

Public Safety Committee APD: Violent Crime 2022 (Year to Date)

Chief David Zack

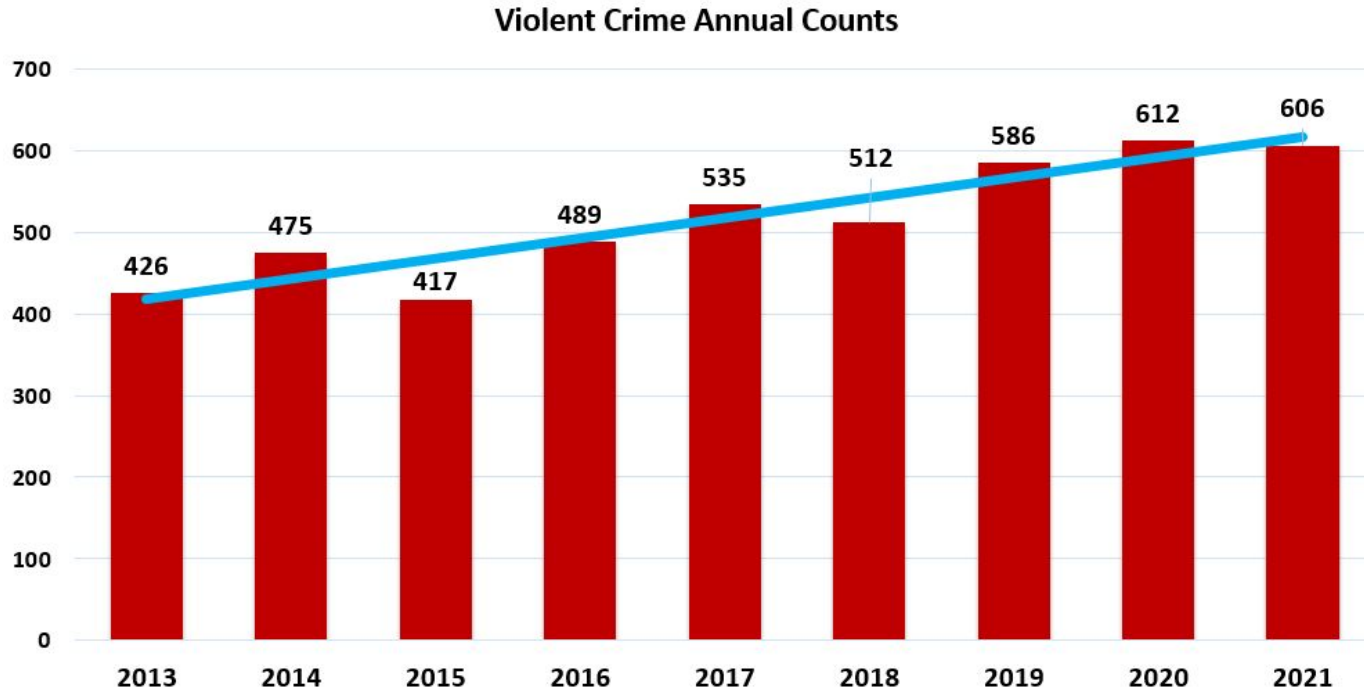
Date: September 27th, 2022



Key Takeaways

- Year to date violent crime in Asheville is trending at a historically high rate.
- The increase in violent crime is driven primarily by a 44% increase in aggravated assaults.
- In late 2020 Drug Suppression Unit was rebranded as the Impact Team. Their mission is to reduce gun crime.
- APD has hired a new crime analyst to direct daily patrol activity to the areas most in need.
- APD has invested heavily in our Forensics Unit, which is a key component to solving all types of crime.
- APD's new recruitment website developed by EPIC, as well as the accompanying social media pages launched on September 2nd. Digital advertising will launch on September 19th.

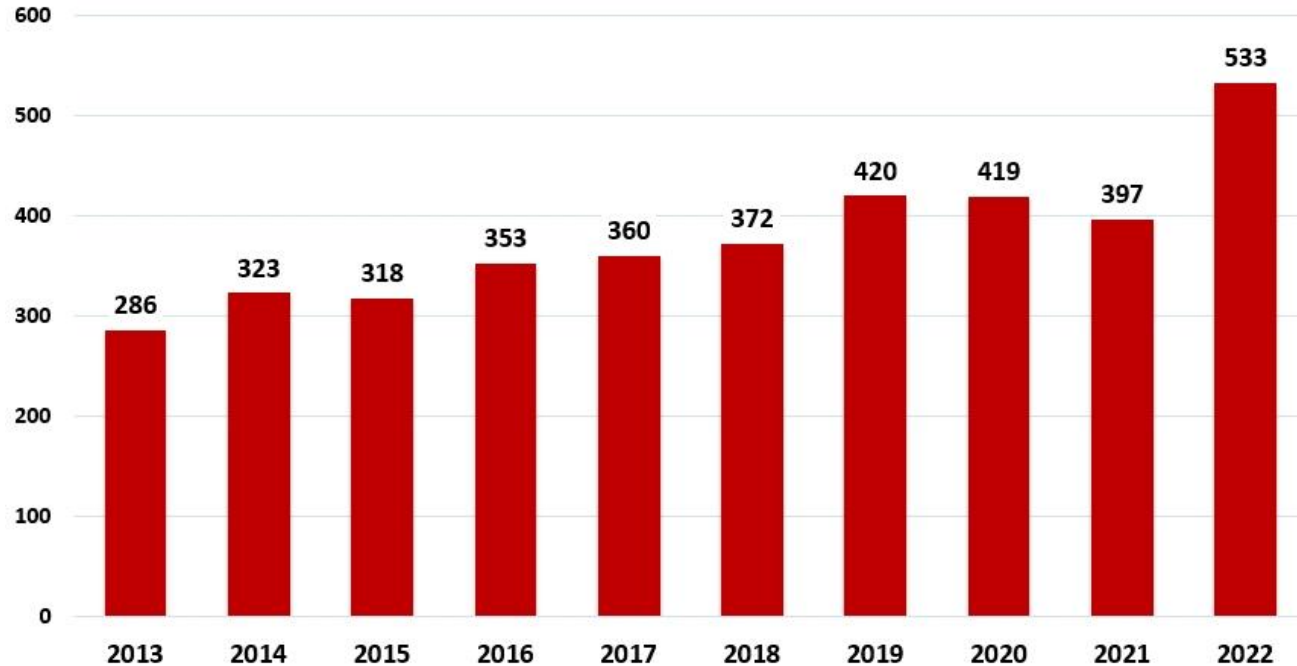
Violent Crime Annual Count



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

Year to Date Violent Crime

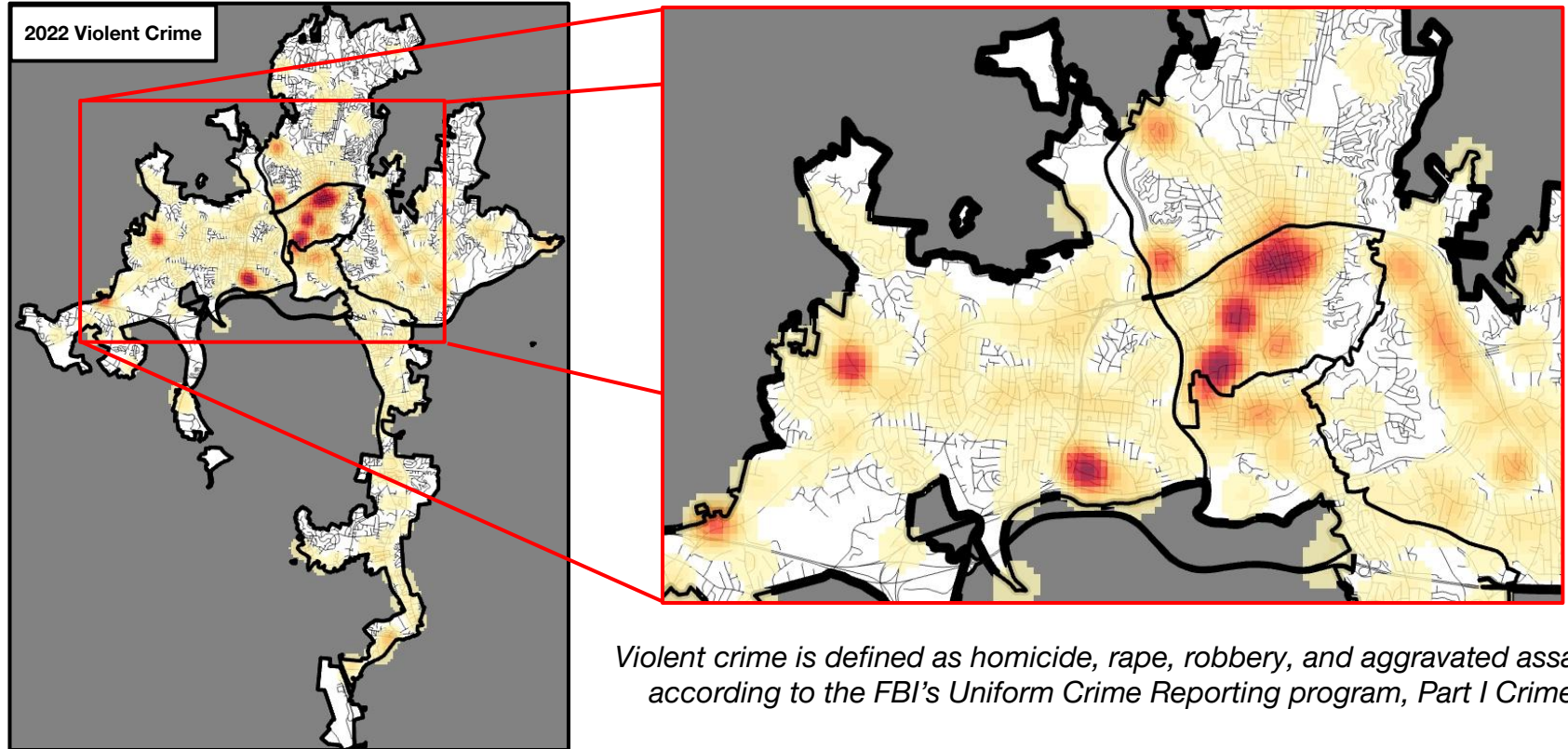
January 1 to September 15



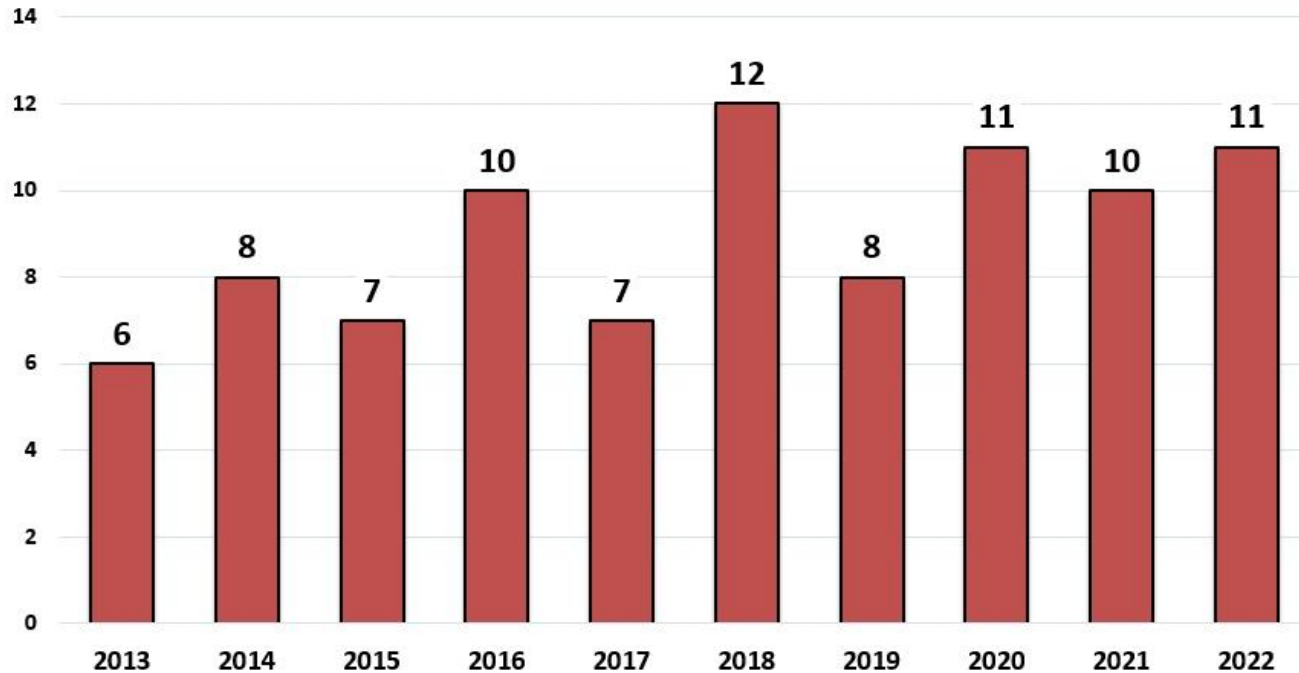
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Mapping Violent Crime

January 1 to September 15



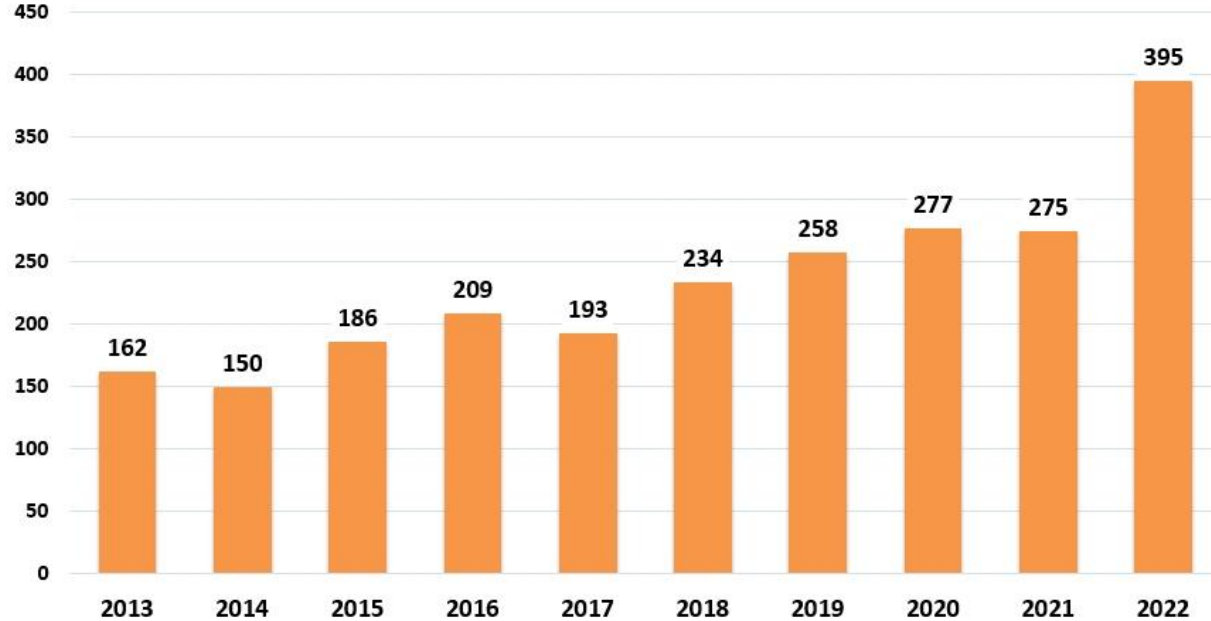
Year to Year: Homicide



The highest number of homicides in the last 10 years was 12 (2018).
There have already been 11 victims of homicide in 2022.

Year to date: Aggravated Assault

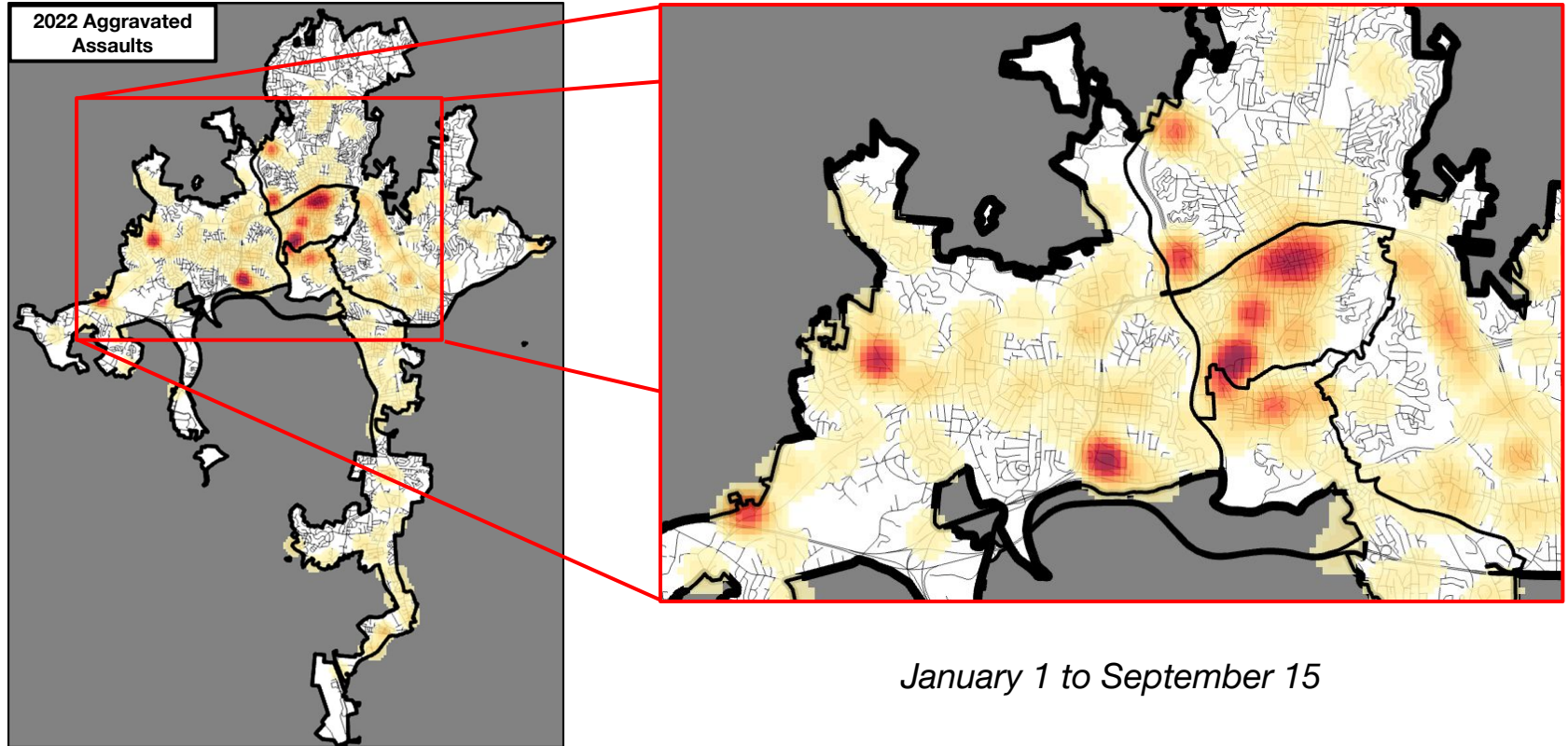
January 1 to September 15



44% YTD increase from 2021 to 2022

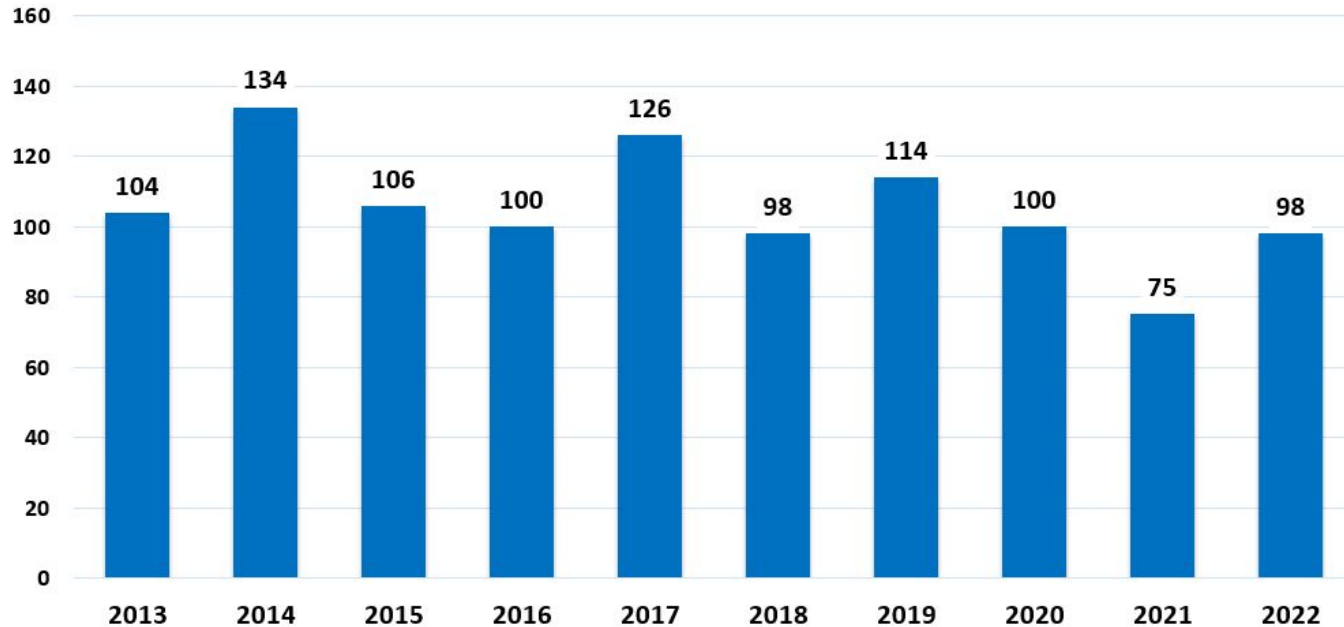
Aggravated Assault needs to involve serious injury or the use of a deadly weapon

Mapping Aggravated Assaults



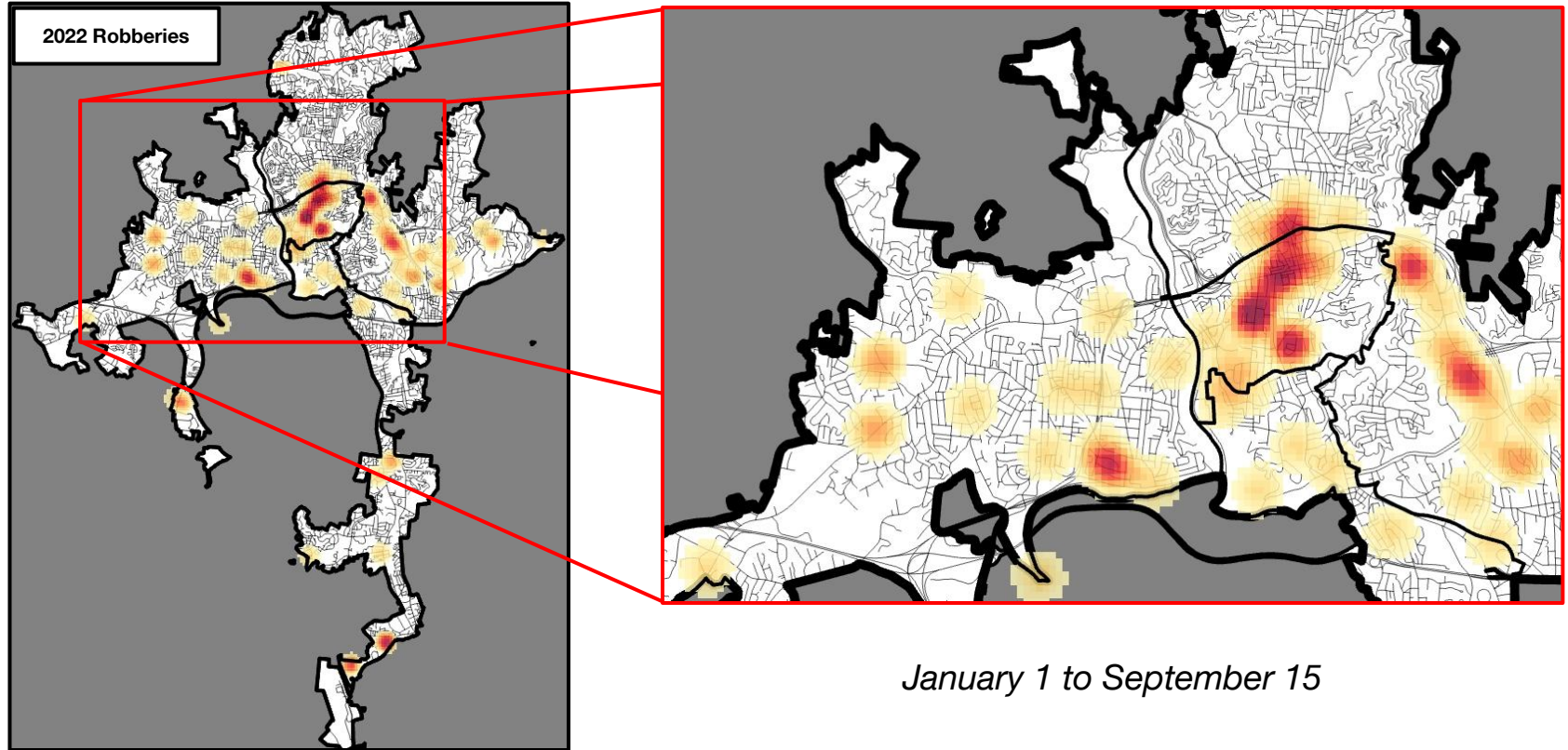
Year to date: Robbery

January 1 to September 15



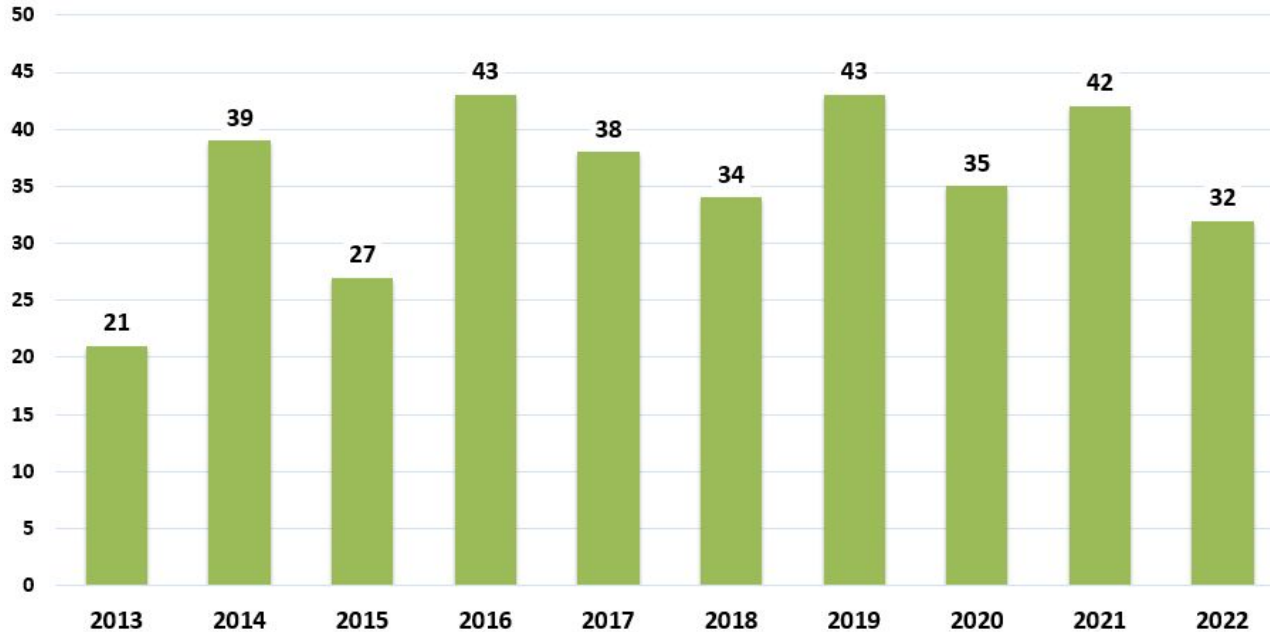
31% YTD increase from 2021 to 2022

Mapping Robberies



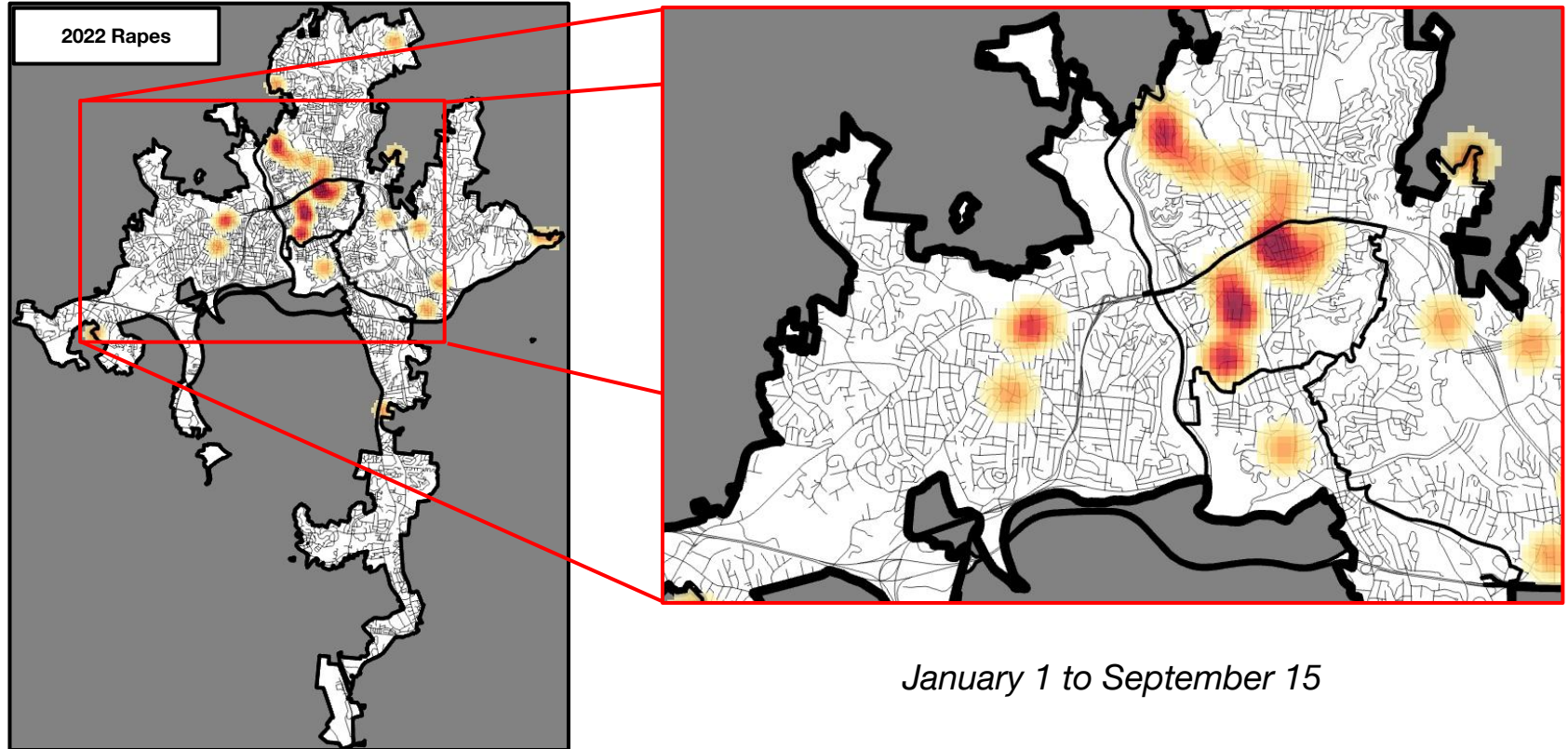
Year to date: Rape

January 1 to September 15



23% YTD decrease from 2021 to 2022

Mapping Rapes



Impact Team

- In late 2020 the APD Drug Suppression Unit was rebranded as The Impact Team. Their goal is to reduce gun crime in the City.
- Simultaneously, a Gun Violence/Firearm Offender working group was formulated to handle major gun crime investigations. This group, which is led by APD, includes attorneys from the DA's Office and U.S. Attorneys Office, our federal partners (ATF, FBI, US Marshals, DEA, State Probation, Parole and ALE.
- The Impact Team and Working Group have accounted for 181 arrests, seized 78 firearms and recovered extensive amounts of illegal drugs. Their efforts brought in the largest seizure of fentanyl on record in the history of Buncombe County (March 2022).

Data Driven Deployment

- APD hired a new Crime Analyst in March 2022.
- A data driven approach to crime prevention involves the analysis of call for service and incident data in order to develop of patrol and investigative priorities and inform the deployment of resources.
- Crime analysts focus on identifying and investigating crime patterns, long-term statistical trends, hot spots, repeat offenders, and criminal organizations and networks.

Forensics Unit

- APD has already invested in **Ballistics IQ**, a portable device that allows firearm cartridges to be scanned and analyzed more quickly to link gun crime investigations together.
- APD is the process of purchasing a **Rapid DNA Analyzer** which will return results in 90 minutes as opposed to what might be a 6-8 month wait on property crime investigations.
- Four APD Forensic Techs will be attending the **National Forensics Academy** in Knoxville, Tennessee for 10 weeks of advanced forensic training.

Recruitment

- After the contract with EPIC Recruiting was approved by Council in December 2021, EPIC began onsite filming and photography in March of 2022.
- The new recruitment website as well as the accompanying social media pages launched on September 2nd. Digital advertising was launched on September 19th.
- 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 is tailored to increase recruitment awareness and drive interest.
- Back end analytical data will be collected and shared by EPIC. Data will begin to be provided in early October.

Conclusions

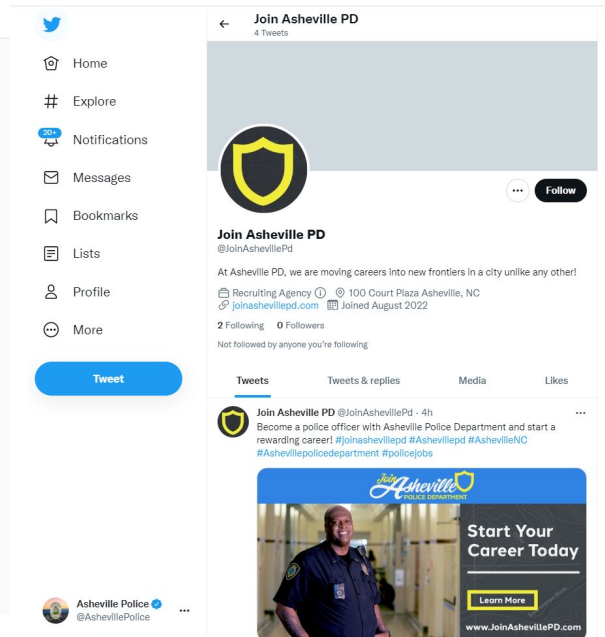
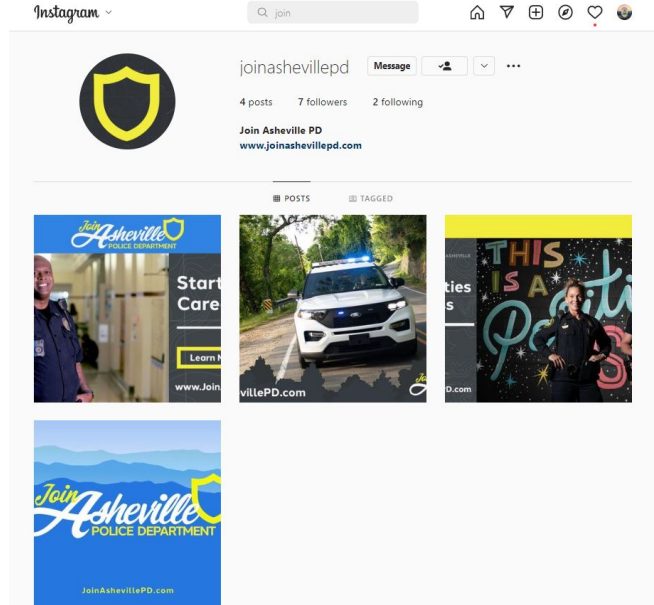
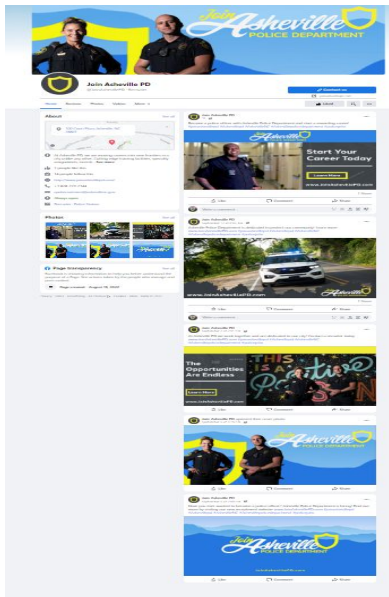
- Year to date violent crime in Asheville is trending at a historically high rate.
- Aggravated assaults are driving the increase in violent crime.
- The Impact Team's primary focus is on gun crime.
- APD is employing a data driven approach to deploy limited resources.
- APD has invested heavily in our Forensics Unit, which is a key component to solving all types of crime.
- APD's new recruitment website developed by EPIC, as well as the accompanying social media pages launched on September 2nd. Digital advertising will launch on September 19th.



Key Takeaways

- After the contract with EPIC Recruiting was approved by Council in December 2021 EPIC began working onsite filming and photography in March of 2022.
- The new recruitment website developed by EPIC recruiting as well as the accompanying social media pages launched on September 2nd. Digital advertising will launch on September 19th.
- 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 is tailored to increase recruitment awareness and drive interest.
- Back end analytical data will be collected and shared by EPIC. Data will begin to be provided after two weeks, but won't show true numbers until several months into campaign.

Join Asheville PD Social Media Platforms



@JoinAshevillePD

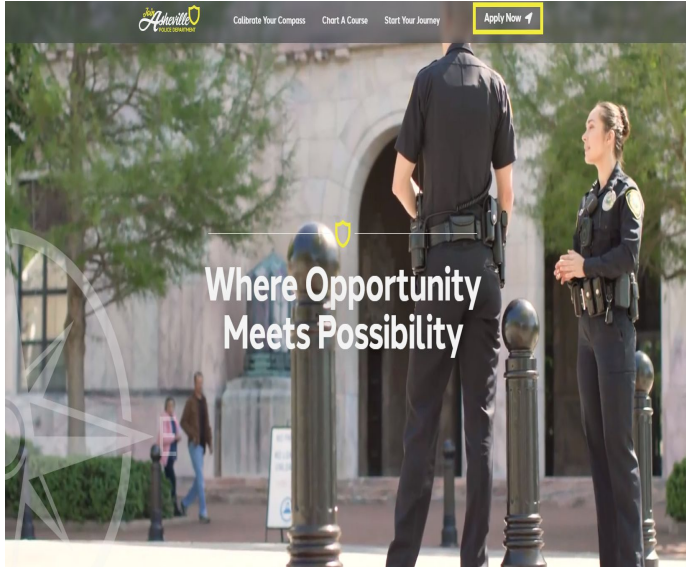


@joinashevillepd

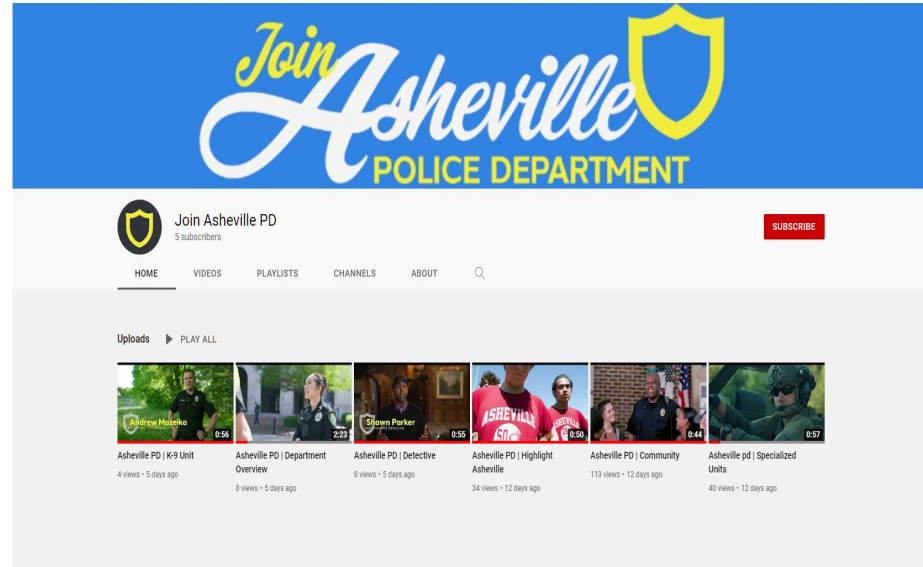


@JoinAshevillePD

Join Asheville PD Website and YouTube Channel



<https://joinashevillepd.com/>



<https://www.youtube.com/channel/UCIZolc4jwuIMyh--g2z4VMw>

Asheville Police Department Overview



Asheville PD AHS Coach



APD School Resource Officer



Asheville Police Department K-9 Unit



Asheville Police Department Specialized Units



Asheville Police Department Detective



Questions

