



Glendale Police Department Smart Policing Initiative

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Glendale SPI Goal and Objectives

Goal

Reduce crime and disorder in the target area through the use of problem-oriented policing and the SARA model.

Objectives

- ❖ POP training for officers provided by ASU
- ❖ Officers scan and analyze problems
- ❖ Officers develop and implement responses
- ❖ Officers and ASU will assess the impact of each of the implemented responses

Problem

- ❖ Crime (theft) and CFS at Circle K Stores



Analysis: Circle Ks as the Top Locations

Highest Generators of Calls for Service, 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 51ST 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 47TH AVE	664	271	206	187
CIRCLE K	6002 W GRAND AVE	527	163	159	205

Concerns:

- Public safety/potential for violence (employees, public)

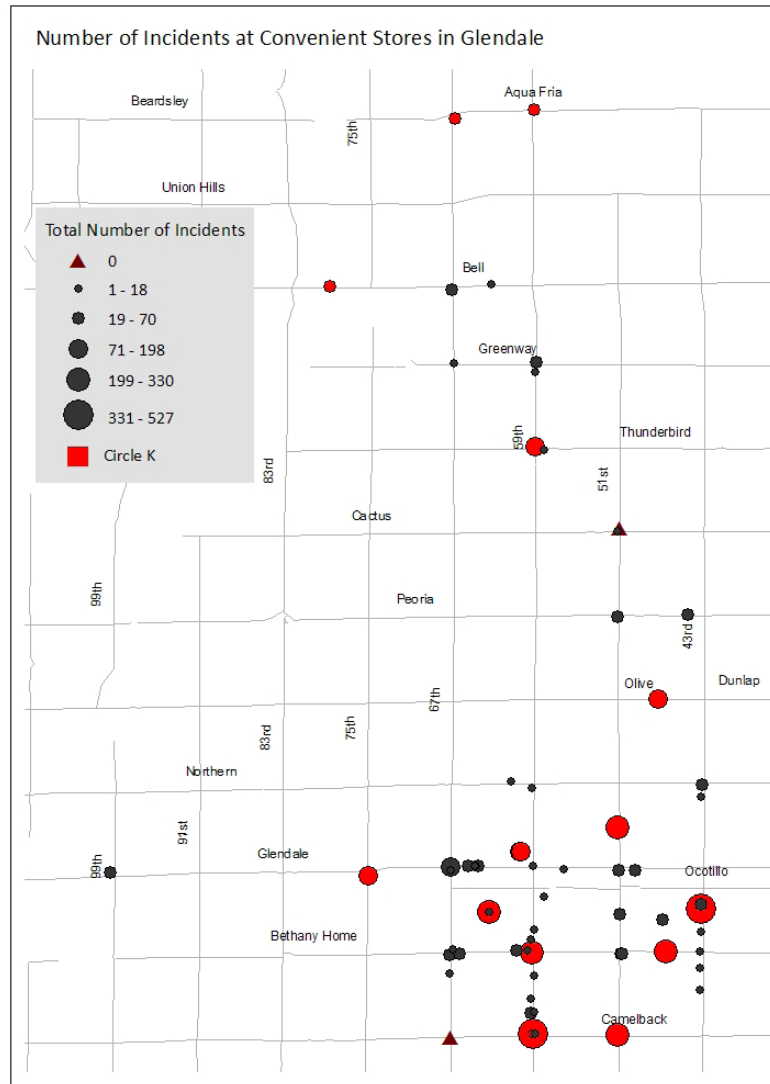
- Police Department resources

- Two Offender Groups of Interest

 - Repeat, violent offenders

 - Juvenile involvement - alcohol, crime

Analysis: Circle Ks, Not Others









Response

- ❖ **Intervention with Circle K**
 - ❖ CPTED
 - ❖ Proposed Changes to Practices and Operations
- ❖ **Suppression (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



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

**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

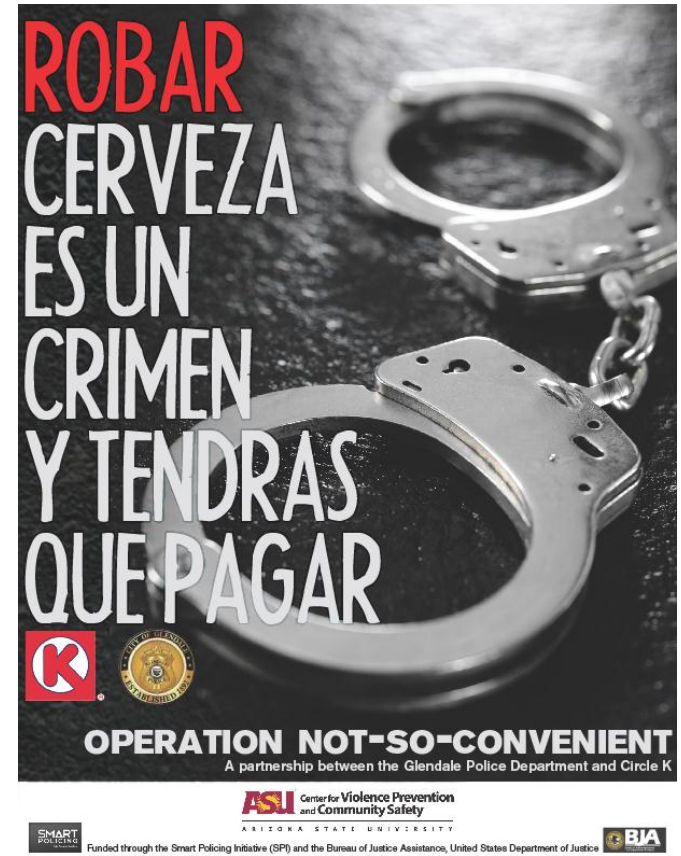
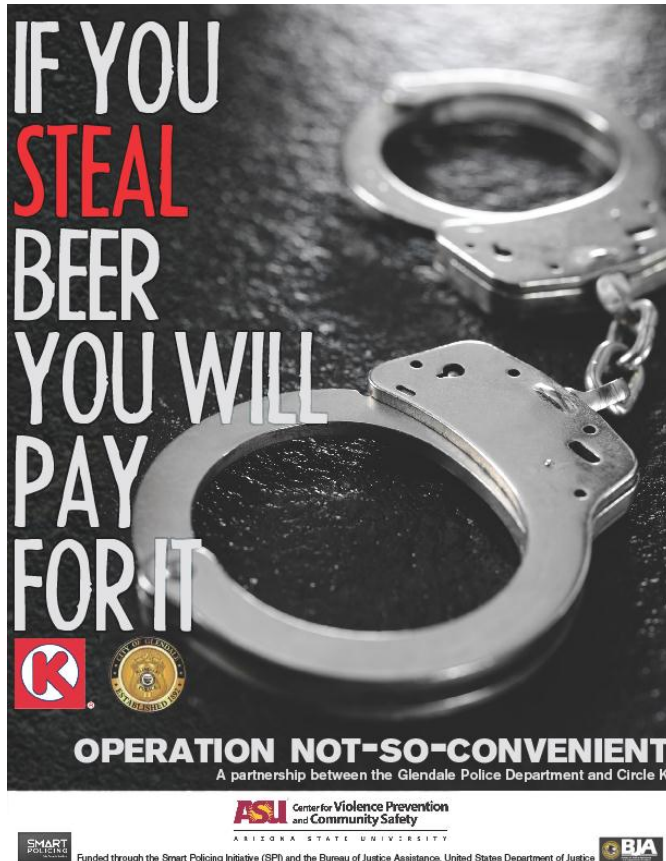
ESTE ESTACIONAMIENTO ES PARA EL USO DE LOS CLIENTES
DE CIRCLE K

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

Operation Not-So-Convenient



II. Operation Not-So-Convenient

Outcomes:

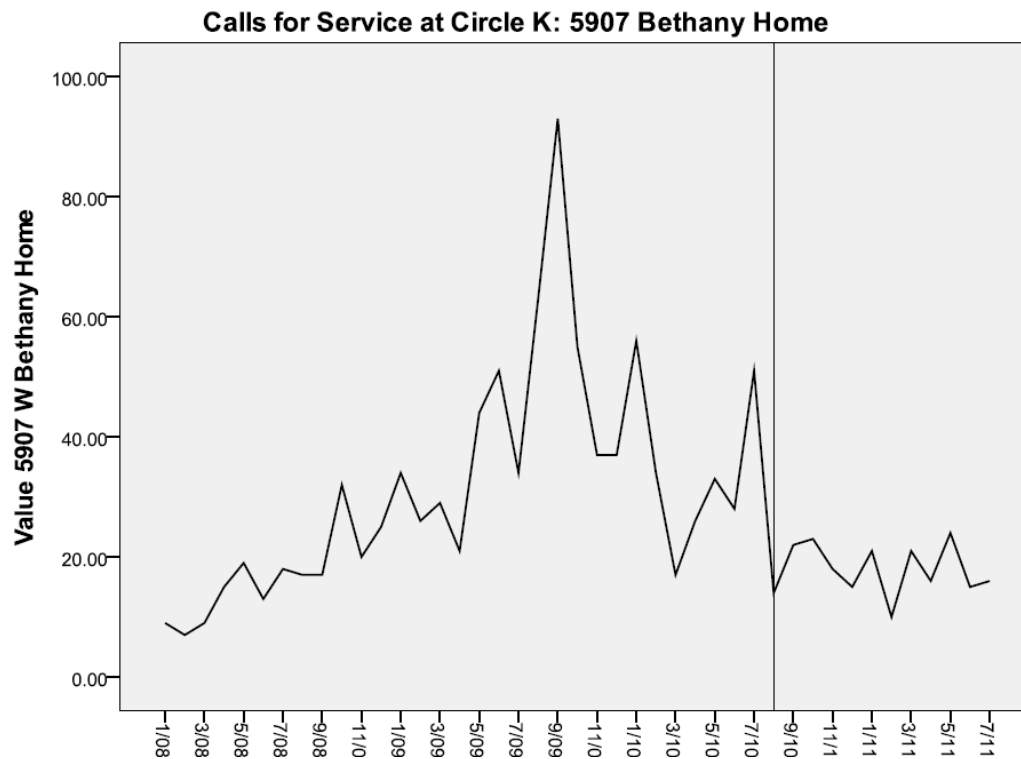
- ❖ 57 arrests
 - ❖ 15 felonies including an armed robbery
 - ❖ 3/4 adults; 1/4 juveniles
- ❖ Nearly \$1,000 in recovered merchandise
- ❖ 37 convictions and counting (65% conviction rate)
 - ❖ Armed robbery- 17 yrs in DOC
 - ❖ Two other DOC sentences; 2 county jail sentences

Assessment: Impact on Calls for Service

Average Monthly CFS Year Before SPI and During SPI

Store location	8/09-7/10	8/10-7/11	% Change
SPI stores			
❖ 4306 W Maryland	47.8 (574)	38.8 (465)	-9
❖ 5880 W Camelback	43.4 (521)	44.3 (532)	--
❖ 5907 W Bethany Home	44.2 (530)	17.9 (215)	-26
❖ 5102 W Camelback	30.4 (365)	21.1 (253)	-9
❖ 7428 N 51st Ave	20.3 (243)	24.1 (289)	+4
❖ 4648 W Bethany Home	21.0 (252)	20.8 (249)	--
Non-SPI Circle Ks			
❖ 6305 W Maryland	26.8 (332)	17.2 (206)	-9
❖ 9002 N 47th Ave	16.1 (193)	13.1 (157)	-3
❖ 6937 N 75th Ave	14.5 (174)	17.4 (209)	+3
❖ 6002 W Grand Ave	14.2 (170)	18.2 (218)	+4
Other			
❖ QT: 6702 W Glendale	11.9 (143)	12.3 (148)	--
❖ QT: 5082 NW Grand Ave	4.1 (49)	5.4 (65)	+1
❖ 7-11: 6010 W Bethany Home	5.9 (71)	2.8 (33)	-2
❖ Shell: 6705 W Bethany Home	3.3 (40)	2.9 (35)	--
❖ AM/PM: 9920 W Glendale	4.2 (50)	2.5 (30)	-1

Impact on Calls for Service



Discussion

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Lessons Learned

- The business culture: crime as a cost of doing business

The PD/University Partnership

- the “Brainiacs” bring resources, a different perspective, and evidence