



Connecting virtually to build a safer community

The Springfield Police Department is connecting and engaging digitally with the citizens it serves now more than ever before. The department first entered the social media realm in 2010, and it has expanded its efforts and number of platforms every year since then.

The SPD is active on Facebook, Twitter and Instagram and periodically utilizes YouTube and Twitter's live broadcasting app, Periscope, to communicate with followers. The department is also now

interacting with neighborhoods on Nextdoor. Nextdoor is a private social network for citizens and their neighbors, and like one of SPD's reasons for embracing the evolving world of social media, its mission is to use the power of technology to build stronger and safer neighborhoods.

Police Area Representative (PAR) officers with the department are able to talk directly to the neighborhoods of their assigned zones, and vice versa, but neighborhoods still have their privacy and can communicate with their neighbors without having their conversations monitored.

"They get the opportunity to hear directly from us and we tell them what's been going on specifically in their area and what unique crime trends they need to be aware of to keep their property safe," said PAR Officer Mark Sears. "In turn, they provide us with tips or let us know of specific concerns they have that our department, as well as other City departments, can work to address."

Social media has allowed the SPD to humanize their officers. Behind every badge and uniform is a person with a family and their own untold story and reason for joining this force. The department's virtual presence allows these stories to be told, but it also serves as a resource center for citizens.

"Many times, it is easier for the citizen to initiate a conversation or pose a question via their favorite social media outlet than by trying to figure out where to go with that question or with whom to have that conversation," said Williams. "Our social media presence has made it even more convenient to talk with us directly, and it is one more step in the right direction for allowing more individualized information sharing."

To find the SPD on Facebook, Twitter, Instagram, YouTube or Periscope, search for SGF Police. If your neighborhood is not using Nextdoor and you want to learn more about how it works, visit Nextdoor.com.



Community Engagement

Springfield Police Department offers a variety of programs and services that engage citizens in public safety initiatives.

- Police Area Representative (PAR) Officers
- Crime Prevention
 - Neighborhood Watch
 - Business Watch
 - Night Watch
 - CPTED
 - Apartment Watch
 - Citizens Alert Patrol
- Targeted awareness campaigns
- Crime Stoppers
- Citizens Police Academy
- Coffee with the Chief
- Volunteers in Police Service (VIPS)

Police Engagement

Springfield Police Department is organized to maximize effective deployment and utilization of resources.

- Highly trained and specialized teams
- Targeted enforcement efforts
 - people
 - places
 - crime
- Annual beat surveys
- Spirit of service
- Commitment to transparency
- Crime trend analysis
- Daily officer deployment based on crime data

See Something. Say Something.

There's no information that's insignificant. Don't hesitate. Call 911.

Report criminal activity anonymously to Crime Stoppers.

(417) 869-TIPS

Text a Tip: Text 417SPD plus your message or photo to CRIMES (274637)

Headquarters:

321 E. Chestnut Expressway
Springfield, MO 65802

South District Station:

2620 W. Battlefield Rd.
Springfield, MO 65807

Connect with us: [sgfpolice](https://www.facebook.com/sgfpolice)



Learn more about how you can be involved in crime prevention efforts:

(417) 874-2113 or **springfieldmo.gov/spd**

Springfield Crime Statistics

Fourth Quarter 2015 (Oct. - Dec.)

↑ **4.5%**

Overall increase
in crime in 4th Qtr.
(Compared to 4th Qtr. 2014)

CRIMES AGAINST PERSONS

Oct. - Dec.	2014	2015
Homicide	9	3
Rape	67	66
Robbery	102	121
Aggravated Assault	308	362
Total Against Persons	486	552

THERE WAS AN **14% TOTAL INCREASE IN CRIMES AGAINST PERSONS** FROM THIS PERIOD IN 2014.

CRIMES AGAINST PROPERTY

Oct. - Dec.	2014	2015
Burglary	459	503
Larceny/theft	2,468	2,619
Stolen Vehicle	365	275
Total Against Property	3,292	3,397

THERE WAS A **3% TOTAL INCREASE IN CRIMES AGAINST PROPERTY** FROM THIS PERIOD IN 2014.



Reports of
stolen vehicles
DECREASED by
25%

The occurrence of
robberies **INCREASED**
this quarter by nearly

19%



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