

# 2014 PLEASANTON POLICE DEPARTMENT ANNUAL REPORT



The 2014 Annual Report provides data on crimes, arrests, clearance rates, victim demographics, repressible street crimes, juvenile-related offenses, traffic citations and traffic collisions. We have provided a brief overview of the department's various units and our accomplishments for the year.

POLICE

2014



For more information about the Pleasanton Police Department  
please visit our website at [www.pleasantonpd.org](http://www.pleasantonpd.org)



THE CITY OF PLEASANTON WAS  
RANKED THE **4th BEST** PLACE TO  
LIVE IN THE UNITED STATES  
BY USA TODAY  
IN AN ARTICLE TITLED  
**“AMERICA’S 50 BEST CITIES TO  
LIVE IN”** and **9th AMONG BEST  
PLACES TO LIVE** BY MONEY  
MAGAZINE

# TABLE OF CONTENTS

6	Chief's Message
10	Organizational Chart
12	PPD Management
14	Key Accomplishments
16	Crime and Arrest Stats

18	Part 1 Crimes
28	Juvenile Arrests
32	Operations Division
40	Force Options Training
44	Special Operations/Traffic
48	Animal Services

50	East County Tactical Team
54	Investigations and Support Services Division
64	Youth and Community Services Unit
68	DARE
78	New Hires and Retirements
80	Strategic Plan

# A Message From the Police Chief

As Pleasanton's Police Chief, I am proud to share our department's 2014 Annual Report with the citizens of Pleasanton and all who seek information about our organization. Information and data captured in this report reflect how hard the men and women of the Pleasanton Police Department work to keep our city safe every day. Law enforcement activities including calls for service, crime reporting, arrest information, response times, community outreach, key accomplishments and various department operations are all areas we scrutinize and work to assess our effectiveness. Information contained in this report will undoubtedly give you a better understanding of what we do day in and day out here in our community.

As an innovative law enforcement organization, we continue to celebrate strong community partnerships and a high level of cooperation with key stakeholders. Our effectiveness in partnering with the community is one of the main reasons we enjoy such a high quality of life here in Pleasanton. Working together, the men and women of this Police Department remain focused on our commitment to service and we deliver this service with pride and professionalism.

As we look to the future, we strive to continually improve in an effort to make us even more effective and more efficient in our service delivery. With our perspective on serving you well today, we don't lose sight of what the future may bring to our organization or to our community. Within this report, you will see our broad-based initiatives that represent our strategic planning efforts as we move confidently into the future.

All of us at the Pleasanton Police Department hope you find this document helpful and informative.



Chief David C. Spiller

# CHIEF SPILLER'S VISION for the PLEASANTON POLICE DEPARTMENT

## WORKING TOGETHER

All that we accomplish as a professional law enforcement organization, we will accomplish TOGETHER and in support of one another. Recognizing the value of teamwork, the success in all we do comes from the strength in our numbers and the consistency in the delivery of superior service as public safety professionals. We will be a stronger, more effective organization through a greater level of connectedness to one another and a greater level of connectedness to the community.

## PRIDE & PROFESSIONALISM

The men and women of the Pleasanton Police Department will deliver consistently exceptional and ethical service to our community. Members of this organization will set themselves apart through the respectful, responsible and conscientious delivery of public safety service - exceeding the expectations of the community. Our professionalism will be measured through the eyes of the community we serve and by each other within the organization. We will be uncompromised in our ethically based, principled enforcement of the law.

## SERVICE

Our effectiveness will be deepened by maintaining our personal connection and reflection to our calling to public service. We will maintain perspective of our role and responsibility to serve the community, remaining prideful but not arrogant and recognizing our authority comes from the public we serve. Never acting officious, we will continue to emphasize proactive policing strategies to keep Pleasanton safe for all who live, work and play in our community.

## SUCCESSION - FOCUS ON THE FUTURE

The leadership of this organization will value and reward hard work and will focus on the development of our staff so we are more effectively prepared for what's ahead. Supporting training opportunities and working to support the professional development of our department members, we will create future leaders in the organization to keep the organization contemporary, responsive and innovative.

# THANK YOU PPD!

to check on my [unclear] PD:  
I was amazed at the care you  
displayed and the kind manner  
in which you handled the situ-  
ation. Thank you for all your  
[unclear] (called on [unclear])

resolv  
W  
w  
list  
S  
h  
e  
w



Dear Pleasanton PD:  
I wanted to thank you for  
being so helpful and supportive the other  
day. You made it very  
easy for me to  
accept the truth.



comfortable  
for me  
I also  
you do  
you do great  
again.

the incident.  
 I offer thanks to Officer Kunkel  
 a total professional, a good  
 very steady, just what the  
 needed. Still, I hope never  
 call the police again; I never



... Dave Spiller  
 Pleasanton Police Department  
 Pleasanton, CA 94566

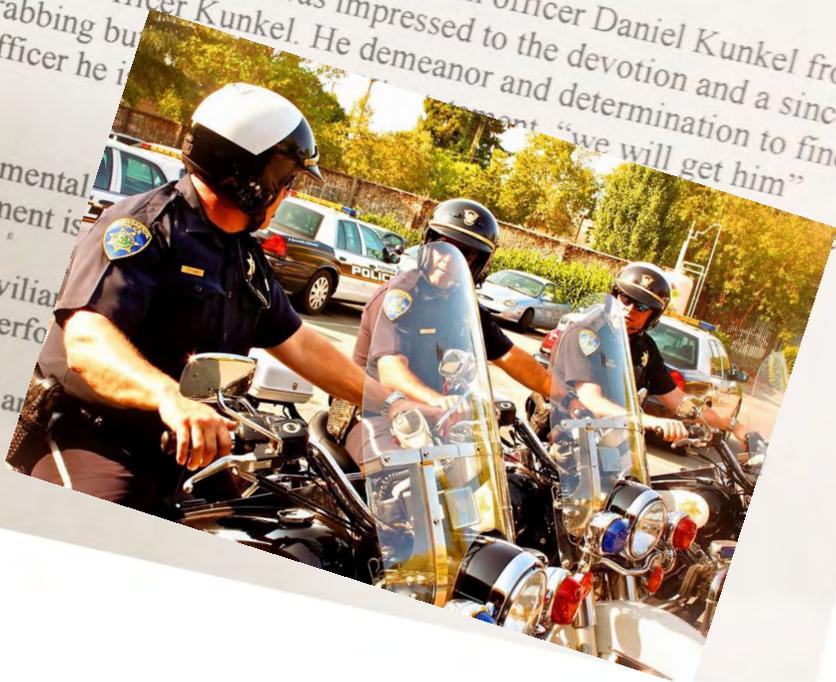
Dear Sir,

On Oct 29 I was fortunate to go on a "Ride a Long" with officer Daniel Kunkel from 6:00- 11:00 PM. During those five hours I was impressed to the devotion and a sincere conviction to duty shown by Officer Kunkel. He demeanor and determination to find the individual who was "grabbing but showed the caliber of officer he is in the community."

This short ride was instrumental in the Pleasanton Police Department is

My wish is that as many civilian professional your officers perform

My thanks to officer Kunkel and  
 Respectfully,



Dear Pleasanton Police Department,  
 Thank you for coming to our school  
 and showing us the police car. It was  
 great!  
 From,  
 Harvest Park Preschool

Joey  
 Luke  
 AD  
 Mike  
 Greshm  
 W

JOHNNY NECK  
 ZOE  
 ARMAN  
 KAESHNA  
 TANNER  
 VIEL  
 SEAN  
 ELIOTT  
 JONATHAN  
 AMAD  
 NIKHIL  
 K. Kunkel

# PLEASANTON POLICE DEPARTMENT

## Operations Division

Kim Monfort  
ADMINISTRATIVE  
ASSISTANT  
PLEASANTON POLICE DEPARTMENT

Craig Eicher  
POLICE CAPTAIN  
OPERATIONS

Brian Laurence  
WATCH COMMANDER  
PATROL

Scott Rohovit  
WATCH COMMANDER  
PATROL

James M. Knox  
WATCH COMMANDER  
PATROL

Mike Elerick  
LIEUTENANT  
SPECIAL OPERATIONS

MONDAY-THURSDAY  
10-Hour Shift  
PATROL WEEKDAY SHIFT

FRIDAY-SUNDAY  
12.5-Hour Shift  
PATROL WEEKEND SHIFT

TRAFFIC  
Sergeants - 1  
Officers - 6  
CSO - 1  
PLEASANTON POLICE DEPARTMENT

DAY WATCH  
Sergeants - 1  
Officers - 7  
TEAM ONE

DAY WATCH  
Sergeants - 1  
Officers - 7  
TEAM FOUR

ANIMAL SERVICES  
Animal Control  
Officer - 1  
PLEASANTON POLICE DEPARTMENT

NIGHT WATCH  
Sergeants - 2  
Officers - 6  
TEAM TWO

NIGHT WATCH  
Officers - 2  
TEAM FIVE

SPECIAL EVENTS  
AND PERMITS  
Sergeant - 1  
CSO - 1  
PLEASANTON POLICE DEPARTMENT

MORNING WATCH  
Sergeants - 1  
Officers - 7  
TEAM THREE

MORNING WATCH  
Sergeants - 1  
Officers - 7  
TEAM SIX

SPECIAL  
ENFORCEMENT  
Sergeants - 1  
Officers - 3  
PLEASANTON POLICE DEPARTMENT

David C. Spiller  
POLICE CHIEF

PLEASANTON POLICE DEPARTMENT

## Investigations and Support Services Division

Eric Finn  
POLICE CAPTAIN

INVESTIGATIONS/SUPPORT SERVICES

Mamie Ewing  
OFFICE ASSISTANT

PLEASANTON POLICE DEPARTMENT

Jeff Bretzing

LIEUTENANT

INVESTIGATIONS

Margaret Mary Goulart  
MANAGER

SUPPORT SERVICES

INVESTIGATIONS

Sergeants - 1  
Detectives - 6  
Crime Analyst - 1

PLEASANTON POLICE DEPARTMENT

PROFESSIONAL STANDARDS

Sergeants - 1

PLEASANTON POLICE DEPARTMENT

DISPATCH

Dispatch Supervisors - 4  
Dispatchers - 10

PLEASANTON POLICE DEPARTMENT

PROPERTY AND EVIDENCE

Technician - 1

PLEASANTON POLICE DEPARTMENT

PERSONNEL AND TRAINING

Officer - 1  
CSO - 1

PLEASANTON POLICE DEPARTMENT

RECORDS

Records Clerks - 4

PLEASANTON POLICE DEPARTMENT

YCSU

Sergeants - 1  
Crime Prevention Ofc - 1  
CSO - 1

PLEASANTON POLICE DEPARTMENT

GENERAL SERVICES

Accounting Assistant II

PLEASANTON POLICE DEPARTMENT

D.A.R.E.

Officers - 2

PLEASANTON POLICE DEPARTMENT

FLEET MAINTENANCE

Fleet Maintenance Asst.

PLEASANTON POLICE DEPARTMENT

SCHOOL RESOURCE OFFICERS

Officers - 2

PLEASANTON POLICE DEPARTMENT

PLEASANTON POLICE DEPAR

Lt. Jim Knox  
Patrol



Lt. Jeff Bretzing  
Investigations



Lt. Mike Elerick  
Special Operations



Capt. Craig Eicher  
Operations

# DEPARTMENT MANAGEMENT TEAM

Lt. Brian Laurence  
Patrol



Lt. Scott Rohovit  
Patrol



Margaret Mary Goulart  
Support Services

Capt. Eric Finn  
Investigations and Services

Chief Dave Spiller

# KEY ACCOMPLISHMENTS FOR 2014

## In 2014 we ...

- Launched new report writing and mobile software for the department.
- Implemented a new digital phone system throughout the department and city.
- Installed a new prescription drug drop-off box in the front lobby for residents to dispose of unused pharmaceuticals.
- Conducted a multi-agency Active Shooter Training in conjunction with the Pleasanton Unified School District.
- Graduated 20 people from our Citizens Academy.
- Completed a fleet overhaul to new Ford Explorer Police Utility Vehicles.
- Remodeled the report writing room.



We retired our Crown Victoria fleet in 2014.



Our report writing room got a facelift and technical upgrade!



The prescription drug drop-off box in the lobby of the police department ensures unused pharmaceuticals will be disposed of properly.

# THE PLEASANTON POLICE DEPARTMENT'S



# NEW LOOK FOR 2014

In 2014, the Pleasanton Police Department completed the transition of its patrol fleet to the new Ford Explorer Police Utility Vehicle.



## FORD POLICE UTILITY VEHICLE INTERCEPTOR

With the legendary Ford Crown Victoria Police Interceptor no longer in production, the Pleasanton Police Department converted its fleet to the new Ford Explorer Police Utility Vehicle Interceptor. Our new all-wheel drive, V-6 Interceptors are among the most popular police cruisers in the U.S. (USA TODAY). Pleasanton began the conversion in 2013 and completed the transition in 2014!

# CRIMES and ARRESTS

2014

We stand watch together as a community



RANGE TRAINING KEEPS US SHARP



In 1958, the FBI incorporated the concept of a national Crime Index. An area's level of crime generally could be indicated through specific offenses, known as

## PART 1 CRIMES

According to Uniform Crime Reporting (UCR) guidelines, Part 1 Crimes are defined as eight offenses most likely to be reported to the police and that occur with sufficient frequency to provide an adequate basis for comparison (per population).

**Part 1 Crimes are:**  
Homicide, Sexual  
Assault, Robbery,  
Aggravated  
Assault, Burglary,  
Larceny, Auto  
Theft and Arson.

## PART 1 CRIMES IN PLEASANTON

PART I CRIMES	2010	2011	2012	2013	2014
Homicide	0	0	1	0	0
Rape	4	4	4	3	8
Aggravated Assault	49	31	26	28	39
Robbery	24	26	18	29	14
<i>Violent Crimes Subtotal</i>	<b>77</b>	<b>61</b>	<b>49</b>	<b>60</b>	<b>61</b>
Burglary	210	182	165	187	169
Larceny/Theft	1,009	951	998	980	920
Motor Vehicle Theft	83	85	119	117	156
Arson	6	5	5	10	3
<i>Property Crimes Subtotal</i>	<b>1,308</b>	<b>1,223</b>	<b>1,287</b>	<b>1,294</b>	<b>1,248</b>
<b>TOTAL</b>	<b>1,385</b>	<b>1,284</b>	<b>1,336</b>	<b>1,354</b>	<b>1,309</b>

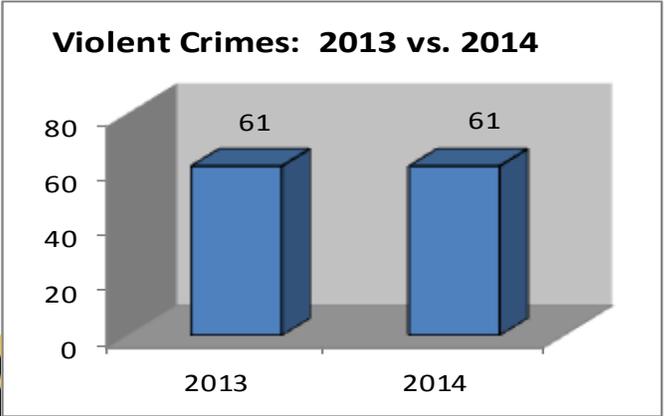
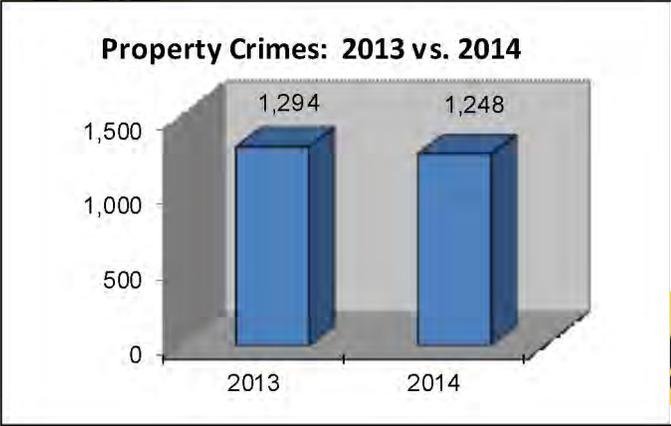
## 2014 PART 1 CRIMES IN THE TRI-VALLEY

PART I CRIMES	PLEASANTON	DUBLIN	LIVERMORE	SAN RAMON
POPULATION	73,067	53,462	84,852	77,270
Homicide	0	0	0	0
Rape	8	3	11	3
Aggravated Assault	39	35	199	9
Robbery	14	19	31	11
Burglary	169	184	269	209
Larceny/Theft	920*	497	1063	463
Auto Theft	156	120	170	77
Arson	3	1	21	2
<b>TOTAL</b>	<b>1,309</b>	<b>859</b>	<b>1764</b>	<b>774</b>

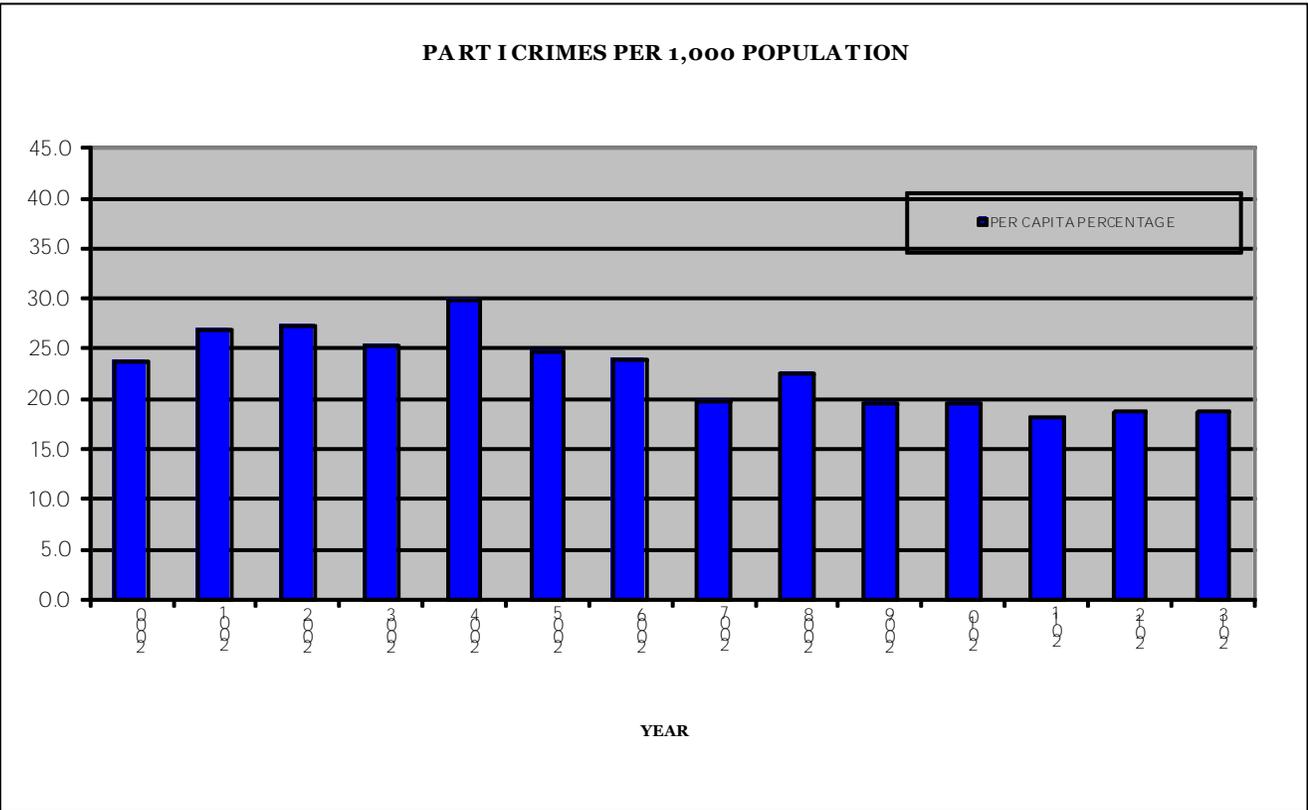
Population data provided by the State of California Department of Finance

\* 312 out of 920 (34%) Larceny/Thefts occurred at Stoneridge Mall

**CRIME SCENE**



**CRIME SCENE DO NOT CROSS CRIME SCENE**



## PART 1 CRIMES 20-YEAR HISTORY IN PLEASANTON

YEAR	POPULATION (Source: CA Dept of Finance)	PART I CRIMES	PART I CRIMES PER 1,000 POPULATION
2014	73,067	1,309	17.9
2013	71,871	1,355	18.9
2012	71,269	1,336	18.7
2011	70,643	1,284	18.2
2010	70,711	1385	19.6
2009	70,097	1370	19.5
2008	69,388	1,567	22.6
2007	68,755	1,358	19.8
2006	67,876	1,620	23.9
2005	67,321	1,660	24.7
2004	67,049	2,002	29.9
2003	66,788	1,694	25.4
2002	65,961	1,804	27.3
2001	65,154	1,750	26.9
2000	63,654	1,511	23.7
1999	61,700	1,489	24.1
1998	60,300	1,818	30.1
1997	57,800	1,845	31.9
1996	56,000	1,811	32.3
1995	55,100	2,029	36.8
1994	53,900	2,144	39.8
1993	53,000	2,106	39.7
1992	52,000	1,977	38.0
1991	51,200	1,860	36.3
1990	50,570	1,686	33.3
1989	51,950	1,595	30.7



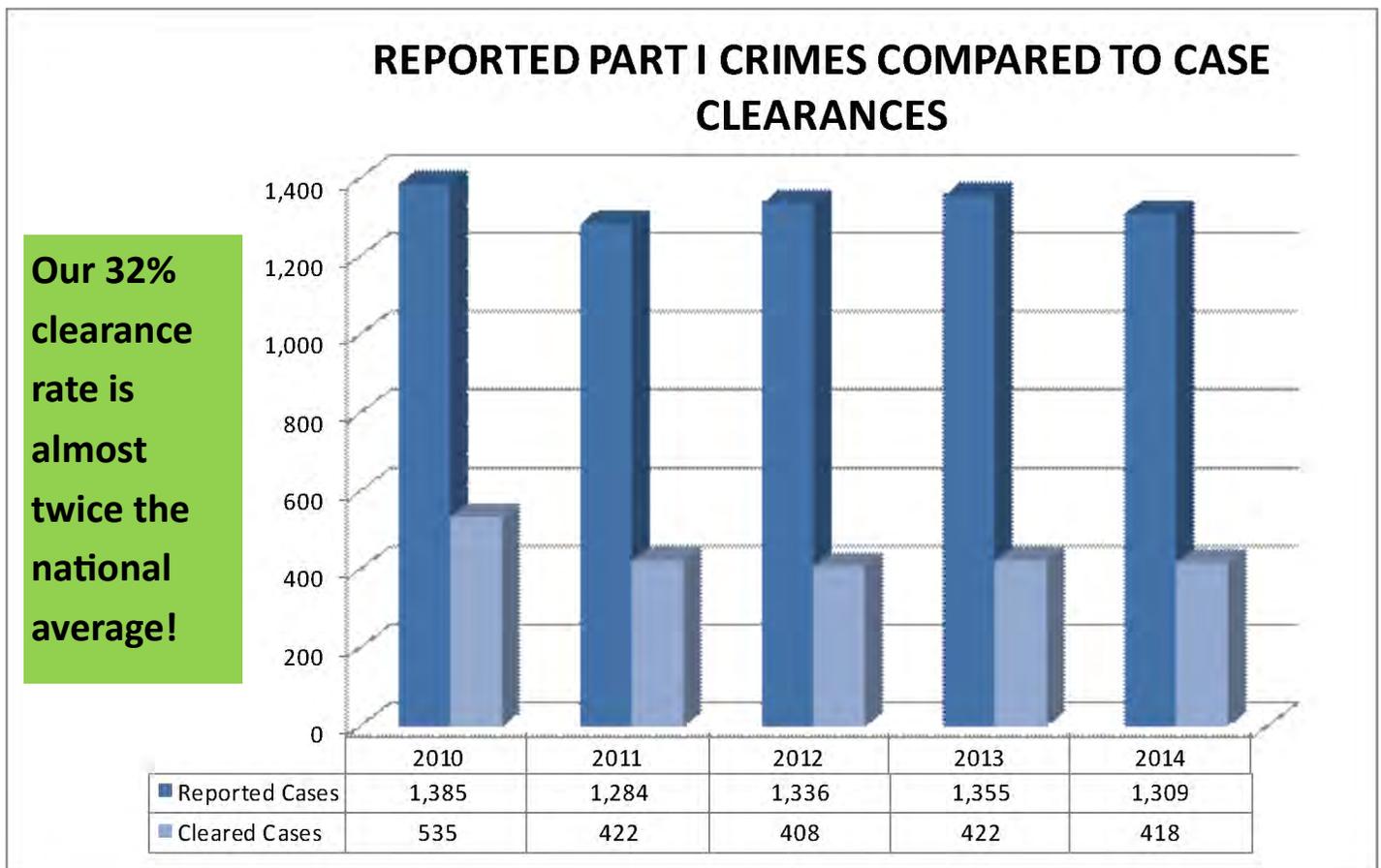
## PART I CRIMES CLEARANCE RATES

Clearance rates are defined by the US Department of Justice "Uniform Crime Reporting" guidelines. An offense is cleared or "solved" for crime reporting purposes when at least one person is arrested, charged with the commission of the crime, turned over to the court for prosecution or referred to juvenile authorities.

In certain situations, a clearance may be counted by "exceptional means." This is when police have identified the offender, have enough information to support an arrest, but for some reason, cannot take the offender into custody.

According to the Uniform Crime Reports, the most recent statistics show the average California Law Enforcement Agency clearance rate is about 17%.

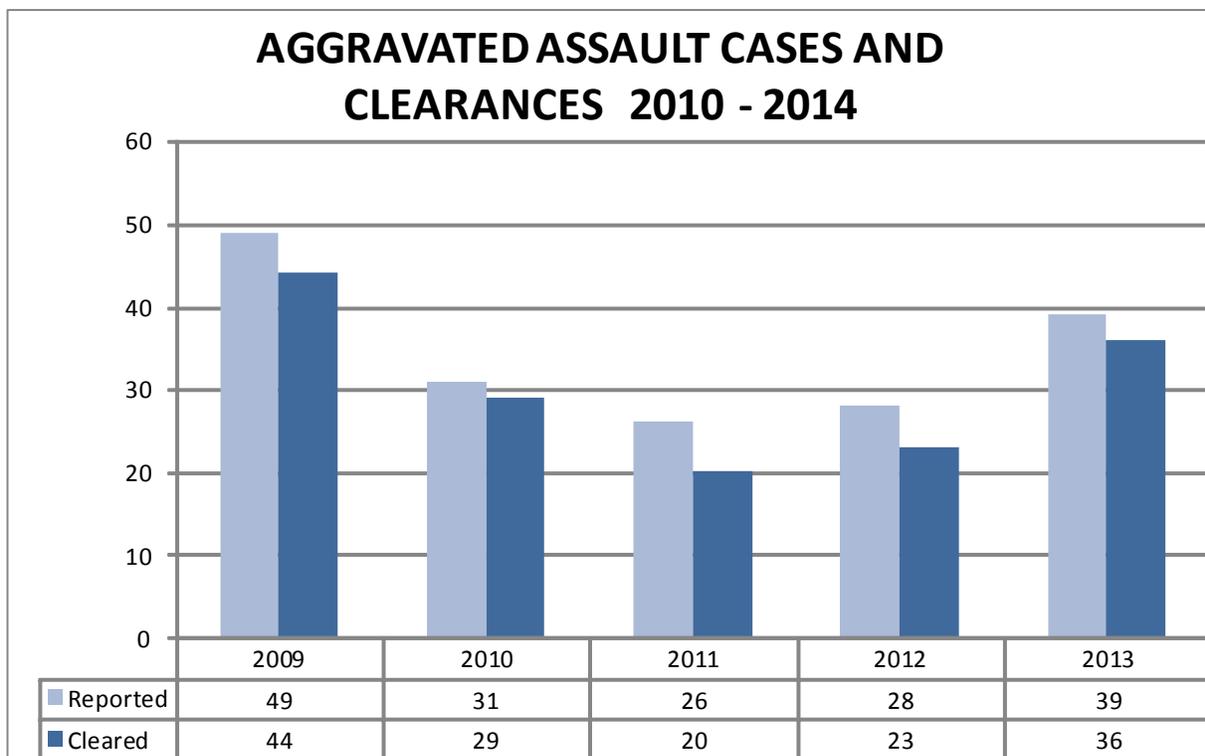
In 2014, the men and women of the Pleasanton Police Department successfully cleared 32% of the Part I Crimes that occurred within our jurisdiction.



# PART 1 CRIMES AND CLEARANCE RATES FOR THE PAST 5 YEARS

	Homicide	RAPE	Aggravated A Assault	Robbery	Burglary	Larceny T Theft	Grand Theft Auto	Arson	Total
<b>2014 Reported</b>	0	8	39	14	169	920	156	3	<b>1,309</b>
<b>Cleared</b>	0	8	36	10	29	305	29	1	<b>418</b>
<b>Rate</b>	<b>0%</b>	<b>100%</b>	<b>92%</b>	<b>71%</b>	<b>17%</b>	<b>33%</b>	<b>19%</b>	<b>33%</b>	<b>32%</b>
<b>2013 Reported</b>	0	3	28	30	187	980	117	10	<b>1,355</b>
<b>Cleared</b>	0	1	23	16	25	324	27	6	<b>422</b>
<b>Rate</b>	<b>0%</b>	<b>33%</b>	<b>82%</b>	<b>53%</b>	<b>13%</b>	<b>33%</b>	<b>23%</b>	<b>60%</b>	<b>31%</b>
<b>2012 Reported</b>	1	4	26	18	165	998	119	5	<b>1,336</b>
<b>Cleared</b>	1	2	20	10	15	346	14	0	<b>408</b>
<b>Rate</b>	<b>100%</b>	<b>50%</b>	<b>77%</b>	<b>56%</b>	<b>9%</b>	<b>35%</b>	<b>12%</b>	<b>0%</b>	<b>31%</b>
<b>2011 Reported</b>	0	4	31	26	182	951	85	5	<b>1,284</b>
<b>Cleared</b>	1*	2	29	11	24	346	9	1	<b>422</b>
<b>Rate</b>	<b>N.C.</b>	<b>50%</b>	<b>94%</b>	<b>42%</b>	<b>13%</b>	<b>36%</b>	<b>11%</b>	<b>20%</b>	<b>33%</b>
<b>2010 Reported</b>	0	4	49	24	210	1009	83	6	<b>1,385</b>
<b>Cleared</b>	0	4	44	12	43	417	11	4	<b>535</b>
<b>Rate</b>	<b>0%</b>	<b>100%</b>	<b>90%</b>	<b>50%</b>	<b>20%</b>	<b>41%</b>	<b>13%</b>	<b>67%</b>	<b>39%</b>

\*This clearance is from a 1984 cold case.



# PART 1 CRIMES: VICTIM DEMOGRAPHICS

5-year comparison of crime victim demographics reported during 2014

VICTIMS	2010		2011		2012		2013		2014	
Resident	939	51%	759	46%	790	45%	753	43%	771	45%
Non-Resident	355	19%	396	24%	433	25%	438	25%	397	23%
Commercial	550	30%	493	30%	533	30%	578	33%	544	32%
<b>TOTALS</b>	<b>1,844</b>		<b>1,648</b>		<b>1,756</b>		<b>1,769</b>		<b>1,712</b>	

\*Some incidents have multiple victims resulting in a greater number of victims than Part I crimes reported.



One of the many thank you cards we have received from our community groups and residents! Our officers know we are definitely appreciated.

# PART I CRIMES: ADULT AND JUVENILE ARRESTS

## ADULT ARRESTS

	2010		2011		2012		2013		2014	
<i>Resident</i>	117	35%	86	30%	83	25%	97	28%	105	29%
<i>Non-Resident</i>	215	65%	203	70%	249	75%	253	72%	254	71%
<b>TOTAL ARRESTS</b>	<b>332</b>		<b>289</b>		<b>332</b>		<b>350</b>		<b>359</b>	



## JUVENILE ARRESTS

	2010		2011		2012		2013		2014	
<i>Resident</i>	53	33%	42	30%	68	39%	24	21%	21	26%
<i>Non-Resident</i>	108	67%	100	70%	105	61%	90	79%	60	74%
<b>TOTAL ARRESTS</b>	<b>161</b>		<b>142</b>		<b>173</b>		<b>114</b>		<b>81</b>	

## REPRESSIBLE STREET CRIMES

Repressible street crimes are crimes that generally can be deterred through an active partnership between the police and the community it serves. A proactive uniformed police presence is a significant deterrent; however, it is no longer the only solution to crime suppression.

An active and involved citizenry who take the time to report suspicious activity, coupled with a proactive and rapid police response, contributes to the overall success of the police department and the safety of our community. Crimes such as burglary, theft from automobiles, robbery and grand theft auto are often crimes of opportunity. Through an active partnership that encourages community trust, open communication and cooperation, we collectively share a responsibility to harden the potential crimes of opportunity and reduce the overall victimization of our community.

The list of repressible street crimes differs from agency to agency. In the City of Pleasanton, repressible street crimes are categorized as residential and commercial burglaries, vandalisms, thefts from vehicles including auto burglaries, and auto theft. The distinction between an auto burglary and a theft from an auto is whether or not the vehicle was locked.

		Residential Burglary	Commercial Burglary	Vandalism	Vehicle Burglary	Theft from Vehicle	Grand Theft Auto	Totals
<b>2014</b>	<b>Reported</b>	104	54	278	159	156	156	907
	<b>Cleared</b>	20	9	40	11	15	29	124
	<b>Rate</b>	<b>19%</b>	<b>17%</b>	<b>14%</b>	<b>7%</b>	<b>10%</b>	<b>19%</b>	<b>14%</b>
<b>2013</b>	<b>Reported</b>	112	67	320	183	184	117	983
	<b>Cleared</b>	20	12	78	11	13	27	161
	<b>Rate</b>	<b>18%</b>	<b>18%</b>	<b>24%</b>	<b>6%</b>	<b>7%</b>	<b>23%</b>	<b>16%</b>
<b>2012</b>	<b>Reported</b>	99	57	396	174	187	119	1,032
	<b>Cleared</b>	10	5	54	9	9	9	96
	<b>Rate</b>	<b>10%</b>	<b>9%</b>	<b>14%</b>	<b>5%</b>	<b>5%</b>	<b>8%</b>	<b>9%</b>
<b>2011</b>	<b>Reported</b>	99	68	334	180	177	85	943
	<b>Cleared</b>	19	5	39	26	15	9	113
	<b>Rate</b>	<b>19%</b>	<b>7%</b>	<b>12%</b>	<b>14%</b>	<b>8%</b>	<b>11%</b>	<b>12%</b>
<b>2010</b>	<b>Reported</b>	144	54	413	178	203	83	1,075
	<b>Cleared</b>	39	7	65	18	21	11	161
	<b>Rate</b>	<b>27%</b>	<b>13%</b>	<b>16%</b>	<b>10%</b>	<b>10%</b>	<b>13%</b>	<b>15%</b>

## OTHER CRIMES AND OFFENSES

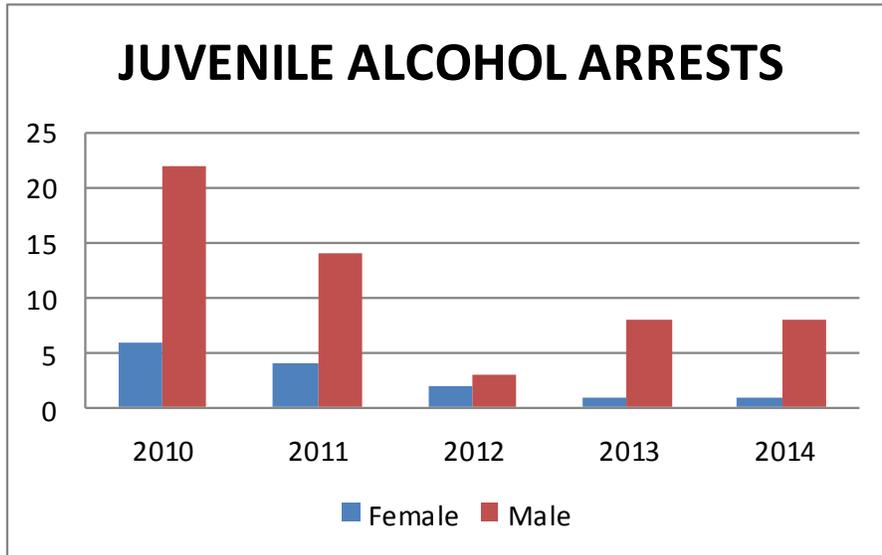
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Child Abuse</b>	30	28	42	16	18	20	15	18	31	19	24
<b>Alcohol Violations</b> (excluded DUI & Drunk In Public)	96	54	69	51	49	65	59	50	32	25	15
<b>DUI -Total</b>	340	228	262	256	283	296	329	253	289	217	192
<b>Felony Arrests</b>	6	1	1	2	1	5	5	1	1	4	5
<b>Misdemeanor Arrests</b>	334	227	261	254	282	291	324	252	288	213	187
<b>Drunk In Public</b>	216	239	236	247	228	298	241	275	227	186	197
<b>Domestic Violence</b>	133	137	127	131	104	121	112	94	88	98	86
<b>Fraud/Forgery</b>	263	233	197	248	221	186	195	152	150	130	120
<b>Identity Theft</b>	158	231	228	214	175	224	234	180	200	214	218
<b>Narcotics Violations</b>	335	367	327	325	270	335	257	341	296	265	301
<b>Sex Offenses</b>	30	40	48	24	32	48	22	30	28	21	35
<b>Simple Assaults</b>	268	170	183	161	171	136	185	226	194	194	176
<b>Vandalism</b>	481	165	158	242	275	258	269	240	299	161	174
<b>Graffiti</b>		136	142	95	266	239	183	131	125	159	131
<b>Weapons Violations</b>	33	49	51	49	41	49	36	44	40	38	39
<b>Psychiatric Commitment</b>	203	244	232	196	260	281	305	351	383	417	395
<b>TOTAL</b>	<b>2,586</b>	<b>2,321</b>	<b>2,302</b>	<b>2,255</b>	<b>2,393</b>	<b>2,556</b>	<b>2,442</b>	<b>2,385</b>	<b>2,382</b>	<b>2,144</b>	<b>2,103</b>

# JUVENILE ARRESTS

Offense or Reason for Contact	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Assault &amp; Battery</b>	31	29	29	14	17	18	22	20	30	9	12
<b>Assault with a Deadly Weapon</b>	4	11	3	1	1	4	3	3	0	0	0
<b>Brandishing or Possessing a Weapon</b>	1	0	3	1	4	8	6	11	10	2	3
<b>Burglary</b>	10	4	1	14	15	3	4	2	0	0	2
<b>Grand Theft Auto</b>	6	4	6	7	3	1	2	1	0	0	0
<b>Grand Theft</b>	34	22	24	10	9	11	9	7	15	9	11
<b>Incorrigible</b>	20	14	14	6	6	8	6	4	2	1	2
<b>Driving Under Influence of Drugs or Alcohol</b>	6	8	5	8	4	6	4	5	0	1	2
<b>Petty Theft</b>	208	100	73	98	79	104	123	120	125	96	59
<b>Possession of Drugs or Alcohol</b>	38	55	55	65	50	59	61	41	23	27	19
<b>Psychiatric Commitment</b>	60	68	54	54	70	61	81	131	113	116	114
<b>Robbery</b>	7	4	4	4	4	3	2	1	2	1	1
<b>Runaway</b>	109	92	74	51	45	53	38	37	27	19	30
<b>Sex Crimes</b>	4	1	1	1	2	5	5	2	8	3	4
<b>Vandalism</b>	11	17	17	8	6	5	8	9	6	5	10
<b>TOTAL</b>	<b>549</b>	<b>429</b>	<b>363</b>	<b>342</b>	<b>315</b>	<b>349</b>	<b>374</b>	<b>394</b>	<b>361</b>	<b>289</b>	<b>269</b>

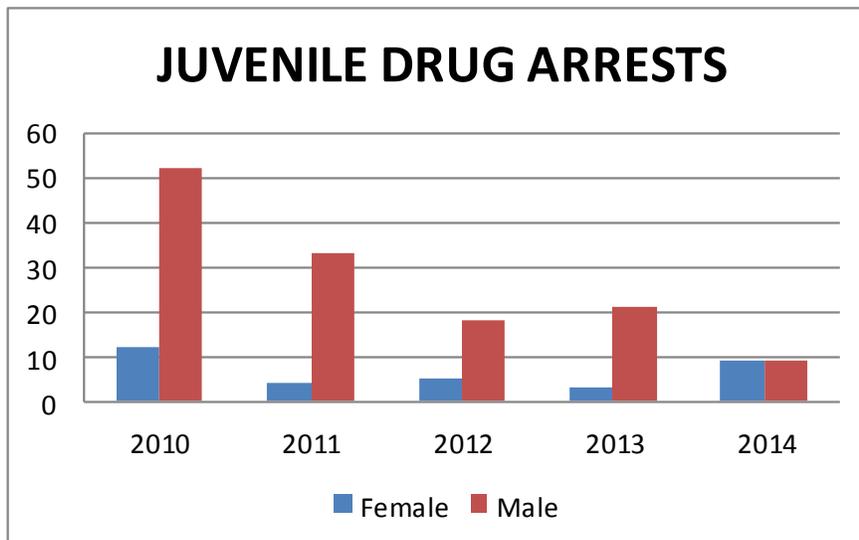
## Alcohol

	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Female</b>	4	5	12	1	6	4	2	1	1
<b>Male</b>	13	20	7	15	22	14	3	8	8
<b>TOTAL</b>	<b>17</b>	<b>25</b>	<b>19</b>	<b>16</b>	<b>28</b>	<b>18</b>	<b>5</b>	<b>9</b>	<b>9</b>



## Drugs

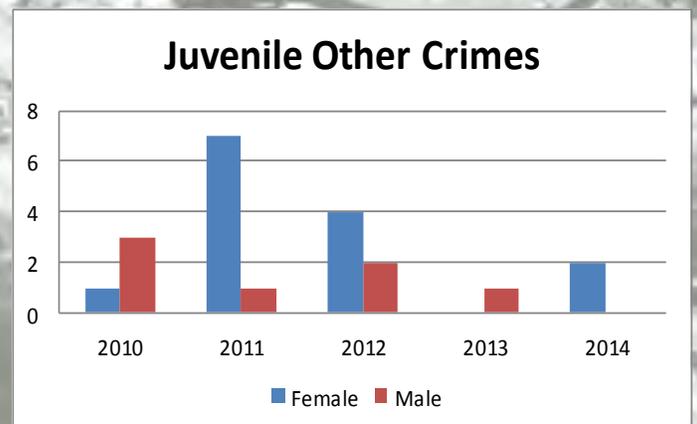
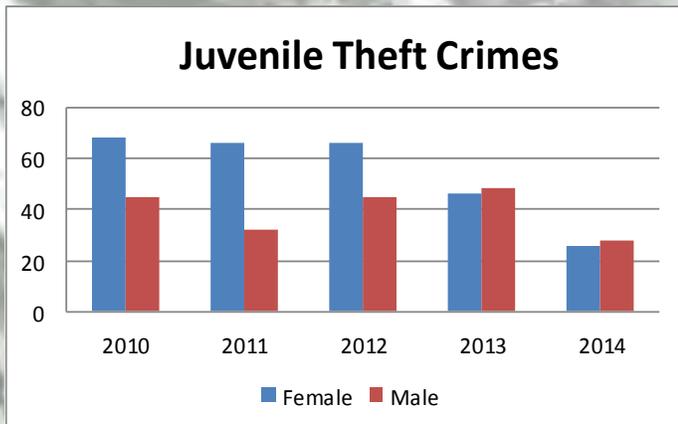
	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Female</b>	8	6	11	9	12	4	5	3	9
<b>Male</b>	38	34	23	44	52	33	18	21	9
<b>TOTAL</b>	<b>46</b>	<b>40</b>	<b>34</b>	<b>53</b>	<b>64</b>	<b>37</b>	<b>23</b>	<b>24</b>	<b>18</b>



# STONERIDGE

## JUVENILE ARRESTS AT STONERIDGE MALL

	Theft Offenses					Other Offenses				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Female	68	66	66	46	26	1	7	4	0	2
Male	45	32	45	48	28	3	1	2	1	0
<b>TOTAL</b>	<b>113</b>	<b>98</b>	<b>111</b>	<b>94</b>	<b>54</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>1</b>	<b>2</b>



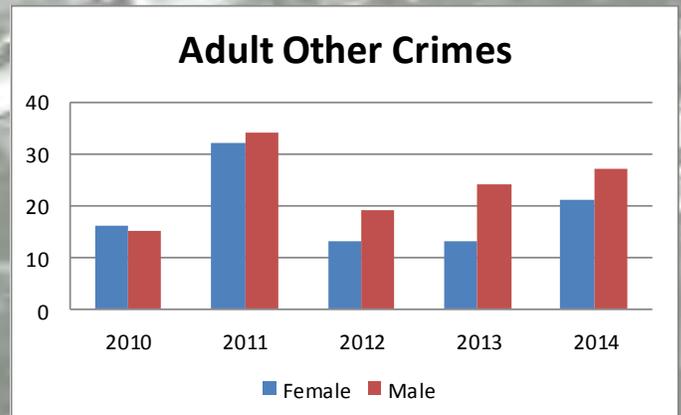
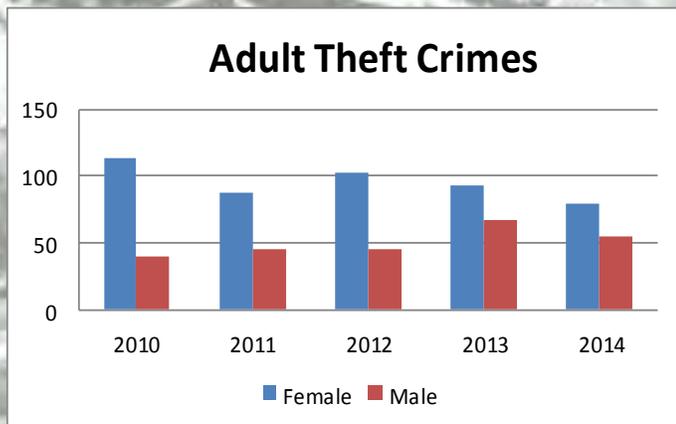
# MALL

STONERIDGE  
SHOPPING  
CENTER

SIMON  
MALLS

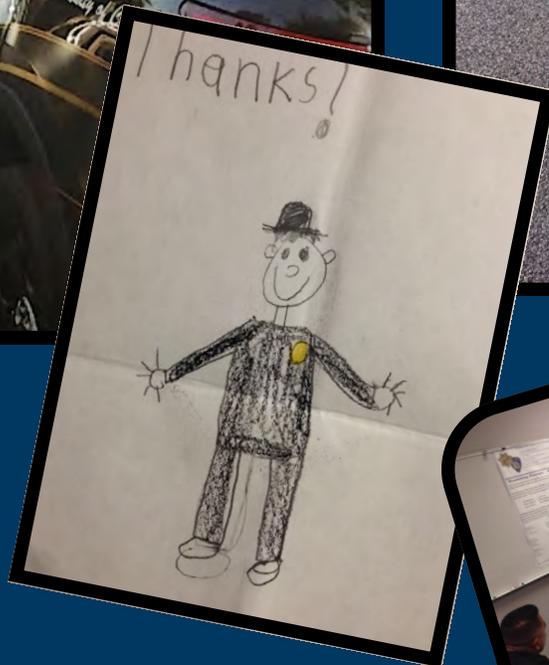
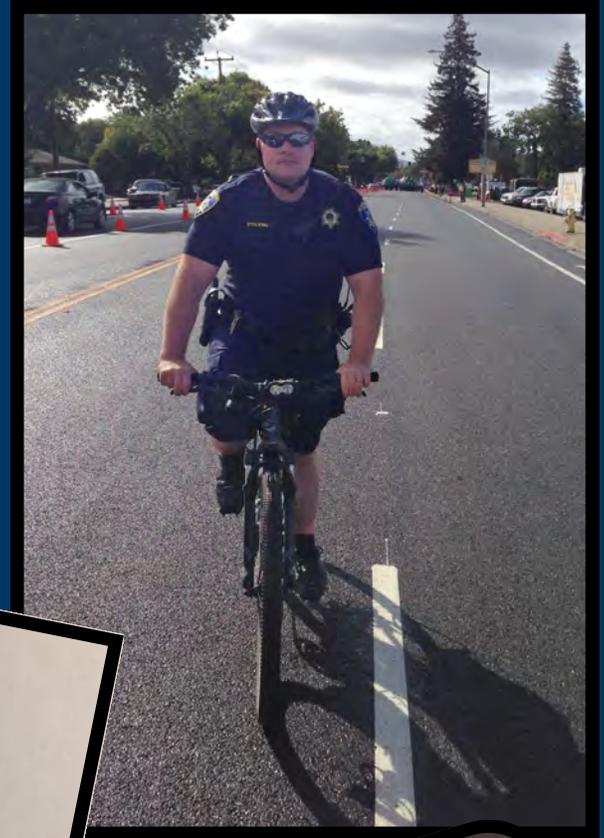
## ADULT ARRESTS AT STONERIDGE MALL

	Theft Offenses					Other Offenses				
	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Female	114	88	103	93	79	16	32	13	13	21
Male	40	45	46	67	55	15	34	19	24	27
<b>TOTAL</b>	<b>154</b>	<b>133</b>	<b>149</b>	<b>160</b>	<b>134</b>	<b>31</b>	<b>66</b>	<b>32</b>	<b>37</b>	<b>48</b>

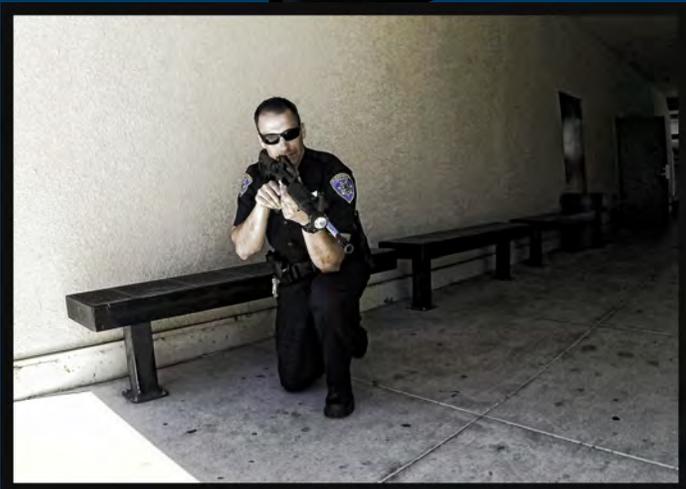


1982 Aerial Photo of Stoneridge Mall

# OPERATIONS Division



Patrol  
Traffic  
K-9  
Animal Services  
Special Enforcement  
Special Operations



Integrity and Professionalism

## OPERATIONS DIVISION

The Operations Division led by Captain Craig Eicher is the largest and most visible portion of the police organization consisting of **70** uniformed and civilian personnel. The Division is comprised of three units - Patrol, Special Enforcement Unit (SEU) and the Special Operations Unit (SOU). The Operations Division is made up of both sworn officers and civilian staff members.



## PATROL

Patrol is comprised of Police Officers, Sergeants and Lieutenants and are supported by three non-sworn Community Service Officers (CSOs). Patrol is divided into three watches: Morning Watch (graveyard), Day Watch, Night Watch (swing shift). Lieutenants Scott Rohovit, Brian Laurence, and Jim Knox, manage the bureau's day-to-day activity on a 24-hour/7-day-a-week basis, while seven Sergeants provide supervisory oversight.

These men and women are first responders to all reported criminal incidents and suspicious circumstances reported within our community. They are responsible for emergency response functions and initial investigations on the majority of calls for service generated in the community of Pleasanton.



Officers Larry Cox and Eric Gora were promoted to the rank of Sergeant in 2014.

## RESPONSE TIMES

### Average Response Time

2012 - 18:40

2013 - 18:36

2014 - 18:58

### Emergency Response Time

2012 - 4:07

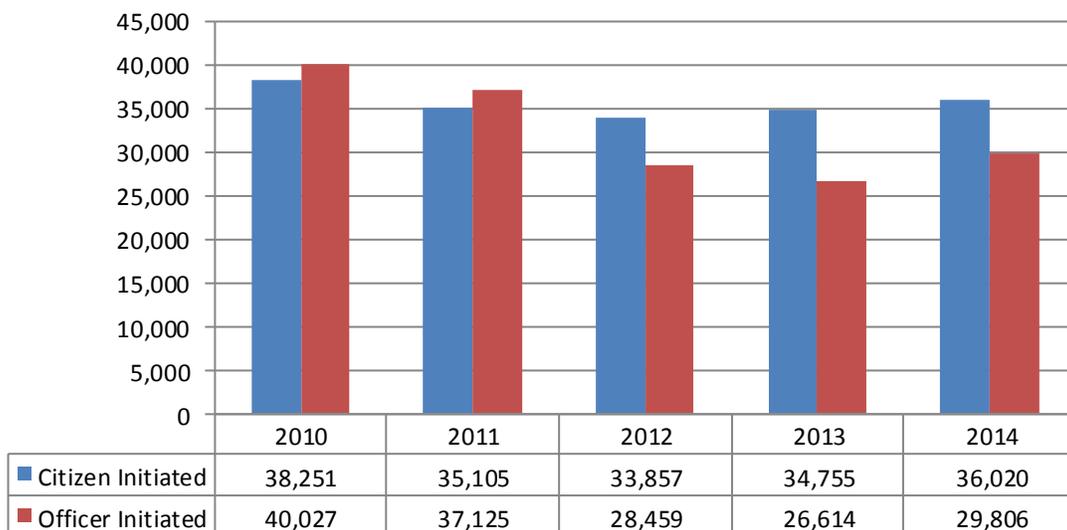
2013 - 3:54

2014 - 3:49



Response times are calculated from the time the officer is dispatched until the time the officer arrives on scene. Emergency response times are when an officer responds with lights and siren.

### CALLS FOR SERVICE 2010 - 2014

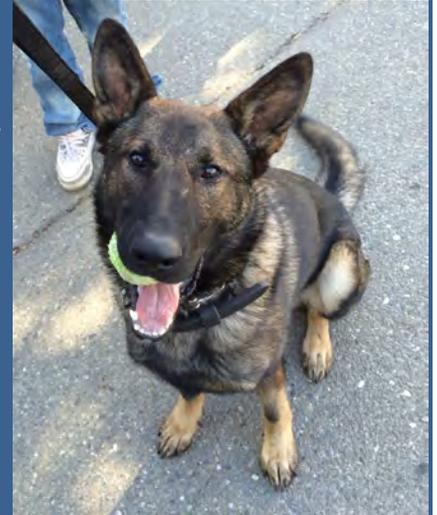


# K-9



Lt. Scott Rohovit

The Pleasanton Police Canine Unit is comprised of three officers (handlers) and their three canine partners. The Unit is supervised by Sgt. Jim Boland and he is responsible for coordinating activities within the Unit. The manager of the canine program is Lt. Scott Rohovit. Officer Jeff Grave and his dog "Fredy" are in their second year in the Unit. Officer Grave came to the Pleasanton Police Department in 2006 with extensive canine handling experience from Hayward PD. Officer Mark Sheldon and his dog "Falco" have been in the Unit for nearly four years. Officer Tim Martens is the most tenured officer in the canine program, having been in the Unit for fourteen years. Officer Martens' dog "Camo" is his third dog.



Fredy

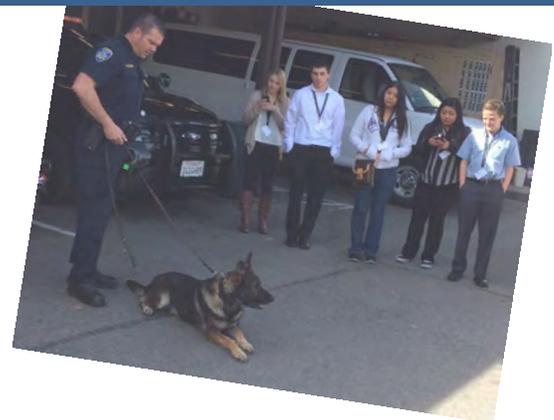


Officer Jeff Grave and Fredy

This past year our canine teams participated in 23 events where the community was able to meet the officers and canines. Red Ribbon Week is one such event held at our local schools where the canine teams are a big hit with the children. The Department hosts both a Teen Academy and a Citizen's Academy where our canine teams demonstrate their capabilities to both the youth and adults of our community.



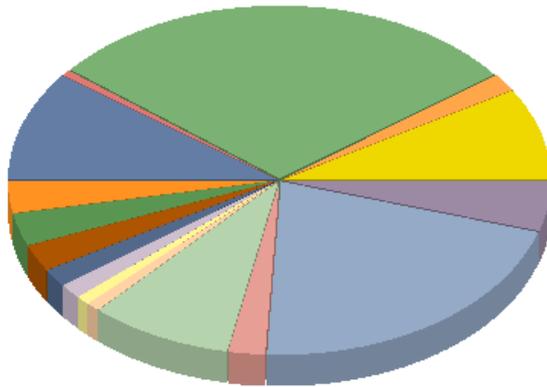
Camo and Falco get a breather





Officer Mark Sheldon and Falco

Officer Tim Martens and Camo



**K-9 Deployments**

Alarm	13	10.2%
Assault	1	0.8%
Assist General Patrol	37	28.9%
Assist Investigations	2	1.6%
Assist Outside Agency	11	8.6%
Assist SEU	6	4.7%
Canine Demonstration to Public	27	21.1%
Commercial B&E	3	2.3%
Drug Search	11	8.6%
Firearms Offence	1	0.8%
Mischief	1	0.8%
Prowler	2	1.6%
Pursuit - Dangerous Driving	2	1.6%
Residential B&E	3	2.3%
Robbery	4	3.1%
School Drug Sweep	4	3.1%
Total:	128	100.0%

Although our police canines are instrumental in community outreach and educational opportunities, a majority of their time is spent assisting patrol officers in the field. For example, they are invaluable when officers respond to burglar alarms or prowling calls and the need arises to search large businesses or residences. They are also commonly used to search for persons who have fled on foot after having committed a crime, for narcotic detection in homes and vehicles, and to perform narcotic sweeps at all three local high schools. Our Canine Team is also a resource for agencies outside our jurisdiction. Neighboring agencies requested the use of our Canine Teams on ten occasions this year to assist with their incidents.

Scan here to go to  
our PPD K-9  
Facebook page!



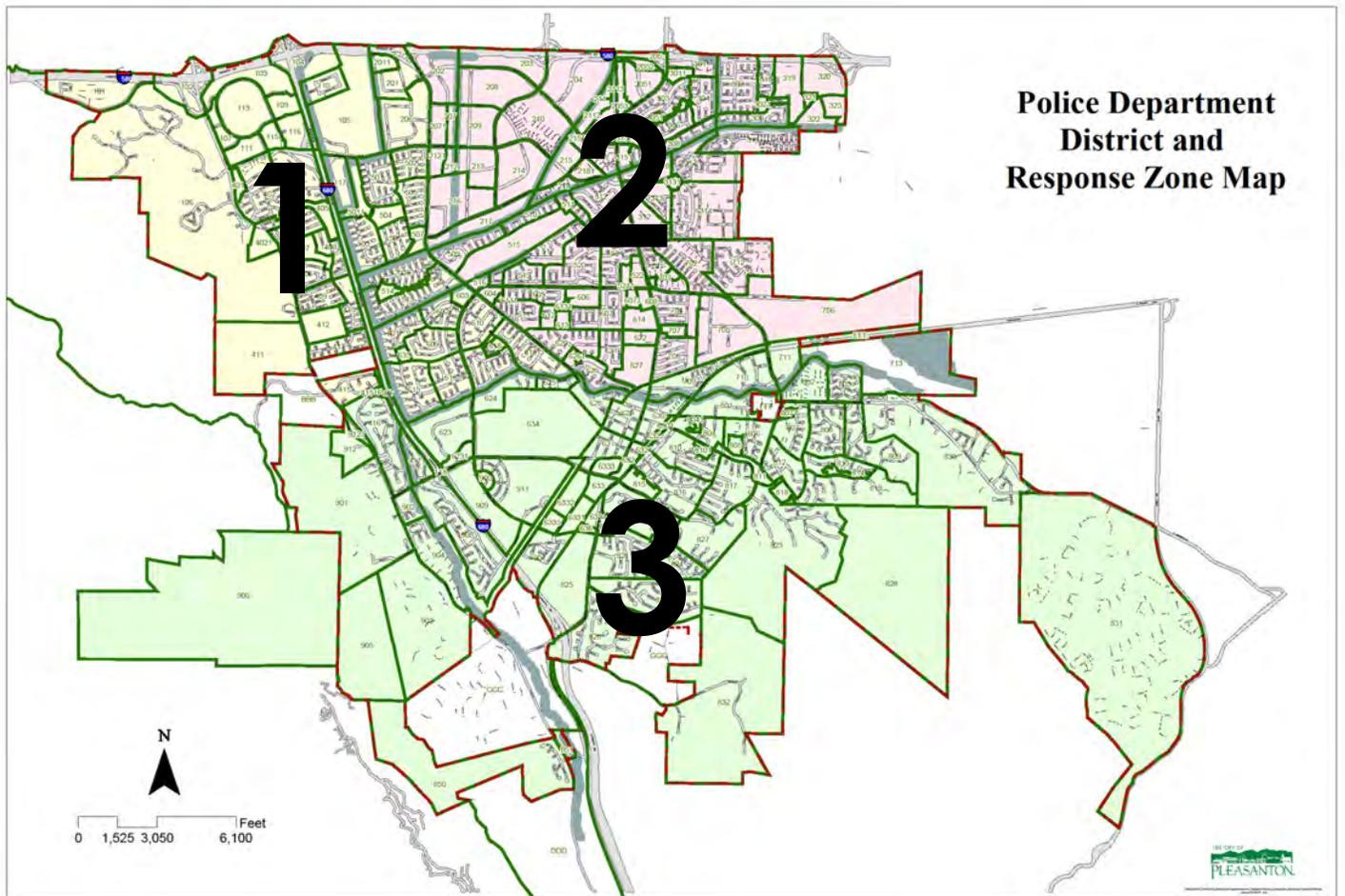
# PATROL DISTRICT HIGHLIGHTS

The Pleasanton Police Department divides the city into three separate patrol districts, each of which are supervised by a District Commander. While our officers are responsible for the safety of the entire city, each officer is assigned to work a specific district and handles all calls for service within that district.

**DISTRICT ONE:** The northwest area of the city. It includes the Stoneridge Mall and generally everything west of Hopyard Road and north of Del Valle Parkway and the Arroyo.

**DISTRICT TWO:** The northeast area of the city and includes the Hacienda Business Park and northeast portion of Pleasanton from Del Valle Parkway north and El Charro Road to the east.

**DISTRICT THREE:** Everything on the south side of the city. The boundaries are generally everything south of Del Valle Parkway with Foothill Road to the west and Ruby Hill to the East, including all of Pleasanton's historical downtown.



## DISTRICT ONE



Lt. Scott Rohovit serves as Commander for District One. The Stoneridge Mall is a highlight of the district and is a large draw for many throughout the Bay Area. With this attraction, our officers spend time assisting many of the stores with their citizen arrests for shoplifting. During the year our officers frequently conduct non-enforcement walks through Stoneridge Mall. The end of the year brings out the Holiday shoppers. Beginning on "Black Friday," Stoneridge Mall is staffed with at least one officer to patrol in a vehicle or on foot throughout the Holiday Season.

## DISTRICT TWO



Lt. Jim Knox serves as Commander for District 2. In 2013, Pleasanton unveiled the Stoneridge Creek Retirement Community, a continuing care facility located on nearly 50 acres in the northeast corner of Pleasanton, just off I-580. Additionally, Stoneridge Drive was extended from the east portion of Stoneridge Drive at Trevor Parkway to El Charro Road near the Livermore Premium Outlets. Lt. Knox and PPD staff have worked in concert with business owners in the Hacienda Business Park and throughout the District to develop security plans, discuss crime prevention techniques, assess and make suggestions for video surveillance systems and operational procedures.

## DISTRICT THREE



Lt. Brian Laurence serves as Commander for District 3, which includes our popular Main Street. He is actively involved in working with the Pleasanton Downtown Association and with Sgt. Penelope Tamm regarding special events or crime trends in the downtown area. In addition, he and Sergeant Pat Walsh participate in the Alameda County Multi-Disciplinary Forensic Team, a group comprised of mental health, social service and criminal justice professionals. The group works together to identify mentally ill community members who are frequently contacted by law enforcement so they can be referred for appropriate mental health treatment. Lt. Laurence also manages the Department's Field Training Program, Force Options Training Group, Reserve Police Officer Program and Chaplain Program.

## Force Options Training Group

Force Options represents the department's Use of Force experts and includes Firearms Instructors, Active Shooter Instructors, Defensive Tactics/Baton Instructors, Taser Instructors, O.C. Spray Instructors, our Firearms Automated Training System (F.A.T.S.) and Rifle/Pistol Armors. The group is supervised by Sgt. Joe Leonardo. They are responsible for specific department-wide training, including POST-mandated training.



The Force Option group conducted a multi-jurisdictional Active Shooter Training this year at Amador Valley High School. We partnered with the Pleasanton Unified School District, Livermore-Pleasanton Fire Department, Alameda County Sheriff's Office and the Livermore Police Department.



**In 2014, Force Options delivered the following training:**

- 12 hours** of rifle/pistol/less-lethal training, including low-light conditions.
- 5 hours** of shoot/don't shoot scenario training.
- 10 hours** of Active Shooter training at Amador Valley HS.
- 1.5 hours** of TASER update training.
- 1.5 hours** of arrest and control/impact weapon training.
- 4 hours** of firearms training for retired PPD officers.



Scan here to watch a video of our active shooter training!



## SPECIAL ENFORCEMENT UNIT (SEU)

The Special Enforcement Unit (SEU) is made up of three officers and one sergeant. Overall operations are overseen by a lieutenant. Each member is trained to conduct investigations in narcotics, gang identification and enforcement, and to monitor sex offenders and ensure their compliance with state registration requirements.

The Unit works in both an undercover capacity as well as in uniform to target crime trends. Members conduct surveillance to locate individuals who attempt to avoid detection and apprehension by the police. They also make controlled drug buys, write and serve search warrants and make arrests.



They strive to be a problem-solving Unit working in concert with the Criminal Investigations Unit and patrol. SEU members routinely work collaboratively with the other law enforcement agencies in the Tri-Valley as well as State agencies like the Drug Enforcement Agency and Alcohol Beverage Control. They also work closely with the Alameda County Narcotics Task Force and the County Sexual Assault and Felony Enforcement Team.

The SEU also fields complaints regarding prostitution activity both in hotels\motels and in illegitimate massage establishments. Frequently, the Unit is called upon to assist patrol staff by providing expertise in narcotics, gang member identification and sex offender laws.



**Cash, guns and illegal drugs seized by our Special Enforcement Unit.**

# MOTHERS AGAINST DRUNK DRIVING AWARDS

Officers Rob Shuffield, Mike Murazzo and Matt Kroutil were recognized by Mothers Against Drunk Driving for their diligent work in arresting drunken drivers. Officer Shuffield had 38 DUI arrests, Officer Murazzo had 37 DUI arrests, and Officer Kroutil had 25 DUI arrests. Additionally, in May 2014, MADD awarded Officer Shuffield with its "Statewide Hero Award" MADD California Hero Award for his contribution to help MADD achieve its mission to stop drunk driving, support the victims of this violent crime and prevent underage drinking.



**MADD**  
Activism | Victim Services | Education<sup>®</sup>

## SISTER CITY VISIT—Tulancingo, Hidalgo, Mexico



Officer Roy Gamez gives the delegation from Pleasanton's Sister City Tulancingo, Hidalgo, Mexico, a tour of the Pleasanton Police Department. The delegation was very interested in our new vehicles and learning about the latest technology we use to fight crime!





Lt. Mike Elerick

### **SPECIAL OPERATIONS UNIT**

The Special Operations Unit is comprised of traffic, parking, special events, permits, animal services and policy administration. Lt. Michael Elerick manages the multiple components of this Unit. In addition to Lt. Elerick, the Special Operations Unit is staffed by two sergeants, six motorcycle officers, two community service officers and one animal control officer.

### **TRAFFIC UNIT**

The Pleasanton Police Department's Traffic Unit provides our residents and community a high standard of service while enforcing traffic laws to keep our streets safe. The Traffic Unit works hard to educate the community on traffic laws and quality of life issues. It is our intent to empower residents with traffic safety knowledge so they can make safe decisions while riding, driving or walking within the Pleasanton community. Our staff works closely with such stakeholders as the Traffic Engineering Department, Pleasanton Unified School District and various community and neighborhood groups to identify and resolve safety issues and complaints. All of these efforts combine to help reduce traffic collisions, injuries and fatalities within our community, making our city's streets as safe as possible.



Traffic issues remain among the top concerns of our residents. Our job is to educate the public about the importance of good driving habits.

### **TRAFFIC PROGRAMS**

Traffic officers spend a considerable amount of time and effort enforcing the traffic laws and writing traffic citations. We also participate in several educational programs to enhance traffic safety in a positive and proactive manner.

One such program involves our Courtesy Citations. Officers are given the discretion to issue Courtesy Citations as a non-punitive means of gaining compliance when the officer believes the "spirit of the law" would be best served. Courtesy Citations are issued as written warnings that do not appear on a person's driving record, nor is there a fine or court appearance. In 2014, officers issued almost 6,000 Courtesy Citations to drivers in Pleasanton.



Traffic collisions happen nearly every day. This driver walked away without injury because he was wearing his seatbelt.



Officer Billdt shows students his motorcycle during a Red Ribbon Week event at Valley View Elementary School.

### TRAFFIC AND PARKING ENFORCEMENT

TYPES OF CITATIONS	2010	2011	2012	2013	2014
<b>Moving (non-radar)</b>	6,325	6,420	4,043	3,979	4,065
<b>Moving (radar)</b>	956	1,140	676	624	849
<b>Mechanical</b>	1,756	1,712	889	1,082	1,164
<b>Parking</b>	1,633	1,523	981	1,030	1,627
<b>Courtesy (written warning)</b>	10,925	9,193	6,053	5,770	6,302
<b>TOTAL</b>	<b>21,595</b>	<b>19,988</b>	<b>12,642</b>	<b>12,485</b>	<b>14,007</b>

## COMMERCIAL VEHICLE ENFORCEMENT

Another very valuable program we provide to enhance safety is COSAC (Commercial Officers of Southern Alameda County). Specially trained Commercial Vehicle officers from Pleasanton and around Alameda County collaborate to ensure safety and compliance of commercial vehicles traveling on the state highways and in local communities. These officers conduct random checkpoints in different municipalities, inspecting dozens of commercial vehicles, tractor trailers, buses, etc., to ensure compliance and when required, place the vehicles and drivers out of service until their vehicles are made safe. COSAC enforcement rotates through Pleasanton several times each year and positively impacts the commercial traffic flow through our community.

### TRAFFIC COLLISIONS

REPORTS	2010	2011	2012	2013	2014
Fatal	0	1	0	2	0
Injury	243	178	216	227	249
<b>TOTAL</b>	<b>243</b>	<b>179</b>	<b>216</b>	<b>229</b>	<b>249</b>

### TOTAL COLLISION RESPONSES

2010	2011	2012	2013	2014
1,175	1,049	1,076	1,066	1,103

Injury collisions increased by 9% in 2014 and the total number of collisions reported increased by 3%

# EVERY 15 MINUTES



Traffic Officers Marty Billdt and Matt Kroutil look on as rescue crews extract a passenger from a vehicle during the Every 15 Minutes anti-impaired driving program at Foothill High School

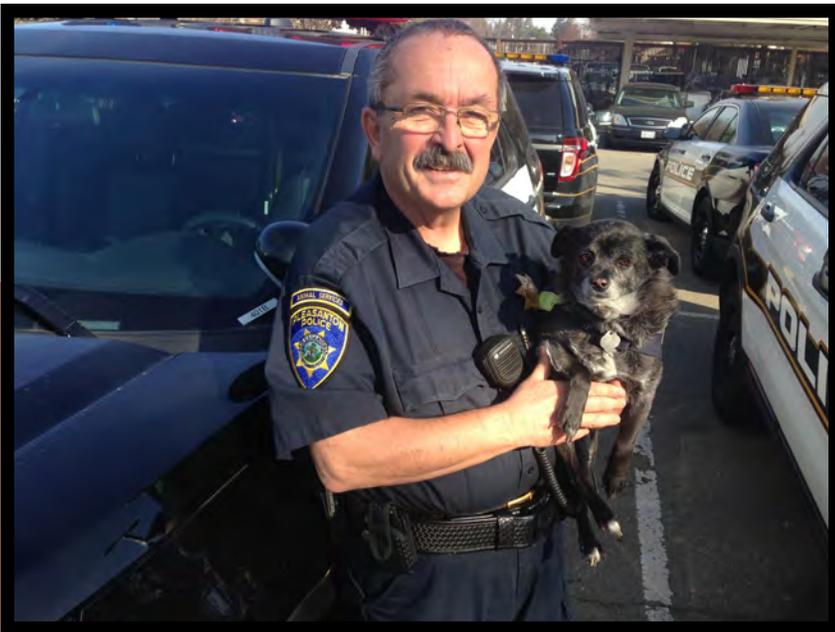


## ANIMAL SERVICES UNIT

The Animal Services Program consists of one full-time Animal Services Officer and one volunteer (Retired ASO Roy Ficken and canine partner Gandalf II). Sergeant Penelope Tamm supervises the Unit.

The main function of the Unit is to handle all animal control issues within the Pleasanton city limits. This includes dead animal removals from city streets, licensing issues, stray animal recoveries and orphaned animal transports to local kennels. Our animal services officer spends a great deal of time helping to educate our community on animal behaviors and current animal control issues. The officer also investigates all cases of animal bites, cruelty and abuse.

During 2014, the Animal Services Unit investigated 57 reports of animal bites. They issued 1 citation for a criminal violation, 27 administrative citations and 229 courtesy (written warning) citations.





Most stray animals are taken to the East County Animal Shelter, 4595 Gleason Drive, in Dublin.



Retired Animal Services Officer Roy Ficken and his trusty partner Gandalf II. Roy and Gandalf continue to volunteer their time to help provide animal services to our Pleasanton residents.



# EAST COUNTY TACTICAL TEAM

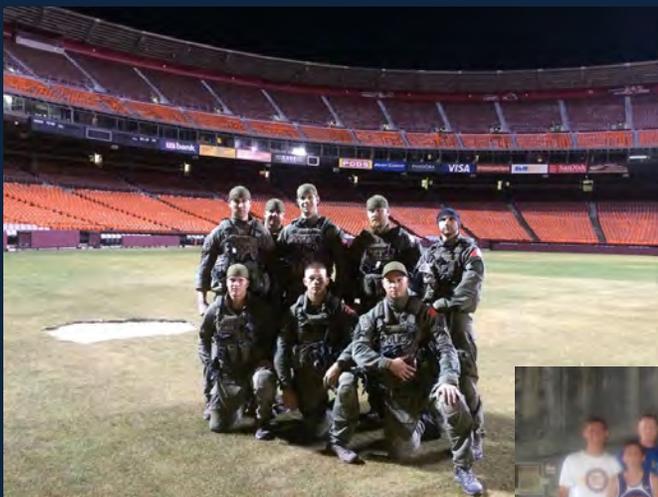


The East County Tactical Team (ECTT) is a regional team comprised of men and women from both the Livermore and Pleasanton police departments. The ECTT consists of three units: SWAT (Special Weapons and Tactics); a Sniper Team and a Crisis Negotiations/Tactical Dispatch Team.

There are 21 members on the SWAT Team including two volunteer Tactical Emergency Medicine Specialists (TEMS). The team trains 20 hours per month and participates in various regional training exercises annually.

The TEMS members, Dr. Ramsey Araj and Dr. Jan Henstorf, are experienced trauma surgeons who live in Pleasanton and work in the East Bay Area medical community.

The Sniper Team assists in bringing about the safe and peaceful resolution to critical incidents through stealth, tactics and skill. The team provides real-time intelligence and protective overwatch. The six-man team trains once per month as a team and minimally twice per year with the entire tactical operations team.



The ECTT performed well at the 2014 Urban Shield event.



ARMORED RESCUE VEHICLE



ECTT members and other Pleasanton police officers participated in the Special Olympics Torch Run

# TACTICAL DISPATCH



The **Crisis Negotiators** and **Tactical Dispatchers** are a key component of our Tactical Operations Team. The negotiators are tasked with successfully communicating with suspects during critical incidents with the goal of a peaceful resolution. The Tactical Dispatchers record all aspects of the critical incident, research data and provide intelligence to team members and leaders. This Unit consists of 14 members who train together once per month and minimally twice per year with the entire Tactical Operations Team.

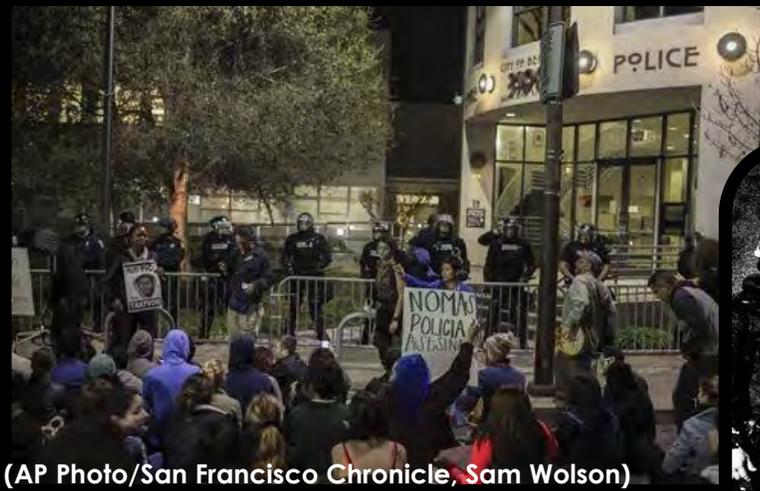


# MUTUAL AID

During the 2014 calendar year, the Pleasanton Police Department responded to multiple requests for “Mutual Aid” from partner agencies throughout Alameda County. In the wake of high profile incidents that unfolded in communities across the United States, local law enforcement agencies were required to manage large scale protest activity.

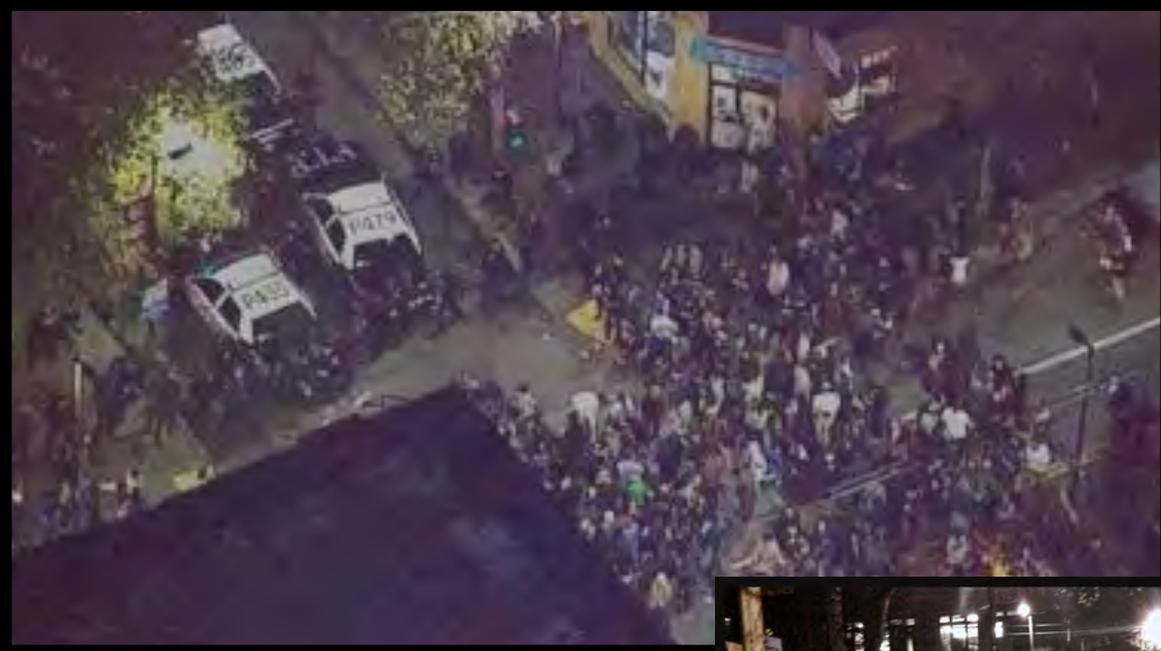
With the concept of “Neighbor-Helping-Neighbor” the Mutual Aid protocol in Alameda County caused Pleasanton P.D. to respond and assist with these events.

The role of the Pleasanton Police Department in these mutual aid events is to support the mission of our regional law enforcement partners in the preservation of peace while protecting the First Amendment rights of protesters.



(AP Photo/San Francisco Chronicle, Sam Wolson)





# INVESTIGATIONS AND SUPPORT SERVICES DIVISION





CRIMINAL INVESTIGATIONS  
RECORDS AND DISPATCH  
YOUTH AND COMMUNITY SERVICES  
PROFESSIONAL STANDARDS

## INVESTIGATIONS AND SUPPORT SERVICES DIVISION

The Investigations and Support Services Division is a high-performing entity of the organization responsible for a multiplicity of functions. There are two sides of the Division: Investigations and Support Services. They work collaboratively to support the overall organizational goals as well as Chief Spiller's Vision. It is led by Captain Eric Finn with Civilian Manager Margaret Mary Goulart having management oversight of Support Services and Lieutenant Jeff Bretzing managing the day-to-day activity of Investigations.



Capt. Eric Finn



Margaret Mary Goulart



Lt. Jeff Bretzing

Members of the Division are responsible for a large cross section of activities and ancillary functions to support the overall mission of the Police Department to provide for public safety. Police personnel are assigned to Criminal Investigations, D.A.R.E., School Resource Officers, and Crime Prevention. The majority of the non-sworn personnel in the Division are responsible for Dispatch, Crime Analysis, Records Management, and Property and Evidence.



Records employees Shari Gibson, Lori Bailey and Louise Gusha

## CRIMINAL INVESTIGATIONS UNIT

Members of the Criminal Investigations Unit (CIU) are responsible for the follow-up investigations of crimes. The Criminal Investigations Unit follows every viable lead until crimes



**Sgt. Kurt Schlehuber**

are solved and arrests are made or all leads are exhausted. Successful case resolution is achieved through the identification of criminal suspects, the recovery of stolen property, documentation for criminal prosecution and restitution and conflict resolution.

Sergeant Kurt Schlehuber is the current CIU supervisor and reviews all crime reports and assigns cases to detectives. Follow-up investigations vary by type and scope and are frequently necessary even in minor reports. Detectives contact victims and witnesses for detailed

statements or to clarify facts of an incident, acquire additional documentation, facilitate technical and laboratory work, process crime scenes, and ensure accurate and detailed written and photographic documentation of a crime.

The Unit is made up of six detectives, a civilian investigator, a crime analyst, a property and evidence clerk, and an office assistant. Each of the detectives has an assigned area of expertise including: auto theft, residential and commercial burglary, crimes against persons, juvenile crimes, sexual assault, computer and technology-assisted crimes, and identity theft. Although the detectives receive extensive training in their assigned area, they also are trained to handle investigations of any nature.

In 2014, the detectives were assigned **1,430** cases for active investigative follow-up. Of those cases, **205** were cleared through submission to the District Attorney for charging, by exceptional means (based upon an identified suspect and their method of operation, time and proximity to a known committed offense) or through a victim refusing to pursue charges against an identified suspect. Detectives also determined **62** cases were unfounded, meaning the original crime reported had not actually occurred. They also identified **175** additional cases that occurred in other jurisdictions and referred those cases to the appropriate authority.

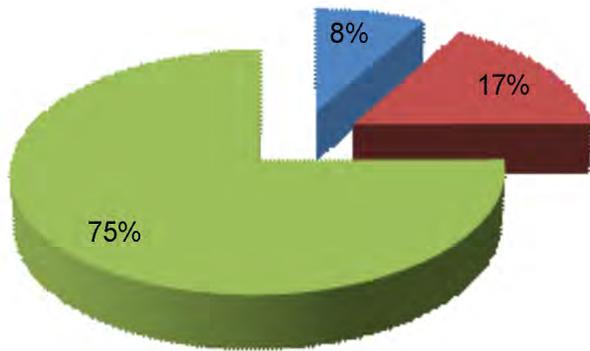
Many of the detectives assigned to the Criminal Investigations Unit are members of various law enforcement associations, which enable them to maintain their skills in their specialized areas of responsibility. Examples of those associations include California Homicide Investigators Association and California Sexual Assault Investigators Association. Some detectives also have collateral duties within the department such as SWAT, Crisis Negotiations and Force Options Instructors. Detectives frequently speak to various community groups and give presentations in the Citizen and Teen Academies on all aspects of the Criminal Investigations Unit.

## SIGNIFICANT CASES

- In January we investigated a night club shooting at Red Coats in Downtown Pleasanton. The suspect, who was later identified as Pleasanton resident, Jason Landis-Caballero, 21, fired several shots into the crowd, striking one patron. Interviews and evidence identified Landis-Caballero, who was later arrested and convicted of the crime.
- In February we investigated several commercial burglaries occurring at the Terminix Pest Control office on W. Las Positas Blvd. The investigation led to former employee, Anthony Torres, 25. Detectives executed a search warrant at Torres' home and recovered \$15,000 worth of stolen property. Evidence at Torres' home pointed to a current employee, Nicholas Gill, 27, who was assisting Torres with the crime. Both Gill and Torres were arrested.
- In April, we investigated an attempted murder case at Jack In The Box on Valley Avenue. Suspect Jazmine Vasquez pulled a knife from her purse and violently attacked an employee, stabbing him several times. Patrol officers recognized her in surveillance video. Vasquez was arrested and her case is still pending in court.
- In October detectives investigated a stabbing case that occurred in the parking lot of the Plaza Speed Wash located on First Street. During an argument, the suspect, later identified as Franco Estay, 21, stabbed the victim several times, although injuries were not life threatening. Investigations led to Estay and a second suspect, Arturo Sanchez, Jr., 24, who was identified as the getaway driver.
- On November 14, detectives worked with the East County Tactical Team, served search and arrest warrants in Oakland, CA. Arrested was Rashad Joshua Costello, a 24-year-old male from Oakland, on charges of 261 PC, Forcible Rape, 2 counts of 211 PC, Robbery, 2 counts of 288a PC, Forced Oral Copulation, 245 PC, Assault with a Deadly Weapon, 459 PC, Burglary, 220 PC, Assault with Intent to Commit Rape, and 422 PC, Criminal Threats. This arrest and search warrant was the culmination of two separate investigations in which Costello was identified. The first was on October 6, 2014, when Pleasanton police officers were dispatched to investigate the report of a robbery at Motel 6, on Hopyard Road. The victim reported a black male had just raped her and took her money. The victim, an admitted prostitute, had arranged for Costello to meet her at the motel. When she opened the door, the suspect immediately pulled out a handgun and robbed the victim of cash and valuables. Costello then raped the victim and left. The second case occurred on November 5, 2014. Pleasanton Police responded to a call of a man with a gun at the DoubleTree Hotel on Johnson Drive. The victim, again a prostitute, had arranged for Costello to meet her at the hotel. Once inside, he produced a handgun and struck the victim in the face with it. He demanded all of her money and forced the victim to perform sexual acts at gun point. The victim seized an opportunity to escape and hotel staff called police. Costello fled but dropped a black airsoft handgun. Costello was positively identified in both cases by DNA evidence and photo line-up. Evidence recovered at Costello's home linked him to both crimes.

# BREAKDOWN OF CASE TYPES

- MISCELLANEOUS CRIMES
- CRIMES AGAINST PERSONS
- PROPERTY CRIMES



## WHAT ARE ...?



CRIMES AGAINST PERSONS?	PROPERTY CRIMES?	MISCELLANEOUS CRIMES?
ASSAULT / BATTERY	ARSON	CRIME REPORT
CHILD ABUSE	AUTO THEFT	INCIDENTS
DEATH INVESTIGATION / HOMICIDE	BURGLARY—COMMERCIAL	MAIL IN / FAX REPORTS
DISTURBING THE PEACE	BURGLARY—RESIDENTIAL	OUTSIDE AGENCY ASSISTS
DOMESTIC BATTERY	BURGLARY—OTHER	
MISSING PERSON	EMBEZZLEMENT	
RAPE BY FORCE / FEAR	FRAUD	
ROBBERY	GRAFFITI OFFENSE	
SEX OFFENSES	LARCENY	
THREATS	STOLEN PROPERTY	
TRESSPASS / PROWLING	VANDALISM	
	VEHICLE TAMPERING	

# SUPPORT SERVICES

## RECORDS AND DISPATCH UNIT

The Pleasanton Police Department Records and Dispatch Unit is open to serve the community 24 hours a day, seven days a week. The Communications Center is the Police Department's primary answering point for all 9-1-1 and non-emergency calls for service for the City of Pleasanton. Between the Public Service front counter and the phone calls received, the majority of public safety service starts within the Records and Dispatch Unit. This Unit is currently staffed with a civilian manager, four full-time police dispatch supervisors, 10 full-time police dispatchers, and three full-time records clerks. Dispatchers are cross-trained to provide many functions of record processing, providing service 24 hours a day.

The Records and Dispatch Center is located within the Police Department building. Over **100,000** phone calls were received during 2014, with **18,485** of those 9-1-1 calls. Fifty-two percent of all 9-1-1 calls came from wireless carriers, with another 10% from VOIP provided services. These phone calls generated **34,786** dispatched service calls. The Communications center utilizes a CAD (Computer-Aided Dispatch) system to manage calls for service. All calls are triaged, prioritized and then dispatched to appropriate police personnel, or other city services. These service calls range from emergency calls such as medical assistance, injury traffic collisions and crimes in-progress, to animal complaints and abandoned vehicles. Our dispatchers pride themselves on their prompt handling of 9-1-1 calls, answering over 99% within the established goal of 10 seconds.



Our amazing Dispatch crew!



Dispatchers Lora Howell, Linda Reynolds and Krista Phillips

This year, the 9-1-1 Communications Center received an upgrade to the Public Safety Answering Point 9-1-1 equipment through State 9-1-1 funding. Such upgrades occur every five to seven years and ensure the integrity of the infrastructure and working components of the system, as well as readying the Center for future 9-1-1 technology and access needs.

The Records and Communications Unit also is the answering point for Public Works calls when city offices are closed. Such requests include problems associated with flooding during heavy rains, downed trees and utility lines, and other emergency water service needs, as well as street light issues.

In addition to answering telephone calls and front counter service requests, we process thousands of reports, citations, court documents, warrants, subpoenas and correspondence for the Police Department each year. Over **13,000** citations and **6,000** reports were processed by this Unit. A significant amount of staff time is devoted to working with the public and courts in researching and providing copies of accident and criminal offense reports. Partnering with the Pleasanton Unified School District, the Unit conducted criminal history checks on **8,378** prospective school volunteers, allowing access for volunteers to assist in classrooms and other school events. The Unit also provides "Live-Scan" fingerprint services to citizens required to have their fingerprints checked through Department of Justice files for employment and other required applications.

## PROFESSIONAL STANDARDS UNIT

The Professional Standards Unit, supervised by Sergeant Leigh Ridgers, is comprised of Personnel and Training Officer Aaron Fountain, Community Service Officer Bob Aina, Accounting Assistant Colette Slate and Maintenance Assistant Doug Gardiner. The Unit is tasked with the recruitment and hiring of all police personnel.



Sergeant Leigh Ridgers

In 2014, Pleasanton hired seven new employees including lateral police officers Daniel Kunkel and Monique Limon. We also hired new police officer Brandon Cobler and Maintenance Assistant Doug Gardiner. Retired police officers Robert Leong and Doug Jones returned on a per diem basis and Kymberly Poynter joined the team as a per diem Dispatcher.

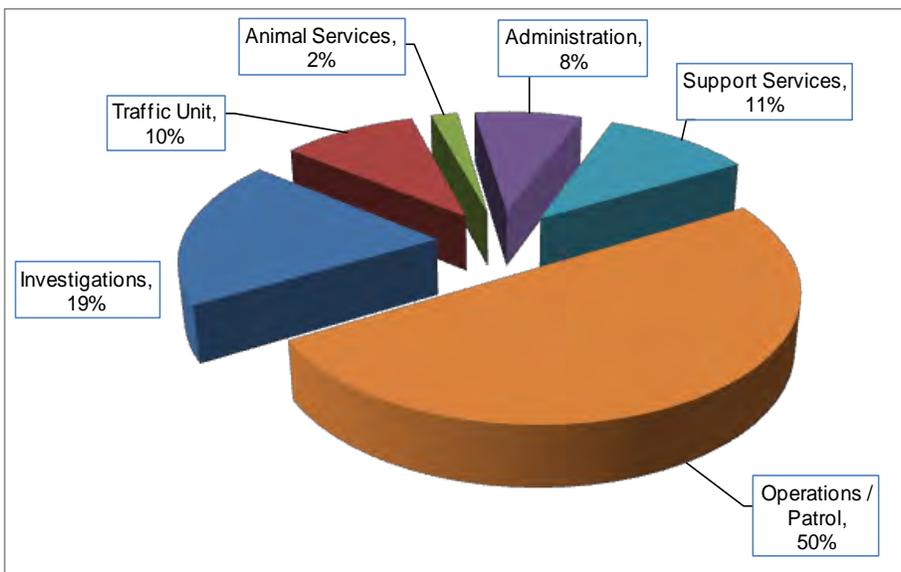
The Unit also facilitates a multitude of required annual training following the standards set by California's Commission on Peace Officer Standards and Training (P.O.S.T.). In 2014, the Pleasanton Police Department allocated **\$119,660** for training. This covered tuition costs, travel expenses and overtime when necessary. Overall, a total of **273** department

employees received a total of **5,713** hours of training. A significant portion of this was P.O.S.T. training and in many cases was reimbursed by the State.



CSO Bob Aina

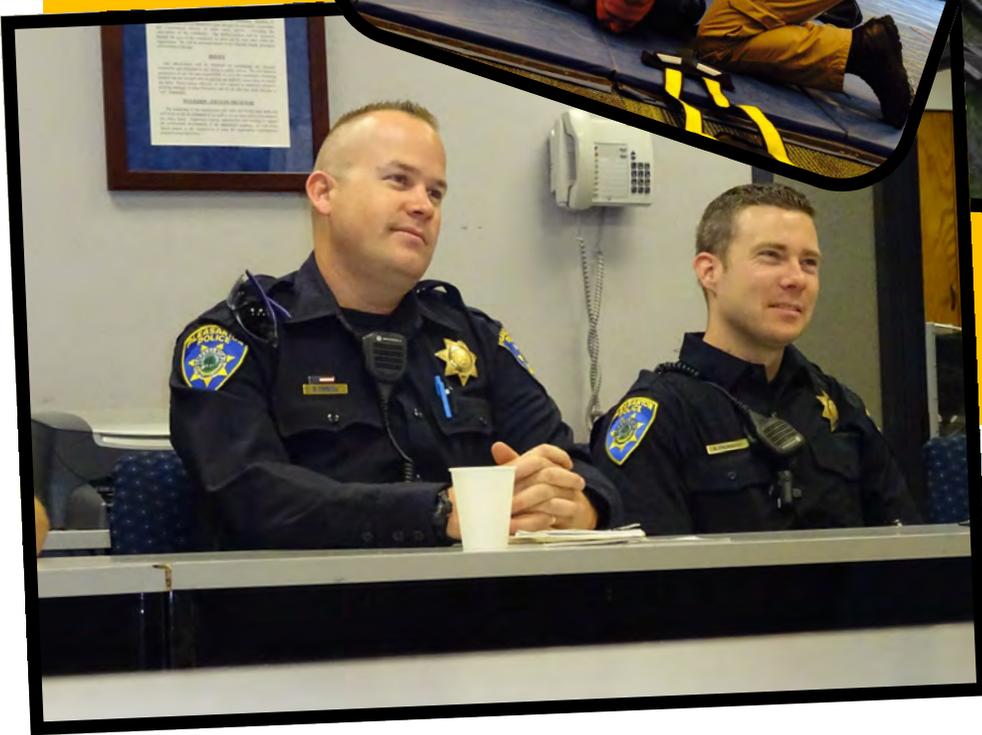
The Unit is also responsible for the department's business services, vehicle and facility maintenance and the management and administration of the Department budget. For the past 18 years, the Police Department has been the recipient of grant money from Citizens' Options for Public Safety (COPS). This money is provided by the state to support front-line law enforcement functions and enhance public safety.



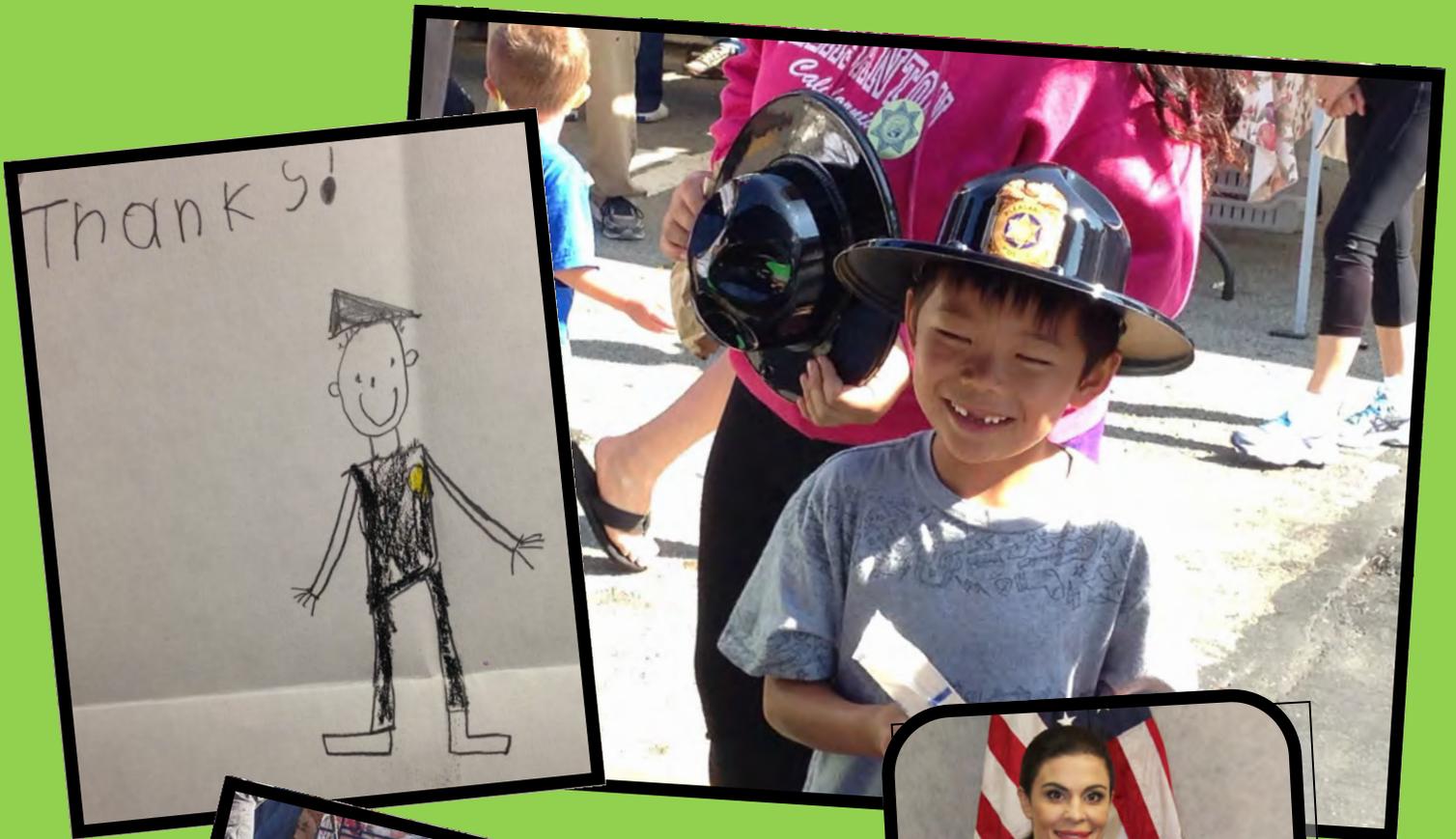
Police Department Budget by Program



Officer Aaron Fountain



# Youth and Community Services Unit



The Youth and Community Services Unit is a critical part of our organization and encompasses all aspects of community outreach. The Unit is supervised by Sgt. Maria Munayer.



CRIME PREVENTION  
SCHOOL RESOURCE OFFICERS  
DARE  
EXPLORERS  
VOLUNTEERS



Our Crime Prevention Unit produces some awesome videos called "ON THE BEAT." Scan here to check them out on our YouTube channel.

## SCHOOL RESOURCE OFFICERS

The School Resource Officer program has continued to be a vital part of the Police Department and the community. 2014 was a year of expanding on programs our SROs created as well as responding to the changing needs of the Pleasanton Unified School District. The Freshmen Orientation Program was presented to all incoming freshmen. The content was updated to address the current challenges facing teens. These updates to existing programs are important as criminal trends and technology evolve. Throughout the

TYPES OF SCHOOL INCIDENTS	# OF INCIDENTS
Alcohol Violation	1
Arson	2
Assault/Battery	9
Burglary Other	2
Child Abuse	1
Crime Report	8
Disturbing the Peace	2
Driving Under the Influence	1
Drug Violation	13
Found Property	7
Graffiti Offense	7
Incident	45
Lost Property	4
Missing Person	1
Psychiatric Commitment	28
Rape By Force/Fear	1
Sex Offenses	3
Stolen Property	1
Theft All Other	1
Theft Bicycle	2
Theft From Structure	8
Threats	7
Vandalism	3
Verbal Notice	2
Warrant Arrest	1
Weapons Violation	3
<b>TOTAL</b>	<b>163</b>

year, the SROs also taught in individual classes and school district meetings as needed. The SROs combated the presence of illegal drugs on Pleasanton campuses by organizing six canine sweeps at the high schools.

The SROs partnered with the Pleasanton Unified School District administration to further educate all school site administrators regarding the management of critical incidents in a campus setting. This program for administrators grew out of the Unified Intruder Response protocol that was developed and implemented the previous year. As a part of the new protocol, at least one intruder drill at each school is attended by Pleasanton police officers who evaluate the staff on their performance of proper procedures.



**School Resource Officer  
Ryan Dawson**



With the help of the Pleasanton Police Officers Association, School Resource Officers Ryan Dawson and Craig Hobizal were able to purchase bicycles for a handful of students in need.



As we enter 2015, we say goodbye to Officer Ryan Dawson and we welcome Officer Marty Billdt! Officer Dawson has completed his four-year assignment and will return to patrol in 2015. Officer Billdt is an experienced patrol officer and traffic officer. We look forward to him continuing the terrific work of Officer Dawson as well as bringing his own personal touch to the SRO program.

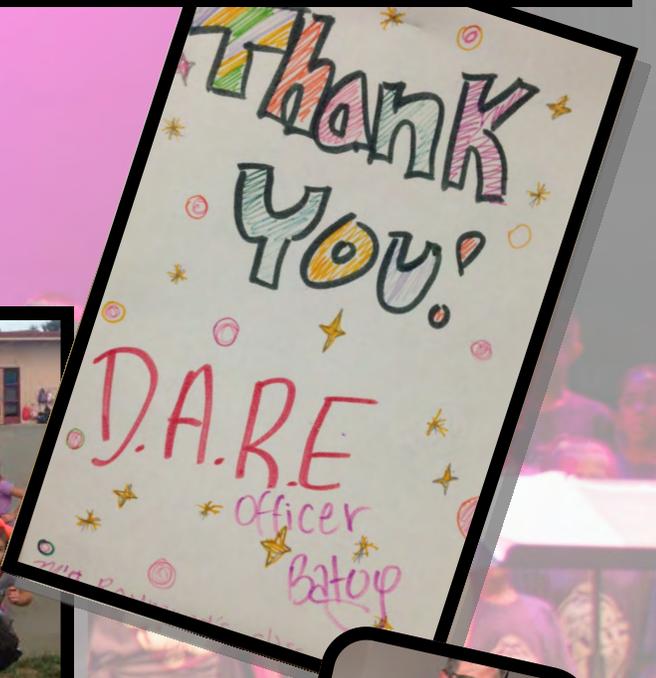
# D.A.R.E.®



Dear Sergeant Boss,  
Who has the cleanest cop car,  
Why it must be Mr. D.A.R.E. Officers, Officer  
Medals are great. So for cleanest cop car,  
these should be a medal! I will give you  
some time to think about it. From fellow  
D.A.R.E. student,  
Emma Reddy  
Emma Reddy



In 2014, D.A.R.E. Officers Batoy and Trovao taught the D.A.R.E. program to Pleasanton 5<sup>th</sup> graders at nine different elementary schools with each school having an average of four 5<sup>th</sup>-grade classes. The D.A.R.E. Officers also teach a four-day Drug Awareness program to 8<sup>th</sup> graders at Pleasanton Middle School and Harvest Park Middle School and to 7<sup>th</sup> graders at Hart Middle School. In addition to teaching drug awareness, the D.A.R.E. Officers also taught an Internet Safety program. D.A.R.E. Officers also spend time with students at recess on the playground, teaching guitar in the guitar club, and traveled with students at outdoor education field trips.



Our Officers also attended after-school events like Parent Teacher Association meetings and the Pleasanton Middle School Panther Fest. They also hosted a drug awareness community forum at a local apartment complex.

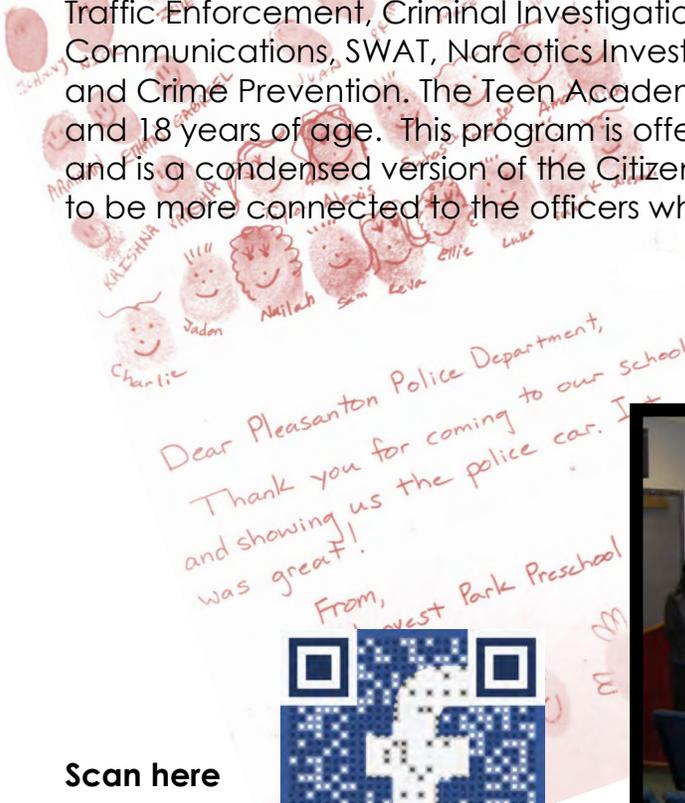
## CRIME PREVENTION

Our Crime Prevention Unit serves many functions including the education of our residents and business owners to help deter crime. Social media and community outreach programs continue to be a focus of our Crime Prevention efforts. This year we partnered with Nextdoor to help us increase communication with our residents. Over 3,000 residents have already joined Nextdoor. If you are interested in Nextdoor, please visit [Nextdoor.com](http://Nextdoor.com) to sign up. We are also live on Twitter and now have over 1,500 followers. Follow our tweets @PleasantonPD. These exciting tools add to our presence on Facebook and Nixle. To find out which one of these communication tools works best for you, visit [www.PleasantonPD.org](http://www.PleasantonPD.org).

The Crime Prevention Unit also oversees the Citizens Academy and Teen Academy. Both courses are offered once a year in order for Pleasanton residents to gain a better understanding how their police department operates. The adult course is a 15-week program that teaches attendees about the operations of the Department, including Community Policing, Traffic Enforcement, Criminal Investigations, Communications, SWAT, Narcotics Investigations and Crime Prevention. The Teen Academy is offered to Pleasanton youth between 14 and 18 years of age. This program is offered each summer over a three-week period, and is a condensed version of the Citizens Academy. Both programs are a great way to be more connected to the officers who serve in the Pleasanton community.



Crime Prevention Officer Archie Chu appears on TV and radio offering safety and crime prevention tips.



2014 Teen Academy

Scan here  
to LIKE us on  
Facebook!





2014 Teen Academy



2014 Citizen Academy



Officer Chu is a guest on CTV Community Television Channel 30.



Sgt. Bob Leang teaches a Citizens Academy class.



CSO Shannon Revel-Whitaker organizes our annual National Night Out Celebration!

We continue to have success with the Crime Free Multi-Housing Program which is a collaborative effort involving law enforcement, apartment property owners, managers and residents to reduce crime on their properties. Since its inception, we have partnered with seven apartment complexes covering over 1,600 units. As a result, calls for service in these areas remain low, helping to maintain a high quality of life for those that live in Pleasanton apartment communities.



**nixle**  
Scan here to get real time notices from PPD by enrolling in our NIXLE program.

Scan here watch our YouTube Channel!



# Hide **it**. Lock **it**. Or Lose **it**.

In 2014, The Pleasanton Police Department's Crime Prevention Unit launched a new crime prevention campaign aimed at reducing the number of preventable property crimes in the city. These crimes, thefts from unlocked vehicles and burglaries in which items were left in plain view, required 2,220 hours of police resources in the prior year, at a cost to taxpayers of more than \$250,000.

"Hide It. Lock It. Or Lose It" focuses on reminding those who live, work or play in Pleasanton to remove all personal items from a vehicle before parking; if that isn't possible, then stow items out of sight *before* parking; and always lock the vehicle. By simply taking preventative measures, residents can ensure that money is spent on crime-fighting efforts. It takes five seconds to remove extra items from a vehicle – and only two seconds to lock it.

The campaign includes high-visibility notices to residents and community meetings to spread the message:

"Hide It. Lock It. Or Lose It."



Hide **it**. Lock **it**. Or Lose **it**.

# 49%

Of those crimes involving vehicles, what percentage were cars or trucks that were **not** locked?



## We joined forces with the nationwide Nextdoor program.

Nextdoor is the private social network for you, your neighbors and your community. It's the easiest way for you and your neighbors to talk online and make all of your lives better in the real world. And it's free.

### Nextdoor can be used for such things as:

#### Community Engagement

Pleasanton PD values two-way communication with residents that builds trust and invests in community partnership

#### Crime Prevention

We can partner with residents to use Nextdoor to organize virtual crime watch

#### Emergency Preparedness

We can help residents prepare for an emergency and use Nextdoor to communicate during and after a disaster



Look for this logo on our Crime Prevention page at [www.pleasantonpd.org](http://www.pleasantonpd.org)

## VOLUNTEERS IN POLICE SERVICES



Members of the Pleasanton community who either live or are employed within the city have an opportunity to volunteer their time and skills through a program titled Volunteers in Police Service (VIPS). Currently, the program consists of 23 dedicated individuals who provide a variety of services within the Pleasanton Police Department and to the City of Pleasanton. The duties of the VIPS members span a wide range through patrol and other administrative functions. The 23 volunteers are essential to the department's focus on community outreach and can be seen regularly at community events such as First Wednesdays and the Saturday morning Farmers' Market on East Angela St. Volunteers play a vital role in police services by performing vacation checks at houses, assisting with searches for missing persons and providing traffic control at critical incidents. Volunteers assigned to the VIPS program act as a deterrent to potential criminal activities and are trained witnesses in the event of a crime.

Every volunteer is certified in First Aid, CPR and in the use of the Automated External Defibrillators (AEDs). The volunteers continue to expand their knowledge and abilities with mandatory monthly trainings which cover a variety of topics including crime scene preservation, human trafficking and traffic control.



Volunteers and our VIPS police officer advisors



Volunteer Norm Unwin

**In 2014, volunteers contributed more than 6,000 hours towards the Department's mission! These hours represent a savings of nearly \$240,000 to the City of Pleasanton and allow for those funds to be diverted towards other essential programs.**

## POLICE EXPLORERS

The Explorer program is designed to educate and involve youth in police operations, to interest them in possible law enforcement careers and to build mutual understanding. The program is based on the "Learning for Life" school and community-based program affiliated with the Boy Scouts of America that emphasizes education, character building and leadership development.

The Department's Police Explorer Post #836 has 18 members who are supervised by three officers who volunteer to serve as advisors. Explorers are provided ongoing training in basic law enforcement fields including law, traffic control, criminal investigation, crime prevention, accident investigation, juvenile issues, first aid/CPR and other subjects. Explorers volunteer many hours helping out at community events such as the Altamont Cruisers car show, California Peace Officers Association Law Enforcement Memorial Run, Downtown Pleasanton 1st Wednesday Night Street Fairs, D.A.R.E., Alameda County Dispatchers Banquet, Boy Scouts STEM Encampment, LFPD Fire Safety Expo, National Night Out and Farmers' Market.

Experience as a Police Explorer provides youth the opportunity to prepare themselves for future roles as citizens, community members and leaders.

Our Explorers went on a field trip to the CHP Dublin Office and have had several guest speakers from various law enforcement agencies such as the F.B.I. and California Department of Fish and Game.



## SPECIAL OLYMPICS/TIP-A-COP

A long-standing commitment to supporting those in special need within our community continued during 2014 by participating in several Tip-a-Cop events on behalf of the Special Olympics Torch Run. An average of four Tip-a-Cop events are held at local restaurants including Strizzi's, Red Robin, and Chili's where officers assist staff by bussing and waiting tables in exchange for donations or "tips" to Special Olympics. Officers also participated in the annual Torch Run. This event each June features law enforcement officers running as a group through their community carrying a torch, which is handed off to officers from a neighboring agency, culminating in the torch lighting at the Special Olympic Summer Games on the campus of UC Davis. Special Olympics enjoys significant support by the Pleasanton community and by members of the police department volunteering their time, who raised nearly \$10,000 for these athletes.



Officers and volunteers from the Pleasanton Police Department participated in the Tip-A-Cop event graciously hosted by Strizzi's Restaurant downtown. These events raised nearly \$10,000 for Special Olympics.

# SPECIAL EVENTS

The City of Pleasanton is recognized throughout the region as an ideal location to hold a variety of special events. The City is fortunate to have a large array of parks, facilities and geographic environments to offer residents and event promoters alike. From parades, sporting events, street fairs, concerts and parties, the City can accommodate most any event type. The Special Event permitting process is facilitated by Sgt. Penelope Tamm. During the last couple years, Sgt. Tamm has facilitated over sixty (60) special events each year; this is in excess of one event per week. In 2014, a new Special Event Application process was incorporated to help the City manage and coordinate the large volume of special events conducted within our City annually.



Sgt. Penelope Tamm



## NEW HIRES

In 2014, the Pleasanton Police Department welcomed officers Brandon Cobler, Daniel Kunkel, and Monique Limon.



Officers Monique Limon and Daniel Kunkle at their Swearing-In Ceremony



Chief Spiller congratulates Brandon Cobler at his police academy graduation.



Chief Dave Spiller offers some words of welcome to Officer Brandon Cobler after he has his badge pinned on by FTO Eric Fredgren during his swearing-in ceremony



# SIX PLEASANTON POLICE OFFICERS RETIRE IN 2014

We said goodbye in 2014 to six of our officers who retired. Officer Mark Braaten, Officer Jon Blanchard, Officer Dirk Hooper, Officer Doug Jones, Sergeant Mike Tryphonas and Sergeant Bob Leong all decided to hang up

their badges after nearly 150 years of combined service to the community of Pleasanton. The Pleasanton Police Officers Association sent them off in grand style at a celebration in October at Goalline Productions in Pleasanton. The event was well attended and each retiree shared some great memories.



# LOOKING TO THE FUTURE

## **Pleasanton Police Department's Strategic Plan: "2013 and Beyond"**

Last year the men and women of the Pleasanton Police Department proudly unveiled the department's strategic plan, aptly entitled "2013 and Beyond." Collectively, we have worked hard throughout the year to complete many of the identified objectives and many more are underway. With our focus centered on the six broad but strategic initiatives, we are well on our way to some significant achievements. The following are just a few examples of the great work that took place during the course of this year:

### **Strategic Initiative One – Strengthen Communications**

We have increased our regular contacts with a variety of key stakeholders throughout the community, including Stoneridge Mall, Hacienda Business Park and Pleasanton Downtown Association. Our liaisons within the department are partnering with representatives of these and many other organizations to share information and collaborate on a variety of public safety concerns. Communication is key to our continued success.

### **Strategic Initiative Two – Promote Leadership and Development**

During the summer we held joint training days that involved all Pleasanton police officers as well as members from the Livermore Police Department, the Livermore-Pleasanton Fire Department and the Pleasanton Unified School District. This practical exercise, which simulated an active shooter situation, took place at Amador Valley High School. With dozens of role players on hand, the officers had the opportunity to navigate through a variety of very realistic scenarios. Proper training and preparation also are key to our continued success.

### **Strategic Initiative Three – Improve Organizational Excellence**

We assembled a committee of employees from all corners of our organization to identify our brand. The branding committee has worked tirelessly with a variety of community partners like the business community, members of the school district, the senior community and also our youth to help us identify our brand. Through multiple surveys with these groups, we have gathered a tremendous amount of data that will help us identify our brand in 2015.

### **Strategic Initiative Four – Enhance Infrastructure and Equipment**

In order to better serve the community we looked into the possibility of sharing space with the BART Police Department and creating a North end Police Service Center at the West BART Station. A lot of work has gone into this endeavor and the we look forward to the opening of the service center.

### **Strategic Initiative Five – Enhanced Quality of Life and Community Safety**

This year we launched a major crime prevention initiative called "Hide it. Lock it. Or Lose it." This program educates and encourages residents and visitors in Pleasanton to avoid leaving their valuables in plain view in their vehicles. Every year hundreds of thousands of dollars in property are stolen from parked cars in Pleasanton. Many auto burglaries and thefts from autos can be avoided simply by locking a car and by removing all valuables from the vehicle or at least from view.

### **Strategic Initiative Six – Advanced Technological Solutions**

We have always worked to determine through crime patterns and other statistical data where a crime may occur before it occurs, but this is a difficult endeavor. We now have access to the latest in computer software in the area of Predictive Policing. Through algorithms that analyze up to ten years of past criminal data, we will act on the most up-to-date information and hope to prevent a lot of crime by being in the right place at the right time.

POLICE

# The Pleasanton Police Department

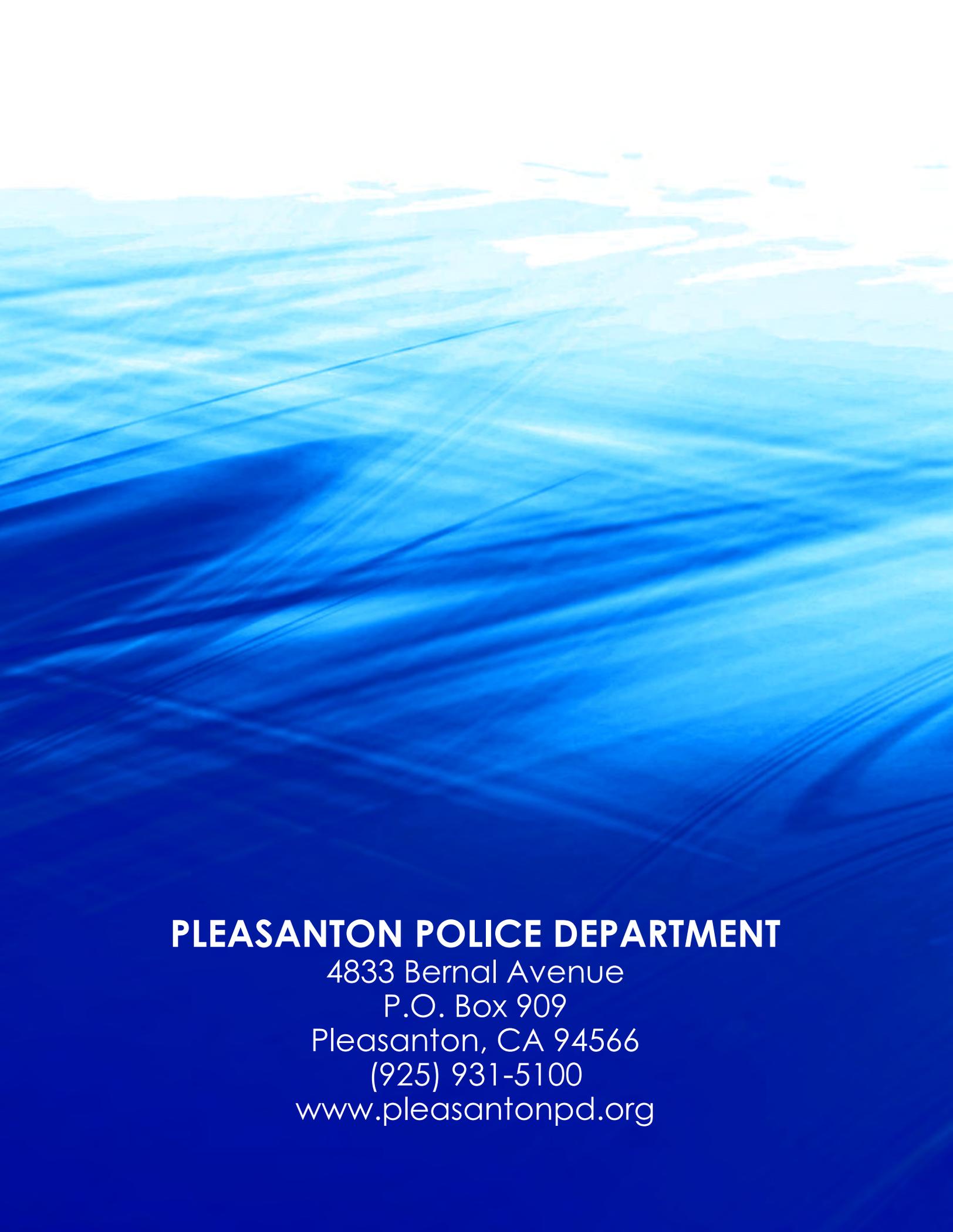
Working Together for a Legacy of  
Integrity and Professionalism

For more than 100 years



Congratulations to School Resource Officer Ryan Dawson, our 2014 Officer of the Year, and to Support Services Manager Margaret Mary Goulart, our 2014 Professional Staff Member of the Year.

Special Thanks to Officer Ken McNeill for the layout and design of  
the 2014 Annual Report



**PLEASANTON POLICE DEPARTMENT**

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