



Glendale Police Department Smart Policing Initiative

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Overview



- Goal
 - Reduce crime and disorder in the target area through the use of problem-oriented policing (POP) and the SARA model.
- Objectives
 - ASU trained GPD personnel from two squads using the POP Center model curriculum (20+ hours)
 - Officers engage in scanning and analysis activities to identify problems involving crime/disorder
 - Officers developed and implemented responses to the identified problems
 - Officers (with ASU) assess the impact of each of the implemented responses

Implementation

- The SPI Target Area:
 - Southeast section of Glendale (6 sq miles out of the city's 56)
 - Disproportionate number of problems related to crime and disorder
 - Area generates 1/3 of calls for service and 55% of arrests.



Scanning

- Identified a Potential Problem: Crime (theft) and CFS at Circle K Stores



Analysis

Crime at the 65 Convenience Stores in Glendale

Highest Generators of Police Activity, 2008-2010, among Glendale, AZ Convenience Stores

Name	Address	Totals	2008	2009	2010
Circle K	4306 W Maryland Ave	1,428	381	555	492
Circle K	5880 W Camelback Rd	1,148	199	396	553
Circle K	5907 W Bethany Home Rd	1,062	201	524	337
Circle K	5102 W Camelback Rd	1,020	304	434	282
Circle K	7428 N 51 st Ave	918	323	322	273
Circle K	6305 W Maryland Ave	880	273	331	276
Circle K	4648 W Bethany Home Rd	861	282	306	273
Circle K	9002 N 47 th Ave	664	271	206	187
Circle K	6002 W Grand Ave	527	163	159	205

Analysis

- Concerns
 - Public safety and quality of life
 - Potential for Violence (employees, public)
 - Police Department resources

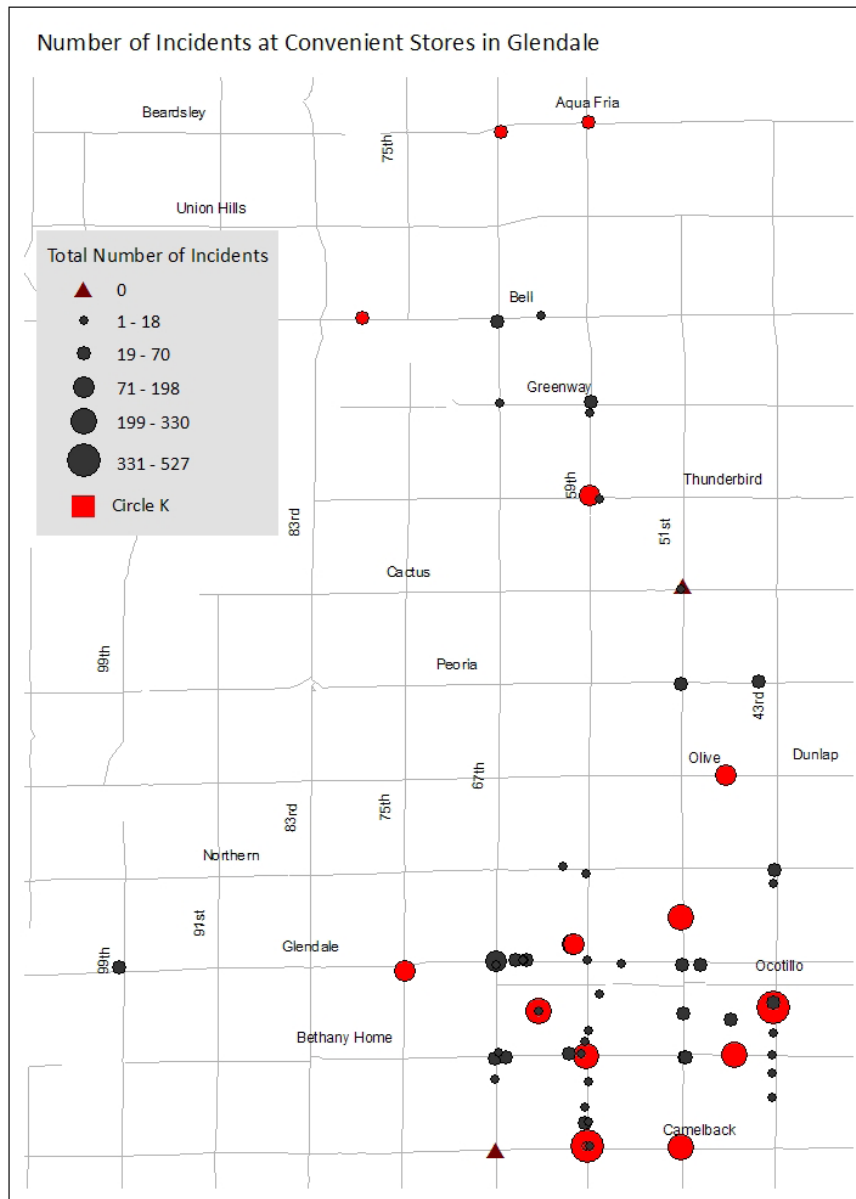
Analysis

Measuring Police Calls for Service

Calls for Service at Circle Ks, by Type (2010)

Address	Disorder	Drug	Property	Sex Crime	Violent	Welfare Check	Total
5880 W Camelback Rd	110	5	377	6	6	23	527
4306 W Maryland Ave	64	4	378	2	9	16	473
5907 W Bethany Home Rd	89	3	185	6	15	32	330
6305 W Maryland Ave	21	1	215	1	11	23	272
5102 W Camelback Rd	34	2	185	0	10	39	270
4648 W Bethany Home Rd	17	0	225	2	9	11	264
7428 N 51 st Ave	25	3	209	1	9	13	260
6002 W Grand Ave	15	0	168	0	7	8	198
9002 N 47 th Ave	12	0	154	0	4	9	179

Analysis



Comparing Convenience Stores

Response

- Intervention with Circle K
 - CPTED
 - Proposed Changes to Practices and Operations
- Suppression (Operation “Not-So-Convenient”)
 - Directed Patrols and Repeat Offenders
- Prevention
 - Operation “Not So Convenient” Posters
 - Mayor’s Youth Advisory Committee - PSA
 - Partnerships: JAG, Area High Schools

Intervention: CPTED

- CPTED - multiple assessments done at Circle K stores at 6 target stores
- Problems identified:
 - Poor lighting
 - No address; no height chart
 - Beer on floor by door
 - Poor/obstructed line of site (windows, interior)
 - Graffiti
 - Panhandling, trespassing
 - Only 1 clerk

CPTED Example: 4306 W Maryland



CPTED Example: 4306 W Maryland



CPTED Example: 4306 W Maryland



Intervention: CPTED

- 220+ Recommendations from CPTED
 - Changes to design, environment
 - 2 clerks during “hot times” (Fri-Sat. 10pm-2am)
- Results??



\$ 645
\$ 6199
\$ 575
\$ 639
\$ 574
\$ 574



7428

PULL

PULL

This location
closes daily
from 2-4 am

Sorry for the
inconvenience

500
UNLIMITED
SAVE 10¢
ON GALLONS OF FUEL
WHEN YOU PURCHASE A
FIVE GALLON GASEL
OR DIESEL FUEL
DISCOUNT
FIVE GALLON GASEL
OR DIESEL FUEL
DISCOUNT

500
UNLIMITED
SAVE 10¢
ON GALLONS OF FUEL
WHEN YOU PURCHASE A
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WE CARD
ATMOSPHERE • T-SHIRT • CLOTHING
Money Orders Available
1.00 per \$10.00 (min. \$10.00)
Postage Stamps Available
The Academy's logo is registered with
the American Postal Association (APA)
© 2010 Academy of Art & Design



**NO TRESSPASSING, LOITERING OR ALCOHOL
CONSUMPTION**

THIS PARKING LOT IS PROVIDED FOR
LAWFUL USE BY CIRCLE K CUSTOMERS.

VIOLATORS WILL BE PROSECUTED

IN ACCORDANCE WITH A.R.S.
13-1502.A.1, 13-2905 & 4-244

CIRCLE K PRIVATE PROPERTY

NO TRASPASE NI CONSUMA BEBIDAS ALCOHOLICAS

ESTE ESTACIONAMIENTO ES PARA EL USO DE LOS CLIENTES
DE CIRCLE K

QUE LOS VIOLEN LA LEY SERAN ENJUICIADOS

DE ACUERDO CON A.R.S. 13-1502.A.1, 13-2905 & 4-244

PROPIEDAD PRIVADA DE CIRCLE K

Intervention: CPTED Outcomes

- Sporadic success:
 - Changes have not been systematic
- Many stores still have basic CPTED problems
- Refusal to staff stores with more than 1 clerk (unless revenue dictates)
- These principles are evidence-based crime prevention – very frustrating that Circle K has not responded.

Intervention: Practices and Operations

- Engage Circle K to change the culture in targeted locations
 - GPD training and access to in-store surveillance system
 - Trespass Authorization approved
 - Circle K victim impact statement created
 - CADMINE alerts (GPD email to Circle K loss prevention supervisor immediately after CFS)
 - Data sharing: Circle K repeat offender file
 - Meetings with Corporate Circle K (10/10; 7/11)

Suppression



 **ASU** Center for Violence Prevention
and Community Safety
ARIZONA STATE UNIVERSITY

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Suppression

- Operation “Not-So-Convenient”
 - Targeted surveillance and enforcement
 - 9 consecutive weekends in August/September 2010; weekends throughout 2011
 - Multiple stores per operation
 - Circle K security officers, SPI team
 - Arrestee debriefs

Suppression: Outcomes

- 57 arrests
 - 15 felonies including an armed robbery
- Nearly \$1,000 in recovered merchandise
- Arrestee Debriefs
- Identification of 2 Offender Groups
 - ¼ of offenders are juveniles
 - Prevalence of repeat offenders
- 37 convictions (65% conviction rate)
 - Armed robbery- 17 years in DOC
 - Two other DOC sentences; 2 county jail sentences

Prevention

- Important because of prevalence of juveniles committing the crimes
- Activities include...
 - Lt Balkcom appearance on Channel 11, Glendale A-Z
 - JAG joins the SPI team
 - SPI “Beer Run” poster mass produced (schools, libraries)
 - Mayor’s Youth Advisory Commission joins SPI team
 - PSA video with Channel 11 on Beer Runs
 - Distributed to local high schools
 - Officers Haney & Smith appear on Channel 11, Teens Today

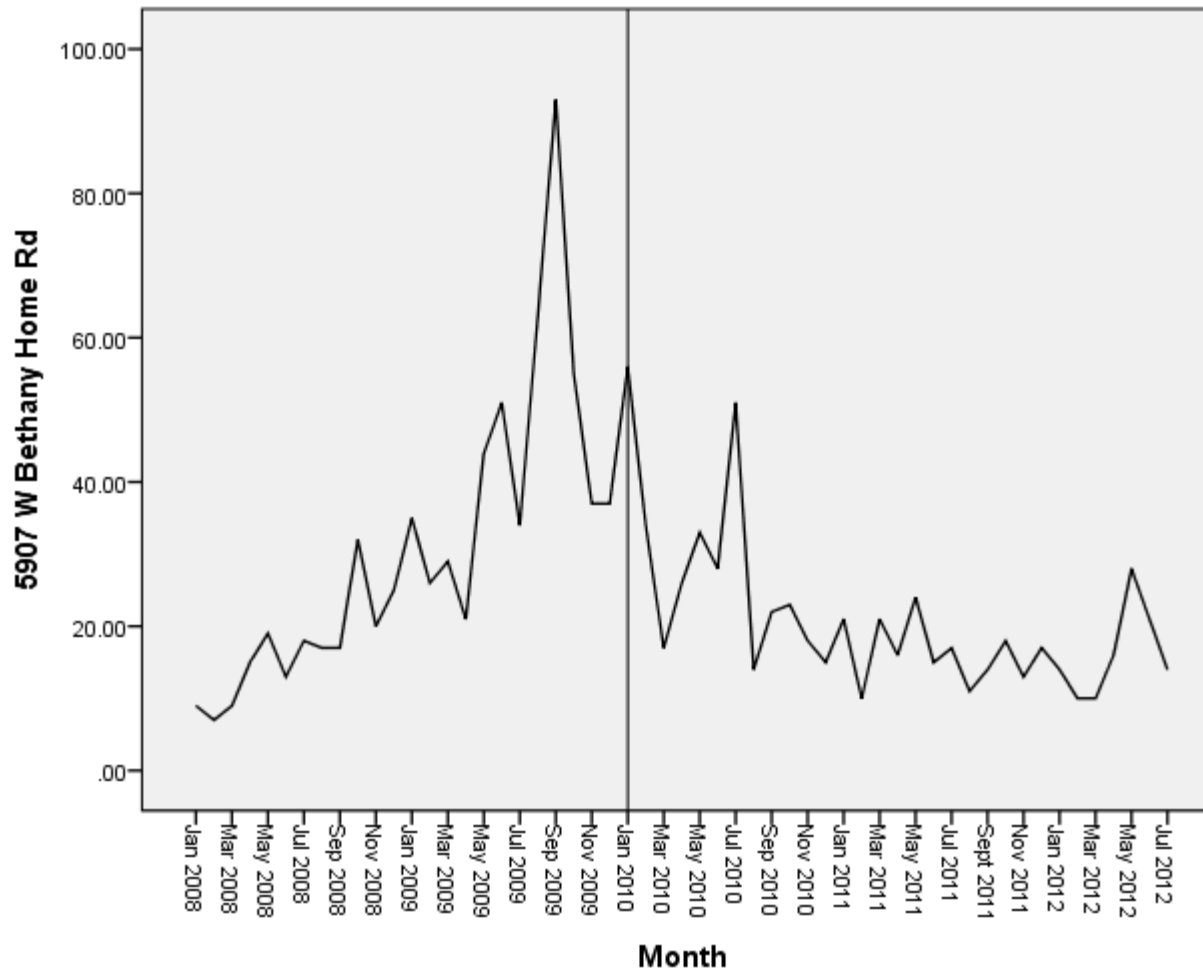
Assessment

Impact on Calls for Service

Store	Address	Pre-Intervention Period (8/9-7/10)	Intervention Period (8/10-7/11)	Post-Intervention Period (8/11-7/12)	Monthly Change (pre to post)
Circle K	4306 W Maryland Ave	47.8 (574)	39.3 (471)	28.2 (338)	-19.6
Circle K	5880 W Camelback Rd	43.4 (522)	44.7 (536)	31.7 (380)	-11.7
Circle K	5907 W Bethany Home Rd	44.2 (530)	18.0 (216)	15.5 (186)	-28.7
Circle K	5102 W Camelback Rd	30.4 (365)	21.5 (258)	12.1 (145)	-18.3
Circle K	7428 N 51 st Ave	20.3 (243)	24.3 (291)	20.4 (245)	----
Circle K	4648 W Bethany Home Rd	21.0 (252)	20.9 (251)	12.6 (151)	-8.4
	Total	(2,486)		(1,445)	(-42%)*
Circle K Comparison Group (n=9)		(1,254)		(871)	(-31%)
Other Comparison Group (n=13)		(679)		(682)	(+0.5%)

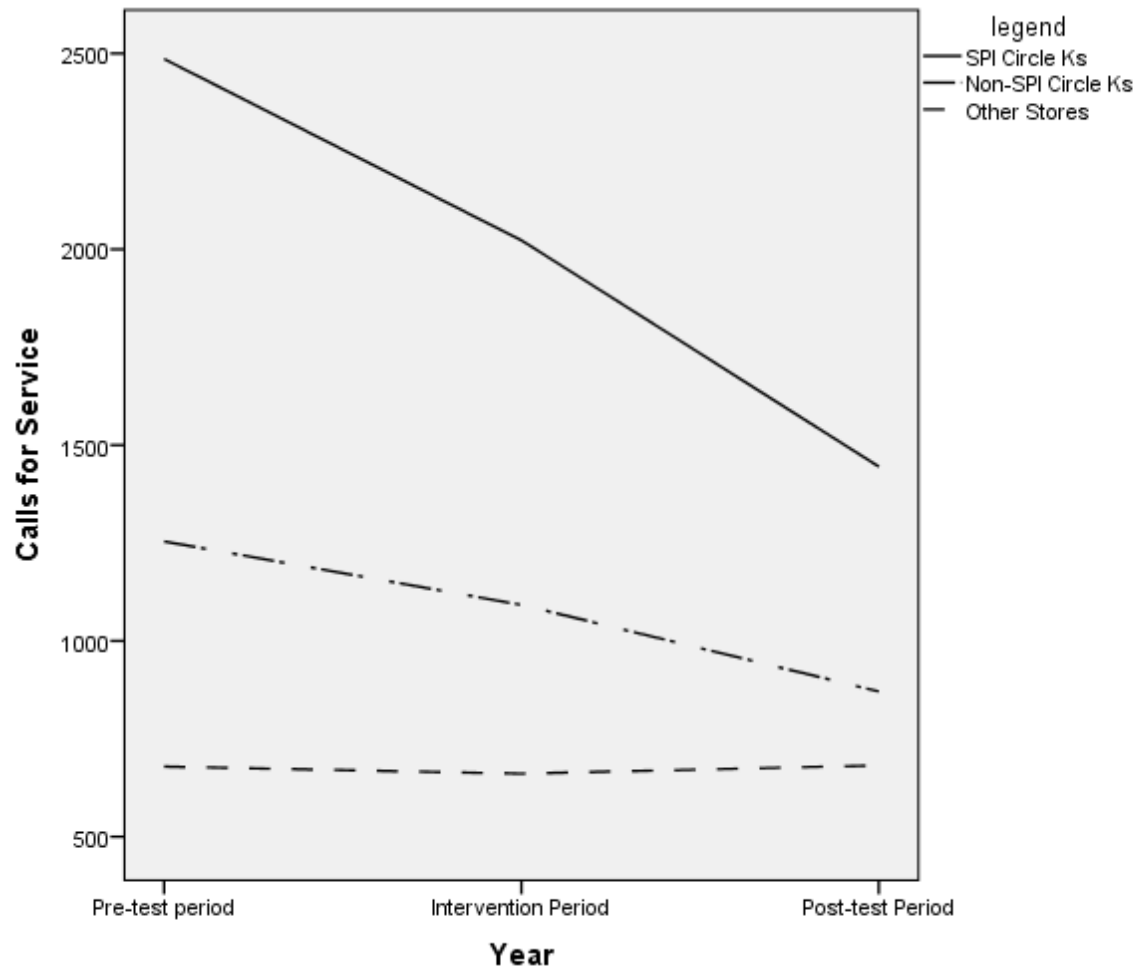
Assessment

Impact on Calls for Service



Assessment

Impact on Calls for Service



Increasing Leverage on Circle K

- Multi-city Working Group
 - Leverage resources and influence of multiple PDs to pressure Circle K for change - with ASU leading the effort
 - Get CFS data for agencies, produce a valley-wide report and go public.
 - Local news stations reporting on the issue: [ABC15](#) and [azcentral.com](#)
 - 3/21/11 meeting with Glendale, Mesa, Tempe PDs
 - 7/11/11 meeting with Glendale, Mesa, Tempe, Peoria PDs, and Circle K
 - 8/1/11 meeting with Phoenix PD

A Multi-City Report on Crime & Disorder in Convenience Stores



Reflections on the Glendale SPI – Past and Present

- The ASU Partnership
- Going to Scale: SPI's Integration into the Glendale Police Department
- The current projects: “hot” places and “hot” people