



# ***MEDIA ADVISORY***

February 18, 2021

Contacts:

Ashley Downton, 916.542.3875

Maria Chacon Kniestedt, 916.200.6181

City of Rancho Cordova

## **Crime Drops in Rancho Cordova by 61%** ***Go Behind-the-Scenes of Three Proactive Policing Programs***

**What:** The City of Rancho Cordova is proud to announce that violent crime and property crime combined has decreased by 61% from 2004-2019 when adjusted for population. Since the city incorporated and established the Rancho Cordova Police Department 18 years ago, the city has implemented creative and proactive policing programs that have led to this significant drop. Get a behind-the-scenes look at three of these programs:

- Crime Suppression Unit, the first highly visible and proactive policing unit of its kind in the region that focuses on enforcement in problematic areas in Rancho Cordova to continue to improve quality of life for our residents and businesses.
- Intelligence-led Policing, a strategy of consistently reviewing data to help us focus resources, as well as identify and solve crimes.
- Community-Oriented Policing, a strategy brought to life in a variety of programs designed to build relationships with residents and businesses by identifying public safety needs and working together to address them.

**When:** Tuesday, February 23, 2021  
In-person and Zoom interviews available from 2-4 PM. Due to COVID-19, please contact Ashley Downton at your earliest convenience for scheduling at 916.542.3875.

**Where:** Rancho Cordova Police Department, 2897 Kilgore Road, Rancho Cordova

**Visuals:**

- Visuals of crime statistics and program data
- B-roll footage and photos of programs
- Press kit: [CityofRanchoCordova.org/pressroom](http://CityofRanchoCordova.org/pressroom) (Please contact Ashley Downton at 916.542.3875 for password.)

**Interviews:**

- Chief of Police Kate Adams, Rancho Cordova Police Department
- City Manager Cyrus Abhar, City of Rancho Cordova
- Jim Garcia and Maureen Nelson, Rancho Cordova residents (Please contact Ashley Downton at 916.542.3875 for contact information.)

**Why:** The City of Rancho Cordova is a safe and inviting place for everyone, thanks to the innovative and proactive policing model of the Rancho Cordova Police Department. The city's four-pronged policing approach focuses on building relationships with residents and businesses, getting to know the needs of our neighborhoods, preventing criminal activity, and using data to help us focus resources. A spirit of innovation has led to the city creating new programs, units, and initiatives to support this four-pronged policing approach. Furthermore, the city's police force is hand-picked because of their skill and passion for the Rancho Cordova community, which makes for a dedicated and motivated team.

###