



Eagle Eye Neighborhood Park Watch Program

Keep An Eagle Eye on Your Parks!

With everyone watching, vandalism and
criminal activity won't stand a chance!



Eagle EyeSM Neighborhood Park Watch Program

The Illinois Association of Park Districts' Eagle Eye Neighborhood Park Watch Program is a cooperative effort among park districts, forest preserves, recreation agencies, schools, local police and community residents.

Eagle Eye

The program encourages community residents to assume more responsibility for the activities taking place in their own neighborhood. Residents keep watch over neighborhood parks to help make them a safe haven for youth.

Implementation of this program effectively prevents crime and vandalism in our parks. And the tremendous value connecting people to their parks through Eagle Eye is nearly impossible to measure.



Mission

The Eagle EyeSM Neighborhood Park Watch Program is an effort to prevent crime and vandalism to playground and park equipment, to alleviate suspicious activities in parks, and to promote public awareness for parks, recreation and conservation agencies.



Benefits



- Create awareness of activities in your parks.
- Instill strong park, recreation and conservation values in our children and encourage them to be responsible park patrons.
- Develop a sense of ownership for neighborhood parks, recreation areas and facilities.
- Empower citizens who use parks and park facilities thereby making them feel comfortable, safe and proud.
- Decrease incidents of vandalism, crime, misuse of park properties and related costs.
- Increase public awareness, cooperation and communication among law enforcement, citizens, community organizations, park districts, forest preserves, recreation and conservation agencies.

Crime & Vandalism

- Acts of vandalism have increased.
- Gang membership and drug use are on the rise.
- Youth crime rates have skyrocketed.



The Eagle Eye Neighborhood Park Watch Program brings communities together to prevent crime through a unified effort to “Keep an Eagle Eye on Your Parks.”

Program Outline

The success of the Eagle EyeSM Neighborhood Park Watch program is dependent upon five major implementation areas:

- Internal Implementation
- Community Involvement
- Education
- Public Awareness
- Partnership Building



Program Outline

Internal Implementation

The support and enthusiasm of park agency employees for the Eagle Eye program is essential to its success. Staff will have the greatest contact with the public and will be able to convey their enthusiasm to participants.



Program Outline

Internal Implementation—Sample by Glendale, AZ

Developed strategy to address vandalism issues:

- Established Computer Handles Information for Public Safety (CHIPS) database. Linked database with police
- Used Illinois Association of Park Districts (IAPD) as a template
- Created professional video
- Developed advertising campaign: KGLN (Cable), Newspapers, Parks and Recreation Magazine, and Local television stations
- Developed curriculum
- Met with Fire and Police Department (added weekly and monthly briefing)
- Met with School District Administrators
- Developed awareness material and giveaways
- Participate in city-wide special events
- Deliver message at school programs
- Educate public using parks
- Prompt removal and/or clean up vandalism
- Door Hangers in English and Spanish
- Develop standards for completing “Vandalism Reports”
- Develop standards for presentations.
- “On Hold” script



Program Outline



Community Involvement

The program will empower your community residents of all ages with simple, specific steps they can take to protect your parks and recreation areas.



Program Outline



Education

SEEMORE the Eagle mascot will make the program visible in your community and help children develop strong leisure values by educating them through school and park activities.



Program Outline



Public Awareness

SEEMORE will be a valuable public awareness tool for your agency.

Effective promotion and media relations is a key component of the program.



Program Outline



Partnership Building

Developing partnerships with local law enforcement and other community organizations, such as a well-established neighborhood watch program, will increase the ***success*** of the Eagle Eye program in your community. Generating sponsorships and donations through local community businesses will assist your agency in ***funding*** the program.



Program Outline

Partnership Building

The City of Glendale, Arizona funded the Eagle Eye program through private contributions.

- 17 businesses/agencies
- Over \$17,000 in contributions



Program Outline

Partnership Building – sample by Glendale, AZ

- ◆ Glendale Fire Department
- ◆ Glendale Police Department
- ◆ Park Rangers
- ◆ Glendale Graffiti Busters
- ◆ Phoenix Police Department – Silent Witness
- ◆ Glendale Neighborhood Revitalization Department
- ◆ Glendale Marketing Department



Support

An implementation manual is provided to help guide your agency's success of the program.

This manual will help you create a clear and consistent message with specific guidelines, instructions and suggestions on how to focus “Eagle Eyes” on your park and recreation facilities.



Support

The manual will also help you to utilize SEEMORE the eagle mascot as a valuable public awareness tool.

The IAPD is available to assist your agency with public relations and marketing strategies at no cost.

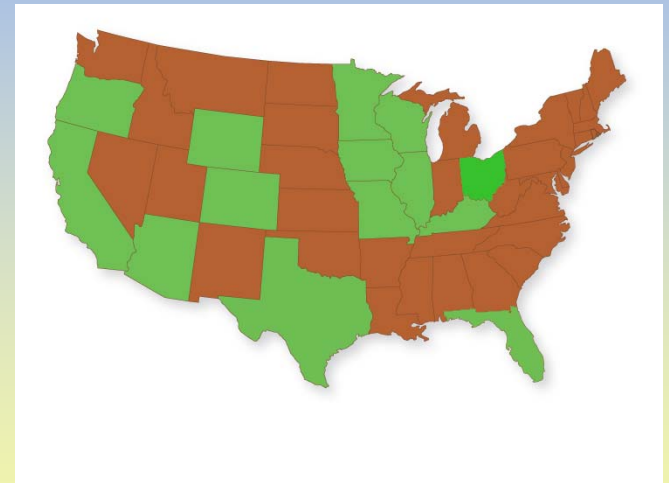


Communities

To date, Seemore is protecting 48 programs in 14 states!

IAPD invites you to join our growing list of communities who are Eagle EyeSM Park Watchers.

We envision Seemore the Eagle as a national symbol for park safety.



Picture This In Your Community



Proven Success

- Since inception of the program 10 years ago, the Oak Lawn Park District has saved an average of \$8,000 to \$9,000 each year!
- The City of Green River, Wyoming has saved an average of 50% per year on vandalism costs – that's \$40,000 per year – since implementing Eagle Eye.

That's a lot of “nest eggs” thanks to an Eagle!



Proven Success

Since inception of the program, Glendale Parks & Recreation has seen:

- the number of incidents in City parks and recreation facilities decrease by **31%**
- man hours devoted to restoring vandalized property decrease by **38%**
- total cost of fixing vandalized equipment decrease nearly **40%**

Close to \$80,000 has been saved.



Promotional Items



3" Beanie Eagles
Quantity = 250

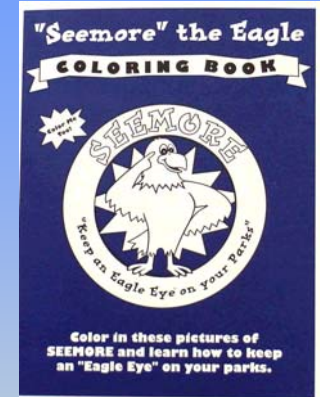


Pencils
Quantity = 250

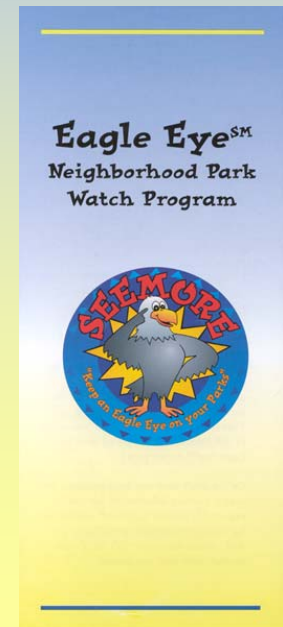


Magnets
Personalized
Quantity = 500

Coloring Book
Quantity = 250



Brochures
Personalized
Quantity = 500



Temporary Tattoos
Quantity = 250

Stickers
Quantity = 250



1 Seemore
Costume



Questions?

To speak to someone about the program,
please contact:

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