

2021 Business Plan Presentation

Police Department



Brett West, Chief of Police

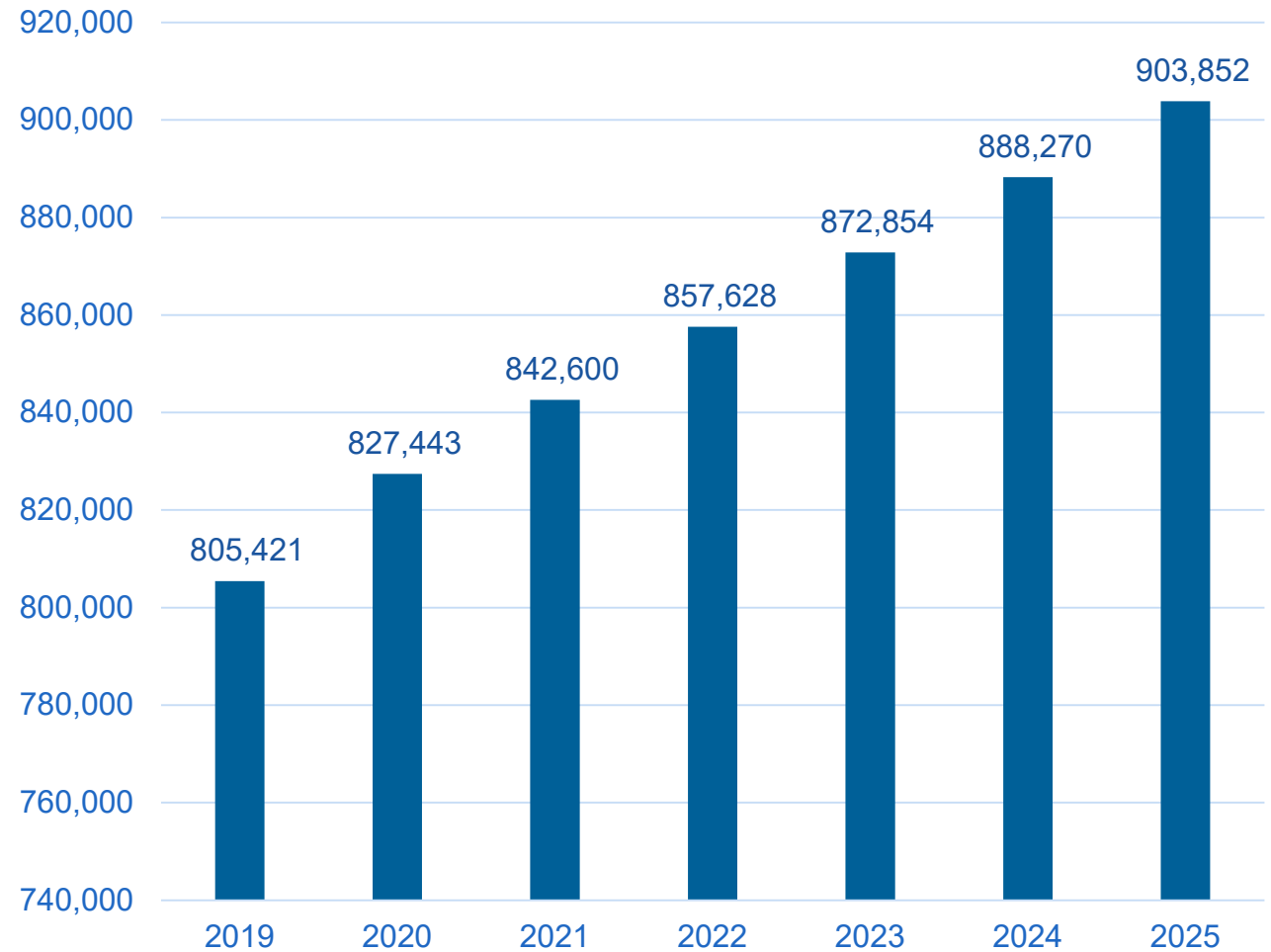
Accomplishments

- Opening of Bay Creek Precinct
- Obtained Emergency Management Accreditation
- Increased retention of Communications Officers
- Increased the number of Police Officers hired
- Upgraded E911 phone system to digital service
- Text to 911

Challenges

- Increasing service population
- Training timeline
- Gang related crimes
- Drug related crimes

Gwinnett County Police
Service Population Estimates



Department Snapshot

External Dependencies

- Community relationships
- Population growth
- Relationship with state and federal agencies
- Economic climate
- Other County Departments



Notable Metrics/Trends

- Gang and drug related crimes
 - Homicides
 - Aggravated assaults
- Traffic accidents
- Overall crime rates

Constraints and Opportunities

Constraints

- Staffing
- High cost for technology
- In-person meetings

Opportunities

- Weak private sector job market
- Possibility of grant funding
- Leveraging technology

Operational Decisions

- Increase sworn staffing to keep pace with the population growth
- Provide additional analytical and investigative data to officers working patrol and investigations

2021 Operational Decision Package

Decision Package

- Addition of 30 sworn officers to provide law enforcement services and two Crime and Intelligence Analysts to provide analytical support (Cost \$2,789,372)

2021 Base Budget Changes

Base Budget Changes

- 2.46% increase to personal services to cover salaries and wages
- 1.03% decrease to general operating due to a reduction in equipment needs

Internal Strategic Decisions

- Implement a community outreach initiative to consolidate duties and increase messaging, transparency, and education
- Explore the use of a marketing campaign to assist with departmental imaging, community education, and recruitment efforts that are currently being performed by officers
- Explore funding a Resources and Marketing Coordinator (Senior Public Relations Specialist) position

2021 Strategic Decision Package

Decision Package

- The creation of a Resources and Marketing Coordinator to enhance and expand our community relations efforts (Cost \$82,626)

County Initiatives

Key Initiatives

- Situational Awareness and Crime Response Center
- Community outreach
- Public safety initiatives

Police Involvement

- Hire staffing and ensure proper training
- Expand outreach efforts throughout Gwinnett and participate in various community and civic meetings
- Obtain CALEA accreditation for the 911 Center

Total Budget

2020 Budget	\$158,041,846 (Adopted)
Changes to Base	\$2,275,470
2021 Base	\$160,317,316
Decision Packages	\$2,871,998
Total 2021 Budget	\$163,189,314