

# Canton Police Department

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## 2024 Operational Report



### **Prepared by**

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Crime and Intelligence Analyst



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# A MESSAGE FROM CHIEF FERRELL

The Canton Police Department is pleased to present its 2024 Annual Report.

This report provides an overview of our police activities and the service programs we offer to enhance the quality of life in Canton. As you review this document, please remember the unwavering dedication of our police department team members.

The Canton Police Department is comprised of a team of dedicated men and women who work diligently each day to safeguard public safety and contribute to making Canton a thriving and welcoming community. Their tireless efforts are the foundation of all our accomplishments. The Canton Police Department has a long-standing tradition of providing exceptional service to this community, and I am honored to be a part of this esteemed team and to continue this legacy of excellence.

Each year, we strive to increase transparency, foster deeper community engagement, and strengthen partnerships with the goal of enhancing public safety and building trust. We firmly believe that genuine public safety relies on a strong and collaborative relationship between law enforcement and the community we serve. I am deeply grateful for the unwavering support and partnership our community has consistently provided and eagerly anticipate continued collaboration.

I would like to express my sincere gratitude to our Mayor, City Councilors, City Manager, and our valued community partners. Their instrumental support has created an environment that fosters innovation and enables us to achieve success.

Reflecting on our accomplishments, progress, and challenges is both an honor and a source of immense pride. Our unwavering commitment to ensuring the safety and well-being of every resident, property owner, business, and visitor remains steadfast.

We invite you to explore this document thoroughly to gain a comprehensive understanding of the Canton Police Department as we continue to work together to build a safer and more secure community.

Respectfully,

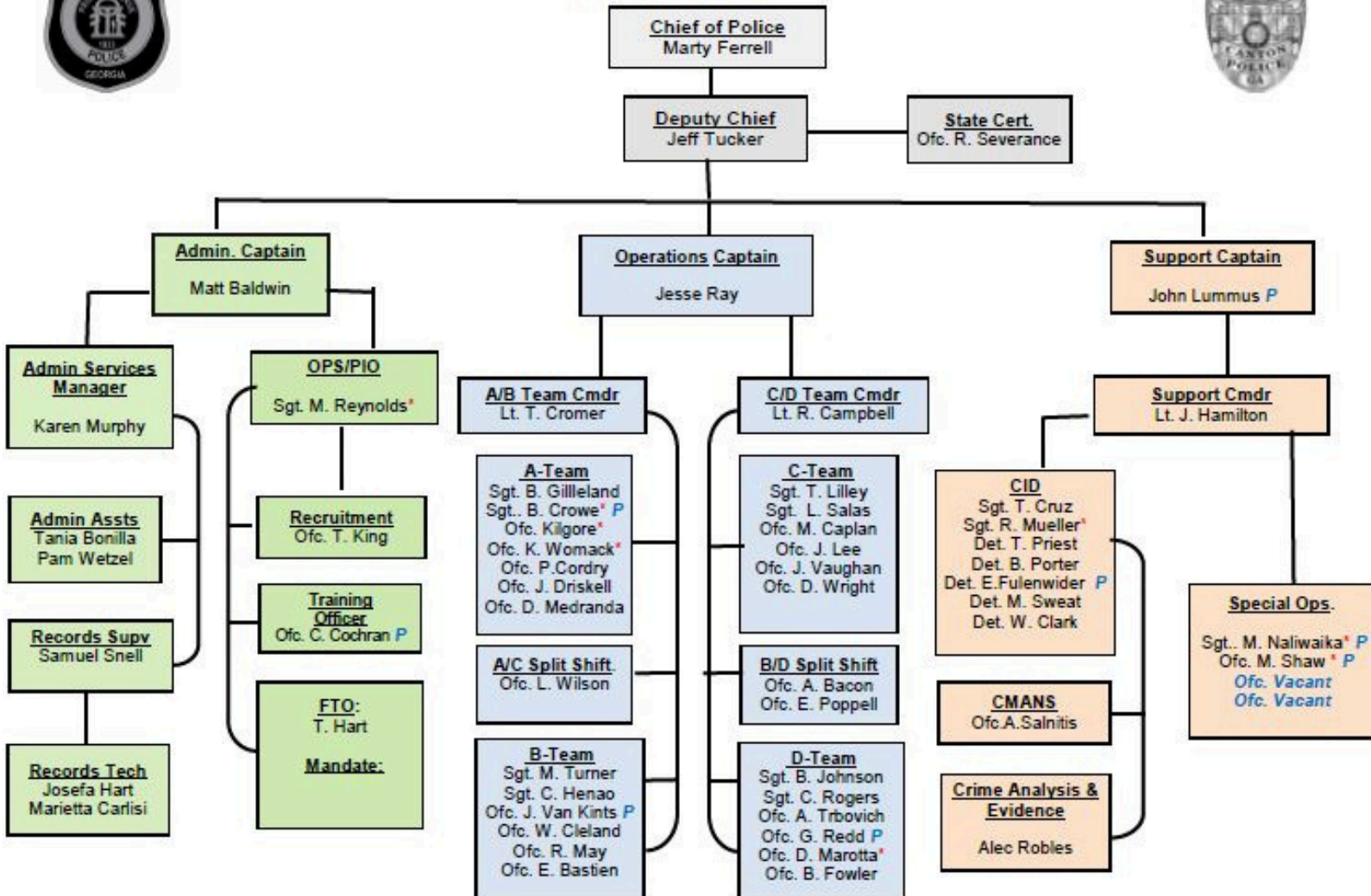
*Marty Ferrell*



# Canton PD Organization Chart



## CANTON POLICE DEPARTMENT Organizational Chart



\* FTO Officers Vacant = future moves from within P = Drone Pilot

Effective: 12/18/24

# Canton PD

## Core Values & Mission Statement

### Core Values

**C**anton Police Officers strive to display the highest level of **professionalism**;  
**A**lways displaying **integrity** by doing what is right even when no one is looking;  
**N**ever forgetting to **honor** the citizens and co-workers we serve and protect,  
**T**hus building the **trust** of all citizens we are sworn to protect;  
**O**bserving **excellence** in all tasks we perform to the highest degree, and  
**N**ever backing down from danger, but always showing **courage** in the face of danger.

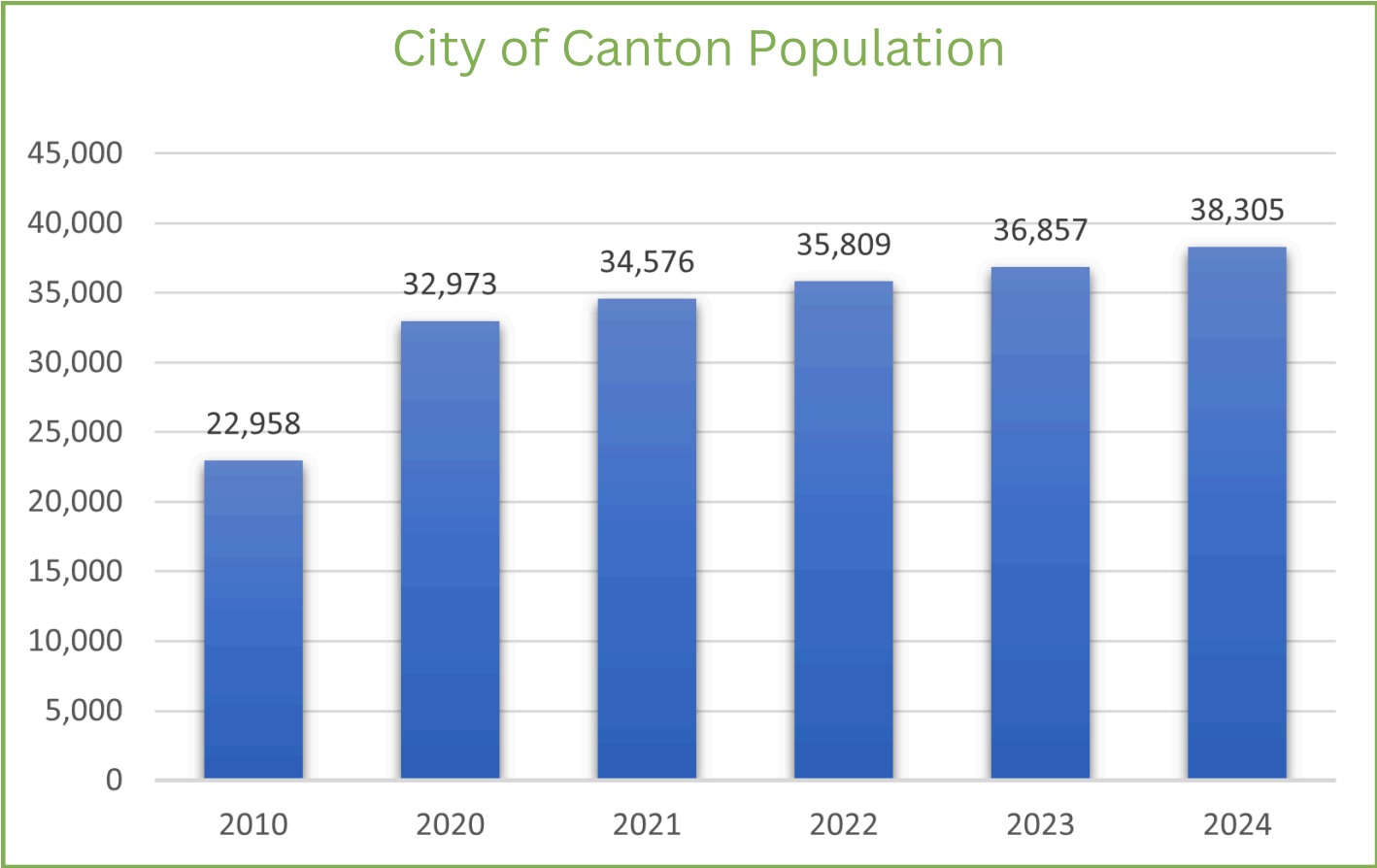
### Mission

To create a safer Canton by reducing crime,  
ensuring the safety of our citizens and  
continuing to build trust in partnership with  
our community.

# Canton Population

Between 2010 and 2020, the population of Canton, Georgia, increased by 44%, according to the U.S. Census Bureau. More recent estimates show a 2.9% growth between 2022 and 2023.

Assuming an average annual growth rate of 3.9% between 2020 and 2023, the projected population of Canton in 2024 is approximately 38,305.

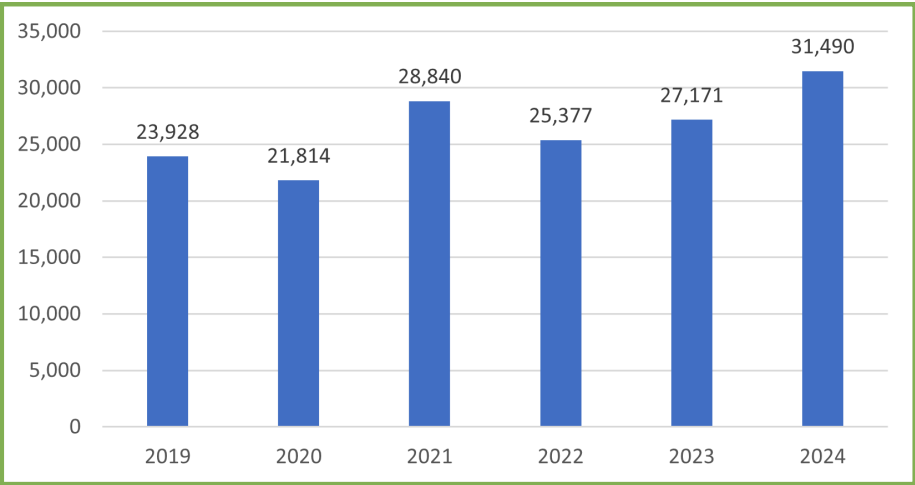


# Calls for Service

The Canton Police Department (CPD) defines a 'call for service' as any activity involving an officer that is dispatched through the Cherokee County 911 Center. This encompasses a wide range of activities, from routine traffic stops and area patrols to emergency 911 calls.

In 2024, CPD responded to 31,490 calls for service, representing a 16% increase compared to 2023. Overall, calls for service have risen by 31.6% between 2019 and 2024.

Annual Calls for Service 2019-2024



Monthly Calls for Service 2024

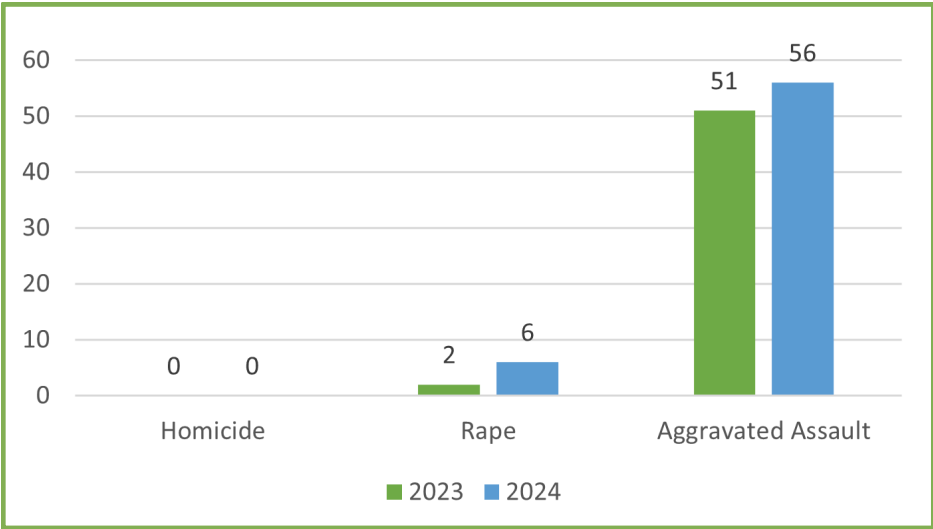


# Group A Crimes

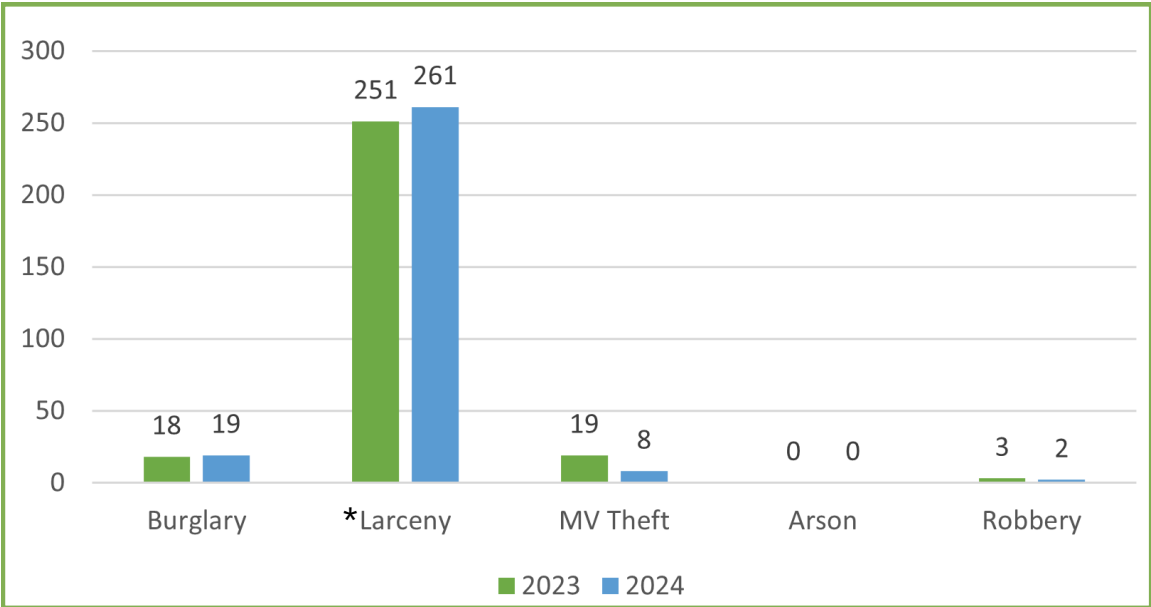
In 2023, the Canton Police Department transitioned to the National Incident-Based Reporting System (NIBRS) as mandated by the FBI. NIBRS captures more detailed crime data compared to the previously used Summary Reporting System (SRS), allowing for richer contextual analysis. Due to this change, data from 2023 and beyond cannot be directly compared to previous years.

Our 2024 NIBRS data indicates a positive trend. Total Crimes Against Persons remained low, and Crimes Against Property saw a significant decrease, particularly in burglaries and motor vehicle thefts (58% reduction). A detailed breakdown of our 2024 NIBRS data is provided below.

2023-2024  
Group A Crimes  
Against Persons



2023-2024  
Group A Crimes  
Against Property

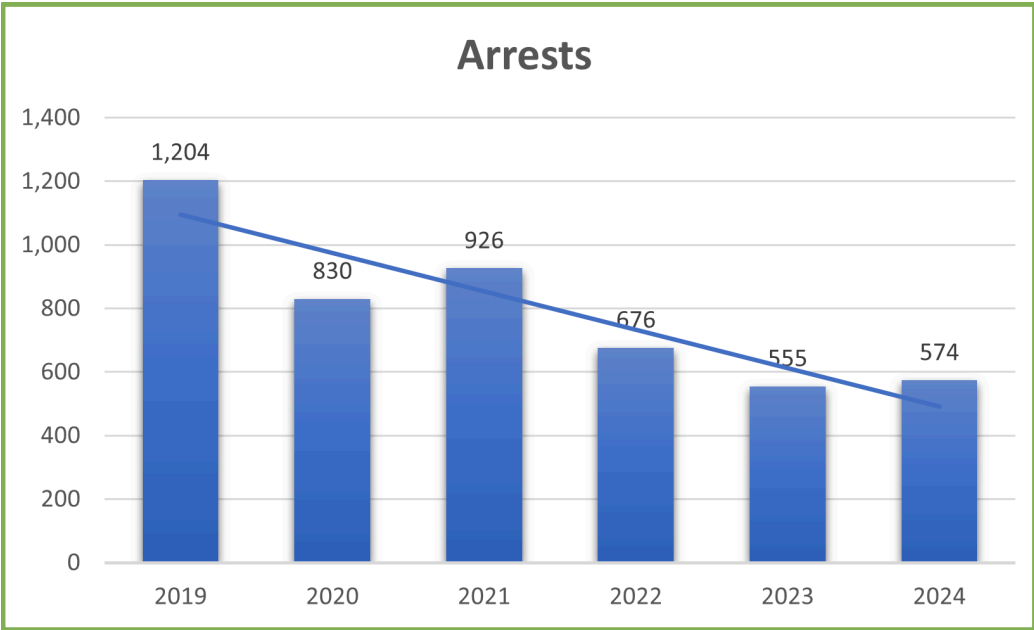


\*Larceny can be defined as shoplifting or the act of taking someone else's property to permanently deprive the owner of that property.

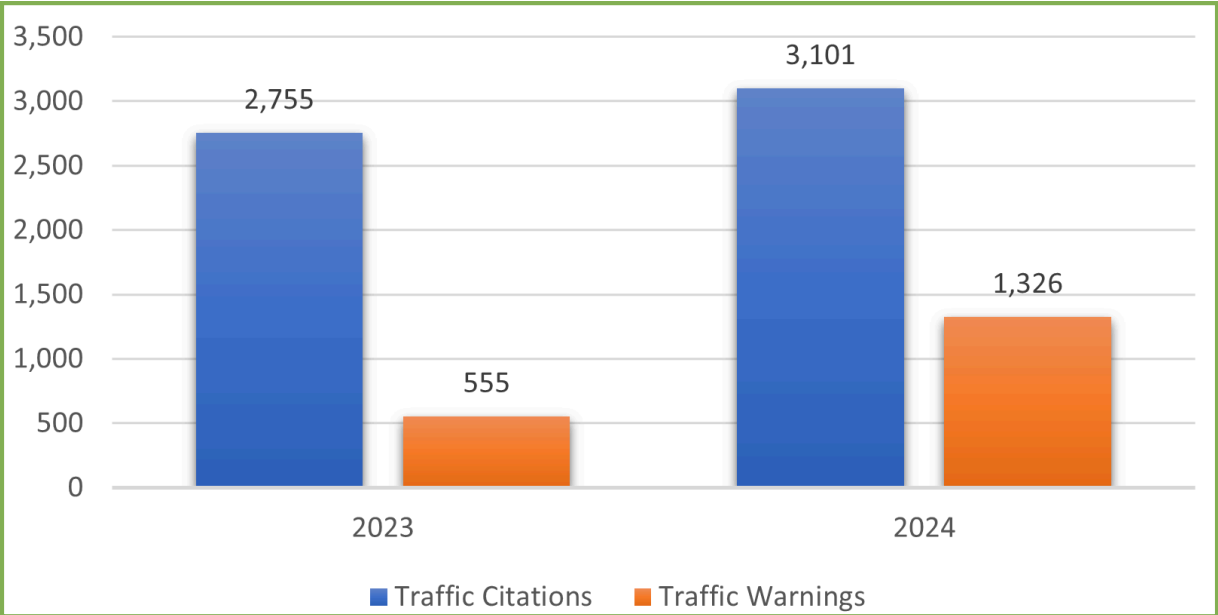
# Arrests & Citations

Between 2019-2024, arrest rates have been on the decline with a slight increase in 2024.

2019-2024  
Arrests



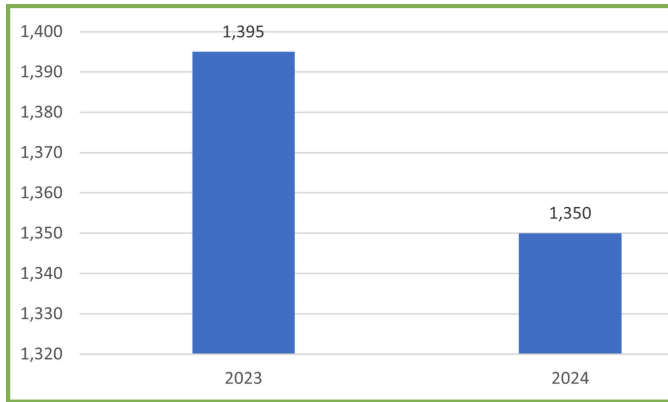
Between 2023 and 2024, traffic citations and warnings have increased due to the Special Operations Division proactively conducting traffic enforcement in areas prone to accidents, as well as locations identified through citizen concerns regarding traffic violations.



2023-2024  
Traffic  
Citations &  
Warnings

# Motor Vehicle Accidents & Criminal Investigations

## 2023-2024 Motor Vehicle Accidents

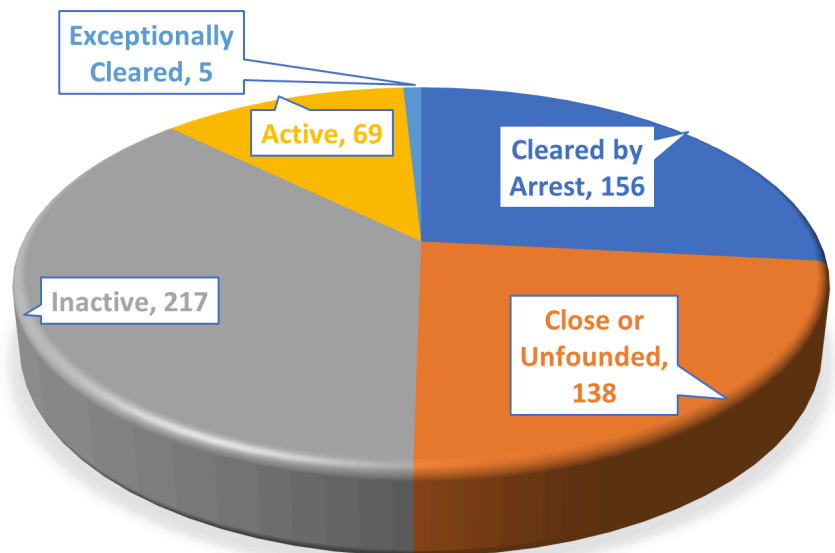


In 2024, the City of Canton experienced a 3.2% decrease in motor vehicle accidents, from 1,395 in the previous year to 1,350. As our city continues to grow and develop, we remain committed to ensuring the safety of our roadways.

## 2024 Criminal Investigations

In 2024, the Criminal Investigations Division (CID) played a crucial role in solving crimes and providing closure to victims. CID received a total of 585 cases.

- 217 cases were marked inactive.
- 69 cases remained active as of December 31st.
- 156 cases were cleared by arrest.
- 138 cases were closed or determined to be unfounded.
- 5 cases were cleared by exceptional means (e.g., death of the offender, victim refusing to prosecute).



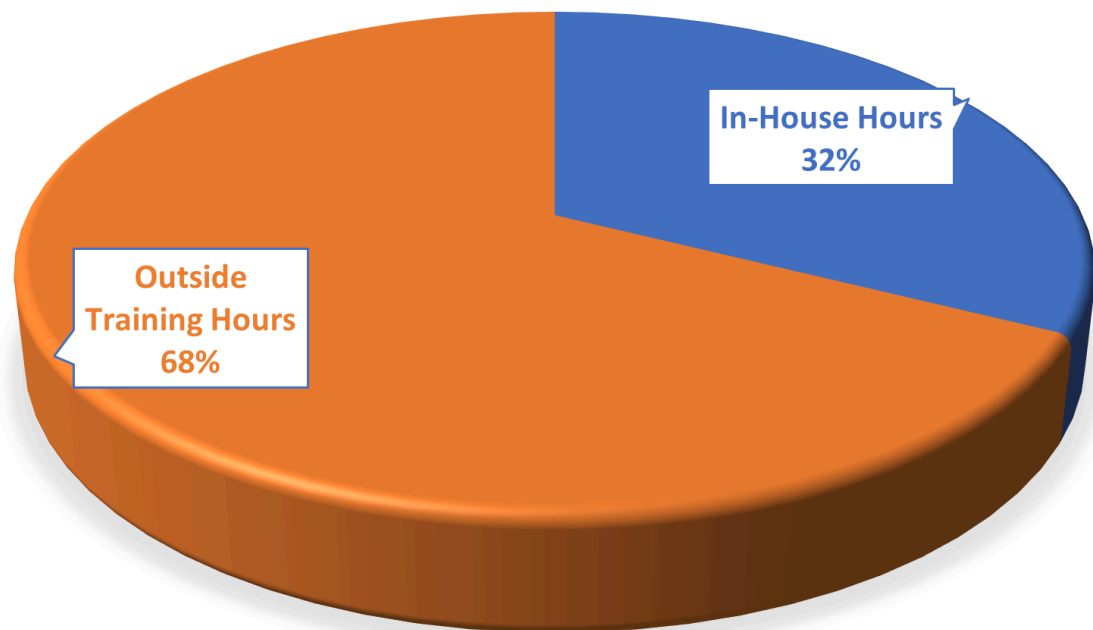
CID's solvability factor policy prioritizes cases with a higher likelihood of resolution. This approach contributes to an overall closure rate of 51.1% in 2024, with an arrest rate of 26.6%.

# Canton Police Training Hours

## 2024 Department Training Hours Completed

The Canton Police Department prioritizes ongoing training and development to ensure our officers maintain the highest level of expertise. We believe that well-trained officers are essential for providing high-quality service to our community. In 2024, officers completed a total of 3,874 training hours, including 1,258 hours of in-house training conducted by our own instructors.

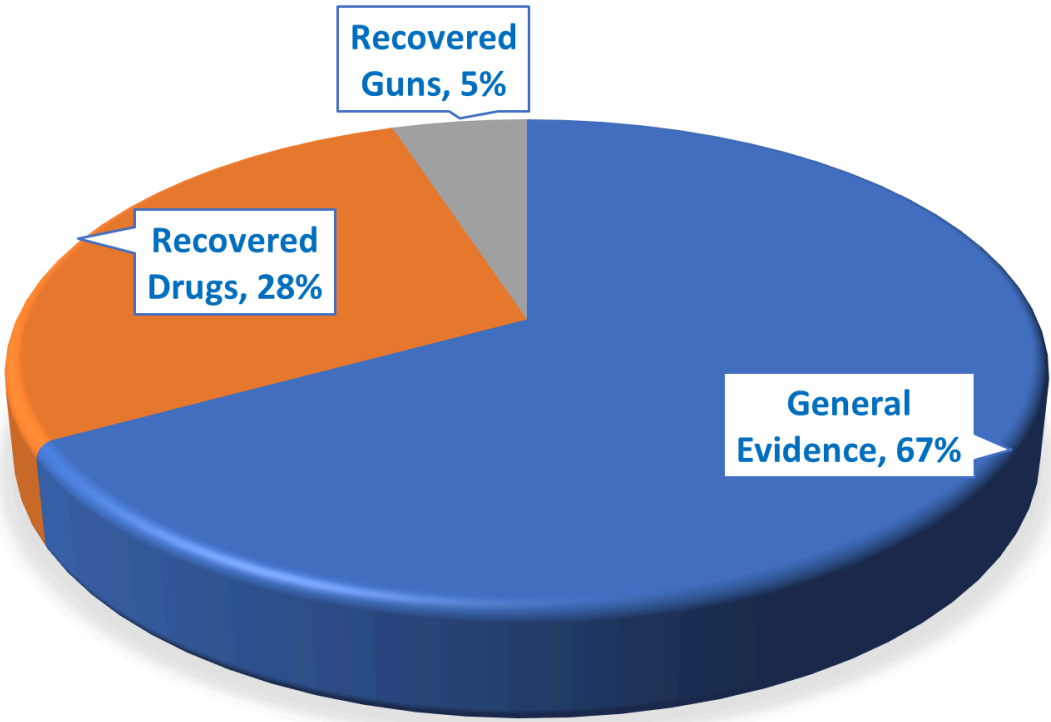
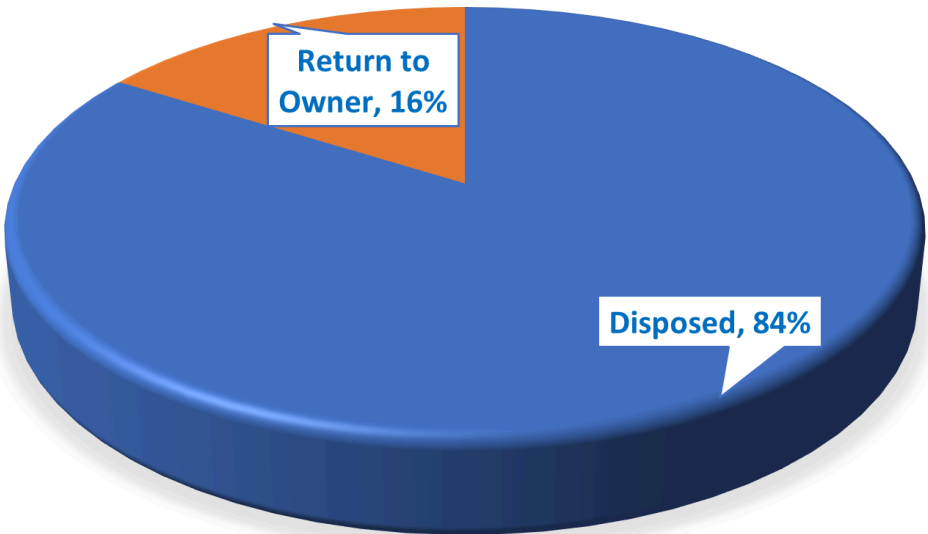
**Total Training Hours - 3,874**



# Property & Evidence Statistics

Maintaining the integrity of evidence is paramount to the Canton Police Department. We adhere to strict chain-of-custody protocols and conduct regular audits of our property and evidence room to ensure accountability and traceability of all items. In 2024, the Property and Evidence room received 872 items and disposed of 1,018 items. A detailed synopsis of the Property and Evidence storage for 2024 is provided below.

2024 Property  
& Evidence -  
1018 Total  
Pieces



2024 Property  
& Evidence -  
872 Intake  
Pieces

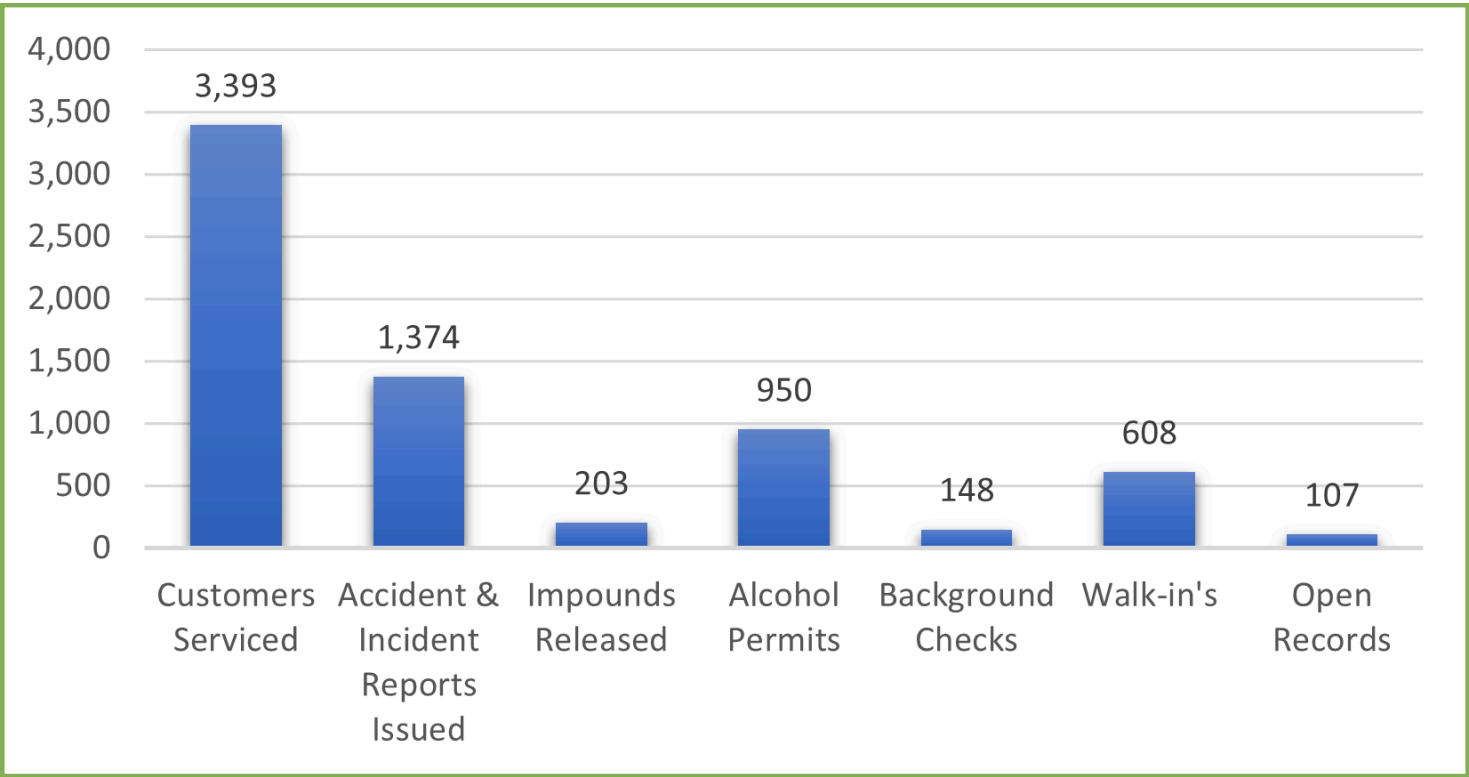
# Records

Records management and distribution are vital administrative functions for the Canton Police Department. In 2024, we served the community by providing a range of services, including:

- Customer service: Serving customers at our records counter.
- Report issuance: Issuing copies of accident and incident reports.
- Vehicle release: Processing vehicle impound releases.
- Alcohol permits: Issuing and processing alcohol server applications and permits.
- Public information: Providing personal records information (when authorized), directions, and answers to public inquiries.



A summary of 2024 records activity is provided below:



# Personnel Achievements

In addition to extensive professional development hours, the Canton Police Department achieved the following in 2024:

- **Recertification:** The Department successfully recertified as a State Certified Agency.
- **Promotions:**
  - All Corporals were promoted to the rank of Sergeant.
  - Lieutenant Hamilton, Captain Ray, and Deputy Chief Tucker were promoted to their current ranks.
- **Specialized Roles:**
  - Officer Fowler was selected for the Cherokee County Multi-Agency SWAT Team.
  - Sergeant Henao became a certified member of the Cherokee County Multi-Agency Hostage Negotiation Team.
- **Instructor Certifications:**
  - Lieutenant Campbell and Detective Sweat recertified as Taser Instructors.
  - Sergeant Mueller received General Instructor certification.
  - Officer Cochran received Low Light and High Risk Vehicle Stop Instructor certifications.
  - Detective Fulenwider received SFST (Standard Field Sobriety Test) and DRE (Drug Recognition Expert) Instructor certifications.



This list highlights the dedication and commitment of our officers to continuous improvement and professional excellence.

# Department Awards

## 2024 CPD Annual Award Winners:

- **Rookie of the Year:** Officer Medranda
- **Supervisor of the Year:** Sergeant Crowe
- **Officer of the Year:** Officer Cochran
- **Civilian of the Year:** Pam Wetzel
- **Chief's Award:** Deputy Chief Tucker

## Other Awards Presented to CPD Team Members:

- **Cherokee County Chamber of Commerce "Top 10 Young Professionals to Watch":**  
Lieutenant Hamilton
- **American Legion Officers of the Year:**  
Officer Medranda & Officer Severance
- **Moose Lodge Officer of the Year:**  
Officer Severance
- **Canton Optimist Club Law Enforcement Award:**  
Officer Redd
- **MADD Golden Shield Honors Award:**  
Sergeant Rogers
- **Rotary Club of Canton Scholarship**  
Sergeant Rogers

## Agency and Fleet Updates & Other Accomplishments:

- Transitioned to Axon Body Worn, Fleet and Interview Room Cameras
- Transitioned to PowerDMS for document management
- Reorganization of Property and Evidence Room
- Reimagination of the Field Training Program to include more training and a new selection process for Field Training Officers



# Canton Police Fleet Update

The Canton Police Department maintains a fleet of 4WD and AWD vehicles, which are utilized for daily patrols and to ensure effective response during inclement weather conditions.

Vehicle Description	Quantity
Chevy Tahoe - 2WD	26
Chevy Tahoe - 4WD	6
Ford F-150 - 4WD	14
Chevy Truck - 4WD	4
Ford Explorer - AWD	4
Toyota Rav4 - AWD	2
Kia - FWD	2
Nissan - FWD	1
Chevy Transport Van	1
Polaris - Side-by-Side	1
Electric Motorcycle	2
Total	63



# Leadership Change

Chief Marty Ferrell was appointed Chief of Police for the Canton Police Department in March 2024. With 34 years of law enforcement experience, Chief Ferrell is dedicated to fostering community trust, safety, and accountability.

Prior to joining the Canton Police Department, Chief Ferrell served for 34 years with the Marietta Police Department, where he rose through the ranks to Chief. His experience encompasses all facets of law enforcement, including patrol, investigations, and support services. He also served on the Marietta-Cobb-Smyrna Narcotics Task Force and commanded the MPD Special Weapons and Tactics (SWAT) Team.

Chief Ferrell holds a Bachelor's and Master's degree in Criminal Justice from Columbia Southern University. He is a graduate of the FBI National Academy (Session 202) and the Police Executive Research Forum's (PERF) Senior Management Institute for Police. He has also completed the Local Government Management Program through the University of Georgia's Carl Vinson Institute of Government and the Dale Carnegie Leadership Program.

Chief Ferrell values the city of Canton and its citizens. He is proud to lead the dedicated men and women of the Canton Police Department and appreciates the strong community support.



Chief Ferrell shown with City Manager Billy Peppers (left), and Mayor Bill Grant (right)



THANK YOU  
to our  
supportive  
community!

