Strategic Solutions • Focused Action • Reduced Violence

Tampa Police Department’s (TPD) Retail Theft Reduction
WEBINAR OBJECTIVES

- Explore the TPD’s retail-theft strategies, resources, challenges, efficiency and effectiveness, lessons learned, and plans to improve and sustain these strategies

- Topics will include
  - An overview of the project: how and why the project started and its effectiveness so far
  - How stores are identified to participate in the project
  - Lessons learned in implementation and how other sites could employ a similar model
TODAY’S SPEAKERS

Major Lee Bercaw
District Two Division Commander
Tampa Police Department

Ms. Tamara Murray
Regional Asset Protection Director
Walmart

Lieutenant Randy Peters
District Shift Commander
Tampa Police Department
CONTINUALLY RETHINKING HOW WE DETER, INVESTIGATE, AND REPORT RETAIL THEFT THROUGH INNOVATION AND COLLABORATION

RETAIL THEFT:
STRATEGIES AND LESSONS LEARNED

Presented by:
Major Lee Bercaw and Lieutenant Randy Peters
Retai\textsc{}l Theft Overview

- Background
- Initial Crime Reduction Strategies
- Lessons Learned
- Current Strategies
**BACKGROUND**

- **Tampa Police Department’s (TPD) Business Model**
  - Began in 2003
  - Mission statement
  - Accountability at all levels
  - CompStat – Copper
  - Decentralization
  - Focus on Four
  - Red Grid Strategy
  - RNC
  - Retail theft and remaining red grids
  - Focus on Five
  - Violent Crime Bureau and VIP List
15 Years of Reducing Crime

Tampa Police Department Part I Crimes
2002 - 2017

Part I Crimes based off official UCR.
Tampa Police Department
Shoplift Offenses/Percent of Part I Offenses
2002–2017
2013 Retail Theft Predominant Part 1 Crime

- Over 1,300 retail theft reports
- 12% of overall Part 1 crimes
- 18% of retail theft being reported via Walmart
  - Walmart has highest percentage of shoplifting
  - More than the next highest four combined
    - Sears, K-Mart, Publix, Family Dollar
    - Home Depot replaced Sears as No. 2; Target began to emerge into the top four
INITIAL RETAIL THEFT STRATEGIES AND RESOURCES

- Citywide retail theft officers
- Digital message boards
- Cooperation and partnerships with various retailers
- Roll calls
- Walk-throughs and Segways
- Scarecrow cars
- Report writing in parking lots
- All-Hands-On-Deck (patrol, SROs, detectives, specialty squads)
**Retail Theft Challenges**

- Officer buy-in
- Retail establishment policies different and continually changed
- Labor-intensive
- Violent crime beginning to rise
- Reporting procedure and video collection
EFFICIENCY AND EFFECTIVENESS

- Less resources
- Improved coordination and communication with management and loss prevention
- Prevention and deterrence
- Extra duty
- Diversion programs (crime accountability program)
- Delayed reporting and video collection
Retail Theft Analysis 2012–2014

2,506 Retail Thefts
Less Than $100

- Under $100: 61.1%

3,339 Retail Thefts
Less Than $300

- Under $300: 81.4%
Citywide Shoplifting Before – YTD

Calendar Year

Shoplifting Offenses

- 2012: 1135
- 2013: 1007
- 2014: 1023
- 2015: 1106

Remainder of Year

- 2012: 325
- 2013: 331
- 2014: 281
- 2015: 326

January-March

Graph shows the comparison of shoplifting offenses between the remainder of the year and January-March for the years 2012 to 2015.
Shoplifting Offenses by District YTD

Jan – Mar  Rest of Year

<table>
<thead>
<tr>
<th>Year</th>
<th>District D1</th>
<th>Jan-Mar</th>
<th>Rest of Year</th>
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<tbody>
<tr>
<td>2012</td>
<td>199</td>
<td>701</td>
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<td>2013</td>
<td>186</td>
<td>597</td>
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<tr>
<td>2014</td>
<td>156</td>
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<tr>
<td>2015</td>
<td>163</td>
<td>552</td>
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<table>
<thead>
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<th>Year</th>
<th>District D2</th>
<th>Jan-Mar</th>
<th>Rest of Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>79</td>
<td>335</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>106</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>84</td>
<td>362</td>
<td></td>
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<tr>
<td>2015</td>
<td>125</td>
<td>448</td>
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<table>
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<tr>
<th>Year</th>
<th>District D3</th>
<th>Jan-Mar</th>
<th>Rest of Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>47</td>
<td>279</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>39</td>
<td>131</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>41</td>
<td>127</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>38</td>
<td>106</td>
<td></td>
</tr>
</tbody>
</table>
In District Two, two new Super Walmarts and two new Family Dollars scheduled to open in 2016

2016 District Two—751 crimes or 31.1% increase

District Two will surpass District One in total shoplifting

2016 citywide projections are expected to increase 12.4%
2016 Shoplifting Projections

- D1 715
- D2 751
- D3 114

Projections based on 2015 first-quarter data forecast through prior three-year average per district.
Reduction and Efficiency Proposal

- Improve partnership with retail theft establishments
- Streamline the reporting process to allow self-reporting through the use of a new on-line form
- Retail theft form (RTF) can only be downloaded on-line and printed out
- RTF cannot be completed and submitted on-line
- RTF must be submitted in person at any police district
Upon report of a retail theft that meets RTF criteria, the dispatcher will direct the complainant to:

- Go online to the TPD website and download the form
- Print the form out and follow the instructions
- Bring the form along with any evidence (e.g., video) to any police district for reporting and processing
FORM CRITERIA

- RTF Criteria
  - No known suspect(s)
  - Appears to be insufficient information currently available to conduct an immediate follow-up investigation
  - Delay in reporting the theft (30 minutes)
The only exceptions to the issuance of an RTF are: (officer response required)
- Theft is in progress
- Theft just occurred
- Suspect is being held for the police
Additional Exceptions

- If the complainant does not have access to a computer to download a form, he or she can come to the district to file a report.
- If a retailer insists that an officer respond, one will be dispatched and the RTF will be issued by the responding officer.
Retail Theft Form Procedures

- RTF submitted at the district
- Front office person reviews RTF for accuracy and completeness and originates a report
- Report will be referred to DLIS for follow-up
- Submitted videos will be placed in DLIS sergeant’s video drop box
More convenient for retailers to report minor thefts
Retailers will have 14 days to report an incident
Access to the form on-line anytime
More practical and flexible
Video(s) submitted when they become available
Agency Benefits/Crime Reduction

- More resources and personnel focused on violent crimes
- Saves time and money ($44,500 per year/1,900 personnel hours – initial contact)
- Decrease calls for service for shoplifting
- 10% crime reduction of retail theft crimes
  - Step 1 pay 2014 @ two hours for overall thefts, 2015 and 2/3 RTF %
Retail Theft Training

- Roll calls in all three districts
- Points of contact in each district
- New standard operating procedure
- Meeting one-on-one with business owners
TPD Retail Theft Reporting Procedures Update (April 2018)
RTF instituted in 2016 to streamline misdemeanor theft reporting
Benefits for both retailer and police department
- Used for delayed cases
  - Prevents officer response
  - Requires complainant to compile evidence
- No change for cases involving detained suspects
- 2017 was the first full year of using the form
- Currently, a paper form must be submitted
PARTNERSHIP RESOURCES

- Extra duty officers
- Community resources such as the RICH House
- Effective communications
- CAP expansion
INITIAL RESULTS

Misdemeanor Retail Theft by District

- District 1
- District 2
- District 3
Initial Results

Retail Theft Reports Received

<table>
<thead>
<tr>
<th>District</th>
<th>2016</th>
<th>2017</th>
</tr>
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<tbody>
<tr>
<td>District 1</td>
<td>16</td>
<td>27</td>
</tr>
<tr>
<td>District 2</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>District 3</td>
<td>1</td>
<td>2</td>
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Online Reporting

- Currently, a hard copy of the RTF must be completed and returned to TPD
- T&I has created a web version of the form that can be electronically submitted
  - Email automatically sent to DLIS sergeant
    - Responsible for having report originated
    - Video can be emailed to DLIS sergeant
  - Easier for businesses to make the report
  - https://www.tampagov.net/tpd-retail-theft-form
Walmart Retail Theft Reports

<table>
<thead>
<tr>
<th>Year</th>
<th>Citywide Shoplift Reports</th>
<th>Walmart Shoplift Reports</th>
<th>Percentage of Total Shoplift Reports Taken at Walmart Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1,334</td>
<td>241</td>
<td>18.1%</td>
</tr>
<tr>
<td>2014</td>
<td>1,290</td>
<td>230</td>
<td>17.8%</td>
</tr>
<tr>
<td>2015</td>
<td>1,294</td>
<td>272</td>
<td>21.0%</td>
</tr>
<tr>
<td>2016</td>
<td>1,145</td>
<td>265</td>
<td>23.1%</td>
</tr>
<tr>
<td>2017</td>
<td>858</td>
<td>240</td>
<td>28.0%</td>
</tr>
</tbody>
</table>
### Walmart Calls for Service

**1505 Dale Mabry HW. N.**
- **2013:** 1,758
- **2014:** 1,573
- **2015:** 1,183
- **2016:** 785
- **2017:** 852

**1601 Kennedy BL. W.**
- **2013:** 333
- **2014:** 494
- **2015:** 771
- **2016:** 321
- **2017:** 281

**4302 Gandy BL. W.**
- **2013:** 1,217
- **2014:** 504
- **2015:** 650
- **2016:** 522
- **2017:** 442

**3671 Hillsborough AV. W.**
- **2013:** 0
- **2014:** 7
- **2015:** 126
- **2016:** 153
- **2017:** 207

**1720 Hillsborough AV. E. (store opened 5/20/2015)**
- **2013:** 0
- **2014:** 0
- **2015:** 448
- **2016:** 1,055
- **2017:** 813

**19910 Bruce B Downs BL.**
- **2013:** 2,631
- **2014:** 2,037
- **2015:** 2,832
- **2016:** 1,379
- **2017:** 765

**8885 Florida AV. N.**
- **2013:** 305
- **2014:** 248
- **2015:** 352
- **2016:** 229
- **2017:** 186

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LESSONS LEARNED

- Develop good relationships with businesses
- Effective communication with all parties
- Follow-up and status checks
- Constant reassessment and reevaluation
- Change is okay
Walmart Perspective and Strategy

- We strive to have a positive impact in the communities we serve
- We consider law enforcement our partners in success
- Most effective ways to ensure strong partnerships
  - Maintain regular communication
  - Work collaboratively to help solve concerns
- Prevent crime vs. detect crime
- “Harden the target”
- Drive an impression of control
CURRENT WALMART TACTICS

- “More at the Door”
  - 1,400 stores
  - Investment in approximately 11,000 additional asset protection associates dedicated to theft deterrence
- Self-checkout hosts
- Returns management system
  - 200,000+ declines
- Merchandise protection strategy
CURRENT WALMART TACTICS

- CCTV and public view monitors
- Cosmetics enclosures
- De-escalation training
- Third-party security where needed
- Signage
  - Both in the stores and parking lots
- Investments in LED lighting in parking lot and exterior of stores
**Current Walmart Tactics**

- Working with Loss Prevention Research Council
  - Comprehensive approach to asset protection
  - The Five Zones of Influence
- Mobile video CCTV surveillance units
  - Being tested in 100+ locations
RESOURCES

https://www.tampagov.net/police/programs/retail-prevention-strategies

https://www.tampagov.net/tpd-retail-theft-form
Contacts/Questions

- Contacts
  - Major Lee Bercaw—Tampa Police Department
    - Lee.Bercaw@Tampagov.net, (813) 244-5747
  - Lieutenant Randy Peters—Tampa Police Department
    - Randy.Peters@Tampagov.net, (727) 480-2188
  - Tamara Murray, LPC Regional Asset Protection Director—Walmart
    - Tamara.Murray@walmart.com, (407) 826-6968

Questions?
THANK YOU!