



*The Evesham Township Police Department
2023-2028 Strategic Plan*

EVESHAM POLICE DEPARTMENT
www.eveshampd.org

How we Got Here



In the Spring of 2023, Chief Miller announced that the Evesham Township Police Department was to embark in a multi-year Strategic Planning Process. Unlike years past, this process would be historical for the Department, as it would organically evolve through the collaborative effort with the Evesham Township community. From this collaboration, a plan would emerge that would be “owned” by and reflective of our entire community.

A Strategic Planning Committee was formed within the Department and was comprised of a cross-section of members to include members of various ranks, specialized assignments, cultural backgrounds, gender, age and years of patrol experience. The Strategic Planning Committee conducted an internal “SWOT” process, which identified the Department’s strengths, weaknesses, opportunities and threats. The process identified six areas of focus that would lead the Department throughout the years 2023-2028 and provided the framework in the development of proactive strategies that are forward thinking and geared toward the unique needs of the Evesham Township community. The six areas of focus were identified as staffing, safety, facilities and equipment, community engagement, training and agency diversity and culture.

An anonymous Community Survey was created and distributed on Department social media platforms. Flyers were distributed to the public with a convenient scan(QR code) with a direct link to the survey. The Evesham Township community was asked to provide their honest opinion of all that is great and anything that needed improvement within the Evesham Township Police Department. The information, experience and insights provided by the community members through this survey were crucial to this Strategic Planning process.

Next, a Strategic Planning Steering Committee of approximately 30 Evesham Township community members was created. The Steering Committee members were reflective of the community and consisted of residents, business owners, township council members, school district members, students, stakeholders and local first responders. The Steering Committee and members of the Department met in the Spring of 2023 for a workshop session. Together they analyzed all of the feedback from the community survey and openly discussed the six focus areas in a roundtable forum. This honest and open forum created a valuable opportunity for community members and officers to combine forces and identify future goals for the 2023-2028 Strategic Plan.

Finally, a Community Feedback Event was held in which all members of the public were invited. The event was advertised on Department social media platforms and an email was sent to various community organizations to spread the word. At the event, the six focus areas for the 2023-2028 Strategic Plan were reviewed and a platform was provided for any community members to voice their opinions.

Thank you



A special thank you to everyone who participated in the development of the Evesham Township Police Department's 2023-2028 Strategic Plan, especially those who volunteered their time, talent, and experience on the Steering Committee, filled out the community survey and or attended the Community Feedback Event. Your participation will continue to play an important role in our departments future. The Evesham Township Police Department truly believes that "together we are better."

I can do things you cannot, you can do things I cannot; together we can do great things."

- MOTHER TERESA



Evesham Township Police Department Strategic Planning Steering Committee

Focus Area #1: Staffing



Goal #1: Maintain a force capable of addressing the growing needs of our growing community by comparing the number of officers within the force to the number of residents and frequent analysis of service calls. Develop a plan to fill any foreseeable or scheduled retirements ahead of the vacancy so that sufficient staffing is maintained at all times.

Goal #2: Continue to diversify the workforce to reflect the demographics of the Evesham Township community. Find new ways to advertise the Department that will especially appeal to any demographic that is currently underrepresented in our force. Recruitment within various places of worship and through local schools and area college coaches is recommended.

Goal #3: Through existing efforts like our Junior Police Academy and Explorer Program and potential new efforts such as adding law enforcement and community policing/engagement in the high school program offerings, maintain a high quality feeder system for future quality candidates.

Goal #4: Diversity, Equity and Inclusion. Diversify in positions of rank and command within the Department through mentorship. Actively recruit underrepresented demographics with existing leadership skills and aspirations.

Focus Area #1: Staffing



Goal #5 Employee Retention: Identify the issues that cause officers to want to leave the Department or the profession through survey and exit interviews and develop a plan to address the same issues where appropriate.



Focus Area #2: Safety

Goal #1: Manage personnel and resources to increase response times to the south end of the township. Explore and consider the possibility of a substation.

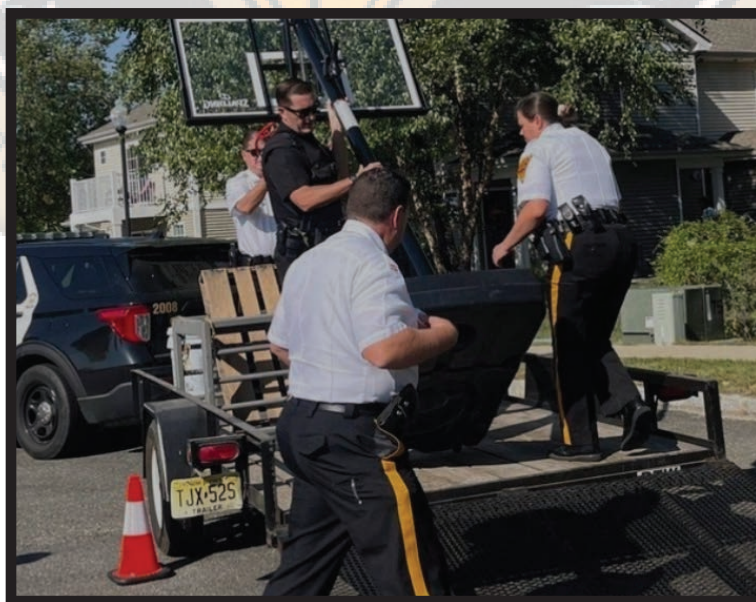
Goal #2: Identify and implement new notification and information sharing tool to notify the public of important information during an emergency.

Goal #3: Coordinate with the local school district regarding after school events so the Department is aware of the events and can monitor for security purposes.

Goal #4: Obtain direct lines of communication into the schools, daycares, hospitals, churches and larger establishments so that Central Communication can avoid an automated index during emergencies.

Goal #5: Develop and implement scheduled familiarization of schools, hospitals, places of worship and larger facilities within the township for officers. Publicly advertise target hardening and threat assessments for businesses. Advertise TIP 411 on a more consistent basis.

Goal #6: Research and identify programs or applications that would allow for the monitoring of public social media platforms for any perceived threats.



Focus Area #3: Facilities and Equipment



Goal #1: Provide additional Narcan to each officer to assist with opioid fatality prevention.

Goal #2: Upgrade the computers within the Department and inside of the patrol units to increase efficiency and effectiveness.

Goal #3: Identify potential facilities outside of the police station to include empty commercial spaces for a Department Training Facility and Community Engagement Center.

Goal #4: Research and explore the possibly of Artificial Intelligence (AI) technologies to increase the effectiveness of the Department's crime prevention and investigation efforts and the efficiency of report writing through transcription.

Goal #5: Identify resources to assist with vehicle operation training for officers. Collaborate with an agency that has an existing driver simulator and share the cost. Maintain a driving training course that officers must pass annually.

Goal #6: Research and implement a Drone Program which will increase the safety of the public as well as the officers and assist with missing persons investigations and large scale events.

Focus Area #4: Community Engagement



Goal #1: *Develop a system within the Department in which all officers are rotated and scheduled to participate in community engagement. This will allow community members to interact with all of the members of the Department instead of a select few and will provide positive interactions to all members, which in turn will enhance officer wellness.*

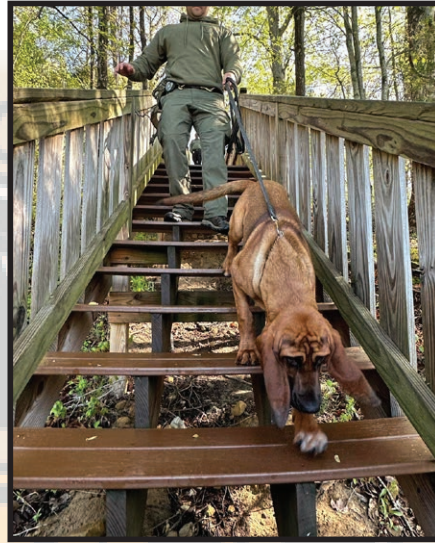
Goal #2: *Develop and implement a Neighborhood Police Liaison Project in which every neighborhood within the township will be assigned a specific officer who will perform as a liaison to the Department. The Officer Liaison will meet regularly with neighborhood leadership to discuss quality of life issues and provide informational sessions.*

Goal #3: *Provide a welcome packet to new businesses and residents with contact numbers for emergency and non-emergency numbers for the police department.*

Goal #4: *Expand community engagement events. Promote, schedule and attend neighborhood gatherings such as BBQs, holiday themed events and face to face meetings among other initiatives.*

Goal #5: *Engage with the youth through new social media platforms to include Tik Tok. Appeal to the youth through the use of short videos on Tik Tok and YouTube.*

Focus Area #5: Training



Goal #1: Expand on mental health and de-escalating training through role-play with licensed professionals. Research the possibilities of advanced training for selected officers and a mobile crisis response team.

Goal #2: Complete FATS machine purchase and develop a system for regularly scheduled training. Advertise this training to the public.

Goal #3: Establish a safe way for mental health professionals or social workers to be more involved when dealing with reoccurring interactions with mental health consumers.

Goal #4: Identify vacant buildings and train basic room clearing and crisis response on a regularly scheduled basis.

Goal #5: Provide Social intelligence and personable interaction training to new officers in order to enhance their ability to communicate with the public and tactfully navigate difficult and confrontational interactions.

Focus Area #6: Agency Culture



Goal #1: *Implement a Master Patrol Officer Program in which selected officers will provide coaching, guidance and mentorship for the other officers. Selected officers will be designated by title and role and will be provided with opportunities for continued leadership training and professional development.*

Goal #2: *Educate officers about various cultures within the community and the Department. Use our own officers to create approved lesson plans and provide in-house cultural training. Allow interested officers to become more involved in community cultural holidays and events.*

Goal #3: *Explore ways to brand the Evesham Township Police Department and create value and belonging within.*

Goal #4: *Establish a peer support team within the Department.*

Goal #5: *Explore ways to obtain new gym equipment and reorganize the Department gym to increase usage. Implement an exercise program in which officers can work out while on duty and implement accompanying policy.*

Goal #6: *Create an Evesham Township Officer Retirement Program that will assist officers nearing retirement with the transition and educate them of valuable resources. Increase contact with retirees through events and strengthen our Alumni connection. Identify retirees who can provide valuable mentorship.*