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

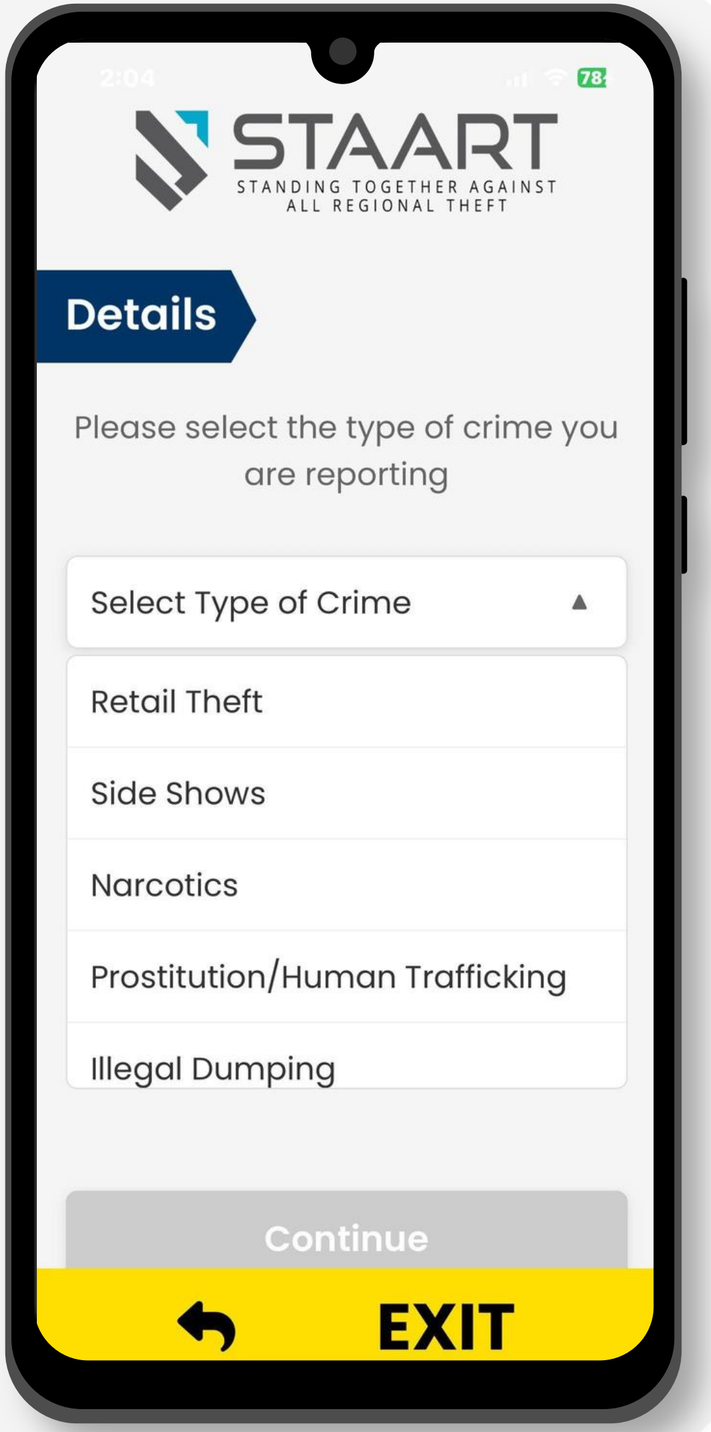
- FastSTAART App Activations: 2,668
- Merchant Accounts Activated: 215
- Submissions Received: 780
- Prosecutions from App Reports: 7

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**
- **Sideshows & 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

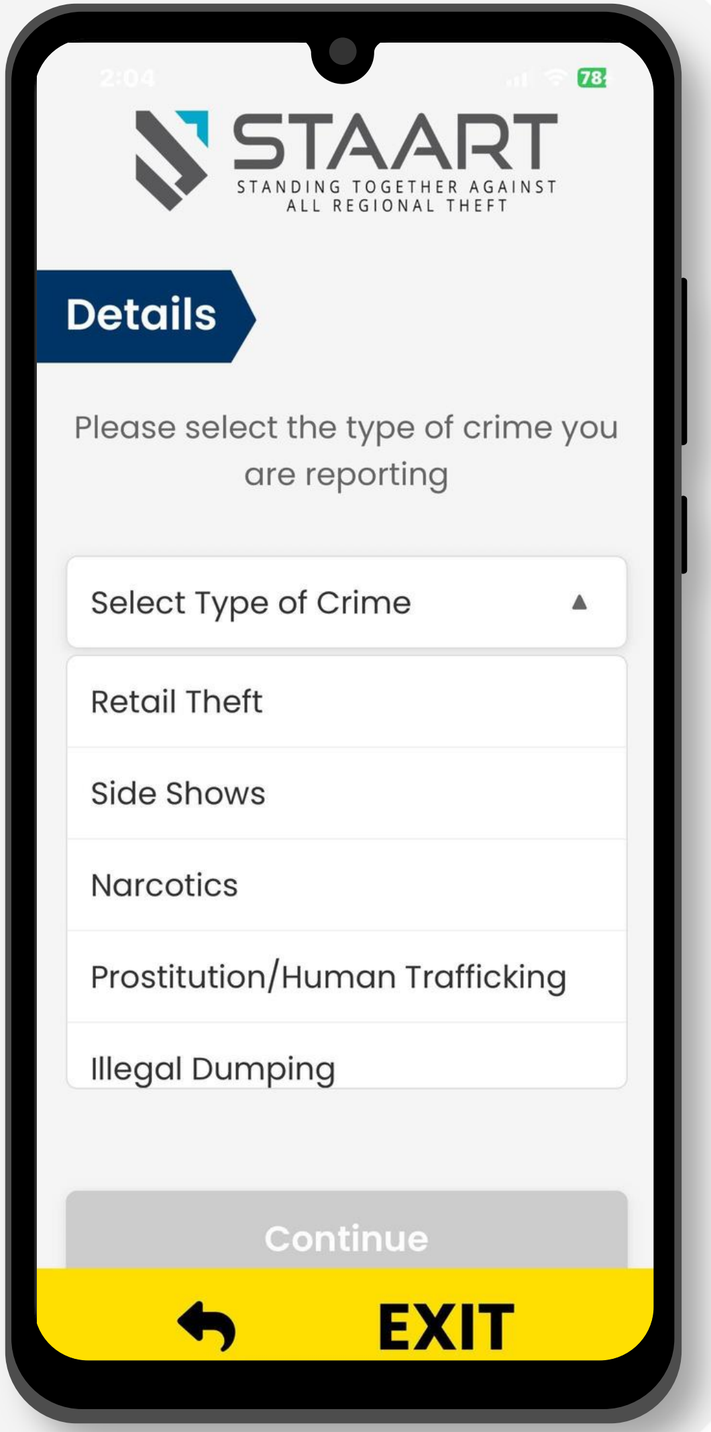


1. Snap a photo or video from a **safe distance.**

2. Open STAART App and select the Report A Crime button.

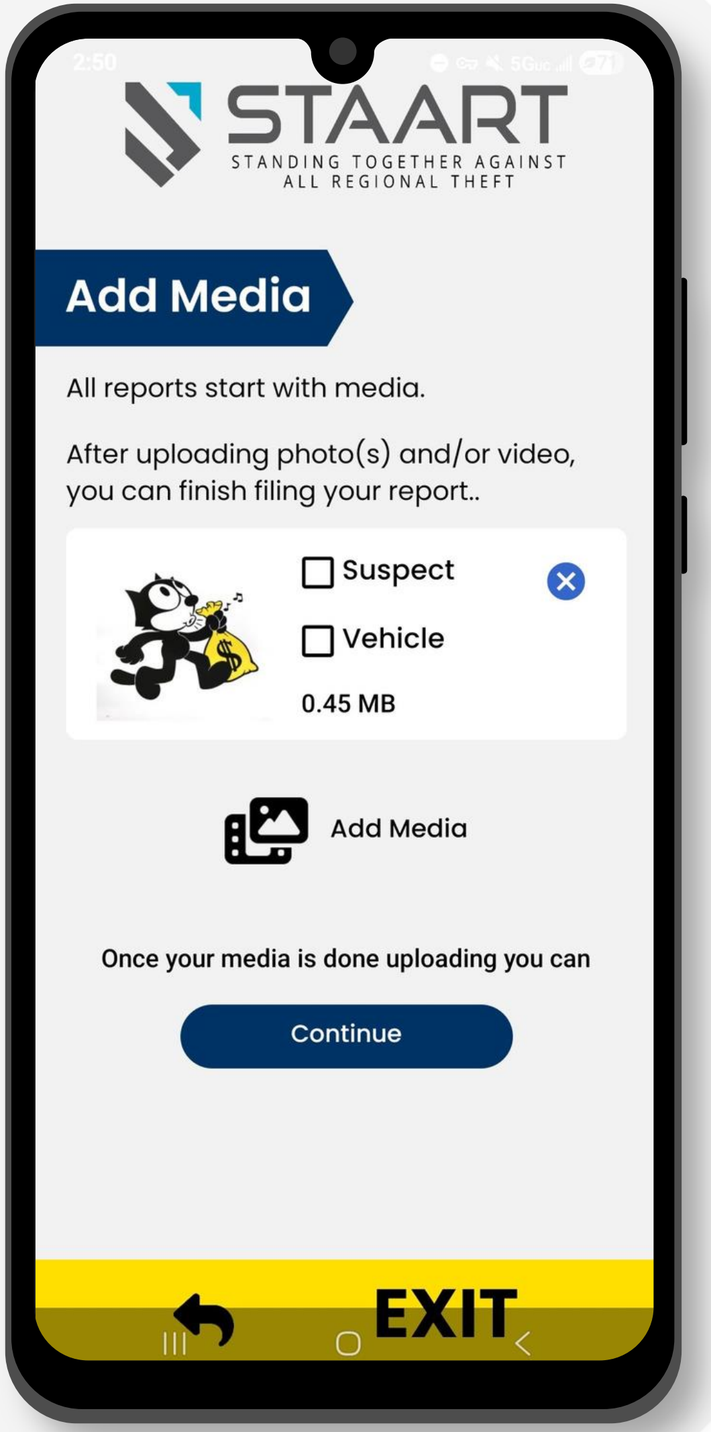
Details

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



Add Media

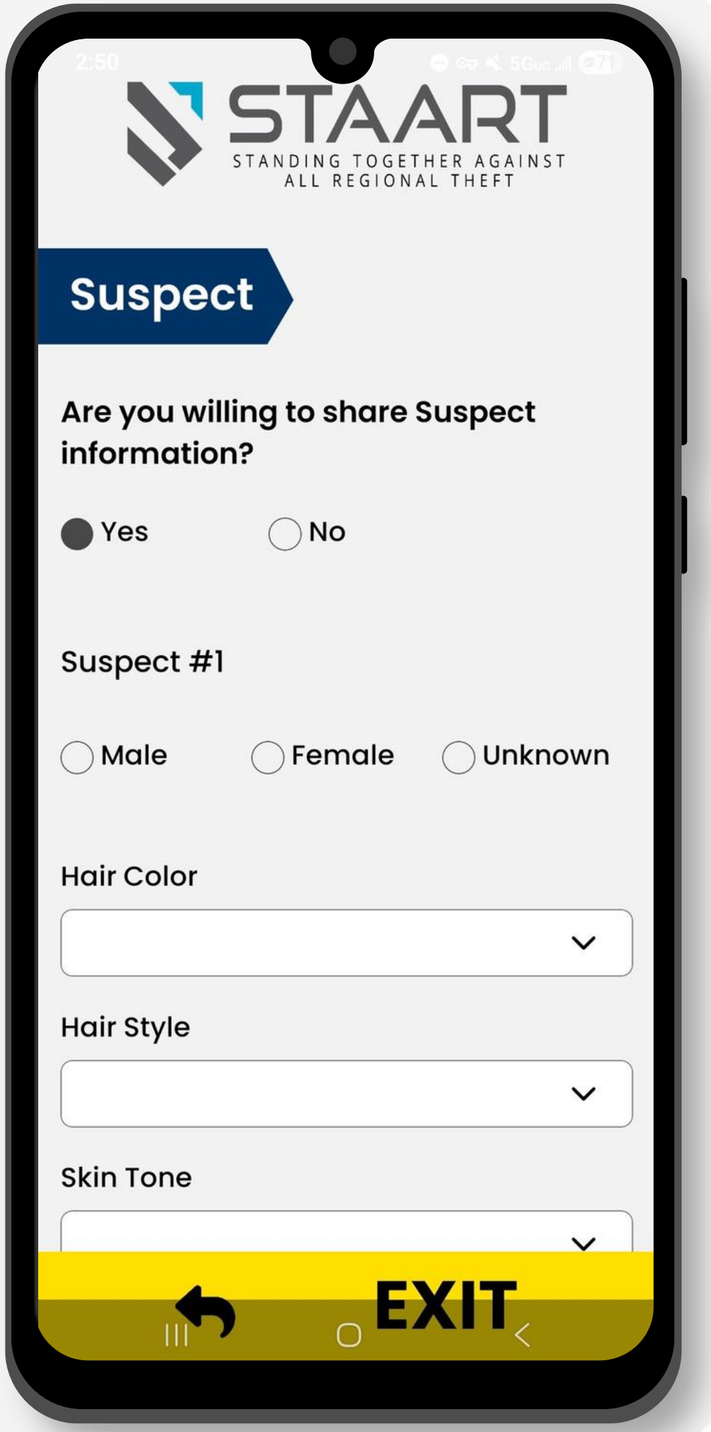
Select your media, photos or videos of the incident, select if the media is of a suspect or a vehicle.



Suspect

Complete the brief, subjective report.

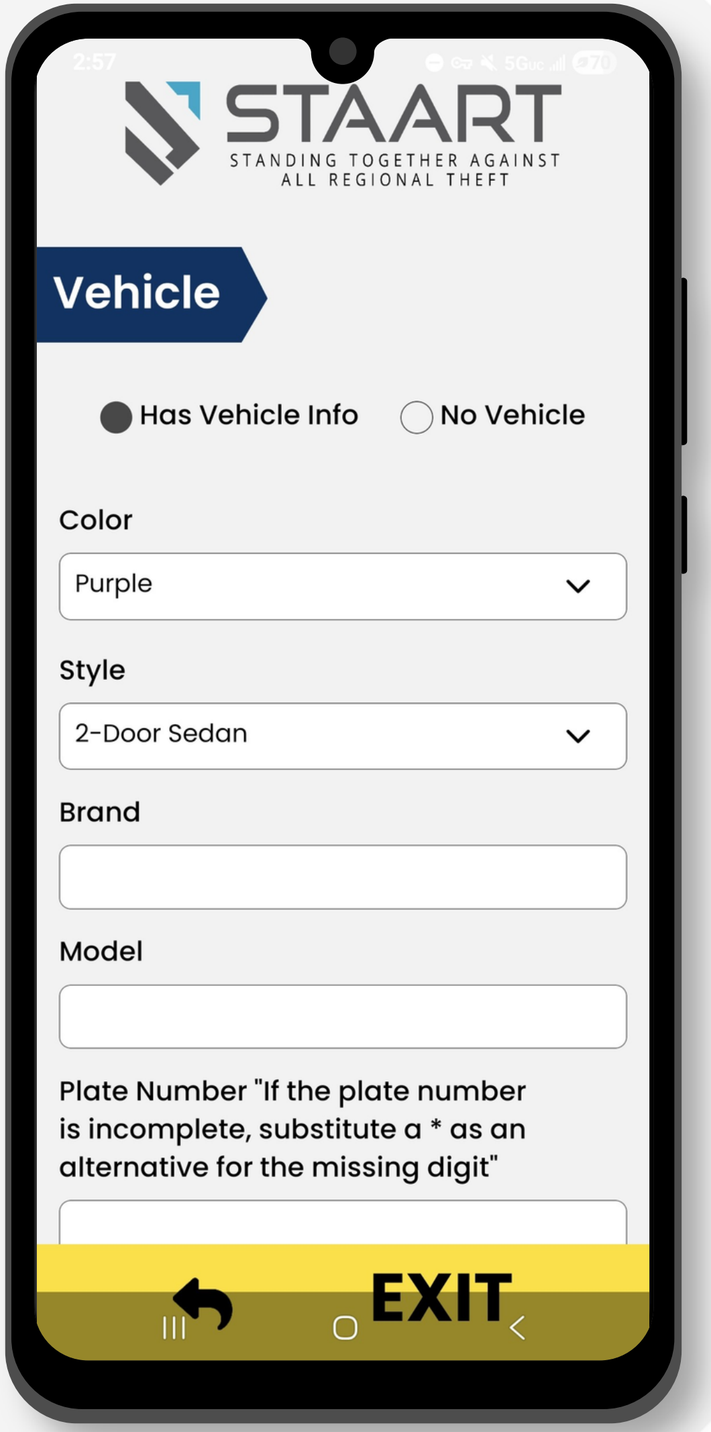
These reports were designed by LEAs in San Joaquin County.



Vehicle

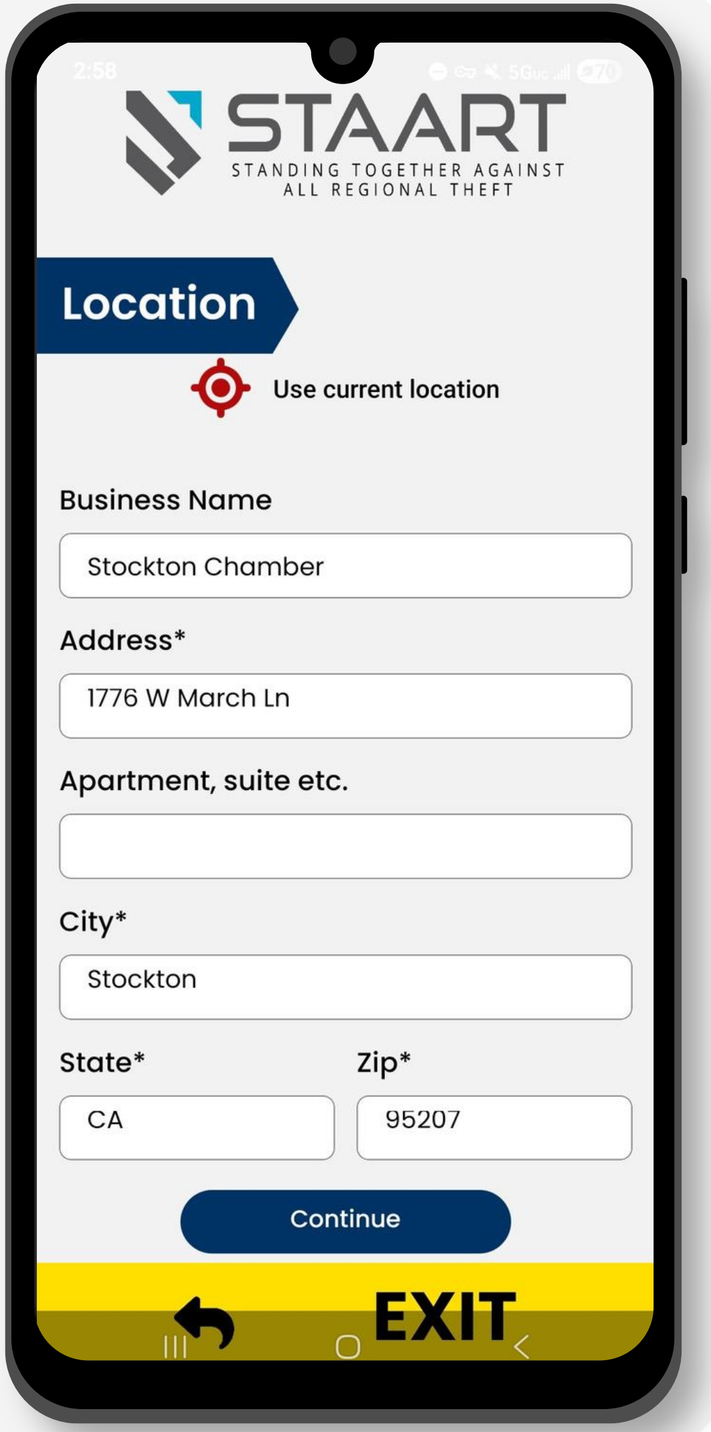
Complete the brief, subjective report.

These reports were designed by LEAs in San Joaquin County.



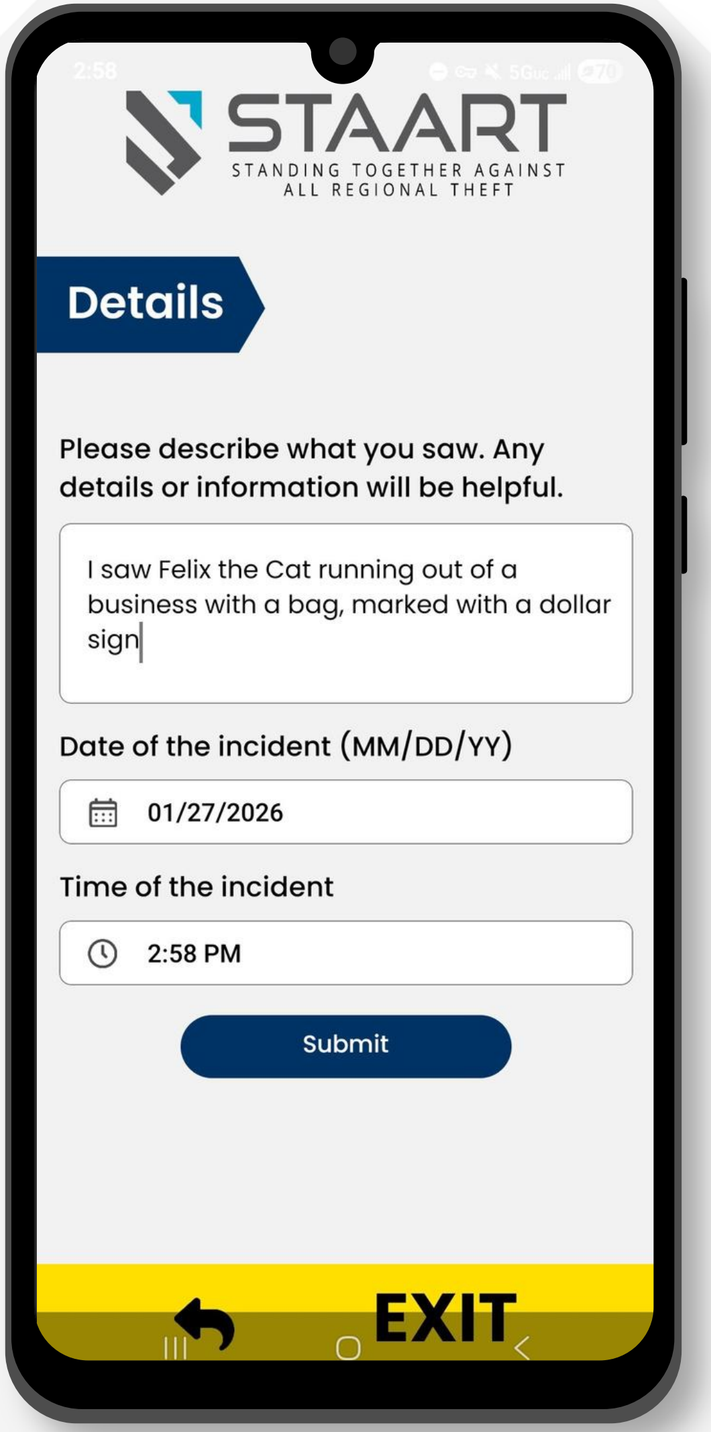
Location

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



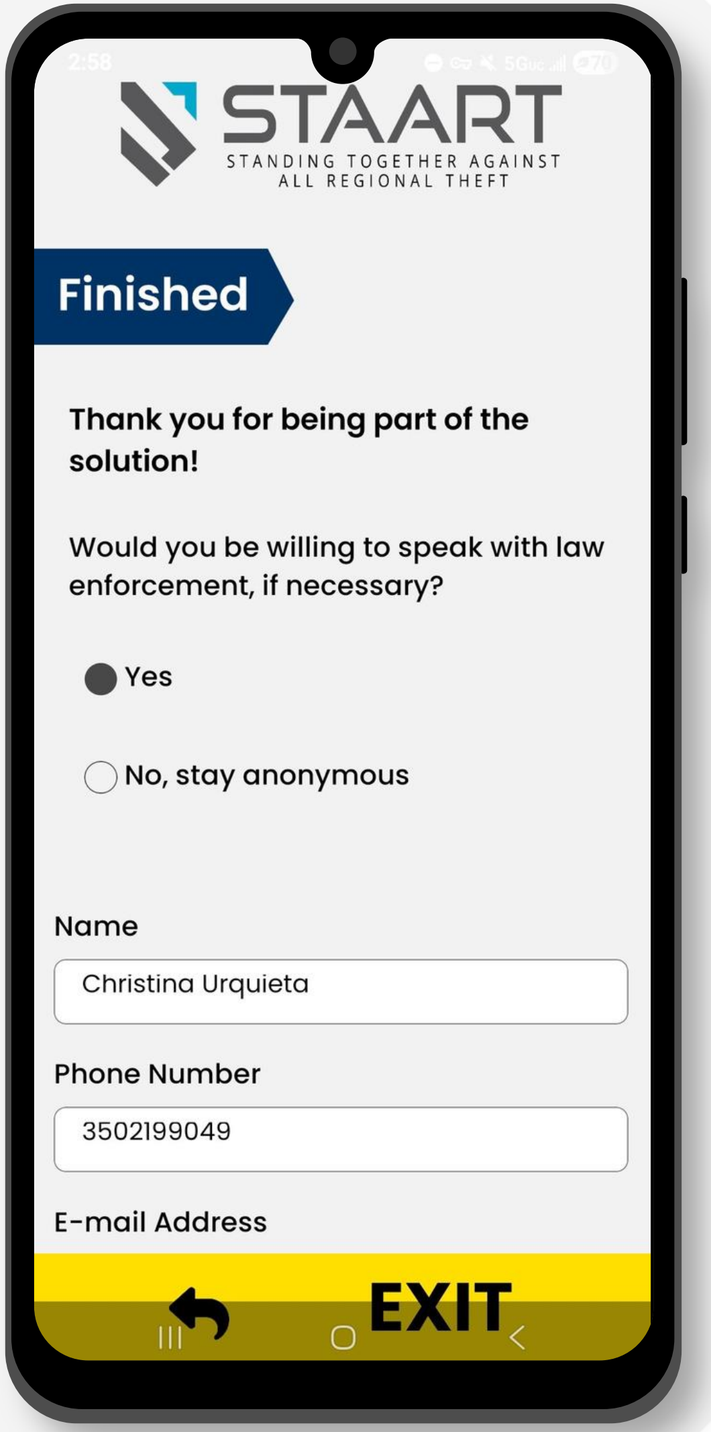
Details

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.



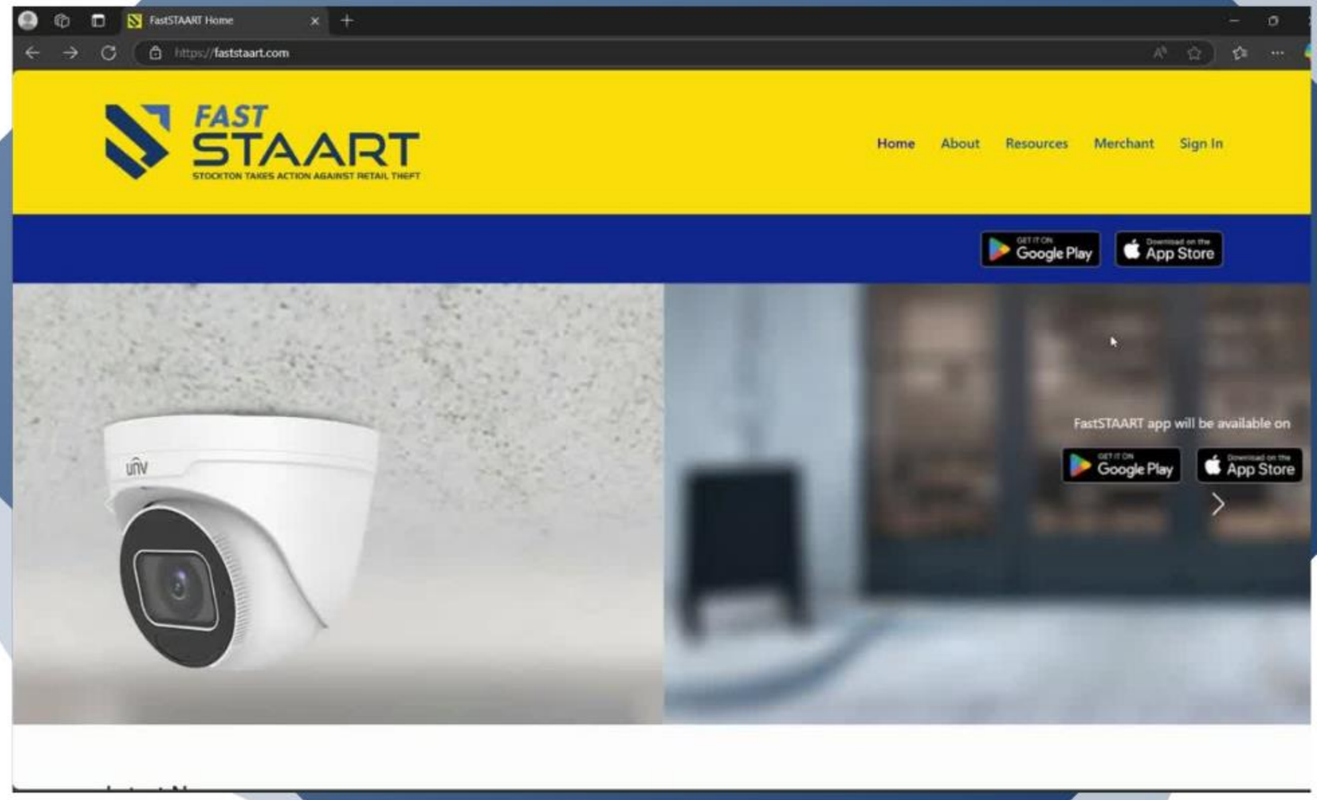
Finished

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



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

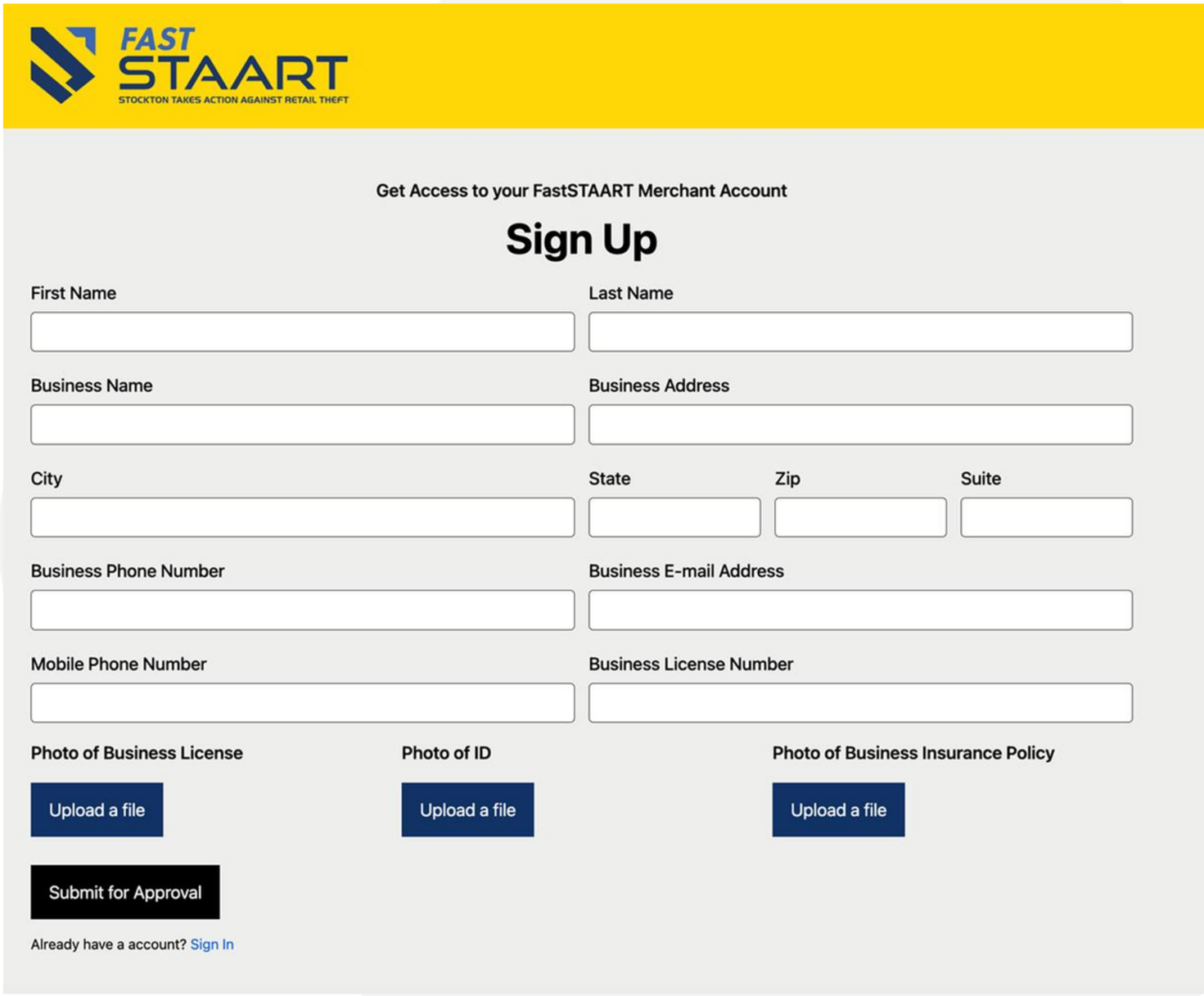
Identify the reports related to the incident you are reporting, compile them into a singular report and attach the PDF to your online police report. This report will include all media and narratives entered by your customers.

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.

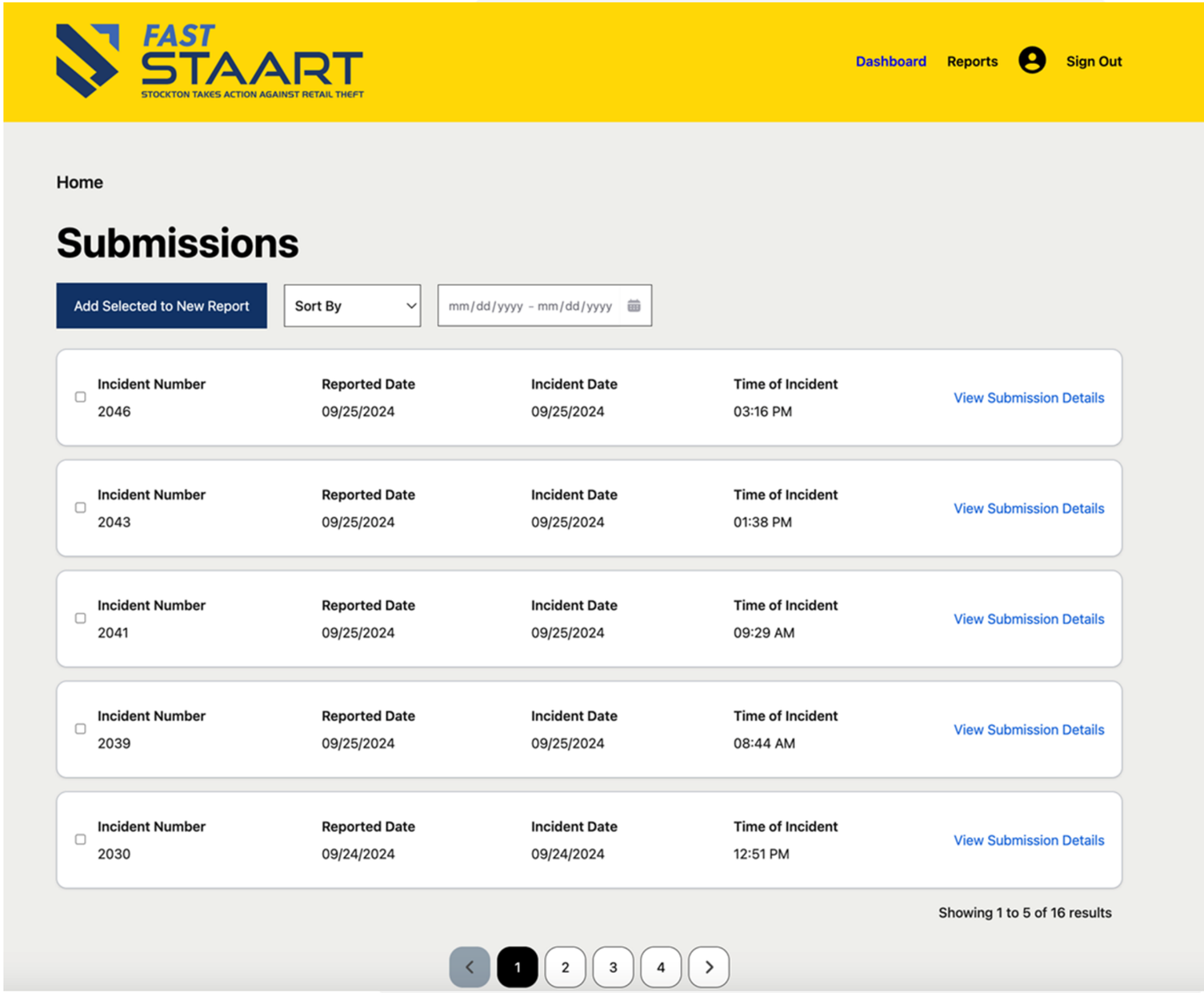
Opening a Merchant Account

1. Complete the information and upload requested documents.
2. Await account approval.



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.



Submission Details

Suspect #1 Information

Gender	Hair color	Hair Style	Skin Tone	Age
Female	Brown	Long	Light	21-30

Weight	Height	Clothing Description	Tattoos	Scars
Slim	Average	Long tan trench coat, pink shirt, jeans	No data	No data

Media

#Photo 1

Suspect	Vehicle
Yes	No

Submission Details

Suspect	Vehicle
No	Yes

Vehicle Information

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

Location

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

Witness Description

Name	Phone	Email
Ima Witness	5105555555	ConcernShopper@gmail.com

Narrative

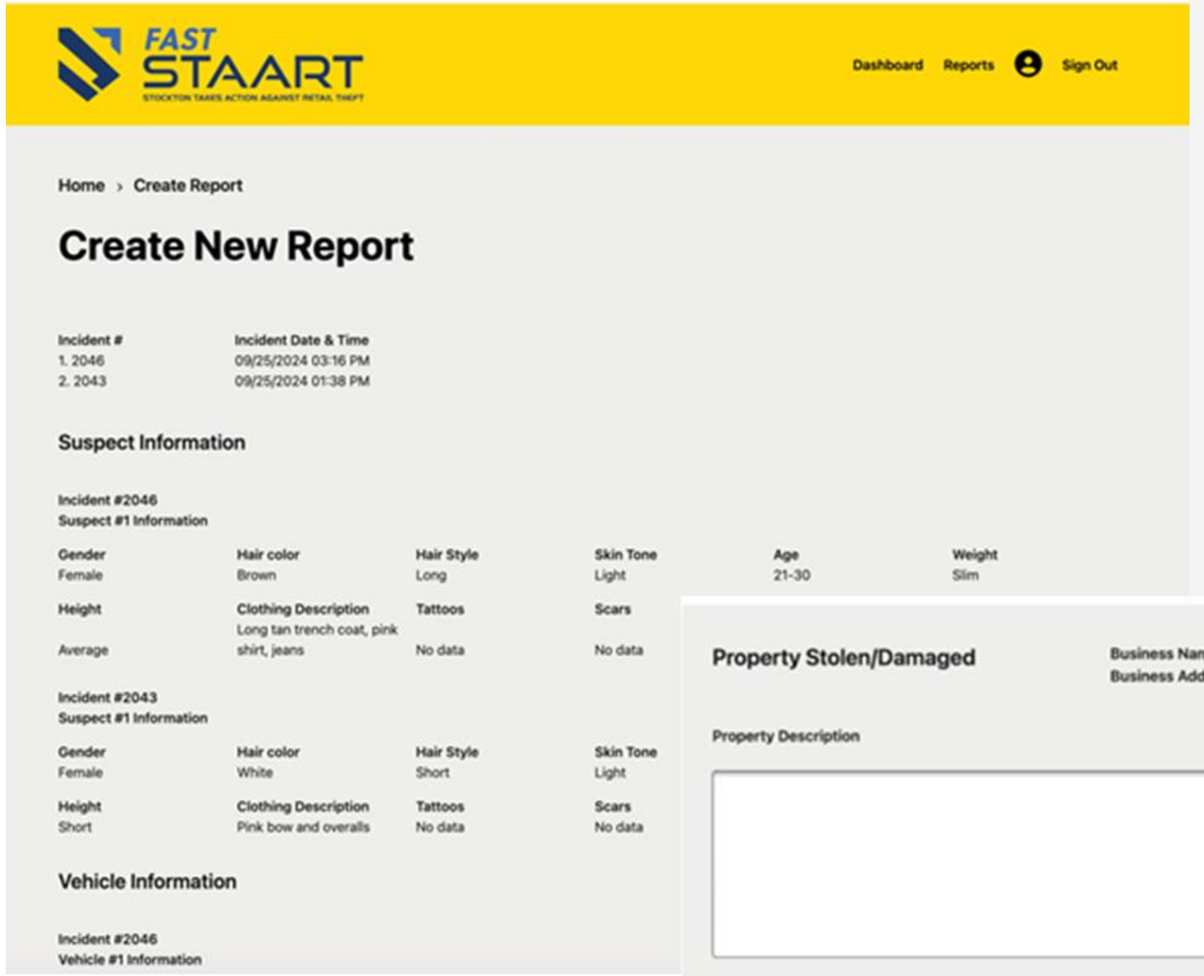
Young woman looking at clothes then removing sensors and putting in her black bag.

Incident Date & Time

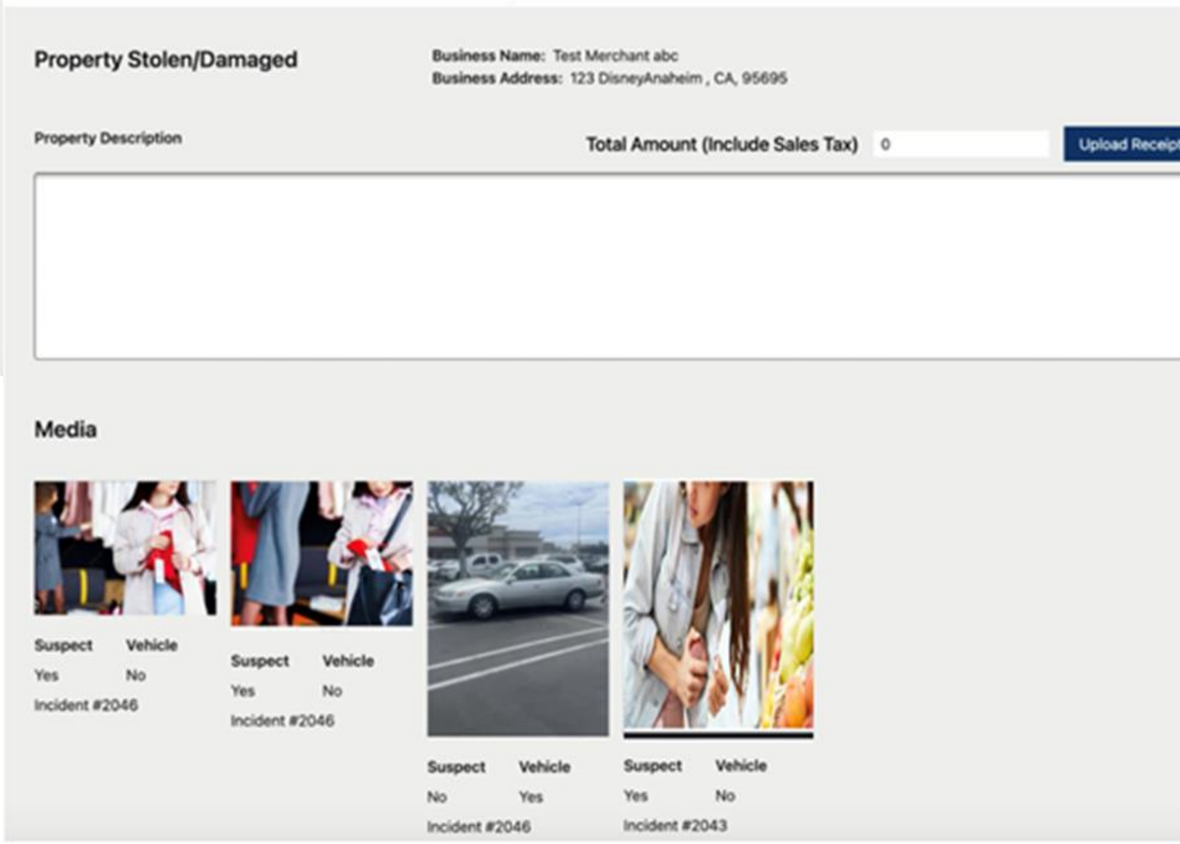
2024-09-25 15:16

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.*

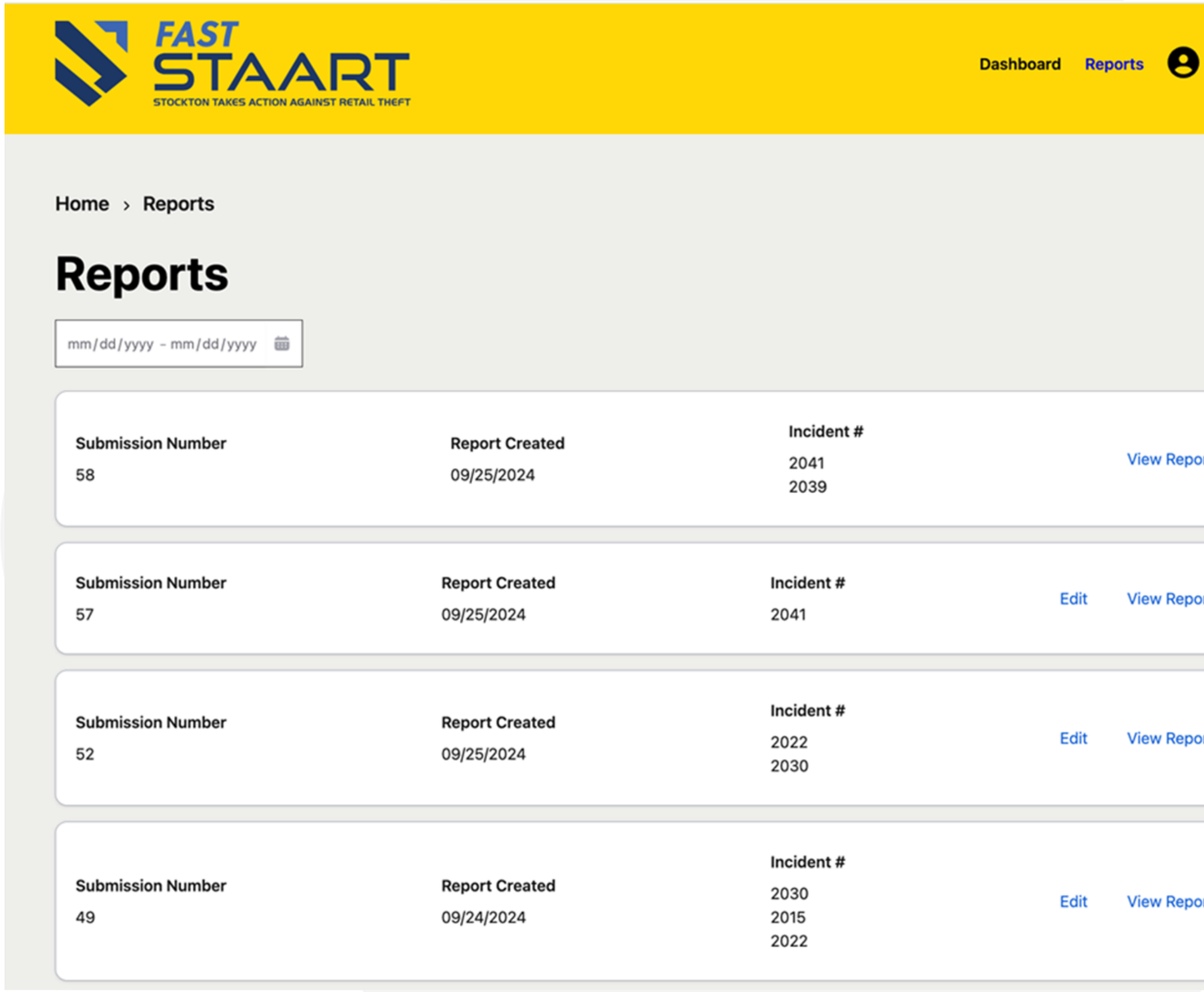


*(*note: If total loss is at least $950.01, report will automatically be sent to San Joaquin County's District Attorney's Office.)*



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.



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 ⩽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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CAL-WASTE
RECOVERY SYSTEMS

STAART

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Questions?

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