



# STAART

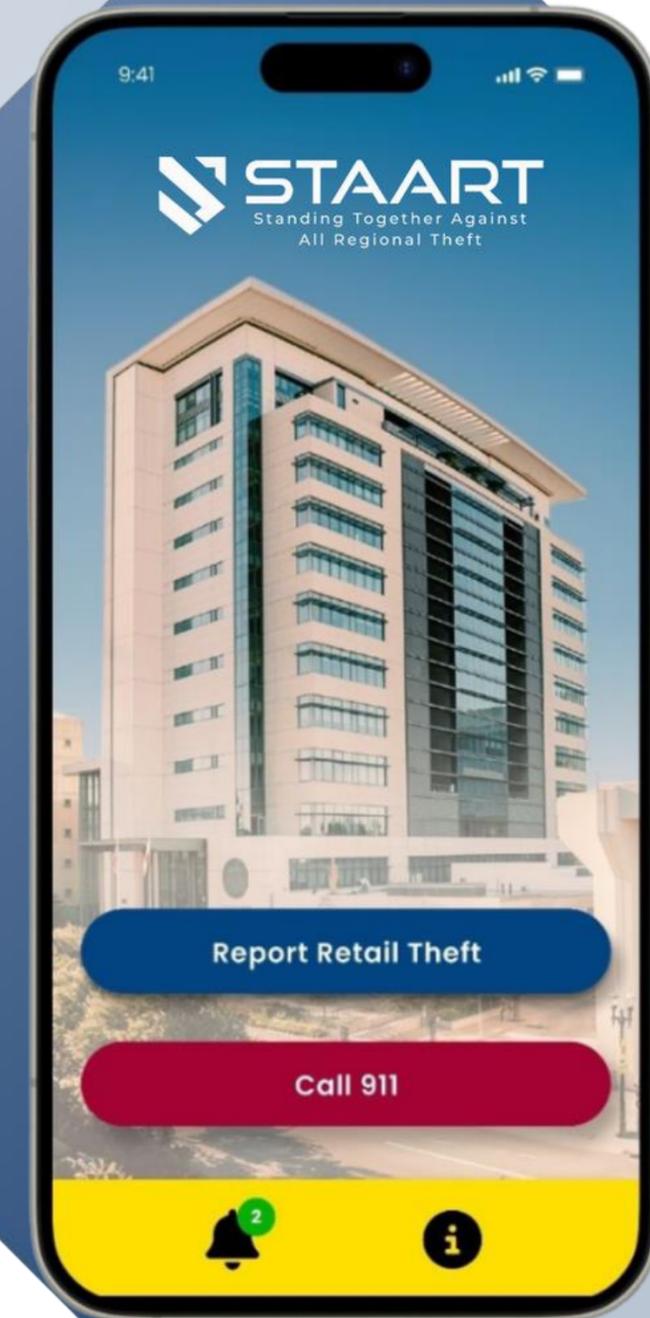
STANDING TOGETHER AGAINST  
ALL REGIONAL THEFT

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# The FastSTAART App

- The STAART App empowers residents and businesses to quickly report retail theft incidents.
- Strengthens community safety and provides valuable evidence for law enforcement and the District Attorney's Office.
- It enhances the communication between law enforcement agencies (LEAs) and the community.



# The STAART Program

- In response to retail theft...
- A crowdsourcing app that makes everyone a potential witness.
- District Attorney's Office, LEAs, elected officials, business leaders, and interested parties held several stakeholder meetings.



# Phased Implementation

## Phase One: App Launch

- The STAART App became available to the public on 8.29.24 to make real time reports of retail theft, simply download the app and activate your account.
- If you witness an active crime, safely record or snap a picture on your phone.
- Upload the media to the STAART App and complete the LEA designed descriptions.
- Submit the incident to the merchant.

## Phase Two: Merchant Account Activation

- Merchants need a Merchant Account on FastSTAART.com to receive submissions.
- This account is used to develop an encrypted PDF with embedded media to attach to online police reports.



# More Eyes on Perpetrators

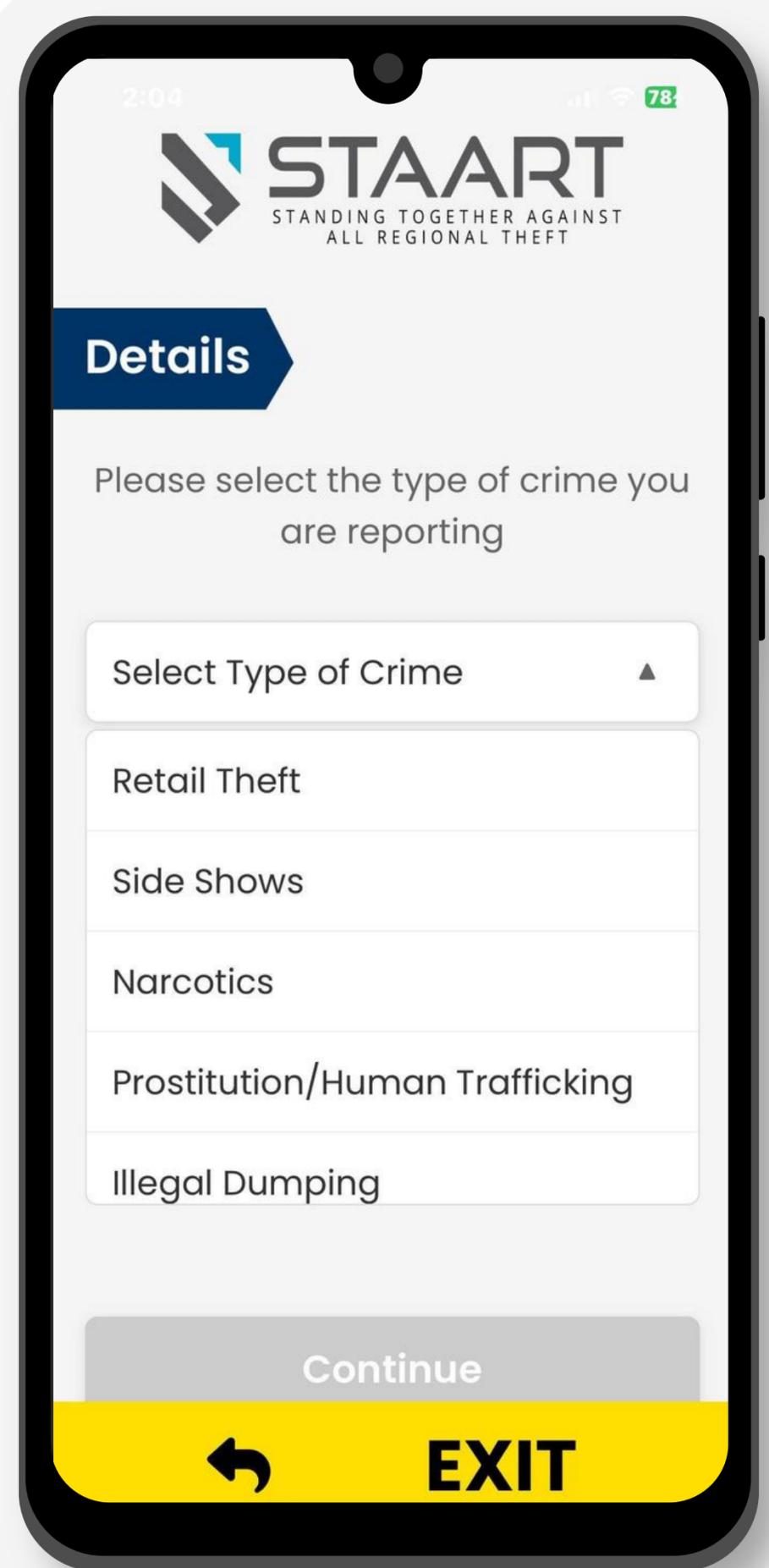
- Potentially lower insurance costs
- Signage deterring theft
- Improves the business climate
  
- FastSTAART App Activations: 2,668
- Merchant Accounts Activated: 215
- Submissions Received: 780
- Prosecutions from App Reports: 7



# The TIME Tool

Enhanced Reporting: As an exciting new update to the STAART App, users have access to a new dropdown menu to select crime types. This enables users to submit clear, actionable reports.

- **Illegal Dumping**
  - **Narcotics Activity**
  - **Sideshowes & Street Racing**
  - **Human Trafficking & Prostitution**
- 
- Enhancing the evidence from different angles
  - Reduces the need to respond to non-emergency calls
  - Creates an additional bond with the business community



The screenshot shows the STAART app interface on a smartphone. At the top, the STAART logo is displayed with the tagline "STANDING TOGETHER AGAINST ALL REGIONAL THEFT". The time is 2:04 and the battery is at 78%. A blue arrow-shaped button labeled "Details" is visible. Below it, a text prompt asks the user to "Please select the type of crime you are reporting". A dropdown menu is open, showing the following options: "Retail Theft", "Side Shows", "Narcotics", "Prostitution/Human Trafficking", and "Illegal Dumping". At the bottom of the screen, there is a "Continue" button and a yellow bar with a back arrow and the word "EXIT".

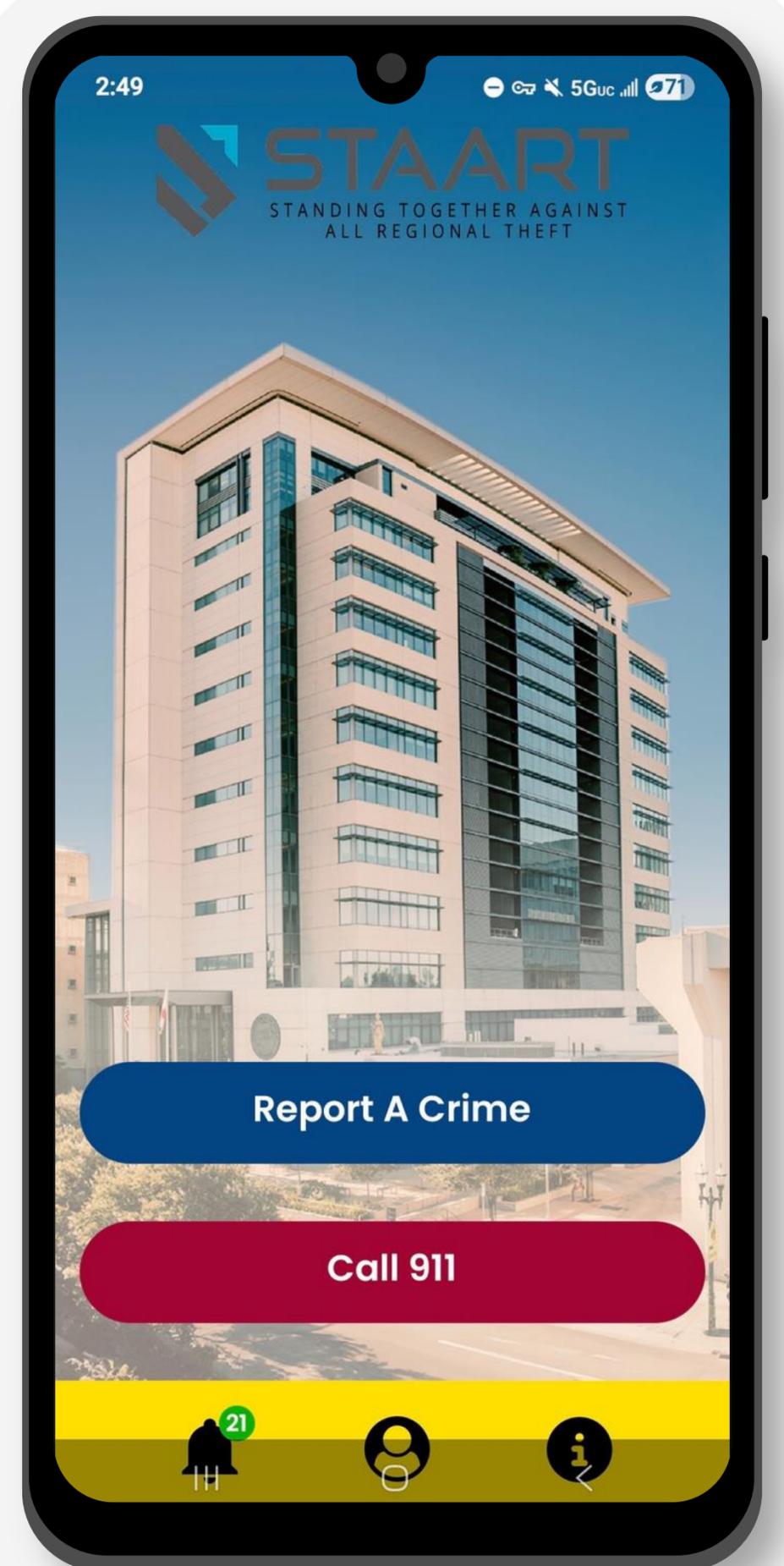


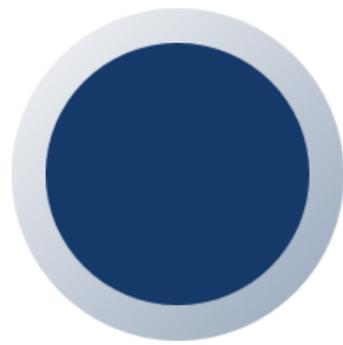
1

Snap a photo or video from a **safe distance**.

2

Open STAART App and select the Report A Crime button.





# Details

Select a category from the Type of Crime dropdown, featuring retail theft and TIME Tool categories.



2:04 78%

**STAART**  
STANDING TOGETHER AGAINST  
ALL REGIONAL THEFT

**Details**

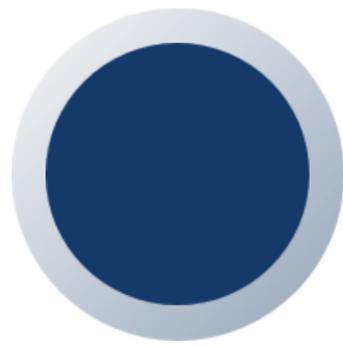
Please select the type of crime you are reporting

Select Type of Crime ▲

- Retail Theft
- Side Shows
- Narcotics
- Prostitution/Human Trafficking
- Illegal Dumping

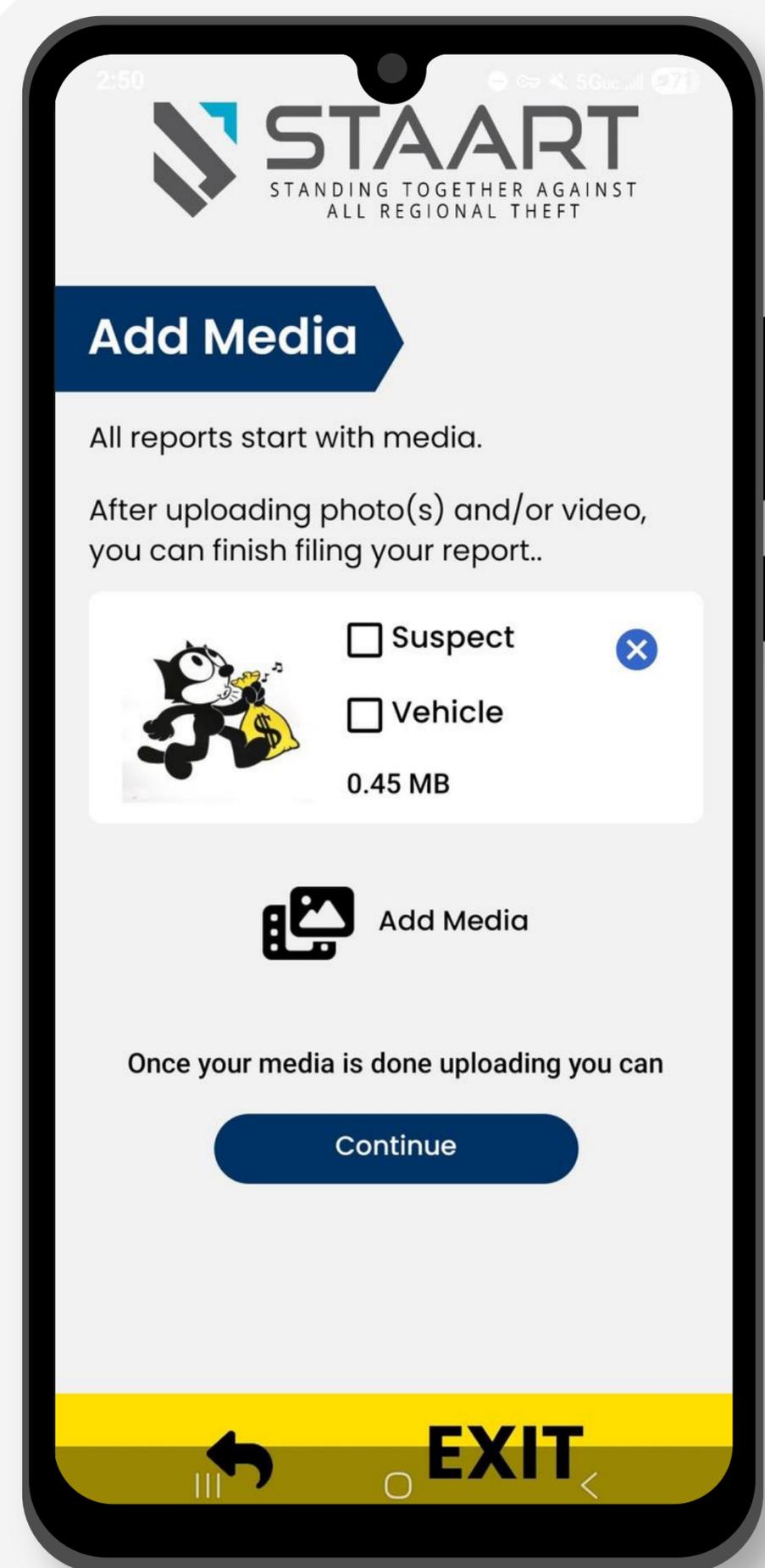
Continue

← EXIT



# Add Media

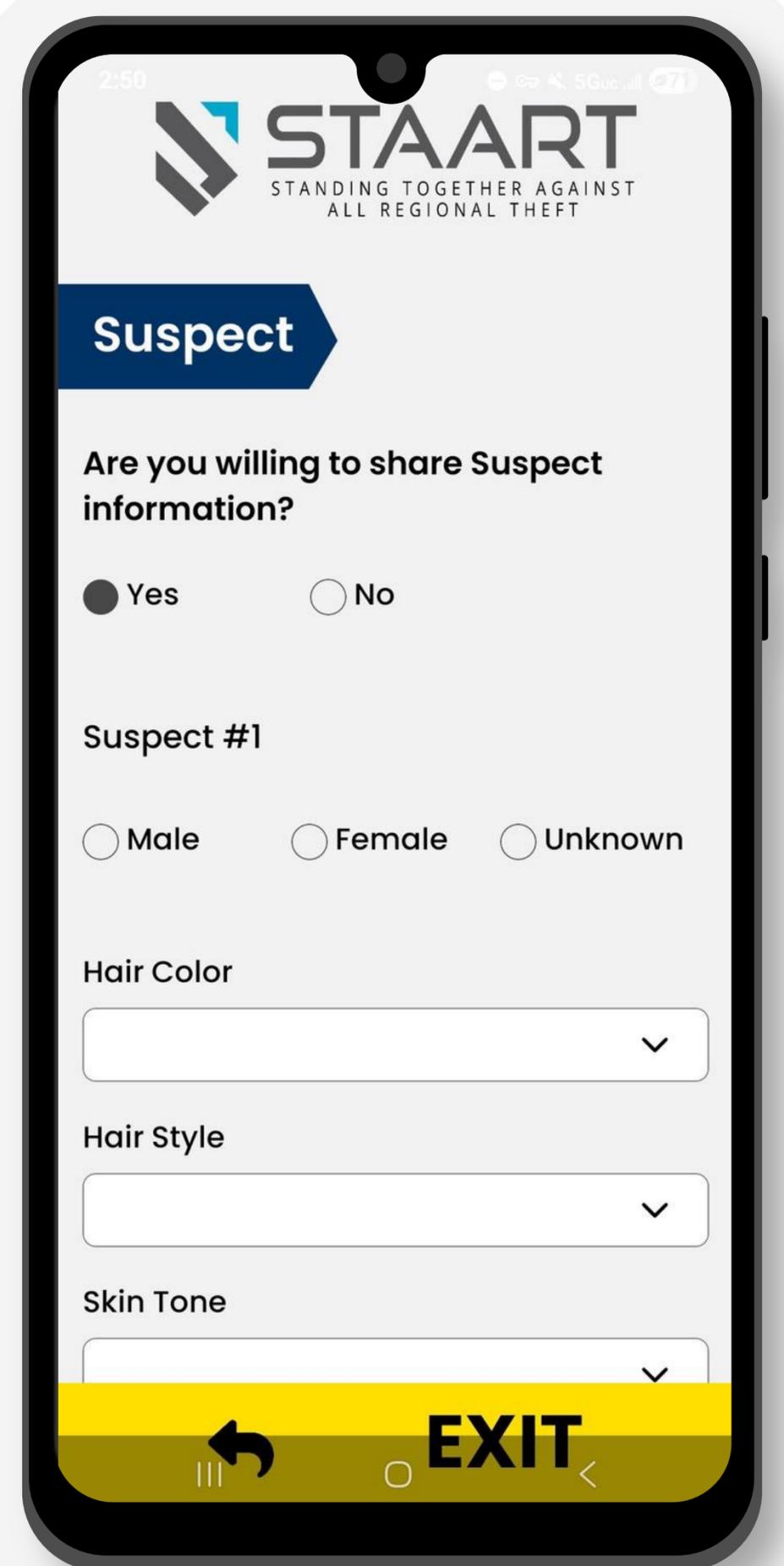
Select your media, photos or videos of the incident, select if the media is of a suspect or a vehicle.



# Suspect

Complete the brief, subjective report.

These reports were designed by LEAs in San Joaquin County.

A smartphone mockup showing the STAART app interface. The app is titled "STAART" with the tagline "STANDING TOGETHER AGAINST ALL REGIONAL THEFT". The screen displays a "Suspect" form with the following fields: "Are you willing to share Suspect information?" (radio buttons for Yes and No), "Suspect #1" (radio buttons for Male, Female, and Unknown), "Hair Color" (dropdown menu), "Hair Style" (dropdown menu), and "Skin Tone" (dropdown menu). A yellow bar at the bottom contains a back arrow icon and the text "EXIT". The status bar at the top shows the time 2:50, signal strength, and battery level.

2:50 STAART  
STANDING TOGETHER AGAINST  
ALL REGIONAL THEFT

**Suspect**

Are you willing to share Suspect information?

Yes  No

Suspect #1

Male  Female  Unknown

Hair Color

Hair Style

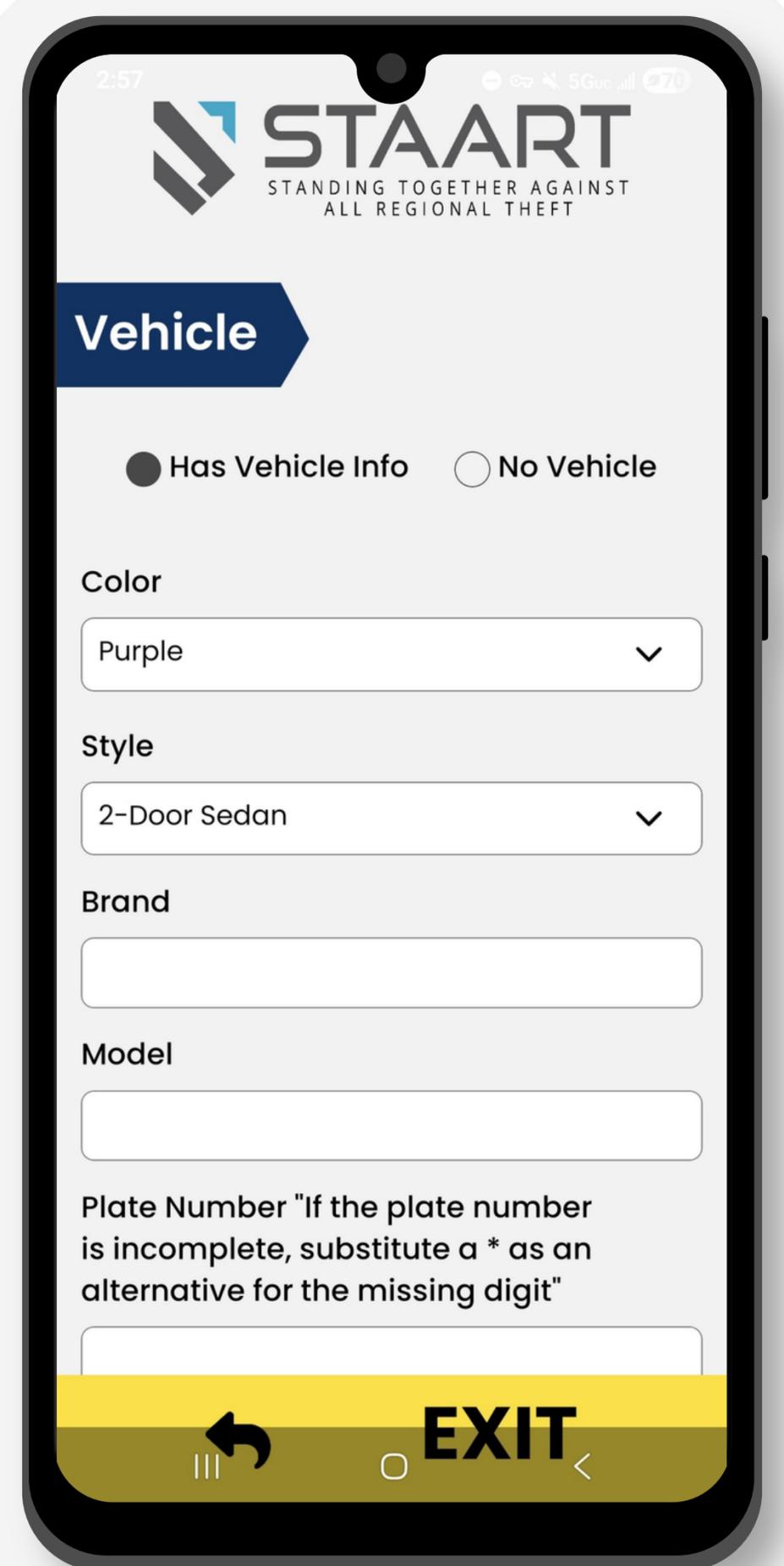
Skin Tone

 **EXIT**  

# Vehicle

Complete the brief, subjective report.

These reports were designed by LEAs in San Joaquin County.



2:57 5G UC 70

 **STAART**  
STANDING TOGETHER AGAINST  
ALL REGIONAL THEFT

**Vehicle**

Has Vehicle Info  No Vehicle

Color  
Purple

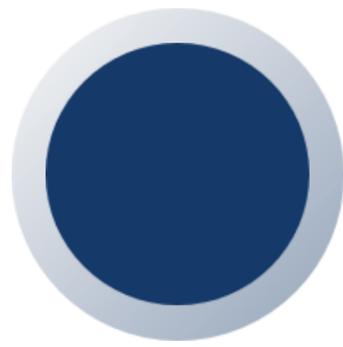
Style  
2-Door Sedan

Brand

Model

Plate Number "If the plate number is incomplete, substitute a \* as an alternative for the missing digit"

 **EXIT**  



# Location

Location can be entered manually, or by clicking the red icon, enabling GPS.



2:58 5Guc 70

**STAART**  
STANDING TOGETHER AGAINST  
ALL REGIONAL THEFT

**Location**

 Use current location

Business Name

Stockton Chamber

Address\*

1776 W March Ln

Apartment, suite etc.

City\*

Stockton

State\* Zip\*

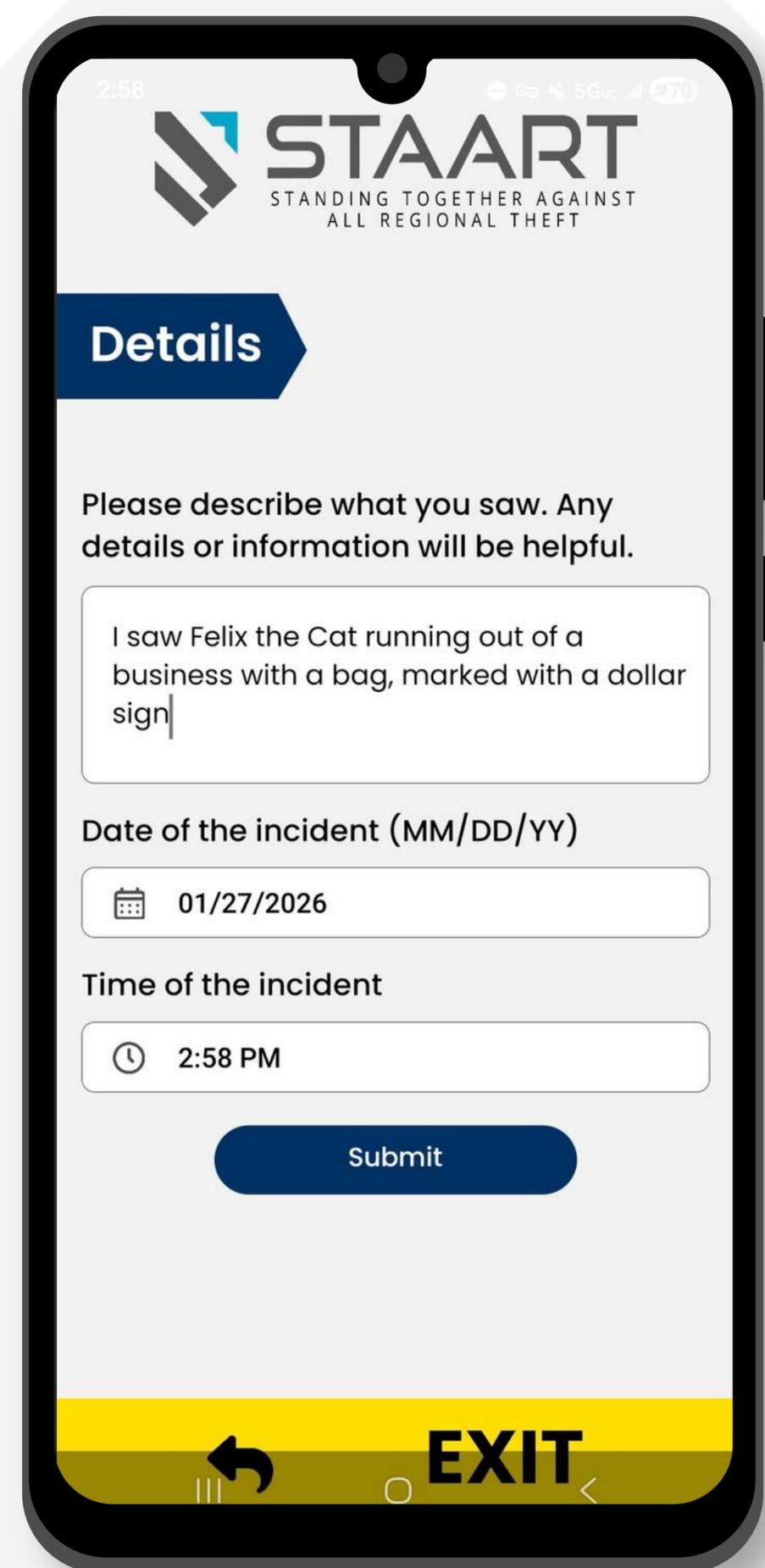
CA 95207

Continue

 **EXIT**  

# Details

In the text box, describe what you saw occur at the business. Date & Time of incident can be left in the present or changed to a past date & time.



2:58 5G UC

**STAART**  
STANDING TOGETHER AGAINST  
ALL REGIONAL THEFT

## Details

Please describe what you saw. Any details or information will be helpful.

I saw Felix the Cat running out of a business with a bag, marked with a dollar sign

Date of the incident (MM/DD/YY)

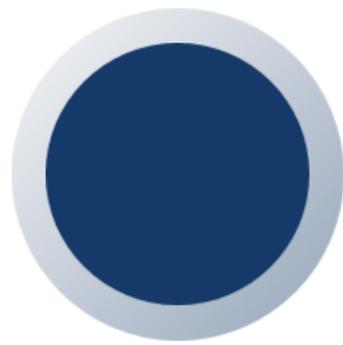
01/27/2026

Time of the incident

2:58 PM

Submit

 **EXIT**  



# Finished

Select if you would be willing to speak to law enforcement. If no, the submission will be submitted anonymously.



2:58 5G UC 70

**STAART**  
STANDING TOGETHER AGAINST  
ALL REGIONAL THEFT

**Finished**

Thank you for being part of the solution!

Would you be willing to speak with law enforcement, if necessary?

Yes

No, stay anonymous

Name

Christina Urquieta

Phone Number

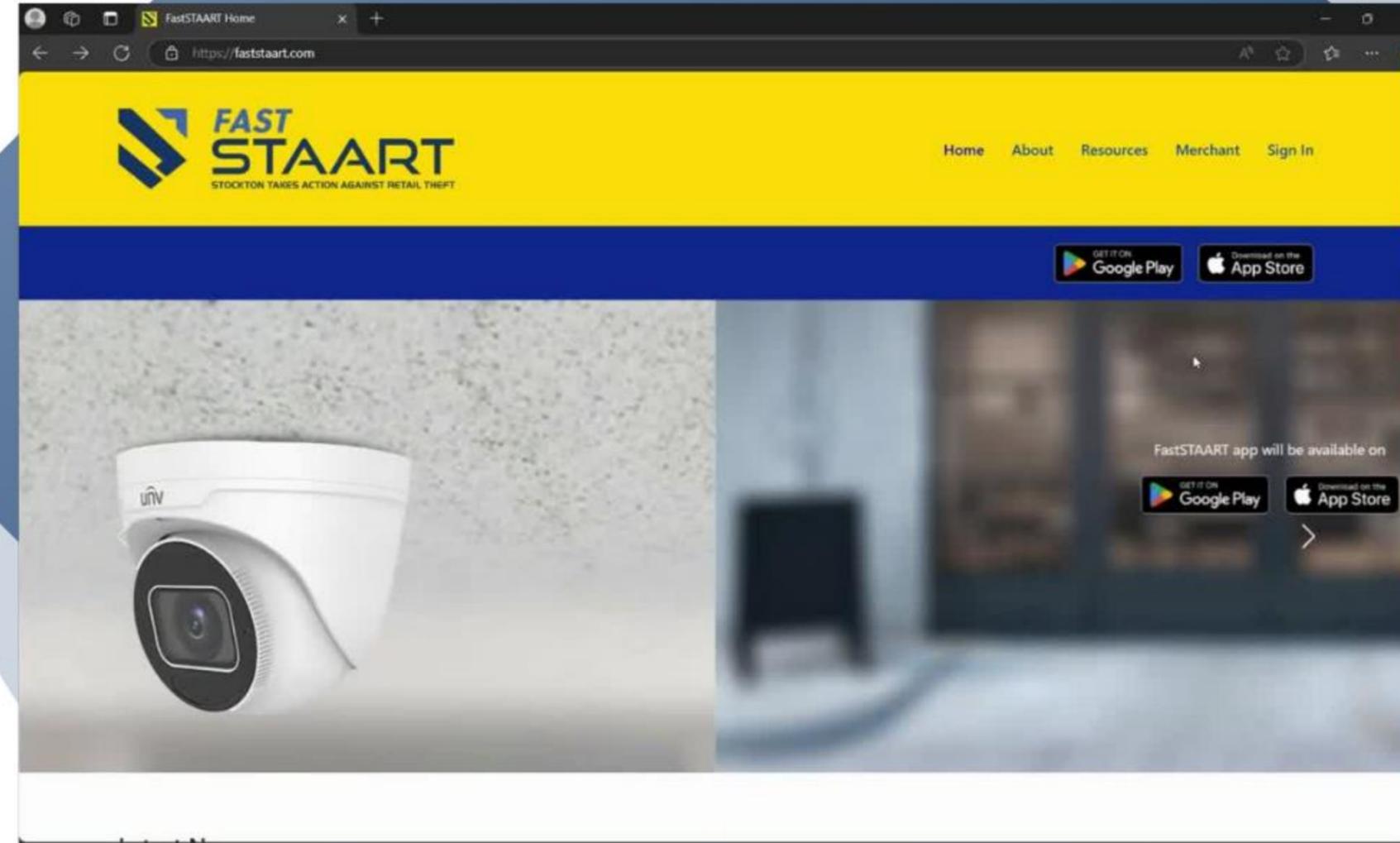
3502199049

E-mail Address

**EXIT**

# The FastSTAART.com Merchant Account

- Receive any reports made to your business's address through the STAART App.
- Compile your received submissions.



# The FastSTAART.com Merchant Account Paths For Receiving Reports of Retail Theft

## Customer Submissions

Identify the reports related to the incident you are reporting, compile them into a singular report and attach the PDF to your online police report. This report will include all media and narratives entered by your customers.

## Merchant Submissions

Upload your security footage through the STAART App, login to your Merchant Account and compile into a report. Narrative and loss boxes only need minimal information. Attach the pdf to your online police report so that police can gain access to the media.



# Opening a Merchant Account

1

Complete the information and upload requested documents.

2

Await account approval.



Get Access to your FastSTAART Merchant Account

## Sign Up

First Name

Last Name

Business Name

Business Address

City

State

Zip

Suite

Business Phone Number

Business E-mail Address

Mobile Phone Number

Business License Number

Photo of Business License

Upload a file

Photo of ID

Upload a file

Photo of Business Insurance Policy

Upload a file

Submit for Approval

Already have a account? [Sign In](#)

# Merchant Home Page

- 1 View incidents and click “Submission Details”.
- 2 Look within a particular date range.
- 3 Click the checkbox to compile Incidents and create reports.



**FAST STAART**  
STOCKTON TAKES ACTION AGAINST RETAIL THEFT

Dashboard Reports Sign Out

Home

## Submissions

[Add Selected to New Report](#) Sort By

Incident Number	Reported Date	Incident Date	Time of Incident	<a href="#">View Submission Details</a>
<input type="checkbox"/> 2046	09/25/2024	09/25/2024	03:16 PM	<a href="#">View Submission Details</a>
<input type="checkbox"/> 2043	09/25/2024	09/25/2024	01:38 PM	<a href="#">View Submission Details</a>
<input type="checkbox"/> 2041	09/25/2024	09/25/2024	09:29 AM	<a href="#">View Submission Details</a>
<input type="checkbox"/> 2039	09/25/2024	09/25/2024	08:44 AM	<a href="#">View Submission Details</a>
<input type="checkbox"/> 2030	09/24/2024	09/24/2024	12:51 PM	<a href="#">View Submission Details</a>

Showing 1 to 5 of 16 results

1 2 3 4

## Submission Details

### Suspect #1 Information

<b>Gender</b>	<b>Hair color</b>	<b>Hair Style</b>	<b>Skin Tone</b>	<b>Age</b>
Female	Brown	Long	Light	21-30
<b>Weight</b>	<b>Height</b>	<b>Clothing Description</b>	<b>Tattoos</b>	<b>Scars</b>
Slim	Average	Long tan trench coat, pink shirt, jeans	No data	No data

### Media

#Photo 1



<b>Suspect</b>	<b>Vehicle</b>
Yes	No

## Submission Details

X



<b>Suspect</b>	<b>Vehicle</b>
No	Yes

### Vehicle Information

<b>Color</b>	<b>Style</b>	<b>Make</b>	<b>Model</b>	<b>License Plate</b>	<b>Description</b>
Gray/Silver	4-Door Sedan	Not sure	No data	P34***b	Parked outside of parking lines at parking lot

### Location

<b>Business Name</b>	<b>Address</b>	<b>City, State, Zip</b>	<b>Suite</b>
Test Merchant abc	Disney 123	Anaheim , CA, 95695	A

### Witness Description

<b>Name</b>	<b>Phone</b>	<b>Email</b>
Ima Witness	5105555555	ConcernShopper@gmail.com

### Narrative

Young woman looking at clothes then removing sensors and putting in her black bag.

### Incident Date & Time

2024-09-25 15:16

# When Creating a Report

- Compile your submissions.
- Total your loss, including sales tax.
- Upload sales receipt.
- Add your own narrative, describing your losses.
- Save/Print your report as a PDF for an attachment to your police reports.\*

**FAST STAART**  
STOCKTON TAKES ACTION AGAINST RETAIL THEFT

Dashboard Reports Sign Out

Home > Create Report

## Create New Report

Incident #	Incident Date & Time
1. 2046	09/25/2024 03:16 PM
2. 2043	09/25/2024 01:38 PM

### Suspect Information

Incident #2046					
Suspect #1 Information					
Gender	Hair color	Hair Style	Skin Tone	Age	Weight
Female	Brown	Long	Light	21-30	Slim
Height	Clothing Description	Tattoos	Scars		
Average	Long tan trench coat, pink shirt, jeans	No data	No data		

Incident #2043					
Suspect #1 Information					
Gender	Hair color	Hair Style	Skin Tone		
Female	White	Short	Light		
Height	Clothing Description	Tattoos	Scars		
Short	Pink bow and overalls	No data	No data		

### Vehicle Information

Incident #2046  
Vehicle #1 Information

(\*note: If total loss is at least \$950.01, report will automatically be sent to San Joaquin County's District Attorney's Office.)

### Property Stolen/Damaged

Business Name: Test Merchant abc  
Business Address: 123 DisneyAnaheim , CA, 95695

Property Description Total Amount (Include Sales Tax) 0

### Media

Suspect	Vehicle	Suspect	Vehicle
Yes	No	Yes	No
Incident #2046		Incident #2046	
No	Yes	Yes	No
Incident #2046		Incident #2043	

# Reports Page

1 View previously created reports and Report Details.

2 Sort reports to look within a particular date range.

3 Only reports not already submitted to the District Attorney's Office may be edited.



The screenshot shows the 'Reports' page of the FAST STAART system. The header is yellow with the FAST STAART logo and the tagline 'STOCKTON TAKES ACTION AGAINST RETAIL THEFT'. Navigation links for 'Dashboard' and 'Reports' are visible. The main content area has a breadcrumb 'Home > Reports' and a date range filter set to 'mm/dd/yyyy - mm/dd/yyyy'. Below this is a table of reports with columns for Submission Number, Report Created, and Incident #. Each row includes 'Edit' and 'View Report' links.

Submission Number	Report Created	Incident #	
58	09/25/2024	2041 2039	<a href="#">View Report</a>
57	09/25/2024	2041	<a href="#">Edit</a> <a href="#">View Report</a>
52	09/25/2024	2022 2030	<a href="#">Edit</a> <a href="#">View Report</a>
49	09/24/2024	2030 2015 2022	<a href="#">Edit</a> <a href="#">View Report</a>

# Scope of Services

- Support & Manage FastSTAART App — secure, crowdsourced crime reporting
- Manage FastSTAART.com website
- Produce PSA's & deterrent videos
- Provide digital STAART Branding (logo, EYE symbol)
- Encourage STAART Taskforce for updates & best practices
- Encourage Chamber network to distribute resources
- Provide monthly activity reports to county reps
- Hold monthly Zoom meetings on progress reports



# Cost Overview

## Annual subscription:

- Base fee: \$120,000
- +\$10,000 per 100,000 residents (populations  $\leq$  100,000 pay only the base fee)

Category	Annual Cost
Program Mgmt & Support	\$80,000
Cloud Hosting, Security & Maintenance	\$20,000
Onboarding, Training & Engagement	\$20,000



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# Questions?

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