

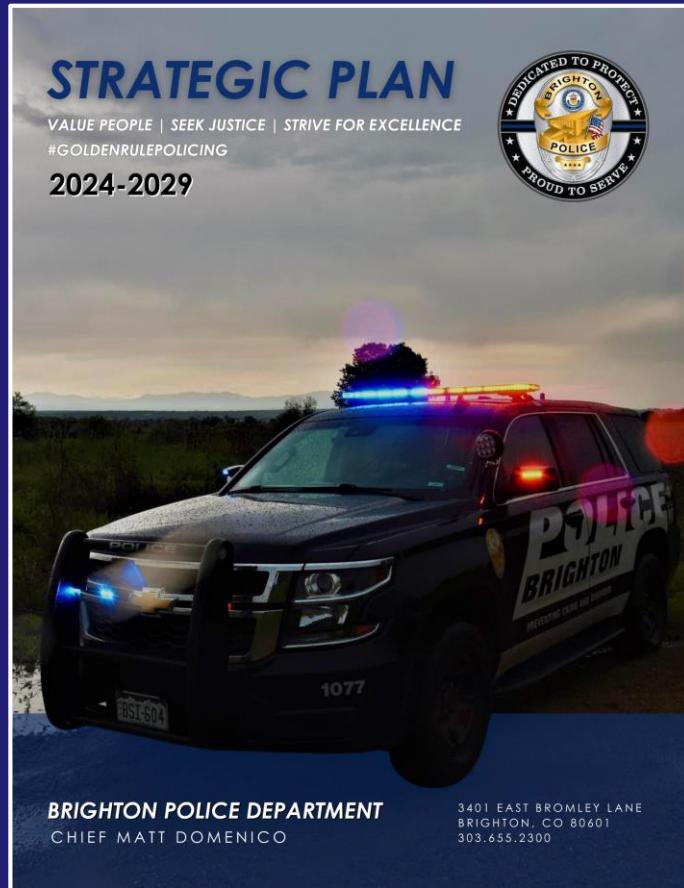


Police Department Five Year Strategic Plan

CITY COUNCIL MEETING - Feb. 27, 2024

City Staff Representatives:

Matt Domenico, Chief of Police



- Process began in 2023 with help from Budget & Performance team
- Gathered feedback from every rank and division of the police department
- Collected feedback from the community and key stakeholders throughout the year
- Identified strengths, weaknesses, areas of opportunity
- Established a steering team to analyze and interpret feedback
- Created an updated department mission and established four vision areas with objectives and action items



POLICE DEPARTMENT MISSION

The Brighton Police Department proudly provides professional public safety services to our unique community. At the heart of our service we value people, seek justice for all, and strive for excellence through collaborative relationships and innovation.

VALUE PEOPLE | SEEK JUSTICE | STRIVE FOR EXCELLENCE

POLICE DEPARTMENT VALUES

- A close partnership with our community
- Quality service
- Living by the "golden rule"
- Service without prejudice
- Human life and dignity
- Maintaining high ethical standards
- The protection of constitutional rights of all people
- The consistent and fair application of the law





GOLDEN RULE POLICING: PROVIDING THE QUALITY SERVICE WE WANT OUR FAMILY TO RECEIVE

- Aids in development of a successful brand strategy by defining our agency and what people can expect from it
- Our brand is not just logos and uniforms, it is how our team is expected to carry out their work

The Brighton Police Department has a longstanding history of serving by the golden rule. Our unique approach to policing is centered around service, integrity, and compassion, treating each other and our community members the way we want to be treated.

By living by the golden rule within our department, we foster an environment of trust and respect where our team members can reach their full potential. This directly translates to how we work in partnership with our community to provide public safety services.

We value people, seek justice, and strive for excellence, because that's the kind of service we would want to receive. We commit to prioritize your safety and to lead and serve by the golden rule.



1. ORGANIZATIONAL EXCELLENCE

The Brighton Police Department prioritizes the constitutional rights of all people and maintains high ethical standards. We value the consistent and equal application of the law and are accountable to our community and our people.

Objective 1: Meet or exceed national recognized best practices

- **Action Item 1.1.1:** Become a CALEA accredited agency
- **Action Item 1.1.2:** Publish a public-facing policy manual
- **Action Item 1.1.3:** Become a fully trained ABLE Agency (Active Bystandership for Law Enforcement)

Objective 2: Build increased trust through legitimacy

- **Action Item 1.2.1:** Increase transparency in disciplinary matters through periodic internal reports
- **Action Item 1.2.2:** Develop a plan to provide periodic self-reporting of use of force
- **Action Item 1.2.3:** Develop a comprehensive department training strategy tailored to meet community needs and foster exceptional service
- **Action Item 1.2.4:** Analyze and share police/citizen encounter demographic data



2. COMMUNITY ENGAGEMENT

The Brighton Police Department partners with our diverse community to ensure our services meet community expectations and needs. We believe in being an active member of our community through transparent communication and intentional listening.

Objective 1: Understand community expectations and needs

- **Action Item 2.1.1:** Implement post-contact surveys for customers
- **Action Item 2.1.2:** Coordinate monthly community meetings and/or events
- **Action Item 2.1.3:** Conduct a police department community survey

Objective 2: Continue finding meaningful ways to foster community relationships

- **Action Item 2.2.1:** Organize an annual Community Academy and Teen Academy program
- **Action Item 2.2.2:** Develop meaningful volunteer opportunities
- **Action Item 2.2.3:** Increase social media following and engagement rates
- **Action Item 2.2.4:** Increase community engagement/crime prevention efforts

Objective 3: Develop a comprehensive communication plan

- **Action Item 2.3.1:** Develop a five-year strategic communications plan
- **Action Item 2.3.2:** Establish a continually developing crisis communications plan



3. STRATEGIC GROWTH

The Brighton Police Department intentionally and proactively supports our growing community through evidence-based decision-making that is fiscally responsible, innovative, and data-driven.

Objective 1: Establish ideal police department staffing to meet community needs and growth

- **Action Item 3.1.1:** Complete a full workforce analysis
- **Action Item 3.1.2:** Develop a department-wide retention strategy
- **Action Item 3.1.3:** Complete a needs assessment of current space and growth

Objective 2: Effectively utilize crime analysis information and data to proactively meet public safety needs

- **Action Item 3.2.1:** Develop a comprehensive crime analysis strategy
- **Action Item 3.2.2:** Collect, disseminate, and make actionable internal crime statistics and data



4. DESTINATION EMPLOYER

The Brighton Police Department strives to be an industry leader in employee development, engagement, and empowerment. Our team is well-equipped, fairly compensated and strongly supported.

Objective 1: Increase career development opportunities

- **Action Item 4.1.1:** Assess and evaluate regional task force partnership opportunities
- **Action Item 4.1.2:** Establish and implement a Community Impact Team
- **Action Item 4.1.3:** Establish and deploy a K9 program
- **Action Item 4.1.4:** Develop a career pathways/mentoring program

Objective 2: Build and maintain a positive culture

- **Action Item 4.2.1:** Foster organizational transparency through weekly updates and in-person meetings to address material organizational decisions
- **Action Item 4.2.2:** Increase number of employee engagement opportunities
- **Action Item 4.2.3:** Establish comprehensive employee wellness program
- **Action Item 4.2.4:** Conduct an annual employee survey

Objective 2: Leverage innovative emerging technology to improve services

- **Action Item 4.3.1:** Expansion of digital diagramming program
- **Action Item 4.3.2:** Complete implementation of online reporting system and online report requests
- **Action Item 4.3.3:** Expansion of e-ticketing program to include both patrol and community services divisions
- **Action Item 4.3.4:** Expansion of body-worn camera program to include community service officers



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VISION AREA 3: STRATEGIC GROWTH

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Updates on our progress will be published on our website,
www.brightonco.gov/police

We look forward to working in partnership with our community to accomplish the goals and objectives of the 2024-2029 Brighton Police Department Strategic Plan.

Questions?