

Service Excellence Action Plan for: Operations - Community Outreach

Dimension	Action Step	Timeframe
Knowledge	Enhance patrol staff knowledge and awareness of community outreach programs and resources by conducting an initial Qualtrics survey, facilitating discussions and meetings, and reassessing knowledge with a follow-up survey.	Apr-2025
Communication	<p>Reinstitute staff attendance at community meetings to encourage and facilitate ongoing communication.</p> <p>Develop and deliver a comprehensive presentation about the Comfort K9 program to increase understanding of the services available. Partner with organizations such as the UMMC and the Baltimore Police department to increase visibility and utilization.</p>	Mar 2025
Process Improvement	Improve process for recruiting new youth/mentees for the PAL program, increasing number of PAL mentees from 21 to 40 by March 2025. Examples of new process includes redesigning and updating information on the website, and creating and distributing marketing material (e.g. doorhangers) in local neighborhoods .	Mar 2025
Ownership & Accountability	Increase accountability of K9 handler.	Jun 2025