EDMONTON POLICE SERVICE

REPORT TO THE EDMONTON POLICE COMMISSION

DATE: **2018 July 10**

SUBJECT: **2018 Citizen and Business Satisfaction Survey Results**

RECOMMENDATION(S):

That the 2018 Citizen and Business Survey reports be received for information at the EPC public meeting July 19, 2018.

INTRODUCTION:

This report will provide preliminary information to the EPC regarding the 2018 Citizen and Business Satisfaction Survey Results.

BACKGROUND:

The 2018 Citizen and Business Surveys were administered to identify key issues, concerns and policing priorities.

COMMENTS/DISCUSSION:

The attached reports outline the preliminary results for both surveys. Further analysis will be conducted to glean insights into policing priorities and planning for the future.

CONCLUSION:

For review and consideration.

ADDITIONAL INFORMATION ATTACHED:

- Attachment 1 – Citizen Survey 2018 Executive Summary & Report (Initial Draft Report)
- Attachment 2 – Business Survey 2018 Executive Summary & Report (Initial Draft Report)
- Attachment 3 – 2018 Citizen and Business Survey Presentation for Public Meeting

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Date: JUL 10 2018

Executive Summary – 2018 Citizen Survey

Background

The Edmonton Police Service (EPS) conducts a biennial Citizen Survey to identify key community issues, concerns, and perceptions and priorities Edmontonians have with respect to crime, disorder and neighbourhood safety. The survey also provides citizens with an opportunity to tell the EPS how they think the organization is doing.

Based on a 2016 pilot study, 2018 marks the first year the Citizen survey was administered solely online, leveraging the City of Edmonton's *Insight Community* as well as publishing an *open link* through EPS Social Media, on the EPS and City of Edmonton Websites, and shared with community groups through the Community Operations Support Unit. The survey was available from March 12–19, 2018. The Insight panel and open link forums had 1,998 and 1,989 respondents, respectively.

The EPS and EPC will use the information collected to inform policing priorities as they pursue their shared vision *to make Edmonton the safest major city in Canada and for the EPS to be recognized as a leader in policing.*

Contact and Satisfaction with the EPS

58% of Insight Panel members and 71% of Open Link respondents reported contacting EPS in the previous 24 months. All were most likely to contact police to report a crime; a neighbourhood problem or concern; or a traffic accident or medical emergency.

Respondents from both samples were typically satisfied with their overall EPS contact; however, they were most satisfied when they reached an officer directly, either via phone or while on duty.

Though respondents were generally satisfied with their police interactions, a higher proportion reported higher response times than expected (when compared to 2016 results).

EPS initiated contact with 8% of Insight Panel members and 12% of Open Link respondents. Contact was most frequently for the following reasons: to ask for information in connection with a crime; to investigate a traffic collision; or for a traffic violation. In general, Insight Panel members were satisfied with their EPS-initiated contact; however, a considerably smaller proportion of Open Link respondents indicated satisfaction.

Perceptions of Crime and Safety

Perceptions of neighbourhood crime and safety remain largely the same between 2016 and 2018; however, 41% of Insight Panel members and 54% of Open Link respondents perceived that crime in the city has increased. Respondents from both samples felt safer walking alone during the day rather than at night.

In general, 2018 respondents felt that Edmonton had more crime than other cities in Canada when compared to 2016 results.

Citizen Priorities

Top **neighbourhood concerns** identified from all respondents:

- speeding and careless driving;
- people breaking into homes;
- suspicious loitering.

Top five **city-wide concerns** for EPS to address were identified as:

- Homicide
- Sexual Assault
- Drugs
- Domestic Violence
- Gangs

Specific **traffic-related concerns** were prioritized as:

- Cell phone use/distracted driving/texting;
- Aggressive/reckless driving; and
- Impaired driving.

When asked to provide **recommendations for improved service**, all respondents identified the following:

- More visible police presence;
- Improve officers' behaviour; and
- More officers.

Overall Views of the EPS

Respondents were asked to rate how well police do on the following 6 measures of performance:

Ensuring Safety	**Approachability**	**Treating people fairly**
Enforcing law	**Supplying information**	**Prompt call response**

The proportion of Insight Panel members indicating the police have done a "good job" has remained relatively static between 2016 and 2018; however, the proportion of Open Link respondents indicating that the EPS is doing a "good job" decreased.

Although remaining relatively high, public confidence in the EPS has decreased slightly between 2016 and 2018 as follows:

- from 85% to 81% among Insight Panel members; and
- from 82% to 72% among Open Link respondents.

Overall decreases were observed the areas of satisfaction with EPS; perceptions regarding adequacy of service provided; and perceptions of officer competency.

Edmonton Police Commission

Respondents from both samples were most aware that the Commission is responsible for overseeing police officer conduct, but least aware that the Commission administers citizen awards and holds public meetings.

Conclusion

The EPS is grateful for the feedback provided by citizens' and will endeavour to solicit guidance and input to help the service shape its policing priorities going forward. In the coming weeks and months, the Service will work closely with the Edmonton Police Commission to develop tangible next steps and action plans as a result of feedback from this survey.

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2018 EPS Citizen Survey
Initial DRAFT Report

Executive Summary

- The purpose of the 2018 EPS Citizen Survey is to identify key community issues, concerns and priorities. EPS and EPC will use the information collected in this survey to inform policing priorities as they pursue their shared vision:

"***To make Edmonton the safest major city in Canada and for the EPS to be recognized as a leader in policing***."

- EPS and EPC administered the 2018 Citizen Survey online from March 12–19, 2018.
- The number of respondents from each source is as follows:
  - Edmonton Insight Panel Members: n = 1998
  - Open Link Respondents: n = 1989

Executive Summary

- 58% of Insight Panel members and 71% of Open Link respondents reported contacting EPS in the previous 24 months. Respondents from both samples were most likely to contact police to report a…

  … crime;

  … neighbourhood problem or concern; and,

  … traffic accident or medical emergency.

- Respondents from both samples were typically satisfied with their contact; however, they were most satisfied when they reached an officer directly, either via phone or while on duty.
- While both samples favourably rated their contact with dispatched officer(s), both had an increase in the proportion of respondents who reported that the police took longer to arrive than expected (compared to 2016).

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Executive Summary

- 8% of Insight Panel members and 12% of Open Link respondents reported that EPS initiated contact with them, most frequently for the following reasons:
  - To ask for information in connection with a crime that had been committed;
  - To investigate a traffic collision; or,
  - For a traffic violation.

- In general, Insight Panel members were satisfied with their EPS-initiated contact; however, a considerably smaller proportion of Open Link respondents indicated satisfaction.

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Executive Summary

- *Perceptions of neighbourhood crime and safety* remain largely the same between 2016 & 2018; however, 41% of Insight Panel members and 54% of Open Link respondents perceived that crime in the *city* has increased.
- Moreover, respondents from both samples felt more safe walking alone in their neighbourhood (and the city) during the day rather than at night.
- In general, higher proportions felt Edmonton had more crime than other cities in Canada (compared to 2016 results).
- The following were identified as the top neighbourhood concerns* between both samples:
  - Speeding and careless driving;
  - People breaking into homes; and,
  - Suspicious loitering.

*These concerns have consistently been identified by respondents since 2009.

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Executive Summary

- Respondents from both samples identified the following top five city-wide issues for EPS to address:
  - Homicide
  - Sexual Assault
  - Drugs
  - Domestic Violence
  - Gangs
- Additionally, they identified the top three traffic concerns:
  - Cell phone use/distracted driving/texting
  - Aggressive/reckless driving
  - Impaired driving
- When asked to provide recommendations for improved service, respondents and panel members alike identified the following:
  - More visible police presence
  - Improve officers' behaviour
  - More Officers

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Executive Summary

- Overall confidence in the EPS decreased:
  - From 85% to 81% amongst Insight Panel members
  - From 82% to 72% amongst Open Link respondents
- Overall there were slight decreases in the following:
  - Satisfaction with EPS
  - Perceptions of officer competency
  - Perceptions regarding adequacy of service provided
- Respondents were asked to rate how well police do on the following 6 measures of performance:
  - Ensuring Safety
  - Approachability
  - Treating people fairly
  - Enforcing law
  - Supplying information
  - Prompt call response
- The proportion of Insight Panel members indicating the police have done a “good job” has remained relatively static between 2016 and 2018; however, the proportion of Open Link respondents indicating the EPS is doing a “good job” decreased.

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Executive Summary

- When asked to rate their awareness of various EPC functions, respondents from both samples were…
  - … most aware that the Commission is responsible for overseeing police officer conduct.
  - … least aware that the Commission administers citizen awards and holds public meetings.

Background

- The purpose of the 2018 Edmonton Police Service (EPS) Citizen Survey is to identify key community issues, concerns and priorities. EPS and the Edmonton Police Commission (EPC) will use the information collected in this survey to inform policing priorities as they pursue their shared vision:

  "***To make Edmonton the safest major city in Canada and for the EPS to be recognized as a leader in policing***."

- The Alberta Policing Standards require the EPS & EPC to formally consult with Edmontonians at least once every four years. This consultation must seek the opinions of the community on the following matters:
  - The performance of the police service;
  - The conduct of police personnel;
  - The interaction of police officers with citizens;
  - Public perceptions regarding safety and security in the community;
  - Recommendations for improvement; and,
  - Citizens' levels of satisfaction with the police service.

Background

- EPS and EPC administered the 2018 Citizen Survey online from March 12– 19, 2018, using two distinct samples.
- The number of respondents from each source is as follows:

	Edmonton Insight Panel	Open Link
# of Respondents	1998	1989
Margin of Error*	+/- 2.19%, 19/20	+/- 2.19%, 19/20

*As this is a non-random survey, margin of error is not typically reported.

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Methods Description & Limitations - Insight Community

- Description:
  - Non-randomized sample of Edmonton residents who the City engages with and learns from on a continuous basis.
- Pros:
  - Highly engaged panel of citizens who desire to provide feedback on City services and initiatives.
  - Diverse cross-section of Edmontonians.
- Cons:
  - Panel membership not directly representative of general population.
  - More difficult to generalize results to the overall population.
  - Because participants opt-in, this type of sampling method is prone to Selection Bias.

Methods Description & Limitations - Open Link

- Description:
  - Open survey link available online to anyone with access to the Internet.
  - The open survey link was published through EPS Social Media (i.e., Facebook & Twitter), on the EPS and City of Edmonton Websites, and shared with community groups through the Community Operations Support Unit (COSU).
- Pros:
  - Allows anyone with an interest in the research topic to provide their feedback.
  - Garners depth of input from individuals passionate about the issue at hand.
- Cons:
  - Typically, only those with a strong interest in the topic are likely to respond.
  - No controls are in place to ensure a representative sample, therefore, results cannot be adequately generalized to overall population.
  - Because participants opt-in, this type of sampling method is prone to Selection Bias.
  - Consequently, circulation to special interest groups or groups with a particular bias may occur.

Changes to the 2018 Citizen Survey

- Administered solely online to…

  …allow for increased participation from citizens; and,

  …realize internal efficiencies.

- Changed wording and sequence of some questions to…

  …aid in deeper analysis;

  …streamline the respondent experience; and,

  …better reflect the time period between survey administrations.

- Added or altered items regarding the following topics:
  - Respondent experience with EPS' digital media presence;
  - Citizens' perceptions of safety; and,
  - Respondent awareness of the EPC.

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Interpreting the data

- Throughout the report, the Insight Panel and Open Link are treated as two separate samples and reported as such.

- Where possible and appropriate, the following data are also included:
  - 2016 Insight Panel responses
  - 2016 Open Link responses
  - 2016 Phone survey responses

- Phone survey responses from 2016 are included for reference only. Due to the different biases phone and online surveys are prone to, as well as the fact that the online samples are non-randomized, comparing results from the two mediums ***will not provide meaningful information***.

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Demographics

Respondent Characteristics	2016 Census	Insight Panel ('16)	Insight Panel ('18)	Open Link ('16)	Open Link ('18)
Gender					
Male	50%	44%	45%	39%	36%
Female	50%	56%	54%	61%	62%
Other	-	1%	1%	0%	2%
Age					
18-24	9%	4%	2%	10%	13%
25-34	22%	24%	7%	28%	28%
35-44	17%	24%	21%	21%	20%
45-54	16%	19%	17%	21%	17%
55-64	14%	20%	25%	15%	15%
65-74	8%	8%	14%	6%	6%
75+	6%	2%	4%	1%	1%

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Contact with Police

- Respondents in the Open Link sample were more likely to have had contact with police over the past 24 months* than those from the Insight Panel.
- In both samples, the non-emergency number, visiting a police station and 911 were rated as the methods most likely used to contact the police.

*Respondents were asked to consider the past 12 months in 2016.

Contact with Police

Insight Panel

- 58% (n = 1154) have had contact with police*:
  - Non-emergency number (55%)
  - Visiting a police station (41%)
  - 911 (25%)
  - EPS-initiated contact (14%)
  - Online Crime Reporting (13%)
  - Approaching an officer on duty (11%)
  - Phoning a police station (9%)
  - Phoning an officer's mobile phone (8%)
  - #377 (6%)

Open Link

- 71% (n = 1403) have had contact with police*:
  - Non-emergency number (62%)
  - Visiting a police station (41%)
  - 911 (38%)
  - EPS-initiated contact (17%)
  - Approaching an officer on duty (14%)
  - Phoning a police station (14%)
  - Online Crime Reporting (11%)
  - Phoning an officer's mobile phone (10%)
  - #377 (8%)

*As respondents were asked to "check all that apply", totals may not equal 100%

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Reasons for Contact

- Reasons for contacting the police were consistent between both samples; however, Open Link respondents reported crimes with greater frequency.

Reasons for contact	Insight Panel	Open Link
Report a crime	37%	46%
Report a neighbourhood problem or concern	29%	30%
Report a traffic accident or medical emergency	26%	26%
Report something suspicious	19%	26%
Ask for information or advice	16%	23%
Obtain a security clearance	9%	10%
Obtain a permit	2%	1%
Other reasons	19%	17%

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Satisfaction with Contact

- In general, respondents from both samples were most satisfied when they reached an officer directly, either via phone or while on duty.

	Sample	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Phoning an officer's mobile phone	Insight (n=85)	66%	21%	8%	5%
	Open Link (n=117)	65%	15%	9%	11%
Approaching an officer on duty	Insight (n=119)	62%	25%	6%	7%
	Open Link (n=167)	59%	18%	13%	10%
Phoning 911	Insight (n=274)	62%	23%	10%	6%
	Open Link (n=443)	53%	25%	13%	9%
Visiting a police station	Insight (n=465)	51%	32%	12%	5%
	Open Link (n=475)	45%	27%	13%	15%

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Satisfaction with Contact

	Sample	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Mobile non-emergency number (#377)	Insight (n=70)	53%	23%	16%	9%
	Open Link (n=97)	39%	36%	21%	4%
Non-emergency number	Insight (n=637)	44%	36%	13%	6%
	Open Link (n=870)	43%	32%	15%	10%
Online crime reporting	Insight (n=139)	39%	36%	14%	12%
	Open Link (n=121)	38%	31%	12%	19%
Phoning a police station	Insight (n=102)	36%	36%	19%	9%
	Open Link (n=161)	34%	32%	19%	14%

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Police Dispatch

- Within the past 24 months…

  …35% of Insight Panel members have had a police officer dispatched to their location, up 3% from 2016.

  …43% of Open Link respondents have had a police officer dispatched to their location, up 4% from 2016.

- While both samples favourably rated their contact with the officer(s) dispatched to their location, both had an increase in the proportion of respondents who reported that the police took longer to arrive than expected (compared to 2016).

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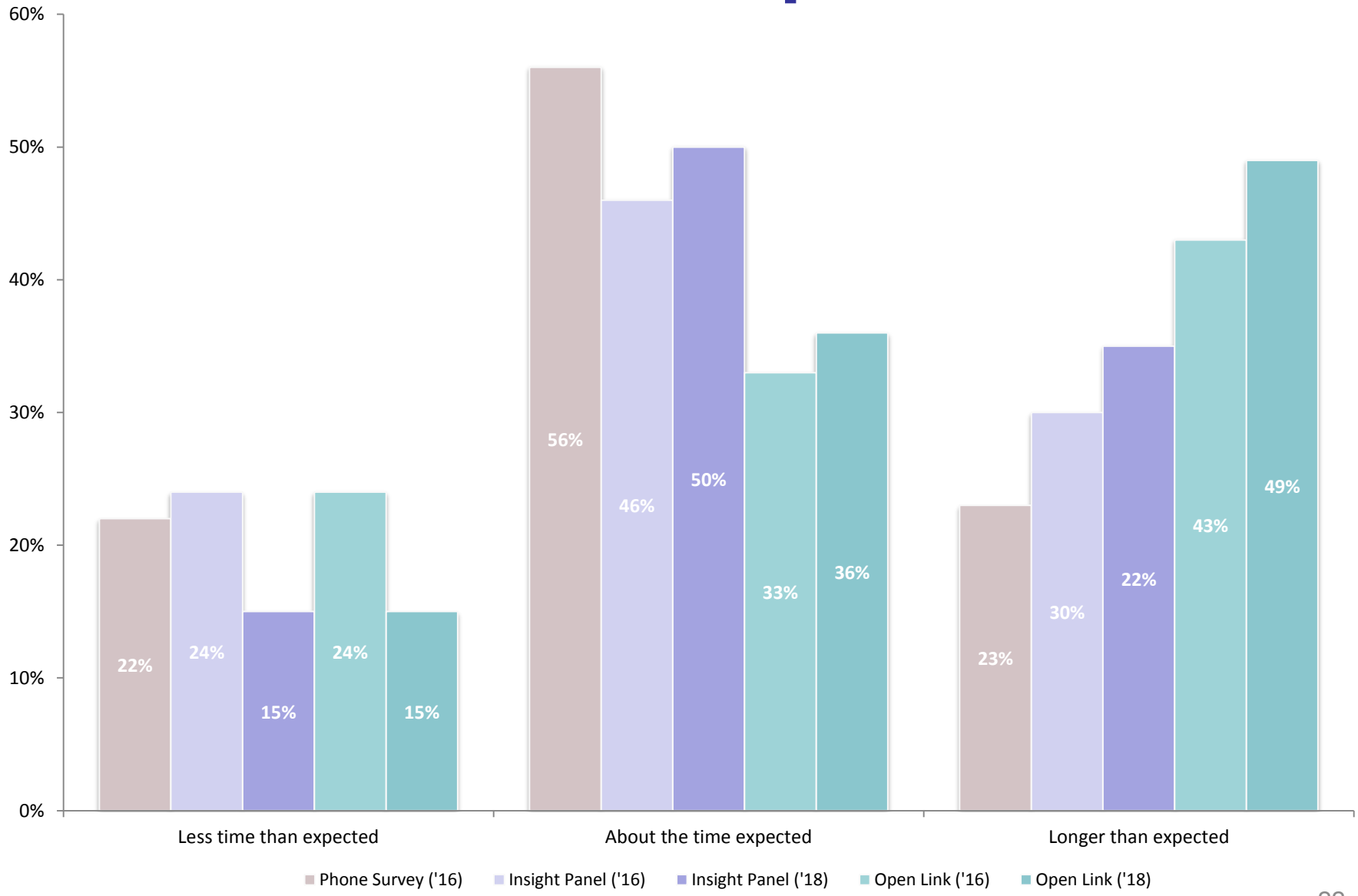
Police Dispatch



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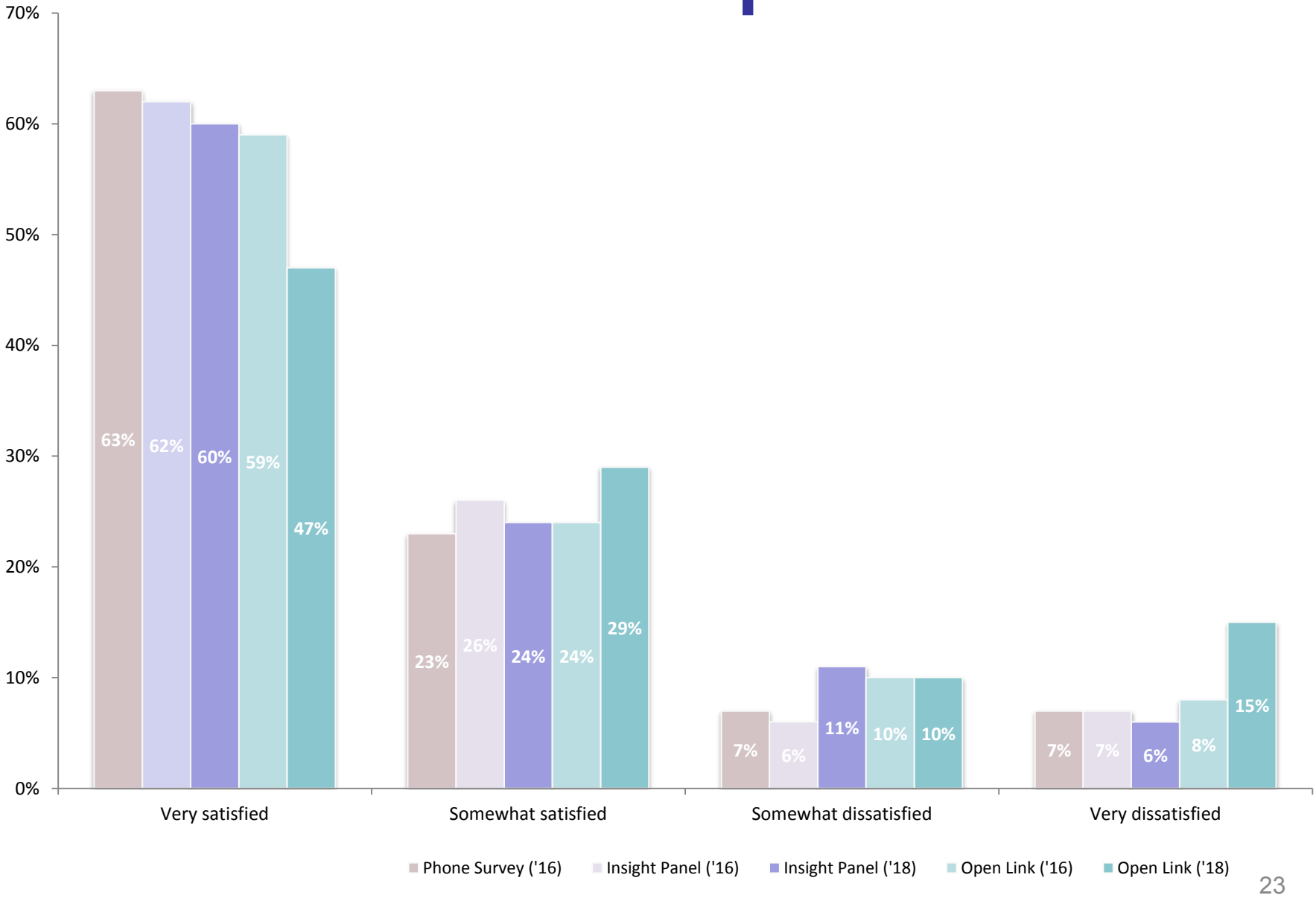
Police Dispatch



EPS-Initiated Contact

- Open Link respondents were more likely to report that EPS had initiated contact with them.

Reasons for contact	Insight Panel (n = 160)	Open Link (n = 239)
To ask for information in connection with a crime that had been committed	38%	43%
To investigate a traffic collision	16%	14%
For a traffic violation	14%	25%
To investigate other noise or disturbance	8%	11%
To search your property	3%	2%
To charge you with an offence or arrest you	3%	5%
For a Check Stop	3%	9%
To return missing property	1%	3%
To deal with a ringing burglar alarm	0%	0%
Other Reasons	37%	33%

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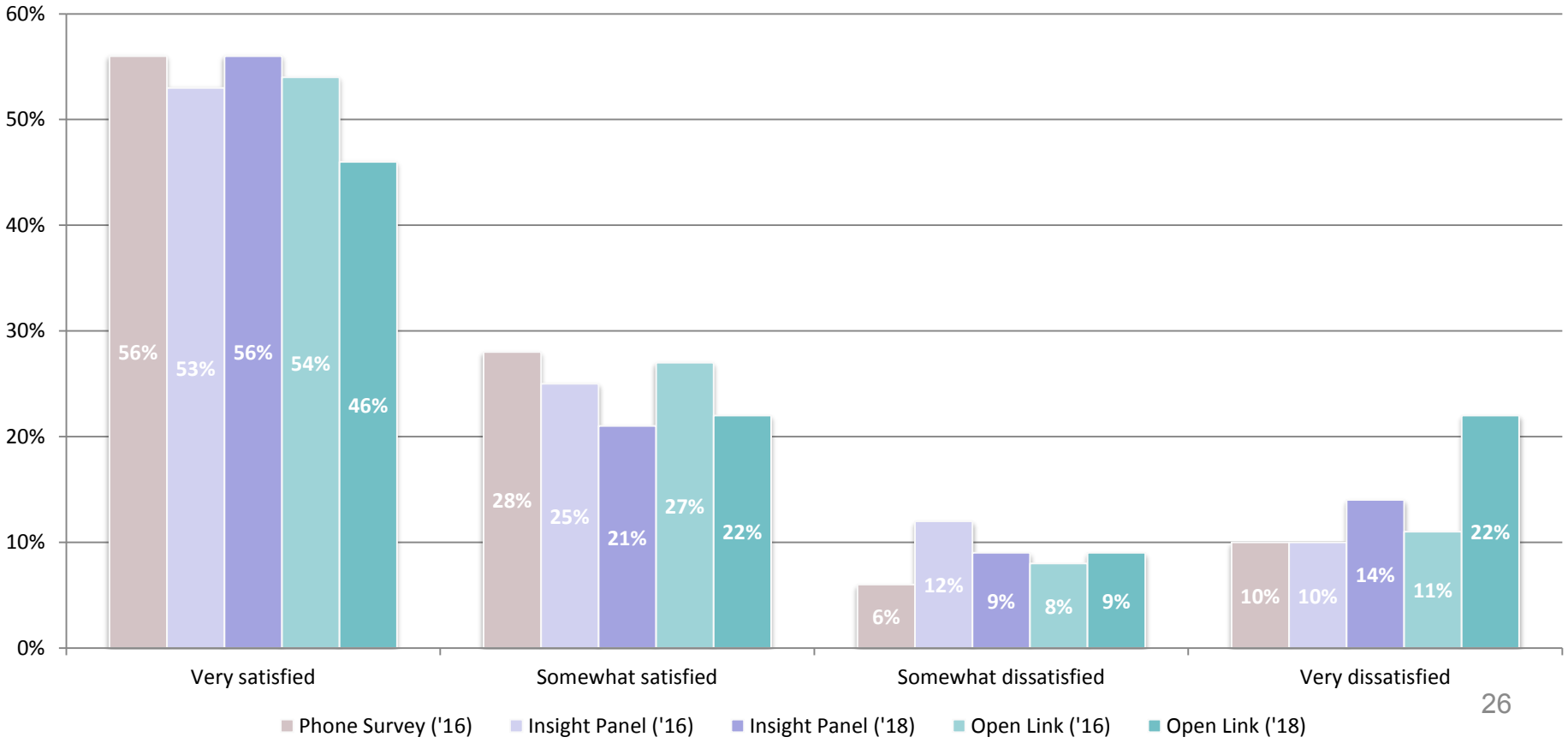
Most Recent Reason for EPS-Initiated Contact

Most Recent Contact	Insight Panel	Open Link
To ask for information in connection with a crime that had been committed	31%	34%
To investigate a traffic collision	16%	7%
For a traffic violation	9%	20%
To investigate other noise or disturbance	4%	5%
To charge you with an offence or arrest you	3%	2%
For a Check Stop	2%	3%
To search your property	1%	1%
To return missing property	1%	2%
To deal with a ringing burglar alarm	0%	0%
Other Reasons	34%	27%

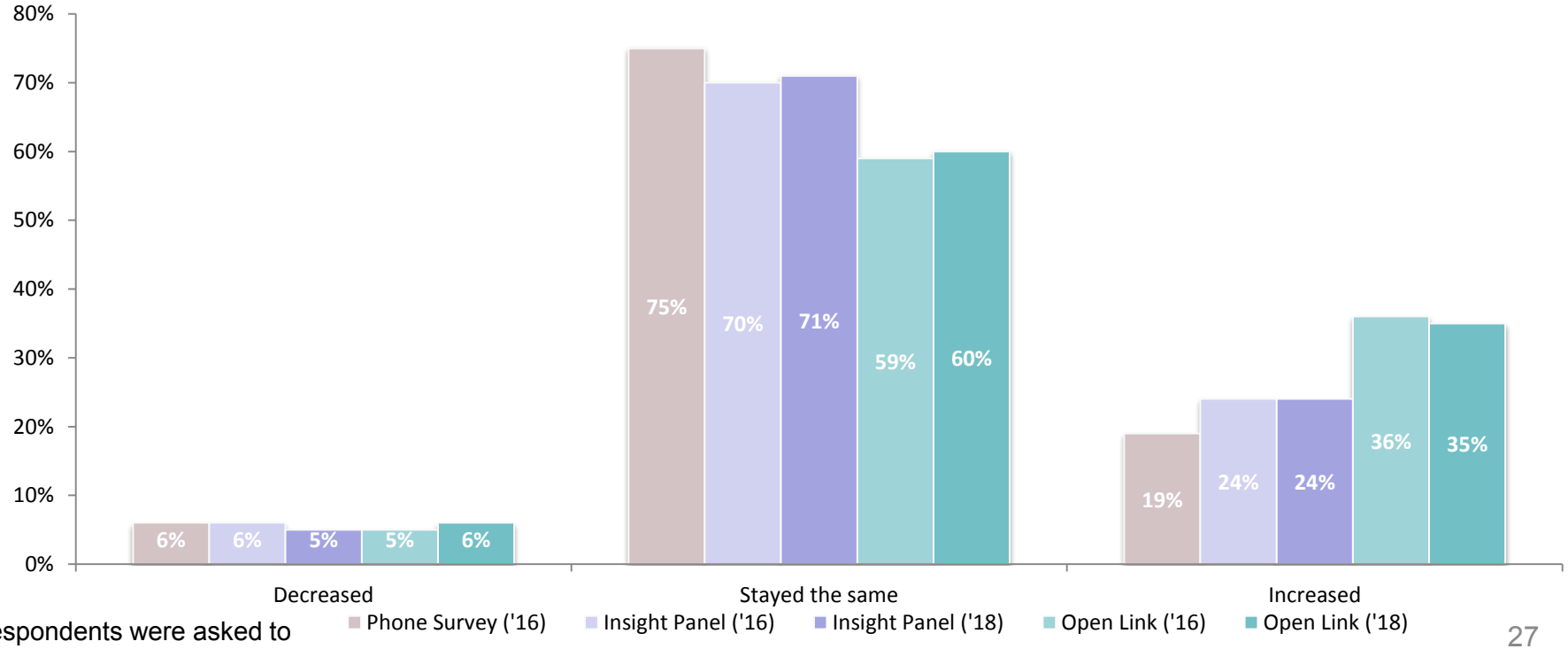
EPS-Initiated Contact

- In general, Insight Panel members were satisfied with their EPS-initiated contact; however, considerably fewer Open Link respondents indicated satisfaction.



In the past 24 months*, crime in your neighbourhood has…

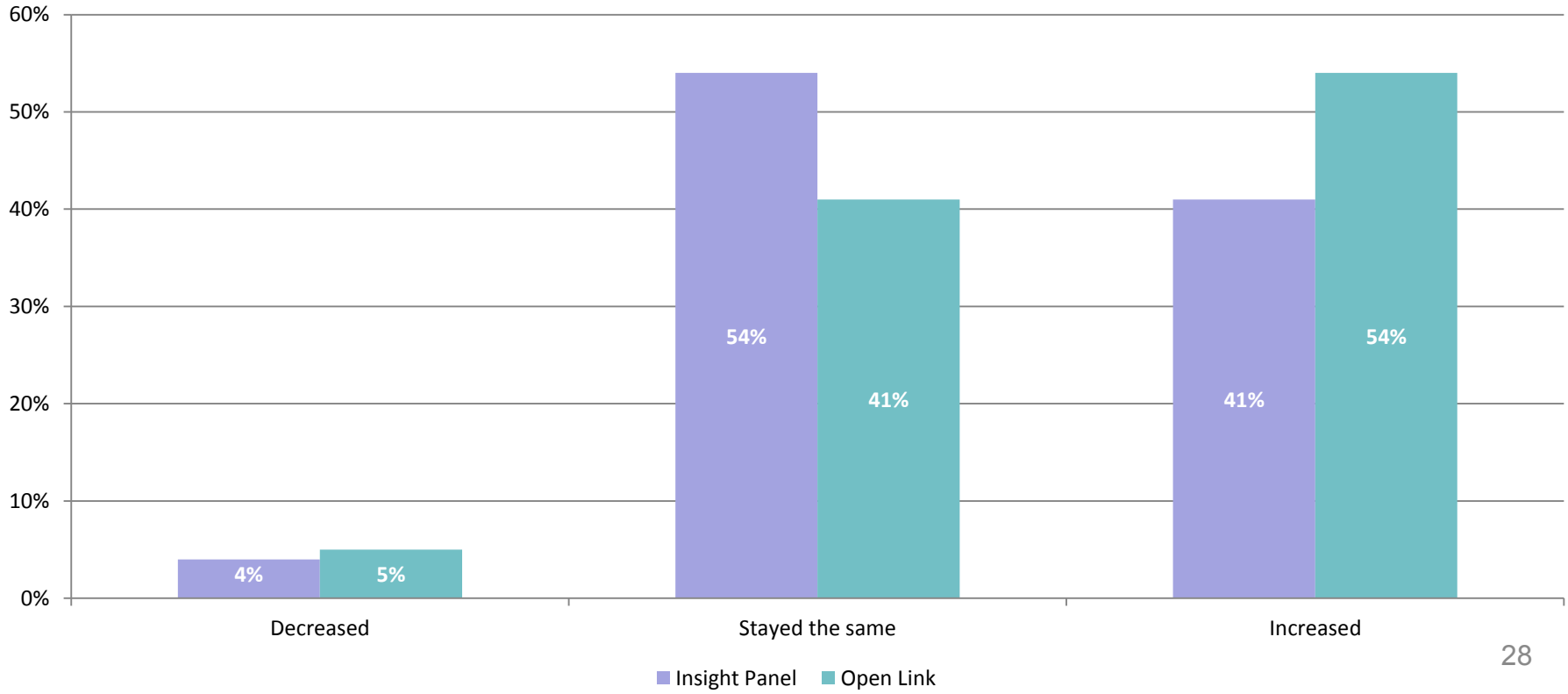
- Results for both the Insight Panel and Open Link remained consistent between 2016 and 2018. In both years, Open Link respondents were more likely to report that crime had increased in their neighbourhood compared to their Insight Panel counterparts.



*Respondents were asked to consider the past 12 months in 2016

In the past 24 months, crime in the city has…

- Open Link respondents were also more likely to say that crime in the city overall had increased over the past 2 years, similar to their perceptions of neighbourhood crime.



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How safe do you feel…

- Respondents from both samples felt more safe walking alone in their neighbourhood (and the city) during the day rather than at night.

	Sample	Very safe	Reasonably safe	Somewhat unsafe	Very unsafe
…walking alone in **Edmonton during the day?**	Insight	**46%**	**49%**	4%	1%
	Open Link	**32%**	**57%**	10%	2%
…walking alone in **Edmonton at night?**	Insight	6%	**50%**	**35%**	9%
	Open Link	4%	**33%**	**44%**	19%
…walking alone in **your neighbourhood during the day?**	Insight	**64%**	**32%**	3%	1%
	Open Link	**49%**	**41%**	8%	2%
…walking alone in **your neighbourhood at night?**	Insight	**25%**	**47%**	21%	7%
	Open Link	15%	**41%**	**31%**	13%

Top Neighbourhood Concerns

- Year over year, and between samples, the following were identified as the top neighbourhood concerns:
  - Speeding and careless driving;
  - People breaking into homes; and,
  - Suspicious loitering.

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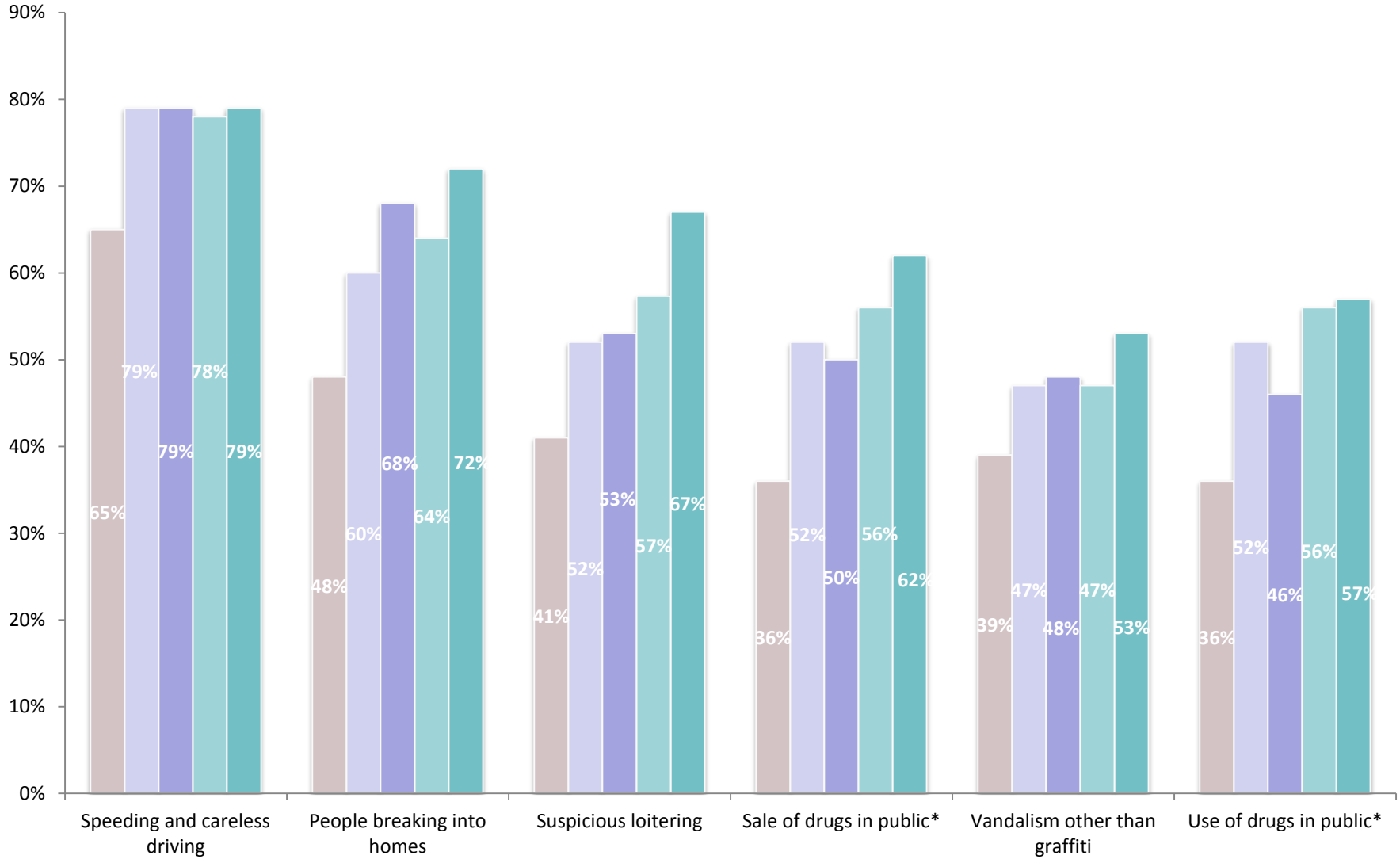
Top Neighbourhood Concerns



*combined as one item in 2016 and separated for 2018

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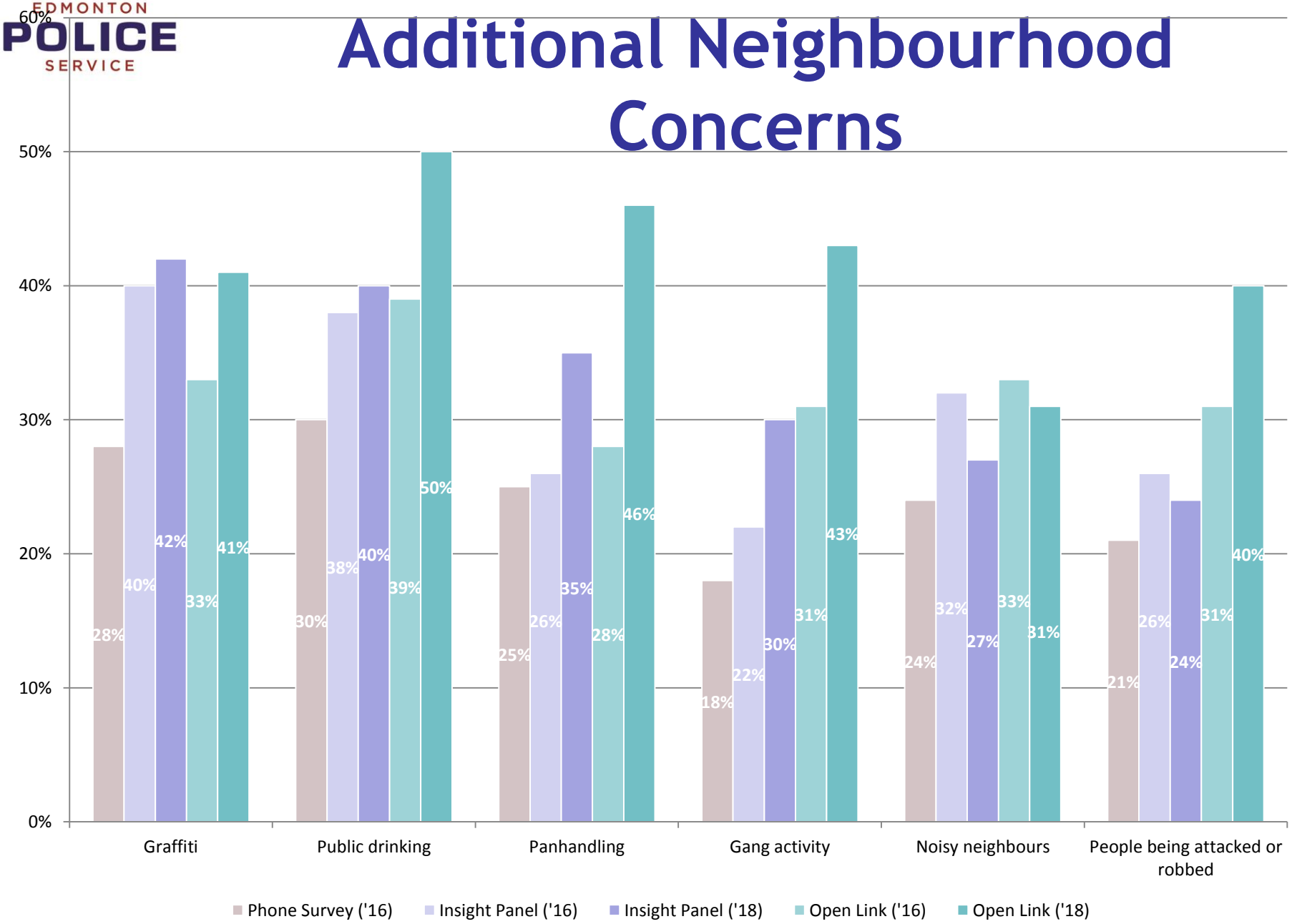
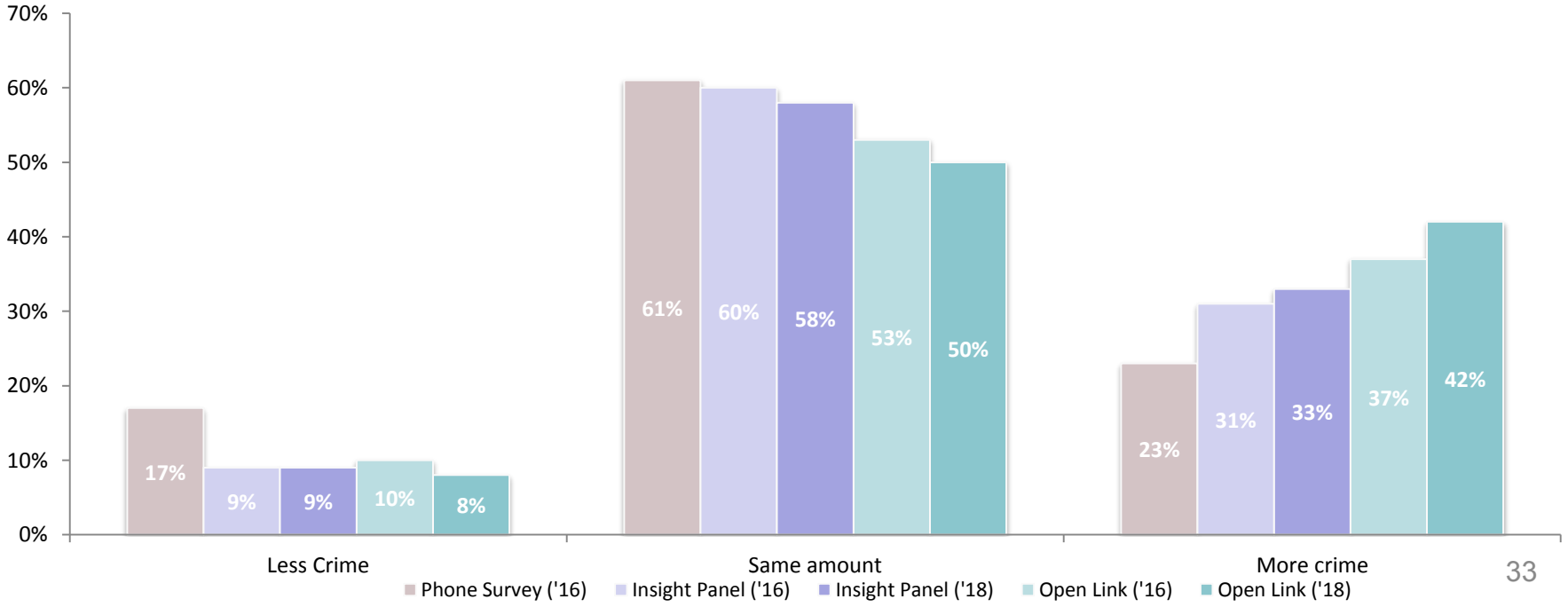
Additional Neighbourhood Concerns



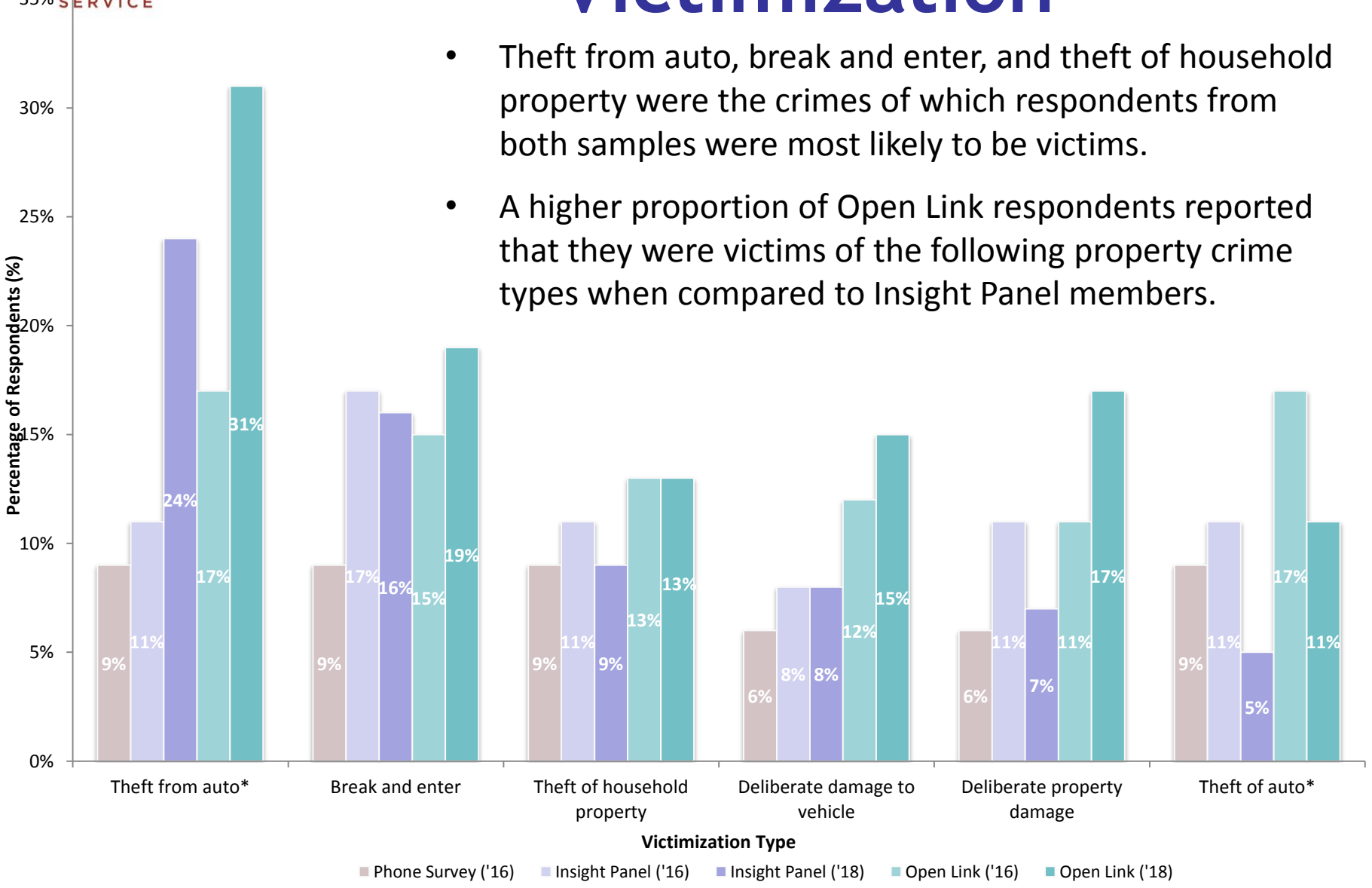
Compared to other cities in Canada, Edmonton has…

- Consistent with previous findings, Open Link respondents were more likely than Insight Panel members to say that Edmonton has more crime compared to other major cities in Canada.



Victimization

- Theft from auto, break and enter, and theft of household property were the crimes of which respondents from both samples were most likely to be victims.
- A higher proportion of Open Link respondents reported that they were victims of the following property crime types when compared to Insight Panel members.



*Combined as one item in 2016 and separated for 2018

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Victimization - Rate

- In most cases, respondents from both samples reported only being victims once by the types of property crime below.
  - However, over half of the victimized Open Link respondents indicated items were stolen from their vehicles on multiple occasions.

	Sample	1 Time	2 Times	3 Times	More than 3 Times
Theft **from** auto	Insight (n = 479)	58%	24%	9%	9%
	Open Link (n = 620)	46%	28%	10%	15%
Break and enter	Insight (n = 329)	53%	22%	9%	15%
	Open Link (n = 368)	53%	22%	8%	17%
Theft of household property	Insight (n = 187)	66%	21%	5%	7%
	Open Link (n = 254)	51%	27%	7%	14%
Deliberate damage to vehicle	Insight (n = 160)	80%	14%	3%	4%
	Open Link (n = 294)	62%	26%	6%	6%
Deliberate property damage	Insight (n = 146)	56%	24%	6%	14%
	Open Link (n = 232)	51%	27%	9%	13%
Theft **of** auto	Insight (n = 102)	75%	19%	3%	4%
	Open Link (n = 217)	63%	22%	6%	9%

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Victimization – Incidents not Reported

- Theft from Auto was the crime least likely to be reported by respondents of both samples; conversely, Break and Enter was most likely to be reported.

	Sample	All incidents reported	1 Incident	2 Incidents	3 Incidents	More than 3 Incidents
Theft **from** auto	Insight (n = 479)	32%	42%	17%	4%	5%
	Open Link (n = 620)	36%	37%	16%	4%	7%
Break and enter	Insight (n = 329)	55%	30%	9%	4%	2%
	Open Link (n = 368)	52%	28%	10%	4%	7%
Theft of household property	Insight (n = 187)	48%	35%	13%	2%	2%
	Open Link (n = 254)	39%	36%	12%	6%	7%
Deliberate damage to vehicle	Insight (n = 160)	44%	48%	7%	1%	1%
	Open Link (n = 294)	46%	38%	8%	3%	4%
Deliberate property damage	Insight (n = 146)	41%	38%	11%	4%	6%
	Open Link (n = 232)	42%	37%	10%	4%	7%
Theft **of** auto	Insight (n = 102)	51%	36%	9%	2%	2%
	Open Link (n = 217)	51%	36%	7%	3%	3%

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Victimization - Top Reasons for Not Reporting

- In general, the most common reasons for not reporting a crime were as follows:
  - Police couldn't do anything;
  - Police wouldn't help; and,
  - Wasn't important enough to report.

	Insight Panel	Open Link
Theft **from** auto	Police couldn't do anything (29%)	Police couldn't do anything (26%)
	Not important enough to report (25%)	Not important enough to report (24%)
	Police wouldn't help (16%)	Police wouldn't help (16%)
Break and enter	Police couldn't do anything (24%)	Police couldn't do anything (28%)
	Police wouldn't help (16%)	Police wouldn't help (17%)
	Dealt with it another way (14%)	Not important enough to report (10%)
Theft of household property	Not important enough to report (26%)	Not important enough to report (24%)
	Police couldn't do anything (24%)	Police wouldn't help (24%)
	Police wouldn't help (18%)	Police couldn't do anything (21%)

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Victimization - Top Reasons for Not Reporting

	Insight Panel	Open Link
Deliberate damage to vehicle	Police couldn't do anything (28%)	Police couldn't do anything (34%)
	Police wouldn't help (20%)	Police wouldn't help (22%)
	Not important enough to report (20%)	Not important enough to report (13%)
Deliberate property damage	Police couldn't do anything (27%)	Police wouldn't help (30%)
	Police wouldn't help (21%)	Police couldn't do anything (26%)
	Not important enough to report (21%)	Police wouldn't help (10%)
Theft of auto	Police couldn't do anything (26%)	Police couldn't do anything (24%)
	Police wouldn't help (22%)	Police wouldn't help (23%)
	Other reason (20%)	Other reasons (16%)

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Traffic Issues to be Addressed by the EPS

- When asked to rate their top three traffic concerns to be addressed by the EPS, responses were consistent between the two samples.

Issue	Rank	Insight Panel	Open Link
Cell phone use/distracted driving/texting	#1	69% (n = 1370)	62% (n = 1239)
Aggressive/reckless driving	#2	62% (n = 1231)	60% (n = 1195)
Impaired driving	#3	30% (n = 602)	38% (n = 750)

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City-wide Issues to be Addressed by the EPS

- Similarly, the top five city-wide issues to be addressed by the EPS were consistent across samples.

Issue	Rank	Insight Panel Weighted* Responses	Open Link Weighted* Responses
Homicide	#1	45% (n = 892)	54% (n = 1083)
Sexual Assault	#2	38% (n = 766)	52% (n = 1035)
Drugs	#3	31% (n = 622)	47% (n = 925)
Domestic Violence	#4	30% (n = 604)	38% (n = 755)
Gangs	#5	29% (n = 576)	36% (n = 722)

*Responses were weighted in analysis so that concerns that were ranked higher bore more relative importance than those ranked lower

Overall View of the EPS

- Overall confidence in the EPS decreased…
  - …from 85% to 81% amongst Insight Panel members.
  - …from 82% to 72% amongst Open Link respondents.

	Phone Survey	Insight Panel		Open Link	
	2016	2016	2018	2016	2018
Strongly Agree	57%	35%	36%	44%	33%
Somewhat Agree	37%	50%	45%	38%	39%
Somewhat Disagree	3%	10%	13%	11%	13%
Strongly Disagree	3%	5%	5%	7%	13%

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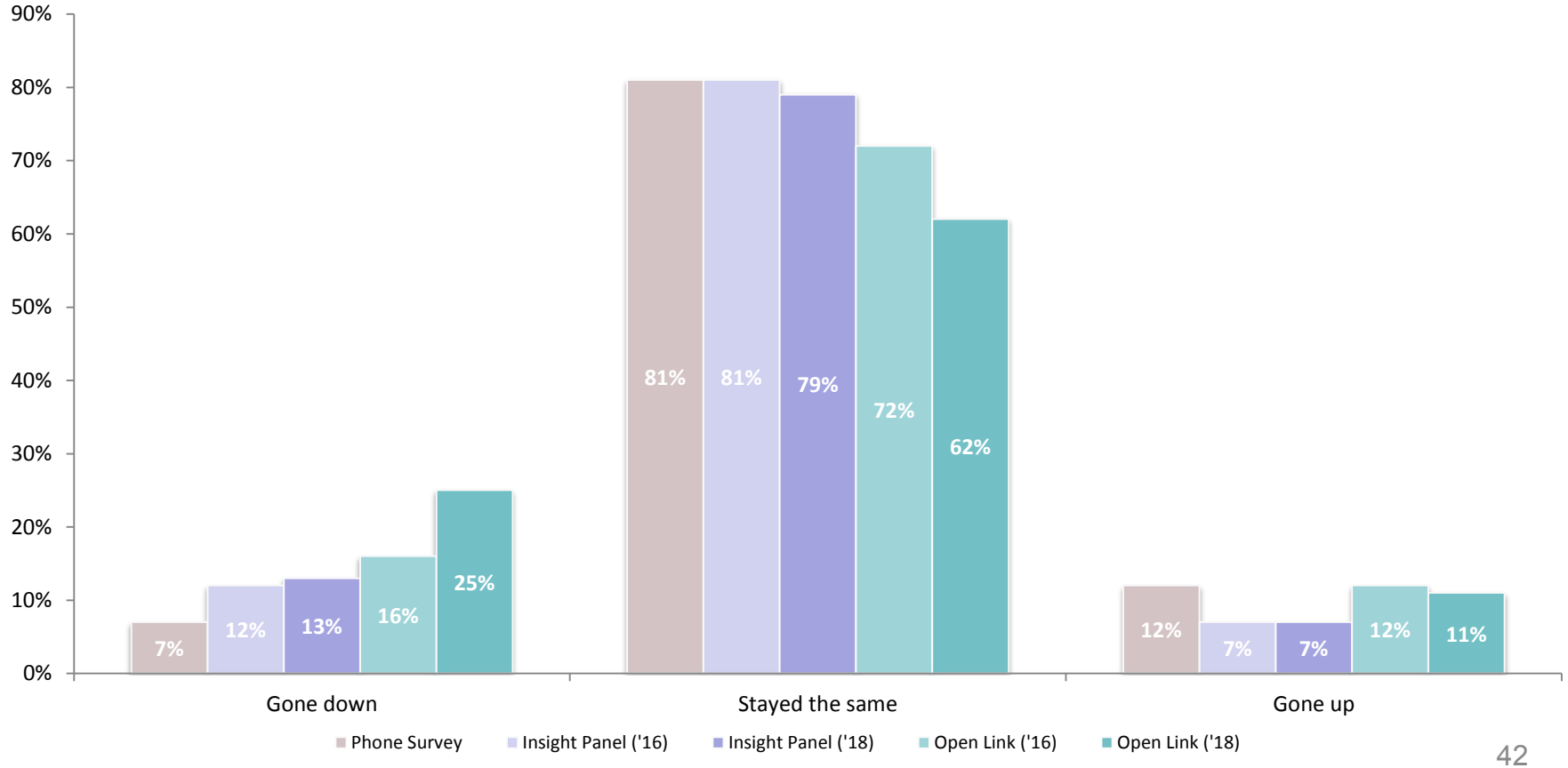
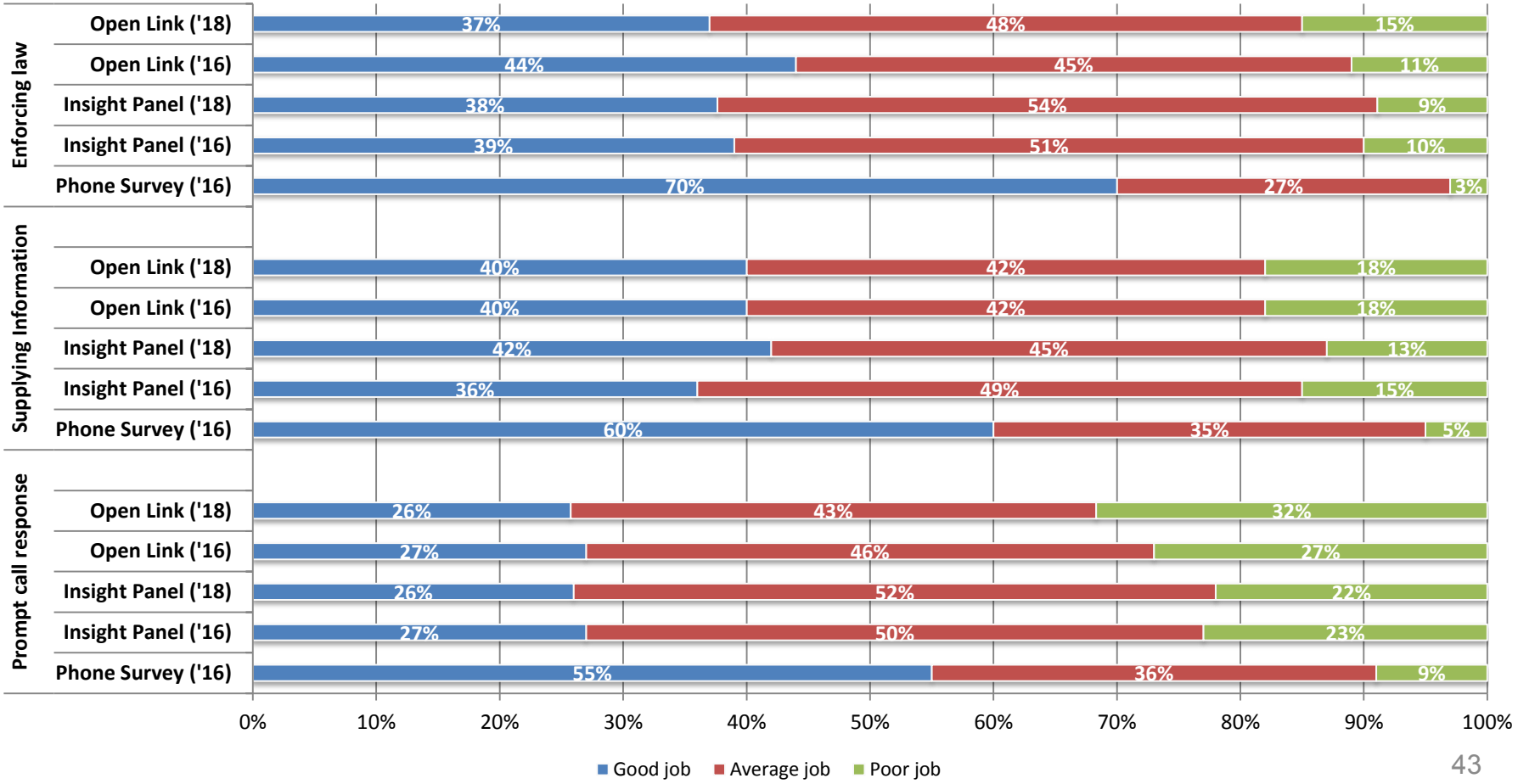
Overall View of the EPS



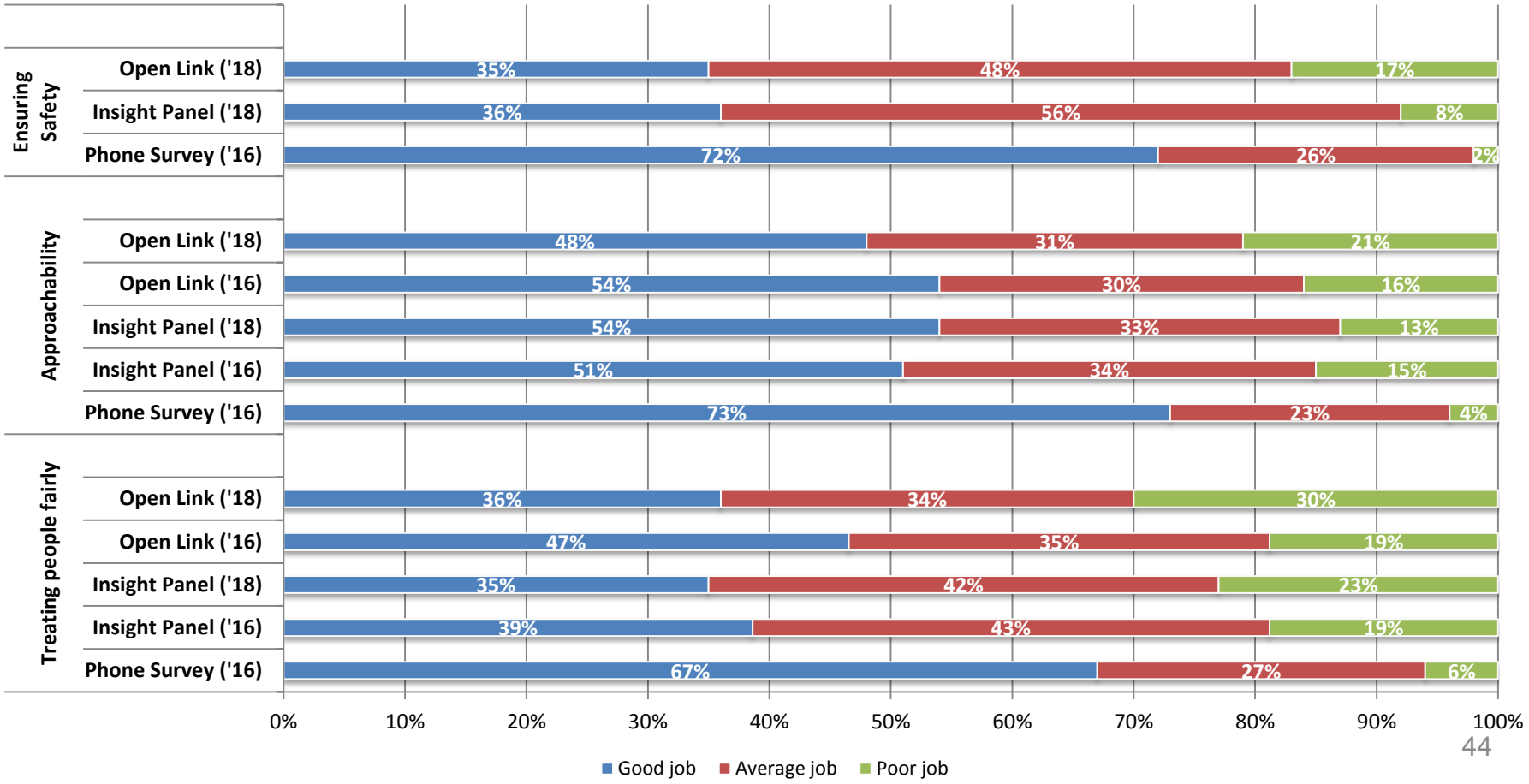
Overall View of the EPS

- When asked to rate how well a job the police do on 6 measures of performance, the proportion of Insight Panel members indicating the police have done a “good job” has remained relatively static between 2016 and 2018.



Overall View of the EPS

- Conversely, the proportion of Open Link respondents indicating that the EPS is doing a “good job” decreased between 2016 and 2018.



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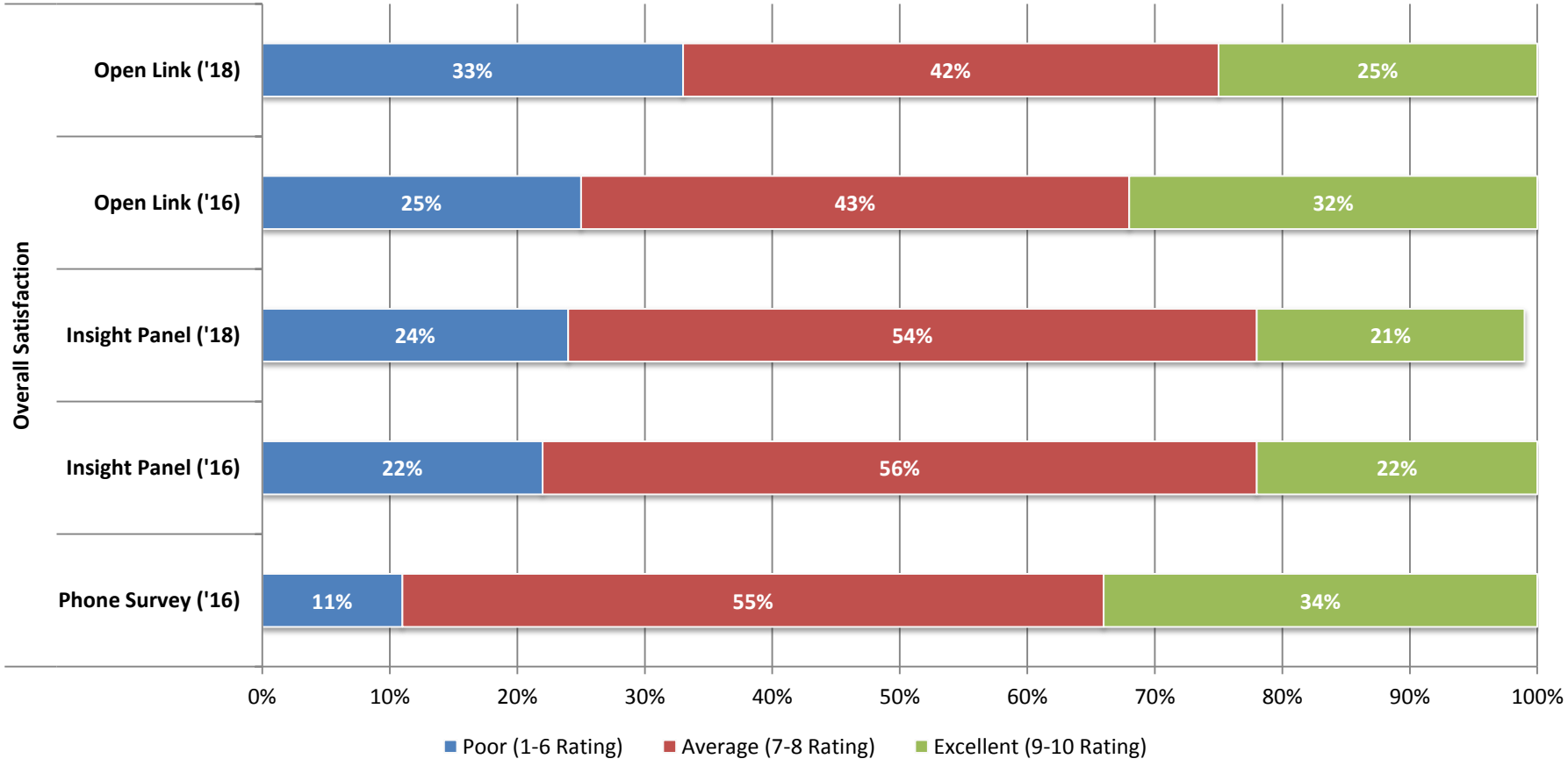
Recommendations for Improved Service

- Respondents from both samples recommended service could be most improved through more officers and an increased police presence.

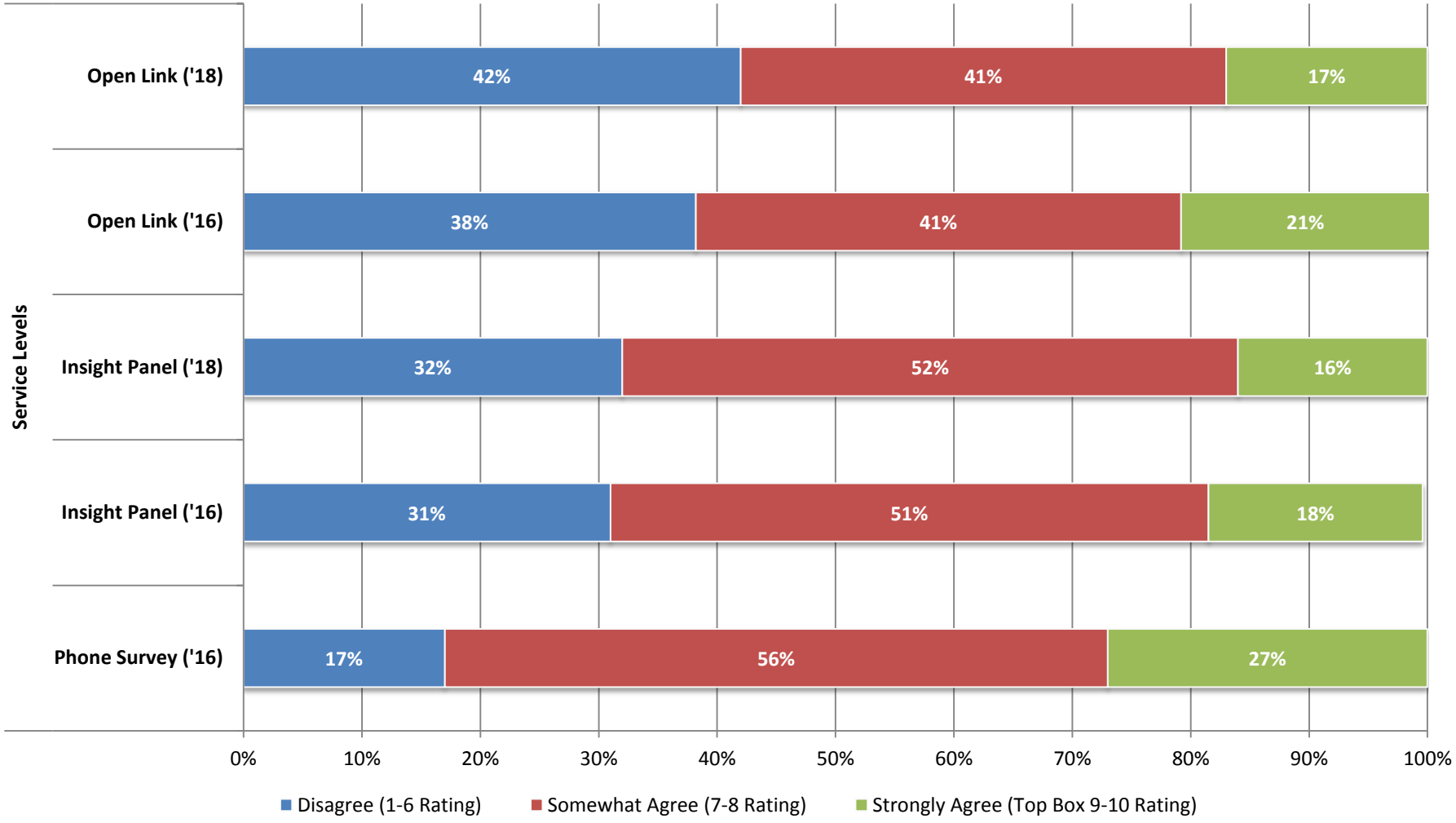
Suggestion	Insight Panel Rank	Open Link Rank
More visible police presence	#1	#2
Improve officers' behaviour (e.g., integrity, accountability, and conduct)	#2	#1
More officers	#3	#3
Faster, more efficient response to calls	#4	#4
Improve communication/contact with public	#5	-
Crime prevention	#6	#5

Overall Satisfaction with EPS

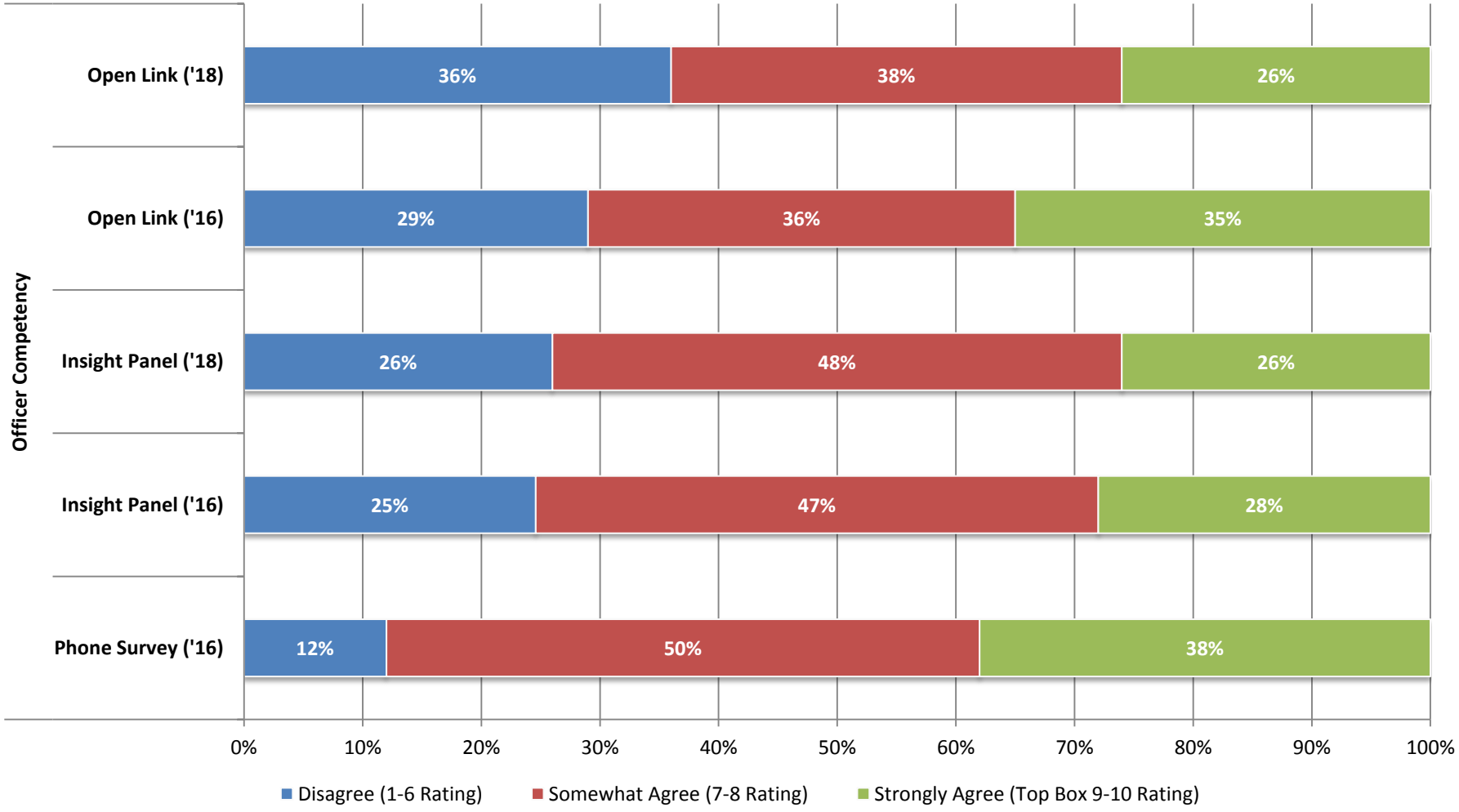
- Ratings of service levels, officer competence and EPS overall saw decreases in both the Open Link and Insight Panel samples between 2016 and 2018.



EPS Provides an Adequate Level of Service to the Public



EPS Officers are Competent in their Duties



EDMONTON POLICE SERVICE

Corporate Communications

- Approximately one-third of Insight Panel members and one-half of the Open Link respondents indicated that they accessed the EPS website in the past 24 months, with the most common method of access being internet search.

Insight Panel

- 37% (n = 742) have accessed the EPS website via…
  - Internet Search (65%)
  - The URL (37%)
  - Social Media (13%)
  - Other Means (2%)

Open Link

- 48% (n = 964) have accessed the EPS website via…
  - Internet Search (62%)
  - The URL (36%)
  - Social Media (30%)
  - Other Means (1%)

EDMONTON POLICE SERVICE

Corporate Communications

- In general, respondents from both samples were satisfied with various content items published on the EPS website; however, respondents rated some dissatisfaction with information provided regarding victim support.

	Sample	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
News about EPS	Insight (n=130)	40%	57%	3%	0%
	Open Link (n=252)	56%	41%	2%	1%
Information about EPS	Insight (n=206)	46%	49%	5%	1%
	Open Link (n=307)	48%	46%	6%	1%
Information about crime files	Insight (n=190)	34%	57%	7%	2%
	Open Link (n=264)	44%	45%	8%	3%
Information about community policing	Insight (n=160)	33%	57%	9%	1%
	Open Link (n=225)	43%	47%	8%	2%

EDMONTON POLICE SERVICE

Corporate Communications

	Sample	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Information about crime prevention	Insight (n=97)	**33%**	**49%**	10%	7%
	Open Link (n=167)	**41%**	**51%**	5%	2%
Information about traffic & vehicles	Insight (n=120)	**32%**	**57%**	8%	3%
	Open Link (n=152)	**38%**	**46%**	11%	5%
Information about victim support	Insight (n=34)	15%	**56%**	**24%**	6%
	Open Link (n=91)	22%	**42%**	**24%**	12%
Submit a compliment or complaint about EPS	Insight (n=49)	**31%**	**33%**	27%	10%
	Open Link (n=77)	**29%**	**39%**	14%	18%
Other	Insight (n=244)	**44%**	**36%**	14%	**7%**
	Open Link (n=234)	**41%**	**42%**	10%	6%

Corporate Communications – EPS App

- Very few respondents from either sample reported using the EPS smartphone App.
  - Those that did were most likely to use the iOS platform.

Insight Panel

- 6% (n = 123) have used the EPS App, using the following platforms:
  - iOS: 60%
  - Android: 37%
  - Other: 3%

Open Link

- 8% (n = 165) have used the EPS App, using the following platforms:
  - iOS: 57%
  - Android: 36%
  - Other: 7%

EDMONTON POLICE SERVICE

Corporate Communications - EPS App

- In general, App users were satisfied with the content and tools available within.

	Sample	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
News	Insight (n=54)	**54%**	**44%**	2%	0%
	Open Link (n=84)	**58%**	**32%**	7%	2%
Alerts	Insight (n=86)	**62%**	**34%**	2%	2%
	Open Link (n=113)	**58%**	**38%**	4%	1%
Report a crime	Insight (n=20)	20%	**45%**	**25%**	10%
	Open Link (n=29)	34%	**28%**	**24%**	14%
View success stories	Insight (n=14)	**64%**	**36%**	0%	0%
	Open Link (n=23)	**74%**	**22%**	4%	0%
Locate Stations	Insight (n=11)	**73%**	**27%**	0%	0%
	Open Link (n=14)	**79%**	**21%**	0%	0%

EDMONTON POLICE SERVICE

Corporate Communications - EPS App

	Sample	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
View "Reported Found" items	Insight (n=4)	25%	75%	0%	0%
	Open Link (n=11)	45%	27%	18%	9%
Recruiting	Insight (n=2)	0%	100%	0%	0%
	Open Link (n=10)	90%	10%	0%	0%
View "Caught on Camera"	Insight (n=14)	50%	50%	0%	0%
	Open Link (n=30)	57%	40%	3%	0%
Assist to ID	Insight (n=8)	37%	38%	0%	0%
	Open Link (n=14)	71%	21%	0%	7%
Most Wanted	Insight (n=21)	57%	43%	0%	0%
	Open Link (n=38)	63%	34%	3%	0%

Corporate Communications – EPS Social Media

- Open Link respondents were more likely than the Insight Panel to engage the EPS via social media, with Facebook identified as the most common platform for Open Link respondents and Twitter for Insight Panel members.

Insight Panel

- 29% (n = 573) reported visiting the following EPS social media platforms:
  - Twitter: 61%
  - Facebook:58%
  - YouTube: 10%
  - Instagram: 8%
  - Pinterest: 3%

Open Link

- 59% (n = 1178) reported visiting the following EPS social media platforms:
  - Facebook: 84%
  - Twitter: 37%
  - Instagram: 12%
  - YouTube: 9%
  - Pinterest: 1%

Corporate Communications – EPS Social Media

- In general, respondents from both samples were satisfied EPS' social media presence.

Platform	Sample	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Facebook	Insight (n=335)	**56%**	**39%**	4%	1%
	Open Link (n=990)	**53%**	**41%**	5%	2%
Twitter	Insight (n=349)	57%	**38%**	5%	0%
	Open Link (n=430)	**55%**	**37%**	5%	3%
Instagram	Insight (n=46)	**53%**	**22%**	4%	0%
	Open Link (n=143)	**56%**	**41%**	1%	2%
YouTube	Insight (n=59)	**49%**	**46%**	5%	0%
	Open Link (n=101)	**48%**	**44%**	9%	0%
Pinterest	Insight (n=18)	44%	**39%**	6%	11%
	Open Link (n=17)	**29%**	**59%**	6%	6%

EDMONTON POLICE SERVICE

Corporate Communications

- When asked where they typically get information regarding the EPS, Insight Panel members were most likely to indicate television, while Open Link respondents were most likely to indicate social media.

Insight Panel

- Respondents are most likely to access information regarding EPS via:
  - TV (23%)
  - Newspaper (19%)
  - EPS Website (12%)

Open Link

- Respondents are most likely to access information regarding EPS via:
  - Social Media (36%)
  - TV (19%)
  - EPS Website (11%)

EDMONTON POLICE SERVICE

Edmonton Police Commission

- In general, respondents from both samples were most aware that the EPC was responsible for overseeing police officer conduct.

EPC Role	Sample	Not at all aware	Slightly aware	Moderately aware	Very aware
Oversees police officer conduct	Insight	13%	23%	**34%**	**30%**
	Open Link	26%	23%	**26%**	**25%**
Appoints the Chief of Police	Insight	27%	18%	**28%**	**27%**
	Open Link	**35%**	**21%**	21%	23%
Establishes polices that govern policing	Insight	20%	**26%**	**33%**	21%
	Open Link	**31%**	**27%**	24%	18%

EDMONTON POLICE SERVICE

Edmonton Police Commission

- Conversely, respondents from both samples were least aware that the EPC administers citizen awards and holds public meetings.

EPC Role	Sample	Not at all aware	Slightly aware	Moderately aware	Very aware
Sets and monitors EPS' budget	Insight	28%	24%	27%	20%
	Open Link	39%	23%	21%	17%
Administers citizen awards	Insight	43%	25%	21%	11%
	Open Link	50%	22%	17%	22%
Holds public meetings	Insight	41%	28%	20%	10%
	Open Link	53%	26%	13%	8%

Edmonton Police Commission - Information Platforms

- Generally, respondents from both samples indicated they were most likely to get information regarding the EPC via Twitter or by visiting the Commission Website.

EPC Role	Sample	Very unlikely	Unlikely	Likely	Very likely
Attend public commission meetings	Insight	**44%**	**44%**	11%	2%
	Open Link	**41%**	**42%**	14%	2%
Attend community meetings	Insight	26%	**34%**	**35%**	4%
	Open Link	28%	**34%**	**32%**	5%
Commission Website	Insight	23%	**34%**	**36%**	7%
	Open Link	23%	**29%**	**39%**	9%
Twitter	Insight	**54%**	**24%**	17%	5%
	Open Link	**49%**	**24%**	17%	9%

EPC Website

- Despite indicating that the website was a likely source of information, relatively few respondents reported visiting it in the past 24 months.
- The most common reasons to visit were to see reports on policing priorities and budgets.

Insight Panel

- 3% (n = 60) reported visiting the EPC website, for the following reason:
  - To see reports on policing priorities (38%)
  - To get news about Commission business (37%)
  - To see reports on police budgets (27%)

Open Link

- 4% (n = 77) reported visiting the EPC website, for the following reason:
  - To see reports on policing priorities (56%)
  - To see reports on police budgets (38%)
  - To see policies set by the Commission (32%)

EPC Future Information Platforms

- When asked to consider how likely they would be to access EPC information from Facebook and LinkedIn, respondents showed some support for Facebook and were generally unlikely to use LinkedIn as an information source.

EPC Role	Sample	Very unlikely	Unlikely	Likely	Very likely
Facebook	Insight	**39%**	18%	**32%**	11%
	Open Link	16%	12%	**44%**	**27%**
LinkedIn	Insight	**67%**	**21%**	10%	2%
	Open Link	**65%**	**23%**	8%	4%

EDMONTON POLICE SERVICE

Appendix A

2018 Citizen Survey

Preview of: **EPS Citizen Survey 2018 FOR EXPORT (en-CA)** Current Date: 07/13/2018 14:23:16

IP_ADDRESS

Please be as specific as possible.

IntroPreamble

The Edmonton Police Service (EPS) in collaboration with the Edmonton Police Commission (EPC) conducts a biennial Citizen Survey to identif concerns, perceptions and priorities that Edmontonians have with respect to crime, disorder and neighbourhood safety. This survey is condu Alberta Policing Standard OM 1.1.

This survey also provides you, as citizens, with an opportunity to provide feedback on the level of satisfaction with the policing services prov expectations.

All information collected is confidential and the survey will take **between 20 to 30 minutes** of your time to complete.

If you have any questions or concerns regarding this survey, please contact researcheval@edmontonpolice.ca.

Questions_Preamble

The first set of questions asks about **any formal contact you** may have had with the **Edmonton Police Service**. We are interested only i **Edmonton Police Service** - not police from other jurisdictions.

Also, please **do not include** informal contacts with police officers who are friends, classmates or colleagues.

Q1

Have **you** initiated any formal contact with the Edmonton Police Service in the past **24 months** (since January, 2016) in any of the following via...

Please select all that apply.

- ☐ The non-emergency number (780) 423-4567
- ☐ The non-emergency number #377
- ☐ Phoning 911
- ☐ Phoning a police station
- ☐ Phoning an officer's mobile phone
- ☐ Visiting a police station
- ☐ Approaching an officer on duty
- ☐ The online crime reporting tool
- ☐ EPS initiated contact with me
- ☐ I have **not** initiated contact with the EPS in the past 24 months

Made_Contact
Exclude: Q1 IS I have not initiated contact with the EPS in the past 24 months

q3 How satisfied were you with the contact via...

Please select one response for each item.

	Very satisfied	Somewhat satisfied	Somewhat diss
The non-emergency number (780) 423-4567	○	○	○
The non-emergency number #377	○	○	○
Phoning 911	○	○	○
Phoning a police station	○	○	○
Phoning an officer's mobile phone	○	○	○
Visiting a police station	○	○	○
Approaching an officer on duty	○	○	○
The online crime reporting tool	○	○	○

Q2 Did **you** contact the Edmonton Police Service to:

Please select all that apply.

- ☐ Report a crime?
- ☐ Report a traffic accident or medical emergency?
- ☐ Report a neighborhood problem or concern?
- ☐ Report something suspicious?
- ☐ Obtain a permit? e.g. firearm, alarm
- ☐ Obtain a security clearance?
- ☐ Ask for information or advice?
- ☐ Any other reason? Please specify:

Q4 In the past **24 months**, has a police officer had to respond to your location?

Please select one response only.

- ○ Yes
- ○ No

Officer_Dispatched_Yes
Include: Q4 IS Yes
Exclude: Q4 IS No

Q5 Between the time the call was made and the responding officer arrived on scene, would you say the wait w

Please select one response only.

- ○ Longer than you expected,
- ○ About the amount of time you expected, or
- ○ Less time than you expected?

Q6 How satisfied were you with the way the responding officer handled the matter when they arrived? Were y

Please select one response only.

- ○ Very satisfied
- ○ Somewhat satisfied
- ○ Somewhat dissatisfied
- ○ Very dissatisfied

Police_Initiate
Include: Q1 IS EPS initiated contact with me

Q7 In the past **24 months**, did the EPS **initiate contact with you,** for any of the following reasons:

Please select all that apply.

- ☐ To ask for information in connection with a crime that had been committed
- To investigate a traffic collision in which you were involved or witnessed

- ☐ To deal with a ringing burglar alarm
- ☐ To investigate other noise or disturbance
- ☐ To return missing property
- ☐ To search your property
- ☐ To charge you with an offence or arrest you
- ☐ For a Check Stop
- ☐ For a traffic violation
- ☐ Any other reason, please specify:

Q8 Which of these **police-initiated** contacts was the **most recent?**
Please select one response only.
- ○ To ask for information in connection with a crime that had been committed
- ○ To investigate a traffic collision in which you were involved or witnessed
- ○ To deal with a ringing burglar alarm
- ○ To investigate other noise or disturbance
- ○ To return missing property
- ○ To search your property
- ○ To charge you with an offence or arrest you
- ○ For a Check Stop
- ○ For a traffic violation
- ○ Other

Q9 How satisfied were you with the way the police handled the matter?
Please select one response only.
- ○ Very satisfied
- ○ Somewhat satisfied
- ○ Somewhat dissatisfied
- ○ Very dissatisfied

Neighbourhood_Preamble The next few questions are going to ask about your perceptions of crime and personal safety in your neighbourhood.

Q11 In your opinion, over the past **24 months**, do you think that crime in…
Please select one response for each item.

	…Increased	…Stayed a sam
…your neighbourhood has…	○	○
…the city has…	○	○

Safety

Q12 How safe do you feel from crime when walking alone **in Edmonton...**
Please select one response for each item.

	Very safe	Reasonably safe	Somewhat unsafe	Very unsafe
…during the **day**?	○	○	○	○
…at **night**?	○	○	○	○

Q13 How safe do you feel from crime when walking alone **in your neighbourhood...**
Please select one response for each item.

	Very safe	Reasonably safe	Somewhat unsafe	Very unsafe
…during the **day**?	○	○	○	○
…at **night**?	○	○	○	○

Issues

Q14 Please indicate whether you think it's a big problem, slight problem, or not a problem in your neighbourhood currently.
Please select one response for each item.

	A big problem	Slight problem	Not a problem	Don't know
Noisy neighbors, loud music, late parties.	○	○	○	○
People breaking in or sneaking into homes to steal things	○	○	○	○
Suspicious people hanging out in the streets	○	○	○	○
People being attacked or robbed	○	○	○	○
Sale of drugs in public places	○	○	○	○
Use of drugs in public places	○	○	○	○
Drinking or drunkenness in public places	○	○	○	○
Speeding and careless driving	○	○	○	○
Panhandling or being asked for money	○	○	○	○
Graffiti, that is writing or painting on walls or buildings	○	○	○	○
Vandalism, other than graffiti	○	○	○	○
Gang activity	○	○	○	○

Q14a Are there any issues not listed above that are currently **big problems** in your neighbourhood? Please list them here:
Please be as specific as possible.

Q15 Generally speaking, compared to other cities in Canada, do you think that Edmonton has a higher amount of crime, about the same or a low
Please select one response only.
- ○ Higher
- ○ About the same
- ○ Lower
- ○ Don't know

Crimes

The next few questions ask about your household's experiences with crimes **that occurred within the City of Edmonton** over the past **24** property crime/theft.

Q16

Over the **past 24 months** did anyone …
Please select all that apply.

- ☐ …steal or try to steal your vehicle
- ☐ …steal or try to steal items from your vehicle (i.e., money or license plate)?
- ☐ …deliberately damage your vehicle (i.e., tire slashing, keying, broken window)?
- ☐ …deliberately damage or destroy any other property belonging to you or anyone in your household (i.e., break a window or fence)
- ☐ ...break into or attempt to break into your residence or any other building on your property?
- ☐ …steal or attempt to steal money or property to you or anyone in your household? (excluding any incidents already mentioned)
- ☐ None apply

Q16a

How many times did this happen over the past **24 months**?
Please select one response for each item.

	1 time	2 times	3 times
…steal or try to steal your vehicle	○	○	○
…steal or try to steal items from your vehicle (i.e., money or license plate)?	○	○	○
…deliberately damage your vehicle (i.e., tire slashing, keying, broken window)?	○	○	○
…deliberately damage or destroy any other property belonging to you or anyone in your household (i.e., break a window or fence)	○	○	○
...break into or attempt to break into your residence or any other building on your property?	○	○	○
…steal or attempt to steal money or property to you or anyone in your household? (excluding any incidents already mentioned)	○	○	○

Q16b

How many incidents were **not reported**?
Please select one response for each item.

	All incidents were reported	1 incident	2 incidents	3 incidents
…steal or try to steal your vehicle	○	○	○	○
…steal or try to steal items from your vehicle (i.e., money or license plate)?	○	○	○	○
…deliberately damage your vehicle (i.e., tire slashing, keying, broken window)?	○	○	○	○
…deliberately damage or destroy any other property belonging to you or anyone in your household (i.e., break a window or fence)	○	○	○	○
...break into or attempt to break into your residence or any other building on your property?	○	○	○	○
…steal or attempt to steal money or property to you or anyone in your household? (excluding any incidents already mentioned)	○	○	○	○

Nonreport1
Include: Q16 IS …steal or try to steal your vehicle
Exclude: Q16b_0 IS All incidents were reported

Q16_1

Steal or try to steal your vehicle

To the best of your knowledge, what was the main reason this was not reported to police?
Please select one response only.

- ○ Dealt with another way (e.g. reported to another official/landlord/manager, took care of myself)
- ○ Police couldn't do anything about it (e.g. didn't find out until too late, lack of proof, couldn't recover/ identify property, couldn't find/identify offender)
- ○ Did not know about online crime reporting
- ○ Not important enough to report (e.g. minor crime, small loss, child offender, no intended harm)
- ○ Insurance wouldn't cover (no insurance, loss less than deductible etc.)
- ○ You did not want anyone to find out about the incident
- ○ Nothing taken /items were recovered
- ○ Don't know
- ○ Fear of revenge by offender
- ○ Police wouldn't help (e.g. wouldn't think imp would be inefficient/ineffective)
- ○ Did not want to get involved with police
- ○ Incident was a personal matter and did not
- ○ You believed that your insurance costs woul
- ○ Prevented by someone
- ○ Other:

Nonreport2
Include: Q16 IS …steal or try to steal items from your vehicle (i.e., money or license plate)?
Exclude: Q16b_1 IS All incidents were reported

Q16_2

Steal or try to steal items from your vehicle

To the best of your knowledge, what was the main reason this was not reported to police?
Please select one response only.

- ○ Dealt with another way (e.g. reported to another official/landlord/manager, took care of myself)
- ○ Police couldn't do anything about it (e.g. didn't find out until too late, lack of proof, couldn't recover/ identify property, couldn't find/identify offender)
- ○ Did not know about online crime reporting
- ○ Not important enough to report (e.g. minor crime, small loss, child offender, no intended harm)
- ○ Insurance wouldn't cover (no insurance, loss less than deductible etc.)
- ○ You did not want anyone to find out about the incident
- ○ Nothing taken /items were recovered
- ○ Don't know
- ○ Fear of revenge by offender
- ○ Police wouldn't help (e.g. wouldn't think imp would be inefficient/ineffective)
- ○ Did not want to get involved with police
- ○ Incident was a personal matter and did not
- ○ You believed that your insurance costs woul
- ○ Prevented by someone
- ○ Other:

Nonreport3
Include: Q16 IS …deliberately damage your vehicle (i.e., tire slashing, keying, broken window)?
Exclude: Q16b_2 IS All incidents were reported

Q16_3

Deliberately damage your vehicle

To the best of your knowledge, what was the main reason this was not reported to police?
Please select one response only.

- ○ Dealt with another way (e.g. reported to another official/landlord/manager, took care of myself)
- ○ Police couldn't do anything about it (e.g. didn't find out until too late, lack of proof, couldn't recover/ identify property, couldn't find/identify offender)
- ○ Did not know about online crime reporting
- ○ Not important enough to report (e.g. minor crime, small loss, child offender, no intended harm)
- ○ Insurance wouldn't cover (no insurance, loss less than deductible etc.)
- ○ You did not want anyone to find out about the incident
- ○ Nothing taken /items were recovered
- ○ Don't know
- ○ Fear of revenge by offender
- ○ Police wouldn't help (e.g. wouldn't think imp would be inefficient/ineffective)
- ○ Did not want to get involved with police
- ○ Incident was a personal matter and did not
- ○ You believed that your insurance costs woul
- ○ Prevented by someone
- ○ Other:

Nonreport4
Include: Q16 IS …deliberately damage or

Q16_4

Deliberately damage or destroy property

To the best of your knowledge, what was the main reason this was not reported to police?

destroy any other property belonging to you or anyone in your household (i.e., break a window or fence) Exclude: Q16b_3 IS All incidents were reported

Please select one response only.

- Dealt with another way (e.g. reported to another official/landlord/manager, took care of myself)
- Police couldn't do anything about it (e.g. didn't find out until too late, lack of proof, couldn't recover/ identify property, couldn't find/identify offender)
- Did not know about online crime reporting
- Not important enough to report (e.g. minor crime, small loss, child offender, no intended harm)
- Insurance wouldn't cover (no insurance, loss less than deductible etc.)
- You did not want anyone to find out about the incident
- Nothing taken /items were recovered
- Don't know
- Fear of revenge by offender
- Police wouldn't help (e.g. wouldn't think imp would be inefficient/ineffective)
- Did not want to get involved with police
- Incident was a personal matter and did not
- You believed that your insurance costs woul
- Prevented by someone
- Other:

Nonreport5 **Include: Q16 IS ...break into or attempt to break into your residence or any other building on your property? Exclude: Q16b_4 IS All incidents were reported**

Q16_5

Break into or attempt to break into your residence or any other building on your property

To the best of your knowledge, what was the main reason this was not reported to police?

Please select one response only.

- Dealt with another way (e.g. reported to another official/landlord/manager, took care of myself)
- Police couldn't do anything about it (e.g. didn't find out until too late, lack of proof, couldn't recover/ identify property, couldn't find/identify offender)
- Did not know about online crime reporting
- Not important enough to report (e.g. minor crime, small loss, child offender, no intended harm)
- Insurance wouldn't cover (no insurance, loss less than deductible etc.)
- You did not want anyone to find out about the incident
- Nothing taken /items were recovered
- Don't know
- Fear of revenge by offender
- Police wouldn't help (e.g. wouldn't think imp would be inefficient/ineffective)
- Did not want to get involved with police
- Incident was a personal matter and did not
- You believed that your insurance costs woul
- Prevented by someone
- Other:

Nonreport6 **Include: Q16 IS ...steal or attempt to steal money or property to you or anyone in your household? (excluding any incidents already mentioned) Exclude: Q16b_5 IS All incidents were reported**

Q16_6

Steal or attempt to steal money or property

To the best of your knowledge, what was the main reason this was not reported to police?

Please select one response only.

- Dealt with another way (e.g. reported to another official/landlord/manager, took care of myself)
- Police couldn't do anything about it (e.g. didn't find out until too late, lack of proof, couldn't recover/ identify property, couldn't find/identify offender)
- Did not know about online crime reporting
- Not important enough to report (e.g. minor crime, small loss, child offender, no intended harm)
- Insurance wouldn't cover (no insurance, loss less than deductible etc.)
- You did not want anyone to find out about the incident
- Nothing taken /items were recovered
- Don't know
- Fear of revenge by offender
- Police wouldn't help (e.g. wouldn't think imp would be inefficient/ineffective)
- Did not want to get involved with police
- Incident was a personal matter and did not
- You believed that your insurance costs woul
- Prevented by someone
- Other:

Issue_Intro

The following questions will ask you about what you think of important issues in the City that should be addressed by the Edmonton Police S

QTrafficRank

Edmontonians have consistently identified traffic safety as an area of concern.
Please **rank** what, in your opinion, are the three most important traffic offences that should be addressed by the Edmonton Police Service?
Please rank the items by dragging each one to the desired rank.

Aggressive/reckless driving	1	Click item or drag here
Cell phone use/distracted driving/texting	2	Click item or drag here
Cyclists not obeying the laws of the road	3	Click item or drag here
Disrespect of cyclists		
Disrespect of pedestrians		
Disrespect of school zones		
Impaired driving		
Jay walking		
Lane changes without signaling		
Red light violations		
Speeding		
Stop signs/4 way stops		
Tailgating (e.g. following too close)		
Other:		

TraffOth
Include:
QTrafficRank_13 IS rank 1
OR
QTrafficRank_13 IS rank 2
OR
QTrafficRank_13 IS rank 3

QTrafficOther — If you selected "other" as a traffic offence that should be addressed by the Edmonton Police Service, please identify.
Please be as specific as possible.

QIssueSelect — Please select from the following what you consider the **top five (5) areas** where the EPS should focus resources, excluding traffic concerns.
Select your top 5 choices.

☐ Assault (other than sexual assault)	☐ Attempted Murder	☐ Break and Enter	☐ Domestic Violence
☐ Drugs	☐ Fraud/Identity Theft	☐ Gangs	☐ Hate Crimes
☐ Homicide	☐ Mischief	☐ Panhandling	☐ Property Damage/Vandalism
☐ Prostitution	☐ Robberies	☐ Sexual Assault	☐ Theft (not including vehicle theft)
☐ Vehicle Theft	☐ Weapons offenses	☐ Youth Crime	☐ Other:

RKM_RANK_PG — Please rank these items from highest priority to lowest priority.

RKM_RANK — Please rank the items by dragging each one to the desired rank.

Assault (other than sexual assault)	1 Click item or drag here
Attempted Murder	2 Click item or drag here
Break and Enter	3 Click item or drag here
Domestic Violence	4 Click item or drag here
Drugs	5 Click item or drag here
Fraud/Identity Theft	
Gangs	
Hate Crimes	
Homicide	
Mischief	
Panhandling	
Property Damage/Vandalism	
Prostitution	
Robberies	
Sexual Assault	
Theft (not including vehicle theft)	
Vehicle Theft	
Weapons offenses	
Youth Crime	
Other:	

RKM_RANK_MOBILE — Please select a unique ranking for each item.

	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5
Assault (other than sexual assault)	☐	☐	☐	☐	☐
Attempted Murder	☐	☐	☐	☐	☐
Break and Enter	☐	☐	☐	☐	☐
Domestic Violence	☐	☐	☐	☐	☐
Drugs	☐	☐	☐	☐	☐
Fraud/Identity Theft	☐	☐	☐	☐	☐
Gangs	☐	☐	☐	☐	☐
Hate Crimes	☐	☐	☐	☐	☐

Homicide	☐	☐	☐	☐	☐
Mischief	☐	☐	☐	☐	☐
Panhandling	☐	☐	☐	☐	☐
Property Damage/Vandalism	☐	☐	☐	☐	☐
Prostitution	☐	☐	☐	☐	☐
Robberies	☐	☐	☐	☐	☐
Sexual Assault	☐	☐	☐	☐	☐
Theft (not including vehicle theft)	☐	☐	☐	☐	☐
Vehicle Theft	☐	☐	☐	☐	☐
Weapons offenses	☐	☐	☐	☐	☐
Youth Crime	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐

RKM_ERR_MSG

Custom Error Messages
Please select one response only.
- ○ Please only rank one option per rank.

PMPreamble

The following questions are going to ask you about your overall ratings regarding the Edmonton Police Service.

Q60

Please select whether you strongly disagree, somewhat disagree, somewhat agree, or strongly agree with the following statement.

"I have a lot of confidence in the Edmonton Police Service."
Please select one response only.
- ○ Strongly agree
- ○ Somewhat agree
- ○ Somewhat disagree
- ○ Strongly disagree
- ○ Don't know

Q61

Thinking back over the past 12 months, your confidence in the Edmonton Police Service has...

Please select one response only.
- ○ Gone down
- ○ Stayed the same
- ○ Gone up
- ○ Don't know

confidentish
Include: Q61 IN ONE OF {[Gone down], [Gone up]} Exclude: Q61 IN ONE OF {[Stayed the same],[Don't know]}

Q62

What is the **main** reason your confidence has changed?

Please be as specific as possible.

Q63

The next questions deal with your perceptions of the work that is being carried out by the Edmonton Police Service. Do you think the Edmor **good** job, an **average** job, or a **poor** job of …

Please select one response for each item.

	Good job	Average job	Poor job	Don't know
Enforcing the laws	○	○	○	○
Promptly responding to calls	○	○	○	○
Being approachable and easy to talk to	○	○	○	○
Supplying information to the public on ways to reduce crime	○	○	○	○
Ensuring the safety of citizens	○	○	○	○
Treating people fairly	○	○	○	○

Qrecommend

If you could make just **one** recommendation to the Edmonton Police Service about how they could **improve** their services, what would it be
Please select one response only.
- ○ Crime prevention
- ○ Faster, more efficient response to calls
- ○ Improve officers' behaviour (e.g., integrity, accountability, and conduct of officers)
- ○ Keep police stations open longer
- ○ More officers
- ○ Other:
- ○ Easier access to services
- ○ Improve communication/contact with public
- ○ Improved technology
- ○ More effective recruitment and training
- ○ More visible police presence

tenpoint

Q65ab

For the next two questions, please use a scale from 1 to 10 where 1 is "Strongly disagree" and 10 is "Strongly agree". To wh disagree that the Edmonton Police Service...
Please click on your selection or drag the slider to your selection.

		Strongly disagree									Strongly agree	Don't know/NA
	... provides an adequate amount or level of service to the public?	1	2	3	4	5	6	7	8	9	10	
	... officers are competent in their duties?	1	2	3	4	5	6	7	8	9	10	

Q66 For the next question, please use a scale from 1 to 10 where 1 is "Poor" and 10 is "Excellent".
Please click on your selection or drag the slider to your selection.

	Poor									Excellent	Don't know/NA
Taking into consideration all of the different aspects of the Police and the services provided, how would you rate the Edmonton Police overall?	1	2	3	4	5	6	7	8	9	10	

Q66HIDDEN Taking into consideration all of the different aspects of the Police and the services provided, how would you rate the Edmonton Police overall?

Please use a scale from 1 to 10 where 1 is "Poor" and 10 is "Excellent".
Please click on your selection or drag the slider to your selection.

1 2 3 4 5 6 7 8 9 10
Poor **Excellent**

poor
Include: Q66__0 IS 3 OR Q66__0 IS 2 OR Q66__0 IS 1 Poor Exclude: Q66 IS GREATER THAN 3

Q67 What specific aspects of the police service did you find poor?

Please be as specific as possible.

Excellent
Include: Q66__0 IS 8 OR Q66__0 IS 9 OR Q66__0 IS 10 Excellent Exclude: Q66 IS GREATER THAN 3

Q67excellent What specific aspects of the police service did you find excellent?

Please be as specific as possible.

WebIntro The next series of questions will ask you about your experience with EPS' web presence.

Comms1 Have you visited the Edmonton Police Service Website (www.edmontonpolice.ca) in the past **24 months**?
Please select one response only.
- ○ Yes
- ○ No

Website
Include: Comms1 IS Yes

Comms1a How did you access the EPS website?
Please select all that apply.
- ☐ Directly using the URL
- ☐ Via social media (e.g., facebook, twitter)
- ☐ Internet search
- ☐ Other:

Comms2 Thinking of your most recent visit, for what reason(s) did you visit the EPS website?
Please select all that apply.
- ☐ News about EPS
- ☐ Information about EPS
- ☐ Information about community policing
- ☐ Information about crime prevention
- ☐ Information about victim support
- ☐ Information about traffic & vehicles
- ☐ Information about crime files
- ☐ Submit a compliment or complaint about EPS
- ☐ Other:

Comms2a How satisfied were you with your experience with the EPS website?
Please select one response for each item.

	Very satisfied	Somewhat satisfied	Somewhat diss
News about EPS	○	○	○
Information about EPS	○	○	○

Information about community policing	○	○	○
Information about crime prevention	○	○	○
Information about victim support	○	○	○
Information about traffic & vehicles	○	○	○
Information about crime files	○	○	○
Submit a compliment or complaint about EPS	○	○	○
Other	○	○	○

Comms3 Have you used the Edmonton Police Service App with in the past **24 months**?
Please select one response only.
○ Yes
○ No

App
Include: Comms3 IS Yes

Comms3a On which platform did you use the app?
Please select one response only.
○ iOS
○ Android
○ Other: [ ]

Comms3b Thinking of your most recent visit, for what reason(s) did you use the EPS App?
Please select all that apply.
☐ News
☐ Alerts
☐ Report a crime
☐ View success stories
☐ Locate stations
☐ View reported found items
☐ Recruiting
☐ View caught on camera
☐ Assist to ID
☐ Most wanted
☐ Unsolved homicides
☐ Missing persons
☐ Collision guide
☐ Other: [ ]

Comms3c How satisfied were you with your experience with the EPS App?
Please select one response for each item.

	Very satisfied	Somewhat satisfied	Somewhat diss
News	○	○	○
Alerts	○	○	○
Report a crime	○	○	○
View success stories	○	○	○
Locate stations	○	○	○
View reported found items	○	○	○
Recruiting	○	○	○
View caught on camera	○	○	○
Assist to ID	○	○	○
Most wanted	○	○	○
Unsolved homicides	○	○	○
Missing persons	○	○	○
Collision guide	○	○	○
Other	○	○	○

Comms4a Which of the following EPS Social Media Platforms have you visited in the past **24 months?**
Please select all that apply.
☐ Facebook (www.facebook.com/edmontonpoliceservice/)
☐ Twitter (@edmontonpolice)
☐ Instagram (@edmontonpoliceservice)
☐ Pinterest (edmontonpolice)
☐ Youtube (EPSVideoOnline)
☐ I have not visited any of these platforms.

Comms4b How satisfied were you with your experience on each of the following social media platforms?
Please select one response for each item.

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissa
Facebook (www.facebook.com/edmontonpoliceservice/)	○	○	○	○
Twitter (@edmontonpolice)	○	○	○	○
Instagram (@edmontonpoliceservice)	○	○	○	○
Pinterest (edmontonpolice)	○	○	○	○
Youtube (EPSVideoOnline)	○	○	○	○

Comms5 Where do you typically get information about the Edmonton Police Service?
Please select all that apply.
☐ Family and friends
☐ Speaking with an EPS member
☐ Radio
☐ Television
☐ News paper

- ☐ Social media
- ☐ Website
- ☐ Soundcloud
- ☐ RSS
- ☐ Other:

Comms5a Which is your primary source of Information?
Please select one response only.

- ○ Family and friends
- ○ Speaking with an EPS member
- ○ Radio
- ○ Television
- ○ News paper
- ○ Social media
- ○ Website
- ○ Soundcloud
- ○ RSS
- ○ Other

EPCPreamble The next few questions are going to ask about the Edmonton Police Commission.

QEPC1 How aware are you that the Edmonton Police Commission …
Please select one response for each item.

	Not at all aware	Slightly aware	Moderately Aware	Very Aware
… holds public meetings?	○	○	○	○
… oversees police officer conduct?	○	○	○	○
… appoints the Chief of Police for Edmonton?	○	○	○	○
… establishes policies that govern policing in Edmonton?	○	○	○	○
… sets and monitors the budget for Edmonton's Police Service?	○	○	○	○
… administers awards to citizens who aid in maintaining safe communities	○	○	○	○

QEPC2 The following are platforms in which the Edmonton Police Commission **currently** provides information to the public.

How **likely** are you to access information from the following platforms?
Please select one response for each item.

	Very Unlikely	Unlikely	Likely	Very likely
Attend Public Commission Meeting	○	○	○	○
Attend Community Meetings	○	○	○	○
Commission Website (www.edmontonpolicecommission.com)	○	○	○	○
Twitter feed (@YEG_Commission)	○	○	○	○

QEPC3 Have you visited the police commission website in the past **24 months**?
Please select one response only.

- ○ Yes
- ○ No

EPCWeb **Include: QEPC3 IS Yes**

QEPC3a For which reason(s) have you visited the commission website? Please check all that apply.
Please select all that apply.

- ☐ To see reports on Police Budgets
- ☐ To see reports on Policing Priorities
- ☐ To see policies set by the Commission
- ☐ To get news about Commission business
- ☐ To make a complaint about police policy
- ☐ To make a complaint about police conduct
- ☐ To give a compliment about police conduct
- ☐ To watch the live stream of public meetings
- ☐ To see when and where public meetings are held
- ☐ Other:

EPC4

QEPC4 The Police Commission is also exploring other platforms with which to provide information the public.

If available, how likely would you be to utilize the following sources to access information?
Please select one response for each item.

	Very Unlikely	Unlikely	Likely	Very likely
Facebook	○	○	○	○
LinkedIn	○	○	○	○

QEPC4a If there are other platforms that you would use to access information regarding the Edmonton Police Commission, please lis
Please be as specific as possible.

Demographic The final few questions will be used for classification purposes only and **do not require completion** should you chose not to.

Lived

Q71 How long have you lived in **Edmonton**
Number of **whole** years.

Please round **half year(s) or greater** up to the next whole number.
Please enter numeric response only.

Q10

How long have you lived in your **present neighbourhood**

Number of **whole** years.

Please round **half year(s) or greater** up to the next whole number.

Please enter numeric response only.

NeighbourhoodsDropDown In what Edmonton neighbourhood do you reside?
Please select one response only.

Q72 What age group are you in?
Please select one response only.
- 17 or younger
- 18 to 19
- 20 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59
- 60 to 64
- 65 to 69
- 70 to 74
- 75 to 79
- 80 to 84
- 85 years and over

Qethnicity With which group or groups do you best identify?

Please select all that apply.

Source: 2016 Statistics Canada Census
- I identify as:
- Arabic
- Black
- Central African (e.g., Cameroonian, Angolan, Chadian, etc.,)
- Chinese
- East African (e.g., Ethiopian, Somali, Eritrean, etc.)
- Filipino
- First Nations (North American Indian; includes Status and Non-Status Indians)
- Inuk (Inuit)
- Japanese
- Korean
- Latin American
- Metis
- North African (e.g., Egyptian, Sudanese, Moroccan, etc.)
- South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- South African (e.g., South African, Namibian, Botswanan, etc.)
- Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- West African (e.g., Ghanaian, Liberian, Ivorian, etc.)
- West Asian (e.g., Iranian, Afghan, etc.)
- White
- Choose not to identify

Q73 What is the highest level of education you completed?
Please select one response only.
- No degree, certificate or diploma
- High school graduation certificate
- Some trade school, college or university
- Trades certificate or diploma
- College certificate or diploma
- University certificate or diploma below bachelor level
- Bachelor's degree
- University certificate or diploma above bachelor level
- Medical degree
- Master's degree
- Earned doctorate
- Don't know

Qincome Which of the following best describes your total, annual household income **before taxes?**
Please select one response only.
- Less than $30, 000
- $30, 000 to less than $60, 000
- $60, 000 to less than $100, 000
- $100, 000 to less than $125, 000
- $125, 000 to less than $150, 000
- $150, 000 to less than $250, 000
- Over $250, 000
- Prefer not to say

Q74 Do you currently own or rent your living accommodation?

Please select one response only.
- Own
- Rent
- Don't know

Q75 In total, how many people, **including adults and children**, live in your household?

Please enter numeric response only.

Q76A Police Division
Please select one response only.
- Downtown
- Northeast
- Northwest

- ○
- ○ West
- ○ Southwest
- ○ Southeast

Q77 How do you identify?
Please select one response only.

- ○ I identify as: [ ]
- ○ Male
- ○ Female
- ○ Choose not to identify

IF_Anonymous
Include: PanelistStatus IS Anonymous

Invite_to_Join

We hope you enjoyed filling out this [%Panel%] questionnaire!

Do you know someone else who might be interested in completing a questionnaire? Please direct them to edmontoninsightcommunity.ca

Would you be interested in receiving [%Panel%] questionnaires in the future?
Please select one response only.

- **Yes, sign me up now**
- **Maybe, please invite me to join later**
- **No, thanks**
- **Thank you. I'm already a member of the Edmonton Insight Community**

IF_Yes
Include: Invite_to_Join IS Yes, sign me up now

Yes_SignUp

Thank you for your interest in joining [%Panel%].

This is a safe, online space for you to share your insights with the Edmonton Insight Community on the important issues that affect our c
older who lives in the city is welcome in this space.

Do you have 4 minutes to take our initial survey in order to join [%Panel%]?
Please select one response only.

- **Yes, I'll join now**
- **No, please take my email address and invite me to join the [% Panel%] later.**

SendtoPQ

TERMINATE

Redirect to : https://www.edmontoninsightcommunity.ca/R.aspx?a=42

END INTERVIEW with status : Completed

IF_Maybe
Include: Invite_to_Join IS Maybe, please invite me to join later

SendtoEmailCollection

TERMINATE

Redirect to : https://www.edmontoninsightcommunity.ca/R.aspx?o=8P_fUz6_5N&e=[%Email%]

END INTERVIEW with status : Completed

IF_NoCopy1
Include: Invite_to_Join IS No, thanks

SendtoEdmontonSite

TERMINATE: Thank you for your time and your opinion. We value both!

Redirect to : http://www.edmontonpolice.ca/

END INTERVIEW with status : Completed

IF_Member
Include: Invite_to_Join IS Thank you. I'm already a member of the Edmonton Insight Community

SendtoEdmontonSite_Copy1

TERMINATE: Thank you for your time and your opinion. We value both!

Redirect to : http://www.edmontonpolice.ca

END INTERVIEW with status : Completed

ThankYou

TERMINATE:
Thank you for your time and your opinion. We value both!

Redirect to : http://www.edmontonpolice.ca/

END INTERVIEW with status : Completed

2018 EPS Business Survey Report

Executive Summary

Based on a scan of other police agencies in Canada, EPS has developed a business survey to run in the same year as the biennial citizen satisfaction survey. This mechanism provided an opportunity for business owners and operators to offer feedback regarding their perceptions and levels of satisfaction with EPS. This report provides the 2018 inaugural Business Survey results.

Business Improvement Areas (BIAs) were emailed a link to disseminate to their respective businesses; an open link was also posted on the EPS website. EPS administered the Business Survey online from February 20 – 27, 2018, and received 64 responses from 19 different neighbourhoods and a variety of business types.

Given the small sample size, generalizations regarding the larger population of Edmonton businesses cannot be made, however some highlights include:

- Approximately 82% of respondents are satisfied with the service EPS provides.
- Of those who had reported crime, approximately 75% were satisfied with the way police handled the occurrence.
- Respondents who had experienced crime reported, on average, 2.2 incidents to the Edmonton Police Service. However, on average, these respondents did not report 6.4 incidents of crime. The top reasons respondents did not report a crime was because, police couldn't do anything about it, police wouldn't help, and that nothing was taken/items were recovered
- Most often when crime occurred, it was some form of property crime committed against the business.
- Approximately 16% of respondents felt that crime in their business' neighbourhood had decreased over the past 24 months, while nearly twice as many respondents felt that crime had increased.
- Approximately two thirds of respondents said they contact EPS less than 3 times per year; further 22% of respondents have not contacted EPS at all. Only about 5% of respondents contact EPS monthly and 2% contact EPS on a weekly basis.
- Approximately 18% of respondents rate the EPS overall as excellent (9-10 rating). The majority of respondents, 58%, rate the EPS as average (7-8 rating).

The EPS would like to thank the business community for taking the time to provide their valuable feedback and perceptions regarding the Edmonton Police Service. Over the next few months EPS will be reviewing the feedback to determine the best ways to action feedback that was received. Going forward the EPS hopes to develop methods by which to seek broader and more representative feedback from the business community in Edmonton.

EDMONTON POLICE SERVICE

2018 EPS Business Survey Initial DRAFT Report

EDMONTON POLICE SERVICE

Background

- Based on a scan of other police agencies in Canada, EPS has developed a business survey to run in the same year as the biennial citizen satisfaction survey.
- This mechanism provided an opportunity for business owners and operators to offer feedback regarding their perceptions and levels of satisfaction with EPS.
- This report provides the 2018 inaugural Business Survey Results.

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Methods

- Business Improvement Areas (BIAs) were emailed a link to disseminate to their respective businesses, an open link was also posted on the EPS website.
- EPS administered the 2018 Business Survey online from February 20 – 27, 2018.
- There was a total of 64 respondents.
- Cannot make generalizations given the sample size.

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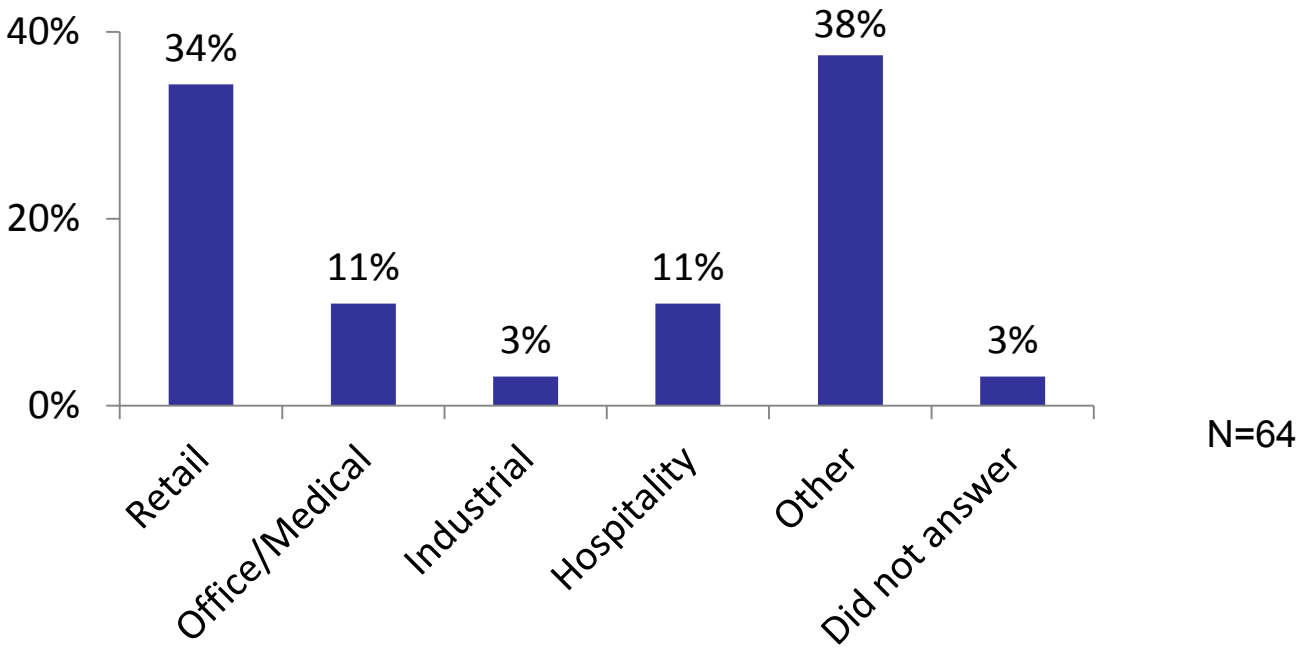
Respondent Neighbourhoods

Neighbourhood	Response Rate	Neighbourhood	Response Rate
Balwin	2%	Edmonton Northlands	3%
Beverly Heights	2%	Glenora	2%
Britannia Youngstown	2%	McCaulley	11%
Canora	2%	Norwester Industrial	5%
Central McDougall	5%	Prince Rupert	2%
Clareview Town Centre	2%	Queen Mary Park	13%
Downtown	3%	Spruce Avenue	2%
Edmiston Industrial	3%	Westmount	19%
Edmonton Municipal Airport	5%	Westridge	2%

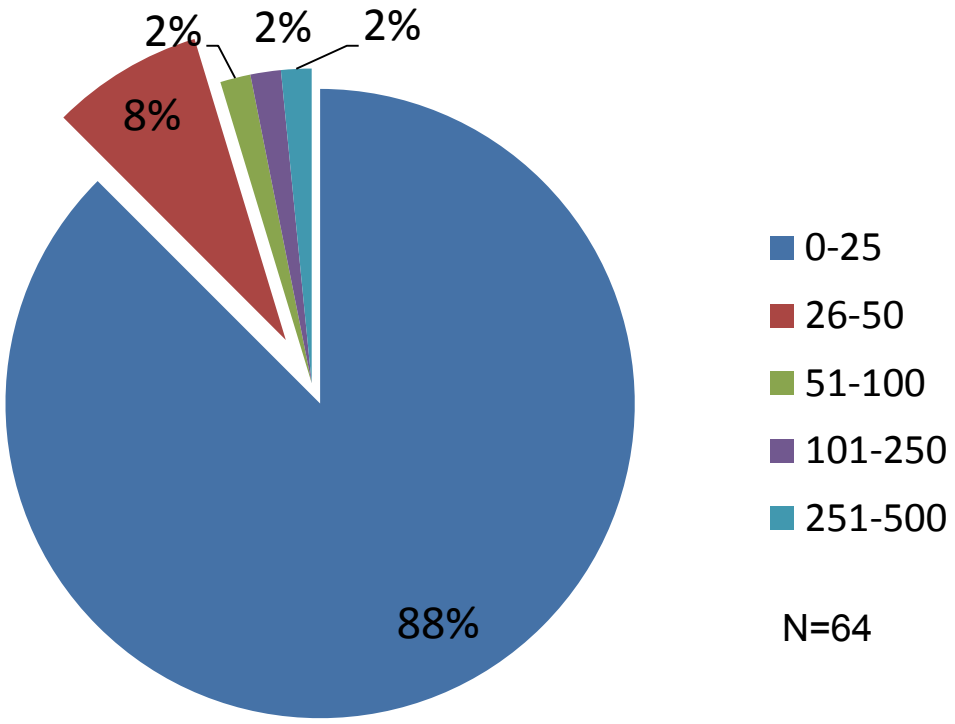
*Other – 3%

In what industry or field of business is your business primarily involved?



- Most respondents are from the retail industry or other industry (e.g. insurance, not for profit, rentals, engineering, etc).

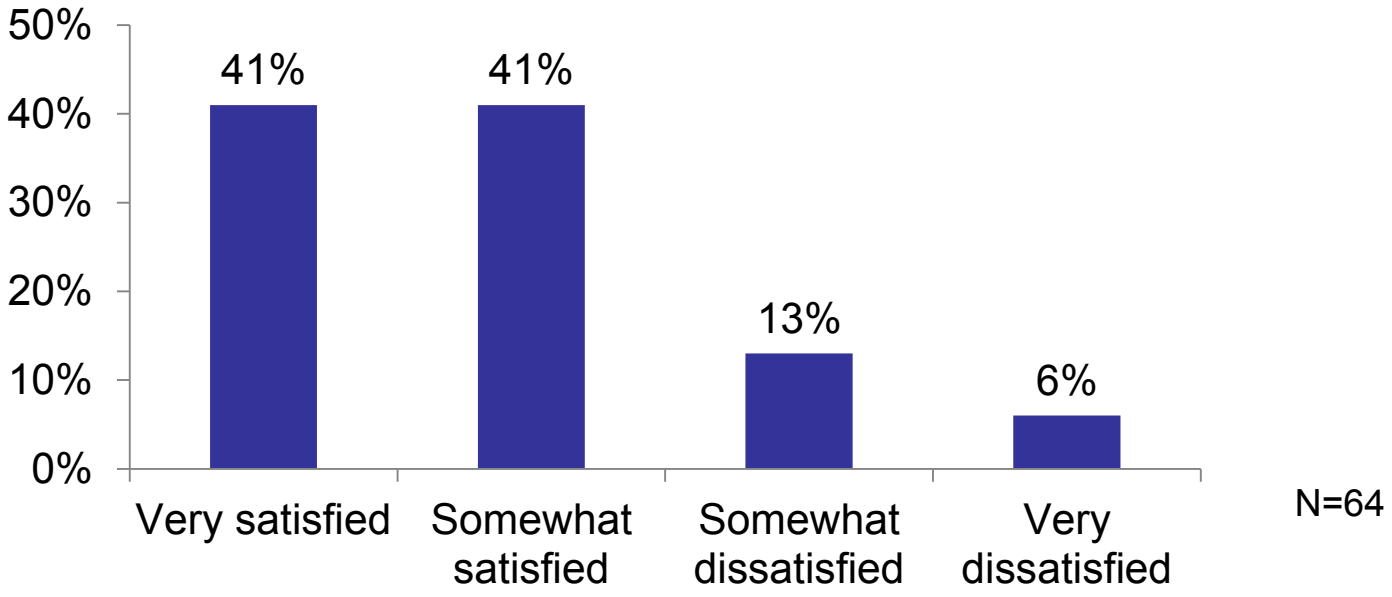
How many people does your business employ? (FTE at your location)



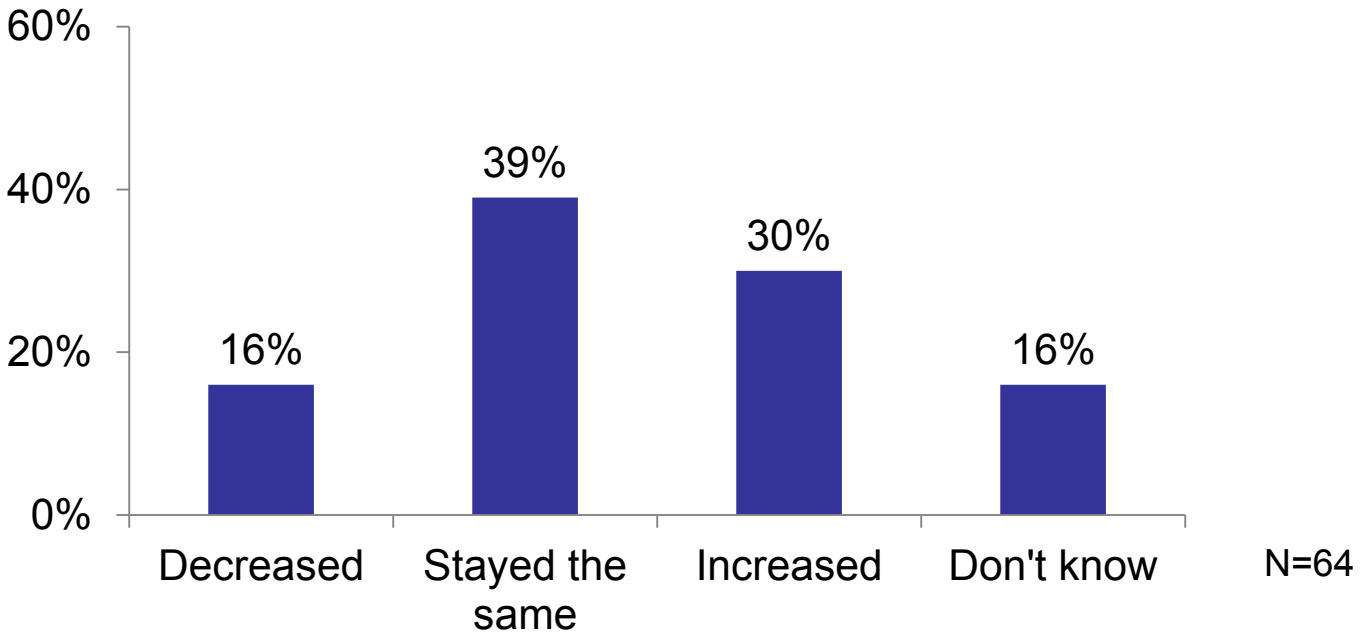
- Almost all responding businesses reported employing 50 or fewer staff.

Overall how satisfied are you with the service provided by the Edmonton Police Service…

- Approximately 82% of respondents are satisfied with the service EPS provides.

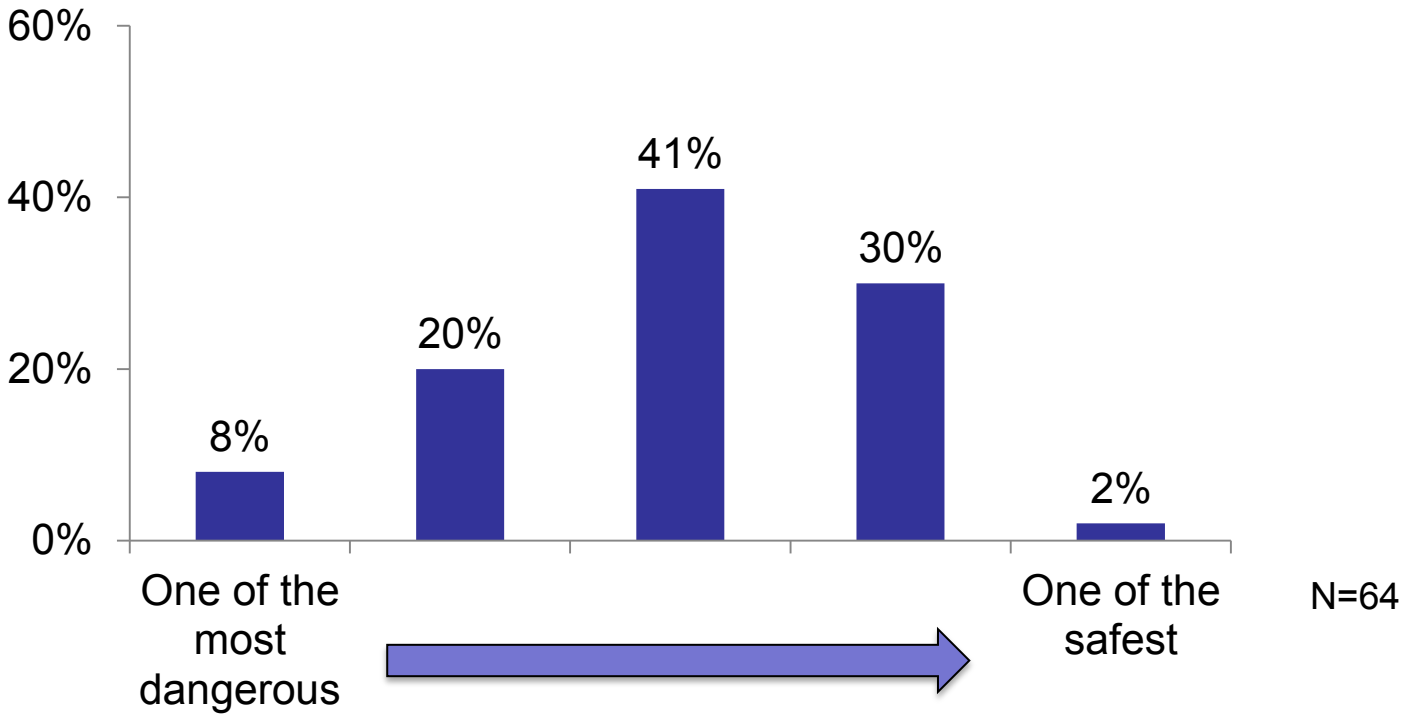


Do you think crime in the neighbourhood your business is located in has increased, decreased, or stayed the same over the past 24 months…



- Approximately 16% of respondents felt that crime had decreased over the past 24 months, while nearly twice as many respondents felt that crime had increased.

How safe do you feel your business' neighbourhood is?



- Approximately one-third of respondents felt that their business is located among safer Edmonton neighbourhoods.

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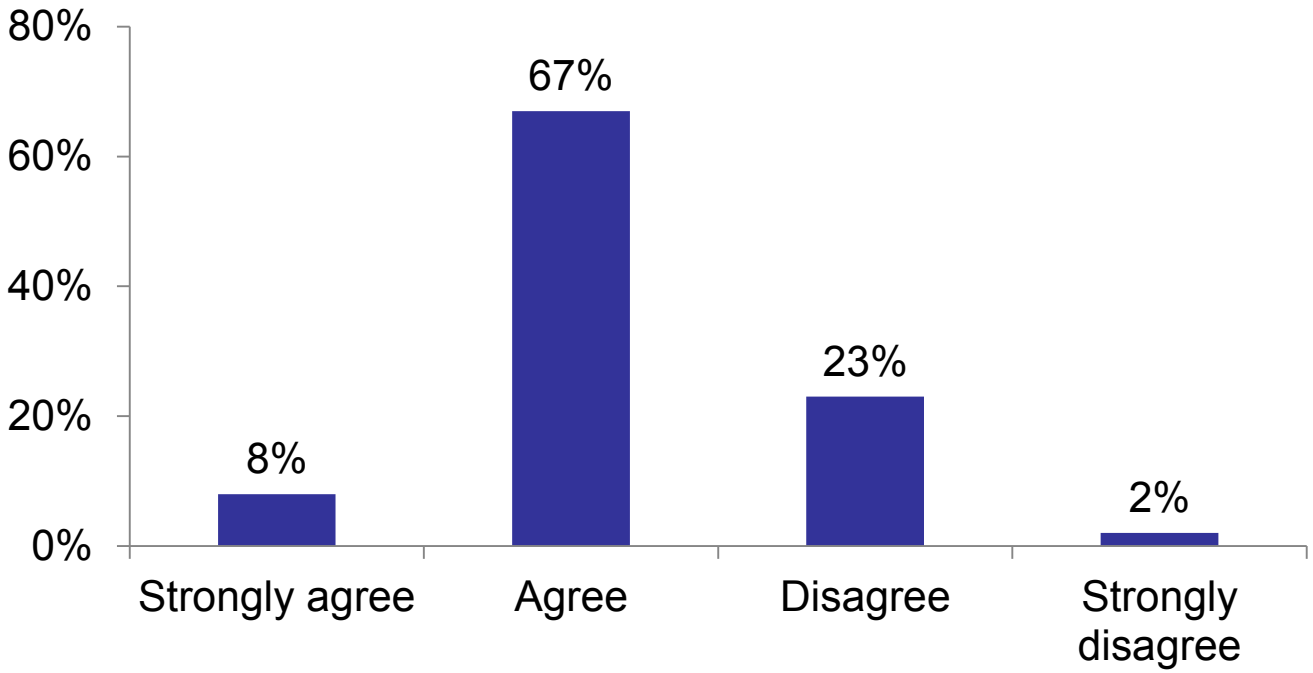
Edmonton is a safe and secure place in which to own or operate a business…



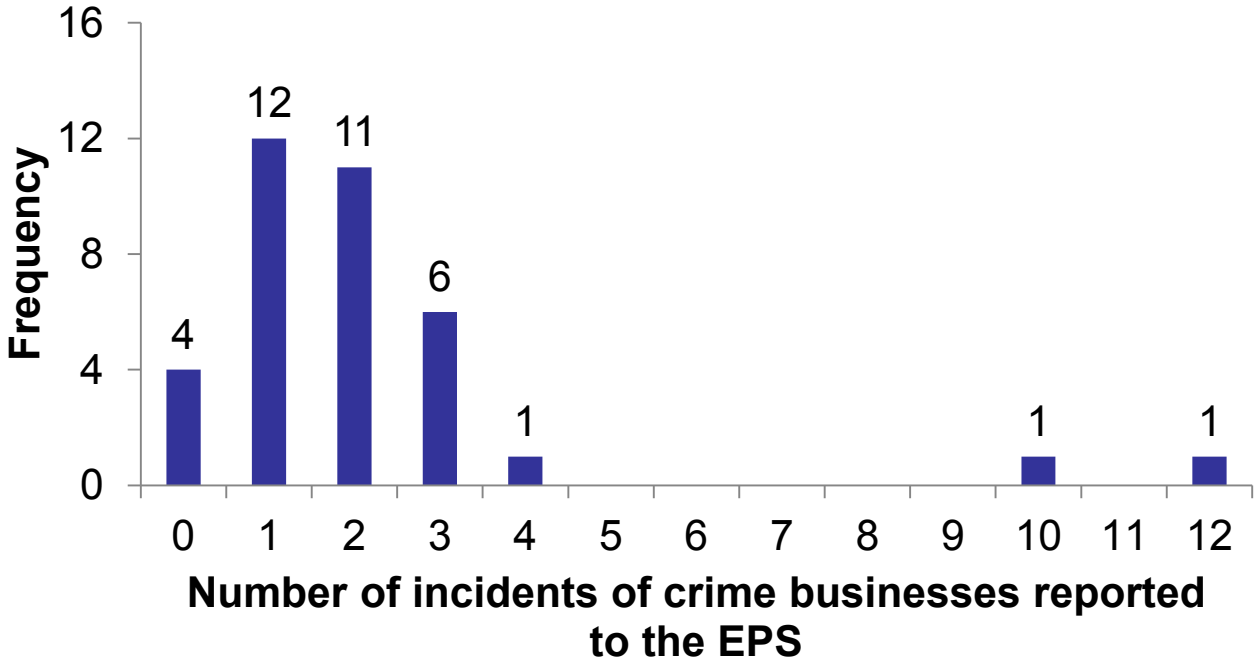
- Approximately 75% of respondents feel that Edmonton is a safe city to own or operate a business.
- Only about 2% of respondents strongly disagree.

Has your business experienced crime within the last 24 months?

	Total	Percentage
Yes	36	56%
No	26	41%
Don't know	2	3%

- Respondents who had experienced crime reported, on average, 2.2 incidents to the Edmonton Police Service.
  - On average, these respondents **did not report** 6.4 incidents of crime.
  - That is, for every incident of crime that was reported to EPS, three (3) incidents of crime were not reported to EPS.

How many incidents were reported to the Edmonton Police Service?



N=36

Top reasons three reasons occurrences were not reported to EPS

- Police couldn't do anything about it
- Police wouldn't help
- Nothing taken/items were recovered

** Due to a low response rate for this question, results cannot be generalized to the broader sample.*

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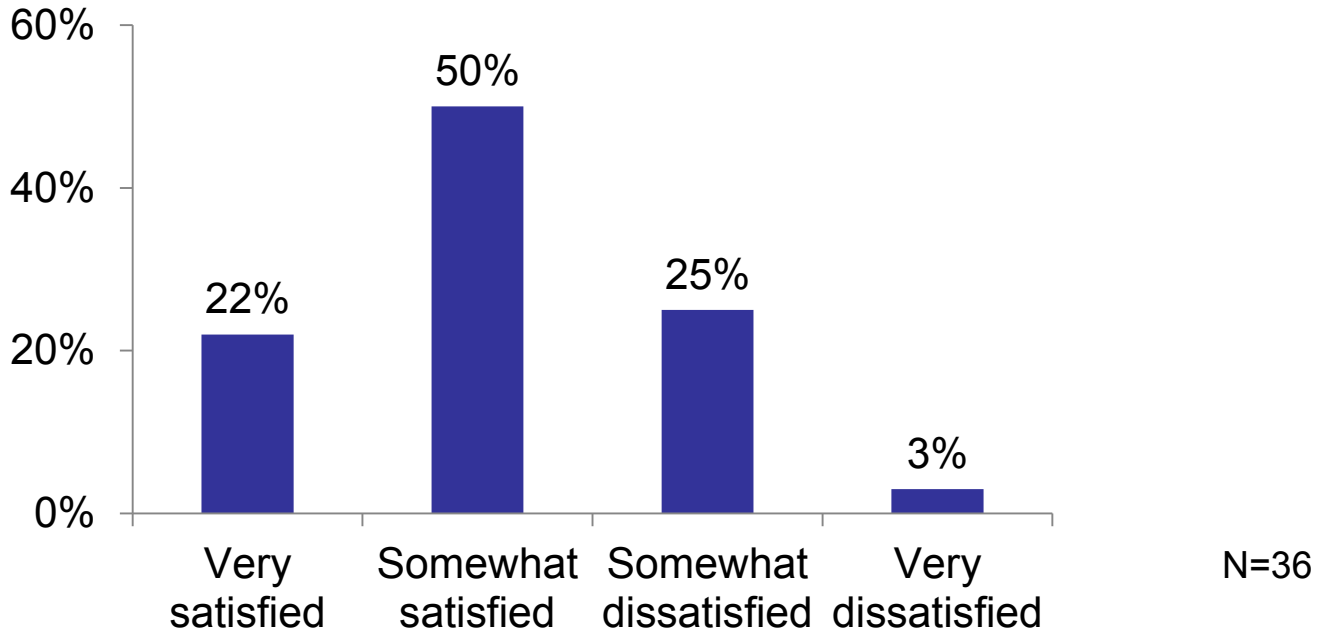
Thinking back to the most recent occurrence, how satisfied were you with the way the police handled the matter?



- Approximately three-quarters of respondents were satisfied with the way police handled the most recent occurrence of reported crime.

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How satisfied were you with the way the police handled the matter? Please explain.

"We had an attempted break in twice this year. The second time quite a bit of damage was caused. The officers were helpful and polite. I couldn't have asked for more."

"We had a homeless man trying to get into one of our vehicles in front of our clinic. When one of our employees yelled for the man to step away from the car, he ran to his shopping cart and pulled out a shovel. He then came to the clinic door, which we had locked. At this point, when he pulled out the shovel which could be used as a weapon, we called 911. The police were here within minutes and apprehended the man, which they took to a nearby shelter. The police were kind enough to call us with an update after as well. The area is a tricky neighbourhood that does not feel very safe, but the police response is comforting."

"I report the protesters outside the building on my way to work regularly - it would be great to have police regularly monitor this area."

*Quotes have been modified only for length and/or clarity

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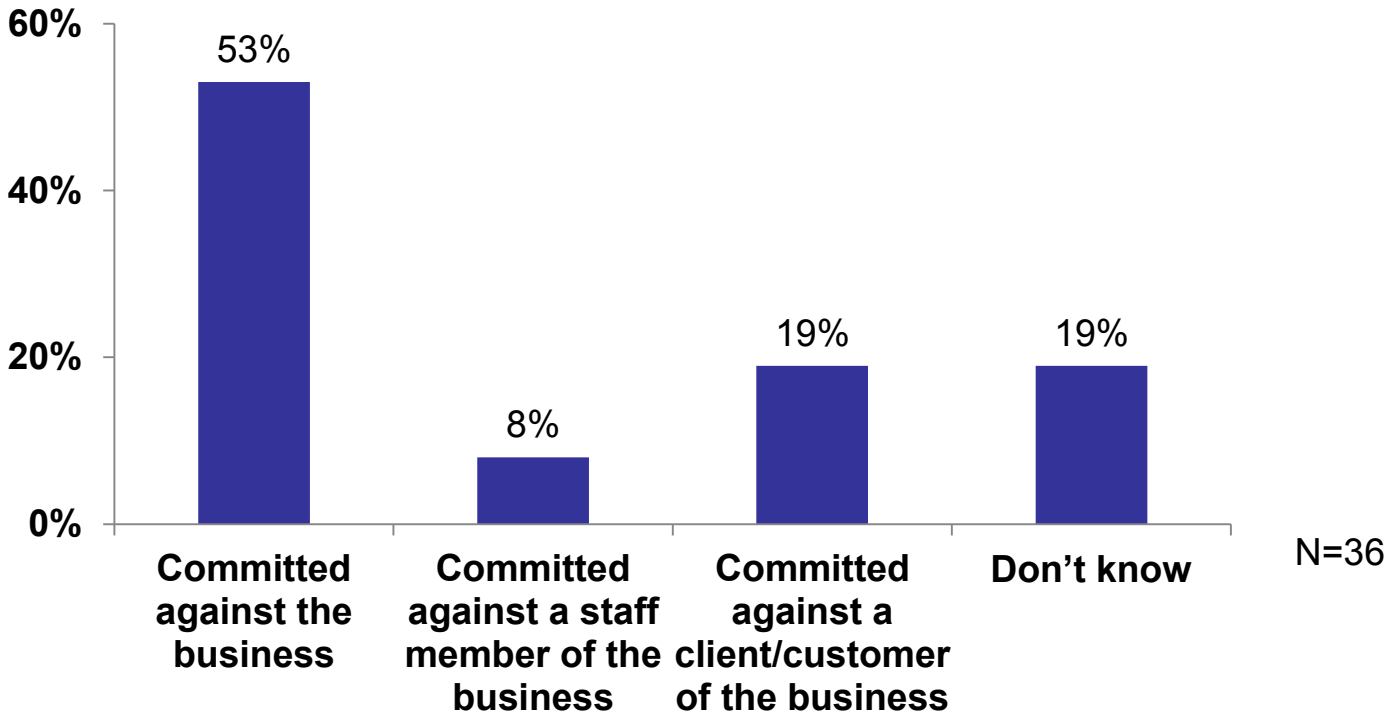
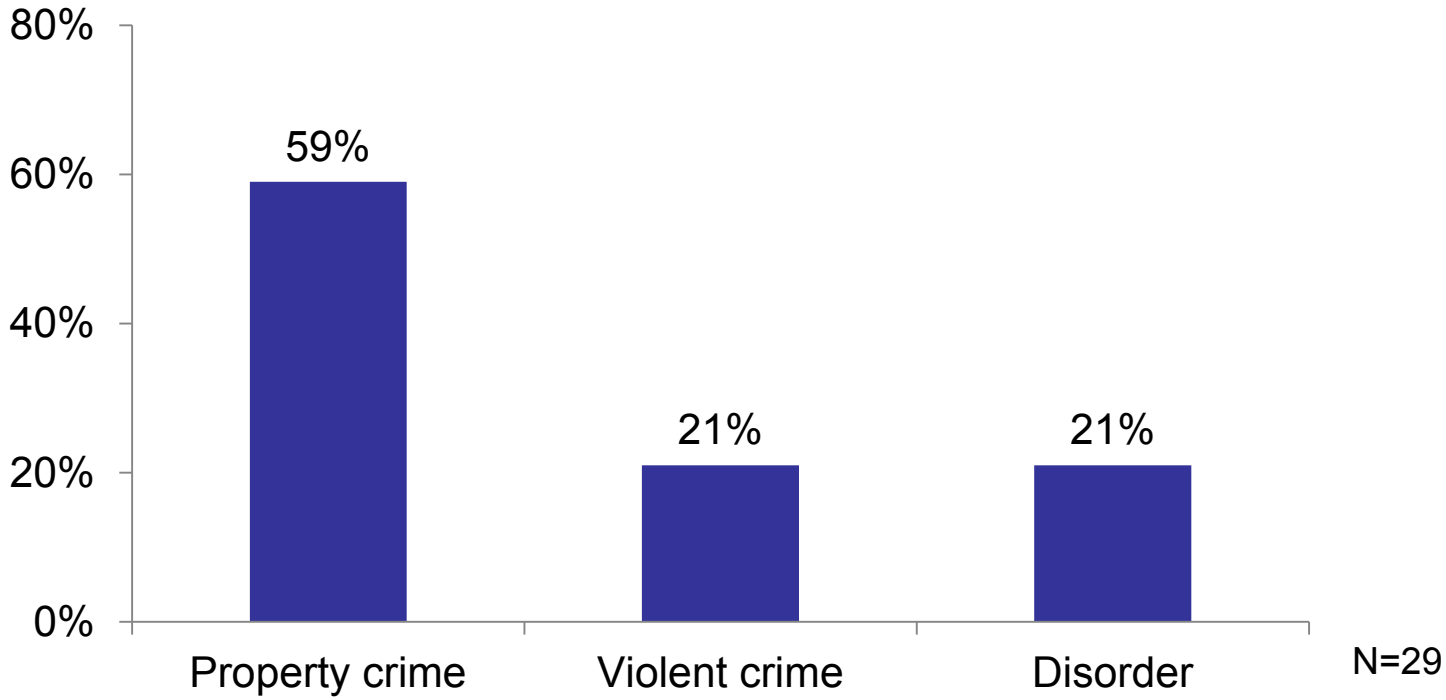
Thinking back to the last contact your business had with the EPS, was the crime…



- Businesses reported that most often crime is committed against the business itself rather than staff or clientele.

Was it a…



- It follows that as respondents reported that most often crime is committed against the business itself, the occurrence was most often property related.

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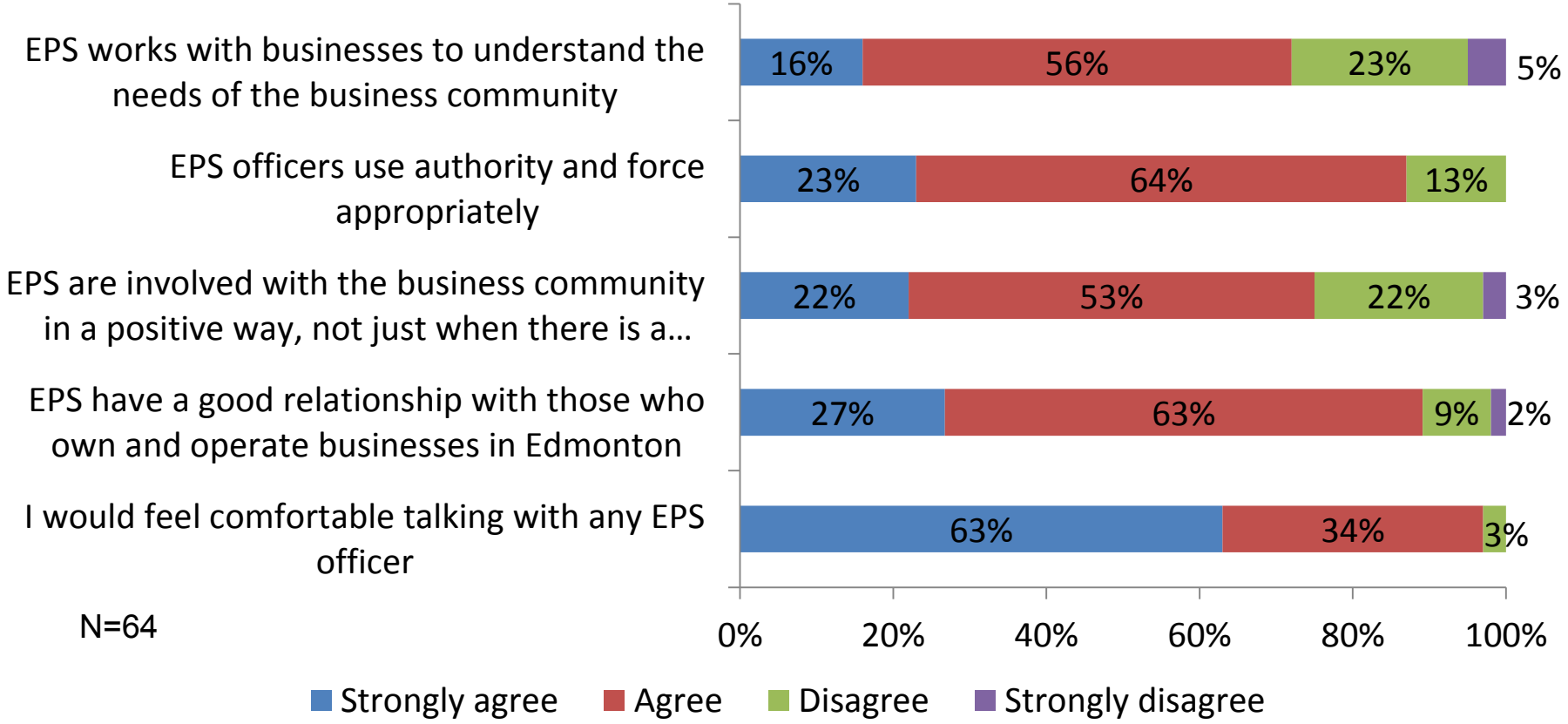
What do you feel are of most concern to your business?*

1. Break and enter (17%)
2. Property damage/vandalism (17%)
3. Theft (not including vehicle theft) (13%)
4. Robberies (9%)
5. Drugs (9%)

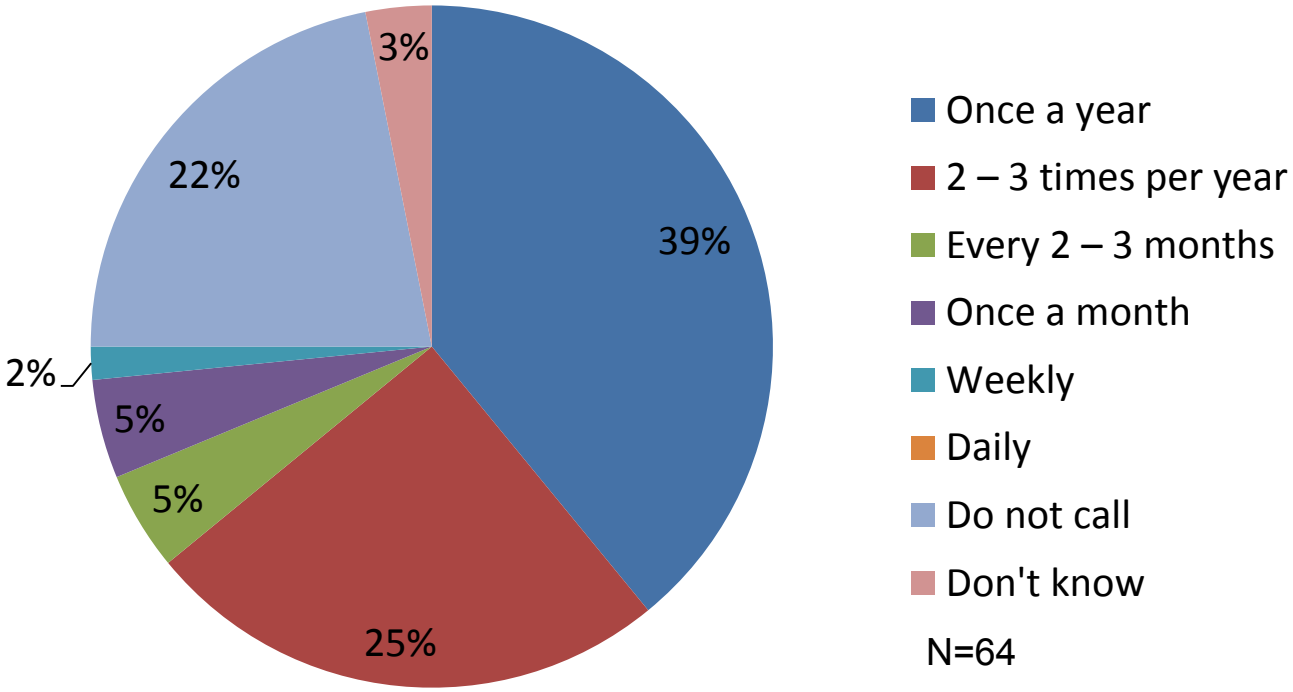
*Responses were weighted in analysis so that concerns that were ranked first bore more relative importance than those ranked lower.

Interaction with EPS

- Approximately 72% of respondents agree that EPS works with businesses to understand their needs.
- The majority of respondents feel comfortable talking with any EPS officer.



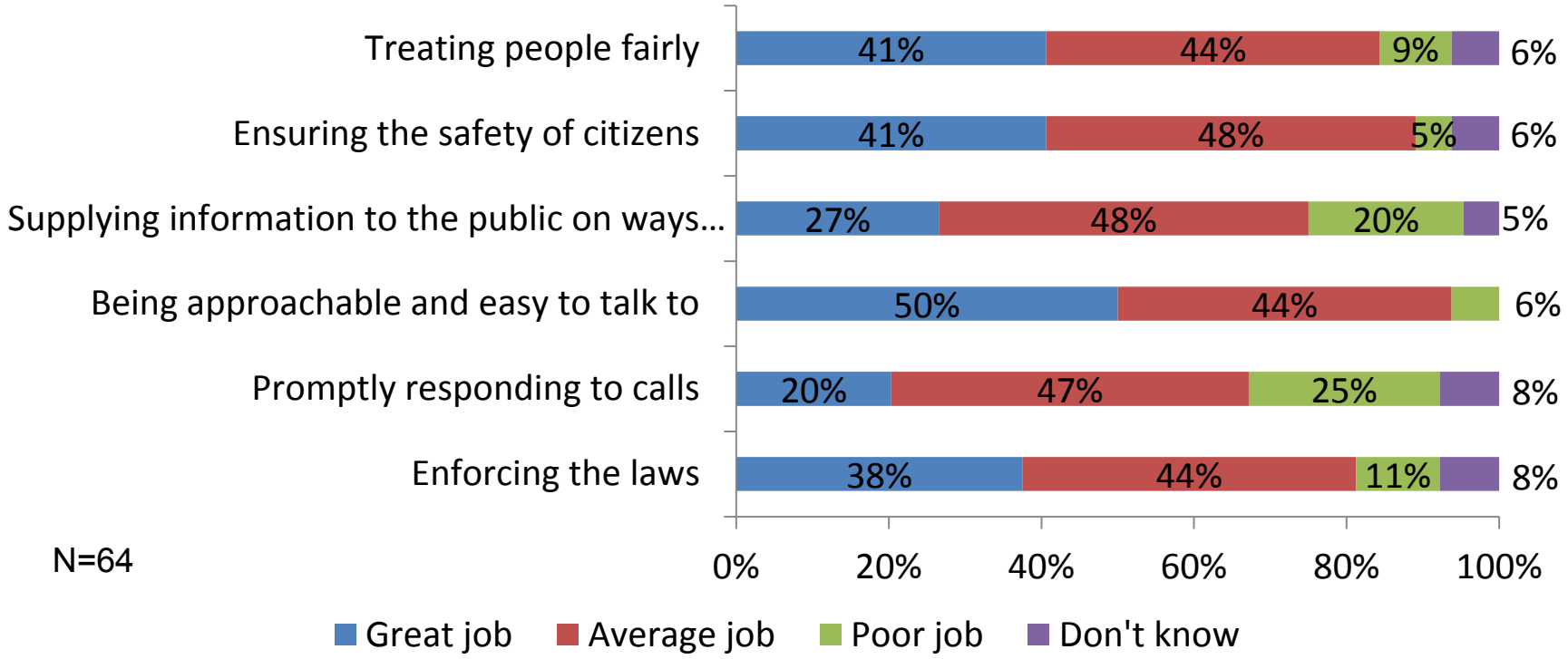
Approximately how frequently do you contact the EPS?



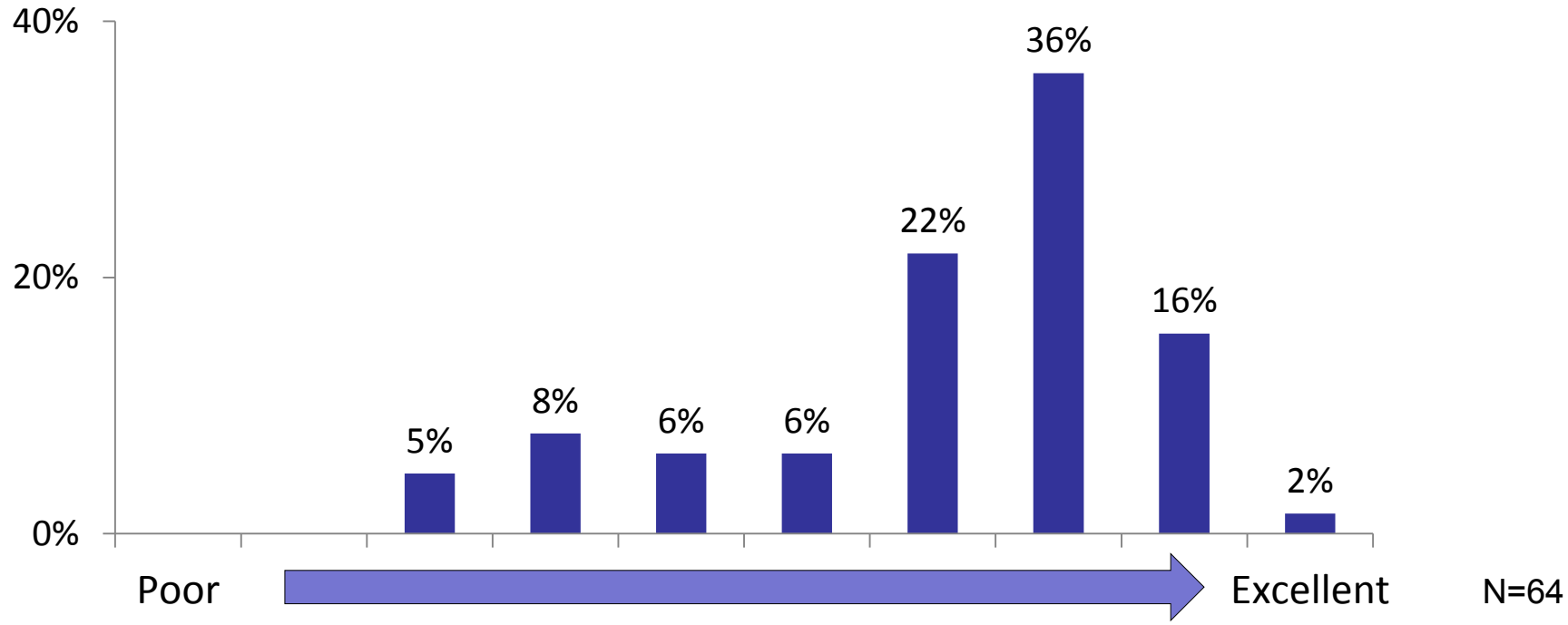
- Approximately two thirds of respondents said that they contact EPS less than 3 times per year, further 22% of respondents have not contacted EPS at all.
- Only about 5% of respondents contact EPS monthly, and 2% contact EPS on a weekly basis.

As a business, how do you feel the EPS does?

- 85% of respondents feel that EPS treat people fairly.
- 95% of respondents feel that officers are approachable and easy to talk to.
- Approximately 67% of respondents feel that EPS responds promptly to calls.



How would you rate the EPS overall?



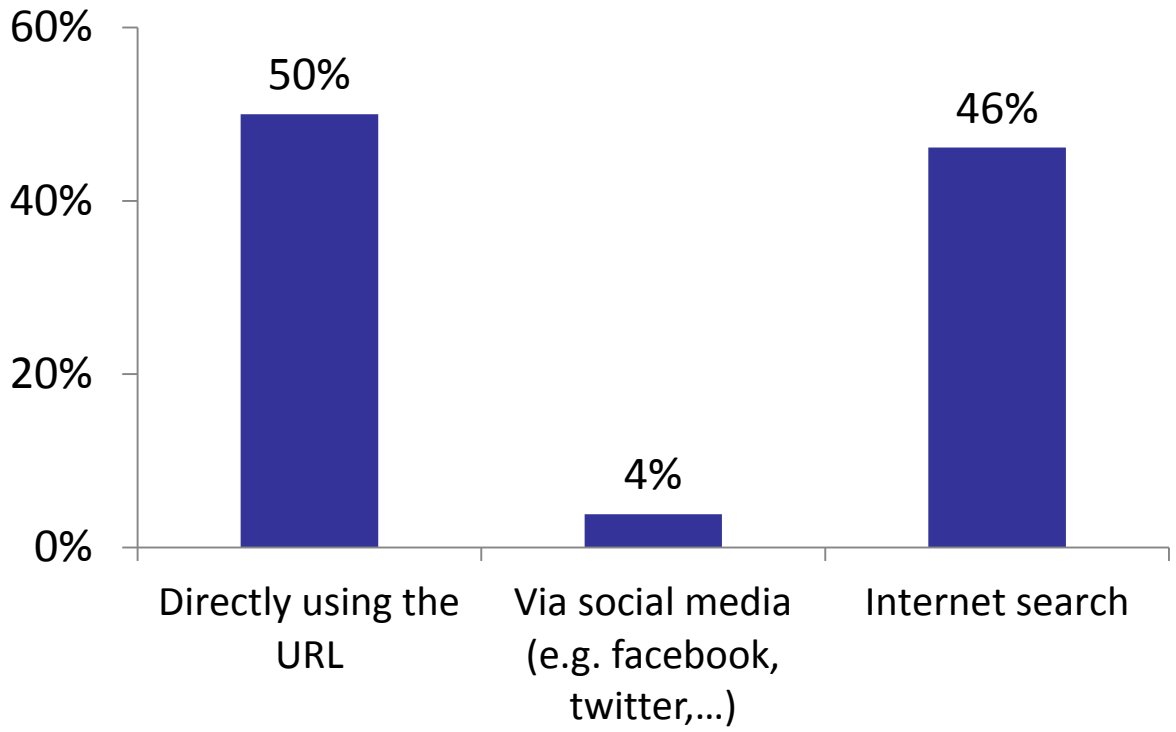
- Approximately 18% of respondents rate the EPS overall as excellent (9-10 rating).
- The majority of respondents, 58%, rate the EPS as average (7-8 rating).
- 25% of respondents rate the EPS overall as poor (1-6 rating).

EDMONTON POLICE SERVICE

Digital Media Usage

EPS Website Usage

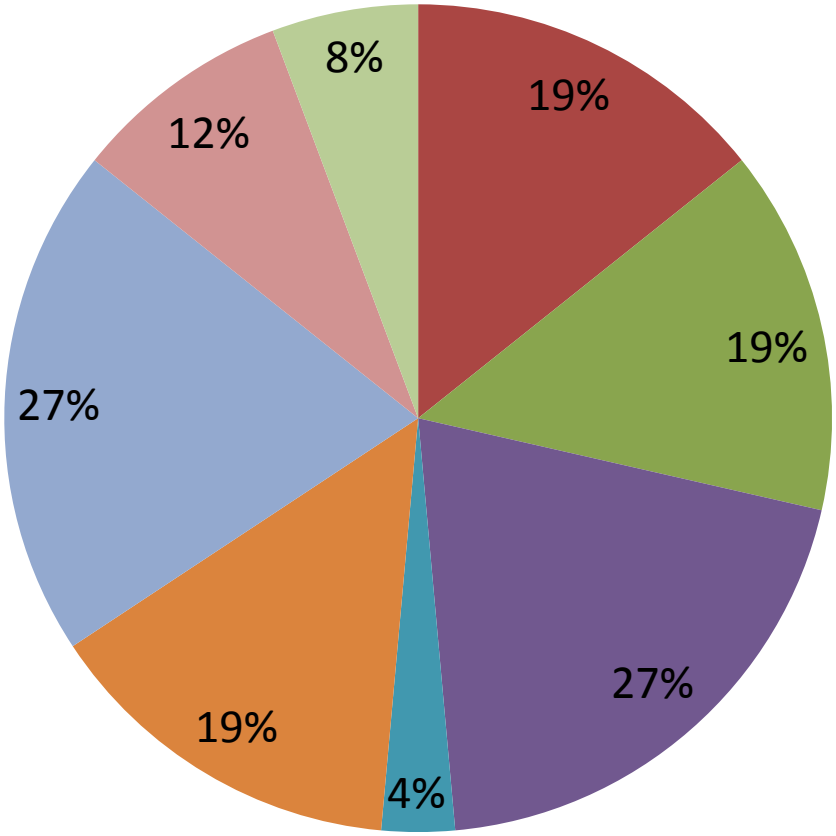
Have you visited the EPS website in the past 24 months? Yes 41% No 59%



N=26

EDMONTON POLICE SERVICE

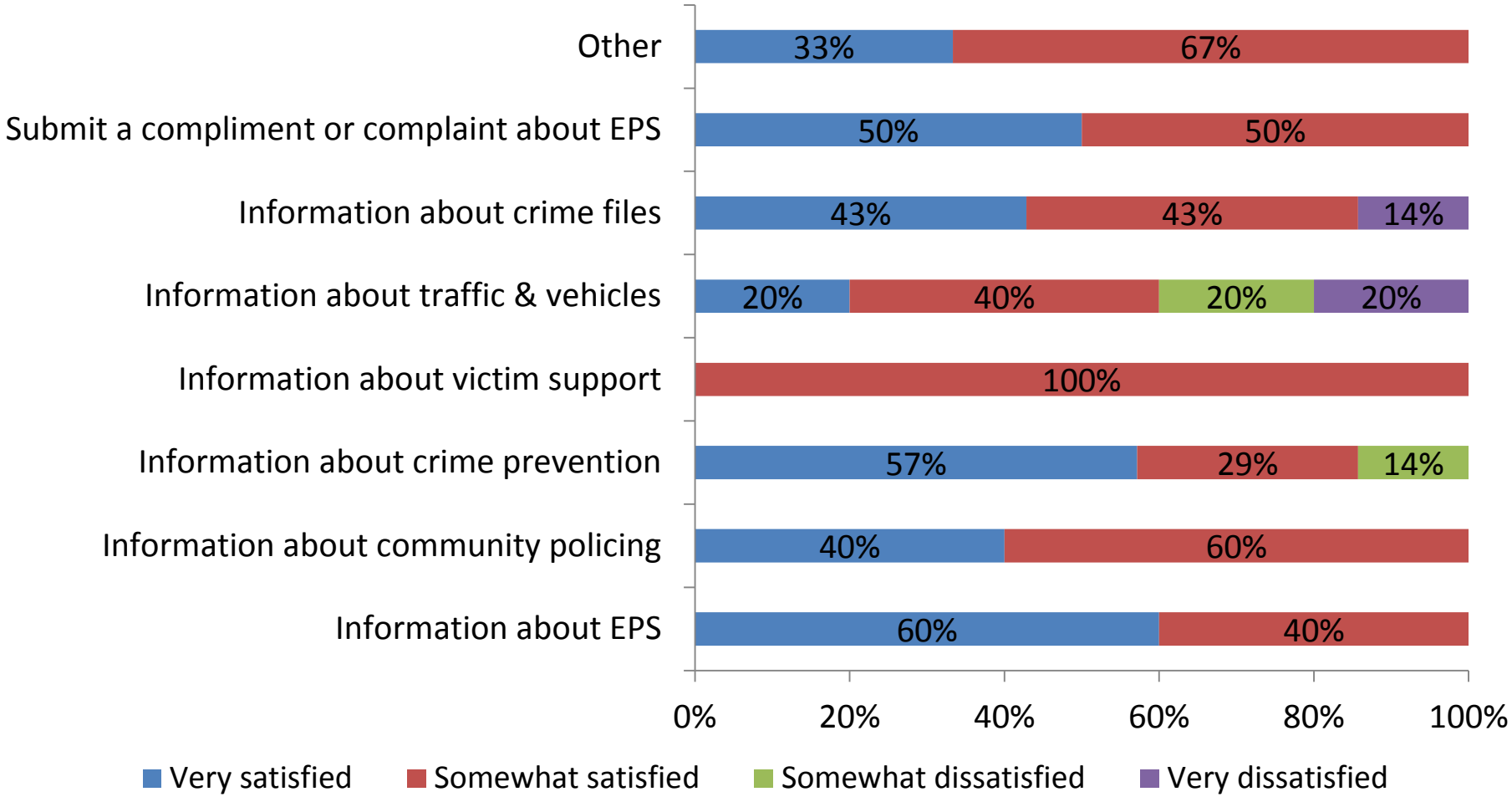
Thinking of your most recent visit, for what reasons(s) did you visit the EPS website?



- Information about EPS
- Information about community policing
- Information about crime prevention
- Information about victim support
- Information about traffic & vehicles
- Information about crime files
- Submit a compliment or complaint about EPS
- Other

N=26

How satisfied were you with your experience with the EPS website?



N=26

EDMONTON POLICE SERVICE

EPS App Usage

- Have you downloaded/used the EPS App in the past 24 months?

Yes 3% No 97%

- Of those who had downloaded/used the EPS App, all used the iOS platform and were satisfied with their experience.

N=64

Are you aware of the EPS social media presence?

- Over half of respondents were not aware of the EPS' social media presence.

Aware 44%

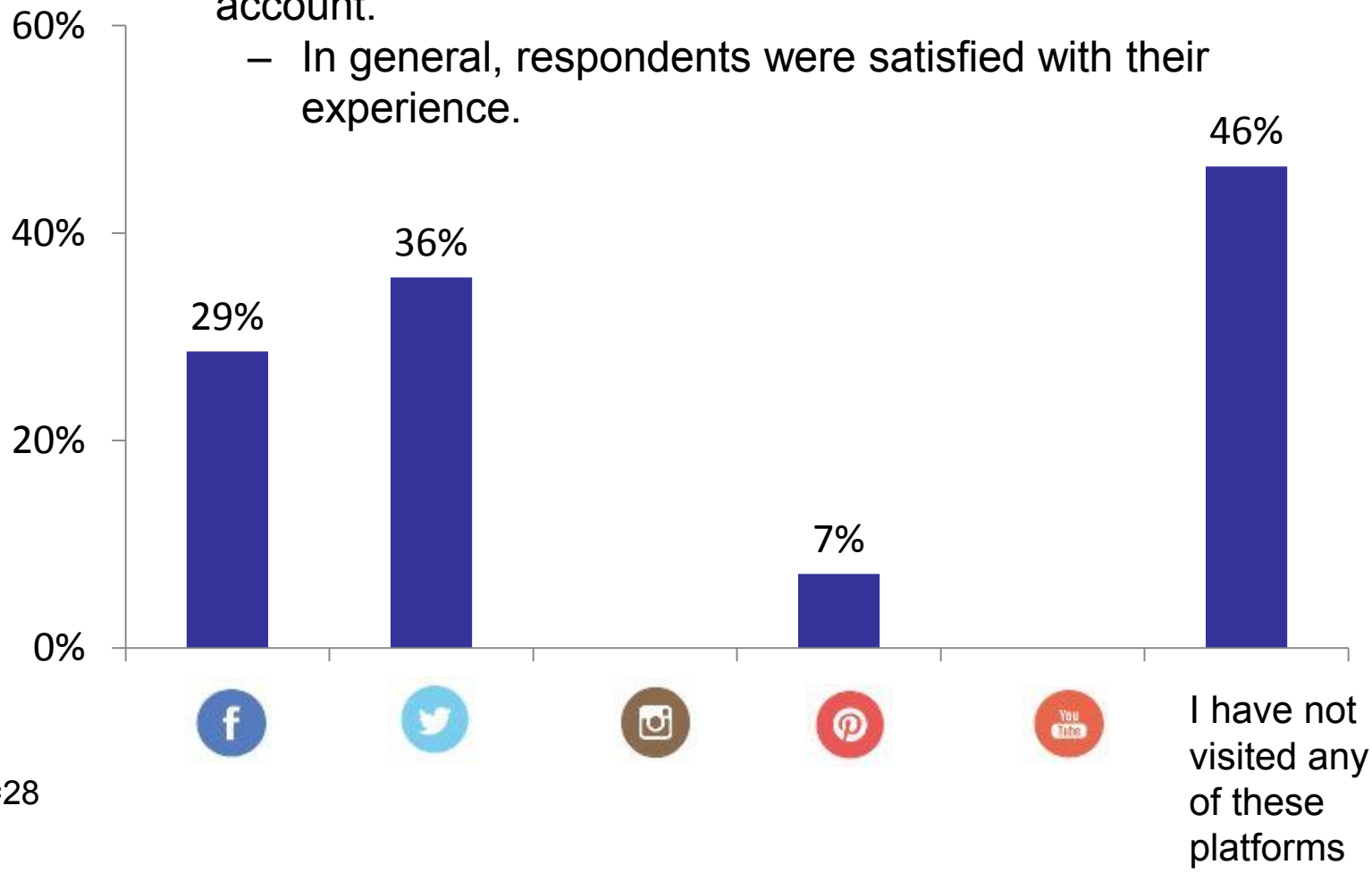
Unaware 55%

Did not answer 2%

N=64

Are you aware of the EPS social media presence?

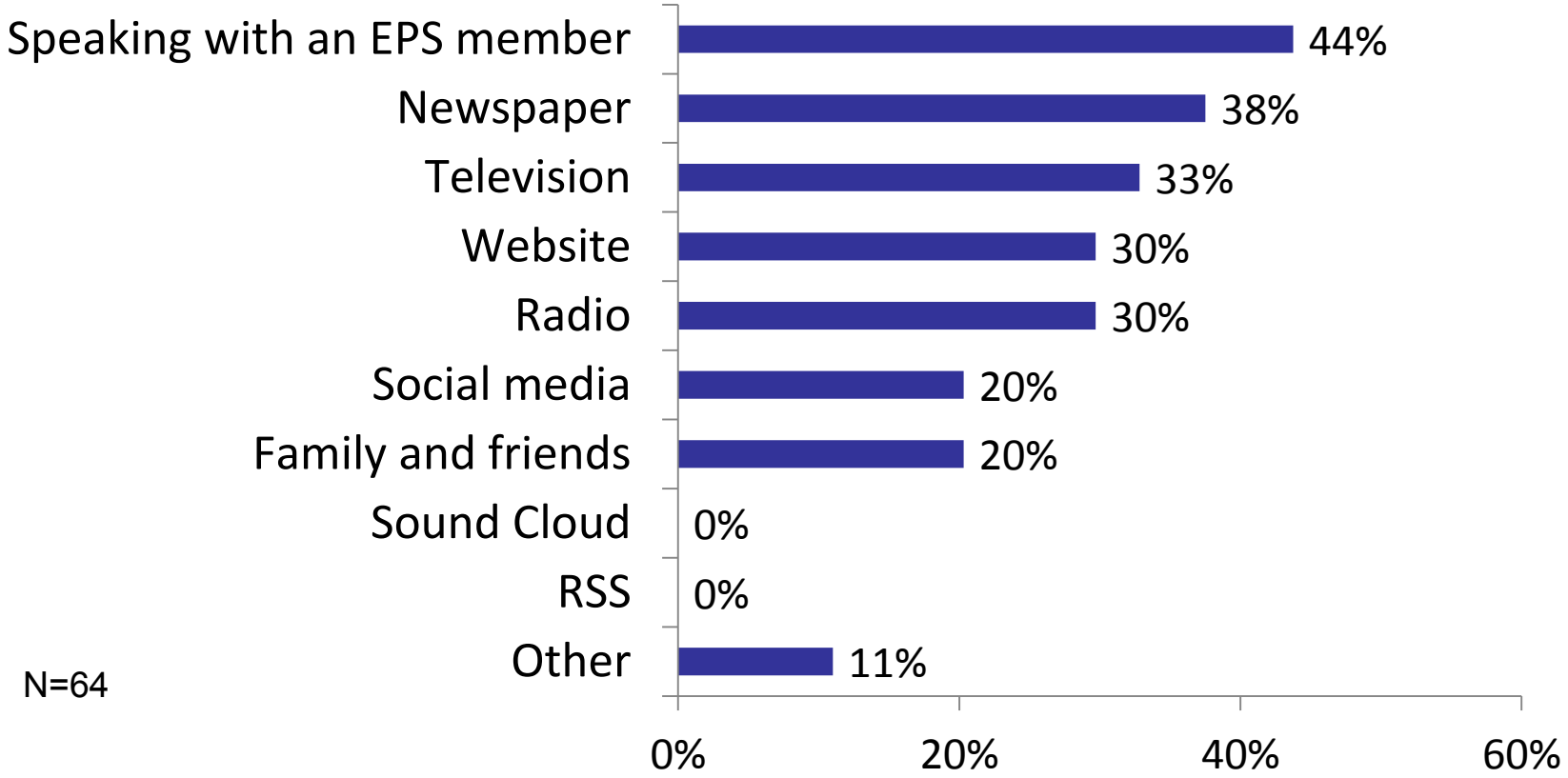
- Those who reported awareness of EPS Social Media were most likely to access the EPS Facebook page or Twitter account.
  - In general, respondents were satisfied with their experience.



N=28

Where do you typically get information about the EPS?

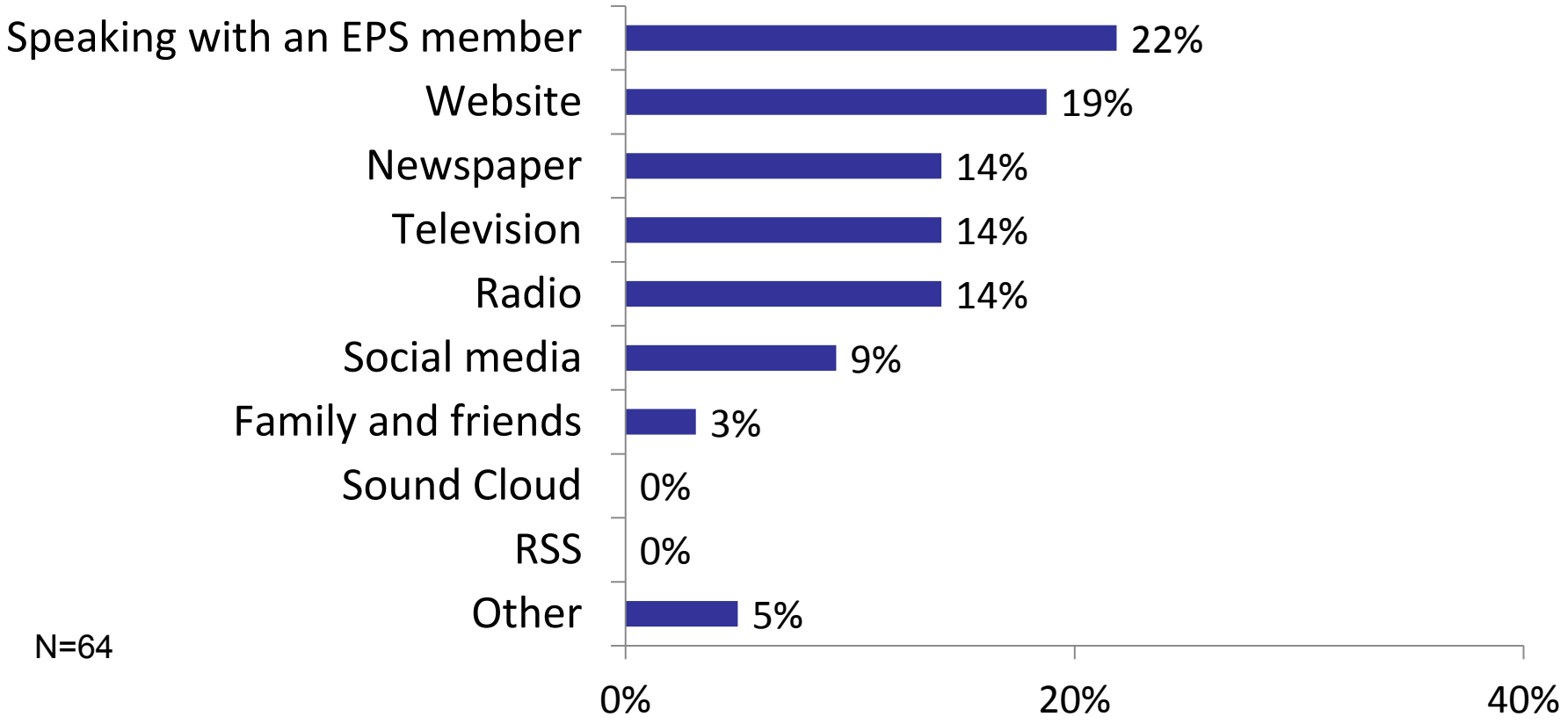
- Respondents were most likely to get their information regarding the EPS by speaking to a member directly or by reading the Newspaper.



N=64

Which is your primary source for information?

- In fact, respondents identified EPS members as their primary source of information regarding the service.



N=64

EDMONTON POLICE SERVICE

Appendix A

2018 Business Survey

Preview of: **EPS Business Survey 2018 EXPORT (en-CA)** Current Date: 07/05/2018 10:25:21

BusinessIntroPreamble

The Edmonton Police Service (EPS), in collaboration with the Edmonton Police Commission (EPC), conducts a biennial Citizen Survey to identify community issues, concerns, perce Edmontonians have with respect to crime, disorder and neighbourhood safety.

This new **business specific** survey provides you, as a *business owner or operator*, an opportunity to provide feedback on the level of satisfaction with the policing services provid Even if you have had no contact with the EPS, your views are important to include in this survey.

The results will be used to help inform the EPS of business' priories, assist in organizational planning and determine resource allocation.

All information collected is confidential and the survey will take between 20 to 30 minutes of your time to complete.

If you have any questions or concerns regarding this survey, please contact researcheval@edmontonpolice.ca.

NeighbourhoodsDropDownList

Which neighbourhood is your business located in?
Please select one response only.

B_Q2

Overall, how satisfied are you with the service provided by the Edmonton Police Service?
Please select one response only.

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

SafeNeighbourhood

B_Q3

Do you think crime in the neighbourhood **your business is located** in has increased, decreased, or stayed the same over the last 24 months?
Please select one response only.

- Increased
- Decreased
- Stayed the same
- Don't know

B_Q4

Compared to other neighbourhoods in the City.
Please click on your selection or drag the slider to your selection.

	One of the most dangerous				One of the safest
How safe do you feel your business' neighbourhood is?	1	2	3	4	5

B_Q9

Please indicate to what degree you agree or disagree.
Please click on your selection or drag the slider to your selection.

	Strongly agree	Agree	Disagree	Strongly disagree
Edmonton is a safe and secure place in which to own or operate a business.	1	2	3	4

BusinessQuestionPreamble2

The next few questions are going to ask you about **your business'** experience with crime and disorder **within the past 24 months**.

B_Q5

Has your business experienced crime within the last 24 months?
Please select one response only.

- Yes
- No
- Don't know

B_Q5ifYes
Include: B_Q5 IS Yes
Exclude: B_Q5 IS No
OR
B_Q5 IS Don't know

B_Q5Y

B_Q5Yi — How many incidents **were reported** to the Edmonton Police Service?
Please enter numeric response only.

B_Q5Yii — How many incidents **were not reported** to the Edmonton Police Service?
Please enter numeric response only.

B_Q6Yesto5
Include: B_Q5 IS Yes
Exclude: B_Q5 IS No
OR
B_Q5 IS Don't know

B_Q6

Thinking back to the **most recent occurrence**, how satisfied were you with the way the police handled the matter?
Please select one response only.

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

B_6AD
Include: B_Q6 IS Very satisfied
OR
B_Q6 IS Very dissatisfied
Exclude: B_Q6 IS Somewhat satisfied
OR
B_Q6 IS Somewhat dissatisfied

B_Q6Explain — Please explain.
Please be as specific as possible.

B_Q7Yesto5
Include: B_Q5 IS Yes
AND
B_Q5Yi IS 0

B_Q7Reason

Thinking back to **the most recent occurrence**, to the best of your knowledge, what was the **main reason** this was not reported to police?
Please select one response only.

- Dealt with another way (e.g. reported to another official/landlord/manager, took care of myself)

Exclude: B_Q5 IS No

- ○ Fear of revenge by offender
- ○ Police couldn't do anything about it (e.g. didn't find out until too late, lack of proof, couldn't recover/ identify property, couldn't find/identify offender)
- ○ Police wouldn't help (e.g. wouldn't think important enough, biased, police would be inefficient/ineffective)
- ○ Did not want to get involved with police
- ○ Not important enough to report (e.g. minor crime, small loss, child offender, no intended harm)
- ○ Incident was a personal matter and did not concern police
- ○ Insurance wouldn't cover (no insurance, loss less than deductible etc.)
- ○ You believed that your insurance costs would increase as a result
- ○ You did not want anyone to find out about the incident
- ○ Prevented by someone
- ○ Public perception
- ○ Nothing taken /items were recovered
- ○ Other: [ ]
- ○ Don't know

B_Q8Yesto5
Include: B_Q5 IS Yes
Exclude: B_Q5 IS No
OR
B_Q5 IS Don't know

B_Q8 — Thinking **only about the last contact** your business had with the Edmonton Police Service, was the crime...
Please select one response only.

- ○ Committed against the business
- ○ Committed against a staff member of the business
- ○ Committed against a client/customer of the business
- ○ Don't know

B_Q8PropViolDis
Include: B_Q8 IS NOT Don't know

B_Q8CSpecific — Was it a...
Please select one response only.

- ○ Property crime (e.g. damage, fraud, …)
- ○ Violent crime (e.g. assault, robbery, …)
- ○ Disorder (e.g. loitering)

QIssueSelect — Of the items listed below, please **choose up to five (5)** which you feel are of most concern to your business.
Please select all that apply.

☐ Assault (other than sexual assault)	☐ Attempted Murder	☐ Break and Enter	☐ Domestic Violence
☐ Drugs	☐ Fraud/Identity Theft	☐ Gangs	☐ Hate Crimes
☐ Homicide	☐ Mischief	☐ Panhandling	☐ Property Damage/Vandalism
☐ Prostitution	☐ Robberies	☐ Sexual Assault	☐ Theft (not including vehicle theft)
☐ Vehicle Theft	☐ Weapons offenses	☐ Youth Crime	☐ Other: [ ]

RKM_RANK_PG — Please rank these items from highest priority to lowest priority.

RKM_RANK — Please rank the items by dragging each one to the desired rank.

Assault (other than sexual assault)	1 Click item or drag here
Attempted Murder	2 Click item or drag here
Break and Enter	3 Click item or drag here
Domestic Violence	4 Click item or drag here
Drugs	5 Click item or drag here
Fraud/Identity Theft	
Gangs	
Hate Crimes	
Homicide	
Mischief	
Panhandling	
Property Damage/Vandalism	
Prostitution	
Robberies	
Sexual Assault	
Theft (not including vehicle theft)	

RKM_RANK_MOBILE Please select a unique ranking for each item.

	Assault (other than sexual assault)	Attempted Murder	Break and Enter	Domestic Violence	Drugs	Fraud/Identity Theft	Gangs	Hate Crimes	Homicide	Mischief	Panhandling	Property Damage/Vandalism	Prostitution	Robberies	Sexual Assault	Theft (not includi vehicl theft)
1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

RKM_ERR_MSG Custom Error Messages
Please select one response only.
- ○ Please only rank one option per rank.

B_Q11 For each of the following statements about the Edmonton Police Service (EPS), please indicate to what degree you agree or disagree...
Please select one response for each item.

	Strongly agree	Agree	Disagree	Str
I would feel comfortable talking with any EPS officer	○	○	○	
EPS have a good relationship with those who own and operate businesses in Edmonton	○	○	○	
EPS are involved with the business community in a positive way, not just when there is a problem	○	○	○	
EPS officers use authority and force appropriately	○	○	○	
EPS works with businesses to understand the needs of the business community	○	○	○	

BusinessQuestionPreamble3 The next question deals with your perceptions of the work that is being carried out by the Edmonton Police Service.

B_Q14 As a business, approximately how frequently do you contact the Edmonton Police Service?
Please select one response only.
- ○ Once a year
- ○ 2 – 3 times per year
- ○ Every 2 – 3 months
- ○ Once a month
- ○ Weekly
- ○ Daily
- ○ Do not call
- ○ Don't know

B_Q12 As a business, do you think the Edmonton Police Service does a **great** job, an **average** job, or a **poor** job...
Please select one response for each item.

	Great job	Average job	Poor job	Don't know
Enforcing the laws	○	○	○	○
Promptly responding to calls	○	○	○	○
Being approachable and easy to talk to	○	○	○	○
Supplying information to the public on ways to reduce crime	○	○	○	○
Ensuring the safety of citizens	○	○	○	○
Treating people fairly	○	○	○	○

B_Q13 As a business, taking into consideration all of the different aspects of the Police and the services provided, how would you rate the Edmonton Police Service overall?

Using a scale from 1 to 10, where 1 is "Poor" and 10 is "Excellent".
Please click on your selection or drag the slider to your selection.

	Poor									Excellent
As a business, how would you rate the Edmonton Police Service overall?	1	2	3	4	5	6	7	8	9	10

B_Q18 Have you visited the Edmonton Police Service Website (www.edmontonpolice.ca) in the past 24 months?
Please select one response only.
- ○ Yes
- ○ No

WebsiteYes
Include: B_Q18 IS Yes
Exclude: B_Q18 IS No

B_Q19 How did you access the EPS website?
Please select one response only.
- ○ Directly using the URL
- ○ Via social media (e.g. facebook, twitter,...)
- ○ Internet search
- ○ Other: [ ]

B_Q20 Thinking of your most recent visit, for what reason(s) did you visit the Edmonton Police Service website?
Please select all that apply.
- ☐ News about EPS
- ☐ Information about EPS
- ☐ Information about community policing
- ☐ Information about crime prevention
- ☐ Information about victim support
- ☐ Information about traffic & vehicles
- ☐ Information about crime files
- ☐ Submit a compliment or complaint about EPS
- ☐ Other: [ ]

B_Q21 How satisfied were you with your experience with the Edmonton Police Service website?
Please select one response for each item.

	Very satisfied	Somewhat satisfied	Somewhat diss
News about EPS			

		○	○	○
	Information about EPS	○	○	○
	Information about community policing	○	○	○
	Information about crime prevention	○	○	○
	Information about victim support	○	○	○
	Information about traffic & vehicles	○	○	○
	Information about crime files	○	○	○
	Submit a compliment or complaint about EPS	○	○	○
	Other	○	○	○

B_Q22 Have you downloaded/used the Edmonton Police Service App within the past 24 months?
Please select one response only.
- ○ Yes
- ○ No

YesAPP
Include: B_Q22 IS Yes
Exclude: B_Q22 IS No

B_Q22iosordroid On which platform did you use the app?
Please select one response only.
- ○ iOS
- ○ Android
- ○ Other: ____

B_Q23 Thinking of your most recent visit, for what reason(s) did you use the Edmonton Police Service App?
Please select all that apply.
- ☐ News
- ☐ Alerts
- ☐ Report a crime
- ☐ View success stories
- ☐ Locate stations
- ☐ View reported found items
- ☐ Recruiting
- ☐ View caught on camera
- ☐ Assist to ID
- ☐ Most wanted
- ☐ Unsolved homicides
- ☐ Missing persons
- ☐ Collision guide
- ☐ Other: ____

B_Q24 How satisfied were you with your experience using the Edmonton Police Service APP?
Please select one response for each item.

	Very satisfied	Somewhat satisfied	Somewhat diss
News	○	○	○
Alerts	○	○	○
Report a crime	○	○	○
View success stories	○	○	○
Locate stations	○	○	○
View reported found items	○	○	○
Recruiting	○	○	○
View caught on camera	○	○	○
Assist to ID	○	○	○
Most wanted	○	○	○
Unsolved homicides	○	○	○
Missing persons	○	○	○
Collision guide	○	○	○
Other:	○	○	○

B_Q25 Are you aware of the Edmonton Police Service social media presence?
Please select one response only.
- ○ Yes
- ○ No

SocialMedia
Include: B_Q25 IS Yes

B_Q26 Which of the following EPS Social Media Platforms have you visited in the past **24 months?**
Please select all that apply.
- ☐ Facebook (www.facebook.com/edmontonpoliceservice/)
- ☐ Twitter (@edmontonpolice)
- ☐ Instagram (@edmontonpoliceservice)
- ☐ Pinterest (edmontonpolice)
- ☐ Youtube (EPSVideoOnline)
- ☐ I have not visited any of these platforms.

B_Q27 How satisfied were you with your experience on each of the following social media platforms?
Please select one response for each item.

	Very satisfied	Somewhat satisfied	Somewhat diss
Facebook (www.facebook.com/edmontonpoliceservice/)	○	○	○
Twitter (@edmontonpolice)	○	○	○
Instagram (@edmontonpoliceservice)	○	○	○
Pinterest (edmontonpolice)	○	○	○
Youtube (EPSVideoOnline)	○	○	○

B_Q28 Where do you typically get information about the Edmonton Police Service?
Please select all that apply.

- ☐ Family and friends
- ☐ Speaking with an EPS member
- ☐ Radio
- ☐ Television
- ☐ News paper
- ☐ Social media
- ☐ Website
- ☐ Soundcloud
- ☐ RSS
- ☐ Other:

B_Q29 Which is your primary source of information?
Please select one response only.

- ○ Family and friends
- ○ Speaking with an EPS member
- ○ Radio
- ○ Television
- ○ News paper
- ○ Social media
- ○ Website
- ○ Soundcloud
- ○ RSS
- ○ Other

BusinessQuestionPreambleDemogs These final few questions will be used for classification purposes only.

B_Q15 How long has your business been in operation in the City of Edmonton?
Please select one response only.

- ○ Up to one year
- ○ 1-2 years
- ○ 3-5 years
- ○ 6-10 years
- ○ Over 10 years
- ○ Don't know

B_Q16 In what industry or field of business is your business primarily involved?
Please select one response only.

- ○ Retail
- ○ Office/Medical
- ○ Industrial
- ○ Hospitality
- ○ Other:
- ○ Don't know

B_Q17 How many people does your business employ? (Full-time equivalents at your location)
Please select one response only.

- ○ 0-25
- ○ 26-50
- ○ 51-100
- ○ 101-250
- ○ 251-500
- ○ Over 500
- ○ Don't know

ThankYou **TERMINATE**:
Thank you for your time and your opinion. We value both!

Redirect to : http://www.edmontonpolice.ca/

END INTERVIEW with status : Completed

2018 EPS Citizen and Business Survey Results

Presentation to
Edmonton Police Commission
July 19, 2018

Outline

- Background & Methods
- Key Findings
  - Contact with Police
  - Satisfaction with Police
  - Perceptions of Crime and Safety
  - Citizen and Business Priorities
  - Overall Views of the EPS
  - Knowledge of Edmonton Police Commission
- Where do we go from here?

Background

- The purpose of the 2018 EPS Citizen and Business Surveys is to identify key community issues, concerns and priorities. EPS and EPC will use the information collected in this survey to inform policing priorities as they pursue their shared vision:

  To make Edmonton the safest major city in Canada and for the EPS to be recognized as a leader in policing.

- EPS and EPC administered two surveys…

  … **Business Survey** online from February 20 – 27, 2018.

  … **Citizen Survey** online from March 12 – 19, 2018.

- The number of respondents from each source is as follows:
  - Business Survey: n = 64;
  - Citizen Survey
    - Edmonton Insight Panelists: n = 1998; and
    - Open Link Respondents: n = 1989.

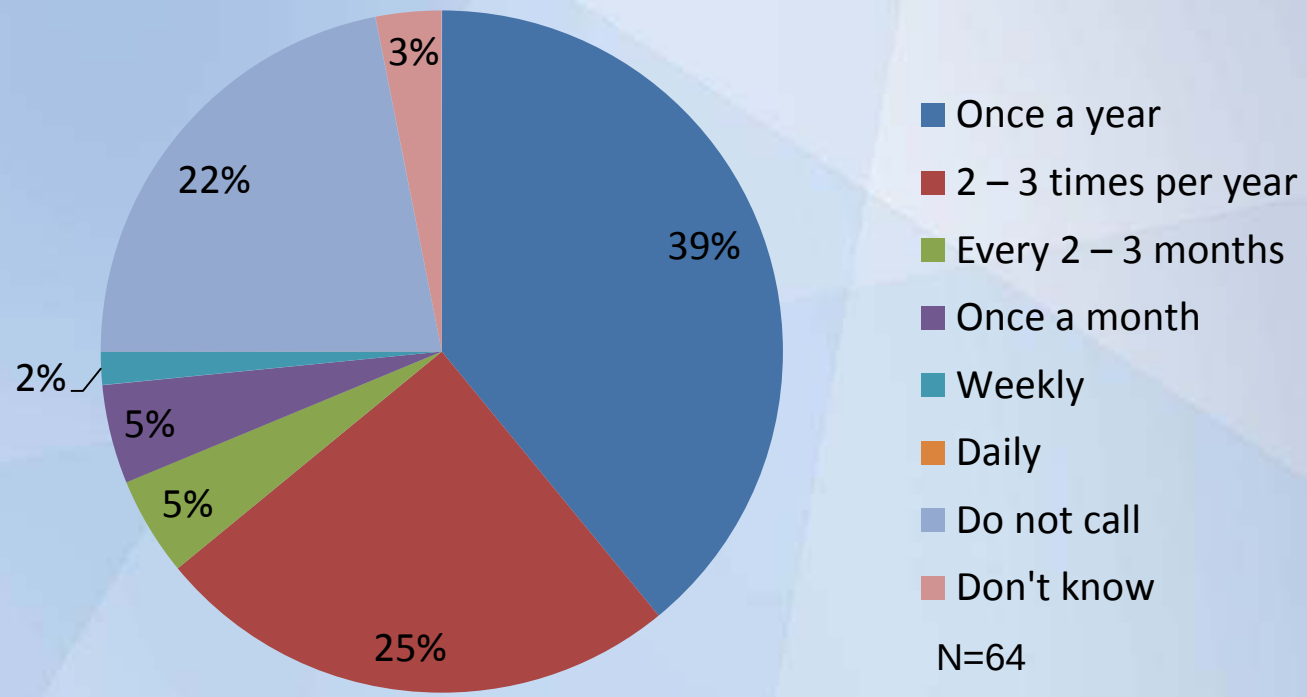
Business Survey Methods

- 2018 marks the inaugural year for the business survey.
- Business Improvement Areas (BIAs) were emailed a link to disseminate to their respective businesses, and an open link was also posted on the EPS website.

Citizen Survey Methods

- 2018 marks the first year the survey was administered entirely online.
- The online format provides two distinct samples:
  - The **Edmonton Insight Panel**, which is a defined group of engaged residents maintained by the City of Edmonton and answering to surveys on a continuous basis
  - The **Open Link respondents**, whereby EPS provided an open link via social media platforms and can be freely shared and responded
- Moving to an online format offers a number of benefits, such as:
  - Opportunity to engage more citizens
  - Cost-effective and efficient means to collect larger amounts of public feedback in a short period of time
- However, this format also has the following drawbacks:
  - Prone to Selection Bias: those individuals who are highly motivated to respond, typically individuals who have strong opinions, are overrepresented, and individuals that are indifferent or apathetic are less likely to respond
  - Difficult to generalize to the entire population
  - Because the administration method has changed, we are no longer able to effectively compare the results to previous years

Business Contact with Police



- Approximately 64% of respondents said they contact EPS less than 3 times per year, while 22% of respondents have not contacted EPS.
- Only about 5% of respondents contact EPS monthly, and 2% contact EPS on a weekly basis.

Citizen Contact with Police

Insight Panel

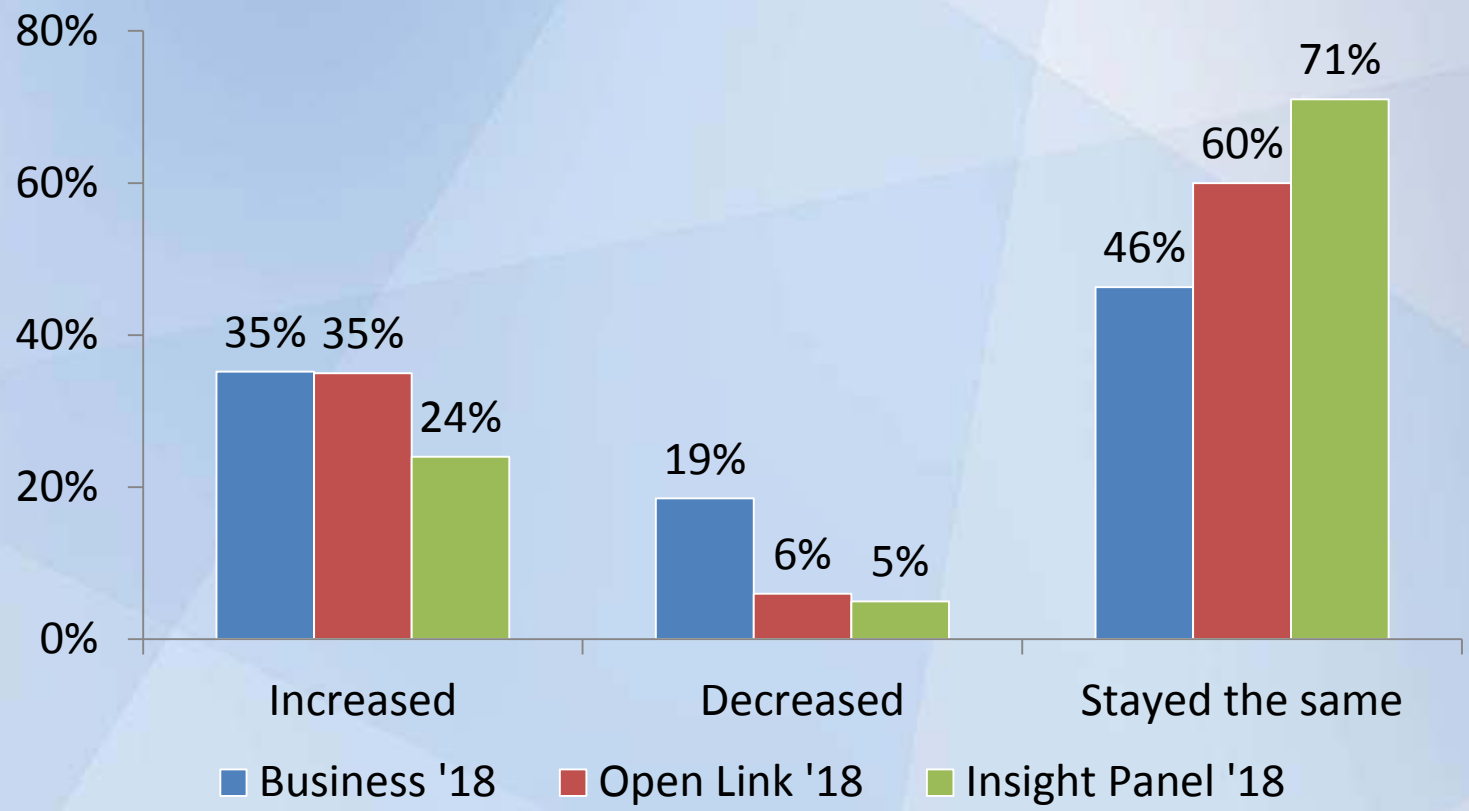
- 58% (n = 1154) have had contact with police:
  - Non-emergency number (55%)
  - Visiting a police station (41%)
  - 911 (25%)

Open Link

- 71% (n = 1403) have had contact with police:
  - Non-emergency number (62%)
  - Visiting a police station (41%)
  - 911 (38%)

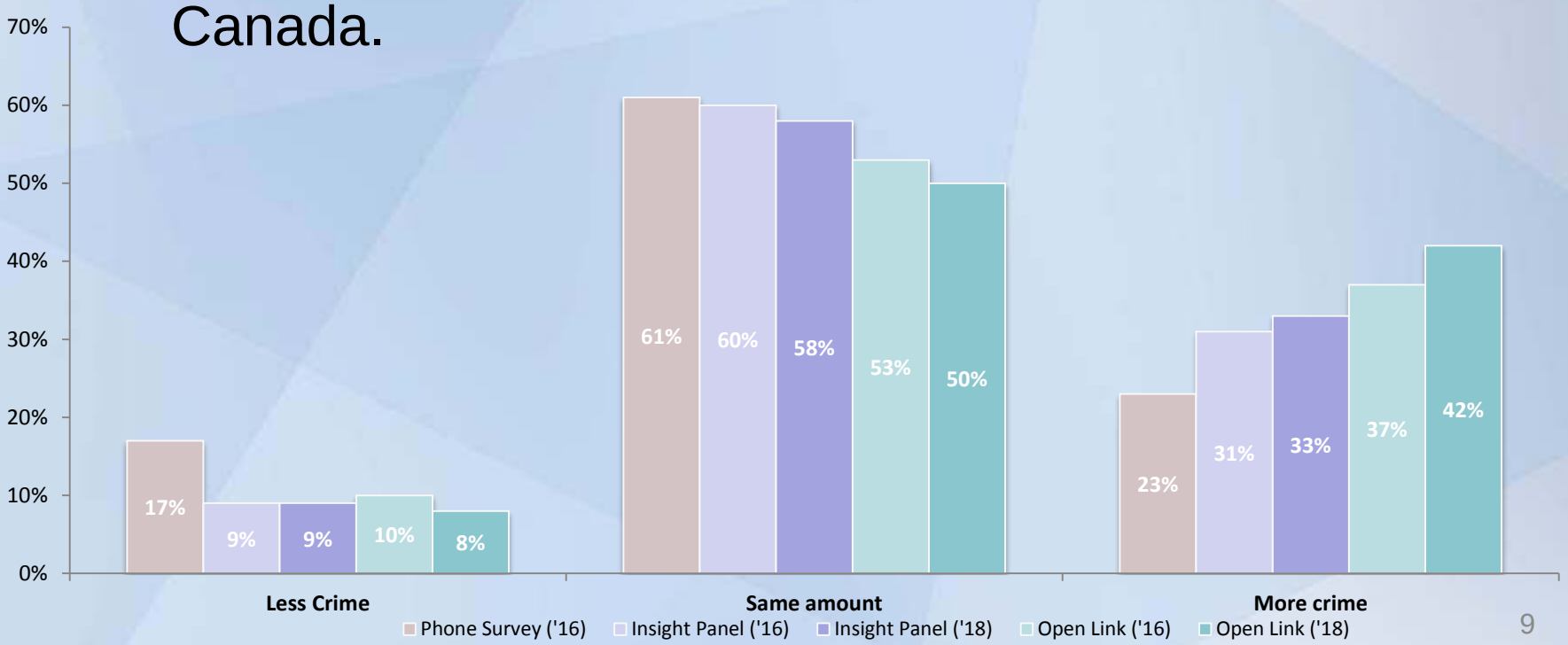
Reasons for contact	Insight Panel	Open Link
Report a crime	37%	46%
Report a neighbourhood problem or concern	29%	30%
Report a traffic accident or medical emergency	26%	26%

In the past 24 months, crime in *your neighbourhood* has…



Compared to other cities in Canada, *Edmonton* has…

- Consistent with previous findings, citizens responding to the Open Link were more likely than Insight Panel members to say that Edmonton has more crime compared to other major cities in Canada.



How safe do citizens feel…

- All responding citizens felt safer walking alone during the day compared to walking alone at night.
- They also felt safer walking alone in their neighbourhoods than in the City in general.

	Sample	Very safe	Reasonably safe	Somewhat unsafe	Very unsafe
…walking alone in ***Edmonton*** **during the day?**	Insight	**46%**	**49%**	4%	1%
	Open Link	**32%**	**57%**	10%	2%
…walking alone in ***Edmonton*** **at night?**	Insight	6%	**50%**	**35%**	9%
	Open Link	4%	**33%**	**44%**	19%
…walking alone in ***your neighbourhood*** **during the day?**	Insight	**64%**	**32%**	3%	1%
	Open Link	**49%**	**41%**	8%	2%
…walking alone in ***your neighbourhood*** **at night?**	Insight	**25%**	**47%**	21%	7%
	Open Link	15%	**41%**	**31%**	13%

Top Five Areas of Concern

*Weighted Responses

Rank	Insight Panel	Open Link	Business
#1	Homicide (45%)	Homicide (54%)	Break and enter (17%)
#2	Sexual assault (38%)	Sexual assault (52%)	Property damage/ Vandalism (17%)
#3	Drugs (31%)	Drugs (47%)	Theft (13%)
#4	Domestic violence (30%)	Domestic violence (38%)	Robberies (9%)
#5	Gangs (29%)	Gangs (36%)	Drugs (9%)

*Responses weighted so that concerns that were ranked highest bore more relative importance than those ranked lower

Citizens' Issues of Focus

Top 3 **neighbourhood** issues:

- Speeding/careless driving
- People breaking into houses
- Suspicious loitering

Top 3 **traffic-related** issues:

- Distracted driving
- Aggressive/reckless driving
- Impaired driving

Citizens' Recommendations for Improved Service

- In general, respondents reported that more officers and increased police presence among the top recommendations for improved service.

Survey Suggestion	Insight Panel Rank	Open Link Rank
More visible police presence	#1	#2
Improve officers' behaviour (e.g., integrity, accountability, and conduct)	#2	#1
More officers	#3	#3
Faster, more efficient response to calls	#4	#4
Improve communication/contact with public	#5	-
Crime prevention	#6	#5

Citizens' Confidence with the EPS

- Overall confidence in the EPS decreased slightly…

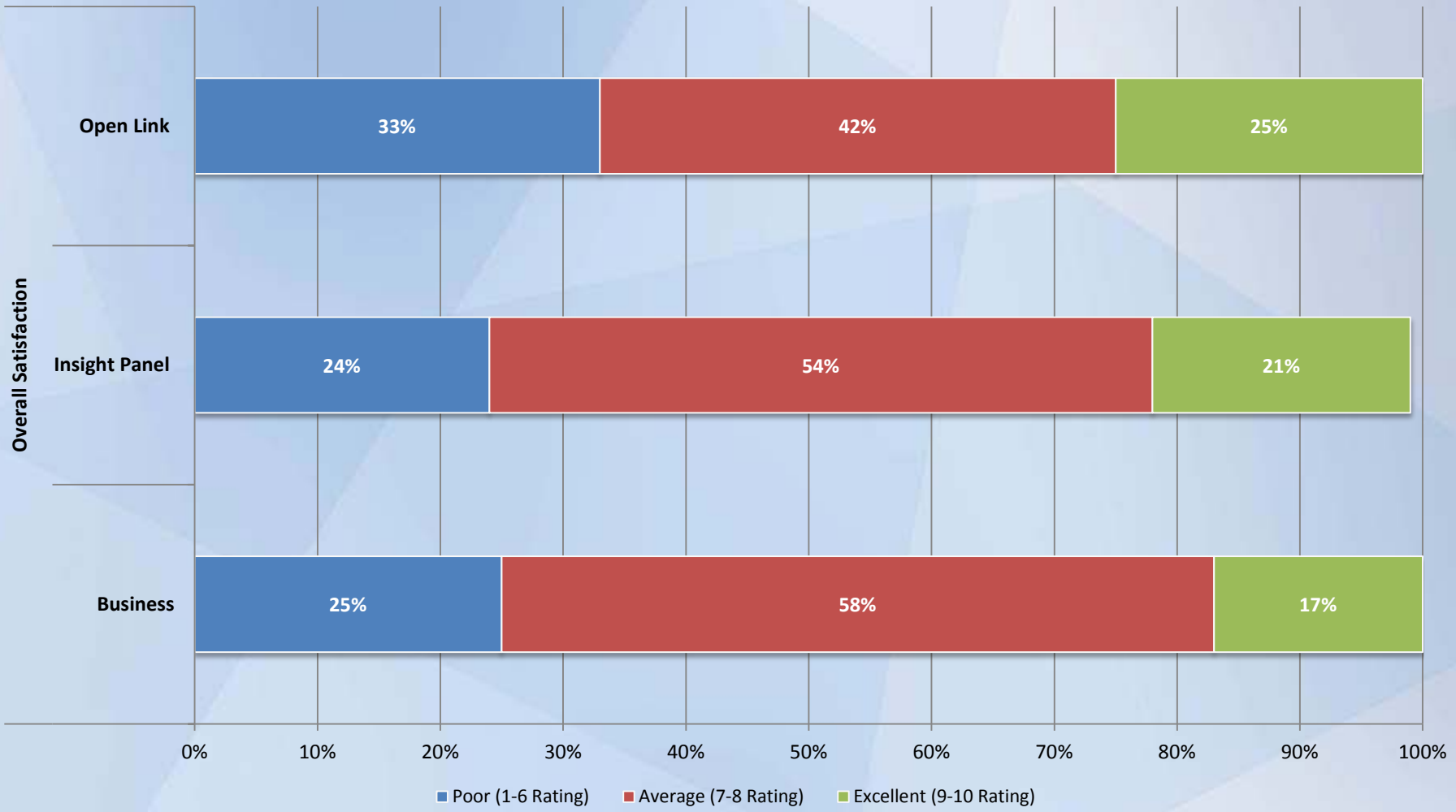
  …from 85% to 81% amongst Insight Panel members.

  …from 82% to 72% amongst Open Link respondents.

	Phone Survey	Insight Panel		Open Link	
	2016	2016	2018	2016	2018
Strongly Agree	57%	35%	36%	44%	33%
Somewhat Agree	37%	50%	45%	38%	39%
Somewhat Disagree	3%	10%	13%	11%	13%
Strongly Disagree	3%	5%	5%	7%	13%

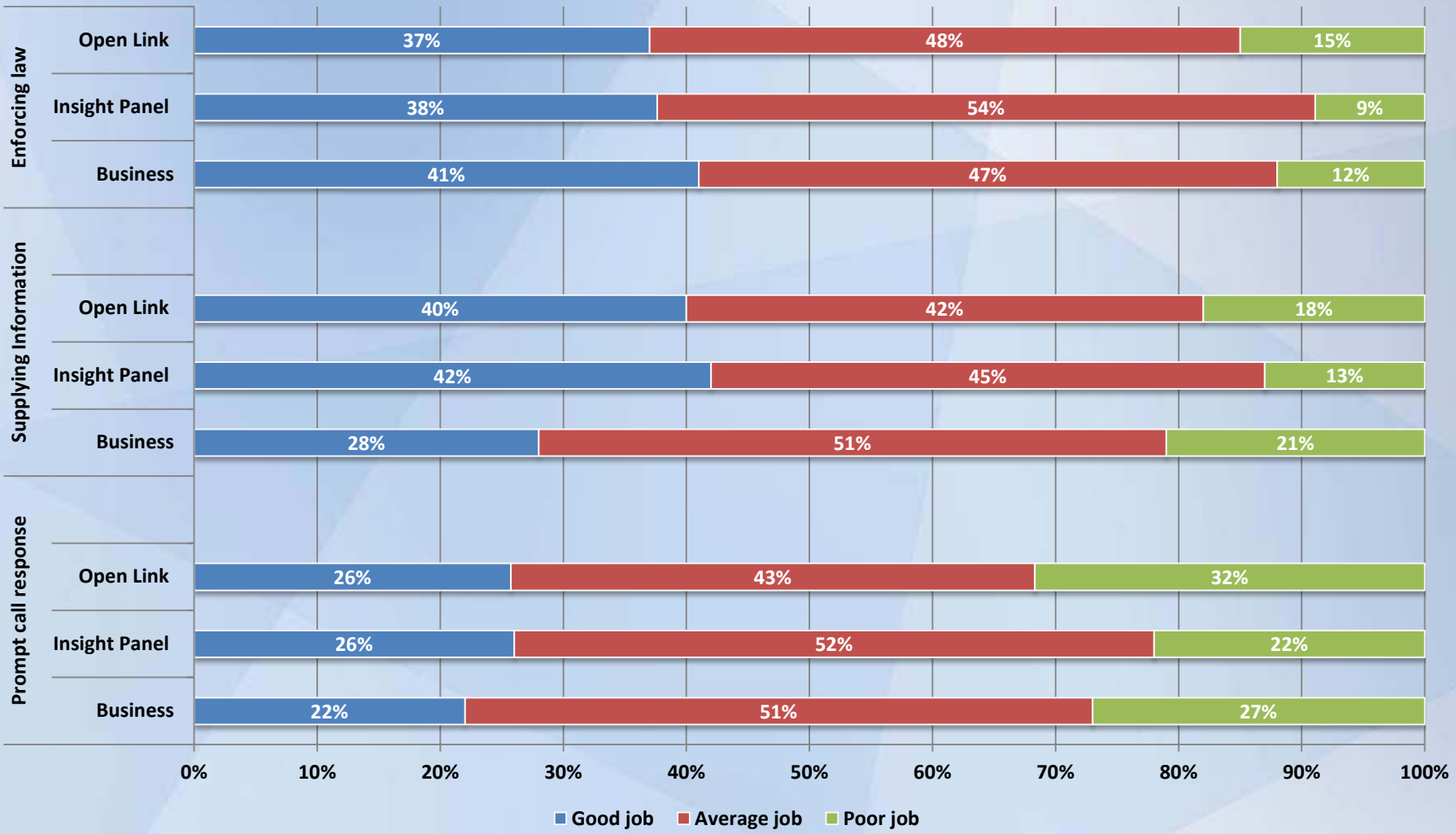
How would you rate the EPS overall?

*Please keep in mind the low sample size of business survey



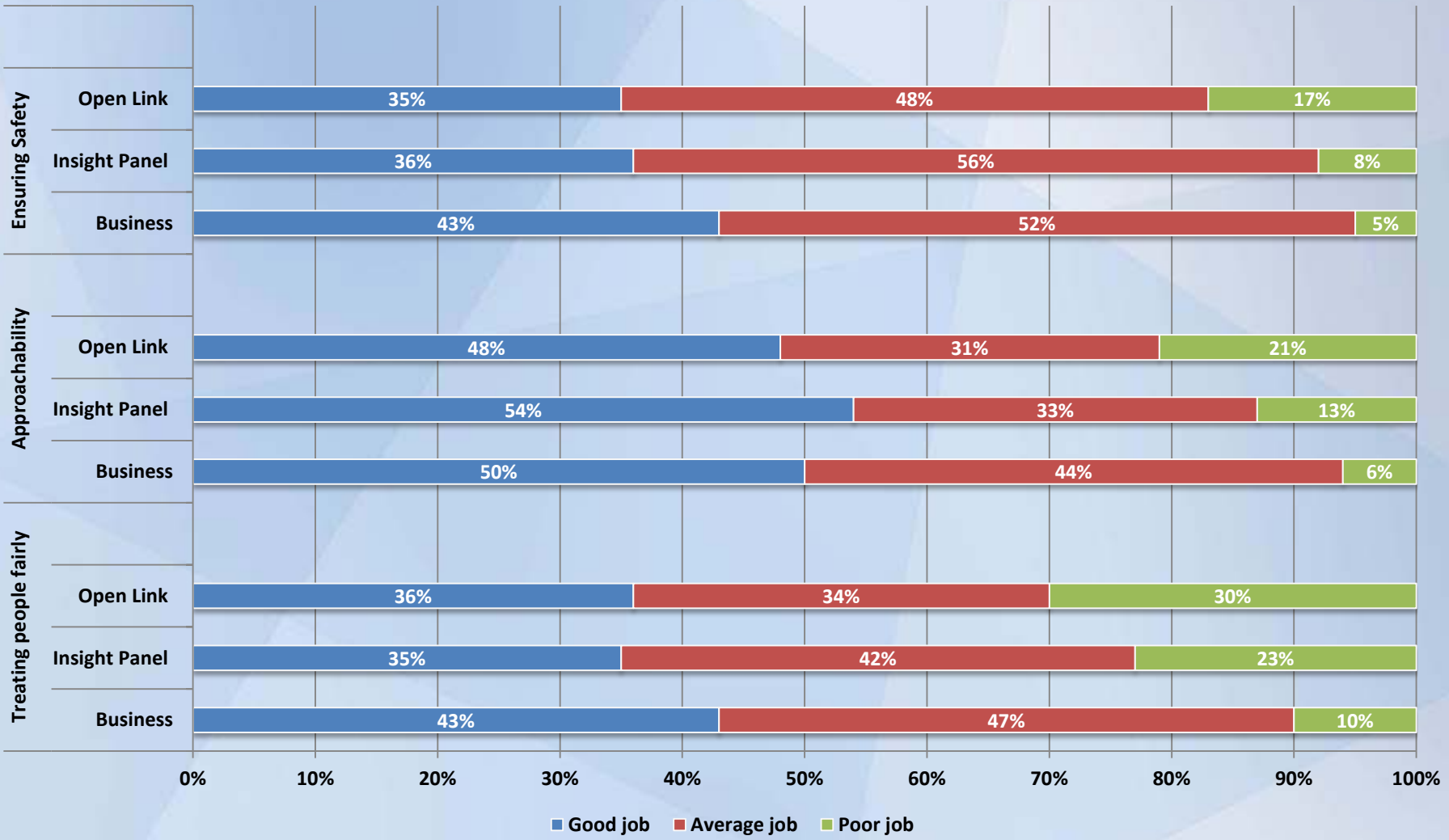
How do you think EPS does...

*Please keep in mind the low sample size of business survey



How do you think EPS does...

*Please keep in mind the low sample size of business survey



Edmonton Police Commission

- A series of questions regarding the EPC were posed in the survey and revealed respondents were:
  - Most aware of EPC role in overseeing police conduct:
    - Insight Panel: 74% aware
    - Open Link: 51% aware
  - Least aware of EPC role in holding public meetings:
    - Insight Panel: 30% aware
    - Open Link: 21% aware
- Generally, respondents indicated they were most likely to get information regarding the EPC via Twitter or by visiting the EPC Website.

Where do we go from here?

- While confidence in the EPS remains high, so do expectations of where and how the police should be focussing efforts.
- Specifically Edmontonians surveyed conveyed the following:
  - More 2018 respondents identified that police took longer to arrive than expected (compared to 2016);
  - Respondents in 2018 and 2016 have consistently felt that crime in the city has increased;
  - Respondents in 2018 have identified a number of complex areas as the **top five city-wide issues** for the EPS to address. These include Homicide; Sexual Assault; Drugs; Domestic Violence; and Gangs;
  - Specific to **traffic**, the top three concerns identified by respondents were noted as distracted driving; aggressive/reckless driving and impaired driving.
- Respondents were also asked about how service can be improved, to which they prioritized **more visible police presence** and **more officers**, among other feedback.

Where do we go from here?

- The EPS has dedicated efforts over the past four years to conduct efficiency exercises that have resulted in $24 million in re-allocated resources to high priority areas.
- While engaging in program reviews and continual improvement will continue, the prospect for further, large-scale internal re-allocations is generally exhausted.
- Consideration now must be given to how to balance public expectations with constrained resources, given a fixed budget and funding formula designed to align only with population and cost growth, not the growth of citizen expectations.
- Consequently, the EPS will use the feedback gleaned from the survey as one input in the planning processes that will be submitted through to the EPC.

Questions?