

# **ORT Prevention Grant Program**

## **Local Evaluation Plan**

**Roseville Police Department Organized  
Retail Theft Grant**

**Submitted by:**

**City of Roseville Police Department**

**Prepared by:**

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**Project Period:**

**October 1, 2023 – December 31, 2026**

**April 1, 2024**

## Project Background

To better accomplish the mission of the Roseville Police Department, we have sought funding through the organized retail theft prevention grant funding program. Roseville is a thriving city in Placer County with over 150,000 residents and an even larger daytime population. Due to the numerous retail establishments throughout the city, including a large shopping mall and an auto mall, Roseville attracts a combination of shoppers and thieves from across northern California.

From May of 2022 to April of 2023, the City of Roseville recorded 838 incidents of shoplifting. In that same time period, 760 motor vehicle accessory thefts were reported along with 232 motor vehicle thefts. In response, the Roseville Police Department investigations division is assigned 5 full time detectives to investigate property related crimes. There is also one full time Roseville detective assigned to the Placer County Regional Auto Theft Task force. With the current resources allotted, fully investigating each and every theft related offense is not possible.

The purpose of this grant project is to provide additional resources to our officers in direct response to the increase in property related crimes our region as endured in recent years. Very few of the criminals apprehended in Roseville are residents of the city. As such, additional investigative tools are needed to identify and locate these thieves after they have left our jurisdiction. Grant funding will allow the Roseville Police Department to purchase investigative tools, and fund additional enforcement operations, that would otherwise not be possible with the general fund monies allocated for law enforcement.

The grant funding will be used exclusively by the Roseville Police Department for the benefit of our officers, our businesses, and our residents. The police department plans to target habitual thieves, especially those engaged in organized retail crime, with purchases made from the grant funds. The Roseville Police Department will work with our surrounding cities such as Citrus Heights and Rocklin to share resources and information. The police department will continue to partner with the California Highway Patrol as they implement their northern California organized retail theft team. Lastly, we will work alongside the Placer County District Attorney's Office as they establish their vertical prosecution program.

Specific target areas will be determined by engaging our crime analysts. Call for service data will be analyzed, which will subsequently generate crime 'hot spots' in our city. In response, additional enforcement activities and technology purchases will be deployed to those areas. Based upon the layout of our city, retail theft is highest around the

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Westfield Galleria Mall, the Fountains Shopping Center, and our big-box stores such as Target, Walmart, Home Depot, and Lowes.

All activities related to the grant will be governed by our department policies, which include a specific policy addressing bias-based policing.

The scope of the grant project will include the following expenditures:

- 1. Additional Enforcement Operations** – A total of 288 hours of police officer overtime will be allocated to enforcement operations. These operations will occur primarily during the holiday season but may also be planned in direct response to crime trends. The officers will primarily partner with retail loss prevention associates to target known thieves but may also conduct bait property operations or roving patrols.
- 2. Purchase of Clearview AI Facial Recognition Software** - Images of an unknown suspect are often obtained during a criminal investigation. Clearview AI software would allow the police department to search those unknown images against open-sourced images from the Internet. This tool is currently being successfully utilized by a partner agency with great success. The police department will develop a facial recognition policy to ensure this technology is used judiciously.
- 3. Upgrade GrayKey Forensic Software** - The police department currently utilizes the Graykey product for mobile device data extractions. Roseville has funding for the base level (Essential) subscription plan. This plan only allows for 30 'advanced' extractions annually. Advanced extractions allow the examiner to bypass a passcode or locked mobile device. An upgrade to the Advanced plan would allow for 125 'advanced' extractions. This upgrade would more adequately address our current workload and allow for better follow up in organized retail theft cases.
- 4. Purchase GPS Tracking Devices** - The police department previously operated a bait property program to combat motor vehicle and motor vehicle accessory theft. The purchase of 4 new trackers would allow our department to reinstate this bait program. The tracking devices could be deployed to assist with specific retail theft operations or at high theft locations throughout the city.
- 5. Purchase of a Bait Vehicle** - The Roseville Police Department previously had success with a bait vehicle program to combat motor vehicle and motor vehicle

accessory theft. The vehicles used for this program were donated and reached end of life, thus ending the program. A new vehicle would allow the department to re-institute the bait vehicle program and subsequently deploy in high theft areas. Tracking devices, such as those mentioned above, would allow for the identification and safe apprehension of thieves.

- 6. Purchase of Leads Online & Cell Hawk Software** – The police department would utilize these two pieces of software, sold by the same company, to simplify our theft investigations. LeadsOnline provides access to both persons information and property transactions. In addition, they partner with popular online sites such as Offer Up and eBay to provide access to seller’s information. Cell Hawk allows users to map call detail records and cellular locations to uncover crime trends and known associates.
  
- 7. Purchase additional Flock LPR Cameras** - The police department currently utilizes 24 LPR cameras to combat motor vehicle theft and as an investigative tool in retail theft and motor vehicle accessory theft cases. Our crime analysis unit has identified an additional 24 high priority locations throughout the city in which an expansion of our LPR program would improve our ability to recover stolen vehicles and identify retail theft suspect vehicles. The police department will follow current department policy regarding the use of automated license plate readers.

The goals and objectives of this grant project are outlined below:

**Goal #1:** Increase the clearance rate of retail theft cases while deterring organized theft groups from operating in our area.

**Objectives:**

- A. Solve retail theft cases at a higher frequency, to include successful prosecution and diversion if applicable.
- B. Identify organized theft operations through information sharing with regional law enforcement and retail partners.
- C. Use advanced processing and forensic tools to target those purchasing or receiving stolen goods.

**Goal #2:** Reduce motor vehicle & motor vehicle accessory theft through the use of targeted operations and technology.

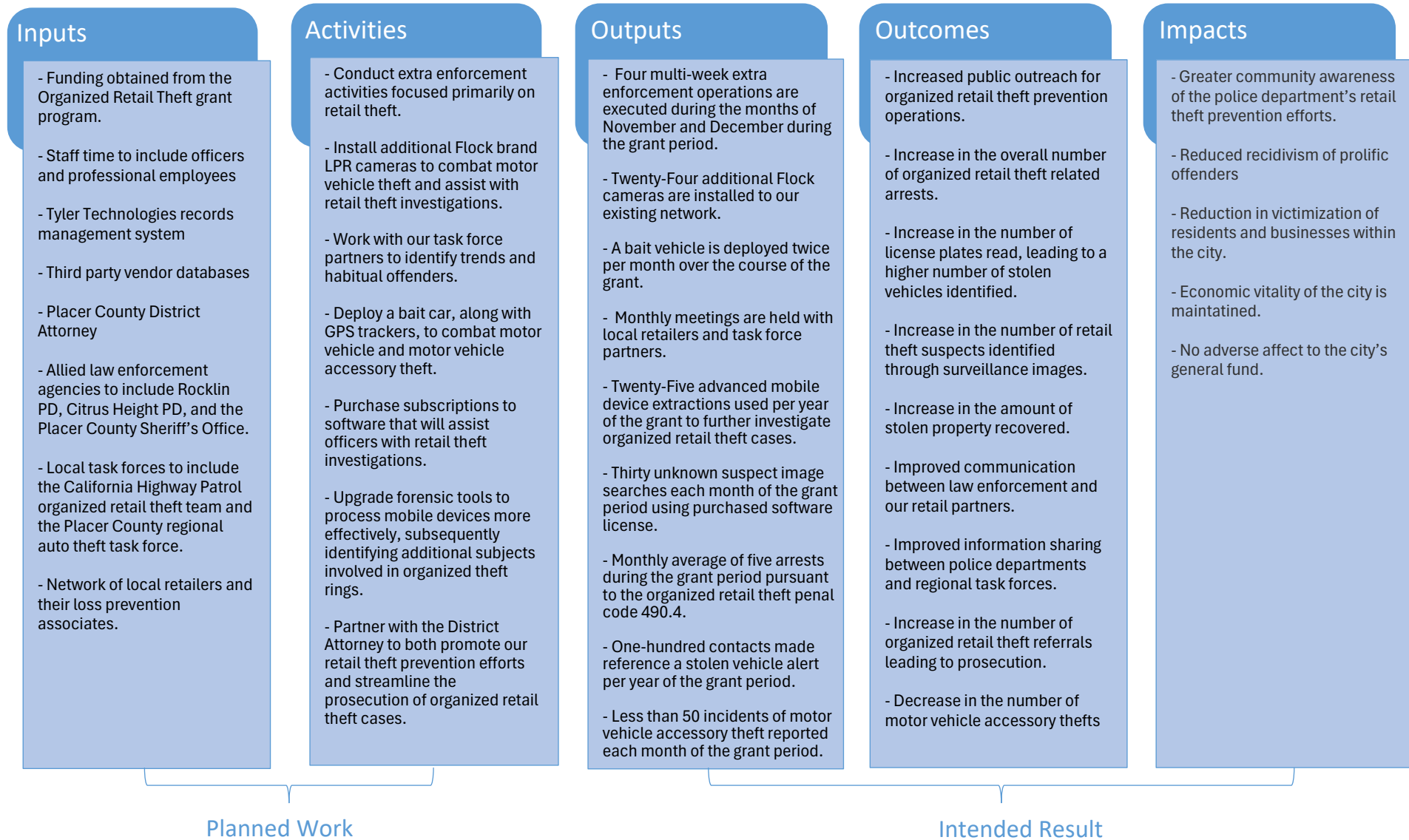
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### **Objectives:**

- A. Solve motor vehicle, and motor vehicle accessory theft cases at a higher frequency.
- B. Partner with Placer Regional Auto Theft Task Force to identify and target motor vehicle theft rings.
- C. Deter repeat thefts in high crime parking lots and neighborhoods.

# Project Logic Model

## Police Department Grant Logic Model:



## Process Evaluation Method and Design

As the Roseville Police Department prepares to implement this project, we will draw upon a number of different resources. The largest resource will be the funds provided through the grant prevention program. Financial tracking and invoicing will be handled by our in-house management analyst. Oversight of the grant program as a whole will be the responsibility of the Investigations Unit Lieutenant. Any purchases made with grant funds will be pre-approved through the BSCC and then vetted through our city purchasing department.

To evaluate the implementation of activities during the project, we will primarily be using a quantitative method. Database metrics may be gathered by the program manager and/or our in-house crime analysis team. Those raw numbers may then be further analyzed using a descriptive approach for each category. Data may also be evaluated in a statistical form to compare how each measurement changed over time.

Any barriers to implementation will be addressed on an individual basis by a team of Roseville city personnel. If any adjustments need to be made during the project period, city personnel will work collaboratively with their BSCC field representative.

For examples specific to our project, please refer to the matrix on the following page.

**Roseville Police Department Process Matrix:**

<b>Input/Resource/Activity/Output</b>	<b>Data Element(s)</b>	<b>Data Source(s)</b>	<b>Frequency of Data Collection</b>
4 multi-week holiday enforcement operations	# of OT hours for officers	Timekeeping system, Project codes	Each bi-monthly pay period.
Deployment of a bait vehicle and GPS trackers	# of deployments	Internal spreadsheet, CAD records	Monthly
Investigative searches conducted using third party databases	# of searches	Database audit records	Annually
Installation of automated license plate readers	# of cameras installed and # of license plates read	Flock database and invoicing	Quarterly
Apprehensions for ORC related crimes	# of ORC arrests	Records management system	Quarterly
Identification of stolen vehicles	# of stolen vehicles reported and recovered	Case management system, Flock database	Quarterly
Mobile device forensic extractions	# of advanced data extractions conducted	Internal spreadsheet	Annually
Improved relationships with retail and LE partners	# of meetings held	Internal records	Monthly



## Outcome Evaluation Method and Design

At the conclusion of this grant period, the Roseville Police Department will examine the project's results in relation to the specified goals and objectives. Primarily, the police department expects to see an increase in the clearance rate of retail theft cases and a reduction in motor vehicle and motor vehicle accessory theft.

Similar to the process evaluation method, the outcome evaluation will include an analysis of quantitative data. However, qualitative data will also be used to determine the overall perception of the program's success by stakeholders within our community. Our retail theft partners, along with our allied agencies, will be asked to rate the overall effectiveness of the program based upon their interactions with Roseville Police Department personnel and the perceived impact on retail theft, motor vehicle theft, and motor vehicle accessory theft.

The baseline data provided during the project implementation will be used to compare the subsequent data collected during the grant period. Statistical analysis will then be performed to illustrate expected increases or decreases as outlined in the project goals. Analysts will also look for any data abnormalities when preparing quarterly progress reports to account for outside factors that may affect the overall project.

For outcome evaluation examples specific to our project, please refer to the matrix on the following page.

**Roseville Police Department Outcome Matrix:**

<b>Outcome</b>	<b>Definition</b>	<b>Data Source(s)</b>	<b>Frequency of Data Collection</b>
Increased public outreach and awareness	Draw more attention to ORT through social media and enforcement efforts	Social media accounts, Press releases	Each time an ORT related message is dispersed
Increase in ORT related arrests	Increase in the overall number of arrests related to ORT	Records management system	Each time an arrest is made
Increase in stolen vehicle recoveries	Increase in the number of LPR cameras leading to a greater number of stolen vehicle identifications.	Flock database, Records management system	Each time a stolen vehicle is located.
Improved identification of retail theft suspects	Increase in the number of suspects identified through the use of investigative software	Third party database, Records management system	Annually
Improved information sharing	Allied agencies and task forces identify prolific offenders via meetings and information sharing	Records management system, LE communication threads and bulletins	Monthly
Increased ORT referrals and prosecutions	Increase in the number of ORT cases sent to, and prosecuted by, the Placer County District Attorney.	Records management systems	Each time a case is adjudicated
Decrease in motor vehicle accessory thefts	Decrease in the overall number of motor vehicle accessory thefts	Records management system	Quarterly