



Apex Police Department General Order



Title Mission, Vision and Values		Order Number 202-20
Effective Date: July 15, 2020	Amends: General Order 202-15	
CALEA Standard: 12.2.1 (a)	Rescinds:	
Reference:	Pages: 3	
Forms:		

Mission, Vision and Values

Purpose

The purpose of this directive is to articulate the Mission, Vision, and Values of the Apex Police Department.

Policy

The Apex Police Department is committed through its slogan, *Protectors of the PEAK*, to achieving its mission. We develop partnerships and specific goals designed to enhance our police service to the community in a manner that is consistent with our vision and the principles of our core values.

Procedure

Our Mission (12.2.1 (a))

1. The Mission Statement of the Apex Police Department is:

- *Through our every action, we enhance the quality of life by providing exceptional public service while respecting the rights and dignity of all people.*

Our Vision

1. The Vision Statement of the Apex Police Department is:

- *The dedicated professionals of the Apex Police Department will strive to be a benchmark of law enforcement excellence through our innovative problem solving efforts and tireless pursuit of personal and organizational improvement as we foster public trust.*

Our Values (12.2.1 (a))

1. The Core Values of the Apex Police Department are:

- **Professionalism:** We are open, honest, and forthcoming in our words and actions. We treat everyone with dignity, respect, and fairness regardless of individual background. Our appearance, demeanor, and bearing exemplify the highest standards in modern law enforcement.
- **Excellence:** We pledge to challenge ourselves in achieving the very best results in everything we do. We provide exceptional public service in a polite and responsive manner that surpasses all public expectations. We will continue to maintain or exceed national accreditation standards.
- **Awareness:** Through our vigilance, we remain aware of our surroundings and the needs of the public. We are ready for action and are prepared to successfully resolve any situation. We anticipate changes and view challenges as opportunities.
- **Knowledge:** We are innovative problem solvers in an ever-changing world. We apply cognitive thinking to address community concerns by applying the skills gained through education. We invest heavily in the growth and development of our employees as our greatest asset.

Professionalism, Excellence, Awareness, Knowledge (P.E.A.K)

Our Slogan

1. The Slogan of the Apex Police Department is:

- *Protectors of the PEAK*

2. Through our slogan, we attempt to communicate to employees, as well as the public, that we not only protect our community, but we accept the responsibility to protect our core values, both individually and organizationally.

3. The culmination of the Apex Police Department's Mission, Vision, Values, and Slogan illustrate our commitment to:

Mission, Vision, and Values

- Constitutional-based, policing practices
- Equitable, public safety service for all
- Continuous improvement

BY ORDER OF:



John W. Letteney
Chief of Police