



About Midtown Blue

One of the most complete urban public safety programs of its kind in the Southeast.

Here to Serve our Community

We provide supplemental public safety services in close coordination with the Atlanta Police Department (APD) and other public safety partners for 24-7 coverage in the Midtown Improvement District. While the program is 100% funded by commercial property owners, we proudly serve everyone who spends time here.

Focused on the Public Right of Way

Our role focuses on public property, and we work with private property managers to ensure maximum coordination of public safety resources and strategies.

Our strategies include patrolling, monitoring, education, collaboration and enforcement to protect and serve all who work in, live in and visit Midtown.

Positive Impact

The Midtown district has registered consistent decreases in crime, making it one of the safest communities in metro Atlanta.

What We Do

- **Provide immediate response** to emergencies, supplementing APD on-duty officers
- **Interact** with thousands of residents and workers
- **Conduct patrols** by car, bike, Trikke, ATV and on foot in the public right of way
- **Run a 24-hour joint operations center** with APD Zone 5, for seamless coordination
- **Offer security assessments** to Midtown businesses and residential buildings
- **Meet regularly** with APD, commercial and residential property security managers, MARTA, Emory and Georgia Tech police
- **Work with** people experiencing homelessness and connect them to social services as appropriate

40+

Combined personnel working directly on public safety in Midtown, from officers and shift supervisors to dispatchers and support staff

150

High-definition video cameras operated and monitored by Midtown Blue

93%

Percentage of the crime in the Midtown Improvement District in 2023 that was non-violent property crime

650+ hours of combined patrols each week in the Midtown District

Off-Duty APD:

sworn officer with full arrest authority, patrolling within the Midtown district 24-7 for Midtown Blue



Public Safety Officer:

specialty-trained security professional, patrolling on foot, Trikke, bicycle and in Midtown Blue marked vehicles

Your Role in a Safer Midtown

Public safety is a shared responsibility. Help the Midtown Blue team do the best job they can by doing the best job you can. The most important things to consider:



Go with your instincts.

If you observe a situation or a person's behavior that looks out of place, report it. No matter how inconsequential it might seem.



Crime in progress? Potential for violence?

Call 911 first. Then call Midtown Blue at 404-817-0500 and we will assist APD with response.



Quality of life issue, non-violent crime or question?

Call Midtown Blue first at 404-817-0500. Then consider calling 911 for APD response.



Midtown Alliance programs keep the district clean, safe, accessible and interesting.

- Public Improvements
- Sustainability
- Marketing and Communications
- Public Safety
- Public Art
- Membership
- Transportation
- District Planning
- Events + Programming

Midtown Improvement District Achieves Lowest Crime Rate in 25 Years

Midtown remains among the safest areas in Atlanta, even as the number of people who spend time here has grown significantly over time. Each day, more than **114K people** spend time in the 1.2 square mile district.

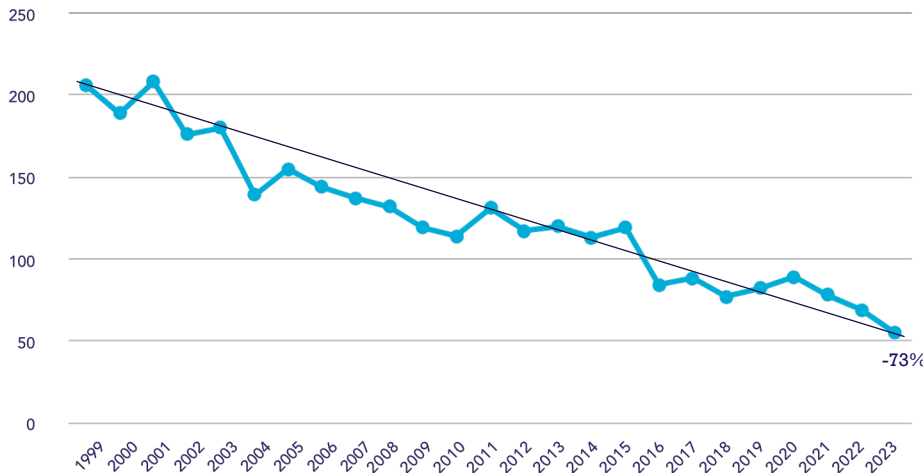
All crime numbers are set against a very low base, with the Midtown Improvement District (MID) experiencing the lowest number of violent crime and property crimes in 25+ years.

Thank you to the Atlanta Police Department and all the agency and private partners collaborating with Midtown Alliance’s Midtown Blue public safety program for their exceptional work to maintain a safe and welcoming place.

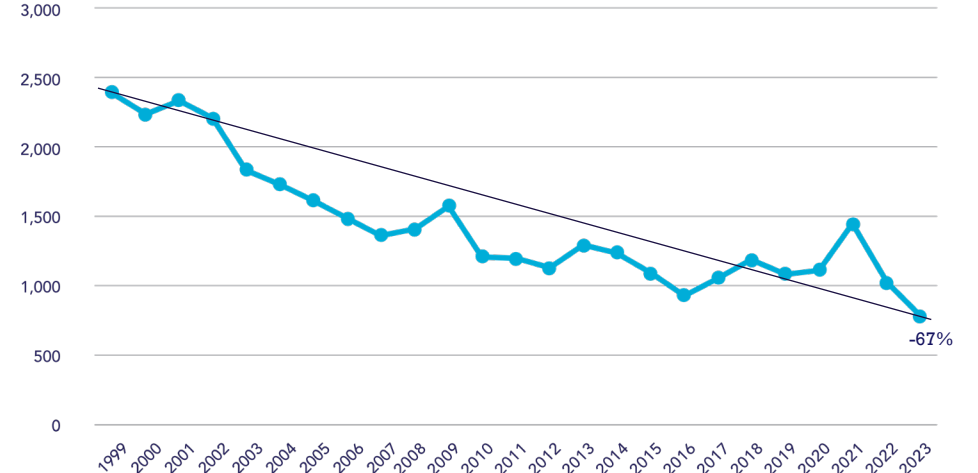


HISTORICAL CRIME TRENDS IN THE MID (1999-2023):

VIOLENT CRIME: DOWN -73%



PROPERTY CRIME: DOWN -67%



About this Report: The U.S. Justice Dept. collects data about Part I offenses to measure serious crime. Each month, contributing public safety agencies submit info. Data in this report is sourced from Atlanta Police Department reports through December 31, 2023 and covers the 1.2 square mile Midtown Improvement District (MID).

Overall Crime in 2023: Down -23% in the Midtown Improvement District vs. Prior Year

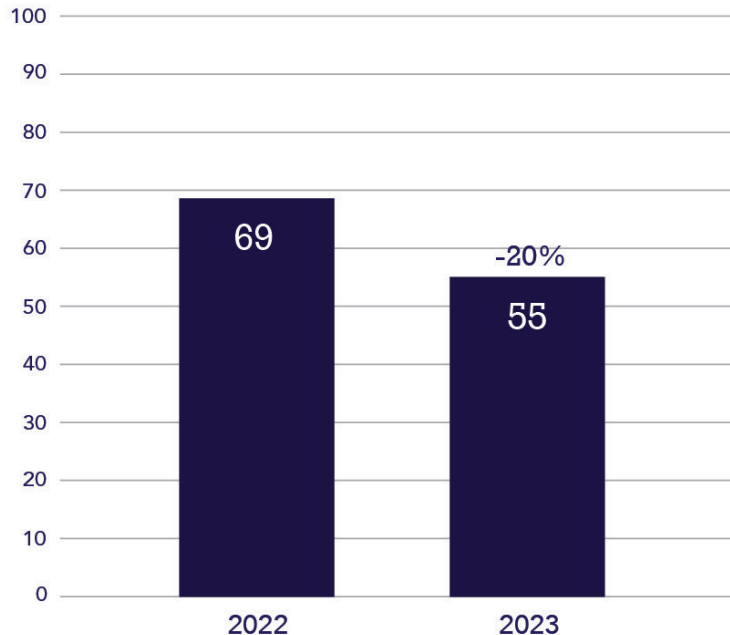
In the Midtown Improvement District, year-over-year violent crimes and property crimes declined even further from the previous record-lows achieved in 2022.

In Midtown, 93% of all crime was non-violent property crime.

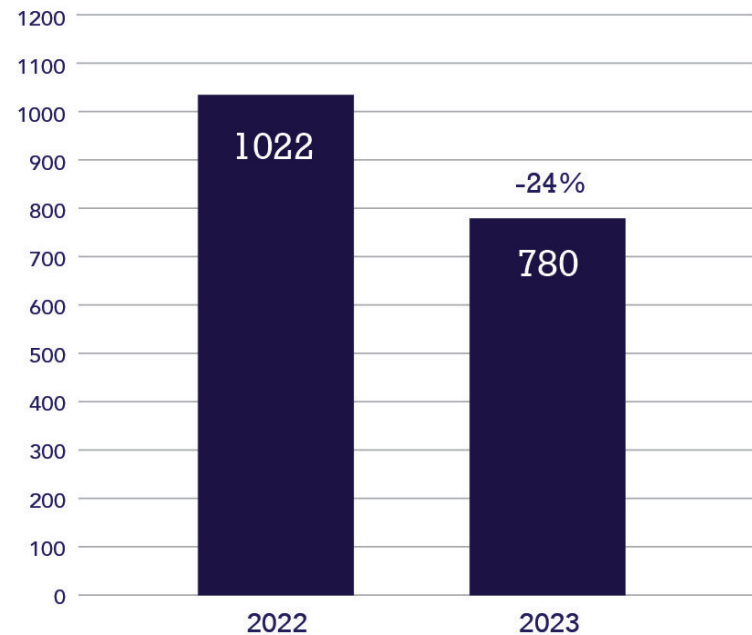
Citywide, APD reports that violent crime was down -17% in 2023, reversing a three-year trend, while property crime increased +7%.

YEAR-OVER-YEAR CRIME IN THE MID (2022-2023):

VIOLENT CRIME: DOWN -20%



PROPERTY CRIME: DOWN -24%

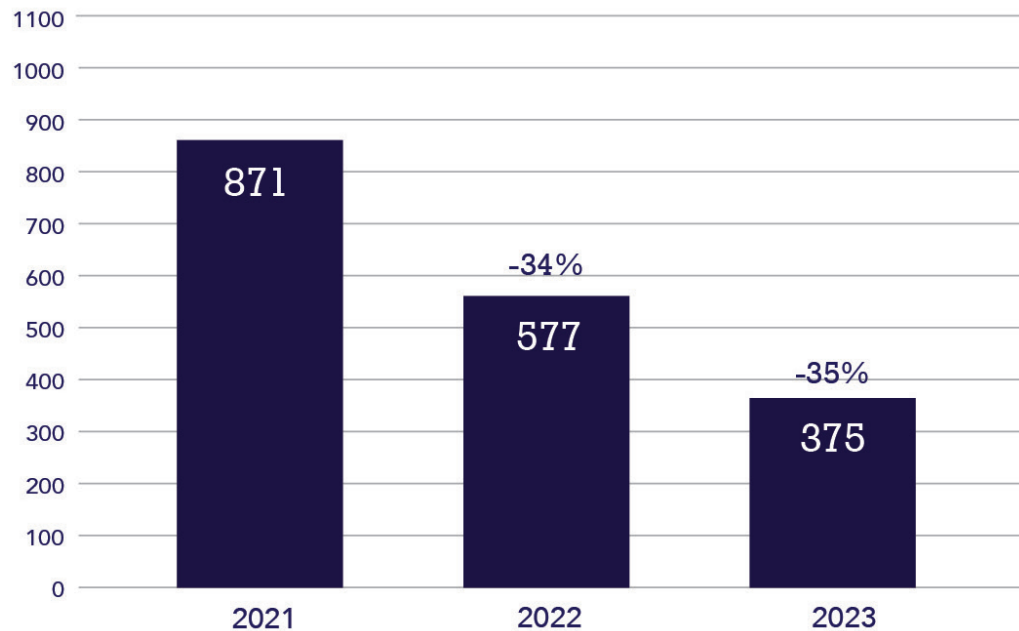


Car Break-Ins for 2023: Down -35% in the Midtown Improvement District vs. 2022 and Down -57% vs. 2021

Theft from auto is the most prevalent type of crime experienced in the MID. This has been the case for many years, as Midtown is an activity center with many surface lots, decks and on-street parking facilities with more than 70K parking spaces combined.

Citywide, APD reports that car break-ins decreased by -9% for 2023.

**COMPARING ANNUAL
THEFT FROM AUTO TOTALS IN THE MID (2021-2023):**



Car break-ins are crimes of opportunity. The vast majority are preventable.

It is estimated that 85% of theft from auto incidents involved valuables left in plain sight.

VEHICLE OWNERS:



Download Midtown Blue's "Clean Car" flyer [here](#) for tips on how to secure your vehicle.

PROPERTY MANAGERS:



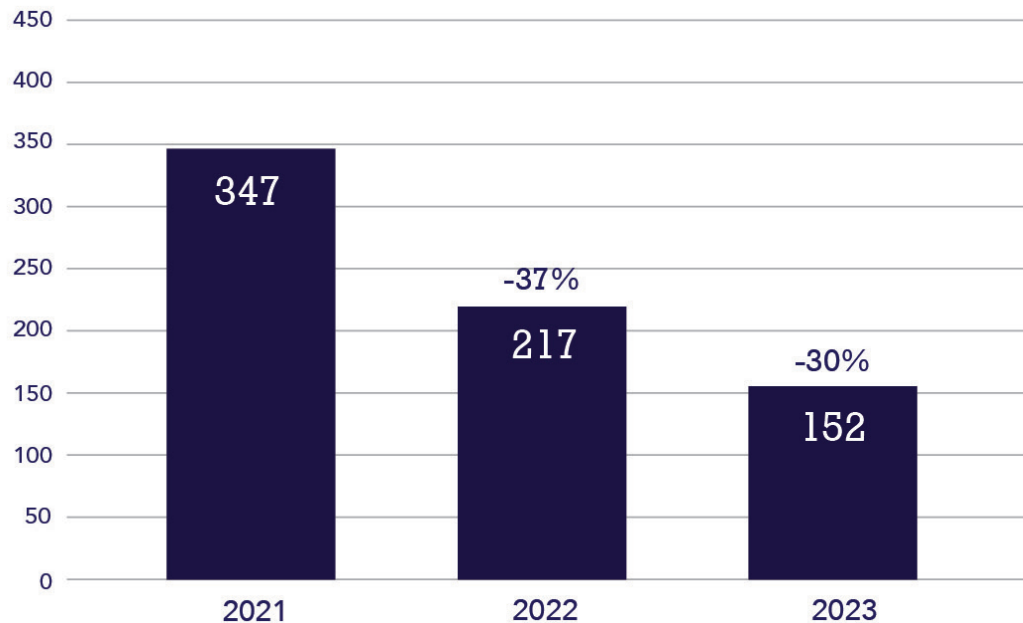
Schedule a parking facility assessment to identify potential safety improvements. Call Midtown Blue at 404-817-0500.

Stolen Autos for 2023: Down -30% in the Midtown Improvement District vs. 2022 and Down -56% vs. 2021

In 2023, 43% of the stolen vehicle incidents in Midtown were preventable as they involved illegally parked vehicles that either had a key fob left inside the vehicle or the vehicle was left running and unattended. Midtown Blue has been working proactively throughout the year with property managers, delivery drivers and APD to reduce stolen autos.

Citywide, APD reports that auto thefts increased +61% in 2023, with an estimated two-thirds of auto thefts involving Kia and Hyundai vehicles with a design defect.

COMPARING ANNUAL
STOLEN AUTO TOTALS IN THE MID (2021-2023):



The vast majority of auto thefts are preventable.

Never leave your vehicle running and unattended.

VEHICLE OWNERS:



Park legally in designated areas. Turn your engine off and take your keys with you. Lock your vehicle's doors. Every time.

STORE MANAGERS:



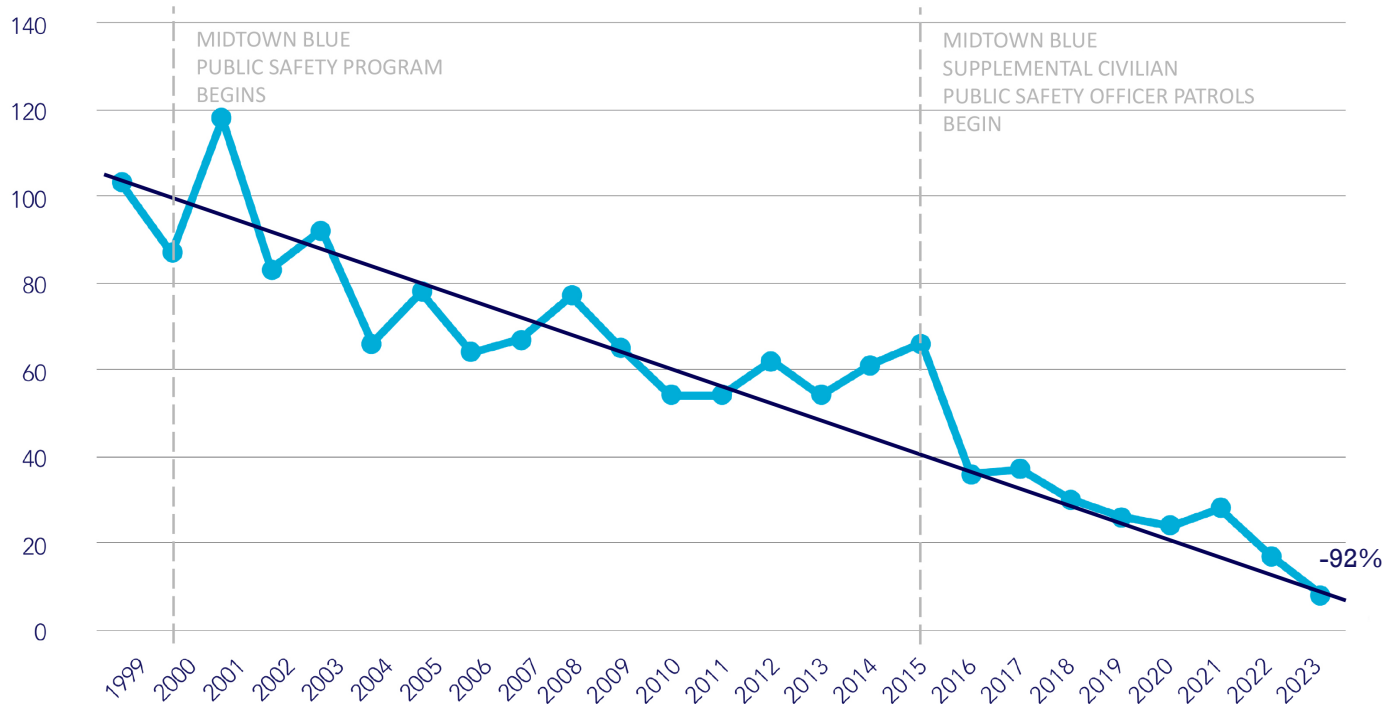
Communicate with delivery drivers about parking legally in designated areas and securing their vehicle.

Pedestrian Robberies: Down -92% Since 1999 in the Midtown Improvement District

The Midtown Blue program works to prevent crimes that occur outdoors in the public right-of-way, specifically stranger-on-stranger crimes. In 2023, the district hosted an average of **114K people** daily and experienced only **12 stranger-on-stranger crimes**, averaging one per month.

The MID has experienced a dramatic decrease over the past eight years in pedestrian robberies since the supplemental public safety program brought on our civilian Public Safety Officer (PSO) detail. PSOs actively patrol on foot, on bicycles and Trikkes and in marked vehicles. Overall, the program delivers a combined **650 hours** each week of supplemental public safety patrolling in the MID's 120 blocks.

**HISTORICAL PEDESTRIAN ROBBERIES
IN THE MID (1999-2023):**



**Well-lit sidewalks
also play a role in
ensuring a safe district.**

Midtown Alliance coordinates with the City of Atlanta and Georgia Power on issues affecting right-of-way and operations. Regular monthly audits of streetlights have significantly decreased the number of nonfunctioning streetlights in recent years:

- 2020/earlier: 300 outages
- 2022: 150
- 2023: 20

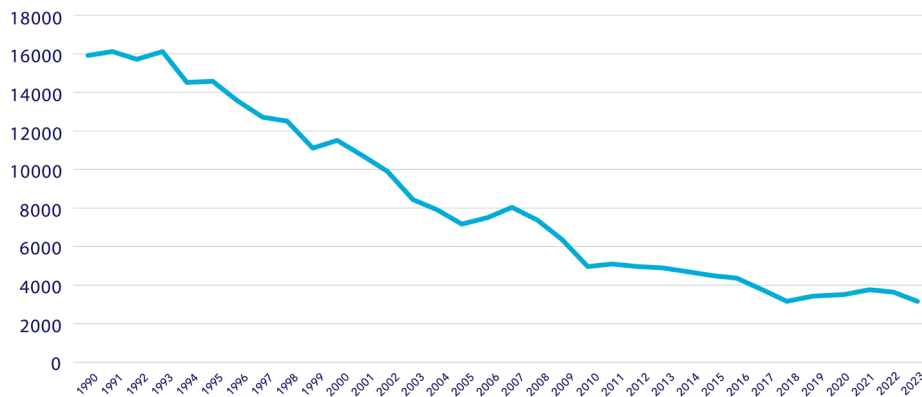
For More than 30+ Years, Crime in the City of Atlanta Has Continued to Decline Overall

Over the last 30+ years crime has drastically decreased in Atlanta, even while its population has increased dramatically. Violent crime and property crime in the City have both dropped substantially over the last three-plus decades.

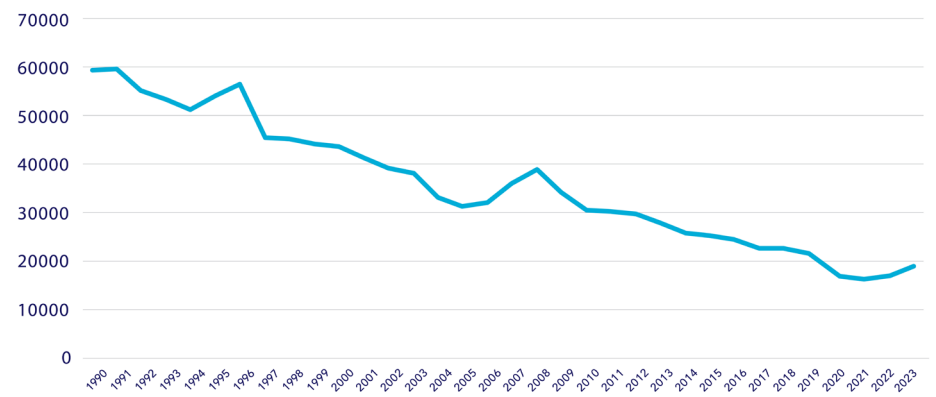
- From 1990-2023, Violent Crime in the City of Atlanta dropped -82%
- Property Crime dropped -67%
- The city's residential population has grown more than 25% during this period, and its jobs and visitors have grown even more

HISTORICAL CRIME TRENDS IN THE CITY OF ATLANTA (1990-2023):

VIOLENT CRIME: DOWN -82%



PROPERTY CRIME: DOWN -67%



Source: Atlanta Police Department



MIDTOWN

Blue *A program of Midtown Alliance*

Supplemental public safety services in coordination with APD + other agencies

24-7 coverage in the Midtown Improvement District

If you see one of these situations happening, who should you call?

**Emergency?
Crime in progress?
Potential for violence?**

Person in distress
Assault or violent situation
Vehicle accident
Robbery
Stolen property, car break-ins
Person unlawfully on your premises
Suspicious person or package
Noise violations

Call **911** *Midtown Blue will assist APD with response.*

Quality of life issue in the public right of way, other non-emergency?

Homeless issues in public places
Illegal parking obstructing traffic
Road hazards, traffic signal outages
Street light outages
Code enforcement
Construction site issues
Criminal trespass in non-emergencies
Public safety questions

Call **Midtown Blue**
404-817-0500