



LUBBOCK POLICE DEPARTMENT

2024 ANNUAL REPORT

WARNING
DO NOT MOUNT ANYTHING
HERE THAT WILL INTERFERE WITH
DEPLOYMENT OF EYE TRACKING

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MISSION OF THE LUBBOCK POLICE DEPARTMENT

Our mission is to proactively provide outstanding services in partnership with the community and foster a safe environment that enhances the quality of life.

LPD'S PERFORMANCE MEASURES:

- CRIME RATE
- TRAFFIC SAFETY
- TIMELY SERVICE
- QUALITY OF SERVICE

MESSAGE FROM THE CHIEF OF POLICE



The pages contained within the 2024 Annual Report will provide a very rudimentary synopsis of the efforts extended by the men and women of the Lubbock Police Department. What these pages, filled with photos, graphs, and statistics, will not accurately express are the sacrifices each of our employees make on a daily and nightly basis to safeguard the lives of our citizens. Describing the countless examples of bravery, devotion to duty, and professionalism would require hundreds of accounts, many of which describe actions in stark contrast to the natural inclinations of humans when faced with overwhelming danger, and crimes against innocents that are too depraved to fathom.

The men and women of the LPD commit themselves, without hesitation, to upholding the traditions of the department through their service as protectors. From Patrol to Public Information, Forensics to Emergency Dispatch, Training to Recruiting, and all points in between, the LPD family works as a combined force to provide the most comprehensive police services to our citizenry.

As a city, Lubbock continues to grow in population and area, requiring the implementation of tactics and techniques beyond the traditional policing model. We continue to adapt to the needs of our community through technology and strategic planning in order to devote finite resources where they are most needed and advantageous to our mission. However, regardless of these advances meant to increase the efficiency and effectiveness of our force, no piece of technology can replace a cop or the civilian employees who support these endeavors. Lubbock is blessed to have men and women willing to run toward danger for the protection of its citizens, and it is my greatest honor to serve with them.

As you thumb through this report, I encourage you to take a moment and contemplate the "what if".

What if we had no one willing to sacrifice their life in the protection of others? What if we had no investigators willing to pursue the criminal element and stop the victimization of good, hardworking citizens? What if we had no one willing to devote countless hours to identifying, tracking, locating, and incarcerating violent criminals, and were instead forced to rely on the good nature of others to be decent, law-abiding members of society? If you question the need for these dedicated public servants, take a look at those communities that elected to defund their police agencies and remove hundreds of dedicated officers, detectives, forensic specialists, dispatchers, and support personnel from their departments. We are truly blessed to live in Lubbock.

What these pages will also fail to reveal is the overwhelming collaboration between the LPD, our fellow law enforcement partners, and both the Lubbock District Attorney's Office and the United States Attorney's Office. Without these partnerships, our ability to effectively address violent criminals would diminish to the point of being inconsequential (refer back to the previous paragraph).

And now for your role as a citizen of Lubbock, Texas in this imperative endeavor, arguably the most important role of all. Beyond being a good neighbor, following the rules of the road, and adhering to the laws of the State of Texas and the United States of America, we request that you serve as a partner to law enforcement by monitoring your surroundings, reporting suspicious activity, and maintaining a watchful eye over your own children. Without your efforts, we are relegated to the observations and actions of only a few police personnel in a town of nearly 300,000 occupants spread over 135 square miles. Their task is to keep the peace and stop the victimization of good people. This is your city, and you are the first line of defense against those who would harm it.

A handwritten signature in black ink, appearing to read "Seth Herman".

SETH HERMAN,
LUBBOCK POLICE DEPARTMENT CHIEF



EXECUTIVE COMMAND STAFF



CHIEF OF POLICE
Seth Herman



ASSISTANT CHIEF
PATROL BUREAU
Jonathan Caspell



ASSISTANT CHIEF
ADMINISTRATION
BUREAU
Neal Barron



ASSISTANT CHIEF
INVESTIGATIONS BUREAU
Nathan White



DEPUTY CHIEF
EAST PATROL DIVISION
Joshua Crouch



DEPUTY CHIEF
EXECUTIVE SERVICES
DIVISION
Matthew Doherty



DEPUTY CHIEF
OPERATIONS SUPPORT
DIVISION
Jon Tutino



DEPUTY CHIEF
SOUTH PATROL
DIVISION
Jeanelle Wadkins



DEPUTY CHIEF
NORTH PATROL
DIVISION
James Shavers



DEPUTY CHIEF
SPECIAL OPERATIONS
DIVISION
Jason Skrabanek



DEPUTY CHIEF
TRAINING DIVISION
Marc Wall



DEPUTY CHIEF
CRIMINAL INVESTIGATIONS
DIVISION
Todd Peckham

MESSAGE FROM THE MAYOR



On behalf of Lubbock's citizens, I want to recognize the incredible dedication and professional service of the men and women who make the Lubbock Police Department great. The public safety officers at LPD demonstrate an unwavering commitment to the safety and well-being of our community each and every day, and for that I am deeply grateful.

This has been a transformative year for our Lubbock Police Department. Last year marked an exciting new chapter for LPD with the appointment of our new Chief, Seth Herman. Chief Herman brings a wealth of experience, a vision for innovation, and a commitment to strengthening the bond between law enforcement and the community. His leadership has already had a positive impact on morale in our department, and the City Council and I have great confidence in him as we look toward the new opportunities and challenges that Lubbock's continual growth brings our way.

The Lubbock Police Department is prepared to meet those challenges through innovation, collaboration, and professional development. From expanding our public safety programs to integrating new technologies into its operations, the LPD's adaptability and forward-thinking approach are shaping the future of law enforcement in Lubbock.

As we step into 2025, I am excited for the work we have ahead. Public safety remains your City Council's highest priority, and I am proud to say that we are committed to investing in the future of our officers and the tools and facilities they need to succeed. From cutting-edge facilities like the new Property and Evidence Warehouse and Forensics Unit to ongoing improvements in our patrol operations, Lubbock is positioning itself as a leader in public safety and law enforcement.

We are also focused on strengthening our community connections by ensuring LPD officers continue building strong relationships with the residents it serves. Whether it's through outreach programs, mental health crisis intervention, or new initiatives designed to address traffic safety and crime prevention, their work is making Lubbock a safer place.

To everyone at the Lubbock Police Department, thank you for your professionalism, your compassion, and your tireless commitment to Lubbock's citizens. We still have work to do, but I have the utmost confidence that each one of you will stay focused on the goal of making Lubbock safer each and every day.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark McBrayer'. The signature is fluid and cursive, with a long horizontal stroke at the end.

MARK MCBRAYER
CITY OF LUBBOCK MAYOR



CITY GOVERNMENT

FROM LEFT

DISTRICT 2
Gordon Harris

DISTRICT 3
David Glasheen

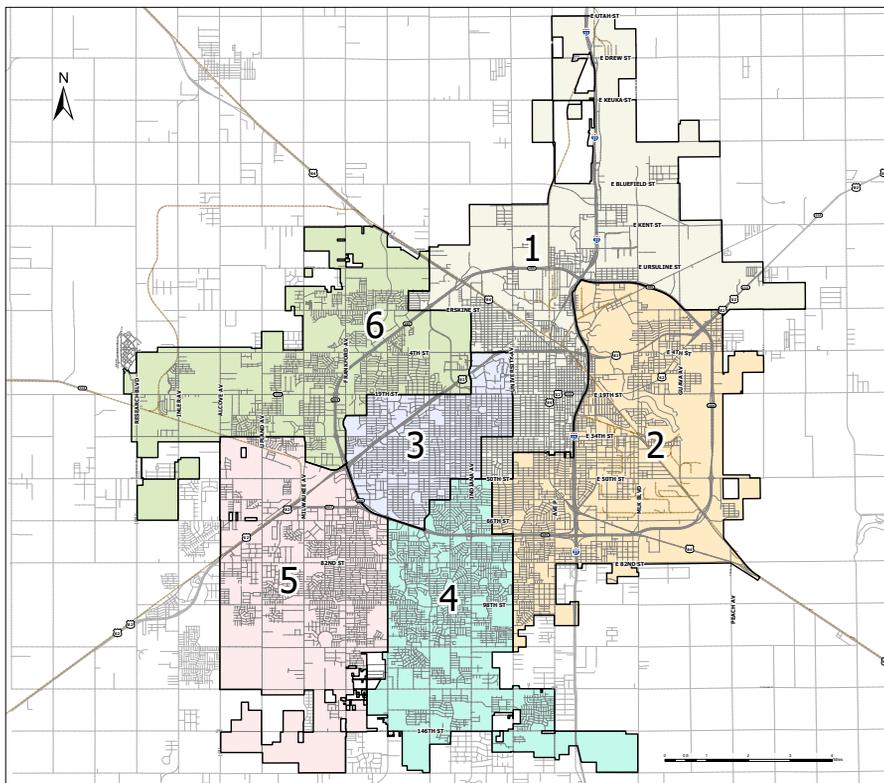
MAYOR PRO TEM | DISTRICT 1
Christy Martinez-Garcia

MAYOR
Mark W. McBrayer

DISTRICT 5
Dr. Jennifer Wilson

DISTRICT 4
Brayden Rose

DISTRICT 6
Tim Collins



LUBBOCK COUNCIL DISTRICTS

As required by Chapter 2051, Geospatial Data Products of the Government Code, this product is for informational purposes only. It has been prepared for use in accordance with applicable laws and regulations. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.



MESSAGE FROM THE CITY MANAGER



It is my great pleasure to share that, once again, the City of Lubbock Police Department has achieved an outstanding year, marked by numerous triumphs and significant progress for our community. Thanks to the unwavering dedication of our officers who consistently exemplify integrity and courage, we can rest assured knowing the safety and security of our City remain a top priority.

This year, the city of Lubbock welcomed Chief Seth Herman as the new leader of our Police Department. With over 29 years of law enforcement experience, including serving as Chief of Police in Midland, Chief Herman brings a wealth of knowledge and expertise to our team. We are fortunate to have such an experienced, dedicated and energetic leader at the helm of the Department.

In 2024, the Lubbock Police Department moved operations into a newly constructed Police Headquarters, a major milestone in the \$60 million Public Safety Improvements Project. This project, which will conclude this year with the completion of the new Property/Evidence Warehouse and Crime Lab, represents a significant investment in our community's safety. Alongside these facility upgrades, the Department also introduced an innovative Computer-Aided Dispatch and Record Management System to further enhance operational efficiency.

In response to the growth of our City, the Lubbock Police Department expanded its team with three additional Police Patrol Officer positions and five new Civilian Public Safety Officer positions within the FY 2024-25 budget. With a nearly \$96 million budget, we ensure that our 432 officers have the resources they need to serve our community safely and effectively.

The Department achieved another tremendous milestone in 2024, a 100% clearance rate for murder rates. The Department has long held a clearance rate far above the national average, at approximately 96%. The 100% clearance rate in 2024 stands as just one visible example of the dedication and commitment of the men and women of the Lubbock Police Department.

To the officers of the Lubbock Police Department: Thank you for your dedication and service. Your sacrifices do not go unnoticed. It takes a unique individual to commit to the work you do every day, and both you and your families should be justifiably proud of the profession you hold, the resolve you show in seeking justice, and the courage you display in the face of danger. Lubbock is truly a better and safer community due to each of you. Best of luck in the year ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Jarrett Atkinson". The signature is fluid and cursive, written over a white background.

W. JARRETT ATKINSON
CITY MANAGER



OFC. C.B. KING

LUBBOCK POLICE
DEPARTMENT

L.A. EDWARDS

LUBBOCK POLICE
DEPARTMENT



LPD HQ moves to 1205 15th St



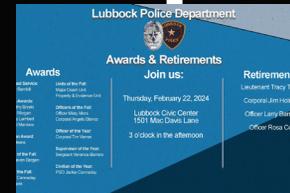
JANUARY

Longest Serving LPD Officer Larry Barnhill Retires



FEBRUARY

Awards & Retirements



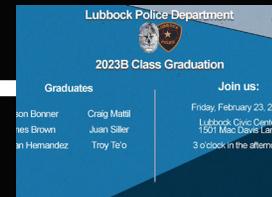
LPD Mounted Officer Smokey Retires



LPD Academy Graduation

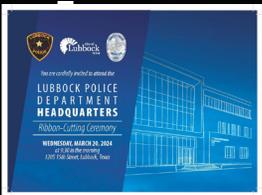


Graduation Class 2023 B



MARCH

LPD Ribbon-Cutting Ceremony



Todd Peckham promoted to Deputy Chief



Cpl. Varner Awarded Unsung Hero Award



APRIL

Special Victims Unit Awarded during Child Abuse Prevention Month



MAY

Carpet Tech delivers meals for Police week



NOVEMBER

**LPD Unveils
Fallen Officer
Memorial**



OCTOBER

**LPD Hosts
Entrance Exam**

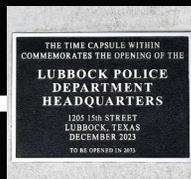


**LPD Participates in
Meals on Wheels for
Police week**

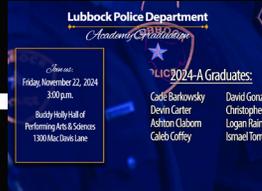


JUNE

**LPD Buries
Time Capsule**



**KCBD Spotlights
Depot Unit**



**LPD Academy
Graduation**



**LPD Academy
Graduation**

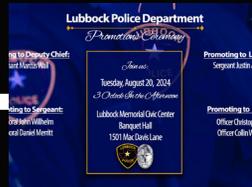
DECEMBER



**Lt. Paige Fletcher
Graduates FBI
National Academy**

SEPTEMBER

**LPD Promotions
Ceremony**



AUGUST

**SRG Trains at Jones
AT&T Stadium**

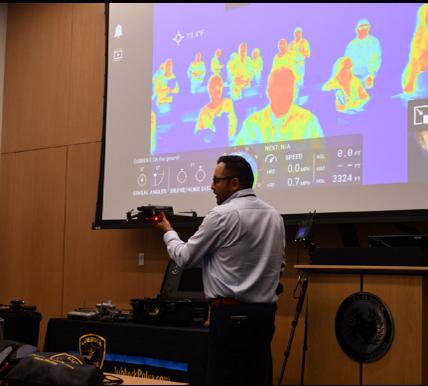


JULY

**4th Annual Burgers
and Badges**



DARING TO DRONE



In a fast-paced world with ever advancing computer applications and capabilities, it could seem the technology utilized within The Lubbock Police Department's Drone Unit contains futuristic potential straight out of a sci-fi movie. However, if you ask any member of the unit, they will attest to the fact that the advanced technology actually harkens back to what law enforcement was founded upon, old-fashioned police work consisting of dedication and perseverance.

It is that combination that has led the unit to become what it is today--a group of 28 pilots who are capable of operating 19 drones across the City of Lubbock at any given time.

Though the unit relies on distinct technology, like other specialized units, drone unit members are the best in their field. In fact, just like Motors, SWAT, Negotiators, or K-9, there are rigorous tests that must be passed in order to be part of the team.

For an officer to become a member of this ever-growing unit, they must first receive certification by the Federal Aviation Administration (FAA) as a Remote Pilot by passing the Part 107 exam; an extensive test which includes questions ranging from meteorological factors, to controlled air space.

The test, which can take anywhere from four to six weeks to study for, is conducted on the officer's own time, in addition to their daily job. Once the license is earned, an LPD officer must then pass a week-long drone school put on by the department. This internal course expands upon their knowledge by teaching them how to care for and maintain their equipment, as well as basic tactics regarding the searching of locations.

Founding member of the unit, Corporal Tony Leal, says when the unit was created the value of using this technology in Lubbock was questionable. He says it was mostly due to the public's perception of drones' original use as a military reconnaissance tool. That perception has changed with the ever changing availability of drones. "They're widely accepted now," says Leal, "anyone can walk into a Best Buy and purchase a decent drone. I think we're getting to the point where people are wondering why other departments might not have drones, especially as more success stories are available to the public."

Sergeant Jimmy Fair, who oversees the day-to-day operations of the unit, adds that while he understands someone might still be leery of the possibility of misuse, it is the advancement in drone technology that actually prohibits that,

“Every flight log is tracked and monitored with extreme detail by the department to ensure the use is regulated and follows the strict guidelines set forth by the FAA and state law.”

Just like every other specialized unit within the department, the Drone Unit has come a long way from its initial days as a one-man band. In fact, its inception could be described as more of an afterthought, with the purchase of the department’s first drone coming from leftover grant funding in late 2016. However, as is often the case with advancements in technology in law enforcement, it did not take long for department leaders to recognize the value of the drone and make the decision to move forward with expanded purchases and use.

Today, members of the Drone Unit are called upon regularly for help, from assisting the Lubbock Metropolitan Special Crimes Unit in crime scene searches to mapping collisions for the Major Crash Investigation Unit or helping patrol in their search for missing or endangered individuals.

Above all though, drones are able to assist in a capacity that is as old as law enforcement itself, aiding in the apprehension of a suspect on the run from officers. From clearing rooftops, to providing over-watch in tactical situations, the Lieutenant over the unit, Chris Jenkins, says there are a number of ways drones can be used. “Their potential is truly unlimited and I can’t wait to see how this unit continues to grow in the coming years.”



Lt. Jenkins, Sgt. Fair and Cpl. Leal all look forward to the possible expansion for drone use as part of a first-responder program which would allow for real-time data to send drones to calls.

The concept is fairly simple, since there is no need for a drone to have to stop at stop signs or red lights, they are capable of arriving on scene before an officer, all while providing an overview to the officer before he or she arrives. Cpl. Leal says this type of response would be ideal in a call for a burglary, or any call where there is the possibility of a suspect who is armed, or trying to flee the scene, “... that way we’re ahead of the curve and not behind.” All three agree the goal is always officer and public safety.

Due to advancements in technology, it is not uncommon to hear people ask, “will drones one day replace officers?” “You’ll always need boots on the ground, to talk to, communicate with and understand a situation,” says Cpl. Leal. “No one understands a human like a human. Drones aren’t meant to replace officers, but to assist them.”



THE CHIEF'S CORNER

A Sit-Down with Seth

Q: What is it about Lubbock that stands out for you? What sets Lubbock apart from other cities?

A: "The people. There are truly outstanding people in this department. That was my biggest fear coming here from having been 30 years at the same department where, I mean, they were my family. I grew up in that place. I thought there was absolutely no way I could recreate those connections, but, it's been a great surprise. It really has. It doesn't matter where I go, everyone is really friendly."

Q: What do you wish people understood about your job as Chief?

A: "All I am is a facilitator. That's all I should be. The work happens from the ground floor level moving up, but at my level it's, you know, everybody thinks that are this....I'll tell you what I want them to know, there's nothing special about us. Yes, we have a tremendous amount of responsibility, but everything that happens to protect the citizens of the city happens well below my rank. I realize that I'm called to be the face of the department, but the department is so much more. I think people put so much emphasis on the title that they forget about the fact that you're just a person and you're just a cog in a massive wheel."





Q: Looking back over the time you've been here in Lubbock, is there a day, or an incident that stood out above others?

A: "The events that stand out, obviously the officer-involved shootings. But, also, going to trainings with teams, being in an environment where people are having a good time learning. They all know each other, but the fact that I'm welcomed I guess is a big thing. Going to the division stations and getting to know the people that work there."

Q: Where are some of your favorite places to eat here in town that you've found?

A: "Some of the tastiest food I've ever had has been here in Lubbock. The Nicolette, West Table, Dirk's Chicken is great. Also, the Cast Iron Grill I really like. The people there are super nice."

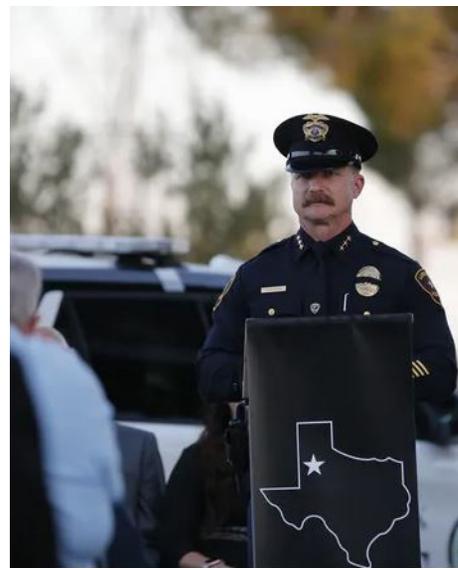


Q: What are you looking forward to for this department in 2025?

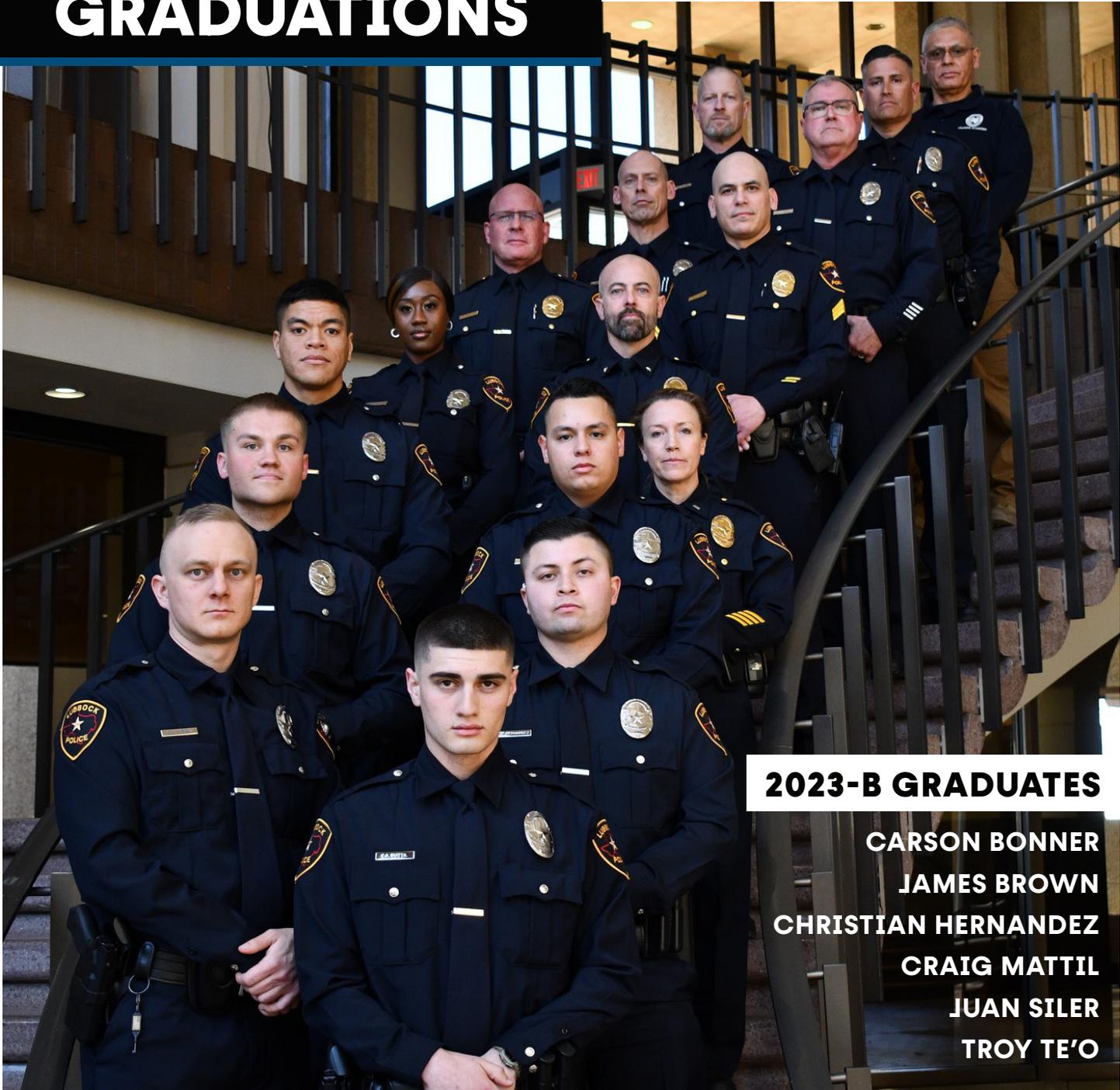
A: "I really look forward to our number of personnel coming up, filling vacancies because I think it gives people an ability to breathe. So, the personnel, number one, number two, just the changes in training capabilities. I think I'm really looking forward to those coming to fruition. And people being able to train regularly, to deploy regularly with different tools. I think that's the real game changer."

Q: Are you sure there isn't a day that hasn't stood out for you during your time here?

A: "You know, honestly, I can't think of a day so far where I've come to work and haven't had fun. I love when you're in the element where everyone is working, but you're still able to have some jocular, but there's still this underlining focus on this is our job, this is what we do. I can't think of a day where I haven't had fun in some form or fashion. Now, the whole day may not have been good, but I haven't had a day where I'm like 'this is miserable'. Maybe that's the story, I've had fun every single day."



GRADUATIONS



2023-B GRADUATES

CARSON BONNER
JAMES BROWN
CHRISTIAN HERNANDEZ
CRAIG MATTIL
JUAN SILER
TROY TE'O



2024-A GRADUATES

**CADE BARKOWSKY
DEVIN CARTER
ASHTON CLABORN
CALEB COFFEY
DAVID GONZALES
CHRISTOPHER PEREZ
LOGAN RAINBOLT
ISMAEL TORRES**

PROMOTIONS



**LT.
TODD PECKHAM**
TO DEPUTY CHIEF



**LT.
MARC WALL**
TO DEPUTY CHIEF



**SGT.
JUSTIN ANDERSON**
TO LIEUTENANT



**CPL.
DANIEL MERRITT**
TO SERGEANT



**CPL.
JOHN WILLHELM**
TO SERGEANT



**OFC.
CHRISTOPHER KISS**
TO CORPORAL



**OFC.
COLIN WOODARD**
TO CORPORAL

RECOGNITIONS



JASON LEWIS
SUPERVISOR OF THE YEAR



EDWARD GARCIA
OFFICER OF THE YEAR



COURTNEY GARLETT
CIVILIAN OF THE YEAR



MAJOR CRIMES
UNIT OF THE YEAR

RETIREMENTS



LIEUTENANT
TRACY TAYLOR



CORPORAL
JIM HOLMES



DETECTIVE
MATT BOGGS



OFFICER
LARRY BARNHILL



OFFICER
GLEN OSBORNE



OFFICER
DWAYNE GERBER



OFFICER
ROSA COX



OFFICER
SERGIO JIMENEZ



OFFICER
ANGELICA BLANCO



OFFICER
BILLY MITCHELL

Sergeant Kelley Pirkle

End of Watch: October 23, 2024



On October 24th, 2024, the Lubbock Police Department announced with great sadness the passing of Sergeant Kelley Pirkle the day before. Sgt. Pirkle, who served the citizens of Lubbock for 25 years, was a legend in the law enforcement community – helping to shape many of the SWAT teams across the state, and beyond.

Despite a diagnosis of cancer years prior, Sgt. Pirkle continued his work through much of 2024 and fought valiantly until the very end. The Lubbock Police Department would like to thank Kelley, not only for his years of professionalism and service, but his dedication to law enforcement and the Hub City.

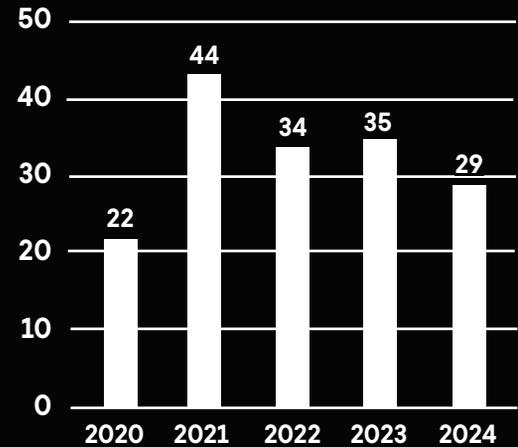
ANNUAL STATISTICS

CITY OF LUBBOCK
ADJUSTED
POPULATION BASE:
269,900

2024 CRASH DATA

Total Crashes: **6,617**
Injury Crashes: **2,398**
Fatal Crashes: **29**
Total Deaths: **31**
Non-Injury Crashes: **4,190**
Total Injuries: **2,548**

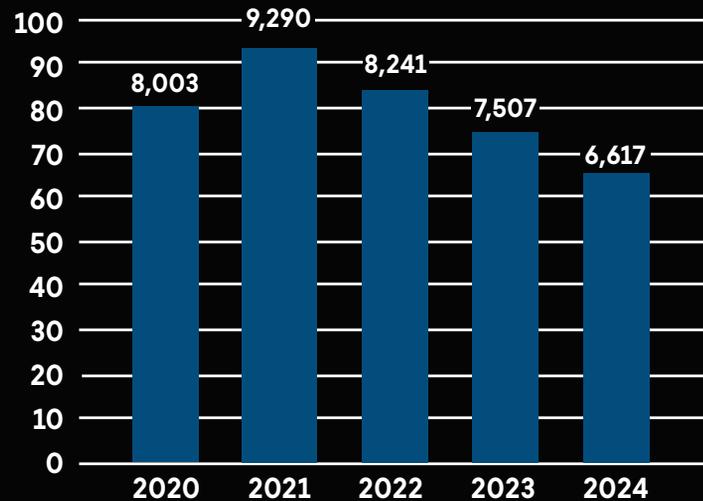
Five Year Fatality Crash Comparisons



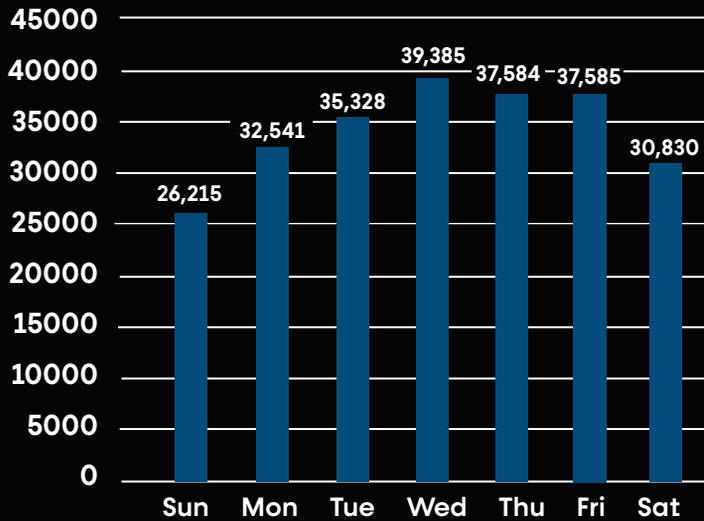
TOP CRASH FACTORS

Failed to Control Speed: **1201 crashes**
Backed without Safety: **580 crashes**
Unsafe Speed: **537 crashes**

FIVE YEAR CRASH COMPARISONS



Calls for Service by Day of Week



CFS by HOUR

Hour	CFS
0	9,473
1	7,005
2	5,698
3	4,163
4	3,425
5	2,944
6	3,548
7	9,901
8	13,051
9	10,929
10	12,443
11	12,376
12	11,016
13	11,821
14	11,442
15	12,468
16	14,764
17	14,138
18	11,980
19	10,325
20	9,814
21	11,445
22	13,492
23	11,807

CALL AND REPORT ACTIVITY

2024 TRAFFIC STOPS **69,137**

Total Calls for Service

123,062

Officer Initiated Events

115,567

TOP 10 CALLS FOR SERVICE

	2023	2024	%Change
Check Subject/Area	18,279	24,037	32%
Domestic Disturbance	14,238	13,654	-4%
Disturbance	14,814	13,052	-12%
Alarm	12,768	9,829	-23%
Theft	3,830	3,729	-3%
Meet Complainant	807	3,157	291%
Traffic Collision	3,370	3,834	14%
Burglary	3,501	3,229	-8%
Assist Motorist	1,322	2,465	86%
Hit and Run Crash	2,873	2,457	-14%

*no on-views included in above data

**removed ACO from top 10 as we don't respond to those



2024 AVERAGE RESPONSE TIMES

Priority 1	Dispatch	Officer	Total
	1:19	4:54	6:13
Priority 2	Dispatch	Officer	Total
	2:02	5:15	6:58

PART 1 CRIMES

	2023	2024	%Change
Murder	16	16	0%
Rape	223	207	- 11%
Robbery	352	312	- 11%
Agg. Assault	1,683	1,682	-.06%
Burglary	1,618	1,452	-10%
Larceny – Theft	5,770	4,920	-15%
Motor Vehicle Theft	972	723	-26%
Violent Crimes	2,274	2,217	-3%
Property Crimes	8,360	7,095	-15%
All Part -1 Crimes	10,634	9,312	-12%

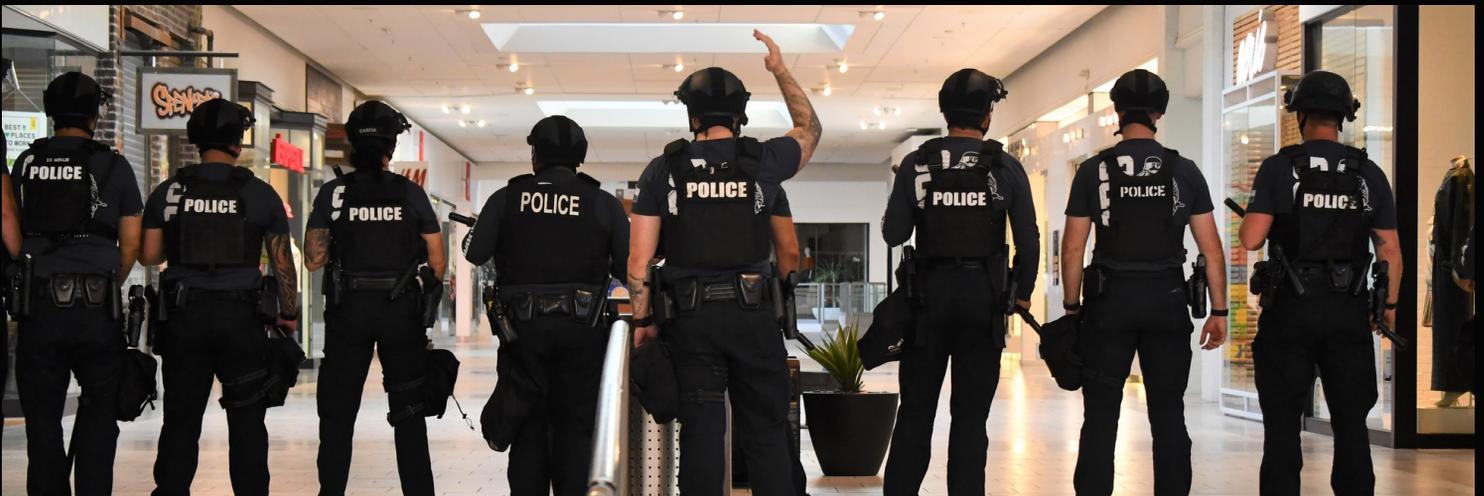
*Part 1 Crimes were sourced March 12, 2025

Calls for Service by Hour of Day











Annual Report designed by
Anna Brooks, Graphic Designer
City of Lubbock
Communications & Public Engagement



Annual Report Produced by
Lubbock Police Department
Public Information Unit

Lieutenant Brady Cross
Corporal Tony Leal
Public Information Officer Kasie Davis
Public Information Officer Amber Edwards