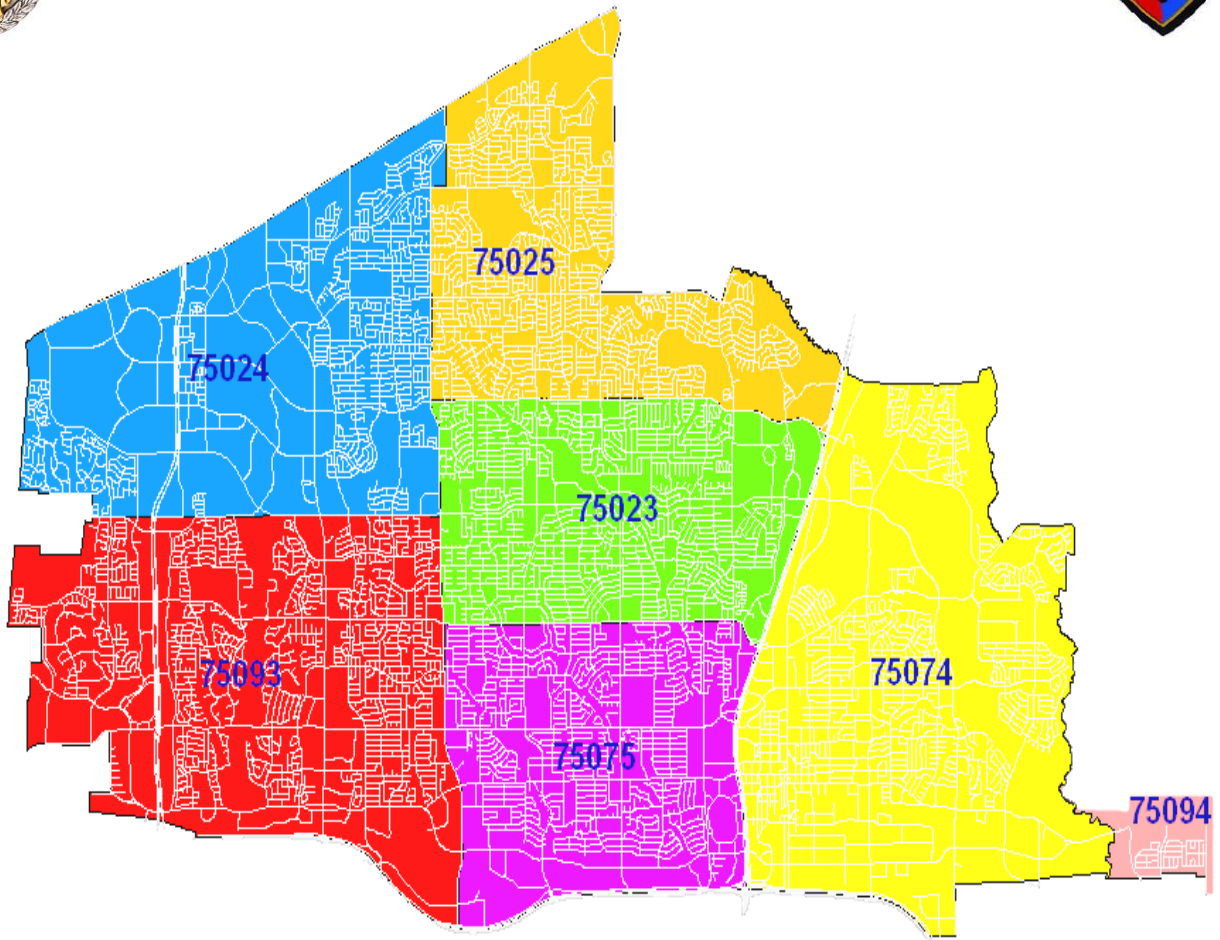


CITIZEN SURVEY: POLICE SERVICES



2009



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2009 Citizen Survey Introduction

The City of Plano Police Department is committed to providing citizens with exemplary service. In order to assure that the Department is meeting the community's needs and expectations, the Plano Police Department asks the opinions of citizens by mailing annual surveys to randomly selected households throughout the city. The survey poses key questions to assist the Department in determining citizen perceptions of safety, quality of life, and quality of police services. The survey also allows residents to convey their priorities for enforcement. Community feedback serves as a "report card" and provides insight for the process of establishing goals, enhancing training, and shaping the future of the Police Department.

Many of the questions are repeated each year to provide a reference for comparison of changes both in public opinion and areas of new concern. Analysis of the survey results, reviewed by members of the Police Department, assists in tracking opinions regarding the quality of services and helps to direct the focus of the Department's efforts to better serve its citizens.

One thousand twenty-nine citizen surveys were mailed to randomly selected residences in seven Zip Codes: 75023, 75024, 75025, 75074, 75075, 75093, and 75094. The citywide survey response rate was 17 percent.

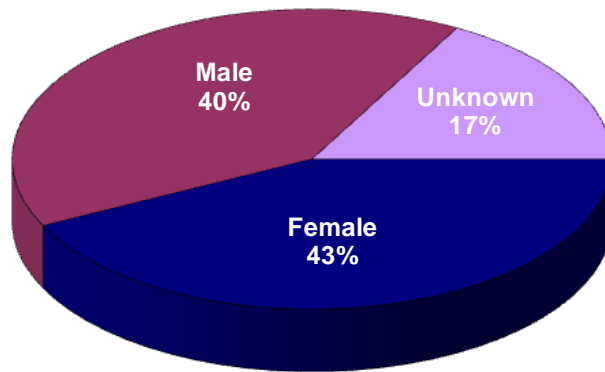
Zip Code	Households	Percent of Total Households	Surveys Mailed	Surveys Returned	Return Rate Per Zip Code	Return Rate Total Mailed
75023	18261	18%	188	40	21%	4%
75024	15176	15%	156	29	19%	3%
75025	17683	18%	182	17	9%	2%
75074	15494	16%	160	23	14%	2%
75075	13732	14%	141	28	20%	3%
75093	18947	19%	195	34	17%	3%
75094	629	1%	7	0	0%	0%
Totals	99,922		1,029	171	17%	

Respondent Profile

Gender

Respondents who chose to answer the gender question on the survey were split 43 percent Female to 40 percent Male. Seventeen percent of the respondents chose not to answer the gender question.

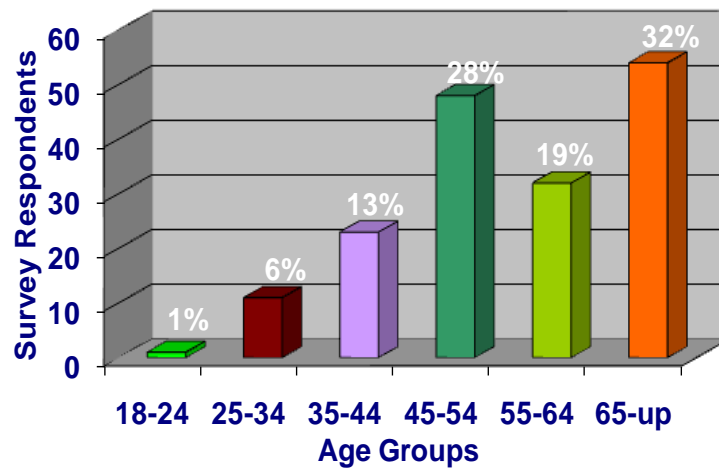
Response by Gender



Age Group

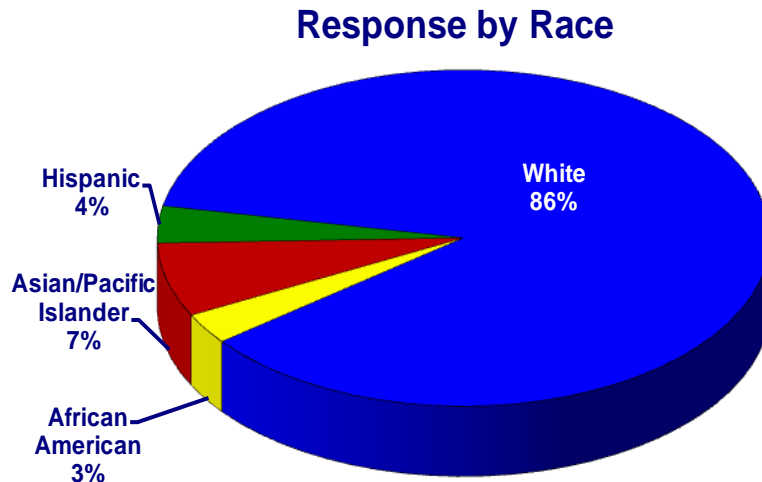
Respondents in the age group 65 years of age and older had the most responses to the survey at 32 percent, while the age group 45 to 54 years of age had the second highest response rate with 28 percent.

Response by Age Group



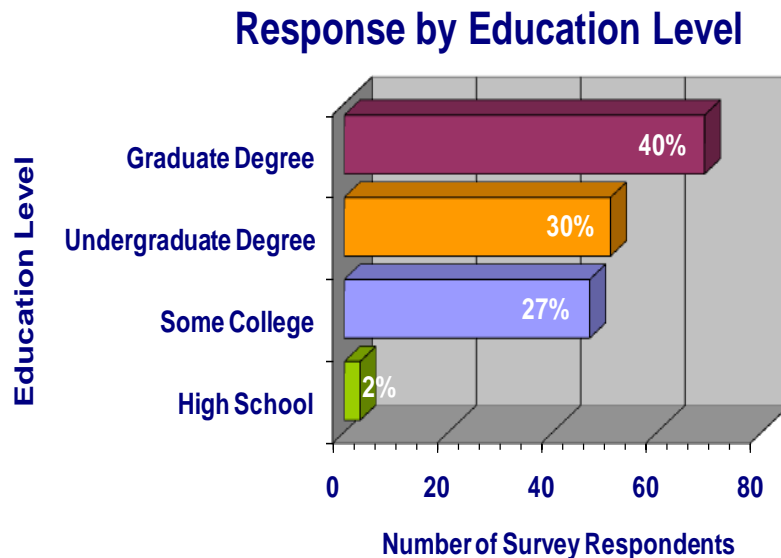
Race

Eighty-six percent of the respondents identified themselves as White followed by Asians at 7 percent. Hispanics and African Americans accounted for 4 and 3 percent respectively.



Education

Forty percent of the survey respondents have a graduate degree, 30 percent have an undergraduate degree, and 27 percent have some college.

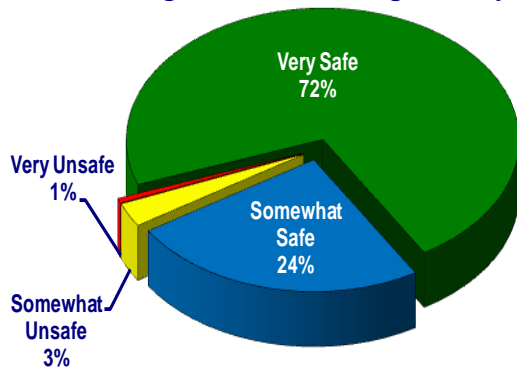


Key Questions for 2009

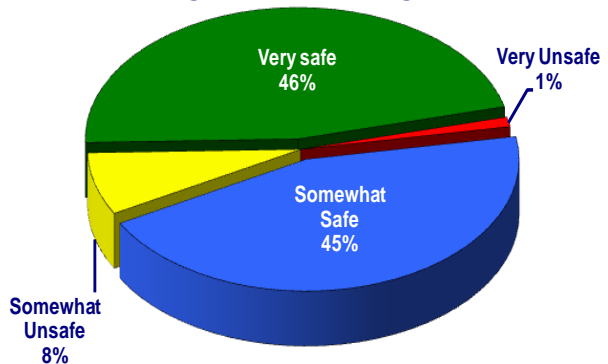
Perception of Safety in the Neighborhood

The survey results showed that 96 percent of the respondents felt “Somewhat Safe” to “Very Safe” in their neighborhood during the day while 91 percent felt “Somewhat Safe” to “Very Safe” in their neighborhood at night.

How safe do you feel in your Neighborhood during the day?



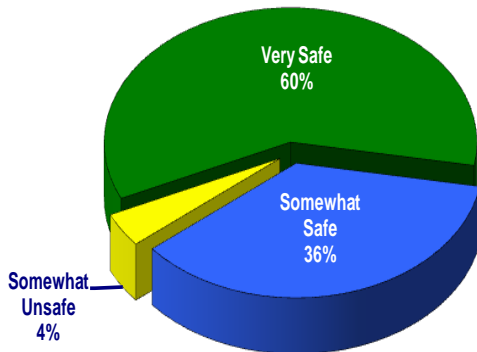
How safe do you feel in your Neighborhood at night?



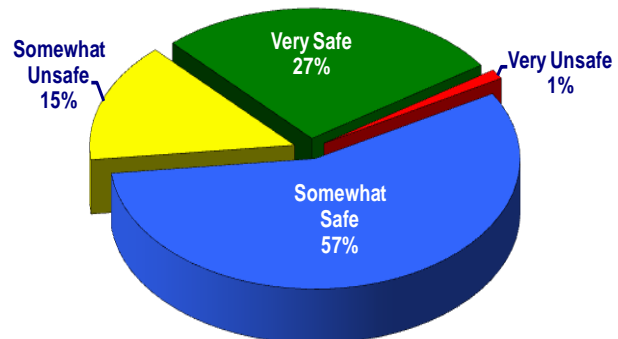
Perception of Safety in Shopping Centers and Business Areas

The survey results showed that 96 percent of the respondents felt “Somewhat Safe” to “Very Safe” in Plano’s shopping centers and business areas during the day, while 84 percent felt “Somewhat Safe” to “Very Safe” in shopping centers and business areas at night.

How safe do you feel in shopping centers / business areas during the day?



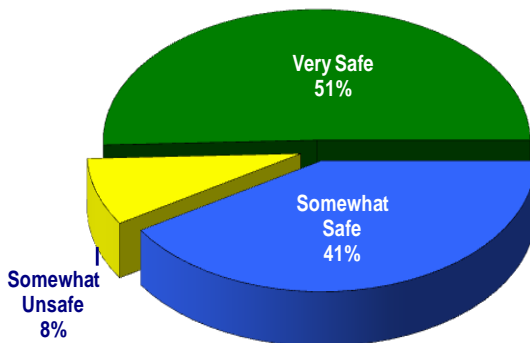
How safe do you feel in shopping centers / business areas at night?



Perception of Safety – On Roadways

When asked about their perception of safety while driving on the roadways in Plano, 92 percent of the respondents indicated they felt “Somewhat Safe” to “Very Safe.”

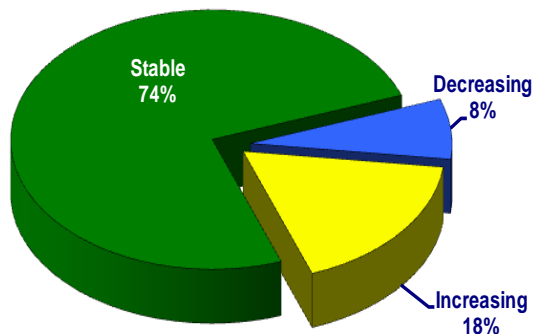
How safe do you feel driving on roadways in Plano?



Perception of Crime

When asked specifically about whether they felt crime in Plano was increasing, decreasing, or stable, 82 percent of the respondents felt that crime was stable or decreasing while 18 percent felt that crime was increasing.

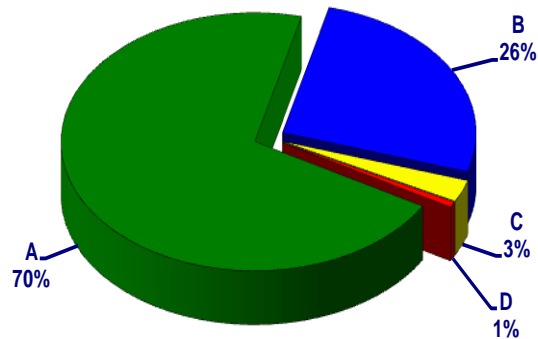
Do you feel crime in Plano is ___?



Quality of Police Services

When asked to judge the quality of police service, using a typical grading scale, the vast majority of survey respondents gave the Police Department high marks.

Grade the Overall Quality of Police Services



Quality of Life in Plano

Ninety-seven percent of the survey's respondents rated the quality of life in Plano as Excellent to Good.

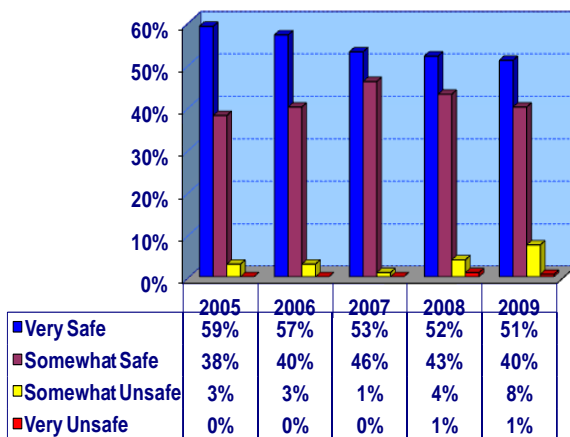
Rate the Overall Quality of Life in Plano



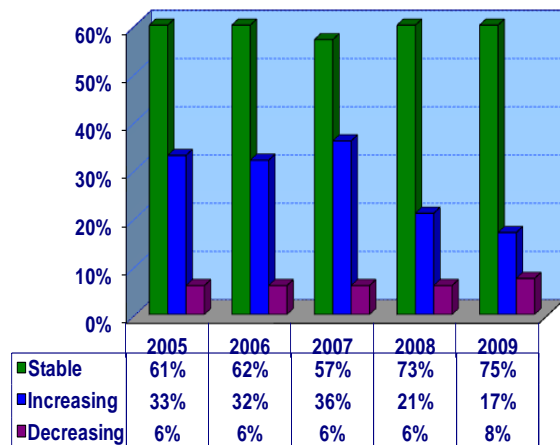
Key Questions Five Year Comparison

Key questions addressing citizen concern for safety, the level of crime, quality of police service, and quality of life are asked every year to examine possible changes in citizen perception. The following graphs compare responses for 2005 through 2009.

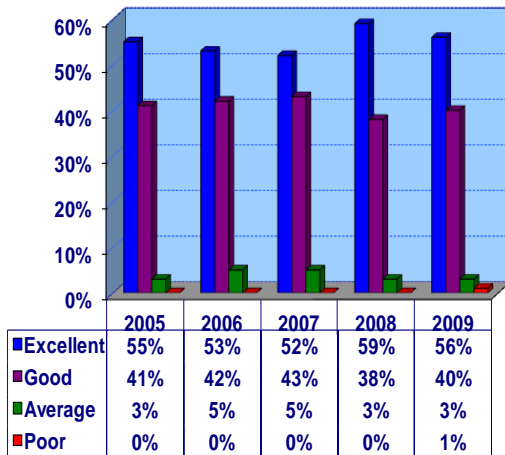
Perception of Safety



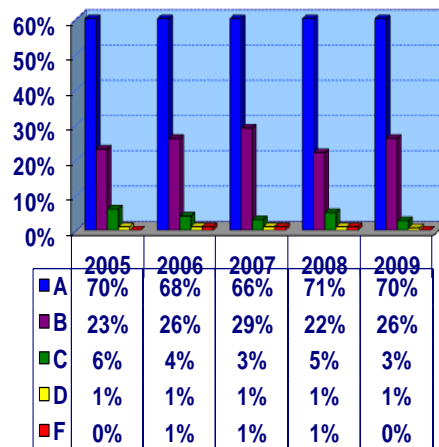
Perception of Crime



Quality of Life in Plano



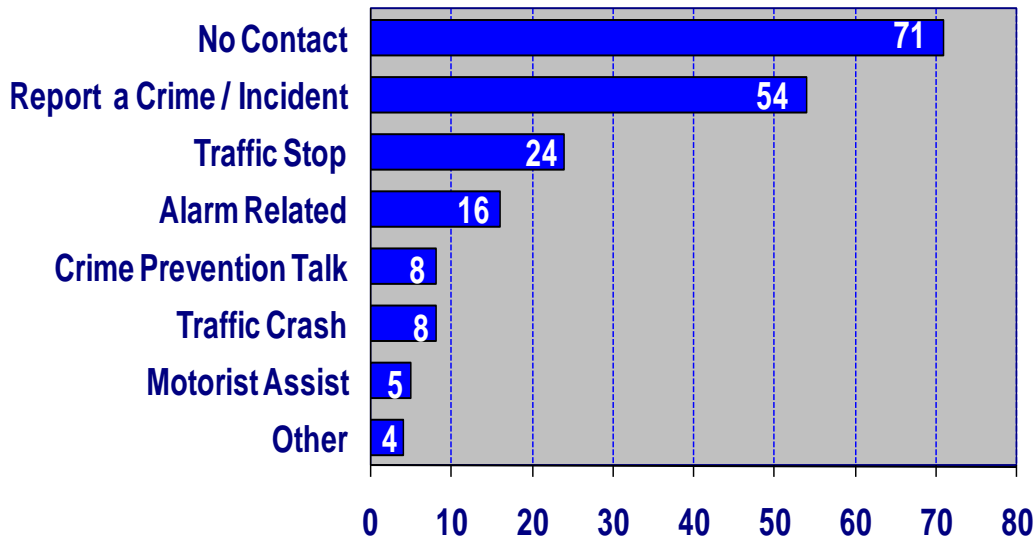
Quality of Police Services



Citizen Opinion of Police Services

In order to better understand the context of respondents' assessments and opinions, it is helpful to know the type of contact respondents had with the police department in 2009. For instance, 71 of the respondents had no contact with police. Consequently these respondents may not be able to fairly assess the questions regarding employee performance, call handling, and agency employee competence.

Type of Citizen Contact
What Contact have you had with Plano PD?



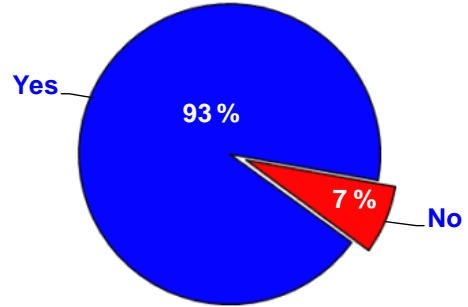
Citizen Contact Responses

Three questions specifically address the respondent's level of satisfaction with police employee performance, handling calls for service, and employee competence.

Did the employee perform to your expectations?

The survey results indicate that 93% of the respondents thought that the employee performed adequately, meeting the citizen's expectations.

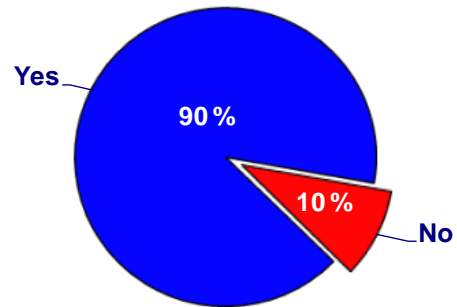
Employee Performance



Do you feel that your call for service was properly handled?

The survey results indicate that 90% of the respondents thought that their call was properly handled, meeting the citizen's expectations.

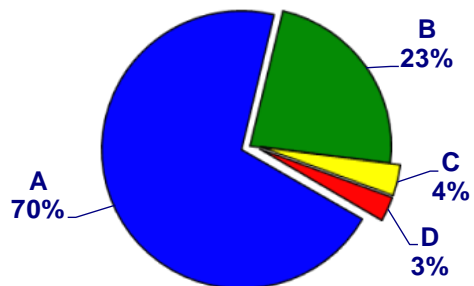
Proper Handling of Call



How would you grade the overall competence of the employee? Select A, B, C, D, or F ("A" is excellent)

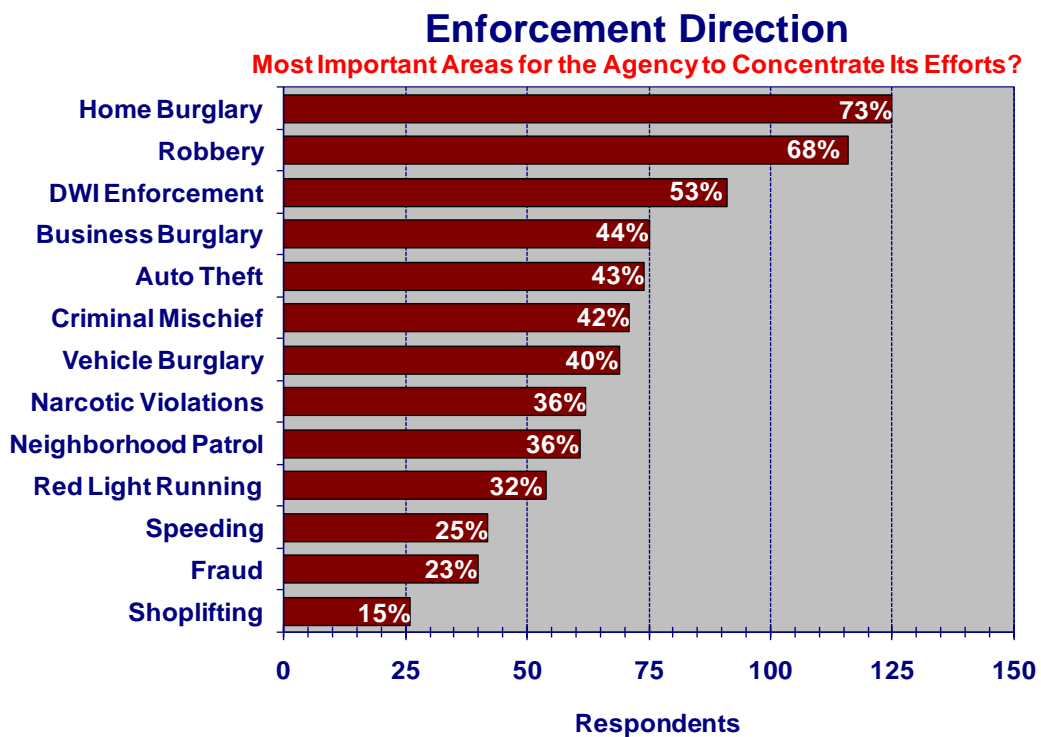
Respondents gave 97% of police employees who they had contact with a passing grade for competence.

Employee Competence



Citizen Enforcement Direction

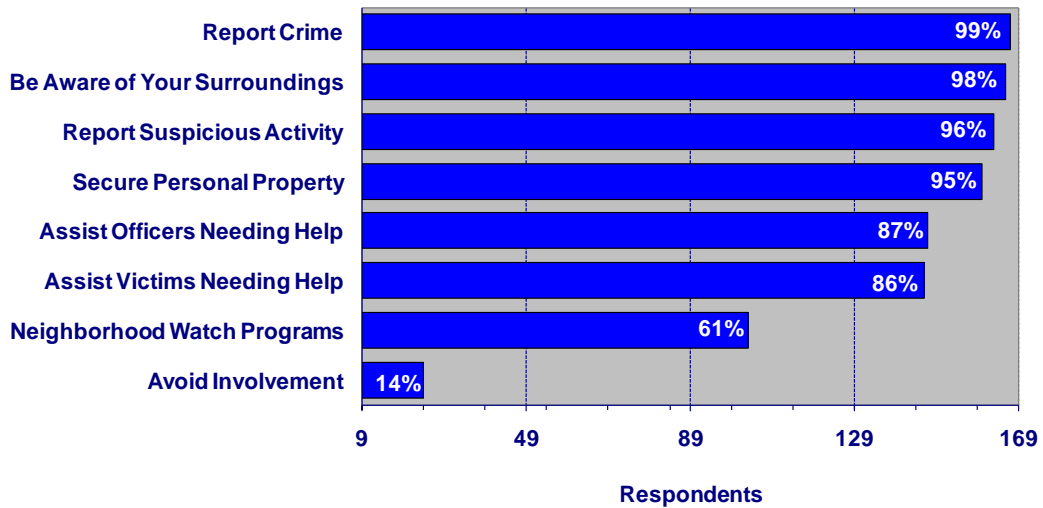
Citizens were asked where the Police Department should concentrate its efforts by ranking each of the following categories with a “Most Important,” “Important,” or “Least Important” response. A citizen could answer “Most Important” to all or any number of categories. The majority of respondents ranked home burglaries, robberies, and DWI enforcement as the “**Most Important**” areas of concern for police enforcement. Clearly each category, whether home burglary or shoplifting, had some level of importance and the following graph indicates the citizens’ hierarchy of importance.



Citizen's Responsibilities in Addressing Crime

Citizens were asked what they felt were their responsibilities in addressing crime. The citizen was provided eight categories of responsibilities that are found in the chart below of which they could select more than one category.

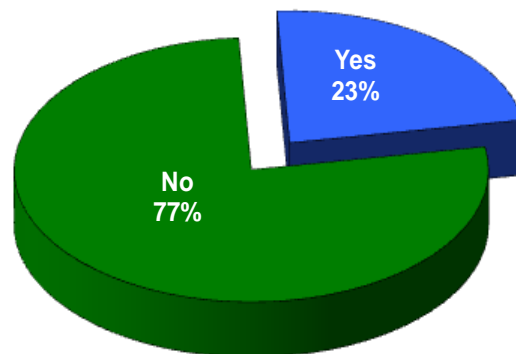
Citizen's Responsibilities in Addressing Crime
"What do you feel is your responsibility in addressing crime?"



Neighborhood Watch Program Participation

Sixty-one percent of the respondents felt it was their responsibility to participate in a Neighborhood Watch Program, yet, only 23 percent reported that they were active in the program.

Neighborhood Watch
Active in a Neighborhood Watch Program?



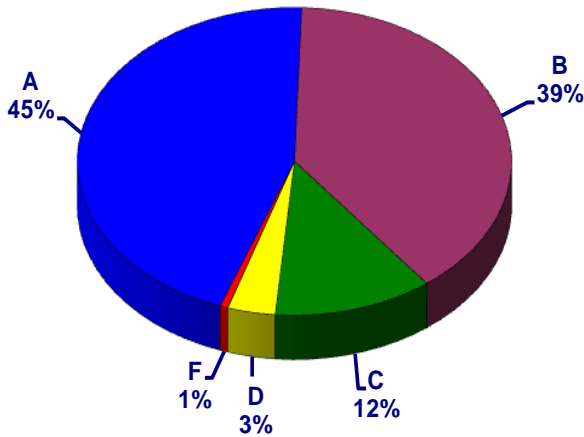
Citizen Opinion of Police Operations

The police operation section of the survey attempts to ascertain how the community perceives the Police Department and its participation in the community. Respondents were asked, “How would you rate the Plano Police Department in each of the following areas?”

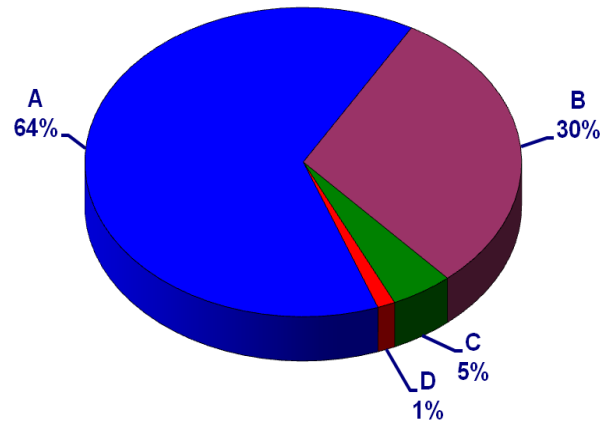
- Visibility in the community
- Responsiveness to emergencies
- Responsiveness to routine problems, such as alarms
- Plano Police Officers’ attitudes and behavior toward citizens
- Education programs in the community
- Leadership of the Police Department
- Leadership in the community

The respondent was asked to assign a letter grade to each of these areas. A letter grade of “A” is excellent.

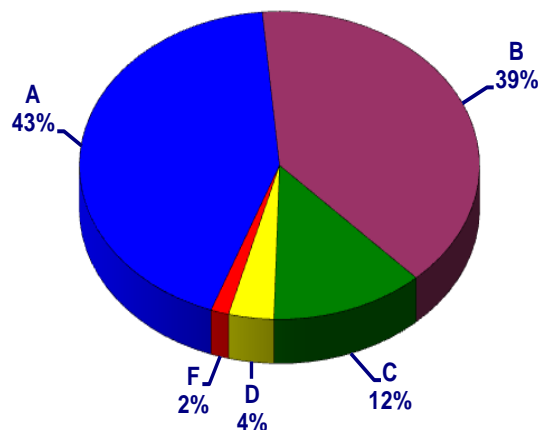
Visibility in the Community



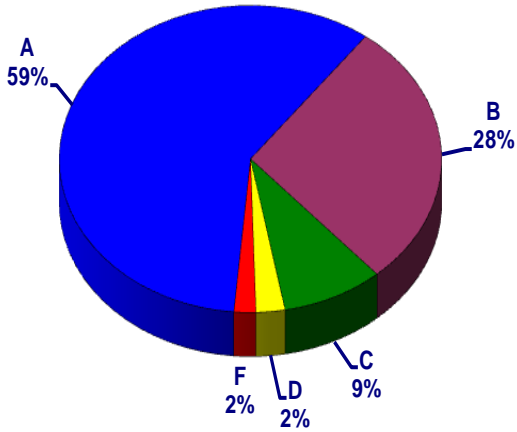
Response to Emergencies



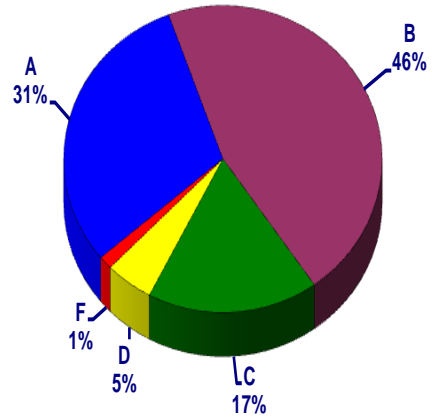
Response to Routine Problems



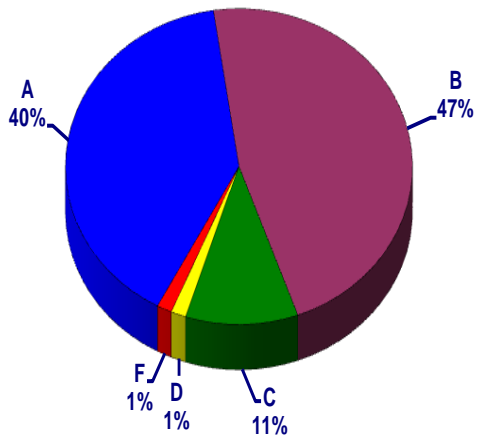
Officers' Attitudes and Behavior



Education Programs in the Community



Leadership in the Police Department



Leadership in the Community

