



Introduction to the Police Department Strategic Plan

Madison, Wisconsin



The Matrix Consulting Group

- ◆ Founded almost 20 years ago, our firm only serves government.
- ◆ Law enforcement is our core area. We have conducted over 400 law enforcement studies in Wisconsin, elsewhere around the country, and in Canada.
- ◆ Our police consulting services include:
 - Community-centered policing
 - Resource and management planning
 - Staffing and deployment studies
 - Organizational assessments
- ◆ We are comprised of experienced public safety analysts and former police managers who are now full-time consultants.



Project Team

Richard Brady	President	President and Project Manager, 40 years of experience Created the firm and its public safety practice
John Scruggs	Manager	5 years of consulting experience; 26 years in policing Assisted with the development of statewide initiatives
Ian Brady	Vice President	10 years of police analytical experience Develops our strategic planning models
Kelli Sheffer	Manager	30 years in policing as commander and as a civilian Developed use of force guidelines
Sophia Gomez	Public Values	Community survey
Ryan Peterson	Consultant	GIS and data analytics specialist

SP Background and Objectives

- ◆ The Madison Police Department has a long history of innovation and working with the community.
- ◆ This project builds upon those efforts while recognizing that today represents a unique point in history.
- ◆ Working with internal and external stakeholders, the consultants will facilitate the development of a 5 – 7 year plan to direct priorities and resources.
- ◆ The goal is agreement around measurable outcomes.



Plan for the Study 1

1. Initiation Interviews

Project initiation and initial interviews

- Mayor and Common Council Committees / Subcommittees
 - Police and Fire Commission
 - Police Civilian Oversight Board
 - Police Chief and command staff
 - Madison PPOA
 - External interviews with identified community leaders
- Review of prior strategic plans and recent task force reports
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2. Community and Staff Input

- 15 community meetings in a focus group setting
 - Community survey
 - 10 employee focus group meetings
 - Employee survey
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3. Department Profile

Summary of the Department focusing on:

- Mission, vision, and goals
 - Programs and services
 - Organization and staffing
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Plan for the Study 2

4. Assessment of Needs

Evaluating improvement needs based on input and analysis of:

- Community policing
- Policies
- Training
- Accountability
- Alignment with 21st Century Policing principles

5. Draft Strategic Plan

Draft of the plan for review with:

- Police Department
- MPPOA
- SP Committee
- Police and Fire Commission
- Common Council

These reviews lead to a public review or conference.

6. Final Strategic Plan

Final strategic plan with recommendations and a plan of implementation.

Project Schedule

