

Scottsdale Police Department



Annual Performance Report on 5-Year Strategic Plan

Alan G. Rodbell
Chief of Police

**FISCAL YEAR
2009/10**

Scottsdale Police Department

Our Organization

The Scottsdale Police Department proudly serves the City of Scottsdale, a vibrant southwest community of more than 244,000 persons in an area of 185 square miles, stretching 31 miles from north to south. The Department remains a progressive and innovative law enforcement agency, possessing strong values that emphasize ethical behavior, principled decision-making, commitment to serving the community and an appreciation for diversity. The organization is proud to be nationally accredited by the Commission on Accreditation for Law Enforcement Agencies, reflecting the commitment of the Department to constantly improve the quality of service provided to the citizens of Scottsdale.

Our Mission & Vision

OUR MISSION:

"The Scottsdale Police Department, in partnership with the citizens of Scottsdale, recognizes the changing needs of our community and law enforcement's role in addressing those needs. Furthermore, we pledge EXCELLENCE, INITIATIVE AND INTEGRITY to enhance the quality of life throughout our City knowing those we serve deserve no less."

OUR VISION:

"The Scottsdale Police Department is a professional organization with exemplary leadership and employees. We are known as a community that is safe and secure, and have reduced the fear of crime for all of our citizens and visitors. We have collaborative working partnerships with the community and City government. Our resources, including finances, technology and staffing levels, are aligned with our 5-year strategic directions."

Strategic Plan

The primary focus of the Department's 5-Year Strategic Plan is to improve service delivery to the Citizens of Scottsdale. The strategic planning process allows our Department to establish a vision for the future and develop planned, well-defined objectives and strategies to accomplish our goals. The Strategic Plan serves as a 5-Year "Roadmap" that steers the Department and promotes effective resource allocation and budget planning. The plan is a "living document" that is annually reviewed and updated to reflect current community issues, organizational goals and the state of the economy. The 2009/10 Strategic Plan marked the Department's 7th consecutive year of success with our strategic planning initiatives. The plan and associated documents are communicated at all levels of the organization. This includes the Strategic Plan and any progress reports.

Strategic Directions & Objectives

Scottsdale's 2009/10 Strategic Plan established five Strategic Directions and 12 supporting Strategic Objectives. The plan contained 42 unique Strategies supporting the Directions and Objectives, with implementation dates appropriately scheduled across the 5-years.

STRATEGIC DIRECTIONS	STRATEGIC OBJECTIVES
1.0 REDUCE CRIME	1.1 Enhance Patrol Capabilities 1.2 Enhance Crime Prevention Initiatives 1.3 Increase Investigative Capabilities 1.4 Strengthen Administrative Bureau Service Levels
2.0 PROVIDE EXEMPLARY TRAINING SOLUTIONS	2.1 Enhance Training Initiatives 2.2 Strengthen Scheduling & Deployment
3.0 ENHANCE RECRUITMENT & RETENTION	3.1 Strengthen Hiring Initiatives 3.2 Develop Employees
4.0 INNOVATE FOR THE FUTURE	4.1 Strengthen Facilities Planning 4.2 Advance Technology Solutions 4.3 Develop the Organization
5.0 STRENGTHEN COMMUNICATIONS	5.1 Strengthen Internal & External Communications

Performance Results

The Annual Performance Report provides a summary of progress made on the Department's Strategic Plan throughout the fiscal year. The current reporting period covers activity beginning July 1, 2009 through June 30, 2010.

A total of eleven different Strategies were actively worked on throughout the year. Seven of these Strategies were completed and four continued on into the next fiscal year. The following pages provide a description of each of these strategies and the status at the end of the 2009/10 fiscal year.

1.2 Enhance Crime Prevention Initiatives

STRATEGY

1.2.2 CREATE A COMPREHENSIVE CRIME PREVENTION STRATEGY.

DESCRIPTION:

Develop a master plan that includes all Crime Prevention programs & capabilities currently offered. This will enable the Department to create a master list of best practices for all Districts.

MEASURES OF SUCCESS:

A master list containing all crime prevention Programs & capabilities that each District may use to customize their own crime prevention strategy. Established internet site available to all employees for assistance in handling beat level issues.

STRATEGY LEADER:

Lt. Michael Stauffer

STATUS:

Completed March, 2010

2.2 Strengthen Scheduling & Deployment

STRATEGY

2.2.1 EVALUATE ALTERNATE PATROL DEPLOYMENT SCHEDULES TO FACILITATE SQUAD-BASED TRAINING.

DESCRIPTION:

Conduct a comprehensive analysis of current deployment schedules & look at alternative schedules that will facilitate squad based training while maintaining current staffing levels.

MEASURES OF SUCCESS:

Completion & submittal of recommendation report to command staff.

STRATEGY LEADER:

Lt. Chris Hall

STATUS:

Completed May, 2010

3.1 Strengthen Hiring Initiatives

STRATEGY

3.1.2 EVALUATE ADDITIONAL RECRUITMENT RESOURCES.

DESCRIPTION:

Broaden & increase the use of different resources to improve the Department's recruitment efforts. Use a variety of methods to interact & reach out to a diverse population of candidates interested in a law enforcement career or those interested in changing careers.

MEASURES OF SUCCESS:

Completed evaluation of data collected through the Department's testing process & through interviews with applicants & new hires.

STRATEGY LEADER:

Mgr. Lisa Angelini

STATUS:

Completed December, 2009

STRATEGY

3.1.3 PURSUE INNOVATIVE RECRUITMENT & ADVERTISING.

DESCRIPTION:

Identification & enhancement of tools that can be used to increase the Department's marketability, including partnering with internal resources & the community to market the Department as an employer.

MEASURES OF SUCCESS:

Completed evaluation of marketing strategies based on customer responses; increased communication with interested applicants & number of applicants responding to recruitment efforts.

STRATEGY LEADER:

Mgr. Lisa Angelini

STATUS:

Completed April, 2010

3.1.4 DEVELOP A PROCESS TO ACTIVELY RECRUIT FOR THE FUTURE THROUGH PARTNERSHIPS WITH EDUCATIONAL INSTITUTIONS & TARGETED RECRUITMENT TOWARD YOUTH.

DESCRIPTION:

Long term hiring efforts through outreach towards our youth in preparing them for a law enforcement career. Educate students on the opportunities available in law enforcement & explain the complexities of the profession & their ability to meet strict hiring standards.

MEASURES OF SUCCESS:

Completion & analysis of data collected & logged during the testing process to determine origin of interest in job opportunities with SPD.

STRATEGY LEADER:

Mgr. Lisa Angelini

STATUS:

Completed March, 2010

3.1 Develop Employees

STRATEGY

3.2.3 DEVELOP CAREER "ROADMAPS" FOR PROFESSIONAL DEVELOPMENT OF LINE-LEVEL SWORN EMPLOYEES.

DESCRIPTION:

Develop & then make available to supervisors training guides, termed "roadmap" to use in providing mentoring &/or coaching to line-level sworn employees. Roadmaps will highlight those skills &/or experiences considered desirable for employee success in special assignments &/or promotion to the rank of Sgt.

MEASURES OF SUCCESS:

Training roadmaps are finished, placed on a shared electronic computer storage drive, & made available to all supervisors.

STRATEGY LEADER:

Lt. Jeff Trillo

STATUS:

Completed August, 2009

STRATEGY

3.2.4 DEVELOP CAREER "ROADMAPS" FOR PROFESSIONAL DEVELOPMENT OF CIVILIAN EMPLOYEES.

DESCRIPTION:

Develop & make available to civilian employees & their supervisors a career "roadmap" that enables the matching of skills for that employee to the requirements, education, experience & training needed for career advancement within the organization.

MEASURES OF SUCCESS:

Training roadmaps are completed, placed on a shared electronic computer storage drive & made available to supervisors to discuss with employees.

STRATEGY LEADER:

Mgr. Michael Keran

STATUS:

Completed August, 2009

4.2 Advance Technology Solutions

STRATEGY

4.2.2 IMPROVE AUTOMATED INFORMATION SHARING WITH OTHER CRIMINAL JUSTICE AGENCIES.

DESCRIPTION:

Share case reports & field interrogation reports with the Tucson & Phoenix Police Departments by becoming a COPLINK participant.

MEASURES OF SUCCESS:

The number of viable case leads that come from having access to reports from Phoenix, Tucson, & the San Diego area, & the number of crimes that are solved by other jurisdictions with the aid of Scottsdale's data.

STRATEGY LEADER:

Mgr. Michael Keran

STATUS:

90% Complete, Continuing into FY10/11

STRATEGY

4.2.3 IDENTIFY ALTERNATIVE MOBILE DEVICES FOR COMMUNICATION.

DESCRIPTION:

To provide Police Department mobile divisions, such as Motors, Bikes, & Special Assignments, handheld mobile digital terminals for operational Patrol usage, which includes receiving Calls for Service & performing criminal justice information requests.

MEASURES OF SUCCESS:

Completion of research, testing, purchase & installation of both hardware & software components of a fully integrated handheld mobile connectivity solution.

STRATEGY LEADER:

Mgr. Michael Keran

STATUS:

25% Complete, Continuing into FY10/11

4.2 Develop the Organization

STRATEGY

4.3.1 BECOME NATIONALLY ACCREDITED BY MEETING INTERNATIONAL STANDARDS ORGANIZATION (ISO) ACCREDITATION FOR CRIME LABORATORY.

DESCRIPTION:

Provide international acceptance for the quality of the work product produced within the crime laboratory by obtaining ISO/IEC 17025-1999 accreditation as administered through ASCLD/LAB-International.

MEASURES OF SUCCESS:

Success will be demonstrated by the Crime Lab completing the inspection process & being awarded ISO/EIC 17025-1999 accreditation.

STRATEGY LEADER:

Mgr. Steve Garrett

STATUS:

80% Complete, Continuing into FY10/11

5.1 Strengthen Internal & External Communications

STRATEGY

5.1.2 IMPLEMENT A PUBLIC AWARENESS CAMPAIGN FOCUSED ON THE DANGERS OF DISTRACTED DRIVING.

DESCRIPTION:

Implement a public awareness campaign focused on the dangers of distracted driving. Use various forms of communication to spread the message to as many citizens as possible.

MEASURES OF SUCCESS:

Success will be measured by the number of citizens contacted throughout the awareness campaign.

STRATEGY LEADER:

Lt. Pat Conner

STATUS:

25% Complete, Continuing into FY10/11

Appendix

MEMORANDUM

TO: Chief Alan G. Rodbell
FROM: Planning, Research & Accreditation Division
DATE: October 2009
SUBJECT: **1st Quarter Report (July-Sept.) - Strategic Plan 2009/10**

Below is a summary of the progress and current status of Strategies that were active during the 1st Quarter of FY 2009/10. This period covers activity beginning July 1, 2009 through September 30, 2009.

EXECUTIVE SUMMARY

Strategies Active:	11	Extensions Granted:	0
Strategies Completed:	3		

KEY ACCOMPLISHMENTS

1.0 Reduce Crime – Asst. Chief Sean Duggan, Cmdr. Johnny Cervantes

- ♦ Worked toward standardization of Crime Prevention planning process for use by the Department (1.2.2, Lt. Michael Stauffer).

2.0 Provide Exemplary Training Solutions – Asst. Chief John Cocca, Cmdr. Burl Haenel

- ♦ Conducted evaluation of deployment alternatives and discussed at Uniformed Services Bureau meeting with Watch Commanders (2.2.1, Lt. Chris Hall).

3.0 Enhance Recruitment & Retention – Asst. Chief John Cocca, Cmdr. Bill Wilton

- ♦ Continued utilizing new recruitment questionnaire for civilian recruitment and selection processes to gather a more global picture of recruitment efforts (3.1.2, Mgr. Lisa Angelini).

4.0 Innovate for the Future – Dir. Helen Gandara, Cmdr. Scott Popp, Mgr. Tom Melton

- ♦ Worked with Mesa PD to establish a communications linkage to the Coplink system and verified KCC's database for integration. A change order was reviewed by Purchasing/Legal for the purchase of the importation tool for the automated extract. Intergraph cutover is now priority and Mesa PD is finalizing their LIMS upgrade (4.2.2, Mgr. Michael Keran).
- ♦ Continued preparations for Crime Laboratory accreditation process in accordance with International Standards Organization (ISO) (4.3.1, Mgr. Steve Garrett).

STRATEGIES COMPLETED AND APPROVED

The following Strategies were completed and approved this Quarter:

Strategy:

3.1.2 "Evaluate additional recruitment resources."

Strategy Leader & Team Members:

Mgr. Lisa Angelini

Sponsor:

Assistant Chief John Cocca

Start Date:

April 2008

End Date:

July 2009

Status:

Ahead-of-Schedule

Description:

This strategy will help us broaden and increase our use of different resources to improve our recruitment efforts. The goal of this strategy would be to use a variety of methods to interact and reach out to a diverse population of candidates interested in law enforcement career or those interested in changing careers.

Measures of Success:

Data collected through our testing process and through conversations with applicants and new hires.

Strategy:

3.2.3 "Develop career 'roadmaps' for professional development of line-level sworn employees."

Strategy Leader & Team Members:

Lt. Jeff Trillo

Sponsor:

Cmdr. Bill Wilton

Start Date:

April 2008

End Date:

August 2009

Status:

Ahead-of-Schedule

Description:

Strategy is to develop and then make available to supervisors training guides, termed "roadmaps" to use in providing mentoring and/or coaching to line-level sworn employees. Roadmaps will highlight those skills and/or experiences considered desirable for employee success in special assignments and/or promotion to the rank of Patrol Sergeant.

Measures of Success:

Strategy measure is complete when training roadmaps are finished, placed on a shared electronic computer storage drive and made available to supervisors.

Strategy:

3.2.4 "Develop career 'roadmaps' for professional development of civilian employees."

Strategy Leader & Team Members:

Mgr. Michael Keran

Sponsor:

Cmdr. Bill Wilton

Start Date:

December 2008

End Date:

August 2009

Status:

Ahead-of-Schedule

Description:

Develop and make available to civilian employees and their supervisors a career "roadmap" that enables the matching of skills for that employee to the requirements, education, experience and training needed for career advancement within the organization.

Measures of Success:

Strategy measure is complete when training roadmaps are finished, placed on a shared electronic computer storage drive and made available to supervisors to discuss with their employees.

EXTENSIONS GRANTED

No extensions requested or granted during this Quarter.

MEMORANDUM

TO: Chief Alan G. Rodbell
FROM: Planning, Research & Accreditation Division
DATE: January 2010
SUBJECT: **2rd Quarter Report (Oct. – Dec.) - Strategic Plan 2009/10**

Below is a summary of the progress and current status of Strategies that were active during the 2nd Quarter of FY 2009/10. This period covers activity beginning October 1, 2009 through December 31, 2009.

EXECUTIVE SUMMARY

Strategies Active:	7	Extensions Granted:	0
Strategies Completed:	0		

KEY ACCOMPLISHMENTS

1.0 Reduce Crime – Asst. Chief Sean Duggan, Cmdr. Johnny Cervantes

- ♦ Crime Analysis Unit met with District Police Aides and Crime Prevention Officers to discuss strategies on information sharing and efficiency gains. A new Graffiti Report, Weekly Crime Report and Calls for Service Top Address report were disseminated (1.2.1, Mgr. Michael Keran).
- ♦ Standardized the Crime Prevention planning process presented at the Supervisor Training Module (1.2.2, Lt. Mike Stauffer).

2.0 Provide Exemplary Training Solutions – Asst. Chief John Cocca, Cmdr. Burl Haenel

- ♦ Continued evaluation of various alternate Patrol deployment schedules to facilitate squad-based training (2.2.1, Lt. Chris Hall).

3.0 Enhance Recruitment & Retention – Asst. Chief John Cocca, Cmdr. Bill Wilton

- ♦ Continued working with City to develop professional marketing pieces for sworn recruitment cards (3.1.3, Mgr. Lisa Angelini).
- ♦ Coinciding with the beginning of the school year, personnel contacted Scottsdale schools to schedule recruitment presentations (3.1.3, Mgr. Lisa Angelini).

4.0 Innovate for the Future – Dir. Helen Gandara, Cmdr. Scott Popp, Mgr. Tom Melton

- ♦ Continued work with Mesa and Gilbert Police Departments to establish CopLink interfaces (4.2.2, Mgr. Michael Keran).
- ♦ Conducted contractor meetings to finalize the production version of JWI desktop technology (4.2.3, Mgr. Michael Keran).
- ♦ As part of efforts for Crime Laboratory accreditation, ASCLD Consulting has completed 90% of the work on converting current manuals over to International Standards Organization (ISO) required format (4.3.1, Mgr. Steve Garrett).

5.0 Strengthen Communications – *Cmdr. Jeff Walther*

- Continued working with AZGOHS funding to develop literature for distribution that cautions drivers against distracted driving (5.1.2, Lt. Pat Connor).

STRATEGIES COMPLETED AND APPROVED

No strategies were completed this Quarter:

EXTENSIONS GRANTED

No extensions were requested or granted this Quarter:

MEMORANDUM

TO: Chief Alan G. Rodbell
FROM: Planning, Research & Accreditation Division
DATE: April 2010
SUBJECT: **3rd Quarter Report (Jan.-Mar.) - Strategic Plan 2009/10**

Below is a summary of the progress and current status of Strategies that were active during the 3rd Quarter of FY 2009/10. This period covers activity beginning January 1, 2010 through March 31, 2010.

EXECUTIVE SUMMARY

Strategies Active:	9	Extensions Granted:	4
Strategies Completed:	2		

KEY ACCOMPLISHMENTS

1.0 Reduce Crime – Asst. Chief Sean Duggan, Cmdr. Johnny Cervantes

- Lt. Williams completed standardization of Crime Prevention planning process presented at the Supervisor Training Module (1.2.2, Lt. Michael Stauffer).

2.0 Provide Exemplary Training Solutions – Asst. Chief John Cocca, Cmdr. Burl Haenel

- Completed review of several deployment alternatives to accomplish goals and began writing white paper with results of review and recommendations for future deployment alternatives (2.2.1, Lt. Chris Hall).

3.0 Enhance Recruitment & Retention – Asst. Chief John Cocca, Cmdr. Bill Wilton

- Worked with CAPA to design professional marketing pieces for our sworn recruitment cards. Using current sworn officers, we used the theme “Where you are now is only the beginning”, showing officers in previous jobs or activities before becoming a police officer, and where they are today in their law enforcement career (3.1.3, Mgr. Lisa Angelini).
- Created and implemented a “log” to document school visits, number of students, date of visit, presentation length and staff contact. To date we have completed 14 presentations for 5 different schools (3.1.3, Mgr. Lisa Angelini).

4.0 Innovate for the Future – Dir. Helen Gandara, Cmdr. Scott Popp, Mgr. Tom Melton

- Delivered agreement to join the Coplink system to Mesa and executed the agreement with Knowledge Computing to upload SPD data. Mesa and Gilbert Police Departments have completed certification of their data into the Coplink system, and are working with Intergraph for minor changes to the importation tool that is used. (4.2.2, Mgr. Michael Keran).
- Technology Services Division began evaluating the production version of the JWI desktop version. Requested quote from Intergraph on MQ series conversion once the sole source agreement is signed (4.2.3, Mgr. Michael Keran).

- ◆ Scheduled ISO accreditation inspection to take place in the fall of 2010, with plans to submit application for accreditation in June. ASCLD Consulting completed and submitted Quality Management Manual. The bid for the GAP analysis was completed and awarded, with analysis taking place in April (4.3.1, Mgr. Steve Garrett).

5.0 Strengthen Communications – *Cmdr. Jeff Walther*

- ◆ Used grant funding through AZGOHS to develop “Focus on Safety” driver safety cards, which include cautions to drivers against distracted driving. Exploring no cost initiative options such as water billing, telephone on hold messages, stadium posters, and website content (5.1.2, Lt. Pat Connor).

STRATEGIES COMPLETED AND APPROVED

The following Strategies were completed and approved this Quarter:

Strategy:

1.2.2 “Create a comprehensive crime prevention strategy.”

Strategy Leader & Team Members:

Lt. Michael Stauffer

Sponsor:

Cmdr. Johnny Cervantes

Start Date:

January 2009

End Date:

March 2010

Status:

Ahead-of-Schedule

Description:

Develop a master plan that includes all Crime Prevention programs and capabilities currently offered. This will enable the PD to create a master list of best practices for all districts.

Measures of Success:

A master list containing all crime prevention programs and capabilities that each district may use to customize their own crime prevention strategy. Establish an intranet site available to all employees for awareness purposes and assistance in handling beat level issues.

Comments:

Lt. Williams completed standardization of Crime Prevention planning process presented at the Supervisor Training Module.

Strategy:

3.1.4 “Develop a process to actively recruit for the future through partnerships with educational institutions & targeted recruitment toward youth.”

Strategy Leader & Team Members:

Mgr. Lisa Angelini & Personnel Unit staff

Sponsor:

Asst. Chief John Cocca

Start Date:

January 2009

End Date:

March 2010

Status:

On-Schedule

Description:

This strategy focused on long term hiring efforts through outreach towards our youth in preparing them for a law enforcement career. The goal of this strategy was to establish a formal process for continued education of students on the opportunities available in law enforcement, and explain to students the complexities of the profession and their ability to meet strict hiring standards.

Measures of Success:

Data collected and logged during testing processes to find out how candidates became informed of SPD job opportunities. Establishment of process to ensure on-going efforts.

Comments:

Personnel staff partnered with other police employees and gave presentations to grade school, high school and local colleges. The focus was on sharing with them the variety of law enforcement careers available and the process they would have to go through to be hired. The hiring and background process was explained in detail outlining disqualifiers and behaviors and actions that affect a person’s ability to obtain a law enforcement career. Our focus is – What you do today can affect your future.

EXTENSIONS GRANTED

Four extensions approved during this Quarter:

3.1.3 "Pursue innovative recruitment advertising & marketing."		
<u>Original Baseline</u>	<u>Extension</u>	<u>Previous Extensions</u>
Start Date: 04/2008		
End Date: 12/2009	End Date: 04/2010	
Sponsor: Asst. Chief John Cocca		Strategy Leader: Mgr. Lisa Angelini
4.2.2 "Improve automated information sharing with other criminal justice agencies."		
<u>Original Baseline</u>	<u>Extension</u>	<u>Previous Extensions</u>
Start Date: 10/2006		05/2007, 10/2007, 04/2008, 09/2008, 03/2009, 06/2009, 11/2009, 04/2010, 12/2010
End Date: 05/2007	End Date: 12/2010	
Sponsor: Dir. Helen Gandara		Strategy Leader: Mgr. Michael Keran
4.3.1 "Become nationally accredited by meeting International Standards Organization (ISO) accreditation for crime laboratory."		
<u>Original Baseline</u>	<u>Extension</u>	<u>Previous Extensions</u>
Start Date: 10/2005		
End Date: 06/2010	End Date: 12/2010	
Sponsor: Cmdr. Scott Popp		Strategy Leader: Mgr. Steve Garrett
5.1.2 "Implement a public awareness campaign focused on the dangers of distracted driving."		
<u>Original Baseline</u>	<u>Extension</u>	<u>Previous Extensions</u>
Start Date: 01/2009		
End Date: 01/2010	End Date: 06/2010	
Sponsor: Cmdr. Jeff Walther		Strategy Leader: Lt. Pat Conner

MEMORANDUM

TO: Chief Alan G. Rodbell
FROM: Planning, Research & Accreditation Division
DATE: July 2010
SUBJECT: **4th Quarter Report (April-June.) - Strategic Plan 2009/10**

Below is a summary of the progress and current status of Strategies that were active during the 4th Quarter of FY 2009/10. This period covers activity beginning April 1, 2010 through June 30, 2010.

EXECUTIVE SUMMARY

Strategies Active:	6	Extensions Granted:	3
Strategies Completed:	2		

KEY ACCOMPLISHMENTS

2.0 Provide Exemplary Training Solutions – Asst. Chief John Cocca, Cmdr. Burl Haenel

- Completed review of several deployment alternatives to accomplish goals and completed white paper with results of review and recommendations for future deployment alternatives (2.2.1, Lt. Chris Hall).

3.0 Enhance Recruitment & Retention – Asst. Chief John Cocca, Cmdr. Bill Wilton

- Worked with CAPA to design professional marketing pieces for our sworn recruitment cards. Using current sworn officers, we used the theme “Where you are now is only the beginning”, showing officers in previous jobs or activities before becoming a police officer, and where they are today in their law enforcement career (3.1.3, Mgr. Lisa Angelini).

4.0 Innovate for the Future – Dir. Helen Gandara, Cmdr. Scott Popp, Mgr. Tom Melton

- Mesa and Gilbert Police Departments have completed certification of their data into the Coplink system, and are working with Intergraph for minor changes to the importation tool that is used. The interface tool and communications device have been installed at Scottsdale PD. Coplink is available for viewing access only to Mesa PD data and 10 test users have been test driving queries (4.2.2, Mgr. Michael Keran).
- Participated in vendor demonstration of PocketCop utilizing Blackberry devices in the field. Awaiting quote from Intergraph on MQ Series conversion for existing i/Informer which would be an alternative to JWI once Sole Source agreement is signed by Purchasing (4.2.3, Mgr. Michael Keran).
- ASCLD Consulting completed and submitted Quality Management Manual. The GAP analysis has been completed and the final report has been received with the recommended changes being implemented (4.3.1, Mgr. Steve Garrett).

5.0 Strengthen Communications – Cmdr. Jeff Walther

- Through AZGOHS grant funding to City of Scottsdale Transportation, developed “Focus on Safety” driver safety cards, which include cautions to drivers against distracted driving (5.1.2, Lt. Pat Connor).

STRATEGIES COMPLETED AND APPROVED

The following Strategies were completed and approved this Quarter:

Strategy:

2.2.1 "Evaluate alternate patrol deployment schedules to facilitate squad-based training"

Strategy Leader & Team Members:

Lt. Chris Hall

Sponsor:

Cmdr. Burl Haenel

Start Date:

January 2009

End Date:

May 2010

Status:

On-Schedule

Description:

Conduct a comprehensive analysis of current deployment schedules & look at alternative schedules that will facilitate squad-based training while maintaining current staffing levels.

Measures of Success:

Completion & submittal of recommendation report to command staff.

Comments:

Strategy:

3.1.3 "Pursue innovative recruitment advertising & marketing"

Strategy Leader & Team Members:

Mgr. Lisa Angelini

Sponsor:

Asst. Chief John Cocca

Start Date:

April 2008

End Date:

June 2010

Status:

On-Schedule

Description:

Identification & enhancement of tools that can be used to increase the Department's marketability, including partnering with internal resources & the community to market the Department as an employer.

Measures of Success:

Completed evaluation of marketing strategies based on customer responses; increased communication with interested applicants & number of applicants responding to recruitment efforts.

Comments:

EXTENSIONS GRANTED

Three extensions approved during this Quarter:

4.2.3 "Identify alternative mobile devices for data communication"		
<u>Original Baseline</u>	<u>Extension</u>	<u>Previous Extensions</u>
Start Date: 04/2005		09/2007, 04/2008, 06/2008, 10/2008, 02/2009, 06/2009, 11/2009
End Date: 07/2007	End Date: 06/2010	
Sponsor: Dir. Helen Gandara		Strategy Leader: Mgr. Michael Keran
4.3.1 "Become nationally accredited by meeting International Standards Organization (ISO) accreditation for crime laboratory."		
<u>Original Baseline</u>	<u>Extension</u>	<u>Previous Extensions</u>
Start Date: 10/2005		
End Date: 06/2010	End Date: 12/2010	
Sponsor: Cmdr. Scott Popp		Strategy Leader: Mgr. Steve Garrett
5.1.2 "Implement a public awareness campaign focused on the dangers of distracted driving."		
<u>Original Baseline</u>	<u>Extension</u>	<u>Previous Extensions</u>
Start Date: 01/2009		06/2010
End Date: 01/2010	End Date: 10/2010	
Sponsor: Cmdr. Jeff Walther		Strategy Leader: Lt. Pat Conner