

Pleasanton Police Department Strategic Plan

2022-2027



A Message from Chief of Police David Swing

In 2021 we crafted new Mission, Vision and Value Statements, which we are excited to unveil to our community. This strategic plan is our opportunity to introduce the mission, vision, and values as guiding philosophies that are foundational for how we serve our community. The order of the five goals is intentional. By caring for ourselves we are better equipped to care for our community.

Mission: As members of our diverse community, we selflessly serve as guardians with empathy, fairness and respect to protect life, prevent crime and enhance quality of life.

The words of our Mission Statement are intentional. We see ourselves as part of the community and appreciate the diversity that Pleasanton offers. We also recognize that in addition to enhancing the quality of life and protecting life our role requires us to be crime fighters who focus on preventing crime. We accomplish our crime prevention role through proactive policing strategies and community involvement in reporting suspicious behavior.

Thank you for saying something when you see something – many of our successful outcomes started with a phone call from concerned members of our community.

Vision: The Pleasanton Police Department will be a model of excellence and a leader in the law enforcement profession.

Our Vision Statement drives us to be better in everything we do. Being a model of excellence is a journey not a destination. We will always strive for excellence and lead our profession through quality service and innovation.

Values: Service, Courage, Leadership, Safety, Teamwork

Service: We pride ourselves on the high level of service we provide to the community and recognize the support we receive from our residents is directly correlated to the quality of our service.

Courage: Courage is required to serve in law enforcement. Courage to run toward danger, courage to speak up for the defenseless, and courage to intervene when needed.

Leadership: Leaders exist at all levels of an organization. Some have formal titles; however, most are informal leaders. Leadership occurs every day in different ways. We recognize that most instances of leadership occur without anyone knowing. Servant leadership does not seek recognition – it seeks to make others better, which is what we strive to achieve.

Safety: Keeping ourselves and our community safe is a top priority. We accomplish this through training, proactive policing and partnerships. Successful policing is about partnerships with many stakeholders – our community being the first.

Teamwork: Teamwork is integral to high-performing teams, and law enforcement is no exception. Teamwork leads to better outcomes by teammates working smarter and harder. We value teamwork in all forms, knowing it makes us better together.



Goal 1

Invest in a Healthy and Engaged Workforce

Strategy 1: Focus on employee wellness to strengthen physical, mental and financial resiliency

Action items:

1. Promote measurable physical fitness with on-duty workout programs.
2. Provide equipment and subscriptions to support healthy lifestyle.
3. Promote mental health programs for employees and families.
4. Provide treatment for trauma- triggering incidents
5. Augment financial stability programs and resources.

Strategy 2: Invest in employee professional growth

Action items:

1. Establish a mentorship program, identify training and education for professional growth.
2. Explore incentives for special assignments.
3. Increase opportunity for special assignments.

Strategy 3: Develop a robust employee recognition and award program

Action items:

1. Add Police Cross and Chief's Coin Commendation.
2. Establish date for Awards ceremony for recipients and family members. Establish committee to meet annually to review nominations.

Tell Us How We Are Doing



Share a compliment or concern



Goal 2

Reduce Crime and Increase the Feeling of Safety

Strategy 1: Reduce violent crime by 10%

Action items:

1. Increase enforcement at establishments and events serving alcohol.
2. Elevate presence at gatherings to reduce aggravated assaults.
3. Strengthen domestic violence response, investigation, and victim services.

Strategy 2: Reduce property crimes by 10%

Action items:

1. Implement Crime Scene Investigation Team.
2. Identify and increase presence in designated areas experiencing crime increases.
3. Introduce programs to identify and apprehend property crime suspects.
4. Incorporate new technologies to address property crime.
5. Include crime prevention strategies for new and existing construction, increase meetings with stakeholders to share crime trends.

Strategy 3: Increase the feeling of safety in Pleasanton

Action items:

1. Survey community feelings on safety and implement strategies based on survey results.
2. Prioritize traffic enforcement in high collision and complaint areas.
3. Implement Alternate Response Unit to de-escalate violent subjects, connect with service providers for long-term solutions.
4. Direct enforcement to increase DUI arrests by 15%.
5. Collaborate on a traffic safety education program.
6. Develop contacts with key stakeholders to foster community policing principles.
7. Identify and address quality-of-life issues.
8. Seek opportunities and concerns from citizens via social media and Community Advisory Board.



Goal 3

Increase Community Trust

Strategy 1: Promote a culture of transparency and accountability

Action items:

1. An Early Intervention System to ensure policing standards.
2. Implement Police Chief's Community Advisory Board.
3. Consistently call back reporting parties.
4. Create Transparency Portal to share information with community.

Strategy 2: Develop Community Engagement Strategies

Action items:

1. Increase community involvement in public safety technology.
2. Increase youth interaction through positive engagement.
3. Implement Business Watch Program.
4. Distribute quarterly community e-newsletter.

Strategy 3: Increase outreach to underrepresented communities

Action items:

1. Develop and implement alternate response options to mental health calls.
2. Engage underrepresented communities in police recruitment processes.
3. Partner with organizations who serve people of all abilities.
4. Make department services fully accessible to people with disabilities.
5. Implement cultural competency training.





Goal 4

Create and Maintain a Culture of Inclusivity

Strategy 1: Empower all employees as leaders with a stake in inclusivity

Action items:

1. Increase diversity in hiring and implement strategic recruitment efforts.
2. Proactive outreach to prepare employees for specialty positions.
3. Practice appropriate and contemporary terms and language.

Strategy 2: Evaluate and modify opportunities for all personnel

Action items:

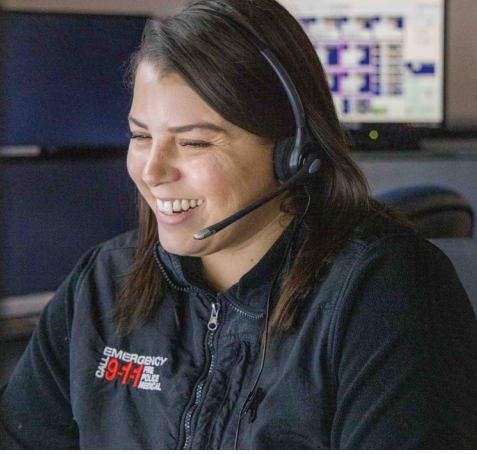
1. Reevaluate and increase diversity of collateral and ancillary assignments.
2. Develop an inclusive succession plan.

Strategy 3: Leverage community partnerships

Action items:

1. Coordinate events with faith-based organizations, businesses, and community partners.
2. Host education programs for community members (Citizens' Academy, Teen Academy, etc.).
3. Solicit input and opportunities from the Community Advisory Board.





Goal 5

Maximize Organizational Effectiveness and Efficiency

Strategy 1: Enhance internal & external communication

Action items:

1. Ensure consistent and timely sharing of internal information.
2. Enhance evacuation and public alert capabilities.
3. Modernize radio system technology to expand coverage area, eliminate service gaps.

Strategy 2: Improve processes for enhanced efficiency

Action items:

1. Evaluate call dispatch process to reduce overall response times.
2. Revamp evaluation system.
3. Create a standard operating procedure manual.

Strategy 3: Leverage technology for improved efficiency and community experience

Action items:

1. Implement electronic citation system.
2. Make reports and PRA requests accessible online.
3. Create platform to register privately-owned security systems.
4. Obtain a mobile command vehicle to serve as a back-up dispatch center.
5. Move toward paperless document submissions.

Get
Involved



With your police department VIPS,
CAB, Explorer, Citizens' Academy



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