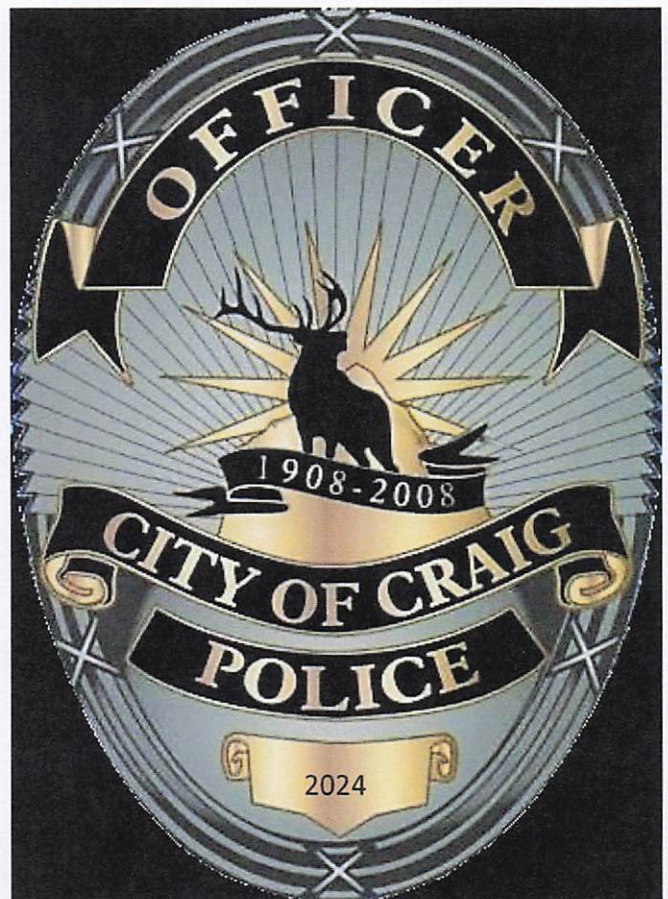


CRAIG POLICE DEPARTMENT

2024 Annual Report



Chiefs Message

Dear Citizens of Craig,

On behalf of the Craig Police Department, I want to express our heartfelt gratitude for your unwavering support and partnership. It is truly an honor to serve this incredible community, and we remain committed to ensuring your safety and well-being every day.

Reflecting on 2024, we have made significant strides in strengthening our department and enhancing public safety. While we continue working toward full staffing, our dedicated team has worked tirelessly to improve response times and increase proactive policing measures. Our two dedicated K9 units remain an invaluable asset in crime prevention and public safety.

In the past year, we have also focused on deepening our connection with the community partners through safety programs and collaborative problem-solving. Your involvement and support have been instrumental in making Craig a safer and stronger place for everyone.

As we enter 2025, we remain steadfast in our mission to serve with integrity, professionalism, and dedication. We encourage you to stay engaged with us—whether by attending community meetings, sharing your concerns, or simply stopping by to say hello. Together, we can continue making a positive impact.

Thank you for your trust in us. We look forward to another year of serving and protecting the citizens of Craig.

Sincerely,

Michael R. Cochran

Chief of Police

Craig Police Department



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DEFINITIONS

National Incident-Based Reporting System (NIBRS)

The **National Incident-Based Reporting System (NIBRS)** is a crime reporting system designed to improve the accuracy and depth of crime data collected by law enforcement agencies. Unlike traditional summary reporting methods, NIBRS captures detailed information on each individual crime incident and any related offenses that occur within the same event.

NIBRS data includes:

- Specific details about the crime itself
- Information about victims and known offenders
- The relationship between victims and offenders
- Details on arrestees and the property involved in the crime

Law enforcement agencies across the country report NIBRS data to the **Federal Bureau of Investigation (FBI) annually**, providing a more comprehensive and transparent understanding of crime trends. By offering a clearer picture of crime at local, state, and national levels, NIBRS helps law enforcement agencies improve resource allocation, crime prevention strategies, and public safety efforts.

Crimes Against Persons (NIBRS - Group A Offenses)

Crimes Against Persons are offenses where an individual is the direct victim of harm, injury, or the threat of violence. These crimes typically involve physical force or coercion and can result in serious consequences for victims. Under the **National Incident-Based Reporting System (NIBRS)**, the following offenses fall into this category:

Homicide Offenses:

- **Murder & Non-Negligent Manslaughter** – The intentional killing of another person.
- **Manslaughter by Negligence** – The unintentional killing of another person due to reckless or negligent behavior.

Sex Offenses (Forcible & Non-Forcible):

- **Rape** – Non-consensual sexual penetration.
- **Sodomy** – Oral or anal sexual contact without consent.
- **Sexual Assault with an Object** – The use of an object or instrument to sexually assault a victim.
- **Fondling** – The intentional touching of another person's private parts for sexual gratification without consent.
- **Incest** – Sexual intercourse between closely related individuals where marriage is legally prohibited.
- **Statutory Rape** – Non-forcible sexual intercourse with a minor below the age of legal consent.

Assault Offenses:

- **Aggravated Assault** – An attack involving a weapon or resulting in serious bodily injury.
- **Simple Assault** – An attack without a weapon that causes minor or no injuries.
- **Intimidation** – Threatening harm to another person without physical attack.

Kidnapping & Human Trafficking:

- **Kidnapping/Abduction** – Unlawfully seizing, transporting, or detaining a person against their will.
- **Human Trafficking – Commercial Sex Acts** – Forcing individuals into prostitution, pornography, or other sexual exploitation.
- **Human Trafficking – Involuntary Servitude** – Forcing individuals into labor or services through coercion, threats, or fraud.

These crimes are taken seriously due to their impact on victims and communities. Law enforcement agencies track these offenses in detail to better understand trends, improve response efforts, and enhance public safety measures.

Crimes Against Property (NIBRS - Group A Offenses)

Crimes Against Property involve the **theft, destruction, or unlawful use of property** without causing direct harm to individuals. These offenses can range from fraud and vandalism to

burglary and robbery. The **National Incident-Based Reporting System (NIBRS)** categorizes the following crimes as property offenses:

Property Damage & Destruction:

- **Arson** – Intentional burning of property, including buildings, vehicles, or other structures.
- **Destruction/Damage/Vandalism of Property** – Willful damage to property, excluding arson.

Theft & Burglary Offenses:

- **Burglary/Breaking & Entering** – Unlawful entry into a structure to commit a crime.
- **Robbery** – Taking property by force, threat, or intimidation.
- **Pocket-Picking** – Stealing items from a person's pockets or clothing without force.
- **Purse-Snatching** – Taking a purse or bag from someone's possession without force.
- **Shoplifting** – Stealing merchandise from a retail store.
- **Theft from a Building** – Stealing property from inside a building without unlawful entry.
- **Theft from a Coin-Operated Machine or Device** – Stealing money or valuables from vending machines, parking meters, etc.
- **Theft from a Motor Vehicle** – Stealing items from inside a car.
- **Theft of Motor Vehicle Parts/Accessories** – Stealing car parts such as tires, radios, or catalytic converters.
- **All Other Larceny** – Any other type of theft not specifically categorized.
- **Motor Vehicle Theft** – The unlawful taking of a motor vehicle.
- **Stolen Property Offenses** – Possessing, buying, or selling stolen goods.

Fraud & Financial Crimes:

- **Bribery** – Offering or accepting something of value to influence a person's actions.
- **Embezzlement** – Misappropriating or stealing money/property entrusted to one's care.
- **Extortion/Blackmail** – Forcing someone to give money or property through threats.
- **False Pretenses/Swindle/Confidence Game** – Deceiving someone for financial gain.
- **Credit Card/ATM Fraud** – Unauthorized use of a credit or debit card.
- **Welfare Fraud** – Illegally obtaining government assistance benefits.
- **Wire Fraud** – Fraud committed using electronic communication, such as phone or internet.
- **Identity Theft** – Using another person's identity to commit fraud.
- **Hacking/Computer Invasion** – Illegally accessing computer systems or networks.

These crimes significantly impact businesses, individuals, and communities. By tracking them in detail, law enforcement agencies can develop **better crime prevention strategies** and protect victims more effectively.

Crimes Against Society (NIBRS - Group A Offenses)

Crimes Against Society are offenses that violate laws intended to **maintain public order, morality, and safety**. These crimes do not typically involve direct harm to individuals or property but rather **represent acts that are deemed illegal by society**. Law enforcement agencies track these offenses to regulate and control activities that could negatively impact the community.

Drug-Related Offenses:

- **Drug/Narcotic Violations** – The unlawful possession, sale, distribution, or manufacturing of controlled substances.
- **Drug Equipment Violations** – Possession, distribution, or manufacturing of drug paraphernalia, such as pipes, syringes, or scales used for illegal drugs.

Gambling Offenses:

- **Betting/Wagering** – Unlawful participation in gambling activities, including placing bets on sports or other events.
- **Operating/Promoting/Assisting Gambling** – Managing or facilitating illegal gambling operations.
- **Gambling Equipment Violations** – Possession or use of unauthorized gambling devices.
- **Sports Tampering** – Altering or interfering with the outcome of a sporting event for financial gain.

Sex-Related Offenses:

- **Pornography/Obscene Material** – Creating, distributing, or possessing illegal pornographic content, including child pornography.
- **Prostitution** – Engaging in or offering sexual services in exchange for money or goods.
- **Assisting or Promoting Prostitution** – Managing, soliciting, or benefiting from prostitution (e.g., pimping or running a brothel).

- **Purchasing Prostitution** – Paying for or attempting to pay for sexual services.

Other Offenses:

- **Weapon Law Violations** – The unlawful possession, carrying, sale, or use of firearms or other weapons.
- **Animal Cruelty** – Intentionally harming, neglecting, or mistreating animals.

These crimes often lead to broader social issues and can be linked to organized crime, drug trafficking, and public safety concerns. Law enforcement agencies track **Crimes Against Society** to enforce laws that help maintain **order, protect communities, and reduce criminal activity**.

Group B Offenses (NIBRS)

Group B offenses are less serious offenses compared to Group A offenses but are still tracked under the **National Incident-Based Reporting System (NIBRS)**. These crimes typically involve violations that disrupt public order or involve non-violent behavior. They are often classified as **misdemeanors** or minor offenses. Here's an overview of Group B offenses:

Property and Financial Offenses:

- **Bad Checks** – Writing a check with insufficient funds or with the intent to defraud.

Public Order Offenses:

- **Curfew/Loitering/Vagrancy Violations** – Violations related to the restriction of staying in public spaces at certain hours (curfew laws) or loitering without a legitimate purpose.
- **Disorderly Conduct** – Engaging in disruptive or offensive behavior that disturbs public peace, such as fighting, making unreasonable noise, or obstructing traffic.
- **Peeping Tom** – Surreptitiously looking into private places, such as windows or bathrooms, with the intent to observe or harass others.
- **Trespass of Real Property** – Unlawful entry onto another person's land or property without permission, not involving burglary.

Substance-Related Offenses:

- **Driving Under the Influence (DUI)** – Operating a vehicle while impaired by alcohol, drugs, or any other substance that affects a person's ability to drive safely.
- **Drunkenness** – Being visibly intoxicated or impaired due to alcohol, in public places or in a manner that disturbs others.
- **Liquor Law Violations** – Violations of laws related to the sale, consumption, or possession of alcoholic beverages, including underage drinking or selling alcohol without a license.

Family and Domestic Offenses:

- **Family Offenses (Nonviolent)** – Nonviolent offenses that involve conflicts or disputes within a family, such as non-violent domestic disturbances, child neglect without physical harm, or parental misconduct.

Miscellaneous Offenses:

- **All Other Offenses** – Any other offense that doesn't fall into the categories above but is still recorded under Group B. This can include a wide range of minor offenses that do not cause significant harm to others or property.

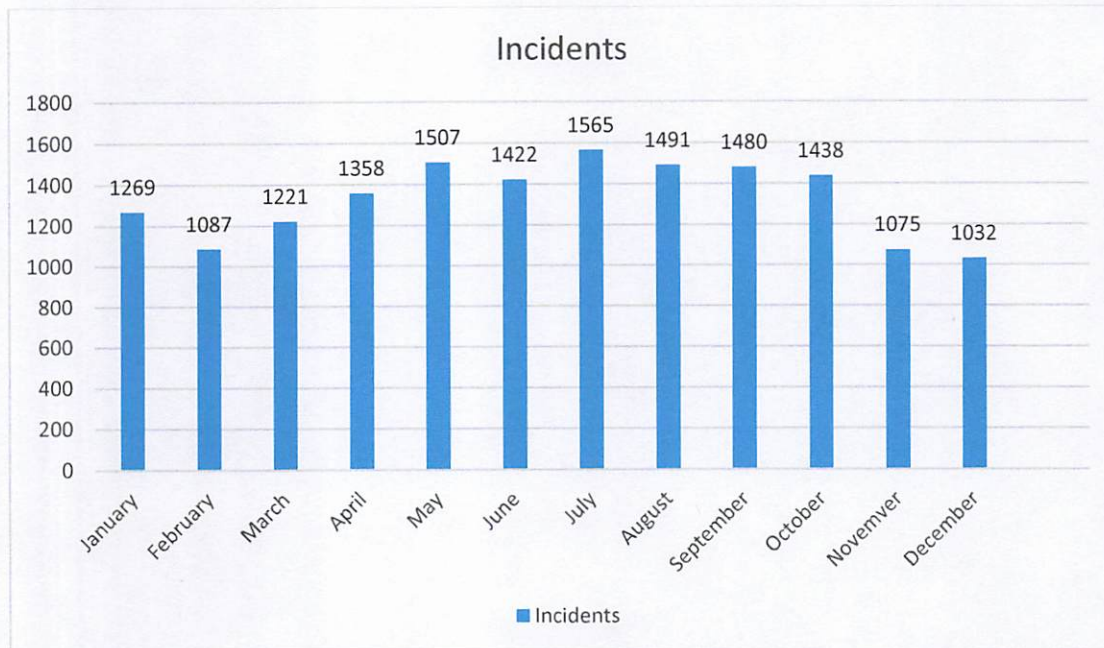
While Group B offenses are not typically as severe as Group A offenses, they still play an important role in maintaining **community safety** and **order**. Tracking these violations allows law enforcement to identify patterns in public behavior and address issues such as substance abuse, disturbances, and public safety threats.

CALLS FOR SERVICE

The Craig Police Department consists of both sworn officers and civilian staff working together to serve the community. The **civilian employees** include two **administrative staff members**, one **evidence technician**, and two **code enforcement/animal control officers**.

In 2024, the department received a total of **16,322 incidents**. These calls cover a wide range of issues, including **criminal offenses, non-criminal complaints, animal concerns, code violations, traffic complaints, civil disputes, medical assistance**, and many more.

This high volume of calls reflects the **dedication and tireless efforts** of both sworn officers and civilian staff to respond to the diverse needs of the community and maintain Craig as a safe and secure place to live and work.



The above chart shows the calls for service broken down by month. July was our busiest month with 1,565 noted incidents.

CRIME

Crime in this report is categorized into two groups: Group A Crimes and Group B Crimes.

(For further explanation, please refer to the definitions on page 3). These groups follow the national **NIBRS (National Incident-Based Reporting System)** reporting standards, which were formulated by the **FBI**.

The **total crime calculation**, or **crime per capita**, is determined by dividing the total number of crimes by the total population. For reference, the **FBI** uses a standard population of **100,000** for its crime rate calculations.

2023 Estimated Population of Craig	8,936
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Offense Overview

Offense Total	479
Number Cleared	263
Percent Cleared	54.91%
Group A Crimes per population (FBI 5,360.3)	0.053

Arrest Overview

Total Arrests	496
Adult Arrest	482
Juvenile Arrest	14
Unknown Age	0
Arrest per population (FBI 5,550.6)	0.055
Average number offenses/incidents	1.26

Group A Crime Offenses

	Offenses (*)		Arrests (**)	
	Reported	Cleared	Adult	Juvenile
CRIMES AGAINST PERSONS				
Murder and Nonnegligent Manslaughter	0	0	0	0
Negligent Manslaughter	0	0	0	0
Kidnapping/Abduction	7	7	5	0
Rape	10	3	0	1
Sodomy	0	0	0	0
Sexual Assault with an Object	0	0	0	0
Fondling	7	4	0	0
Incest	3	2	0	0
Statutory Rape	0	0	0	0
Aggravated Assault	30	22	18	0
Simple Assault	59	45	28	3
Intimidation	17	15	12	2
Human Trafficking, Commercial Sex Acts	0	0	0	0
Human Trafficking, Involuntary Servitude	0	0	0	0
TOTAL CRIMES AGAINST PERSONS	133	98	63	6

CRIMES AGAINST PROPERTY				
Arson	0	0	0	0
Bribery	0	0	0	0
Burglary/Breaking & Entering	27	13	13	0
Counterfeiting/Forgery	6	1	0	0
Destruction/Damage/Vandalism of Property	59	21	7	0
Embezzlement	0	0	0	0
Extortion/Blackmail	0	0	0	0
False Pretenses/Swindle/Confidence Game	9	4	3	0
Credit Card/Automated Teller Machine Fraud	2	0	1	0
Impersonation	8	1	1	0
Welfare Fraud	0	0	0	0
Wire Fraud	1	0	0	0
Identity Theft	1	1	0	0
Hacking/Computer Invasion	0	0	0	0
Robbery	2	2	1	0
Pocket-picking	2	1	0	0
Purse-snatching	1	0	2	0
Shoplifting	11	6	6	0
Theft from Building	31	7	5	0
Theft from Coin Operated Machine or Device	0	0	0	0
Theft from Motor Vehicle	24	3	1	0
Theft of Motor Vehicle Parts/Accessories	4	0	0	0
Motor Vehicle Theft	10	4	4	0
All Other Larceny	28	4	0	0
Stolen Property Offenses	0	0	0	0
TOTAL CRIMES AGAINST PROPERTY	226	68	44	0

(*) Offenses are counted using the FBI Units of Count for Crimes

(**) The "Arrests" column shows arrests made for incidents during the selected period, regardless of arrest date.

CRIMES AGAINST SOCIETY				
Drug/Narcotic Violations	55	47	42	4
Drug Equipment Violations	45	38	18	0
Betting/Wagering	0	0	0	0
Operating/Promoting/Assisting Gambling	0	0	0	0
Gambling Equipment Violations	0	0	0	0
Sports Tampering	0	0	0	0
Pornography/Obscene Material	2	1	0	0
Prostitution	0	0	0	0
Assisting or Promoting Prostitution	0	0	0	0
Purchasing Prostitution	0	0	0	0
Weapon Law Violations	17	11	8	0
Animal Cruelty	1	0	0	0
TOTAL CRIMES AGAINST SOCIETY	120	97	68	4
TOTAL GROUP A OFFENSES	479	263	175	10

(*) Offenses are counted using the FBI Units of Count for Crimes

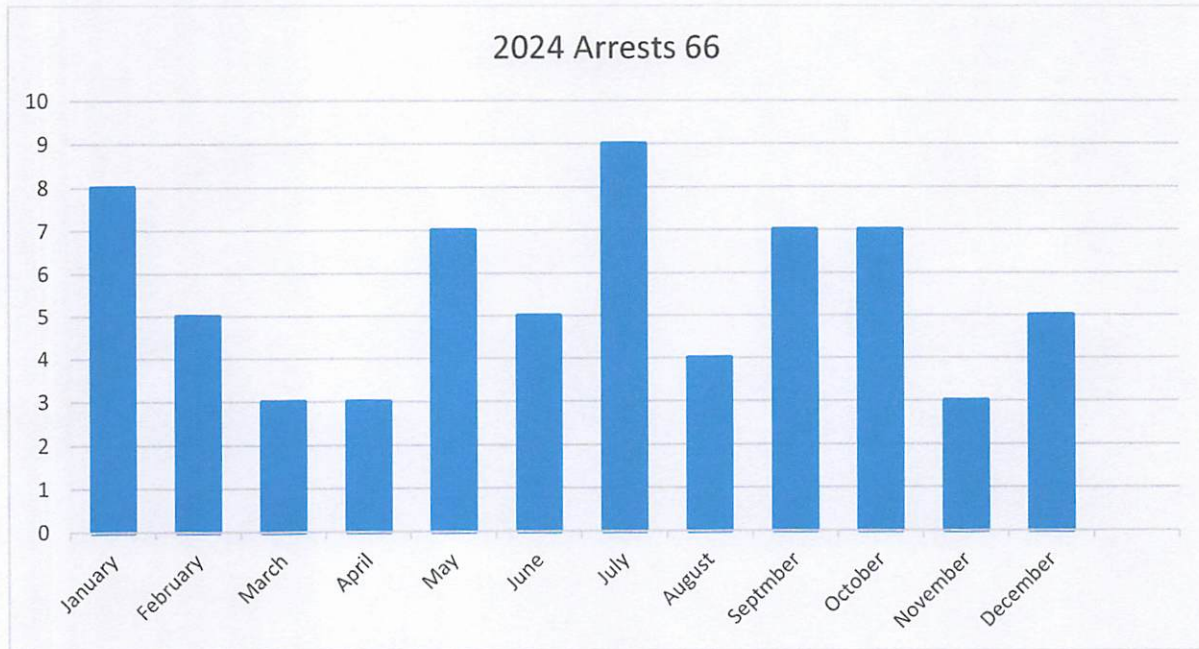
(**) The "Arrests" column shows arrests made for incidents during the selected period, regardless of arrest date.

Group B Crime Arrest

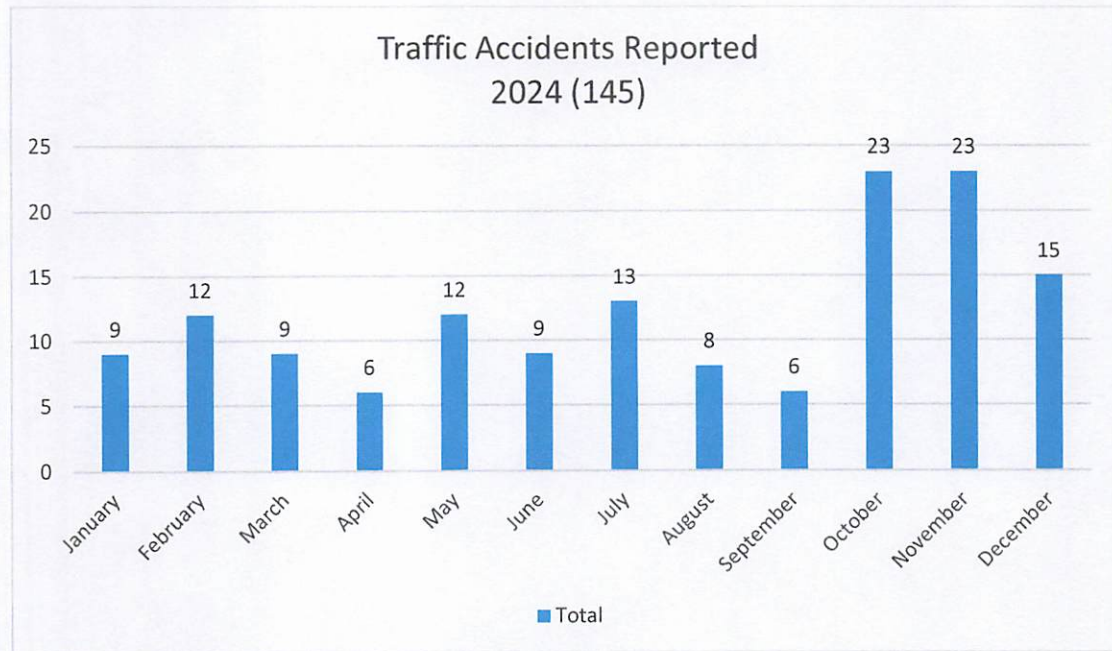
Offense	Offenses (*)	Arrests (**)	
		Adult	Juvenile
Bad Checks		0	0
Curfew/Loitering/Vagrancy Violations		0	0
Disorderly Conduct		2	0
Driving Under the Influence		65	1
Drunkenness		0	0
Family Offenses (Nonviolent)		5	0
Liquor Law Violations		2	0
Peeping Tom		0	0
Trespass of Real Property		5	0
All Other Offenses		251	3
TOTAL GROUP B CRIME ARRESTS		265	4

Driving Under the Influence

Drug/Alcohol



Traffic Accidents



In **2024**, the **Craig Police Department** responded to **145 reported/reportable accidents**. This number reflects only incidents that occurred on public roadways and does **not** include accidents on private property.

Animal Control

The below charts indicate animal calls for the year of 2024.

Animal Impounds:	Dogs	Puppies	Cats	Kittens	Other	TOTAL
Craig – Owner Relinquished	26	2	12	0	0	40
Craig – Stray	120	8	77	106	1	312
Moffat – Owner Relinquished	9	0	3	0	0	12
Moffat – Stray	38	4	0	5	0	47
TOTAL	204	16	92	111	5	428

Animal Complaints Handled	
Animal Control	732
Officer	362
TOTAL	1094

Warnings	199
Summons & Citations	12
Vicious Dog w/ injury	13
Vicious Dog w/o injury	6

Employees

Training

Law enforcement training in Colorado is regulated by the Peace Officer Standards and Training (POST), a division of the Attorney General's Office.

Under Rule 28, all law enforcement officers in the state must complete 24 hours of training annually, with a minimum of 12 hours dedicated to perishable skills—arrest control, driving, and firearms—and at least one hour in each category.

The Craig Police Department utilizes a wide range of training methods permitted under POST Rule 28, including:

- Basic Academy Training
- Computer or web-based training
- Viewing law enforcement-related audiovisual materials
- In-person training
- Accredited college or university courses related to law enforcement or criminal justice
- Simulator training
- Conferences and workshops

In 2024, officers of the Craig Police Department collectively completed **2,574** hours of training. This included topics such as:

- CPR/First Aid/AED
- Firearms proficiency
- Driving techniques
- Arrest control tactics
- Investigative procedures
- Leadership development

- Taser operation
- Community policing
- Anti-bias training
- And much more

This ongoing commitment to professional development ensures that our officers remain highly skilled, well-trained, and prepared to serve the community effectively.

Staffing Levels

When at full staff, the Craig Police Department employs a total of 29 personnel from within the community. This includes:

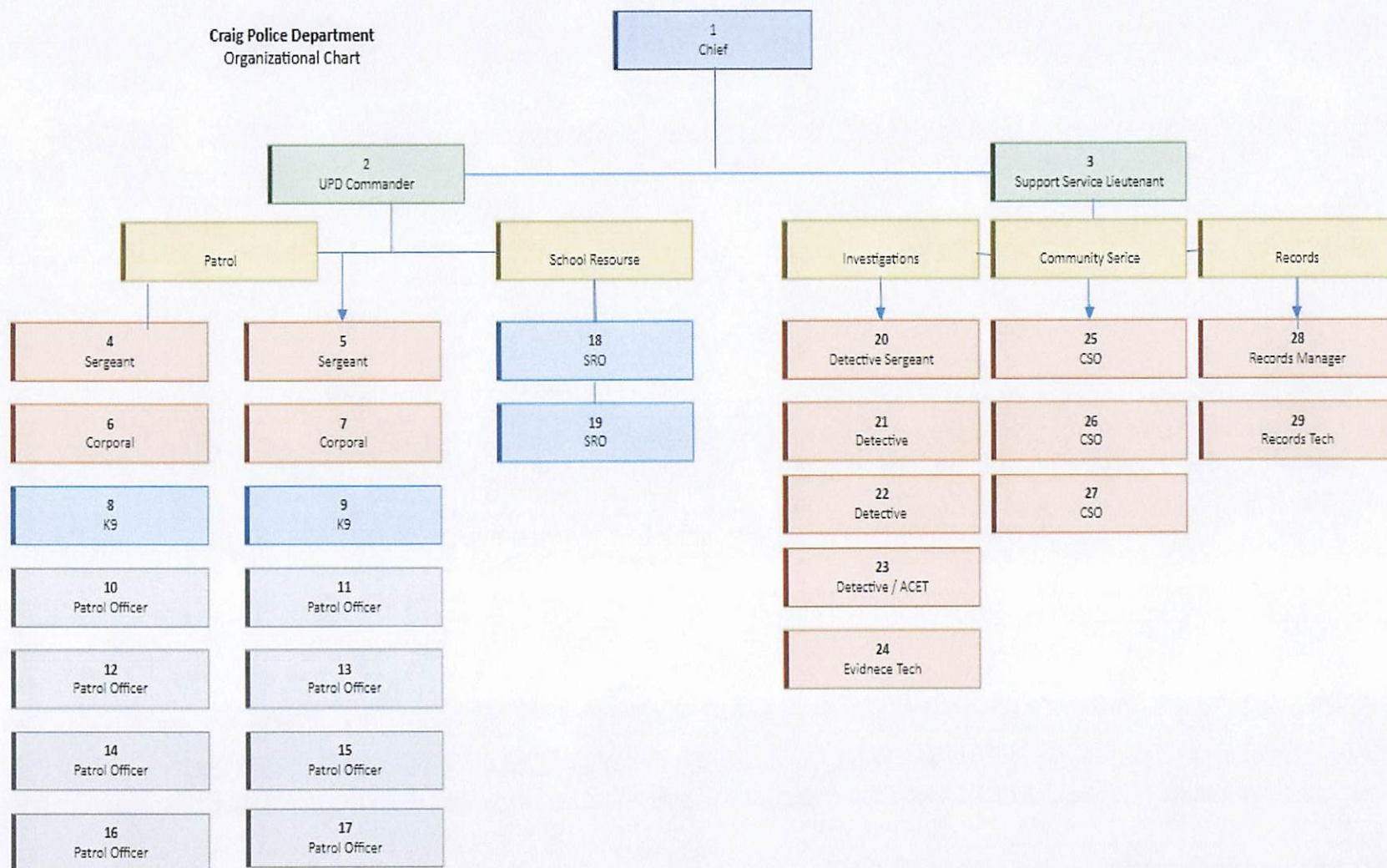
- 23 sworn law enforcement officers
- 6 civilian (non-sworn) employees

At the beginning of 2024, the department faced significant staffing challenges, operating at approximately 21% below full capacity. However, by the end of the year, the department made remarkable progress, reducing vacancies to just three (3) open positions.

This improvement reflects ongoing efforts to recruit, train, and retain dedicated professionals committed to serving the citizens of Craig.

The next page shows the organizational chart for the Craig Police Department:

Craig Police Department
Organizational Chart



Employees



Blake Abdella – Evidence Tech



Officer Nate Baker – K9 Handler



K9 Odin



Sergeant Dalton Caudell – Patrol Supervisor



Commander Doug Conrad – Uniformed Division



Jenny Duarte – Records Technician



Lieutenant Tony Fandel – Support Services



Detective Sergeant Bryan Gonzales



Officer Junior Gonzalez – Patrol



Whitney Hammer – Community Service Officer



Officer Ryan Hampton – School Resource Officer



Officer Wacir Laabs – Patrol



Officer Grant Laehr – K9 Handler



K9 Bane



Officer Tracy Mendoza – Patrol



Officer John Myers – Patrol



Officer Daiel Molina – Patrol



Detective Kelsey Morford – Investigations



Meredith Murray – Community Service Officer



Detective Norm Rimmer – Investigations



Officer Sambu Shrestha – School Resource Officer



Sergeant Brian Soper – Patrol Supervisor



Terrianne Wheeler – Records Supervisor



Officer Hannah Wood – Patrol

Not Pictured:

Jesus Duarte – Police Recruit

Eduardo Guevara – Police Recruit

Property / Evidence Review

2024 Year-End Summary – Evidence

This past year was exceptionally **busy** for the **Craig Police Department**, with a **high volume of police activity** throughout **2024**. To highlight the work done in **evidence management**, the following is a year-end summary:

Evidence.Com Usage

- In **2024**, a total of **24,426 files** were uploaded to **Evidence.Com**, marking the **highest** and most **accurate count to date**.
- Of these, **187 files** were personally uploaded.
- Since its inception, the system now stores **112,281 files**, reflecting an **increase of 9,937 files** from the previous year.
- **Evidence.Com** continues to be a **valuable time-saving tool** for the department.

Case Management & Evidence Sharing

- **506 cases** were created and shared with the **District Attorney's Office** via **Evidence.Com**.
- Additional evidence-sharing download links were generated for **individuals and other government agencies**, though these are not reflected in the above total.

Needy Assistance Program (NAP)

- **7 vouchers** were awarded to individuals in need, all for **lodging**, totaling **\$294.00** in assistance.
- The **current balance** for **NAP** stands at **\$3,440.76**, so an application for additional funding through the **United Way Human Resource Council** will **not** be submitted this year.
- The **Christian Church** continued its **monthly donations** to support the program.

Petty Cash Expenditures

- The department utilized **\$85.00** from the **Petty Cash account** for various necessary items.

Evidence & Property Management

- A total of **162 items** were sent or hand-delivered to the **Colorado Bureau of Investigation (CBI)** for analysis.
- **Evidence submissions for 2024:**
 - **601 items** from the **Craig Police Department**
 - **529 items** from the **Moffat County Sheriff's Office (including ACET)**
 - **Total: 1,130 items** submitted

Property Statistics for 2024

- **142 items** were returned to their rightful owners.
- **508 items** were destroyed, with **443 removed** from **BEAST inventory**.
- **162 items** were sent to **CBI** via **USPS/UPS** or hand-carried.
- **7,203 items** are currently stored in the **evidence facility**.

Upcoming Evidence Room Inventory

- The **2025 Evidence Room Inventory** has **not yet been scheduled**.

Use of Force Review

Use of Force Description

Use of Force refers to the level of effort required by law enforcement officers to gain compliance from an unwilling subject. Officers are trained to use force in a measured and justified manner, following department policies, state laws, and national standards to ensure the safety of the public, officers, and suspects.

The use of force continuum typically progresses from least to most severe:

1. **Officer Presence** – The mere presence of law enforcement can often deter crime or de-escalate situations.
2. **Verbal Commands** – Clear and direct instructions aimed at gaining voluntary compliance.
3. **Empty-Hand Control** – Soft techniques (grabs, holds) or hard techniques (strikes, takedowns) used to restrain a subject.
4. **Less-Lethal Methods** – Includes tasers, chemical agents (pepper spray), impact weapons (batons), and bean-bag rounds.
5. **Lethal Force** – The use of firearms or other means that may result in death or serious bodily injury, only justified when an officer reasonably believes there is an imminent threat of serious harm to themselves or others.

Every use of force incident is documented, reviewed, and evaluated to ensure compliance with laws and departmental policies. Officers receive ongoing training in de-escalation tactics, crisis intervention, and proper force application to minimize risks and uphold public trust.

2024 Use of Force Summary

In 2024, the Craig Police Department recorded a total of 56 Use of Force incidents. Below is a breakdown of the types of force applied:

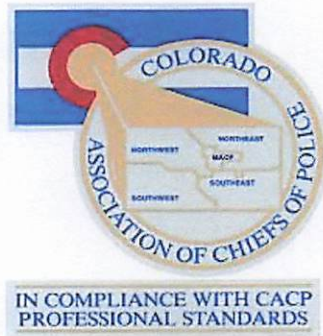
Breakdown of Use of Force Incidents:

- **Empty-Hand Control:**
 - **Soft Techniques (grabs, holds, joint locks):** [12] incidents
 - **Hard Techniques (strikes, takedowns):** [17] incidents
- **Less-Lethal Methods:**

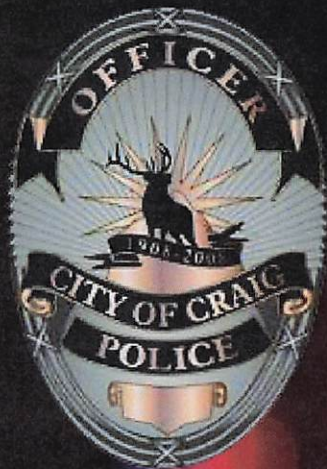
- **Taser Deployment:** [13] incidents
- **OC/Pepper Spray Use:** [0] incidents
- **Impact Weapons (batons, bean-bag rounds, firearms drawn):** [13] incidents
- **Lethal Force (firearms discharged):** [1] incidents

NOTE: Each Use of Force incident was thoroughly documented, reviewed, and evaluated to ensure compliance with department policies and state laws. Officers continue to receive ongoing training in de-escalation, crisis intervention, and appropriate force application to minimize the necessity of force while ensuring public and officer safety.

Accreditation



Professional Standards exist to enable CACP and CSOC members to achieve a “Professional” status. The adoption of minimum professional standards is necessary for Colorado Police and Sheriff Organizations to achieve the status of “Professional”.



2024 CRIMEWATCH Impact Report

Craig Police Department



CRIMEWATCH Program Summary
January 2024 – December 2024
12 months



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CRIMEWATCH Technologies develops cutting-edge technology solutions for law enforcement agencies and the communities they serve. The company's core product is the CRIMEWATCH Network, an integrated mobile communications platform developed specifically for law enforcement agencies that allows for geographically targeted information sharing and intelligence gathering, including single-entry social media platform management.

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CRIMEWATCH.NET

Glossary of Terms

Group: The term used when referring to your police department's portal on CRIMEWATCH.

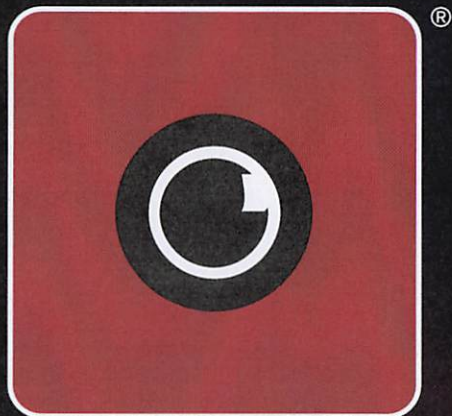
Impressions: How many times your content appeared in a social feed, even if the viewer was not directly connected to your department. For example, if a follower on Facebook or Twitter sees a post that interests them and shares that post to their personal page, each time that post is seen is an "impression". Users do not have to follow your page or live locally to interact with your content and generate "impressions".

Total Visits: The number of unique devices/people that visited your CRIMEWATCH portal. These visits come from social media, search results, and/or news media articles linking back to your portal. Good headlines, photos, videos, mugshots and sharing CASES asking for assistance (tips) are a great way to build visits. Posting Incidents with only text summaries and no photos is proven to generate less engagement and fewer total visits.

Actions: "Actions" are a measure of engagement on the CRIMEWATCH portal itself. When someone visits, are they clicking through to see more content? Are they submitting tips, making contact, etc.? All these additional clicks are summarized by using the category "Actions". A good relative metric is to see a higher count of actions than visits, indicating a strong level of engagement when your audience visits the portal

Content: The comprehensive total of everything you share. This includes, Arrests, Warrants, Incidents, Cases, New Posts, etc.

Subscribers/Members: The total number of users receiving real-time notifications (emails). This number includes all local media subscribers as well. This does not include mobile users that follow your group or mobile users that have push notifications enabled for your group.



Nationwide Reach

We deeply appreciate your ongoing commitment to the growth and success of the CRIMEWATCH Network, now a vital resource for public safety nationwide. Your active participation continues to be the cornerstone of our collective achievements.

In an ever-evolving social media landscape filled with misinformation and noise, your efforts to position your department as a trusted point of truth have never been more critical. By engaging your community through CRIMEWATCH, you've established a clear and reliable source of information that cuts through the chaos and delivers transparency and trust.

This strong foundation ensures that any new department joining the network benefits from immediate visibility and impactful results. As we embrace the advancements and challenges of 2025, your role remains essential to our mission of building safer, more informed communities.

Thank you for another incredible year of partnership. Your dedication truly makes a difference.

M.W. Bloom
Founder, CEO

matt@crimewatch.net
717-880-8849



TOTAL ENGAGEMENT

2024 Highlights



118,787

Visits

Compared To 2023: 109,156



251,161

Actions

Compared To 2023: 257,108



141

Total Webform Engagements

Compared To 2023: 124



1,981

Subscribers

Compared To 2023: 1,684

9,060

Total Service Population

34

Total Tips to CRIMEWATCH
Compared To 2023: 26

197

Total Content Created
Compared To 2023: 245

1,266,845

Total Facebook Impressions
988,770

6,206

Total Facebook Likes/Followers
Compared To 2023: 5,638

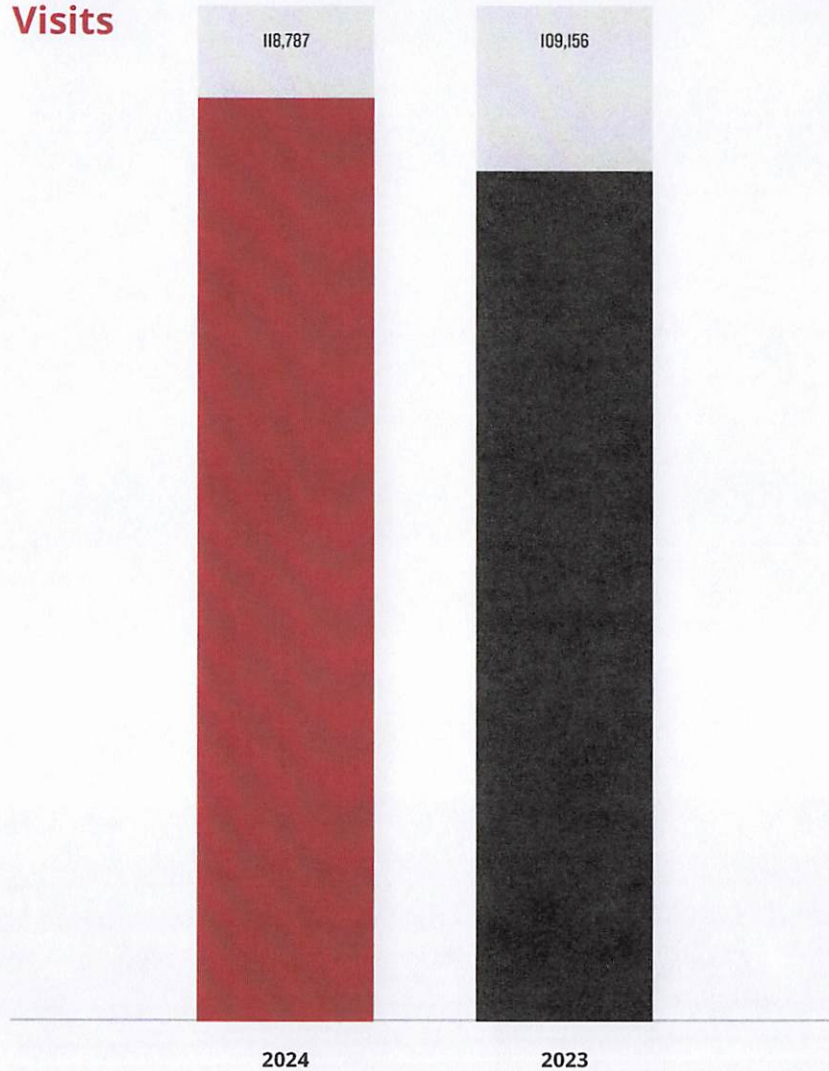


TOTAL ENGAGEMENT

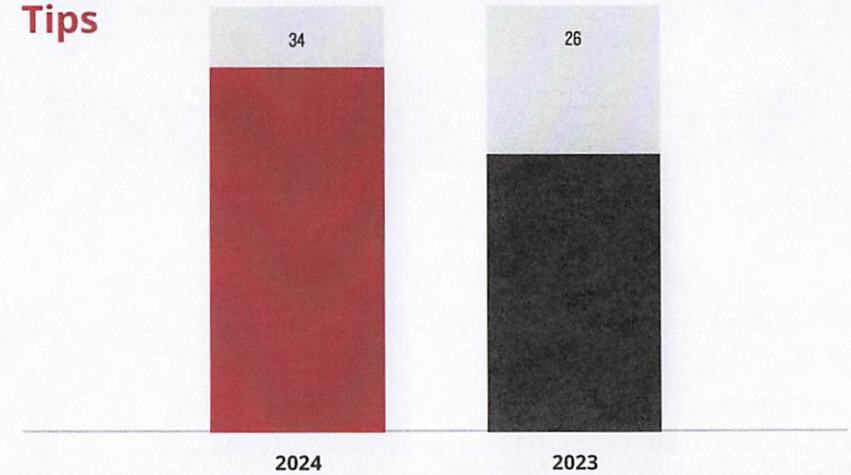
2024 Visits, Tips, and Content

Please Note: While visually similar, each chart is set to a different scale. Please refer to the labels for accurate figures.

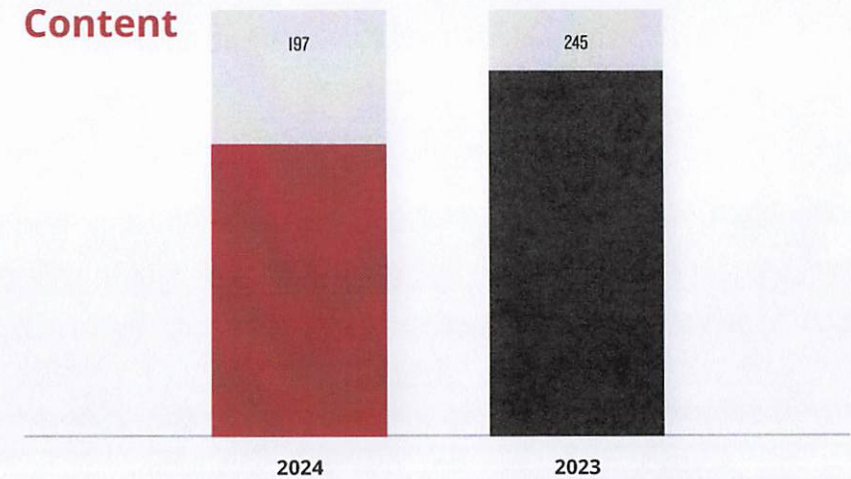
Visits



Tips



Content





PERFORMANCE

2024 Content and Users



Total Content

197

Content Type Count

150

Arrests

8

Incidents

1

Broadcasts

31

Posts

4

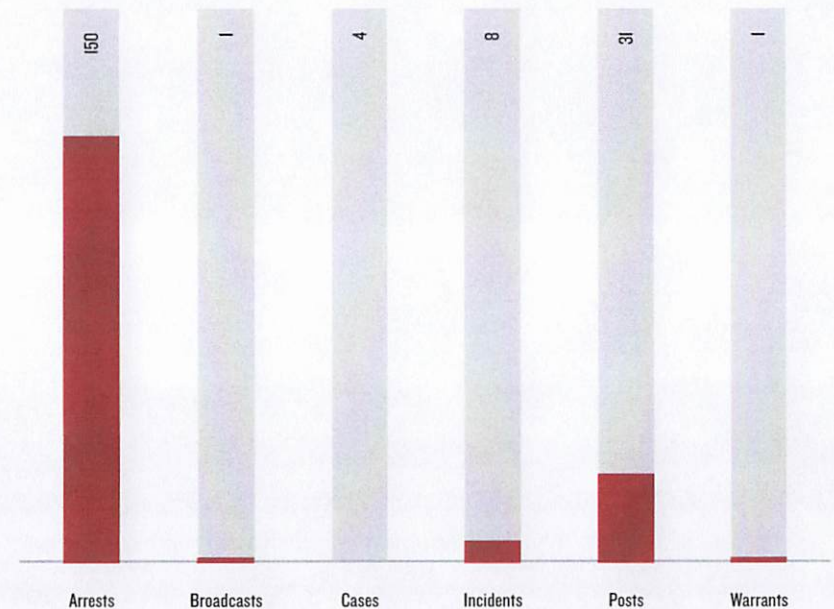
Cases

1

Warrants

Content Count by Top Users

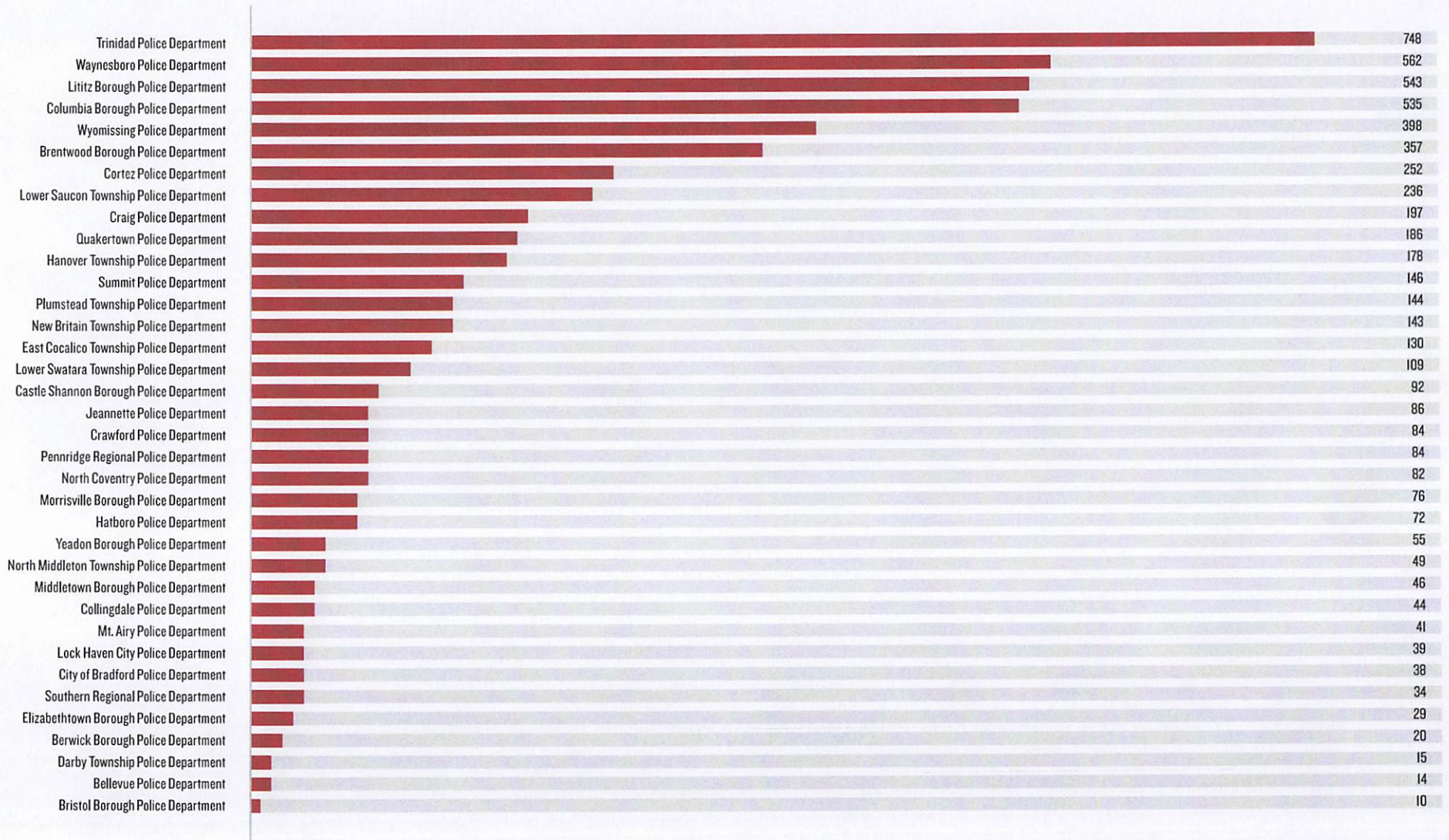
mcochran@craigpolice.org	91
ncordova@craigpolice.org	56
jduarte@craigpolice.org	44
dconrad@craigpolice.org	6





TRAFFIC COMPARISON

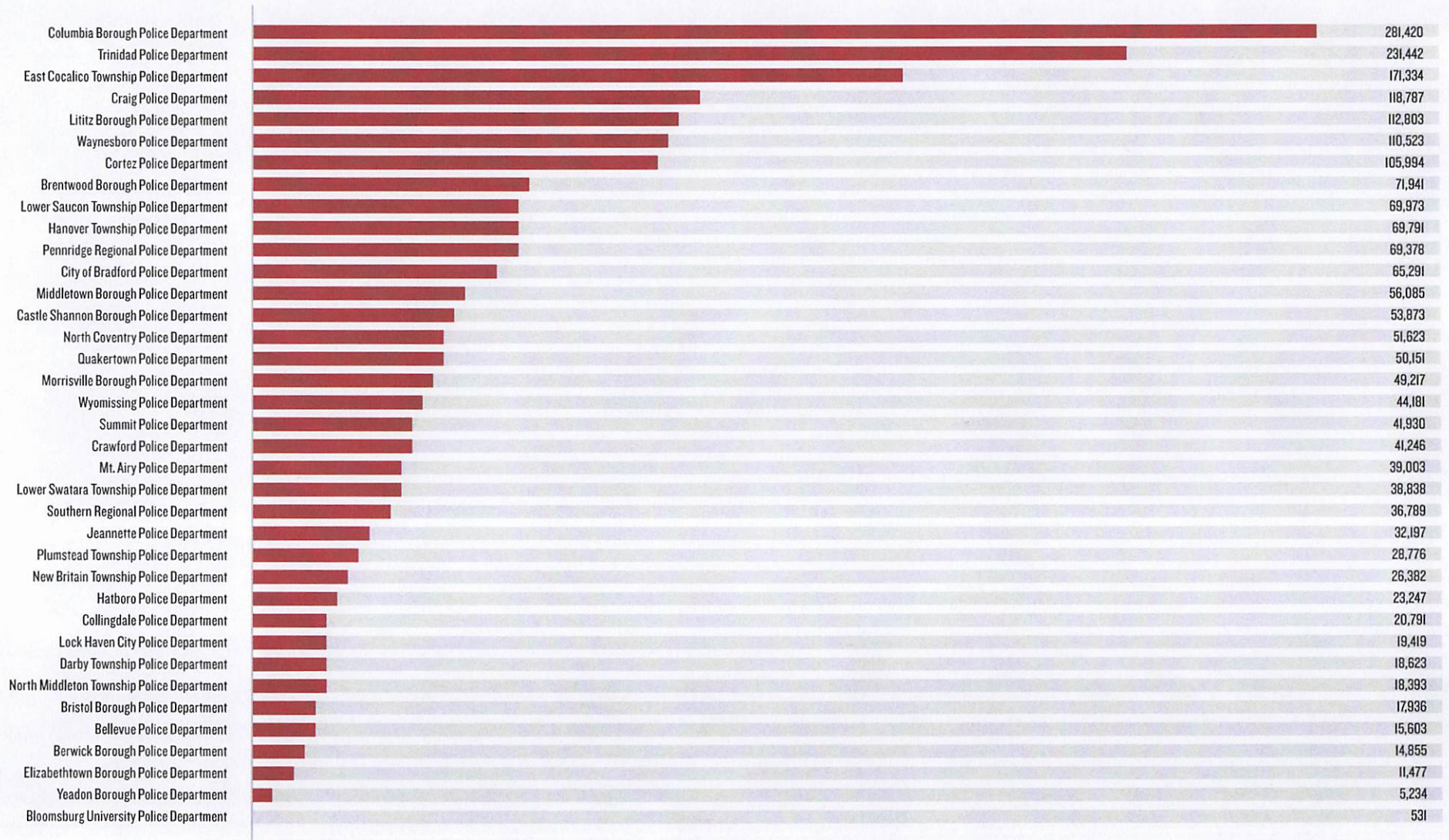
2024 Overall Content (Population 8,000-12,000)





TRAFFIC COMPARISON

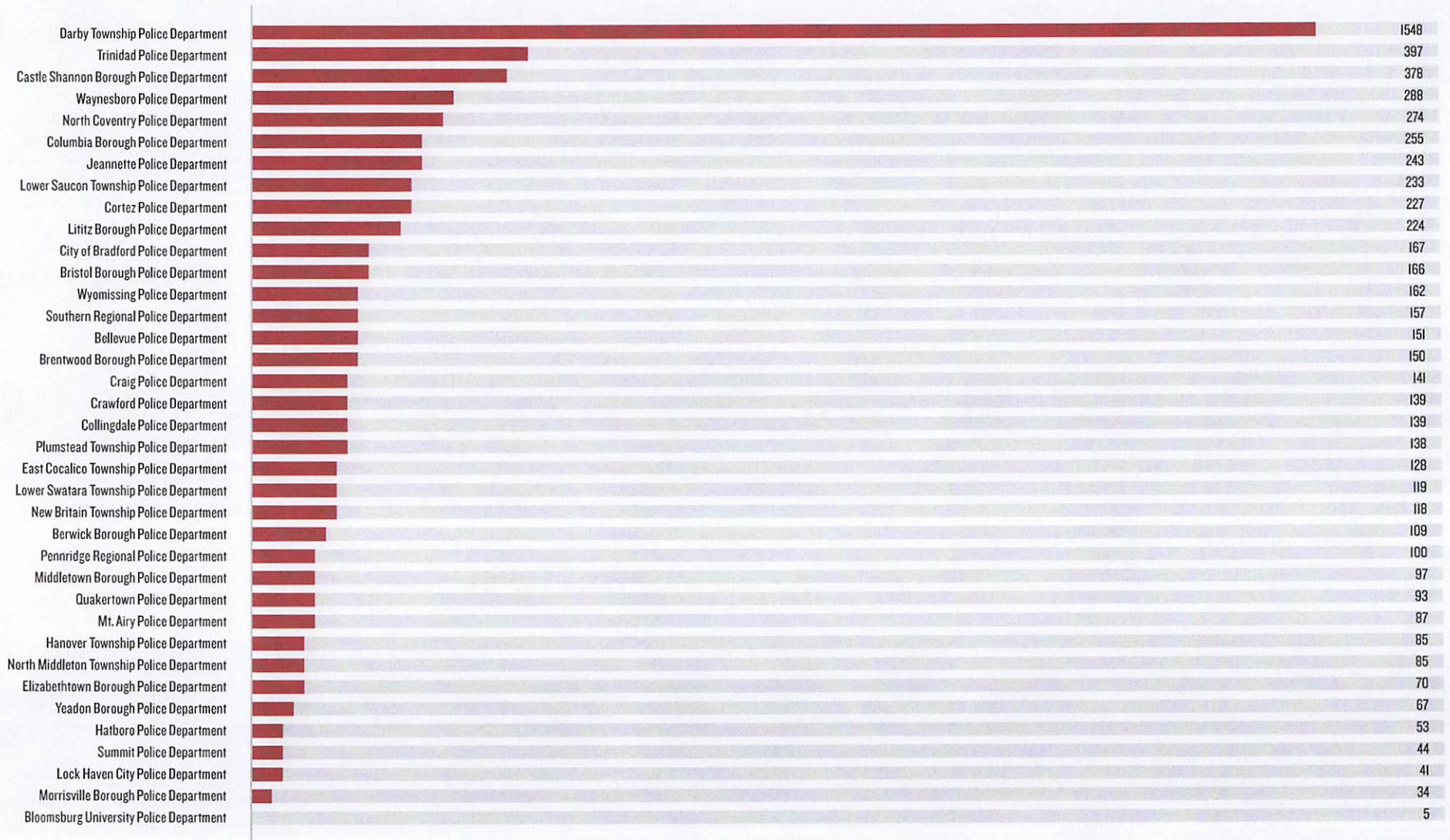
2024 Overall Visits (Population 8,000-12,000)

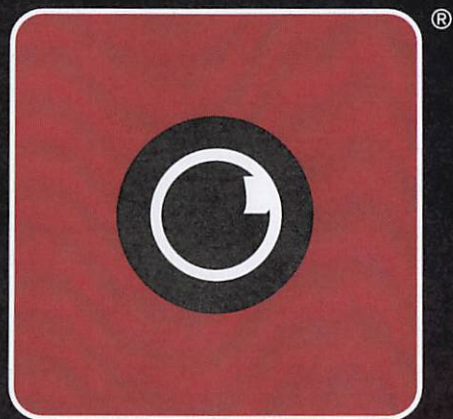




TRAFFIC COMPARISON

2024 Overall Webform Engagement (Population 8,000-12,000)





CRIMEWATCH Impact Report

CRIMEWATCH Program Summary

The CRIMEWATCH Network continues expansion into sixteen states: Pennsylvania, Maryland, Florida, New Jersey, New York, Colorado, Michigan, Virginia, New Hampshire, Georgia, North Carolina, Illinois, Kansas, Arizona, Texas, and California.

15,996,467

Visits

408,386

Subscribers

41,591,668

Actions

43,430

Webform Engagement

33,397

Content

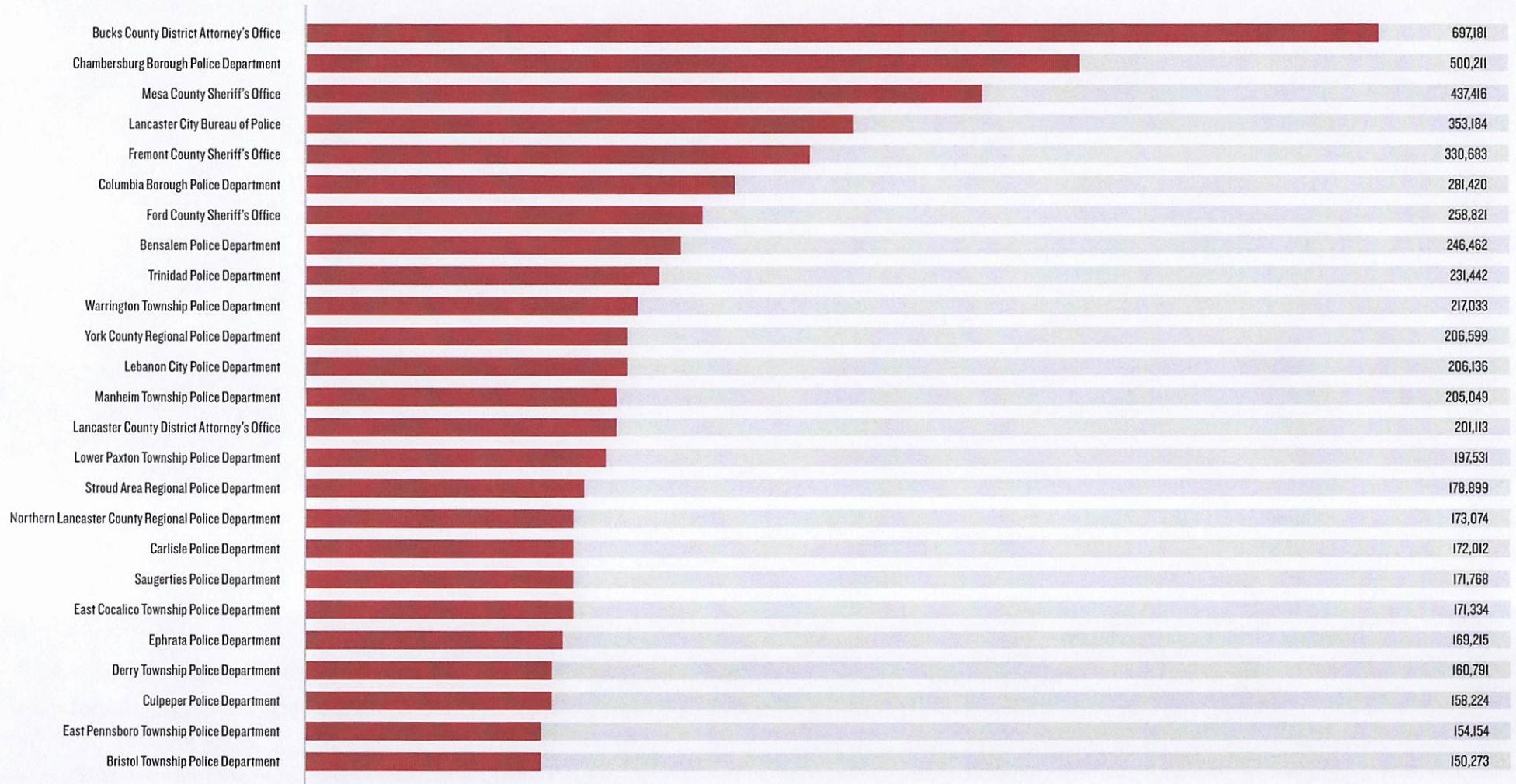
14,121

Tips



CRIMEWATCH PROGRAM SUMMARY

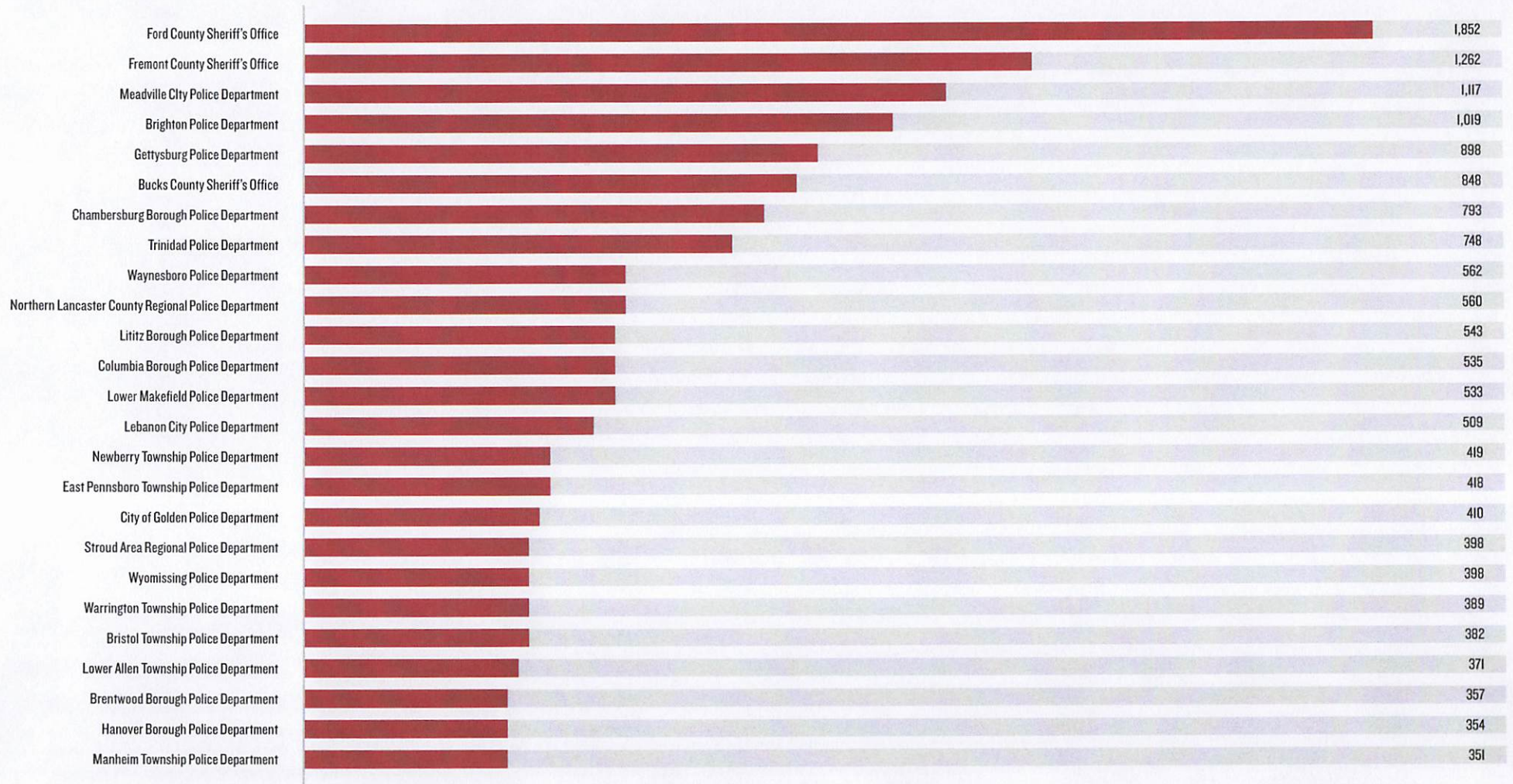
2024 Top 25 CRIMEWATCH Sites by Visits





CRIMEWATCH PROGRAM SUMMARY

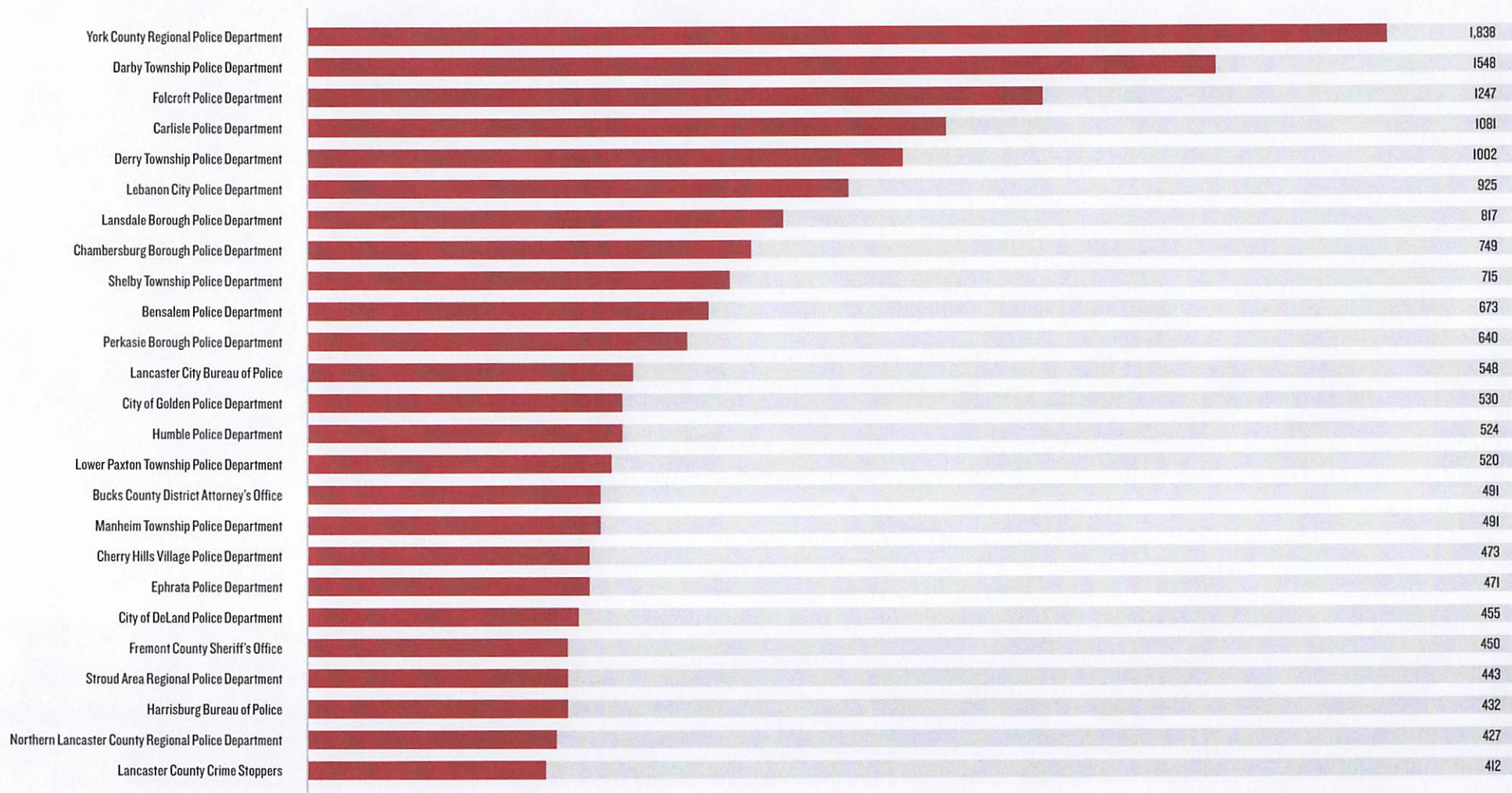
2024 Top 25 CRIMEWATCH Sites by Content

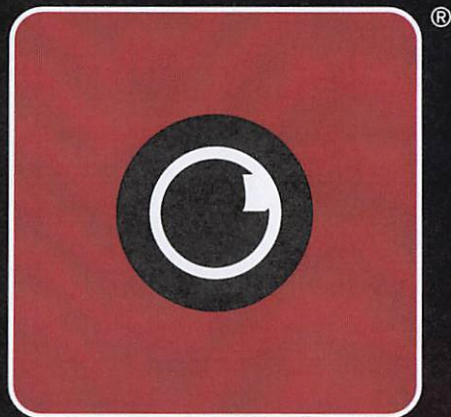




CRIMEWATCH PROGRAM SUMMARY

2024 Top 25 CRIMEWATCH Sites by Webform Engagement





CRIMEWATCH Features Released in 2024

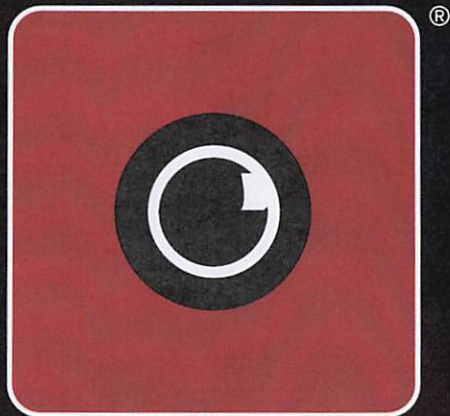
In 2024, we worked closely with many of you to refine and improve the CRIMEWATCH redesign and existing features, ensuring they better meet your needs. Below is a summary of all the key features and enhancements from 2024:

New Features:

- Launched the CRIMEWATCH AI Assistant
- Added QR tab to content so any piece of content can have a QR code generated
- New themes and customization to portal headers
- Added printer-friendly pages for all content; includes QR code
- Added an "is this an emergency?" starting point to various forms to prevent live-emergency submissions
- New Webforms Released: Pet Registry, Displaced Persons, Release of Property
- Resolved 78 web accessibility issues for WCAG/ADA and added Accessibility tab in Dashboard
- When posting a Reply to a submission, send copy of Reply to acting user; for an audit trail
- When posting to Facebook, allow user to specify a 'message' to include
- Improved UI/UX to see status of scheduled state changes
- Change sort order by publication time, instead of created time
- Add group vanity domain to header and mobile menu
- Built campaign system for ATPA (Auto Theft Prevention Authority - Pennsylvania) to deploy related content suggestions to PA agencies
- Upgraded the CRIMEWATCH Labs underlying framework
- Expanded CRIMEWATCH Labs partnerships
- Extended Crime Coding Support in CRIMEWATCH Labs (NIBRS & Custom Report Types)
- Enhanced APIs for Mobile App Push Notifications
- Improved and strengthened the security foundation of mission-critical infrastructure

Enhancements:

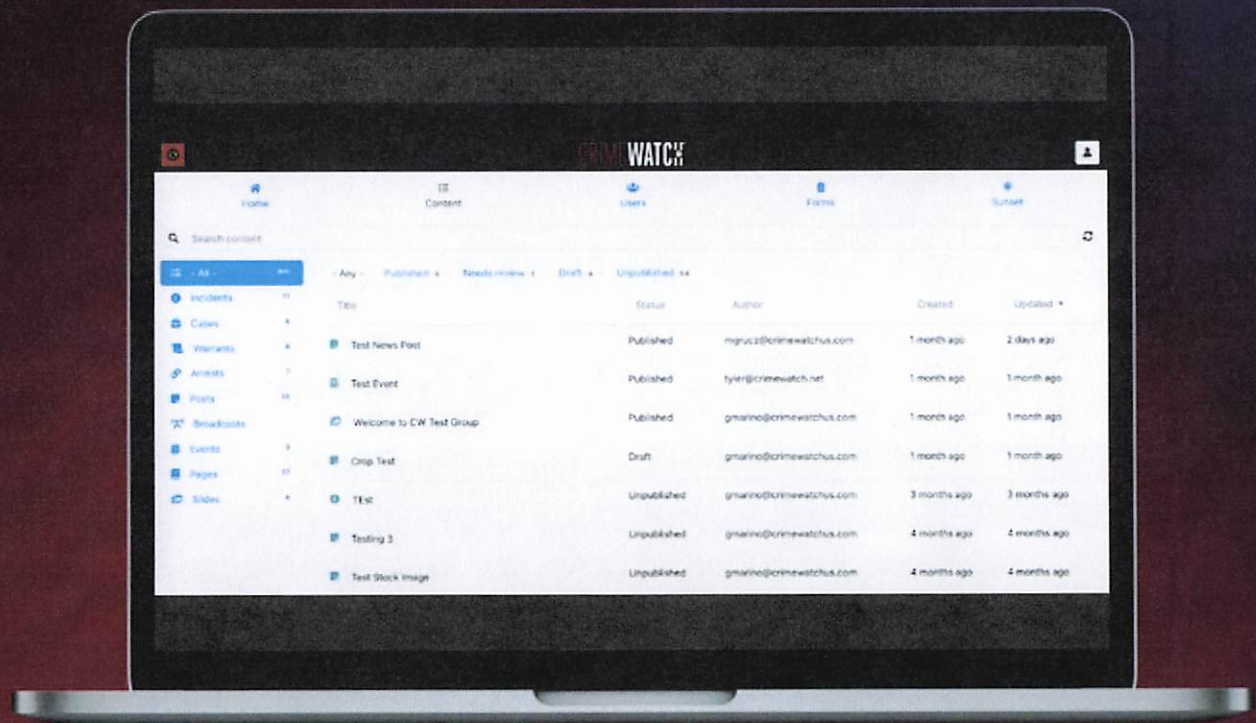
- Added image thumbnails to webform dashboard submissions list
- Clarify form dashboard anonymity for customers using the submission Reply feature

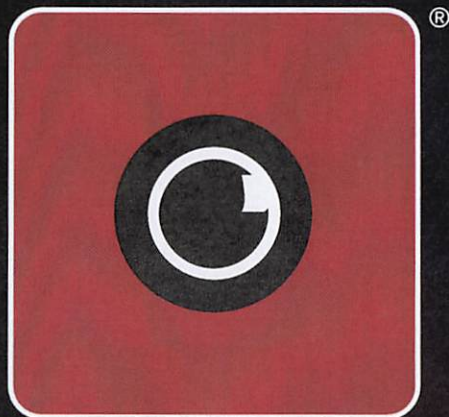


CRIMEWATCH 2025 Outlook

In 2025, our focus will be the launch of CRIMEWATCH GO, an intuitive platform designed for content creation. This tool will simplify the process of generating content, managing submissions, and overseeing users, offering greater convenience to our customers.

We also have major enhancements and updates planned for the CRIMEWATCH mobile app to improve its functionality and user experience.





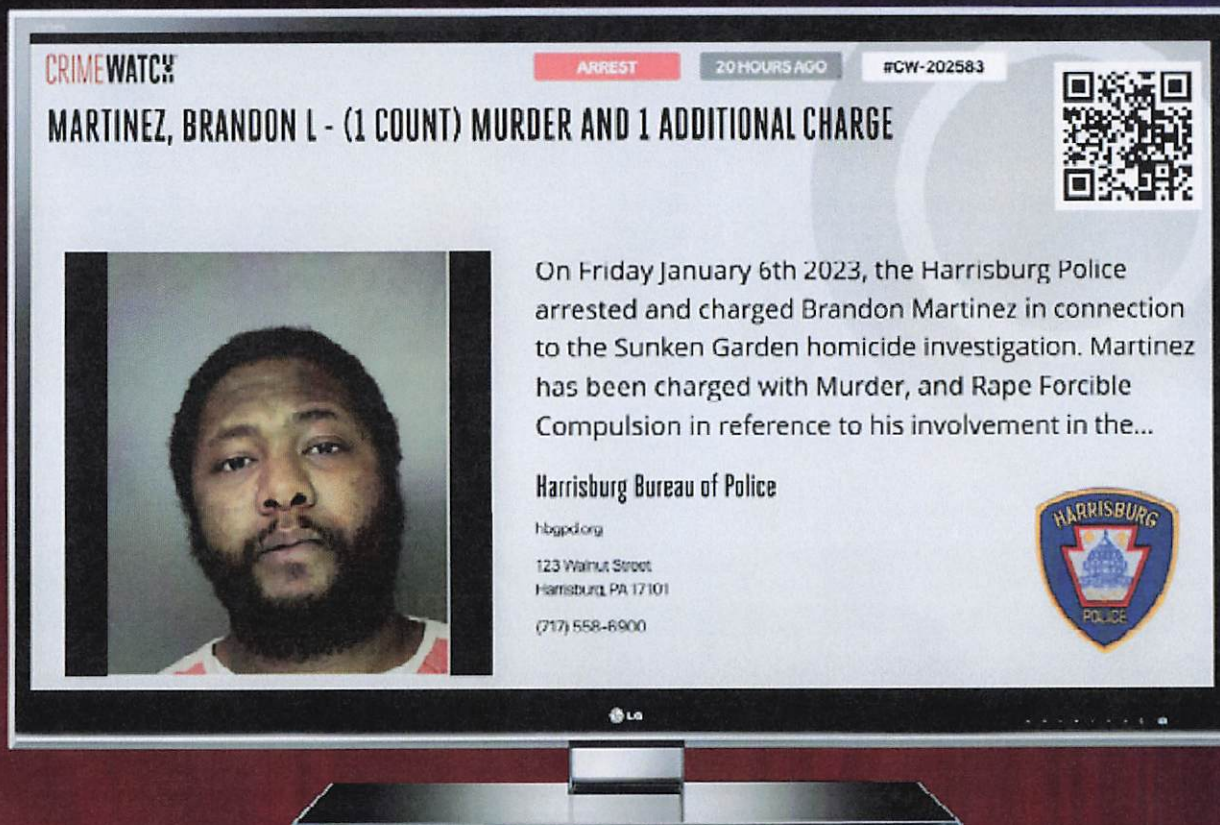
CRIMEWATCH TV

The CRIMEWATCH TV has been revamped to be accessible on any internet-enabled device. Your CRIMEWATCH Portal now includes a Channel on CRIMEWATCH TV, allowing you to broadcast your content to any large screen with an internet connection.

To get started,
visit this url
and search for
your agency.



crimewatch.net/tv





CRIMEWATCH Marketing Materials

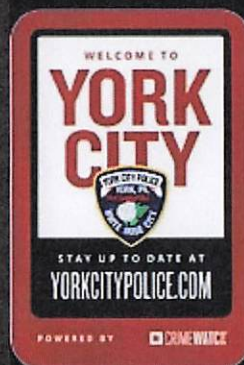
Promoting your CRIMEWATCH Program in public spaces will maximize your online presence and overall reach to your community and beyond.

If you would like to find out how CRIMEWATCH can work for your department, please contact us!

PHONE: 717-230-1845 **EMAIL:** support@crimewatch.net

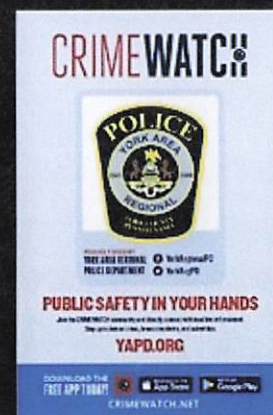
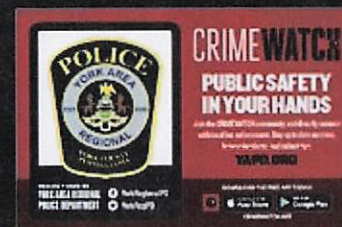
- **Camera Registry Postcards:** Promote your program to aid your criminal investigators! Great for mailings or public events.
- **Contact Cards:** Customizable business cards with incident number and contact information.
- **Door Hangers:** promoting your platform door to door can be a great engagement builder. Let the public know you stopped by and are interested in their wellbeing.
- **General Posters:** Bold and customized for public building lobbies or other business/indoor public areas.
- **General Postcards:** Great for mailings or public events like national night out.
- **Handle with Care Postcards:** Helps identify individuals with special needs.
- **Hiring Posters:** Make a bold statement that compliments your departments online presence.
- **Street Signs:** Post department branded signs in residential areas, and public areas like parks, open air markets.
- **Vinyl Decals:** Department branded decals for your cruisers.
- **Window Clings:** Department branded window decals for local businesses.

Street Sign



Contact Card

General Postcard



Camera Registry Postcard



Window Cling



Handle with Care Postcard