



# GLENDALE POLICE DEPARTMENT REAL TIME CRIME CENTER: THE FUTURE OF COMMUNITY POLICING HAS ARRIVED







## CUSTOMER PROFILE

### GLENDALE POLICE DEPARTMENT

GLENDALE, AZ, USA

### INDUSTRY

Law Enforcement

### SOLUTIONS

- CommandCentral Aware and CommandCentral Analytics
- Vigilant Fixed and Mobile License Plate Recognition
- Avigilon Video Analytics
- ASTRO P25 Communications
- Motorola APX™ Radios
- MCC Dispatch Consoles
- PremierOne™ CAD & RMS
- CommandCentral Jail

### BENEFITS

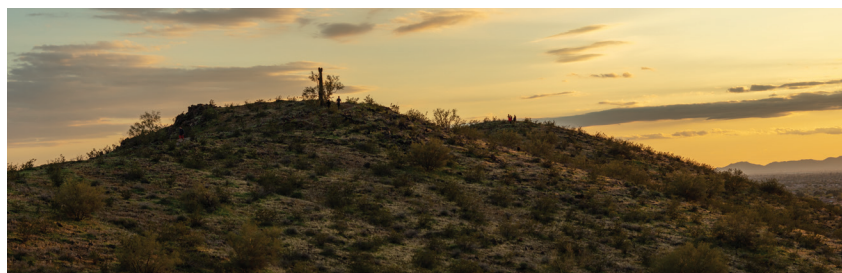
- Innovative Public/Private Partnership Increases Community Engagement and Crime Prevention
- Real-time Data Enables First Responders for Faster Response and Increased Safety
- Technology Leads to Faster, More Efficient Case

## THE FUTURE OF COMMUNITY POLICING HAS ARRIVED

Glendale, Arizona, is one of the fastest growing cities in the U.S. and home to a diverse population of more than 250,000 residents. Located just nine miles northwest of downtown Phoenix, Glendale features a vibrant metropolitan area with a sports and entertainment district that includes Gila River Arena, which hosts the NHL's Arizona Coyotes, as well as State Farm Stadium, home of the NFL's Arizona Cardinals and the site of the 2008, 2015, and upcoming 2023 Super Bowls. As the city quickly grew, focus shifted toward the integration and evolution of existing public safety technology to better support safety and security.

The Glendale Police Department (GPD) led the effort to create a Real Time Crime Center (RTCC) that would speed response times of first responders, leverage their existing investments in technology, and help the department operate more efficiently through the use of real-time intelligence. They selected and implemented a robust public safety platform that integrated video, license plate recognition, radio, computer aided dispatch (CAD), and more into one ecosystem. A core innovation of the RTCC is its new partnership with local businesses to increase public safety while strengthening community ties.

"Glendale is the largest West Valley city in the Phoenix Metro area," said Glendale Chief of Police Chris Briggs. "When I joined the force, we were a bedroom community, and we've now become a diverse community and a destination location with hundreds of thousands of visitors every year. The GPD's mission is to reduce and prevent crime whenever we can do so in order to keep the community and our visitors safe."





# THE CHALLENGE

## FURTHER STRENGTHENING COMMUNITY TRUST TO AID CRIME PREVENTION

The City of Glendale and its police force are proud of their strong community relationship and Glendale leaders saw an opportunity to use those ties to fight crime more effectively. The GPD often reached out to local businesses when seeking video footage to aid criminal investigations, a process that could be time intensive, but was highly collaborative. A more programmatic approach to partnering with private businesses would strengthen their efforts while continuing to build on strong community trust.

"We've always had a very strong relationship with our business community," said Assistant Chief of Police Colby Brandt, who oversees investigative and administrative services for the GPD. "We knew we could do more; we wanted to provide an extra layer of protection for the business community, which in turn we knew would provide greater safety for our officers in the field."

Assistant Chief Brandt led an exploration of the innovative solutions other police departments were implementing to fight crime.

"We started by visiting Albuquerque, Springfield and Detroit; it was in Detroit that I really started to see what we could do," he recalled. "We were inspired by how the Detroit PD was partnering with local businesses on Project Greenlight and we thought we could build on that idea in Glendale."

## FASTER RESPONSE AND INCREASED SAFETY FOR FIRST RESPONDERS REQUIRES REAL-TIME INTELLIGENCE

Without a system that incorporated video and other real-time inputs such as radio data, GPS, and incident information, dispatch operators and analysts could not provide responding officers with a complete view of unfolding crimes. While dispatch could direct officers to where a crime had first occurred, they were challenged once the suspect fled the scene.

"There were cases where we literally arrived 13 seconds after the suspect left," recalls Officer Jonathan Clubb, who manages the technology operations of Glendale's RTCC.



Without the ability to visualize a crime in process, resource intensive measures were often required when a suspect fled the scene.

"Previously we might go to the scene and get information from the victim to find out that the suspect left in a westerly direction; then we'd set up a perimeter or a search," said Chief Briggs.

The gap in technology also meant operators could not fully equip officers with real-time intelligence that could increase their safety in the field.

"We so often send our police officers into an area where they have to make decisions and they're by themselves," said Sergeant Soto. "We need to be able to talk to them and let them know we have eyes on what's going on around them."

The deployment of an RTCC would pull real-time information from multiple sources, including video, and integrate it with CAD. Using that intelligence, operators could better prepare officers for whatever they might encounter when they arrived at a crime scene.



# THE CHALLENGE

## TECHNOLOGY INTEGRATION AND DATA-DRIVEN INSIGHTS WOULD ENSURE MORE EFFICIENT OPERATIONS

Glendale had powerful technology solutions, and the GPD knew integrating technology would maximize its efficiency. License Plate Recognition (LPR) existed in a limited capacity, but it had not been integrated with other systems and its data was not easy to access. Additionally, the GPD had used Motorola two-way radios for many years but had not integrated radio with other systems.

While the City of Glendale had installed traffic cameras at every major intersection, video was not integrated into law enforcement systems.

“The Arizona Cardinals play at a stadium in the Western part of our city,” said Assistant Chief Brandt. “During game day the GPD had access to transportation cameras throughout the city. But on a daily operational level, we didn’t. I knew we needed to incorporate traffic cameras into our law enforcement efforts.”

When investigating crimes, GPD had to request video of local businesses or the Transportation Department, which could take days or weeks to obtain. Detectives needed faster access to crime scene video to keep investigations moving in a timely fashion

“We would get a call reporting a crime, then request video from the Transportation Department or surrounding businesses and then we would wait,” recalled Sergeant Daniel Soto, who oversees the RTCC. “It could be up to a week before we had something to review.”

And when the GPD needed to share information with the County Attorney’s office or agencies in other jurisdictions, those same delays could occur.

“Requesting info required phone calls, downloading to disk, mailing, and drop-offs,” said Sergeant Soto. “We knew integration would mean easier sharing.”

Data-based insights were also required to increase efficiency. Analytics on crime trends would allow the department to proactively adjust coverage schedules while allocating resources and coverage to the areas that needed it most rather than relying on broad, regularly scheduled patrols

“Data drives the police response,” stated Officer Clubb. “Without data, we’re forced to do arbitrary patrols. We wouldn’t have the ability to make a designated impact in a hotspot area, because we wouldn’t know where the hotspot was.”

An integrated solution that aggregated public and private video feeds, radio, LPR and other inputs into an easily accessible, centralized ecosystem would speed criminal apprehension and prosecution. Powerful analytics capabilities would allow the GPD to pinpoint and learn from crime trends while adjusting staffing accordingly.




## SOLUTION

Glendale leaders were inspired by Detroit’s program, which combined the advanced technology of an RTCC with the support and partnership of local businesses. The GPD approached Glendale Transportation Department officials about a cross-agency partnership that would utilize existing traffic cameras to help build the RTCC’s video foundation. Further increasing the RTCC’s reach and power, the GPD embarked on a unique public/private partnership with Circle K, the first participant in Glendale’s City Watch program. In addition to feeds from traffic cameras, the RTCC now has direct access to cameras from twenty Glendale-area Circle K stores.

“We were impressed by what we saw in Detroit, because they’d used convenience stores as sources of video for their RTCC,” said Assistant Chief Brandt. “Circle K has a big presence in the Glendale areas and a very robust camera system. Plus, we had a good working relationship with them. From the start they were on board and were excited about the program.”

To build its own RTCC, Glendale selected Motorola Solutions, a flexible partner capable of implementing multiple third-party integrations that would allow it to leverage existing technology while staying agile by adding new technology resources as they became





"We were impressed by what we saw in Detroit, because they'd used convenience stores as sources of video for their RTCC," said Assistant Chief Brandt. "Circle K has a big presence in the Glendale areas and a very robust camera system. Plus, we had a good working relationship with them. From the start they were on board and were excited about the program."

Colby Brandt  
Assistant Chief of Police

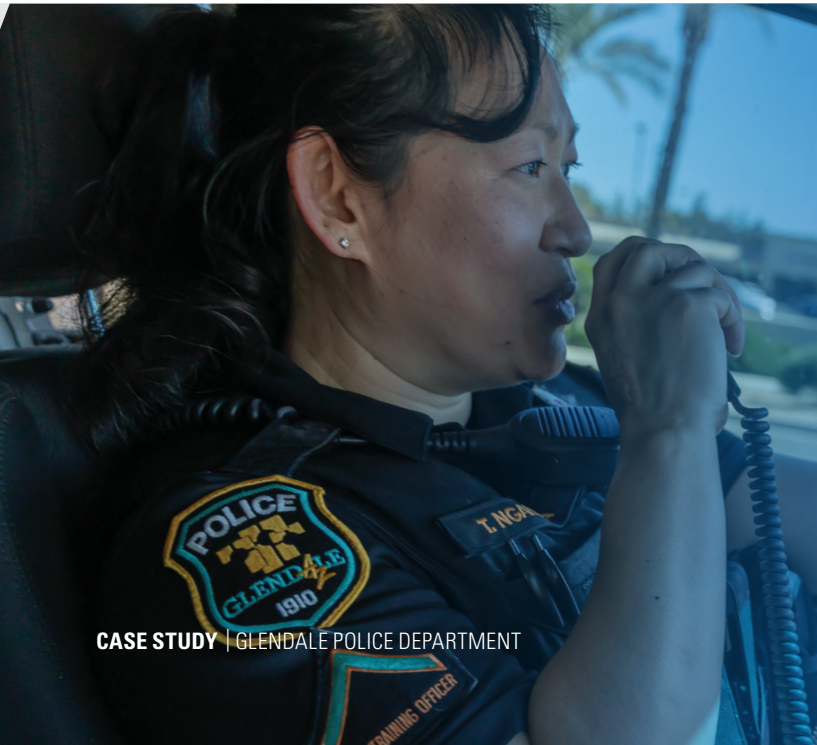
## SOLUTION

At the RTCC's core is CommandCentral Aware, real-time intelligence software that combines aggregated video with CAD, LPR alerting, resource tracking, layered geospatial mapping, and other key inputs. APX™ two-way radios, which provide clear, instant, reliable communication with rugged design, integrate directly into the system. The solution also includes Vigilant LPR, which provides fast license plate scanning and powerful analytics that help find stolen vehicles. With CommandCentral, the GPD can also seamlessly integrate existing third-party systems into the RTCC.

Finally, CommandCentral Analytics leverages data from CAD and RMS sources to identify crime trends. Its predictive analytics allow the GPD to proactively adjust efforts, both at the RTCC and in the field, so that resources are directed where and when they are most required.

"Motorola Solutions has been at the forefront of public safety for decades, it's ingrained in their culture," said Kevin Phelps, Glendale City Manager. "They understand what public safety needs. And they've been able to work with other partners so that we can layer in with their technology to create a very robust system."

Glendale now has a state-of-the-art RTCC that has already transformed the efficiency and effectiveness of law enforcement efforts. Feedback from officers, investigators, other agencies, and Circle K has been so positive that the department is now working to expand the program to include additional businesses, including sports and entertainment providers.



"Our top priority is employee and customer safety and we've gotten only positive feedback from both groups. Whenever you can establish a strong relationship with the police, nothing but good can come out of it. Our employees feel safer when they realize that someone is watching out for them."

Mark Slowinski  
Loss Prevention Manager for Circle K.



# THE BENEFITS

## CITY WATCH PROGRAM INCREASES COMMUNITY ENGAGEMENT AND CRIME PREVENTION

Everyone involved in the City Watch Program agrees that the partnership has strengthened the already strong ties between the GPD and the community it serves. Officer Clubb believes it has created a greater sense of investment and empowerment for local business, while City Manager Phelps lauds the openness and collaboration shown by its participants.

“The City Watch program brings together the public and private sectors to meet a common need, which is to protect our citizens and businesses,” Phelps said. “It takes mutual trust to pull that off, so to get everyone signed up with the program has been remarkable.”

Mark Slowinski of Circle K notes that having store cameras feed directly into the RTCC makes both employees and customers feel safer. Employees know that if a crime occurs, they can easily alert the GPD, which will immediately have eyes on the scene via video. Because officers can respond to and resolve crimes faster than before, the overall sense of safety has increased.

“I think both employees and customers appreciate it,” Slowinski said. “Initially when we rolled the program out, we didn’t know if we’d receive pushback. But overall, what we’ve heard is, ‘Hey, this is great; thank you.’”

As part of the program, City Watch signs are prominently displayed in Circle K stores. Slowinski believes the signage acts as a deterrent to crime, and he knows it makes his employees feel safer.

“Incidents have gone down since the signs have gone up. Just having the signage up, I know a percentage of criminals will read them and say, ‘Nevermind; I’ll go somewhere else,’” he stated. “And having those signs on the door makes everyone feel a little bit better about going to work.”

Chief Briggs believes the integration of technology and community is key to the program’s success.

“The three pillars of a good society are government, business, and community,” he stated. “And if you can leverage a partnership, whether it be relational or technological, you’re creating a holistic approach. We’re now taking community policing to a whole new level and we’re doing it with technology.”

Bringing public agencies, private businesses, and cutting-edge technology together toward one common objective has had a “multiplying” effect in Glendale. By uniting in a shared effort, the GPD and the community it serves are more powerful and effective at fighting crime together than ever before.

## REAL TIME DATA ENABLES FIRST RESPONDERS FOR FASTER RESPONSE AND INCREASED SAFETY

Real-time intelligence leads to faster response times for the GPD across the municipality. RTCC operators can view video from crime scenes and even share video clips directly with responding officers in the field. In response, officers can adjust their approach in real-time, relocating to where a suspect was last seen versus simply

heading to the location of the crime. Video and key information means they’re better equipped with suspect or vehicle descriptions as well.

Chief Briggs recalled an armed robbery where the suspect fled the scene, only to be picked up on camera by the RTCC as he left another business. “The suspect took off running across two different intersections and behind a business, yet the RTCC followed him the entire way and officers quickly arrested him,” he said. “Previously, we would have sent officers to the area, set up a perimeter, gotten a K-9 unit out, done a track, all of which are very resource intensive.

“With real-time information officers can now go to the suspect, get them in custody, make it safe, and then investigate the crime,” he continued. “We’re almost reversing how we did it, making it that much safer and more efficient.”

Even more critical – having a real-time, full-picture view as incidents unfold enables operators to keep responding officers safer.

“RTCC allows us to have eyes on scene almost immediately,” stated Chief Briggs. “As soon as that call comes in, we have visuals. We’re able to describe, track, sometimes even identify the suspect right away – and if we see weapons, we can give that information to the responding officers so they don’t walk into a dangerous situation unprepared.”

The RTCC’s ability to provide officers with up-to-the-second intelligence and critical information saves time in the identification and apprehension of suspects. More importantly, it can help save lives by equipping officers in the field with information about specific threats or dangerous conditions as they approach a crime scene or suspect.

MOTOTRBO Capacity Max and two-way radios provide an ongoing safety net for Nova Scotia Power, built to deliver communications wherever an employee’s day takes them. The radios have even delivered uninterrupted coverage to remote areas of Cape Breton Island at the far eastern end of the province, and in basements of far-flung facilities, areas that previously left crews without coverage due to dense forests, rugged coastline or thick concrete walls.



# THE BENEFITS

## INTEGRATION AND DATA ANALYTICS LEAD TO MORE EFFICIENT OPERATIONS

The City of Glendale had a tremendous opportunity to maximize the value of its disparate systems. Now, the integration of multiple video sources, LPR, radio, GPS, and dispatch means officers are more targeted in responding to crimes, and suspects are apprehended with fewer resources expended.

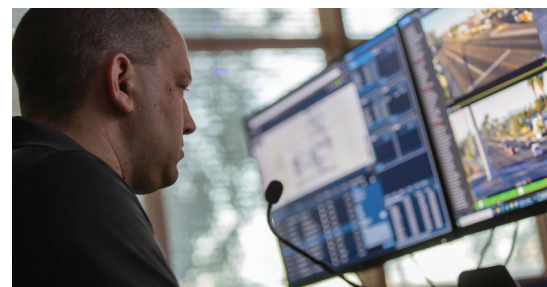
As cases move through the criminal justice system, CommandCentral Aware streamlines operations. Glendale's RTCC assists patrol and investigative staff by providing more efficient access to video, LPR data and analytics, and other information to aid investigations and provide a quicker path to qualified leads. This allows staff in the field to focus more energy and resources on preventing and solving crime by reducing the time spent on day-to-day tasks and operations. GPD has created a share program where the County Attorney's office can easily and securely access CommandCentral Aware for video evidence in just a few clicks. Plus, the reliability of video evidence greatly speeds case management.

"I've had several investigations where the RTCC has helped save time by showing video from various traffic cameras that we were able to tie back to witness statements and leads," said Detective Tom Psalidas. "It also helps us by filtering and compressing hours of video to help us find specific things like a certain color or make of vehicle."

CommandCentral Analytics allows the GPD to locate crime trends, then staff and monitor accordingly on an ongoing basis to maximize resource utilization. Trend reports indicate which geographic locations are experiencing the most crime, which types of crime are most prevalent, even the time of day and days of the week where crime is more likely to occur. In response, the GPD can adjust staffing, patrolling, and RTCC coverage in a targeted fashion.

"Now we're able to identify hotspots where cars are being stolen or burglaries are taking place," said Chief Briggs. "We can put together crime trends and patterns report and act on it."

With CommandCentral Analytics, GPD can maximize resources by allocating them when and where they are needed most.



## TECHNOLOGY PLUS COMMUNITY: THE FUTURE OF LAW ENFORCEMENT

Everyone involved in Glendale's RTCC and the City Watch program will tell you that this is only the beginning. The GPD is now in discussions to expand the program to other businesses, such as entertainment and sports facilities with technology that will continue to grow and scale as needs and resources change.


Reflecting on a potential future, City Manager Phelps says, "It's hard to predict what the technology will be in another five or 10 years, but we have built a platform from which we can grow. As new technologies are introduced, it will be so much easier to integrate them into and expand on our system. I think the sky's the limit for this kind of technology."

Bringing public agencies, private business, and technology together in one highly functioning public-safety ecosystem took time and effort. Yet, everyone involved in the development of both the RTCC and City Watch program believes that it has provided tremendous value.

To Chief Briggs, the value of the RTCC lies in the way it helps the GPD to better serve and protect its citizens and businesses.








“In my 25 years in government, this is the singularly most outstanding public safety program I’ve come across, What we’ve put together here in partnership with our community, with Motorola Solutions, and with all of our vendors is really special. It is the future of how we’re going to protect our community.”

Kevin Phelps  
Glendale City Manager.

“Technology has made us better, but what matters is the way in which technology supports our efforts to interact as humans with our community,” he reflected. “Every day we go out and try to serve the public with integrity, honesty, and customer service because that's what we owe them and that's what they deserve. I’d like to leave a legacy of service that others can continue to build on.”

Chris Briggs  
Chief of Police



A police officer in tactical gear, including a vest with 'POLICE' written on it, is shown from the chest up. He is looking off to the side with a serious expression. The background is a blurred outdoor setting.

“We’re now taking community  
policing to a whole new level and  
we’re doing it with technology.”

Chris Briggs  
Chief of Police

When it comes to empowering mission-critical operations, no one is more trusted than Motorola Solutions. That’s because for over 90 years, we’ve partnered with law enforcement agencies across the US to build, deploy, and refine the most advanced mission-critical systems and software in the world.

To contact us for more information, visit: [www.motorolasolutions.com](https://www.motorolasolutions.com)



Motorola Solutions, Inc. 500 West Monroe Street, Chicago, IL 60661 U.S.A. [motorolasolutions.com](https://www.motorolasolutions.com)

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © 2020 Motorola Solutions, Inc. All rights reserved. 04-2020