



# NORCROSS POLICE

**2024 ANNUAL REVIEW**

BILL GROGAN • CHIEF OF POLICE

# MISSION STATEMENT

The mission of the Norcross Police Department is to safeguard life and property, preserve the peace, prevent and detect crime, enforce the law, and protect the rights of all citizens. We are committed to working in partnership with the community to provide service with integrity and to always seek justice.

## MESSAGE FROM THE CHIEF



In 2024, crime decreased another 21.6% throughout the City from 2023. Remarkably, crime decreased almost exactly the same 21.6% from the prior year 2022. The volume of calls for service last year increased by over 23%, and the number of traffic stops increased

over 54%. Both increases are due to the ability to fill vacant positions in the traffic unit and on our crime suppression team that focuses on hotel crime. Those two areas alone are responsible for the continued decline in criminal activity here in the City as well as maintaining a low number of vehicle crashes. Our 52 sworn officers, 20 civilian staff, and 2 contracted mental health professionals remain committed to our core values of service, integrity and respect. We serve one of the most diverse communities in the nation.

In a concerted effort to be transparent with the community, we strive for excellence in providing all of the requirements necessary from a full service modern police department. We are committed to meeting and maintaining the highest standards of police professionalism, and we understand the value of providing a superior level of customer service to those who live, visit and work in our fine city.

## STAY CONNECTED! NORCROSS POLICE



Non-Emergency:  
770.448.2111



Emergency: DIAL 911



Receive City Alerts:  
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[facebook.com/norcrosspd](https://facebook.com/norcrosspd)



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@NorcrossPD

# 2024 NOTABLE CASES

**January:** Theft in Progress – Officers were dispatched to a theft in progress of catalytic converters on Buford Hwy. Upon arrival, officers were able to observe 3 individuals fleeing the scene headed north from the incident location. Gwinnett County Police K9 Unit was called to assist with tracking. Using traffic cameras and the FLOCK license plate reader system, a suspect vehicle was confirmed, and a total of 4 suspects were detained and charged.

**March:** Theft by Deception – A business advised they received several chargeback notices for fraudulent orders. The customer had already picked up the orders, but the payment was later disputed. Upon investigation, the suspect was identified, arrested, and charged with felony theft by deception, identity fraud, and financial transaction card fraud.

**May:** Discharge of Firearms – Norcross Police responded to a neighborhood in reference to a firearm discharge call. Witnesses advised that two individuals who fired 12-15 shots entered a Black Audi and left the area. Videos and photos were captured during this incident. After a full investigation, two juveniles were charged with possession of a firearm under 21 and discharge of a firearm near a public roadway.

**February:** Felony Murder – Officers were dispatched to a person shot at warehouse complex. With the help of Gwinnett County K9 Units and Gwinnett County Air 1, Norcross officers and CID were able to set up a perimeter in the area. Information was gathered on the suspect's location and officers were able to locate him at a QuikTrip in unincorporated Norcross. The suspect was taken back to the Norcross Police Department for an interview and was later charged with felony murder and possession of a firearm during a crime.

**April:** Road Rage Incident – A victim called requesting police assistance regarding an assault with a firearm that occurred in the area of Peachtree Industrial Blvd. Bullet holes were observed on the side of the victim's vehicle and officers were able to find a witness who corroborate the victim's story. After a full investigation, one male subject was apprehended and criminally charged.

**June:** Felony Murder – Norcross Police responded to an apartment complex in reference to a vehicle accident involving a driver with a serious head injury. Upon arrival, officers located a 16-year-old driver suffering from a gunshot wound. The victim was transported to the hospital where he succumbed to his injuries. It was discovered that the victim had been shot during an attempted armed robbery. Three juvenile suspects were identified, taken into custody, and charged with numerous serious charges.

# 2024 NOTABLE CASES

**July:** Vehicle Theft - The victim explained that he was previously arrested and spent some time in jail. Upon his release, he discovered his vehicle was gone and unbeknownst to him - sold. When he obtained a new phone, he logged in and discovered the person who stole his car had also used the tablet in his car. He was able to track a lot of the suspect's activities when they were in possession of his car and tablet. Three individuals were arrested for the theft and sale of the vehicle.

**September:** Armed Robbery- A victim explained that a masked individual had approached the counter and presented a gun in his waistband, stole merchandise, and fled the scene. The suspect and incident described matched a previous robbery which had occurred down the street at another gas station within the jurisdiction of Gwinnett County. The suspect was ultimately identified and arrested once his getaway vehicle was identified and the clothes worn in the robbery were recovered.

**November:** Fraud -Patrol took a fraud report from a complainant in Africa. The victim said he believed an old roommate from Norcross had somehow gained access to his business account and had used it to make approximately \$54000 worth of personal purchases. CID investigated the purchases and developed overwhelming evidence against the suspect based on a multitude of transactions, to include a down payment on a new car. The suspect was detained and arrested in November.

**August:** Commercial Burglary- Officers arrived and initiated a foot chase with a suspect who managed to escape. CID began to investigate and noticed that a suspect vehicle from a prior burglary in January had been in the area during this burglary as well. The suspect in that case had been charged, arrested, and bonded from that burglary. Additional footage showing the suspect's face was recovered and the suspect was charged with burglarizing the business for a second time in the same year.

**October:** Sexual Assault - CID stayed on top of this case despite the victim repeatedly delaying the forensic interview and was able to identify and charge the suspect with one felony and one misdemeanor. Detectives know that victims in these cases can be traumatized and sometimes unwilling to cooperate, CID accounted for this through patience and persistence, allowing this case to be successfully closed.

**December:** Embezzlement - A citizen walked into the Norcross Police Department regarding a theft that occurred at a business park in Norcross. The complainant/owner advised that upon reviewing the company's payroll history, he discovered that a former employee paid himself a quarter million dollars over his normal pay. After a full investigation, one felony warrant for theft by conversion was obtained for the suspect.

# INTERNAL AFFAIRS / COMPLAINTS

Internal Affairs	2021	2022	2023	2024
Sustained	1	1	1	1
Not Sustained	0	0	0	0
Unfounded	1	1	0	0
Exonerated	0	0	0	0
<b>TOTAL</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>

Complaints	2021	2022	2023	2024
Sustained	3	2	3	0
Not Sustained	4	1	2	2
Unfounded	13	18	14	10
Exonerated	5	5	2	9
Misconduct/ Other	1	1	0	0
<b>TOTAL</b>	<b>26</b>	<b>27</b>	<b>21</b>	<b>21</b>

The Norcross Police Department estimates we have contact with over a half a million people per year during the various services we provide. We are proud of the professionalism shown in the minimal number of complaints we receive each year.

## TRAINING

Total Training Hours: 5,681 hours, an average 82 hours per employee.

## VALUES STATEMENT

To demonstrate our commitment to our profession and to the public, we, the members of the Norcross Police Department, subscribe to the following values:

### SERVICE

We are committed to providing law enforcement services at the highest professional level and treating all parties with dignity and respect.

### INTEGRITY

We are dedicated to maintaining the highest moral standards by embracing the principles of honesty and trust.

### JUSTICE

We are devoted to justice by performing our duties fairly and impartially, without favor or ill will.

# ACCREDITATION & CERTIFICATION

# YEARLY OBJECTIVES



## AGENCY ACCREDITATION

The Norcross Police Department has been accredited since 1997. In 2019 the agency received its 8th CALEA reaccreditation. The purpose of CALEA's Accreditation Program is to improve the delivery of public safety services, primarily by maintaining a body of standards, developed by public safety practitioners, covering a wide range of up-to-date public safety initiatives; establishing and administering an accreditation process; and recognizing professional excellence. Norcross' Year 3 Compliance Service Member (CSM) Review was successfully conducted remotely in March 2024. During this review, it was brought to our attention that one of our police department policies needed to be changed - this issue was resolved to reflect standard compliance. In October 2024, our police department hosted a Captain from the Blacksburg Police Department in Virginia and she assisted us in having a successful CALEA on-site assessment. Our agency will be receiving an award in March 2025 at the National CALEA conference in California.



## STATE CERTIFICATION

The Norcross Police Department was once again awarded State Certification in 2023. Certification is a progressive and time-proven way of helping law enforcement agencies calculate and improve their overall performances. The foundation of certification lies in the promulgation of standards containing a clear statement of professional objectives. Norcross' completed on-site September 2023 with no issues. We have received our wall plaque and have now moved to a 4-year cycle to match our CALEA cycle. The next on-site will be September 2027.



## EXCELLENCE IN POLICING

The Norcross Police Department has implemented this new certifying body as of June 2024. Excellence in Policing (EIP) will be a continuing cycle of 3 years. We are at the end of finalizing our proofs for this certification and a representative with EIP will reviewing our standards for compliance. After this review, the Norcross Police Department will satisfy this certification process for the next 2 years.

## 2024 ACCOMPLISHMENTS

- Completed our tenth (10th) CALEA Accreditation in October 2024 with no major issues identified by assessors.
- We filled 3 of 4 positions on the Crime Suppression Team. That is the most staffing we have had on the unit since inception.
- Traffic Unit conducted over 1200 operations throughout the year targeting accident-causing violations at higher accident locations. This enforcement, and school zone speed cameras, are what keeps our vehicle crash numbers low.
- We trained 14 officers in A.L.E.R.R.T. Terrorism Response Tactics Active Shooter last year.

## 2025 GOALS

- All sworn officers and dispatch personnel will participate in a comprehensive large-scale active shooter exercise within the city limits.
- Complete two Citizen's Police Academies, English and Spanish.
- Fill and train a full-time DUI enforcement officer.
- Fully active FUSUS, to include all city-owned cameras and at least 5 hotels.

## TRAFFIC & ARREST STATISTICS

In 2024, the Norcross Police Department conducted 17,625 traffic stops, worked 1,235 vehicle accidents, issued 14,785 citations, 11,680 warnings, and made 1,433 arrests.

# STATISTICS COMPARISON / 2021-2023

	2021	2022	2023	2024
Population (Estimated)	17,209	17,209	17,209	17,209
Calls For Service	32,018	36,139	37,517	49,275
Case Reports	4,378	4,712	4,254	4,241
<b>Murder</b>	1	2	1	2
<b>Rape</b>	4	9	10	8
<b>Robbery (all)</b>	10	19	15	12
<b>Aggravated Assault (all)</b>	45	49	26	22
<b>Burglary</b>				
Residential	15	25	16	15
Commercial	45	41	51	33
<b>Thefts</b>	240	269	253	215
<b>Entering Autos</b>	116	119	110	97
<b>MV Theft</b>	32	55	24	23
<b>Vehicle Accidents</b>	1,470	1,378	1,246	1,235
<b>Arrests</b>	1,384	1,714	1,370	1,433

# MAJOR CRIMES (PART 1)

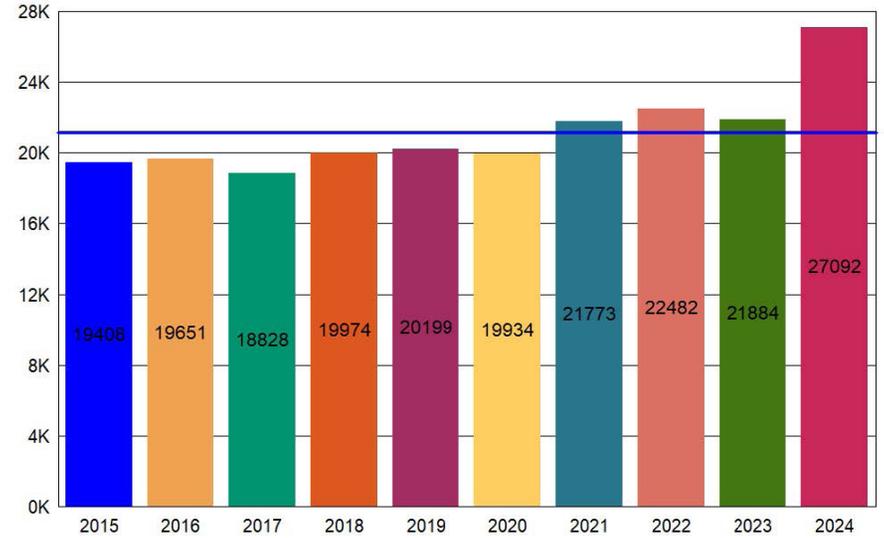
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	Average
<b>Murder</b>	2	1	2	1	3	2	1	2	0	1	1.5
<b>Rape</b>	8	10	9	4	7	8	6	5	8	2	6.7
<b>Robbery</b>	12	15	19	10	27	18	22	14	28	26	19.1
<b>Aggravated Assault</b>	22	26	49	45	52	28	25	35	31	24	33.7
<b>Burglary</b>	48	67	66	60	55	74	83	125	112	135	82.5
<b>Larceny/Theft</b>	215	253	332	240	254	314	290	288	309	355	285.0
<b>Motor Vehicle Theft*</b> <small>*Combined with Larceny/Theft in old RMS software</small>	23	24	55	32	36	24					32.3
<b>Arson</b>	2	1	1	2	2	0	0	1	0	0	0.9
<b>Total Part 1 Crimes</b>	330	396	532	392	434	468	427	469	488	543	447.9



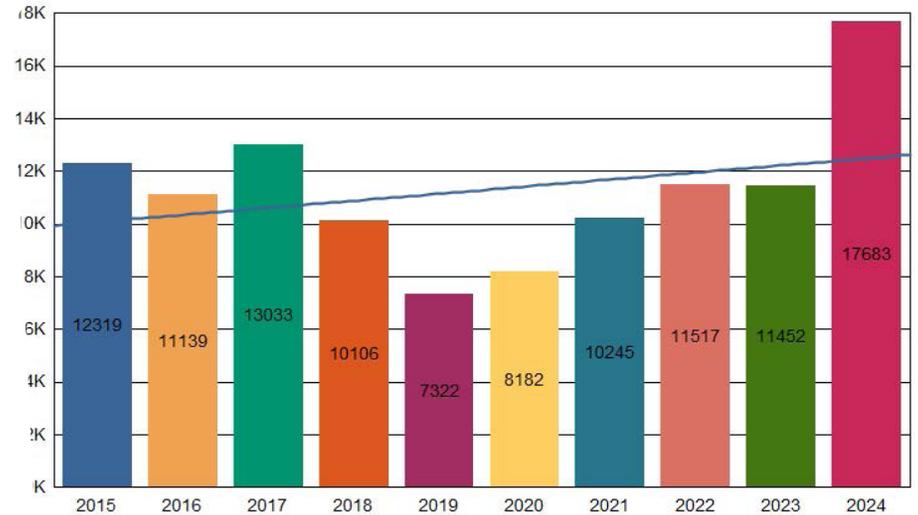
# SUMMARY

- 1** Once again, crime in Norcross decreased by over 20% in 2024. Many suburban communities throughout the United States continue to report lower crime levels and we are seeing that same trend here in Norcross.
- 2** Theft crimes continue to decline at record pace. Specific to burglaries, we fell to just a third of the number encountered 10 years ago.
- 3** Traffic accidents in the City remained steady at slightly more than 1200. Prior to school zone speed camera enforcement in 2018, we investigated over 2000 vehicle crashes each year.

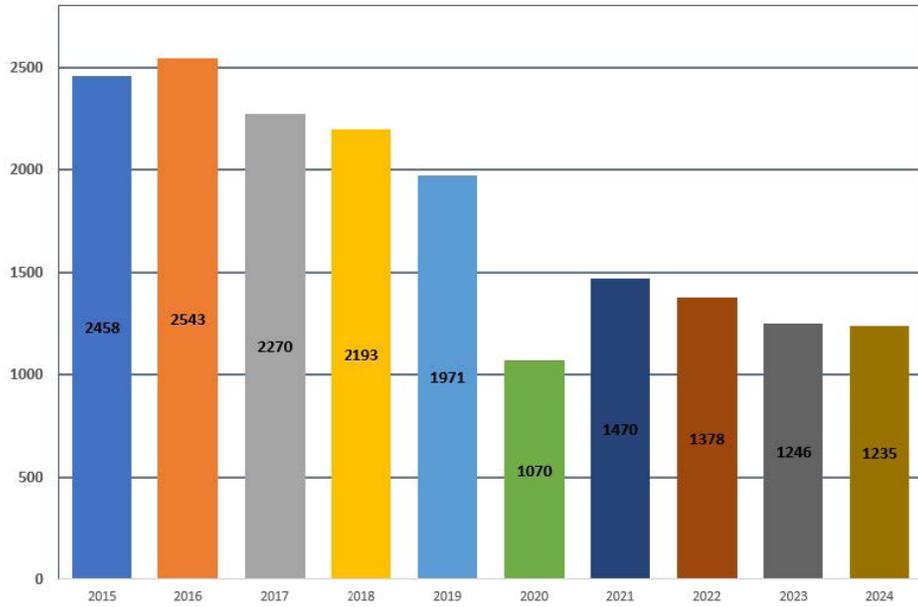
# CALLS FOR SERVICE (CFS) 10 YEARS



# TRAFFIC STOPS • 10 YEARS



# VEHICLE CRASHES YEARLY



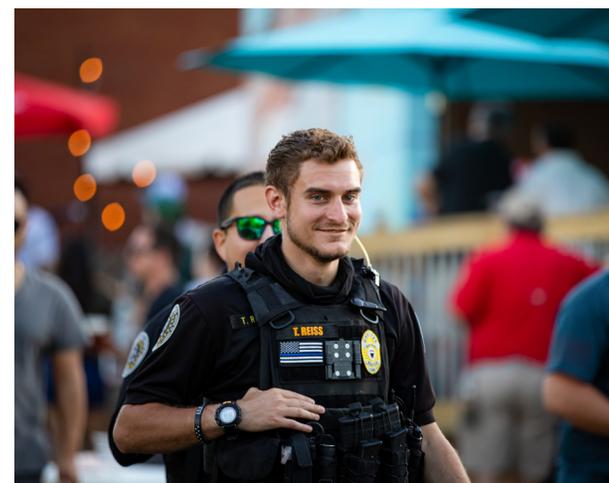
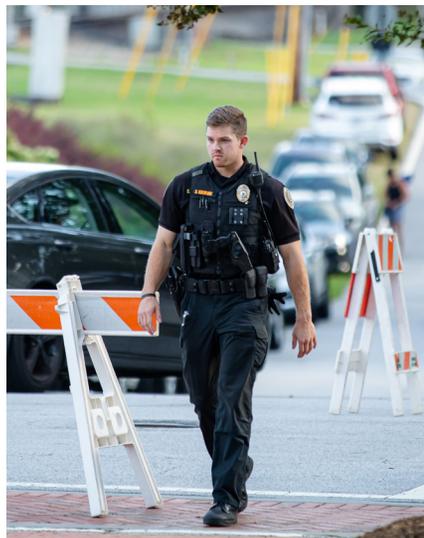
# OTHER CALLS FOR SERVICE 2024

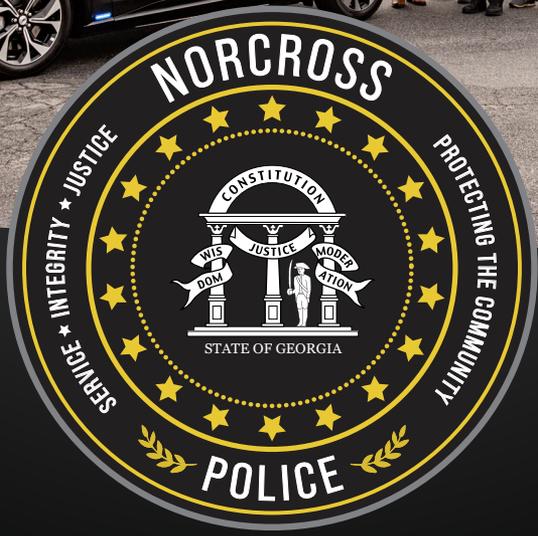
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Robbery, Carjacking	0	2	3	1	2	2	1	4	4	1	0	1	21
Burglary	5	10	8	4	4	3	7	6	8	3	7	3	68
Weapons Offense (also explosive calls)	8	10	7	8	10	8	5	5	4	4	5	10	84
Missing or Runaway Person	14	6	9	8	3	10	5	11	6	7	9	9	97
Assault, Fight, Kidnapping	12	10	11	9	10	15	8	10	8	4	7	5	109
Other	8	5	6	19	11	14	17	12	6	8	4	6	116
Suspected DUI/Drugs/Alcohol	7	7	16	9	10	18	13	13	8	11	8	15	135
Suicide Attempt/Threat or Mental Illness	10	11	25	15	17	13	22	15	10	11	11	14	174
Fraud or Forgery	21	14	15	18	21	24	17	20	18	20	17	22	227
FD. Medical or Utilities Call	42	29	44	41	42	32	37	46	36	30	39	25	443
Theft or Property Damage	74	61	64	90	76	75	77	84	74	73	49	84	881
Alarm - Burglar or Fire	103	70	84	91	80	93	101	96	69	79	96	89	1,051
Court, Training, Bond Pickup, Prisoner Transport, Civil Issue	98	109	100	123	101	111	93	103	91	109	98	93	1,229
Domestic Dispute/Violence	110	115	126	121	127	122	148	125	114	140	114	131	1,493
Information/ Follow Up	113	123	135	163	100	134	145	114	174	149	104	103	1,557
Accident (includes train incidents)	152	178	213	165	203	186	173	204	172	214	172	154	2,186
Suspicious Activity/Vehicle, Trespassing, or Wanted Person Located	173	184	200	285	277	237	296	315	268	295	313	338	3,181
Unknown Problem or 911 Hang up	28	26	268	361	367	350	321	383	363	397	311	322	3,497
Assist - Citizen, Motorist, Other Agency	303	301	282	280	375	361	323	316	241	319	294	419	3,814
Quality of Life (Code Enf. Parking. Fireworks. Noise. Juvenile. etc)	467	373	439	458	445	439	361	491	358	397	369	260	4,857

# TRAFFIC CITATIONS AND WARNINGS 2024

	01/2024	02/2024	03/2024	04/2024	05/2024	06/2024	07/2024	08/2024	09/2024	10/2024	11/2024	12/2024	TOTAL
<b>Citations</b>	1,371	1,332	1,165	1,116	1,099	1,046	1,214	1,200	1,141	1,435	1,121	1,581	14,821
<b>Warnings</b>	1,172	1,105	925	880	866	736	865	918	791	1,255	964	1,228	11,705







### SATISFACTION SURVEY



   NorcrossPD

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