
1 **R2018-48 AMENDING RESOLUTION R2018-08 SETTING FORTH THE CITY COUNCIL'S**
2 **PLANS TO ENHANCE PUBLIC SAFETY SERVICES PROVIDED TO RESIDENTS AND GUESTS**
3 **OF THE CITY OF MYRTLE BEACH BY ADDING THE "USE OF TECHNOLOGY AND DATA**
4 **ANALYSIS (FORCE MULTIPLIER) PLAN" AND THE "CRIME THROUGH ENVIRONMENTAL**
5 **DESIGN INITIATIVE".**

6 **Applicant/Purpose:** Staff/to continue developing a multi-pronged strategy for enhancing public safety
7 services.

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9 **Brief:**

- 10 • Council has previously adopted a Public Safety Enhancement Plan w/the following elements:
11 ○ "7 Year Staffing & Deployment Plan" on 10/10/17 (Attachment A).
12 ○ "Recruitment & Retention Plan" on 01/09/18 (Attachment B).
13 ○ "Downtown Code Enforcement & Property Maintenance Initiative' on 01/23/18
14 (Attachment C").
- 15 • This Plan Amendment adds 2 additional elements:
16 ○ "Use of Technology & Data Analysis (Force Multiplier) Plan" (Attachment D).
17 ○ Crime Through Environmental Design Initiative" (Attachment E).
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19 **Issues:**

- 20 • The "Use of Technology & Data Analysis (Force Multiplier) Plan" (Attachment D) includes:
21 ○ The use of the applications of new technology that are used to make existing officers be
22 more efficient and effective including:
23 ○ The use of resources to collect and analyze crime data:
24 ○ Deployment of equipment & resources allowing the City to deploy specialized units such
25 as SWAT, the K-9 Unit, & a newly created Narcotics Unit.
- 26 • The "Crime Through Environmental Design Initiative" (Attachment E) includes:
27 • Access Control. (e.g. the use of deadbolts, alarms, window locks, fences, turnstiles,
28 speed bumps, traffic signs, etc.).
29 • Natural Surveillance - (e.g. windowed stairwells, improved parking lots visibility, security
30 & improved street lighting, maintaining landscaping at specific heights & density, etc.).
31 • Territorial Reinforcement - (e.g. landscaping, lighting, walkways, fencing, signs, etc.).
32 • Improved Property Maintenance (an expansion upon the "Downtown Code Enforcement
33 and Property Maintenance Initiative") - the basic upkeep, repair, and maintenance of
34 property (e.g. the immediate removal of graffiti, landscape maintenance, weed
35 abatement, painting worn buildings, etc.).
36 • Activity Generation - street vendors or performers to bring legitimate users into a space.
37 • Enhanced Nuisance Abatement Efforts to use existing Nuisance Abatement Code
38 provisions & State statutes to deal w/ problems relating to chronically poorly managed
39 &/or maintained commercial & transient accommodation properties.
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41 **Public Notification:** Normal Meeting Notification.

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43 **Alternatives:**

- 44 • Modify the proposed Initiative/Plan.
45 • Deny the proposed Plans.
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47 **Financial Impact:**

- 48 • Technology Plan - ongoing investments in new technology, & maintenance of existing systems.
49 • CPTED - most of the principles are relatively inexpensive.
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51 **Manager's Recommendation:** I recommend approval.

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53 **Attachment(s):** Proposed resolution, the Technology Plan & CPTED Initiative.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION AMENDING RESOLUTION
2018-08 SETTING FORTH THE CITY
COUNCIL’S PLANS TO ENHANCE PUBLIC
SAFETY SERVICES PROVIDED TO
RESIDENTS AND GUESTS OF THE CITY OF
MYRTLE BEACH BY ADDING THE “USE OF
TECHNOLOGY AND DATA ANALYSIS
(FORCE MULTIPLIER) PLAN” AND THE
“CRIME THROUGH ENVIRONMENTAL
DESIGN INITIATIVE”.

WHEREAS, the City of Myrtle Beach is both the centerpiece and focal point of the
“Grand Strand,” which welcomes more than 18 million visitors annually; and

WHEREAS, tourism in Myrtle Beach across the Grand Strand generates significant sales
tax revenues to support programs throughout the State of South Carolina; and

WHEREAS, the increase in the number of annual visitors recently has outpaced the
growth of Police resources available to serve and protect such a large audience; and

WHEREAS, the City Council recognizes that the safety of our residents and guests is the
city’s primary mission, and that additional resources are needed; and

WHEREAS, on October 10, 2017 the City Council formally adopted a Public Safety Plan,
the first element of which was a “Seven Year Staffing and Deployment Plan”
(Attachment A), and

WHEREAS, on January 9, 2018 the City Council amended Public Safety Plan by adding a
“Recruitment and Retention Plan”(Attachment B), and

WHEREAS, on January 23, 2018, the City Council further amended the plan by adding
the “Downtown Code Enforcement and Property Maintenance Initiative’ (Attachment
C”) and

WHEREAS, City Council further wishes to amend the Public Safety Plan by adding the
“Use of Technology and Data Analysis (Force Multiplier) Plan” (Attachment D), and the
“Crime Through Environmental Design Initiative” (Attachment E).

NOW, THEREFORE, BE IT RESOLVED that:

1. The City Council reaffirms its commitment to protect and enhance the safety of every resident and guest of the City of Myrtle Beach, in every neighborhood and business district of the City.
2. The City Council hereby adopts the “Myrtle Beach Police Department Seven Year Staffing and Deployment Plan” (Attachment A) to enhance both the reality and perception of public safety in the City of Myrtle Beach, the main elements of which are the following:
 - Successful retention of existing police officers and staff.
 - Enhanced officer efficiency and effectiveness through:
 - o Greater use of technology.
 - o Revised deployment strategies.

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- Improved procedural and paperwork processes.
 - Increased use of crime data.
 - Continuous training of all law enforcement personnel.
 - Greater use of civilians in positions now occupied by sworn staff.
 - Improved internal communications.
 - Crime reduction through environmental design.
 - Community outreach, involvement and communication.
 - Addressing root causes of criminal behavior.
 - Increased Police presence on the street, with adequate civilian staff to support those officers.
3. The City Council hereby adopts the “Myrtle Beach Police Retention and Recruitment Plan” (Attachment B) for all sworn officers and dispatchers to improve the retention of existing police personnel, and to enhance the City’s ability to compete with other agencies for a shrinking number of applicants for such positions, the main elements of which are the following:
- A “STEP” plan designed to accelerate salary progression in the early years of an officer’s career, including an initial 3% STEP increase for each sworn officer and dispatcher who “Met Expectations” in the October 2017 evaluation.
 - A 1.75% “Market Adjustment” for all sworn officers & dispatchers.
 - A 5% “Retention and Recruitment Adjustment” for all salary ranges and actual salaries of all sworn officers & dispatchers.
 - Increased starting pay for an uncertified officer from \$36,245 to \$40,000.
 - Increased starting pay for a certified officer from \$39,706 to \$44,000.
 - Increased starting pay for a Patrolman First Class from \$41,437 to \$46,000.
4. City Council hereby finds that the reality and perception of safety is enhanced by an environment where the structures are maintained in good repair, and the grounds are properly cared for and free of litter and debris. Toward that end Council hereby adopts the “Downtown Code Enforcement and Property Maintenance Initiative” (Attachment C) to provide proactive Code enforcement efforts in the Downtown. The main elements of this Plan are:
- Two Code Enforcement Officers will be dedicated to the Downtown.
 - The Officers will:
 - Work on weekends and in the evenings during the peak season.
 - Be responsible for reducing visual clutter by proactively eliminating most common Code violations in the DRC District.
 - Identify potential structural and habitability issues.
 - Surveillance cameras will be added at key locations to monitor illegal dumping.
 - Additional trash dumpsters will be added to provide legitimate means of disposing of bulky items.
 - A proactive approach to identifying Code violations coupled with expedited procedures for resolving those issues as quickly as possible.
5. City Council hereby adopts the “Use of Technology and Data Analysis (Force Multiplier) Plan” (Attachment D) which includes the following elements:
- The use of the applications of new technology that are used to make existing officers be more efficient and effective including:
 - CityWatch Surveillance Cameras and installation.
 - Automated License Plate Readers.
 - Automated Fingerprint Systems.
 - Mobile Command Post acquisition.

- 1 ▪ Use of aerial drones for surveillance purposes.
2 ▪ Body cameras for all sworn personnel.
3 • The use of resources to collect and analyze crime data:
4 ▪ The addition of a Crime Analyst position.
5 ▪ The addition of a “Real Time Crime Unit” to monitor the
6 CityWatch system.
7 ▪ Acquisition of crime scene data collection and analytics.
8 ▪ Deployment of equipment and resources allowing the City to
9 deploy specialized units such as SWAT, the K-9 Unit, and a newly
10 created Narcotics Unit.
11 6. City Council hereby adopts the “Crime Through Environmental Design
12 Initiative” (Attachment E) which includes the following design elements:
13 • Access Control - physically obstructing or guiding access by people and
14 vehicles (e.g. the use of deadbolts, alarms, window locks, fences,
15 turnstiles, speed bumps, traffic signs, etc.).
16 • Natural Surveillance - allowing visibility by legitimate users of the space
17 (e.g. windowed stairwells, parking lots visible from the sidewalk,
18 security and improved street lighting, maintaining landscaping at
19 specific heights and density, etc.).
20 • Territorial Reinforcement - clearly showing who owns or is responsible
21 for an area to suggest that a person with a vested interest may see and
22 report criminal activities (e.g. landscaping, lighting, walkways,
23 decorative fencing, signs, etc.).
24 • Improved Property Maintenance (an expansion upon the “Downtown
25 Code Enforcement and Property Maintenance Initiative”) - the basic
26 upkeep, repair, and maintenance of property (e.g. the immediate
27 removal of graffiti, landscape maintenance, weed abatement, painting
28 worn buildings, etc.).
29 • Activity Generation - reinvigorating a community by increasing
30 activities. This may include street vendors or music performers in a
31 space to bring legitimate users.
32 • Enhanced Nuisance Abatement Efforts to increase the use of the City’s
33 existing Nuisance Abatement Code provisions and State statutes to deal
34 with problems attendant to chronically poorly managed and/or
35 maintained commercial and transient accommodation properties.
36 7. In recognition of the importance of our tourism economy to the entire State,
37 City Council calls upon the General Assembly to provide additional financial
38 resources for new police officers to meet the demands on our law enforcement
39 structure and protect and preserve South Carolina’s good reputation for safety.
40 8. The City Council expresses its deep gratitude to the men and women of the
41 Myrtle Beach Police Department for their outstanding work, especially during
42 the special challenges that are unique to such a popular and growing tourist
43 destination.
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45 SIGNED, SEALED and DATED, this 13th day of November, 2018.

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50 BRENDA S. BETHUNE, MAYOR

51 ATTEST:

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53 JENNIFER STANFORD, CITY CLERK