It is my distinct pleasure to present the Camrose Police Service Strategic Plan for the next four years.

The creation of this plan came as a result of an extensive planning and consultative process initiated by the police service and the Camrose Police Commission. Over the past several months, we have undergone an extensive consultation process. We have captured the wisdom and insights of Camrosians, our community partners, representatives from the business community, seniors, students, elected officials, as well as the knowledge and expertise of our staff.

As you would expect, the planning process also considered current and anticipated trends likely to impact Camrose and central Alberta. The needs of students and seniors, property crime, drug abuse, and mental health all emerged as important topics of discussion during this process. We continue to be fortunate to live in a safe community where police are able to provide high levels of service and crime rates continue to be low.

We are fortunate that Camrose is home to many organizations that service and support individuals with specific vulnerabilities. Whether it be addictions, mental health, domestic violence, housing, or other concerns, we heard that the police service should focus on connecting individuals to the appropriate services, particularly when police themselves are unable to address the underlying issues. Increased public scrutiny on investment and value for service delivered requires us to understand the full scope of the demands on the police service and to ensure we are identifying individuals who need to be connected to specific supports.

I was pleased to hear the community is happy with its police service. They did underscore their interest in seeing police continue to engage both visibly and meaningfully with residents. This will be our pleasure to do.

Moving forward, I am confident that, working together, we will respond appropriately to both the opportunities and challenges we face. We have a dedicated, skilled, and professional police service that cares deeply about its community.

Our leadership team works hard to stay connected with both staff and residents and to be responsive to requests, suggestions, as well as changes in our operating environment. I encourage you to review this document and welcome your feedback regarding the content. Moving forward, we will be developing annual policing plans and reporting regularly regarding our priorities, activities, and progress.

Thank you for your continued trust and confidence in your Camrose Police service.

Chief Mark Neufeld
Camrose Police Service
MESSAGE FROM THE POLICE COMMISSION

I am pleased to invite you to read the new strategic plan for the Camrose Police Service. The Camrose Police Commission fully supported the Police Service in its endeavor to reach out to various groups within the City of Camrose. It is vital for the Police Service and Commission to receive feedback from citizens, city government, management, and stakeholders within the service to fully engage this process.

During the open house events, we heard from seniors, stakeholders, members of various marginalized groups, and students from the university and schools. To effectively provide services related to public safety, it is important for us to understand the needs of the community. Property crime, drugs, domestic violence, mental health, and addictions are not a surprise but are important to hear about as it relates to real life experiences.

We heard stories of struggle from citizens with specific vulnerabilities and how important it is for them to be connected with supports and resources within the community.

The Commission believes we have a Police Service that is highly skilled and dedicated to the welfare of the community. We believe this strategic plan will have a positive impact within the service and the Camrose community.

This is a four year strategic plan; however, if you feel that something is missing or changes over time, I encourage you to reach out to the Commission or the Police Service with your feedback.

Thank you to those who gave up their valuable time to attend the engagement sessions hosted by the City of Camrose and Police Service. I sincerely thank Chief Neufeld and the Camrose Police Service for engaging our community to support this Strategic Plan.

Robert Ford
Chairperson, Camrose Police Commission
VISION

Public safety through policing excellence.

MISSION

In partnership with citizens, businesses, and agencies, the Camrose Police Service strives to ensure community safety and enhance quality of life.
WE VALUE OUR PEOPLE
We care about each other – both as employees and as individuals – and appreciate the diverse perspectives and contributions that each person brings. Policing is challenging and rewarding work; we strive for employees to feel supported and capable with a strong sense of belonging with CPS. We invest in the development of our people because well-trained, experienced, and healthy staff are able to provide excellent policing services to our community more efficiently.

WE ACT WITH INTEGRITY
We act ethically and compassionately to maintain the trust and confidence of the community and of our coworkers. We consistently do the right things for the right reasons and treat others with equal fairness, respect, and dignity.

WE COURAGEOUSLY COMMUNICATE
We are willing to have candid conversations in order to be authentic, to build trust, and to deepen relationships. We also listen, value others’ perspectives, and take time to check in with others. CPS is open with the public about community safety.

WE CARE
At CPS, we are each invested in Camrose and its overall wellness. We really care about our coworkers, our community partners, and our customers. Because we care, we are approachable, positive, and supportive. We keep our customers’ needs at the forefront and strive for people to feel supported by CPS in their time of need. We connect our customers to service providers to help them with their long-term well-being.
WE PROVIDE QUALITY SERVICE

CPS is dedicated to providing quality policing services and excellent customer service. We are hardworking and take pride in a job well done. We are proactive, innovative, and open to new ideas to ensure our services are helpful and efficient. While providing our best service, we are also fiscally responsible in stewarding our resources.

WE ARE PART OF A STRONG TEAM

We each contribute one piece in helping keep Camrose safe and well. CPS excels when our teamwork excels. We make time to invest in strong relationships with our coworkers and in effective community partnerships so that we can better serve the public together.
1. SUPPORT OUR PEOPLE

LONG-TERM OUTCOME
We care about each other – both as employees and as individuals – and appreciate the diverse perspectives and contributions that each person brings. Policing is challenging and rewarding work; we strive for employees to feel supported, and capable with a strong sense of belonging with CPS. We invest in the development of our people because well-trained, experienced, and healthy staff are able to provide excellent policing services to our community more efficiently.

HIGH-LEVEL INITIATIVES
a) Support the growth of the CPS Wellness Task Force to promote the physical, mental, and spiritual wellbeing of our staff.

b) Prioritize professional development of staff to ensure diverse competencies for CPS as well as to progress each individual’s career development.

c) Embrace mentorship and peer learning to further develop employees’ skills and knowledge.
2. REDUCE CRIME AND VICTIMIZATION

LONG-TERM OUTCOME
In order to reduce crime and victimization, we strive to prevent it from happening in the first place. Our teams use proactive policing and seek to reduce criminal opportunities. We closely monitor data to identify trends and use evidence-based decision-making to address priorities and emerging issues. We are compassionate, safe, and non-judgmental and use a client-centric approach in supporting victims.

HIGH-LEVEL INITIATIVES
a) Utilize a client-centric approach in providing all police services.
   b) Identify and monitor offenders and tailor proactive police responses to reduce their impact on the community.
   c) Assist vulnerable individuals who come to our attention who may require community supports and connect them with appropriate services.
   d) Explore opportunities to solicit feedback from victims of crimes against persons to understand their satisfaction with the support they received from our personnel.

2019 - 2022 TOP PRIORITIES
3. ENGAGE THE COMMUNITY & BUILD PARTNERSHIPS

LONG-TERM OUTCOME
We actively seek to engage with citizens in order to develop relationships and trust. We are approachable, positive, and are seen as both community members and service providers. CPS is part of a broader system that supports community wellbeing. We can build stronger partnerships with service providers through open communication, active support for one another, and a client-centre approach. Together, we can seek diverse, innovative solutions and use each group’s strengths and capacity to produce better outcomes for individuals and the community. For CPS, this means reduced calls for service so we are able to redirect our resources toward other policing priorities.

HIGH-LEVEL INITIATIVES
a) Actively engage in efforts to establish a collaborative working group of community agencies (Hub). This group would aim to coordinate action plans that support specific individuals with complex needs.
b) Prioritize community engagement opportunities and building relationships with citizens.
c) Recognize employee’s efforts in engaging the community both on-duty and off-duty.
4. OPTIMIZE OUR RESOURCES

LONG-TERM OUTCOME
Societal impacts on policing are complex and continue to evolve rapidly. Increased demand on police results in increased costs. With a spirit of fiscal responsibility, we must make purposeful choices on the use of our limited resources. It is imperative that we remain progressive while focusing on our highest priorities that provide the most impact on community safety and wellbeing. With additional training, empowerment, and teamwork we will maximize the contribution of each staff member towards CPS’s vision of public safety through policing excellence.

HIGH-LEVEL INITIATIVES
a) Assess, define, and communicate the level at which we provide our services.
b) Ensure the seamless continuation of investigations and duties between teams and employees through increased training, empowerment, and teamwork.
c) Explore opportunities to align resources to workload.
CONTACT US

Complaint Line:
(780) 672-4444

General Inquiries:
(780) 672-8300

Mailing Address:
6220 – 48 Avenue
Camrose, Alberta T4V 0K6