Police

Element	Summary Views	Detail Views
Scorecard	• Landing Page	
Outcome Measures		• Enhanced reporting capabilities through incorporation of OSSI data and Incident Based Reporting with NIBRS. Data to be collected annually with a goal of 2% decrease in Part I property crime rate. • Improved citizen services through use of citizen satisfaction survey data, citizen request for service data and Cary 911 service delivery data • Enhanced citizen education through incorporation of TRACs data • Increased Employee Satisfaction through incorporation of employee satisfaction surveys and training participation and performance data.
Initiatives	• Department Initiatives	• 1.1: Gold Standard CALEA accreditation • 2.1: Traffic safety initiatives • 3.1: Property crime initiatives focused on prevention • 4.1: Expand use of social media • 5.1: Enhance the department's career development program
Milestones		• CALEA On Site Accreditation • Gold Standard Accreditation by year 2022. • 2% increase in the number of quality traffic initiatives correlated to a > 2% decrease in the number of traffic crashes. • 2% increase in the number of quality property crime initiatives correlated to a > 2% decrease in the number of property crimes • Receive an annual citizen-satisfaction rating > 90% in areas related to overall safety, safety in neighborhoods, and safety in business areas. • 10% annual increase in the number of followers engaged in the department's social media activities. • Achieve a > 90% satisfaction rating among department employees related to career progression and advancement, implemented guidelines, hiring and retention statistics related to specific recruitment and retention initiatives.

Landing Page

Police

Department Purpose Statement

To promote a safe and secure community by enhancing our capabilities to provide professional law enforcement services to all in our community while building partnerships among our stakeholders.

Department Measures

Objectives	Outcome Measures
Obj. 4.2: Be operationally ready Morrisville	Enhanced reporting capabilities through incorporation of OSSI data and Incident Based Reporting with NIBRS. Data to be collected annually with a goal of 2% decrease in Part I property crime rate.
Obj. 4.3 React responsively to the public safety needs of the community Morrisville	
Obj. 4.3 React responsively to the public safety needs of the community Morrisville	Improved citizen services through use of citizen satisfaction survey data, citizen request for service data and Cary 911 service delivery data
Obj. 4.1: Provide educational opportunities and encourage preparedness Morrisville	Enhanced citizen education through incorporation of TRACs data
Obj. 4.2: Be operationally ready Morrisville	Increased Employee Satisfaction through incorporation of employee satisfaction surveys and training participation and performance data.
Obj. 5.3: Require the highest professional standards Morrisville	
Obj. 5.4: Attract, develop and retain a diverse, high-performing workforce Morrisville	

Department Initiatives

Objectives	Initiatives	Initiative Measures
Obj. 4.2: Be operationally ready Morrisville	1.1: Gold Standard CALEA accreditation	~~CALEA On Site Accreditation~~
Obj. 5.3: Require the highest professional standards Morrisville		Gold Standard Accreditation by year 2022.
Obj. 4.3 React responsively to the public safety needs of the community Morrisville	2.1: Traffic safety initiatives	2% increase in the number of quality traffic initiatives correlated to a > 2% decrease in the number of traffic crashes.
Obj. 4.3 React responsively to the public safety needs of the community Morrisville	3.1: Property crime initiatives focused on prevention	2% increase in the number of quality property crime initiatives correlated to a > 2% decrease in the number of property crimes
		Receive an annual citizen-satisfaction rating > 90% in areas related to overall safety, safety in neighborhoods, and safety in business areas.
Obj. 3.4: Provide opportunities for meaningful public engagement and collaboration Morrisville	4.1: Expand use of social media	10% annual increase in the number of followers engaged in the department's social media activities.
Obj. 5.4: Attract, develop and retain a diverse, high-performing workforce Morrisville	5.1: Enhance the department's career development program	Achieve a > 90% satisfaction rating among department employees related to career progression and advancement, implemented guidelines, hiring and retention statistics related to specific recruitment and retention initiatives.

Enhanced reporting capabilities through incorporation of OSSI data and Incident Based Reporting with NIBRS. Data to be collected annually with a goal of 2% decrease in Part I property crime rate.

Police

Description

National Incident Based Reporting System used to report crime data to the FBI and Law Enforcement software platform for reporting.

Why It Matters

Provides more in depth reporting offense data and allows for a broader range of analytics. OSSI public safety platform is primary in facilitating the recording of crime data via incident reports written by officers. Incident reports are then used to map crime trends which in turn facilitate the development of initiatives.

Analysis

2020

From 2019 to 2020, Part I property crimes saw a 48% increase. COVID-19 likely a contributing factor.

Collection and Calculation Method

Utilize crime trend data from reported incidents locally. Provide a snapshot comparison to national and regional trends as well in reducing Part 1 property crimes.

Data Collection Lead

Support Services Analyst

Data Collection Point(s) of Contact (if needed)

Lieutenant T. Skeeter

Objectives

- Obj. 4.2: Be operationally ready
  Morrisville
- Obj. 4.3 React responsively to the public safety need..
  Morrisville

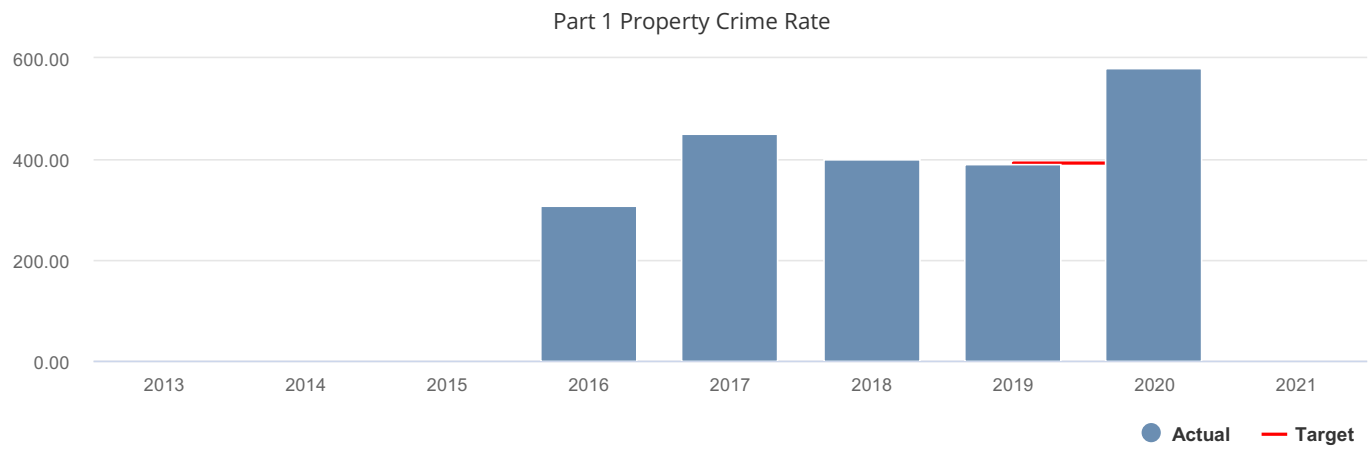
Initiatives

- 1.1: Gold Standard CALEA accreditation
  Police | 7/1/19 - 6/1/22
- 3.1: Property crime initiatives focused on prevention
  Police | 4/1/19 - 12/31/20

Owner

PA Patrice Andrews (Police)

Enhanced reporting capabilities through incorporation of OSSI data and Incident Based Reporting with NIBRS. Data to be collected annually with a goal of a 2% decrease in Part I property crime rate.



Outcome Measure Data

Last Calculated 2 days ago

Period		Status	Actual	Target
2014		Future Data		
2015		Future Data		
2016		Future Data	309.00	
2017		Future Data	452.00	
2018		Future Data	399.00	
2019		On Target	389.00	392.00
2020		Below Target	580.00	392.00
2021		Future Data		

Improved citizen services through use of citizen satisfaction survey data, citizen request for service data and Cary 911 service delivery data

Police

Description

External surveys will be sent annually to residents of Morrisville via internal web portal, 911 call for service data will be utilized to improve the quality of service to our community.

Why It Matters

This data is a key component to measure the police department's overall service to residents, predict growth from year to year, evaluate workforce needs and ensure efficient, consistent, prompt response times.

Analysis

2020

The 2020 Community Satisfaction survey was distributed in November 2020 with a deadline for response by December 31, 2020. There were 317 respondents that contributed to the reported data. 241 (84.86%) of those respondents rated their overall customer satisfaction of good and very good while 34 rated fair, neutral, or poor customer service. Staff will continue to examine ways to increase participation in the community satisfaction survey and identify ways to improve elements within overall customer service and satisfaction.

Collection and Calculation Method

The survey will be developed by internal staff and will be sent via web based portal. Responses will be collected, analyzed, and prepared in the annual police department report.

Calls for service data to be requested annually from 911 call servicer, and information incorporated into survey. 911 Service delivery is an accreditation standard and ensures that all calls are responded to after being dispatched within 5 minutes.

Data Collection Lead

Captain J. Preddy

Data Collection Point(s) of Contact (if needed)

Sergeant E.J. Hanks

Objectives

Obj. 4.3 React responsively to the public safety need..
Morrisville

Initiatives

4.1: Expand use of social media
Police | 4/1/19 - 12/31/20

Owner

PA Patrice Andrews (Police)

Improved citizen services through use of citizen satisfaction survey data, citizen request for service data and Cary 911 service delivery data

Outcome Measure Data

Last Calculated 3 days ago

Period		Status	Actual	Target
2014		Future Data		
2015		Future Data		
2016		Future Data		
2017		Future Data		
2018		Future Data		
2019		Future Data		
2020		Below Target	84.86	95.00
2021		Future Data		

Enhanced citizen education through incorporation of TRACs data

Police

Description

TRACS is a program utilized to document traffic accidents and to develop citizen education programs as related to traffic safety.

Why It Matters

TRACS data is used by NCDOT as well as MPD to determine intersections or areas that may need traffic calming measures or enforcement.

Analysis

2020

Traffic accidents and accidents with injuries decreased significantly in 2020. However, further analysis shows that this decrease was due largely in part to a reduced number of vehicles on the roadway because of covid restrictions. Staff modified much of traditional in person education opportunities with virtual engagement. The later part of the year brought an increase in enforcement operations and educational campaigns.

Collection and Calculation Method

TRACS data is currently tracked annually by staff. Additional comparisons will be done utilizing crime analysis software.

Data Collection Lead

Field Operations

Data Collection Point(s) of Contact (if needed)

Field Operations Lieutenants

Objectives

Obj. 4.1: Provide educational opportunities and enco..
Morrisville

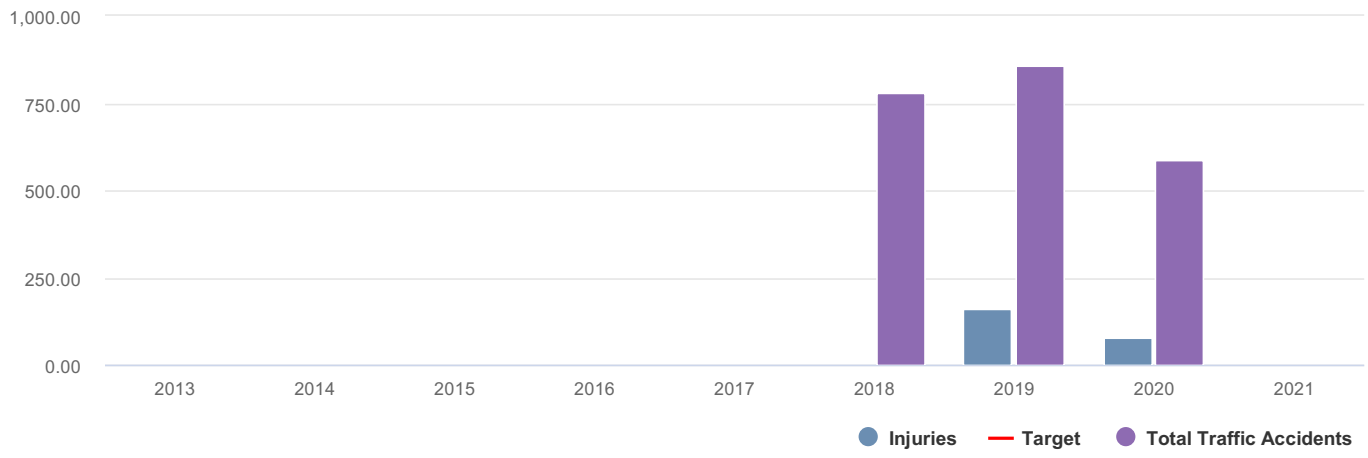
Initiatives

2.1: Traffic safety initiatives
Police | 4/1/19 - 12/31/20

Owner

PA Patrice Andrews (Police)

Traffic Accidents



Outcome Measure Data

Last Calculated 2 days ago

Period		Status	Accidents with Injuries	Target	Total Traffic Accidents
2014		Future Data			
2015		Future Data			
2016		Future Data			
2017		Future Data			
2018		Future Data			781.00
2019		Future Data	161.00		858.00
2020		On Target	77.00	157.00	585.00
2021		Future Data			

Increased Employee Satisfaction through incorporation of employee satisfaction surveys and training participation and performance data.

Police

Description

Started in August 2016, this survey is sent by the Chief of Police every 6 months to gauge employee satisfaction. Annual in-service training necessary to maintain certification as well as voluntary training chosen by officers.

Why It Matters

Employee satisfaction is key in assessing overall satisfaction with command staff decisions, establishing areas of improvement, and capturing suggestions for growth. Trained staff reduces liability during any encounter, increased survivability during violent encounters and provides an environment for internal succession.

Analysis

2020

An employee satisfaction survey was distributed in August 2020. Out of 36 potential respondents, only 13 participated in the survey. While the survey failed to quantify actual satisfaction, it did measure and provide critical feedback relating to opportunities for advancement, retention, and career development as well as internal improvement with supervisor and officer relationships.

Collection and Calculation Method

The anonymous survey is distributed electronically to staff. The data is then analyzed and organized into a report to the Chief of Police. Training goals are established annually.

Data Collection Lead

Support Services Sergeant

Data Collection Point(s) of Contact (if needed)

Command Staff

Objectives

- Obj. 4.2: Be operationally ready
  Morrisville
- Obj. 5.3: Require the highest professional standards
  Morrisville
- Obj. 5.4: Attract, develop and retain a diverse, high-p.
  Morrisville

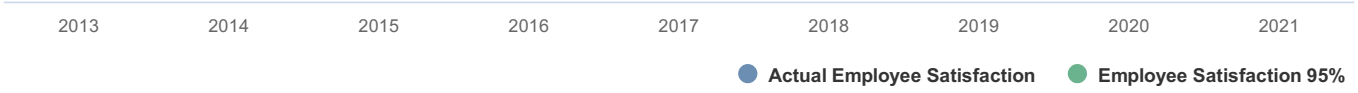
Initiatives

- 1.1: Gold Standard CALEA accreditation
  Police | 7/1/19 - 6/1/22
- 5.1: Enhance the department's career development...
  Police | 4/1/19 - 12/31/20

Owner

PA Patrice Andrews (Police)

Increased Employee Satisfaction through incorporation of employee satisfaction surveys and training participation and performance data.



Outcome Measure Data

Last Calculated 2 days ago

Period		Status	Actual	Target
2014		Not Defined		
2015		Not Defined		
2016		Not Defined		
2017		Not Defined		
2018		Not Defined		
2019		Not Defined		
2020		No Information		
2021		Not Defined		

Department Initiatives

Police

Objectives	Initiatives	Initiative Measures
Obj. 4.2: Be operationally ready Morrisville	1.1: Gold Standard CALEA accreditation	~~CALEA On Site Accreditation~~
Obj. 5.3: Require the highest professional standards Morrisville		Gold Standard Accreditation by year 2022.
Obj. 4.3 React responsively to the public safety needs of the community Morrisville	2.1: Traffic safety initiatives	2% increase in the number of quality traffic initiatives correlated to a > 2% decrease in the number of traffic crashes.
Obj. 4.3 React responsively to the public safety needs of the community Morrisville	3.1: Property crime initiatives focused on prevention	2% increase in the number of quality property crime initiatives correlated to a > 2% decrease in the number of property crimes
		Receive an annual citizen-satisfaction rating > 90% in areas related to overall safety, safety in neighborhoods, and safety in business areas.
Obj. 3.4: Provide opportunities for meaningful public engagement and collaboration Morrisville	4.1: Expand use of social media	10% annual increase in the number of followers engaged in the department's social media activities.
Obj. 5.4: Attract, develop and retain a diverse, high-performing workforce Morrisville	5.1: Enhance the department's career development program	Achieve a > 90% satisfaction rating among department employees related to career progression and advancement, implemented guidelines, hiring and retention statistics related to specific recruitment and retention initiatives.

1.1: Gold Standard CALEA accreditation

Police

Target

Periodic benchmarks at established intervals set by CALEA, will be assessed annually. 100% compliance for Gold Standard CALEA accreditation 2022

Description

The Town of Morrisville Police Department has maintained base-level accreditation for several years. We will be working to achieve next level accreditation status.

Why It Matters

Gold Standard CALEA accreditation is the highest accreditation level a police department can achieve. Attaining Gold Standard accreditation demonstrates to our community that we are committed to providing professional police services and that our policies and practices are developed and maintained at the highest level possible

Analysis

CY Q2-21

Additional proof identification and entry have been completed. Continued maintenance of proofs and policies will be required as we prepare to attain Advance Law Enforcement Accreditation with Excellence formerly known as Gold Standard.

Objectives

- Obj. 4.2: Be operationally ready
  Morrisville
- Obj. 5.3: Require the highest professional standards
  Morrisville

Collection and Calculation Method

Submit required proofs and documents to the Commission on Accreditation for Law Enforcement Agencies (CALEA) as scheduled evidencing MPD's compliance with Gold Standard accreditation. Proofs are maintained throughout the year and produced during mid-year and on site assessments.

Data Collection Point(s) of Contact (if needed)

Tanija Brown, Support Services Analyst Sergeant E.J. Hanks

Percent Complete

CY Q2-21

50 %

Start Date

7/1/19

End Date

6/1/22

Milestones

- ~~CALEA On Site Accreditation~~
  Police | Completed 11/1/19
- Gold Standard Accreditation by year 2022.
  Police | 5/1/19 - 6/1/22

Owner

PA Patrice Andrews (Police)

Data Collection Lead

Tanija Brown, Support Services Analyst

Gantt Chart

CALEA On Site Accreditation

Police

Owner

PA Patrice Andrews (Police)

Milestone Analysis

CY Q4-19

Successfully re-accredited by CALEA in November 2019

Milestone Percent Complete

CY Q4-19

100 %

Start Date

4/1/19

End Date

7/1/19

Initiative

1.1: Gold Standard CALEA... 7/1/19 - 6/1/22 CY Q2-21

Gold Standard Accreditation by year 2022.

Police

Owner

PA Patrice Andrews (Police)

Milestone Analysis

CY Q2-21

Additional proof identification and entry have been completed. Continued maintenance of proofs and policies will be required as we prepare to attain Advance Law Enforcement Accreditation with Excellence formerly known as Gold Standard.

Milestone Percent Complete

CY Q2-21

50 %

Start Date

5/1/19

End Date

6/1/22

Initiative

1.1: Gold Standard CALEA... 7/1/19 - 6/1/22 CY Q2-21

2.1: Traffic safety initiatives

Police

Target

2% increase in the number of quality traffic initiatives correlated to a ≥ 2% decrease in the number of traffic crashes relative to proportional increases in the number of travelers over time to be measured annually.

Description

Traffic safety initiatives and educational campaigns to decrease the number and severity of crashes and deter DWI and other traffic violations.

Why It Matters

Improved transportation mobility was identified as a leading goal for the Town. A focus on transportation mobility includes data-driven traffic enforcement and educational campaigns designed to deter DWI and other traffic violations. These efforts will improve traffic safety and reduce and the number and severity of crashes.

Analysis 2020

Because of Covid, the number of traffic stops initiatives were deceased by 2% in 2020. However, the number of traffic accidents with injuries and in total decreased dramatically. For 2021 and beyond, data will be captured on an annual basis and not quarterly.

Objectives

Obj. 4.3 React responsively to the public safety need..
Morrisville

Collection and Calculation Method

We will measure success by tracking the number of traffic initiatives, DWI arrests, traffic warnings and citations, and evaluating crash data to show significant positive changes in each category.

Data Collection Point(s) of Contact (if needed)

Lieutenant J. Almond Tanija Brown

Percent Complete 2020

100 %

Start Date

4/1/19

End Date

12/31/20

Milestones

2% increase in the number of quality traffic initiativ..
Police | 5/1/19 - 5/31/20

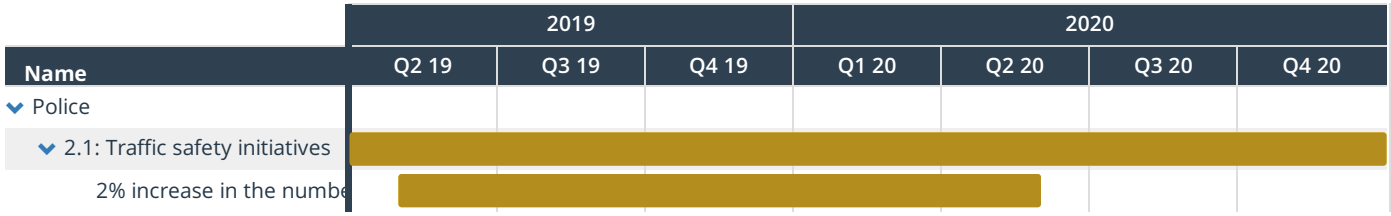
Owner

PA Patrice Andrews (Police)

Data Collection Lead

Captain J. Eric Preddy

Gantt Chart



2% increase in the number of quality traffic initiatives correlated to a > 2% decrease in the number of traffic crashes.

Police

Owner

PA Patrice Andrews (Police)

Milestone Analysis

2020

Covid affected our ability to provide traditional initiatives focused around traffic safety. However, given past trends, we would have on target to potentially meet our goal from previous years.

Milestone Percent Complete

2020

100 %

Start Date

5/1/19

End Date

5/31/20

Initiative

2.1: Traffic safety initiatives 4/1/19 - 12/31/20 2020

3.1: Property crime initiatives focused on prevention

Police

Target

2% increase in the number of quality property crime initiatives correlated to a ≥ 2% decrease in the number of property crimes relative to proportional increases in the number of residents in the ToM over time. Receive an annual citizen-satisfaction rating ≥ 90% in areas related to overall safety, safety in neighborhoods, and safety in business areas.

Description

Develop and implement property crime initiatives with retail establishments and residential areas that focus on prevention.

Why It Matters

The department recognizes that property crimes impact quality of life. Our focus is to develop and implement innovative initiatives to reduce crimes causing the greatest social harm in the community.

Analysis 2020

Property crime initiatives will be gathered on an annual basis. The town experienced a significant increase in Part 1 property crimes but a decrease in actual initiatives. Both of these factors can be attributed to statewide crime trends as well as inability to engage because of covid.

Objectives

Obj. 4.3 React responsively to the public safety need..
Morrisville

Collection and Calculation Method

We will measure success through NIBRS data depicting significant decreases in property crimes and citizen satisfaction surveys that demonstrate high-levels of perceived safety.

Data Collection Point(s) of Contact (if needed)

Sergeant Miller

Percent Complete 2020

100 %

Start Date

4/1/19

End Date

12/31/20

Milestones

2% increase in the number of quality property crim...
Police | 5/1/19 - 5/31/20

Receive an annual citizen-satisfaction rating > 90% i..
Police | 5/1/19 - 5/31/20

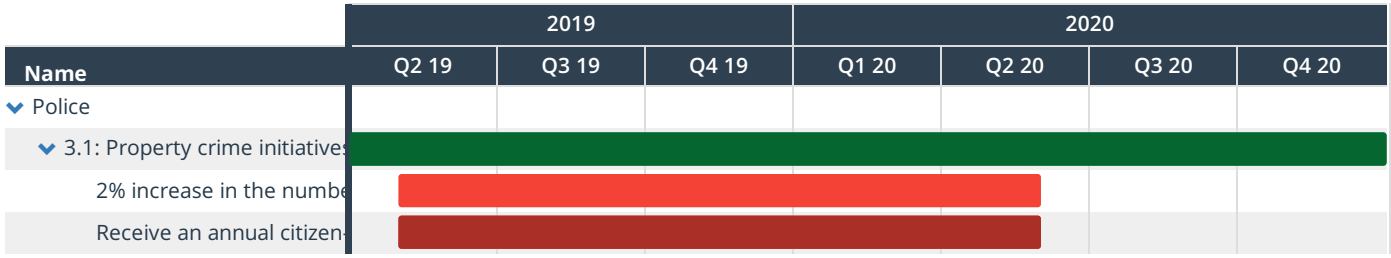
Owner

PA Patrice Andrews (Police)

Data Collection Lead

Lieutenant T. Skeeter

Gantt Chart



2% increase in the number of quality property crime initiatives correlated to a > 2% decrease in the number of property crimes

Police

Owner

PA Patrice Andrews (Police)

Milestone Analysis

2020

Staff saw a decrease in overall initiatives AND Part I crime increased due to COVID-19 and statewide crime trends

Milestone Percent Complete

2020

0 %

Start Date

5/1/19

End Date

5/31/20

Initiative

3.1: Property crime initiativ. 4/1/19 - 12/31/20 2020

Receive an annual citizen-satisfaction rating > 90% in areas related to overall safety, safety in neighborhoods, and safety in business areas.

Police

Owner

PA Patrice Andrews (Police)

Milestone Analysis

2020

Achieved an 84% satisfaction rating for citizen satisfaction in 2020. We will be working to define areas of improvement for 2021.

Milestone Percent Complete

2020

100 %

Start Date

5/1/19

End Date

5/31/20

Initiative

3.1: Property crime initiativ. 4/1/19 - 12/31/20 2020

4.1: Expand use of social media

Police

Target

10% annual increase in the number of followers engaged in the department's social media activities.

Description

Expand use of social media to keep the community informed of crime trends, safety tips, and general information.

Why It Matters

Access to crime data analytics and social media platforms have increased significantly over the past few years. The department intends to leverage both to keep stakeholders informed. Social media platforms can also be used to help educated stakeholders about significant public-safety issues effecting the community.

Analysis 2020

Overall social media engagement was not accurately measured throughout year and therefore staff could not gain an accurate status. However, in the final quarter of 2020, social media engagement increased nearly 5% across all platforms (Twitter, Facebook, and Next Door).

Objectives

Obj. 3.4: Provide opportunities for meaningful public..
Morrisville

Collection and Calculation Method

Data Collection Point(s) of Contact (if needed)

Patrice Andrews

Data Collection Lead

Percent Complete 2020

100 %

Start Date

4/1/19

End Date

12/31/20

Milestones

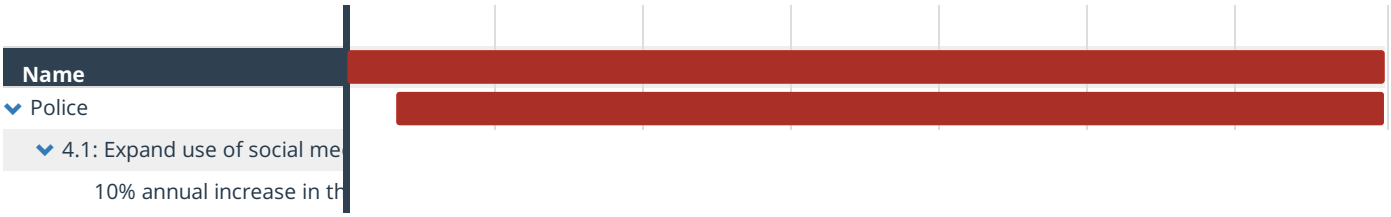
10% annual increase in the number of followers eng.
Police | 5/1/19 - 12/31/20

Owner

PA Patrice Andrews (Police)

Gantt Chart

2019			2020			
Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20


Name
Police
4.1: Expand use of social me
10% annual increase in th

10% annual increase in the number of followers engaged in the department's social media activities.

Police

Owner

PA Patrice Andrews (Police)

Milestone Analysis 2020

We were not able to capture our follower or engagement information for 2019. However, between October 2020 and December 2020, our engagement rate was up 5% (5,131 follower on Facebook, 1,074 followers on twitter, and 31,797 impressions on NextDoor).

Milestone Percent Complete 2020

100 %

Start Date

5/1/19

End Date

12/31/20

Initiative

4.1: Expand use of social m.. 4/1/19 - 12/31/20 2020

5.1: Enhance the department's career development program

Police

Target

Achieve a ≥ 90% satisfaction rating among department employees directly related to career progression and advancement, implemented guidelines, hiring and retention statistics related to specific recruitment and retention initiatives. Complete a workforce study conducted by an outside vendor every two years

Description

Develop a career development program that is attainable and sustainable that progresses and advances personnel in a fair and consistent manner.

Why It Matters

Department success depends on those tasked with delivering its services. Therefore, the department intends to develop programs that create career advancement and progression opportunities that inspire life-long relationships with employees, the department, and community.

Analysis

CY Q2-21

Ongoing initiative. Constantly updating and enhancing our recruiting/retention by identifying needs from current staff as well as seeking innovative ways in which to recruit new staff.

Objectives

Obj. 5.4: Attract, develop and retain a diverse, high-p.
Morrisville

Collection and Calculation Method

We will measure progress and success through a series of pre-post initiation assessments. These assessments will include 6 month benchmark surveys designed to assess employee satisfaction with career progression and advancement, implemented guidelines, hiring and retention statistics related to specific recruitment and retention initiatives, and the completion of a workforce study conducted by an outside vendor.

Data Collection Point(s) of Contact (if needed)

Sergeant E.J. Hanks

Percent Complete

CY Q2-21

50 %

Start Date

4/1/19

End Date

12/31/20

Milestones

Achieve a > 90% satisfaction rating among departm...
Police | 5/1/19 - 12/31/20

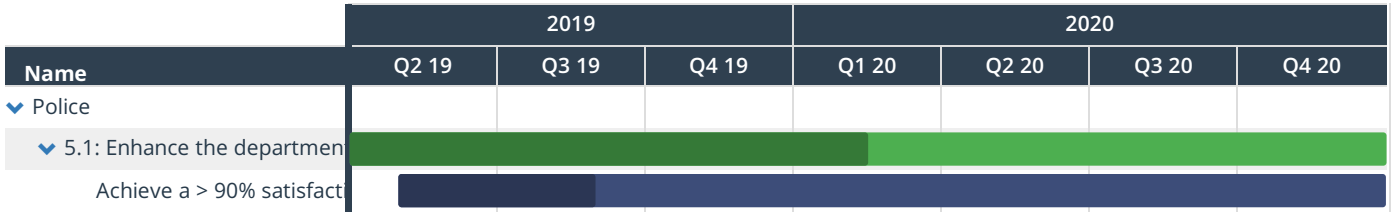
Owner

PA Patrice Andrews (Police)

Data Collection Lead

Captain P. Acosta

Gantt Chart



Achieve a > 90% satisfaction rating among department employees related to career progression and advancement, implemented guidelines, hiring and retention statistics related to specific recruitment and retention initiatives.

Police

Owner

PA Patrice Andrews (Police)

Milestone Analysis

CY Q2-21

No analysis at this time. Internal survey to be sent on on August1.

Milestone Percent Complete

CY Q2-21

20 %

Start Date

5/1/19

End Date

12/31/20

Initiative

5.1: Enhance the depart.. 4/1/19 - 12/31/20 CY Q2-21