

# Core Values

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## Honor

We are members of an honorable profession and should always conduct ourselves in a manner that earns respect from all people. Our actions will be governed by the Principles set forth by the Police Officers Code of Conduct, the United States Constitution and the law.

## Service

We will strive to provide the highest level of Service to our community. We value the diversity of our community and work in partnership with all segments of our community to achieve our mission of reducing both crime and the fear of crime.

## Professionalism

It is our goal is to deliver a level of service to our community that is a constant and direct reflection of our daily strides toward the highest caliber of professionalism in all aspects of the public service arena.

## Dedication

It is our goal to be dedicated in every aspect of what we do. We demand the highest Standards for ourselves and are never satisfied with the "status quo". We embrace change and continuously seek out new ideas, both from within our department and the community to improve our performance.

## Contact Information

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## Administration

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Captain Bobby Fuller  
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## Criminal Investigations

Sgt. Dolly McMahan  
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## Uniform Patrol Command

Lt. Brannen Pruette  
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## Zone Commanders

Sgt. William Rownd (Zone 1)  
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Sgt. John Hendon (Zone 2)  
jhendon@hollyspringspd.net

Sgt. Carlton Whitworth (Zone 3)  
cwhitworth@hollyspringspd.net

Sgt. Freeman Morrison (Zone 4)  
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## Holly Springs Police Department

## T. R. A. C. E.

**Teamwork**

**Results**

**Accountability**

**Communication**

**Enforcement**



## Mission Statement

It is the mission of the Holly Springs Police Department to assure that our community is safe from crime and public disorder by focusing on the prevention of crime along with reducing the fear of crime.

## Message from the Chief

After spending 30 years in this business of Law Enforcement, one of my proudest moments has been my appointment as your Chief of Police. On April 1st of 2005, when I was sworn in, my commitment to every Citizen of Holly Springs was to serve to the very best of my ability. I have always maintained we will provide the most effective, efficient, and professional service possible.

My goal with the T.R.A.C.E. Program is to ensure one of the lowest crime rates in the Metro Atlanta area as the region continues to grow. As the T.R.A.C.E. Program develops I believe we will build many partnerships in Holly Springs to secure even lower crime rates.

I am confident the Holly Springs T.R.A.C.E. Program will yield many positive results for our community and will maintain this safe environment for every citizen and business owner. Additionally our goals will also include addressing any "quality of life issues" affecting our community.

I personally encourage you, our customer, to work with us and join this "team effort" so that we may better serve you in addressing your needs, issues, and concerns. Your input, partnership, and feedback are critical to our operations and ultimately our success.

Sincerely,

Ken Ball

Chief of Police

## The Program

The T.R.A.C.E. program is based on two very important principles.

Focusing our prevention and enforcement efforts on recent crime trends as indicated by our crime analysis and community input.

Working with our customers, the resident and business owners of Holly Springs, to prevent crime and address issues of concern.

Using these principles as guides we have taken several steps to ensure that we will be able to meet our service goals:

The city has been divided into four operational zones. Each zone is commanded by a Sergeant, who has the responsibility for coordination of all crime prevention efforts and enforcement activities in the zone. The sergeant also serves as a liaison between the residents and business owners within the zones and the police department.

We have given one sergeant one specific zone because we believe that this will help instill a greater sense of ownership and responsibility in our sergeants while at the same time making it easier for you to get to know the sergeants working in your area.

Our department also has instituted monthly meetings which are attended by all members of the command staff and the zone commanders. Information is exchanged at the meeting regarding recent crime issues and community feedback. Our operational plan is designed based on information discussed during these meetings. These frequent meetings will insure a more consistent level of accountability.

## Zone Commanders

**Zone 1 : Sgt. William Rownd**

Zone 1 includes Harmony on the Lakes, Hickory Rd. west to Morgan Rd., Barrett Farms, Morgan Park and Fox Hollow.

**Zone 2 : Sgt. John Hendon**

Zone 2 includes Morgan Rd., Hickory Rd. at Morgan Rd. west to Palm St. and Jackson St. Highway 5 to Pinecrest Rd. to Univeter Rd.

**Zone 3: Sgt. Carlton Whitworth**

Zone 3 includes Highway 5 south from Hickory Rd. on the east side of Highway 5, Palm St. and the Publix Shopping Center.

**Zone 4 : Sgt. Freeman Morrison**

Zone 4 includes all areas west of Highway 5 from Ash St. to Sixes Rd.