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3-YEAR Strategic PLAN



PREPARED BY
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CHARLOTTESVILLE

POLICE DEPARTMENT

Our Why

Community Partners In Safety

Our Mission

In partnership with the community, we strive to improve the quality of life of those who live, work, and visit our city. We will do this by creating a safe and secure environment through professional, empathetic, relational, and accountable policing practices. With community policing as our foundation, we strive to maintain trust and legitimacy through respectful, transparent, and impartial public safety practices.

Our Values

- Leadership
- Integrity
- Justice
- Empathy
- Commitment

GOAL 1

To reduce gun violence through increased community partnerships within the city of Charlottesville.

OBJECTIVES

1

CREATE A SAFER COMMUNITY

Leverage state and federal partnerships such as Safe Streets and Project Safe Neighborhoods to create a safer community and to leverage resources

2

DEVELOP CRISIS STRATEGIES

Develop and implement strategies to assist in responding and helping those experiencing crisis

3

ENGAGE YOUTH

Look at creating more formal and informal opportunities to engage with our community youth

4

INCREASE AWARENESS

Technology-driven approach to enhance transparency within the community to increase public safety and awareness

5

ADOPT A SERVICE-DRIVEN APPROACH

Maximize training efforts to create a more well-rounded and service-driven police department

6

STRENGTHEN RELATIONSHIPS

Continue to strengthen our relationships and trust through partnerships and community initiatives

GOAL 2

To improve the recruitment and retention of highly qualified police officers and professional staff members for the Charlottesville Police Department.

OBJECTIVES

1

PROMOTE CAREER GROWTH

Create more training and development opportunities to promote career growth

2

FOSTER DIVERSITY

Promote and advertise a diverse and well-rounded department that encompasses the mission, vision, and values of the Charlottesville Police Department

3

REBRAND

Rebranding of the Charlottesville Police Department to reflect the innovative future of the department

4

RECRUIT

Recruit in a procedural, just way that is fair, impartial, and reflective of our community

5

STRENGTHEN CULTURE

Strengthen the culture that focuses on making our department a more equitable and fair environment

GOAL 3

To better the treatment, safety, and well-being of all those who work within the Charlottesville Police Department.

OBJECTIVES

1

BUILDING INTERNAL TRUST

CPD will focus on building and maintaining trust within the department

2

MORALE-BOOSTING PROGRAMS

CPD will promote opportunities and programs that support departmental wellness & safety

3

INCREASE EFFICIENCY

CPD will increase the efficiency of processes and tasks to reduce work-related stressors