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DATE: April 23, 2025

TO: Public Safety Advisory Committee

FROM: Brian Miller, Police Chief  
Nick McGowan, Deputy Police Chief  
Garrett Glaviano, Professional Standards Lieutenant

SUBJECT: Petaluma Police Department Progress on the 2022–2025 Strategic Plan and Discussion for the 2026-2031 Strategic Plan

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## **RECOMMENDATION**

Receive and review this staff report summarizing the Police Department’s progress towards meeting the five strategic goals outlined in the 2022–2025 Strategic Plan and Provide Input on areas of emphasis for the 2026-2031 Strategic Plan.

## **BACKGROUND**

In 2022, the Petaluma Police Department launched a three-year Strategic Plan to guide Department operations, strengthen community relationships, and improve overall public safety outcomes. The plan sets forth five major goals:

1. Organizational Wellness and Professional Development
2. Crime and Collision Reduction
3. Active Partnerships
4. Safe Spaces
5. Transparent Accountability

This report provides a status update on initiatives and accomplishments made in 2024 aligned with each strategic goal.

## **DISCUSSION**

The following section outlines the Petaluma Police Department’s efforts and accomplishments toward achieving the five strategic goals set forth in the 2022–2025 Strategic Plan. These

initiatives reflect the Department's ongoing commitment to enhancing community safety, supporting officer development, fostering transparent and accountable practices, and strengthening partnerships throughout the city. Progress in each goal area is supported by data, community engagement, and internal improvements that collectively align with the City's vision for a safe, inclusive, and connected Petaluma.

Goal 1: Organizational Wellness & Professional Development: Focus on our most important resource, our staff, their facility, equipment, and training.

- The Department delivered over 7,000 hours of external and 5,150 hours of internal training in 2024.
- Training topics included racial bias, de-escalation, DUI response, and officer wellness.
- Petaluma Police received the prestigious POWR Grant to enhance officer wellness, with peer support and mental health programs continuing to expand.
- The Department maintained staffing levels above 95% of authorized positions and proactively recruited to enhance diversity.
- Our Department met 100% compliance with the POST-required trainings in 2022 and 2024. Its every other year and we have met them
- The Department, along with the City, initiated a Public Safety Facilities Master Planning process, which continues to be active and ongoing.

Goal 2: Crime and Collision Reduction: Effective responses to crime and traffic safety in our community through the use of technology and intelligence led policing.

- Petaluma experienced year-over-year reductions in all major crime categories:
  - Crimes against persons: decreased 13.1% in 2023, decreased 18.2% in 2024;
  - Property crimes: increased 2% in 2023 and decreased 10.6% in 2024
  - Crimes against society: increased 9.3% in 2023, but decreased by 27% in 2024
- The department maintained a strong focus on traffic safety through proactive enforcement, impaired driving prevention, and high-visibility patrols. Officers participated in statewide safety campaigns and Office of Traffic Safety (OTS)-funded initiatives, including DUI checkpoints and specialized operations targeting dangerous driving behaviors.
- Enhanced capabilities with the hiring of part Crime Scene Investigations (CSI) employee and contracted crime analyst
- Enhanced capabilities through hiring a part-time CSI employee and a contracted crime analyst. Supported and promoted the City of Petaluma's "Slow the Fast Down" campaign, contributing to community-wide speed reduction efforts through public outreach, enforcement, and traffic safety education.

- Participated in Safe Routes to School initiatives, supporting education, engineering, and enforcement strategies to improve safety and encourage walking and biking for students and families.
- Adopted and implemented provisions of AB 413 (Daylighting) and local authority under AB 43 to reduce speed limits in priority areas, improving intersection visibility, pedestrian safety, and traffic calming in alignment with state legislation and Vision Zero goals.
- The City and Police Department made significant investments in intelligence-led policing initiatives through the installation of video surveillance systems at Keller Street Garage, along the Golden Concourse, Leghorn Park, and the intersections of both Caulfield at Hopper Street and Petaluma Blvd N. and Factory Outlet Drive. The Department also acquired strategic fixed license plate cameras, drones, and three mobile video surveillance trailers.

Goal 3: Active Partnerships: As a community we all share responsibility for safety and quality of life.

- District Policing was fully implemented with 15 neighborhood zones, each supported by two assigned officers.
- Over 50 community events were held, including town halls, school safety forums, and Coffee with a Cop.
- Partnerships with Petaluma City Schools produced a Comprehensive School Safety Plan.
- Public-private partnerships supported a citywide voluntary security camera registry and enhanced video surveillance infrastructure.
- In 2024, the Department launched its first series of District Newsletters. The Department sends out quarterly newsletters focusing on the issues impacting their community and information on how to engage with the police department.
- Partnered with the Lights On! Program, providing an alternative to traffic citations by offering repair vouchers for vehicle lighting equipment, promoting community trust, equity, and safer vehicles on the road.

Goal 4: Safe Spaces: Enhance the quality of life and safety for all in our parks, open spaces, neighborhoods, and business districts.

- The SAFE (Specialized Assistance for Everyone) Team has steadily expanded its operations, responding to 3,379 calls in 2022, 4,502 calls in 2023, and 5,355 calls in 2024.

- SAFE's mobile crisis model resulted in a 7.4% increase in emergency room diversions, saving approximately \$503,585.
- Officers continued to participate in school safety assessments and the Safe Space Campaign, which offers temporary shelter in businesses for individuals in crisis.
- New policies and outreach supported firearm safety through Project ChildSafe and a local gun safe storage ordinance.
- Developed and deployed the Community Impact Response Team (CIRT) with a focused mission to improve community quality of life by addressing chronic public safety issues in problematic locations or involving habitual repeat offenders. Acquired E-bikes for downtown and open space patrols, expanding officer mobility and visibility in pedestrian-heavy and park areas, while supporting sustainable policing and community engagement efforts.
- Acquired and deployed an explosive and firearm detection Police K9 to assist in increasing school safety at risk of school violence and detection of dangerous items in public spaces.

Goal 5: Transparent Accountability: Building trust and legitimacy with the community we serve.

- The Department partnered with the Public Safety Advisory Committee (PSAC) and the Independent Police Auditor (IPA) to review policies and practices.
- In 2024, the PSAC was formally launched and met monthly to review police data, policies, procedures, annual reports, and provide community feedback.
- All use-of-force incidents were reviewed for compliance and discussed in supervisory and IPA-led sessions. The Department and the IPA submitted the IPA Annual Report to the PSAC and the City Council.
- The Department, with the assistance from the City Attorney's Office, created the Department's Military Equipment Funding, Acquisition, and Use policy and submitted annual reports in 2023 and 2024, pursuant to AB481.
- The Department maintained its commitment to data transparency through the timely publication of arrest demographics, use-of-force statistics, and community engagement efforts.
- The Department hosted its first Community Police Academy Session since 2018. The class had 19 community members graduate from the program.

In conclusion, the Department demonstrated its commitment to building a safe, inclusive, and connected community through intentional efforts aligned with the five goals of the 2022–2025 Strategic Plan. From extensive officer training and wellness initiatives to the successful roll-out of district policing and the continued impact of the SAFE Team, each effort reflects a focus on public safety that is proactive, community-centered, and future-facing. As the Department looks

ahead to the next strategic planning cycle, this progress lays a strong foundation for continued innovation, collaboration, and trust-building across the city.

### **CASE STUDIES**

Not Applicable

### **ENVIRONMENTAL REVIEW**

Not Applicable

### **CITYWIDE GOALS & PRIORITIES**

The Department's efforts in supporting the City Council's goal of creating "A Safe Community that Thrives," along with broader initiatives related to Diversity, Equity, and Inclusion and hybrid police oversight.

A City That Works For All.

### **FURTHER RECOMMENDATION**

The Department respectfully requests that the Public Safety Advisory Committee provide feedback on the progress shared in this report and offer insights into priorities or areas of focus they would like addressed in the development of the 2026–2031 Strategic Plan. Committee input will be instrumental in shaping the Department's continued efforts to enhance community trust, safety, and service delivery.

### **ATTACHMENTS**

Attachment 1- Petaluma Police Department Strategic Plan 2022-2025