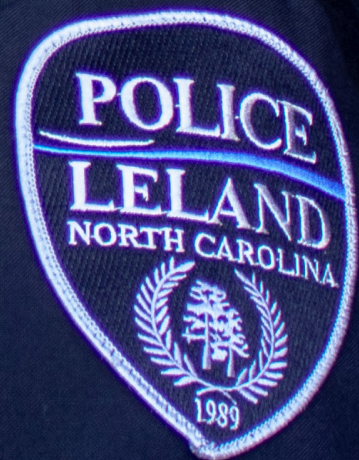
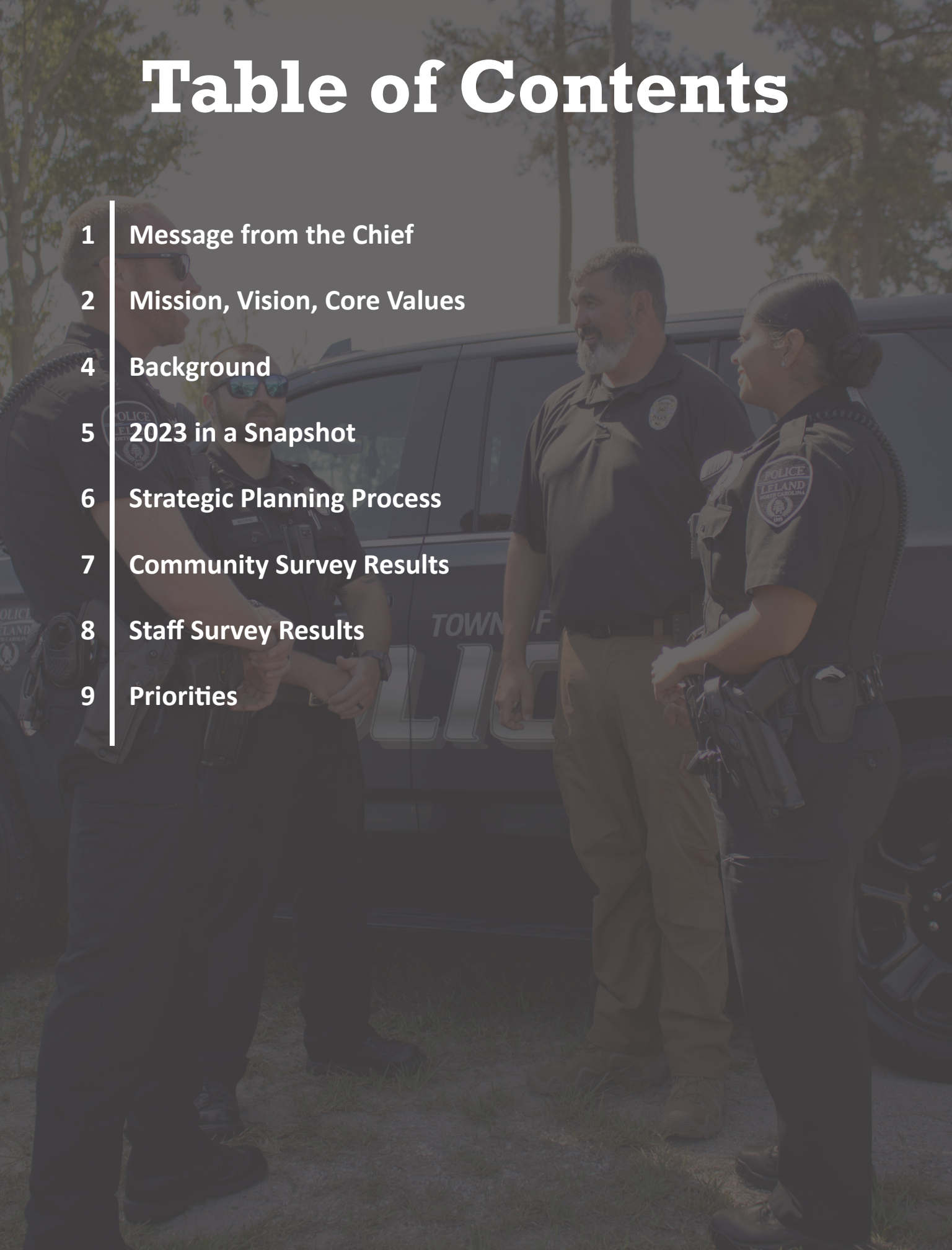


# Town of Leland Police Department Strategic Plan 2025-2029





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# Message from the Chief



Over the past 12 years, the Leland Police Department has made significant advancements in technology and training. We've implemented a shared records management system with other Brunswick County law enforcement, introduced body and in-car cameras, established an Intoximeter room for processing impaired drivers, and launched a video magistrates system to expedite judicial proceedings.

Our first aviation program has significantly improved our ability to efficiently locate missing persons and suspects. We've also prioritized staff development in areas such as leadership, interviewing, crisis intervention, and tactical response. Our forward-thinking approach combined with partnerships with nonprofits and local agencies, including the Cape Fear Regional Special Teams comprising Wrightsville Beach, Boiling Spring Lakes, Wilmington, and Leland Police, as well as Duplin County, and the Pender County Sheriff's Office, has strengthened our collective efforts and enhanced our community service.

Building on these successes, I am honored to present the Town of Leland Police Department's Strategic Plan for 2025-2029. This plan showcases our unwavering dedication to upholding our core values and mission in every facet of our work. By prioritizing communication, community engagement, workforce culture, and enhanced Police services through strategic investments, we aim to better serve the residents of Leland.

Our mission is to provide excellent Police service through partnerships that reduce crime, create a safe environment, build trust, and enhance the quality of life in our community. We are committed to delivering quality service in an effective, responsive, and professional manner.

The officers and staff members of the Leland Police Department are dedicated professionals who continually advance their education and training to better serve our community. Their feedback, combined with the input from our residents, has been instrumental in shaping this Strategic Plan. I extend my gratitude to our residents, Town Council, and Town staff for their steadfast support and commitment to excellence. Together, we can achieve greatness and make Leland a safer, more vibrant community for all.

**Yours in Service,**

A stylized, handwritten signature in black ink, appearing to read 'J. Humphries'.

**Jeremy Humphries**

**Police Chief, Leland Police Department**





## Mission

The Leland Police Department is dedicated to excellent police service through partnerships that reduce crime, create a safe environment, build trust, and enhance the quality of life in our community. We are committed to delivering quality service in an effective, responsive, and professional manner.

## Vision

The Leland Police Department is a proactive law enforcement agency which operates under the servant leadership model. We are dedicated to providing our staff with current industry standard training, equipment, and technology while looking for innovative ways to engage the community we proudly serve.

## Core Values



**Communication**



**Service Excellence**



**Supportive Work Environment**



**Engagement**



**Respect**





# Background

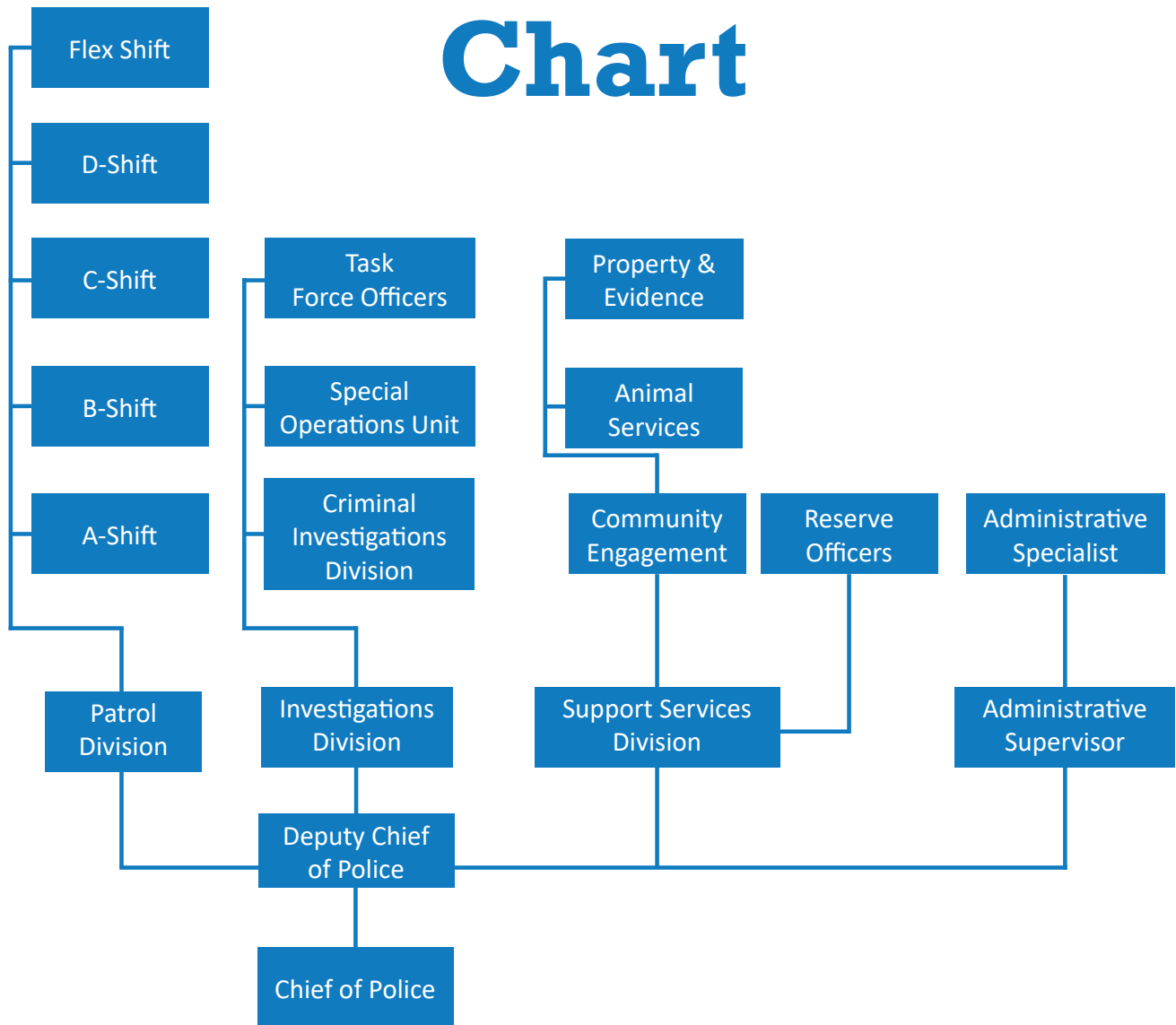
The Leland Police Department is recognized by the North Carolina League of Municipalities for meeting or exceeding industry standards and best practices in risk management for law enforcement. The department is currently working towards full accreditation through the North Carolina Law Enforcement Accreditation Program.



The department actively participates in the Cape Fear Regional Special Teams to reduce violent crime and provide Tier 1 support for critical incidents within Brunswick, New Hanover, and Pender counties. The department contributes officers to both the Drug Enforcement Administration Task Force and U.S. Marshals Violent Fugitive Task Force to enhance their resources. The department also places a strong emphasis on training, with officers averaging 80 hours or more, well exceeding the state-mandated minimum of 24 hours of in-service and continuing education training each year.



# Organizational Chart





# 2023 Snapshot



Town Limits: 26 Square Miles



30,000 Residents



55 Sworn Officers  
3 Non-Sworn Employees



20,142 Service  
Calls



30 Community Outreach Events





# Strategic Planning Process

To create this plan, the Leland Police Department conducted a comprehensive data review and analysis to evaluate our current state and project future developments. We gathered public concerns, suggestions, and priorities through an online survey and held internal meetings to understand our officers' perspectives and aspirations. The collected data guided us in planning the department's growth over the next five years. By setting clear goals, we established our priorities and determined effective strategies to ensure both residents and staff are satisfied with our progress, while ensuring alignment with our mission, vision, and core values.



## 1 Community

Engage the community by fostering relationships that build trust and uphold our commitment to the community.

## 2 Communication

Actively seek feedback to drive the agency forward, engaging employees, residents, and external organizations.

## 3 Workforce Culture

Maintain a safe and healthy work environment to support officer retention, attract recruits, and facilitate promotions.

## 4 Police Services

Ensure comprehensive training and education to create a highly skilled workforce equipped with state-of-the-art technology, promoting safety for both residents and officers.

These priorities will be achieved through various objectives detailed in this plan.

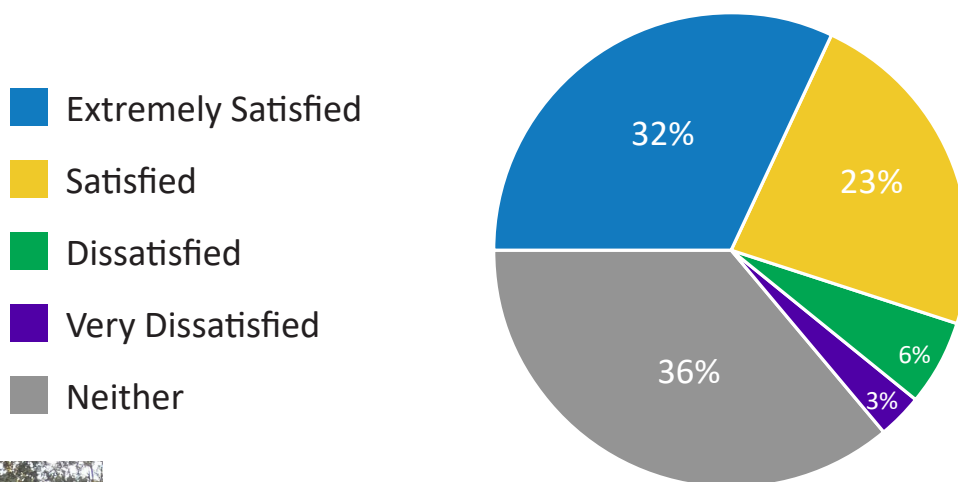




# Community Survey Results

The Leland Police Department conducted an online survey to gauge satisfaction with our communication and transparency efforts. Of the respondents, 55% expressed satisfaction or extreme satisfaction. Residents were also asked to identify the most important factor contributing to public safety. The survey results showed that 39% believed overall police presence is a contributing factor.

## Satisfaction with the Department's Communication and Transparency with the Community



## Most Important Factor Contributing to Safety in the Town of Leland

Overall Police Presence

39%

Traffic and Traffic Safety

24%

Crime Rate

15%

Police and Community Relations

10%

Police Response Times

10%

Other

2%



# Staff Survey Results

The internal survey was used to identify and evaluate priorities within the department. The results guided the department in understanding the current needs and developing priorities within this plan.

## Opportunities for Growth

- New Training Opportunities
- Updated Crime Monitoring Equipment
- Enhanced Recruitment Efforts
- Pursue Training Facility Options
- Add New Personnel
- Develop Open Communication Town Wide
- Create a Communication Center Internally

When officers assessed the department's direction for the next five years, they expressed a strong desire for new staff positions, including a dedicated K-9 Unit, a full-time Property and Evidence Custodian, and Victim Advocate/Court Liaisons. These roles are seen as essential to enhancing resident safety and streamlining processes. Staff also emphasized the need for expanding the department's equipment inventory to better monitor and collect evidence during investigations. Recognizing the additional training required for new equipment, officers suggested exploring updated training facilities to ensure the safety of both officers and residents.





# Priority 1: Community

## Goal

**Engage the community in educational initiatives that promote safety.**

## Objectives

- Conduct community education, focusing on areas that most impact residents.
- Analyze and drive resources toward demographic based programs.

## Goal

**Leverage involvement with community-based partnerships.**

## Objectives

- Continue to enhance relationships with community partners.
- Establish new connections within the community.
- Involve community partners in department programs.
- Develop new programs to increase community involvement.

## Goal

**Uphold industry best practices while meeting external goals, metrics, and standards.**

## Objectives

- Recertify with the North Carolina League of Municipalities' Risk Review Assessment.
- Work toward accreditation with the North Carolina Law Enforcement Accrediation Program.
- Ensure that mission planning is guided by modern police practices.



# Priority 2: Communication

## Goal

**Provide opportunities for departmental feedback to inform decisions, increase safety, and improve trust.**

## Objectives

- Promote methods for the public to submit feedback.
- Create a process for staff to provide feedback to address concerns.
- Work to promote information sharing between divisions and enhance communication between frontline officers and leadership.

## Goal

**Promote the department through transparent communication to ensure public trust.**

## Objectives

- Maintain and update the department's website.
- Create meaningful content to educate the public on pertinent safety information and departmental operations.
- Utilize social media to increase engagement and visibility of meaningful content.
- Highlight staff and department successes internally and externally.





# Priority 3: Police Service

## Goal

**Establish a Town wide camera system.**

## Objectives

- Conduct feasibility studies to determine connectivity and location.
- Collaborate with other agencies that utilize a camera system to develop strategies for ideal usage.

## Goal

**Evaluate and implement new technology to prevent and solve crime.**

## Objectives

- Expand and bolster the department's Unmanned Aircraft System (drone) program.
- Develop and prioritize the department's Reality Based Training program.
- Implement the use of digital forensic applications and software.

## Goal

**Evaluate staff deployment and resource allocation.**

## Objectives

- Monitor personnel numbers and assignments in relation to call outcomes and incident results.
- Utilize call data analysis to determine most effective officer deployment strategies.

## Goal

**Establish access to a police training facility.**

## Objectives

- Collaborate with other agencies with in-district training facilities to seek guidance.
- Develop a plan for public safety training efforts with Leland Fire/Rescue.
- Seek and conduct feasibility studies to determine the best location and suitability for access to a training facility.



# Priority 4: Workplace Culture

## Goal

**Maintain a safe, healthy, and supportive work environment.**

## Objectives

- Explore app-based solutions to increase employee mental health and wellness.
- Enhance employee recognition events.
- Collaborate with other Town departments to increase participation at events.

## Goal

**Provide initiatives that promote and support employee retention and engagement.**

## Objectives

- Continue to analyze and improve the department's Career Progression Program.
- Continue to work with Human Resources to ensure competitive benefits are provided.
- Continue to work with Human Resources to conduct annual compensation analysis.

## Goal

**Create opportunities to engage in learning for career advancement.**

## Objectives

- Implement job shadowing for staff to understand various roles and increase interoperability between divisions.
- Enhance internal training programs and prioritize instructor development.
- Continue to focus on advanced leadership training for all staff.



## Goal

**Design, develop, and implement a consistent method of succession planning for agency growth and success.**

## Objectives

- Create mentoring opportunities to encourage further development and growth.
- Seek and identify potential candidates who represent long-term agency growth and success.
- Work to empower staff to actively partake in the organization's culture.

## Trusted Information Sources



Leland NC Police Department



Town of Leland



Town of Leland Police Department



Town of Leland



Town of Leland



Town of Leland



[townofleland.com/police](https://townofleland.com/police)

Emergency

911

Non-Emergency

(910) 371-1100





