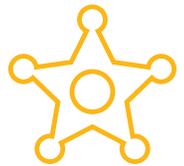




Manchester Police Department Uses predictive policing for proactive crime prevention

With a rise in criminal activity stemming from the state heroin epidemic, the Manchester Police Department (MPD) more than ever needed additional technology to augment their efforts.

Knowing they couldn't be everywhere at once, they had to figure out a way to concentrate police resources where they were most needed. Using IBM's predictive analytics, patrol officers are now able to analyze near real-time data in minutes instead of waiting days to develop analyses to plan crime-prevention strategies.



Challenge

With a surge in crime driven by New Hampshire's heroin epidemic and reduced personnel, the Manchester Police Department struggled to anticipate where crimes would occur. The agency had been performing manual risk assessments based on historical trends,

but this method proved unwieldy, time-consuming and reactive. Officers needed real-time data about where crimes were likely to happen so that they could proactively prevent them.

Digital transformation

The MPD worked with IBM Premier Business Partner Ironside Group Inc. to develop an analytics-based predictive policing solution that law enforcement can use to more effectively predict crimes and likely

offenders. With the solution, police gain the insight to place officers in key positions during the times when they are likely to exert the most impact, often thwarting crimes in process or discouraging them altogether.



Results:

28% MPD has seen a **28% drop in the robbery rate** over the previous year.

17% Burglaries are **down by 17%** over the previous year.

36% Theft from motor vehicles **down by 36%** over the prior year, with a **dramatic 43% drop** over the 20 weeks prior to deployment of the solution.

**&
43%**

The solution takes us from being reactive to proactive. Now, we can determine where crime is likely to happen and prevent it.

—**Matt Barter**, *Detective, Manchester Police Department*

5 key insights from MPD's actions to reduce crime

Through the use of IBM's predictive analytics, the Manchester Police Department has taken proactive and effective action to turn the crime trend around. Based on their experiences using real-time insights to address a potentially debilitating crime epidemic, the MPD realized five key learnings:

1. Go beyond hotspot policing.

Predictive analytics not only helps project future crime based on past crimes, but it also allows law enforcement to develop answers about crime through models that can run in seconds and minutes versus hours, days, and even months.

2. Answer the who, what, when and where for police officers.

IBM software, implemented by Ironside Group, enabled MPD to decisively position officers where they should be deployed and when, so they could target certain neighborhoods at certain times of the day or night. It also helped the department understand what its 237 officers should be aware of – such as known felons in the area or criminal activity at a particular address – increasing safety when responding to calls.

One of the problems with policing is that you can't be everywhere at once.

—**Nick Willard**, *Chief of Police, Manchester Police Department*

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3. Benefit from a proof of concept.

Ironside Group's proof of concept confirmed the usefulness of the analytics technology to help reduce crime. And it was an easy sell for the department's chief, administration command staff, mayor and board of aldermen, who provided the thumbs-up to quickly implement the solution.

4. Bring together communities and police officers.

Citizens have embraced the police presence, witnessed firsthand the reduction in crime and even thanked the officers for helping deter misconduct.

5. Advanced analytics offer many answers.

IBM SPSS predictive analytics is a responsive, user-friendly tool that can be used to consider and analyze a number of useful law enforcement-focused assumptions to help fight crime.

Making the community safer with IBM

IBM enabled the Manchester Police Department to achieve impressive outcomes, including a **28 percent reduction** in robberies, a **17 percent reduction** in burglaries and a **36 percent reduction** in thefts from motor vehicles.

“With the predictive hotspots, I can now go somewhere where crime is most likely to happen and really feel like I'm making a difference and be a proactive officer. And that is a good feeling. At the end of the day, you feel like you did something good and worthwhile.

—**Matt Barter**, *Police Officer, Manchester Police Department*

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About Manchester Police Department

Established in 1846, the Manchester Police Department (MPD) in the US serves the 110,000 inhabitants of the city of Manchester, New Hampshire, the state's largest city. The MPD has 237 sworn officers who police a jurisdiction comprising a 35-square-mile area in Hillsborough County on the border with Massachusetts.

