

Memorandum



CITY OF DALLAS

DATE December 2, 2011

TO Honorable Mayor & Members of the City Council

SUBJECT **Dallas Police Department – Organized Retail Theft: A New Approach**

On Wednesday, December 7, 2011 you will be briefed on Organized Retail Theft: A New Approach. The briefing material is attached for your review.

If you have any questions or need any additional information, please contact my office.

A handwritten signature in black ink, appearing to read 'AC Gonzalez'.

AC Gonzalez
First Assistant City Manager

[Attachment]

CC: Rosa Rios, Acting City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
Mary Suhm, City Manager
Ryan Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager



Organized Retail Theft: A New Approach

City Council Briefing
December 7, 2011



Background

- Property crime may have the greatest impact on public perception of community's safety
 - 88% of overall crime rate
 - Consists of burglaries, thefts and auto thefts
 - Most difficult category to address
 - Traditional efforts have not had the impact we need
 - Adversely impacts retailer's bottom line and City's effort to recruit new retailers

Background

- Dallas County lost roughly \$20 million in sales tax revenue in 2010 as a result of retail theft
- Dallas PD made 4,851 arrests for retail theft in 2010
- According to National Retail Federation:
 - Retailers lost \$12.1 Billion nationwide in 2010
 - Dallas has been identified as a target for organized retail theft

Organized Retail Theft

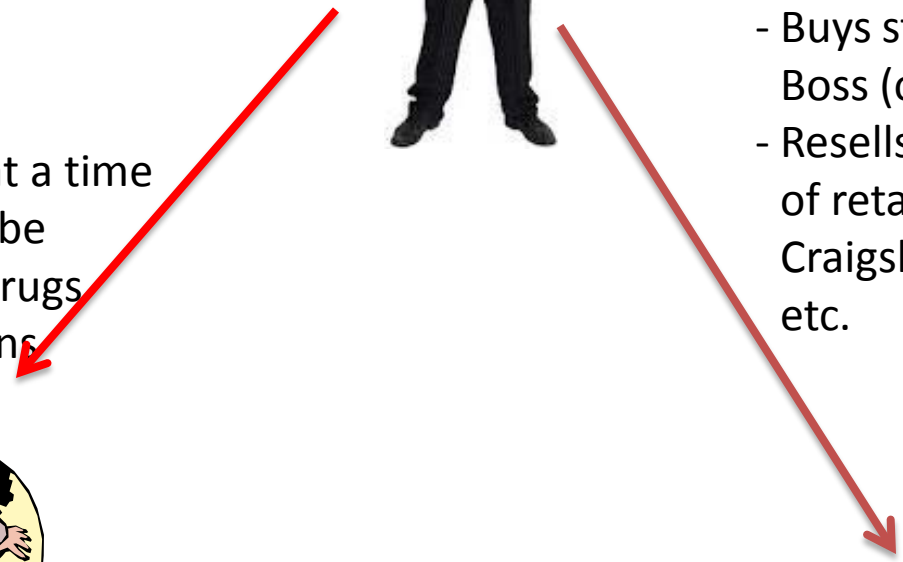
The Boss:

- Solicits thieves and provides shopping list of items to steal
- Buys stolen property at 20% of retail value
- Sells stolen property to a third party



Third-party Seller:

- Buys stolen property from the Boss (often unknowingly)
- Resells stolen property for 50% of retail value at flea markets, Craigslist, Ebay, street corner, etc.



Thief:

- Steals multiple items at a time and/or items that can be converted to cash or drugs
- Has multiple convictions
- Sells to Boss



Victim:

- Retailer & consumer suffer

Organized Retail Theft - Current Approach

The Boss



Thief



Third-party Seller

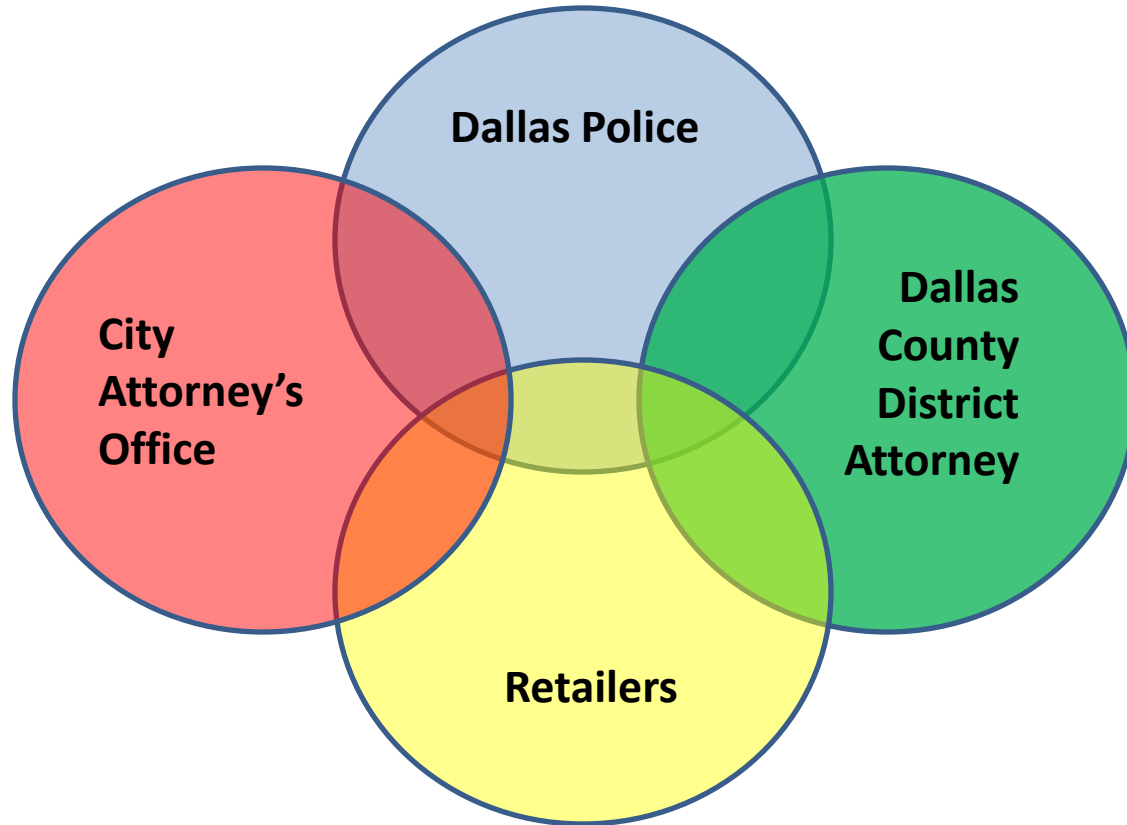


Victim

New Approach Needed

- Combined the latest professional thinking with our experience and input from partners
- Dismantle organized retail theft operations by:
 - Focusing on the Big Guys
 - Disrupting incentives for thieves
 - Targeting markets for stolen goods

Partners



Partner Input: Victims

- Retailers
 - Requested a focus on organized retail theft
 - Described a much more organized criminal pattern than was thought
 - Very frustrated with prosecution system

Partner Input: Prosecution

- City Attorneys' Office and Dallas County District Attorney
 - Requested retailers to provide accurate witness contact information
 - Wanted cases filed only when retailers were committed to prosecution
 - Sought video evidence when available

New Approach

- Retailers agreed to:
 - Actively participate in prosecution of their retail theft cases
 - Complete theft affidavits
 - Share information on organized crime activities
 - Provide resources to help department conduct reverse stings and investigate active cases

New Approach

- City Attorneys' Office and Dallas County District Attorney agreed to:
 - Develop prosecution criteria
 - Adopt a new system to streamline the Class C theft system
 - More aggressively prosecute organized retail theft cases

New Approach

- Dallas Police Department agreed to:
 - Create Major Property Crime Unit
 - Seek aggressive prosecution of any Retail Theft Crime Boss and leadership structure
 - Dismantle Retail Theft organizations
 - Provide community leadership to address Retail Theft

Organized Retail Theft – New Approach

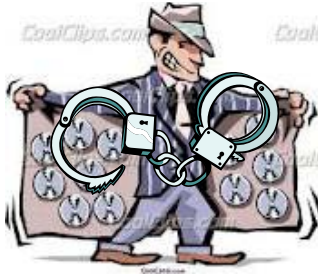
The Boss



Thief



Third-party Seller

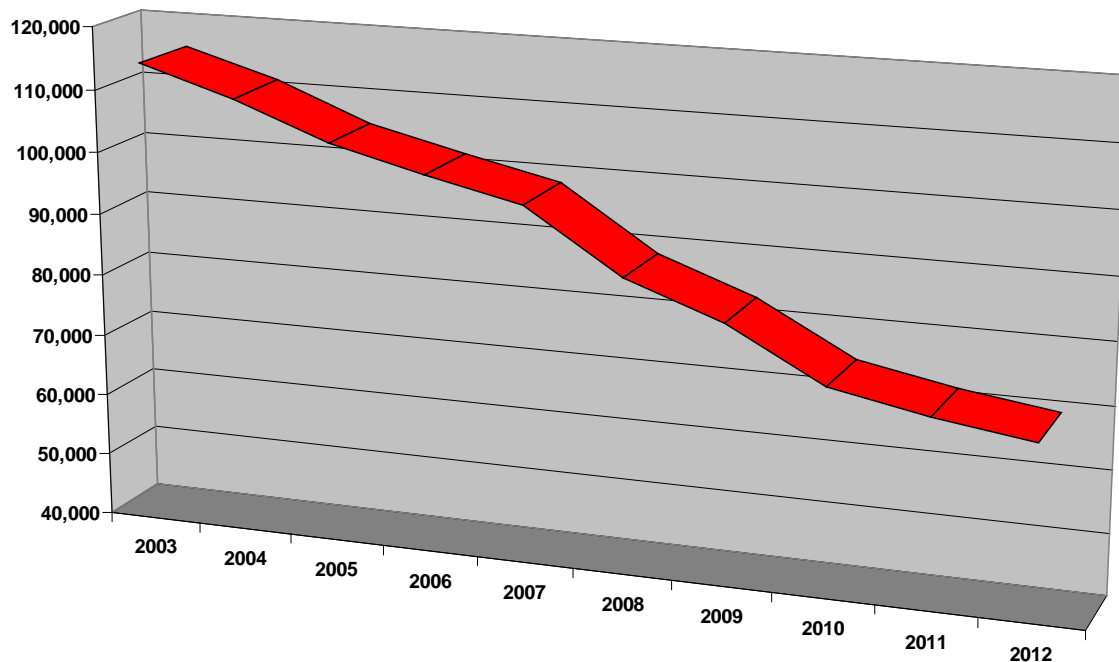


Victim

Anticipated Results

- Lower crime rate and increased public perception of a safe city
 - Higher conviction rates
 - Longer sentences for targeted offenders

Dallas Overall Crime 2003-2011 Estimated and 2012 Goal



Anticipated Results

- Improving retailers' bottom line
- Strengthening the City's position to recruit new retailers thereby increasing tax base



Summary

- Reorganized Retail Theft strategy
- Leveraged partnerships with Retailers and Prosecutors to target ORT
- Created Retail Theft/Major Crimes Unit to investigate crimes and work with partners
- Will provide foundation for regional results

Questions?