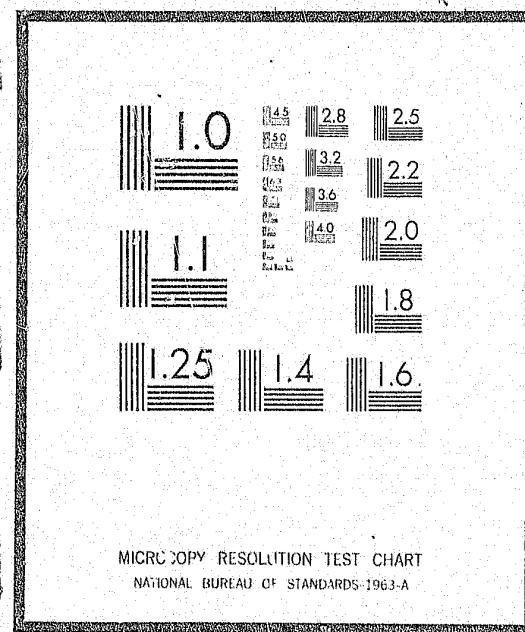


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U.S. DEPARTMENT OF JUSTICE
LAW ENFORCEMENT ASSISTANCE ADMINISTRATION
NATIONAL CRIMINAL JUSTICE REFERENCE SERVICE
WASHINGTON, D.C. 20531

7/18/77

Date filmed

St. Louis M. Police Dept
OPERATION IDENT
Narrative

(Excellent summary of on-I activity in early months of ch. program)

I. PRECISE DESCRIPTION OF THE PROGRAM

During calendar year 1972, there were 11,916 residential burglaries in the City of St. Louis. Residential burglaries, accounting for 36% of all Index property crime, continues to be a problem in the City of St. Louis. Burglary is a particularly difficult crime to prevent. Entrance to a residence is most often made in an area normally not visible to patrolmen. The time of occurrence is usually not known. Seldom is there a witness to a residential burglary. Multiple dwellings as well as single family units are quite accessible to thieves. And, once property is stolen, it is difficult to return recovered property to its rightful owner or to prove that property was indeed stolen.

The Operation Ident property identification program stresses prevention and education. The thrust of Operation Ident is to reduce residential burglaries by encouraging citizens to mark valuable property in their homes by engraving their Missouri driver's license number on valuable property. The fact that the property is permanently and clearly marked may discourage a thief from removing it from a home. If however the property is stolen, the chances that it will be returned to its rightful owner are greater because it is marked.

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Additionally, marked goods greatly increase the burglars chance of capture and conviction. Burglars also find it difficult to sell goods that are readily identifiable.

II. SPECIFIC OBJECTIVES

A. Activities to Date

1. INTRODUCTION

The Operation Ident burglary prevention project was implemented in the City of St. Louis September 18, 1972. During that week, Police-Community Relations Division officers distributed an average of 48 engraving units to each police district. The units and other Operation Ident materials were placed in district stations and Police-Community Relations offices. Additionally, 299 engraving units and adequate supplies were delivered to the Women's Crusade Against Crime. That organization in turn distributed engraving units and materials to its regional chairman in the city.

Other organizations also implemented Operation Ident programs during the first two weeks. Private institutions establishing employee programs included National Cleaning Contractors, Inc; Pet, Inc; Jewish Hospital; and KATZ radio. Department civilian and commissioned personnel were urged to participate in the program. And, through the St. Louis Commission on Crime and Law Enforcement and the office of Mayor A. J. Cervantes, all city government departments were directed to mark city office property. City employees were also urged to participate in the program at home.

In order to introduce the program to Department personnel, an article announcing the start of the program its purpose and procedures appeared in the "Police Report".

To further introduce the program to all commissioned personnel and provide procedural information, the project coordinator, Mrs. James McClellan of the Women's Crusade Against Crime and Mr. Dan Bradshaw, Police-Community Relations Project, Region V, appeared on the Department's closed circuit television station.

Each taped a segment for replay during roll calls. Each segment was played during all roll calls on two separate days, providing a total of six days over a two-week period of Operation Ident programming during roll calls.

To further explain the program and procedures to be used by individual patrolmen, a special order was prepared and disseminated to all police officers by the Chief of Police. The special order was also read at all roll calls before distribution.

Response to the program was immediate from within and without. Due to the demand for engraving units, an additional 250 units were ordered during the first two weeks of the program.

2. PROMOTION

Free publicity was sought and received in order to inform the general public of the Operation Ident program. During the first two weeks of the program, Operation Ident appeared in virtually every city publication and on many broadcast stations.

Newspaper articles included the following:

- a. St. Louis Globe-Democrat, September 12, 1972. Appointment of Coordinator and description of program.
- b. St. Louis Post-Dispatch, September 12, 1972. Announcement of Coordinator and description of program.
- c. South-Side Journal, September 15, 1972. Announcement of Coordinator and description of program.
- d. The Crusader, September 19, 1972. Announcement of Coordinator and description of program.
- e. St. Louis Globe-Democrat, September 27, 1972. Photo of Coordinator and Price Reed, Vice-President, Pet, Inc., as Pet began employee program.

Operation Ident was also featured in a number of broadcast news shows and public service programs. Those included:

- a. KMOX-TV, September 19, 1972. Interview with Coordinator used during prime-time newscasts.
- b. KSD-TV, September 27, 1972. Interview with Coordinator aired during "Today Show" local news segments.
- c. KXEN-AM, September 26, 1972. Taped a 15 minute interview program with the Coordinator. Was aired twice during October, 1972.
- d. KSLH-FM, October 2, 1972. Taped 15 minute interview program with Coordinator and Police-Community Relations officer Earl Bostic.
- e. KATZ-AM, October 3, 1972. Taped 30 minute interview program with Coordinator and Police-Community Relations officer Melvin Bingham.

Publicity efforts continued as the project progressed.

On October 2, 1972, representatives of sponsoring organizations met with George Killenberg, Managing Editor of the St. Louis

Globe-Democrat. Killenberg indicated his paper would give special attention to the project. The following day a reproduction of the "blue hand" symbol along with a "Good Morning News" story appeared on the first page of the Globe.

On October 23, 1972 a feature article concerning Operation Ident appeared in the St. Louis Globe-Democrat. Presently, the Globe-Democrat has informed the coordinator that a feature will soon appear in the Globe-Democrat Sunday magazine supplement.

Additional promotion for the program was received with implementation of the first Operation Ident bicycle marking program held at the First District Police Station October 15.

A description of the bicycle program and the project in general appeared in the October 13, 1972 editions of the St. Louis Globe-Democrat and the South-Side Journal. Coverage of the event was provided by KSD-TV in evening news shows, and WIL and KMOX radio stations carried announcements of the program during the day. On October 18, 1972 the South-Side Journal carried a front-page picture and story about the bicycle program.

And, on October 14, 1972 KMOX-TV aired an editorial in favor of the program. The editorial explained the program and urged viewers to participate in the project. The announcer demonstrated the tool and stated, "Operation Ident works."

Before moving ahead with promotional and advertising activities, the advice of professionals in the advertising and public relations field was sought. The project director and coordinator met with Mr. Sam Weintraub, who conducted promotion

for "Lock-it and Pocket the Key." The project director and coordinator later met with Mr. Robert Kelly a partner in a St. Louis Advertising and Public Relations firm. Both volunteered valuable information that could be used for Operation Ident.

To inform burglary victims of the Operation Ident project, the coordinator mailed letters to all residential burglary victims in the City of St. Louis. The letters explained the program and told the victims where they could obtain materials. They prompted a number of phone inquiries and some visits to the Police-Community Relations office.

Publicity efforts continued in November. On November 3, 1972 the entire Martha Carr column in the St. Louis Post Dispatch was devoted to Operation Ident. The column carried a photograph of the tool.

On November 4, 1972 the coordinator appeared on the KPRL-TV "Soapbox" show and received six minutes air-time to explain the project and urge people to participate.

On December 4, 1972 it was announced a "store-to-store" campaign would be conducted to place Operation Ident posters in storefront windows throughout the city. No publicity was received.

However, wide publicity was received on another special project announced previously on October 24, 1972. A door-to-door campaign was publicized in the following:

- a. The Associated Press, October 25, 1972. Carried wire story on Missouri broadcast wire.
- b. United Press International, October 25, 1972. Carried wire story on Missouri broadcast wire.

- c. St. Louis Globe-Democrat, October 25, 1972. Article about door-to-door campaign and general description of the project.
- d. St. Louis Post-Dispatch, October 29, 1972. Article about door-to-door campaign.

On December 14, 1972, a news release was issued that told of a man who admitted 87 burglaries to St. Louis Police detectives, but added that he skipped the entire block whenever he saw an Operation Ident decal on just one home. That story received play in the following:

- a. The Crusader, December 19, 1972.
- b. The St. Louis Globe-Democrat, December 28, 1972.
- c. KPRL-TV, December 21, 1972. An interview with the detectives involved with that story was carried on evening news program in general terms.

On December 19, 1972 a news release from the Department informed the news media that engraving tools and other materials were available at all fire houses and Human Development Corporation neighborhood centers. The Women's Crusade Against Crime issued a simultaneous release stating that materials were available in all city libraries. Combined in almost all instances, the releases received play in the following:

- a. St. Louis Globe-Democrat, December 28, 1972.
- b. The South-Side Journal (and other Suburban Journals Inc. publications) December 27, 1972.
- c. The South-Side Journal, January 3, 1973.
- d. KMOX-TV, December 22, 1972. Interview with coordinator about new locations on evening news program.

St. Louis appliance dealer Steve Mizerany reproduced the blue hand symbol and wrote about the project in his St. Louis

Post-Dispatch paid column December 24, 1972.

In order to promote Operation Ident, the project director, Police-Community Relations officers and the coordinator spoke to numerous organizations in order to present the project directly to as many citizens as possible.

The project director and Police-Community Relations officers spoke of the project at meetings that were included in their regular duties. Occasionally, the officers spoke on Operation Ident specifically. The coordinator attended a number of meetings and spoke about the project to the following groups:

- a. September 19, - 2nd Dist. Police-Community Relations meeting
- b. September 21, - 1st Dist. Police-Community Relations committee
- c. September 26, - Southside Kiwanis
- d. October 3, - 5th District Police-Community Relations committee
- e. October 11, - Downtown Lion's Club
- f. October 12, - 3rd Dist. Police-Community Relations committee
- g. October 19, - 1st Dist. Police-Community Relations committee
- h. October 26, - St. Louis Hills Homeowners Association
- i. November 3, - Aid Association for Lutherans (Timothy)
- j. November 8, - Block Unit 357 (4600 Palm)
- k. November 12, - Tower Grove East Neighborhood Association
- l. December 5, - Oak Hill School P.T.A.
- m. December 6, - Federation of Block Units

- n. September 24, - 7th District Police-Community Relations committee
- o. January 4, - Downtown Kiwanis
- p. January 16, - Block Unit 430 (500 Raymond)
- q. January 22, - 2nd District Police-Community Relations committee
- r. February 1, - Police-Community Relations Committee Chairman
- s. February 8, - Women's Crusade Regional meeting

3. COORDINATION

In order to coordiante the project among Police-Community Relations Committees, the Women's Crusade Against Crime and Region V, a number of coordinating meetings were held.

The project director and coordinator met with the chairmen of the nine Police-Community Relations committees and explained the program to them. Implementation within the committees was discussed. It was decided that an Operation Ident presentation would be made at each committee meeting.

The first coordinating meeting between the Department the Women's Crusade Against Crime and Region V (operating an Operation Ident project in four counties outside St. Louis) was held September 27, 1972. During the meeting a goal, of 10,000 homes participating the first year was established. It was hoped 7000 homes would participate the first year in the Region V area.

A list of the 20 most often asked questions was prepared with answers for use by Operation Ident workers in order to aid

them in answering questions posed by the general public.

Stressed at the meeting was the need to keep careful records in regard to tool distribution and participation lists.

All aspects of the project were reviewed at an October 11, meeting for progress to date and possible future action. A special project, a door-to-door campaign in the city involving Police-Community Relations officers and volunteers would walk together door-to-door in the city's highest burglary rate areas.

In a meeting held October 18, designs were agreed upon for billboards and window posters. Plans were also finalized for the door-to-door campaign. It was also agreed to delay paid advertising until free publicity ran dry.

At a meeting held November 16, it was suggested we copyright the "blue hand" symbol, but an attorney contacted by the WCAC thought it unnecessary. Distribution of Ident tools and materials to libraries and firehouses was discussed. It was decided to implement this expansion of the program.

It was announced that window posters would be available November 27, and plans for distribution throughout the city were made.

The door-to-door campaign was discussed and it was agreed that, despite heavy rains and other scheduling problems, it was a worthwhile project.

At a December 19, meeting billboard locations were approved for the city and county.

Plans were discussed for an Operation Ident employee program at Southwestern Bell.

Initial discussions regarding a "Saint Louis Operation Ident Week" were held. Plans call for a proclamation by Mayor Cervantes and Supervisor Roos.

It was also announced that engraving units had been placed in libraries, fire houses and Human Development Corp. neighborhood centers.

Another meeting was held January 26, 1973 primarily to discuss plans for "Saint Louis Operation Ident Week'." It was announced that Mayor Cervantes had agreed to a proclamation and would attend a press conference February 15.

It was also planned to hold a second door-to-door campaign to coincide with the week.

A promotional folder layout was approved and an order for 50,000 was placed.

A new policy regarding participation cards was also announced. Effective the end of January, citizens would be required to complete the card at the time the engraving unit is checked out. It is expected this would solve some problems in having cards returned to the Police-Community Relations Division.

5. SPECIAL ACTIVITIES

The first special activity was an Ident bicycle marking program held October 15, at the First District Police Station. Members of the First District Police Explorer unit marked bicycles with a parents Missouri drivers license number. Nearly 100 bicycles were marked. Operation Ident bicycle stickers were given to participants.

An Operation Ident door-to-door campaign was held the last week of October, 1972. The purpose of the activity was to take Operation Ident to the highest burglary areas in the city. The areas were selected on the basis of department crime statistics.

Police-Community Relations officers on overime and volunteers from the Women's Crusade Against Crime went door-to-door to inform residents of the program and assist in some cases with engraving of valuable property. Several hundred residents were contacted during the week.

In order to learn more about property identification projects, the project director, coordinator and Mrs. James McClellan and Mrs. John Seddon of the Women's Crusade Against Crime traveled to Dallas, Texas to study their program.

The Computer Identification System, dubbed "Big CIS" for promotional reasons, is basically similar to the St. Louis program except that it is computerized. Besides providing an excellent record of participants, the computer program can list all items stolen from homes participating in the program. It also provides for emergency notification if a participant is involved in an accident or some other emergency. The Dallas system claims 30,000 participants, but a Dallas Police-Community Relations officer told us they did not feel this was enough for an honest evaluation.

The project director and coordinator traveled on to Houston, Texas. The Houston program is operated by Insurance companies under the sponsorship of an "exchange club."

The only police participation was approval of the program. Because of non-participation by the police, the program apparently served ineffectively as a deterrent to burglary. Police did not check for numbers during investigations and apparently made no attempt to follow-up if a home with marked property was burglarized.

The Houston program demonstrated that property identification programs need police participation in order to have a meaningful existence.

6: ADVERTISING

The first advertising effort consisted of purchasing an advertising plate for the Department's postage meter. All mail from the Department carries the message. "Mark your valuables."

A "store-to-store" campaign was held in December to place Operation Ident posters in storefronts city-wide. About four hundred posters were distributed by Police-Community Relations officers and volunteers from the Women's Crusade Against Crime. The campaign was aimed at Christmas shopping traffic.

By the end of November, plans were complete for a billboard campaign to run simultaneously in the city and county with Eller Outdoor Advertising winning the bid. The displays were placed on boards December 23, 1972 at the following locations for a two-month period:

1. 12th & Clark
2. 1225 Gravois
3. S. Grand & Bellerive
4. Vandeventer South of West Pine
5. Halls Ferry Circle
6. Kingshighway South of McRee
7. Watson & Scanlon

8. Union & Page .
9. Goodfellow & Natural Bridge
10. W. Florissant and Madison

The locations were selected on the basis of local traffic flow in each police district, with the assistance of the Eller Advertising Company.

7. Further Implementation and Expansion

In order to expand the program and provide additional convenient distribution points, arrangements for expansion were made in December.

Engraving units and materials were placed in all city fire houses, libraries and Human Development Corporation neighborhood centers. All went smoothly except that one worker in a neighborhood center felt she should be paid extra for checking out engraving units. A waiting list of from 10 to 30 persons developed at most libraries and they were provided additional materials.

The coordinator met with the board of directors of the Federation of Block Units. That group decided they would obtain engraving units and implement the program themselves without police involvement. At this point, the coordinator has been unable to learn if they have implemented the program on a city-wide basis, although it is known that several block units have participated on their own initiative.

During December, organizations beginning employee programs included Ralston Purina, the Public Movers Association of Greater St. Louis, and the St. Louis Junior College District. In January, Southwestern Bell Telephone and the General American Life Insurance Company implemented employee programs.

8. Problems

During mid-October the first real problem in the project surfaced. There has been some reluctance to use the Missouri driver's license number because of it's length and because many elderly residents and others don't have a driver's license. Instead, some have used a social security number, telephone number, license plate numbers, and even the Missouri liquor control identification card number.

An ADC mother phoned and told the coordinator she did not have a license number and that she didn't know anyone she could trust to use a driver's license number. She stated that most ADC mothers were in the same situation. The coordinator agreed here that ADC mothers could use their case number along with their address and zip code. The ADC number is on a computer in Jefferson City.

At most meetings, people question the length of the Missouri driver's license number and were under the impression the number changed often.

9. Results to Date

A major problem in the Operation Ident project has been the collection of participation cards. Checkout sheets and other sources indicate about 3300 participants, but as of January 31, 1973 only 1313 participation cards have been forwarded to the P-CR Division. There are several apparant reasons for this. A rumor circulated in one neighborhood that anyone sending in a card would have their taxes raised. A P-CR officer spoke to the congregation of a church where it was believed this rumor began.

Other groups felt that the cards might be used for some political purpose and were therefore reluctant to turn them in. Other reports indicated that others simply did not want their name on file at the police department.

A new policy that requires participants to complete the card as they check out the tool was put in effect at the end of January 1973 in order to insure collection of as many cards as possible.

There have been responses from individuals such as "The police have never done anything for me, why should I do something for them". One P-CR officer reports a man refused to allow his wife to fill out a participation card for reasons unknown. Others have simply stated they did not want to get involved with the police.

It should be emphasized that these are responses from individuals, not organizations, and that such responses have come from all parts of the city.

10. Summary

In Summary, Operation Ident is off to a good start in St. Louis. Engraving units and materials are available at all district police stations, police-community relations offices, fire stations, city libraries, Human Development Corporation neighborhood centers and from Volunteers of the Women's Crusade Against Crime.

General response to the program has been good in both the city and from St. Lo County Residents. A number of county residents who live in the city have participated in the city program. All participation cards from county residents have been forwarded to offices of the Police-Community Relations Project of Region V. Many county residents have phoned the city coordinator's office to ask about the program.

Among organizations endorsing the project are Kiwanis Rotary, Lions, the St. Louis Urban League, St. Louis Mayor's Office and the Human Development Corporation whose executive director wrote "We're behind the Ident program 100%".

Implied endorsement comes from the local news media who have provided favorable coverage of the program and by a KMOX-TV editorial urging participation in the program.

With an estimated 3300 households participating, only one has been known to be burglarized.

11. Future Activities and Objectives

a. Contribute to the reduction of residential burglaries in the City of St. Louis by 5% in two years and 20% in five years in conjunction with the components of the Impact program.

b. Continue coordination of the program with the nine Police-Community Relations Committees. Women's Crusade Against Crime, Region V and other organizations involved in the program.

c. Achieve a first year goal of 10,000 homes participating and a second year goal of 30,000 homes participating.

d. Computer program the Operation Ident project to facilitate evaluation, participation recording and to better serve the Department and the community in efforts to reduce burglary.

e. Rent space on 30 billboards during the second grant period to urge residents to mark valuables. Rent an additional 30 billboards during the third grant period to continue this promotional activity.

f. Purchase radio spot advertising on at least four St. Louis radio stations during the second and third grant periods to urge citizens to participate and further explain the program to the general public.

g. Expand the number of Operation Ident distribution points to increase the convenience of participation among residents. New distribution points might include public schools, appliance stores, grocery store service counters or savings and loan institutions.

h. To provide additional promotional materials to further explain the Operation Ident program and to provide other tips on burglary prevention.

i. To make the position of Operation Ident coordinator a full-time position so that he might devote the time necessary to expand and promote the project in order to accomplish project goals as quickly as possible.

III. METHODS, TECHNIQUES AND/OR ACTIVITIES TO BE EMPLOYED AND A DESCRIPTION OF THE SEQUENCE OF EVENTS AND TIMETABLES.

PHASE ONE -- Presently, the position of coordinator is part-time (20 hours per week for Operation Ident, 20 hours per week for Multi-Media). Due to the demands of the Operation Ident project, the coordinator position should become a full-time (40 hours per week) job. Full-time attention to Operation Ident will be required in order to expand, promote and successfully complete the program. This change should become effective at the beginning of the second grant period and be continued during subsequent grant periods. The coordinator would spend his time engaged in expansion of the program, increased public relations activities and would allow time for extra planning and administrative duties resulting from expansion.

PHASE TWO -- The Operation Ident project should be programmed into the Department's computer (soon to be operated by a regional agency). The computer facility would increase this Department's ability to evaluate the program and to prevent burglary. A computer program would provide an efficient means of recording participants and sorting them into Pauly blocks or some other denominator in order to detect trends in participation and burglary. It could also be utilized to quickly pinpoint burglary problem areas as the project increases in size. All property taken from participating homes could be listed and categorized and would aid the Department in suppressing burglary if certain patterns were revealed. This procedure might also aid in the detection of false burglary reports or other attempts to defraud. Computer programmers may suggest other uses that may assist the department in reducing burglaries.

PHASE THREE -- Free publicity will continue to be a project priority. New phases of the project will produce publicity and it is expected the project will generate spontaneous news stories as it expands. The coordinator and other project workers will provide Operation Ident feature material to the local media. The goal of obtaining free publicity is to inform residents of the community of the project and urge them to participate. Public relations must be a continuing function of the project.

PHASE FOUR -- Operation Ident will be expanded. Although engraving units and materials are available at district police stations, Police-Community Relations offices, the Women's Crusade Against Crime, fire stations, libraries and Human Development Corporation neighborhood centers, the number of distribution points should be increased in order to provide a greater number of check-out points for the convenience of residents.

Major appliance dealers could provide materials to customers with the suggestion they mark their new appliance and all other valuable property. Dealers could also mark new appliances for the customer before it leaves the store. A similar plan would also apply to bicycle dealers.

It is also expected that volunteers of the Women's Crusade Against Crime will conduct more closely organized door-to-door campaigns in their neighborhoods.

The number of employee programs in large and small St. Louis businesses will be increased.

Police-Community Relations officers will be given additional Operation Ident duties. Each officer will be assigned a quota for Operation Ident contacts each week, as part of his regular duty assignment. Weekly activities would be concentrated in areas of most need. Officers will also be expected to take a more active role in promoting the project at every opportunity.

PHASE FIVE -- Expansion of the project will require additional materials. An additional 500 engraving units should be purchased as soon as possible. Additional supportive materials will be needed in the following quantities during the second grant period:

1. 50,000 Valuable Property Forms
2. 200,000 "blue hand" decals
3. 50,000 promotional brochures
4. 10,000 bicycle stickers

Business organizations have purchased engraving units for use by customers, but experience shows control over the program is lost in these instances and it proves largely ineffective to participants of "private" programs because Operation Ident procedures are not followed. All supplies and information should be furnished by the department to all distribution points to insure success of the program. For instance, because of publicity and advertising, the "blue hand" symbol is the only sticker recognizable to would-be burglars. Private programs do not normally request and supply the "blue hand" decal to participants, and therefore is of reduced value to those residents.

PHASE SIX -- Concentrated efforts to gain participation in the city's highest burglary areas will be made during the second grant period. Residents of those areas will be contacted directly through door-to-door campaigns and direct mail. Police-Community Relations officers and Women's Crusade Against Crime volunteers will participate in these efforts.

Areas where the crime of burglary is a problem will be selected on the basis of Department statistics. By covering these specific areas, it is hoped to gain a reliable base for evaluations and to cause a drastic reduction in the number of city burglaries.

In addition to direct contact, promotional activities will be geared to reach residents of these areas.

Checks will be made from time-to-time to determine shifts in burglary patterns in order to move in and stamp out burglary in new problem areas.

PHASE SEVEN -- In addition to contact on a one-to-one or one-to-100 basis, there exists a need to present the project to the community through the mass media. While efforts to gain free publicity are continuing, it is not guaranteed and such publicity is often spotty. A coordinated, repetitive campaign of paid advertising is needed to effectively reach all residents of the city.

The following mass media would be utilized to inform the general public of the program and urge participation:

1. Radio
2. Television
3. Billboards
4. Bus and Taxi Posters

Advertising activities will be coordinated with activities of the Region V Operation Ident project in order to provide greatest effectiveness.

Advertising would be used in the following manner in each of the media:

1. RADIO -- Spot commercials on at least four St. Louis radio stations would describe the program and urge participation. A radio advertising campaign should last for one month.
2. TELEVISION -- Due to cost limitations, this media would be used less than radio but would also provide for a description of the programs and urge participation.
3. BILLBOARDS -- Thirty billboards rented for a month-long period would be effective in providing a means of product identification and urge residents to participate.
4. BUS and TAXI POSTERS would serve mainly to urge participation in the program.

Advertising in all media would be carried out simultaneously during a month-long period to achieve the greatest effect.

The choice of stations in the broadcast media will be made on the basis of programming, cost, size of audience and type of audience. Billboards will be located in all police districts with extra concentration in areas of need and based on traffic flow patterns.

PHASE EIGHT -- A major thrust of the Police-Community Relations effort is to inform citizens how they can protect themselves against burglary. In 1972, there were 11,916 residential burglaries in the city. Many of these could have been prevented if the householder had taken some preliminary precautions. It is the responsibility of the Police Department to properly inform residents what precautions they can take.

This will cut down burglaries, one of the major objectives of the High Impact program, and as a result free police officers for more patrol time.

It is recommended that the P-CR Division be provided some additional tools with which to work in this effort. At present, the Division has no hard fact materials to inform citizens about locks for doors and windows, alarms and other precautions.

Two existing programs, Operation Ident and Blockwatchers are designed to cut burglaries. We need to present more detailed information to citizens on how they can secure their homes.

Most important is a hand out brochure itemizing specific ways each household should be protected.

IV. TIMETABLE OF EVENTS

1. The position of coordinator should become a full-time position at the beginning of the second grant period.

2. Computerization of the Operation Ident project should proceed immediately.

3. Publicity efforts are on a continuing basis with special promotional activities planned on a one-a-month basis.

4. An advertising campaign will be planned the first month, organized the second month, and implemented the third month of the second grant period.

5. Additional supplies for the program will be ordered during the first month of the second grant period.

6. New distribution points will be developed as supplies for expansion are available.

7. Concentration of the project in high-burglary areas will be put into effect immediately. These activities will be coordinated among sponsoring agencies during the first month.

8. Evaluation techniques will be refined during the first and second month of the second grant period, so that by the beginning of the second grant period, so that by the beginning of the third grant period, the project can be effectively evaluated on a monthly basis.

VI. EVALUATION, DESIGN AND METHODOLOGY

External - Operation Ident will be evaluated in accordance with procedures outlined in the project plan. The Department has been given to understand that this project will be evaluated by a team consisting of representatives from Region V, Missouri Law Enforcement Assistance Council, Missouri State Planning Agency, LEAA Regional Office VII and the National Institute.

Internal - The primary evaluation factor, of course is the crime of residential burglaries in itself. While we expect to see a reduction in these offenses as a practical matter, 12 months implementation may not be sufficient time to measure the effectiveness of Operation Ident. The department will, however, keep detailed records of those residences where the property was marked in both a computer and a card file index and compare those data with reported incidents of residential burglary. All police officers are instructed to provide the coordinator's office with a report of any participating home that might be burglarized.

It is hoped the evaluation will reveal the following:

1. Whether the project continues to move in a proper direction, or if not, what changes are necessary to increase its effectiveness.
2. Whether the project is being viewed favorably by those citizens who have marked their property. If there are negative aspects, it will be necessary to determine what needs to be done to correct them.

VII. THE MAJOR BENEFITS TO THE CRIMINAL JUSTICE SYSTEM

The major benefits sought from Operation Ident include:

1. Crime Prevention in the form of a significant reduction in residential burglary throughout the city.
2. A demonstration of a significant way in which the police and the public can work together to reduce crime. By sharing the responsibility, members of the public will have the opportunity to protect themselves against crime and contribute to a reduction of the burden on the entire criminal justice system arising from the presently substantial volume of residential burglaries.

The St. Louis Metropolitan Police Department is the only public agency participating in this project. The Women's Crusade Against Crime has the largest role of the community based agencies. The partnership that has and will continue to develop through this project will have long range benefits to the entire community and to both agencies.

VIII. AGENCIES AND ORGANIZATIONS WHICH WILL BE INVITED TO ASSUME FINANCIAL RESPONSIBILITY FOR THE PROJECT IN SUBSEQUENT YEARS IF IT IS SUCCESSFUL.

We anticipate that following the termination of the High Impact program, the Police Department and the Women's Crusade Against Crime will persist in their efforts relating to Operation Ident.

IX. IDENTIFY PROJECT DIRECTOR AND CONSULTANTS EARNING \$10/HOUR OR MORE.

See biographical Sketch (attached) of the Project Director, Mr. Robert Barton.

X. PERSONNEL JUSTIFICATION

Overtime expense has been estimated using the average hourly base rate for commissioned personnel.

The P-CR specialist assigned to Operation Ident will be paid an average hourly rate of \$5.04 per hour and he will work 40 hours per week on this project.

The coordinator for the Women's Crusade is a part-time position and is paid \$4.25 per hour.

XI. REQUEST FOR WAIVER OF BID PROCEDURE

In order to expedite the purchase of all equipment, request is made for waiver of Region V's bid procedure. The bid procedure of the St. Louis Metropolitan Police Department will be used. Attached is a copy of the Department's bid procedure.

END

7. 10. 1944