

Seguin Police Department

2025 Annual Review



February 5, 2026

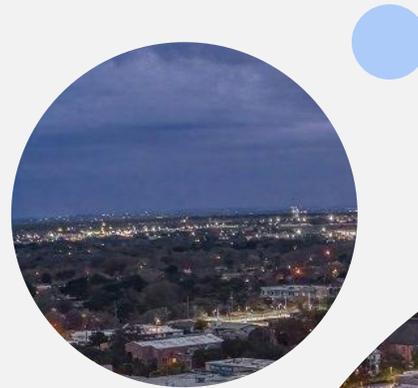
Jason P. Brady, Chief of Police

SEGUIN
TEXAS

It's real.

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To the Mayor, City Council, City Manager, and the residents of Seguin,

I am pleased to present the 2025 Annual Report for the Seguin Police Department. This document highlights our ongoing evolution as we balance the demands of a rapidly growing city with our steadfast commitment to professional excellence.

Over the past year, we have significantly modernized our operations to enhance safety and maximize our resources. By integrating advanced technology and optimizing our workforce, we continue to build a department that is as innovative as it is community focused.

Key advancements this year include:

- **Strategic Facility Improvements:** We completed several critical infrastructure projects, including a comprehensive overhaul of our Property and Evidence Room. Furthermore, we expanded our restroom and locker room facilities specifically to accommodate our growing number of female staff and officers.
- **A More Diverse Force:** Through our targeted recruiting efforts and Police Academy sponsorship programs, we have achieved a record milestone: female officers now represent 16% of our sworn force, significantly exceeding the national average of approximately 12%.
- **Technological Force Multipliers:** The department has expanded its crime-fighting capabilities through the use of Automated License Plate Readers (ALPR) and Drone technology. These tools provide real-time situational awareness and critical data that help our officers solve crimes more efficiently and respond to emergencies with greater precision.
- **Operational Efficiency:** To ensure our first responders remain available for high-priority calls in the field, we successfully introduced a civilian report taker position. This role manages lobby and phone reports, allowing our sworn officers to focus their time and energy on active patrol and community safety.
- **Enforcement Success:** Department initiatives led to arrests of numerous street level drug dealers significantly disrupting drug operations in Seguin and the greater Guadalupe County area.
- **Recognized Excellence:** Once again, our department has been re-accredited by the Texas Police Chiefs Association (TPCA) Best Practices Program, placing us among the top 10% of agencies in the state.

I am proud of the 102 dedicated professionals who make up this department. Through the support of our city leadership and the trust of our citizens, we are successfully preparing Seguin for a safe and prosperous future.

Sincerely,
Jason Brady
Chief of Police

Command Staff



Jason Brady
Chief of Police



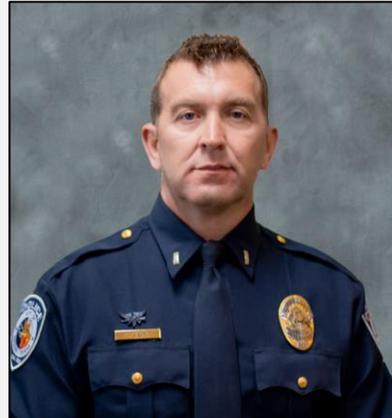
Jaime Suarez
Asst. Chief of Police



Mike McCann
Admin. Lieutenant



Lance Wright
CID Lieutenant



Cobey Crow
Special Ops. Lieutenant

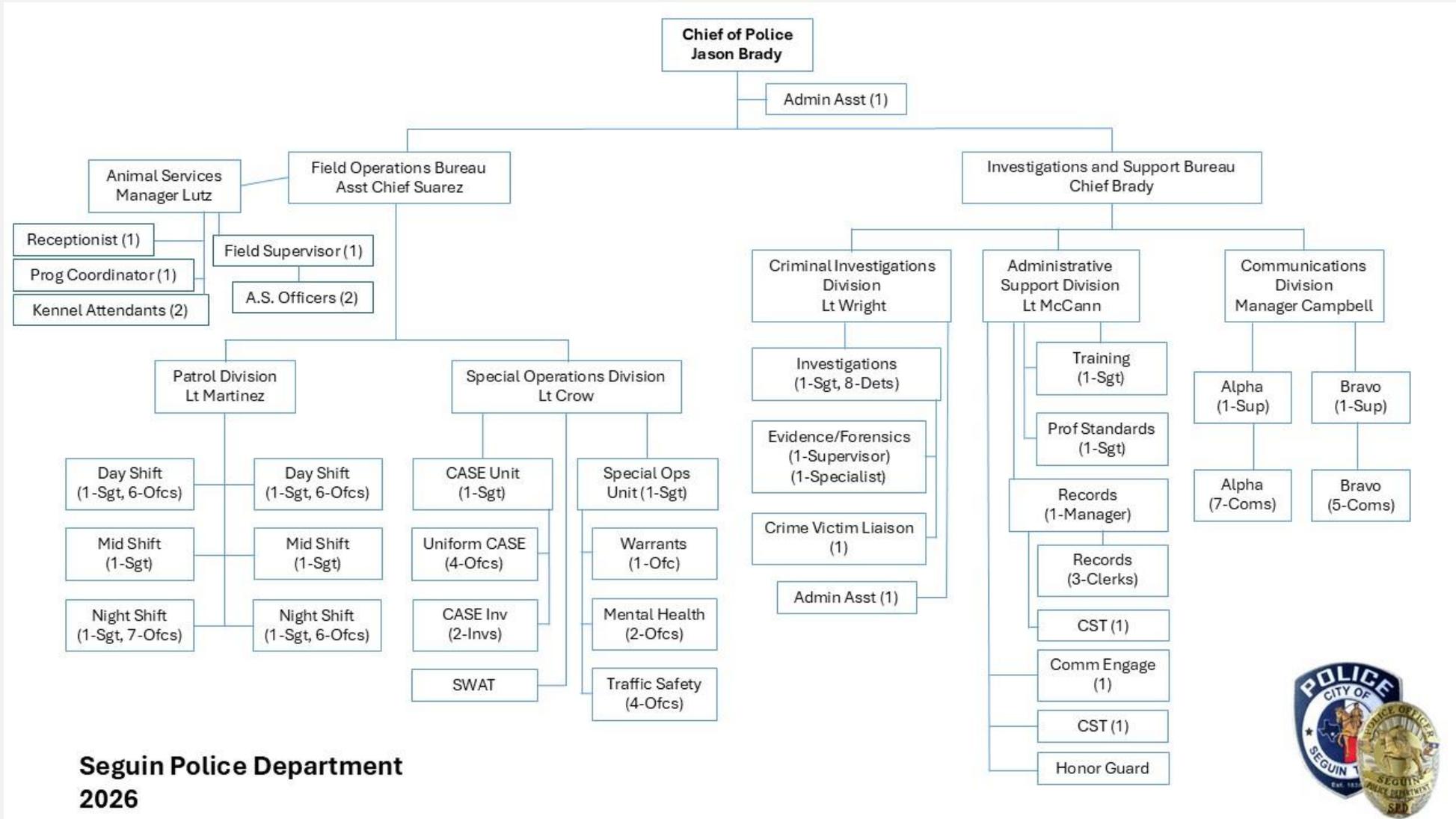


Marcos Martinez
Patrol Lieutenant



Lauren Campbell
Communications Manager

Organizational Chart



Texas Best Practices Accreditation Program

In February 2025, the Seguin Police Department received the coveted distinction of being reaccredited for a third time by the Texas Police Chiefs Association, a significant achievement that reflects the department's continued commitment to professionalism, accountability, and excellence in policing. Out of approximately 2,785 active law enforcement agencies in Texas, only 218 agencies have earned accreditation by successfully meeting more than 173 rigorous best-practice standards covering areas such as operations, training, administration, and community relations. Achieving reaccreditation at this level places the Seguin Police Department among an elite group of agencies statewide and underscores its sustained dedication to serving the community with integrity, transparency, and what has clearly become the new Gold Standard for Texas Law Enforcement.





Building Bridges: A Year of Community Enrichment



It's real.

5,000+ Total Community Interactions

780 Hours of Service Dedicated to Outreach

24 Neighborhoods Strengthened

Investing in Our Youth

- Blue Santa & Badges, Bikes, and Tykes
 - Provided toys for 530 children and gave away 100 bicycles, ensuring every child feels supported by their community.
- Father – Daughter Dance
 - Hosted 400 guests for an evening of family bonding and fun.
- Career Days & School Engagement
 - Sparked inspiration for over 1,500 students across the district.

Inclusion & Tradition

- Special Olympics
 - Proudly partnered with and supported 80+ incredible athletes.
- Trunk or Treat
 - Created a safe, festive environment for over 800 children.
- K9 Demonstrations
 - Engaged 500 attendees with a behind-the-scenes look at our four-legged officers.

Community Safety & Education

- National Night Out
 - Visited 24 neighborhoods, connecting personally with 960 residents.
- Safety Training (CRASE & Human Trafficking)
 - Empowered nearly 300 citizens with life-saving knowledge and awareness.
- Citizens Police Academy
 - Provided an “inside look” at law enforcement for our local leaders and residents.

Community Engagement

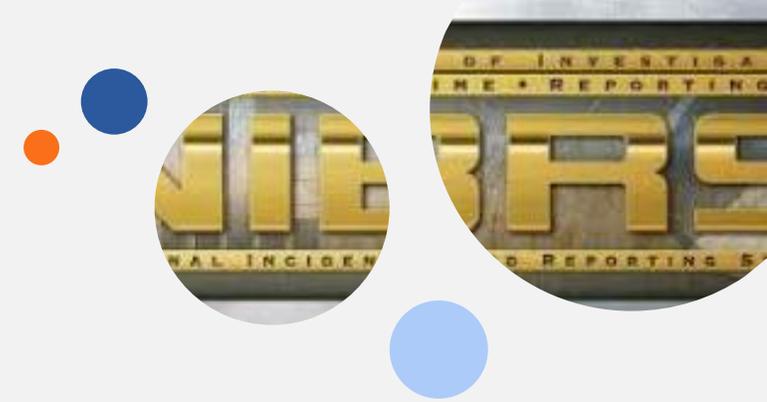




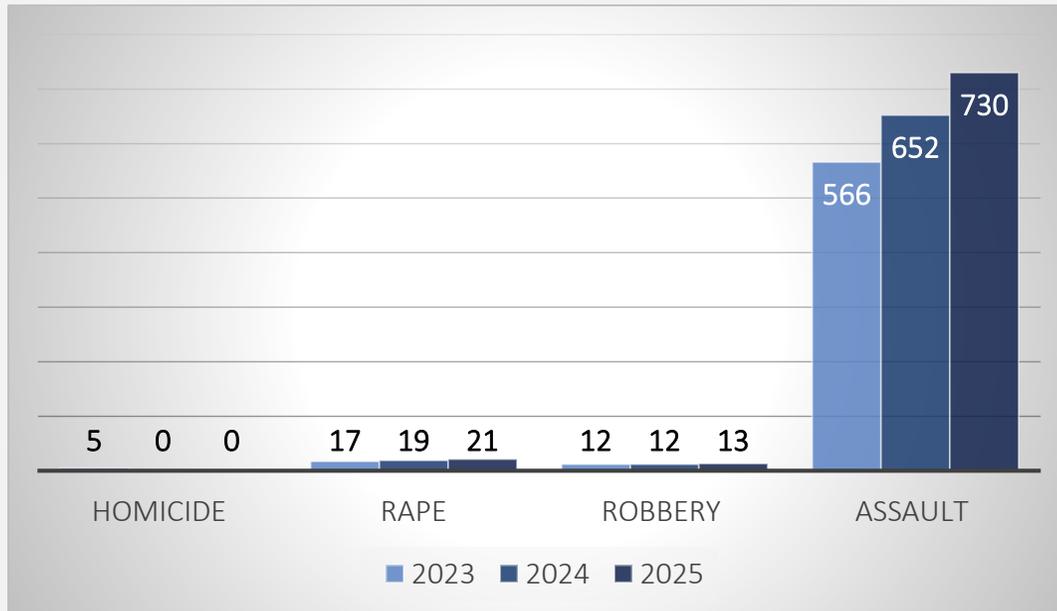
National
Incident-Based
Reporting
System
Statistics

Let's dive in

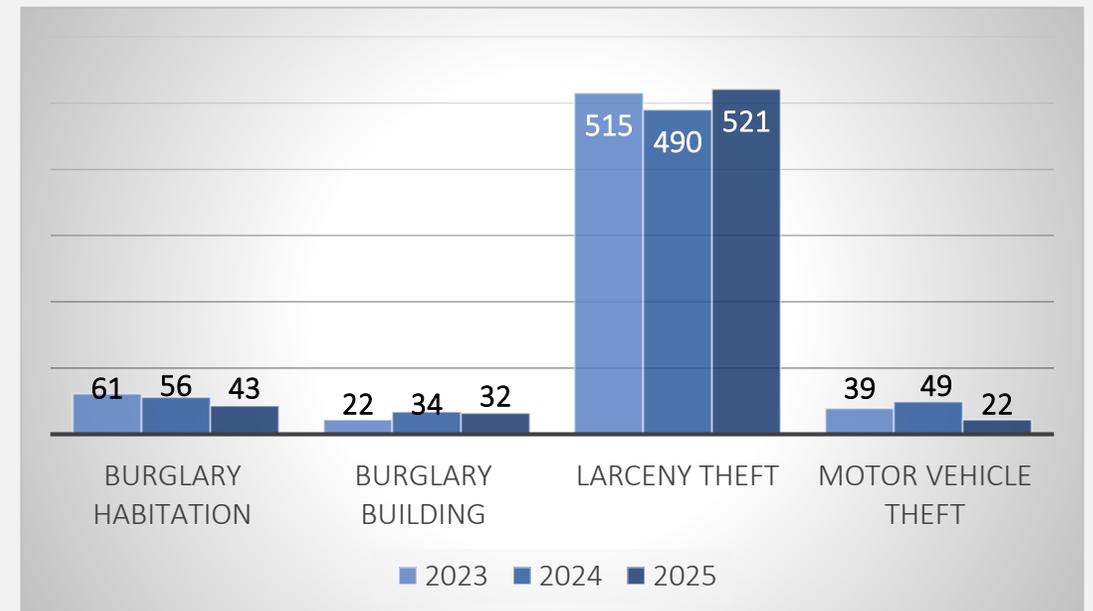
NIBRS is a modern reporting system that provides a much more detailed and accurate picture of community safety by recording every single crime that occurs during an incident, rather than just the most serious one. By capturing specifics like the time of day, the relationship between victims and offenders, and the types of weapons or drugs involved, it gives law enforcement the "story" behind the numbers. This data-driven approach allows the department to deploy resources more effectively and provides citizens with a transparent, comprehensive look at the actual safety of their neighborhoods.



Crimes Against Persons by Number



Property Crimes by Number





Statistics by Division

- Patrol
- Training
- Criminal Investigations
- Property & Evidence
 - C.A.S.E
- Special Operations
- Telecommunications
 - Records
- Animal Services

Eyes in the Sky: Launching our UAS Program



This year, we officially launched our Unmanned Aircraft Systems (UAS) Program, adding a critical layer of safety and efficiency to our operations. By utilizing drone technology, we can gain a "bird's-eye view" of complex situations, keeping both our residents and our officers out of harm's way.

How It Works

Our drones are piloted by FAA-certified officers and are deployed for specific, high-stakes missions. These include:

- **Search and Rescue:** Using thermal imaging to find missing children or seniors in wooded areas or at night.
- **Tactical Support:** Providing real-time oversight during dangerous standoffs to ensure a peaceful resolution.
- **Scene Documentation:** Quickly and accurately mapping serious traffic accidents or crime scenes to reopen roads faster.

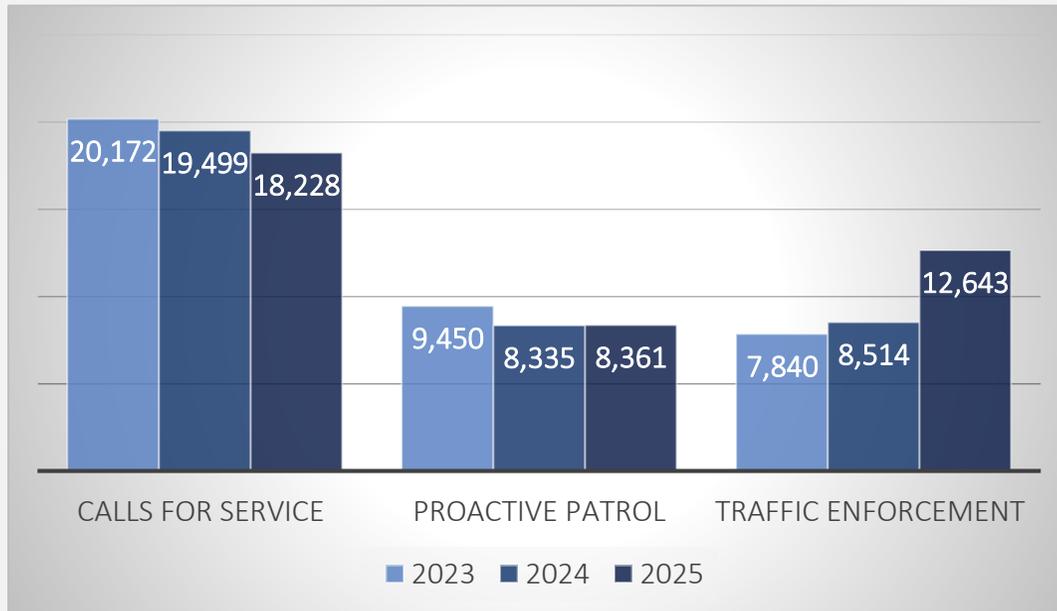
Benefits to Our Community

- **Life-Saving Speed:** Drones can be airborne in seconds, reaching areas that are difficult for patrol cars or officers on foot to access.
- **Enhanced De-escalation:** Better information leads to better decisions. Having a clear view of a situation helps our team resolve incidents with the least amount of force possible.
- **Disaster Response:** In the wake of storms or floods, drones allow us to assess damage and identify residents in need of immediate help without risking ground crews.

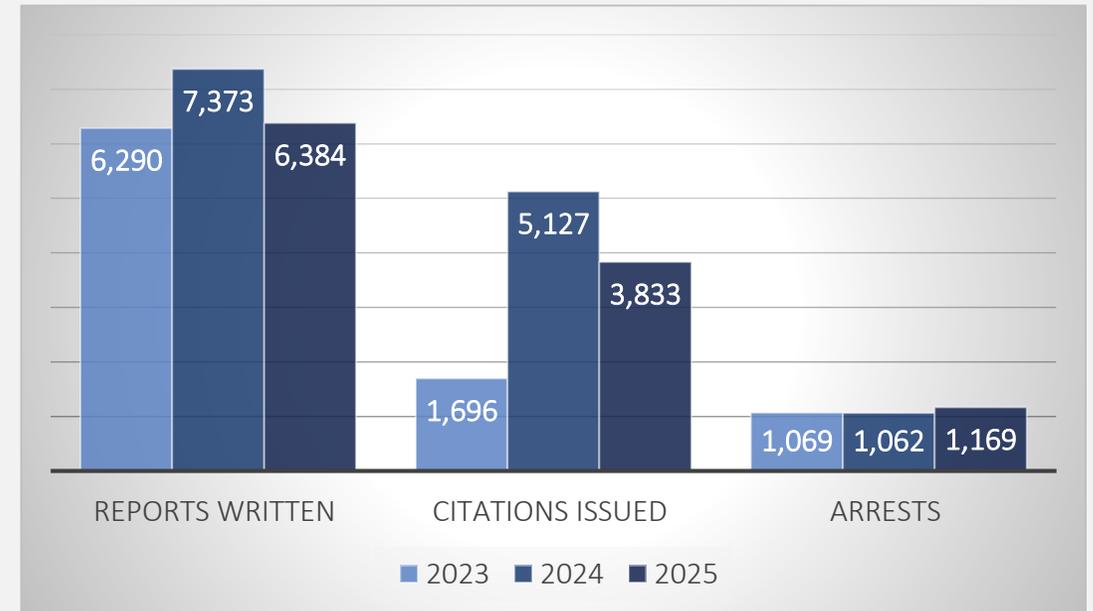
Community Policing



Calls for Service



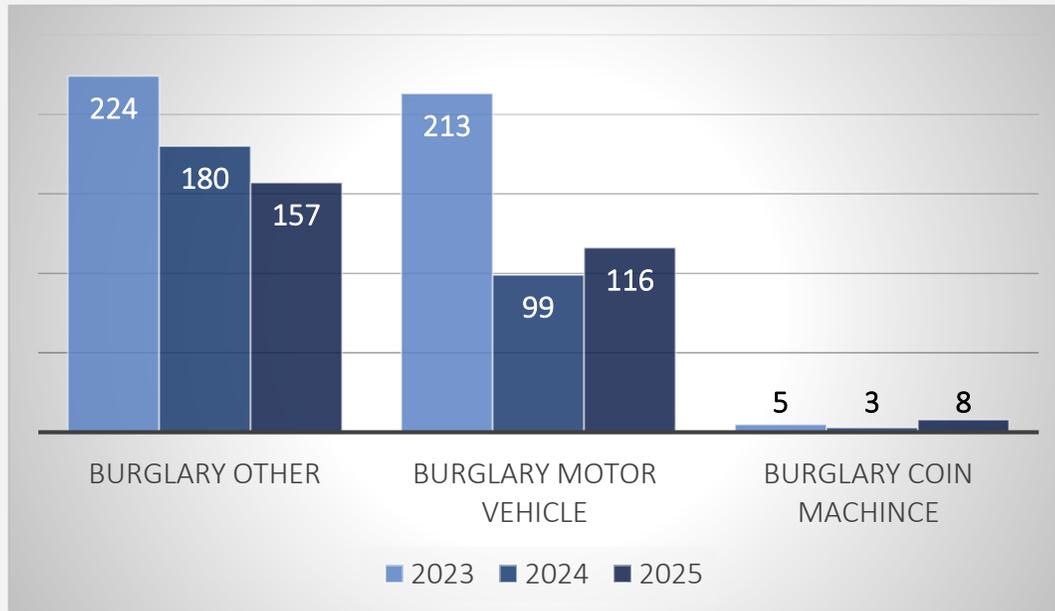
Proactive Safety Interventions



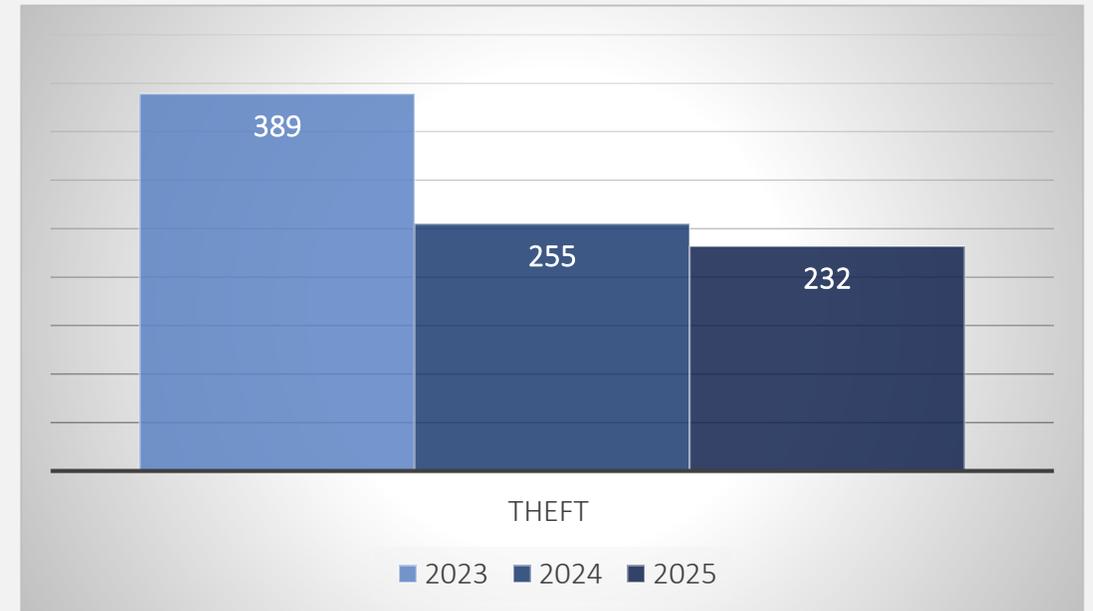
Property Crime Overview



Burglaries



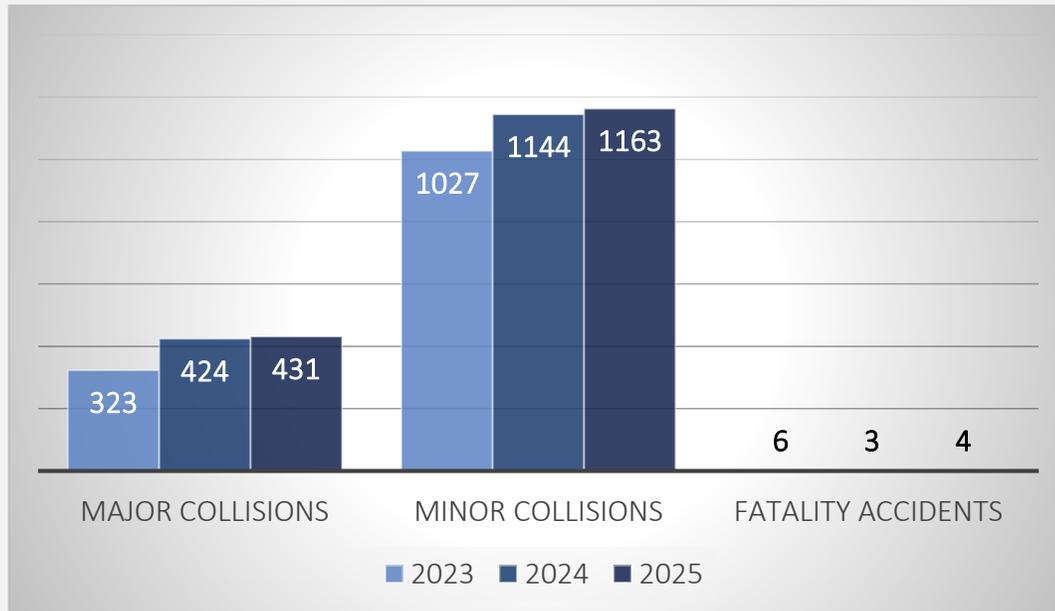
Thefts



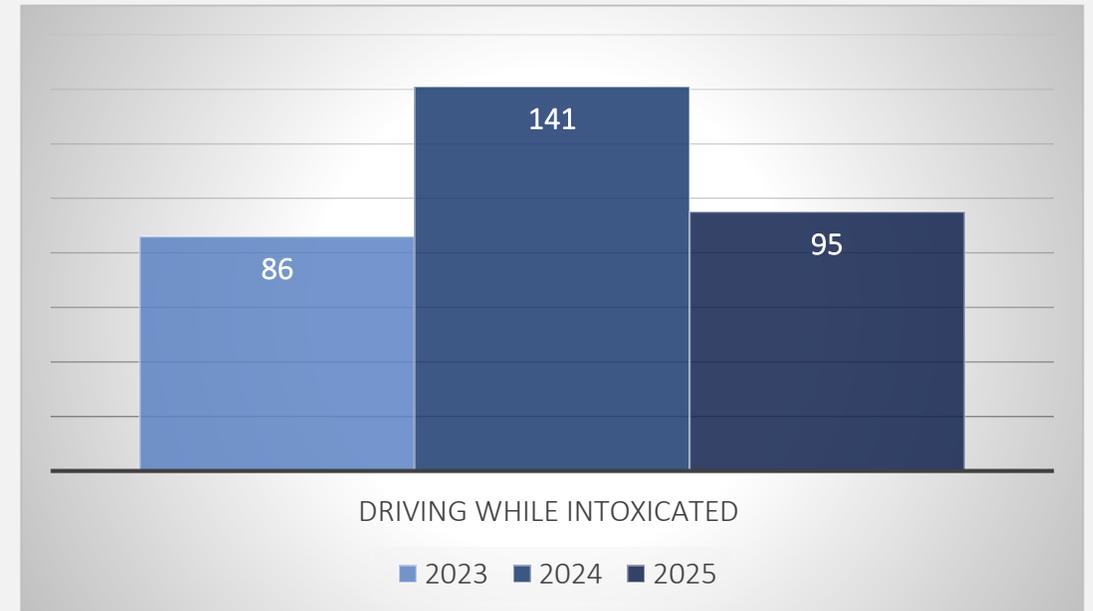
Traffic Safety Activity



Collisions



Driving While Intoxicated



Responding with Precision



Top tier training is provided to officers at every level of the department. Over the past year, training has included de-escalation and communication, crisis intervention, and legislative and legal updates to ensure each call for service receives the appropriate response. Additionally, Assistant Chief Suarez attended the 293rd Session of the FBI National Academy, further strengthening leadership development and best practice implementation across the organization.

Automated License Plate Recognition System

Our commitment to a safer community took a major leap forward this year with the implementation of the Automated License Plate Recognition system. This advanced technology serves as a 24/7 force multiplier for our officers, helping us solve crimes faster and more efficiently.

How It Works

The ALPR cameras are not facial recognition tools; instead, they capture objective data, license plates and vehicle characteristics (like color, make, and model), as they pass by. If a vehicle associated with a crime or a missing person (such as an Amber or Silver Alert) passes a camera, our team receives a real-time alert to respond immediately.

Benefits to Our Citizens

Proactive Crime Prevention: By identifying stolen vehicles or known suspects entering our neighborhoods, we can often stop crime before it happens.

Faster Investigations: What used to take days of manual door-to-door canvassing for video now takes minutes, allowing us to identify leads with precision.

Privacy First: The system is designed for public safety, not traffic enforcement. It does not track individual drivers and data is automatically deleted on a rolling basis.



ALPR Technology Leads to Swift Arrest in “Jugging” Case

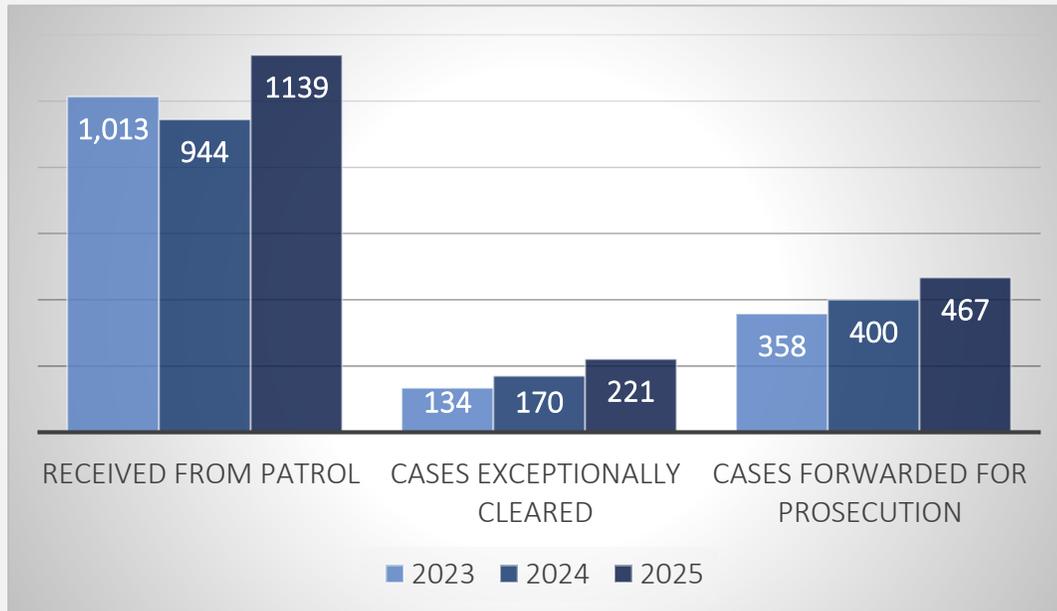


On October 7, 2025, a visitor at the U.S. Post Office fell victim to a "jugging" theft, a crime where a person is followed from a bank and their valuables are stolen from their vehicle. Leveraging our **Automated License Plate Recognition (ALPR) system**, investigators quickly identified a suspicious rental vehicle linked to the incident. Within just two hours, the Seguin Police Department coordinated with regional partners to intercept the vehicle and apprehend two suspects. This successful operation resulted in the full recovery of the victim’s stolen property and highlights how our commitment to advanced technology ensures that criminal activity in Seguin is met with a rapid, coordinated, and effective response.

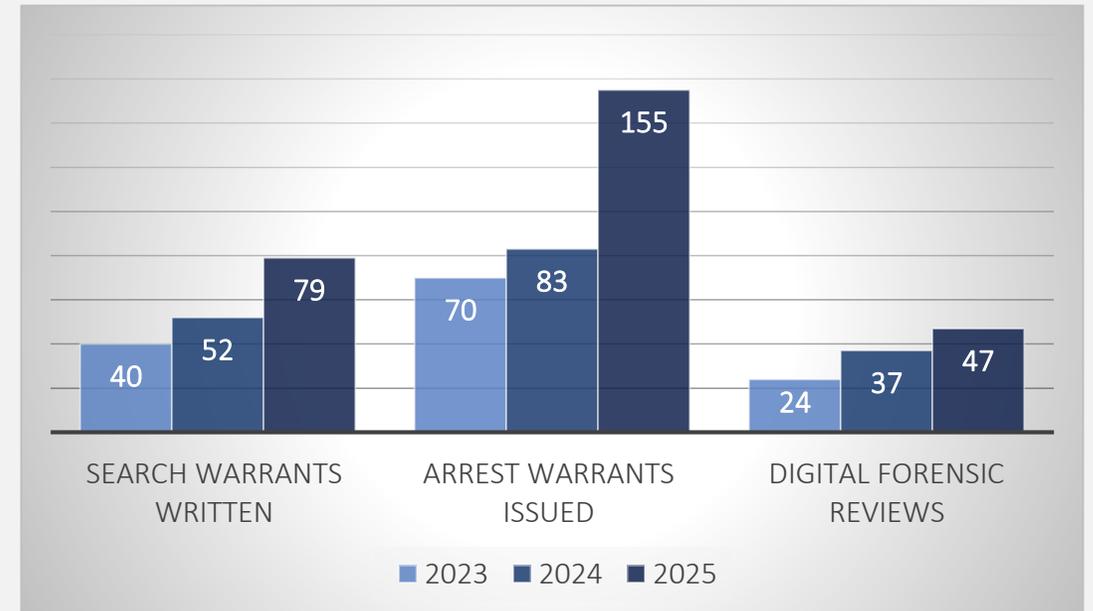
Investigative Actions Summary



Case Breakdown



Warrants and Digital Forensic Reviews



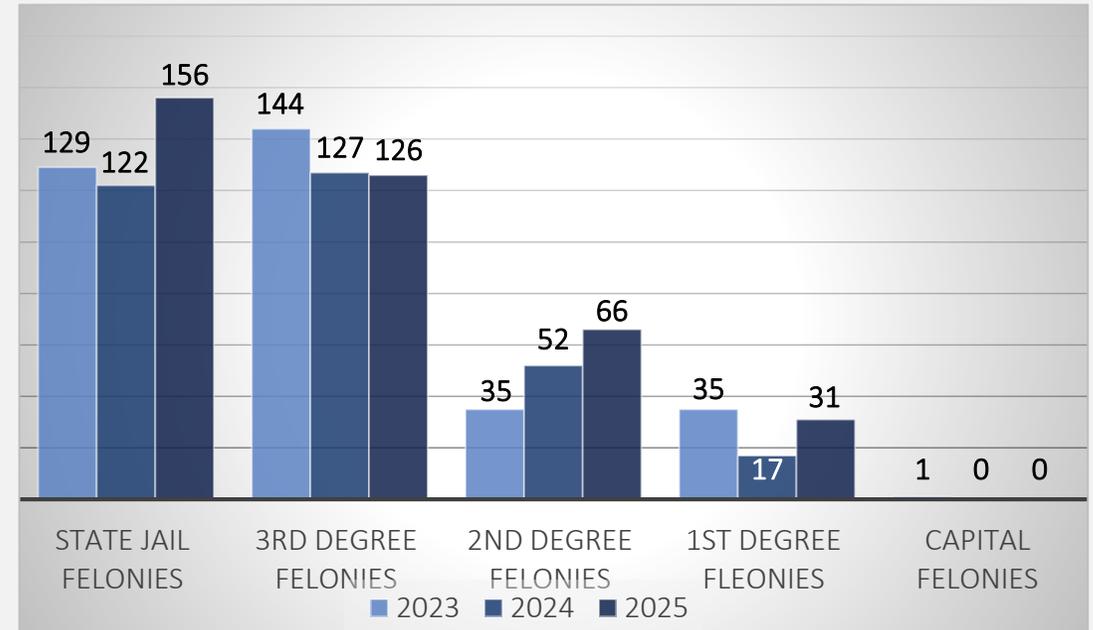
Offense Severity Breakdown



Misdemeanor Charges Filed



Felony Charges Filed



Modernizing Our Evidence Management

Our Property and Evidence Room is the backbone of the justice process, ensuring that every piece of evidence, from recovered stolen property to forensic clues, is tracked and preserved with total integrity. This year, we overhauled our systems to increase efficiency and maximize space.

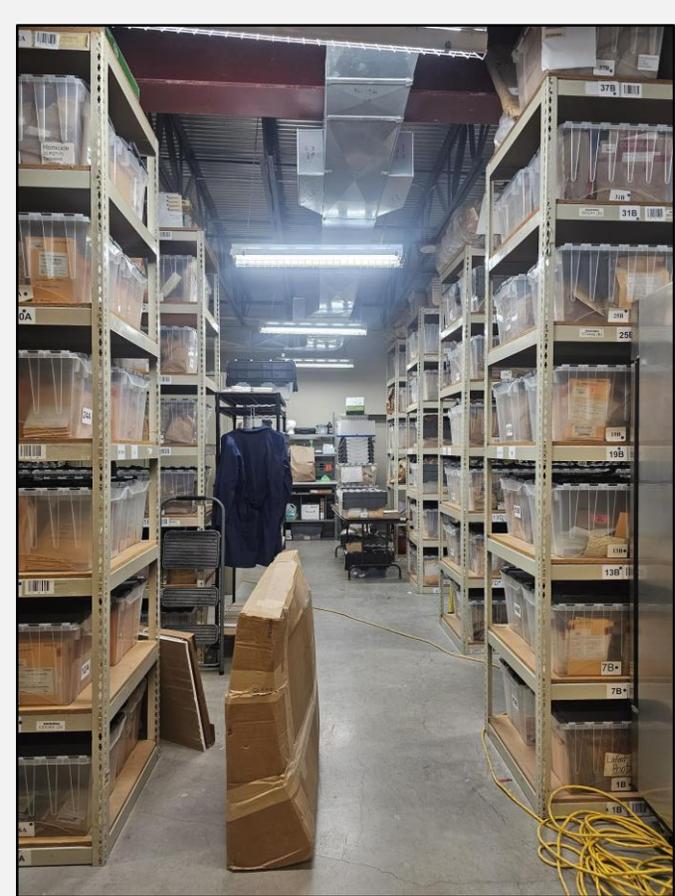
Efficiency by the Numbers

- Inventory Managed: Over 20,120 items securely maintained.
- Clearance & Cleanup: Issued 43 destruction orders, resulting in the safe disposal of 1,246 pieces of property that are no longer needed for court.
- Space Gained: A strategic remodel increased our storage capacity by 60%

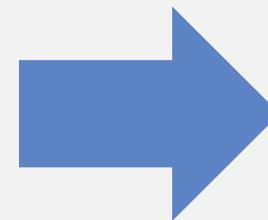
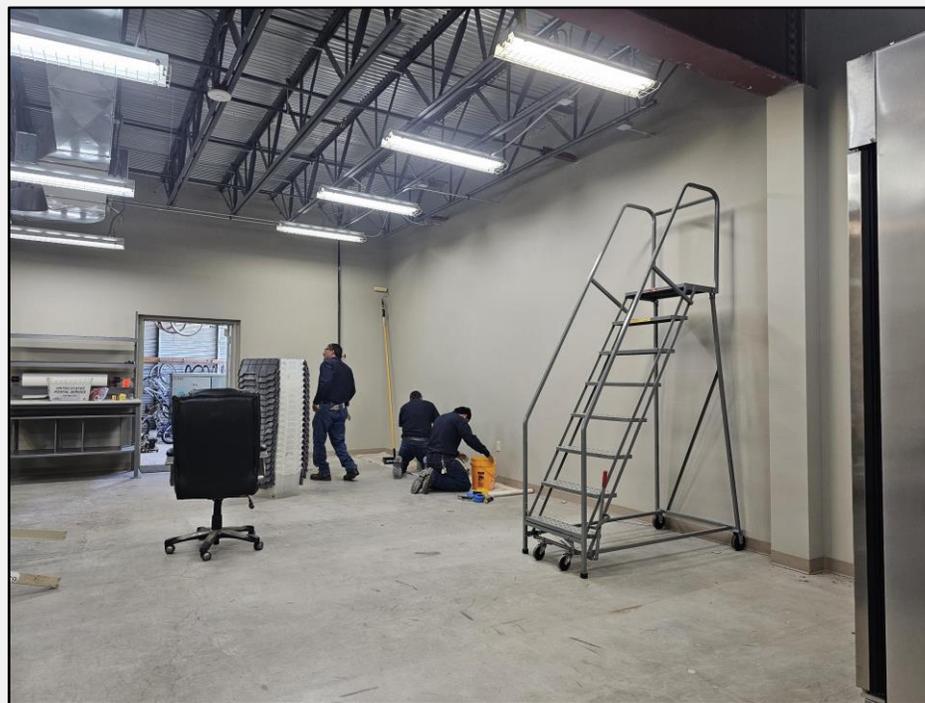
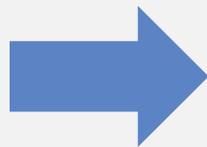
Benefits to the Community

- Long-Term Savings: By maximizing our existing footprint and increasing our “clean-out” rate, we have secured enough storage space to last for many years to come. This eliminates the need for expensive new construction or off-site storage rentals.
- Streamlined Justice: A highly organized evidence room means officers and prosecutors can locate items faster, reducing administrative delays and ensuring more efficient court proceedings.
- Integrity & Accountability: the community is supporting a state-of-the-art facility that protects the rights of victims and the accused by ensuring evidence is never lost or compromised.





Before



After



Criminal Apprehension Street Enforcement Unit



Led by the C.A.S.E. Unit, this multi-month investigation (July–November 2025) targeted the distribution of methamphetamine, cocaine, and THC products to dismantle low-level trafficking networks across Seguin and Guadalupe County.

The Results

21 Felony Arrests: High-value targets apprehended, including the seizure of bulk methamphetamine and distribution equipment.

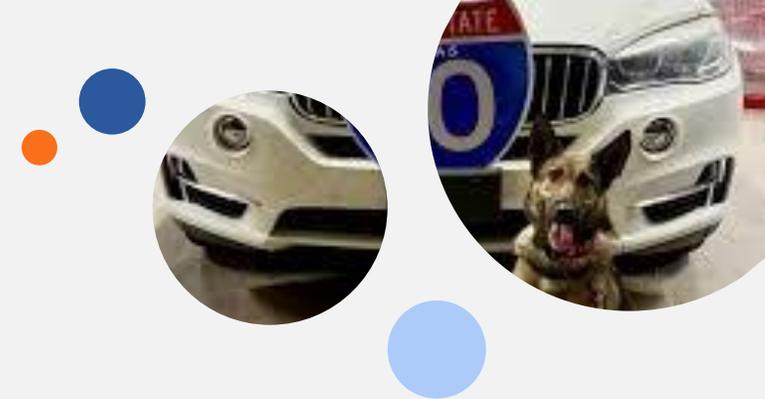
31 Felony Offenses: Crimes documented and referred to the Guadalupe County Attorney’s Office for prosecution.

Regional Reach: Operations spanned Seguin, New Braunfels, and greater Guadalupe County.

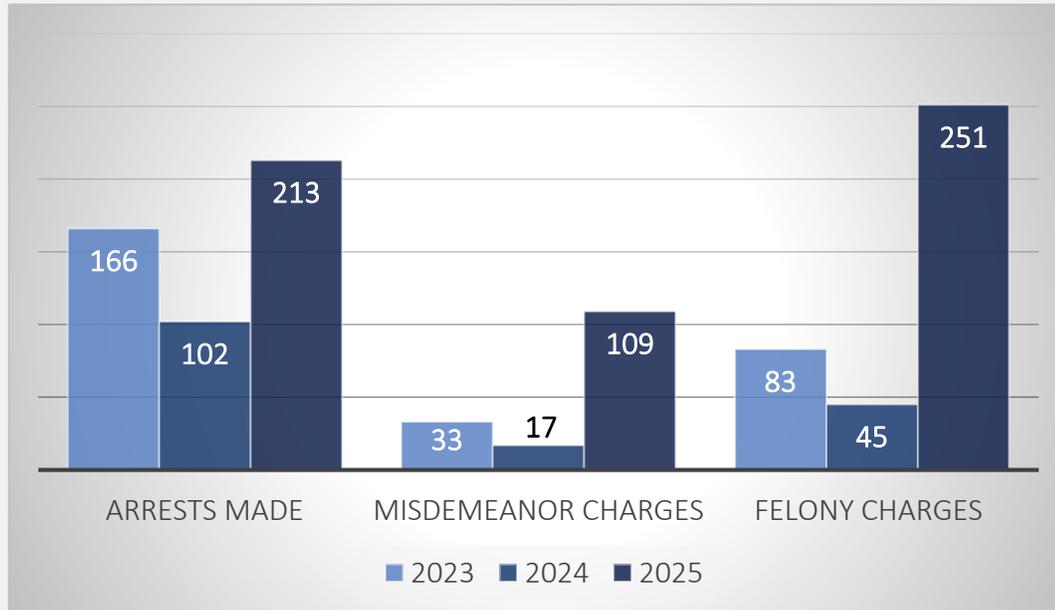
A Collaborative Victory

Success was made possible through seamless partnership with the Guadalupe County Sheriff’s Office, New Braunfels PD, and the Texas Army National Guard. By removing these traffickers from our streets, we continue to disrupt the cycle of organized crime and substance abuse in our neighborhoods.

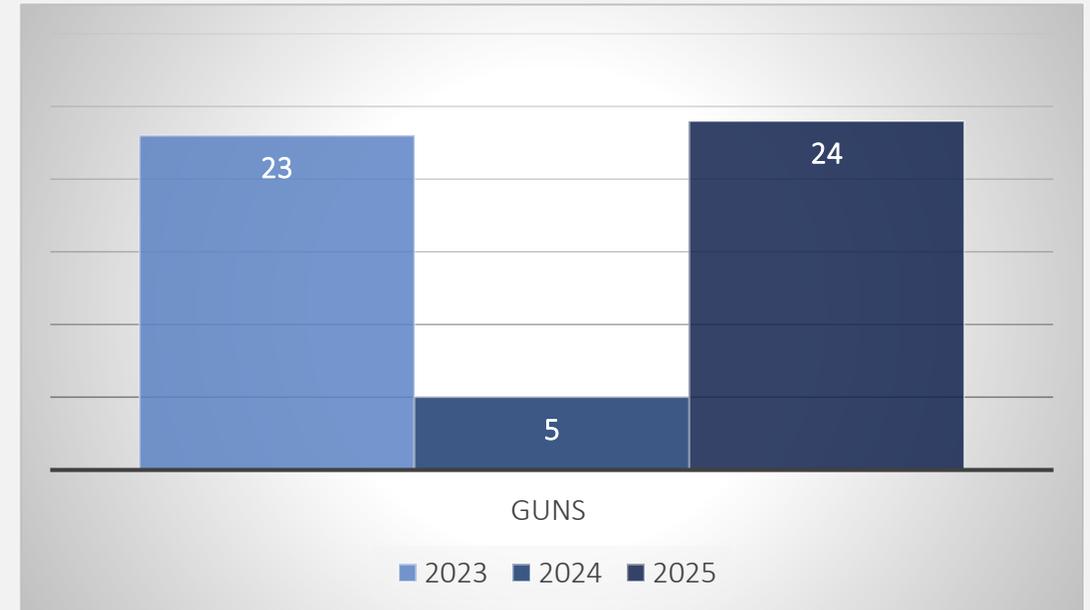
Annual Enforcement Outcomes



Offense Based Arrests



Weapons Seizures



Combatting Organized Crime

Organized criminal activity and street gangs represent a significant threat to community safety. To effectively disrupt these networks, our department utilizes TXGANG, the state's primary gang intelligence repository maintained by the Texas Department of Public Safety (DPS).

What is TXGANG?

TXGANG is a secure, statewide database that allows law enforcement agencies to share criminal intelligence. By entering verified gang members into this system, we ensure that if a local offender is stopped in another city or county, officers there are immediately alerted to their criminal affiliations and potential danger.

Our 2025 Breakthrough

We have dramatically increased our focus on identifying and documenting gang members to meet the strict evidentiary standards required by Texas law.

- **2024 Results:** 3 members identified and entered.
- **2025 Progress:** 45 members identified and entered—a **1,400% increase** in actionable intelligence.

Our Goal: To reach **100 documented members**, creating a comprehensive map of organized crime in our area to better protect our neighborhoods.

Why This Matters

Tracking gang activity isn't just about data; it's about prevention. By populating the state repository, we:

- **Disrupt Recruitment:** Identification makes it harder for gangs to operate in the shadows.
- **Enhance Officer Safety:** Real-time alerts provide critical context during high-risk traffic stops.
- **Strengthen Prosecutions:** State-level documentation helps prosecutors pursue enhanced penalties for crimes committed as part of a criminal organization.



Our partnership with Metro SWAT ensures that when the most dangerous calls occur, Seguin has the **best-trained, best-equipped, and most effective** response team in the region, at the best value for our taxpayers.

Metro SWAT’s capabilities include armed barricaded operations, high risk warrant service and apprehension operations, terrorism response operations, active assailant (active shooter) operations, public order support, and hostage rescue operations.

Maximized Safety with Minimized Cost

- By sharing resources, Seguin avoids the burden of funding a full time SWAT team alone.
- Citizen’s receive Tier 2 Level tactical expertise, the gold standard in safety, at a fraction of the cost.

Robust and Rapid Response with Proven Results

- Seguin contributes 35% of the specialized professionals to the team to ensure a coordinated response is available to our city 24/7.
- Because of our 2025 training initiatives with SAPD and New Braunfels, Seguin citizens are protected by a seamless “safety net” of regional tactical support.
- Since joining the team in 2023, 17 high-risk operations have resulted in a 100% apprehension rate.

Advanced Training and Knowledge Transfer

- Seguin officers on the team undergo 192+ hours of elite training annually in tactical medicine, active-shooter response, and de-escalation.
- These advanced skills are brought back to our local patrol shifts, elevating the professional standard for the entire Police Department.

Streamlining Crisis Intervention: How the Pulsara App is Modernizing Our Mental Health Response



The Challenge: The "Communication Gap"

Before Pulsara, a Mental Health Peace Officer (MHPO) had to juggle multiple phone calls to hospitals, dispatchers, and mobile crisis teams. This manual process created delays during critical moments when every second mattered.

The Solution: One Connection, Total Synergy

By utilizing the Pulsara App, our officers now have a "single point of truth."

- **Real-Time Data:** Officer enters information once.
- **Instant Distribution:** Data hits MCOT (Mobile Crisis Outreach), hospitals, and MED COM simultaneously.
- **Faster Outcomes:** Accelerates the Emergency Apprehension and Detention (EAD) process for quicker assessment and placement.

"What used to take five phone calls now takes one digital entry. We are replacing paperwork with patient care."

The Future: Community-Wide Coverage

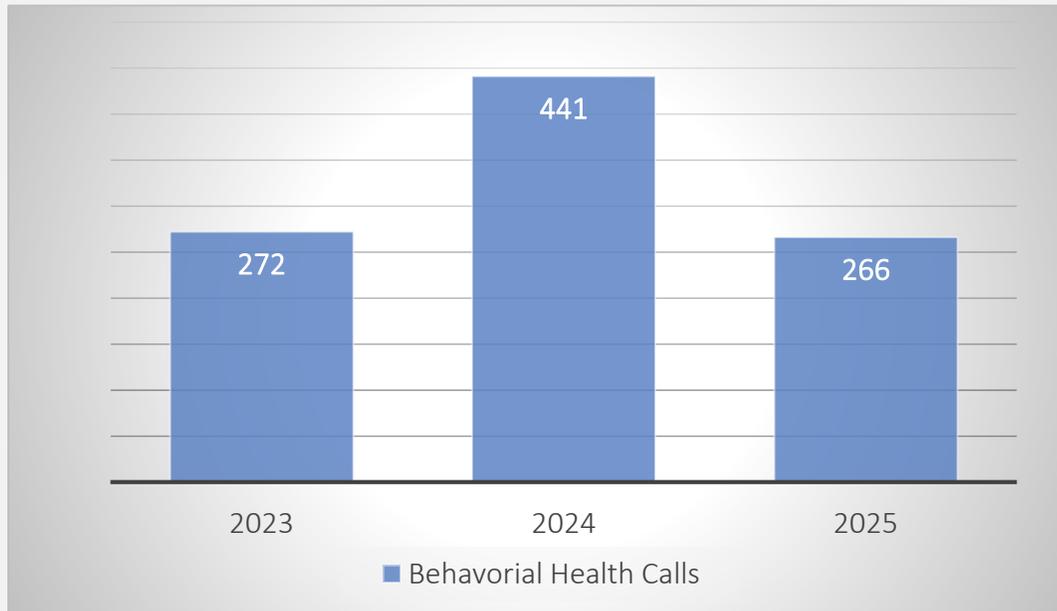
Currently: Successfully deployed with our specialized MHPO Officers.

Coming February 2026: Expanding Pulsara access to all Patrol Officers, ensuring every citizen in crisis benefits from this life-saving efficiency.

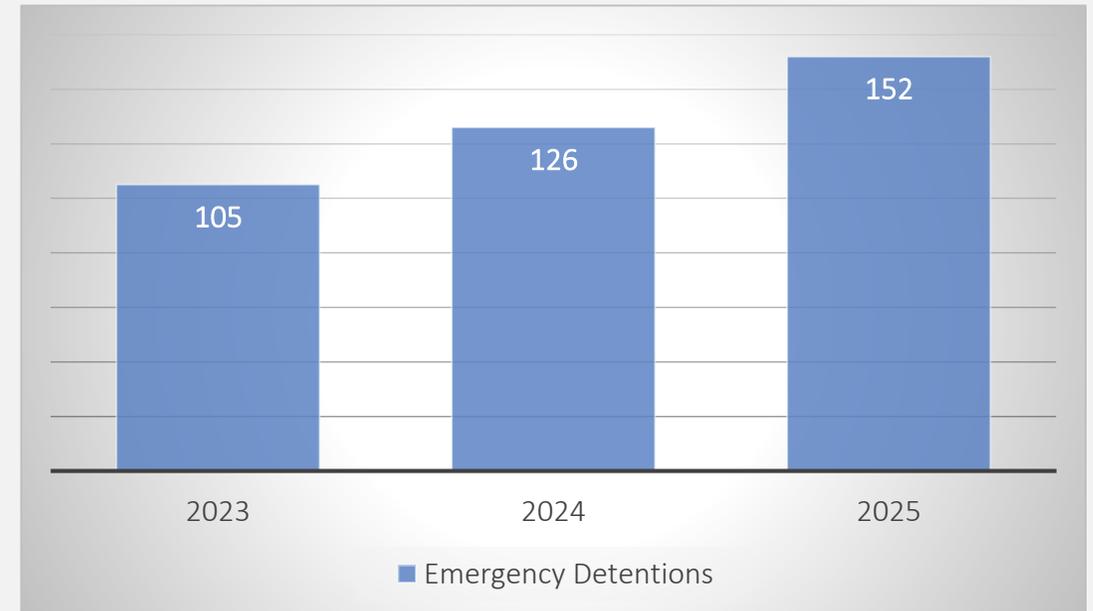
Bridging the Gap Between Crisis and Recovery



Individuals in Crisis Request for Assistance



Crisis Interventions



Special Operations Division

Enhancing Specialized Enforcement and Safety Resource Recovery

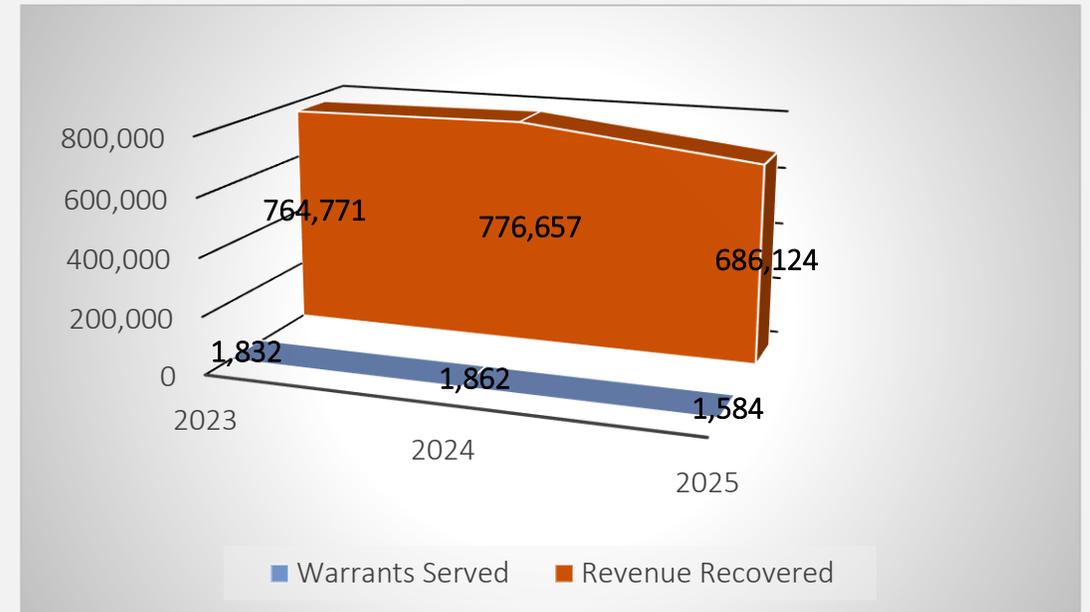


By assigning a dedicated Warrant Officer, the Seguin Police Department has streamlined the process of resolving outstanding cases. This role ensures that legal mandates are followed through, closing the loop on municipal violations and maintaining the integrity of our court system.

- Self-Sustaining Success:** The resources that are recovered through this dedicated position significantly exceeds the cost of the role, providing a clear financial benefit to the city by reinvesting directly back into the technology and training that keeps Seguin’s streets secure.

- Patrol Support:** By having a specialized officer handle warrants, our Patrol Division stays on the streets, focused on emergency calls and neighborhood safety.

- Fairness & Compliance:** This program ensures that those who have been cited follow through with their legal responsibilities, maintaining a fair environment for all citizens.



The TxDOT STEP Program Powered by Data-Driven Safety

The Mission: Safer Streets through Science

The Seguin Police Department partnered with TxDOT for the **Selective Traffic Enforcement Program (STEP)**. This isn't random patrolling; it is a federally funded, data-backed initiative designed to reduce crashes by focusing on high-risk areas.

The Strategy: Intelligence-Led Enforcement

We don't guess where to go—we follow the data.

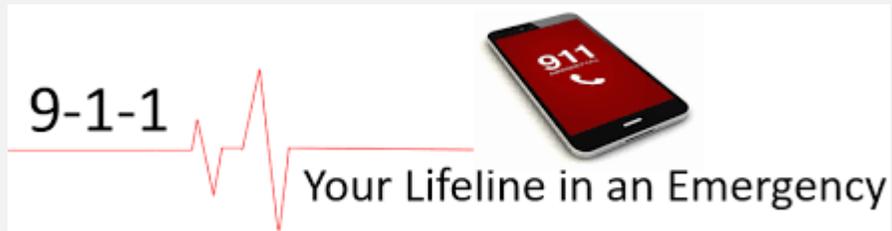
Precision Zones: Using the *Texas Crash Reporting Information System (CRIS)*, we identified specific "Enforcement Zones" where accidents are most frequent.

High Visibility: Our presence in these zones reminds drivers to slow down and stay focused, creating a "halo effect" of safety.

The Goal: To ensure every family in Seguin makes it home safely by reducing the behaviors that lead to preventable tragedies.

- 225 Traffic Stops
- 234 Warnings Issued (Prioritizing Education & Awareness)
- 55 Citations (Addressing High-Risk Violations)
- 5 Arrests (Removing Immediate Threats from the Road)





When a citizen calls 9-1-1, they aren't just reaching a phone line; they are reaching our **Public Safety Answering Point (PSAP)**. Our dispatchers are the calm voices in the dark, the tactical coordinators who ensure that the right help, whether it's Police, Fire, or EMS, reaches the right place at the right time.

The First First Responders: Inside the 9-1-1 PSAP

The invisible Thread Connecting Our Community to Crisis Care

Our PSAP team manages a complex digital ecosystem to keep Seguin safe:

Instant Triage: Using advanced protocols to provide life-saving instructions (like CPR or bleeding control) before the siren even arrives.

Tactical Coordination: Simultaneously tracking patrol units, fire trucks, and ambulances on a live digital map.

The Communication Hub: Utilizing tools like MED COM and Pulsara to alert hospitals in real-time, ensuring a "warm handoff" for patients in critical condition.

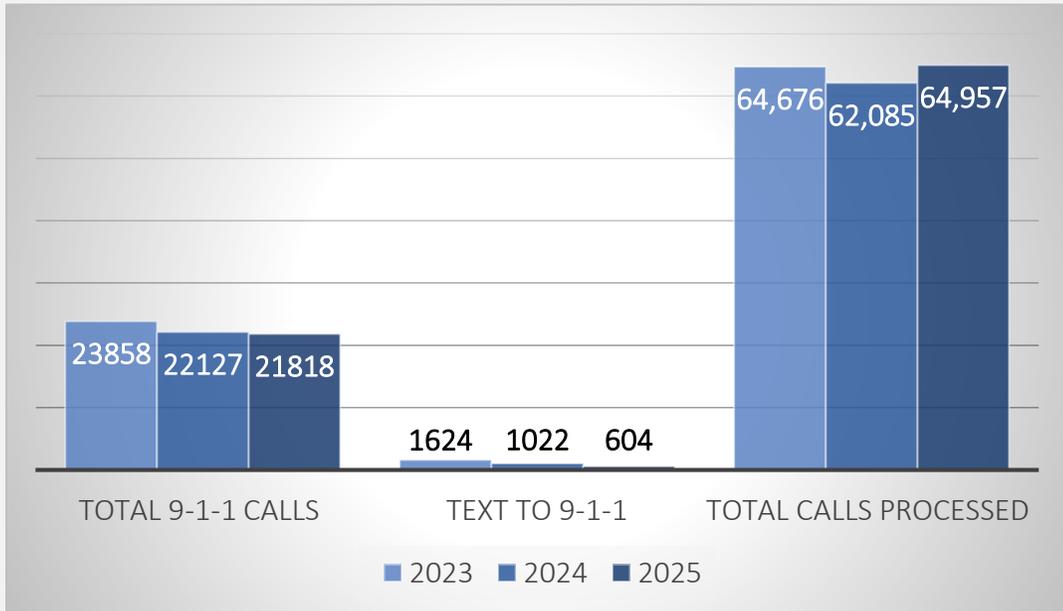
Why the PSAP Matters to You

The 10% Factor: Our PSAP efficiency accounts for **10% of our ISO Class 2 rating**, which helps lower your insurance premiums.

24/7/365 Vigilance: While the city sleeps, our dispatchers are monitoring every street, ensuring that help is never more than a heartbeat away.

9-1-1 PSAP Call Statistics

100% of 9-1-1 Calls Are Answered in Under 40 Seconds



ISO Rating Correlation



- Ratings 1-3
Excellent Protection
- Ratings 4-7
Average Protection
- Ratings 8-10
Poor/No Protection

By maintaining our **ISO Class 2** status through 2025, we aren't just ensuring a fast response; we are supporting the economic health of every household and business in our community.

RECORDS DIVISION

The Records Division serves as the administrative backbone of the Seguin Police Department, ensuring the accuracy, integrity, and lawful release of police records. This team reviews and maintains incident and arrest reports, processes payments and background checks, manages open records requests, and coordinates the timely submission of cases to prosecutors, all while supporting officers, the courts, and the public with professionalism and efficiency.

- **Reports Reviewed:** 4,223
- **Emails Handled:** 10,511
- **Faxes Processed:** 131
- **Payments Processed:** 594
- **Background Checks:** 170
- **Open Records Requests:** 271
- **Cases Sent to Prosecutors:** 4,178



Quietly behind the scenes, the Records Division keeps the department moving, accountable, and responsive to the community.

Beyond the Shelter: A Year of Lifesaving Results

89.67% Live Release Rate!

Exceeding national benchmarks for municipal excellence



Positive Intake Trends: Impounds decreased to 897 (from 958), driven by proactive community education and field returns.

- 200+ Calls per month yielding 95 bite investigations and 103 citations.

A New Lease on Life:

- 296 Animals found forever homes through adoption.
- 84 High-needs animals moved to specialized rescue partners.

Proactive Population Control:

- 480 Spay/neuter surgeries completed.
- 216 Community cats served through specialized programs.

Prioritizing Health: Total euthanasia decreased by 9%, with cases strictly limited to medical or behavioral necessity.

**926 Volunteer Hours
Logged in 2025!**



**2,099 Shelter Visitors
in 2025!**

Public Safety & Engagement



3,300+ Hours of Community Support

Driven by volunteers, residents, and dedicated service.



- Our new mobile adoption unit has transformed how we connect with Seguin. By taking our animals into the neighborhood, we have increased visibility and lowered barriers to adoption.
- **Where You Saw Us:**
- **Major Events:** Earth Day, Bark-tober, and the North Pole Stroll.
- **Education:** Summer Day Camps, Civilian Police Academy, and City University.



Annual Employee Awards



Clayton Deagen
Officer of the Year



Clint Halbardier
Supervisor of the Year



Robert Rushing
Rookie of the Year



Lainey Beaudoin
Top DWI Enforcement



Stacy Passante
Professional Staff Member
of the Year



Jen Jordan
Animal Services
Paw & Claws Award

A Commitment to Seguin's Future

As we look toward the future, the Seguin Police Department remains steadfast in its mission to provide professional, community-oriented service during this time of historic growth for our city. The successes of 2025 highlighted here demonstrate that we are not just growing in size, but in capability and character.

We recognize that our progress is made possible through the investment of our citizens. By taking advantage of grant opportunities, extending the useful life span of existing facilities and utilizing a force multiplier approach, we seek ways to minimize costs. We remain dedicated to being good stewards of taxpayer dollars, ensuring that every expenditure is a strategic investment in public safety.

Our commitment to you remains simple: we will continue to embrace the technology and training necessary to keep Seguin safe, while never losing sight of the personal relationships that define our community. We are proud to serve as your guardians, and we thank the Mayor, City Council, City Manager, and every resident for the continued trust and support that makes our work possible.

Together, we are ensuring that as Seguin grows, it remains a safe and vibrant place to call home.

Respectfully,
Jason Brady
Chief of Police

**Follow us on Facebook at SPDTX for
real-time updates.**

