



## Ashland Police Department In the Community



Chief Douglas A. Goodman, Jr.  
2014 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 2014 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.

2014 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 third place in the national challenge. Our efforts to improve the safety of the motoring public also netted 37 DUI arrests and 36 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.

2014 was also a busy year on the streets of Ashland. Our officers responded to 7,380 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 8.8% increase in Part I offenses compared to reported crime in 2013, reflected by an additional 25 offenses. This increase was predominately driven by increases in petty theft and other property offenses. We are happy to see a reduction in robberies, with only two, down from nine in 2013. We are working now through a process known as DDACTS (Data 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. 2014 once again saw increases in self-initiated activities by officers:

- 19,225 Property Checks
- 7,217 Park, Walk and Talk foot patrols
- 104 unlocked doors found at businesses during time of darkness
- 129 visits with our "Adopt-a Seniors"
- 245 "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

The Patrol Operations is commanded by Major



Anthony Callahan. The department 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 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.

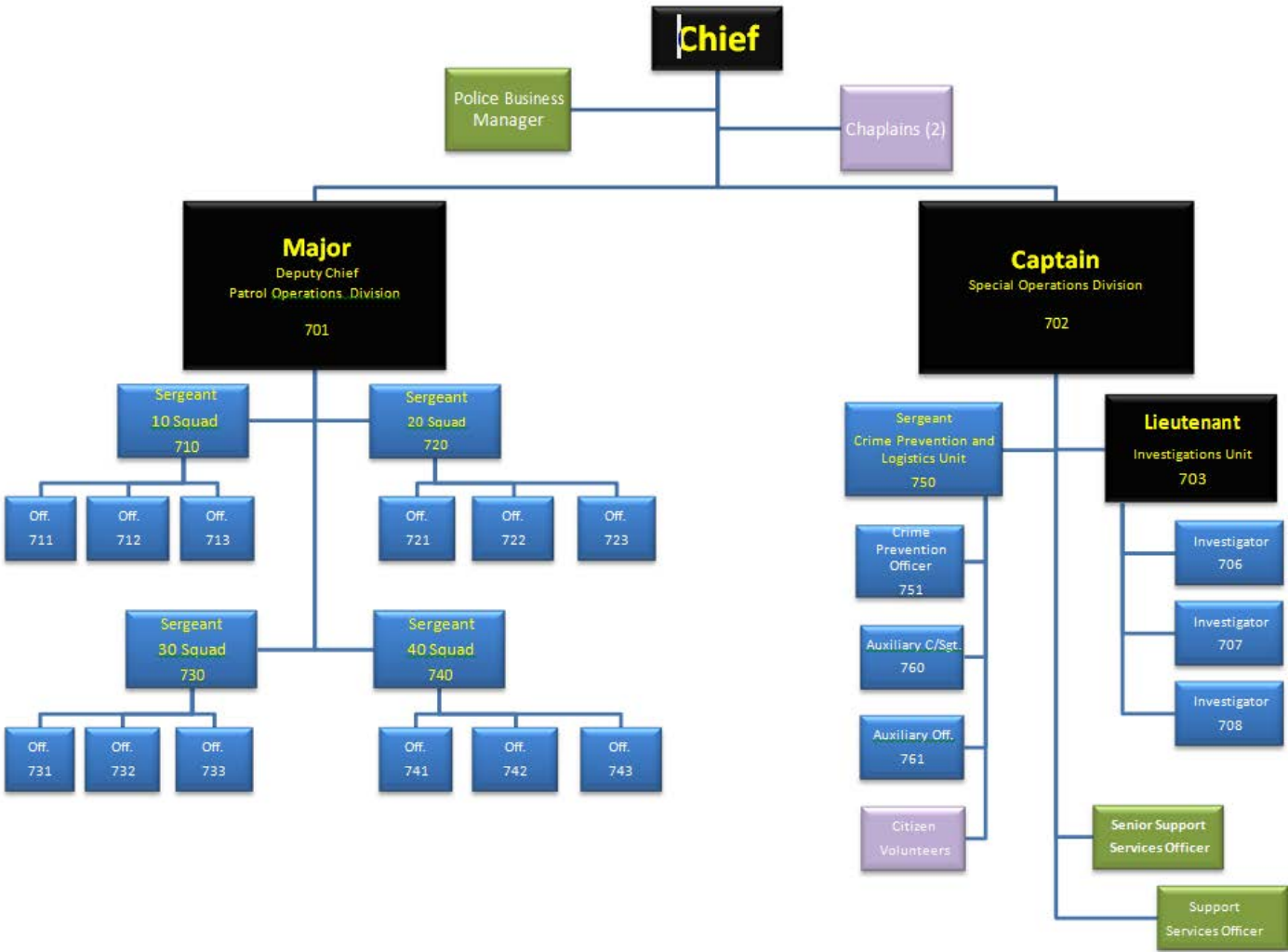
We are fortunate to have both Pastor Rick Dill and Minister Toni Burruss as our chaplains. Both are spiritual and caring individuals who voluntarily provide their services on a daily basis. We are extremely honored to have them as our pastors.







# 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](http://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.

In 2014, the Ashland Police Department received its' reaccreditation with excellence award at the CALEA national conference in Garden Grove, California.

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](http://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 2014 the agency was awarded a Virginia Department of Motor Vehicle grant in the amount of \$19,435.

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 2014, the Ashland Police Department made thirty-seven (37) arrests for DUI/DUID compared to sixty-one (61) in 2013.

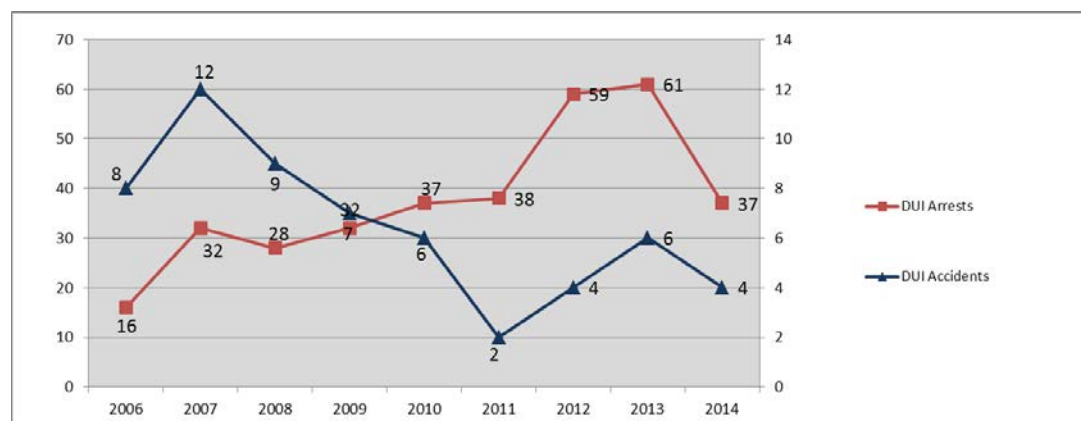
For 2014, the Department investigated four (4) crashes involving driving under the influence of drugs/alcohol, compared to six (6) crashes in 2013. The number of drug/alcohol related crashes decreased by thirty-three (-33%) over the previous year.

## Crashes

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

In 2014, the Ashland Police Department responded to 325 crashes compared to 329 crashes in 2013. In 2014, the Ashland Police Department investigated 95 reportable crashes compared to 109 reportable crashes investigated in 2013. The number of reportable crashes decreased by thirteen percent (-13%) compared to the previous year.

The total number of crashes involving injured parties in 2014 was thirty-eight (38), compared to forty-seven (47) crashes resulting in injuries to parties in 2013. The number of crashes resulting in injuries decreased by nineteen percent (-19%) compared to the previous year. There were no fatal crashes in 2014.





## Traffic Enforcement

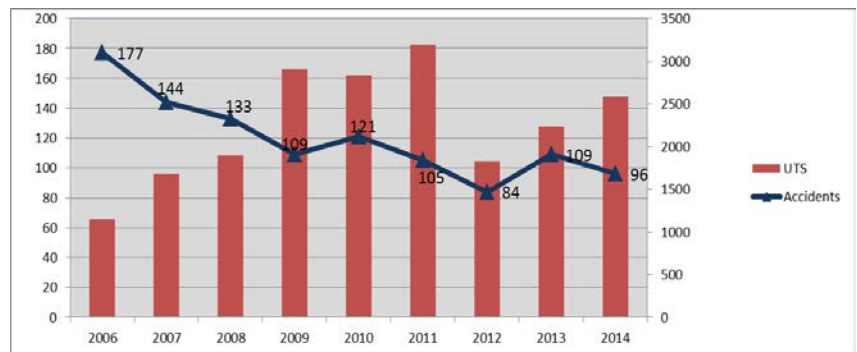
For 2014, the department conducted 4,246 traffic stops and issued 2417 uniform traffic summonses (UTS) for traffic or vehicle related violations. For 2013, the department conducted 3,783 stops and issued 2,258 summonses (UTS) for traffic or vehicle related violations.

In 2014, the Ashland Police Department made 36 narcotic arrests and three weapons law violation arrests as a result of traffic stops. The department also arrested eight wanted subjects from traffic stops. In comparison to 2013, narcotics arrests decreased by twenty-nine(-29%) and arrests of wanted subjects decreased by eleven percent (-11%). Weapons law violation arrests remained the same as levels in 2013.

For 2014, 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 85<sup>th</sup> 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 four (4) times during 2014.

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

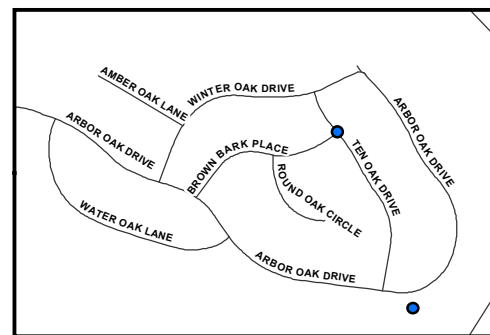
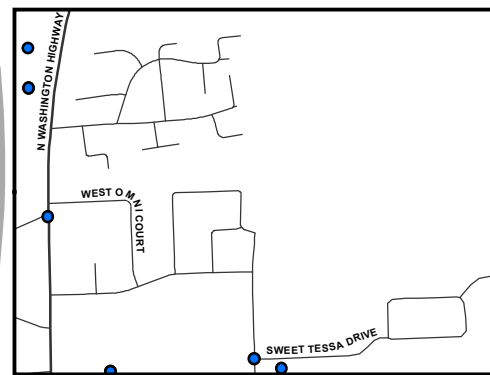
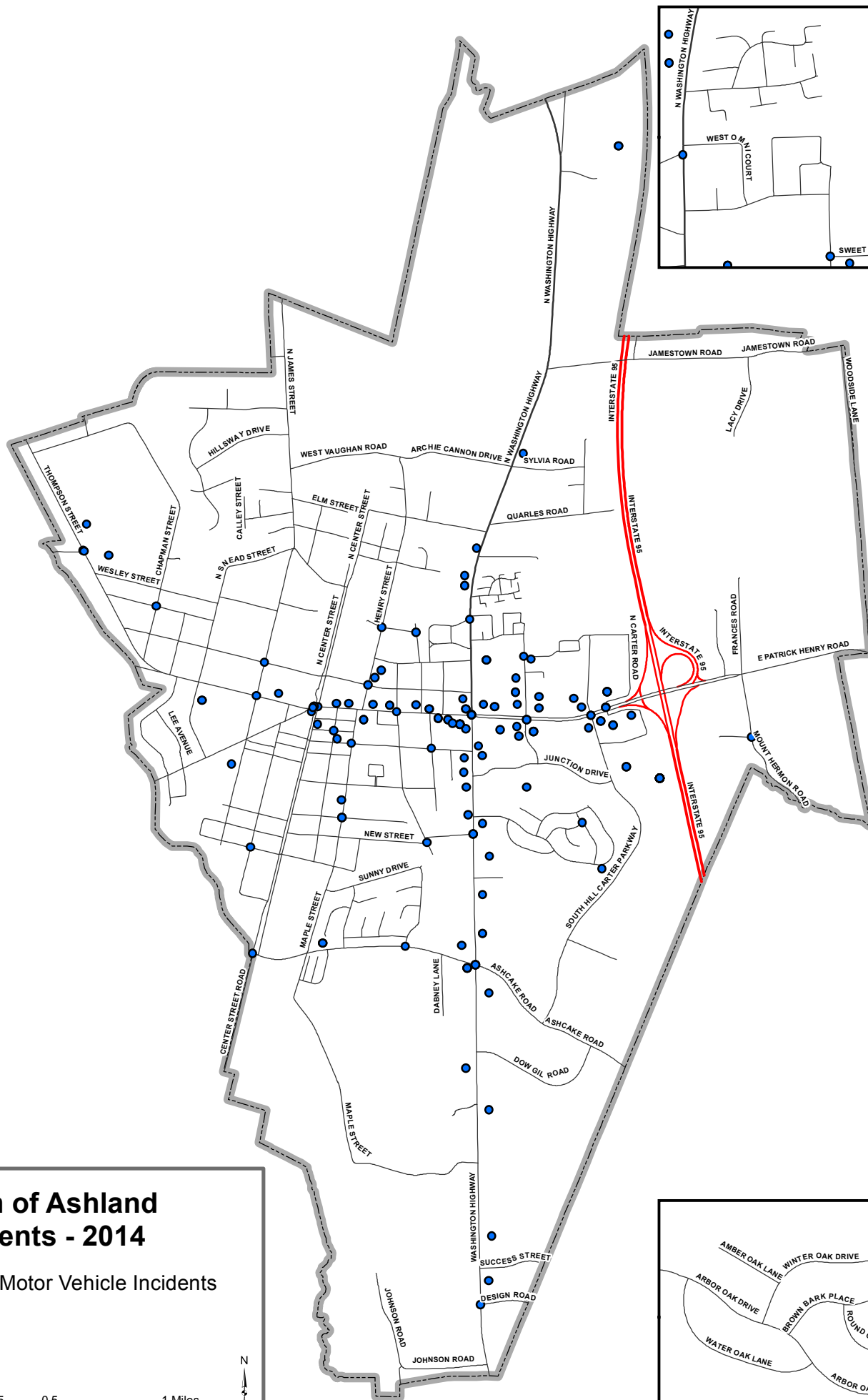
For more information on the ACUTE program and other traffic safety issues visit our website at [www.ashlandpolice.us](http://www.ashlandpolice.us).



# **Town of Ashland Incidents - 2014**

● Motor Vehicle Incidents

0 0.25 0.5 1 Miles







# 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 7,380 calls for service in 2014.

## 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.

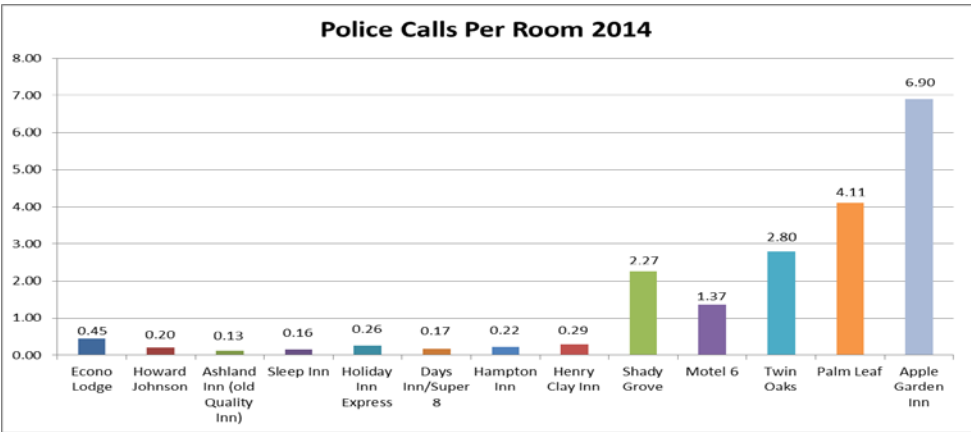
In 2014, four motels were among our top ten call locations. These motels accounted for 654 calls for service.

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 narcotics enforcement.

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.

## Top 10 Call Locations for 2014

Name	Total Calls
Apple Garden Inn	338
Walmart	338
Motel 6	182
Ashland Convalescent Center	151
Randolph Street Apartments	112
Palm Leaf	76
Martin's	73
East Coast	71
Travel Centers of America (TA)	68
Twin Oaks	58



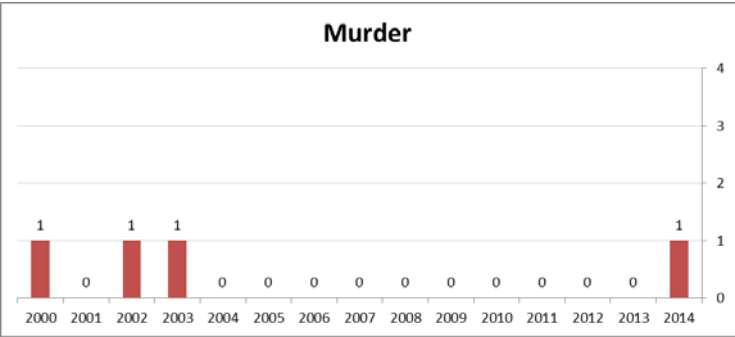


# Calls for Service

## Homicide

The Ashland Police Department is very sad to report that 2014 had the first homicide on record since 2003. On October 21, 2014, officers responded to a local motel on Washington Highway for a report of an infant not breathing and non-responsive. Although little evidence at the scene indicated suspicion of foul play, information gathered by diligent and caring investigators have led us to believe that the infant did not die of natural causes. Based upon the findings of the Medical Examiner and the results of the investigation, the death has been reclassified as a homicide. After a thorough and extensive investigation, and in consultation with the Commonwealth Attorney's Office, both parents have been charged with felony child neglect. They are currently awaiting trial.

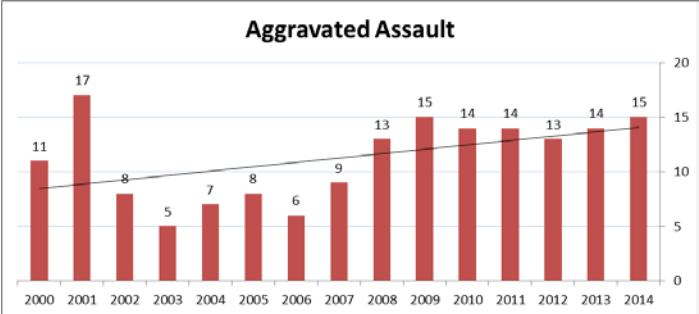
It should be noted, the last homicide in Ashland was in April of 2003 as a result of a domestic disturbance.



## 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.

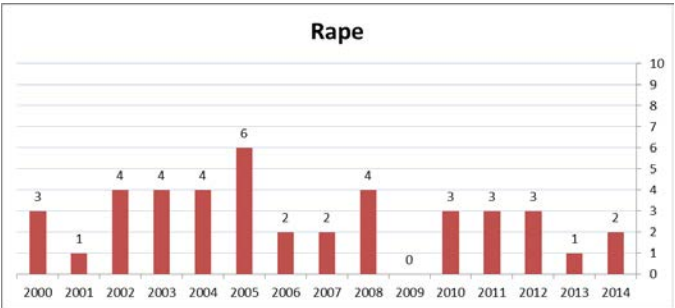
In 2014, there were 15 reported aggravated assaults compared with 14 cases in 2013.



## Rape

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 2014, we investigated two reported rapes compared to one in 2013.





# Calls for Service

## Breaking and Entering

In 2014, there were 14 breaking and entering incidents. The occurrences of breaking and entering remain level with 2013 statistics

## Robbery

In 2014, we experienced a decrease in the number of reported robberies from nine (9) in 2013 to two (2) in 2014.

## 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 2014, there were 253 reported incidents of larceny in Ashland. This is an increase from 2013 when there were 223 incidents of larceny.

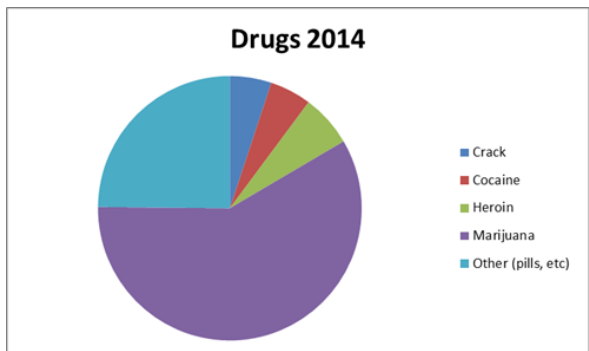
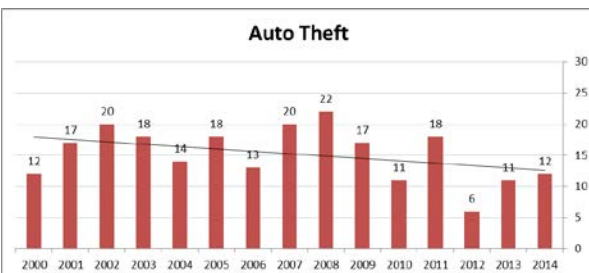
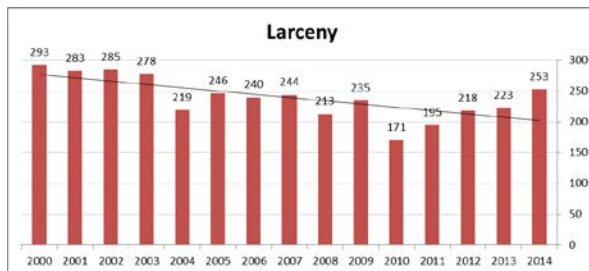
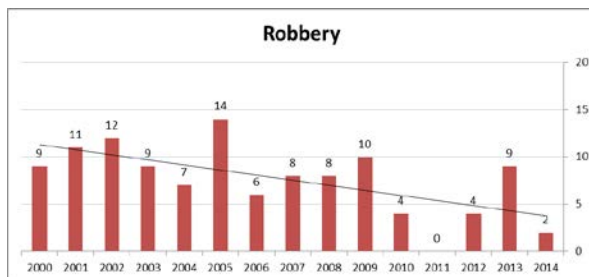
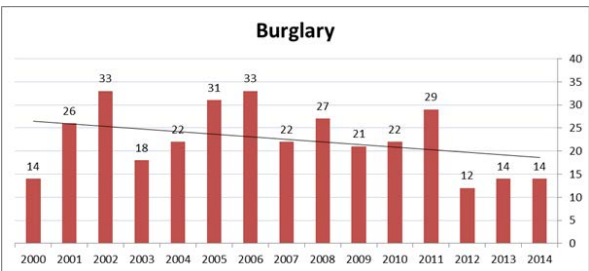
## Auto Thefts

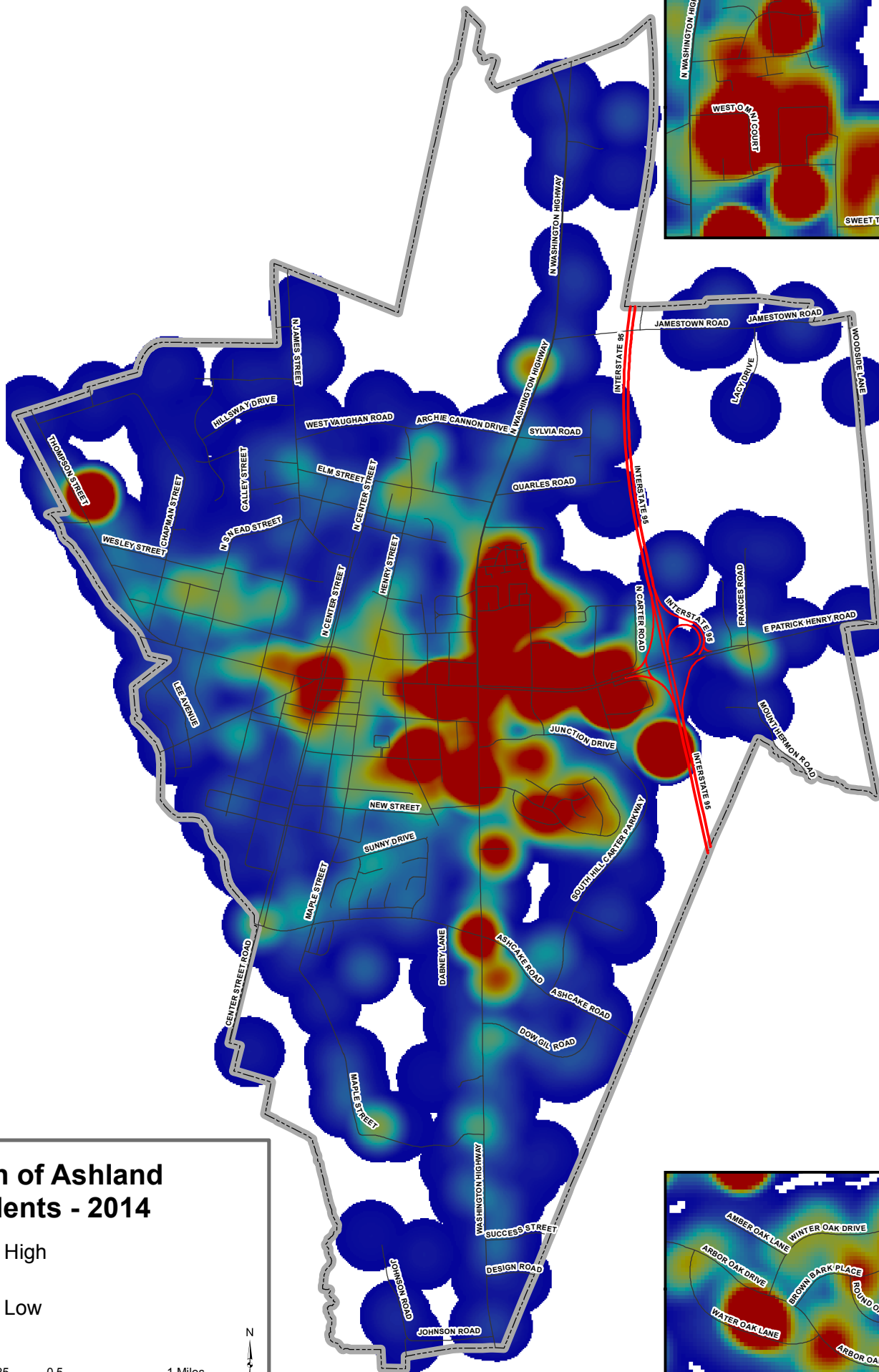
Motor vehicle theft is defined by the FBI as the taking of any vehicle that propels itself.

There were a total of 12 vehicles that were stolen in 2014 as compared to 11 in 2013.

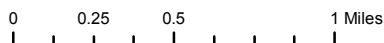
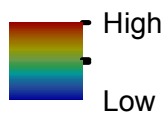
## Drug Violations

We saw a decrease in the number of drug related arrests from 216 in 2013 to 157 in 2014.





# Town of Ashland Incidents - 2014







## 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.

Sixty-seven (67) crime prevention events were delivered to our citizens and business partners during 2014. Events included:

*Impaired and Distracted Driving Prevention-* Using our grant-funded Simulated Impaired Driving Experience (SIDNE) presentation and other efforts the department conducted five (5) 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 14 neighborhood watch programs within the Town. Officer Watts, our crime prevention officer, meets regularly with these groups 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 four (4) safety seat inspection events during 2014. We have four 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 22 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 3<sup>rd</sup> in this prestigious award.



Photos courtesy of Duane Berger  
Berger Commercial Photography

### 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.

For the first time in the department's history there were two individuals who were named Officer of the Year; Sergeant Marie Kemp and Officer Chip Watts.

Sergeant Kemp embraces the spirit of continuous innovation and is always looking for better ways to get the job done and serve our community. She handles multi roles within the agency with ease and professionalism. With her energetic efforts she is a true motivator within the department.



Officer Chip Watts is truly the department's "jack of all trades." His many roles in the department encompass crime prevention education, public affairs officer, and training officer. He assists patrol officers with calls for service. He is extremely dedicated to the department and working toward providing a safe community for everyone.



This 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.**

**2014**

Part 1 Offenses	YTD 2014	YTD 2013	YTD Diff	YTD CLR Arrest	YTD CLR Exception	Total Cleared	Total 2013
Homicide	1	0					0
Rape	2	1	1	0	2	100%	1
Robbery	2	8	-6	1	0		8
Aggravated Assault	15	14	1	12	1	87%	14
Arson	0	1	-1				1
Burglary	14	14	0	4	2	43%	14
Larceny (below categories)	253	225	28	110	2	44%	225
Pick Pocket			0				0
Purse-Snatching			0				0
Shoplifting	101	80	21	87		86%	80
Theft from a Building	62	54	8	12	1	21%	54
Theft from a Coin Machine			0				0
Theft from a Motor Vehicle	37	31	6	2	0	5%	31
Theft of Motor Vehicle Parts	12	18	-6	0	0	0%	18
All other Larceny	41	42	-1	9	1	24%	42
Auto Theft	12	11	1	5	0	42%	11
<b>Total Part I Offenses</b>	<b>299</b>	<b>274</b>	<b>24</b>	<b>132</b>	<b>7</b>	<b>46%</b>	<b>274</b>

Other Offenses of Community Concern	YTD 2014	YTD 2013	YTD Diff	YTD CLR Arrest	YTD CLR Exception	Total Cleared	Total 2013
Destruction/Vandalism	65	110	-45	11	3	22%	110
Drugs/Narcotics	86	132	-46	81	1	95%	132
Weapons Violations	9	16	-7	9	0	100%	16
Drunk in Public	84	88	-4	83	0	99%	88
Liquor Law Violations	20	34	-14	19	0	95%	34

Service Demands and Productivity	YTD 2014	YTD 2013	YTD Diff			Total 2013
Calls for Service	7,380	7,217	163			7,217
Self Initiated Activities	15,999	16,851	-852			16,851
Criminal Arrests	562	623	-61			623
Traffic Summonses	2,538	2,391	147			2,391
DUI Arrests	37	61	-24			61
Accidents	96	109	-13			109