

Title	Santa Rosa Police Department	07/05/2023
	by Alisa Rawson in Organized Retail Theft Prevention Grant Program	id. 41318975
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Original Submission 07/05/2023

The Organized Retail Theft (ORT) Prevention Grant Program Application is divided into five (5) sections as identified below: Background Information Contact Information Program Information Proposal Narrative and Budget Mandatory Attachments Each section has a series of questions requiring a response. Applicants will be prompted to provide written text, select options from a drop down menu, select options from a multiple choice menu, or upload attachments. Questions with a red asterisk require responses. Applicants will not be able to submit the application until all questions with a red asterisk have been completed. Applicants may reference the ORT Prevention Grant Program Proposal Instruction Packet for background information, key dates, rating factors, and other important information to aid in the completion of the ORT Prevention Grant Program Application. The ORT Prevention Grant Proposal Instruction Packet is available on the Board of State and Community Corrections (BSCC) website. NOTE: Applicants may start and stop their application but must select "Save Draft" at the bottom of the application before existing.

SECTION I - BACKGROUND INFORMATION This section requests information about the applicant's name, location, mailing address, and tax identification number.

Name of Applicant (i.e., Police Department, Sheriff's Department, or Probation Department) **Santa Rosa Police Department**

Multi-Agency Partnerships Information (if applicable) **Applicants may apply for funding as part of a multi-agency partnership (two [2] or more agencies). The agencies and jurisdictions comprising the collaborative application are not required to be contiguous. One (1) Lead Public Agency must be identified on behalf of the partnership.**

Multi-Agency Partnerships **No: This is not a Multi-Agency Partnership Application**

Lead Public Agency Information **All applicants are required to designate a Lead Public Agency (LPA) to serve as the coordinator for all grant activities. The LPA is a governmental agency with local authority within the applicant's city or county. The applicant may choose to fill the role of LPA itself or it may designate a department, agency, or office under its jurisdiction to serve as the LPA. The role of the LPA is to coordinate with other local government agency partners and non-governmental organizations to ensure successful implementation of the grant program. The LPA is responsible for data collection and management, invoices, meeting coordination (virtual and/or in-person), and will serve as the primary point of contact with the BSCC.**

Lead Public Agency **Santa Rosa Police Department**

Applicant's Physical Address **965 Sonoma Ave
Santa Rosa
California
95404
US**

Applicant's Mailing Address (if different than the physical address) *n/a*

Mailing Address for Payment **965 Sonoma Ave
Santa Rosa
California
95404
US**

Tax Identification Number **94-6000428**

SECTION II - CONTACT INFORMATION **This section requests contact information for the individuals identified as the Project Director, Financial Officer, Day-to-Day Project Contact, Day-to-Day Fiscal Contact, and the Authorized Signature.**

Project Director **Alisa
Rawson**

Project Director's Title with Agency/Department/Organization **City of Santa Rosa**

Project Director's Physical Address **965 Sonoma Ave
Santa Rosa
California
95404
US**

Project Director's Email Address **arawson@srcity.org**

Project Director's
Phone Number **+17075433683**

Financial Officer **Pamela
Lorence**

Financial Officer's
Title with
Agency/Department/Organization **Administrative Services Officer**

Financial Officer's
Physical Address **965 Sonoma Ave
Santa Rosa
California
95404
US**

Financial Officer's
Email Address **plorence@srcity.org**

Financial Officer's
Phone Number **+17075433577**

Day-To-Day Program
Contact **James
Vickers**

Day-To-Day Program
Contact's Title **Training Sergeant**

Day-To-Day Program
Contact's Physical
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Santa Rosa
California
95404
US**

Day-To-Day Program
Contact's Email
Address **jvickers@srcity.org**

Day-To-Day Program
Contact's Phone
Number **+17075434018**

Day-To-Day Fiscal
Contact **Alisa
Rawson**

Day-To-Day Fiscal
Contact's Title **Administrative Analyst**

Day-To-Day Fiscal
Contact's Physical
Address **965 Sonoma Ave
Santa Rosa
California
95404
US**

Day-To-Day Fiscal Contact's Email Address	arawson@srcity.org
Day-To-Day Fiscal Contact's Phone Number	+17075433683
Name of Authorized Officer	Pamela Lorence
Authorized Officer's Title	Administrative Services Officer
Authorized Officer's Physical Address	965 Sonoma Ave Santa Rosa California 95409 US
Authorized Officer's Email Address	plorence@srcity.org
Authorized Officer's Phone Number	+17075433577
Authorized Officer Assurances	checked
SECTION III - PROGRAM INFORMATION	This section requests a Project Title, Proposal Summary description, Program Purpose Area(s) selection, and Scope Funding Category selection.
Project Title	TheftShield: Strengthening Communities Against Organized Retail Crime
Proposal Summary	The Santa Rosa Police Department (SRPD) seeks funding to combat organized retail theft (ORT) in the community. The project aims to reduce ORT through ALPR technology, retailer education, and collaboration with agencies. Focused on high-incidence areas, it aligns with grant goals by preventing theft, improving surveillance, and fostering collaboration. Objectives include increasing awareness, training staff, and enhancing surveillance. The SRPD will install ALPRs, provide tailored education programs, and collaborate with agencies. The project enhances community safety, protects businesses, and aligns with the grant's intent to improve justice outcomes.

**PROGRAM
PURPOSE AREAS**

Applicants must propose activities, strategies, or programs that address the Program Purpose Areas (PPAs) as defined on pages 5 - 8 in the ORT Prevention Grant Proposal Instruction Packet. A minimum of one (1) PPA must be selected; applicants are not required to address all three (3) PPAs. All proposed activities, strategies, or programs must have a link to the ORT Prevention Grant Program as described in the authorizing legislation and the ORT Prevention Grant Proposal Instruction Packet.

**Program Purpose
Areas (PPAs):**

PPA 1: Organized Retail Theft

**Funding Category
Information**

Applicants may apply for funding in a Medium Scope OR Large Scope Category. The maximum an applicant may apply for is up to \$6,125,000 in the Medium Scope category OR up to \$15,650,000 in the Large Scope category. Applicants may apply for any dollar amount up to and including the maximum grant amount identified in each category. Multi-agency partnerships (determined as Medium Scope OR Large Scope) may apply for up to the maximum grant award in that category, multiplied by the number of partnering eligible applicants. For Example: Four (4) eligible applicants in the Medium Scope category may submit one (1) application for up to \$24,500,000 o \$6,125,000 (Medium Scope Max) x 4 (# of Agencies) = \$24,500,000 Two (2) eligible applicants in the Large Scope category may submit one (1) application for up to \$31,300,000 o \$15,650,000 (Large Scope Max x 2 (# of Agencies) = \$31,300,000 Please reference pages 10-12 in the ORT Prevention Grant Proposal Instruction Packet for additional information.

Funding Category

Medium Scope (Up to \$6,125,000)

**SECTION IV -
PROPOSAL
NARRATIVE AND
BUDGET**

This section requests responses to the Rating Factors identified in the the ORT Prevention Grant Program Application Instruction Packet.

The Proposal Narrative must address the Project Need, Project Description, Project Organizational Capacity and Coordination, and Project Evaluation and Monitoring Rating Factors as described in the ORT Prevention Grant Instruction Packet (refer to pages 20-24). A separate narrative response is required for each Rating Factor as described below: The Project Need narrative may not may not exceed 6,711 total characters (includes punctuation, numbers, spacing and any text). In Microsoft Word, this is approximately three (3) pages in Arial 12-point font with one-inch margins on all four (4) sides and at 1.5-line spacing. The Project Description narrative may not may not exceed 11,185 total characters (includes punctuation, numbers, spacing and any text). In Microsoft Word, this is approximately five (5) pages in Arial 12-point font with one-inch margins on all four (4) sides and at 1.5-line spacing. The Project Organizational Capacity and Coordination narrative may not may not exceed 4,474 total characters (includes punctuation, numbers, spacing and any text). In Microsoft Word, this is approximately two (2) pages in Arial 12-point font with one-inch margins on all four (4) sides and at 1.5-line spacing. The Project Evaluation and Monitoring narrative may not may not exceed 4,474 total characters (includes punctuation, numbers, spacing and any text). In Microsoft Word, this is approximately two (2) pages in Arial 12-point font with one-inch margins on all four (4) sides and at 1.5-line spacing. A character counter is automatically enabled that shows the number of characters used and the remaining number of characters before the limit for each response is met. If the character limit is exceeded, a red prompt will appear with the message "You have exceeded the character limit". Applicants will be prohibited from submitting the ORT Prevention Grant Program Application until they comply with the character limit requirements. NOTE: It is up to the applicant to determine how to use the total word limit in addressing each section, however as a guide, the percent of total point value for each section is provided in the ORT Prevention Grant Proposal Instruction Packet (refer to page 15).

Project Need

The City of Santa Rosa is located fifty-five miles north of San Francisco and is the largest city between San Francisco, California and Portland, Oregon. The City of Santa Rosa Police Department (SRPD) was formed in 1867 and the city was incorporated in 1868. There are currently 181 sworn and 76 civilian employees who serve a population of 176,000. The Department is composed of three divisions that are overseen by the Chief of Police: Field Services, Special Services and Technical Services.

SRPD works closely with all facets of the community to prevent crime and protect individuals while bridging gaps between the department and the population they serve. SRPD has built strong ties with local community organizations in the city and has continuously increased community policing efforts and outreach activities to maintain genuine relationships with individual community members from all backgrounds.

From January 2020 to April 2023, SRPD diligently addressed a total of 823 cases involving Petty Theft from retail and commercial establishments. Notably, out of these 823 cases, 9 were specifically attributed to Ulta Beauty, 11 to Dicks Sporting Goods, and 9 to Sunglass Hut. These incidents occurred at various locations throughout the city and represent only a fraction of the businesses frequently re-targeted by ORT crews. The economic implications of organized retail theft for business operators in Santa Rosa are significant and far-reaching. The escalating incidents of theft not only result in immediate financial losses due to stolen merchandise, but they also inflict substantial costs associated with increased security measures, and insurance premiums.

To determine the need for addressing organized retail theft in our community, SRPD has conducted extensive research to examine the prevalence and impact of this criminal activity. This research encompasses a thorough analysis of reported incidents of organized retail theft within our jurisdiction, engaging in consultations with local retailers to gain firsthand insights into their encounters with this type of crime. Furthermore, we have studied the effectiveness of strategies and tactics employed by law enforcement agencies, including San Francisco and Los Angeles Police Departments, which serve as models for addressing organized retail theft.

Based on our research, organized retail theft is a significant issue in our community that requires targeted intervention. By providing funding to support programs that aim to prevent and reduce organized retail theft, the grant program aligns with the intent of the BSCC to promote public safety and improve outcomes within the criminal justice system.

In applying for the BSCC grant program, SRPD will place a strong emphasis on proven initiatives that effectively combat organized retail theft. Our prioritized initiatives encompass the implementation of innovative technologies, including Automatic License Plate Reader Recognition (ALPR) technology to include the equipment and data. These strategic measures aim to proactively prevent retail theft and safeguard the community.

The City of Santa Rosa, with its expansive coverage of approximately 47 square miles, is situated within the North Bay Region of California—a region known for its heightened vulnerability to organized retail theft. This geographic location plays a significant role in increasing the risk of retail theft. The proximity to major metropolitan areas, such as San Francisco, makes Santa Rosa an attractive target for organized retail theft operations.

Firstly, there is a service gap in the current response to organized retail theft in Santa Rosa. While our department has made significant strides in recent years to address this issue, we lack the necessary resources to effectively prevent and investigate these crimes. As a result, retailers in the area have experienced significant financial losses, and the community has become increasingly concerned

about the safety of their neighborhoods.

Secondly, accessibility to resources is a critical factor in the need for the BSCC grant. SRPD does not have the necessary funding to implement advanced technologies and strategies to prevent and investigate organized retail theft. By acquiring the latest technologies through this grant, we will not only be equipped to effectively combat organized retail theft but also enhance our overall crime prevention and investigation efforts. Moreover, SRPD is firmly committed to maintaining and sustaining the technology beyond the grant period, ensuring its continued efficacy in combating criminal activities in our community.

According to the Press Democrat article from 2020, Santa Rosa has been experiencing a concerning trend of organized retail theft. One instance involved the burglary of a Lululemon store, which marked the third theft in four months. In another incident, two Vallejo men were arrested after allegedly beating a security guard and stealing \$15,500 worth of clothing in a brazen daytime robbery. Additionally, in September, four women stole about \$30,000 worth of clothing before eluding police.

To further illustrate the widespread issue of organized retail theft, the 2020 Annual Report of the National Retail Federation states that retailers across the United States reported an estimated \$61.7 billion in losses. In Santa Rosa specifically, we have seen an increase in these types of crimes over the past few years. The increase is having a negative impact on businesses, employees, and residents in Santa Rosa.

From January 2020 to April 2023, the Santa Rosa Police Department has handled approximately 823 cases involving petty theft from retail and commercial businesses. Of the 823 cases, the number of crimes occurring at businesses most commonly experiencing Organized Retail Theft is approximately 598. Furthermore, our data indicates that these crimes are often committed by organized groups, with multiple suspects working together to steal high-value items and then resell them online or in other markets.

The scale and nature of the organized retail theft problem in Santa Rosa clearly demonstrate the need for necessary equipment such as Automated License Plate Readers and implement a digital video and data integration platform to effectively investigate and prevent these crimes. According to the North Bay Business Journal, “Between July and September, more than \$15,000 worth of merchandise was stolen from REI on Santa Rosa Avenue in four separate incidents. Police suspected one man to be responsible. And in September, two men, one of whom was armed, held a customer at gunpoint, smashed glass cases and stole jewelry from a store at Santa Rosa Plaza”.

Project Description

The Santa Rosa Police Department will purchase and install 34 ALPRs at strategic locations throughout the city, including Montgomery Village and city shopping centers like the Plaza and

Coddington. The ALPRs will capture license plate data of vehicles entering and exiting the area. According to National Retail Federation, in many instances, organized retail crime groups target several retailers in one day moving from state to state stealing and reselling the merchandise. These groups often steal thousands of dollars' worth of merchandise at a time with the intent to resell it for profit, buy drugs, or fund terrorist/illicit activities." The ALPR data platform will allow for the integration of ALPR data with existing camera systems, providing comprehensive coverage of the target area. The platform allows for the real time and predictive sharing of video, which allows for officers to utilize precision policing techniques to ensure that the correct vehicle and/ or subjects involved in the retail theft are stopped and located. The length and duration of the project will be ongoing, with regular maintenance and upgrades to the equipment as needed.

To enhance awareness and prevention efforts, the project will deliver education and training programs for retailers and employees. These programs will focus on recognizing the signs of organized retail theft, implementing preventive measures, and promoting a collective sense of responsibility within the community. The length and frequency of these programs will be tailored to meet the needs of the participants and will be delivered over a set period of time to ensure comprehensive coverage and understanding.

The target areas for this project (Montgomery Village and city shopping centers like the Plaza, and Coddington) are identified based on analysis of crime data and patterns related to organized retail theft. The target area is chosen due to a high incidence of organized retail theft activity, and the need to deter and prevent further crime.

The proposed activities/services/interventions will address the project need and the intent of the grant program by providing law enforcement with the tools needed to better track and identify vehicles involved in organized retail theft. This will allow for more effective investigation and prosecution of these crimes, as well as serve as a deterrent for potential perpetrators.

SRPD plans to coordinate and collaborate with other entities such as public agencies (e.g., law enforcement, non-law enforcement), and retailers. This includes sharing information, intelligence, and best practices related to organized retail theft. By collaborating with our counterparts, we can leverage their expertise and resources to enhance our investigative capabilities, develop comprehensive strategies, and increase our collective impact in combatting retail theft. In addition, we understand close collaboration with retailers is vital to effectively combat organized retail theft. We will establish regular communication channels and develop strong partnerships with local retailers, including large chains and small businesses. By working together, we can share information on theft trends, prevention strategies, and best practices for store security. We will also provide training and educational programs for retailers and their

employees, empowering them to recognize and respond to organized retail theft incidents.

SRPDs proposed project encompasses two primary goals: 1) Reduce organized retail theft incidents by implementing preventive measures, and 2) Reduce organized retail theft incidents by enhancing surveillance technology. These goals are directly aligned with the identified needs and intent of the grant program, which aims to combat organized retail theft and its detrimental effects.

To achieve the first goal through preventive measures, the project includes specific objectives.

Objective A focuses on increasing awareness among retailers about organized retail theft and prevention strategies. Through targeted awareness campaigns, training programs, and educational materials, we will ensure that retailers are equipped with the knowledge and tools to recognize and prevent organized retail theft.

Objective B complements the first goal by implementing training programs for retail staff on recognizing and preventing organized retail theft. By providing comprehensive training, we will enhance the capability of retail staff to identify suspicious activities, employ effective security measures, and promptly report incidents to law enforcement. This objective will directly contribute to minimizing the success rate of organized retail theft attempts and deterring potential offenders.

To achieve the second goal of reducing organized retail theft incidents by enhancing surveillance technology, the project includes specific objectives as well.

Objective A focuses on increasing the effectiveness of surveillance and monitoring to deter organized retail theft. This will involve implementing advanced surveillance systems (ALPR technology), at strategic locations. By enhancing the capabilities of surveillance, we aim to deter potential offenders, capture valuable evidence, and improve overall situational awareness.

Objective B aims to improve the identification and tracking of organized retail theft suspects and vehicles. Through the integration of advanced technology solutions, such as data analytics, we can enhance the track the movements of suspects involved in organized retail theft. This objective will strengthen investigative capabilities and contribute to the successful prosecution of offenders.

Objective C focuses on enhancing collaboration between law enforcement and retailers through the use of advanced technology solutions. By fostering partnerships, and leveraging technology platforms, we can establish a proactive and collaborative environment.

The proposed activities for SRPDs involvement in grant program are designed to achieve the intended goals and objectives.

For goal one, the activity is Retailer Education and Awareness Campaign. The rationale for this activity is based on research showing that education and awareness play a crucial role in preventing organized retail theft. By providing retailers with knowledge about the risks, signs, and preventive strategies, we can empower them to take proactive measures. Research has indicated that educated and aware retailers are more likely to adopt effective security practices, recognize suspicious behavior, and report incidents promptly.

For goal two, the proposed activities are:

Activity 1: Procurement and Installation of ALPR technology. The rationale for this activity stems from research and evidence showing that the use of automated license plate recognition (ALPR) technology is highly effective in identifying and tracking vehicles involved in organized retail theft. ALPR technology allows for real-time monitoring, data collection, and analysis, which can greatly enhance our ability to identify suspect vehicles, track their movements, and link them to specific incidents. By investing in and implementing ALPR technology, SRPD can significantly improve the identification and apprehension of individuals involved in organized retail theft.

Activity 2: Training and Capacity Building. The basis for this activity is supported by research indicating that well-trained retail staff have a higher likelihood of preventing and responding effectively to organized retail theft incidents. By providing comprehensive training programs, SRPD can equip retail staff with the necessary knowledge and skills to recognize signs of organized retail theft.

Activity 3: Implementation and Evaluation. The purpose for this activity is based on the importance of implementing a comprehensive and structured approach to organized retail theft prevention. By systematically implementing the proposed activities and interventions, we can ensure that all necessary components are in place to achieve the intended goals and objectives. Additionally, continuous evaluation and monitoring will provide valuable insights into the effectiveness of the implemented strategies.

The City of Santa Rosa Police Department recognizes the importance of maintaining the privacy and civil liberties of our community members while also effectively addressing the issue of organized retail theft. As part of our proposed project under the BSCC grant program, we plan to purchase surveillance technology such as the ALPR system to include the ALPR data integration platform to aid in our investigative efforts.

In accordance with applicable privacy laws and regulations, our department has developed a policy and procedure for the use of surveillance technology such as our Automated License Plate Readers (ALPR) Policy Number 426. This policy includes strict

guidelines on the collection, use, storage, and dissemination of data obtained through the use of such technology. All data collected will be secured and maintained in accordance with applicable laws and regulations, and access to such data will be limited to authorized personnel.

Furthermore, our department will work closely with stakeholders to ensure that our use of surveillance technology is in compliance with all relevant laws and regulations. We are committed to transparency and accountability in our use of surveillance technology and will provide updates to the community on our efforts to combat organized retail theft while protecting the privacy and civil liberties of our community members.

At the Santa Rosa Police Department, we understand the significance of reducing racial bias in all of our law enforcement operations, including those related to organized retail theft. To achieve this, we have implemented Bias-Based Policing Policy Number 400, along with proper procedures to ensure that our officers are equipped to identify and address any potential racial biases.

Our department's policy and training are focused on promoting respectful and unbiased treatment of all individuals. We require all our officers to undergo regular training on cultural competency and implicit bias bi-annually, which is intended to promote fair and equal treatment of all individuals regardless of their race, ethnicity, or other personal characteristics.

Additionally, we have implemented strict policies to ensure that our officers use only lawful and reasonable methods to gather evidence and conduct investigations, and that they avoid any actions that could be perceived as targeting individuals based on their race or ethnicity.

**Project
Organizational
Capacity and
Coordination**

The Santa Rosa Police Department is confident in our ability to administer the proposed project for the organized retail theft grant program. The day-to-day operation of the proposed ALPR system will be led by our dispatch center and crime analysis unit who will have real-time access vehicle alerts, as well as search tools. The system will be administered by our Training Sergeant, who will be responsible for training personnel on the systems use, maintaining an audit trail. Additionally, all staff members involved in the project will receive training on the use of the equipment and how to address any potential racial bias. We plan to utilize existing staff resources to the greatest extent possible to ensure efficient use of personnel. The project will be overseen by the Training Sergeant, who will report to the department's command staff to ensure that the project is implemented as intended and remains in compliance with all applicable laws and regulations.

While the Santa Rosa Police Department intends to focus on internal collaboration, SRPD recognizes the value of collaborating with both our local and external law enforcement agencies grant program.

To facilitate this collaboration, SRPD will sign a Memorandum of Understanding (MOU) with the vendor selected for the ALPR technology. Most ALPR vendors have a Law Enforcement Data Exchange (LEDE) program that allows authorized law enforcement agencies to share ALPR data captured by their systems with other agencies across the country. This program helps to facilitate communication and collaboration between law enforcement agencies, which can be particularly useful in investigations that involve multiple jurisdictions, such as the case with organized retail theft.

Under the LEDE program, participating agencies can request and share ALPR data with one another, subject to strict privacy and security protocols. Said vendors often use advanced encryption and access controls to ensure that only authorized individuals can access the data, and the company also requires participating agencies to sign data-sharing agreements that specify the permissible uses of the data and the safeguards that must be in place to protect individual privacy. ALPR systems also have built-in privacy features, such as the ability to automatically blur out non-license plate images and to automatically delete captured data after a set period of time.

As the Santa Rosa Police Department does not plan to partner with external agencies for the grant program, the execution of contracts or memorandums of understanding (MOUs) with partner agencies is not applicable. However, SRPD is fully prepared and ready to proceed with the implementation of the proposed project if funded. Our department has the necessary infrastructure, personnel, and capabilities in place to initiate and execute the planned activities and services outlined in the grant proposal.

The proposed project will be overseen by SRPDs Special Services Division or our Investigations Bureau, with the support of the department's Command Staff. The division will be responsible for managing the project and ensuring that it is executed in a timely and effective manner. The project team will consist of personnel from the Training Division who have been trained in the use of the ALPR technology and ALPR data integration platform. The team will be responsible for analyzing data, identifying trends, and developing strategies to address organized retail theft. The decision-making process will involve collaboration among the project team, Command Staff, and community organizations.

As the Santa Rosa Police Department, we understand the importance of sustainability for this project even after the grant funds expire. We plan to seek out other grant funding opportunities to continue our efforts in addressing organized retail theft in our community. We will also explore partnerships with community organizations, retailers, and other law enforcement agencies to collaborate and share resources to sustain this project in the long term. We will also continue to evaluate the effectiveness of our strategies and adjust

our approach as needed to ensure we are making progress towards our goals.

Project Evaluation
and Monitoring

To ensure a comprehensive and effective evaluation of the project, SRPD intends to hire a research partner with expertise in program evaluation and data analysis. To facilitate this process, SRPD will initiate a Request for Proposals, which will serve as an invitation to interested research partners to submit their detailed proposals.

Once the research partner is onboarded SRPD will incorporate monitoring activities throughout the various phases of the project. Some of the activities may include:

1. **Regular Progress Reports:** The research partner will provide regular progress reports to SRPD, detailing the status of evaluation activities, data collection, and analysis.
2. **Data Collection and Analysis:** The research partner will work closely SRPD to collect relevant data throughout the project. This may include surveys, interviews, focus groups, and analysis of existing program data.

Process Measures:

- Retailers reached through awareness campaigns or educational initiatives.
- Training sessions conducted for retail staff.
- Feedback from participants on the quality and relevance of awareness programs.
- Vendor selection and procurement process for ALPR technology.
- Personnel trained on automatic license plate recognition (ALPR) and surveillance technology usage.
- Evaluation of training effectiveness based on participant feedback and assessment.

Outcome Measures:

- Decrease in reported incidents of organized retail theft, indicating improved abilities of trained retail staff to recognize and prevent such activities.
- Successful deployment of the ALPR system and surveillance technology.
- Increased proficiency of personnel in utilizing technology for law enforcement purposes.
- Reduction in organized retail theft incidents due to enhanced surveillance and monitoring.

SRPD has a preliminary plan in place to monitor the implementation of the proposed project to ensure that all components are executed as intended. We will conduct regular reviews and evaluations of the project's progress and outcomes, with a focus on the effectiveness of the ALPR technology and ALPR data integration platform in detecting and preventing organized retail theft. We will also track the use of surveillance technology to ensure compliance with privacy

laws and regulations.

SRPD has developed a preliminary plan for collecting and evaluating data related to the process and outcome measures identified in section 4.2 of the grant program.

To begin, we will collect baseline data that establishes a starting point for measuring progress. This will involve gathering relevant information on key indicators, such as the number of reported organized retail theft incidents, the value of stolen goods, and the number of arrests made in cases related to this crime. Our data collection methods will include comprehensive surveys, interviews with retailers, and analysis of existing crime databases and reports.

To ensure the accuracy and reliability of our data, we will implement regular and ongoing data methods. This will involve monitoring process measures, such as the number of training programs conducted. We will closely track outcome measures, including reduction in organized retail theft incidents and the value of recovered stolen goods. By consistently evaluating these measures, we can gauge the effectiveness of our prevention strategies and identify areas that require improvement.

SRPD will establish a formal Memorandum of Understanding (MOU) with the vendor selected for the ALPR and digital video and data integration platform. This MOU is a standard requirement for all agencies utilizing this vendor's services and is essential for legal law enforcement purposes. It enables participating agencies to seamlessly share data amongst themselves and ensures a transparent audit trail, if necessary. SRPD is committed to upholding legal and ethical standards by ensuring that all collecting and shared data is handled with utmost care and confidentiality.

The research design will employ a mixed- methods approach. The following methodology outlines the key components:

1. **Data Collection:** Gather relevant data from multiple sources to evaluate the program's outcomes, specifically related to the implementation of ALPR technology and ALPR data integration platform.
 2. **Retailer Feedback:** Conduct surveys, and interviews, with participating retailers to gather their perceptions of the program's impact and effectiveness.
-

Budget Instructions **Applicants are required to submit a Proposal Budget and Budget Narrative (Budget Attachment). Upon submission the Budget Attachment will become Section 5: Budget (Budget Tables & Narrative) making up part of the official proposal. The Budget Attachment must be filled out completely and accurately. Applicants are solely responsible for the accuracy and completeness of the information entered in the Proposal Budget and Budget Narrative. The Proposal Budget must cover the entire grant period. For additional guidance related to grant budgets, refer to the BSCC Grant Administration Guide. The Budget Attachment is provided as a stand-alone document on the BSCC website.**

Budget Attachment

[**Organized-Retail-Theft-Prevention-Grant-Program-Budget-Attachment.-Final.xlsx**](#)

SECTION V -
ATTACHMENTS

This section list the attachments that are required at the time of submission, unless otherwise noted. Project Work Plan (Appendix B) - Mandatory Grantee Assurance for Non-Governmental Organizations (Appendix D) - Mandatory Local Impact Letter(s) (Appendix E) - Mandatory Letter(s) of Commitment (Appendix F) - If Applicable Policies Limiting Racial Bias - Refer to page 9 of the Proposal Instruction Packet - Mandatory Policies on Surveillance Technology - Refer to page 9 of the Proposal Instruction Packet - If Applicable Certification of Compliance with BSCC Policies on Debarment, Fraud, Theft, and Embezzlement (Appendix G) - Mandatory Governing Board Resolution (Appendix H) - Optional

Project Work Plan (Appendix B)

[**Project-Work-Plan-ORT.docx**](#)

Grantee Assurance for Non-Governmental Organizations (Appendix D)

[**Appendix_D-_Grantee_Assurance_for_Non-Governmental_Organizations.pdf**](#)

Local Impact Letter(s) (Appendix E)

[**Signed_Local_Impact_Statement.pdf**](#)

Letter(s) of Commitment, (Appendix F)

[**Healdsburg_Police_Department_Letter_of_Support_SRPD.pdf**](#)

[**Organized_Retail_Theft_Prevention_Grant_Program_letter_Jun_20_2023.pdf**](#)

Policies Limiting Racial Bias

[**Bias-Based_Policing.pdf**](#)

Policies on Surveillance Technology

[**Automated_License_Plate_Readers__ALPRs__1.pdf**](#)

Certification of Compliance with BSCC Policies on Debarment, Fraud, Theft, and Embezzlement (Appendix G)

[Signed_Certification-of-Compliance-with-BSCC-Policies-on-Debarment_-Fraud_-Theft_-and-Embezzlement.pdf](#)

OPTIONAL: n/a
Governing Board
Resolution (Appendix
H)

OPTIONAL: n/a
Bibliography

CONFIDENTIALITY NOTICE: **All documents submitted as a part of the Organized Retail Theft Prevention Grant Program proposal are public documents and may be subject to a request pursuant to the California Public Records Act. The BSCC cannot ensure the confidentiality of any information submitted in or with this proposal. (Gov. Code, § 6250 et seq.)**

Appendix B: Project Work Plan

Applicants must complete a Project Work Plan. This Project Work Plan identifies measurable goals and objectives, process and outcome measures, activities and services, responsible parties for those activities and services, data sources and estimated timelines. Completed plans should (1) identify the project’s top goals and objectives; (2) identify how the goal(s) will be achieved in terms of the activities, responsible staff/partners, and start and end dates, process and outcome measures; and (3) provide goals and objectives with a clear relationship to the need and intent of the grant. As this grant term is for three (3) years, the Project Work Plan must attempt to identify activities/services and estimate timelines for the entire grant term. A minimum of one goal and corresponding objectives, process measures, etc. must be identified.

Applicants must use the Project Work Plan provided below. You will be prompted to upload this document to the BSCC-Submittable Application.

(1) Goal:	> Reduce organized retail theft incidents by implementing preventive measures.		
Objectives (A., B., etc.)	> Objective A- Increase awareness among retailers about organized retail theft and prevention strategies. > Objective B- Implement training programs for retail staff on recognizing and preventing organized retail theft.		
Process Measures and Outcome Measures:	> Process Measures: Number of retailers reached, number of training sessions conducted, feedback from participants. Outcome Measures: Reduction in reported incidents.		
Project activities that support the identified goal and objectives:	Responsible staff/partners	Timeline	
		Start Date	End Date
> Activity 1- Retailer Education and Awareness Campaign	> Sergeant would be overseeing and implementing with logistical support from an intern	> Month 6	> Month 18
List data and sources to be used to measure outcomes:	> Training attendance records, participant surveys, and incident reports.		

(2) Goal:	Reduce organized retail theft incidents by enhancing surveillance technology.		
Objectives (A., B., etc.)	<p>> Objective A- Increase the effectiveness of surveillance and monitoring to deter organized retail theft.</p> <p>Objective B- Improve the identification and tracking of organized retail theft suspects and vehicles.</p> <p>Objective C- Enhance collaboration between law enforcement and retailers through the use of advanced technology solutions.</p>		
Process Measures and Outcome Measures:	<p>> Process Measures: Vendor selection, procurement process, system installation, number of personnel trained on ALPR and surveillance technology usage, training evaluation, and monitoring of system usage.</p> <p>Outcomes Measures: Successful deployment of ALPR system, increased proficiency in utilizing technology for law enforcement purposes, reduction in organized retail theft incidents.</p>		
Project activities that support the identified goal and objectives:	Responsible staff/partners	Timeline	
		Start Date	End Date
<p>Activity 1- Procurement and Installation of ALPR technology.</p> <p>Activity 2- Training and Capacity Building</p> <p>Activity 3- Implementation and Evaluation</p>	> > Training Sergeant	> Month 1	Month 36
List data and sources to be used to measure outcomes: > Procurement records, installation documentation, training attendance records, system usage data, feedback forms, incident reports			

Organized Retail Theft Prevention Grant Program - Project Budget and Budget Narrative

Name of Applicant: *City of Santa Rosa Police Department*

44-Month Budget: October 1, 2023 to June 1, 2027

Note: Rows 7-16 will auto-populate based on the information entered in the budget line items (Salaries and Benefits, Services and Supplies, etc.)

Budget Line Item	Total
1. Salaries & Benefits	\$0.00
2. Services and Supplies	\$0.00
3. Professional Services or Public Agencies	\$0.00
4. Non-Governmental Organization (NGO) Subcontracts	\$0.00
5. Data Collection and Evaluation	\$75,000.00
6. Equipment/Fixed Assets	\$460,653.00
7. Financial Audit (Up to \$25,000)	\$25,000.00
8. Other (Travel, Training, etc.)	\$0.00
9. Indirect Costs	\$0.00
TOTAL	\$560,653.00

1a. Salaries & Benefits

Description of Salaries & Benefits	(% FTE or Hourly Rate) & Benefits	Total
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
TOTAL		\$0.00

1b. Salaries & Benefits Narrative:

N/A.

2a. Services and Supplies

Description of Services or Supplies	Calculation for Expenditure	Total
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
		\$0.00
TOTAL		\$0.00

2b. Services and Supplies Narrative:

8b. Other (Travel, Training, etc.) Narrative:

N/A.

9a. Indirect Costs

For this grant program, indirect costs may be charged using only **one** of the two options below:

	Grant Funds	Total
1) Indirect costs not to exceed 10 percent (10%) of the total grant award. Applicable if the organization does not have a federally approved indirect cost rate.	\$0	\$0
<i>If using Option 1) grant funds allocated to Indirect Costs may not exceed:</i>	\$0	
2) Indirect costs not to exceed 20 percent (20%) of the total grant award. Applicable if the organization has a federally approved indirect cost rate. Amount claimed may not exceed the organization's federally approved indirect cost rate.	\$0	\$0
<i>If using Option 2) grant funds allocated to Indirect Costs may not exceed:</i>	\$0	
<i>Please see instructions tab for additional information regarding Indirect Costs. If the amount exceeds the maximum allowed and/or turns red, please adjust it to not exceed the line-item noted.</i>		
TOTAL	\$0	\$0

9b. Indirect Costs Narrative:

N/A.

Appendix E: Local Impact Letter(s)



As the City of Santa Rosa Police Department, we are writing to provide a local impact statement regarding the BSCC Organized Retail Theft Prevention Grant Program project. We want to assure you that the implementation of this project will not have any negative impact on any other agency within our jurisdiction.

Our department has thoroughly evaluated the potential effects of the project on other law enforcement agencies, and we have taken proactive measures to ensure a smooth and seamless integration of the grant program.

Our primary goal is to combat organized retail theft and enhance the safety and security of our local retail establishments. Our focus will be on implementing preventive measures, fostering partnerships, and utilizing advanced technology solutions to address this specific issue.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Vickers", with a long horizontal flourish extending to the right.

James Vickers

Training Sergeant

City of Santa Rosa Police Department



CITY OF HEALDSBURG

Police Department

238 Center Street

Healdsburg, CA 95448-4402

(707) 431-3377

FAX (707) 431-3106

CHIEF OF POLICE
Matt Jenkins

June 20, 2023

Board of State and Community Corrections
2590 Venture Oaks Way
Sacramento, CA 95833

Re: The Organized Retail Theft Prevention Grant Program

This letter is being submitted to document that the Healdsburg Police Department agrees to partner on the Organized Retail Theft Prevention Grant Program proposal being submitted by the City of Santa Rosa Police Department.

As a part of this grant, the Healdsburg Police Department agrees to coordinate, collaborate, and when possible, share data in an effort to improve the outcomes of Organized Retail theft (ORT) cases and prevent and deter ORT within Santa Rosa.

Respectfully,

A handwritten signature in blue ink, appearing to read "Matt Jenkins", is written over a light blue horizontal line.

MATT JENKINS
Chief of Police



CITY OF ROHNERT PARK DEPARTMENT OF PUBLIC SAFETY

POLICE AND FIRE SERVICES

Tim Mattos, Director

June 20, 2023

Board of State and Community Corrections
2590 Venture Oaks Way
Sacramento, CA 95833

Re: The Organized Retail Theft Prevention Grant Program

This letter is being submitted to document that Rohnert Park Department of Public Safety agrees to partner on the Organized Retail Theft Prevention Grant Program proposal being submitted by the City of Santa Rosa Police Department.

As a part of this grant, Rohnert Park Department of Public Safety agrees to coordinate, collaborate, and when possible, share data in an effort to improve the outcomes of Organized Retail theft (ORT) cases and prevent and deter ORT within Santa Rosa.

Signed By,

A handwritten signature in blue ink, appearing to read "Tim Mattos", is written over a horizontal line.

Tim Mattos, Director
Rohnert Park Department of Public Safety

Bias-Based Policing

400.1 PURPOSE AND SCOPE

This policy provides guidance to department employees that affirms the Santa Rosa Police Department's commitment to policing that is fair and objective.

Nothing in this policy prohibits the use of specified characteristics in law enforcement activities designed to strengthen the department's relationship with its diverse communities (e.g., cultural and ethnicity awareness training, youth programs, community group outreach, partnerships).

Adopted 5-22-13 by Chief Thomas E. Schwedhelm.

Revised 5-16-18 by Chief Robert L. Schreeder.

Revised 10-1-18 by Chief Robert L. Schreeder.

400.2 POLICY

The Santa Rosa Police Department is committed to providing law enforcement services to the community with due regard for the racial, cultural or other differences of those served. It is the policy of this department to provide law enforcement services and to enforce the law equally, fairly, objectively and without discrimination toward any individual or group.

400.3 BIAS-BASED POLICING PROHIBITED

Bias-based policing is strictly prohibited. However, nothing in this policy is intended to prohibit an officer from considering protected characteristics in combination with credible, timely and distinct information connecting a person or people of a specific characteristic to a specific unlawful incident, or to specific unlawful incidents, specific criminal patterns or specific schemes.

400.3.1 CALIFORNIA RELIGIOUS FREEDOM ACT

Employees shall not collect information from a person based on religious belief, practice, affiliation, national origin or ethnicity unless permitted under state or federal law (Government Code § 8310.3).

Employees shall not assist federal government authorities (Government Code § 8310.3):

- (a) In compiling personal information about a person's religious belief, practice, affiliation, national origin or ethnicity.
- (b) By investigating, enforcing or assisting with the investigation or enforcement of any requirement that a person register with the federal government based on religious belief, practice, or affiliation, or national origin or ethnicity.

400.4 EMPLOYEE RESPONSIBILITIES

Every employee of this department shall perform his/her duties in a fair and objective manner and is responsible for promptly reporting any suspected or known instances of bias-based policing to a supervisor. Employees should, when reasonable to do so, intervene to prevent any biased-based actions by another employee.

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Bias-Based Policing

400.5 SUPERVISOR RESPONSIBILITIES

Supervisors shall handle any alleged or observed violations in accordance with City and Department Rules and Regulations.

- (a) Supervisors should discuss any issues with the involved employee and his/her supervisor in a timely manner.
 - 1. Supervisors should document these discussions in the prescribed manner.
- (b) Supervisors shall initiate a personnel inquiry for any actual or alleged violation of this policy.
- (c) Supervisors should take prompt and reasonable steps to address any retaliatory action taken against any employee of this department who discloses information concerning bias-based policing.

400.6 REPORTING TO CALIFORNIA DEPARTMENT OF JUSTICE

The Support Bureau Manager shall ensure that all data required by the California Department of Justice (DOJ) regarding complaints of racial bias against officers is collected and provided to the Technical Services Division Manager for required reporting to the DOJ (California Penal Code §§ 13012 and 13020).

Automated License Plate Readers (ALPRs)

426.1 PURPOSE AND SCOPE

The purpose of this policy is to provide guidance for the capture, storage, and use of digital license plate data (DLPD) obtained through the use of Automated License Plate Reader (ALPR) technology.

Adopted 3-24-22 by Chief Rainer J. Navarro.

426.2 POLICY

The policy of the Santa Rosa Police Department is to utilize ALPR technology and digital license plate data and images while recognizing the established privacy rights of the public.

All data and images obtained are for the official use of this department. Because such data may contain confidential information, it is not open to public review.

426.3 ADMINISTRATION

The ALPR technology, also known as License Plate Recognition (LPR), allows for the automated detection of license plates. It is used by the Santa Rosa Police Department to convert data associated with vehicle license plates for official law enforcement purposes, including identifying stolen or wanted vehicles, stolen license plates and missing persons. It may also be used to gather information related to active warrants, homeland security, electronic surveillance, suspect interdiction and stolen property recovery.

All ALPR data retention and access shall be managed by the Investigations Bureau Manager. The Investigations Bureau Manager will assign employees under his/her command to administer the day-to-day operation of the ALPR equipment and data.

426.3.1 ALPR ADMINISTRATOR

The Investigations Bureau Manager shall be responsible for developing guidelines and procedures to comply with the requirements of Civil Code § 1798.90.5 et seq. This includes, but is not limited to (Civil Code § 1798.90.51; Civil Code § 1798.90.53):

- (a) A description of the job title or other designation of the employees and independent contractors who are authorized to use or access the ALPR system or to collect ALPR information.
- (b) Training requirements for authorized users.
- (c) A description of how the ALPR system will be monitored to ensure the security of the information and compliance with applicable privacy laws.
- (d) Procedures for system operators to maintain records of access in compliance with Civil Code § 1798.90.52.
- (e) The title and name of the current designee overseeing the ALPR operation.
- (f) Working with the Custodian of Records on the retention and destruction of ALPR data.

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Automated License Plate Readers (ALPRs)

- (g) Ensuring this policy and related procedures are conspicuously posted on the department's website.

426.4 OPERATIONS

Use of an ALPR database is restricted to the purposes outlined herein. Employees of the Santa Rosa Police Department shall not use or access, nor shall they allow any unauthorized person to use or access, any ALPR database, or DLPD for any unauthorized purpose (Civil Code § 1798.90.51; Civil Code § 1798.90.53).

- (a) DLPD shall only be used for official law enforcement business. Authorized users may access ALPR databases for the following legitimate law enforcement purposes:
 1. To locate stolen, wanted, and subject of investigation vehicles;
 2. To locate and apprehend individuals subject to arrest warrants or otherwise lawfully sought by law enforcement;
 3. To locate witnesses and victims of violent crime;
 4. To locate missing persons, children and elderly individuals, including responding to Amber, Silver, and Blue Alerts;
 5. To develop investigative leads in ongoing, active investigations through the identification of vehicles associated with targets of criminal investigations, the identities of whom may be either known or unknown, including the investigation of serial crimes;
 6. To protect participants at special events;
 7. To protect critical infrastructure sites; and
 8. To locate victims, witnesses and subjects of civil or administrative actions.
- (b) DLPD may be used in conjunction with any lawful criminal investigation. Probable cause is not required before using any ALPR database system or the DLPD contained therein. However, authorized users must use sound professional judgment when accessing DLPD and such access shall be limited to legitimate, lawful law enforcement functions.
- (c) While ALPR database searches of DLPD may be used to canvass license plates around any crime scene and is most commonly used to combat auto theft crime, special consideration should also be given to using DLPD to further criminal leads in homicides, shootings and other major incidents. Partial license plates reported during major crimes may be entered into any available ALPR database by employees of the Santa Rosa Police Department, who are authorized users, in an attempt to identify suspect vehicles.
- (d) Authorized users must recognize the privacy concerns associated with the misuse of either ALPR database access or the DLPD contained therein. The following are specifically prohibited activities by authorized users of ALPR databases:
 1. ALPR database access and/or DLPD shall not be used for the sole purpose of monitoring individual activities protected by the First Amendment to the United States Constitution.

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Automated License Plate Readers (ALPRs)

2. Authorized users shall not specifically access ALPR databases or any DLPD contained therein for the sole purposes of satisfying a mere curiosity about any individual or group not associated with suspected criminal activity.
 3. Authorized users shall not access ALPR databases or any DLPD contained therein for the sole purposes of tracking the movements or establishing habitual patterns of law-abiding citizens not associated with criminal activity.
- (e) No employee of the Santa Rosa Police Department shall access any ALPR database or DLPD without first completing the department's approved training.
- (f) No employee of the Santa Rosa Police Department may access any department, state, or federal, or any privately held ALPR database unless authorized by the department to do so.
- (g) To the greatest extent possible, vehicle and subject information SHALL be verified from separate law enforcement information sources (Dispatch/MDC, etc.) to confirm the vehicle or subject's identity and justification for contact. Users of DLPD SHALL, to the fullest extent possible, visually confirm the plate characters generated by the ALPR readers correspond with the digital image of the license plate in question. Uniformed officers of the Santa Rosa Police Department must not take enforcement action solely based upon an ALPR hit and must be able to articulate the reasonable suspicion or legal authority that ultimately led to any enforcement action
- (h) ALPR operators must recognize that the data collected from ALPR devices, and the content of referenced hotlists, consists of data that may or may not be accurate, despite ongoing efforts to maximize the accuracy of such data.

426.5 DATA COLLECTION AND RETENTION

The Investigations Bureau Manager is responsible for working with the Records Bureau to ensure systems and processes are in place for the proper retention of any DLPD retained by the Santa Rosa Police Department. Data will be transferred from vehicles to the designated storage in accordance with department procedures. Photographs taken manually with portable digital cameras as well as "hotlists" may be uploaded into the database. For the purposes of this policy, a "Hot List" is a list of wanted vehicles, persons, property, or persons of interest manually added to an ALPR database to provide alerts to Law Enforcement using ALPR database systems.

All ALPR data downloaded to the server should be stored for a minimum of one year (Government Code § 34090.6) and in accordance with the established records retention schedule. Thereafter, ALPR data should be purged unless it has become, or it is reasonable to believe it will become, evidence in a criminal or civil action or is subject to a discovery request or other lawful action to produce records. Recordings constituting evidence in a criminal or civil proceeding shall be retained pursuant to the evidence retention procedures of the department.

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Automated License Plate Readers (ALPRs)

426.6 ACCOUNTABILITY

All data will be closely safeguarded and protected by both procedural and technological means. The Santa Rosa Police Department will observe the following safeguards regarding access to and use of stored data (Civil Code § 1798.90.51; Civil Code § 1798.90.53):

- (a) All DLPD downloaded to the mobile workstation and in storage shall be accessible only through a login/password-protected system capable of documenting all access of information by name, date and time (Civil Code § 1798.90.52).
- (b) Employees approved to access DLPD under these guidelines are permitted to access the data for legitimate law enforcement purposes only, such as when the data relate to a specific criminal investigation or department-related civil or administrative action.
- (c) ALPR system audits should be conducted on a regular basis.

For security or data breaches, see the City of Santa Rosa's Information Technology Use and Personal Information Breach policies.

426.7 RELEASING ALPR DATA

The ALPR data may be shared only with other law enforcement or prosecutorial agencies for official law enforcement purposes or as otherwise permitted by law, using the following procedures:

- (a) The agency makes a written request for the ALPR data that includes:
 - 1. The name of the agency.
 - 2. The name of the person making the request.
 - 3. The intended purpose for obtaining the information.
- (b) The request is reviewed by the Special Services Division Manager or the authorized designee and approved before the request is fulfilled.
- (c) The approved request is retained on file.

Requests for ALPR data by non-law enforcement or non-prosecutorial agencies will be processed as provided in the Non-Routine Requests for Police Records and Information Policy (Civil Code § 1798.90.55).

426.8 TRAINING

The Training Sergeant should ensure that employees receive department-approved training for those authorized to use or access the ALPR system (Civil Code § 1798.90.51; and Civil Code § 1798.90.53).

The Investigations Bureau Manager shall terminate access of any authorized ALPR Database user who fails to complete the authorized user refresher training for more than two years. To regain access, the authorized user must complete the initial ALPR authorized user training.