

Manhattan Beach Police Department



2025-2028 Strategic Plan



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Goal 1:

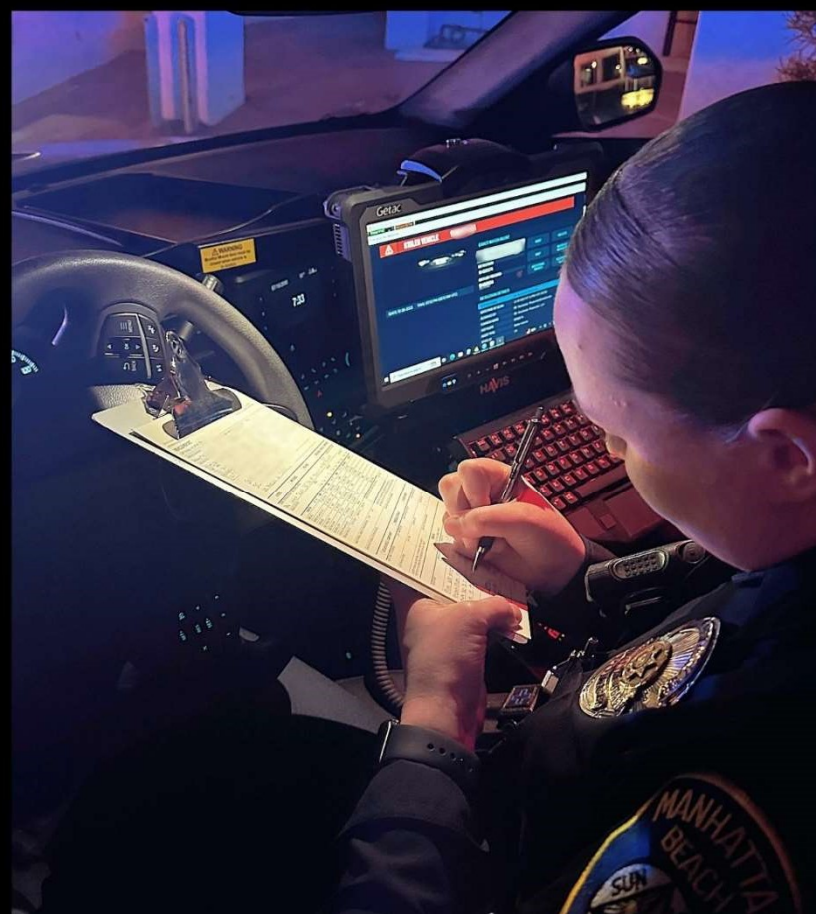
Innovative Crime-Fighting
Equipment & Technology

Goal 2:

Investing in Our People

Goal 3:

Community Engagement & Outreach



GOAL 1

Innovative Crime-Fighting Equipment and Technology; Prepare for Large-Scale Special Events in our Local Area

Continue to research and integrate the most effective and efficient equipment and technology that will continue to make Manhattan Beach a wonderful place in which to live and work, with a focus on upcoming large-scale regional events in LA County (World Cup, Olympics, etc)

OBJECTIVE 1:

Innovative Crime-Fighting Technology

- 1.1.1 Implement a Drone as First Responder Program by 6/30/2026
- 1.1.2 Explore additional locations for community cameras & license plate readers by 6/30/2027
- 1.1.3 Expand the availability of mobile (moveable) public safety camera systems by 6/30/2027
- 1.1.4 Explore the feasibility of a Real Time Crime Center by 6/30/2028
- 1.1.5 Explore the availability of Live 911 for supervisors/drone operators by 6/30/2028
- 1.1.6 Broadcast Crime Bulletins on monitors in the briefing and report writing rooms by 6/30/2026
- 1.1.7 Provide training on new/upgraded technology systems by 6/30/2028



OBJECTIVE 2:

Traffic Safety

- 1.2.1 Implement a Traffic Collision and Crime Scene Reconstruction Drone program by 6/30/2026
- 1.2.2 Implement mobile Intoxilyzers/Breathalyzers for suspected DUI drivers by 6/30/2026
- 1.2.3 Identify and monitor areas where frequent traffic collisions occur; increase education and enforcement in those areas by 6/30/2026

OBJECTIVE 3:

Technology Collaboration & Planning for the Future

- 1.3.1 Form a technology team to explore emerging technology trends, including AI by 6/30/2027
- 1.3.2 Sustain and enhance relationships with regional law enforcement partners in preparation for upcoming large-scale regional events (World Cup, Olympics, etc) by 6/30/2028
- 1.3.3 Improve interoperability through the deployment of all-band radios by 6/30/2027
- 1.3.4 Work with SBRPCA partners to implement a new Computer-Aided Dispatch system by 6/30/2028
- 1.3.5 Work with the IT Director to better define the role of the IT support position dedicated to the Police Department and provide cross-training for other IT staff on Police Department technologies by 6/30/2026
- 1.3.6 Develop a five-year fleet, equipment, and technology replacement plan to better plan for and anticipate future funding needs by 6/30/2028



GOAL 2

Staffing/Investing in Our Employees

Ensure our employees have what they need to thrive in their jobs and provide the highest levels of police services to the Manhattan Beach community, including station improvements to keep pace with staffing and operational needs.

OBJECTIVE 1

Staffing/Recruitment

- 2.1.1 Continue to aggressively recruit and hire to achieve full staffing levels; expand recruitment efforts with additional Department branding and marketing materials by 6/30/2028
- 2.1.2 Strengthen Department branding by leveraging social media platforms to boost visibility and appeal by 6/30/2028
- 2.1.3 Recruit and engage the next generation of law enforcement officers by increasing participation in the Explorer program and refining the internship program by 6/30/2028

OBJECTIVE 2

Investing in our People

- 2.2.1 Develop and implement a Department-wide Uniform Assessment and Update by 6/30/2026
- 2.2.2 Revise the Uniform Policy to establish consistency across all ranks and bureaus by 6/30/2026



- 2.2.3 Coordinate a Department-wide photo (pending uniform project completion) by 6/30/2027
- 2.2.4 Host employee appreciation events for members who work holidays by 6/30/2026
- 2.2.5 Host peer support team building wellness activity by 6/30/2027
- 2.2.6 Update the Training Matrix; foster awareness of internal career opportunities through the Training Matrix and coaching/mentoring opportunities by 6/30/2027
- 2.2.7 Develop formal onboarding and training expectations for all roles and ranks by 6/30/2028
- 2.2.8 Enhance the peer support program – expand outreach to increase awareness and participation in peer support activities, including onboarding for new employees by 6/30/2028
- 2.2.9 Conduct on-site mentoring/coaching training by 6/30/2026
- 2.2.10 Foster collaboration and knowledge exchange through increased opportunities for formal and informal peer-to-peer learning and mentoring by 6/30/2028
- 2.2.11 Provide continuing-education/professional-development to enhance FTO's skills and knowledge by providing leadership/coaching/mentorship opportunities by 6/30/2028
- 2.2.12 Bring law enforcement-related education courses to MBPD as host agency, allowing better access to discounted/free training to an expanded group of officers/staff by 6/30/2028
- 2.2.13 Prioritize training programs to meet emerging challenges and community needs by 6/30/2028
- 2.2.14 Provide quarterly training for drone operators by 6/30/2027
- 2.2.15 Provide quarterly training for Crisis Negotiations Team (CNT) by 6/30/2027
- 2.2.16 Provide bi-annual joint SWAT and CNT training by 6/30/2027

OBJECTIVE 3

Internal Communication

- 2.3.1 Assess the effectiveness of existing communication practices; identify areas for enhancement by 6/30/2026
- 2.3.2 Leverage new media platforms to create greater internal transparency, i.e. SharePoint for weekly command staff updates and monthly supervisory updates by 6/30/2027
- 2.3.3 Share critical news and updates – enhance methods for regularly sharing Council actions or major events that impact employees via SharePoint by 6/30/2027
- 2.3.4 Communicate expectations for employees - outlining roles, responsibilities, and expected standards of conduct in alignment with departmental values by 6/30/2027
- 2.3.5 Foster a culture of peer accountability, encouraging leaders to hold each other responsible for actions and decisions by 6/30/2028
- 2.3.6 Standardize post-incident reviews to identify successes and areas for improvement, ensuring continuous learning by 6/30/2026
- 2.3.7 Implement quarterly Captain/Lieutenants meeting by 6/30/2026
- 2.3.8 Connect Command Staff directly with the Sergeants via quarterly meetings by 6/30/2026
- 2.3.9 Provide Unified Response to Violent Incidents (URVI) Training to Police employees, in partnership with the Fire Department, by 6/30/2027



OBJECTIVE 4

Station Improvements

- 2.4.1 Improve workstation ergonomics; conduct ergonomic evaluations for individual workstations; establish a process for requesting workspace improvements by 6/30/2028
- 2.4.2 Improve Front Desk Automated Window operations by 6/30/2027
- 2.4.3 Upgrade the Police Station's Access Control System by 6/30/2028
- 2.4.4 Make physical improvements to the police facility (e.g. flooring replacement project, detective bureau space reconfiguration, etc.) by 6/30/2028
- 2.4.5 Annual facility walk-through with Public Works to identify issues and monitor progress of projects by 6/30/2028



GOAL 3

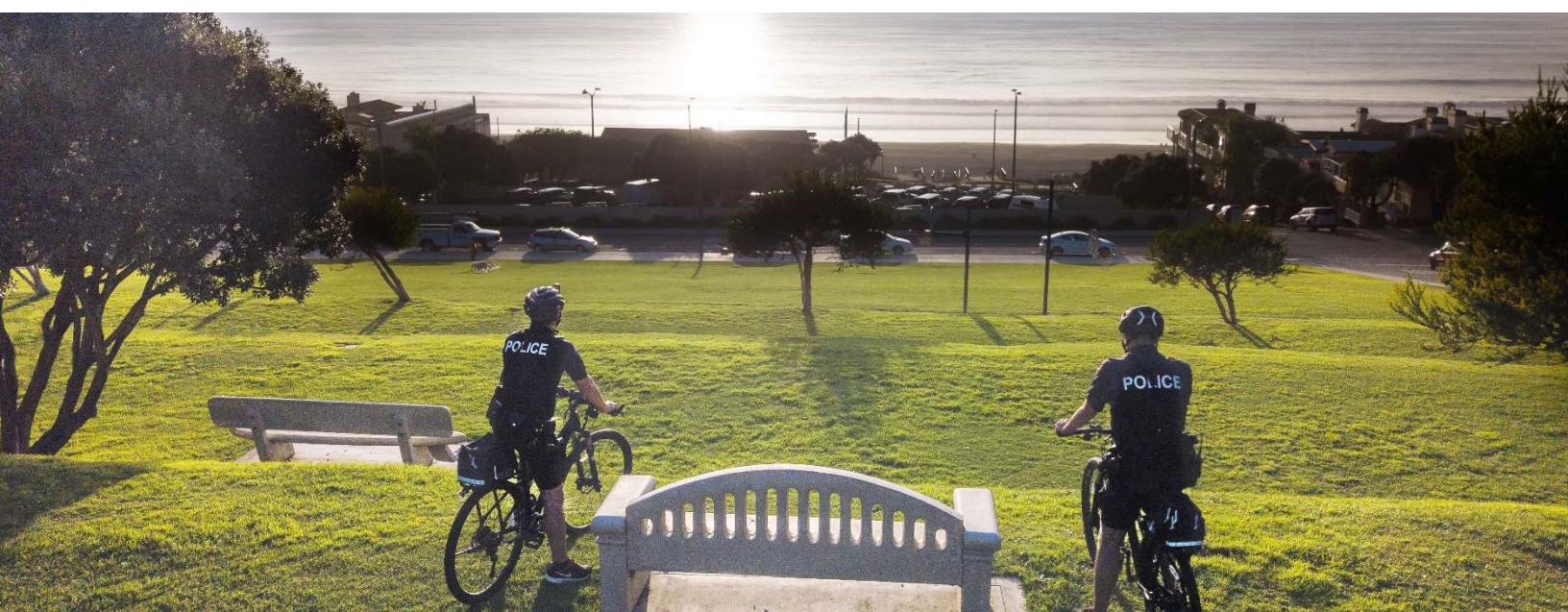
Community Engagement and Outreach

Continue to invest in the great community-police relationship that exists in Manhattan Beach to ensure the best possible partnership.

OBJECTIVE 1

Enhance External Communication

- 3.1.1 Develop a comprehensive communication strategy; enhance social media communication across all platforms by 6/30/2026
- 3.1.2 Ensure MBPD's website is user-friendly and effectively presents information by 6/30/2027
- 3.1.3 Implement a Calls for Service Dashboard on the City's website for transparency by 6/30/2026
- 3.1.4 Promote the "Call Us" campaign across all media platforms by 6/30/2026
- 3.1.5 Implement enhanced communication with emergency callers via dispatch and automated messaging to communicate status updates with callers by 6/30/2028





OBJECTIVE 2

Community Engagement

- 3.2.1 Roll out the Fusus Community Camera Registration Program & Business Camera Connect Program citywide by 6/30/2027
- 3.2.2 Continue to provide proactive bicycle safety enforcement and education; address e-bike regulations by advocating State legislature and conducting community outreach and education by 6/30/2026
- 3.2.3 Direct Community Engagement – host regular in-person events (Coffee with a Cop, Community Police Academy, National Night Out, Town Halls, etc.) at least once a quarter by 6/30/2028
- 3.2.4 Collaborate with the Fire Department to enhance emergency evacuation planning and communication by 6/30/2026

