



Council Presentation

Wednesday, July 16, 2025

PRIDE  SERVICE  TRUST



PRIDE SERVICE TRUST

Mission, Vision, Values

OUR MISSION

Through partnerships, we are dedicated to enhancing the quality of life and ensuring the safety of all who live, work, and play in our safe and diverse community.

OUR VISION

To contribute to the positive growth and development of our members and our community by providing leadership and innovative policing that is effective, efficient, economical, and environmentally responsible.

OUR VALUES

Pride in ourselves, our work, and our community.
Service with compassion and accountability.
Trust shared through integrity and mutual respect.



Community Safety Needs

In 2024 we continued to experience an ever-increasing volume and severity of calls for service:

- 79,970 calls for service
- Communications Unit answered a total of 125,163 calls, including 9-1-1 and non-emergency
- An increase in crimes against person (Sexual Violations, Assaults, Robbery)
- Very concerning prevalence of Human Trafficking and Cyber-enabled crimes in our city



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Key Accomplishments

- 2024 continued to see a record number of proactive engagements with our citizens:
 - Citizens Police Academy
 - Dedicated Downtown IMPACT Support
- Continued implementation of our multi-year growth plan based on the work completed by KPMG
- Completion of our 2024-2027 Strategic Plan



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2024-2027 Strategic Plan

Strategic Priorities:

- Community Policing
- Investigative Excellence
- Community Wellness
- Organizational Health and Service Effectiveness
- Road Safety
- Downtown

[Guelph Police Service 2024-2027 Strategic Plan](#)



Community Safety Operations Centre

- Began operating in May 2024
- Made a significant positive impact on community safety and member wellbeing
- A multifaceted unit that improves community safety through innovative software
- Diverts non-emergency calls via online forms, which initiates an investigation



Service Quality Indicators

- Citizens' Perceptions of Safety
- Crime Severity Index
- Response Times
- Overtime



PRIDE SERVICE TRUST

2024 Annual Report

- Available on our website guelphpolice.ca
- Comprehensive summary of our metrics
- Our community is encouraged to review our Annual Report
- [Guelph Police Service Board Meetings](#)