ORT Prevention Grant Program
Local Evaluation Plan

ORTNC-Organized Retail Theft Prevention Grant Program

Submitted by

National City Police Department

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Project Background

In accordance with the guidelines set forth by the Board of State and Community Corrections (BSCC) for the Organized Retail Theft Prevention Grant Program, this document delineates the Local Evaluation Plan (LEP) pertaining to the National City Police Department's (NCPD) ORTNC-Organized Retail Theft Prevention Grant Program project. The evaluation responsibilities will be a collective effort by the NCPD Command Staff, who will assume the role of the evaluator. The LEP offers an overview of the project, presents a broad implementation timeline, specifies the methodology for process and outcome evaluations, and outlines a proposed analysis plan.

ORTNC-Organized Retail Theft Prevention Grant Program

The current environment, post COVID-19, has caused thieves to be more brazen to commit property crimes. Large and small retail shops unfortunately don't have the ability to stop the thefts from occurring. Business in general are hesitant to confront thieves, especially large corporations whose policy strictly prevent employees from confronting or detaining suspects. The purpose of the project is to install 94 stationary Automated License Plate Recognition (ALPR) cameras in National City (NC). The funding of this grant will cover the cost of the cameras, accessories, supporting software, and annual maintenance. Currently, NC does not have or operate ALPR cameras.

National City is committed to public safety and spends approximately 80% of its budget, or $32,699,551 for Police and Fire Services, primarily on salaries and benefits. Even though the expenditure on public safety is the majority of the budget, the NCPD and Fire Department continue to be understaffed. The shortage of personnel for the police department continue to pose ongoing challenges. To supplement the Department's capacity to investigate crime, the department has had to join regional law enforcement task forces as a force multiplier, such as San Diego County Regional Auto Theft Task Force (RATT). The larger overall problem of retail crime, however, is primarily investigated by NCPD. As a full-service police department, violent crimes are prioritized over property crime due to staffing shortages in the Department.

Historically, National City has not leveraged public safety technology to address crime. The City has 12 public safety cameras located in certain areas on city property, but these cameras are outdated. For fiscal year 2024, the City will spend approximately $100,000 in fixing and/or replacing those cameras that are no longer operational. There is no current plan to add ALPR technology.

The intent of this proposal is to leverage technology to help NCPD reduce property crime. The funds will be used to enter into a service agreement with Flock Safety to provide Flock's software and hardware situational awareness solution, via the Web Interface, for automatic license plate detection, alerts, searching image records, video and sharing footage. The use of ALPR cameras in NC will target specific geographic areas where retail crime, auto theft and motor vehicle accessory theft are prevalent.

Project Goals and Objectives:

Project Goals

1. Enhance public safety in National City
2. Improve situational awareness for Patrol Officers and Police Dispatchers
3. Expand organizational capacity to address crime in National City

Objectives

1. Install 94 stationary Flock Safety ALPR cameras in areas where property crime is prevalent in National City
2. Increase public awareness of ALPR cameras to deter property crime in National City
3. Real time ALPR camera detection of stolen vehicles to aid in the arrest of suspects and recovery of vehicles
4. Real time ALPR camera detection of vehicles involved in property crime thefts
5. ALPR camera data to assist NCPD Investigators in solving property crime
6. ALPR camera technology will assist NCPD investigators increase property crime clearance rate

According to the International Association of Chiefs of Police (IACP), more than 70% of crimes are committed using a vehicle. Also, in the SANDAG's CJ Bulletin entitled, "43 Years of Crime in the San Diego Region: 1980 through 2022", (published in May 2023), in 2022, larceny or theft was the most common crime. Larceny also includes the theft from motor vehicles, auto theft, and shoplifting.

Per National City (NC) crime data, four geographic areas have been identified as areas where retail theft, auto theft, and motor vehicle accessory theft is prevalent. For the purpose of this proposal, those areas are being referred to as the following:

7. Plaza Boulevard Business Corridor which includes several locally owned businesses, Filipino eateries, groceries stores, and retail stores.
8. Highland Avenue Business Corridor includes Walmart, locally owned retail shops and several Mexican eateries.
9. Mile of Cars Business / PASHA Corridor is home to one of the largest and oldest motor vehicle dealership center in San Diego County. A few blocks to the west, is PASHA, the only automobile port terminal in San Diego County.
10. Westfield Plaza Bonita Mall Corridor is home to the largest indoor mall in the South Bay and houses large box stores: Target, Macy's, Nordstrom Rack, and JC Penny.

The 94 ALPR cameras will be installed on specific city owned intersections and infrastructure in the four corridor's ingress and egress roadways. The Flock Safety's ALPR cameras are stationary, solar powered, LTE-connected devices that detects objective vehicle images and uses machine learning to decode data and deliver

investigative leads. This ALPR's software detects license plate characters and vehicle features, including the vehicle's make, model, and color. It will provide actionable leads if a license plate is stolen, removed, or swapped.

Through strategic implementation of Flock's ALPR cameras in NC, the project objectives are as follows:

1. Install 94 stationary Flock Safety ALPR cameras in areas where property crime is prevalent in National City.
2. Deter property crime in National City by the use of ALPR cameras.
3. Real time ALPR camera detection of stolen vehicles to aid in the arrest of suspects and recovery of vehicles.
4. ALPR camera data to assist NCPD Investigators in solving property crime.
5. ALPR camera technology will assist NCPD increase property crime clearance rates.

To combat organized retail theft, motor vehicle and motor vehicle accessory theft, NCPD will focus on four (4) geographic areas to deploy ALPR cameras.

The Plaza Boulevard Business Corridor and the Highland Avenue Business corridor are approximately two miles long. The Mile of Cars/PASHA Corridor is home to 31 new and used car dealerships, collision repair shops, and rental car locations. Within the same area, located along the San Diego Harbor is PASHA. Every year, it facilitates the transport and distribution of tens of thousands of new and used vehicles, boats, heavy equipment, and cargo throughout the US, Asia, and Europe. During times of crisis, the US Military has used the facility to transport equipment and supplies to active war zones around the globe. Railway operates and helps facilitate the transport of vehicles and cargo in and out of the facility.

The Westfield Mall Plaza Bonita Corridor is the largest indoor mall in the South Bay. The mall operates approximately 144 stores and restaurants. It is anchored by a Target, Macy's, JC Penny, Nordstrom Rack, and an AMC 14 movie theater. Within the large mall parking lots is an Outback Restaurant and a Jared's Jewelry store. Throughout the year, the parking lots host yearly pop-up stores such as Halloween, Pumpkin Patch, Christmas Trees, and traveling circuses.

The Westfield Plaza Bonita mall has suffered extreme losses as it relates to organized retail theft and has been plagued with motor vehicle theft. In addition, several of the jewelry stores on the property have fallen victim to violent armed robberies committed by crews associated with violent street gangs which have terrorized employees and created panic among visitors. As it relates to motor vehicle theft, the mall has often become a target for would be thieves and sophisticated theft crews that steal vehicles and motorcycles and transport them to nearby border to Mexico.

ORTNC-Organized Retail Theft Prevention Grant Program Logic Model:

Inputs	Activities	Outputs	Outcomes	Impacts
*A police administrative captain will oversee professional staff such as the Support Services Manager, Management Analyst, Information Analyst, and a Crime and Intelligence Analyst. *The ORT Prevention Grant Program would provide: 1. Initial cost of purchasing the Flock Safety System with a three (3) year agreement. 2. Installation of the 94 cameras throughout the pre-designated areas in NC. 3.Training of personnel to administer and utilize the system with assistance of the Flock Safety Customer Support Team. *The NCPD Crime & Intelligence Analyst will collect and review crime data as outline below to determine the ongoing effectiveness of the program.	*Install 91 stationary Flock Safety ALPR cameras. *Use social media outlet to increase public awareness of ALPR cameras to deter ORT, MVT and MVAT in National City *Crime data collected regarding this project will be shared per the Memorandum of Understanding (MOU) among SANDAG-ARJIS (Automated Regional Justice Information System) and contributing member local law enforcement agencies that includes the National City Police Department. *Applicable data will be downloaded from Flock Safety onto portable media and booked into evidence or uploaded into Evidence.com. *ALPR data collected as potential evidence will be maintained and purged in accordance with the current National City retention policies	*TBD ORT incidents recorded per month of grant *TBD arrests relating to ORT per month of grant *TBD case referrals provided to DA per year of the grant *TBD new equipment and technology training TBD stolen vehicles tracked per year of grant *TBD social media posts relating to ORT per year of grant *TBD individuals provided alternatives to incarceration	*Reduction in the overall property crime in National City *Reduction in the number of vehicles stolen in National City *Increase in the number of stolen vehicles recovered in National City *Reduction in the number of motor vehicle accessory theft, to include catalytic converters, in National City *Increase in the number of arrests for property crimes in National City *Increase in public awareness and knowledge of ORT *Improvement in response time *Increase in ORT cases filed *Increase investigative leads in ORT	*Enhanced public safety in National City *Improve situational awareness for Patrol Officers and Police Dispatchers

Process Evaluation Method and Design

Once the project is fully implemented, the NCPD Crime & Intelligence Analyst will collect and review crime data to determine the ongoing effectiveness of the program. Quantitative research methodology will be used to analyze crime data from the determined baseline of 2023, compared with each calendar year of the three-year grant cycle (2024 – 2026). Crime reduction or crime increase will be analyzed and reported to determine the overall success of the program. Qualitative research methods will also be used by the analyst to review report narratives to identify possible crime trends and patterns or identify anomalies regarding specific property crime data. Both research methods are commonly used by crime analysts to achieve the most accurate crime data for reporting purposes.

The National City PD commits to regularly collecting and reporting all necessary data and outcomes to ensure the quality of data and steady progress towards achieving both process and outcome is successful. During the development of this plan, the NCPD Command Staff engaged in discussions regarding data collection and reporting processes and determined key indicators of success. The Process Evaluation Method and Design measures have been identified with input from project partners, aligning with the implementation and project goals and objectives.

The process evaluation will document Flock Safety's notification and if it works as designed. Data will be gathered from Flock Safety notification. The process evaluation will use this data to address the following questions:

1. What resources were needed to implement the project?
2. What activities were offered during the course of the project?
3. What was the intensity of activities?
4. How many trainings were offered?
5. How often are the ALPRs being used?
6. Did the activities conducted align with the expected activities?
7. How many staff were trained?
8. What were the barriers or challenges to implementing the program?
9. What facilitated implementation of the program?
10. What are the inputs/resources, activities, and outputs that you will be assessing?
11. What is the specific data element you'll be looking for to measure each of those inputs/resources, activities, and outputs?
12. What data sources will you use for each data element (information systems)?
13. How often will you collect the data?
14. If implementation goes as expected, what factors that were in place that helped you to be able to execute this project?

Process Evaluation Method and Design

Input/Resource/ Activity/Output	Data Element(s)	Data Source(s)	Frequency of Data Collection
# of arrests relating to ORT and MVT/MVAT, per month of the grant	# of arrests	Case management system, database	Each time an individual is arrested, or monthly/quarterly?
# of Flock System ALPR installed	# of equipment installed/deployed	Internal database, investigative software, records	Monthly/quarterly
Public engagement (i.e. community events, educational/informational publishing or social media posting, press release	# of events attended, # of social media posts, # of paid advertisement, # of press releases	Internal database, investigative software, records	Each time a case, an event occurs throughout duration of grant, monthly/quarterly
# ORT and MVT/MVAT cases filed per year of the grant	# of ORT cases filed	Case management system	Each time a case is filed

Outcome Evaluation Method and Design

The objective of this outcome evaluation is to assess the effectiveness of the ORTNC-Organized Retail Theft Prevention Grant Program project in combating organized retail theft, motor vehicle theft and motor vehicle accessory theft. Once the project is fully implemented, the NCPD Crime & Intelligence Analyst will collect and review the crime data to determine the effectiveness of the program. Outcome will be determined by successful installation of ALPR cameras in designated areas in National City. Once the project is fully implemented, we can begin to collect data through CAD and NetRMS (data source) and compare with baseline 2023. The outcome will be determined through National City Crime Rate reporting process regarding auto theft and stolen vehicle recoveries. National City Crime Rate reporting regarding property crime arrests, to include motor vehicle accessory theft and National City Crime Rate reporting regarding overall crime rate in National City.

NCPD will assess the reduction in overall property crime, number of motor vehicles theft and motor vehicle accessory theft, including catalytic converters, stolen in National City. Another assessment will be to determine the increase in the number of stolen vehicles recovered and the number of arrest property crimes in National City.

The data will be collected continually and is kept in Flock Safety's storage. Dispatch will be alerted when a vehicle of interest is identified by the ALPR. A call for service is placed. When officers find the vehicle, the officer will make the arrest or not but will note in the narrative of the report if it is Flock related. The Crime and Intelligence Analyst will collect and review the crime data by analyzing the call for service log, Flock data base, NetRMS and CAD.

Once the project is fully implemented, the NCPD Crime & Intelligence Analyst will collect and review crime data using 2023 baseline data and compare with the current data of same quarter period to determine the ongoing effectiveness of the program. It should be noted that the crime data collected regarding this project will be shared per the Memorandum of Understanding (MOU) among SANDAG-ARJIS (Automated Regional Justice Information System and contributing member local law enforcement agencies (CMAs) that includes the National City Police Department. As stated in the MOU, "ARJIS hosts a complex law enforcement information system that contains information about a variety of official police incidents generated by the law enforcement agencies in the San Diego region." Additionally, "the regional data maintained by ARJIS includes, but is not limited to, police incidents entered by the CMAs such as crime reports, arrest reports, traffic citations, traffic accidents, and field interviews. ARJIS regional data originate from the CMAs and are standardized and integrated to provide a comprehensive criminal justice view of the region. Regional data stored in ARJIS Enterprise is used for tactical day-to-day law enforcement activities as well as regional and agency specific analyses." Furthermore, it is agreed upon by the participating members that any mutual data access or exchange that occurs among them will be used for the sole purpose of law enforcement investigative analysis and crime analysis.

ORTNC-Organized Retail Theft Prevention Grant Program

Outcome	Definition	Data Source(s)	Frequency of Data Collection
Reduction in the overall property crime in National City	Reduction in overall property crime in National City	Outcome will be determined by successful installation of cameras in designated areas; internal database	Each time an incident is reported.
Reduction in the number of vehicles stolen in National City	Reduction in vehicles stolen in National City	Outcome will be determined through National City Crime Rate reporting process regarding auto theft; internal database	Each time an incident is reported.
Increase in the number of stolen vehicles recovered in National City	Increase stolen vehicles recovered in National City	Outcome will be determined through National City Crime Rate reporting process regarding stolen vehicles recovered; internal database	Each time an incident is reported.
Reduction in the number of motor vehicle accessory theft, to include catalytic converters, in National City	Reduction motor vehicle accessory theft, including catalytic converter theft, in National City	Outcome will be determined through National City Crime Rate reporting process regarding auto theft; internal database	Each time an incident is reported.
Increase in the number of arrests for property crimes in National City	Increase the number of arrests for property crimes in National City	National City Crime Rate reporting process regarding property crime arrests, to include motor vehicle accessory theft; internal database	Each time an incident is reported.