

HOLLYWOOD PARK POLICE DEPARTMENT 2014 ANNUAL REPORT

Shad Prichard, Chief of Police



Hollywood Park Police Department
"It's a great day to be in Hollywood Park"

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INTRODUCTION



We are pleased to present to the City Council and citizens of Hollywood Park the annual report for the year 2014.

This is the first year of my tenure as your police chief and pledge to continue to strive to develop and maintain the professionalism of our staff and to provide excellent law enforcement service to the citizens in addition to maintaining the physical property of the police department and facilities in a fiscally sound manner.

The responsibilities we are tasked with are varied and complex, and include responding to citizen calls for service, impartial enforcement of the law, apprehending violators, investigating criminal offense and

providing security and warrant service for the municipal court. We also have a community service officer who is a certified Crime Prevention Specialist and acts as our liaison for local civic organizations such as Crime Stoppers and also provides organizational assistance to citizens in the way of education and crime prevention techniques.

This year we added animal control responsibilities and certified two officers as animal control officers through the State. In addition we also improved our city code enforcement by State certifying an officer as a Code Enforcement Officer and dedicated him to those duties.

We have also been invited to be part of the DEA narcotics task force in San Antonio and have sent one of our own officers to work side by side with federal agents in the war on drugs. Hollywood Park is now a contributing entity to this extremely vital effort to keep drugs off our streets.

Your Police Department is dedicated to serving you in a spirit of customer service and problem-solving, addressing those issues of crime and quality-of-life that are of concern to all of you. The feedback and support that we receive from the citizens is greatly appreciated and makes our job much easier.

It is an honor and privilege to serve in this important position of trust and it is our hope that this report will enhance your understanding of our responsibilities to this great community.

Thank you for the opportunity to serve you this past year.


Shad Prichard
Chief

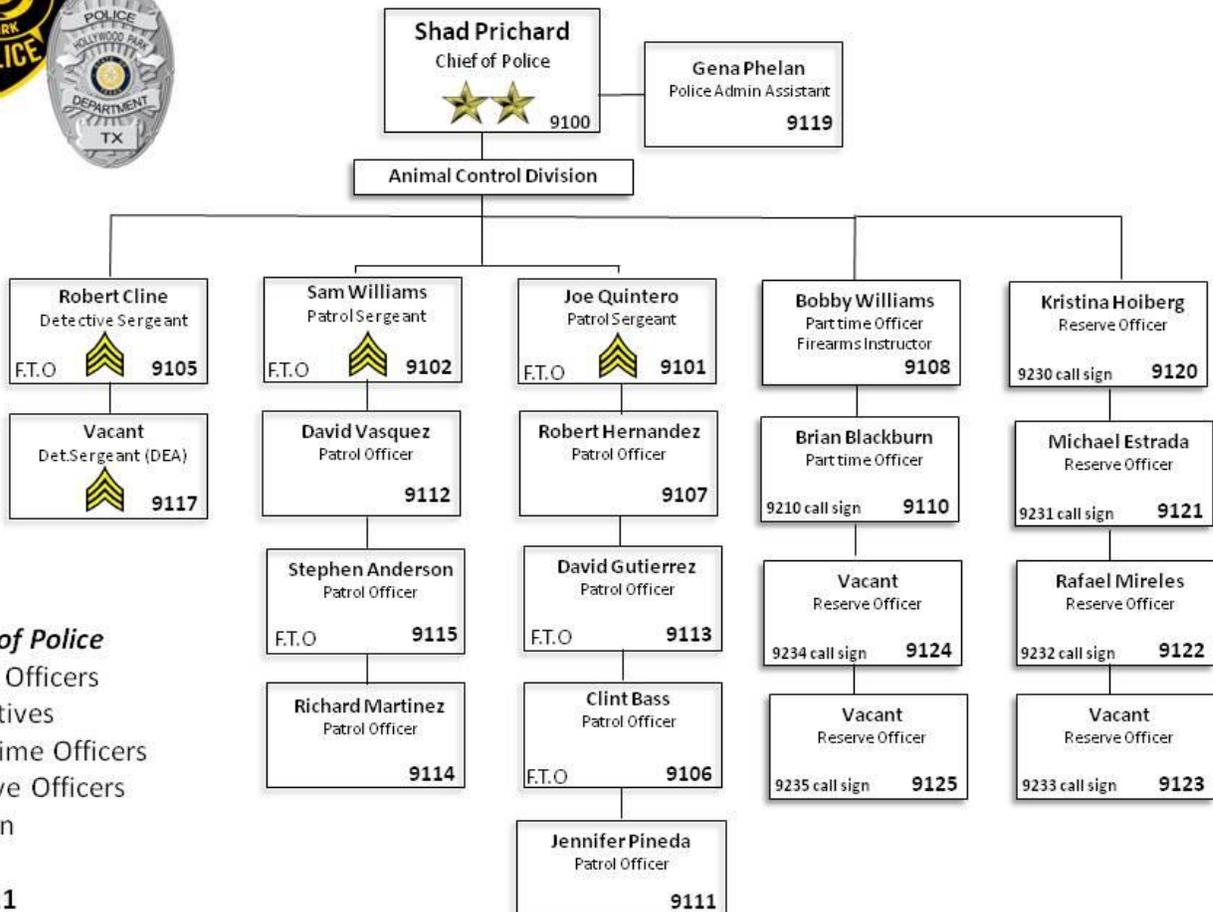
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ORGANIZATIONAL CHART

The Hollywood Park Police Department, when fully staffed, is supported by a staff of 21 individuals. There are 12 full time commissioned officers, 2 Part Time commissioned Officers, 6 Reserve Officers and 1 civilian staff member. The Hollywood Park Police Department has a budget of \$995,322.00



Hollywood Park Police Department Organizational Chart



- 1 Chief of Police
- 9 Patrol Officers
- 2 Detectives
- 2 Part Time Officers
- 6 Reserve Officers
- 1 Civilian
- Total: 21**

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PATROL DIVISION

The patrol division is comprised by a staff of 9 full time employees, 2 part time employees and 6 reserves. Patrol officers are supervised by 2 sergeants.

The Hollywood Park Police Department Patrol Division provides 24 hour coverage and protection within the city boundaries of Hollywood Park as well as assisting other surrounding law enforcement agencies.

Patrol Officers are responsible for investigating all types of criminal activity, making required comprehensive reports and filing appropriate charges in an attempt to deter criminal activity.

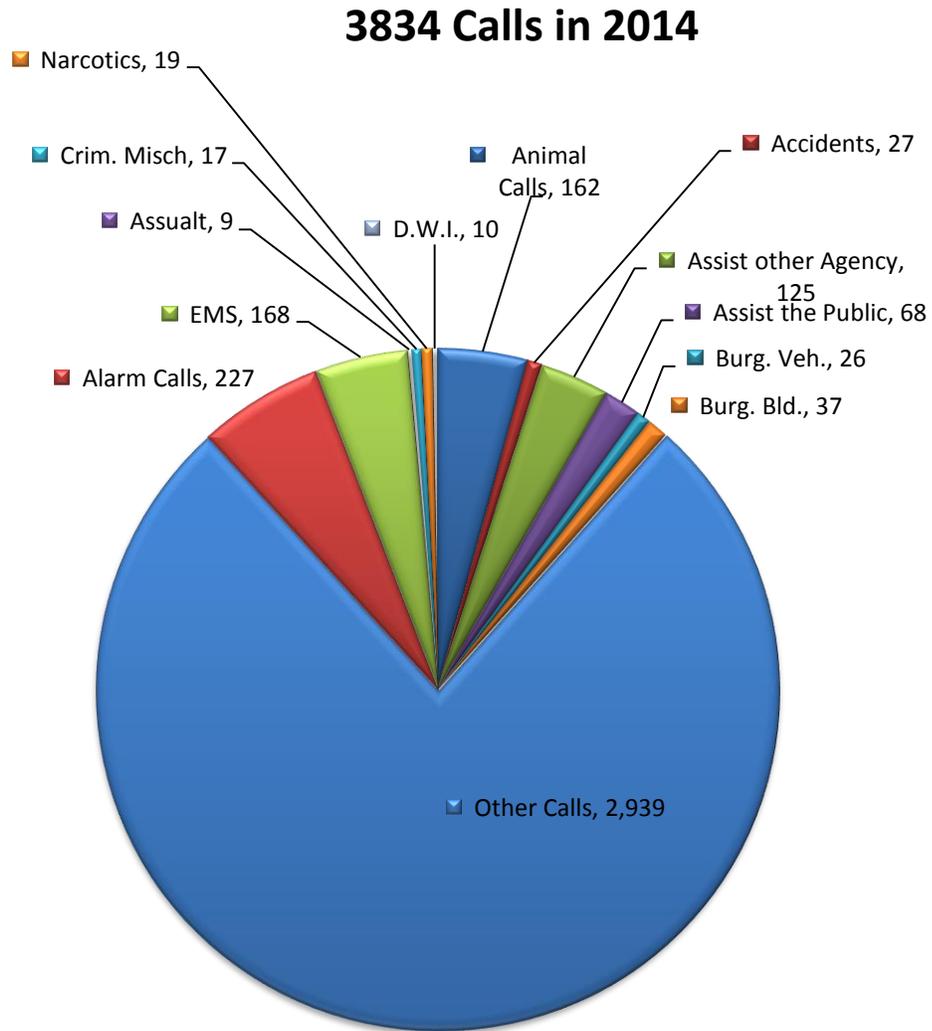
They also apprehend violators and target potential hazardous activities and areas for enhanced enforcement efforts. The patrol division made 50 arrests during 2014 including 10 arrests for DWI.

Patrol Officers respond to and investigate traffic accidents and issue citations in an attempt to make our roadways safer for our citizens. Officers responded to 27 motor vehicle accidents and there were 0 traffic fatalities in Hollywood Park.

Officers issued 1069 citations and 246 warnings for traffic and other minor violations. Officers also wrote 22 Justice of Peace Citations for violations outside the city limits which were mainly on the 281 and 1604 access roads that surround Hollywood Park.



CALLS FOR SERVICE

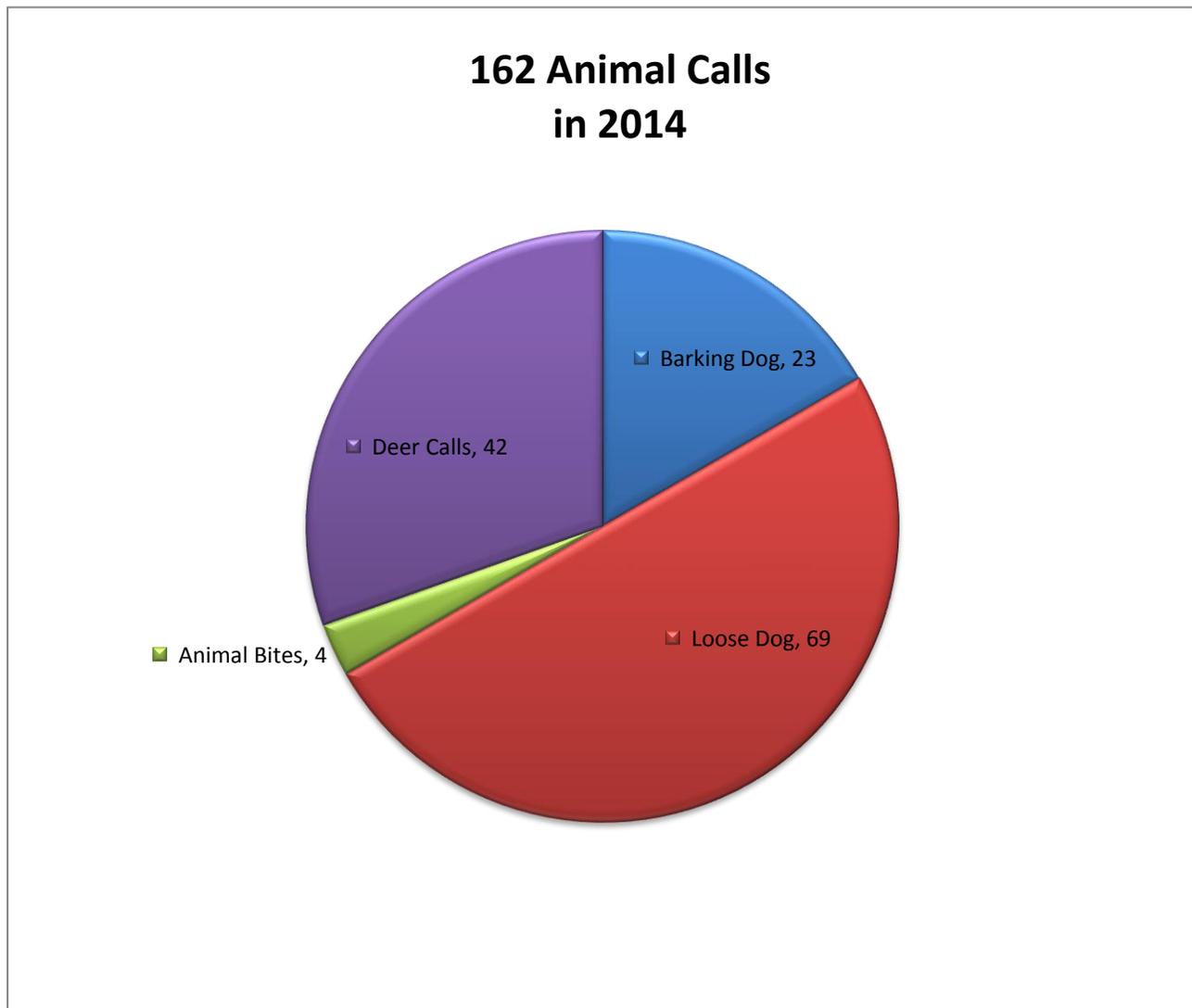


ANIMAL CONTROL

The Hollywood Park Police Department is responsible with enforcing animal control regulations and violations within the city.

The Animal Control enforcement personnel assist the public with any animal-related problem. We provide the animals we handle with humane care and assist with sick, injured, stray or unwanted animals. We also handle domestic animals or livestock that run loose and cause a public nuisance.

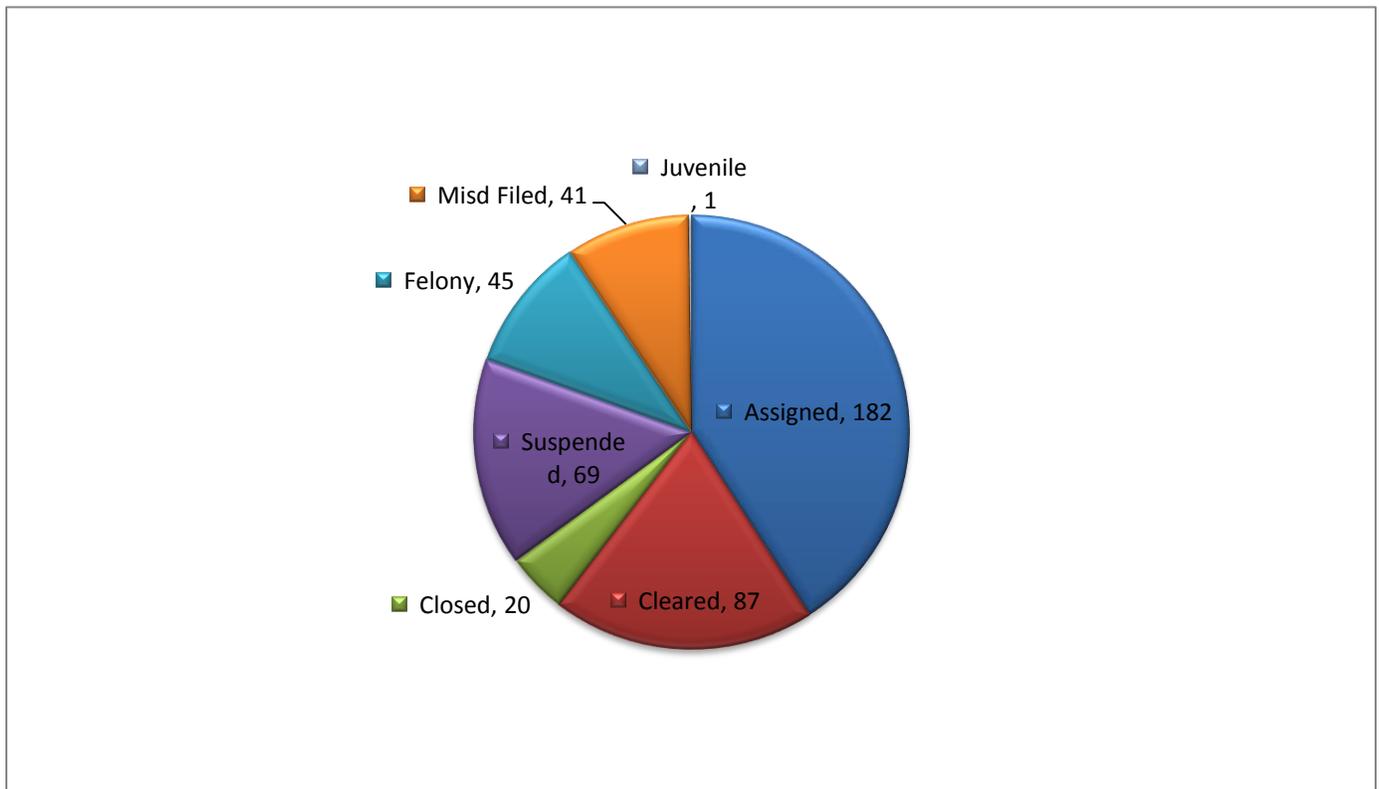
We work with outside agencies and the Hollywood Park Humane Society to ensure residents comply with the City's animal codes to maintain public health and safety. We also work with state departments for testing and reporting animal bites and rabies testing.



CRIMINAL INVESTIGATION DIVISION

The Criminal Investigations Division pledges to provide competent, thorough and comprehensive investigations and will promptly respond to the immediate investigative needs of the community.

Criminal Cases	Assigned	182
	Cleared	87
	Closed	20
	Suspended	69
	Clearance Rate	59%
	Misdemeanor Cases Filed	41
	Felony Cases Filed	45
	Juvenile Cases Filed	1
	Death Investigations Submitted	24
	Total Cases Filed	87
	Recovered Property (Value)	\$ 33,379.00



ADMINISTRATION

Citations	Received from municipal court	\$98,614. ¹⁰
Vehicle Impounds	Received for towing and storage Total vehicles towed	\$ 1,857. ⁰⁰ 85
Fingerprints	Received from Fingerprint fees	\$ 1300. ⁰⁰
Golf Cart	Received for golf cart permits	\$ 800. ⁰⁰
Excessive Alarms	Received from excessive alarm fees	\$ 2,475. ⁰⁰
<hr/>		
Total fees collected		\$ 106,903.¹⁰

ACCOMPLISHMENTS

1. Worked with area police chiefs and proposed legislation to allow our officers to file municipal citations with our court instead of the Justice of Peace. This will ensure the city is compensated when our officers have to address safety concerns or traffic complaints on the bordering streets outside our jurisdiction.
2. Updated all patrol forms to enable officers to complete them on laptops in vehicles instead of hand writing them thus creating a more uniform and professional product.
3. Went to a paperless reporting system to save cost, time and improve efficiency for all reports.
4. Replaced all laptops in the patrol units with updated technology to ensure police department is in compliance with state information security requirements.
5. Implemented an off duty officer to perform bailiff duties to ensure patrol officers stay on the street. Salary is being paid by Municipal Court Security Funds.
6. Implemented a robust award and recognition policy to recognize officers and staff for achievements and commendations.
7. Designed and implemented new graphics for the patrol cars which are unique to Hollywood park police department.



8. Created an e-newsletter to keep citizens informed of crime and other issues that affect safety in the community. **To date we have sent out over 27 newsletters to a database of over 400 email address bank.** Achieved 5890 opens with a 64% open rate on all newsletters.



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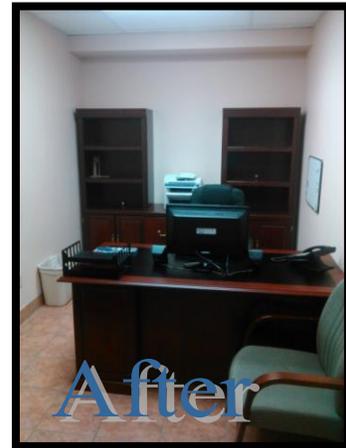
9. Created an aggressive policy to ensure oak trees are being painted according to city code.
10. Updated patrol uniforms with embroidered names and badges which are safer and more cost efficient for patrol officers.
11. Created a face book page for the police department and keep it fresh with new and important content for the citizens.



12. Updated the Police Department Webpage from a static page to a updated page with useful tools that advertise unique services such as the house watch program and e-crash reporting. Forms are now downloadable for the citizens to print from home making it useful and convenient. Also created and regularly update a crime map that citizens can access online, keeping them up to date with latest information.
13. Created a new patrol schedule that puts more officers on the streets and changed the supervisor schedule to ensure a police supervisor is on duty 7 days a week to serve the officers and citizens.
14. Enacted a bi-annual department meeting for all officers to attend to improve communication throughout the agency and keep officers focused on mission statement and goals.
15. Improved Criminal Investigation capabilities and enacted a 14 day call back policy for victims of active cases to ensure we keep them updated on case activity. Also changed the evidence processing and storage procedures to streamline evidence handling and standardize handling procedures for all personnel.
16. Created a CID Sergeant position which provides more leadership in the agency and more opportunity for advancement for the officers.
17. Sent an officer to city code officer training in order to have a State Certified Code Enforcement Officer on staff who also attends the code compliance meetings as a liaison for the Police Department. A first for Hollywood Park Police Department.
18. Created a door hanger for crime prevention awareness and alarm activations. Officers will leave these notices on the door of properties where open doors, alarm calls or unsecured vehicles are located during patrol so the home knows officers were at their home and why.
19. Redesigned the traffic citations to include a QRC code that once scanned by a phone will take the violator to the municipal court website to pay fines and get more information on the court. Also worked with the court clerk to create a flyer that officers give out with citations that explain the fee schedule and other important information.
20. Started a Reserve Officer (Volunteer) program which will put more officers on the street and to fill in for full time officers at a near zero cost.

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21. Assumed responsibility for Animal control. Sent two officers to state certification class and will have licensed animal control officers on duty thus freeing up public works for other duties. A first for Hollywood Park Police Department.
22. Researched and presented a comprehensive crime analysis for the City Council and citizens which included crime comparison statistics from 6 other cities. Also included comparison charts and very detailed reports on calls for service and index crimes.
23. Coordinated a much needed repainting of the police department using community service personnel from municipal court. Also repainted and refurnished one of our Sgt Offices to present a more professional work environment.



24. Repainted the lobby area of city hall. Installed custom lettering to match patrol vehicles to enhance appearance of PD service window. Replaced old and unsightly furniture and de-cluttered the wall space for a more professional appearance.



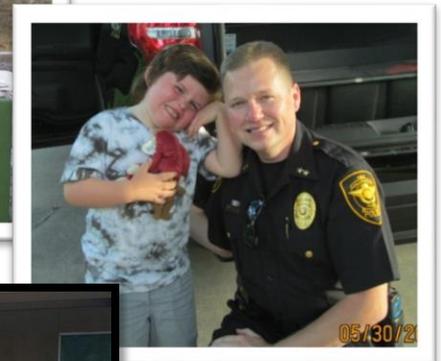
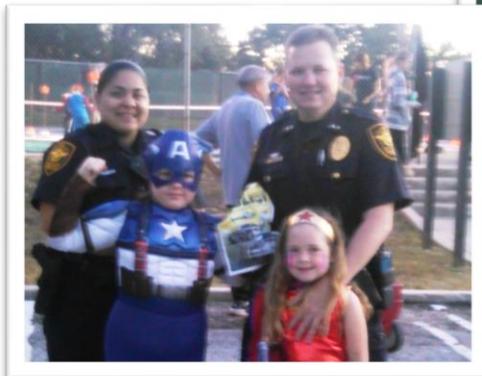
25. Created and implemented comprehensive directives and policies that include goals, ethics and guidelines to strive for a more focused and professional police force.
26. Implemented a tattoo and body piercing policy to ensure a professional looking force.
27. Created a golf cart permit, inspection process and designed and implemented a permit decal to facilitate new golf cart ordinance.
28. Worked with the EDC to have “Police Department” put on the outside of city hall to ensure citizens know where to go and to showcase services offered in Hollywood Park.

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- 29. Researched and presented new towing contract and company to the Council. New company is reputable and fees collected by city increased.
- 30. Integrated uniformed officers with citizen committees to offer assistance and guidance from a law enforcement perspective.



- 31. Attended numerous community events in order to be assessable to the public and support city functions.



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32. Conducted force on force training to put officers through some of the most challenging of situations to ensure they are prepared to for all types of threats they may have to deal with. Also included Hill Country Village Officers in this training as they will most likely be the officers who provide back up to our officers.



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CHALLENGES FOR 2015

Enhance our evidence tracking and storage by implementing specialized software.

Increase the number of Reserve Officers by utilizing our web site and other social networks to aggressively recruit while also recruiting retired law enforcement living in this region (SAPD, etc.).

Conduct comprehensive audit of training needs and implement appropriate programs. Continue to work with our surrounding agencies and train together to improve response times and cohesiveness between street officers.

Increase enforcement activity and decrease criminal activity in the city.

Petition the State for our own breathalyzer machine. We are strategically located in the northern part of the county and the closest machine is at Castle Hills Police Department. This would keep our officers from traveling to three places to process a DWI suspect and provide options for other agencies in the area to utilize our machine. This is also increase police presence in our area as the machine gets used by other agencies.

Conduct a feasibility study of acquiring body cams for officers.

Continue to explore options to place cameras at the entrances to Hollywood Park. This would aid in the investigative process when property crime does occur.

Conduct a feasibility study in standing up our own impound lot operation for the police department.

Continue to pursue legislative changes that will benefit the citizens and the officers of Hollywood Park.