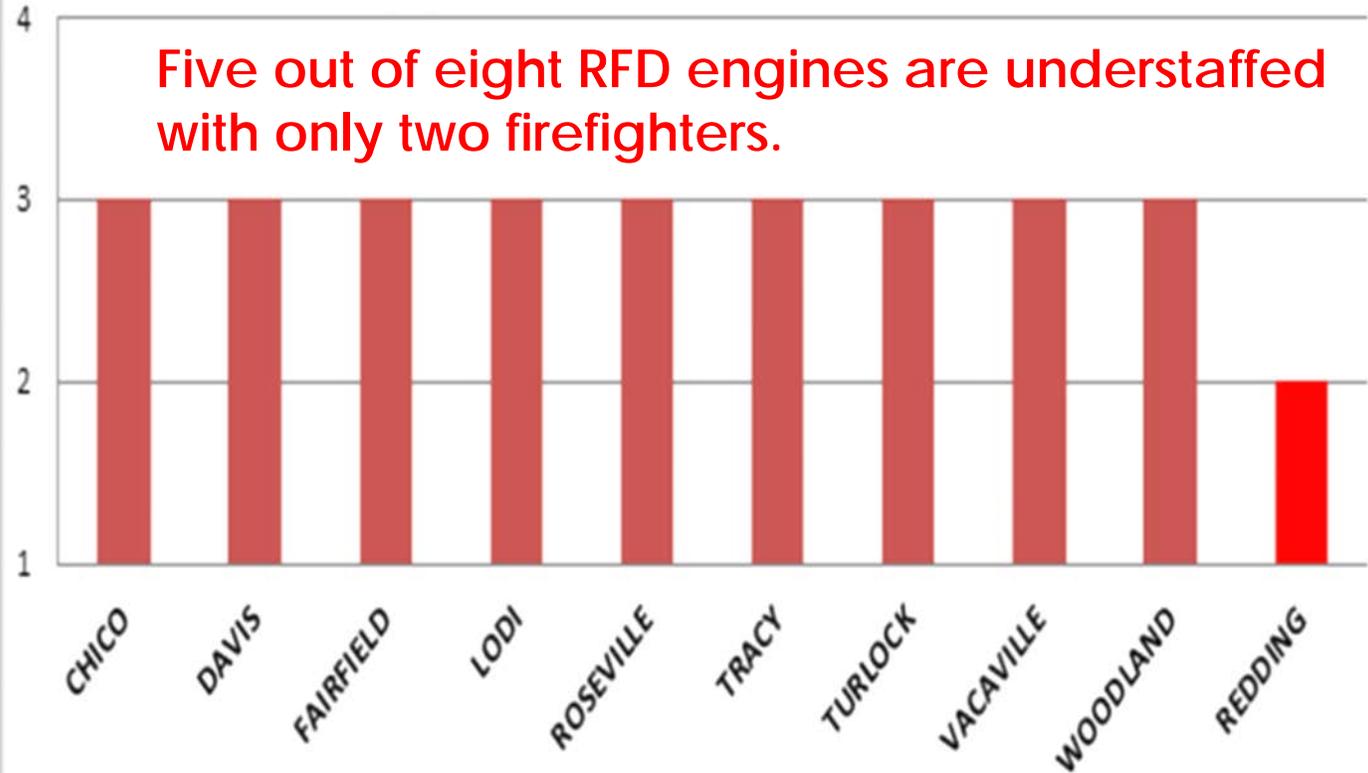
## RFD Level of Service Satisfaction



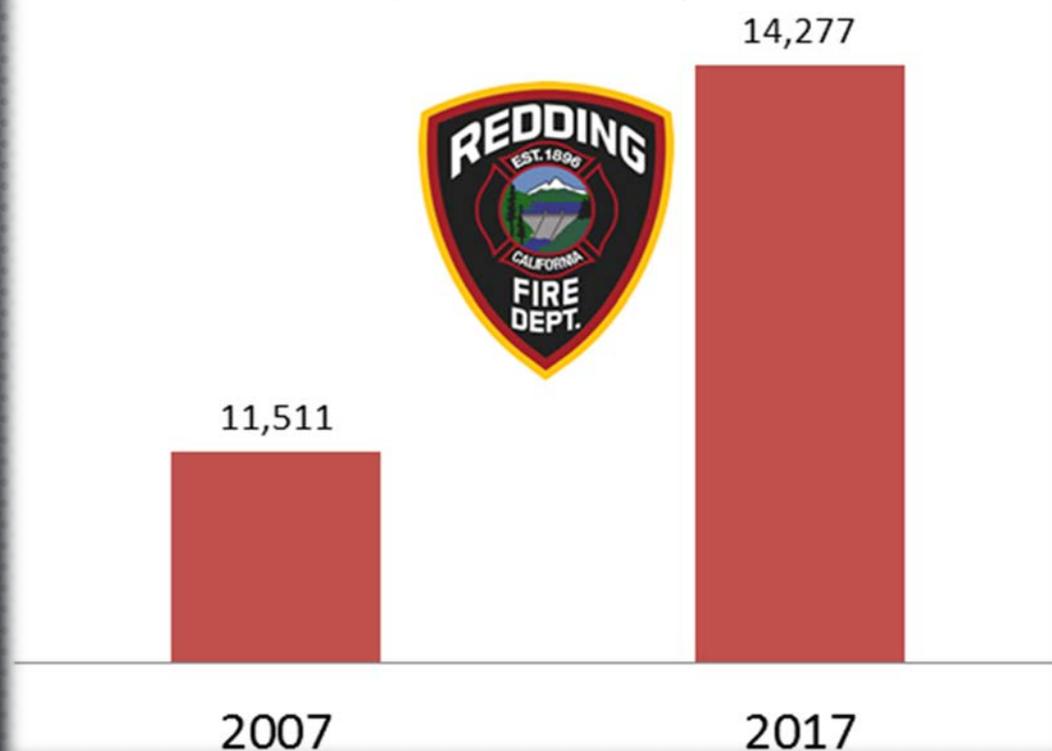
- Very Satisfied (I think the Fire Department does great, I see no reason to make changes) (60) 29.41%
- Somewhat Satisfied (I know the RFD isn't perfect, but it does a great job making do with limited resources) (78) 38.24%
- Somewhat Dissatisfied (RFD is unable to function at its full capacity, but its challenges are fixable) (20) 9.8%
- Dissatisfied (I generally feel RFD is underfunded and understaffed; its challenges affect all of Redding's citizens negatively) (46) 22.55%



## COMPARATIVE MINIMUM FIREFIGHTER ENGINE STAFFING (2017)



**REDDING FIRE DEPARTMENT**  
CALL VOLUME COMPARISON 2007 - 2017  
(24% Increase)



**Firefighter staffing challenges of the past...and the present...**

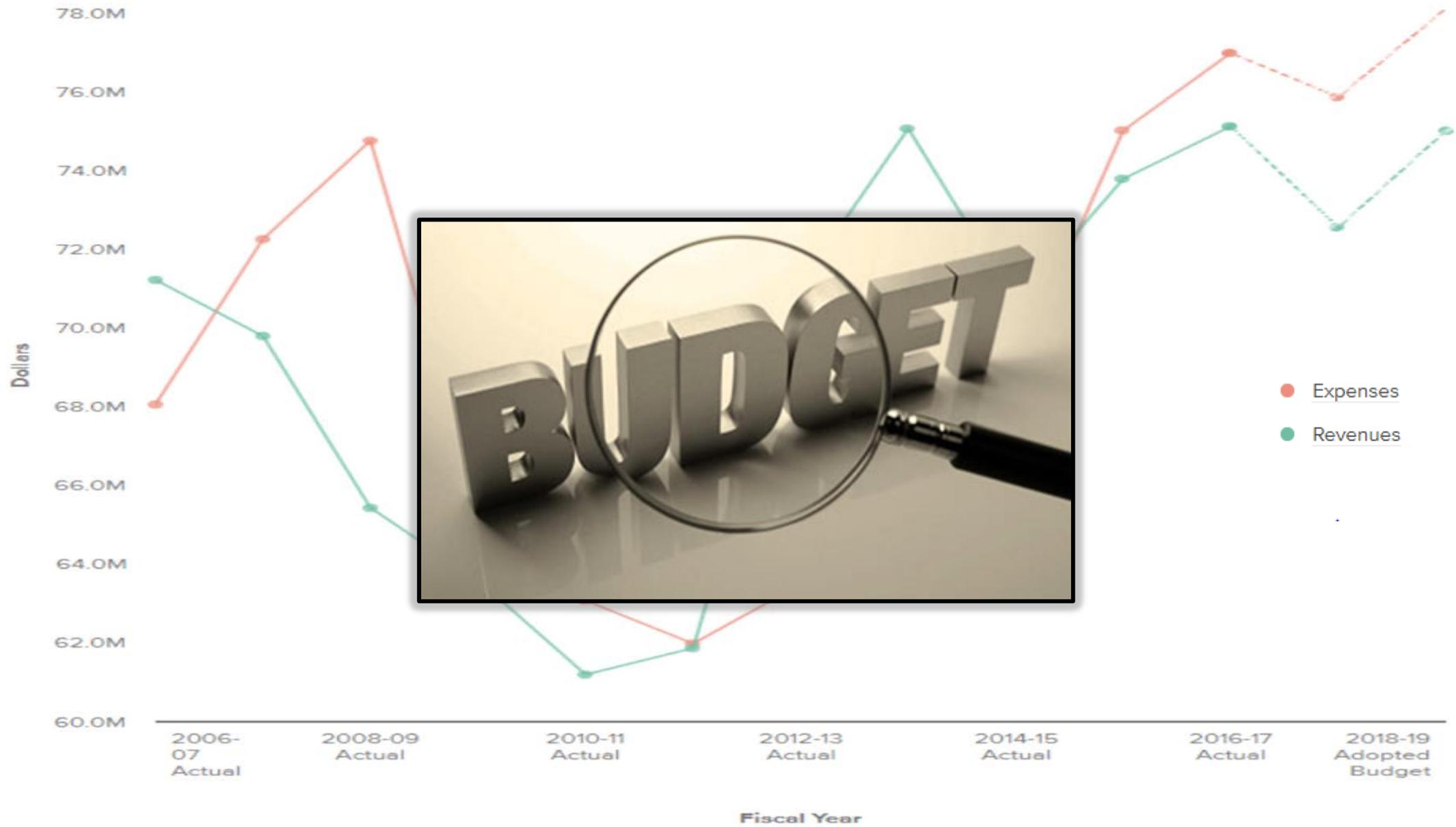
**1984:** 54 firefighters; 3,426 calls; 47,000 pop; 1.14 FFs per 1,000

**2017:** 69 firefighters; 14,277 calls; 90,000 pop; 0.77 FFs per 1,000

## Chief Gray's Firehouse Watch

<https://youtu.be/6yoolSjkhS4>

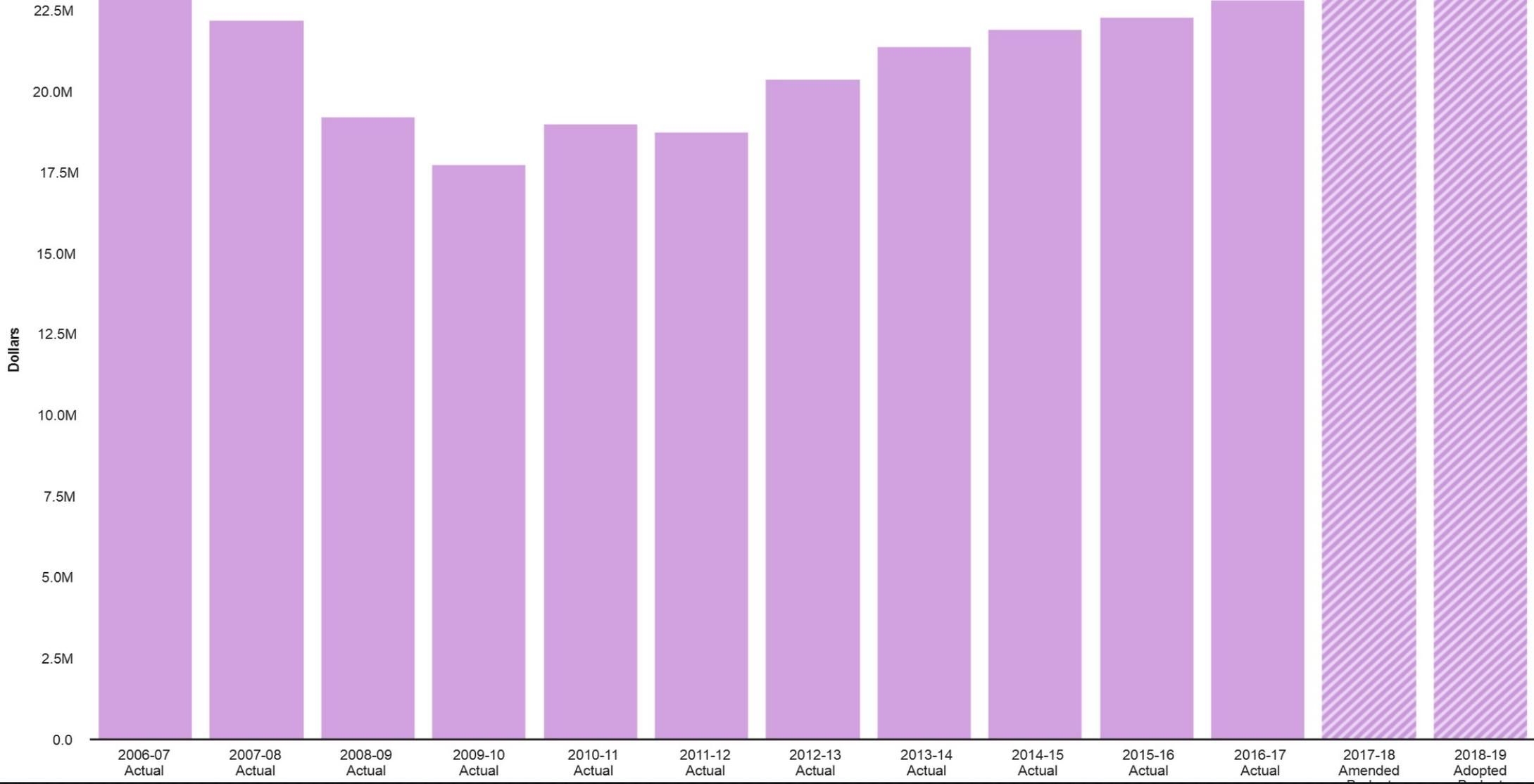




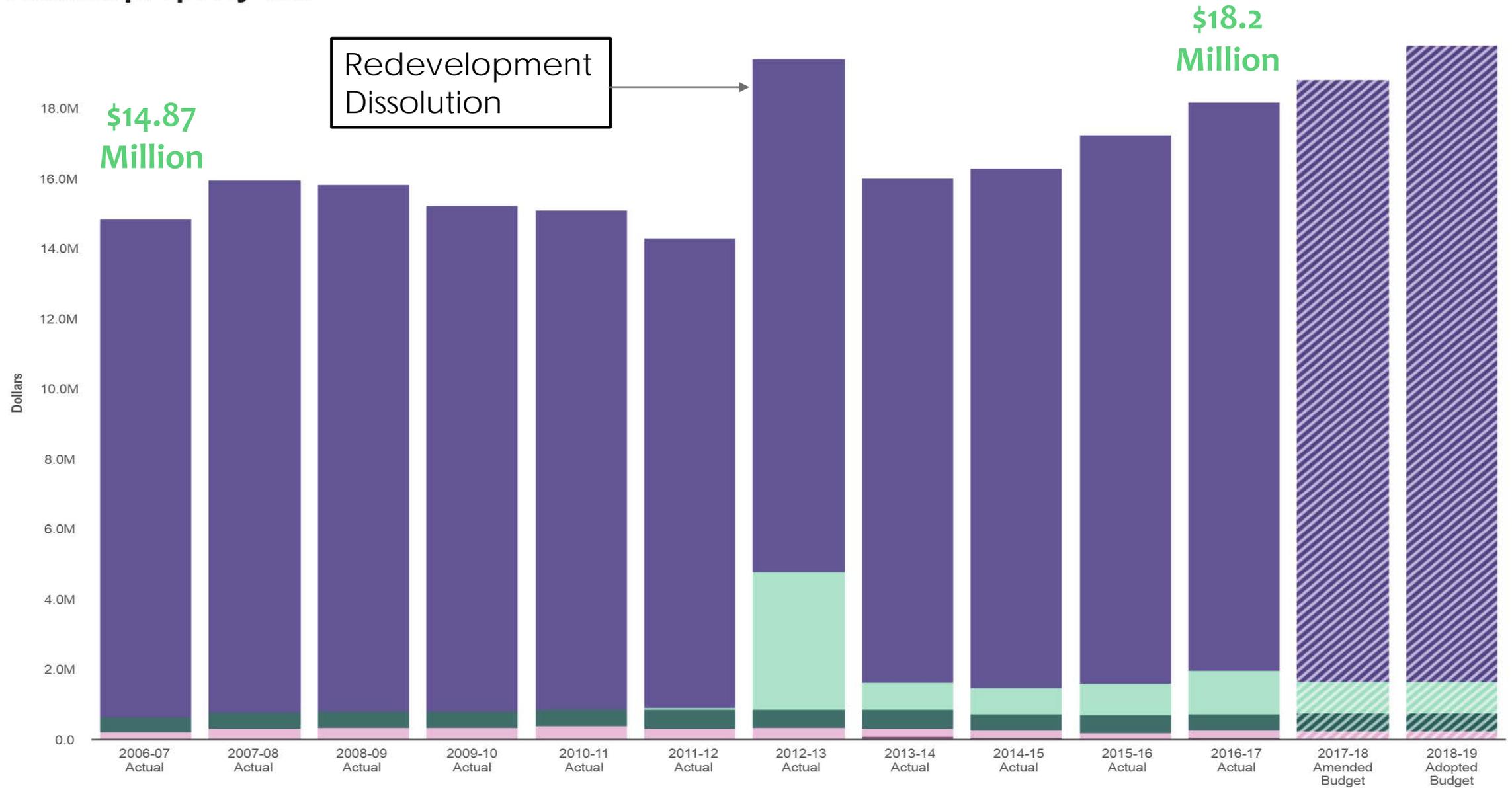
# Annual sales

\$23.45  
Million

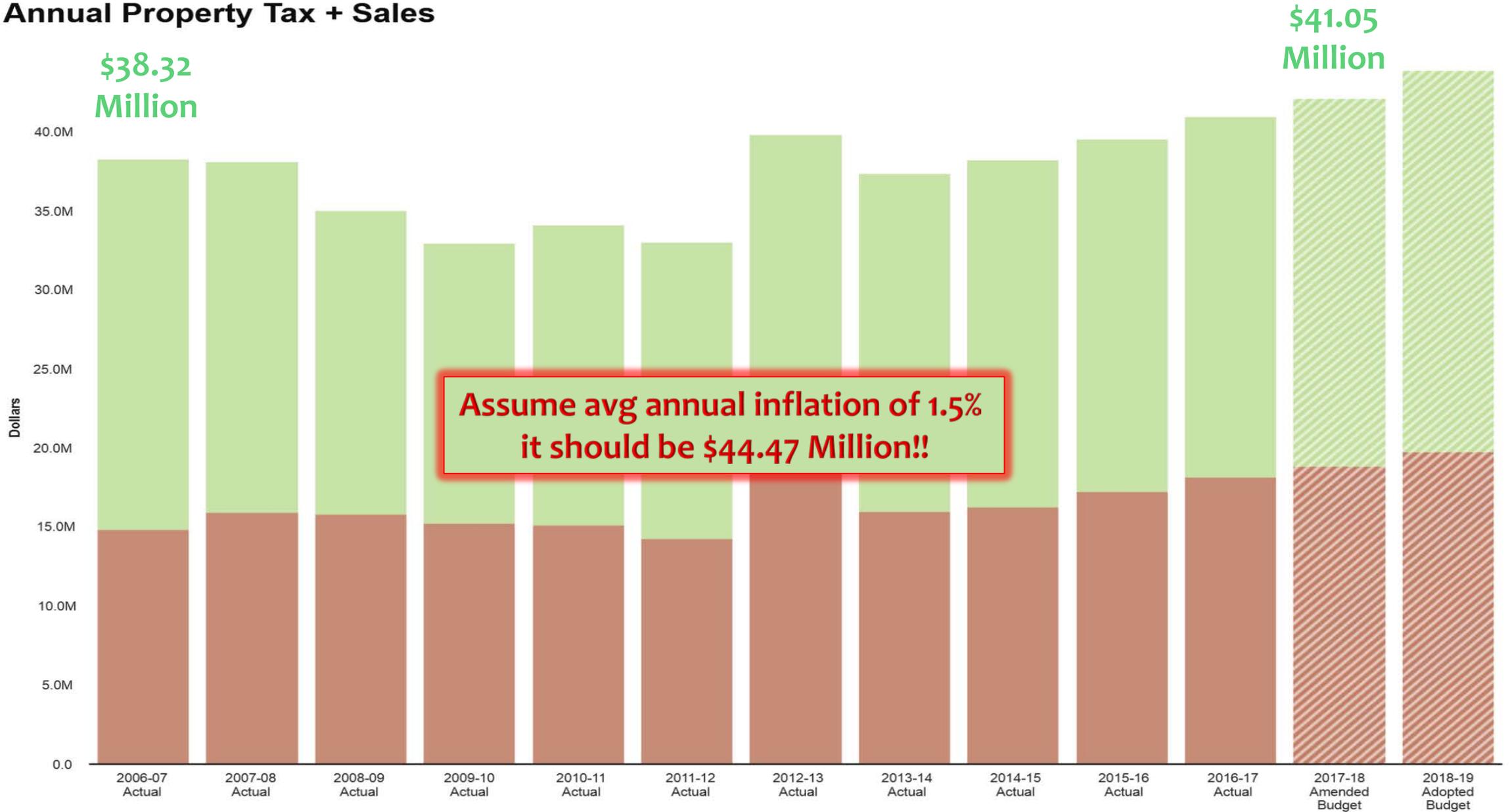
\$22.85  
Million



# Annual property tax



# Annual Property Tax + Sales



# WHAT WE HAVE ACCOMPLISHED SINCE JULY

## ❖ COUNCIL POLICIES (1409 & 1415)

- ❖ HIRED ADDITIONAL COMMUNITY WORK PROGRAM OFFICER FOR ILLEGAL ENCAMPMENT CLEAN-UP
- ❖ HIRED OFFICER FOR INFRASTRUCTURE PROTECTION
- ❖ PRIVATE SECURITY FOR RIVER TRAIL
- ❖ PILOT PUBLIC TRASH RECEPTACLES AND PORTABLE RESTROOM PROGRAM
- ❖ SHOPPING CART MANAGEMENT PROGRAM

## ❖ GRANT SEEKING

- ❖ PLACED GATES ON CULVERTS AT KEY LOCATIONS TO PREVENT CAMPING

- ❖ PARTNERED WITH UNION PACIFIC & CALTRANS FOR STRATEGIC PEDESTRIAN BARRIER PLACEMENT

- ❖ WORK WITH CVB SPONSORING ADDITIONAL OFFICER

- ❖ WORK WITH COUNTY & WINRIVER FOR A NEW COMMUNITY PROSECUTOR

- ❖ FOCUSED SWEEPS FOR QUALITY OF LIFE CRIMES

- ❖ REU RESOURCES INCREASED FOR FIRE FUEL MANAGEMENT

- ❖ UTILIZED RESERVES TO MAINTAIN 3 FF POS.

- ❖ SOUGHT AND DEPLOYED ENHANCED TECHNOLOGY

# TEMPORARY FIXES FOR STAFFING

❖ DONATIONS

❖ GRANTS

❖ BORROWING FROM RESERVE FUNDS

**2011-2012**

**\$283,604**

4 NPU Officers

**2012-2013**

**\$359,243**

4 NPU Officers  
3 Fire Fighters  
6 Apprentice  
Fire Fighters

**2013-2014**

**\$652,943**

4 NPU Officers  
3 Fire Fighters  
6 Apprentice  
Fire Fighters

**2014-2015**

**\$676,467**

4 NPU Officers  
3 Fire Fighters  
6 Apprentice  
Fire Fighters

**2015-2016**

**\$703,789**

General Fund  
Reserves Fund  
Fire Positions

**2016-2017**

**\$739,230**

General Fund  
Reserves Fund  
Fire Positions

**2017-2018**

**\$384,328**

4 NPU Officers

**2018-2019**

**\$390,433**

4 NPU Officers

**2018-2022**

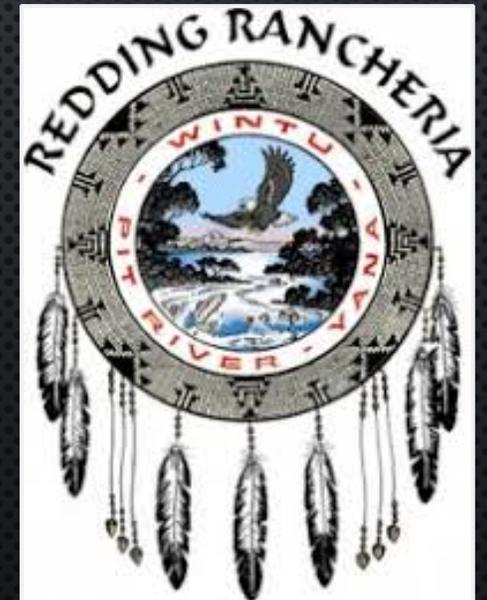
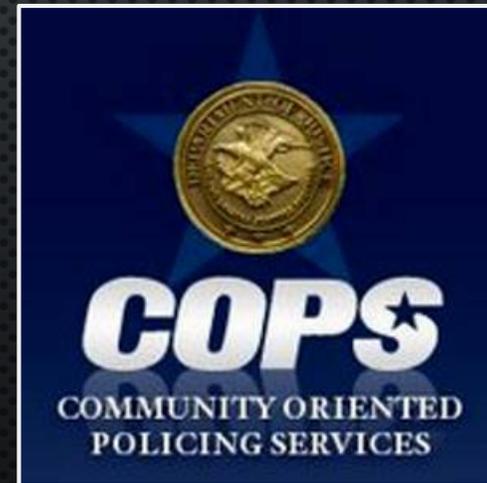
\$145,000 per year  
1 Police Officer

# PATHS FORWARD FOR THE CITY



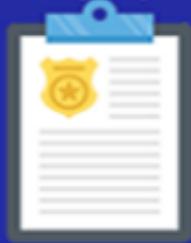
© Carson Blume

# STATUS QUO – GRANTS & DONATIONS



# SELF-HELP & TECHNOLOGY USE

**Report a Crime**  
*In An Emergency Dial 911*



**Report**  
*Illegal Camps*



**Report**  
*Abandoned Carts*



**Report**  
*Abandoned Vehicles*



**Report**  
*Graffiti*



**Stolen Property**  
*Photo Submissions*



**Stop Human**  
*Trafficking*



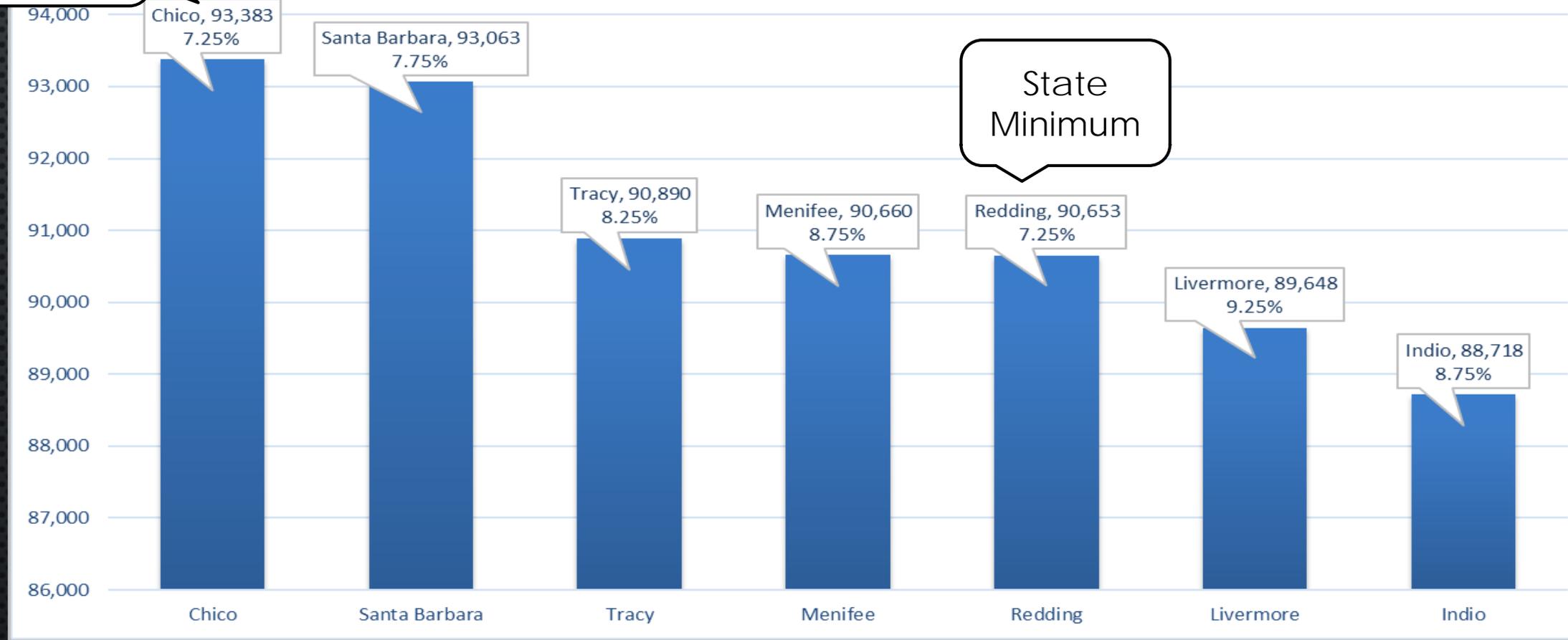
# INCREASE REVENUE



# CURRENT SALES TAX RATE IN REDDING = 7.25%

State Minimum

## City Population & Sales Tax Rate



State Minimum

# LOCAL COMMUNITY SALES TAX RATES

## California Sales Tax Rates Effective October 1, 2017

