City Manager Report

Crime Data Update - Chief Zack

Community Responder Program - Chief Burnette

Asheville City Council
March 28, 2023

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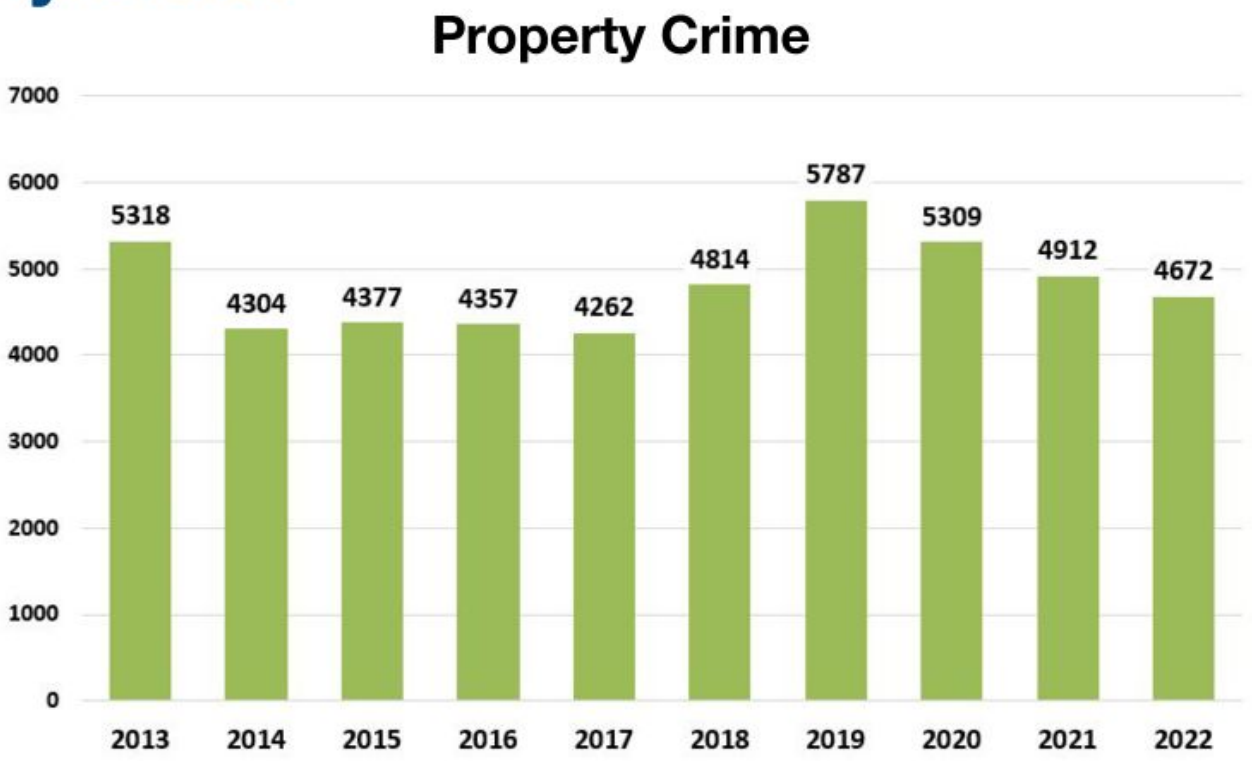


Key Takeaways

- Although violent crime trends are discouraging, APD is committed to ensuring Asheville continues to be a safe place to live, do business, shop, recreate and visit.
- In 2022 violent crime trended at historically high rates both nationally and in Asheville.
- The increase of violent crime in Asheville in 2022 is driven primarily by a 17.4 % increase in aggravated assaults.
- In spite of the serious deficit of resources, APD aggressively deployed officers to respond to various types of crimes especially violent crime.
- To effectively address increasing crime in our community, we must continue to strengthen public safety as a responsibility of every sector of our community.

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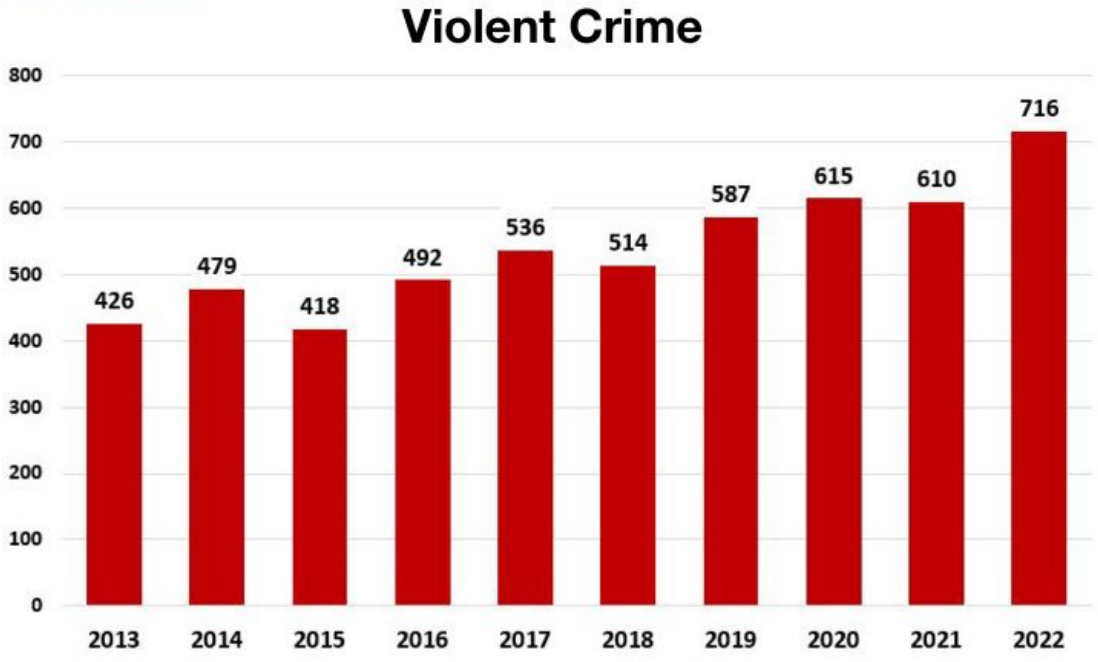
Property Crime



4.9% decrease from 2021 to 2022

Property crime is defined as burglary, larceny-theft, motor vehicle theft, and arson according to the FBI's Uniform Crime Reporting program, Part I Crime

Violent Crime



17.4% increase from 2021 to 2022

Violent crime is defined as homicide, rape, robbery, and aggravated assault according to the FBI's Uniform Crime Reporting program, Part I Crime

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Targeted Operations

Targeted Breaking and Entering and Window Smashing (downtown)

- 2 arrested for window smashing/ breaking and entering downtown
- 12 other arrest
- 12 citations
- 48 verbal warnings
- 658 individual business checks

Targeted Shoplifting Operations (S Tunnel Rd, Swannanoa River Rd, Brevard Rd, Smokey Park Highway)

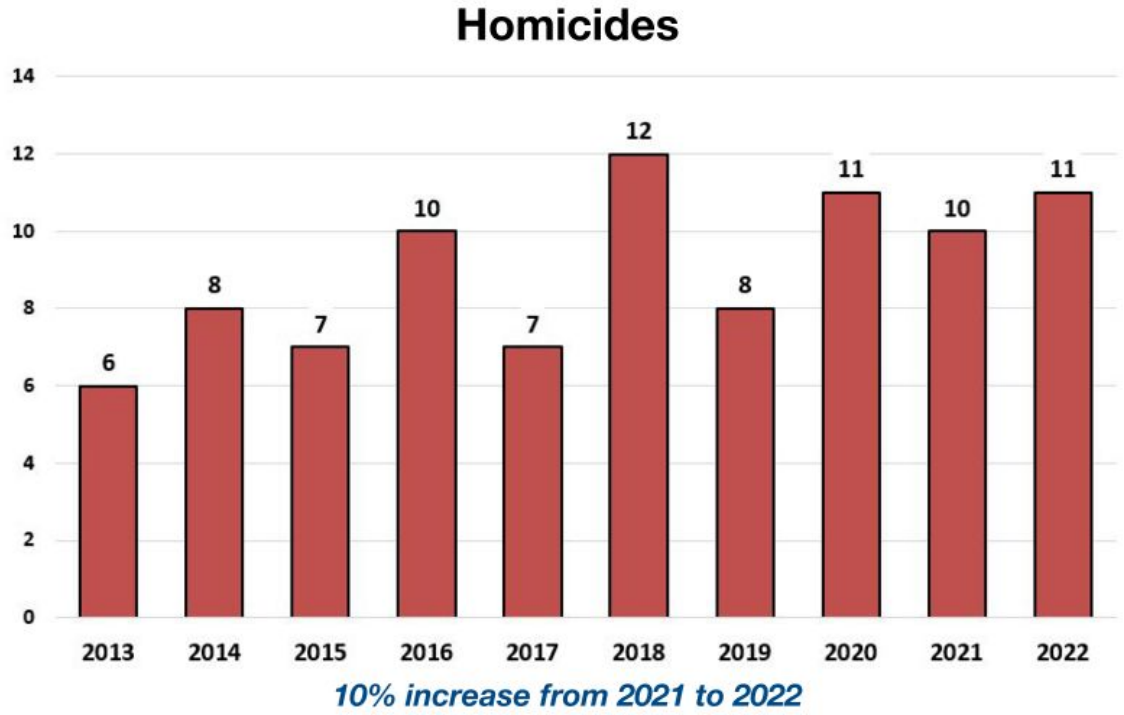
- 73 arrest
- 127 charges, 33 of which were felonies
- 7.95 grams of methamphetamine, 0.5 grams of fentanyl, and two MDMA Pills were seized along with one firearm recovered

Targeted patrol to reduce aggravated assaults (downtown)

- 60 arrests
- 172 citations
- 277 verbal warnings

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Homicides



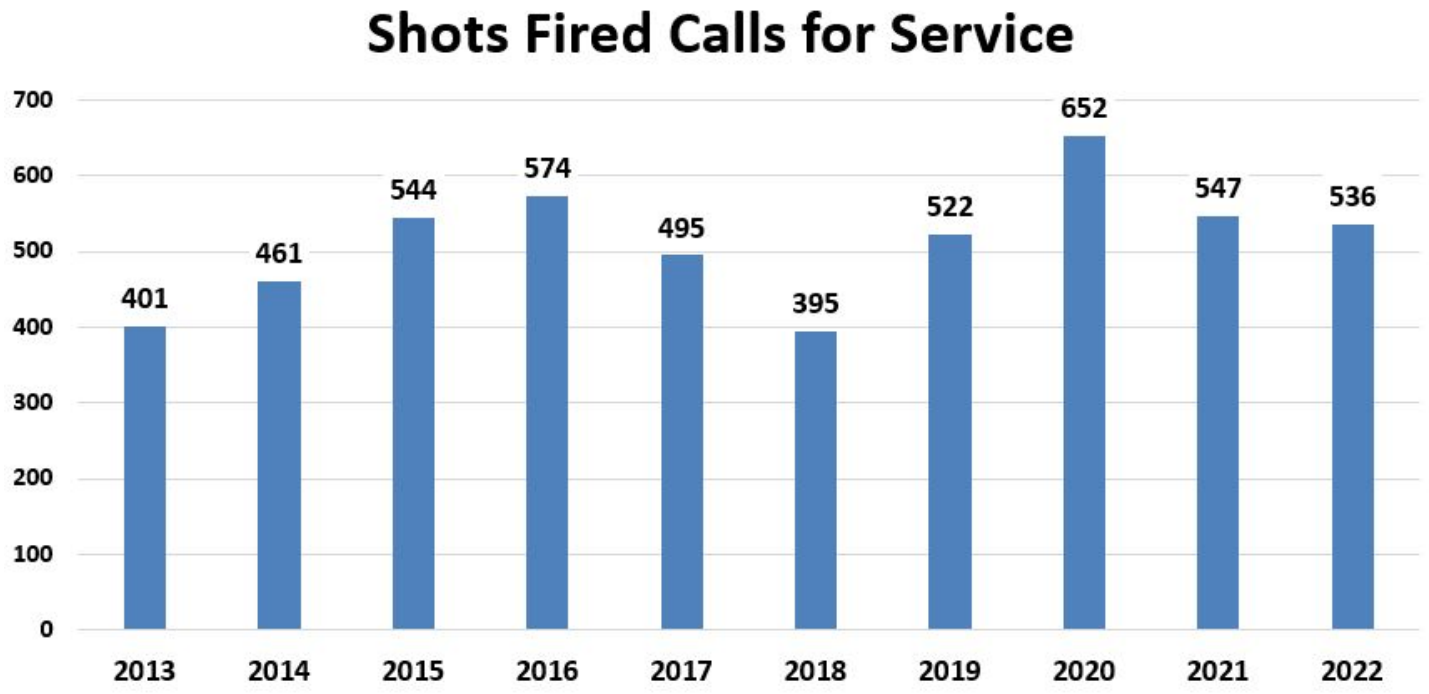
10% increase from 2021 to 2022

Homicide Clearance Rates

- Over the past 5 years, there were 52 homicides reported in Asheville
- In 2022 Criminal Investigations Detectives were staffed at 45%
- Asheville Police Departments clearance rate in 2022 was 63%
- The national clearance rate for homicides in 2020 and 2021 have been 50%

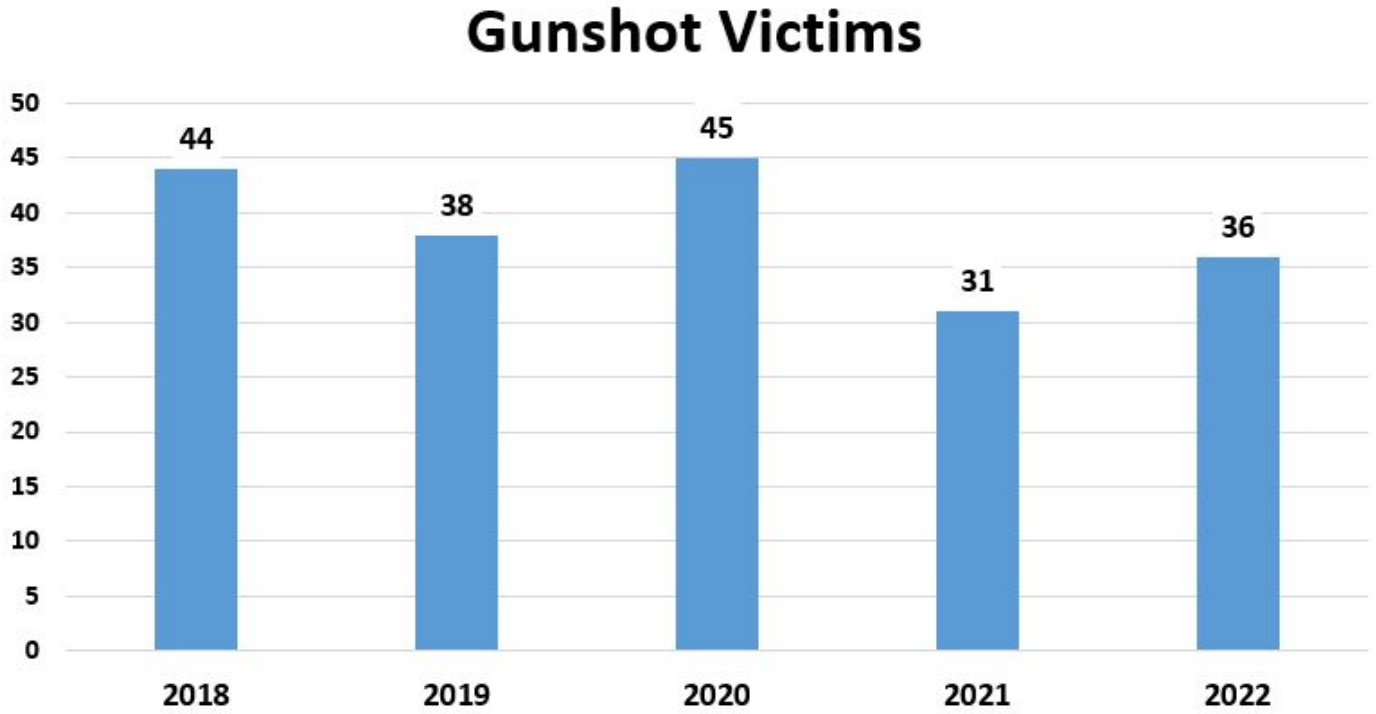
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Shots Fired Calls for Service



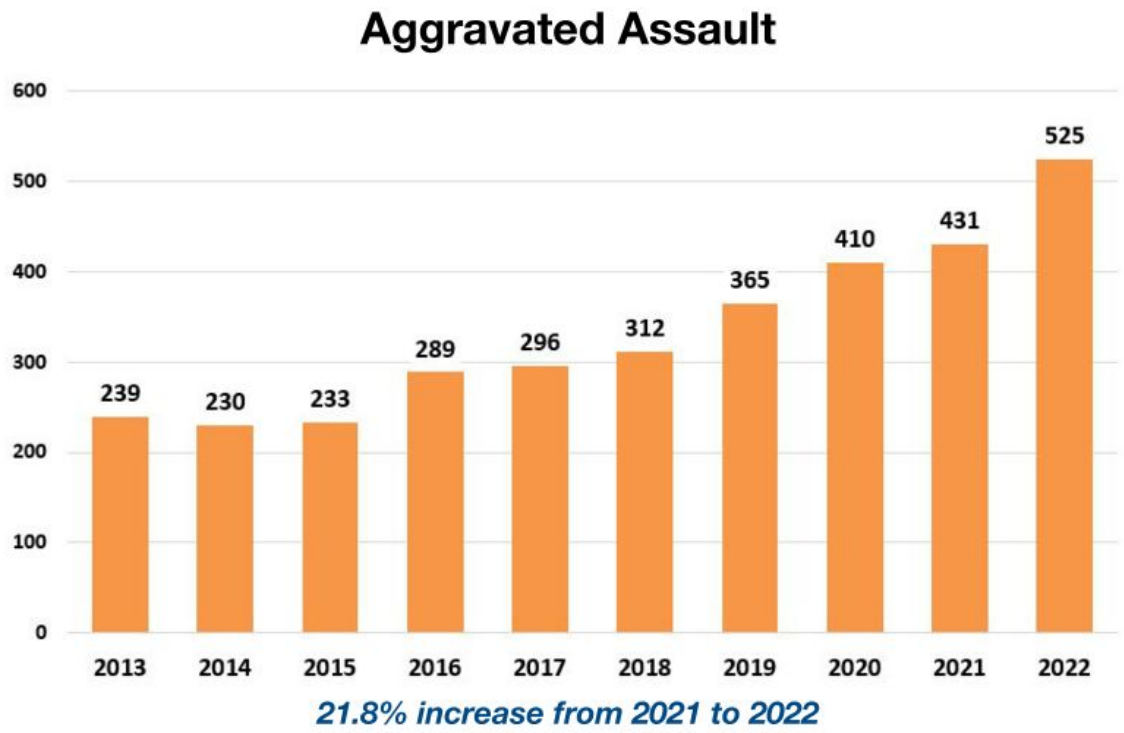
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GunShot Victims

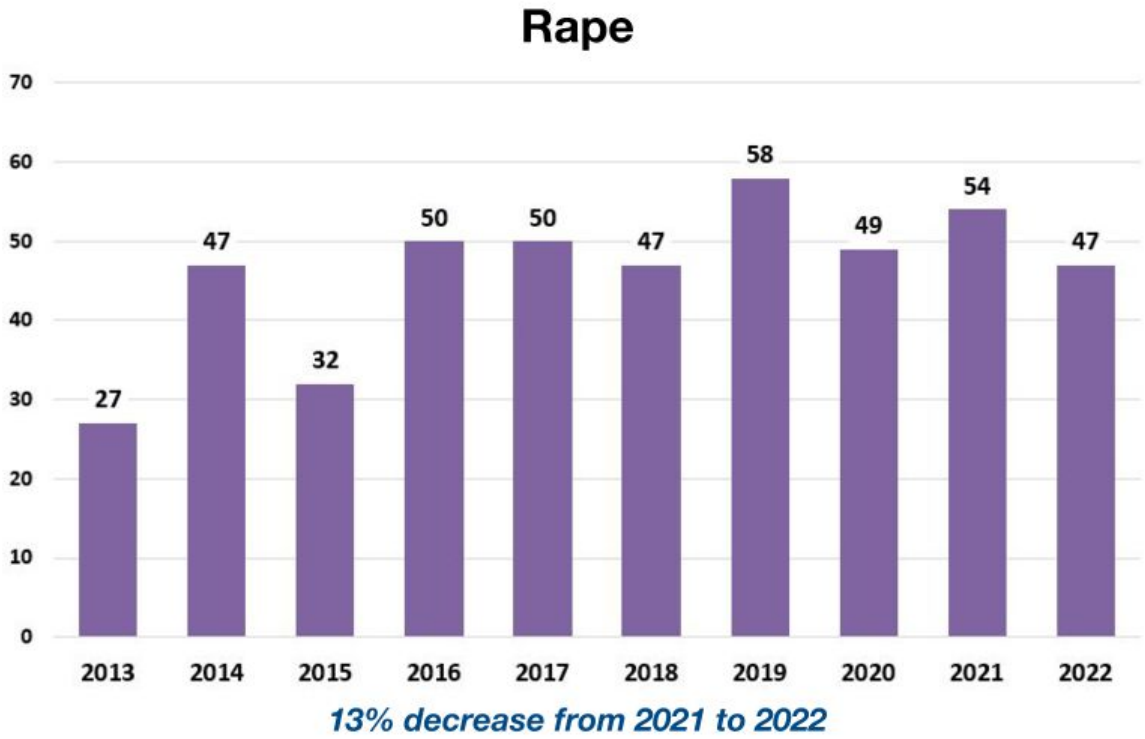


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Aggravated Assault

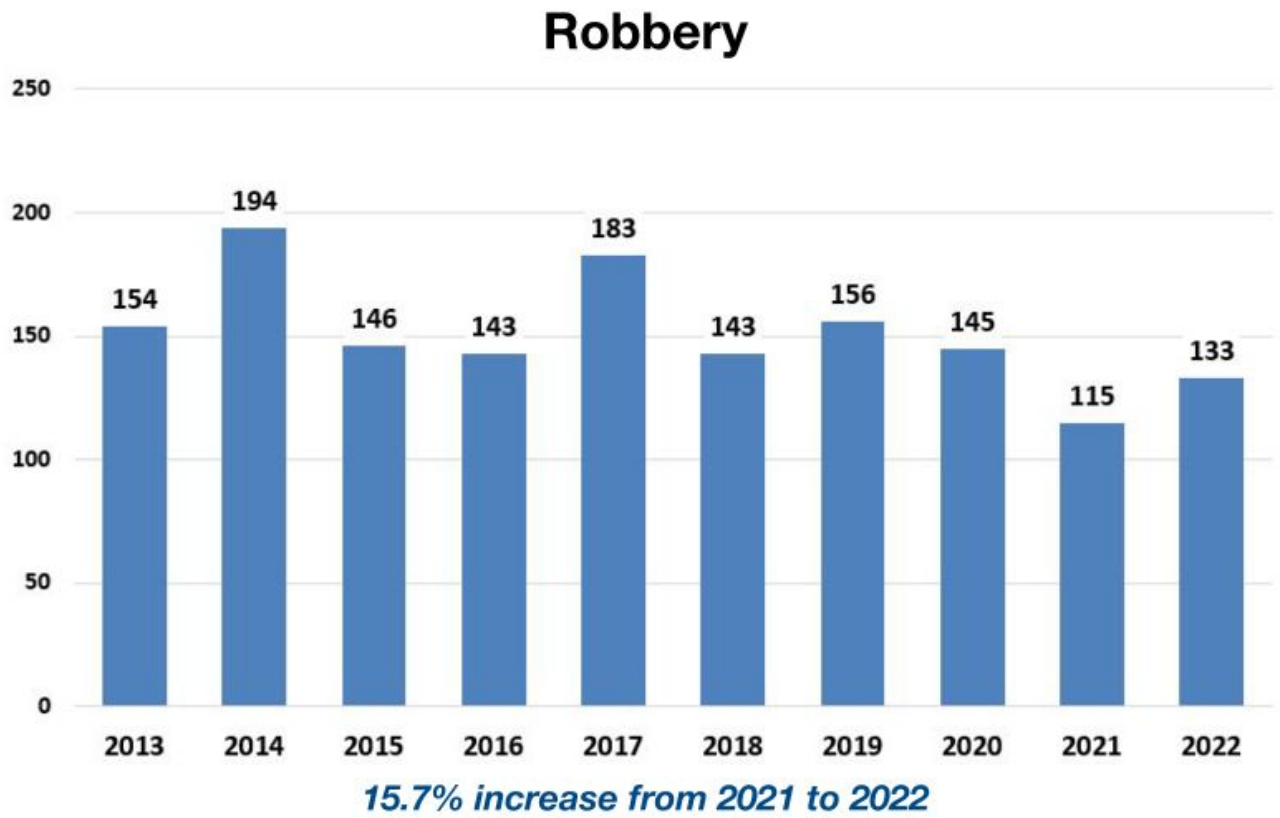


Rape



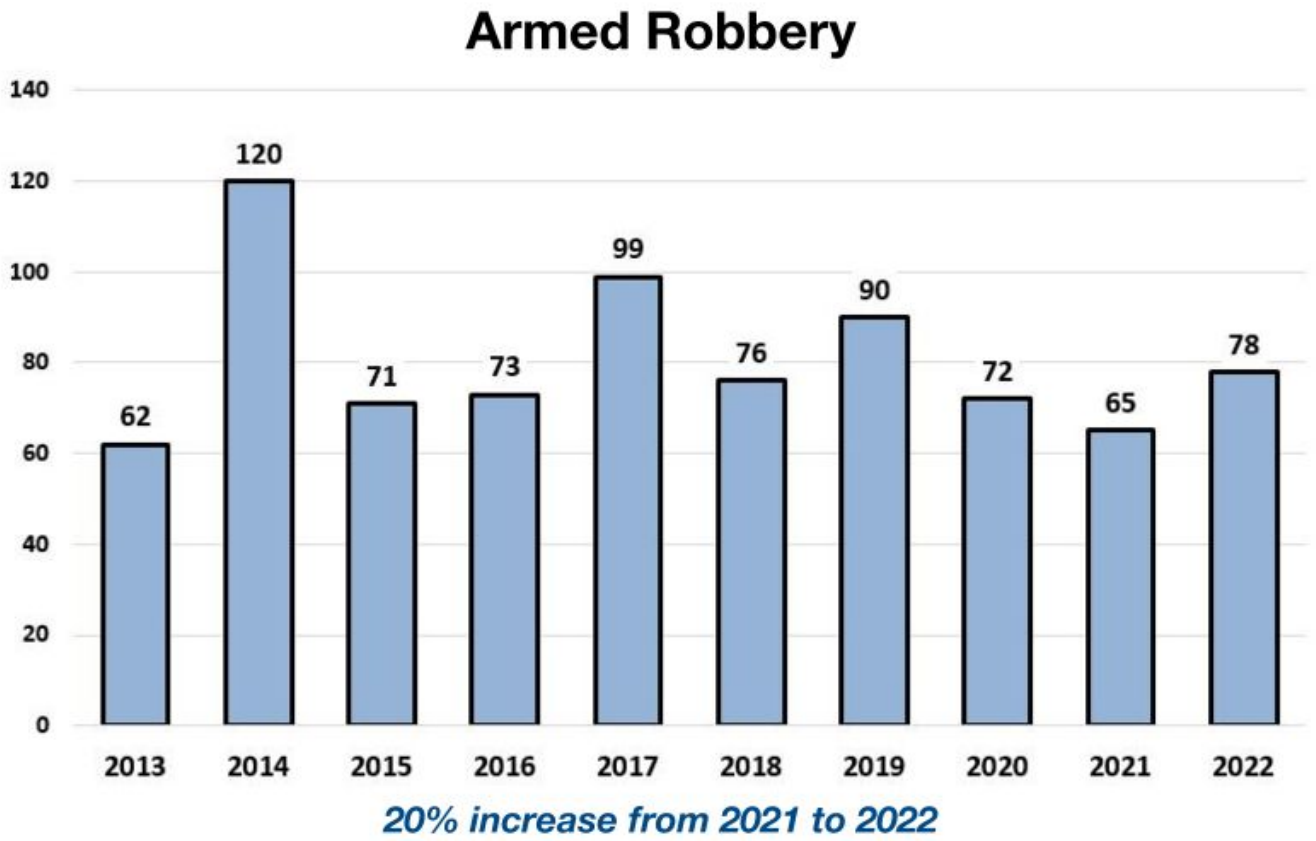
13% decrease from 2021 to 2022

Robbery



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Armed Robbery



Retention/Replacements

- APD/City management teams continue work to ensure wages and benefits are competitive in the law enforcement marketplace.
- 10 officers will be completing their field training in May 2023
- 5 officers are currently in Basic Law Enforcement Training (BLET). They are scheduled to graduate in July of 2023, and complete field training by November of 2023.
- APD is currently processing 8 applications for the July 2023 BLET class.

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Recruitment

- The new EPIC recruitment website as well as the accompanying social media pages were launched on September 2, 2022. Digital advertising was launched on September 19, 2022.

- A combination of organic social content along with ad campaigns is used to build an audience tailored for recruitment initiatives. Social media content from newly launched platforms on Facebook, Instagram, Twitter, and YouTube are tailored to increase recruitment awareness and drive interest.

- Since the inception of our launch with Epic we have seen an 8,560 increase in clicks to our website.

- The agency has also had over 1,763,000 Million impressions from these campaigns.

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YTD EPIC Analytic Ad Summary

Ads Summary

- 2.02 M Impressions (number of views)
- 9.66 K Clicks (clicks on the ad)
- 5.4 K Conversions (people who view an ad, and perform a “wanted” action. For example, click to fill out a form or view a specific page.)
- 36.8 K Video Views (number of views on the video ad)
- 52.3 K Video Interactions (number of views/clicks/events on a video ad)
- 86 Form Fills (how many times someone has clicked to fill out a form)
- 435 Outbound Clicks

The remarketing list stands at 3500 members. (A campaign that targets people who have already visited/interacted with the website)

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YTD EPIC Analytic Summary

Analytic Summary

8.2 K Total Users

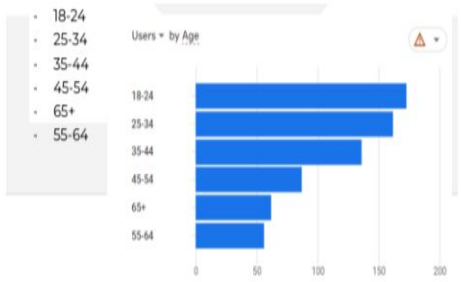
- 6481 Users from Search Campaign (number of users who used keywords on Google search.)
- 337 Users from Display Campaign (number of clicks on a box-sized graphic ad on the website.)
- 273 Users from Social Media (clicks to the website from social media page)

37 K Events

- 11 K Page Views (total number of views on the website)
- 2316 Scrolls to Bottom of page
- 117 Form Starts (started to fill out the form but did not complete.)

Demographics

- 60% Male, 40% Female
- Age Ranges - Highest to Lowest Viewership



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Key Takeaways

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- Violent crime in 2022 trended at historically high rates both nationally and in Asheville.
- The increase in violent crime in Asheville is driven primarily by a 17.4% increase in aggravated assaults.
- In spite of the serious deficit of resources, APD is aggressively deploying officers to respond to various types of crimes especially violent crime.
- APD/City management teams continue to work and ensure wages and benefits are competitive in the law enforcement marketplace.
- Year to date analytic data from EPIC shows an increase in website views and clicks.

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Questions

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POLICE DEPARTMENT
CITY OF ASHEVILLE
NORTH CAROLINA
ASHEVILLE
N.C.
Est.1875

Community Responder Pilot Program Update

Asheville City Council
March 28, 2023

Fire Chief Scott Burnette

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Key Takeaways

- The AFD led pilot program will proactively support existing efforts of Buncombe County and other partners
- The plan for the pilot program is being created to evaluate the best way to positively impact the community.
- Staffing for the program is on track with sufficient interest among current AFD members and new classes graduating
- Working to finalize the initial plan and launch the pilot program

City of Asheville Community Responder Vision

- AFD led multidisciplinary pilot program to focus collective efforts to assist persons that are unsheltered and/or experiencing addiction or experiencing behavioral health issues.
- Support local businesses and residential areas by proactively addressing concerns and quality of life issues before they escalate.
- Coordinate with Buncombe County to respond to needs within the city.

Information Gathering

- Consistent check ins with internal and external partners
- Recommendations from National Alliance to End Homelessness
- Inter-city trip to assess low barrier shelters in Raleigh & Carrboro
- Resources
  - 18 initial staff interested in this temporary assignment
  - 30 new graduates
  - Looking into vehicles, equipment and office space needs

Scope of Work

- Two person teams working 12 hour shifts, 7 days/week
- Outreach, Education and Engagement
  - Unsheltered community, business community, neighborhoods
- Prevention
  - Fires, illness, injury, trespassing
- Connection and Coordination
  - Resources, behavioral health, addiction

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Next Steps

- Selection of AFD members to staff the pilot program
- Finalize the initial plan for the pilot program
- Schedule and complete training with Buncombe County Programs
- Launch pilot program

Tentative Timeline

Rough outline of plan complete	3/30/23
Pilot program implemented	5/1/23
Begin compiling evaluation data from 2-month pilot	6/30/23
Report on pilot results	8/31/23

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Questions?

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