



# Edinburg Police Department Strategic Plan 2024 - 2029

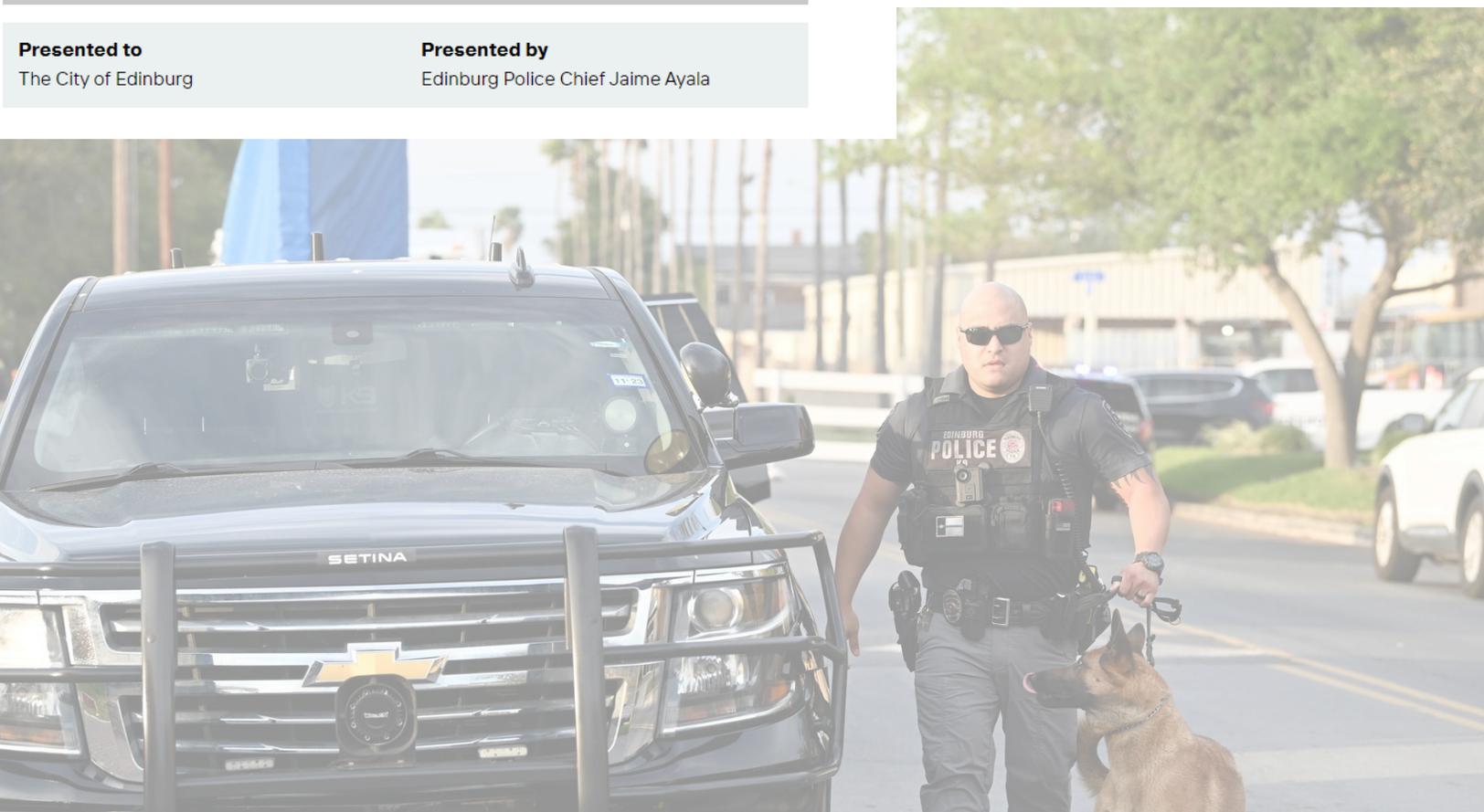


The University of Texas  
Rio Grande Valley



**Presented to**  
The City of Edinburg

**Presented by**  
Edinburg Police Chief Jaime Ayala





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# Research Development Team

The Strategic Plan was developed under the Policing Model Research and Development team's guidance, through partnership with the University of Texas Rio Grande Valley.

**The research team members are:**

**Coordinator - Dr. Andreea Stoian Karadeli**, Assistant Professor, Public Affairs and Security Studies Program, School of Interdisciplinary Programs and Community Engagement, College of Liberal Arts, University of Texas Rio Grande Valley

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**Carla Bautista (Marín-Toriz)**, alumni Master of Arts in Interdisciplinary Studies – Global Security and Leadership (2015) & Crime and Intelligence Analyst, Edinburg Police Department,

**Michael Cerda**, Assistant Chief, Edinburg Police Department

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**Elias Martinez**, Communications Manager, Edinburg Police Department



Left to Right:

Jose Ramos III  
Christopher Martinez  
Elias Martinez  
Dr. Andreea Stoian Karadeli  
Johanna Rodriguez  
Carla Bautista (Marín-Toriz)  
Adam Rodriguez

Not Pictured: Michael Cerda





# The University of Texas Rio Grande Valley



# VISION, MISSION, & CORE VALUES

## VISION

The Edinburg Police Department is committed to building a safe and thriving community through collaboration, innovation, professionalism, transparency and trust.

## MISSION

Our mission is to provide a safe and thriving environment for our community by protecting lives and property, fostering positive relationships, and upholding the highest ethical standards

## CORE VALUES

**Trust** - We aim to establish and uphold a culture of mutual trust within both our organization and the community we serve.

**Integrity** - We conduct ourselves with uncompromised honesty, honor, and ethics.

**Accountability** - We are accountable to ourselves and the public for the quality of our service, and we seek to continually improve ourselves, our department, and our community relationships.

**Service** - We serve our community in an unbiased and impartial manner, applying equal protection to all under the law.

**Professionalism** - We will conduct ourselves in a manner that is consistent with the standards of our mission, vision and value statement.

**Teamwork** - We are collaborating toward a common vision, aligning personal achievements with organizational goals and empowering ordinary people to achieve extraordinary outcomes.



## STRATEGIC PRIORITIES

Our department's strategic priorities were developed through the common effort of representatives of civilian and sworn personnel employed by the Edinburg Police Department. Also, a survey has been sent to all the employees to ensure equal opportunities to contribute to the development of the Strategic Plan. All the input provided has been considered by the Policing Model Research and Development team while drafting the current plan.

Five main priorities define our strategy for the next 5 years and are part of the accountability structure of the new policing model implemented by the department.

### **Those five strategic priorities are:**

- (1) Proactive Community Engagement
- (2) Advancement through Training and Development
- (3) Enhancement of Police Services and Crime Reduction using a Data-Driven Approach
- (4) Officer Time Optimization through Increasing the Numbers and Promotion of Civilian Personnel
- (5) Branding, Recruitment and Retention

Therefore, once the Strategic Plan is officially adopted, a **Strategic Priorities Committee** will be created with eight (8) members. This committee will meet each month before the monthly departmental meeting to gather information and prepare a report to be presented on the development of the implementation of each of the five priorities. Among the eight (8) members of the committee, five (5) will oversee each priority, while the remaining three (3) will oversee the committee. The two Assistant Chiefs of the department are among the three members that oversee the committee and will report in the monthly meeting on the developments.

**Strategic Priority 1:**  
**PROACTIVE COMMUNITY ENGAGEMENT**

**Objective 1. Strengthening the foundation of current community relations**

**Action 1:** Expand community event engagements through enhanced partnerships.

**Action 2:** Implement best practices for fair and impartial community policing.

**Action 3:** Rely on strategic feedback provided by the City's Community Police Advisory Team.

**Objective 2. Develop new opportunities for community outreach to enhance public safety**

**Action 1:** Create a volunteer program to build community relationships.

**Action 2:** Police & Community Public Forums and the Community Walks Initiative (CAD recorded, include narrative).

**Action 3:** Civilian Patrol Initiative: Vehicles labeled "Civilian Patrol" manned by civilian volunteers. Patrol documented hotspots and call suspicious activities out via radio to dispatch. No contact will be made with suspicious persons/vehicles.

**Objective 3. Strategic Use of Technology to enhance community outreach**

**Action 1:** Include the use of conventional and online media for community outreach as part of department's strategic communication plan.

**Action 2:** Creation of a strategic communication team (4 individuals) to oversee the implementation of the plan.

**Action 3:** Create video material describing current community-police department communication channels. (social media channels, Citizen Connect tutorial, local media).

**Action 4:** Continuously promote the use of Citizen Connect Socrata Platform through all available channels.

## **Objective 4. Engage the Community in initiatives that promote public safety**

**Action 1:** Knock & talk (Door to door-know your beat)

**Action 2:** Engagement/Mentorship with Local Schools (Coach 5-0, Teen Academy, field trips)

**Action 3:** Partnership w/ Medical Community

**Action 4:** Enhance the neighborhood watch program

## **Objective 5: Promote Online Reporting for time-efficiency**

**Action 1:** Assess the staff and resources requirements and develop a budget plan accordingly.

**Action 2:** Identify proper access points.

**Action 3:** Assign and deploy overseeing staff.

**Action 4:** Train the public regarding the tool through various channels.

**Action 5:** Evaluate, and ensure accurate data, and entries every month.



## **Strategic Priority 2: ADVANCEMENT THROUGH TRAINING AND DEVELOPMENT**

**Objective 1: Develop a continuous training and development strategy in line with the policing model.**

**Action 1:** Assess the training and development needs in line with the policing model.

**Action 2:** Based on the identified needs, enhance training resources.

**Objective 2. Establish key performance indicators (KPI) including how they are measured, evaluated and reported.**

**Action 1:** Establish KPIs down to division.

**Action 2:** Establish goals per division.

**Action 3:** Discuss overall results.

**Objective 3: Based on the needs and goals, establish a training schedule**

**Action 1:** Establish training baseline and identify current gaps in training.

**Action 2:** Training on cultural diversity.

**Action 3:** Continue and follow up on training.





## **Strategic Priority 3: ENHANCEMENT OF POLICE SERVICES AND CRIME REDUCTION USING A DATA-DRIVEN APPROACH**

### **Objective 1: Taking a data-driven approach to crime**

**Action 1:** Continue to use intelligence-led policing strategies to prevent, reduce and solve crimes.

**Action 2:** Research and analyze methods to accurately track and measure crime reducing strategies.

**Action 3:** Analyze success of Edinburg strategies to reduce drug crime, shootings and family violence.

**Action 4:** Collaborate with Edinburg stakeholders and ensure offenders are held accountable.

### **Objective 2: Enhance crime prevention initiative**

**Action 1:** Increase the implementation of initiatives such as neighborhood watch participation and proactive patrol tools.

**Action 2:** Provide daily and weekly crime stats to be disseminated at all department levels for both strategic and operational purposes.

**Action 3:** Train available analytical tools to meet the needs and goals of each department.

**Action 4:** Optimize the efficiency of hotspot area interventions through the utilization of data analysis tools and products.



### Objective 3: Advance the creation of a Real-time Crime Center

**Action 1:** Identify the current purpose and the requirements for the creation of an initial real-time crime center.

**Action 2:** Develop an inception strategy that can support the initiation of a real-time crime center.

**Action 3:** Implement the inception strategy in accordance with budget allowance.

### Objective 4: Ensure the transparency of the data-driven approach by sharing relevant crime analysis products with the community

**Action 1:** Continue to provide accurate data to the community through Socrata Citizen Connect.

**Action 2:** Develop a measurement system to assess the community use of Socrata Citizen Connect.



**Strategic Priority 4:**  
**OFFICER TIME OPTIMIZATION THROUGH INCREASING THE  
NUMBERS AND PROMOTION OF CIVILIAN PERSONNEL**

**Objective 1: Enhance the officer focus on service-related duties, through the development of civilian personnel resources**

**Action 1:** Identify positions suitable for civilian personnel.

**Action 2:** Develop policy/procedures for newly identified civilian positions.

**Action 3:** Create and convert positions based on need.

**Objective 2: Enrich performance of civilian personnel through specialized training opportunities**

**Action 1:** Endorse and promote self-initiated continuous learning and professional growth opportunities

**Action 2:** Develop a Continuing Civilian Education Plan with promotional point incentives.

**Action 3:** Disseminate the training-related information among all personnel.



## **Strategic Priority 5: BRANDING, RECRUITMENT, AND RETENTION**

**Objective 1: Include branding and recruitment as part of the strategic communication plan.**

**Action 1:** Delegate members from the Strategic Communication team to focus on branding and recruitment efforts.

**Action 2:** Identify appropriate channels of recruitment & branding.

**Action 3:** Ensure efficient use of social media platforms for brand promotion and recruitment.

**Action 4:** Target youth programs for recruitment purposes.

**Objective 2: Ensure preservation of Edinburg Police Department's branding**

**Action 1:** Explore options to legally protect the police department's logos and photos.

**Action 2:** Develop and implement brand protection policy internally and externally.

**Objective 3: Develop and implement succession plan**

**Action 1:** Develop and implement a succession plan policy.

**Action 2:** Disseminate a standard guideline to succession plan for all department employees.

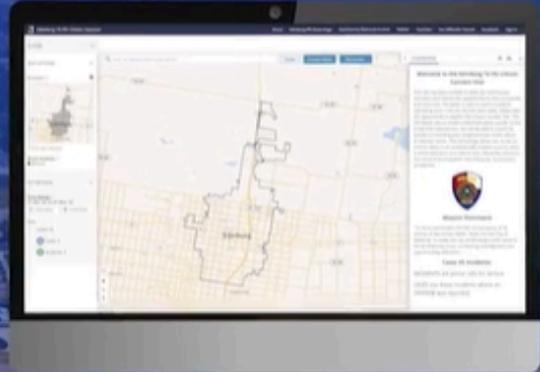


# Citizen Connect



THE CITY OF  
**Edinburg**  
POLICE DEPARTMENT

Stay connected and informed with police activity happening in your area with the Edinburg TX PD Citizen Connect Site.



'Citizen Connect' utilizes a thematic map to break down reported offenses or calls for service within the Edinburg Police Department's jurisdiction by classification. Residents can view the reported date, address, and case number related to the incident by accessing the online portal.

