



**FOR IMMEDIATE RELEASE**

**May 14, 2010**

## **Data Driven Deployment in Sun Valley and Sparks**

**WHEN:** Beginning Monday, May 17, 2010

**WHERE:** Sun Valley and Sparks areas

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There will be an increased law enforcement presence in Sun Valley and the City of Sparks beginning May 17, in accordance with the Data Driven Approaches to Crime and Traffic Safety (DDACTS) initiative. This means residents will see an increased presence of Washoe County Sheriff's Office deputies, Sparks Police officers, Nevada Highway Patrol troopers, as well as non-traditional partnering representatives from several agencies who are assisting in this effort; some of which include:

- State of Nevada Department of Motor Vehicles Enforcement Division
- Washoe County Code Enforcement
- Reno Marshal's
- US Marshal's
- Immigration and Customs Enforcement (ICE)
- State of Nevada Department of Public Safety, Parole and Probation
- Washoe County Regional Animal Services

This DDACTS event will be an effort to reduce crashes and to address crime trends that are historically persistent in the targeted areas. Data shows 1187 significant vehicle crashes in these hotspot areas over the past four years. One of the ways that DDACTS proposes to address the identified issues is to establish non-traditional partnerships to look at the cause of crime and crashes from a different perspective and try to generate a cooperative and more efficient way to address a problem.

"In order to better serve our residents, it makes sense to place our resources where they will do the most good." states Sheriff Mike Haley. "Using analysis of historical data and targeted enforcement efforts we are making an impact in our entire community by focusing on one area at a time."

In 2009 the Washoe County Sheriff's Office was awarded grant funding from the State of Nevada, Office of Traffic Safety for overtime expenses to help carry out these events through the coming year.

"Our goal is not to issue citations or make arrests but to realize compliance with traffic laws which will reduce motor vehicle crashes. We have seen criminal activity drop in DDACTS areas due to having a high-visibility of law enforcement resources for a sustained period," stated Sergeant Eric Spratley of the Sheriff's Office Research and Development Unit.

The Washoe County Sheriff's Office is committed to the safety and security of the public. For more information on DDACTS:

<http://www.ojp.usdoj.gov/nij/topics/law-enforcement/traffic-safety/ddacts.htm>