



Ashland Police Department Annual Community Relations/Crime Prevention Report 2019

This Community Relation/Crime Prevention report covers programs and events for the period of January 1, 2019 through December 31, 2019.

Overview

The Ashland Police Department utilizes crime prevention programs and events conducted throughout the year to reduce victimization. The Ashland Police Department strives to educate our citizens on crime prevention methodology so that we may deter crime and improve the quality of life for our citizens.

Crime Prevention produced **70 crime prevention events** to our citizens and business partners during 2019. Programs requested were home and business security assessments, personal safety, senior citizen safety, impaired driving, fraud prevention and church security. Information regarding crimes is also presented to the neighborhood watch programs to ensure neighborhoods are familiar with current criminal trends.

Public Safety Education and Community Engagement

- **Neighborhood Watch**

We currently have **11** neighborhood watch communities. These communities are:

- Ashland Woods Apartments
- Berkley Town
- Hanover Apartments
- Laurel Woods Apartments
- Sedgefield Mobile Home Park
- South Center Street Historic District
- South Taylor Street
- Ashland Town Square Apartments
- Trotters Mill Close Community Association
- Cottage Green Townhomes
- Henry Clay Road

Eleven neighborhood watch meetings were conducted in 2019. Each meeting consists of a review of recent crime trends, a crime prevention education presentation and open forum for residents to express concerns to officials.

- **Adopt-a-Senior Program**

The Department, in partnership with the Hanover/Ashland TRIAD maintains an Adopt-a-Senior program whereby officers are assigned to visit homebound senior citizens in our community. In cooperation with our TRIAD, the Hanover County Sheriff's Office and generous local businesses our program provides Thanksgiving dinners and Christmas presents to our participating seniors. Officers conducted **58 Senior Visits** in 2019.



In 2019, TRIAD and its partners conducted a county-wide food drive for seniors in need. In Ashland, eight vehicle loads of food and household goods were collected.

Our adopted seniors in 2019 were:

- Mrs. Linda Wilson
- Mr. James Tunstall
- Ms. Dana Pelno
- Mrs. Louise Jones

TRIAD produced **three** senior-oriented events in 2019. **Finding Value in Your Prime**, a county-wide event with informational presentations and senior-oriented product vendor stations, was conducted in April. Thanksgiving dinners donated by Kroger and the Rotary Club were distributed to our Adopt-a-Seniors. In December, our annual Christmas Party was hosted to provide our Adopt-a-Seniors the opportunity to enjoy the holidays and receive much needed presents.

- **National Night Out**

In August 2019, the Ashland Police Department, Town Manager and Town Council members visited our neighborhoods, enjoyed food, conversation and had a great time with our citizens during our annual National Night Out. This provided an opportunity for citizens to have contact and become familiar with the members of the government that serve them. **Five** communities participated in NNO.



Additionally, APD produced its “Kona-with-a-Cop” event for all participating neighborhoods.

The Department also continued its Shop-with-a-Cop program by having officers distribute **100 “back-to-school” supply kits** to deserving children on National Night Out.

- **Halloween**

The Police Department handed out over **130 Halloween bags** containing candy, stickers and pencils. Officers made extra patrols in the high foot traffic areas to ensure a safe holiday.

- **Shop-with-a-Cop**

The Department’s manages an annual “Shop-with-a-Cop” Holiday program using donations from throughout the community to provide gifts and food for deserving families in Town during the Christmas season. In 2019, over \$6,000 in donations of money and product from the community helped our program serve **36 children** from **16 different families**. We also continued our partnership with Hanover Academy, Ashland Impact Ministries and Ashland Open Door through support of their Christmas event, benefiting over **100 children** from deserving families in Ashland.



- **Impaired and Distracted Driving Prevention**

The prevention of impaired and distracted driving has become a focus for our crime prevention program. Lecture and Simulated and Impaired Driving Experience (SIDNE) presentations are conducted for high-school and college students detailing the dangers of impaired and distracted driving.

In addition, Crime Prevention participated with

the Hanover County Sheriff's Office and Hanover Cares in "Project Sticker Shock", a program that pairs high school students with officers who visit partnering stores and place stickers with a warning message about the penalties for providing alcohol to anyone less than 21 years-of-age and using a fake ID to purchase alcohol.

- **Security Assessments**

Thirteen security assessments were conducted in 2019. Six of these were for businesses that experienced burglaries, robberies or thefts during the year.

- **Community Contacts**

During 2019, officers made **1,697 community contacts** with citizens.

- **Child Safety Seat Inspections**

- The Department inspected **15** child safety seats in 2019.
- A Child Safety Seat Inspection event was conducted in September at Walmart. In addition, child safety seat technicians were available during business hours at the Department for appointments and walk-ins.



- **Foot Patrols/Bank Checks/Property Checks**

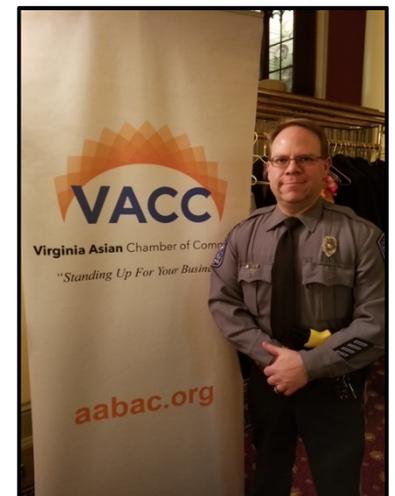
Officers routinely conduct "Park, Walk and Talk" (PWT) foot patrols and property checks in commercial and residential areas. Officers conducted **6,611 PWT and Bank Check activities** and **13,333 property checks** in 2019.

- **Neighborhood Watch Meetings**

During 2019, **11 neighborhood watch meetings** were conducted. The goal of our Crime Prevention section is to provide an educational presentation covering a relevant crime prevention topic at every watch meeting.

- **Crime Prevention Presentations**

During 2019, **31 crime prevention presentations** were made to businesses, neighborhood watch groups and other community organizations covering topics such as scam identification and avoidance, identity theft, substance abuse prevention, and personal safety.



In our ongoing efforts to assist the faith-based community, **five churches** were assessed for security and crisis response and presentations were made to church staff regarding methods to establish safety and security procedures and teams.

- **Crime Prevention through Environmental Design Plan Reviews**
During this calendar year, **35 construction plans** were reviewed. Plans are reviewed to insure landscaping, lighting and security systems are constructed using best practices for the respective application.
- **Schools/Daycares**
 - Daily visits were conducted to the schools and day cares to promote and foster relationships. This includes lunchtime visits and recreational visits on the playgrounds. Officers performed **280 school and daycare visits** in 2019.
 - In 2019, Department Crime Prevention personnel assisted the Hanover County Sheriff's Office in conducting **four** "Signal Blue" intruder drills at public schools in and near Town. These drills are conducted to train staff and prepare students in response procedures during critical incidents.
 - Crime Prevention provides crisis planning and response presentations to our private school and daycares in Town.
- **Association Meetings**
During 2019, Crime Prevention attended **30 association meetings** with several organizations, including Ashland/Hanover TRIAD Senior Group, Market Ashland Partnership and other community groups. TRIAD is a partnership between local law enforcement, the AARP, the Virginia Attorney General's Office and other service providers that assists senior citizens with crime prevention activities. Market Ashland Partnership is an organization of over 100 businesses in the Ashland area that provides joint marketing efforts as well as a forum for cooperative business interests, including loss and crime prevention topics.



- **Intra-Governmental Cooperation**
Crime Prevention personnel conduct joint activities with the Town Zoning Administration officials to reduce nuisances and potential crime generators. In 2019, officers conducted **three inspections** with zoning officials.

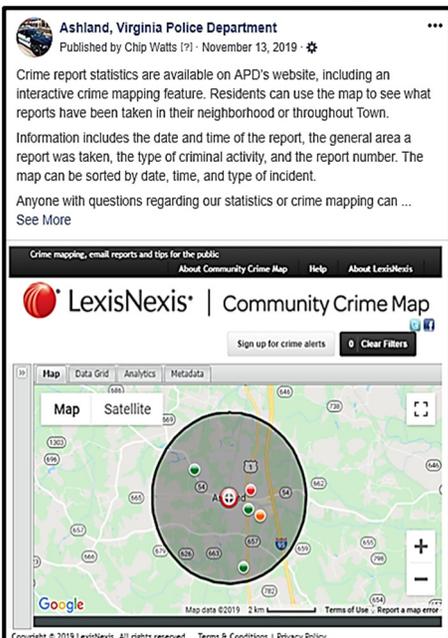
In 2019, Crime Prevention worked with counselors at Gandy Elementary School to build a partnership with Hanover County Fire & EMS, the Ashland Rotary Club and local

businesses to establish a “Bus Stop Buddies” program, providing breakfast treats to students and parents at morning bus stops at the Ashland Woods on Henry Clay apartment complexes Wednesday mornings.

Crime Prevention also became a part of the Town Neighborhood Investment Committee, a multi-disciplinary group designed to develop and direct neighborhood investment and revitalization efforts. The Committee produced a Neighborhood Clean-Up Day in three neighborhoods in November.

- **National Drug Take-Back Events**

The Ashland Police Department, in cooperation with the DEA and Hanover County Sheriff’s Office, conducted **two events** to collect old and un-used prescription drugs to be destroyed. This ensured that the waterways are protected from contamination as well as keeping prescriptions from falling into the wrong hands. Our site collected **333 lbs.** of prescription drugs in 2019.



- **Crime Statistics & Intelligence**

To educate citizens and businesses about criminal incidents and crime trends in our community, the Department maintains a crime statistic mapping application on our website. Citizens can review crime report information at any time, make inquiries to the Crime Prevention Officer as well as present timely, interactive information to community groups and associations.

Crime Prevention also assists in developing crime intelligence data for each section of APD as well as sharing information with other agencies through participation in Hanover County’s Crime Management Initiative and regional crime intelligence meetings. Data includes crime trends, hot-spot analysis, officer safety bulletins and pawn report analysis.

- **Social Media and Internet Presence**

APD uses Facebook, Twitter and our Department website in an ongoing effort to provide crime prevention education to our community. This includes social media posts providing useful tips and suggestions as well as more immediate notices about criminal and suspicious activity. Crime Prevention uses press releases and e-mail “blasts” to neighborhood watches to further disseminate information.



In 2019, we significantly increased our social media footprint. From January 2019 to December 2019, Facebook followers increased from **4,273 to 5,069**, a **19%** increase, posts increased by **113% (171 to 365)** and people reached increased **56% (347,819 to 543,661)**.

- **Traffic & Pedestrian Safety**

Crime Prevention and Traffic Safety continued to partner to provide our “Be Safe Be Seen” pedestrian and bicyclist safety program to our residents. Officers distributed safety kits in bright drawstring bags to residents walking and bicycling during the late afternoon and evenings to encourage safe habits. The kits contained lights for pedestrians and bikes, high-visibility armbands and educational materials. In 2019, kits were also distributed at events at Randolph-Macon College and the AARP.

APD participated in a regional social media effort to educate drivers about the “Move Over” law.

- **Kona-with-a-Cop**

APD continued our “Kona-with-a-Cop” effort, with **three events** in 2019. Officers escorted the Kona Ice Truck throughout Town and gave away free Kona Ice to children and families in several neighborhoods. This program helped our officers meet approximately **600 residents** in a positive way. APD partnered with the Patrick Henry YMCA, Ashland Rotary Club and Town administration to produce these events.



- **Coffee-with-a-Cop**

Crime Prevention produced **three Coffee-with-a-Cop events** aimed at increasing positive police interaction with specific populations in Town. Events were conducted at La Unica Latino Market, and Randolph-Macon College.

- **Public Education Efforts**

Crime Prevention offers presentations to various groups throughout the community in an effort to educate residents regarding how law enforcement accomplishes our mission. Using our Use of Force simulator, demonstrations by specialized units such as Investigations and our K-9 as well as discussions reviewing different aspects of police work, we provide insight



on how police officers insure the safety of the community.

In 2019, we provided **four education presentations** for groups including Randolph-Macon College students, day care students and the Ashland Citizen's Leadership Academy.

- **Project Lifesaver**

Crime Prevention maintains APD's Project Lifesaver program. This program provides members of our community prone to wandering off due to dementia, autism or another issue with tracking transmitters at no cost to the clients or their families. Assigned officers visit the client monthly to check the transmitter, replace batteries and positively interact with these vulnerable and at-risk members of our community.

Officers made **43 Project Lifesaver visits** in 2019.

Crime Prevention Activities by Month

January

- January 17: Regional PIO Meeting.
- January 28: Ashland Woods Neighborhood Watch Meeting.
- January 31: Crime Prevention station at the Asian Business Legislative Summit.

February

- February 2: Project Sticker Shock Underage Alcohol Education event with HCSO and Hanover Cares.
- February 13: Inter-Governmental Hotel/Motel Meeting.
- February 14: MAP & TRIAD Meetings.
- February 28: CBS 6 Meet and Greet.

March

- March 7: Use of Force Simulator presentation to Citizens Leadership Academy.
- March 13: Recruiting at the Law Enforcement Career Fair at Mary Baldwin College.
- March 14: MAP & TRIAD Meetings.
- March 18: Ashland Woods Neighborhood Watch Meeting.
- March 20: Refuse to be a Victim presentation at Randolph-Macon College.
- March 21: Recruiting at the Law Enforcement Career Faire at Randolph-Macon College.

April:

- April 9: Neighborhood Watch meeting at Omni Park Place.
- April 9: Fraud Seminar at South State Bank.
- April 10: Law Enforcement Outreach Presentation to R-MC Spanish Students.
- April 10: Law Enforcement presentation to First Baptist Church Day Care.
- April 11: Finding Value in Your Prime senior event with TRIAD.
- April 16: Coffee with a Cop at La Unica Market.
- April 27: National Drug Take-Back.
- April 30: Neighborhood Watch at Ashland Woods.

May:

- May 2: Flag Presentation at Hanover Academy.
- May 6: Neighborhood Watch meeting at Sedgefield.
- May 7: Coffee with a Cop (Randolph Macon College).
- May 7: Neighborhood Watch meeting at South Center Street.
- May 11: Use of Force Presentation at APD.
- May 18: "Fill the Cruiser" senior food drive with TRIAD at Walmart.
- May 19: Law Enforcement Appreciation and Recruiting Event at Green Top.
- May 28: "Kona-with-a-Cop" with the Rotary Club & YMCA at Henry Clay Apts.

June:

- June 13: MAP & TRIAD Meetings.
- June 17: Safety Presentation at St. James the Less Church.
- June 19: Safety Presentations at Pratt Industries.
- June 21 & 24: Information table at R-MC Freshman Orientation.

July:

- July 11: MAP Meeting.
- July 11: TRIAD Meeting.
- July 30: Adopt-a-Senior Applicant meeting.
- Month of July: Prepared for National Night Out.

August:

- August 6: National Night Out in five communities and Kona-with-a-Cop.
- August 8: Scam Presentation at MAP meeting.

September:

- September 12: MAP & TRIAD Meetings
- September 16: RMC Carnival.
- September 19: DRC Meeting.
- September 25 & 26: Signal Blue Drills (Gandy & Henry Clay).

October

- October 7: Flag Detail Presentation at Hanover Academy.
- October 10: MAP & TRIAD Meeting
- October 10: Shoplifting Prevention Presentation for R-MC Bookstore staff.
- October 15: Personal Safety Presentation for Kappa Alpha Theta Sorority at R-MC.
- October 16: Safety Patrol Presentation at Gandy E.S.
- October 17: Safety Presentation at Ashland Theatre.
- October 26: National Drug Take-Back.
- October 28: Crime Prevention & Investigations provided a presentation to R-MC's Spanish Language Program.
- October 29: Crime Prevention attended the Ashland AARP Day.

November

- November 4: Guest speaking engagement at RMC - Dr. Adair's Criminology class.
- November 9: Crime Prevention participated in the Town's Community Clean-Up Day and presented Kona-with-a-Cop.
- November 15: Crime Prevention and Patrol conducted Coffee-with-a-Cop at La Unica Market.
- November 20: Crime Prevention participated in Coffee & Treats with Gandy E.S. at Henry Clay Apartments.
- November 25: Neighborhood Watch Meeting at Ashland Woods.
- November 27: Crime Prevention delivered donated Thanksgiving Dinners to our Adopt-a-Seniors.

December

- December 4: Crime Prevention attended Bus Stop Buddies with Henry Clay ES and Gandy ES.
- December 9: Crime Prevention & Patrol conducted Coffee-with-a-Cop at Randolph-Macon College.
- December 12: MAP Meeting.
- December 13: YMCA outreach.
- December 17: TRIAD Adopt-a-Senior Holiday Party.

- December 17: APD Shop-with-a-Cop Party.

Our goals for 2019:

- Work to revitalize neighborhood watch groups by increasing meetings by **50%** over 2019.
- Conduct **one** security assessment per month.
 - Offer security assessments to all businesses experiencing burglary or robbery.
- Continue our efforts to enhance security and safety for houses of worship.
- Continue Blight Abatement/Order Maintenance Program by working with the Town Planning Department and County Departments.
- Conduct **two** Crime Prevention Presentations a Month and others on request.
- Develop monthly joint operations and initiatives with Investigations.
- Continue input in Neighborhood Investment Committee.