

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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Written by:	Strategic Planning Analyst, Andrew LEJEUNE Strategy and Performance Branch
	Strategic Planning Analyst, Katherine PASCOE Strategy and Performance Branch
Reviewed By:	Manager, Daniel SPANU Strategy and Performance Branch
Reviewed By:	Acting Inspector, Lenore HLADKY Strategy and Performance Branch
Approved by:	Chief Administrative Officer, Linda REVELL win Ruch
Chief of Police	
Date:	JUL 1 0 2018



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:

Treating people fairly

Enforcing lawSupplying informationPrompt call responseThe 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.



2018 EPS Citizen Survey Initial DRAFT Report



- 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



• 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).



- 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 EPSinitiated contact; however, a considerably smaller proportion of Open Link respondents indicated satisfaction.



- 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.



- Respondents from both samples identified the following top five citywide 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



- 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.



- 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.





- 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	nsight 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.



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.



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*.



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%		



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.



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%



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%



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	Insight (n=85)	66%	21%	8%	5%
mobile phone	Open Link (n=117)	65%	15%	9%	11%
Approaching an officer	Insight (n=119)	62%	25%	6%	7%
on duty	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%



Satisfaction with Contact

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



Police Dispatch

• Within the past 24 months...

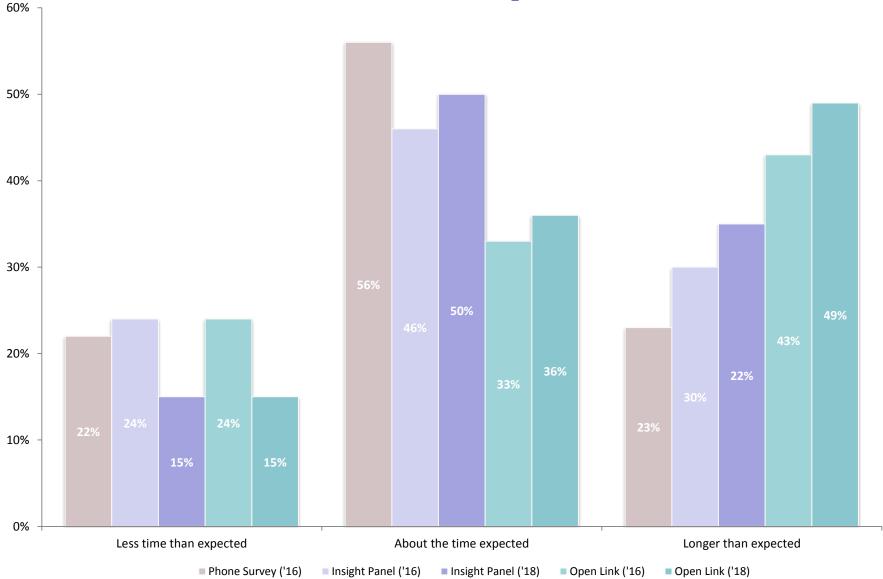
...35% of Insight Panel members have had a police officer dispatched to their location, up 3% from 2016. ...43% of Open Link respondents have had a police officer dispatched to their location, up 4% from 2016.

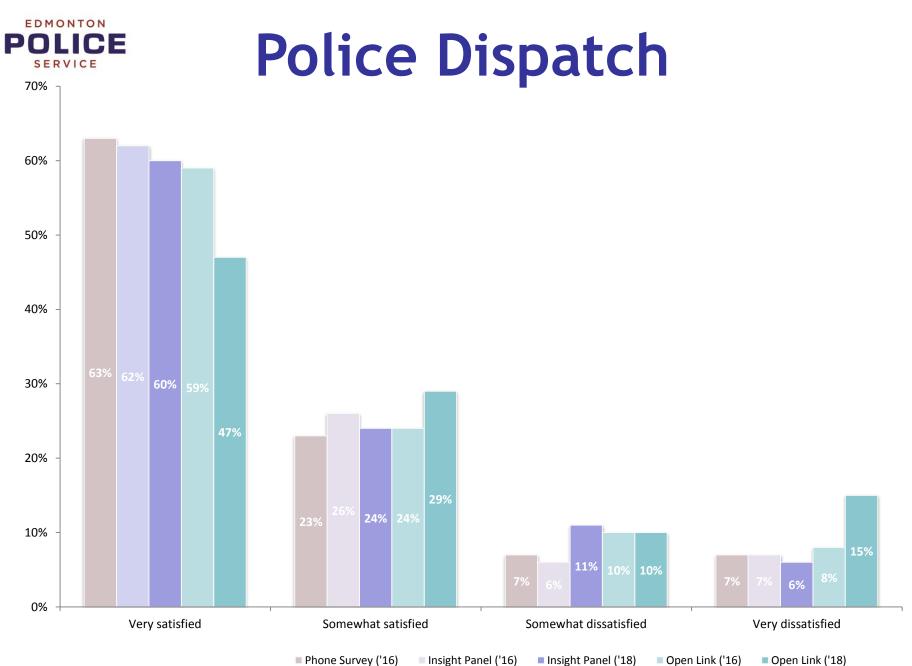
 While both samples favourably rated their contact with the officer(s) dispatched to their location, both had an increase in the proportion of respondents who reported that the police took longer to arrive than expected (compared to 2016).

Police Dispatch

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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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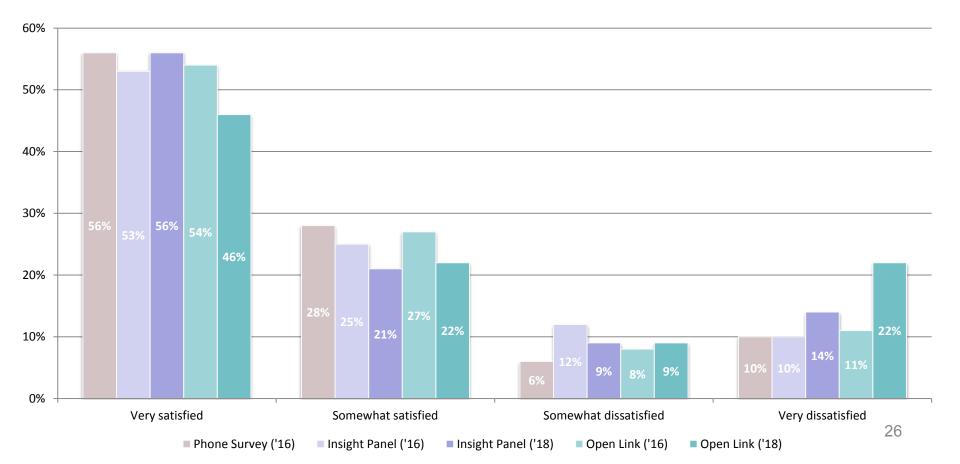
Most Recent Reason for EPS-Initiated Contact

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

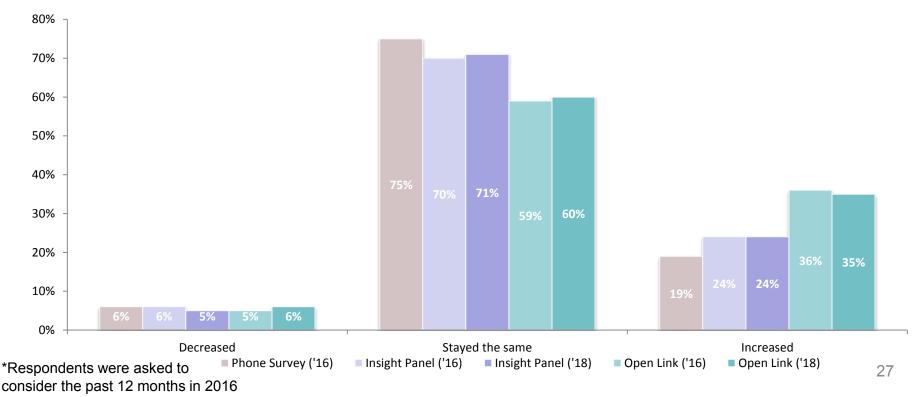
• In general, Insight Panel members were satisfied with their EPS-initiated contact; however, considerably fewer Open Link respondents indicated satisfaction.





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

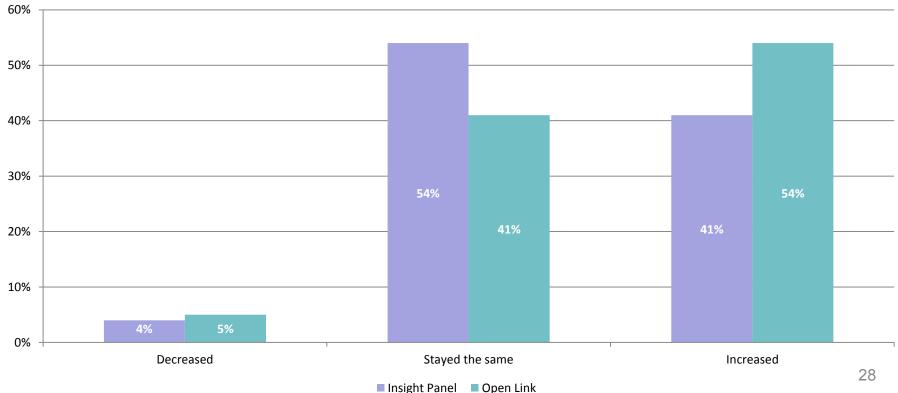
 Results for both the Insight Panel and Open Link remained consistent between 2016 and 2018. In both years, Open Link respondents were more likely to report that crime had increased in their neighbourhood compared to their Insight Panel counterparts.





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.





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.

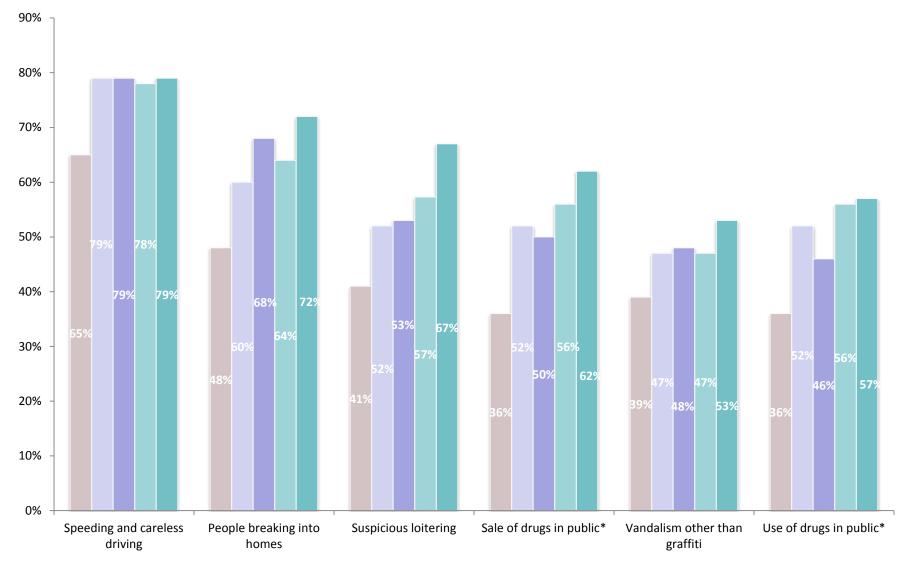
	Sample	Very safe	Reasonably safe	Somewhat unsafe	Very unsafe
walking alone in Edmonton	Insight	46%	49%	4%	1%
during the day?	Open Link	32%	57%	10%	2%
walking alone in Edmonton	Insight	6%	50%	35%	9%
at night?	Open Link	4%	33%	44%	19%
walking alone in your	Insight	64%	32%	3%	1%
neighbourhood during the day?	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.





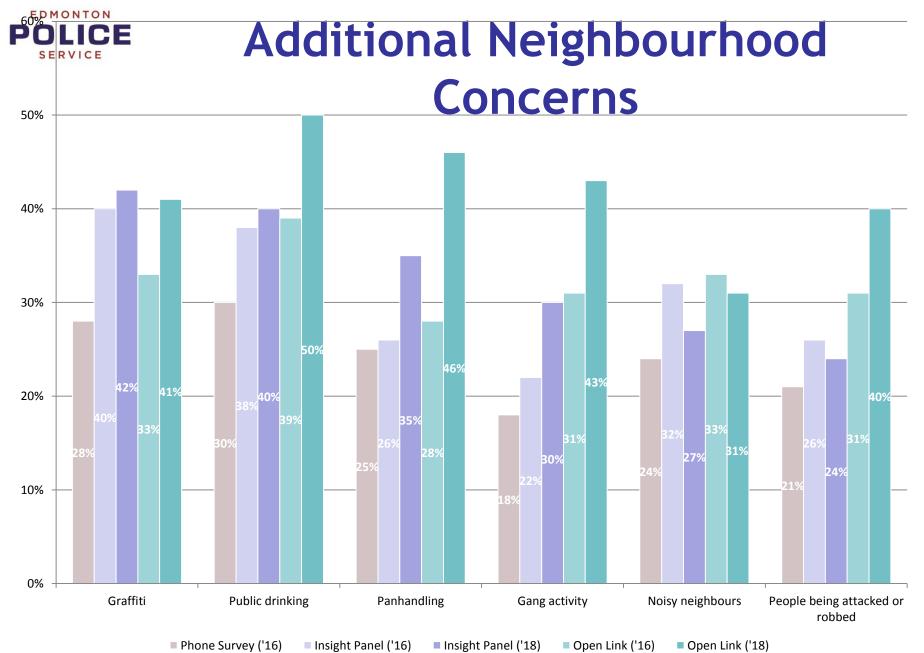
*combined as one item in 2016 and separated for 2018

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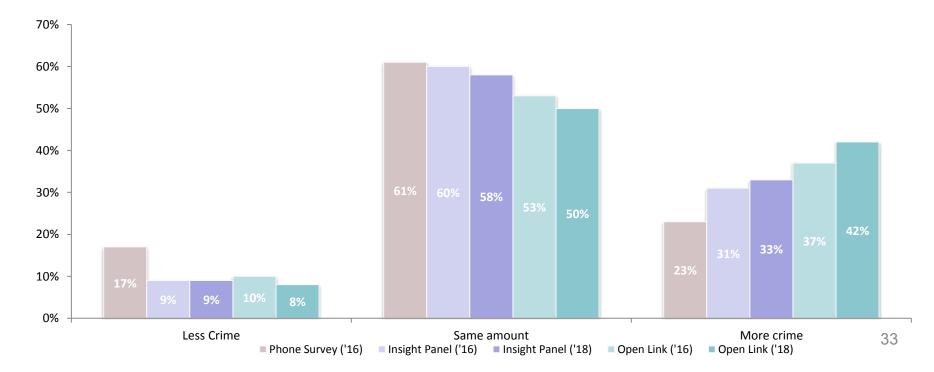
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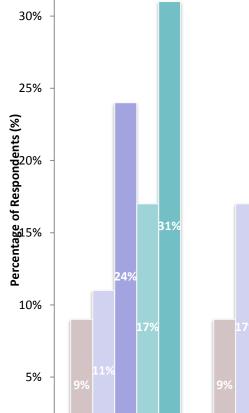


Compared to other cities in Canada, Edmonton has...

 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.

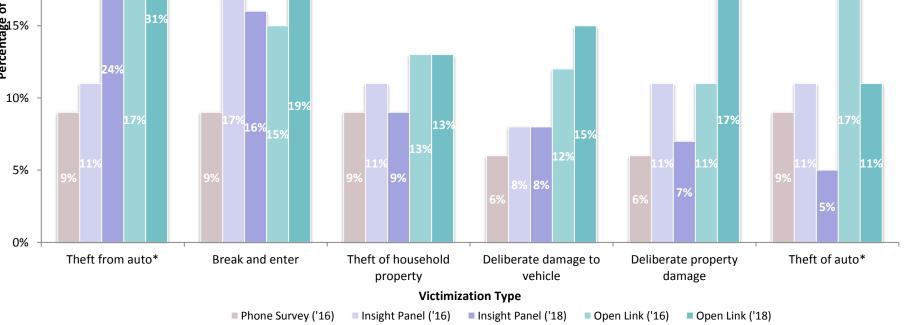






Victimization

- 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.





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%
There in on auto	Open Link (n = 620)	46%	28%	10%	15%
Break and enter	Insight (n = 329)	53%	22%	9%	15%
Dreak and enter	Open Link (n = 368)	53%	22%	8%	17%
Theft of household	Insight (n = 187)	66%	21%	5%	7%
property	Open Link (n = 254)	51%	27%	7%	14%
Deliberate damage	Insight (n = 160)	80%	14%	3%	4%
to vehicle	Open Link (n = 294)	62%	26%	6%	6%
Deliberate	Insight (n = 146)	56%	24%	6%	14%
property damage	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%



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%
There more auto	Open Link (n = 620)	36%	37%	16%	4%	7%
Break and enter	Insight (n = 329)	55%	30%	9%	4%	2%
Dreak and enter	Open Link (n = 368)	52%	28%	10%	4%	7%
Theft of household	Insight (n = 187)	48%	35%	13%	2%	2%
property	Open Link (n = 254)	39%	36%	12%	6%	7%
Deliberate damage	Insight (n = 160)	44%	48%	7%	1%	1%
to vehicle	Open Link (n = 294)	46%	38%	8%	3%	4%
Deliberate property	Insight (n = 146)	41%	38%	11%	4%	6%
damage	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%



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



Victimization - Top Reasons for Not Reporting

	Insight Panel	Open Link
Deliberate	Police couldn't do anything (28%)	Police couldn't do anything (34%)
damage to	Police wouldn't help (20%)	Police wouldn't help (22%)
vehicle	Not important enough to report	Not important enough to report
(20%)		(13%)
	Police couldn't do anything (27%)	Police wouldn't help (30%)
Deliberate property	Police wouldn't help (21%)	Police couldn't do anything (26%)
damage	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%)



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)



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)

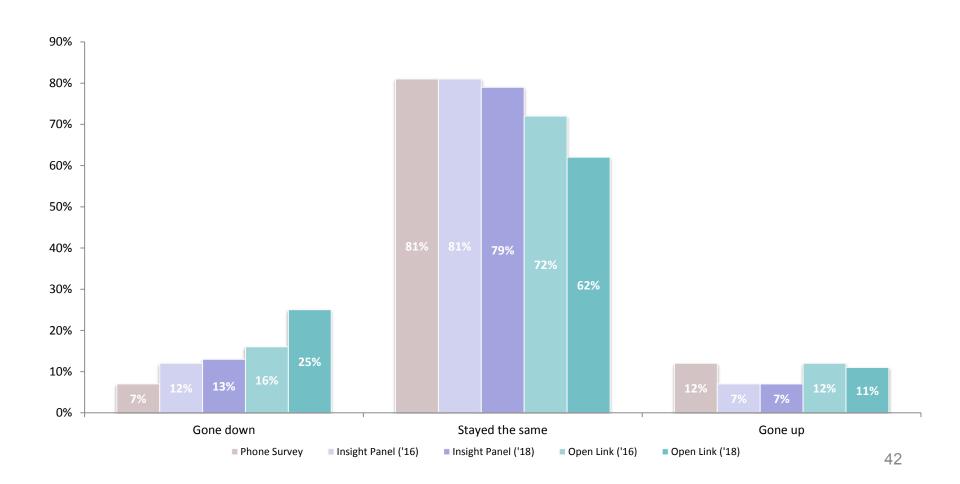
*Responses were weighted in analysis so that concerns that were ranked higher bore more relative importance than those ranked lower



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

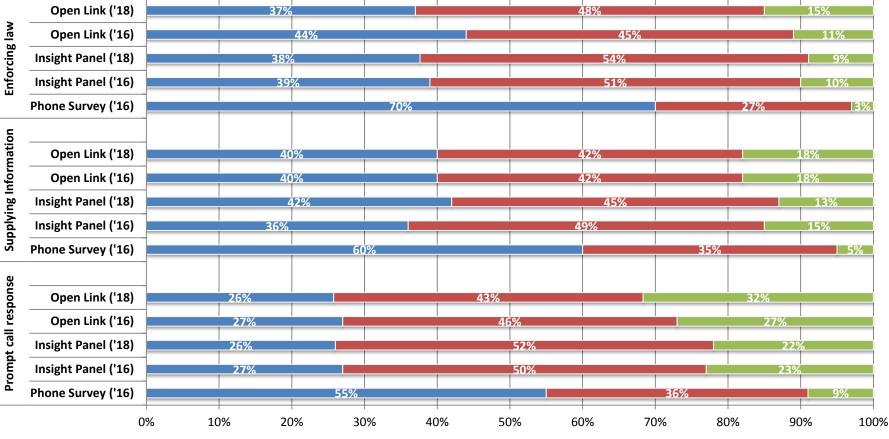
	Phone Survey	Insight Panel		Open Link	
	2016	2016	2018	2016	2018
Strongly Agree	57%	35%	36%	44%	33%
Somewhat Agree	37%	50%	45%	38%	39%
Somewhat Disagree	3%	10%	13%	11%	13%
Strongly Disagree	3%	5%	5%	7%	13%





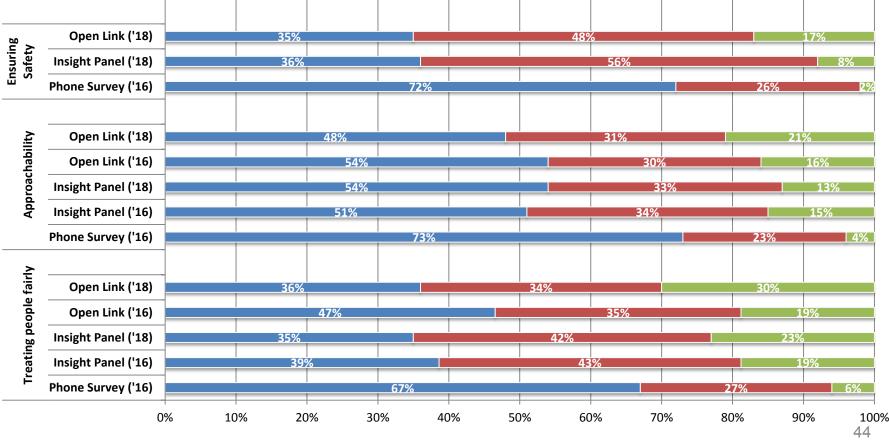


 When asked to rate how well a job the police do on 6 measures of performance, the proportion of Insight Panel members indicating the police have done a "good job" has remained relatively static between 2016 and 2018.





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





Recommendations for Improved Service

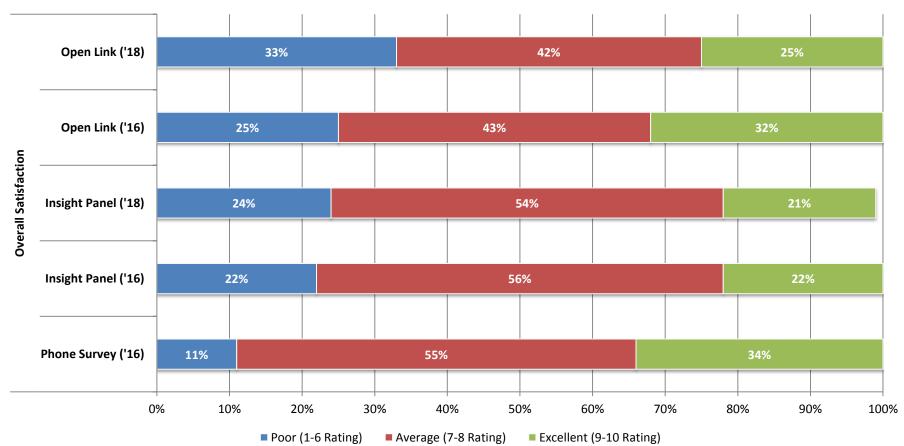
 Respondents from both samples recommended service could be most improved through more officers and an increased police presence.

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



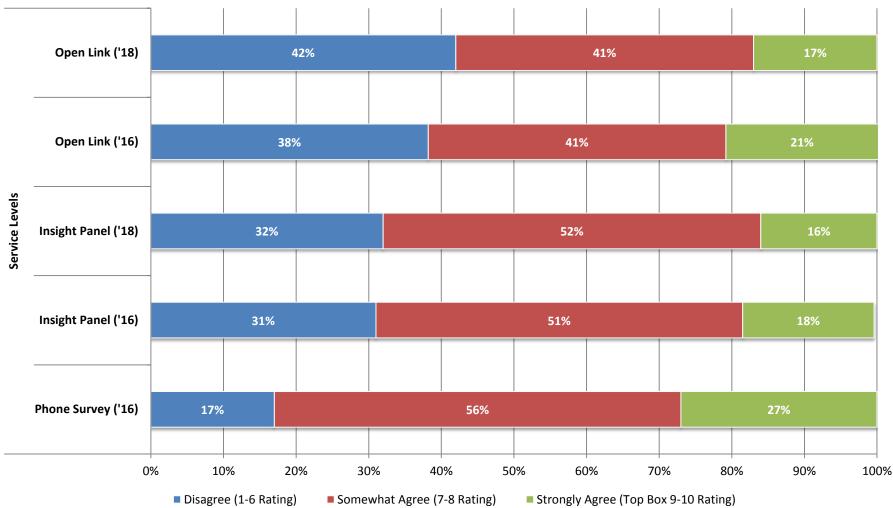
Overall Satisfaction with EPS

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



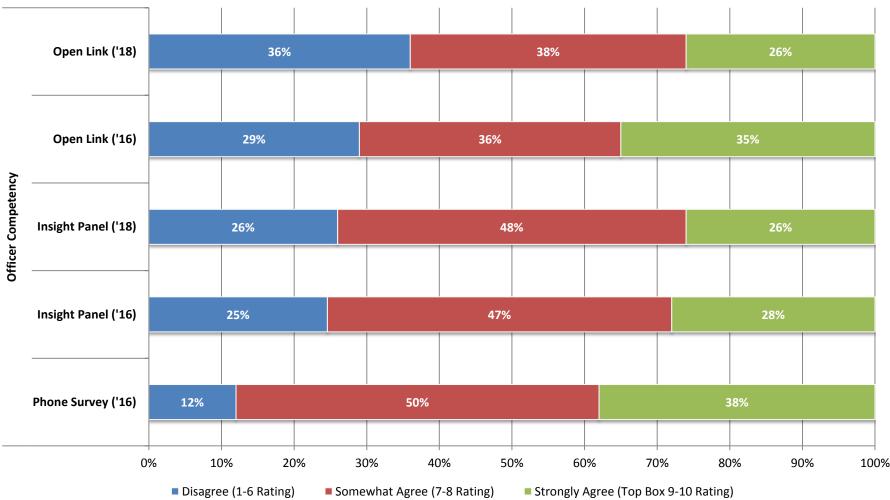


EPS Provides an Adequate Level of Service to the Public





EPS Officers are Competent in their Duties





• Approximately one-third of Insight Panel members and onehalf 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%)



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



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



- 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%



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%
Alerts	Open Link (n=113)	58%	38%	4%	1%
Descentes actions	Insight (n=20)	20%	45%	25%	10%
Report a crime	Open Link (n=29)	34%	28%	24%	14%
View success	Insight (n=14)	64%	36%	0%	0%
stories	Open Link (n=23)	74%	22%	4%	0%
La cata Chatiana	Insight (n=11)	73%	27%	0%	0%
Locate Stations	Open Link (n=14)	79%	21%	0%	0%



Corporate Communications -EPS App

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

POLICE 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
	Insight (n=335)	56%	39%	4%	1%
Facebook	Open Link (n=990)	53%	41%	5%	2%
	Insight (n=349)	57%	38%	5%	0%
Twitter	Open Link (n=430)	55%	37%	5%	3%
le ata ava pa	Insight (n=46)	53%	22%	4%	0%
Instagram	Open Link (n=143)	56%	41%	1%	2%
	Insight (n=59)	49%	46%	5%	0%
YouTube	Open Link (n=101)	48%	44%	9%	0%
Diptoroct	Insight (n=18)	44%	39%	6%	11%
Pinterest	Open Link (n=17)	29%	59%	6%	6%



• 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 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	Insight	13%	23%	34%	30%
conduct	Open Link	26%	23%	26%	25%
Appoints the Chief of	Insight	27%	18%	28%	27%
Police	Open Link	35%	21%	21%	23%
Establishes polices that	Insight	20%	26%	33%	21%
govern policing	Open Link	31%	27%	24%	18%



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'	Insight	28%	24%	27%	20%
budget	Open Link	39%	23%	21%	17%
Administers citizen	Insight	43%	25%	21%	11%
awards	Open Link	50%	22%	17%	22%
	Insight	41%	28%	20%	10%
Holds public meetings	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	Insight	44%	44%	11%	2%
commission meetings	Open Link	41%	42%	14%	2%
Attend community	Insight	26%	34%	35%	4%
meetings	Open Link	28%	34%	32%	5%
	Insight	23%	34%	36%	7%
Commission Website	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%



Appendix A

2018 Citizen Survey

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Police_Initiate Include: Q1 IS EPS initiated Q7 In the past 24 months, did the EPS initiate contact with you, for any of the following reasons: Please select all that apply.								
Police_Initiate Include: Q1 IS EPS initiated Q7 In the past 24 months, did the EPS initiate contact with you, for any of the following reasons: Please select all that apply.								
Include: Q1 IS Q2 In the past 24 months, did the EPS initiate contact with you, for any of the following reasons: EPS initiated Please select all that apply.								
		Include: Q1 IS	Q7		initiate contact with y	you, for any of t	he following reason	IS:
contact with me 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		contact with		To ask for information in connection with		ed		

		To deal with a ringing burglar alarm						
		To investigate other noise or disturb	ance					
		☐ To return missing property ☐ To search your property						
		To charge you with an offence or an	rest vou					
		For a Check Stop	lest you					
		For a traffic violation						
		Any other reason, please specify:						
		Q8 Which of these police-initiated	d contacts wa	as the most	recent?			
		Please select one response only. O To ask for information in connection	with a crime th	at had been com	mitted			
		O To investigate a traffic collision in w						
		O To deal with a ringing burglar alarm						
		O To investigate other noise or disturb	ance					
		O To return missing property						
		O To search your property						
		O To charge you with an offence or an	rest you					
		O For a Check Stop O For a traffic violation						
		O Other						
		Q9 How satisfied were you with the Please select one response only.	e way the pol	lice handled t	the matter?			
		Please select one response only. O Very satisfied						
		O Somewhat satisfied						
		O Somewhat dissatisfied						
		O Very dissatisfied						
leighbourhood	Prearhidenext fe	w questions are going to ask about your perceptions of	of crime and	personal safe	ety in your n	eighbourhood.		
11		nion, over the past 24 months , do you think that crir	ne in					
	Please select o	ne response for each item.					Increased	Stayed
	your neighbo	purhood has					0	Si
	the city has						0	
afety	Q12	How safe do you feel from crime when walking a Please select one response for each item.	alone in Edm	ionton				
				Very safe		safe Somewhat ur		
		during the day ? at night ?		0	0	0	0	
	Q13	How safe do you feel from crime when walking a	alone in you r	r neighbour	hood			
		Please select one response for each item.		Very safe		safe Somewhat ur	nsafe Very unsafe	
		during the day ?		O	O	0	O	
		at night?		0	0	0	0	
ssues	Q14	Please indicate whether you think it's a big prob	lem, slight p	roblem, or no	ot a problem	in your neighb	ourhood currently	y.
		Please select one response for each item.						
		Noisy neighbors, loud music, late parties.	-	n Slight problem	-	-		
		People breaking in or sneaking into homes to steal things	0	0	0	0		
		Suspicious people hanging out in the streets	õ	õ	õ	õ		
		People being attacked or robbed	Õ	õ	õ	õ		
		Sale of drugs in public places	õ	õ	õ	õ		
		Use of drugs in public places	0	0	0	0		
		Drinking or drunkenness in public places	0	0	0	0		
		Speeding and careless driving	0	0	0	0		
		Panhandling or being asked for money	0	0	0	0		
		Graffiti, that is writing or painting on walls or buildings	0	0	0	0		
		Vandalism, other than graffiti Gang activity	0	0	0	0		
	Q14a	Are there any issues not listed above that are cu		-			e list them here:	
		Please be as specific as possible.			, · · · ·			
			^					
			~					
15								
		peaking, compared to other cities in Canada, do you t	hink that Edu	monton has a	a higher amo	ount of crime, a	bout the same or	r a lo
	Please select o O Higher	ne response only.						
	O About the	same						
	O Lower							

- O Lower O Don't know

	The next few questions ask about your household's experience property crime/theft.	ces with crimes that occur	red within the	City of Edmonton ove	er the past 24
216	Over the past 24 months did anyone Please select all that apply.				
		12			
	 deliberately damage your vehicle (i.e., tire slashing, keying, broken win deliberately damage or destroy any other property belonging to you or a 		ak a window or fen	ce)	
	 break into or attempt to break into your residence or any other building 		ak a window of ten		
	 Instead and or attempt to stead more your restactive or any other building Instead or attempt to stead money or property to you or anyone in your ho 		already mentioned)		
	None apply		, ,		
Q16a	How many times did this happen over the past 24 months ? Please select one response for each item.				
	riease select one response for each item.		1 time	2 times	3 time
	steal or try to steal your vehicle		0	0	0
	steal or try to steal items from your vehicle (i.e., money or license plate)?		0	0	0
	deliberately damage your vehicle (i.e., tire slashing, keying, broken window		0	0	0
	deliberately damage or destroy any other property belonging to you or anyo break a window or fence)	one in your nousenoid (i.e.,	0	0	0
	$\ldots break$ into or attempt to break into your residence or any other building on		0	0	0
	steal or attempt to steal money or property to you or anyone in your housel already mentioned)	hold? (excluding any incidents	0	0	0
)16b	How many incidents were not reported ? Please select one response for each item.				
		All incidents were	1 incident	2 incidents	3 incid
	steal or try to steal your vehicle	reported	O	0	0
	steal or try to steal items from your vehicle (i.e., money or license plate)?	0	0	0	0
	deliberately damage your vehicle (i.e., tire slashing, keying, broken window	<u> </u>	ŏ	ŏ	0 0
	deliberately damage or destroy any other property belonging to you or anyo	, -	õ	õ	- -
	your household (i.e., break a window or fence) break into or attempt to break into your residence or any other building on	Volut	•	-	-
	property?	0	0	0	0
	steal or attempt to steal money or property to you or anyone in your housel (excluding any incidents already mentioned)	hold? O	0	0	0
Include: Q16 IS steal or try to steal your vehicle Exclude: Q16b_0 IS All incidents were reported 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_1 Steal or try to steal your vehicle To the best of your knowledge, what was the Please select one response only. Dealt with another way (e.g. reported to another off Police couldn't do anything about it (e.g. didn't find identify orperty, couldn't find/identify offender) Did not know about online crime reporting Not important enough to report (e.g. minor crime, s You did not want anyone to find out about the incide Nothing taken /items were recovered Don't know Don't know Q16_2 Steal or try to steal items from your vehicle To the best of your knowledge, what was the Please select one response only. Dealt with another way (e.g. reported to another off O Police couldn't find/identify offender) Did not know about online crime reporting Not important enough to report (e.g. didn't find identify orperty, couldn't find/identify offender) Q16_2 Steal or try to steal items from your vehicle Don't know Don't know	icial/landlord/manager, took care of out until too late, lack of proof, cou mall loss, child offender, no intende an deductible etc.) ent nicle e main reason this was not icial/landlord/manager, took care of out until too late, lack of proof, cou mall loss, child offender, no intende an deductible etc.)	of myself) ildn't recover/ ed harm) reported to poli of myself) ildn't recover/ ed harm)	 Fear of revenge by offendee Police wouldn't help (e.g. would be inefficient/ineffect Did not want to get involve Incident was a personal ma You believed that your insu Prevented by someone Other: 	vouldn't think tive) d with police atter and did n rrance costs w r vouldn't think tive) d with police atter and did n
Nonreport3	Vou did not want anyone to find out about the incide O Nothing taken /items were recovered O Don't know				
Jonreport3 Include: Q16 IS	O Nothing taken /items were recovered				
Vonreport3 Include: Q16 IS deliberately damage your	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the	e main reason this was not	reported to poli	ce?	
Vonreport3 Include: Q16 IS deliberately damage your vehicle (i.e., tire slashing,	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only.			_	r
Vonreport3 Include: Q16 IS deliberately damage your vehicle (i.e., tire slashing, keying, broken window)?	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. O Delik with another way (e.g. reported to another off O Plice couldn't do anything about it (e.g. didn't find o Plice couldn't fi	icial/landlord/manager, took care o	of myself)	O Fear of revenge by offender O Police wouldn't help (e.g. w	vouldn't think i
Vonreport3 Include: Q16 IS deliberately damage your vehicle (i.e., tire slashing, keying, broken window)? Exclude: Q16b_2 IS All	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. O Dealt with another way (e.g. reported to another off O Police couldn't do anything about it (e.g. didn't find identify orperty, couldn't find/identify offender)	icial/landlord/manager, took care o	of myself) Ildn't recover/	 Fear of revenge by offender Police wouldn't help (e.g. www.uld be inefficient/ineffect 	vouldn't think ir tive)
Vonreport3 Include: Q16 IS deliberately damage your vehicle (i.e., tire slashing, keying, broken window)? Exclude: Exclude: Q16b_2 IS All incidents were	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. O Dealt with another way (e.g. reported to another off O Police couldn't do anything about it (e.g. didn't find identify property, couldn't find/identify offender) O Did not know about online crime reporting	icial/landlord/manager, took care c out until too late, lack of proof, cou	of myself) Ildn't recover/	 Fear of revenge by offender Police wouldn't help (e.g. would be inefficient/ineffect Did not want to get involve 	vouldn't think ir tive) d with police
Nonreport3 Include: Q16 IS	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. O Dealt with another way (e.g. reported to another off O Police couldn't do anything about it (e.g. didn't find identify orperty, couldn't find/identify offender)	icial/landlord/manager, took care c out until too late, lack of proof, cou mall loss, child offender, no intendo	of myself) Ildn't recover/ ed harm)	 Fear of revenge by offender Police wouldn't help (e.g. www.uld be inefficient/ineffect 	vouldn't think ir tive) d with police atter and did no
Vonreport3 Include: Q16 IS deliberately damage your vehicle (i.e., tire slashing, keying, broken window)? Exclude: Exclude: Q16b_2 IS All incidents were	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. O Dealt with another way (e.g. reported to another off OP Couldn't do anything about it (e.g. didn't find identify property, couldn't find/identify offender) O Did not know about online crime reporting O Not important enough to report (e.g. minor crime, state)	icial/landlord/manager, took care c out until too late, lack of proof, cou mall loss, child offender, no intende an deductible etc.)	of myself) Ildn't recover/ ed harm)	 Fear of revenge by offendee Police wouldn't help (e.g. would be inefficient/ineffect Did not want to get involve Incident was a personal mage 	vouldn't think ir tive) d with police atter and did no
Vonreport3 Include: Q16 IS dellberately damage your vehicle (i.e., tire slashing, keying, broken window)? Exclude: Exclude: Ricker S All Q16b_2 IS All incidents were	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. Dealt with another way (e.g. reported to another off OP Police couldn't do anything about it (e.g. didn't find / identify property, couldn't find/identify offender) Did not know about online crime reporting Not important enough to report (e.g. minor crime, s Insurance wouldn't cover (no insurance, loss less that	icial/landlord/manager, took care c out until too late, lack of proof, cou mall loss, child offender, no intende an deductible etc.)	of myself) Ildn't recover/ ed harm)	 Fear of revenge by offendee Police wouldn't help (e.g. w would be inefficient/ineffect Did not want to get involve Incident was a personal ma You believed that your insu 	vouldn't think in tive) ad with police atter and did no
Ionreport3 Include: Q16 IS deliberately damage your vehicle (1.e., tire slashing, keying, broken window)? Exclude: Q16b_2 IS All incidents were	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. Deliberately damage your vehicle Obelia with another way (e.g. reported to another off Police couldn't do anything about it (e.g. didn't find i dientify property, couldn't find/ientify offender) Did not know about online crime reporting Not important enough to report (e.g. minor crime, s Insurance wouldn't cover (no insurance, loss less the You did not want anyone to find out about the incided	icial/landlord/manager, took care c out until too late, lack of proof, cou mall loss, child offender, no intende an deductible etc.)	of myself) Ildn't recover/ ed harm)	 Fear of revenge by offendee Police wouldn't help (e.g. w would be inefficient/ineffect Did not want to get involve Incident was a personal ma You believed that your insu Prevented by someone 	vouldn't think i tive) ad with police atter and did n
onreport3 Include: Q16 IS deliberately Jamage your vehicle (1.e., tire slashing, exying, broken window)? Exclude: Q16b_2 IS All ncidents were	Q16_3 Deliberately damage your vehicle To the best of your knowledge, what was the Please select one response only. Deliberately damage your vehicle Obalt with another way (e.g. reported to another off Police couldn't do anything about it (e.g. didn't find identify property, couldn't find/identify offender) Did not know about online crime reporting Not important enough to report (e.g. minor crime, s You did not want anyone to find out about the incide Nothing taken /items were recovered	icial/landlord/manager, took care c out until too late, lack of proof, cou mall loss, child offender, no intende an deductible etc.) ent	of myself) Ildn't recover/ ed harm)	 Fear of revenge by offendee Police wouldn't help (e.g. w would be inefficient/ineffect Did not want to get involve Incident was a personal ma You believed that your insu Prevented by someone 	vouldn't think i tive) id with police atter and did n

destroy any other property belonging to you or anyone in your household (i.e., break a window or fence) Exclude: Q16b_315 All incidents were reported	 Police couldn't do anything about it (e.g. identify property, couldn't find/identify of Did not know about online crime reporting 	ig ior crime, small loss, child offender, no intended harm) loss less than deductible etc.)	 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 of You believed that your insurance costs woul Prevented by someone Other:
Nonreport5 Include: Q16 ISbreak into or attempt to break into your residence or any other building on your property? Exclude: Q16b_4 IS All incidents were reported	To the best of your knowledge, wha Please select one response only. O Dealt with another way (e.g. reported to Police couldn't do anything about it (e.g. identify property, couldn't find/identify of O Did not know about online crime reporting	g nor crime, small loss, child offender, no intended harm)	
	 You did not want anyone to find out abou Nothing taken /items were recovered Don't know 	ut the incident	O Prevented by someone O Other:
Nonreport6 Include: Q16 IS steal or	Q16_6 Steal or attempt to steal money	or property	
attempt to you steal money or property to you or anyone in your household? (excluding any incidents already mentioned) Exclude: Q16b_5 IS All incidents were reported	Please select one response only. O Dealt with another way (e.g. reported to Police couldn't do anything about it (e.g. identify property, couldn't find/identify of O Did not know about online crime reporting	ig ior crime, small loss, child offender, no intended harm) loss less than deductible etc.)	 Police? Pear 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 saft Please rank what, in your opinion, are the three mo Please rank the items by dragging each one to the desired rank.		essed by the Edmonton Police Service?
	Aggressive/reckless driving	Click item or drag here]
	Cell phone use/distracted driving/texting	2 Click item or drag here 3 Click item or drag here	
	Cyclists not obeying the laws of the road		-
	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)		

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TraffOth Include: QTrafficRank_13 IS rank 1 <u>OR</u> QTrafficRank_13 IS rank 2	QTrafficOther If you selected "other" as a traffic offence that s Please be as specific as possible.	hould be addressed by the Edmonton Police Service, please identify.
OR QTrafficRank_13 IS rank 3		
QIssueSelect	Please select from the following what you consider the top five (Select your top 5 choices. Assault (other than sexual assault) Attempted Murder Drugs Fraud/Identity Theft Homicide Mischief Prostitution Robberies Vehicle Theft Weapons offenses	☐ Hate Crimes ☐ Property Damage/Vandalism
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	nk.
	Assault (other than sexual assault)	Click item or drag here
	Attempted Murder	2 Click item or drag here 3 Click item or drag here
	Break and Enter	4 Click item or drag here
	Domestic Violence	5 Click item or drag here
	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:	
	Assault (other than sexual assault) Image: Constraint of the sexual assault) Image: Constraint of the sexual assault) Attempted Murder Image: Constraint of the sexual assault (other the sexual assault) Image: Constraint of the sexual assault (other the sexual assault) Break and Enter Image: Constraint of the sexual assault (other the sexual assault) Image: Constraint of the sexual assault (other th	ik 3 RANK 4 RANK 5 RANK 4 RANK 5 RANK 4 RANK 5 RANK 4 RANK 5 RANK 4 RANK 5 RANK 4 RANK 5 RANK 4 RANK 5 RANK 4 RANK 5 RANK 5

		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 Messa Please select one res O Please only rank							
PMPreamble		lestions are going to ask you	about v	our ove	rall rating	regardir	na the F	Edmonton Police Service.
Q60			-		-	-	-	strongly agree with the following statement.
	"I have a lot o Please select one re: O Strongly agree O Somewhat agree O Somewhat disag O Strongly disagree O Don't know	e	ton Poli	ce Ser	vice."			
Q61								
	Please select one re: O Gone down O Stayed the same O Gone up O Don't know	. ,	Contidei	nce in t	ne Eamon		Servic	e nas
confidentish Include: Q61 IN ONE OF {[Gone up]} Exclude: Q61 IN ONE OF {[Stayed the same],[Don't know]}	Q62	What is the main reason yo Please be as specific as possible.	ur confid	lence h	as changed	1?	~	
Q63	The next sugget				at is bains	ee uut e d		
		ons deal with your perception /erage job, or a poor job of		work th	hat is being	carried	out by 1	the Edmonton Police Service. Do you think the Edmor
		sponse for each item.						
			Go	od job O	Average job	Poor jo O	ob Do	on't know
	Enforcing the laws Promptly responding	a to calls		0	0	0		0
	Being approachable			õ	õ	Õ		0
	Supplying information	on to the public on ways to reduce cr	ime	0	0	0		0
	Ensuring the safety			0	0	0		0
Qrecommend	Please select one res O Crime preventio O Faster, more eff	ke just one recommendation sponse only. n icient response to calls i' behaviour (e.g., integrity, accounta			C Of officers) C	Easier acc Improve c Improved	ess to ser communic technolog ctive recru	ation/contact with public gy uitment and training
tenpoint	Q65ab	For the next two questions, disagree that the Edmonton Please click on your selection or dra	Police S	ervice		to 10 wh	ere 1 is	s "Strongly disagree" and 10 is "Strongly agree". To wi

			Stro									ongly igree	Don't know/NA	Ą
		provides an adequate amount or level of service to the public?		1	3	1 4	1 5	1	1 7	l 8	l 9	10		
		officers are competent in their duties?	1	1	3	1	1 5	1 6	7	1 8	9	10		
	Q66	For the next question, please the please of the please of the please click on your selection or drag the please click on your selection or drag the please of the please o	use a scal he slider to	le from your sel	n 1 to 1 lection.	0 wher	e 1 is	"Poor"	and 10	is "Exc	ellent"	'.		
		Taking into consideration all	Poor								Exce	ellent	Don't know/NA	Ą
		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	Please use a sca	ideration all of the different aspects of th ale from 1 to 10 where 1 is "Poor" and 1 ur selection or drag the slider to your selection	0 is "Excelle		ervices p	rovided,	, how we	ould you	rate the	Edmont	on Polic	e overa	11?	
	1 Poor	2 3 4 5	. 6	6	7	8		9 9 E	10 xcellent					
D000 Include: Q660 IS 3 QR Q660 IS 2 QR Q660 IS 1 Poor Exclude: Q66 IS GREATER THAN 3	Q67	What specific aspects of the po Please be as specific as possible.	olice servi	ice did	you fin	d poor	?	< >						
Excellent Include: Q660 IS 8 QR Q660 IS 9 QR Q660 IS 10 Excellent Exclude: Q66 IS GREATER THAN 3	Q67excellent	What specific aspects of the po Please be as specific as possible.	olice servi	ice did	you fin	d exce	llent?	< >						
WebIntro	The next serie	es of questions will ask you about	your exp	erienc	e with E	EPS' we	eb pres	sence.						
Comms1	Have you visit Please select one O Yes O No	ted the Edmonton Police Service N response only.	Website (<u>v</u>	www.e	dmonto	onpolic	<u>e.ca</u>) ii	n the p	ast 24 ı	month	IS?			
Website Include: Comms1 IS Yes	Comms1a	How did you access the EPS w Please select all that apply. Directly using the URL Via social media (e.g., facebook, t Internet search Other:												
	Comms2	Thinking of your most recent we Please select all that apply. News about EPS Information about EPS Information about community policies Information about crime preventio Information about victim support Information about traffic & vehicle Information about crime files	cing n s	vhat re	eason(s)) did yo	ou visit	t the El	PS webs	ite?				
		Submit a compliment or complaint	about LFS											
	Comms2a		our exper	ience	with the	e EPS v	vebsite	?		ery satis	-God	<u> </u>	what satisfied Sor	

		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		0000000	0000000	000000000000000000000000000000000000000
Comms3	Have you use Please select one O Yes O No	ed the Edmonton Police Service App with in the past 24 months ? response only.				
App Include: Comms3 IS Yes	Comms3a	On which platform did you use the app? Please select one response only. O IOS O Android O Other:				
	Comms3b Comms3c	Thinking of your most recent visit, for what reason(s) did you us 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:		ıp?		
	Commissic	How satisfied were you with your experience with the EPS App? Please select one response for each item. 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		Very satisfied O O O O O O O O O O O O O O O O O O O	Somewhat satisfied	Somewhat diss 0 0 0 0 0 0 0 0 0 0 0 0 0
Comms4a	Please select all Facebook (w Twitter (@ed Instagram (d Pinterest (ed Youtube (EP)	ww.facebook.com/edmontonpoliceservice/) Imontonpolice) @edmontonpoliceservice) Imontonpolice)	4 months?			
Comms4b	How satisfied Please select one Facebook (www. Twitter (@edmo	were you with your experience on each of the following social med e response for each item. Ve facebook.com/edmontonpoliceservice/) ntonpolice) montonpoliceservice) itonpolice)	ia platforms? ery satisfied O O O O O O	Somewhat satisfied O O O O O	Somewhat dissatisfie	ed Very dissa O O O O O
Comms5	Where do you Please select all	u typically get information about the Edmonton Police Service?		-	-	

	Social media							
	Soundcloud RSS							
Comms5a	Which is your primary source of Information? Please select one response only. O Family and friends							
	O Speaking with an EPS member							
	O Radio							
	O Television O News paper							
	O Social media							
	O Website							
	O Soundcloud							
	O RSS							
	O 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? O O O O							
	oversees police officer conduct? O O O O							
	appoints the Chief of Police for Edmonton? O O O O							
	establishes policies that govern policing in Edmonton? O O O O							
	sets and monitors the budget for Edmonton's Police Service? O O O administers awards to citizens who aid in maintaining safe communities O O O							
QEPC2								
QLFCZ	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 Likely Very likely Attend Public Commission Meeting O O O							
	Attend Community Meetings O O O O							
	Commission Website (www.edmontonpolicecommission.com)							
	Twitter feed (@YEG_Commission) O O O O							
QEPC3	Have you visited the police commission website in the past 24 months ? Please select one response only.							
	O Yes							
	O 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 O O O O LinkedIn O O O O							
	QEPC4a If there are other platforms that you would use to access information regarding the Edmonton Police Commission, please li							
	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							
	Q10 How long have you lived in your present neighbourhood							

	Number of the lower							
	Number of whole years.							
	Please round half year(s) or grea	ter up to the next whole number.						
	Please enter numeric response only.							
Neighbourhoods	Drouppowhat Edmonton neighbourhood do you reside? Please select one response only.							
Q72	What age group are you in?							
	Please select one response only. \bigcirc 17 or younger \bigcirc 18 to 19							
	O 20 to 24 O 25 to 29							
	O 30 to 34 O 35 to 39							
	O 40 to 44 O 45 to 49							
	O 50 to 54 O 55 to 59							
	O 60 to 64 O 65 to 69 O 70 to 74 O 75 to 79							
	0 80 to 84 0 85 years and over							
O a black a lack								
Qethnicity	With which group or groups do you best identify?							
	Please select all that apply.							
	Source: 2016 Statistics Canada Census	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 ☐ South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	 North African (e.g., Egyptian, Sudanese, Moroccan, etc.) South African (e.g., South African, Namibian, Botswanan, etc.) 						
	South Asian (e.g., Last Indian, Paristani, Sh Lankan, etc.)							
	West Asian (e.g., Iranian, Afghan, etc.)	White						
	Choose not to identify							
Q73	What is the highest level of education you completed	d?						
	Please select one response only. O No degree, certificate or diploma							
	O No degree, certificate or diploma O High school graduation certificate							
	O Some trade school, college or university							
	O Trades certificate or diploma							
	O College certificate or diploma							
	O University certificate or diploma below bachelor level							
	O Bachelor's degree							
	O University certificate or diploma above bachelor level O Medical degree							
	O Master's degree							
	O Earned doctorate							
	O Don't know							
Qincome	Which of the following best describes your total, and	nual household income before taxes?						
	Please select one response only. O Less than $$30,000$							
	O \$30, 000 to less than \$60, 000							
	O \$60, 000 to less than \$100, 000							
	O \$100, 000 to less than \$125, 000							
	O \$125, 000 to less than \$150, 000							
	O \$150,000 to less than \$250,000 Ourse \$250,000							
	O Over \$250, 000 O Prefer not to say							
Q74	Do you currently own or rent your living accommoda	ation?						
	Please select one response only.	2001.						
	O Own							
	O Rent							
	O Don't know							
Q75	In total, how many people, including adults and c	hildren, live in your household?						
	Please enter numeric response only.	, . ,						
Q76A	Police Division							
	Please select one response only. O Downtown							
	O Northeast							
	O Northeast							

	O O West O Southwest						
Q77	O Southeast How do you ide Please select one re O I identify as: O Male O Female O Choose not to id	sponse only.					
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 <u>edmontoninsiahtcommunity.ca</u> 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 ou 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	SendtoEmailCollecti ∂;ERMINATE 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	SendtoEdmontonSit JERMINATE : 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	SendtoEdmontonSitatERMINATE: 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!					
		/www.edmontonpolice.ca/ h status : Completed					

POLICE 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.



2018 EPS Business Survey Initial DRAFT Report





- 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 2018 Business Survey online from February 20 – 27, 2018.
- There was a total of 64 respondents.
- Cannot make generalizations given the sample size.



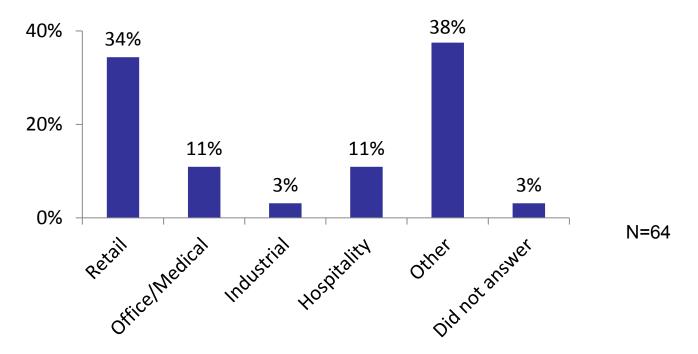
Respondent Neighbourhoods

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%

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

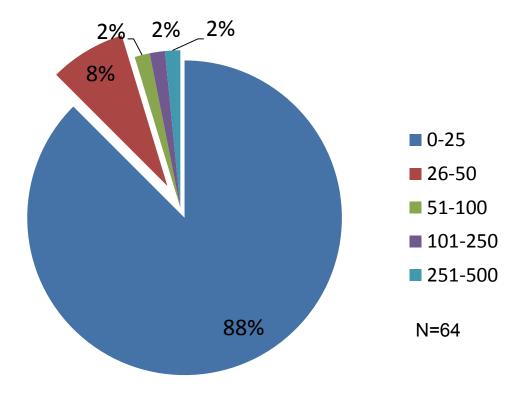
SERVICE



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



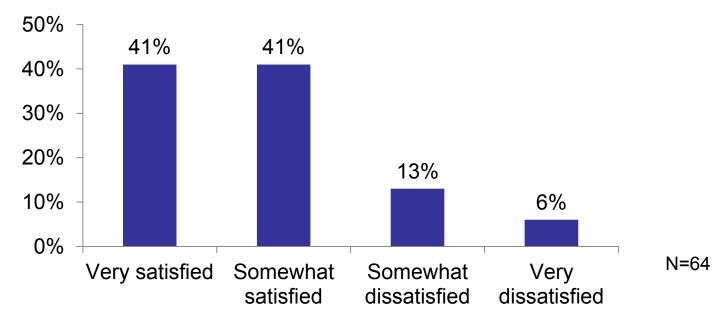
How many people does your business employ? (FTE at your location)



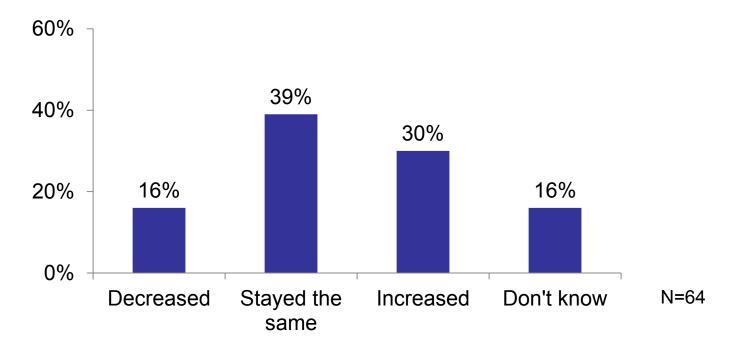
 Almost all responding businesses reported employing 50 or fewer staff.

POLICE 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.



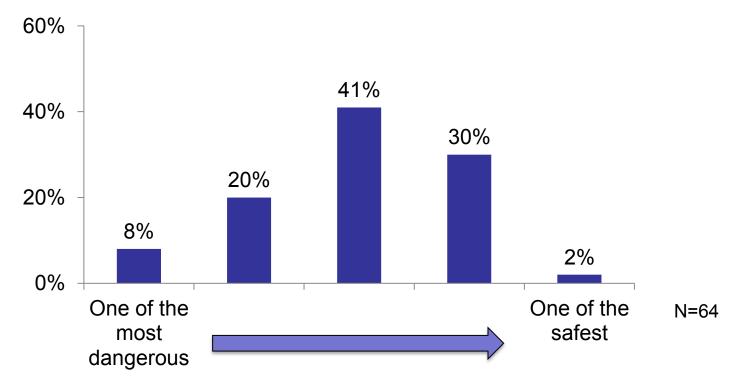
Do you think crime in the neighbourhood your business is located in has increased, decreased, or stayed the same over the past 24 months...



 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.

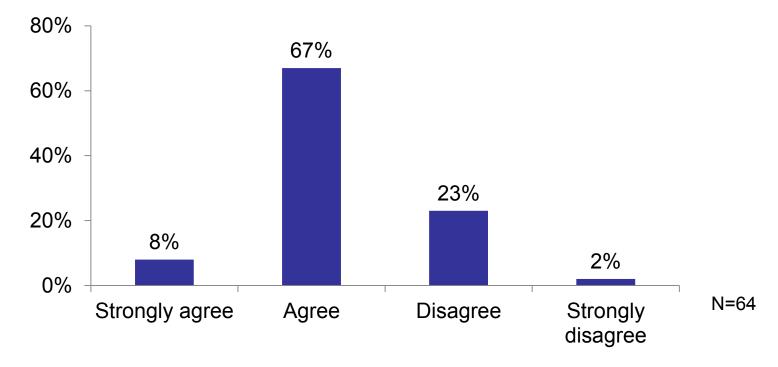


How safe do you feel your business' neighbourhood is?



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

EDMONTON SERVICE Edmonton is a safe and secure place in which to own or operate a business...



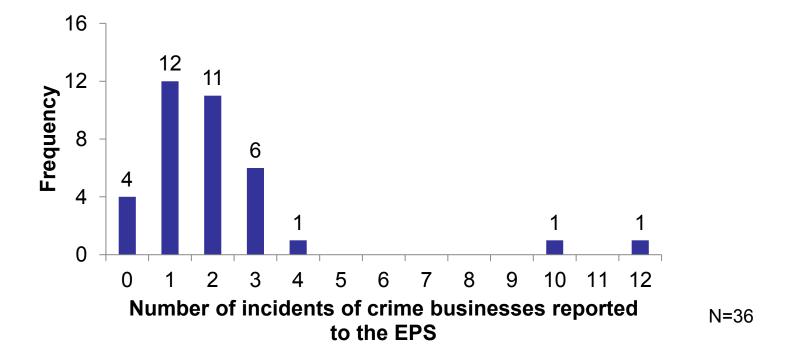
- Approximately 75% of respondents feel that Edmonton is a safe city to own or operate a business.
- Only about 2% of respondents strongly disagree.

OLICE 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.

POLICE How many incidents were reported to the Edmonton Police Service?



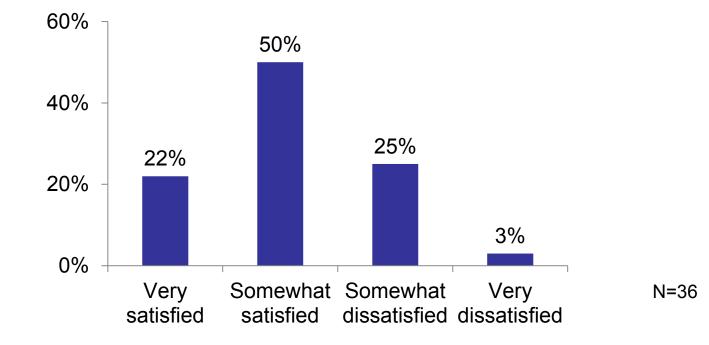
POLICE Top reasons three reasons occurrences were not reported to EPS

- 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.



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.



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

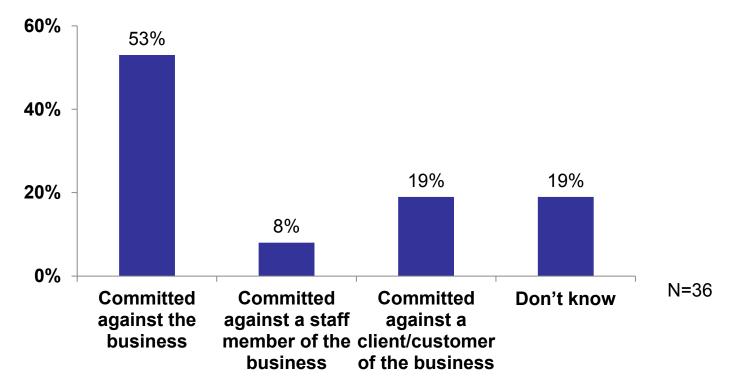
"We had an attempted break in twice this year. The second time quite a bit of damage was caused. The officers were helpful and polite. I couldn't have asked for more."

"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

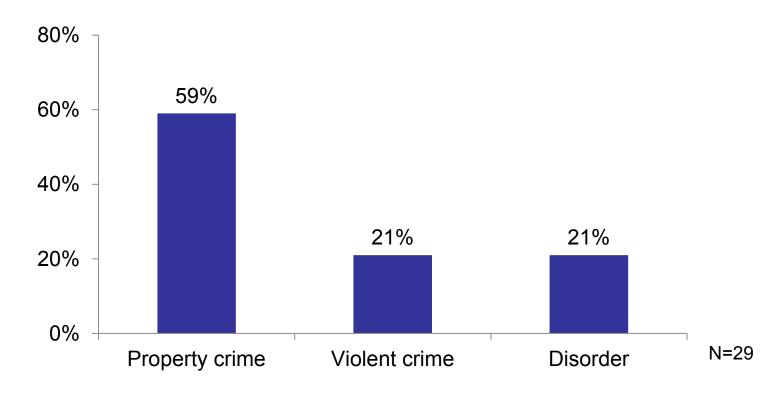
POLICE Thinking back to the last contact your business had with the EPS, was the crime...



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







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



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.

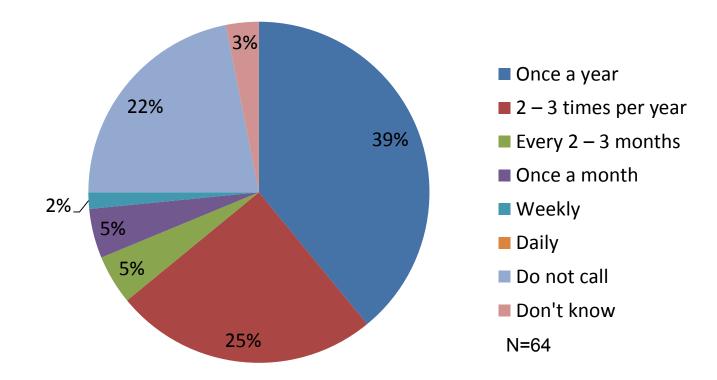


Interaction with EPS

- 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.

EPS works with businesses to understand the needs of the business community	16%	56%	23%	5%
EPS officers use authority and force appropriately	23%	64%	13%	
EPS are involved with the business community in a positive way, not just when there is a	22%	53%	22%	3%
EPS have a good relationship with those who own and operate businesses in Edmonton	27%	63%	9%	2%
I would feel comfortable talking with any EPS officer		63%	34%	<mark>3</mark> %
N=64 09	% 20%	40% 60%	80% 10	0%
Strongly agree	Disagree	Strongly disagree		

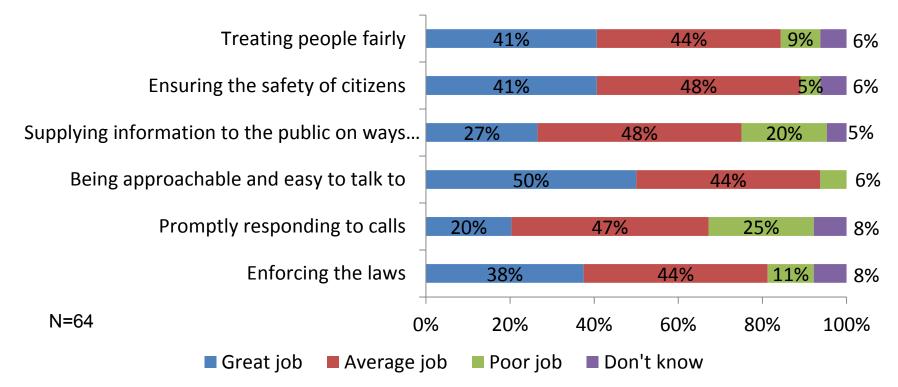
POLICE Approximately how frequently do you contact the EPS?



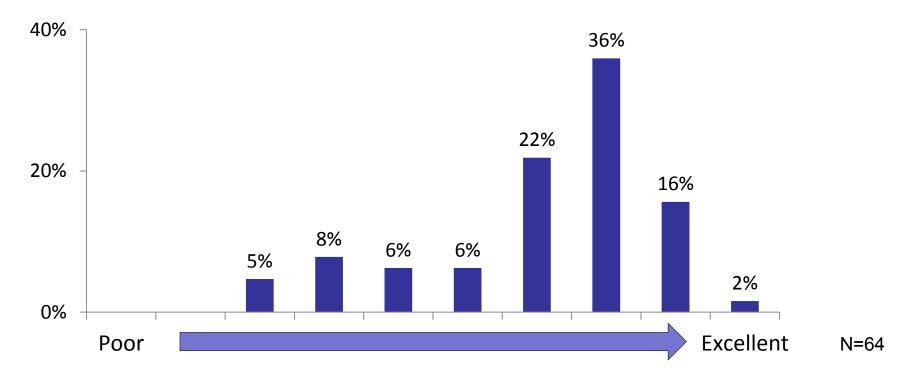
- Approximately two thirds of respondents said that they contact EPS less than 3 times per year, further 22% of respondents have not contacted EPS at all.
- Only about 5% of respondents contact EPS monthly, and 2% contact EPS on a weekly basis.

POLICE 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).

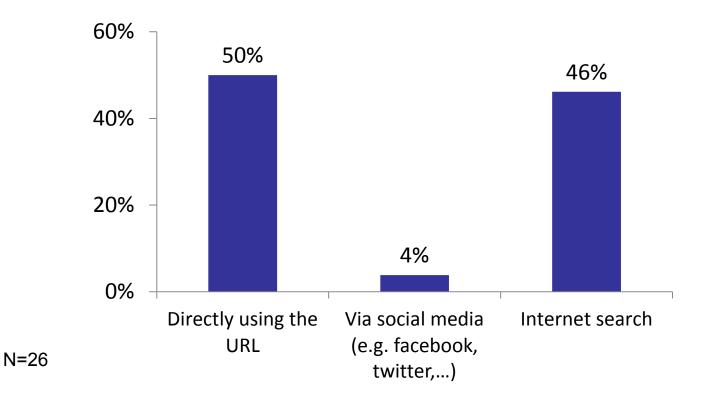


Digital Media Usage

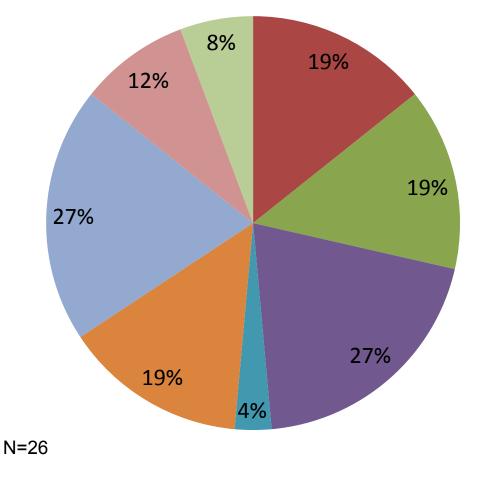


EPS Website Usage

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

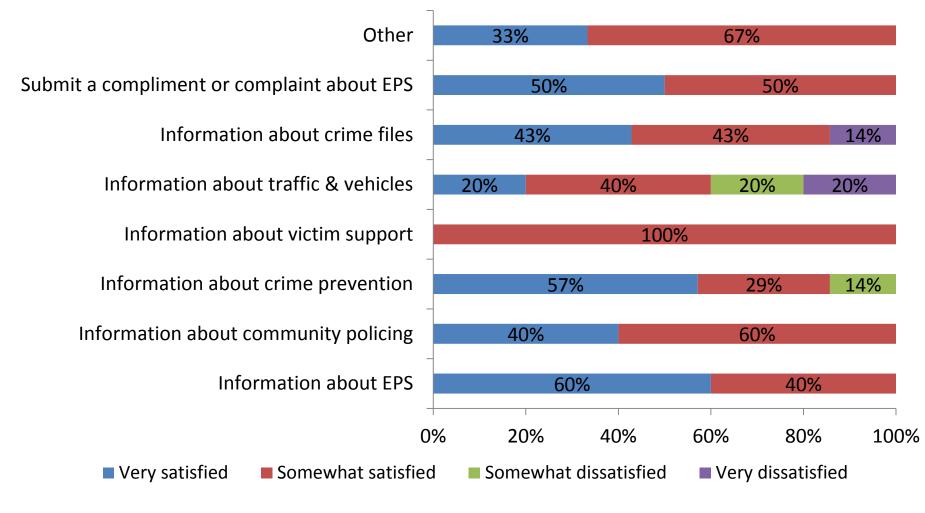


POLICE Thinking of your most recent visit, for what reasons(s) did you visit the EPS website?



- 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

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







• 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.

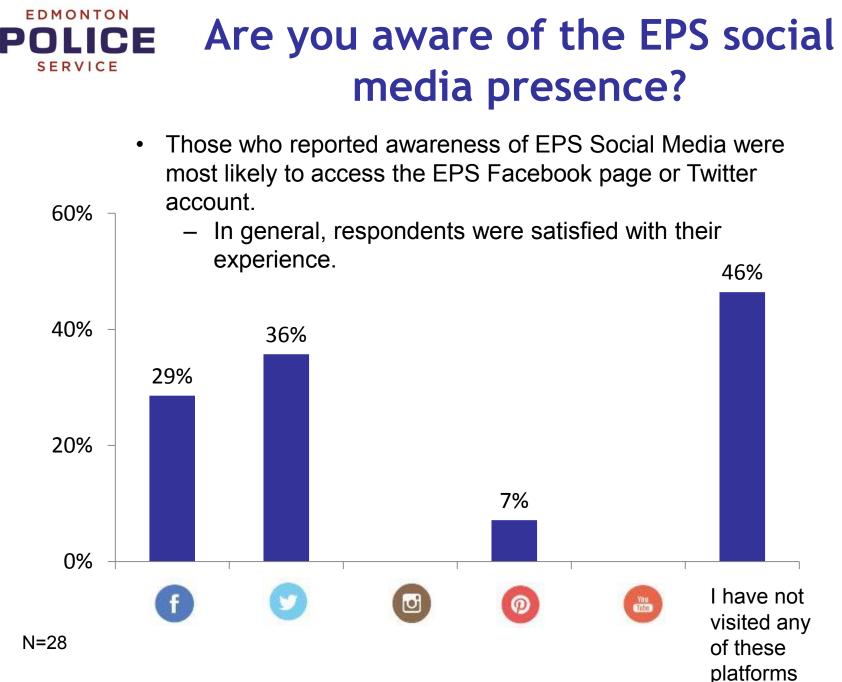


• Over half of respondents were not aware of the EPS' social media presence.

Aware 44%

Unaware 55%

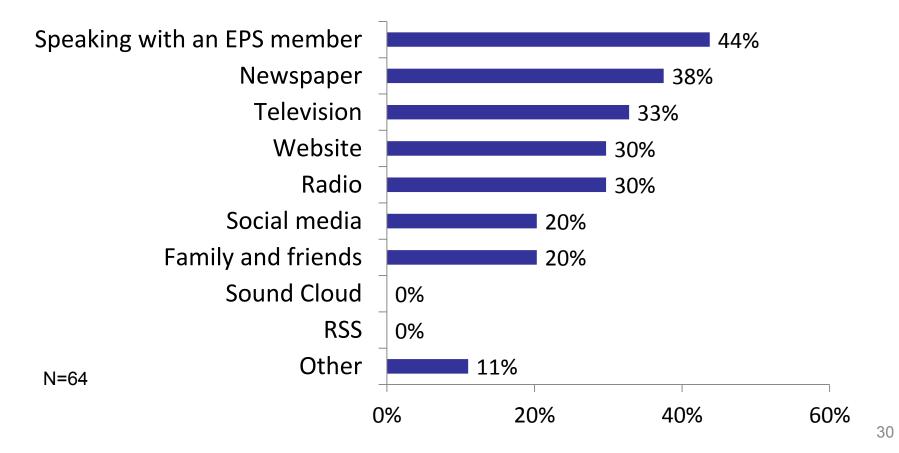
Did not answer 2%





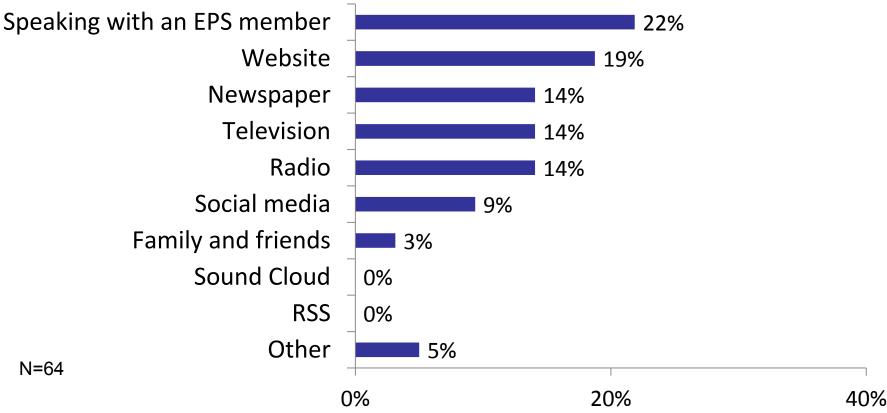
Where do you typically get information about the EPS?

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



POLICE Which is your primary source for information?

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





Appendix A

2018 Business Survey

Please select one response only. O Yes O No O Don't know	Preview of: EPS Bu	siness Survey 20	18 EXPORT (en-C/	A)					Current	Date: 07/05/2018 10:25:21
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Safetieglebunned		O Somewhat dis	satisfied							
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B. (27 Please dick on your selection or drag the sider to your selection. B. (27 Please indicate to which digree your game or disagree. B. (27 Please indicate to which digree your game or disagree. B. (27 Please indicate to which digree your game or disagree. B. (28 Please indicate to which digree your game or disagree. B. (27 Please indicate to which digree your game or disagree. B. (28 Please indicate to which digree your game or disagree. B. (29 Please indicate to which digree your game or disagree. B. (29 Please indicate to which digree your game or disagree. B. (29 Please indicate to which to own 1 B. (29 Please indicate or response only. 1 B. (20 Please indicate or exponse only. 1 B. (20) Please indicate or exponse only. 1 B. (20) Please indicate or exponse only. 1 B. (20) Please indicate in exponse only. 1 B. (20) Please ender on exponse only.<	SafeNeighbourhood	B_Q3	Please select one response only. O Increased O Decreased O Stayed the same							last 24 months?
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Exclude: B_Q5 IS No		 Police wouldn't help (e.g. wouldn't think importation of the police Did not want to get involved with police Not important enough to report (e.g. minor crime) Incident was a personal matter and did not construction Insurance wouldn't cover (no insurance, loss less You believed that your insurance costs would in 	olice 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) olice wouldn't help (e.g. wouldn't think important enough, biased, police would be inefficient/ineffective) id not want to get involved with police ot important enough to report (e.g. minor crime, small loss, child offender, no intended harm) ncident was a personal matter and did not concern police nsurance wouldn't cover (no insurance, loss less than deductible etc.) ou believed that your insurance costs would increase as a result ou did not want anyone to find out about the incident revented by someone ublic perception othing taken /items were recovered ther:						
B_Q8Yesto5 Include: B_Q5 IS Yes Exclude: B_Q5 IS No <u>QR</u> B_Q5 IS Don't know	-	Thinking only about the last contact your business Please select one response only. O Committed against the business O Committed against a staff member of the busine O Committed against a client/customer of the bus O Don't know	ness	ne Edmonton Polic	e Service, was the crime				
	B_Q8PropViolDis Include: B_Q8 IS NOT Don't know	O Property crime (e.g. dama	Please select one response only. O Property crime (e.g. damage, fraud,) O Violent crime (e.g. assault, robbery,)						
	Please select all that a Assault (other tha Drugs Homicide	nn sexual assault) 🗌 Attempted Murder 📄 Break 📄 Fraud/Identity Theft 🗋 Gang Mischief 📄 Panha	k and Enter [gs [nandling [Domestic Violer Hate Crimes Property Damag	rce ge/Vandalism				
	 Prostitution Vehicle Theft 	Robberies Sexual Weapons offenses Youth		_ Theft (not inclu Other:	ding vehicle theft)				
RKM_RANK_PG		e items from highest priority to lowest pr Please rank the items by dragging each one to the c							
		Assault (other than sexual assault)			Click item or drag here				
		Attempted Murder		3	Click item or drag here Click item or drag here				
		Break and Enter		4	Click item or drag here				
		Domestic Violence		5	Click item or drag here				
		Drugs							
		Fraud/Identity Theft							
		Gangs							
		Hate Crimes							
		Homicide							
		Mischief							
		Panhandling							
		Property Damage/Vandalism							
		Prostitution							
		Robberies							
		Sexual Assault							
		Theft (not including vehicle theft)							

	RKM_RANK_MOBILEPlease select a uniq Assault	ue ranking for each iten	۱.									Theft
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	1 0 0 2 0 0 3 0 0 4 0 0 5 0 0											
RKM_ERR_MSG	Custom Error Messages Please select one response only. O Please only rank one option per rank											
B_Q11	For each of the following statements about Please select one response for each item.		Service (EPS)	, please indicat	e to what	: degree yo	ou agree or di	sagree				
	I would feel comfortable talking with any EPS have a good relationship with those EPS are involved with the business comm EPS officers use authority and force appr EPS works with businesses to understand	who own and operate b nunity in a positive way, opriately	not just whe	n there is a pro	blem			Agree O O O O O		Disagre O O O O O	e	Str
BusinessQuestionP	reameble8t question deals with your percep	tions of the work that is	being carried	d out by the Edr	monton P	olice Servi	ice.					
B_Q14	As a business, approximately how freque Please select one response only. O Once a year O 2 - 3 times per year O Every 2 - 3 months O Once a month O Weekly O Daily O Do not call O Don't know	ntiy do you contact the	Edmonton Pol	lice Service?								
B_Q12	As a business, do you think the Edmonto Please select one response for each item.		great job, an	average job, o	or a poor	job						
	Enforcing the laws Promptly responding to calls Being approachable and easy to talk to Supplying information to the public on we Ensuring the safety of citizens Treating people fairly	ays to reduce crime			0000000		0 0 0 0 0 0					
B_Q13	As a business, taking into consideration a Using a scale from 1 to 10, where 1 is "P Please click on your selection or drag the	por" and 10 is "Excellen	t".	e and the servi	ces provid	ded, how v	vould you rate	e the Edmontor	n Police Servi	ce overall?	?	
		Poor					Excellent					
	As a business, how would you rate the Edmonton Police Service overall?		i 4	i i 5 6	1 7	i 8	i 9 10					
B_Q18	Have you visited the Edmonton Police Se Please select one response only. O Yes O No	rvice Website (<u>www.edr</u>	nontonpolice.c	<u>ca</u>) in the past :	24 month	ıs?						
WebsiteYes Include: B_Q18 IS Yes Exclude: B_Q18 IS No	B_Q19 How did you access Please select one re O Directly using th O Via social media O Internet search O Other:	sponse only.	,)									
	Please select all tha News about EPS Information about Information about Information about Information about Information about Submit a completion Other:	ut EPS uut community policing uut crime prevention uut victim support uut traffic & vehicles	ıt EPS						e website	?		
		sponse for each item.	CAPCHENCE	man the Eu	montol			y satisfied	Somewhat :	satisfied	Somewh	at diss

Edmonton Insight Community

B 002	Have you download	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 Ied/used the Edmonton Police Service App within the past 24 months?		0 0 0 0 0 0 0 0 0	
B_Q22	Please select one re O Yes O No	ee/used the Edition of Police Service App within the past 24 months: esponse only.			
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. O iOS O Android O Other:			
	B_Q23	Thinking of your most recent visit, for what reason(s) did you use the l 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:	Edmonton Police Serv	ice App?	
	B_Q24	How satisfied were you with your experience using the Edmonton Police Service APP? Please select one response for each item.			
B_Q25	Are you aware of th	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:	Very satisfied 0 0 0 0 0 0 0 0 0 0 0 0 0	Somewhat satisfied 5	Somewhat diss 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
0_020	Please select one re O Yes O No				
SocialMedia Include: B_Q25 IS Yes	B_Q26	Which of the following EPS Social Media Platforms have you visited in the 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.	he past 24 months?		
	B_Q27	How satisfied were you with your experience on each of the following s Please select one response for each item. Facebook (www.facebook.com/edmontonpoliceservice/) Twitter (@edmontonpolice) Instagram (@edmontonpoliceservice) Pinterest (edmontonpolice) Youtube (EPSVideoOnline)	very satisfied O O O O O O O	Somewhat satisfied S O O O O O O	Somewhat diss O O O O O O

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
	Other:
B_Q29	Which is your primary source of information? Please select one response only. • P Family and friends
	O Speaking with an EPS member
	O Radio
	O Television
	O News paper
	Q Social media
	Q Website
	O soundcloud
	O RSS
	O Other
-	onPre급hesselDightbgy 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.
	Q Up to one year
	Q 1-2 years
	Q 3-5 years
	Q 6-10 years
	O Over 10 years
	O Don't know
B_Q16	In what industry or field of business is your business primarily involved?
5_410	Please select one response only.
	Q Retail
	O Office/Medical
	O Industrial
	O Hospitality
	O other:
	O Don't know
B_Q17	How many people does your business employ? (Full-time equivalents at your location)
	Please select one response only.
	O 0-25 O 26-50
	-
	O 101-250
	Q 251-500
	O Over 500
	O Don't know
ThankYou	TERMINATE: Thank you for your time and your opinion. We value both!
	mank 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.

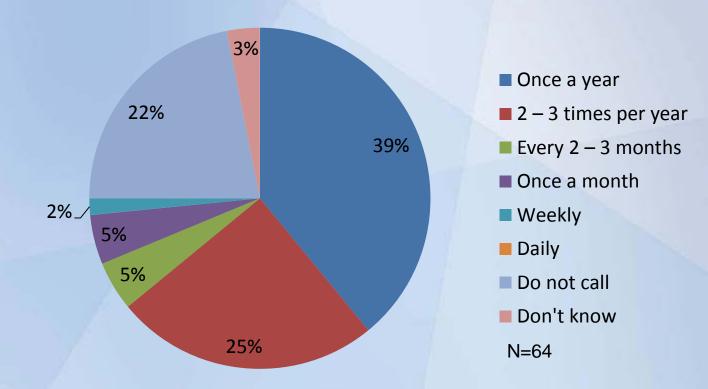


Citizen Survey Methods

- 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%)

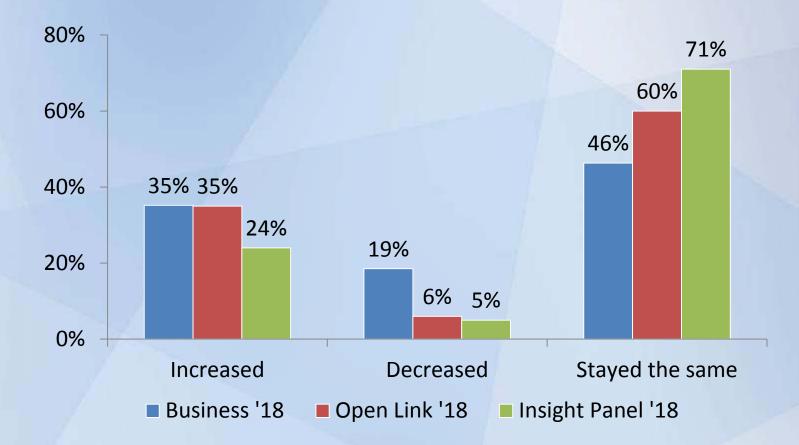
Open Link

- 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...





70%

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 <i>Edmonton</i>	Insight	46%	49%	4%	1%
during the day?	Open Link	32%	57%	10%	2%
walking alone in <i>Edmonton</i> at	Insight	6%	50%	35%	9%
night?	Open Link	4%	33%	44%	19%
walking alone in your	Insight	64%	32%	3%	1%
neighbourhood during the day?	Open Link	49%	41%	8%	2%
walking alone in <i>your</i>	Insight	25%	47%	21%	7%
neighbourhood at night?	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%)



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

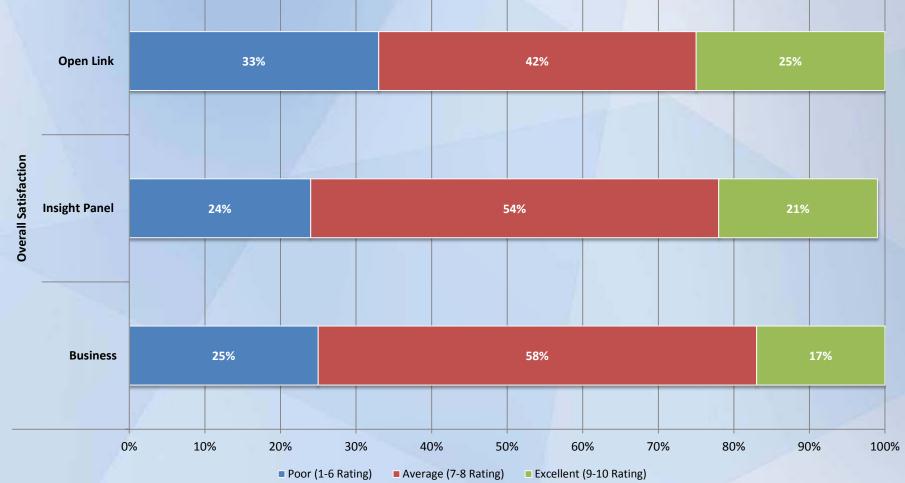
- Overall confidence in the EPS decreased slightly...
 - ... from 85% to 81% amongst Insight Panel members.
 - ... from 82% to 72% amongst Open Link respondents.

	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?

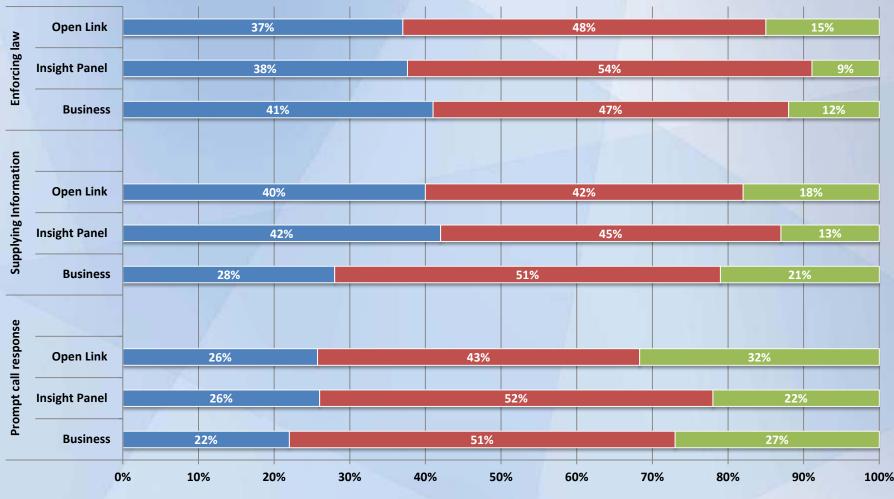
*Please keep in mind the low sample size of business survey





How do you think EPS does...

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

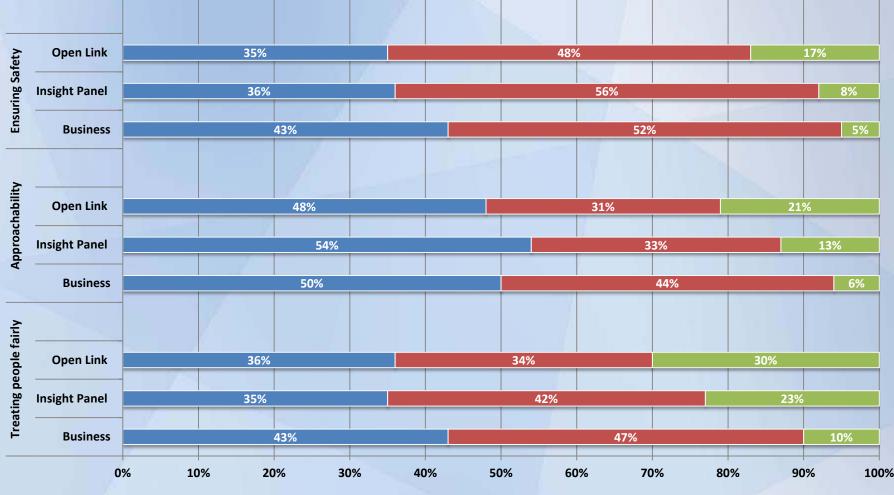


Good job Average job Poor job



How do you think EPS does...

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



Good job Average job Poor job



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?