

## Setting the Strategic Direction

In 2007, Durham Regional Police continued work on a number of major projects that will shape the future of policing in Durham Region for years to come.

In 2007, the Service started the restructuring phase to facilitate a transition to a more proactive problem-oriented policing service delivery model in alignment with the new strategic direction. This restructuring will ensure the alignment and linkage between operational and multi-year business plans with community safety outcomes.

The DRPS continued to focus on fine tuning its internal measuring processes in 2007 to better assess programs and performance by the introduction of Cognos Business Intelligence Tools to assist managers. The Service will continue to demonstrate its important focus on maximizing its resources by progressively developing strategically focused management reports that will support results-based management and evidence-based decisions.



Superintendent Greg Mills led the Strategic Planning Unit in 2007.

## 2005 - 2007 Business Plan

Objective	Goal	Current Status
To provide information and communication technology solutions designed to increase efficiency and effectiveness of policing.	Implementation of a new Service-wide computer-aided dispatch and records management system (CAD/RMS) with linkages to other police services in Ontario and Canada.	Ongoing development of strategically focused management reports using Cognos Business Intelligence Tools.
Undertake a review of front line policing practices to improve operational efficiency and increase focus on proactive community-based policing.	Review current frontline policing practices and evaluate for efficiency / effectiveness.	Ongoing analysis of CAD data and workload. Review of frontline operational business practices.
Reduce crime, particularly youth crime and maintain public safety and order by providing high standards of service in the community.	Renew strategy to reduce youth crime/disorder	Introduction to Youth Restorative Justice Program in partnership with key community partners.
Reduce unlawful activity of identified gangs.	Develop and implement sustainable enforcement initiatives to target gangs and weapons.	Durham Region Anti-Violence Intervention Strategy Project initiated in partnership with the Province of Ontario.
Develop a revitalized approach to recruiting that is reflective of ethnic, cultural and gender diversity in the community.	Develop a recruiting strategy that is reflective of ethnic, cultural, and gender diversity in the community.	Diversity Coordinator position introduced to ensure ongoing diversity focus.



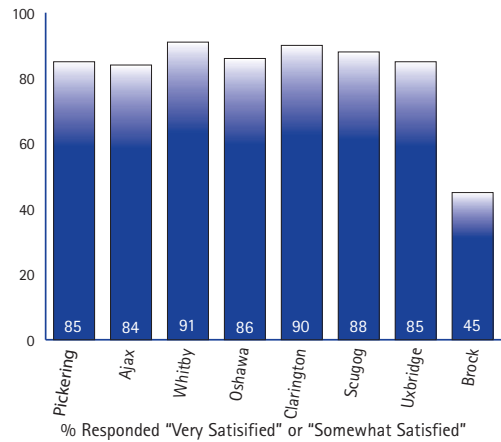
## Public Opinion Survey

As established in the Business Plan, Durham Regional Police endeavours to consult, on a regular basis, with the citizens it serves. We ask our customers about their perceptions of safety, the quality of service they receive and other important community safety questions.

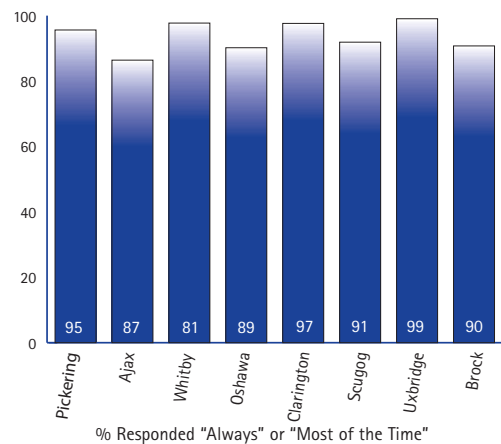
The fall of 2007 public opinion survey came up with very similar results to our first Region-wide survey in 2004 and 2002:

- 93 per cent of citizens feel safe always or most of the time
- 86 per cent were very satisfied or somewhat satisfied with the quality of police service they receive
- 79 per cent thought police were approachable always or most of the time
- 79 per cent felt police were fair always or most of the time
- 69 per cent said police were available when needed always or most of the time

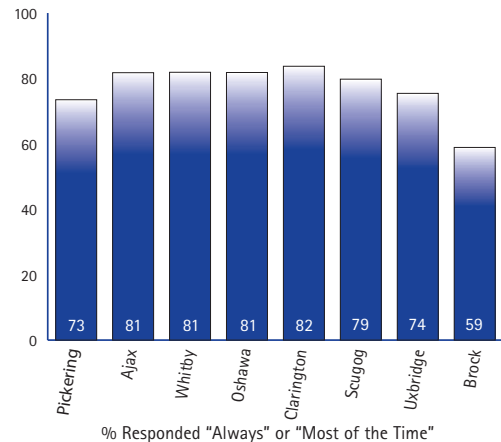
### Are You Satisfied with the Quality of Police Service?



### Do You Feel Safe?



### Are Officers Fair to People Like Yourself?



\*Margin of error increases the smaller the size of population.