

CALIFORNIA RETAILERS ASSOCIATION FORMS NEW PARTNERSHIP WITH CALIFORNIA ORGANIZED RETAIL CRIMES ASSOCIATION



The California Retailers Association (CRA) and the California Organized Retail Crimes Association (Cal-ORCA) partnered in 2021 with the goal of working together to develop new and innovative ways to combat ORC and other crimes impacting the business community. This includes the launch of a new Cal-ORCA website that facilitates an alliance with the state-of-the-art crime reporting platform Auror, an online Retail Crime Intelligence platform designed to address ORC both in California and nationwide.

Auror allows law enforcement and the business community to aggregate data, which is an essential part of stopping the rise in ORC and retail theft rings. The platform enables CRA and CAL-ORCA to build a data network across states and businesses that empowers members to collaborate, share intelligence and resolve more ORC cases. CRA's work with the retail industry, and larger business community, along with Auror's cutting edge technology, allows Cal-ORCA to do the hard work around connecting repeat offenders, sharing intel and enabling a coordinated response to the growing ORC issue.

The CRA and Cal-ORCA collaborative is also working with statewide and local decisionmakers, retail member companies, ORC and retail theft subject matter experts and law enforcement to push for laws and enforcement tools that fight back against increasingly sophisticated, complex and often far-flung criminal networks. Last year, CRA and Cal-ORCA co-hosted the annual Cal-ORCA Conference, which brought together policymakers, law enforcement and the business community for "Collaborating on a Safer California". Planning for this year's conference, along with coordination between regional and local ORCAs throughout the state, is currently underway and we look forward to more cohesion and synergy with Governor Gavin Newsom's Administration, the Attorney General and the California Highway Patrol ORC Task Forces.

ABOUT CAL-ORCA

Founded in 2012, The California Organized Retail Crimes Association (CAL-ORCA) is an organization dedicated to fostering partnerships between law enforcement professionals and loss prevention professionals to provide training, combat Organized Retail Crime (ORC) and other crimes impacting the business community. The partnership will aid in the sharing of cross jurisdictional information to help identify, disrupt and apprehend ORC suspects in California and other states.



Source: Office of Governor Gavin Newsom



California Attorney General Rob Bonta speaks at the 2022 CRA/Cal-ORCA Conference.