



**Dee Andrews**  
**City of Long Beach**  
**Councilmember, Sixth District**

**R-6**

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**Date:** October 13, 2015

**To:** Honorable Mayor and Members of the City Council

**From:** Vice Mayor Suja Lowenthal, Second District  
Councilmember Lena Gonzalez, First District  
Councilmember Daryl Supernaw, Fourth District  
Councilmember Dee Andrews, Sixth District

**Subject:** Implementation of Dog Walker Watch Program

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**RECOMMENDATION:**

Request the City Council to direct City Manager to implement a Dog Walker Watch (DWW) program as part of the City's current Community Watch Program and report back to City Council within 90 days.

**DISCUSSION:**

The City of Long Beach Police Department is always in need of the public's assistance in keeping a watchful eye in the community. With over 63,000 dog owner households in the City, implementing a Dog Walker Watch program would convert many of those walkers to "extra eyes and ears" for the Police Department. Dog walkers can be a valuable resource in helping to make our community safer.

The idea is that while residents are out taking their dogs on walks through their neighborhoods, they can also be trained to watch for suspicious activity that police have been asking people to report.

The Dog Walker Watch (DWW) is a crime awareness program sponsored by the National Association of Town Watch (NATW). There are dozens, if not hundreds, of dog walkers throughout the community who are often preoccupied with texting, chatting, emailing; and phone calls during their neighborhood walks. Dog Walker Watch trains these individuals on how to effectively observe and report criminal activity.

The National Association of Town Watch (NATW) is a non-profit organization dedicated to the development and promotion of various crime prevention programs including neighborhood watch groups, law enforcement agencies, state and regional crime prevention associations, businesses, civic groups, and individuals, devoted to safer communities. The nation's premiere crime prevention network works with law enforcement officials and civilian leaders to keep crime watch volunteers informed, interested, involved and motivated.

**FISCAL IMPACT:**

There is no significant cost for this item.

A Crime Awareness Program of National Association of Town Watch





# WHAT IS IT?

**Dog Walker Watch (DWW) is a crime awareness program sponsored by the National Association of Town Watch (NATW) and coordinated locally by law enforcement agencies and crime watch groups or other community organizations.**

**Dog Walker Watch encourages dog walkers nationwide to serve as “extra eyes and ears” for local law enforcement agencies. There are dozens, if not hundreds, of dog walkers throughout the community who are often preoccupied with texting, chatting, emailing, and phone calls during their neighborhood walks.**

**Dog Walker Watch trains these individuals on how to effectively observe and report criminal activity.**

# HOW DOES IT WORK?

- 1** Arrange a meeting between the local law enforcement agency and community organization. Present the Dog Walker Watch program.
- 2** Then, plan a one-hour training session taught by local law enforcement, held at a convenient location (i.e. church, school, fire house).
- 3** Prepare a press release and necessary marketing material to promote your training class. Invite all residents to attend.
- 4** Allow approximately 4-6 weeks to prepare for the first training class. Feel free to contact NATW with any questions, comments or concerns.

**MORE INFORMATION COMING SOON**



# QUESTIONS AND ANSWERS



## **What should the officer include in a Dog Walker Watch training class?**

Make the content general. For example, include information that answers the question, “What is suspicious?”. Place a heavy emphasis on suspicious persons, vehicles, activity and how to observe, identify and report such. Emphasize the importance of detail (i.e. location, direction, basic features, etc.). Lastly, reassure the residents, they are not a bothersome to the police department by reporting suspicious activity.



## **How do we respond to “I already do that when I walk my dog.”?**

That might be true. However, the Dog Walker Watch awareness training conducted by a law enforcement officer teaches individuals how to become a better and more effective observer and reporter of criminal activity.



## **Should the owner bring their dog to a Dog Walker Watch training class?**

Yes, we recommend the dogs attend the first training class. It will help generate publicity and promote the concept to your community. In subsequent classes, it’s your call.







ARE YOU A DOG OWNER?

The \_\_\_\_\_ Police Department introduced a new crime awareness program that encourages dog walkers throughout our community to assist as the “extra eyes and ears”. **Please join us!**

date.

time.

location.



**City of Long Beach, Animal Care Services**  
 7700 E. Spring Street, Long Beach, CA 90815  
 (562) 570-8387



## License Compliance Report - Altered

Printed on 9/16/2015 based on compliance date: 9/16/2015

Compliance calculated based on formula provided by the American Veterinary Medical Association

Population divided by 2.67 = number of households in community

**DOGS:**

Number of households that own dogs= 36.1%

Each household, on average, owns 1.6 dogs

**CATS:**

Number of households that own cats= 31.6%

Each household, on average, owns 2.1 cats

An example for a community with a population of 50,000

$50,000 / 2.67 = 18,726$  households

$18,726 \times .361 = 6760$  dog-owning households

$1.6 \times 6760 = 10,816$  dogs in the community

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Community Population:	462,257	Total Households in Community:	173,130
Total Dog Owning Households:	63,885	Total Dogs in Community:	102,216

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	Compliance on 9/16/2015	30 Days Prior	90 Days Prior	180 Days Prior	365 Days Prior
Total Current Licenses:	<b>21194</b>	<b>21478</b>	<b>22026</b>	<b>22658</b>	<b>22748</b>
Licensing Compliance:	<b>20.73%</b>	<b>21.01%</b>	<b>21.55%</b>	<b>22.17%</b>	<b>22.25%</b>

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Total Cat Owning Households:	54,709	Total Cats in Community:	114,889
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	Compliance on 9/16/2015	30 Days Prior	90 Days Prior	180 Days Prior	365 Days Prior
Total Current Licenses:	<b>7287</b>	<b>7300</b>	<b>7327</b>	<b>7323</b>	<b>7015</b>
Licensing Compliance:	<b>6.34%</b>	<b>6.35%</b>	<b>6.38%</b>	<b>6.37%</b>	<b>6.11%</b>

462,257 Jurisdiction Population

According to California Department of Finance Demographic Research Unit