



ROCKY MOUNT, NC
THE CENTER OF IT ALL

ROCKY MOUNT CITY COUNCIL

COMMITTEE OF THE WHOLE MEETING

MONDAY, OCTOBER 23, 2023

**CITY COUNCIL
COMMITTEE OF THE WHOLE**

MONDAY, OCTOBER 23, 2023

AGENDA

Micro Transit Presentation- Mariate Echeverry

Presentation of Crime Statistics and Recruitment Incentives-Robert Hassell

Mariate Echeverry
Project Manager
Feb 2024

AECOM

ROCKY MOUNT BUS STATION

GREYHOUND

Rocky Mount Microtransit Feasibility Study

Presentation to Rocky Mount
City Council



The background of the slide is a photograph of a brick building with a blue corrugated metal roof. In the foreground, there is a concrete sidewalk with some cracks. A sign for a public station is visible on the left side of the building.

Rocky Mount Microtransit Project

Study Goals

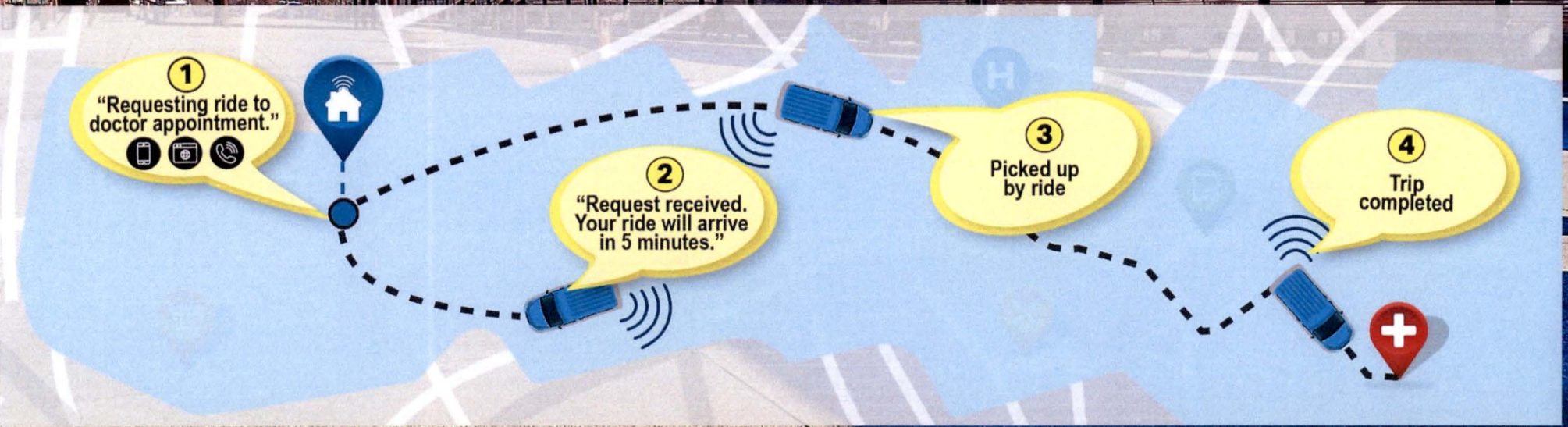
- Evaluate the Tar River Transit system
- Identify opportunities to implement microtransit service in the service area
- Identify opportunities for improvements to the fixed route system to support the addition of microtransit
- Identify additional opportunities to improve service delivery, i.e. hours of operation

Components

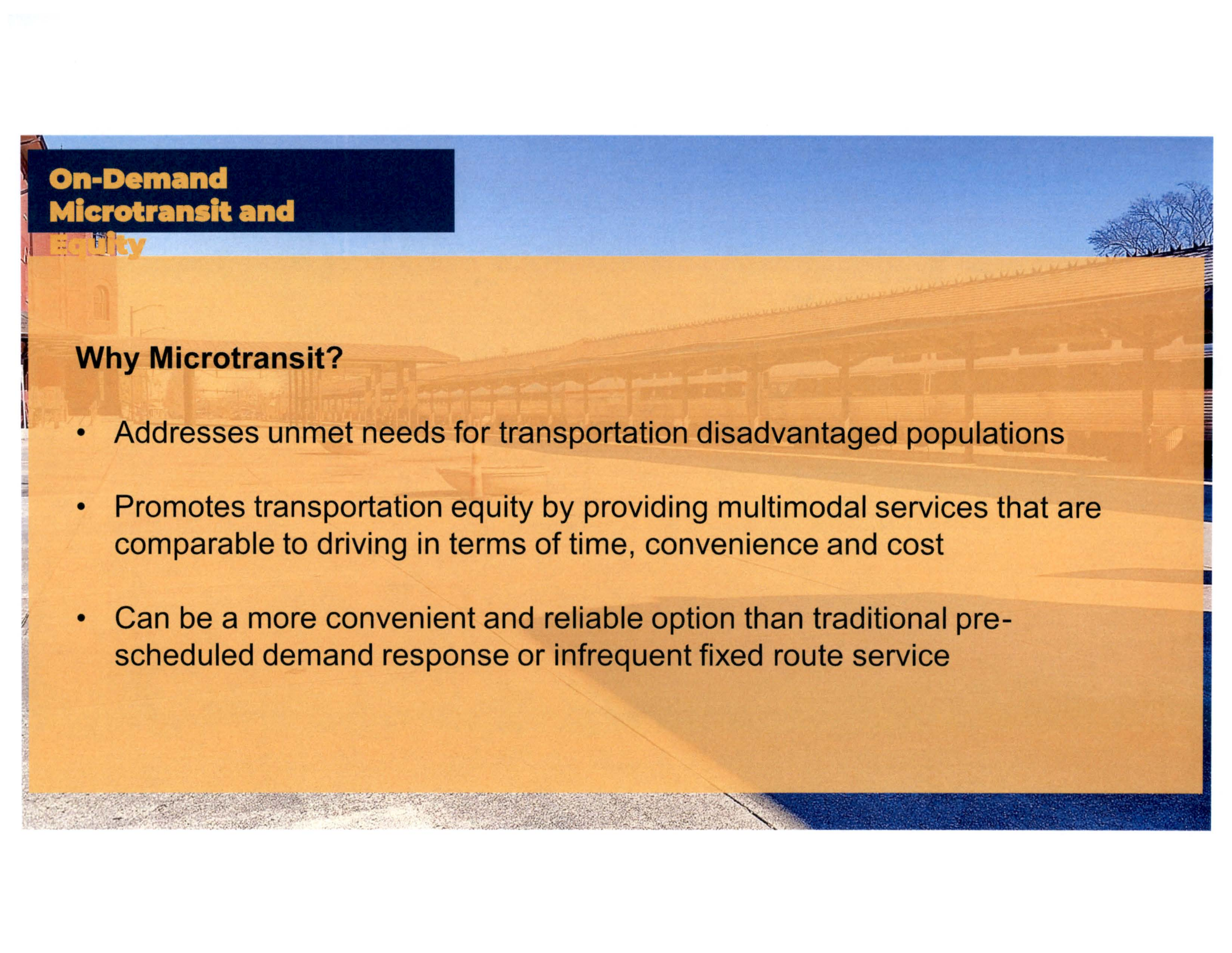
- Existing Conditions
- Service Assessment
- Public Engagement
- Recommendations
- Financial Plan
- Implementation Plan

What is On-Demand Microtransit

A shared, technology-enabled, public transportation system with flexible routing developed based on real-time trip demand and origin-destination patterns.



The ability to use transit for spontaneous trips similar to driving is fundamental to providing equitable mobility.



On-Demand Microtransit and Equity

Why Microtransit?

- Addresses unmet needs for transportation disadvantaged populations
- Promotes transportation equity by providing multimodal services that are comparable to driving in terms of time, convenience and cost
- Can be a more convenient and reliable option than traditional pre-scheduled demand response or infrequent fixed route service

On-Demand Microtransit Overview

Service Element	Public On-Demand Microtransit	Demand Response	Fixed-Route	Transportation Network Companies
Curb to Curb Service	✓	✓		✓
Operates within defined service zone	✓	✓	N/A	
Trips may be shared with other riders	✓	✓	✓	
Trips must be booked	✓	✓		✓
Advanced reservations not required	✓		✓	✓
Booking options for riders without access to internet and/or banking	✓	✓	N/A	
Accessible vehicles mandated	✓	✓	✓	

On-Demand Microtransit Examples in North Carolina



Wilson, NC



Morrisville, NC

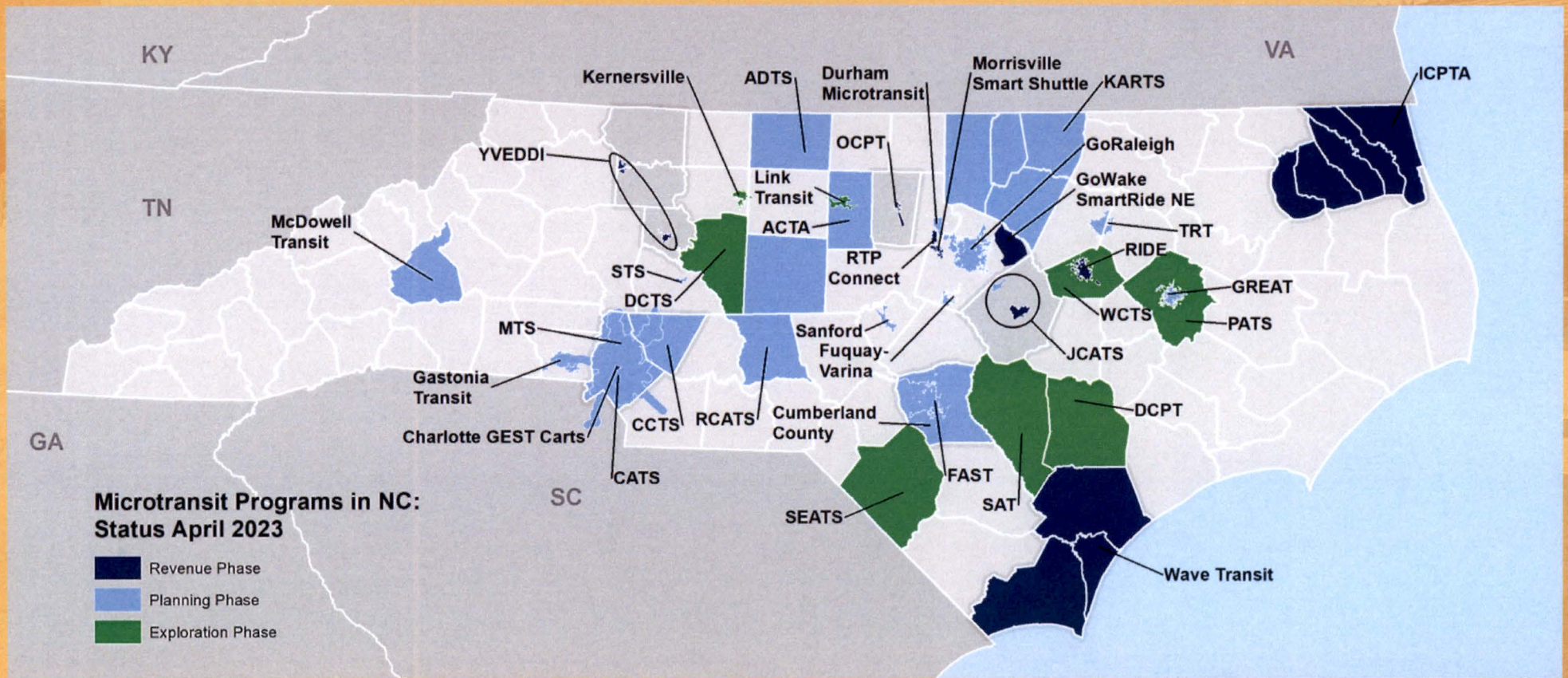


Wilmington, NC

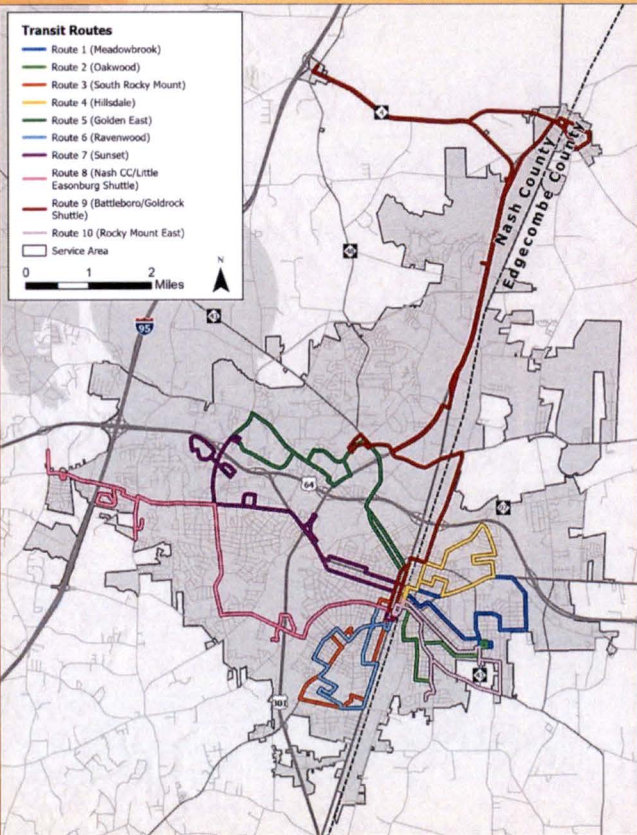


Northeast Wake County, NC

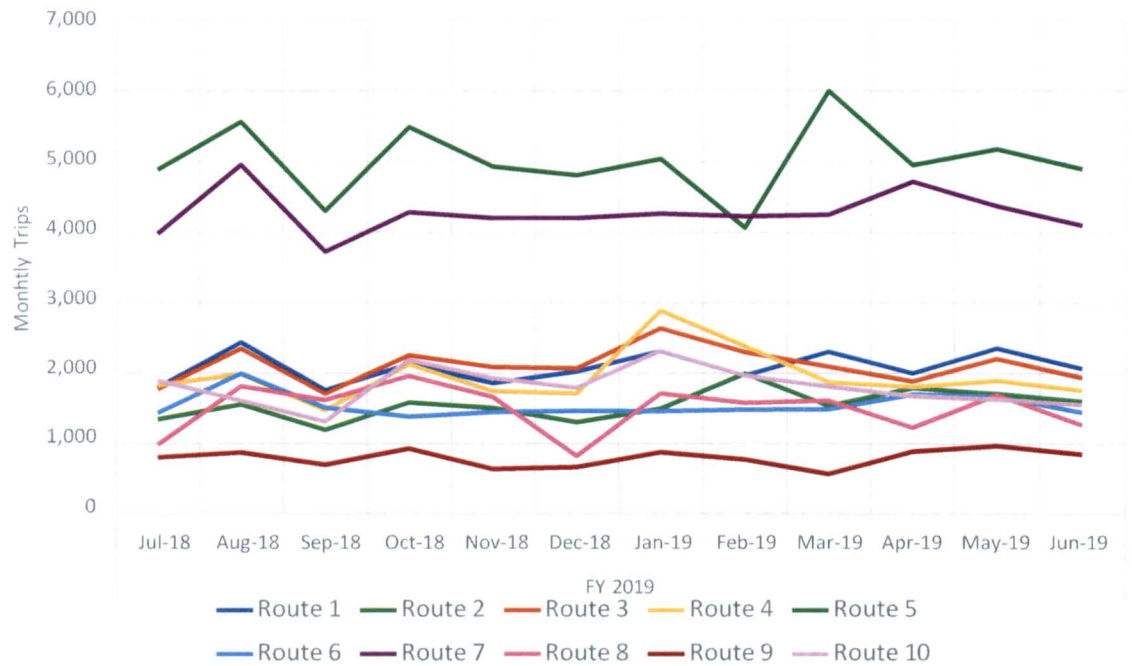
On-Demand Microtransit Examples in North Carolina



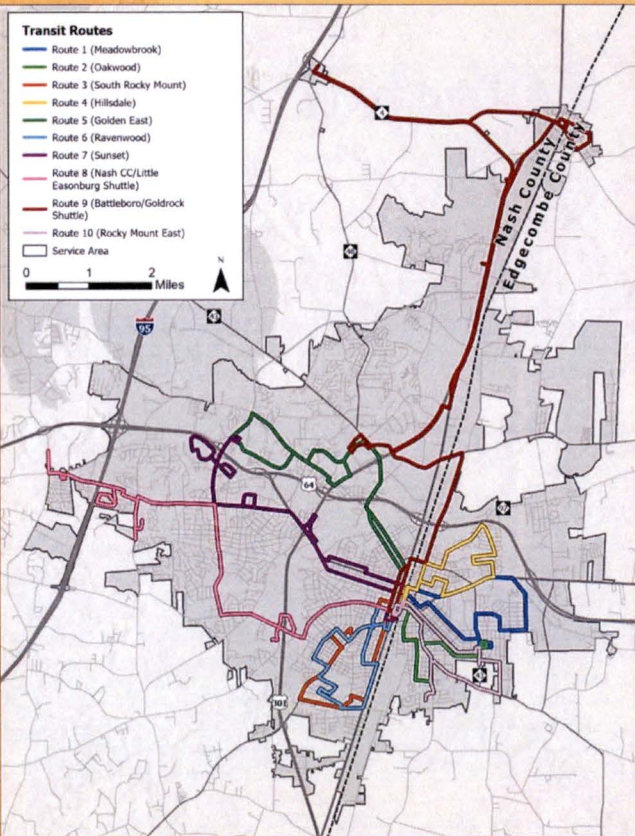
Rocky Mount Existing Conditions



Tar River Transit Fixed Route Ridership by Month (FY 2019)

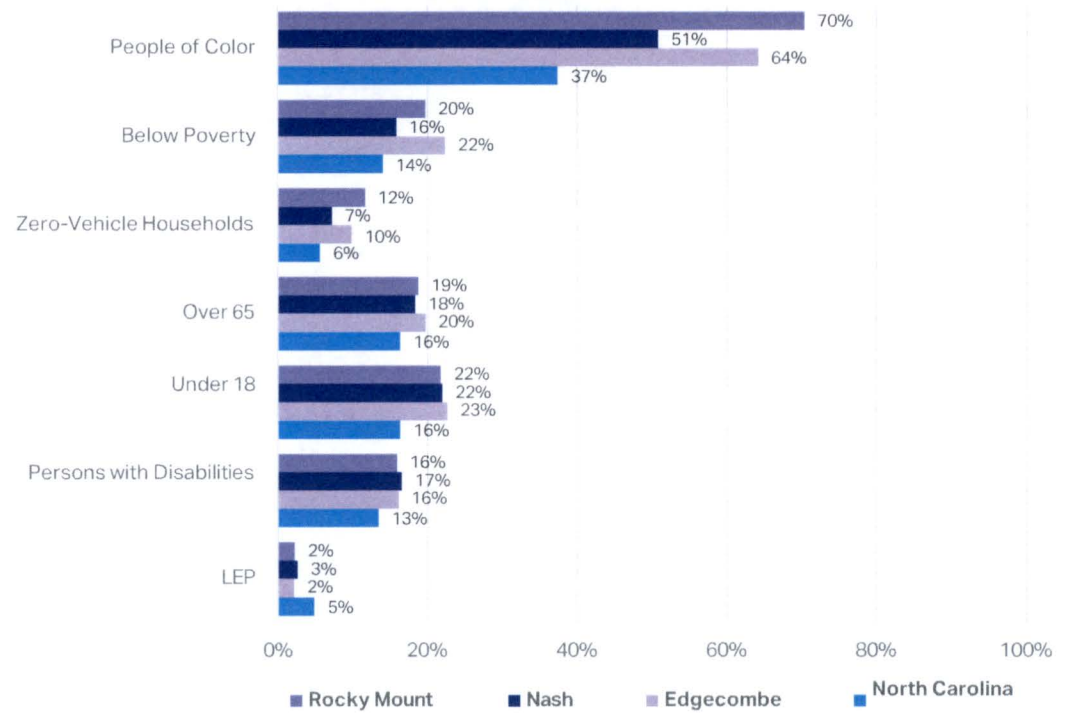
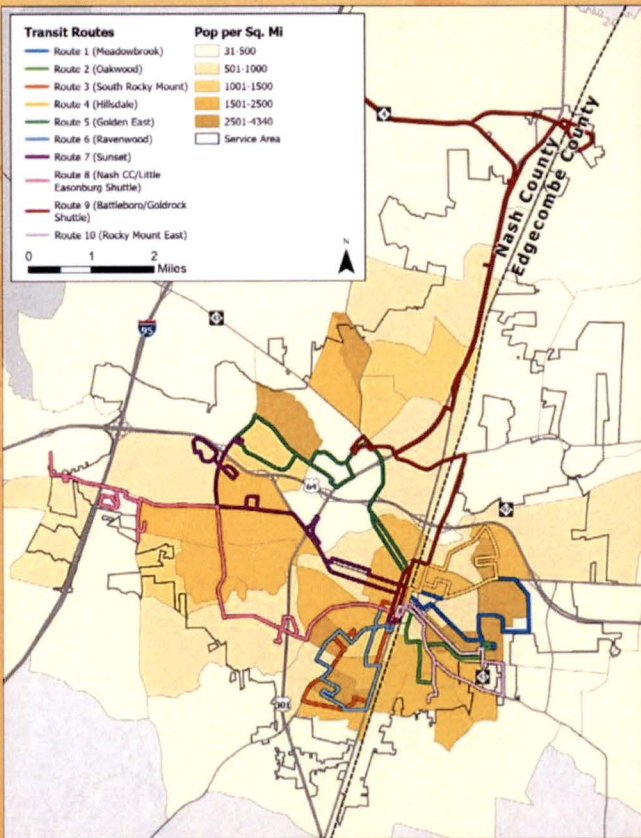


Rocky Mount Existing Conditions



	Annual Riders	Annual Hours	Annual Pax/Hour
1 - Meadowbrook	24,885	1,644	15.14
2 - Oakwood	18,481	1,735	10.65
3 - South Rocky Mount	25,184	1,775	14.19
4 - Hillsdale	23,379	1,644	14.22
5 - Golden East	59,968	3,162	18.97
6 - Ravenwood	18,354	1,761	10.42
7 - Sunset	51,133	3,120	16.39
8 - NCC/Little Easonburg Shuttle	17,839	2,266	7.87
9 - Battlesboro/Goldrock Shuttle	9,439	2,878	3.28
10 - Rocky Mount East	21,573	1,768	12.20
	270,235	21,753	12.42

Tar River Transit Demographics



Key Takeaways Public Engagement

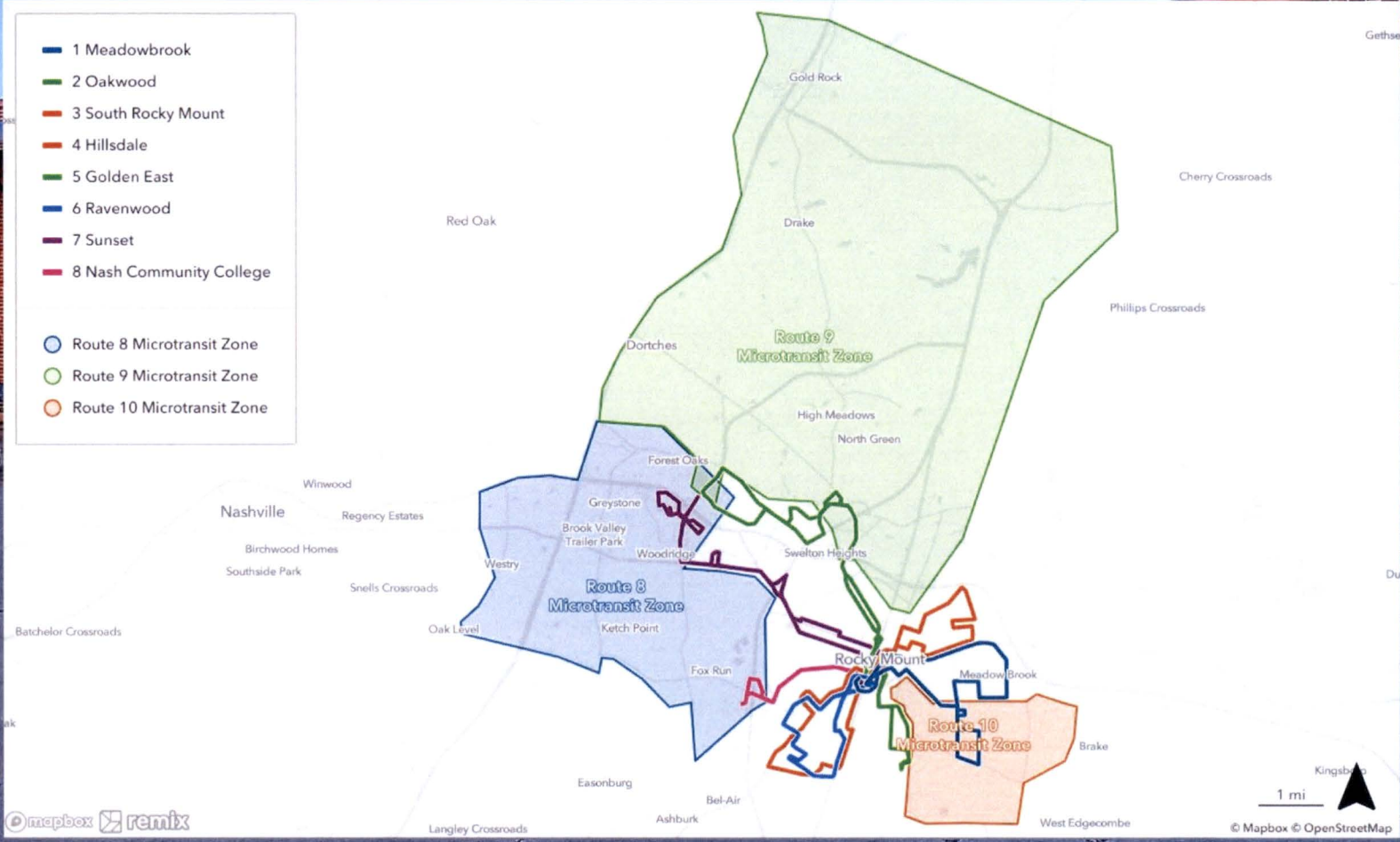
Stakeholder Focus Group

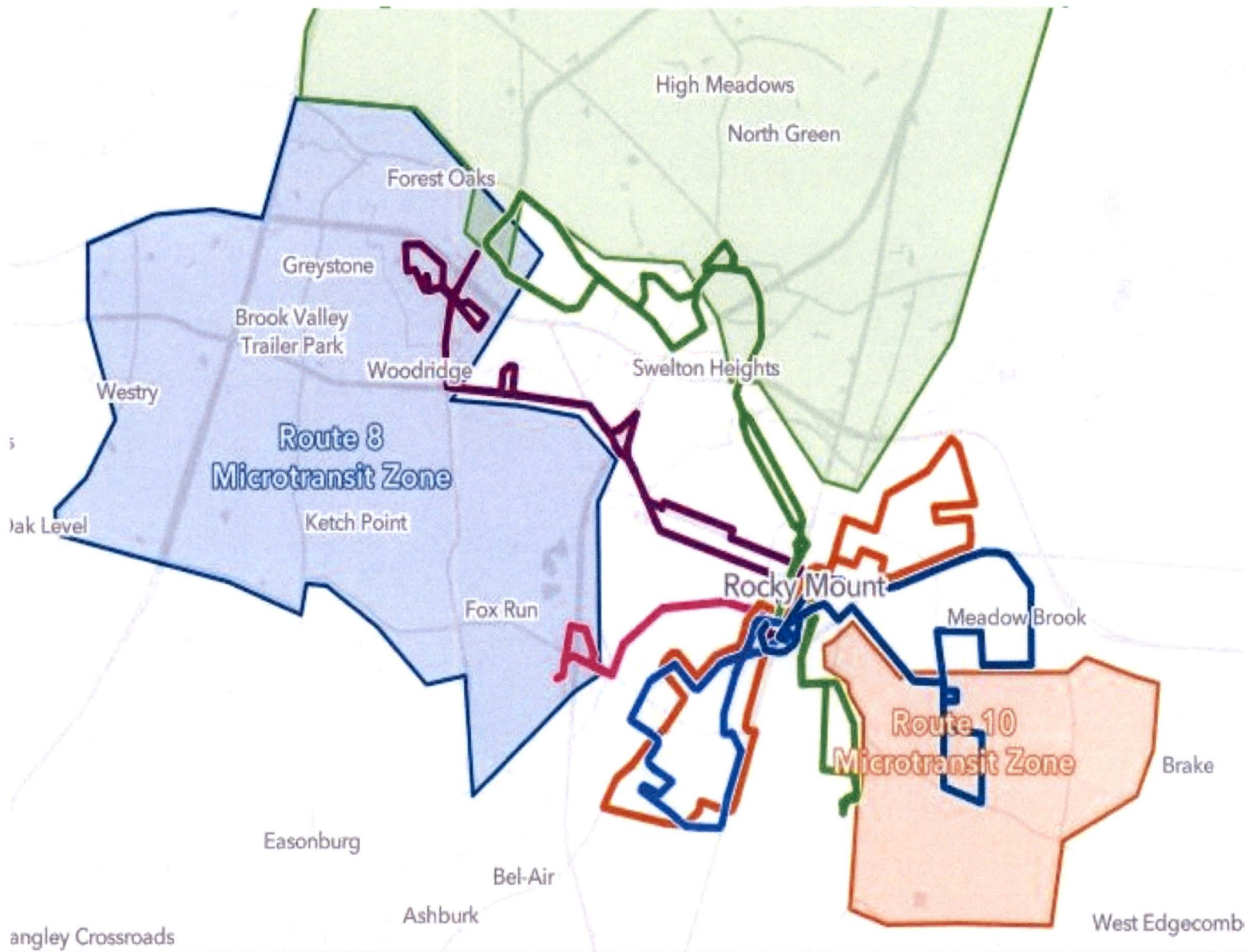
- Insufficient bike/ped infrastructure near transit (especially near Nash Community College)
- TRT is in tune with citizen needs
- The public would benefit from more understandable marketing materials from TR
- Extending service hours/frequency would be helpful to employees and students

Survey

- Want more service on Saturdays/Sundays as well as extended service hours and frequency
- There is a clear interest in microtransit
- A majority of general public respondents commute by car alone
- Riders walk when transit is not available
- “Work” was the primary purpose of riders’ trips on TRT
- “Errands” and “Work” were the primary purpose of the general public’s travel patterns

Service Recommendations





sr ds

- 1 Meadowbrook
 - 2 Oakwood
 - 3 South Rocky Mount
 - 4 Hillsdale
 - 5 Golden East
 - 6 Ravenwood
 - 7 Sunset
 - 8 Nash Community College
-
- Route 8 Microtransit Zone
 - Route 9 Microtransit Zone
 - Route 10 Microtransit Zone

Additional Recommendations

General

- Increase hours of operation (Sunday service)
- Further develop partnerships (NC Wesleyan, Nash Community College, manufacturing plants, major employers) and work towards employer-assisted transit programs
- Implement proposed changes to fixed route service

Microtransit

- Set system start-up date and determine a schedule
- Identify the microtransit model to be implemented and planned level of service (designated pick-up locations, door to door, etc.)
- Negotiate and enter agreement with microtransit service provider

Financial Plan

	Phase	Cost
Year Zero	Current	\$1,734,800
Phase 1	Year 1	\$2,810,916
	Year 2	\$2,867,134
Phase 2	Year 3	\$3,132,261
	Year 4	\$3,194,906
	Year 5	\$3,258,806
Phase 3	Year 6	\$3,459,233
Phase 4	Year 7	\$4,022,297

Next Steps

- Microtransit Implementation
- Fixed-Route Implementation



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ROCKY MOUNT BUS STATION



Thank You!
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Integrated Mobility Division
DEPARTMENT OF TRANSPORTATION



MEMORANDUM



ROCKY MOUNT
POLICE
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To: Keith Rogers, City Manager
Cc:
From: Robert Hassell, Police Chief
Date: 10/23/2023
Re: Presentation of Crime Statistics and Recruitment Incentives

Purpose

The purpose of this memo is to present a summary of the city-wide crime numbers to the Committee of the Whole during the October 23, 2023 meeting.

Discussion

The presentation covers the crime incidents throughout the city currently and compares them to last year during the same time period. The crimes tracked in this presentation are crimes labeled as part 1 crimes in the National Incident Based Reporting System (NIBRS) by the federal government. These crime numbers are tracked by the FBI and shared with the Bureau of Justice Statistics for tracking purposes.

The presentation includes investigation outcomes for the violent crimes and the related arrests. It also includes maps depicting the areas of shots fired, incidences of aggravated assault and murder. The presentation also highlights the efforts and successes of the police department to combat the violent crime occurring in the city.

In addition, an update on the department's recruitment and retention efforts that have been effective in both attracting new and retaining current officers, significantly reducing vacancies.

Requested Action

None



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3rd Quarter 2023 - Crime Report

*Data: July 1st - September 30th

October 23, 2023

Robert Hassell, Chief of Police





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3rd Quarter Crime Report

VIOLENT CRIMES YEAR TO DATE

2023

322

Violent Crime:

- Murder/Homicide
- Rape
- Robbery
- Aggravated assault

2023
Q2 VS Q3
CRIMES TOTALS

OVERALL

↑ 24%

VIOLENT CRIME

↓ 4%

PROPERTY CRIMES

↑ 31%

PROPERTY CRIMES 2023 YEAR TO DATE

- Breaking & Entering
- Larceny
- Motor vehicle theft
- Arson

1,333

VIOLENT CRIME FACTORS 2023 Q2 vs Q3

Shooting into vehicle/building ↓ 27%

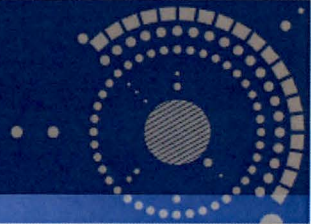
Aggravated Assault ↑ 21%

Individual Robbery ↓ 47%



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3rd Quarter Crime Report



Crimes Comparison Chart

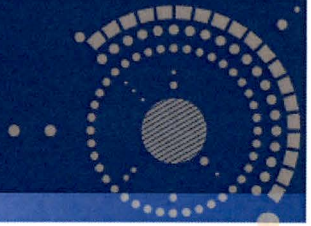
NIBRS Part 1 Comparison										
CRIMES	Q1 2023	Q2 2023	Q3 2023	+/-	% Change	Q1+Q2+Q3 2022	Q1+Q2+Q3 2023	+/-	% Change	
Murder	5	2	2	0	0%	20	9	-11	-55%	
Rape	1	3	1	-2	-67%	5	5	0	0%	
Com Robbery	5	6	9	3	50%	13	20	7	54%	
Ind Robbery	15	19	10	-9	-47%	32	44	12	38%	
Agg Assault	47	52	63	11	21%	154	162	8	5%	
Agg Assault-Shoot Occ	37	26	19	-7	-27%	124	82	-42	-34%	
Violent	110	108	104	-4	-4%	348	322	-26	-7%	
Commercial B&E	28	17	23	6	35%	46	68	22	48%	
Residential B&E	35	58	56	-2	-3%	160	149	-11	-7%	
Non Residential B&E	6	6	20	14	233%	29	32	3	10%	
Larceny	276	278	399	121	44%	748	953	205	27%	
MV Theft	41	47	37	-10	-21%	90	125	35	39%	
Arson	2	3	1	-2	-67%	9	6	-3	-33%	
Property	388	409	536	127	31%	1082	1333	251	23%	
Total	498	517	640	123	24%	1430	1655	225	16%	



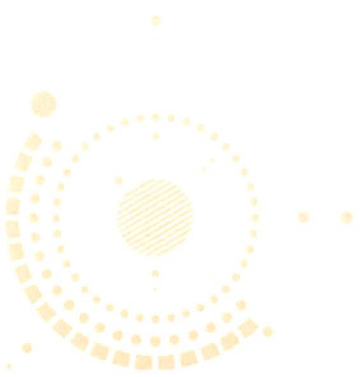
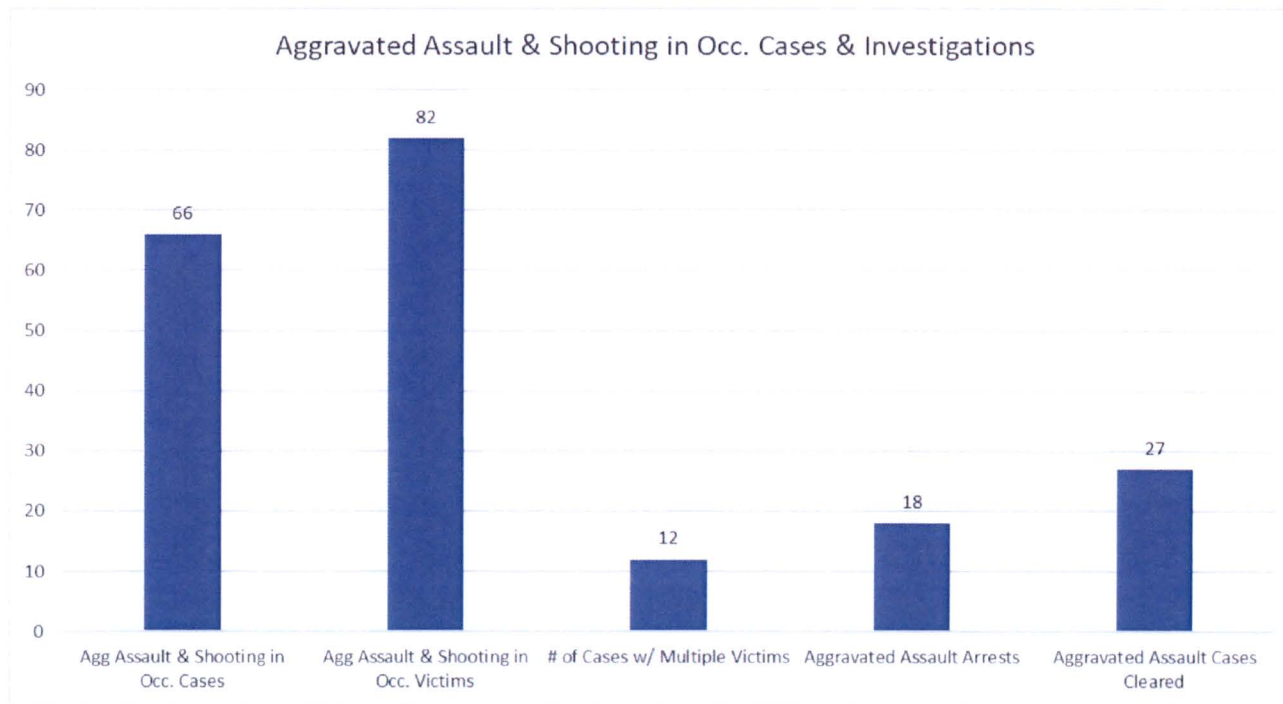


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3rd Quarter Crime Report



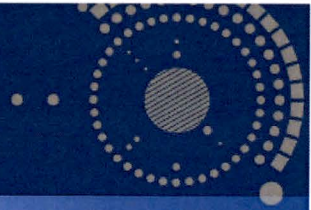
Aggravated Assault & Shooting in Occ. Cases & Investigations





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3rd Quarter Crime Report



Shots Fired/Heard, Shell Casings, & Firearms Throughout the City

3rd Quarter

Shots Fired/Heard	Incidents w/ Shell Casings	# of Shell Casings	# of Firearms Seized	Weapon Violation Arrests
241	96	886	127	17

Year-To-Date

Shots Fired/ Heard	Incidents w/ Shell Casings	# of Shell Casings	# of Firearms Seized	Weapon Violation Arrests
658	257	2245	360	49

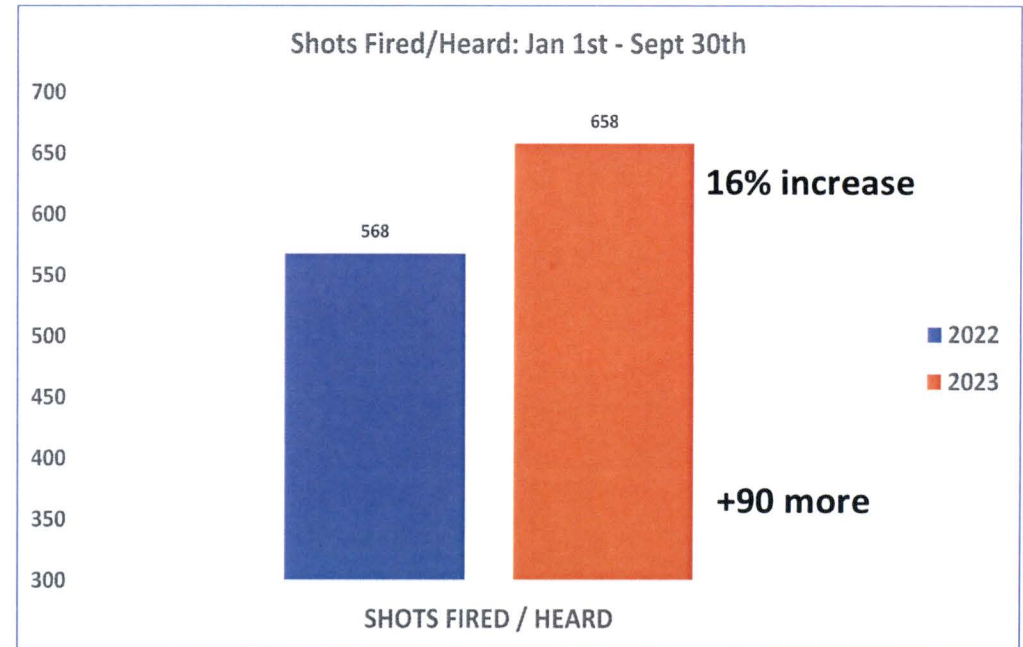
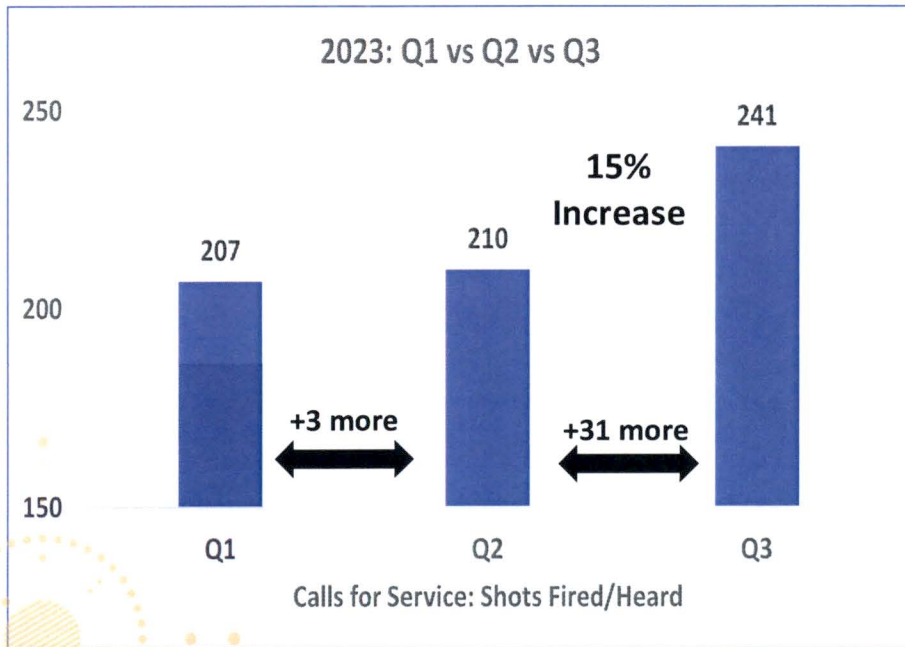


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3rd Quarter Crime Report



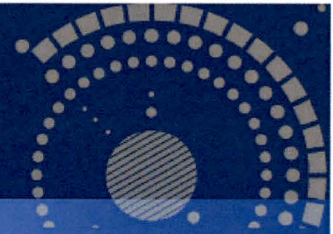
Shots Fired Heard Comparison Chart





ROCKY MOUNT
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3rd Quarter Crime Report



3rd Quarter Police Stats

26,146



Calls for
Service

408



On-View
Arrests
& Warrant
Service

532



Traffic
Accidents

\$2,398,266



Accident
Property
Damage

1,866



Traffic Stops

855



Citations
Issued

1,462



Warnings
Issued

77,582

1,328

1,702

\$7,724,718

5,741

2,438

4,626

Year-to-Date Police Stats

6 | 3rd Quarter 2023 Crime Report | Robert Hassell | 10/23/2023



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3rd Quarter Crime Report

Violent Crime, Gang & Arrest Team



WARRANTS
SERVED → 74

CITATIONS
ISSUED → 15

CALLS FOR SERVICE: 818

CFS – PRIMARY: 359

Search Warrants

7

CONTRABAND
SEIZED

- Weapons 27
- Marijuana 826.7 grams
- Cocaine/Heroin 76.6 grams

GANG VALIDATIONS

14

Intelligence & Retaliation
Reports

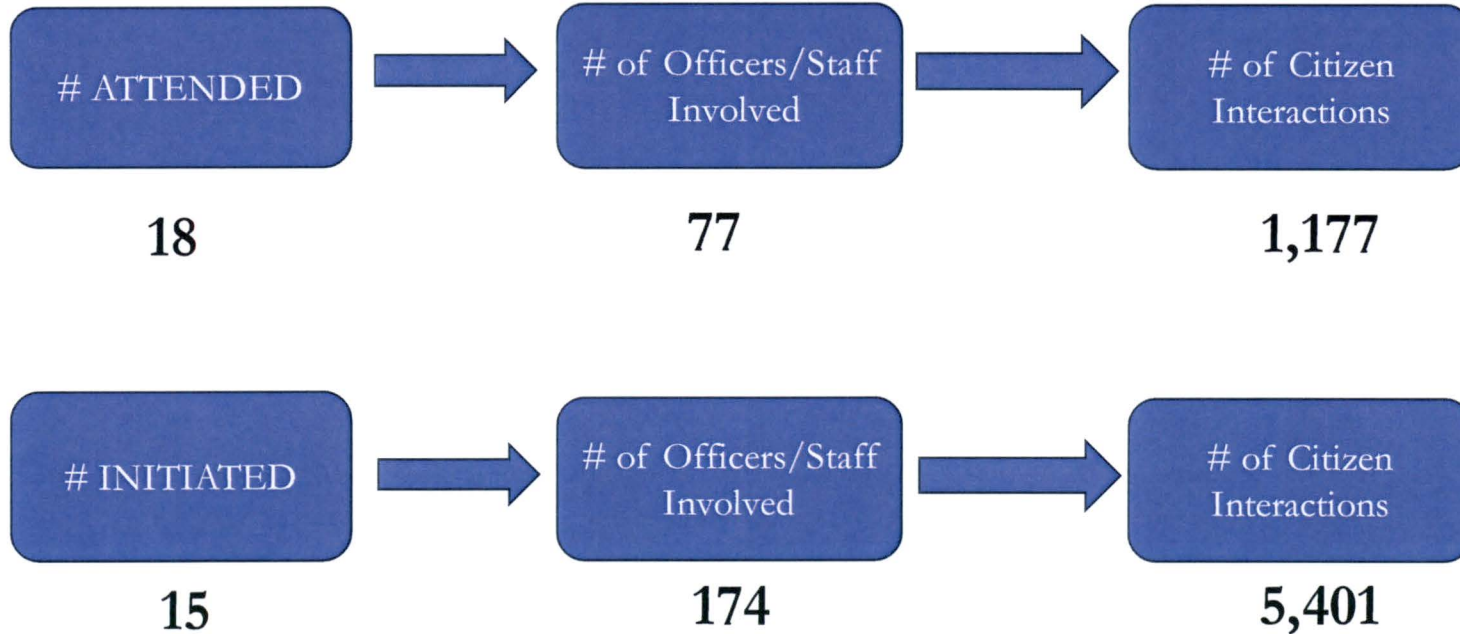
5



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3rd Quarter Crime Report

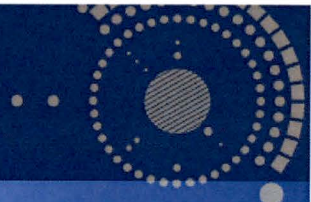
Community Involvement





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3rd Quarter Crime Report



Virtual Call Center

Virtual CFS



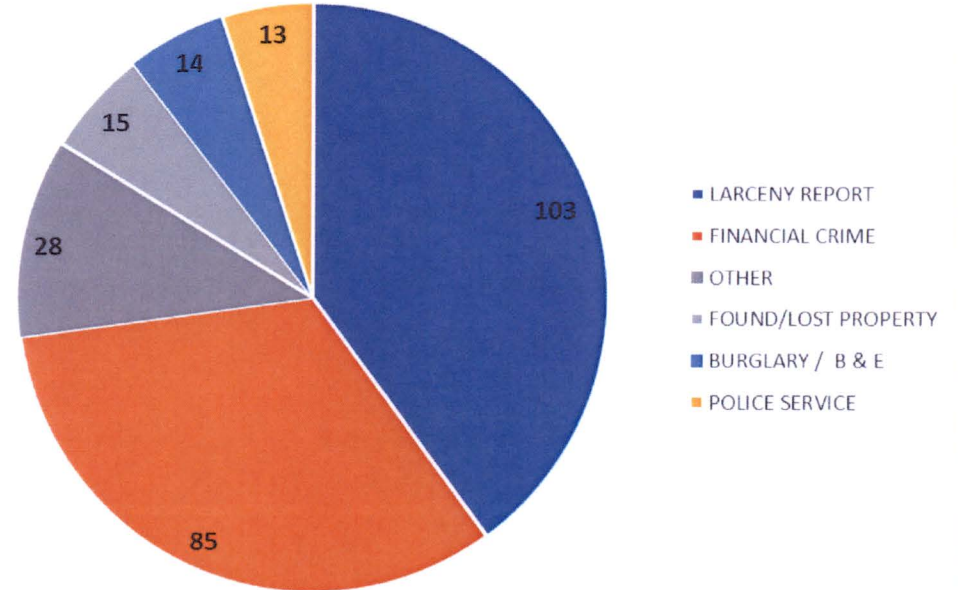
258

Virtual
CFS/Reports



186

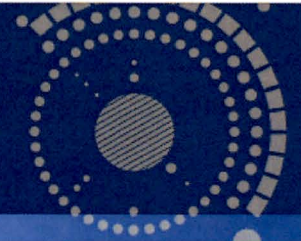
Hours Saved from
Patrol





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3rd Quarter Crime Report



Community Involvement

- Lil Raleigh Day
- Happy Hill Community Day
- Coffee w/a Cop
- Cookies 'n Milk
- Cones & Cops
- Pack-a-Patrol Car
- Firearm Lock Giveaway
- Summer Night Lights
- Back to School Community Bash
- Bookbag Giveaway
- Community Day (In His Way Ministry)
- Rock the Mount
- Touch a Trunk
- Coffee, Conversations, & Cops
- Sleep in Heavenly Peace (2x)
- PAL Bowling (3x)
- Community Meetings (8)
- National Night Out





ROCKY MOUNT
POLICE

Recruitment & Retention

Recruitment Efforts

- Job Fairs
- Internships
- Social Media
- Community Outreach
- Team Approach
- News Coverage
- Hiring bonuses (police & E911)
- Recruitment incentive
- Streamlined processes
- Lateral entry
- Recruitment video
- Increased salary





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POLICE

Recruitment & Retention

Retention Efforts

- Appearance policy revisions
- Career development ladders
- Incentive pay for specialized positions
- Recruitment incentive
- Mental health & wellness app
- Night deferral
- New uniform & exterior vest carrier
- New technology
- Additional support staff





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Recruitment & Retention

Our Results

January

- 52 vacancies
- Negative Hiring numbers 2+ Years



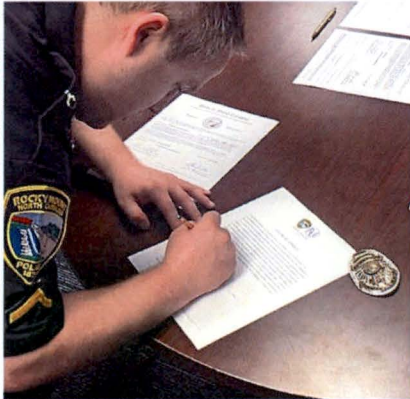
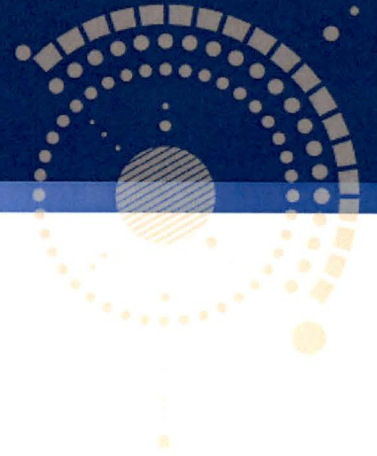
October

- 15 vacancies
- 13 In BLET
- Positive Hiring Numbers for current YTD



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Recruitment & Retention



Questions