

The logo features a stylized graphic of four curved, overlapping lines in red, light blue, dark blue, and purple, arching from the left towards the right. Below this graphic, the text "National Public Safety" is written in a serif font, with "Public Safety" in red and "National" in white. Below that, the word "PARTNERSHIP" is written in a larger, white, all-caps serif font.

National **Public Safety**
PARTNERSHIP

Strategic Solutions • Focused Action • Reduced Violence

TAMPA POLICE DEPARTMENT'S (TPD) RETAIL THEFT REDUCTION



WELCOME

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*



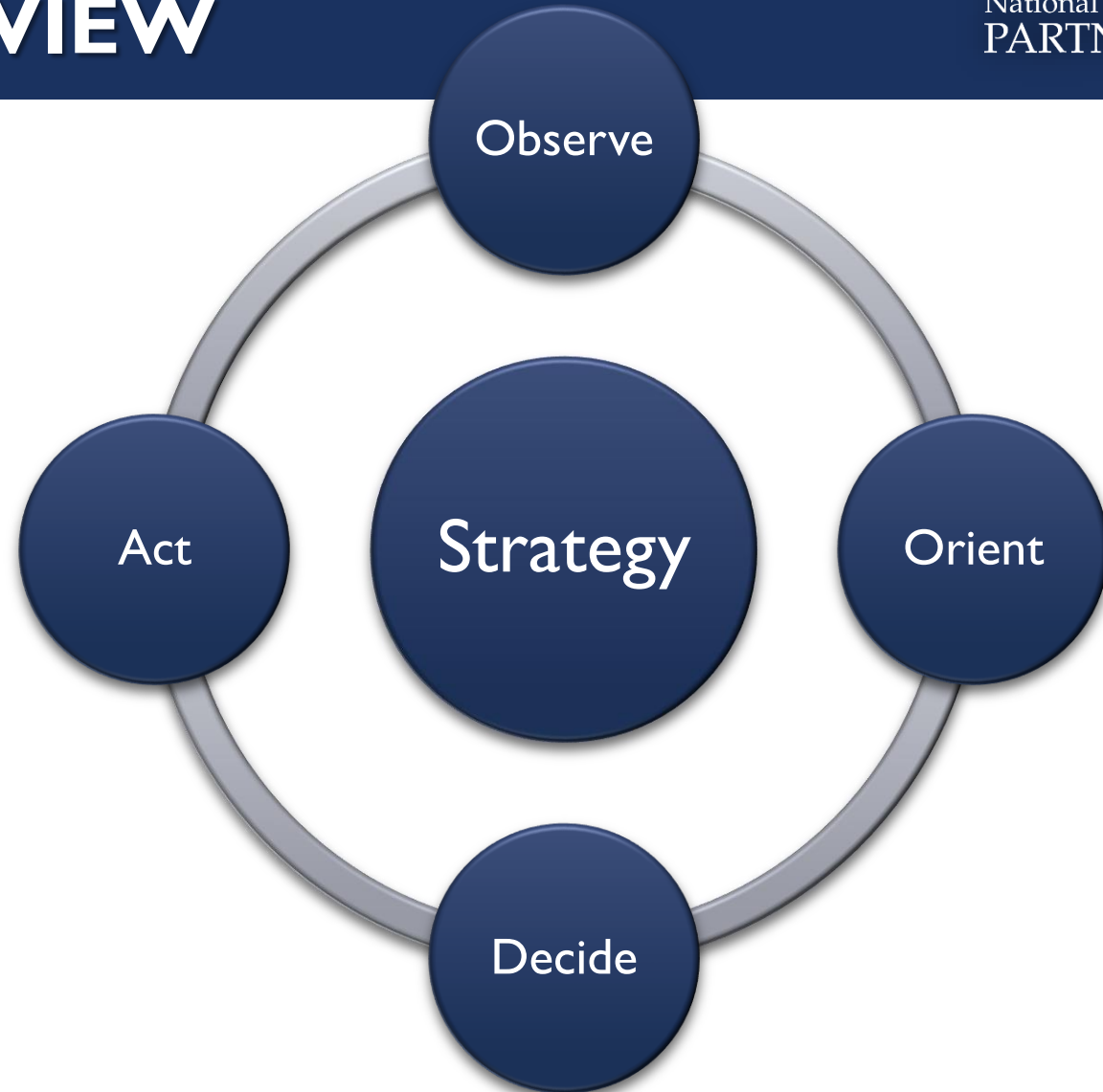
CONTINUALLY RETHINKING HOW WE DETER, INVESTIGATE, AND REPORT RETAIL THEFT THROUGH INNOVATION AND COLLABORATION

RETAIL THEFT: STRATEGIES AND LESSONS LEARNED

Presented by:
Major Lee Bercaw and Lieutenant Randy Peters

RETAIL THEFT OVERVIEW

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



BACKGROUND

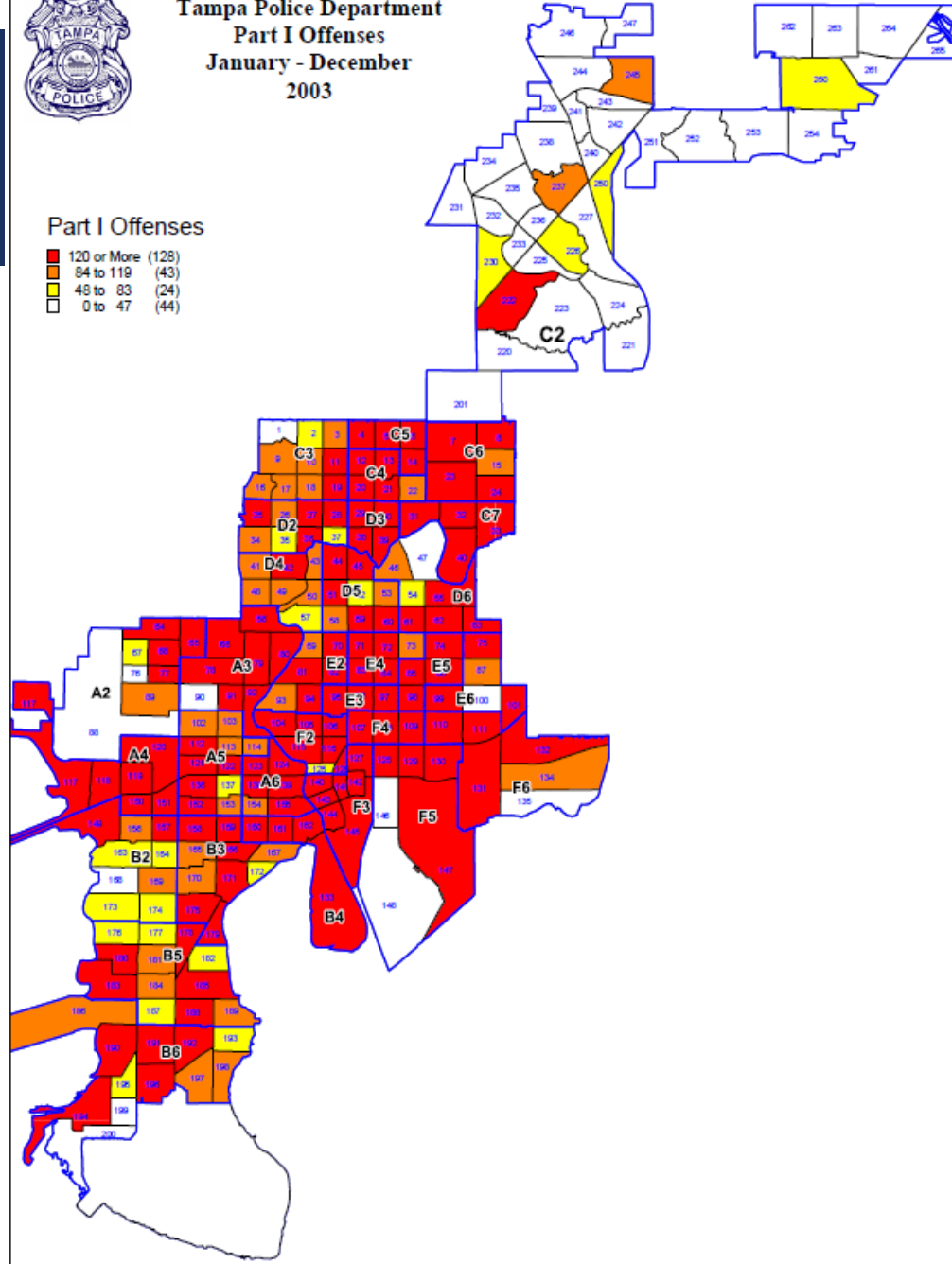
- Tampa Police Department's (TPD) Business Model
 - Began in 2003
 - Mission statement
 - Accountability at all levels
 - CompStat – Copper
 - Decentralization
 - Focus on Four
 - Red Grid Strategy
 - RNC
 - Retail theft and remaining red grids
 - Focus on Five
 - Violent Crime Bureau and VIP List



Tampa Police Department Part I Offenses January - December 2003

Part I Offenses

■ 120 or More	(128)
■ 84 to 119	(43)
■ 48 to 83	(24)
■ 0 to 47	(44)

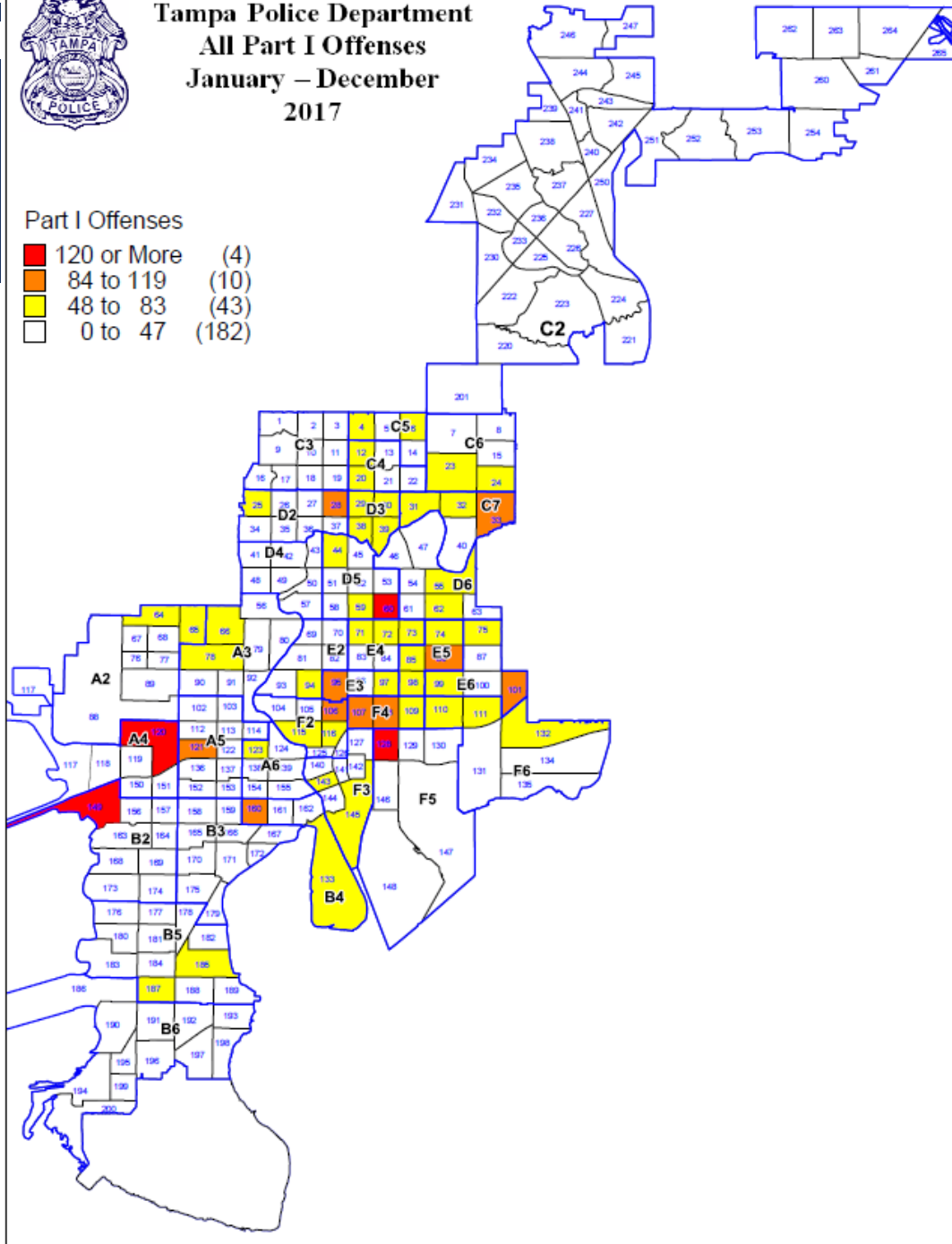




**Tampa Police Department
All Part I Offenses
January – December
2017**

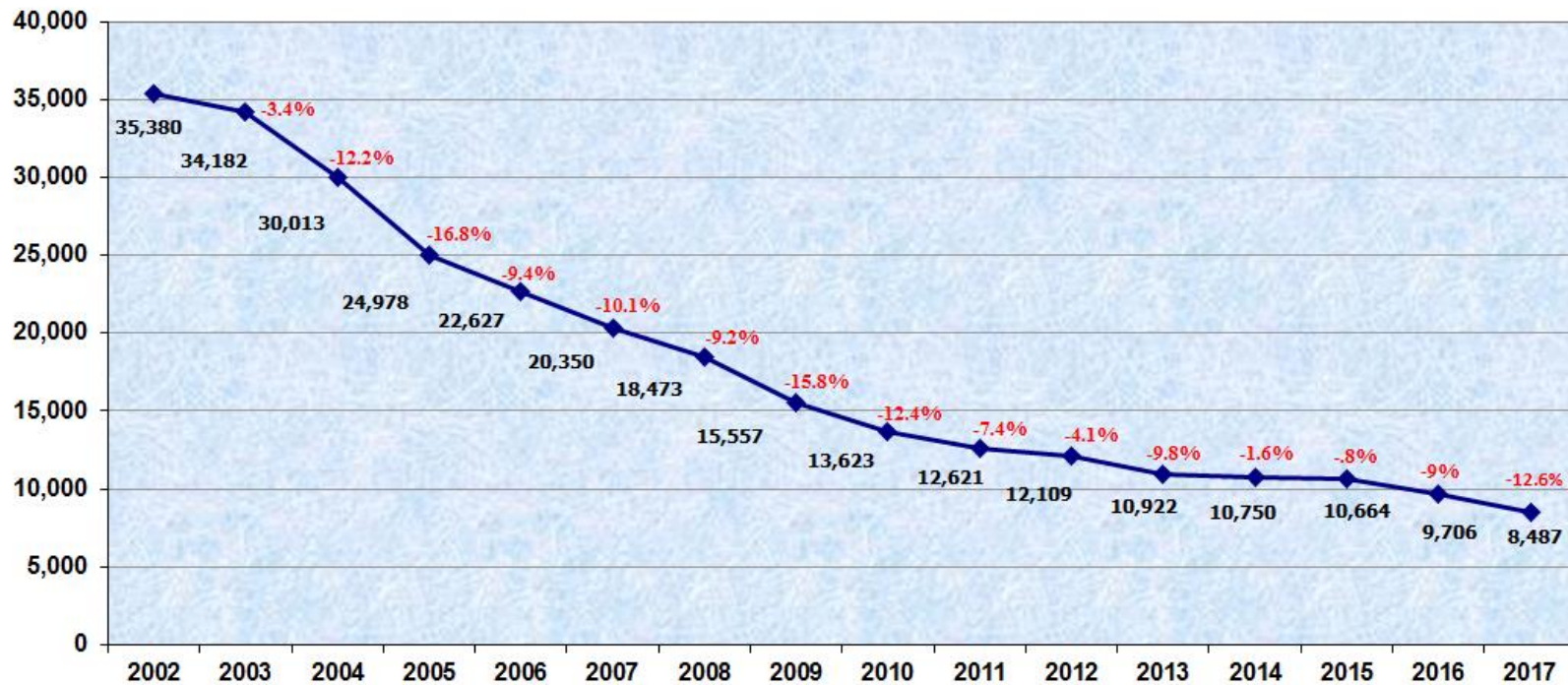
Part I Offenses

- 120 or More (4)
- 84 to 119 (10)
- 48 to 83 (43)
- 0 to 47 (182)



15 YEARS OF REDUCING CRIME

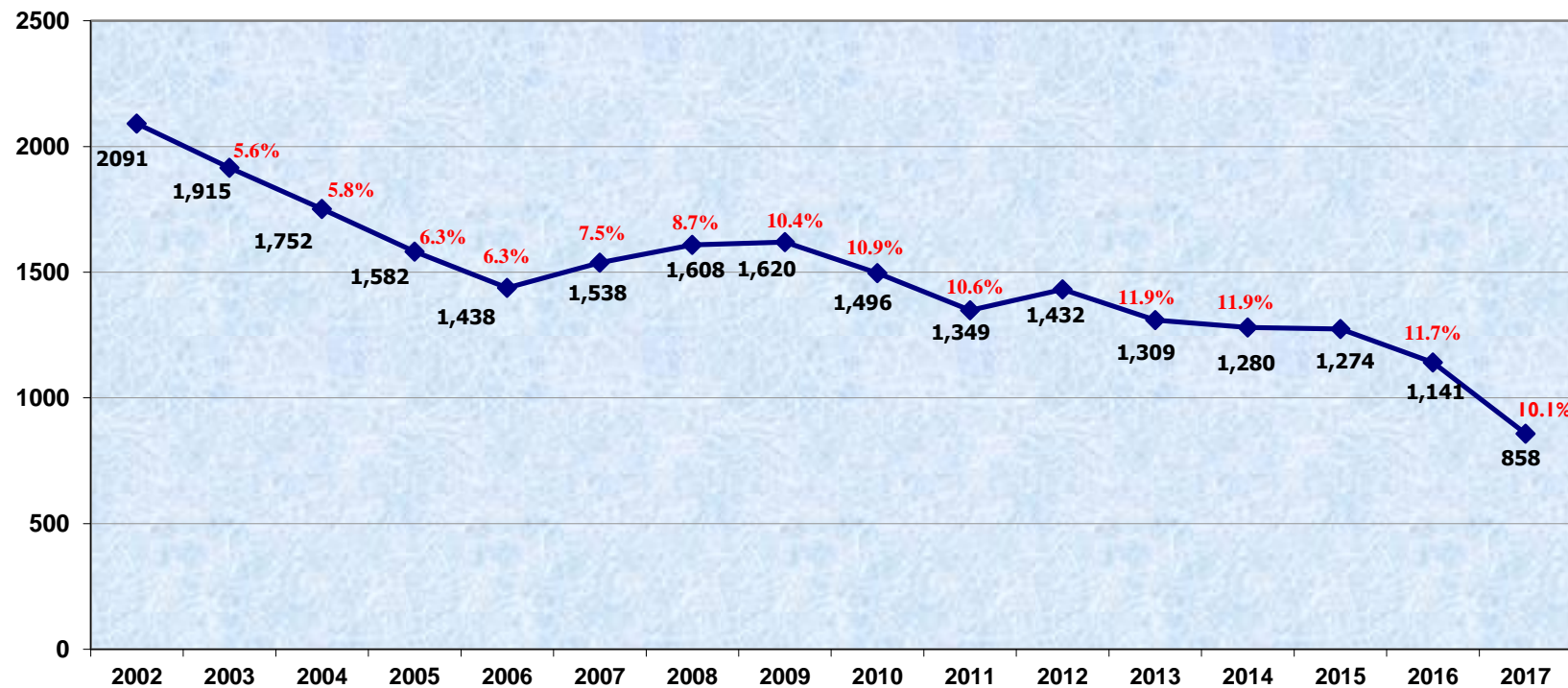
Tampa Police Department Part I Crimes 2002 - 2017



Part I Crimes based off official UCR.

RETAIL THEFT TRENDS

**Tampa Police Department
Shoplift Offenses/Percent of Part I Offenses
2002–2017**



INITIAL RETAIL THEFT STRATEGIES AND RESOURCES



- 2013 Retail Theft Predominant Part I Crime
 - Over 1,300 retail theft reports
 - 12% of overall Part I 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

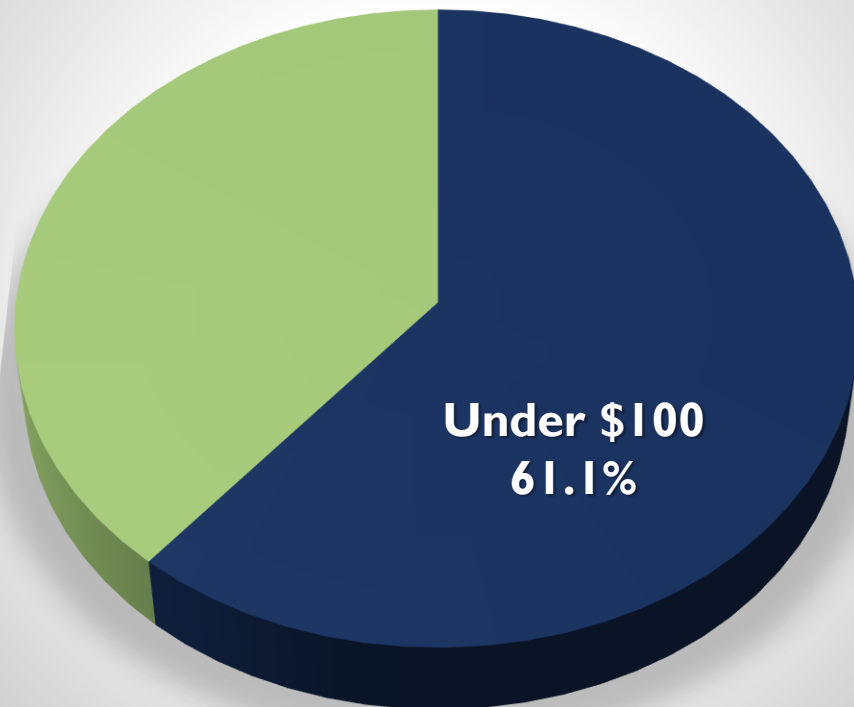
- Officer buy-in
- Retail establishment policies different and continually changed
- Labor-intensive
- Violent crime beginning to rise
- Reporting procedure and video collection

EFFICIENCY AND EFFECTIVENESS

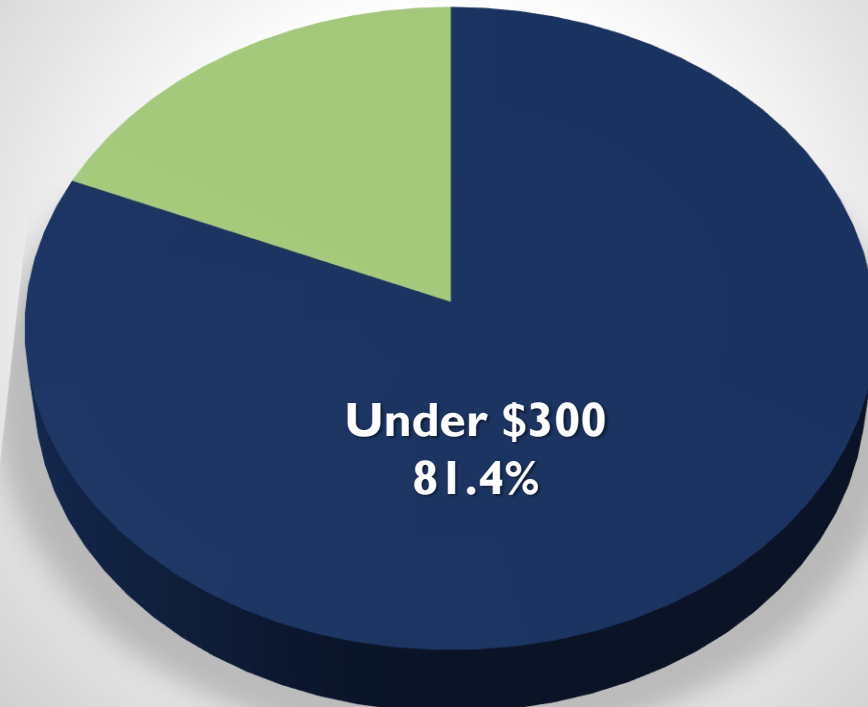
- Less resources
- Improved coordination and communication with management and loss prevention
- Prevention and deterrence
- Extra duty
- Diversion programs (crime accountability program)
- Delayed reporting and video collection

RETAIL THEFT ANALYSIS 2012–2014

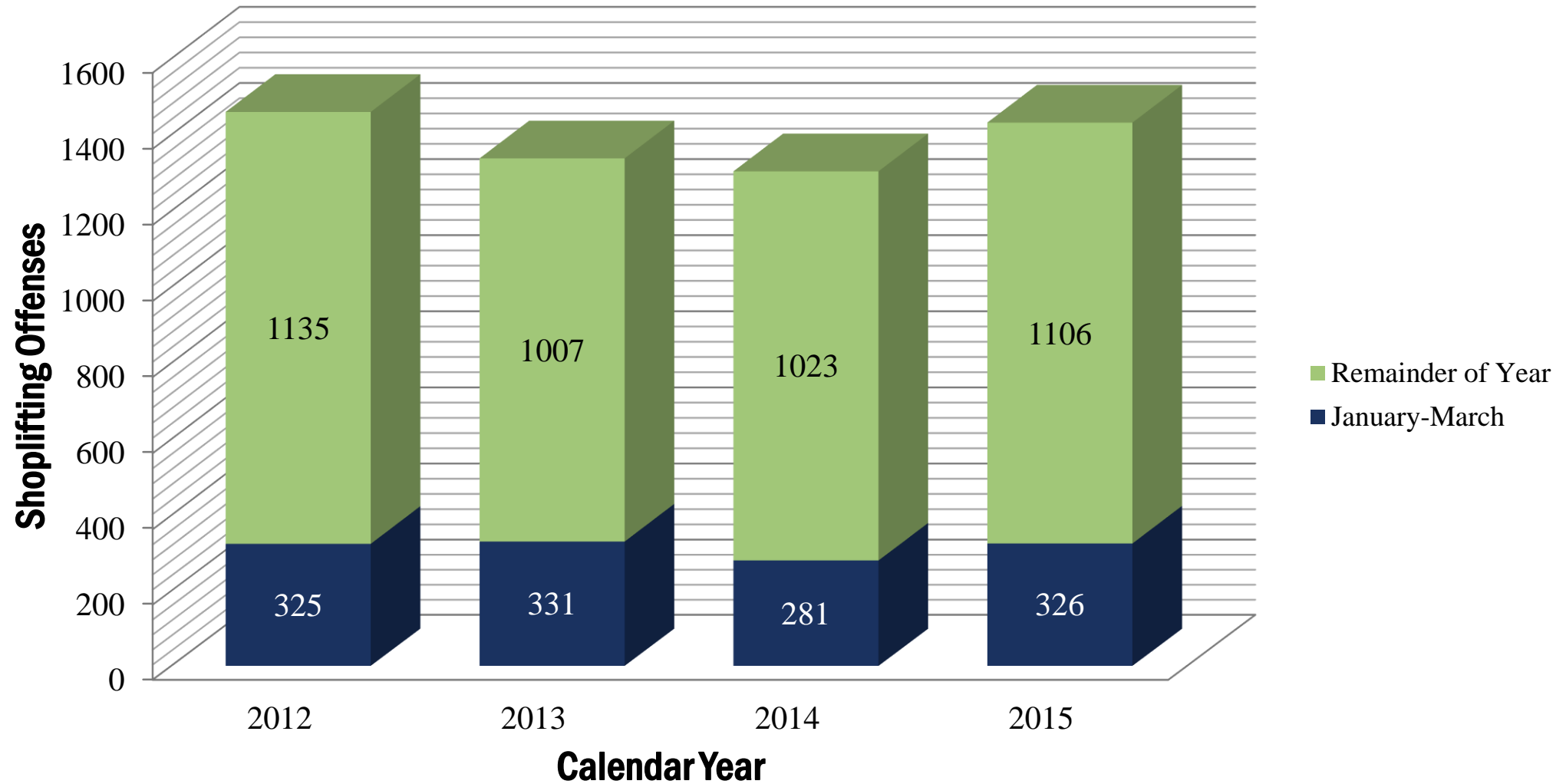
**2,506 Retail Thefts
Less Than \$100**



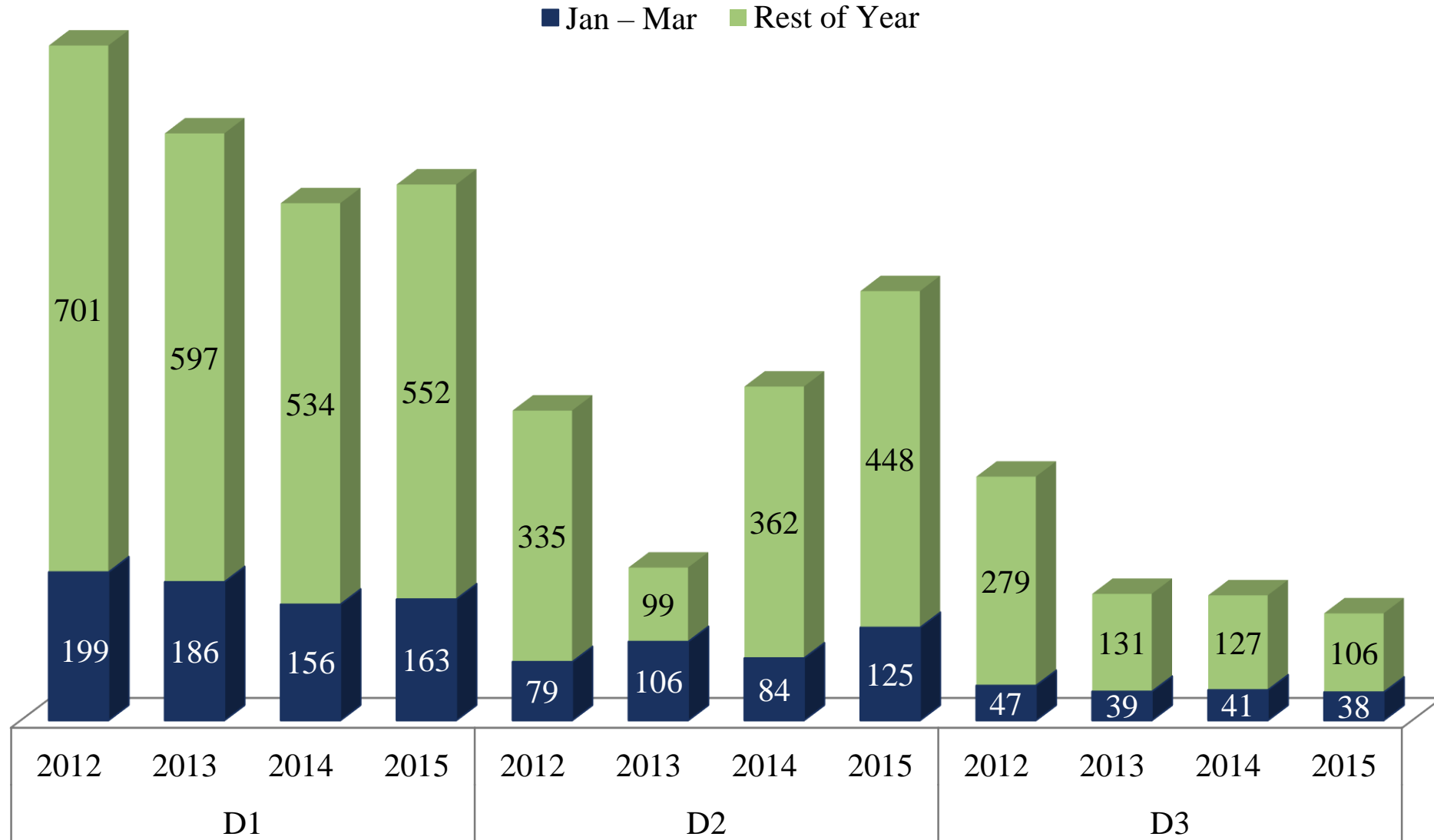
**3,339 Retail Thefts
Less Than \$300**



CITYWIDE SHOPLIFTING BEFORE – YTD



Shoplifting Offenses by District YTD



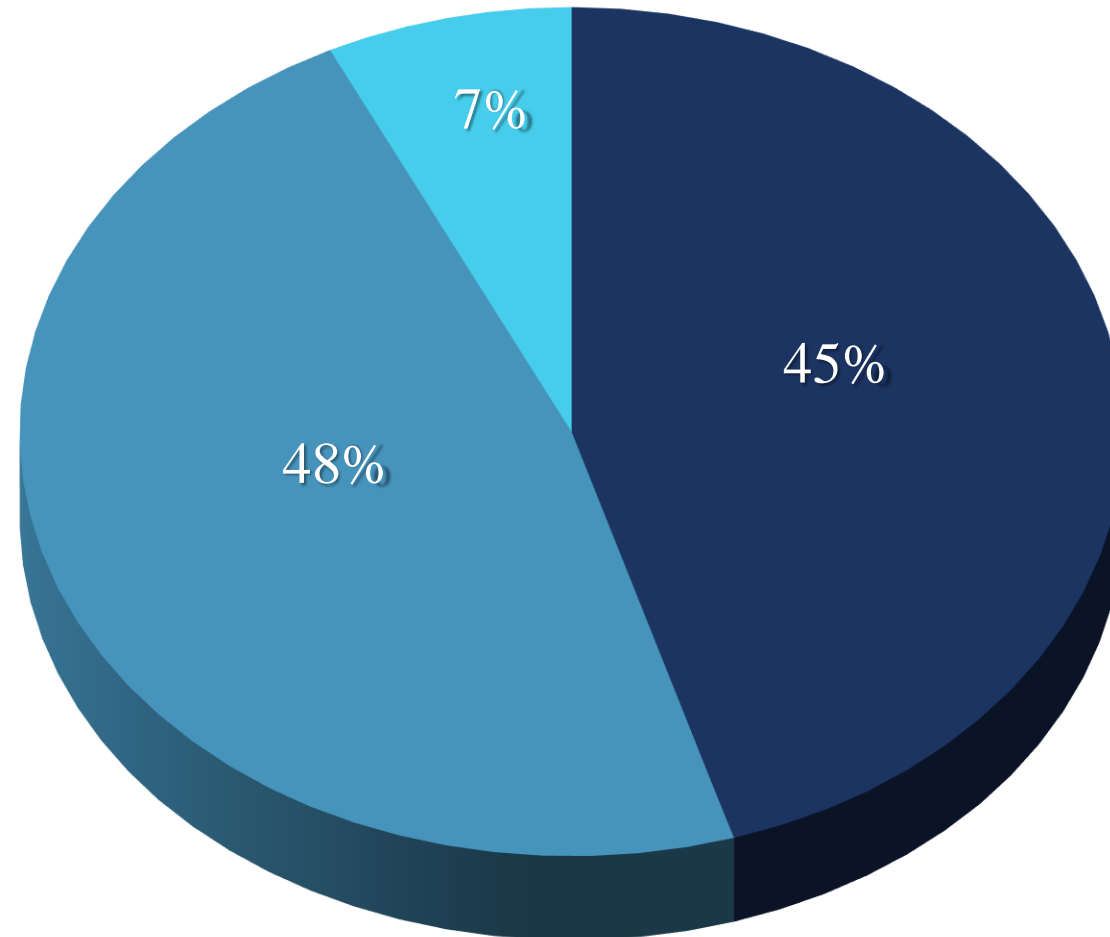
RETAIL THEFT PROJECTIONS 2016



- 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

RETAIL THEFT FORM

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)

EXCEPTIONS

- 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

EXCEPTIONS

- 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

RETAILER/BUSINESS BENEFITS

- 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

CONVERSION TO ONLINE REPORTING



- TPD Retail Theft Reporting Procedures Update (April 2018)

The screenshot shows the online reporting interface for a retail theft report. At the top, there is a blue header with the City of Tampa logo, social media icons, and a search bar. Below the header is a navigation menu with categories: DEPARTMENTS, RESIDENTS, BUSINESSES, VISITORS, SERVICES, GOVERNMENT, and JOBS. The main content area has a breadcrumb trail: HOME > TPD RETAIL THEFT FORM. A 'Share' button is visible. The title 'Tampa Police Department Retail Theft Form' is displayed with the department's badge. A progress bar shows the current step: 'Report Information', with other steps being 'Start', 'Suspect Information', 'Witness Information', 'What Occurred?', and 'Complete'. Below the progress bar, there is a warning: 'Completely fill out the form. Submitted forms are automatically delivered to TPD. Filing a false police report is a First Degree Misdemeanor, Punishable by a fine up to \$1,000 and / or imprisonment not to exceed one (1) year.' A note states: 'All fields marked with an asterick (*) are required. The form cannot be submitted if those fields are empty.' The form fields include: 'Date of Incident *' with dropdowns for Month, Day, and Year; 'Time of Incident *' with dropdowns for Hour and minutes (set to 00), and radio buttons for am and pm; and 'Incident Location *' with a large text input field.

BACKGROUND

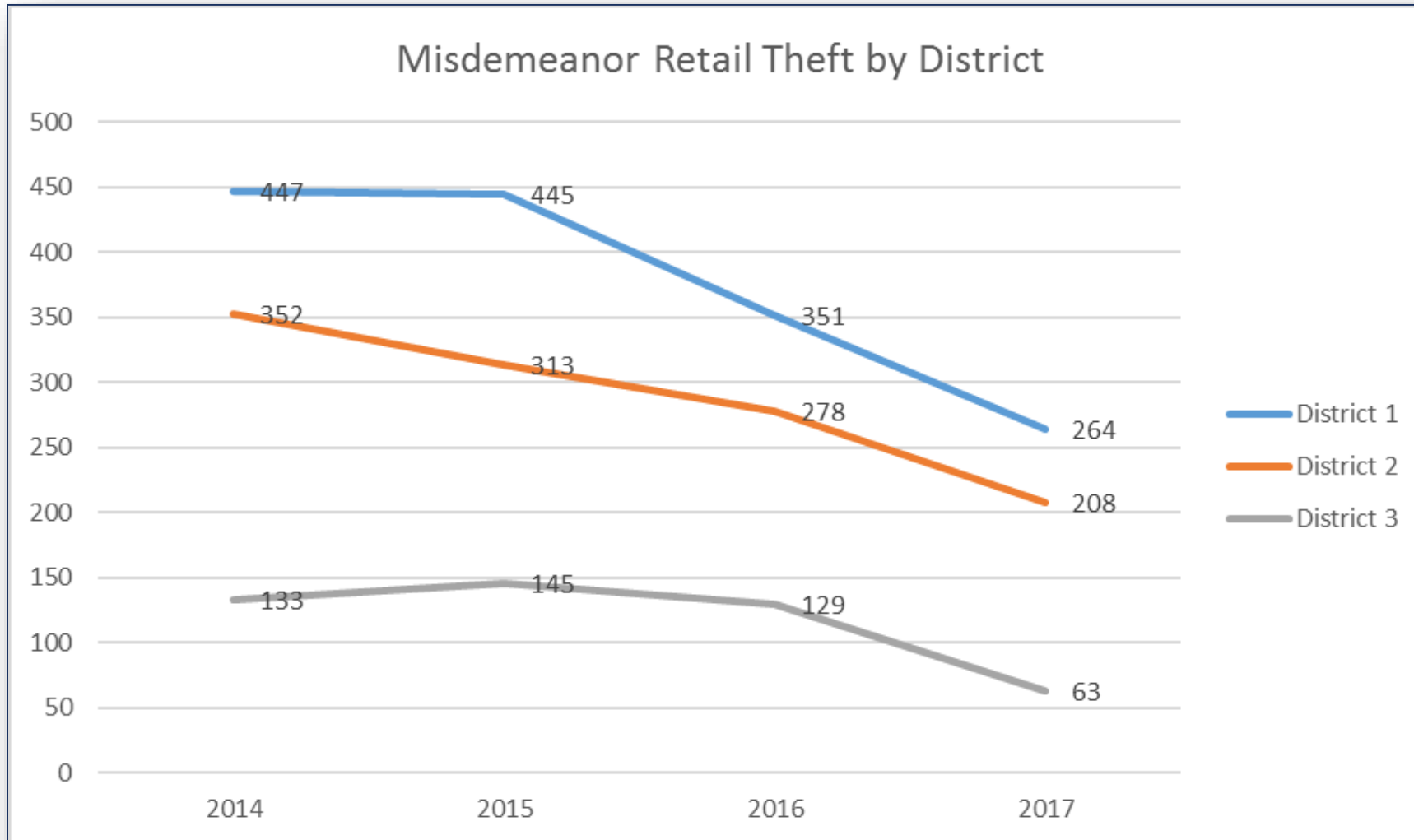
- RTF instituted in 2016 to streamline misdemeanor theft reporting
- Benefits for both retailer and police department
 - Used for delayed cases
 - Prevents officer response
 - Requires complainant to compile evidence
 - No change for cases involving detained suspects
- 2017 was the first full year of using the form
- Currently, a paper form must be submitted

PARTNERSHIP RESOURCES

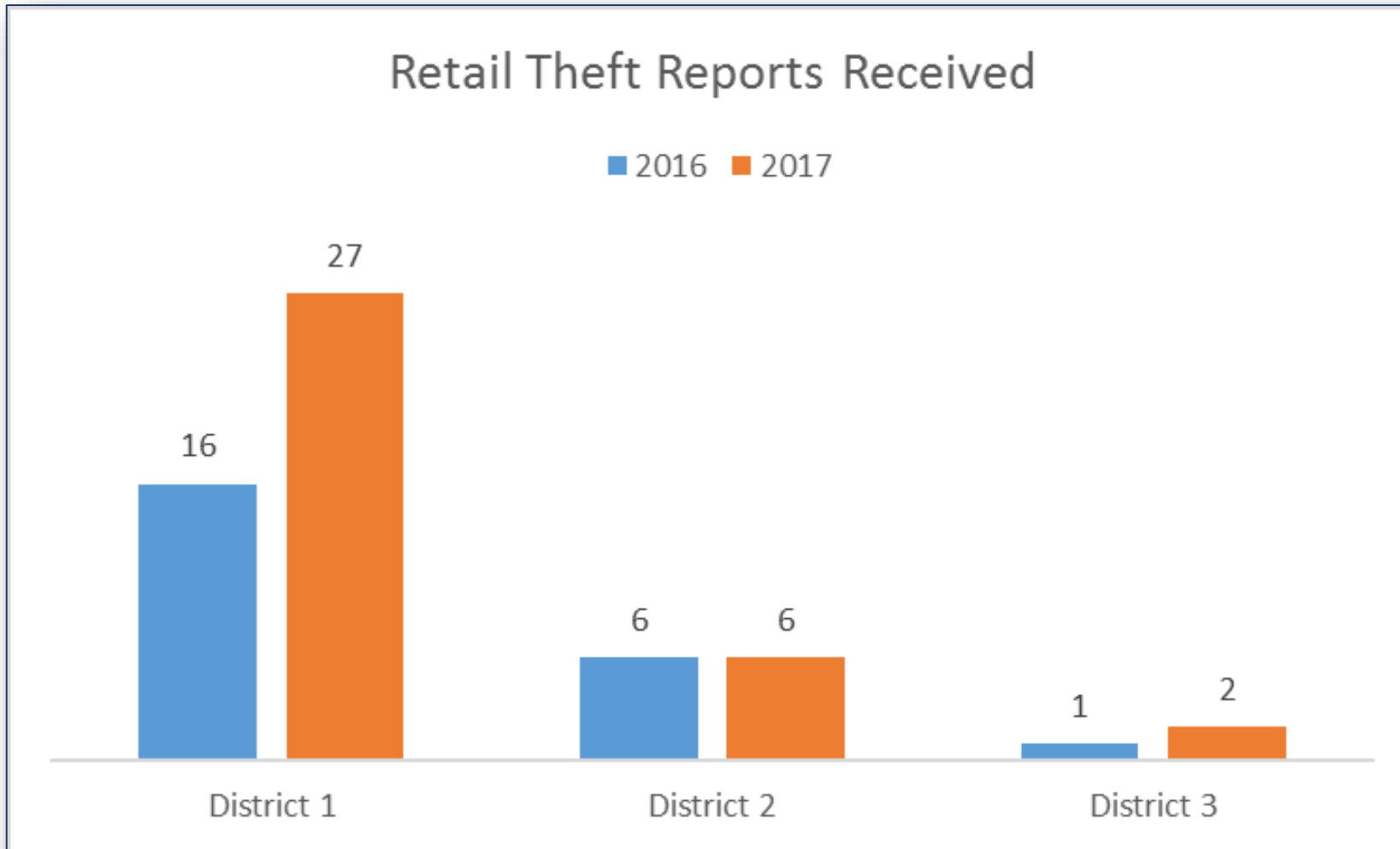


- Extra duty officers
- Community resources such as the RICH House
- Effective communications
- CAP expansion

INITIAL RESULTS



INITIAL RESULTS

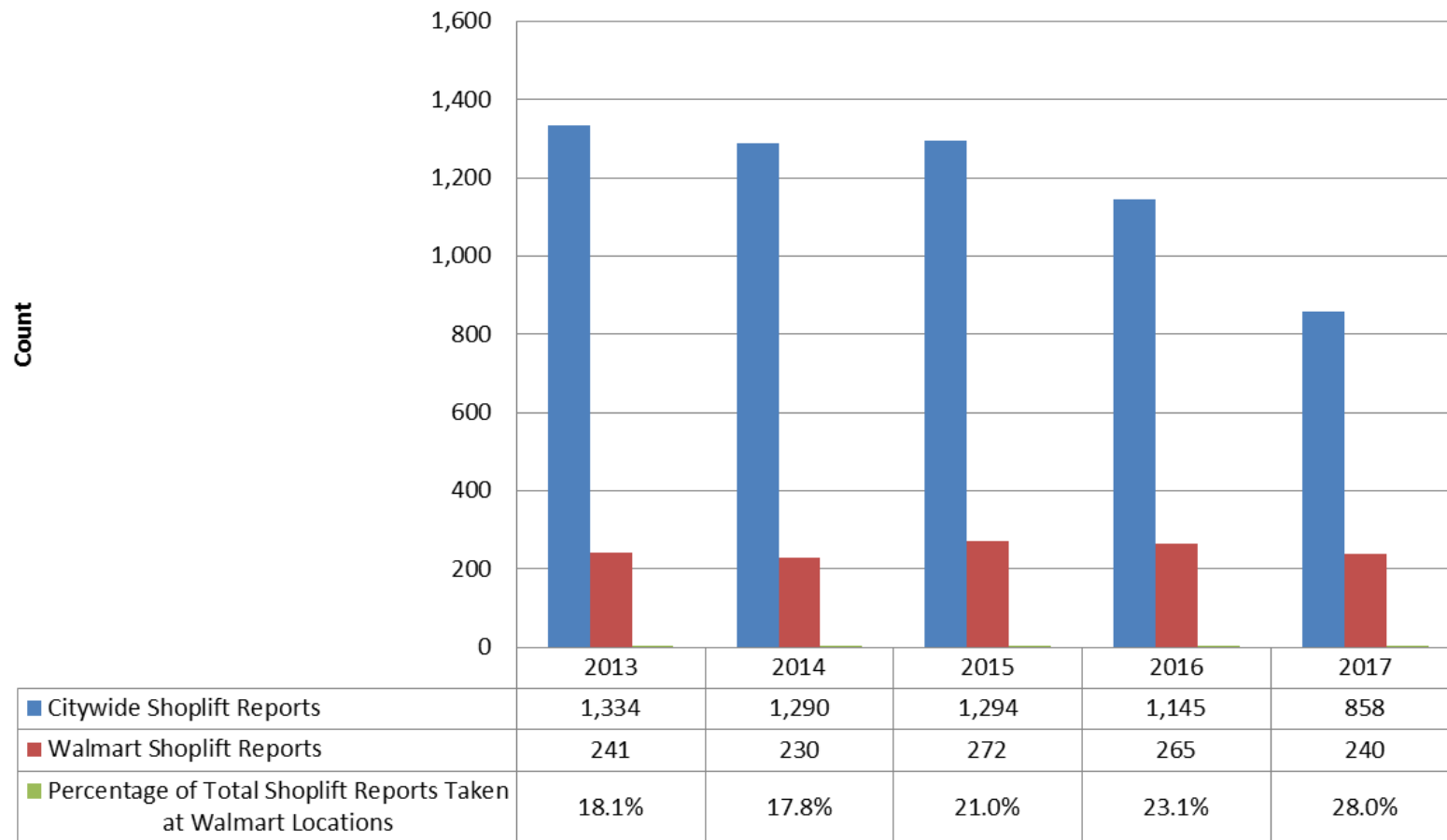


ONLINE REPORTING

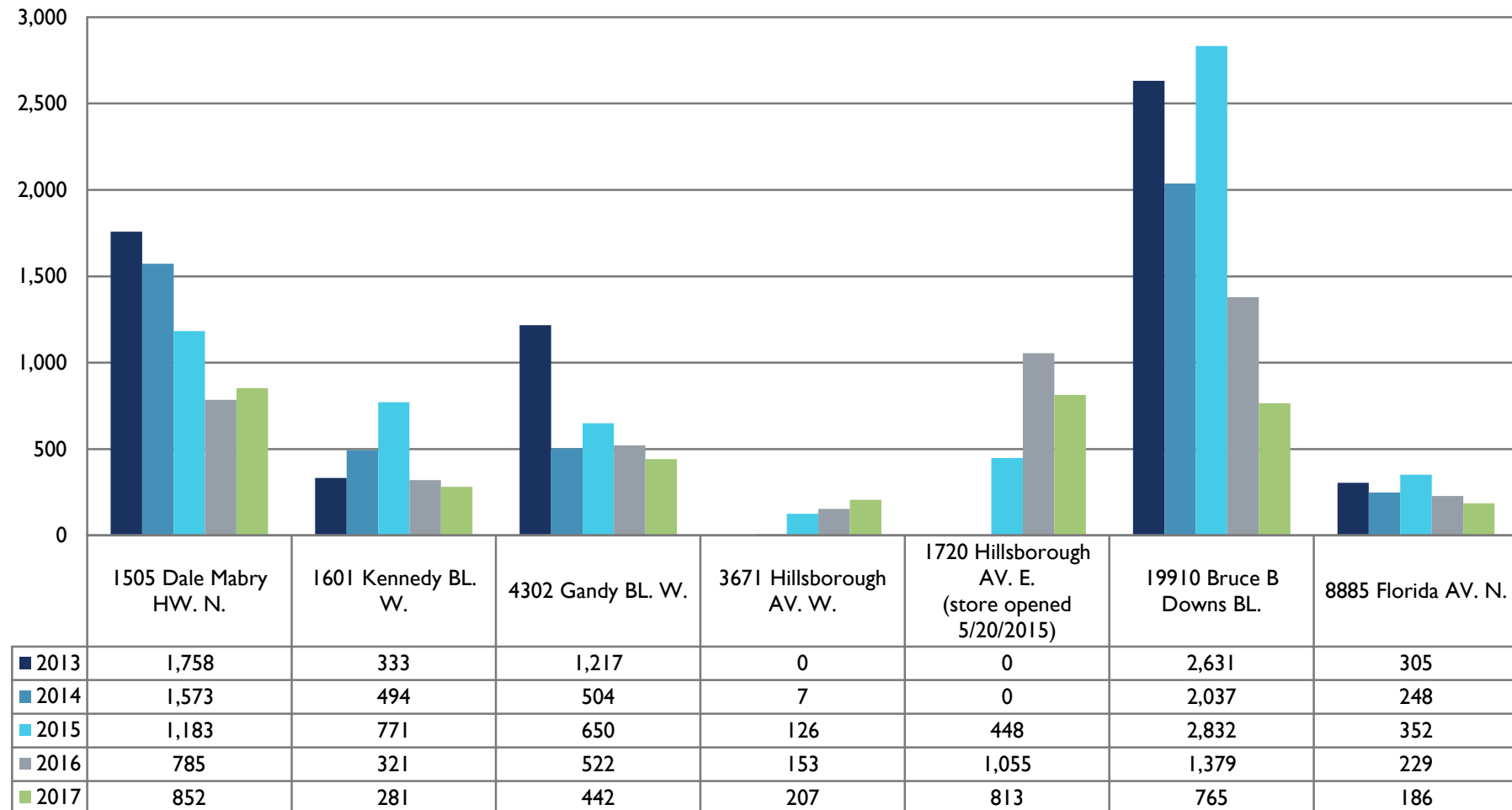
- Currently, a hard copy of the RTF must be completed and returned to TPD
- T&I has created a web version of the form that can be electronically submitted
 - Email automatically sent to DLIS sergeant
 - Responsible for having report originated
 - Video can be emailed to DLIS sergeant
 - Easier for businesses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

WALMART RETAIL THEFT REPORTS

Shoplift Reports



WALMART CALLS FOR SERVICE



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



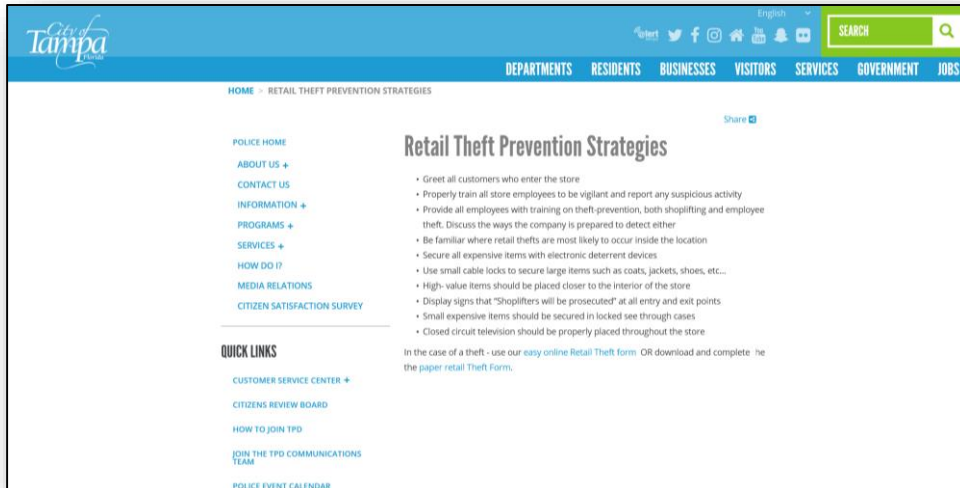
- CCTV and public view monitors
- Cosmetics enclosures
- De-escalation training
- Third-party security where needed
- Signage
 - Both in the stores and parking lots
- Investments in LED lighting in parking lot and exterior of stores

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



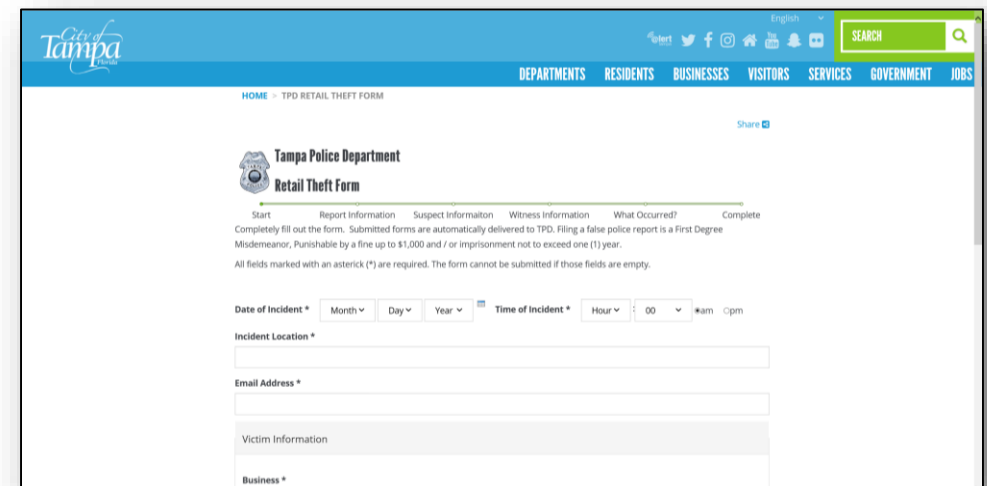
RESOURCES



The screenshot shows the City of Tampa website's navigation menu with options like DEPARTMENTS, RESIDENTS, BUSINESSES, VISITORS, SERVICES, GOVERNMENT, and JOBS. The main content area is titled 'Retail Theft Prevention Strategies' and includes a list of bullet points: 'Greet all customers who enter the store', 'Properly train all store employees to be vigilant and report any suspicious activity', 'Provide all employees with training on theft-prevention, both shoplifting and employee theft. Discuss the ways the company is prepared to detect either', 'Be familiar where retail thefts are most likely to occur inside the location', 'Secure all expensive items with electronic deterrent devices', 'Use small cable locks to secure large items such as coats, jackets, shoes, etc...', 'High-value items should be placed closer to the interior of the store', 'Display signs that "Shoplifters will be prosecuted" at all entry and exit points', 'Small expensive items should be secured in locked see through cases', and 'Closed circuit television should be properly placed throughout the store'. Below the list, it states: 'In the case of a theft - use our easy online Retail Theft form OR download and complete the paper retail Theft Form.'

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

<https://www.tampagov.net/tpd-retail-theft-form>



The screenshot shows the Tampa Police Department's 'Retail Theft Form' page. It features a progress bar with steps: Start, Report Information, Suspect Information, Witness Information, What Occurred?, and Complete. Below the progress bar, it states: 'Completely fill out the form. Submitted forms are automatically delivered to TPD. Filing a false police report is a First Degree Misdemeanor, Punishable by a fine up to \$1,000 and / or imprisonment not to exceed one (1) year. All fields marked with an asterisk (*) are required. The form cannot be submitted if those fields are empty.' The form includes fields for 'Date of Incident *' (Month, Day, Year), 'Time of Incident *' (Hour, :00, #am / #pm), 'Incident Location *', 'Email Address *', 'Victim Information', and 'Business *'.

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!

