



WOODBURN POLICE DEPARTMENT 2025 - 2027

STRATEGIC PLAN

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MISSION / VISION / VALUES

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

Our Vision: Unparalleled Service

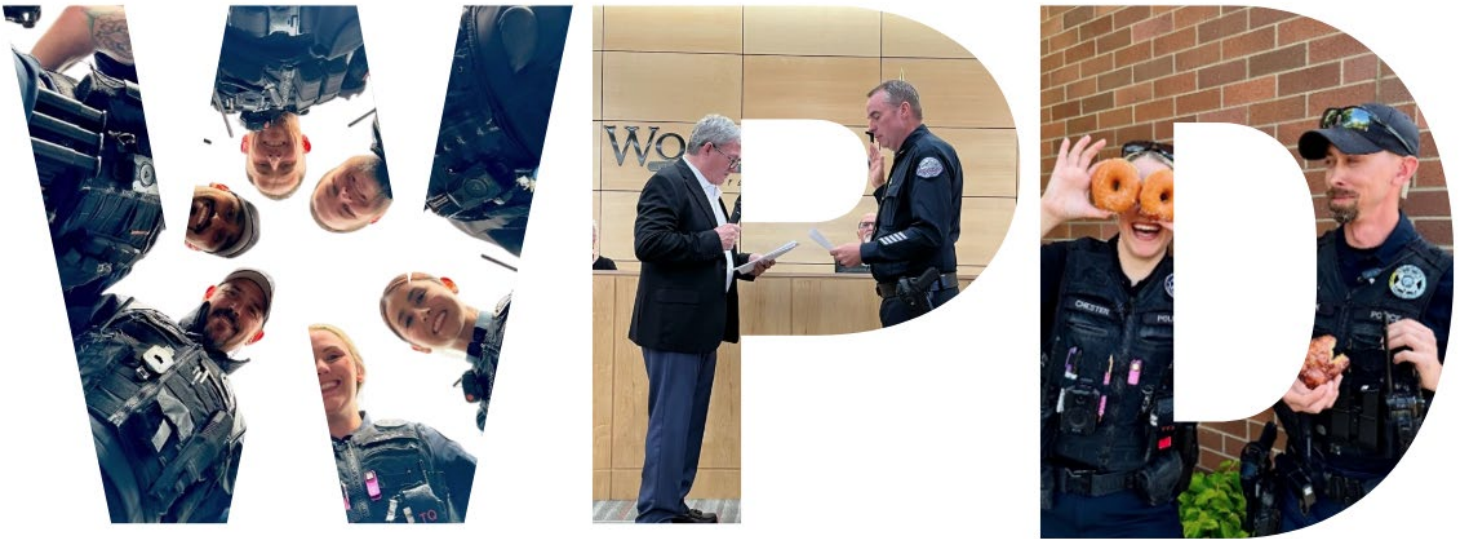
Our Values:

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 inclusivity in our internal and external interactions.



Integrity - Empathy - Respect



CHIEF'S MESSAGE

The Woodburn Police Department is proud to present our strategic plan for 2025-2027. A strategic plan is a forward-looking guide to help us enhance public safety, foster community partnerships, and support the growth of our community. At the core of this plan is our commitment to serving the community with our Vision, Mission, and Values driving every action we take. As our city continues to grow and evolve, so must our strategies and resources. This plan outlines our proactive approach to traffic safety and community engagement, and it adds to our capabilities to find ways to reduce crime.

Traffic safety remains a top priority. As vehicle and pedestrian traffic increases, we will use data-driven enforcement strategies, infrastructure collaborations with the city and the Oregon Department of Transportation (ODOT), and social media educational campaigns to reduce crashes and injuries. Our goal will be to make every roadway in our community safer for drivers, cyclists, and pedestrians alike.

Equally vital is our connection with our community. Trust and collaboration are the foundation of effective community policing. Through open communication and transparency, we will continue to build on our relationships with residents, business owners, and local organizations to make our community a safe place to live, work, and visit.

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

Safety | Engagement | Effectiveness

I am honored to be your chief of police. We, the members of the Woodburn Police Department, will do our very best to serve the City of Woodburn with compassion, integrity, and with the highest ethical standards possible, and provide unparalleled service to everyone we serve.

Jason Millican
Jason Millican, Chief of Police



STRATEGIC INTENTS

SAFETY

The Woodburn Police Department will continue to provide services to increase the community's safety while valuing our employees. The following is a roadmap of how we plan to accomplish our mission. Further, we recognize that these intentions depend upon available funding and are only one part of the City of Woodburn's services to the community.

The Woodburn Police Department will strive to increase the public's safety through a collaborative approach to service to our community. This approach will focus on crime management, traffic safety, expanding community resource partnerships, and employee safety.

Enhance Traffic Safety

Increase traffic safety capabilities

- Continue DUII grant funded enforcement position
- Increase presence on social media regarding traffic safety
- Utilize deployed radar speed trailers in strategic locations throughout the city as part of a focused traffic safety plan
- Add a Drug Recognition Expert (DRE) officer for impaired driving investigations



Expand photo enforcement

- Determine possibility of a new photo enforcement location with implementation process to follow
- Complete the ODOT permit approval process
- Explore the possibility of deploying mobile speed enforcement

STRATEGIC INTENTS

SAFETY – Continued

Employee Wellness

Peer Support and Wellness

- Peer Support and Wellness
- Survey stakeholder interest in joining a peer support team
- Continue building on Wellness Program
- Complete second round of Sigma Program law enforcement oriented medical examinations



Community Safety Resources



Community Safety Partnerships

- Continue to attend and engage in MDT Meetings/Child Abuse Staffing cases on a regular, monthly basis
- Build out training to assist employees in utilizing our partnerships regarding houseless outreach
- Continue partnership with current resources in the distribution of harm reduction supplies to individuals in need

STRATEGIC INTENTS

SAFETY - Continued

Crime Management

- Implement pilot program of part-time crime analyst in evaluating crime trends, 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

- Continue improvement in external communications
- Continue to expand the police department social media platforms
- Build on community alignment through partnerships and participation in community engagement events



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

STRATEGIC INTENTS

ENGAGEMENT - *Continued*

Internal Accountability

- Complete all processes to maintain department accreditation through NWAA
- Adhere to administrative investigation guidelines set forth in department policy
- Adhere to objective based guidelines for promotional and special assignment opportunities
- Continue 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

- Increase our presence at local job fairs and expand our recruitment opportunities in the Pacific Northwest through social media engagement
- Update our career development plan to better prepare our current staff for promotional/special assignment opportunities
- Review our annual training plan to work ensure its ongoing realistic and relevant



Data Analytics



- Acquire analytic software to support the part-time crime analyst position
- Conduct regular evaluations on effectiveness of our various software programs in use
- Regularly distribute various crime related information and reports for internal clients

STRATEGIC INTENTS

EFFECTIVENESS – *Continued*

Efficient use of Personnel

- Continually 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



- Research the feasibility of the installation of dash cams in our fleet
- Complete the installation of License Plate Readers throughout the city for criminal investigations



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woodburn-or.gov/police



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

