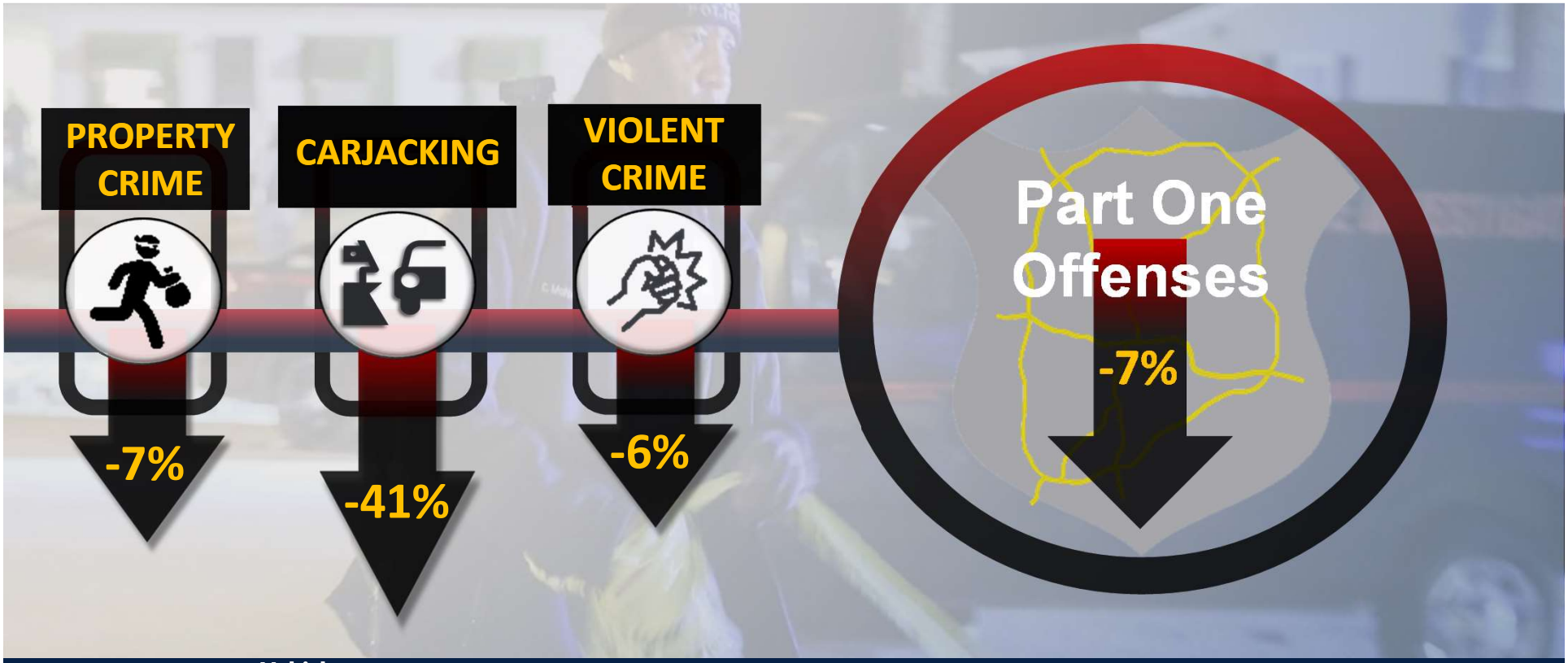
Q1 PRESENTATION

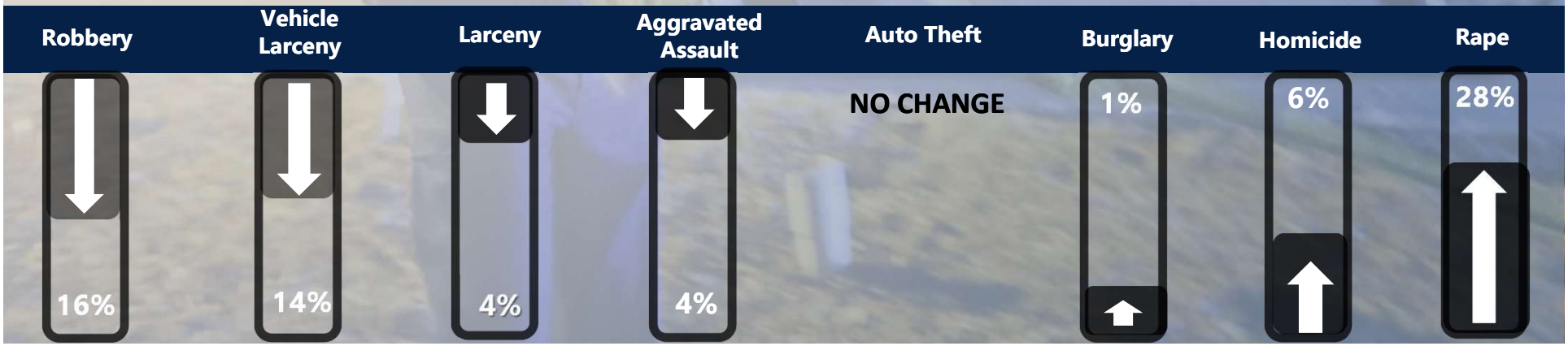
PUBLIC SAFETY COMMITTEE

March 12, 2019

Erika Shields
Chief of Police

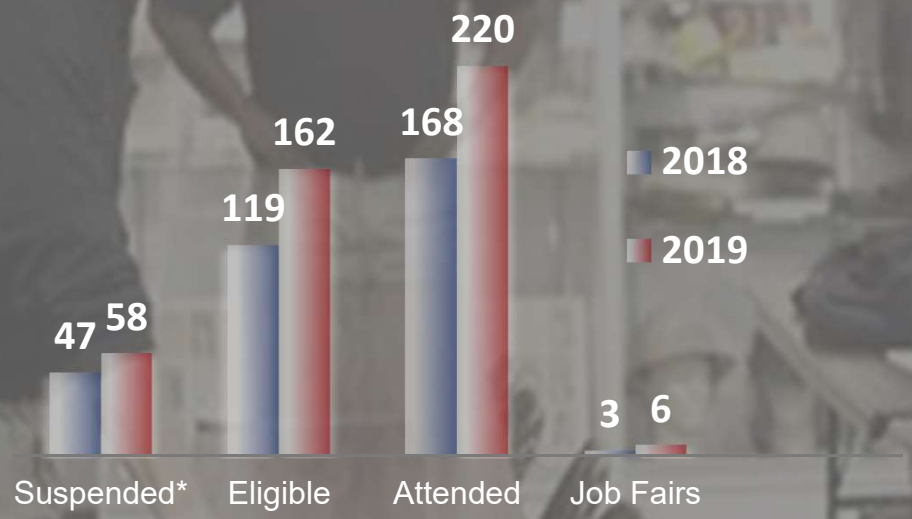
2019 CRIME DATA



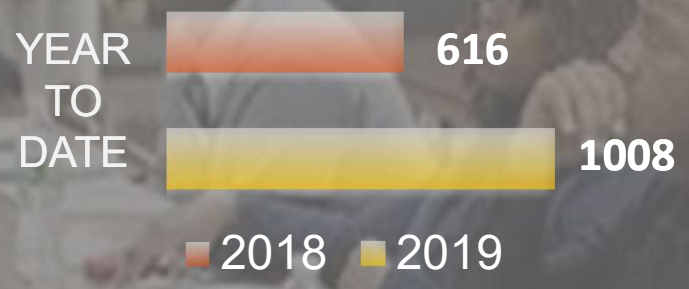


Background & Recruitment Update

Recruiting Event Participation



Applications in Taleo



Upcoming Job Fairs / Recruiting Events

Tuesday, March 19, 2019	Police Headquarters
Thursday, March 28, 2019	Police Headquarters
Thursday, April 4, 2019	Police Headquarters
Friday, April 12-14, 2019	NYC, New York
Tuesday, April 23, 2019	Police Headquarters
TBD, June, 2019	Miami, Florida

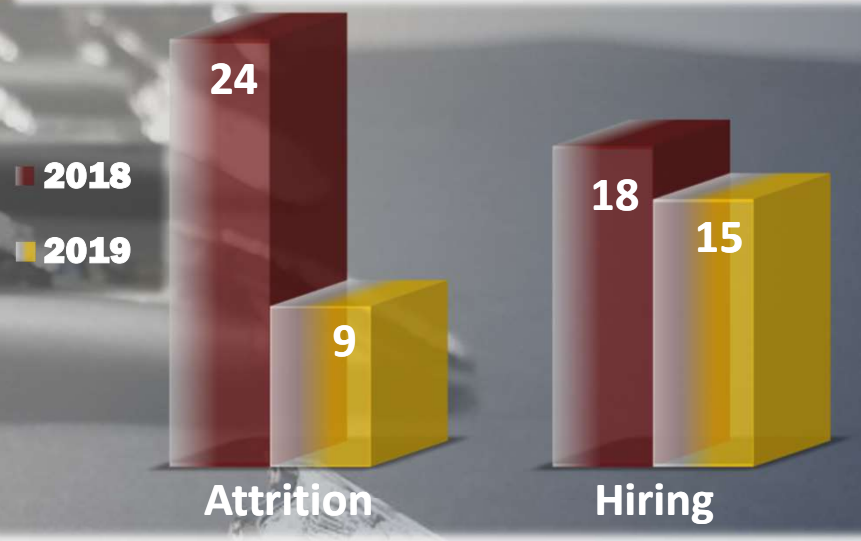
Background & Recruitment
Update

Staffing Levels

Recruits Hired = 15 in 2019 vs 18 in 2018 YTD

*11 candidates scheduled to onboard over the next six weeks

Staffing Metrics



Advertising

Digital Billboards through
Clear Channel Communications

Join APD!

40 Billboards in Metro Atlanta.

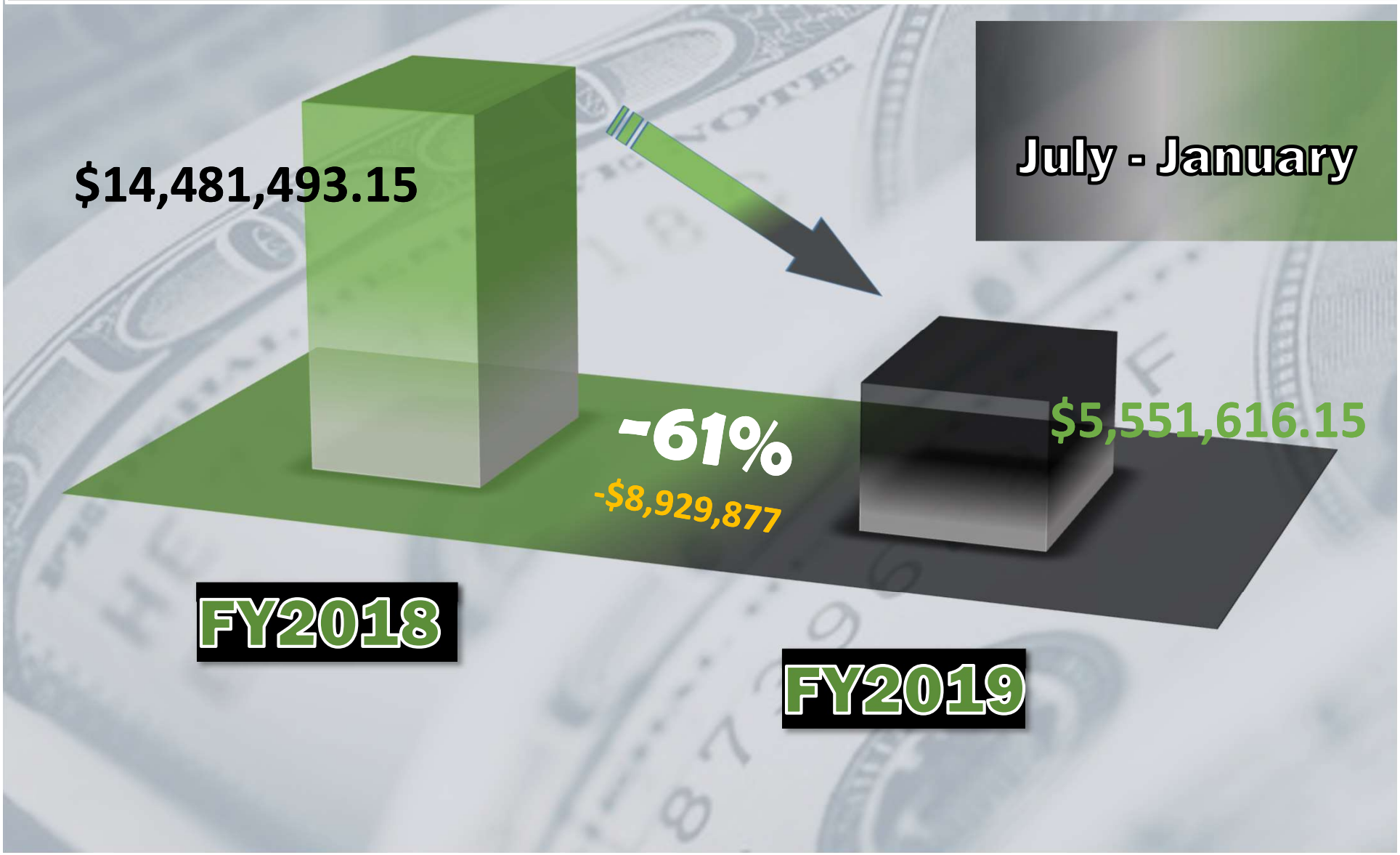
Advertising is Active February 5th – April 30th

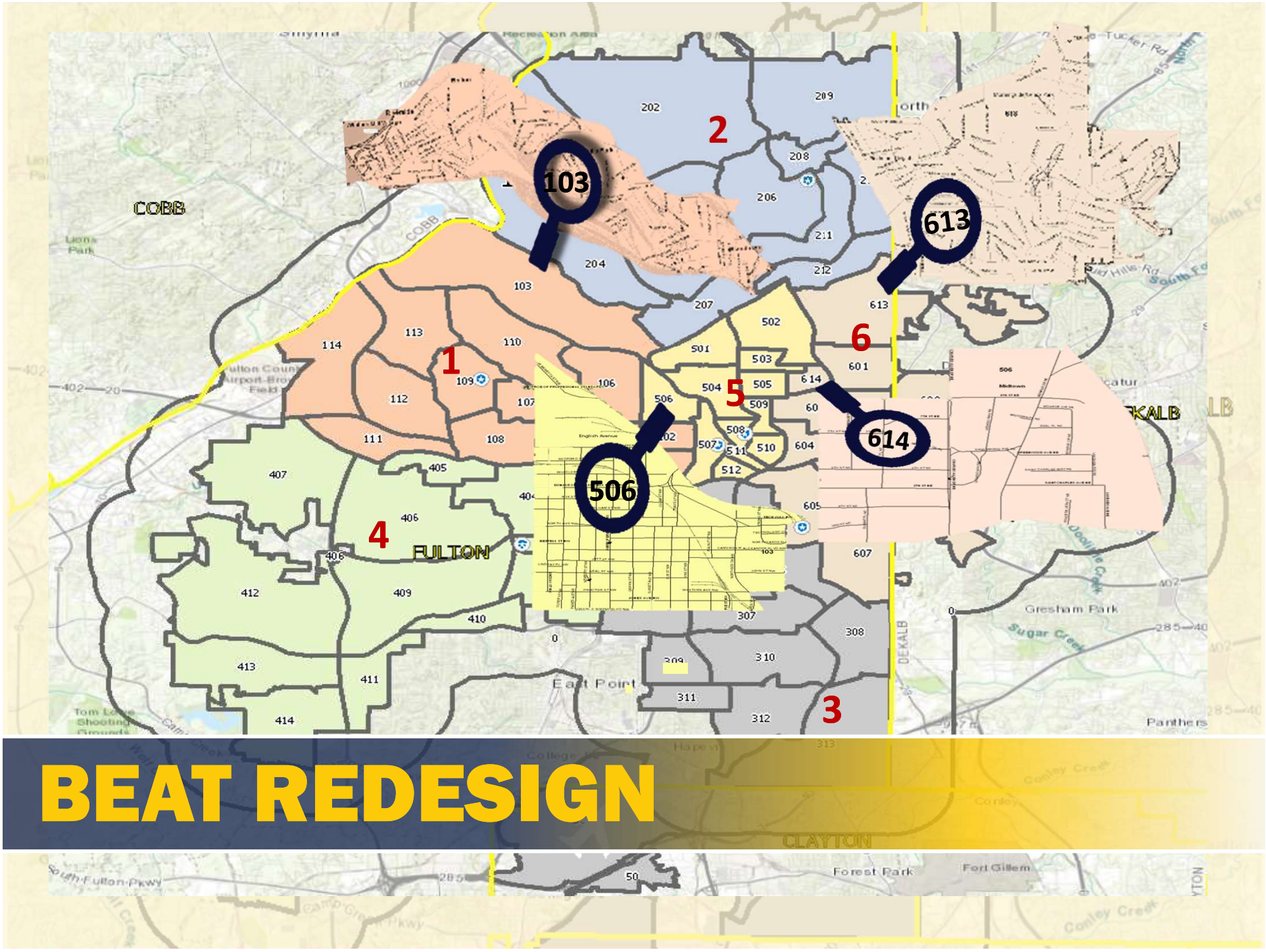
Audience Targeted Marketing through
iHeartMedia
Mobile & desktop displays

iHeart

Targeted Areas
Georgia
New York
New Jersey
Florida

OVERTIME REDUCTION





BEAT REDESIGN