

THE CITY OF



PLEASANTON.

MEMORANDUM

Date: August 7, 2014
To: Jenney Soo, Associate Planner
From: Lieutenant Jeff Bretzing
Subject: Project Proposal – 3192 Santa Rita Road

I have reviewed statistical data for Pleasanton's two existing 7-11 stores. The data covered all calls for service, including "business contacts" and also traffic and pedestrian stops within the general area around both stores. The time frame for which the data was provided was 2010 through July, 2014.

The data reveals no significant issues or concerns related to the presence of the two existing 7-11 stores. Furthermore, based on the data, I find no reason to believe the presence of a new 7-11 store to be located at 3192 Santa Rita Road will produce any significantly different results. I believe the calls for service at the Santa Rita Road location will more closely mirror that of the current store on Hopyard Road rather than the Valley Avenue store. This is due to the characteristics of Santa Rita Road relative to Hopyard Road. An unknown factor in this equation is that the Santa Rita Road location will include a gas station and neither of our current 7-11 stores sells gasoline.

**CALLS FOR SERVICE FOR 3192 SANTA RITA ROAD &
SURROUNDING AREA**

CALLS FOR SERVICE	2010	2011	2012	IAN - AUG 2013
20002 VC- HIT AND RUN	1	1	1	
211 PC- ROBBERY	1	2	1	1
23152 VC- DUI	1	2		1
242 PC- BATTERY	2			2
415 PC- DISTURBANCE	4	2	3	1
459 PC- BURGLARY	1		2	1
484 PC- PETTY THEFT	3		4	2
487 PC- GRAND THEFT	1		1	
503 PC- EMBEZZLEMENT		1		1
530 PC- IDENTITY THEFT		1		
594 PC- VANDALISM	1			2
602(L) PC- TRESPASSING		1		
647(F) PC- DRUNK/DRUGS		2		
911 CALL			1	4
ABANDONED VEH.				1
ADMIN DETAIL				1
ADVICE			2	
ALARM	29	13	4	7
ANIMAL CONTROL	2	3	6	4
BIKE STOP	3	2	2	2
CITIZEN ASSIST		1		
CIVIL STANDBY	1		1	
FIELD INTERROGATION	1		1	
FIRE CALL	2		1	
FOLLOW-UP	2		2	2
FOUND PROPERTY			4	1
GRAFFITI	2	1		1
HAZARD	1	1	4	
HEALTH & SAFETY VIOLATION	3	2	2	
ILLEGAL PARK	2		2	4
INCIDENT	9	9	12	16
IN-CUSTODY	1			1
JUVENILE PROBLEM	2	3	4	2
LOST PROPERTY			1	
MEDICAL ASSISTANCE	1	3	2	3
MISC. PUBLIC SERVICE	2	3	2	2
PATROL CHECK	8	12	9	4
PEDESTRIAN STOP	9	7	4	1
PENAL CODE VIOLATION		1	2	
PMC VIOLATION	1	1		2
SPECIAL ENFORCEMENT				7
STOLEN VEHICLE			1	
SUSPICIOUS CIRCUMSTANCE	1			
SUSPICIOUS PERSON	5	9	6	3
SUSPICIOUS VEH.	8	17	15	4
TRAFFIC COLLISION	7	4	2	5
TRAFFIC STOP	164	172	108	81
TRO VIOLATION			1	
VEHICLE CODE VIOLATION	2		7	2
Grand Total	283	276	220	171

CALLS FOR SERVICE FOR 3192 SANTA RITA ROAD

CALLS FOR SERVICE	2013	2014 (Jan to Jul)
20001 VEHICLE CODE VIOLATION- INJURY HIT & RUN		1
20002 VEHICLE CODE VIOLATION- HIT AND RUN	1	1
211 PC- ROBBERY	2	
23152 VEHICLE CODE VIOLATION- DUI	3	4
242 PC- BATTERY	2	1
415 PC- DISTURBANCE	5	4
459 PC- BURGLARY	1	
484 PC- PETTY THEFT	5	7
503 PC- EMBEZZLEMENT	1	
594 PC- VANDALISM	2	3
602(L) PC- TRESPASSING		1
647(F) PC- DRUNK/DRUGS	2	1
653(M) PC- THREAT CALLS		1
911 CALL	4	2
ABANDONED VEH.	1	
ADMIN DETAIL	1	
ALARM	10	3
ANIMAL CONTROL	7	5
BIKE STOP	6	2
FIRE CALL	1	
FOLLOW-UP	2	4
FOUND PROPERTY	1	1
GRAFFITI	1	
HAZARD	1	1
HEALTH & SAFETY VIOLATION	1	
ILLEGAL PARKING	6	3
INCIDENT	26	19
IN-CUSTODY	1	2
JUVENILE PROBLEM	3	
LOST PROPERTY		1
MEDICAL ASSISTANCE	5	1
MISC. PUBLIC SERVICE	13	5
NEIGHBOR CONTACT		1
PATROL CHECK	8	7
PEDESTRIAN STOP	10	9
PMC VIOLATION	5	2
SHOPPING CART		1
SHOTS FIRED	2	
SPECIAL ENFORCEMENT	7	4
SUSPICIOUS PERSON	7	4
SUSPICIOUS VEH.	7	3
TRAFFIC COLLISION	17	6
TRAFFIC STOP	210	136
VEHICLE CODE VIOLATION	2	6
Grand Total	389	252

7-ELEVEN CALLS FOR SERVICE IN PLEASANTON

CALLS FOR SERVICE	2010		2011		2012	
	3760 HOPYARD RD, PLS	4307 VALLEY AV, PLS	3760 HOPYARD RD, PLS	4307 VALLEY AV, PLS	3760 HOPYARD RD, PLS	4307 VALLEY AV, PLS
5150	1					
20002 VC- HIT AND RUN	1		1			
23152 VC- DUI	1					
242 PC- BATTERY	2		1		1	
415 PC- DISTURBANCE	2		2	2		1
459 PC- BURGLARY	1					
470 PC- FORGERY						1
484 PC- PETTY THEFT	4	2	4		1	1
594 PC- VANDALISM	1	1				
647(F) PC- DRUNK/DRUGS			1			
911 CALL		1				1
ANIMAL CONTROL		1				
BIKE STOP			2		1	
CITIZEN ASSIST	1					
FIELD INVESTIGATIONS	1		3		1	
FOLLOW-UP	2		1			1
GRAFFITI			2	1		
HEALTH & SAFETY VIOLATION		1	4		2	
INCIDENT	7	2	9	2	8	4
JUVENILE PROBLEM	4		7	1	2	
LOST PROPERTY	1	1				1
MEDICAL ASSISTANCE		2	1		1	
PATROL CHECK	3		3		3	2
PEDESTRIAN STOP	9	2	16		15	
SUSPICIOUS CIRCUMSTANCE	1					
SUSPICIOUS PERSON	4		2		3	1
SUSPICIOUS VEH.	5		22	1	12	
TRAFFIC COLLISION	1		1	1		
TRAFFIC STOP	29	2	24		20	1
VEHICLE CODE VIOLATION	1					
WARRANT - SUBPOENA SERVICE			1			
Grand Total	82	15	107	9	70	14

7 - ELEVEN STORES IN PLEASANTON

CALLS FOR SERVICE	2013		2014 (Jan to Jul)	
	3760 HOPYARD RD, PLS	4307 VALLEY AV, PLS	3760 HOPYARD RD, PLS	4307 VALLEY AV, PLS
211 PC- ROBBERY		1		
23152 VC- DUI			2	
415 PC- DISTURBANCE	2		1	
484 PC- PETTY THEFT	1	1	2	1
647(F) PC- DRUNK/DRUGS	1			
ANIMAL CONTROL	1			
BIKE STOP	2			
BUSINESS CONTACT			18	
FOUND PROPERTY			1	
GRAFFITI			1	
INCIDENT	4	1	3	1
LOST PROPERTY		1		
PATROL CHECK	7	1		2
SPECIAL ENFORCEMENT	4	1	1	1
STOLEN VEHICLE				1
SUSPICIOUS CIRCUMSTANCE	1		1	
SUSPICIOUS PERSON	2			
SUSPICIOUS VEH.	3	2	2	
TRAFFIC COLLISION	1			
TRAFFIC STOP	15	1	13	1
PEDESTRIAN STOP	2		2	
PENAL CODE VIOLATION			1	
PMC VIOLATION	1	1		
VEH CODE VIOLATION	1			
Grand Total	48	10	48	7