



JULY 2022

# WOODLAND POLICE DEPARTMENT STRATEGIC PLAN UPDATE

## BIANNUAL UPDATE

At the launch of the Department's 2021-2023 Strategic Plan, we stressed the importance of keeping employees and the community informed on our progress. The Department identified four strategic goals:

### GOAL #1: PROMOTE A SAFE COMMUNITY BY REDUCING CRIME

- Analyze processes for efficiency and effectiveness

### GOAL #2: IMPROVE TRAFFIC AND PEDESTRIAN SAFETY BY REDUCING INJURY TRAFFIC COLLISIONS

- Review and analyze service delivery and staffing

### GOAL #3: ENHANCE COMMUNICATIONS EXTERNALLY AND INTERNALLY

- Review and enhance external transparency
- Review and improve internal communication

### GOAL #4: DEVELOP OUR PERSONNEL TO SUCCEED

- Evaluate and improve employee development
- Enhance staffing and recruitment

## HIGHLIGHTS

Developing a work project plan to employ homeless for cleaning public areas.

Modified motor deployment to increase the enforcement availability

Established a Youth Police Advisory Council (YPAC) with area youth.

New recruitment website is live. Visit [JoinWoodlandPD.org](http://JoinWoodlandPD.org).

“*The strategic plan is rooted in the community input that we received. It shows how we are working on addressing the issues that matter most to the Woodland community.*”

~ Chief Derrek Kaff



## WOODLAND POLICE DEPARTMENT STRATEGIC PLAN BIENNIAL UPDATE

This is our second update since implementing our strategic plan. We have accomplished a lot and have made significant strides in the past year. The two most significant achievements are:

- Re-started the bi-monthly WATCH meetings to assist with department-wide data sharing to increase productivity and problem solving.
- Woodland Police Department was granted a full-time Community Services Officer to focus on traffic collisions and parking enforcement in the 2023 Fiscal Year budget. This will help free up motor officers to increase traffic enforcement.



## ACTION ITEMS

### ANALYZE PROCESSES FOR EFFICIENCY AND EFFECTIVENESS:

- Monitor results of the proactive time for patrol directed towards gun violence, homelessness and traffic issues
- Refine crime analysis reports and timeliness
- Continue work on the Homeless Action Plan

### SERVICE DELIVERY AND STAFFING:

- Complete a traffic safety study and adjust motor officer deployment schedule
- Pursue Office of Traffic Safety (OTS) grants for equipment, education, and overtime reimbursement

### ENHANCE COMMUNICATIONS EXTERNALLY AND INTERNALLY:

- Two town hall meetings each year to share police department updates
- Enhance Neighborhood Watch and Volunteers in Policing
- Create a Community Engagement focus group
- Establish a Youth Police Advisory Council (YPAC)
- Biannual State of the Department address to employees

### EMPLOYEE DEVELOPMENT, STAFFING AND RECRUITMENT:

- Create a training focus group
- Reevaluate the training plan
- Establish formal mentorship program
- Develop an actionable succession plan
- Create a multi-generational talent acquisition team



# Woodland Police Department Strategic Plan Report Card

In 2021, the Department adopted a 3-year strategic plan, which factored in employee and community surveys, industry best practices, crime trends, response times, staffing levels, and community outreach efforts. [Learn more at https://cityofwoodland.org/1322/WPD-Strategic-Plan](https://cityofwoodland.org/1322/WPD-Strategic-Plan).

## Promote a Safe Community by Reducing Crime

### HOMELESS WORK PROJECT

Developing a work project plan to employ homeless for cleaning public areas.



Re-started our twice a month WATCH meetings to increase department-wide information sharing,

Creating effective intelligence reports to share WATCH information with all employees.



Work with the District Attorney's Office regarding appropriate charging for repeat offenders.

Comparative crime statistics January - July 2020 (before the Strategic Plan) vs 2022 show that motor vehicle theft, weapon law violations and robbery are down.



## Improve Traffic and Pedestrian Safety



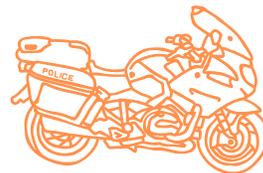
Completed maps and a special events matrix to use in planning for large events and City growth. All operations plans will be stored for future use moving forward.



Received approval in July for a full-time Community Services Officer to focus on traffic collisions and parking enforcement.



Researching a new parking citation system for issuing citations and citation management. The goal is to improve traffic citation efficiency.



Modified motor deployment to increase the enforcement availability

1st six months of 2020 (before the Strategic Plan) vs the 1st six months of 2022 show:



**INJURY VEHICLE COLLISIONS**



**TRAFFIC CITATIONS**



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## Enhance Communication Externally & Internally



A Community Town Hall meeting was held in March 2022. The next meeting will be in September 2022.

Working with Woodland Community College to establish an internship program for students.

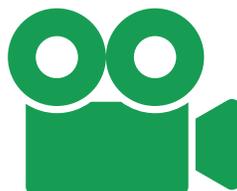


The Community Engagement Focus Group has met twice since January 2022. A report is being prepared.

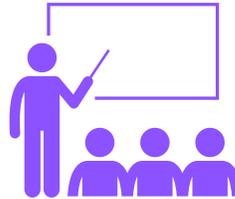


Established a Youth Police Advisory Council (YPAC) with area youth. The group met twice before summer break. Meetings resume in September 2022.

Completed three Internal videos to educate staff on changes to initiatives and priorities.



## Developing Our Personnel to Succeed



Formed a training focus group. The group has met twice since January and a report on recommendations is coming soon.

The current training plan has been reviewed and a report is pending.



Established a diverse team to establish a formal mentorship program. The team has met twice since February.



Created a 9 member multi-generational talent acquisition team. The team is working on a plan for Social Media recruitment.

New recruitment website is live. Visit [JoinWoodlandPD.org](https://JoinWoodlandPD.org).

