THE OFFICE OF
SAN FRANCISCO
DISTRICT ATTORNEY
GEORGE GASCÓN
HIGHLIGHTS FROM 2014
The women and men of the San Francisco District Attorney’s Office work tirelessly to keep dangerous individuals off our streets, but they also play a key role in crime prevention. This office continues to develop and employ modern tools and best-practices that set us apart from other prosecutorial agencies across the country. Rather than relying on traditional measures of success such as the length of sentences and the number of individuals incarcerated, we utilize a thoughtful approach to offenders and victims that values our ability to reduce crime while simultaneously reducing the jail and prison populations, and recidivism.

**Together we achieved many successes this year, including:**

- An 82% overall trial conviction rate, 90% in homicide trials, and 100% in gang trials.
- A 24% overall reduction in violent crime, with reductions in rates of aggravated assault, homicide, theft, robbery, and burglary.
- Passage of a law requiring theft deterrent technology on all smartphones sold in California to end a global epidemic of violent street crimes involving the theft of mobile devices.
- Passage of Prop 47 to reduce most low-level, non-violent offenses from felonies to misdemeanors.
- Providing free, comprehensive care and services to 6,304 of victims of crime, a 21% increase in the number of victims served since 2011.
- Implementation of the Crime Strategies Unit to focus our collective resources on those individuals most responsible for driving crime.

This office will continue to innovate when it comes to the implementation of transformative justice and sustainable public safety models. To do this we are investing in technology that enables us to better predict drivers of crime and case outcomes for offenders and victims. Now, more than ever, we must abandon the one-size-fits-all approach to the criminal justice system, and push the envelope to keep low-level, non-violent offenders-and particularly juveniles-out of the criminal justice system. The resources we save will enable us to refocus our efforts on convicting dangerous individuals who pose a threat to our community. Thank you for taking an interest in the important work of the San Francisco District Attorney’s Office.
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“We are safer together when we remove barriers for victims of crime, work with the community to address neighborhood concerns, and provide services to our city’s most vulnerable populations.”
— District Attorney George Gascón

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2014 PROSECUTION BY THE NUMBERS

The San Francisco District Attorney’s office is working hand-in-hand with our law enforcement partners to prosecute the most serious offenders. We are focusing our resources on these individuals, we are innovating to find ways to prevent crime, and the result has been an increase in violent crime case prosecutions and closures.

*Prosecution from 2013-2014*

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<tr>
<td>Homicide</td>
<td>16%</td>
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<td>Assault</td>
<td>9%</td>
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<td>Burglary</td>
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 Felony Cases Filed                  3207
 Misdemeanor Cases Filed             3033
 Violations Prosecuted               1470
 Other Actions Taken                 199

*Numbers do not include cases filed in juvenile court

**Drug Prosecution:** Declined from 63% of our felony caseload in 2009 to 26% in 2014, allowing us to focus more resources on serious and violent crime.

Felony Caseload 2009

Felony Caseload 2014
The Criminal Division is the backbone of the San Francisco District Attorney’s Office. The unit prosecutes everything from misdemeanors to homicides. Many of our attorneys work well over 60 hours per week and more when their cases go to trial. Due to District Attorney George Gascón’s push for metrics driven prosecution, the office has begun to keep meaningful data. As a result, we can report our trial conviction rates for the first time. The Criminal Division has had a very successful year in one of the most challenging jurisdictions there is to be a prosecutor.

Notable Case Accomplishments

- Overall trial conviction rate of 83%
- Homicide Unit trial conviction rate of 90%
- Gang Unit trial conviction rate of 100%
- Domestic Violence conviction rate of 81%
- General Felonies Unit trial conviction rate of 81%
- Misdemeanor Unit Trial conviction rate of 83%
- Our Sexual Assault Unit has worked with the San Francisco Police Department to combat human trafficking by shutting down three brothels in 2014.
- William Jones found guilty for the 2009 murder of a Louisiana tourist.
On August 25th, 2014, California Governor Jerry Brown signed SB 962, the Smartphone Theft Prevention Act, into law. The legislation was sponsored by District Attorney George Gascón and introduced by State Senator Mark Leno (D-San Francisco) in response to an epidemic of smartphone theft that spans the state, country and globe. This new law requires all smartphones sold in California to come pre-equipped with theft-deterrent technological solutions which can render stolen devices useless. SB 962 applies to smartphones manufactured after July 1, 2015 and sold in California.

A report from the Secure Our Smartphones Coalition confirms the effectiveness of theft-deterrent technology. The report, which was released in June, found that since the implementation of Apple's Activation Lock (an opt-in theft-deterrent solution), robberies involving iPhones were down 38% in San Francisco, 19% in New York City, and 24% in London. Meanwhile, the thefts of Samsung devices (which do not have a kill switch) surged over this same period by 12% in San Francisco, 3% in London, and 40% in New York City.

The chart above shows the reduction in robberies since the implementation of Activation Lock in September, 2013. From 2013 to 2014, robberies involving smartphones are down 27%, while robberies targeting iPhones are down 40%.
In 2014, District Attorney George Gascón established the Crime Strategies Unit (CSU) to incorporate the use of data and predictive analytics for strategic prosecution and crime prevention. Between analytical tools and neighborhood intelligence gathered by our Neighborhood Prosecutors, CSU is working to identify hot spots and crime drivers with the goal of making a huge impact on crime.

Neighborhood Prosecutors, who work shoulder to shoulder with district police captains, neighborhood stakeholders, and the community, are central to the work of CSU. They identify individuals responsible for the majority of crime in our neighborhoods, both violent and non-violent. By making connections between criminal events, defendants, witnesses, & victims, Neighborhood Prosecutors build cases that lead to large scale investigations and effective prosecutions.

Additionally, CSU’s role is to make effective use of the vast amounts of information available from the thousands of cases prosecuted and investigated each year and to find innovative ways to make this information available throughout the Office, when and where it is needed the most.

CSU is also active in the community. Neighborhood Prosecutors spend the majority of their time out in the field looking for ways to promote public safety through meaningful community engagement and enforcement.
The District Attorney’s Victim Services Division serves thousands of victims each year. Victim Advocates work tirelessly to provide comprehensive support and services to victims and witnesses of crime. Free services are provided in English, Cantonese, Mandarin, Spanish, and Vietnamese.

In 2014, the number of victims served in the SFDA office was a staggering 6,304. Since DA Gascón took office in 2011, the number of victims we serve has increased nearly 21%. We are accomplishing this by reaching victims in their communities through a pilot program targeting the most vulnerable and traditionally underserved victims, such as the elderly, limited English proficient, LGBT, and victims of community violence.

In response to the growing need to provide immediate crisis intervention and support to victims in the most critical moments, we are instituting new mental health crisis services that will provide short term interventions for victims of crime. We will continue to provide referral resources with the goal of helping to make their lives whole again.
District Attorney Investigators play a critical role in prosecuting offenders. The District Attorney’s Bureau of Investigations (DAI) is composed of sworn peace officers who work closely with our prosecutors to fully develop documentary, physical, and testimonial evidence for trial. They also protect witnesses through relocation and other important efforts. DAI currently has 33 sworn law enforcement investigators employed by the Office of the District Attorney. All Investigators have extensive law enforcement experience and training.

In 2014, investigators assigned to the Trial Preparation Unit handled 2,661 criminal cases, authored 44 search and arrest warrants, and made 9 arrests. In addition, investigators participated in the safe relocation of numerous victims assigned to the Witness Relocation Program and the reunification of several children through the Child Abduction Unit. District Attorney Investigators also conducted 82 threat assessments, while Domestic Violence investigators handled over 850 criminal cases.
The White Collar Crime Division is divided into two units, the Special Prosecutions Unit and the Economic Crimes Unit. This Division aggressively prosecutes public integrity crimes and fraud while protecting consumers, the environment, and the community at large. White Collar criminals felt the full weight of the District Attorney’s Office and were sentenced to a combined 30+ years of incarceration in 2014 alone.

The White Collar Crime Division secured over $3 million in fines, restitution and civil penalties in local cases involving all types of fraud. The Division also helped secure over $52 million in judgments in statewide environmental cases brought jointly with other prosecutors throughout California.

**Notable Case Accomplishments**

- A consumer protection action brought against Lyft, Inc., was settled, resulting in a stipulated judgment imposing a civil penalty of $500,000 and an injunction which prevents consumers from being misled, ensures Lyft apps are evaluated for accuracy, and requires Lyft to obtain express authority to conduct business at airports.

- One of San Francisco’s largest metal recyclers, Circosta Iron and Metal Company, Inc. was ordered to pay $500,000 as part of a settlement of a civil prosecution brought by the Division for violating California’s metal theft prevention laws.

- The White Collar Crime Division charged and convicted Guobin Qin and Qiaoyun Chen of felony forgery in a fraudulent accessible parking placard scheme.
Our Neighborhood Prosecutors work with community stakeholders and city departments to solve problems related to persistent crime and quality of life challenges unique to each neighborhood. Our diligent Neighborhood Prosecutors’ work has elicited the following:

- Facilitated the creation of the Broadway Corridor Safety Plan to decrease crime and create a safer nighttime environment.
- Created “Clean Streets” where individuals cited for quality of life offenses report to the Safety Hub on 6th Street to work off their citation by cleaning the streets, saving taxpayers money and offering redeeming alternatives to offenders.
- Collaborated with Taraval Police Captain and Community Police Advisory Board to promote education and awareness of the dangers of distracted walking, specifically targeting 19th and Taraval, one of the busiest intersections in the district.

Because of their tireless work to create innovative programs with the goal of rejuvenating communities, the Neighborhood Prosecutors and Courts programs have become a nationally recognized model. Several counties such as Los Angeles have created similar programs.
For decades, we have used incarceration as the primary means to address crime in our criminal justice system. However, in 2012, District Attorney George Gascón launched the first of its kind Alternative Sentencing Program in response to Governor Jerry Brown’s Realignment Plan. The program gives prosecutors additional information about criminal justice sanctions on realignment cases, young adult offenders, and other selected cases where an alternative to a pure jail or prison sentence is warranted.

Since the launch of San Francisco’s Alternative Sentencing Program, we have witnessed a dramatic change in the way an offender’s sentencing is analyzed. The ASP has reformed the way prosecutors approach cases by creating tailored sentencing plans that provide the offender with the services and support needed to address crime-causing risk factors, reducing rates of re-offense and breaking the cycle of victimization.

The benefits of the program have surpassed our expectations. In May 2014, an independent study by UC Berkeley found “compelling evidence” that the Alternative Sentencing Planner reduces the rate of re-offense by as much as 19%. The analysis also suggests that the Alternative Sentencing Planner generated an 88% decrease in costs associated with avoided crimes, and saved approximately $3.5 million in terms of avoided prison time. The District Attorney’s Office is currently expanding its analysis of the program through a randomized controlled trial. The ASP is unique in that it is a prosecutor-driven model of sentencing reform that has the potential for exponential impact if replicated in other jurisdictions.

“Where is this person going? Does this person have anger management or substance abuse issues? Is this person homeless? All those questions, prosecutors never really got so involved in.”

Luis Aroche, Alternative Sentencing Planner – September 3, 2012
Consumer Fraud Prevention

Prior to Black Friday, District Attorney Gascón, together with Visa Inc. and Square launched a public education campaign to ensure payment card users and businesses adopt EMV (Europay, MasterCard, Visa) chip card technology to protect themselves from fraud. EMV is a global standard for point-of-sale terminals being rolled out in the United States that authenticates credit and debit card transactions in order to prevent the use of counterfeit payment cards and deter fraud.

The public education campaign will educate consumers on how to functionally use a chip card since consumers paying with chip enabled readers will need to insert their cards into a terminal instead of swiping.

Businesses will also be educated about necessary upgrades they will need to make. Companies accepting credit and debit cards have until October 2015 to adopt this technology before liability for potential counterfeit fraud could shift to merchants who have not yet adopted chip terminals.

Domestic Violence Prevention

Joined by domestic violence advocates, community partners, and members of his office’s Domestic Violence Unit, District Attorney Gascón launched a Muni Bus ad campaign for Domestic Violence Awareness Month. The theme of the campaign, “Love Shouldn’t Hurt,” promoted support services for domestic violence survivors provided by the District Attorney’s Office. Over 2,000 bilingual ads in English, Chinese and Spanish were displayed inside Muni buses for October’s domestic violence awareness month.
Good Samaritan Award

In May of 2014, District Attorney Gascón hosted the first annual Good Samaritan Awards ceremony to honor citizens for their bravery. Four individuals were nominated by prosecutors and honored for their heroic acts.

Irma Iñiguez and Michael Mazzaferro were integral to the successful arrest and conviction of an assault case. Mr. Mazzaferro witnessed the assault, got out of his car and proceeded to chase the suspect for two blocks before flagging down police. Ms. Iñiguez witnessed the assault and followed him in her car. Due to the testimony of both Mr. Mazzaferro and Ms. Iñiguez, the suspect was successfully convicted.

José Jiménez was awarded for intervening when a victim was being brutally assaulted by eight men. He attempted to stop the attack and in turn became a victim himself, suffering serious stab wounds and spending two days in the hospital.

Mr. Jimenez's courage exemplifies the meaning of a good Samaritan. He truly put his own life in danger to help a stranger.

Durrell Sanders was crucial in identifying the suspect in an incident during the Pink Saturday festivities when a female victim was kicked in the head for her purse. The incident was captured on video and widely reported by the media. Mr. Sanders saw the video, recognized the suspect, and gave police critical information which led to an arrest. Mr. Sanders came forward and testified because, in his words, "it was the right thing to do." The defendant was sentenced to six years in state prison.
The winners of the 3rd annual “Bye Bye Bullying” video contest were honored at a celebration held at the LGBT Center. The bullying awareness video contest was open to all middle school and high school students in San Francisco. This year’s video contest touched on the theme, “Being Bully Free Starts with Me.”

Forty-two videos were submitted from San Francisco middle and high school students. They showcased their knowledge of the digital world and offered solutions to stand up against bullying. Videos were judged on the quality of presentation, creativity, educational approach, and the overall message conveyed. The 2014 winners were from San Francisco University High School, Lick Wilmerding High School, Presidio Middle School, Martin Luther King Middle School, San Francisco International High School and Immaculate Conception Academy.

First place winners will take part in an anti-bullying video produced by the Golden State Warriors. Second and third place winners won autographed baseballs and signed photographs from World Series Champions the San Francisco Giants or a Jawbone Jambox smartspeaker.
**HOLIDAY EVENTS**

**Holiday Winter Wonderland:**

The San Francisco District Attorney’s Office, in partnership with La Voz Latina, the Recreation and Parks Department, Herrero-Boldt Construction, TL Hip, SFPD, and other community partners transformed Sgt. Macaulay Park in the Tenderloin into an epic winter wonderland as part of an effort to revitalize and promote safety in the District’s parks.

The Tenderloin District is home to 4,000 children and has one of the densest populations of children in the city. Kids at the event were treated to snow, live music, food, festive gifts, a visit from Santa Claus, and holiday cheer from the community.

**Coat and Toy Drive:**

This year, The San Francisco District Attorney’s Office participated in a toy and coat drive benefiting children living in the Tenderloin. The San Francisco Boys and Girls Club were the recipients of over one hundred children’s coats and over one hundred individual toys, from board games to scooters.

The generosity of the District Attorney’s office and community members was truly heart warming and inspirational.

We honored The San Francisco Boys and Girls Club for their incredible work in the Tenderloin community, and SFDA employees: Ethel Newlin, Martha Knudtzen, Laura Van Munching, Lisa Culbertson, Marisa Rodriguez, Lt. Van Jackson, Lailah Morris, and Tinnetta Thompson for their inspiring contributions to the office and the community.

We also honored community members Ron Lee and Sandy Su from the Chinatown Neighborhood Court for their generous contributions to the Toy Drive.
General Information: (415) 553-1751

Consumer Protection Unit: (415) 551-9595 (Available in Mandarin, Cantonese, Spanish, and Vietnamese)

Consumer Fraud Hotline: (415) 553-9535 (Available in English, Spanish, Cantonese, Mandarin, Tagalog, and Russian)

Bad Check Enforcement Unit: (415) 734-3115

Victim Services: (415) 553-9044

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