Annual Community Policing Plan

Ingleside Station

CITY & COUNTY OF SAN FRANCISCO

Police Department

November 2025

Introduction:

The members of the SFPD, Ingleside Station are a proud and diverse group of individuals who are dedicated to protecting and serving the Ingleside Community. Community policing is a vital part of the efforts made by our department and its officers on a daily basis. Our daily interactions with the public, and the trust placed in us by those we serve help to build the valuable relationships we form with members of the community. The members of Ingleside Station are proud to be a part of this community, and we will continue to work with our diverse neighborhoods and organizations to enhance quality of life and create a safer place for all. Because of our current staffing shortage, now more than ever, the members of Ingleside Station rely on community members to be our eyes and ears. The input supplied to us helps us focus our resources to more effectively find solutions to crime and be better guardians of our community.

DISTRICT OVERVIEW



DISTRICT OVERVIEW

BOARD OF SUPERVISORS



DISTRICT 7

Myrna Melgar



DISTRICT 8

Rafael Mandelman



DISTRICT 9

Jackie Fielder



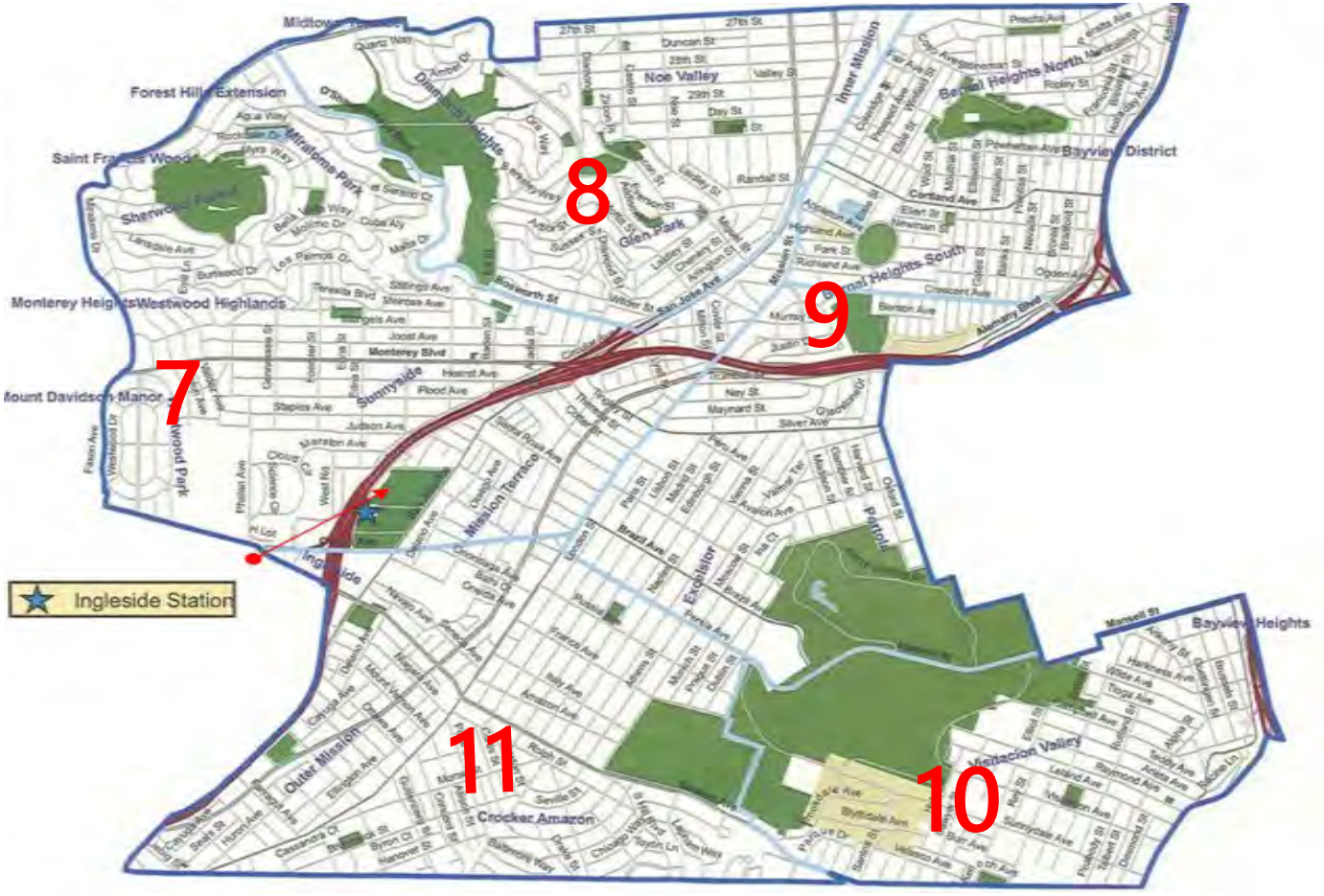
DISTRICT 10

Shamann Walton



DISTRICT 11

Chyanne Chen



STAFFING OVERVIEW

Ranks:
Captain
Lieutenants
Sergeants
Officers
Recruits
Civilians
PSAs



CAPTAIN'S STAFF
Officers

DAY WATCH
Lieutenants
Sergeants
Officers
Recruit(s)
PSAs

NIGHT WATCH
Lieutenants
Sergeants
Officers
Recruit(s)
PSAs

SPECIALIZED TRAINING

- **Field Training Officers**
- **Field Training Sergeants**
- **Crisis Intervention Team**
- **Specialists**
- **Hostage/Crisis Negotiations Officers**

CERTIFIED LANGUAGES SPOKEN

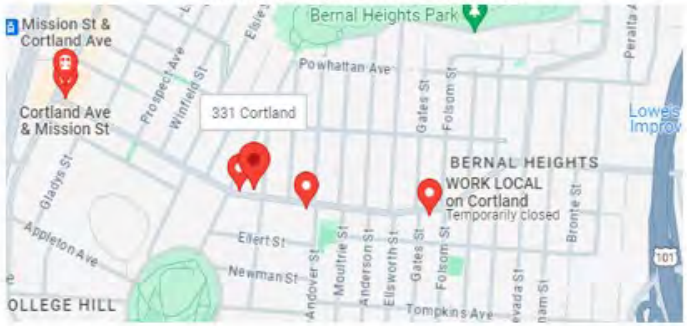
- **9 Spanish**
- **10 Cantonese**
- **3 Mandarin**
- **3 Tagalog**

Foot Beat / Bicycle Beat Locations on EWW Basis

LELAND AVENUE



CORTLAND AVENUE



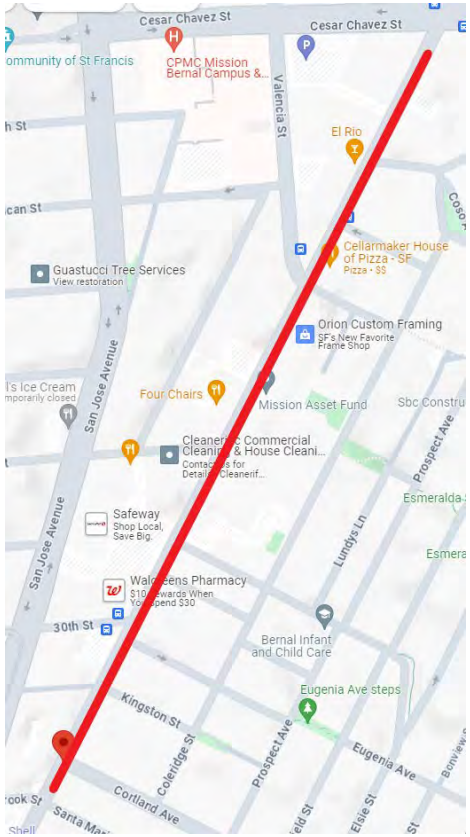
GLEN PARK



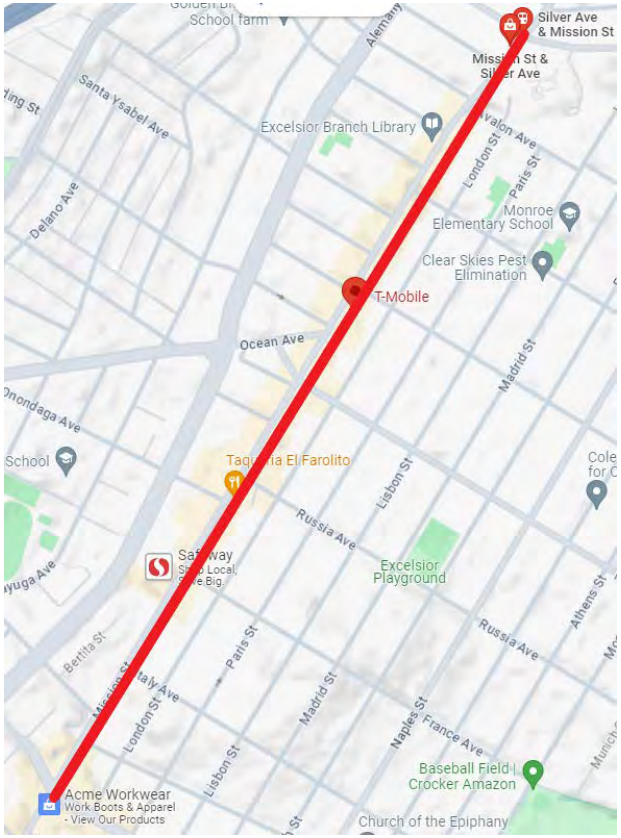
CROCKER AMAZON PARK



Foot Beat / Bicycle Beats Continued

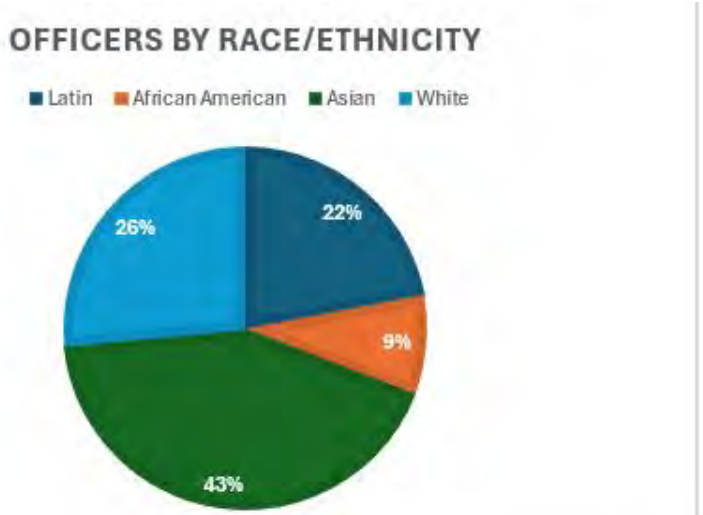


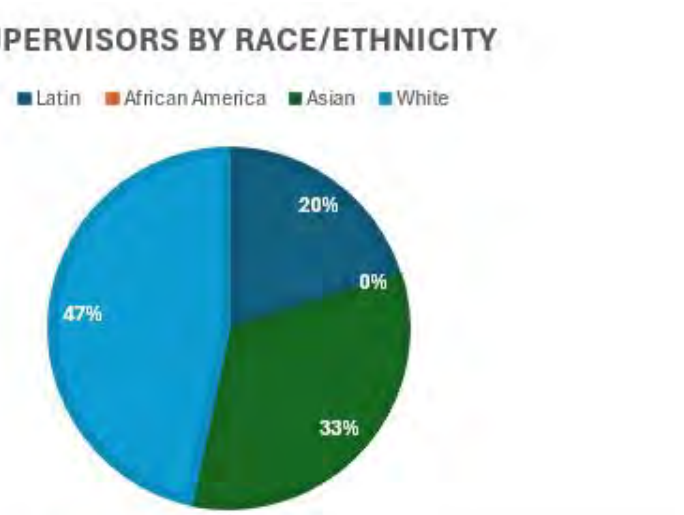
MISSION ST. BETWEEN CORTLAND AVE & CESAR CHAVEZ ST.



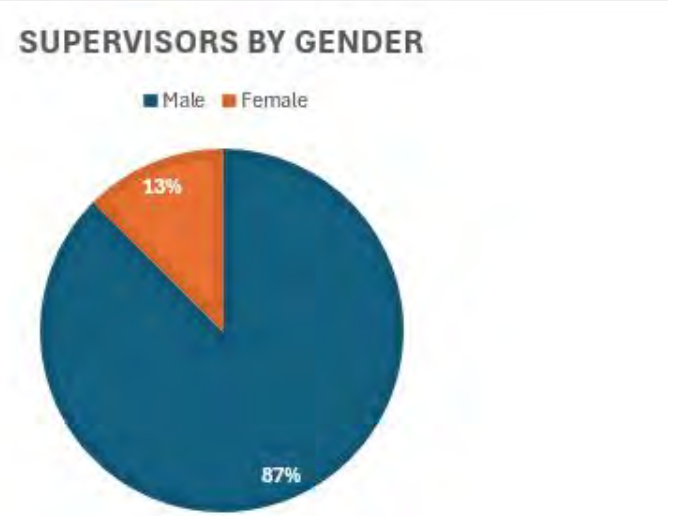
MISSION ST BETWEEN SILVER AVE & GENEVA AVE

STAFFING OVERVIEW









CRIME TRENDS AND STRATEGIES

The following are the top four concerns voiced by the community and our strategy to address the issues.

CONCERN	STRATEGY
Reduction in crime	Enforcement Operations/Actions High Visibility Educational Outreach, Citizen's Academy, Social Media/Newsletter Alerts
Quality of life issues	Outreach with services in collaboration with HSOC, SCRT, DPH, DPW, Rec and Park, and Mobile Crisis, one homeless outreach officers
Traffic safety	Traffic enforcement with educational outreach by social media and station newsletter. Working alongside SFMTA and the Traffic Unit to find solutions regarding problem locations, while conducting traffic enforcement operations. Community Outreach and Education.
Areas of focus	Enforcement Operations with station personnel in collaboration with city agencies, such as the City Attorney's Office, DPH, and DPW. Retail theft, robbery, and burglary abatement. Traffic enforcement and vision zero.

Safety with Respect

PART I CRIMES STATISTICS			
VIOLENT CRIMES	**2023**	**2024**	**Change**
Homicide	3	6	+1000%
Rape	30	21	-30%
Robbery	308	246	-20.13%
Assault	245	181	-26.12%
Human Trafficking	1	0	-100%
Total Violent Crimes	587	454	**-22.66%**
PROPERTY CRIMES	**2023**	**2024**	**Change**
Burglary	631	551	-12.83%
Motor Vehicle Theft	1151	778	-32.41%
Arson	30	18	-40%
Larceny Theft*	2053	1536	-25.18%
Total Property Crimes	3865	2883	-25.41%
PART 1 CRIMES TOTAL	4452	3337	**-25.04%**

*not limited to only retail theft incidents

Safety with Respect

TRAFFIC ENFORCEMENT			
Focus on the Five Violations	**2023**	**2024**	**Change**
Red Light	9	19	+111%
Stop Sign	53	254	+379%
Pedestrian Right of Way	3	151	+4933%
Speeding	1	32	+3100%
Failure to Yield when Turning	2	27	+1250%
Total Focus on the Five	**68**	**483**	**+610%**
Other Violations			
Cell Phone	8	19	+138%
Unlicensed Driver	12	43	+258%
Suspended License	5	8	+60%
Pedestrian Offenses	0	1	+100%
Bike Offenses	0	1	+100%
Others	49	119	+70%
Total Traffic Violations	**74**	**191**	**+158.11%**

PERCENTAGE OF FOCUS ON THE FIVE CITATIONS

The goal of Vision Zero is to issue at least 50% of all traffic citations for a Focus on the Five violation

72%

Ingleside's objective will be to focus on data-driven enforcement, while working side-by-side with SFMTA in creating long-term solutions.

Goals and Objectives

The Ingleside is, and has traditionally been, a diverse and busy area of The City. Mixed in among its varied residential neighborhoods are a variety of busy business corridors and retail areas which serve various needs for those who reside in, work in, and visit this district. As one would expect, these residential and business areas are impacted by types of crime that we see throughout the City. With that in mind, our community policing plan seeks to address three types of crime that impact our community: residential burglaries, retail theft and robberies.

The members of Ingleside Station are committed to creating a safe and healthy environment for all members of this community, and our community policing plan seeks to address the issues faced by victims of these crimes of opportunity. To bring about the desired changes and see long-lasting results, we will seek to partner and engage with community members and organizations to identify and problem-solve the challenges in our community policing plan through communication, education, problem-solving, relationship building, and the SFPD organization.

Goal 1: Communication

Our community policing plan seeks to create, open, and utilize a diverse set of communication channels between the members of Ingleside Station and the community. We understand the importance of honest, transparent, and empathetic dialogue at all stages of contact with the community. In addition to responding to calls for service in a timely manner, we also seek to solicit input from the community, and to work with all members of the community. In communicating with the public, we seek to educate the community about crime trends that impact quality of life, whether it is at a community meeting, a call for service, a public event, or a follow-up call to a victim of crime.



Photo above — Ingleside Station Captain Gerald Newbeck and Sunnydale Boys & Girls Club Director Spencer Tolliver discuss the new Sunnydale HUB building and how Ingleside Station officers can collaborate with the many community-based organizations housed there.

Goal 2: Education

We understand that effective community policing involves not only sharing knowledge and experience, but also working with community members and organizations that possess subject and neighborhood-specific expertise that would aid not only other members of the public, but members of the Department as well. Through safety presentations at community meetings, community events, and any general opportunities to engage with the community, we aim to pass along information that can help to educate community members on how to better secure their homes and businesses, and take measures to help prevent opportunistic individuals from victimizing the residents and merchants in the district.



Photo above- Ingleside Station Officers and Staff giving a Fraud awareness seminar to members of the Asian Pacific American Community Center (APACC)

Goal 3: Problem-Solving

Our members' problem-solving efforts aim to enhance safety and strengthen partnerships between the Department and the community. While responding to calls helps document burglaries and thefts, our officers also take a proactive approach to prevent these crimes. By engaging with the public, connecting residents to city resources, and using data and community input, we can develop effective solutions that reduce crime, improve quality of life, and build trust with our neighborhoods.



Photo above- Ingleside Station Officers on stand-by assisting the City Attorney in district.

Goal 4: Relationship-Building

Often, our interactions with the public are limited to responding to calls for service or brief encounters at community events. However, our goal extends far beyond those moments. Through community meetings, newsletters, social media, and participation in local activities, our officers strive to build lasting relationships and open lines of communication with the neighborhoods we serve. By maintaining a visible presence and encouraging positive engagement, we aim to foster trust and collaboration. When opportunities arise, officers are encouraged to connect with residents, listen to their concerns, and work together to address safety issues before they escalate.



Above- Ingleside Station officers posing for a photo with participants of the Jerry Day concert at the Jerry Garcia Amphitheater.
Below- Ingleside Officers and the Excelsior Boys and Girls club 2025 Dodgeball game



Goal 5: SFPD Organization

Our efforts rely on the resources, policies, and procedures available within the Department to support our community policing goals. Input from both civilian partners and Department members is essential in addressing crime and ensuring our approach remains adaptable and neighborhood-focused. Embracing our diversity helps us better serve the community and strengthen our organization as a whole.

Our members are committed to excellence in law enforcement and dedicated to the people, traditions, and diversity of our City. Guided by respect, compassion, integrity, and vision, we strive to enhance public safety and make our community a safer place for all.





Right- Ingleside Station Swing Watch Officers conducting a pedestrian stop and arresting a suspect with SFFD Medic assistance.

Problem Solving

The Community Policing Strategy Plan for Ingleside Police Station will be to continue to focus on retail theft, specifically shoplifting incidents, and burglaries. Data gathered by using SFPD Business Intelligence Portal, revealed that **551 Burglaries**, **285 Retail Thefts, and 246 robbery** incidents were documented in the Ingleside District from January 1, 2024 to December 31, 2024.

Residential, Commercial, and Construction Site Burglaries:

To address this issue, Ingleside Station has established multiple communication channels through the Ingleside Newsletter, Facebook, Twitter, Instagram, and Nextdoor. These platforms are used to share educational campaigns focused on reporting, responding to, documenting, and preventing burglaries. Ingleside Station personnel have conducted numerous burglary abatement operations throughout the district to help deter and reduce these crimes. We will continue to collaborate with the SFPD Burglary Unit, District Supervisors, and community leaders to solve and prevent burglaries within the Ingleside District.

Retail Theft:

The City of San Francisco has continued to experience incidents of retail theft across various business districts, including the Ingleside District. To address this issue, Ingleside Station has partnered with local businesses most affected by these crimes. Ingleside personnel have met with store management to share information and strategies aimed at preventing shoplifting and enhancing overall security.

To combat organized retail theft, Ingleside Station personnel have conducted ongoing retail theft operations, resulting in numerous arrests and a safer environment for both our retail partners and the community members who support these essential businesses. Ingleside Station continues to work closely with the SFPD Retail Theft Unit to ensure all incidents are thoroughly investigated and properly documented.

Problem Solving Continued

Robberies:

In an effort to reduce street robberies and apprehend suspects in the act, Ingleside Station personnel have conducted ongoing robbery abatement operations. Officers also take the time to educate the public on ways to avoid becoming victims of these crimes of opportunity. Ingleside Station will continue to collaborate with the SFPD Robbery Unit, District Supervisors, and community leaders to address and solve robberies within the Ingleside District.

Officers are encouraged to proactively engage with community members when they observe conditions that could contribute to criminal activity. This includes identifying unsecured or unattended businesses or property, addressing lighting and other security concerns, and conducting additional vehicle and foot patrols in areas with higher incidences of such crimes.

Community Partners

- Glen Park Library
- Guadalupe Elementary School
- Boys & Girls Club
- Sunnydale Crisis Team
- Recreation and Parks Department
- San Francisco, Animal Care and Control
- San Francisco Fire Department
- San Francisco Sheriffs Department
- Daly City Police Department
- Probation/Parole
- California Highway Patrol
- Department of Public Health
- Department of Public Works
- City Attorney's Office (Meg Ryan)
- District Attorney's Office

Captain's Police Advisory Board

- **Joelle Kenealey (OMMRA)**
- **Chris Faust (Upper Noe)**
- **Franco Cirelli (Fairmont Heights)**
- **Marlene Tran (Visitacion Valley)**
- **Rex Tabora (Visatacion Valley)**
- **Nancy Tung (District Atorney's Office)**
- **Megan Ryan (City Attorney's Office)**
- **Stephen Greenwood (Bernal Heights)**
- **Rev. Sonya Brunswick (Greater Life Church)**
- **Kelvin Chan (APACC)**
- **Tino Felice (SCDC)**
- **Michael Gomez (Excelsior B&G Club)**
- **Anna Liao (APACC)**
- **Annie Hsia (Bernal Heights)**
- **Johnny Sanchez (Grocery Outlet)**

Special Thanks

Daring Faith Celebration Centre (Pastor Barb)

- National Faith and Blue event

Mission Blue (Kellie McCord)

- Multiple Coffee With a Cop events.

Ingleside CPAB (All Board Members)

- National Night Out, district events, donations for the community.





DISTRICT COMMUNITY EVENTS

Coffee with a Cop: Coffee with a Cop is a national program with no speeches or agendas. This event is dedicated to encouraging communication and positive interactions between law enforcement and the public.

Story Time with a Cop: Story Time with a Cop is a collaborative effort between Ingleside Station and local schools, daycares, and libraries aimed at building trust and strengthening relationships between officers and the youth in our community. By engaging in a fun and educational activity, officers become more approachable, fostering mutual trust and respect. These story sessions also provide valuable safety lessons, encourage literacy, and highlight officers as integral members of the community—not just authority figures—helping to create stronger, safer neighborhoods.

National Night Out: Held every year in August, National Night Out is a national community campaign that promotes partnerships between police and the community it serves. This presents a great opportunity to bring police and neighbors together under positive circumstances.

Left- Ingleside Station officers playing dodgeball with the Boys and Girls club and reading to children during Story time with a Cop

DISTRICT COMMUNITY EVENTS CONTINUED

Faith and Blue: National Faith and Blue weekend, held in October, is based on the premise that strong communities are built on mutual respect and understanding. Law enforcement and faith-based organizations are key pillars of each community, and when they work together, neighborhoods thrive.

Ingleside Merchant Walks: The captain from Ingleside Station, along with her staff, go door to door and meet with various business owners within the district. Also in tow, on various occasions, are representatives from other governmental entities, such as the Chief of Police, City Supervisors, and representatives from other city agencies, all in attendance to get an accurate depiction of the way things look from the ground.

Station Monthly Meeting: The monthly community meeting is an important way for residents to engage with the District Captain and tackle public safety issues. These community meetings are held in person and via Zoom, in partnership with SF Safe and provide an opportunity to interact, ask questions, and hear updates about different areas within the Ingleside Community

Community Workshops: Ingleside Station partners with various community networks to address specific crime trends of public safety concern, with a goal of education and crime prevention.



Above- Ingleside Station officers attending the Jerry Garcia Street remaining cermony.

COMMUNITY EVENTS YEAR TO DATE

- 1/30/25 SunnySide Elementary Parade
- 2/5/25 Coffee with a Cop
- 2/14/25 Valentines Day Safety Walk
- 2/20/25 Alemany Farms Crime Prevention
- 2/26/25 Coffee with a Cop
- 4/14/25 Dodgeball with Boys and Girls Club
- 4/16/25 Story Time with a Cop
- 5/18/25 Coffee with a Cop
- 6/01/25 Jerry Day Street Renaming
- 6/12/25 Coffee with a Cop
- 6/27/25 Dodgeball with Boys and Girls Club
- 7/16/25 Story Time with a Cop
- 9/24/25 Story Time with a Cop
- 11/12/25 Coffee with a Cop
- 11/12/25 CPAB Officer Appreciation Lunch
- 11/21/25 Story Time with a Cop
- 7/4/25 4th of July District Events
- 7/15/25 Community Meeting
- 8/19/25 Community Meeting
- 9/16/25 Community Meeting
- 10/21/25Community Meeting
- 10/31/25 Halloween District Events
- 11/18/25 Community meeting
- 12/16/25 Community meeting
- 12/31/25 NYE District Events
- Every 3rd Tuesday of the month is the Ingleside Station Community Meeting
- Every 4th Turesday of the month is the Ingleside CPAB Meeting

UPCOMING EVENTS

November

11/12/25 Coffee with a Cop

11/21/24 Story Time with a Cop

December

12/06/24 Cruzada Guadalupana

12/31/24 NYE District Events

Right- Ingleside Station Facility Dog with her handler, Ofc Daggett at Story time with a Cop.



Metrics

- Calls for Service
- Community Events Held
- Survey Results
- Business Intelligence Compstat Reports
- 509 Problem Solving Forms
- After Action Reports
- Merchant Walks
- Incidents Reported

Review and Improvement

- Calls For Service – Compare calls before and after improvement plan.
- Community Events Held - Number of events held during operation period.
- Survey Results - Survey results from community members.
- Business Intelligence Compstat Reports – Data collected from B.I. reports.
- 509 Problem Solving Forms – Review, assess, and execute.
- After Action Reports – Review from operational orders.
- Merchant Walks – Meet and greet the community.
- Incidents Reported – Collect incident reports from Crime Data Warehouse.

Thank you.



Any questions?

Captain Gerald Newbeck #1691
Ingleside Station
You can reach me at Gerald.Newbeck@sfgov.org