

2023-2028 MPD Strategic Plan: Quarterly Implementation Update

Based on progress reports as of:

2024 Q1



MPD's strategic plan has four pillars: (1) Madison-Centric Policing, (2) Public Communication, (3) Youth Engagement, and (4) Workplace Culture.

Implementation of all components of the strategic plan will be staggered. Therefore, quarterly posted updates will provide progress toward achieving priority action items on which the work groups are currently focusing. As more progress is achieved, future updates may include additional action items.

MPD's full strategic plan document can be located at this link: <https://www.cityofmadison.com/police/documents/2023-2028StrategicPlan.pdf>

NOTE: MPD's strategic plan was developed by Matrix Consulting Group through external grant funding.

Status of Priority Action Items					
OBJECTIVE DESCRIPTION	FUNCTIONAL OWNER	STATUS	PHASE 1: TARGET		
			COMPLETION DATE	% COMPLETE	
(1) Madison-Centric Policing					
Build strong, trusting community relationships. Utilize MPD's social media presence to share daily successes and challenges of policing in Madison and providing regular updates on strategic priorities.	Officer in Charge 3rd Detail, Public Information Officer	In Progress	01-May		50%
Improve operational awareness and capabilities. Assign a team to explore proactive steps MPD can take to improve recruitment and retention of police employees such as wage, shift schedules, EAP program enhancements and associated workplace benefits.	Central District Detective Lieutenant, Police Human Resources Coordinator	In Progress	01-May		50%
Evidence-based policing. Continue to pursue implementation of body worn cameras.	East District Captain	In Progress	01-Apr		75%
(2) Youth Engagement					
Engage in relationship-building with youth of color. Conduct baseline surveys and focus group sessions to get feedback from youth of color on their perceptions of policing in Madison.	Community Outreach Sergeant	In Progress	01-May		25%
Create spaces for dialogue between police and young people. Continue to engage the Chief's Youth Advisory Board in monthly meetings where the youth can share thoughts and ideas on policing priorities and concerns in Madison. Hold annual assessments of activities and outcomes from meetings to ensure they continue to meet the evolving needs of youth and police.	Community Outreach Captain	In Progress	01-Jun		75%
Continue commitment to Summer Youth Academies. MPD will continue to facilitate Summer Youth Academies, where students are afforded the opportunity to get to know the officers and their backgrounds and develop a healthy perspective on the role of policing in their communities.	Community Outreach Lieutenant	In Progress	01-Jun		80%
(3) Public Communication					
Develop an overarching communication strategy. Work with key stakeholders to identify objectives of a communication plan. Identify barriers to plan implementation. Identify key communication avenues. Articulate expectations for open and transparent communication at all levels and communicate department wide. Develop and deliver education on when information should be shared and clarify privacy protocol regarding information from other agencies.	Assistant Chief of Support and Community Outreach, Public Information Officer	In Progress	01-May		90%
Deliver communication training at all levels. Develop and begin to deliver direction and training to members at all levels to ensure MPD's daily interactions and communication with the public build and maintain strong trusting relationships.	Assistant Chief of Support and Community Outreach, Public Information Officer	In Progress	01-May		95%
Enhance MPD's website. Complete restructuring of MPD's website to improve the user experience, their ability to find information, access to resources and external partners, and access for limited English proficiency (LEP) users.	Director of Police Data, Reform and Innovation	In Progress	01-May		5%
(4) Workplace Culture					
Healthy workplace. Examine staffing challenges by exploring alternative shift and staffing models.	Assistant Chief of Field Operations	In Progress	01-May		40%
Accountability. Begin to enhance teamwork and trust in all areas of the department by setting SMART goals related to communication, leadership, followership, collegiality and role-proficiency.	Training Lieutenant	In Progress	01-May		35%
Improve internal communication. Ensure management engages in meaningful communication about the "whys" of decision-making.	Assistant Chief of Field Operations	In Progress	01-May		90%