



Ashland Police Department



“The basic mission for which the police exist is to prevent crime and disorder.”

Sir Robert Peel (1788-1850)
“The Founder of Modern Policing”

Chief Douglas A. Goodman, Jr.
2015 Annual Report
Ashland, VA



Message from the Chief



To our community:

On behalf of the men and women of the Ashland Police Department, I would like to invite you to take a look at our 2015 Annual Report to learn a bit more about your police department.

The Ashland Police Department is a full service law enforcement agency that provides police service and protection 24 hours a day, 365 days per year. The Ashland Police Department is comprised of 25 sworn officers, three full-time civilian staff members, and is fortunate to enjoy the commitment of many volunteers, three of them sworn officers.

2015 was an outstanding year for the Ashland Police Department as we made strides to improve the quality of life in our Town. Our efforts to improve traffic safety were recognized with a First Place finish in the Virginia Law Enforcement Challenge and second place in the national challenge. Our efforts to improve the safety of the motoring public also netted 50 DUI arrests and 33 drug arrests. We remain the smallest police department in the Commonwealth to hold CALEA accredited status out of 26 agencies in the state who have met this bar of performance and professionalism.

2015 was also a busy year on the streets of Ashland. Our officers responded to 6,577 calls for service, maintaining an average emergency response time of 95 seconds and an average response time to non-emergency calls of 5.4 minutes. Ashland experienced an 8.4% increase in Part I offenses compared to reported crime in 2014, reflected by an additional 25 offenses. This increase was predominately driven by increases in petty theft and other property offenses. We are working now through a process known as DDACTS (Date Driven Approaches to Crime and Traffic Safety) to redefine our deployment strategies with our current staff to address those increases in criminal activity in the commercial areas without reducing our presence and effectiveness in the neighborhoods in Town.

Our officers continue to impress me by continuing their effectiveness during their discretionary time between calls for service. 2015 once again saw increases in self-initiated activities by officers:

- 19,001 Property Checks
- 7,436 Park, Walk and Talk foot patrols
- 64 unlocked doors found at businesses during time of darkness
- 64 visits with our "Adopt-a Seniors"
- 294 "Lunch Buddies" visits at our local elementary schools

In addition to the provision of public safety, our agency coordinated the safety and security of a multitude of special events, festivals and charity runs.

The Ashland Police Department wishes to thank our partners in public safety, the Hanover County Sheriff's Office, the Hanover County Commonwealth Attorney's Office, the Hanover County Fire/EMS Department, Hanover County Emergency Communications and the Virginia State Police for their continued assistance.

I am very proud to be a member of this agency and will strive to work towards our vision of being "The Best Police Department in the Commonwealth of Virginia."

I remain in your service,

Douglas A Goodman, Jr. Chief
of Police



Organization and Structure

The Ashland Police Department employs 25 sworn officers and three civilian employees at its headquarters located at 601 E n g l a n d Street. The Ashland Police Department is available 24 hours a day, 7 days a week, 365 days a year. The Administrative Offices are open Monday-Friday 8:30 am-5:00 pm.

The Ashland Police Department is led by Chief Douglas A. Goodman, Jr. Chief Goodman joined the agency in August of 2007 as a Captain and assisted the agency in the final steps in our initial CALEA accreditation process. On July 1, 2008 he was appointed to the Chief's position. Prior to joining the Ashland Police Department, Chief Goodman served 14 years with the Hanover County Sheriff's Office, reaching the rank of Lieutenant. He holds a bachelor's degree from Virginia Tech and earned his Master's in Public Administration from VCU in December 2007

responsible for all review boards, evidence maintenance and training.

The department chaplain program provides pastoral care to those employees, citizens, or visitors to our town who request such services, or who are impacted by a serious or severe life event.



We are fortunate to have both Pastor Rick Dill and Minister Toni Burruss as our chaplains. Both are spiritual and caring individuals who voluntarily provide their services on a daily basis. We are extremely honored to have them as our pastors.

The Patrol Operations is commanded by Major Anthony Callahan. The division operates on 12 hour shifts. With day shift operating from 7:00 am-7:00 pm; and night shift from 7:00 pm-7:00 am.



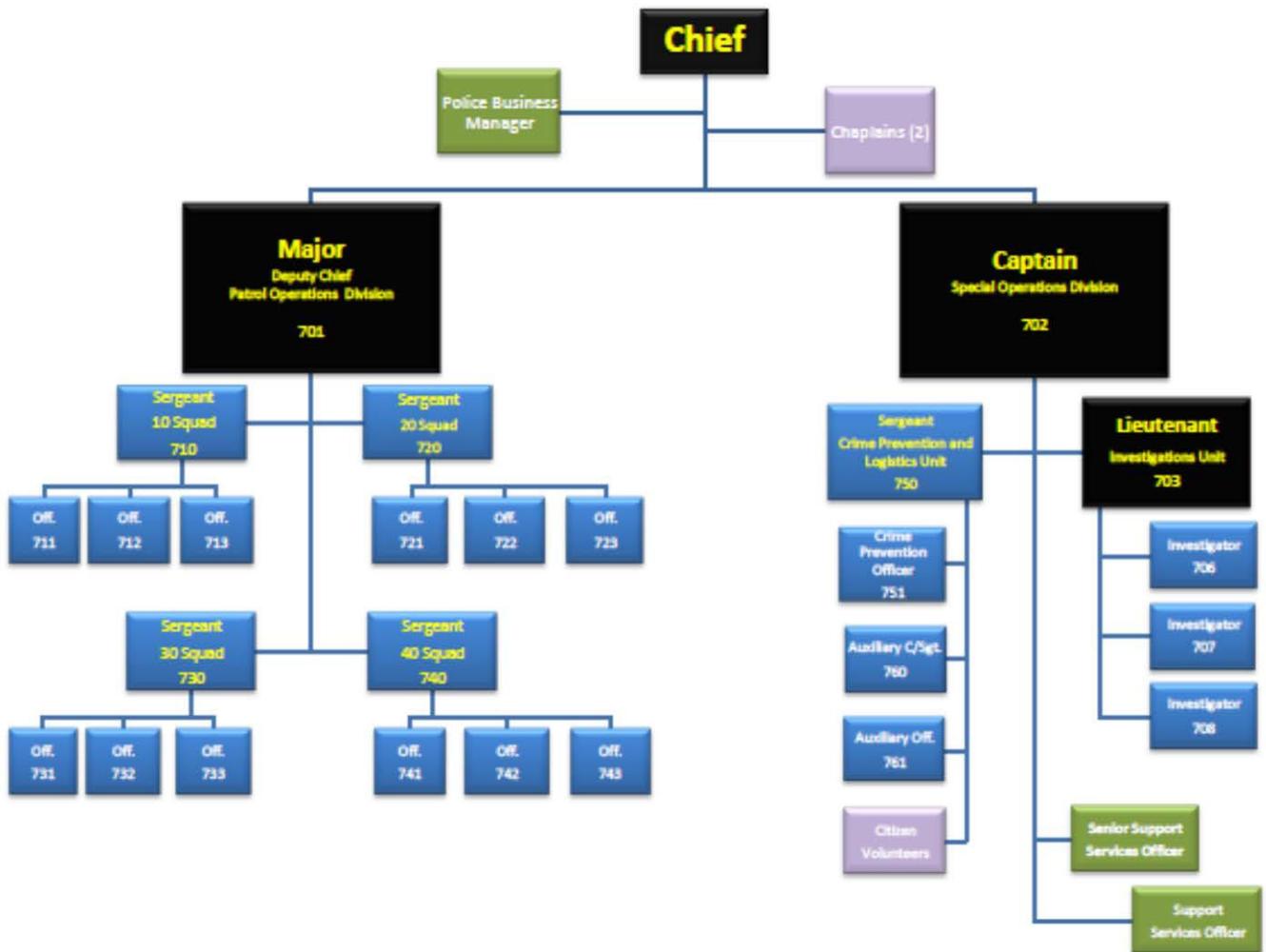
The patrol operation is comprised of four Sergeants and 12 officers. This component is responsible for the day to day protection of citizens and businesses in Ashland along with the enforcement of all applicable state and local laws. In addition to the patrol function, Major Callahan is also responsible for Internal Affairs and maintenance of critical records.

Special Operations is commanded by Captain Troy Aronhalt. This unit is comprised of Investigations, Support Services, Crime Prevention and Public Information Services. In addition to these duties, Captain Aronhalt is





Organizational Chart





About the Police Department

Mission and Core Values

The mission of the Town of Ashland Police Department is to provide professional law enforcement services to our citizens, our businesses and our visitors. We will uphold justice, with compassion, integrity, and courage.

The following values will guide the actions of all members of the Ashland Police Department:

Honor: We are committed to holding ourselves accountable to the highest standards of conduct. We recognize the trust that our citizens place in us and we will diligently work to never betray that trust.

Service: No one will be turned away, we will provide services to those who we can, and give positive direction to the agencies that can help those we cannot.

Loyalty: We will be loyal to our badge, the community and to our profession.

Dedication: We are dedicated to upholding the constitution and providing fair and equal law enforcement services to all persons.



CALEA

The Commission on Accreditation for Law Enforcement Agencies (CALEA) is an internationally recognized credentialing program for law enforcement agencies.

CALEA's standards for law enforcement agencies promote greater accountability within the department while increasing visibility and collaboration. To learn more about CALEA go to www.calea.org.

CALEA's goals are to strengthen crime prevention and control capabilities; formalize essential management procedure establish fair and non-discriminatory personnel practices; improve service delivery; solidify interagency cooperation and coordination; and increase the community and staff confidence in the agency. CALEA's standards for law enforcement agencies promote greater accountability within the department while increasing visibility and collaboration within the community.

The Ashland Police Department will be reassessed in December, 2016 to ensure we maintain compliance with CALEA accreditation standards.

The Ashland Police Department encourages residents, business owners, and visitors to provide feedback to our agency on our strengths and weaknesses in order for the department to improve our service to the Ashland community. Comments can be submitted via our website at www.ashlandpolice.us or by calling 804-412-0600.



Traffic Enforcement

The police department has four officers who are trained in traffic safety strategies. These officers use information compiled from the previous year to evaluate the effectiveness of current traffic safety programs and implement new programs to improve the driving experience in Ashland.

In 2015 the agency was awarded a Virginia Department of Motor Vehicle grant in the amount of \$10,720.

The department used the grant money for selective enforcement activities, public safety checkpoints and child safety checkpoints.

Operating Under the Influence

Operating Under the Influence is defined as driving or operating a motor vehicle or common carrier while mentally and physically impaired as the result of consuming an alcoholic beverage or using a drug or narcotic.

For 2015, the Ashland Police Department made fifty (50) arrests for DUI/DUID compared to thirty-seven (37) in 2014. The number of arrests for DUI/DUID increased by approximately one percent (+49%) compared to the previous year.

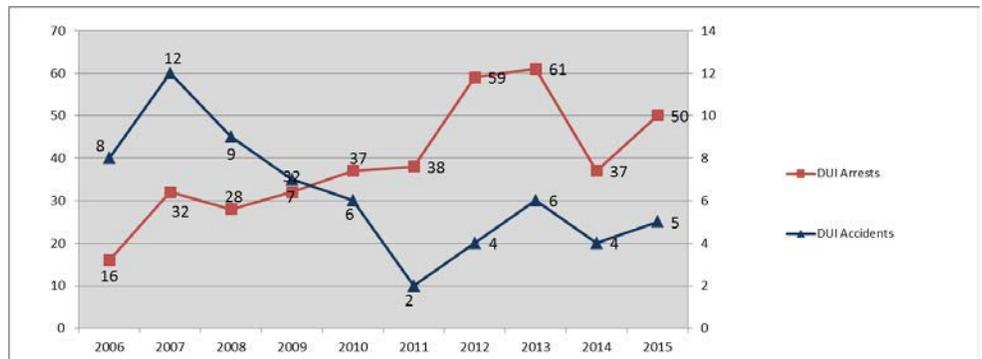
For 2015, the Department investigated five (5) crashes involving driving under the influence of drugs/alcohol, compared to four (4) crashes in 2014. The number of drug/alcohol related crashes increased by twenty-five percent (+25%) over the previous year.

Crashes

Traffic crashes include collisions of a motor vehicle with another motor vehicle, person, bicycle or stationary object.

In 2015, the Ashland Police Department responded to 298 crashes compared to 325 crashes in 2014. In 2015, the Ashland Police Department investigated 110 reportable crashes compared to 96 reportable crashes investigated in 2014. The number of reportable crashes increased by thirteen percent (+13%) compared to the previous year.

The total number of crashes involving injured parties in 2015 was fifty (50), compared to thirty-eight (38) crashes resulting in injuries to parties in 2014. The number of crashes resulting in injuries increased by thirty-one percent (+31%) compared to the previous year. There were no fatal crashes in 2015.



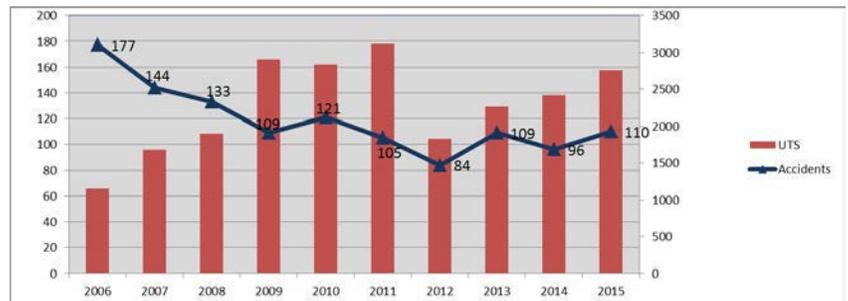


Traffic Enforcement

For 2015, the department conducted 4,384 traffic stops and issued 2,756 uniform traffic summonses (UTS) for traffic or vehicle related violations. For 2014, the department conducted 4,246 stops and issued 2,417 summonses (UTS) for traffic or vehicle related violations.

For more information on the ACUTE program and other traffic safety issues visit our website at www.ashlandpolice.us.

In 2015, the Ashland Police Department made 33 narcotic arrests and three weapons law violation arrests as a result of traffic stops. The department also arrested four wanted subjects from traffic stops. In comparison to 2014, narcotics arrests decreased by sixteen (-16%) and arrests of wanted subjects decreased by 50 percent (-50%). Weapons law violation arrests remained the same as levels in 2014.



For 2015, the Ashland Police Department continued the ACUTE (Addressing Complaints Using Technology and Enforcement) Program. The program consists of multiple phases that first determine if a speeding problem exists on a street, educates the public about the posted speed limit, and, if necessary, results in directed enforcement in that area. In order for a location to qualify for the ACUTE Program, it must have a posted speed of 35 mph or less. A speeding problem exists if the 85th percentile speed in the area is found to be more than 8 mph over the posted limit, or there are three or more violations over 15 mph more than the speed limit. The A.C.U.T.E. program was deployed one (1) time during 2015.

Follow-up evaluations after the implementation of the ACUTE Program showed that the speeding problems had been eliminated in the areas.





Calls for Service

A call for service is any type of call that is received where an officer responds to a location for an incident or provides advice to a citizen over the phone. The department answered a total of 6,577 calls for service in 2015. Please see a graphic representation of our concentration of calls for service on page 8.

We know that law enforcement is only one piece of a much larger response that is needed to help individuals who have fallen on difficult times. We will continue to work with civic and faith groups as we look to alleviate current conditions.

Motels

Within Ashland there are 14 motels that offer a combined total of 1,100 rooms. A particular concern for the department and the community as a whole is the long-term residency at some of our local motels.

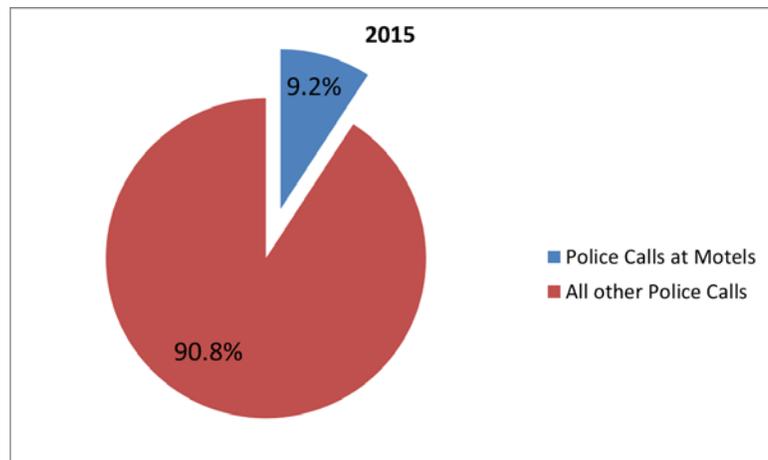
In 2015, four motels were among our top ten call locations. All motels accounted for 604 calls for service which amounts to 9.2% of the service demands on the Ashland Police Department.

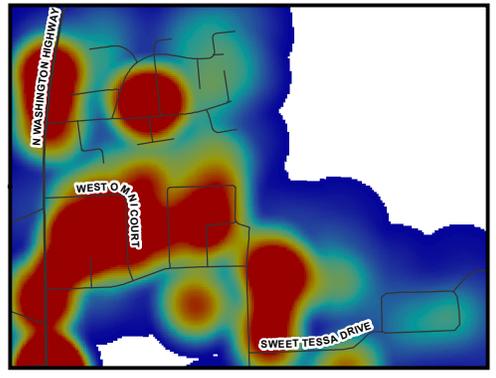
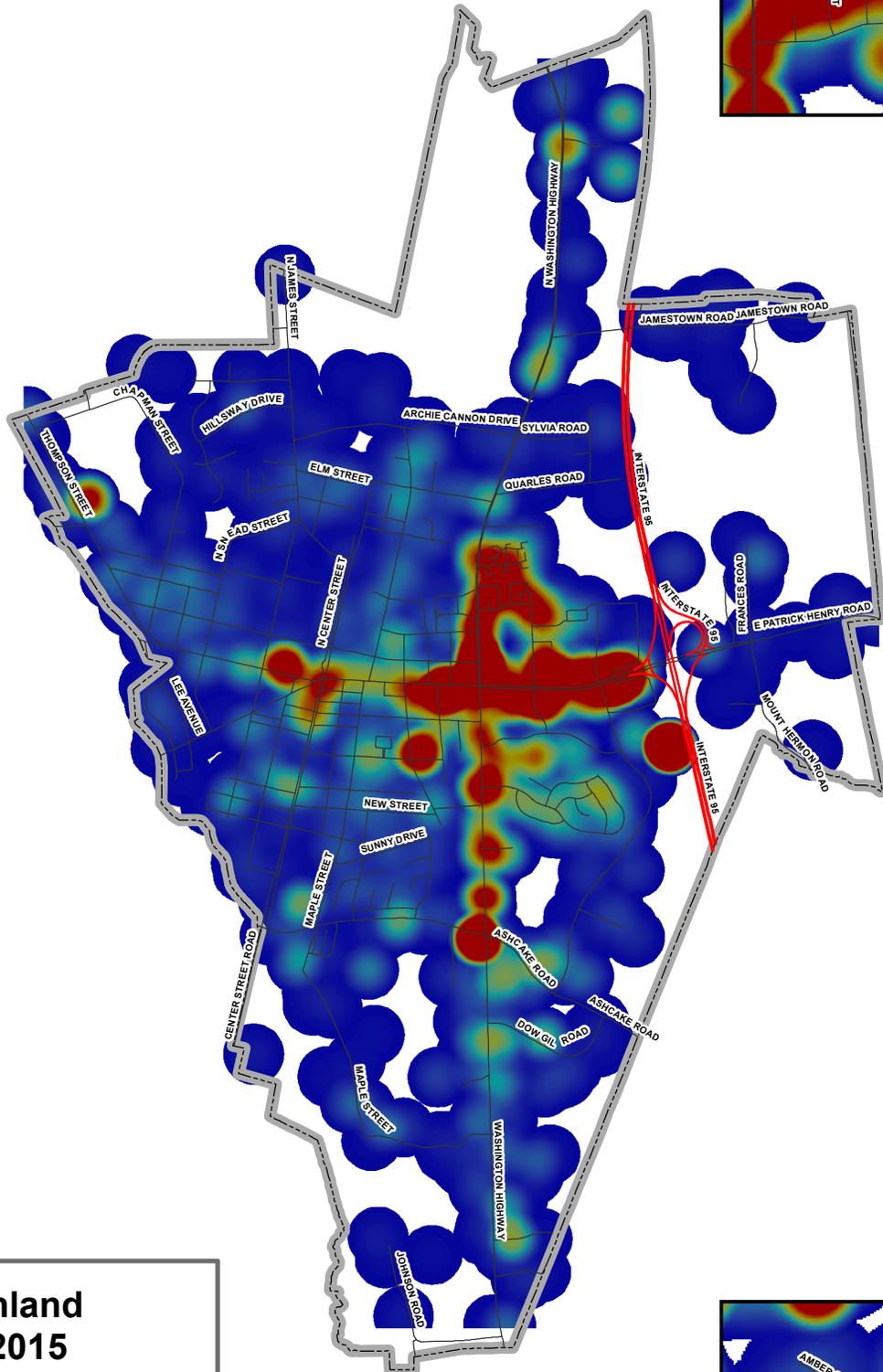
Some of these locations are now experiencing higher than normal crime and increased drug related calls which is beginning to affect surrounding properties. To address these issues, the department will continue patrolling the motel areas as well as increase narcotic enforcement.

In November 2015, Town Council passed a revision to the Town Code pertaining to lodging establishments that puts limits on long term stays in our motels. There are good faith exceptions built into the code to provide approximately 100 rooms for extended stays in town. Although passed in 2015, the code revisions do not take effect until July 1, 2016. We have continued to work with our civic, faith and non-profit human service groups to identify avenues for collaboration. These efforts will continue on a parallel path as enforcement efforts become effective in the late summer of 2016.

Top 10 Call Locations for 2015

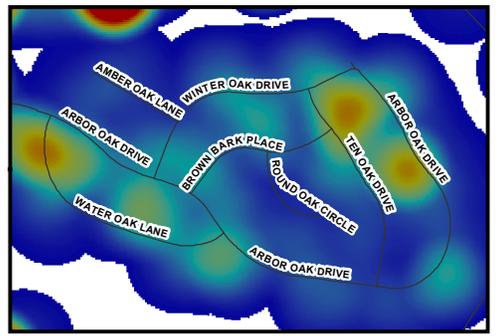
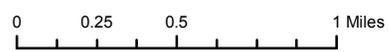
2015	
Location	Count
Walmart	323
Apple Garden Inn	179
Motel 6	123
Ashland Convalescent Center	120
Travel Centers of America	115
Henry Clay Apartments	75
Sheetz	72
Twin Oaks Motel	64
Martin's	56
Ashland Inn and Suites	44





Town of Ashland Incidents - 2015

All Incidents
 High : 20589.5
 Low : 0





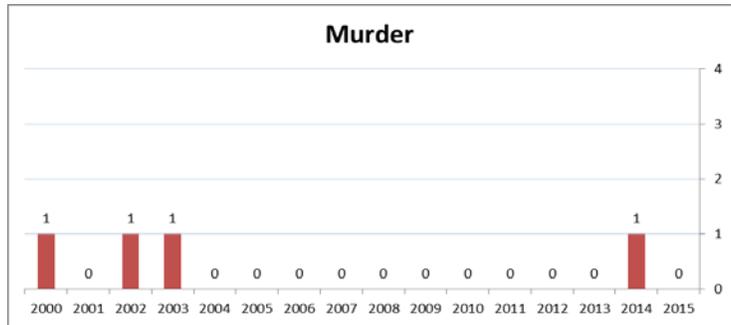
Incident Based Reporting (Part I Crimes)

Homicide

Homicide is the willful (nonnegligent) killing of one human being by another.

In 2015 there were no homicides reported in the Town.

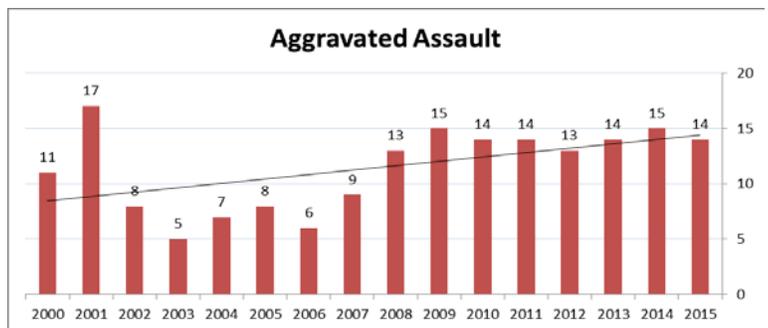
The one homicide reported in 2014 was exhaustively investigated with two suspects being charged.



Aggravated Assault

Aggravated assault is an unlawful attack by one person upon another for the purpose of inflicting severe bodily injury. This type of assault is usually accompanied by the use of a weapon or by other means likely to produce death or great bodily harm.

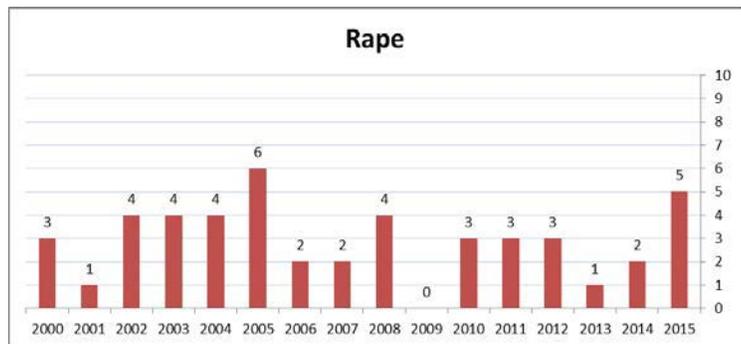
In 2015, there were 14 reported aggravated assaults compared with 15 cases in 2014.



Rape & Sexual Assault

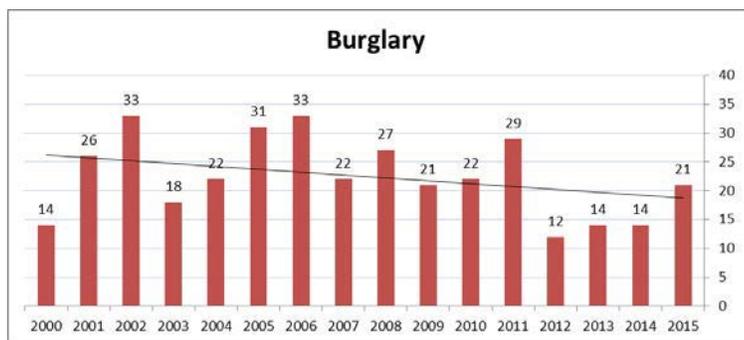
Rape is defined by the FBI as the carnal knowledge of a person, forcibly and/or against that person's will; or not forcibly or against the person's will where the victim is incapable of giving consent because of his/her temporary or permanent mental or physical incapacity (or because of his/her youth).

In 2015, we investigated five reported rapes and sexual assaults compared to two in 2014.



Breaking and Entering

In 2015, there were 21 breaking and entering incidents. The occurrences of breaking and entering increased from 14 in 2014.

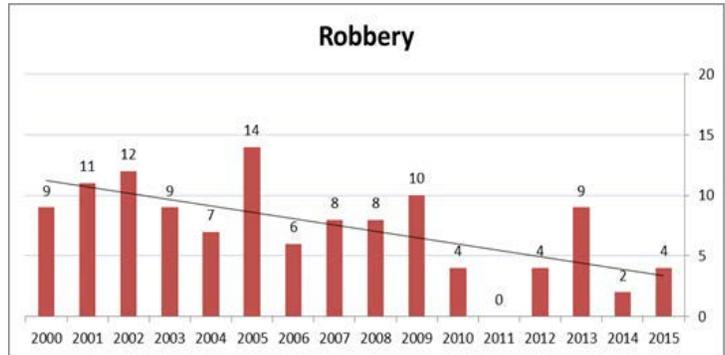




Incident Based Reporting (Part I Crimes)

Robbery

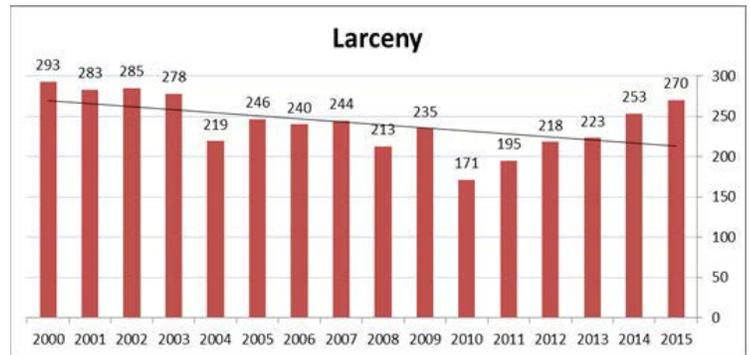
In 2015, we experienced an increase in the number of reported robberies from two (2) in 2014 to four (4) in 2015.



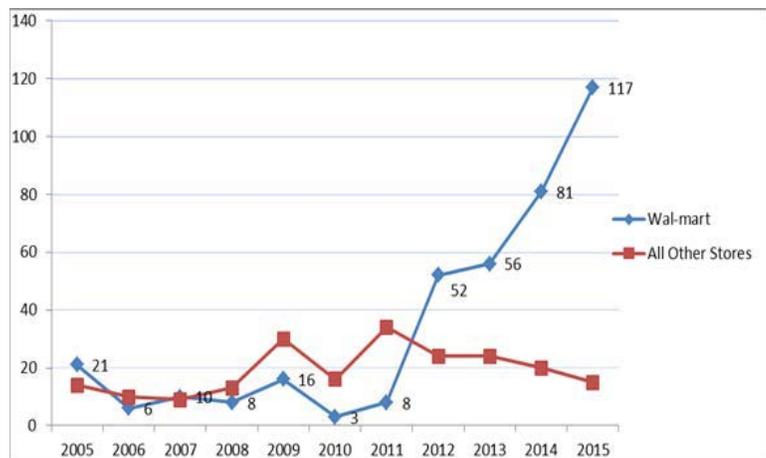
Larceny Offenses

The FBI breaks larceny/theft into seven different categories. Pocket picking, purse snatching, shoplifting, theft from building, theft from coin machine, theft from motor vehicle, theft of motor vehicle parts or accessories, and all other larceny.

In 2015, there were 270 reported incidents of larceny in Ashland. This is an increase from 2014 when there were 253 incidents of larceny.



The crime of shoplifting can range from a theft of a \$1 candy bar to a \$600 cell phone. Unfortunately, reported incidents of shoplifting at Walmart have increased exponentially over the past few years and has reached very concerning proportions. In 2015 alone, reported shoplifting incidents at our Walmart accounted for 88% of all reported shoplifting cases town-wide. Since 2012, these incidents have grown by 125%. The average incident of reported shoplifting at Walmart involves a theft of \$68.72 of merchandise.

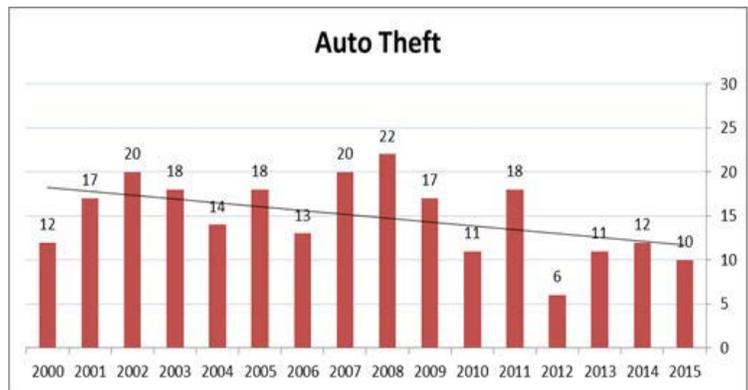


It is important to discuss the notion of a “reported” shoplifting. Walmart, unlike most of our retail locations in town, has dedicated loss prevention staff on site that observe, detect, and in most cases, apprehend shoplifting offenders. APD is then called in to continue the criminal investigation and enforcement action. The purpose in discussing this notion of “reported” offenses is that there may be other offenses at the other retailers in town that are never detected and thus, never reported.



In fact, this increase may be less of a true increase in actual offenses, and more of a product of vigilant loss prevention staff who are very proficient in carrying out their duties.

Senior leaders with APD have met on several occasions with Walmart local and regional management to develop mechanisms to decrease actual incidents of shoplifting through proactive policing and internal steps to be taken by the retailer. Walmart has always been a good corporate partner with APD, assisting us with various crime prevention activities in the past and has always been a loyal supporter of our “Shop with a Cop” program. We have confidence that our partnership will prevail in addressing this issue.



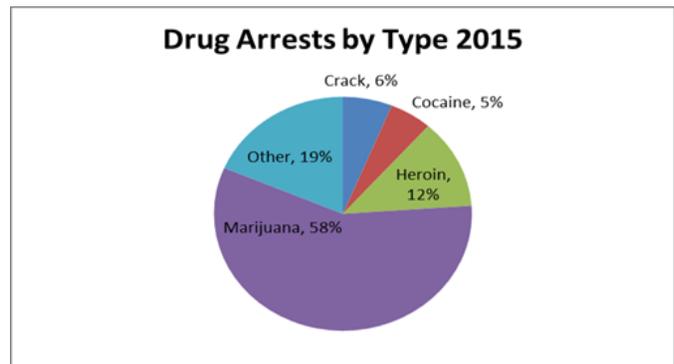
Auto Thefts

Motor vehicle theft is defined by the FBI as the taking of any vehicle that propels itself.

There were a total of 10 vehicles that were stolen in 2015 as compared to 12 in 2014.

Drug Violations

We saw an increase in the number of drug related arrests from 85 in 2014 to 99 in 2015.





Crime Prevention

The Ashland Police Department employs many avenues in its approach to community policing. We understand that citizen awareness and participation helps reduce crime and raise the quality of life for our residents. Our goal is to continue to develop our commitment to crime prevention and public involvement.

Fifty-six (56) crime prevention events were delivered to our citizens and business partners during 2015. Events included:

Impaired and Distracted Driving Prevention- Using our grant-funded Simulated Impaired Driving Experience (SIDNE) presentation and other efforts the department conducted eight (8) impaired driving education to juveniles and college students from across Virginia.

Tours of the Ashland Police Department- Members of the department conducted tours of the Ashland Police Department for civic organizations and individuals upon request.

*Neighborhood Watch-*Currently, there are 12 neighborhood watch programs within the Town. Officer Watts, our crime prevention officer, meets regularly with each group to listen to their concerns and present crime prevention information.

*Halloween Patrol-*The department handed out 300 Halloween bags containing stickers, candy and Halloween safety information during the week of Halloween. Officers made extra patrols in the areas with the highest

concentration of trick or treaters and officers on bikes were assigned neighborhoods to patrol during the Halloween time.

*Child Safety Seat Inspections-*The department held two (2) safety seat inspection events during 2015. We have five (5) officers who are certified to inspect and give instruction on the proper installation of child safety seats.

*Shop with A Cop-*An annual tradition, Shop with a Cop brings together the department with local businesses to bring the holidays to children and their families who might not otherwise have the opportunity. Local businesses make financial donations that allow members of the police department to shop for holiday presents. The Ashland Church of God once again opened their doors for the party for the children and their immediate family members. Officers attended this event to serve food provided by the local business community and delivered gifts bought with donations made by the business community. This provides positive reinforcement to the children and opens trust with the youth within our community. The Department served 26 children and their immediate families.

To obtain more information regarding these programs or any other crime prevention tips and programs the agency offers, please contact us at 412-0600.





Awards and Recognition

National Law Enforcement Challenge

This is a national program that recognizes law enforcement agencies in their efforts to promote traffic safety. The department placed 2nd in this prestigious award.



Virginia Law Enforcement Challenge



The Virginia Law Enforcement Challenge is a statewide program that recognizes agencies efforts in traffic safety. The department placed 1st place in this award.

Officer of the Year

The Officer of the Year is awarded to the officer who was nominated by his or her peers and supervisors and selected by the Chief of Police for exemplary performance during the previous year.

Investigator John Street has been in with the Ashland Police Department since 2011. Investigator Street's strong work ethic and dedication to this department is evident through every aspect of his work performance.

Through his relentless investigation Investigator Street successfully conducted a homicide investigation involving the death of an infant.

In addition to the successful conclusion of this case, Investigator Street investigated and made arrests in multiple cases to include a rash of burglaries, thefts from vehicles and the armed robbery of the Liberty Market.





The monthly report is intended to serve as an overview of the Ashland Police Department's effort to combat crime within the Town of Ashland. The report contains information about the number of criminal offenses during the past month and the activities undertaken by the Police Department to improve the overall quality of life for the community.

The data helps the Police Department develop strategies for providing a safe environment in which to live, work, visit and play.

Chief Douglas A. Goodman, Jr.

2015

Part 1 Offenses	YTD 2015	YTD 2014	YTD Diff	YTD CLR Arrest	YTD CLR Exception	Total Cleared	Total 2014
Homicide		1	-1				1
Rape	5	2	3	2	2	80%	2
Robbery	4	2	2	3	0	75%	2
Aggravated Assault	14	15	-1	10	1	79%	15
Arson	1		1	0	0	0%	0
Burglary	21	14	7	12	0	57%	14
Larceny (below categories)	270	253	16	138	6	53%	253
Pick Pocket			0				0
Purse-Snatching			0				0
Shoplifting	132	101	31	107	0	81%	101
Theft from a Building	31	62	-31	3	1	13%	62
Theft from a Coin Machine	1		0	0	0		0
Theft from a Motor Vehicle	50	37	13	21	1	44%	37
Theft of Motor Vehicle Parts	11	12	-1	1	2	27%	12
All other Larceny	45	41	4	6	2	18%	41
Auto Theft	10	12	-2	6	0	0%	12
Total Part I Offenses	325	299	25	171	9	55%	299

Other Offenses of Community Concern	YTD 2015	YTD 2014	YTD Diff	YTD CLR Arrest	YTD CLR Exception	Total Cleared	Total 2014
Destruction/Vandalism	66	65	1	17	7	36%	65
Drugs/Narcotics	99	85	14	89	0	90%	85
Weapons Violations	6	9	-3	5	0	83%	9
Drunk in Public	68	84	-16	68	0	100%	84
Liquor Law Violations	20	20	0	20	0	100%	20

Service Demands and Productivity	YTD 2015	YTD 2014	YTD Diff		Total 2014
Calls for Service	6,577	7,380	-803		7,380
Self Initiated Activities	11,602	15,999	-4,397		15,999
Criminal Arrests	639	565	74		565
Traffic Summonses	2,896	2,537	359		2,537
DUI Arrests	50	37	13		37
Accidents	111	94	17		94