ORT Prevention Grant Program

Local Evaluation Plan

Brea Police Department Integrated Crime Center

Submitted by:

Brea Police Department

Prepared by:

Cynthia Haebe, Insight Analytics ID

CynthiaHaebe22@gmail.com 208.912.4798

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PROJECT BACKGROUND

With the assistance of funding provided through the California Board of State and Community Corrections (BSCC) Organized Retail Theft Prevention Grant Program, the Brea Police Department is taking a proactive step to establish an Integrated Crime Center (ICC). Designed as both an investigative tool and a real-time incident monitoring center, the ICC is a response to the increasing incidents of retail theft-related crimes, motor vehicle and motor vehicle accessory theft, along with cargo theft in the City of Brea. The center will incorporate advanced technology such as software, video management and storage systems, automated license plate reader cameras, and unmanned aircraft systems. To effectively manage these technologies and operations, skilled personnel will man the ICC. The primary goals of the ICC are to provide investigative leads that boost case clearance and prosecution rates, increase apprehension rates at the time of the call, prevent future occurrences of these crimes by publicizing our successes, and elevate the perception of safety among citizens, business owners, and retail customers.

Specifically, the goals and objectives are as follows:

Goal One: To increase investigative leads and solvability rate of retail thefts within the City of Brea.

Objectives:
A. Improve public safety for residents, visitors, and large and small retailers.
B. Implement an Integrated Crime Center (ICC) through grant funding.
C. Identify and target crime patterns and areas of high criminal activity through data gathered by the ICC.
D. Increase rates of identification, apprehension, and prosecution of offenders responsible for retail thefts.
E. Deter retail theft-related criminal activity through strong marketing of the existence and successes of the system.

Goal Two: To increase investigative leads and solvability rate of motor vehicle and motor vehicle accessory thefts in the City of Brea.
Objectives:
A. Improve public safety for residents, visitors, and large and small retailers.
B. Implement an Integrated Crime Center (ICC) through grant funding.
C. Identify and target crime patterns and areas of high criminal activity through data gathered by the ICC.
D. Increase rates of identification, apprehension, and prosecution of offenders responsible for motor vehicle and motor vehicle accessory thefts.
E. Deter motor vehicle and motor vehicle accessory theft-related criminal activity through strong marketing of the existence and successes of the system.

Goal Three: To increase investigative leads and solvability rate of cargo thefts in the City of Brea.
Objectives:
A. Improve public safety for residents, visitors, and large and small retailers.
B. Implement an Integrated Crime Center (ICC) through grant funding.
C. Identify and target crime patterns and areas of high criminal activity through data gathered by the ICC.
D. Increase rates of identification, apprehension, and prosecution of offenders responsible for cargo thefts from delivery vehicles and the front of homes in the community.
E. Deter cargo theft-related criminal activity through strong marketing of the existence and successes of the system.

NEED

Situated within a burgeoning economic landscape, the City of Brea proudly hosts an expansive retail sector that spans over 2.5 million square feet, accommodating over 400 diverse retail entities. These range from high-profile national chains like Nordstrom and Macy's to essential local businesses such as Home Depot, Target, and Walmart. In fiscal year 2021/2022, Brea's retail sector not only generated a robust $2.4 billion in total sales but also contributed significantly to municipal revenues, yielding $24 million in sales tax, of which 27.6% was directly attributable to retail sales.

Brea Mall, a cornerstone of regional commerce, stands as the sole Super Regional Mall within a 20-mile radius, attracting consumers from across Orange County, the Inland Empire, and Greater Los Angeles. Strategically positioned as the first city entering into Orange County and directly adjacent to Los Angeles and San Bernardino Counties, Brea serves as a vital gateway, enhancing its appeal as a retail destination and community hub. Encompassing 74 acres and boasting approximately 1.2 million square feet of premier retail space, the mall is anchored by top-tier outlets, including one of the highest-performing Nordstrom locations nationwide. With its extensive array of over 175 specialty stores and dining establishments, the Mall is a crucial economic engine, singularly accounting for 30% of the city's retail-generated sales tax revenues.

Recognizing the shift towards online shopping accelerated by the pandemic, the City of Brea is committed to reinforcing its role as a vibrant center of community and engagement. This commitment is part of a broader initiative to develop physical spaces that foster social interactions and community involvement, drawing visitors not only for shopping but also for engaging in various community events and experiences. These initiatives aim to maintain the mall's relevance and vibrancy in a post-pandemic world, ensuring it remains a central gathering place that enriches the community's social fabric.

In response to ongoing growth and to leverage future opportunities, the Brea City Council has recently approved the ambitious Brea Mall Mixed-Use Project, slated for completion

in 2026. This transformative development is set to reinvigorate a 15.5-acre segment of the existing mall area, integrating cutting-edge retail and dining spaces with a modern 380-unit apartment complex. This project is poised to significantly enrich the city's urban fabric and boost its economic dynamism, further solidifying Brea Mall's role as a hub of commerce and community life.

While strategically positioned with access to three major state highways—SR-57, SR-90, and SR-142—Brea enjoys unparalleled connectivity that supports robust economic activity and community accessibility. However, this connectivity also facilitates the rapid ingress and egress of criminal elements, posing unique public safety challenges. Recent data highlights a troubling surge in crime, with retail theft-related incidents comprising over 21% of all criminal activities reported from 2022 to early 2023. At the time of compiling this project background, the City of Brea is confronting a persistent rise in shoplifting incidents, which have surged by 68% when comparing year-to-date figures from March 2023 to March 2022. Furthermore, within Brea's jurisdiction, there is a troubling trend wherein instances of shoplifting can escalate into violence as perpetrators try to flee with stolen goods.

Despite a decreasing trend in robbery rates across Orange County, the City of Brea has encountered a concerning uptick in such incidents from 2021 to 2023. This increase is particularly pronounced at the Brea Mall, which in 2022 was the site of 59% of the city's robberies. More alarmingly, a significant proportion of these robberies, 64%, originated as shoplifting attempts that escalated into violence. These statistics not only underscore the need for targeted intervention strategies within Brea's retail environments but also highlight the mall's central role in the city's public safety dynamics. The Brea Police Department recognizes this unique challenge and is focused on implementing proactive measures to address the growing propensity for retail crimes to turn violent, safeguarding the community and maintaining the integrity of Brea's bustling commerce sector.

To counteract these challenges and safeguard our community, the Brea Police Department will be establishing the ICC. This state-of-the-art facility will concentrate efforts on a spectrum of criminal activities including organized retail theft and vehicle-related crimes. Serving as a hub for both local and regional law enforcement, the ICC will leverage advanced technologies and strategic collaborations to improve situational awareness and drive effective crime prevention initiatives.

The establishment of the ICC is anticipated to reinforce public safety and restore confidence among consumers and investors alike, thereby catalyzing further economic growth and enhancing community well-being. This initiative has garnered extensive support from the Brea City Council, with robust advocacy from community stakeholders reflected in public consultations and feedback mechanisms. By bolstering our public safety infrastructure, the ICC will not only address immediate security concerns but also underpin the long-term prosperity and stability of Brea.

SCOPE

The City of Brea is poised to strengthen its crime prevention capabilities through the establishment of the ICC, an innovative initiative designed to integrate advanced technology and real-time incident monitoring to bolster public safety. This ambitious project is set to incorporate a range of sophisticated tools and strategies to keep the city safe.

Integration of Advanced Technology

The ICC will serve as a technological hub, employing a comprehensive array of tools to streamline crime prevention and investigation efforts. Central to this initiative is the development of a robust infrastructure layer, starting with the integration of video feeds from over 200 traffic cameras and an additional 100+ cameras located in parks and other city facilities. This foundational network covers key areas of Brea and will be augmented over time. Initially, this infrastructure will include high-resolution cameras and both fixed and portable ALPR cameras strategically installed at critical entry and exit points. These technologies are designed to monitor and record vehicle activity, aiding in the quick identification of stolen or wanted vehicles and tracking suspect movements. Our goal is to ensure that criminals will find it challenging to enter or leave the city undetected, with every vehicle being scanned by an ALPR or recorded by a surveillance camera.

Further enhancing the ICC's capabilities, unmanned aircraft systems, or drones, will be deployed for aerial surveillance. These drones will provide real-time data during critical incidents and for monitoring large public gatherings, offering perspectives and vantage points unachievable through ground-based operations. This infrastructure layer is not static but designed to be scalable, allowing for the integration of additional technologies as the project evolves. This strategic approach ensures that our surveillance capabilities will not only meet current security needs but also adapt to future demands, reinforcing our ongoing commitment to public safety.

Real-Time Incident Monitoring and Response

All video feeds will funnel into a state-of-the-art Video Management System (VMS), which will maintain recordings for up to 30-45 days. This system will allow crime analysts within the ICC to track suspects and their vehicles in real-time, significantly increasing the likelihood of timely apprehensions and recovery of stolen property. In addition to traditional video feeds, the project will incorporate an advanced UAS and DFR component. This will enable drones to provide aerial surveillance data, further enriching the information available in the ICC. The pilot team, consisting of 10 pilots including a full-time pilot, will operate these drones to ensure continuous data flow and support for ground officers as crimes occur. A dedicated crime analyst will monitor these feeds alongside other data sources, providing actionable intelligence to officers on the ground.

Enhanced Communication and Coordination

The ICC will serve as the central coordination hub for various law enforcement agencies, strengthening the effectiveness of regional crime prevention strategies through shared intelligence and resources. Collaboration with Brea's Public Works and Information Technology departments will ensure that existing infrastructure, like traffic control cameras, is seamlessly integrated into the ICC's network. A dedicated Information Technology Specialist will be assigned to manage the ICC's technological operations, ensuring optimal functionality and the incorporation of new technology solutions to advance the ICC's goals.

Community Engagement and Education

The ICC has already begun to actively engage with the Brea community through town hall meetings and plans to continue these efforts. Future initiatives will include social media campaigns designed to inform residents about ongoing efforts to enhance public safety. These engagements are aimed at gathering valuable feedback to refine and adjust strategies according to community needs and dissuading criminal activity. By maintaining open lines of communication, the ICC seeks to foster a collaborative environment where community insights play a critical role in shaping public safety measures.

Ongoing Evaluation and Adaptation

To ensure its long-term effectiveness, the ICC will conduct regular evaluations of its impact on key metrics including crime rates, clearance rates, apprehension rates, prosecution rates, and the perception of safety. Both quantitative and qualitative assessments will be used to measure these areas. A formal evaluator, Insight Analytics ID has been appointed to define these performance measures and monitor outcomes, ensuring that the ICC's strategies are effectively contributing to public safety. These comprehensive evaluations will guide the continual adjustment of strategies to address emerging criminal trends and community concerns. Insight Analytics ID's role will be pivotal in ensuring that the evaluation process rigorously aligns with objectives to enhance public safety. By synthesizing data from various sources and providing insights, Insight Analytics ID will guarantee that the ICC's strategies remain focused and effective in promoting a safer community.

By combining advanced technological integration, real-time data monitoring, comprehensive communication strategies, community engagement, and adaptive operational planning, the ICC aims to significantly enhance the safety and security of Brea. This proactive approach not only addresses current challenges but also prepares the city to effectively handle future developments and evolving security needs.

DETERMINING INTERVENTIONS AND SERVICES

The process for identifying the appropriate interventions began with a thorough needs assessment, leveraging statistical data and community feedback to pinpoint areas heavily impacted by crime. This proactive approach was crucial in understanding the landscape of crime in Brea, which is not only marked by its significant retail footprint but also by the strategic challenges posed by accessible highways that could facilitate criminal activities. The crime analysis unit conducted an extensive data review that went beyond the specifics mentioned in the grant proposal. This comprehensive analysis covered all crime categories, with a particular focus on the decline in clearance rates for property crimes— a significant part of which is attributed to theft, the most prevalent property crime in the area.

The in-depth analysis included hotspot identification, a multi-year crime overview, surveys of crimes and clearances throughout the county, and a clearance rate analysis. These metrics illuminated the areas needing immediate attention and intervention. In response to the identified needs and the worrisome trend of declining clearance rates, the ICC will integrate advanced technological solutions. These include high-resolution traffic and city-owned cameras, Automated License Plate Reader (ALPR) cameras, and drones. The selection of these tools is strategic, aiming to bolster real-time monitoring and improve response capabilities in critical hotspots. The overarching goal is to not only stem the tide of crime but also enhance the rate of case resolutions, thereby reversing the decline in clearance rates and strengthening the overall safety and security infrastructure in Brea.

The ICC aims to enhance the safety of a diverse group comprising Brea's residents, its daily workforce, and visitors, encompassing those who frequent the Brea Mall and Downtown Brea's vibrant shopping, dining, and entertainment venues. These areas, along with cultural and recreational facilities such as the Curtis Theatre and the Brea Art Gallery, epitomize the city's dynamic community, which the ICC is committed to protecting.

The ICC's resources are primarily targeted toward commercial entities in high-traffic areas and significant public interaction zones that are most susceptible to organized retail theft (ORT), motor vehicle theft (MVT), and motor vehicle accessory theft (MVAT), including catalytic converter thefts. This strategic focus is on addressing the areas most affected, ensuring that interventions support the full spectrum of the community, from large retail businesses to smaller local shops, as well as law enforcement efforts in crime prevention.

Central to the ICC's approach is the collaboration with regional and local law enforcement, the Orange County District Attorney's Office, and the revitalization of the Brea Corporate Security Council, which is a cohort of Brea Police Officers and local retail loss prevention personnel. These partnerships are crucial for sharing information, strategizing on security measures, and ensuring legal actions are effectively pursued against perpetrators.

In terms of technology use, the Brea Police Department is dedicated to using these powerful tools responsibly and ethically, with strict adherence to policies that protect

privacy and civil liberties. These policies specifically govern the use of unmanned aerial systems and ALPR technology, ensuring they are used in a manner that respects the privacy and rights of individuals while addressing public safety. Furthermore, our Chief of Police plays a proactive role in shaping these practices by serving on a sub-committee within the California Police Chiefs Association, which is tasked with issuing best practices on the ethical use of technology in law enforcement. This involvement underscores our commitment to leading by example in the responsible and ethical application of policing technologies.

The ICC is committed to achieving measurable objectives, such as increased suspect apprehensions of targeted crimes and improving the community's sense of security. Success is evaluated through ongoing analysis of crime statistics and community feedback, which informs the continual refinement of strategies and services to ensure effectiveness and address the community's evolving needs.

Through a balanced integration of technology, community engagement, and collaboration, the ICC initiative is poised to address the specific public safety challenges of Brea, with a comprehensive strategy that respects the rights and enhances the wellbeing of all who live, work, or visit here.

To strengthen public safety through the ICC, a methodical approach to data collection was and is central. This process began with rigorously pretesting data collection instruments when establishing a baseline. During this testing, inaccuracies and gaps in coding related to 'case filings' and the incidence of Organized Retail Theft (ORT) were identified early on. These insights prompted a necessary revision to ensure the data accurately reflects the crime dynamics within the city.

To ensure consistency and accuracy in data gathering, thorough training materials have been developed and are currently under review. These materials are designed to educate all relevant staff on the nuances of the data collection tools and the importance of precise data entry. The training, which will be rolled out during patrol briefings, targets not only patrol officers but also civilian report writers who compose crime reports, supervisors, records technicians, and crime analysts who later review these reports to ensure thoroughness and consistency.

Moreover, recognizing the dynamic nature of data collection and the potential for procedural updates, periodic follow-up training sessions are planned. These sessions, set to occur every six months, will serve to reinforce existing procedures and introduce any new changes. This routine is supported by a custom dashboard, which allows the evaluator to monitor for any anomalies in coding, ensuring ongoing accuracy and the opportunity for timely corrections. The custom dashboard is an advanced, integrated platform designed to provide accurate tracking, analysis, and reporting of organized retail theft, cargo theft, motor vehicle theft, and theft of vehicle parts activities, along with monitoring drone operations. This dashboard will serve as a centralized hub for the ICC

Crime Analyst to efficiently manage the data associated with these incidents, potentially forecasting future events.

The ICC's data collection strategy also includes the creation of a comprehensive data dictionary. This resource, currently in development, will ensure all staff members have a unified understanding of data terms and collection protocols, which is vital for maintaining data integrity across the board.

Validation checks are embedded within the system to further ensure data accuracy, coupled with documentation of all data collection procedures to maintain a consistent approach by all data collectors. This consistency is crucial for compiling reliable data that truly represents the conditions and outcomes of the ICC's efforts in Brea.

This structured and detailed approach to data collection is designed not only to uphold the integrity of the data but also to ensure that the ICC can effectively evaluate its impact on public safety and make informed decisions for future public safety strategies.

SIMILAR PROJECTS

Prior to deciding on this method of prevention, the Brea Police Department conducted extensive research into various crime prevention strategies. This thorough investigation included studying effective practices from around the nation to ensure the chosen approach would robustly meet the community's needs. As part of this comprehensive research, Brea officials examined several other regions that have successfully implemented crime centers, drawing valuable insights from their experiences.

Brea PD is fortunate to have a leader in crime centers just two cities over in Chino. The Chino Police Department established its Real-Time Crime Center (RTCC) in 2019. This center is equipped with access to a public camera network, private and business cameras, and ALPRs, all monitored live across a wall of ten 55-inch screens. Additionally, Chino has implemented ALPRs at all major intersections, enhancing crime solvability not only locally but also aiding other police agencies through access to the plate database. Brea staff has had the opportunity to connect with Chino PD to observe their setup firsthand and has learned both the pitfalls to avoid and areas where they have been successful.

Brea PD also researched the Beverly Hills Police Department's (BHPD) crime center as part of their comprehensive strategy to develop their own integrated crime prevention capabilities. Known as the Real-Time Watch Center, Beverly Hills' facility is a cornerstone of its law enforcement approach, leveraging advanced technology to enhance the city's ability to respond swiftly and effectively to incidents. This high-tech center is equipped with high-definition surveillance cameras distributed throughout the city, integrated communication systems, and sophisticated data analysis software. It allows officers and analysts to monitor live feeds, manage emergency responses, and coordinate seamlessly

with other public safety entities, thus significantly enhancing operational efficiency and situational awareness.

Beyond mere incident management, the BHPD's crime center plays a vital role in proactive crime prevention. Analysts utilize a variety of intelligence sources, including social media monitoring, to predict and mitigate potential threats. This proactive approach to public safety, supported by cutting-edge technology and strategic data analysis, has established Beverly Hills as a leader in modern policing strategies, offering valuable insights and models for Brea PD's crime center. We plan to integrate aspects of Beverly Hills PD's successful marketing and social media engagement strategies into our project, inspired by their effective promotion of surveillance technology to deter crime.

Real-Time Crime Centers like those in Chino and Beverly Hills are becoming increasingly common across the United States. They centralize a wide array of technologies to provide comprehensive monitoring and analysis, supporting law enforcement in proactive crime fighting. These centers utilize advanced analytics, mapping software, IP cameras, sensor networks, database access, and video analytics among other technologies to enhance safety, identify suspects, and support the apprehension of perpetrators.

Brea's Integrated Crime Center, distinct in its focus to operate on a more concentrated scale, particularly in terms of personnel. This strategic decision aligns with the project's concentrated effort to tackle retail crime, which mainly transpires within a narrow 8-10-hour daily timeframe. Therefore, prioritizing investment in advanced equipment infrastructure over the breadth of personnel reflects a targeted approach to maximizing resource efficiency and effectiveness in crime prevention.

With respect to drone deployment, several police departments have successfully implemented drone programs, significantly enhancing their law enforcement capabilities. These programs demonstrate the effectiveness of drones in various police operations, from crime scene investigations to tactical SWAT deployments, showcasing their potential as a crucial tool in modern policing strategies.

The Alameda County Sheriff's Office in California utilized drones in numerous operations, capturing suspects trying to dispose of evidence and aiding in breaking up criminal activities. Their drones provided crucial real-time surveillance that led to the apprehension of suspects involved in drug and gun-related crimes, and in a separate incident, helped dismantle a drug and gambling operation. Similarly, the Murrieta Police Department in California showcased the effectiveness of their drone program during a burglary at a construction equipment dealership. Utilizing drones equipped with thermal night vision, they were able to track the suspects fleeing the scene and guide the arresting officers. This incident underlined the drones' ability to enhance officer safety and operational efficiency, marking a significant advancement in the use of technology in policing.

Additionally, the Chula Vista Police Department's Drone as a First Responder (DFR) program represents a pioneering use of drones to enhance public safety. Drones are deployed from the police department rooftop directly to the scene of an incident, providing

live aerial views that inform the responding officers before they arrive. The team lead for Brea PD connected with Chula Vista to understand the structure and outcomes of their DFR program, gathering insights into both the advantages and challenges of such initiatives. We also gained valuable insights from Beverly Hills' Drone Program which has been well established and generated great success.

These examples highlight the innovative ways in which drones are being integrated into police work, offering significant benefits in terms of operational efficiency, officer safety, and crime-solving capabilities. The success of these programs illustrates the potential for drones to become an integral part of law enforcement strategies nationwide. Armed with an array of learnings—both good and bad—from these established programs, Brea PD plans to launch a 'newer' drone program that incorporates best practices and lessons learned to give us the best chance at success.

MEETING NEEDS

The activities and services provided by the Integrated Crime Center (ICC) in Brea are meticulously designed to address the specific needs arising from the local increase in retail and vehicle-related thefts. Below is an outline of how the identified needs will be addressed:

1. Comprehensive Surveillance Network:

Direct Need Addressed: Strategic Vulnerability Due to Location

• By integrating over 300 traffic and city-owned cameras into a centralized Video Management System (VMS), the ICC enhances the city's ability to continuously monitor critical areas. This network helps mitigate the risks associated with Brea's accessibility via major highways, which can be exploited by criminals for quick exits after committing crimes. When we further expand this infrastructure to include our own cameras, the total will surpass 400 cameras on the system, significantly strengthening our surveillance capabilities. The surveillance network acts as both a deterrent and a tool for gathering evidence.

To reinforce deterrence, we plan to publicize the locations of these cameras on our social media platforms and regularly share stories of successful apprehensions that can be directly attributed to this technology, including the use of ALPR systems and drones. This strategy not only informs the public of our proactive measures but also reinforces the effectiveness of our surveillance assets in maintaining safety.

A key component to fortifying the system's efficiency is the sophisticated video analytic software within the VMS called Avigilon. This technology enables us to search for specific objects and appearances in both real-time and recorded video feeds. By eliminating the need for manual review, Avigilon significantly reduces labor, human error, and increases

our ability to swiftly pinpoint and respond to potential threats, making our surveillance efforts not only smart, but also more efficient.

2. Automated License Plate Reader (ALPR) Cameras:

Direct Need Addressed: Rising ORT/MVT/MVAT and Cargo Theft

• To combat the rising incidence of these crimes through increased arrests, Automated License Plate Recognition (ALPR) cameras are strategically positioned at major entry and exit points throughout the city. These cameras provide real-time alerts on stolen or wanted vehicles and enable continuous tracking of these vehicles immediately after a crime is committed. This seamless surveillance covers various potential routes, allowing the ICC to monitor the movement of suspect vehicles across different city parts. As a vehicle moves from one camera to the next, the system updates its location in real-time. This capability ensures the ICC can quickly obtain detailed vehicle descriptions and license plate information, significantly enhancing the coordination of law enforcement responses and boosting the rates of vehicle recovery, property recovery, and suspect apprehension.

3. Drone Surveillance Program:

Direct Need Addressed: Need for Rapid Incident Response

• Drones provide aerial surveillance capabilities that are vital during large public events or critical incidents, allowing for a broader view and real-time monitoring that ground units cannot achieve alone. In addition, drones can be used to track fleeing suspects and monitor calls for service in real-time. These capabilities are crucial in managing complex scenes, enhance the operational effectiveness of the police force and maximize officer safety during emergencies.

4. Real-Time Incident Monitoring and Crime Analysis:

Direct Need Addressed: Increasing Solvability Rates of Retail Theft-Related Crimes

• The real-time monitoring capabilities of the ICC, supported by a dedicated crime analyst, ensure that actionable intelligence is quickly provided to responding officers. Integrating Command Central Aware enhances these capabilities significantly. This software unifies real-time data and video streams into a common operating picture, allowing the ICC to monitor up to 16 camera feeds simultaneously. This expansive view not only broadens surveillance coverage but also sharpens our ability to react to incidents in real-time. The system is configured with specific settings that automatically activate the nearest cameras to an incident triggered by an ALPR match or a high-priority call, which can mean the difference between catching a perpetrator or a missed opportunity.

5. Community Engagement and Public Information Campaigns:

Direct Need Addressed: Community Perception of Safety

• Regular engagement with the community through town halls and social media, supplemented by innovative systems like SPIDR Tech which tracks interactions with the police department and provides feedback on safety and other variables, helps to address the perception of public safety directly. These interactions serve as platforms for educating the public on preventive measures, the role of the ICC, and gathering community feedback, which in turn shapes the policing strategies and strengthens community trust.

6. Coordination with Local and Regional Agencies:

Direct Need Addressed: Need for Regional Crime Prevention

• The ICC's role as a hub for collaboration ensures that information and resources are shared effectively with neighboring jurisdictions. This is essential for dealing with crimes that cross city boundaries and require a coordinated response, thus enhancing the overall effectiveness of crime prevention strategies in the region.

7. Adaptive Strategies Based on Evaluation:

Direct Need Addressed: Dynamic Crime Patterns and Emerging Threats

• Regular evaluation of the effectiveness of implemented strategies allows the ICC to adapt and respond to changing crime patterns and community needs. This continuous loop of feedback and adaptation ensures that strategies remain relevant and effective, directly addressing the evolving nature of retail and vehicle theft crimes.

POLICIES/PROTECTIONS

The Brea Police Department is resolute in its commitment to impartial law enforcement, recognizing and respecting the racial, cultural, and diverse elements that characterize our community. This stance is embodied in Policy 401.2, which underpins our dedication to equitable service provision and law enforcement.

 The foundational principles of Policy 401.2 dictate that every individual or group, regardless of differences, is entitled to law enforcement services that are equal, fair, and objective, with the assurance of nondiscrimination. This policy is a testament to our unwavering pledge to uphold the highest standards of equity and justice within our jurisdiction.

Alongside this, our utilization of advanced surveillance technologies, such as unmanned aerial systems (UAS) and Automated License Plate Reader (ALPR) technology, is stringently regulated. The deployment of UAS is carefully controlled to respect and protect individual privacy rights, adhering to constitutional protections and FAA regulations. ALPR usage is similarly circumscribed, with a specific policy to ensure the confidentiality and proper use of collected data, reflecting our utmost commitment to the safeguarding of personal privacy. Policies and operational manuals specific to UAS/DFR and ICC
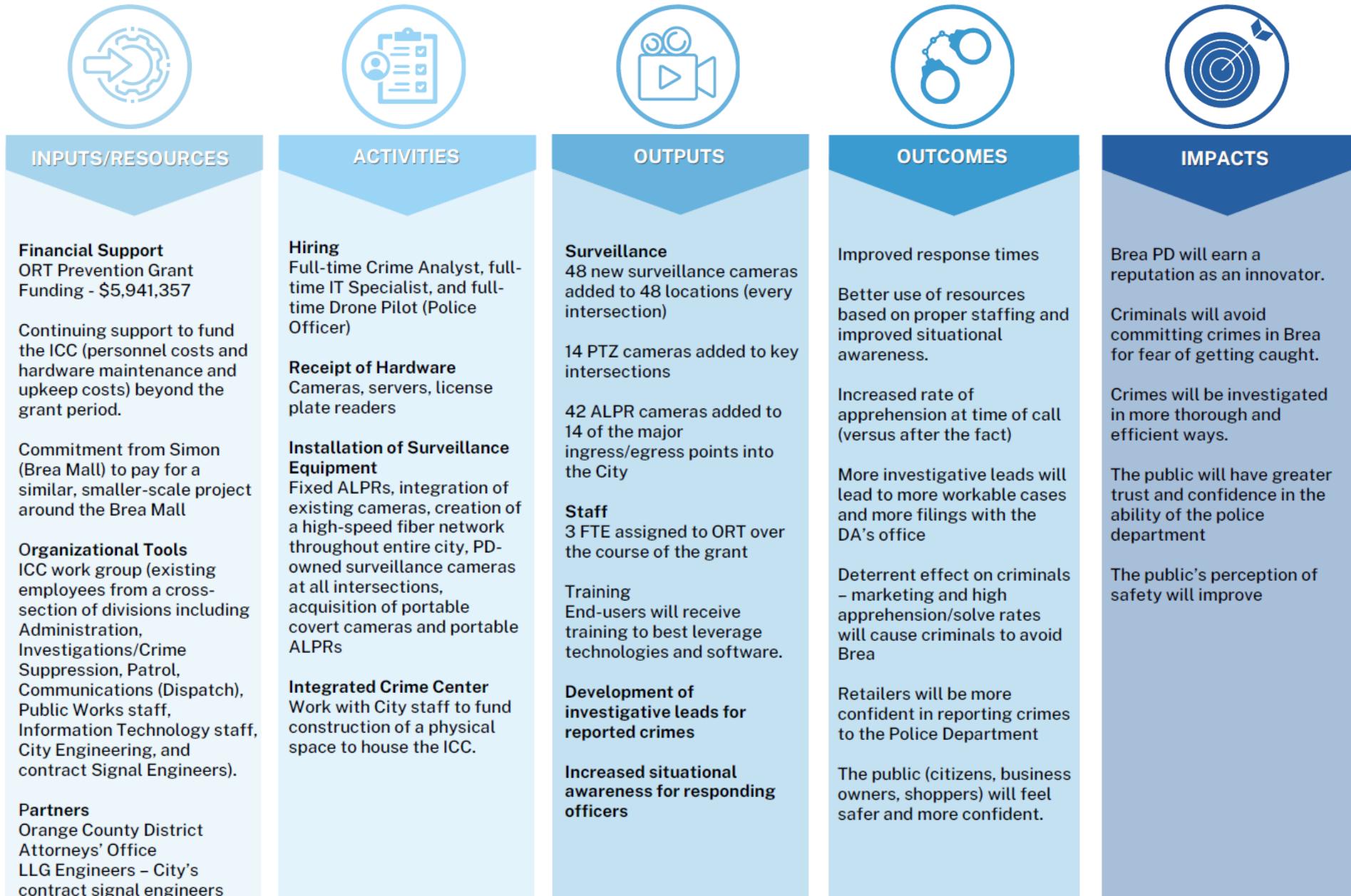
technology are being created and will be in place before these technologies are employed.

The Brea Police Department has established rigorous protocols for managing sensitive information. Officers and personnel are mandated to adhere to legal standards in the access and dissemination of protected data, ensuring integrity in all our processes.
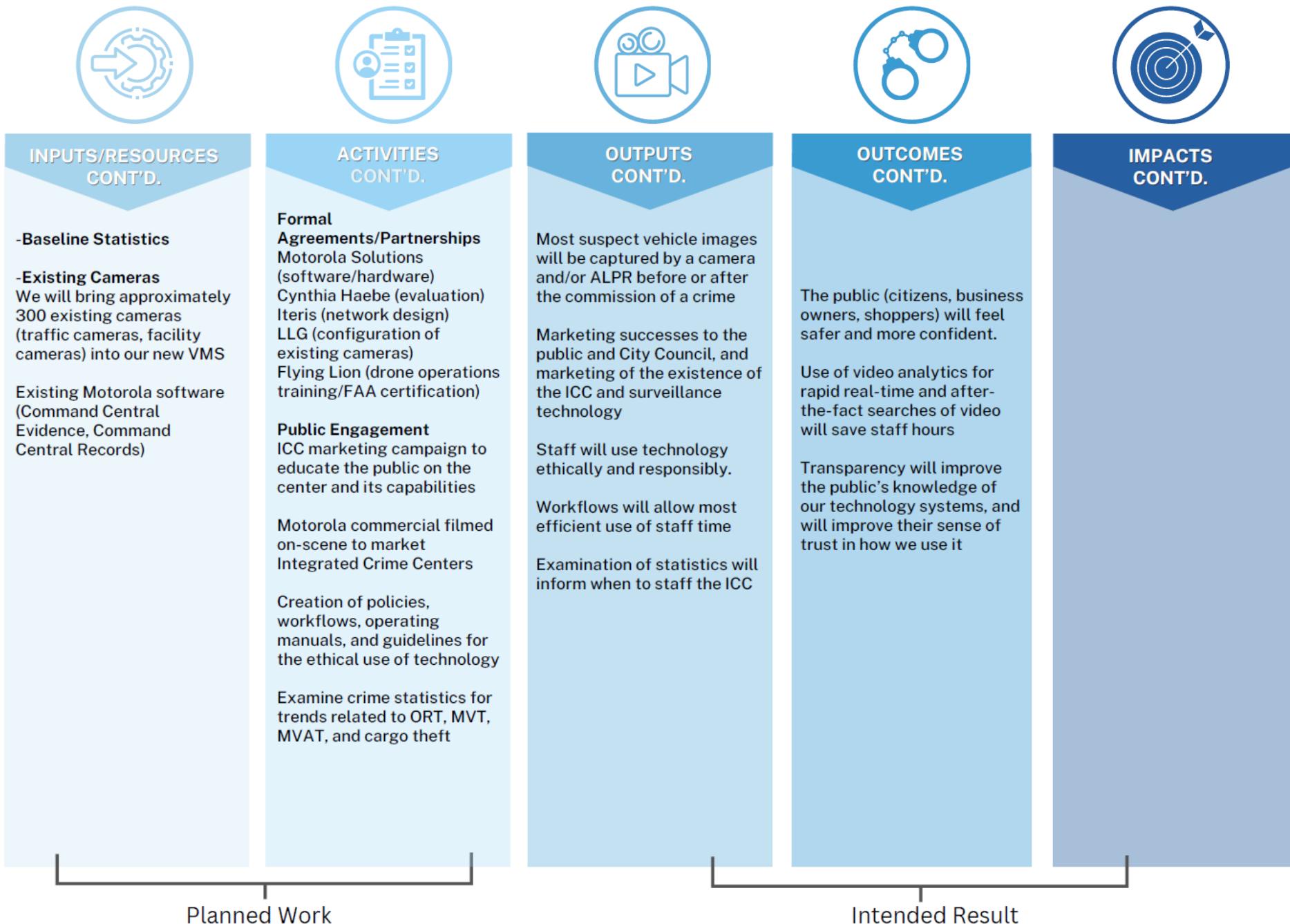
Collectively, these policies do not merely guide our operational use of sophisticated surveillance tools but also encapsulate our ethical responsibility to the community we serve. By strictly enforcing these guidelines, we aim to ensure that the deployment of technology in public safety measures is never at odds with the rights and freedoms we strive to protect. Our mission extends beyond the prevention and resolution of crime to include the nurturing of trust and confidence across all the diverse communities that make up the vibrant city of Brea.

LOGIC MODEL

INPUTS/RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
Financial Support ORT Prevention Grant Funding - $5,941,357 Continuing support to fund the ICC (personnel costs and hardware maintenance and upkeep costs) beyond the grant period. Commitment from Simon (Brea Mall) to pay for a similar, smaller-scale project around the Brea Mall **Organizational Tools** ICC work group (existing employees from a cross-section of divisions including Administration, Investigations/Crime Suppression, Patrol, Communications (Dispatch), Public Works staff, Information Technology staff, City Engineering, and contract Signal Engineers). **Partners** Orange County District Attorneys' Office LLG Engineers – City's contract signal engineers	**Hiring** Full-time Crime Analyst, full-time IT Specialist, and full-time Drone Pilot (Police Officer) **Receipt of Hardware** Cameras, servers, license plate readers **Installation of Surveillance Equipment** Fixed ALPRs, integration of existing cameras, creation of a high-speed fiber network throughout entire city, PD-owned surveillance cameras at all intersections, acquisition of portable covert cameras and portable ALPRs **Integrated Crime Center** Work with City staff to fund construction of a physical space to house the ICC.	**Surveillance** 48 new surveillance cameras added to 48 locations (every intersection) 14 PTZ cameras added to key intersections 42 ALPR cameras added to 14 of the major ingress/egress points into the City **Staff** 3 FTE assigned to ORT over the course of the grant **Training** End-users will receive training to best leverage technologies and software. **Development of investigative leads for reported crimes** **Increased situational awareness for responding officers**	Improved response times Better use of resources based on proper staffing and improved situational awareness. Increased rate of apprehension at time of call (versus after the fact) More investigative leads will lead to more workable cases and more filings with the DA's office Deterrent effect on criminals – marketing and high apprehension/solve rates will cause criminals to avoid Brea Retailers will be more confident in reporting crimes to the Police Department The public (citizens, business owners, shoppers) will feel safer and more confident.	Brea PD will earn a reputation as an innovator. Criminals will avoid committing crimes in Brea for fear of getting caught. Crimes will be investigated in more thorough and efficient ways. The public will have greater trust and confidence in the ability of the police department The public's perception of safety will improve

ORT Prevention Grant Program

INPUTS/RESOURCES CONT'D.

-**Baseline Statistics**

-**Existing Cameras**
We will bring approximately 300 existing cameras (traffic cameras, facility cameras) into our new VMS

Existing Motorola software (Command Central Evidence, Command Central Records)

ACTIVITIES CONT'D.

Formal Agreements/Partnerships
Motorola Solutions (software/hardware)
Cynthia Haebe (evaluation)
Iteris (network design)
LLG (configuration of existing cameras)
Flying Lion (drone operations training/FAA certification)

Public Engagement
ICC marketing campaign to educate the public on the center and its capabilities

Motorola commercial filmed on-scene to market Integrated Crime Centers

Creation of policies, workflows, operating manuals, and guidelines for the ethical use of technology

Examine crime statistics for trends related to ORT, MVT, MVAT, and cargo theft

OUTPUTS CONT'D.

Most suspect vehicle images will be captured by a camera and/or ALPR before or after the commission of a crime

Marketing successes to the public and City Council, and marketing of the existence of the ICC and surveillance technology

Staff will use technology ethically and responsibly.

Workflows will allow most efficient use of staff time

Examination of statistics will inform when to staff the ICC

OUTCOMES CONT'D.

The public (citizens, business owners, shoppers) will feel safer and more confident.

Use of video analytics for rapid real-time and after-the-fact searches of video will save staff hours

Transparency will improve the public's knowledge of our technology systems, and will improve their sense of trust in how we use it

IMPACTS CONT'D.

Planned Work

Intended Result

Process Evaluation

Key Questions	Indicators	Data Sources	Data Collection Methods/Frequency
Are the ICC's surveillance and data systems operational as planned?	• Number of systems installed • Number of systems operational • Number of interfaces completed	• Project implementation reports • Equipment logs • Outage reports	Reviewed monthly in project status meetings
Has training adequately addressed the coding inconsistencies?	• Data Improvement • Completion rate • Training documents created	• Records Management System (RMS)	Reviewed monthly in project status meetings
Is the ICC staff effectively managing the integrated systems?	• Staff training completion rates • System uptime	• Training logs • System maintenance records	Monthly system performance reviews, quarterly staff performance reviews
Are partnerships with local and regional law enforcement agencies effective?	• Number of collaborative operations • Feedback from partners • Number of formal agreements	• Partner surveys • Multi-jurisdictional case filings • Shared ORT drive	Annually after Year 1
Have all ICC positions been hired and retained, and performing the full scope of their duties as anticipated?	• Number of positions filled vs. positions planned • Staff retention rate over the grant period	• Hiring records • Retention reports • Performance evaluations	Analyzed annually; retention rates assessed at the end of the grant period
Was documentation and policy created, implemented and maintained in reference to technology and its use?	• Number of policies and procedures documents created and revised • Training records	• Training Records	Policies reviewed and updated bi-annually; training records reviewed quarterly
Has ORT/MVAT/MVT and cargo theft marketing & messaging been effective in terms of educating the public?	• Reach of marketing campaigns (number of individuals reached)	• Marketing campaign reports, website and social media analytics, public survey results	Campaign metrics collected post-campaign; surveys conducted bi-annually

	• Engagement metrics (social media analytics, website traffic, public inquiries) • Pre- and post-campaign awareness levels (survey results)		
Are crime trends related to ORT/MVAT/MVT and cargo theft being tracked on a timely and regular basis?	• Frequency of crime trend bulletins generated	• Crime analysis reports	Reviewed Quarterly

Outcome Evaluation		Outcomes	Impacts
Key Questions	**Indicators**	**Data Sources**	**Data Collection Frequency/Methods**
Have response times to in-progress ORT/MVT/MVAT and cargo theft incidents improved?	Average response time to incidents before and after ICC technology deployment.	• Response time data from CAD	Summarized and reviewed quarterly
Are actionable leads being effectively generated from the Integrated Crime Center?	Quantity and quality of investigative leads generated by the ICC.	• Crime analysis reports • Surveillance data • ICC operational reports • Tracking reports from surveillance systems	Monitored continuously; summarized and reviewed monthly
Are ICC interventions leading to increased apprehensions at crime scenes?	Number of on-scene apprehensions before and after ICC interventions.	• Arrest records (RMS)	After each incident, aggregated and reviewed monthly
Are increased referrals to the District Attorney a result of ICC operations?	Number of cases referred to the DA's office as a result of ICC operations.	• Case Management (RMS) • Court Officer Log	Reviewed quarterly, detailed analysis annually (to provide for adequate filing time)
Has the project improved public safety perception in the community?	Levels of perceived safety and satisfaction within the community.	• Community surveys (SPIDR) • Social media sentiment analysis	Response times from CAD data Bi-annually; ongoing monitoring of social media

Evaluation Matrix Narrative

The outcome evaluation for our project utilizes a Mixed Methods approach, combining Quantitative and Qualitative methodologies to thoroughly assess our interventions' effectiveness. This approach ensures that we can capture both statistical data and contextual insights, tailoring our methods to specifically evaluate the impacts at the community level, mirroring the process evaluation.

Process Evaluation:

In conducting the process evaluation for our project, we will employ a comprehensive approach that encompasses both quantitative and qualitative assessments to ensure a thorough understanding of the implementation and operational aspects of the ICC and its associated systems. Through quantitative measures, we will track metrics such as the number of systems installed, operational status, and completed interfaces to gauge the technical functionality of the ICC. Additionally, we will monitor the effectiveness of training programs in addressing coding inconsistencies and ensuring staff competency in managing integrated systems and explore predictors of both public attitudes toward ORT/MVAT/MVT/cargo theft messaging as well as regional crime data.

These quantitative indicators will be analyzed using various statistical techniques. Descriptive statistics, such as means and percentages, will be used to summarize system functionality data, such as the proportion of systems that are operational or the average system uptime, completion rate of training modules, retention rate across the grant period, and frequency of errors/downtime in the integrated systems. Survey data will be used to assess perceived quality of local/regional law enforcement partnerships—adequacy thresholds can be set prior to collection and chi-square analyses can assess binary predictors of subjective efficacy of these relationships (e.g., does face-to-face contact predict adequate partnership ratings?). To assess the effectiveness of training programs, many of our outcomes can be assessed using chi-square analyses, which assess the pre-training metrics and post-training metrics (the contingency table would be set up as: pre-training vs post-training, correct codes vs. incorrect codes). This can be conducted with the coding accuracy outcome, while performance assessments could be tested with paired samples t-tests if we track performance over time. A similar approach can be taken with pre- and post-marketing campaigns, by examining public awareness before and after the campaign, although matched pairs are not likely feasible (e.g., tracking the pre-campaign sample over time) so distinct samples will be used for this analysis (independent samples t-tests). Correlation and regression analyses can be used to test relationships between public survey measurements alongside crime data. For example, self-reported exposure to campaign messaging may be related to higher levels of support for new anti-theft policies in the community—regression analyses can test for this relationship while controlling for important covariates like baseline crime rate or frequency of police interaction. Finally, crime trend bulletin frequency can be assessed from by comparing a cross-section of bulletin data from prior to the program's implementation with a similar timeframe mid-program—for example, a 4-week timeframe may take daily

bulletin counts before and during the program, and a one-sample t-test can compare the mid-program value to the pre-program value to see if there has been a significant improvement.

Qualitative assessments will complement these quantitative measures by gathering insights from project implementation reports, equipment logs, and outage reports. These qualitative data sources will be analyzed using thematic analysis. For example, we will systematically code the data to identify recurring themes, such as common challenges encountered during system implementation or frequently reported issues in equipment logs. By grouping these themes, we can uncover patterns and insights that provide a deeper understanding of the operational context. Additionally, narrative analysis may be employed to explore the experiences and perspectives of staff members as they manage the integrated systems.

By integrating both quantitative and qualitative data sources and applying appropriate analysis techniques, we will effectively evaluate the implementation process. This approach will enable us to identify potential barriers or areas for improvement and ensure the smooth functioning of the ICC and its systems. For instance, if a t-test test reveals that training significantly improves coding accuracy, we can further refine the training programs to enhance their effectiveness. Similarly, if thematic analysis uncovers specific operational challenges, targeted interventions can be developed to address those issues. The combined analyses will provide a robust understanding of both the measurable outcomes and the underlying factors that contribute to those outcomes, thereby guiding our ongoing project management and process refinement efforts.

Outcome Evaluation:

In the outcome evaluation, we will focus on key questions aimed at assessing the impact of the ICC interventions on various aspects of law enforcement effectiveness and community safety. We will use a Mixed Methods approach, combining Quantitative and Qualitative methodologies to capture both statistical data and contextual insights. Over the course of a longitudinal study spanning two years, we seek to measure the following outcomes:

Increased public perception of safety: Through community surveys and social media sentiment analysis, we will assess levels of perceived safety and satisfaction within the community using representative community samples—we expect increases in public safety perceptions across the timeframe. These assessments will be conducted bi-annually to track changes in public perception over time.

Increased apprehensions: We will evaluate whether ICC interventions led to changes in apprehension frequencies at crime scenes by tracking the number of on-scene apprehensions before and after ICC interventions. Monthly reviews of arrest records are conducted to measure any changes in apprehension rates over time, and t-tests will determine if there are significant differences.

Increased referrals to the District Attorney: We will track the number of cases referred to the DA's office as a result of ICC operations using case management data from the RMS and court officer logs. We expect increases in referrals across the study timeframe, as quantified by time-series analysis. Quarterly reviews and annual analyses are conducted to monitor changes in referral rates throughout the longitudinal study.

Improved response times: We will analyze average response time data from Computer-Aided Dispatch (CAD) systems to assess whether response times to in-progress incidents have improved following ICC technology deployment. Quarterly summaries of response time data are conducted to track any improvements over the two-year study period.

By conducting a longitudinal study over two years, we can capture trends and changes in these outcome measures over time, providing valuable insights into the long-term effectiveness of our interventions in enhancing community safety and law enforcement effectiveness.

APPENDICES

OUTREACH MATERIALS

1) Town Hall Meeting Invitation
2) Information Handout
3) Town Hall Meeting Presentation, available upon request (18 Slide Presentation)
4) Outcome Data Dictionary
5) Project Glossary

What is the Integrated Crime Center?

The Integrated Crime Center is a proposed system with advanced technology that will help revolutionize how the Brea Police Department locates, prevents, and mitigates crime.

This system provides first responders with critical information to specific incidents and generates investigative leads.

This system provides first responders with critical information to specific incidents and generates investigative leads.

What does the I.C.C. Consist Of?

- Software Backbone
- Video Management System & Storage
- Video Analytics
- Public/Private Partners
- Unmanned Aerial Systems (UAS)
- Cameras
- Drone as a First Responder Program (DFR)
- Automated License Plate Readers

How will the I.C.C. Benefit your Community?

Generate Investigative Leads

Manage Critical Incidents

Serve as an Emergency Operation Center

Monitor Special Events

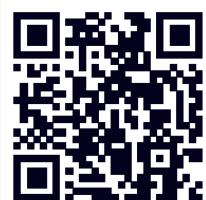Traffic Management

Community Partnership

We Need Your Feedback

The Brea Police Department values your opinion and would appreciate your feedback on the proposed Integrated Crime Center.

Please take a moment to share your thoughts through our brief survey, so we can ensure the I.C.C. meets the needs of our community.

SCAN CODE
&
TAKE THE SURVEY

For questions about the ICC, contact us
Email: ICC@cityofbrea.net

www.BreaPolice.net

DATA DICTIONARY

Data Dictionary for OUTCOME MEASURES

Evaluation Questions
Definition: Questions that the evaluation aims to answer, reflecting the project's goals and objectives as well as more outcome-oriented inquiries.
Example: How has the introduction of the ORT initiative changed the rate of retail theft incidents?

Outcome Variables
Definition: Specific indicators measured to assess the effects of the project's interventions.
Example: Number of retail theft incidents reported, changes in public perception of retail safety.

Data Collection Instruments
Definition: Tools and methods used to gather quantitative and qualitative data.
Example: Surveys, crime statistics reports, interviews.

Data Sources
Definition: Origins of the data used for the outcome evaluation.
Example: CAD (Computer-Aided Dispatch) systems, RMS (Records Management System), police incident reports, community surveys

DataCollection Frequency
Definition: How often data is collected for the purpose of evaluation.
Example: Monthly, quarterly, annually.

Quantitative Analysis Methods
Definition: Statistical techniques used to analyze numeric data collected.
Example: Descriptive statistics, chi-square tests.

Analysis Methods
Definition: Approaches used to interpret non-numeric data to identify themes and patterns.
Example: Content analysis, thematic analysis.

Comparison Groups
Definition: Groups used to provide benchmarks or contrasts for evaluating the effects of the project.
Example: Populations or areas not subjected to the intervention, but similar in other respects.

GLOSSARY

ALPR (Automated License Plate Reader)
Purpose: Uses cameras to capture and automatically read vehicle license plates.
Function: Assists in real-time surveillance and tracking of vehicles involved in crimes.

BSCC (Board of State and Community Corrections)
Purpose: Provides leadership and funding for criminal justice programs in California.
Role in Plan: Oversees funding for the Organized Retail Theft Prevention Grant Program.

CAD (Computer-Aided Dispatch)
Purpose: System that manages calls for service and dispatches units, and stores related records.
Function: Improves response times and resource management in responding to incidents.

Cargo Theft
Definition: The theft of goods from commercial transportation vehicles.
Scale: Often involves smaller-scale thefts targeting inventory in vehicles, impacting retail and distribution channels.

Community Engagement
Purpose: Activities designed to involve local residents in safety initiatives.
Methods: Includes town halls, social media campaigns, and feedback mechanisms to enhance public trust and gather community insights.

Crime Analyst
Role: Specializes in analyzing crime data to identify patterns, trends, and strategic insights.
Function: Supports law enforcement by providing actionable intelligence to prevent and solve crimes.

DA Filing (District Attorney's Office Files Charges Against the Suspect)
Definition: Instances where the DA files formal charges based on the evidence.
Measure of Success: Reflects the rate of converting investigations into actionable criminal charges.

DA Referral (Cases Sent to the District Attorney's Office for Referral)
Definition: Number of cases sent by the police to the District Attorney's Office for consideration of legal action.
Importance: Indicates effectiveness in crime documentation and evidence preparation by the police.

ICC (Integrated Crime Center)
Purpose: Integrates advanced technology and real-time incident monitoring to enhance public safety.
Activities: Provides investigative leads, increases apprehension rates, and elevates the community's perception of safety.

IT (Information Technology)
Purpose: Manages and supports the technological infrastructure of the ICC.
Responsibilities: Ensures optimal functionality of systems like ALPR, VMS, and data storage, and integrates new tech solutions.

MVT (Motor Vehicle Theft) and MVAT (Motor Vehicle Accessory Theft)
Definition: Theft of motor vehicles and their accessories (parts such as catalytic converters, computer components, tailgates).
Concern: Significant due to the prevalence and economic impact within the community.

ORT (Organized Retail Theft)
Definition: The theft of retail merchandise by organized groups or individuals intending to resell.
Focus: Addressed by the ICC due to its impact on local businesses.

RMS (Records Management System)
Purpose: Stores and manages data related to law enforcement activities.
Use: Facilitates access to incident reports and criminal records for analysis and law enforcement.

UAS (Unmanned Aircraft Systems), a.k.a Drones
Purpose: Provides aerial surveillance during in-progress crimes, public events, or critical incidents.
Benefit: Enhances situational awareness and safety from an aerial perspective.

VMS (Video Management System)
Purpose: Manages and stores video surveillance feeds.
Importance: Equipped with advanced analytics, it can intelligently identify and track suspects and vehicles in real-time, enhancing the capability for proactive surveillance and quick response.