



WOODBURN POLICE DEPARTMENT

JULY 2023 - JUNE 2025

# STRATEGIC PLAN

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# TABLE OF CONTENTS

|     |                                   |    |
|-----|-----------------------------------|----|
| I   | Mission, Vision, Values           | 3  |
| II  | Chief's Message                   | 4  |
| III | Strategic Intents - SAFETY        | 5  |
| IV  | Strategic Intents - ENGAGEMENT    | 8  |
| V   | Strategic Intents - EFFECTIVENESS | 10 |





## MISSION / VISION / VALUES

Our Mission: Enhance safety; build trust through strong community partnerships.

Our Vision: Unparalleled Service

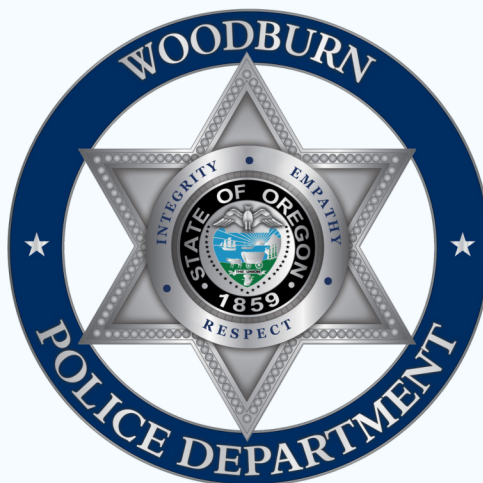
Our Values:

- Integrity: Maintain strong moral principles and have courage to do what is right.
- Empathy: Serve selflessly with compassion and understanding.
- Respect: Treat others the way we wish to be treated, with tolerance and dignity.

The Woodburn Police Department understands the importance of diversity, equity, and inclusion in our internal and external interactions.



*Integrity Empathy Respect*



## CHIEF'S MESSAGE

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One needs only to look at recent national events to realize law enforcement has changed dramatically over the past several years, as have the expectations and demands upon the profession. The Woodburn Police Department recognizes the complexity of these changes and the impact these have upon our community, local businesses and our own personnel. To address these changes and to better fulfill our sworn duties, I am presenting this strategic plan. This is the Woodburn Police Department's first strategic plan and due to our rapidly changing world, it will be of a two-year duration.

In this changing landscape, we must provide clear objectives and outline what we are trying to achieve both as an organization and in cooperation with our unique and diverse community. That is what this strategic plan aims to accomplish for our valued employees and our community.

The Woodburn Police Department's core organizational principles, the guiding force of our organization are the foundation for this plan. They are what we believe as an organization and what should guide our employees' conduct as members of the Woodburn Police Department. These principles are what we stand for, what we rely upon, and perhaps most importantly, who we are as an organization.

The plan articulates three overall objectives of our organization as a public safety leader and guardian of our public's safety:

Safety | Engagement | Effectiveness

Thank you for the privilege of serving as the chief of police. I am exceptionally proud of the men and women of the Woodburn Police Department who work tirelessly to provide service to the community. Each of us looks forward to meeting our current and future challenges and we are committed to providing the community with unmatched excellence in law enforcement services.



**Marty Pilcher, Chief of Police**





## SAFETY

The Woodburn Police Department strives to provide service to increase the safety of the community while valuing our employees. The following is a roadmap of how we plan to accomplish our mission. Further, we recognize as an organization that these intents are dependent upon available funding and are only one part of all of the services the City of Woodburn provides the community.

The Woodburn Police Department will strive to increase the safety of the public through a collaborative approaches in service to our community. The approaches will include focus on crime management, traffic safety, expanding community resource partnerships and employee safety and wellness.

### Enhance Traffic Safety

#### Expand traffic safety team

- Deploy a dedicated DUII/Impaired driving vehicle
- Utilize deployed radar speed trailers in strategic locations throughout the city
- Increase presence on social media regarding traffic safety
- Explore possibility of adding a Drug Recognition Expert (DRE) officer for impaired driving investigations



#### Expand photo enforcement

- Hire a second full time bailiff
- Develop a timeline/plan for implementation of new photo enforcement location
- Utilize traffic study data to determine location and placement of photo enforcement equipment
- Complete the ODOT permit approval process

## SAFETY - Continued

### Employee Wellness

#### Peer Support and Wellness

- Survey stakeholder interest in starting or join a peer support team
- Implement Wellness program and provide employee training
- Evaluate on duty fitness program and make fitness more accessible to all employees
- Explore implementation of Sigma Program law enforcement oriented medical examinations
- Create/plan/secure funding to implement LE oriented medical examinations; similar to the Johnny Law Project



### Community Safety Resources



#### Community Safety Partnerships

- Renew contracts with our Mobile Crisis Response partners; survey stakeholders for improvement opportunities
- Attend and engage in MDT Meetings/Child Abuse Staffing cases on a regular, monthly basis
- Staff the Community Response Officer position and integrate their duties into our existing framework
- Build out training to assist employees in utilizing our partnerships regarding houseless outreach



## SAFETY - Continued

### Crime Management

- Analyze staffing, response times, and duty assignments to improve efficiency of existing resources
- Regularly assess service needs and requirements as Woodburn continues to grow.
- Determine strategies to engage the public in crime prevention and awareness
- Utilize CRO to identify community-based resources with problem oriented policing strategies
- Identify and create partnerships to address multijurisdictional policing issues



# STRATEGIC INTENTS

## ENGAGEMENT

The Woodburn Police Department will build on the trust and legitimacy of the diverse community we serve. Under the tenants of procedural justice, we will work with our community to provide a fair, impartial and transparent service.

### Community Outreach

- Develop plan to improve external communication
- Create a police department specific social media program
- Reestablish community police academy
- Incorporate virtual reality (VR) training for community police academy and other events
- Build on community alignment through public recognition of contemporary social interests
- Hold an annual police and community engagement event



### Transparency



- Post our policy manual on the city website
- Share content related to police activities in a timely manner; through social media and flash alerts when applicable
- Publish crime statistics and use of force reporting through social media
- Maintain the Chief's advisory board and share the results of those meetings internally and externally



## ENGAGEMENT - Continued

### Internal Accountability

- Complete all processes to maintain department accreditation through OAA
- Adhere to administrative investigation guidelines set forth in department policy
- Adhere to objective based guidelines for promotional and special assignment opportunities
- Develop plan to improve internal communication



# **STRATEGIC INTENTS**

## **EFFECTIVENESS**

The Woodburn Police Department will strive to use a variety of tools, programs, and training to provide a high level of service to our community. The focus areas will include recruitment, retention, and use of improved technology in an effort to increase the effectiveness of the department.

### **Recruitment and Retention**

- Research the possibility of a Cadet program in order to develop future police candidates
- Increase our presence at local job fairs and expand our recruitment opportunities in the Pacific Northwest
- Create a career development plan to better prepare our current staff for promotional/special assignment opportunities



### **Data Analytics**



- Research feasibility and cost of hiring a crime analyst
- Purchase and deploy crime analytic software
- Conduct training to ensure we are staying current on software capabilities
- Run regular reports on various crime related topics for internal distribution



## **EFFECTIVENESS - Continued**

### **Efficient use of Personnel**

- Study call-for-service (CFS) data to determine new geographical district boundaries
- Use crime data to focus resources to address chronic community problems
- Incorporate Community Service Officers in crime prevention programs



### **Increase/Improve use of technology**



- Create and implement a unmanned aerial vehicle (UAV) deployment plan
- Research and determine feasibility of License Plate Readers
- Research the feasibility of acquiring a public records request software program





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**[woodburn-or.gov/police](http://woodburn-or.gov/police)**



**For general inquiries, and/or  
non-emergencies, contact WPD at  
503-982-2345**



