



MEDIA ADVISORY

November 2, 2017

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City of Rancho Cordova

Crime Drops in Rancho Cordova by 31.5% ***Proactive Bait Package Program Illustrates Proactive Policing***

What: The Rancho Cordova Police Department (RCPD) has announced that violent crime and property crime combined has decreased by 31.5% from 2011-2016 when adjusted for population. This significant drop can be attributed to the department's proactive policing programs, including the work of RCPD's Crime Suppression Unit (CSU). CSU is a highly proactive team that focuses on enforcement by using crime data, trends and tips from residents. Get a behind-the-scenes look at CSU's work through its bait package program, a proactive policing approach to preventing thefts during the holiday season.

When: Thursday, November 9, 2017
Interviews: 3-5 p.m.

Where: Rancho Cordova Police Department, 2897 Kilgore Road

Visuals:

- Visuals showing crime statistics
- Sample bait packages
- B-roll footage available of sample bait package deployment and GPS tracking

Interviews:

- Chief of Police Chris Pittman, Rancho Cordova Police Department
- Sergeant Mike Robertson, Rancho Cordova Police Department
- Rancho Cordova resident

Why: The holiday shopping season is beginning, and RCPD wants to ensure thieves don't prey on residents. CSU developed the bait package program in 2015 in response to higher occurrences of package thefts during the holiday season across the nation. The program is being rolled out once again to prevent similar crimes from occurring and to keep residents safe in the City of Rancho Cordova.

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