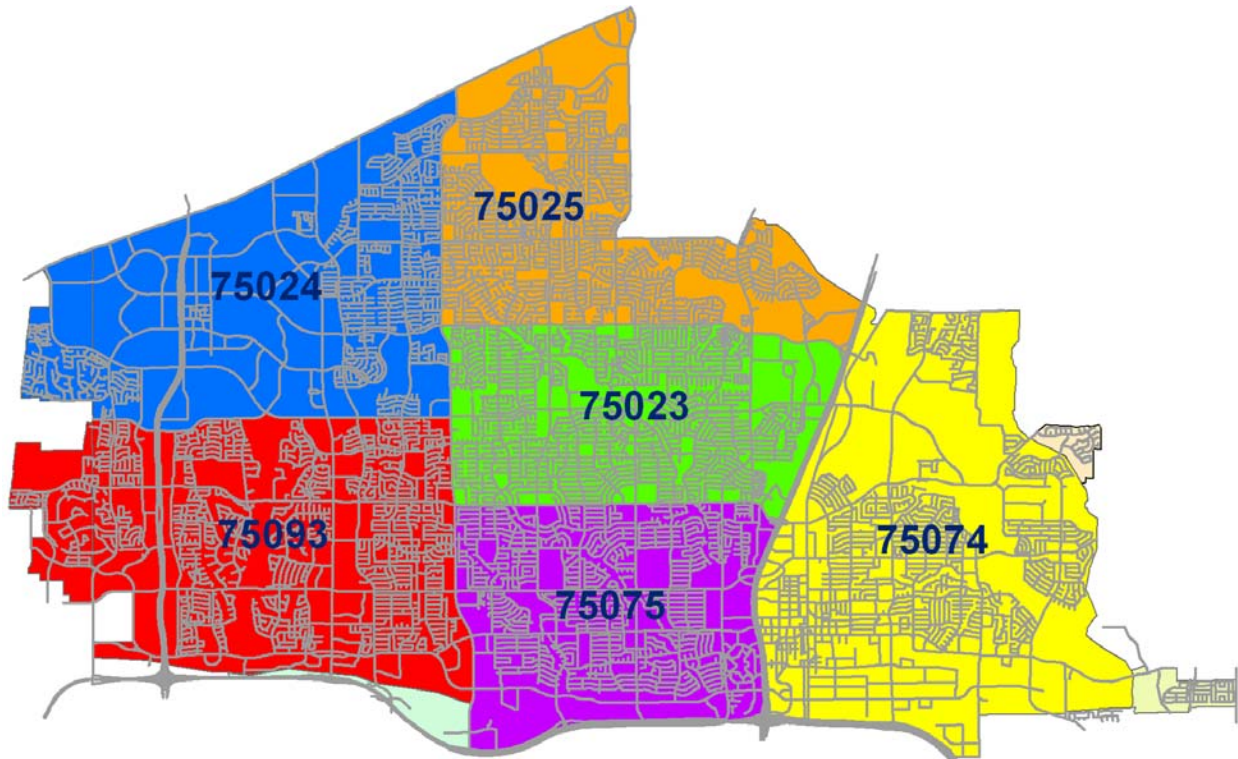


CITIZEN SURVEY OF POLICE SERVICES



2004



TABLE OF CONTENTS

Citizen Survey Introduction.....	1
Respondent Information	2
Key Questions 2004.....	3
Key Questions Seven Year Comparison	4
Citizen Opinion of Police Services.....	5
Citizen Contact Responses	6
Citizen Enforcement Direction	7
Citizen Opinion of Police Operations	9
Citizen Survey Form	11

2004 Citizen Survey Introduction

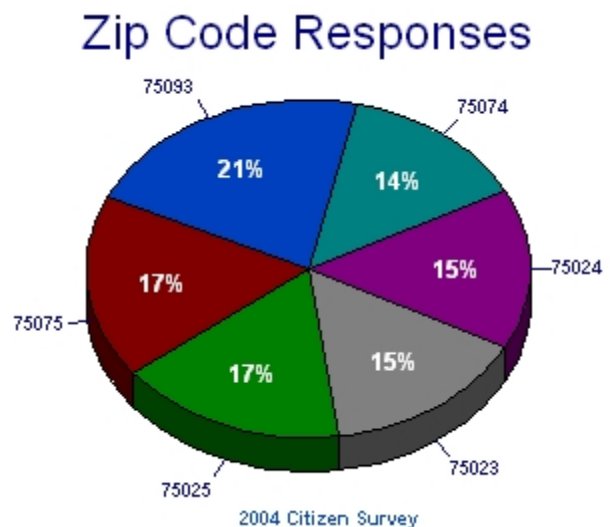
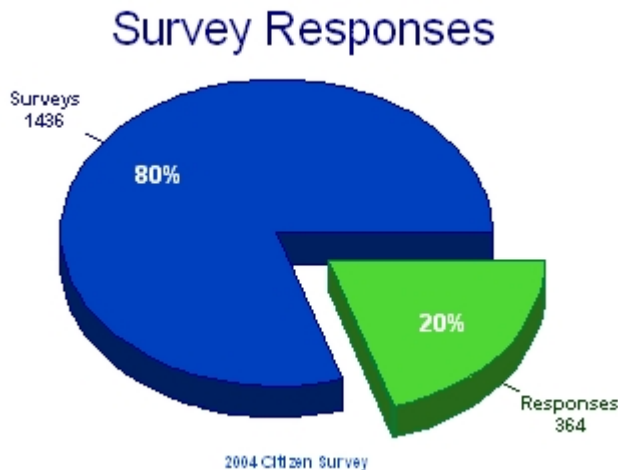
The City of Plano Police Department is committed to providing citizens with exemplary service. In order to assure that the Department is meeting the community's needs and expectations, the Plano Police Department seeks the opinions of citizens by mailing annual surveys to randomly selected households throughout the city. The survey of citizen attitudes and opinions 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.

Specific 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 all 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.

Questions are crafted to address these general areas:

- ☞ Overall agency performance
- ☞ Overall competence of agency employees
- ☞ Officer's attitudes and behavior toward citizens
- ☞ Community concern over safety and security within the City of Plano
- ☞ Recommendations and suggestions for improvements.

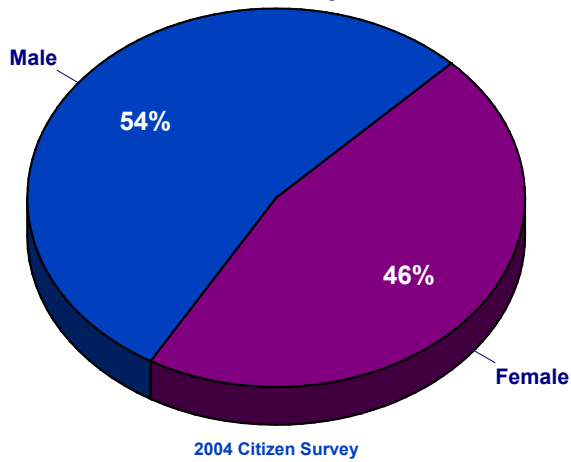
In 2004, the Citizen Surveys were mailed to 1,800 residences. The addresses were randomly selected from the six Plano Zip Codes which are 75023, 75024, 75025, 75074, 75075 and 75093. The overall return rate was 20% with the highest number of responses returned from Zip Code 75093.



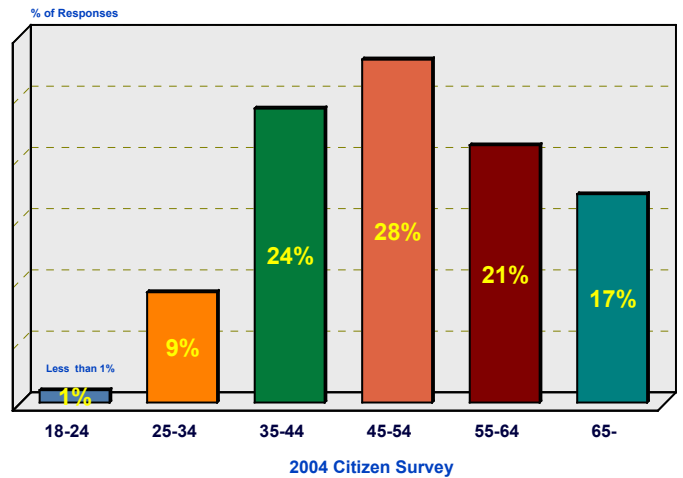
Respondent Information

Respondents were more likely, by a slight margin, to be Male. The age group most likely to respond was 45 to 54 year-olds followed by 35 to 44 year-olds and then 55 to 64 year-olds. Education responses indicate 36% having a graduate degree, 38% having an undergraduate degree, and 20% having some college. The majority of respondents were White (84%), followed by Asian/Pacific Islander (11%).

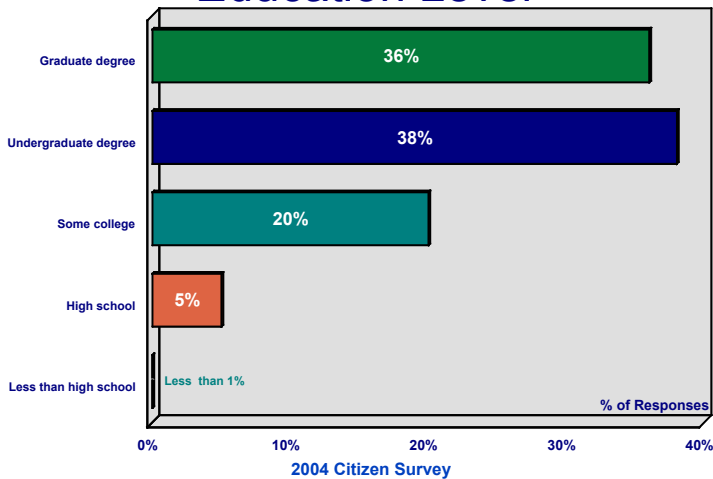
Responses by Gender



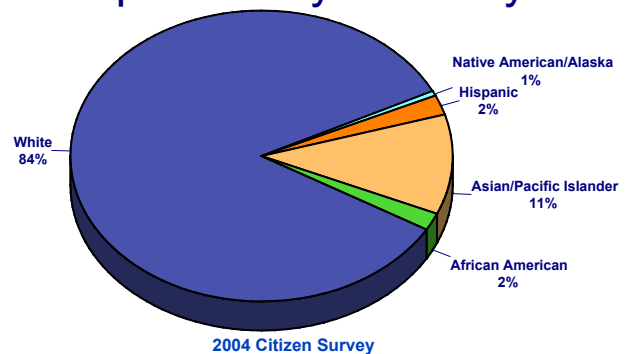
Responses by Age Group



Education Level



Responses by Ethnicity

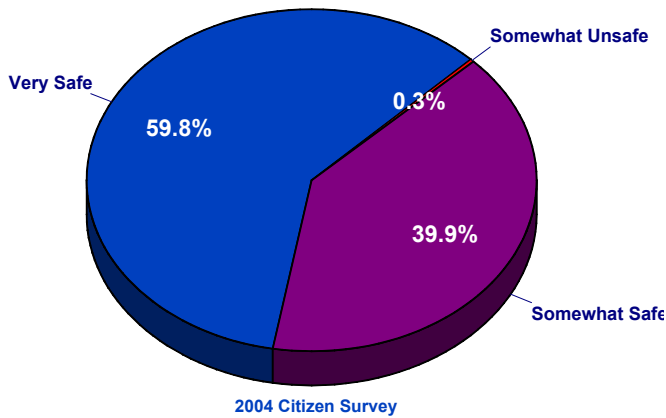


Key Questions 2004

The primary goal of the Citizen Survey of Police Services is to solicit citizen opinions of their perception of safety, quality of life, and quality of police services. These questions remain the same every year in order to follow changes in attitudes and perception. The results for 2004 showed that 99.7% of the people surveyed felt somewhat safe to very safe. When asked specifically about crime, 72% felt that crime was stable or decreasing while 28% thought that crime was increasing. More than 97% of the people surveyed considered the quality of life in Plano as being above average.

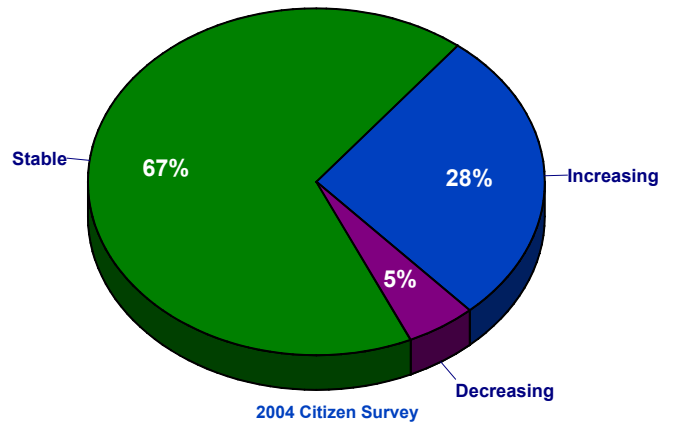
Perception of Safety

How safe do you feel in Plano?



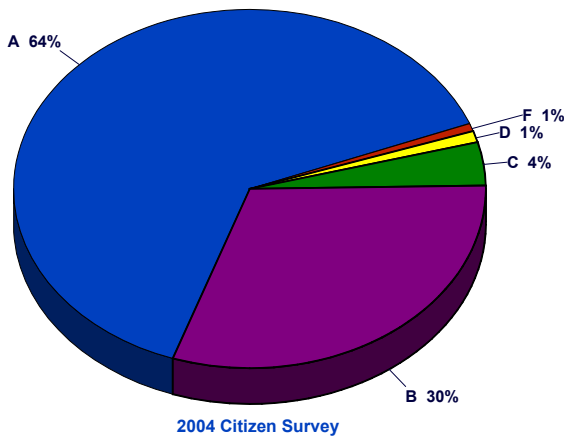
Perception of Crime

Do you feel crime in Plano is ____ ?



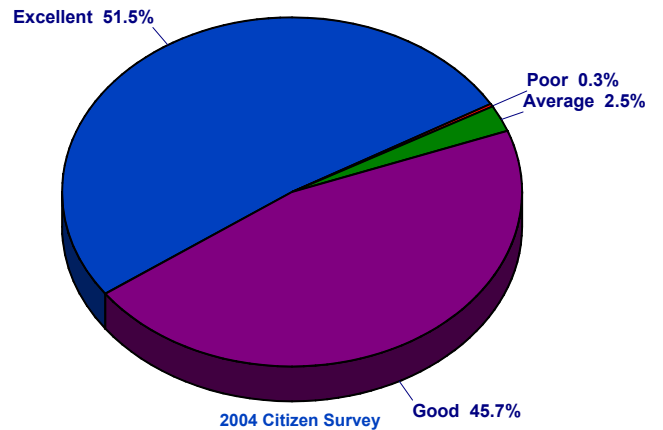
Quality of Police Services

Rate the overall quality of Plano Police service



Quality of Life in Plano

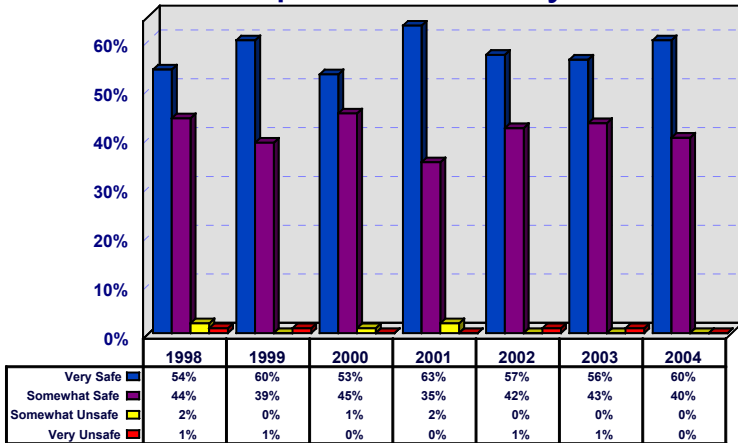
Rate the overall quality of life in Plano



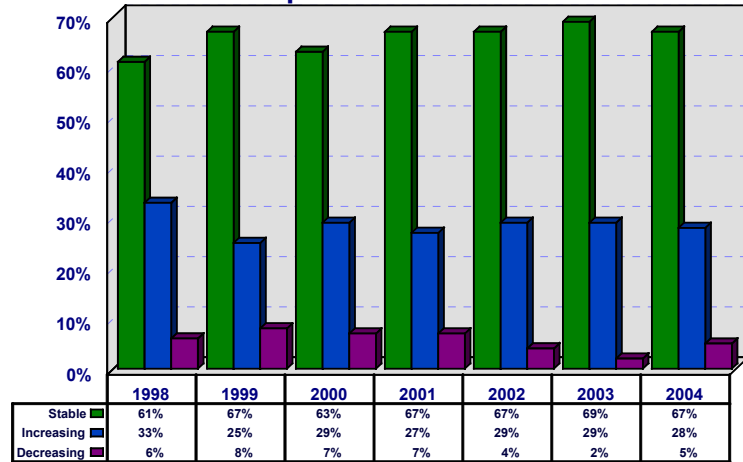
Key Questions Seven Year Comparison

The graphs below show the results for 1998 through 2004 for the key questions addressing citizen concern for safety, the level of crime, and quality of life.

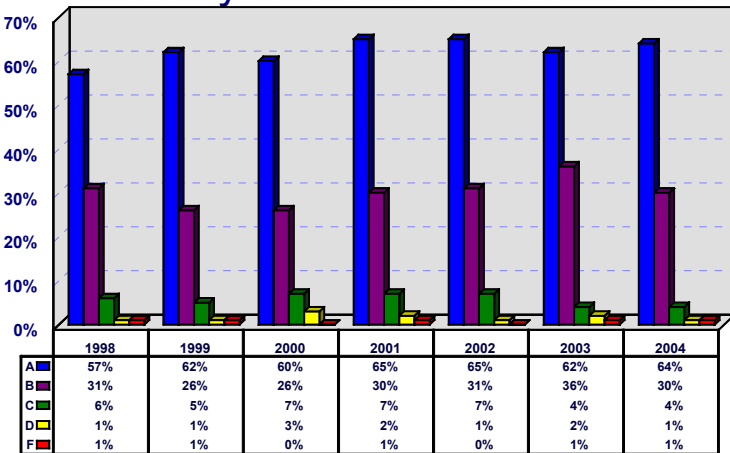
Perception of Safety



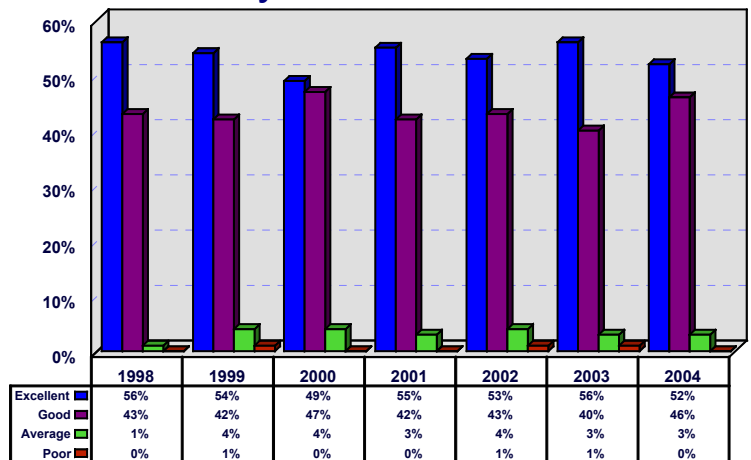
Perception of Crime



Quality of Police Services



Quality of Life in Plano

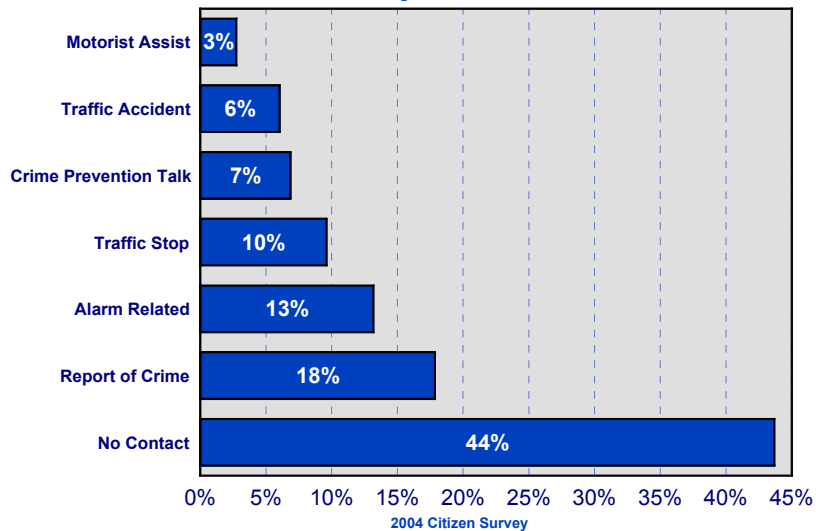


Citizen Opinion of Police Services

In order to put the following opinions into perspective it is important to understand the type of contact the survey respondents had with the police department. For instance, 44% of the respondents had no contact with police. Consequently that 44% may not be able to fairly assess the next three questions regarding employee performance, call handling, and agency employee competence. Many of the respondents, 25%, actively participate in the Plano Police Department's Neighborhood Watch Program.

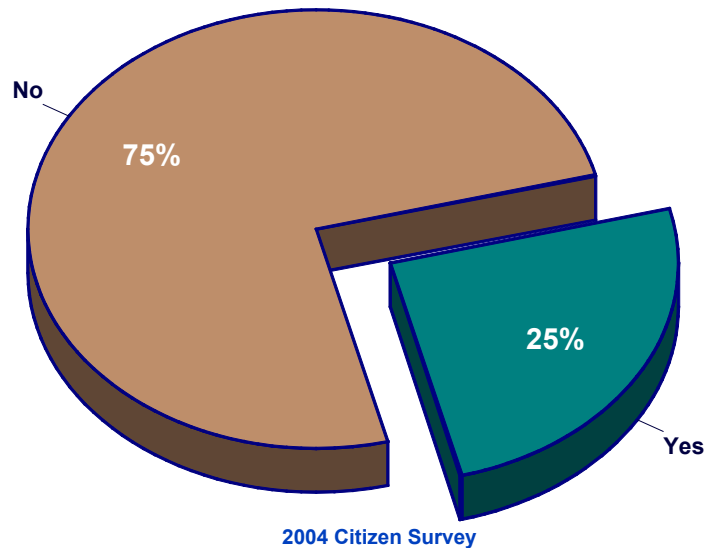
Type of Citizen Contact

What contact have you had with Plano PD?



Neighborhood Watch

Active in a neighborhood watch program?



Citizen Contact Responses

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

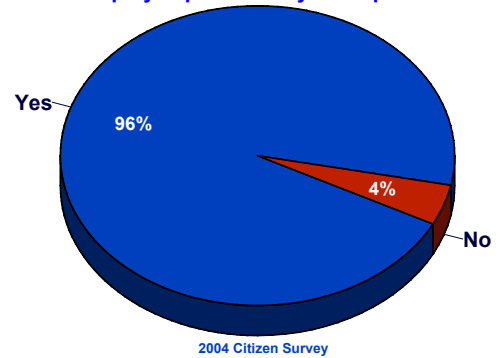
Employee Performance

Did the employee perform to your expectations? Yes or No

The survey results indicate that 96% of the respondents thought that the employee performed adequately, meeting the citizen's expectations.

Employee Performance

Did employee perform to your expectations?



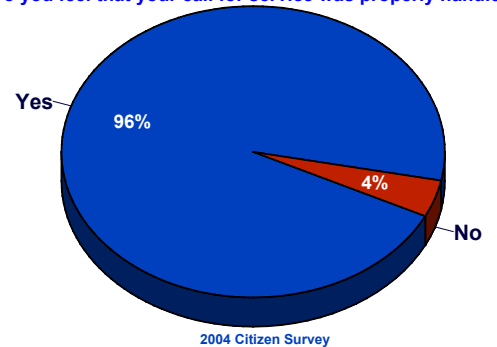
Call Handling

Do you feel that your call for service was properly handled? Yes or No

The survey results indicate that 96% of the respondents thought that the call was properly handled, meeting the citizen's expectations.

Call Handling

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



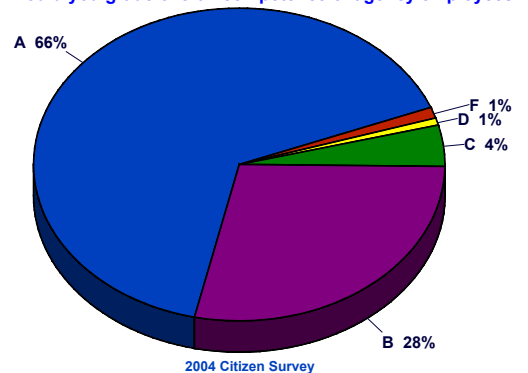
Employee Competence Grade

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

Police employees received a 96% passing grade for competence with 66% receiving an "A" and 28% receiving a "B".

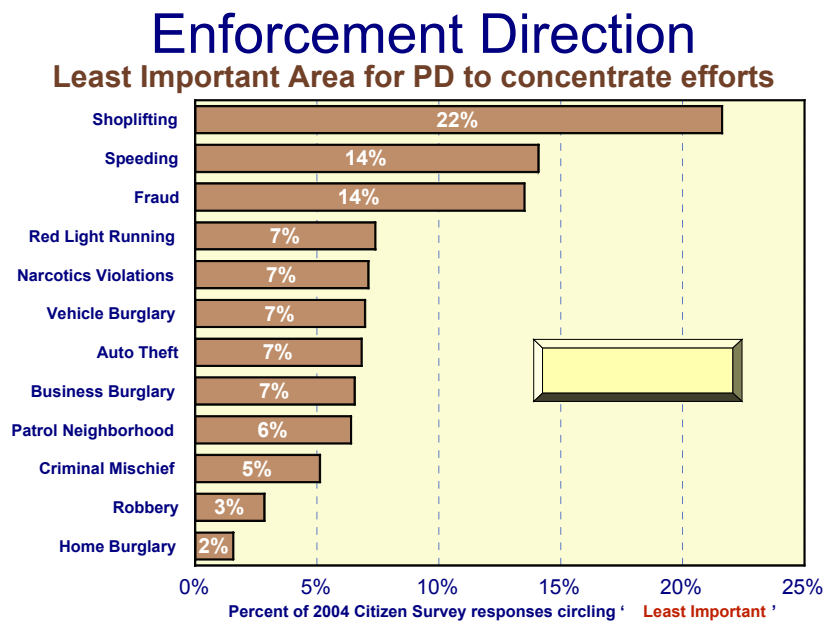
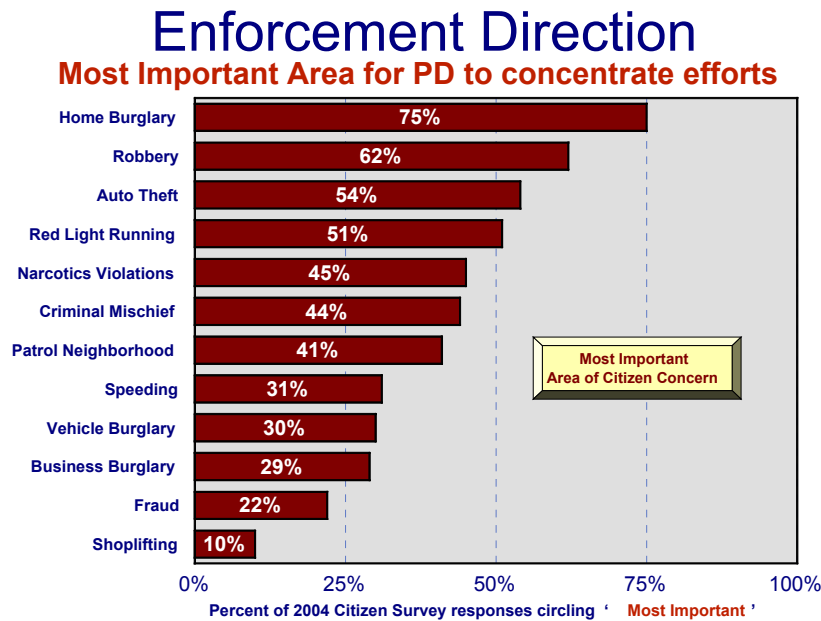
Employee Competence

How would you grade overall competence of agency employees?



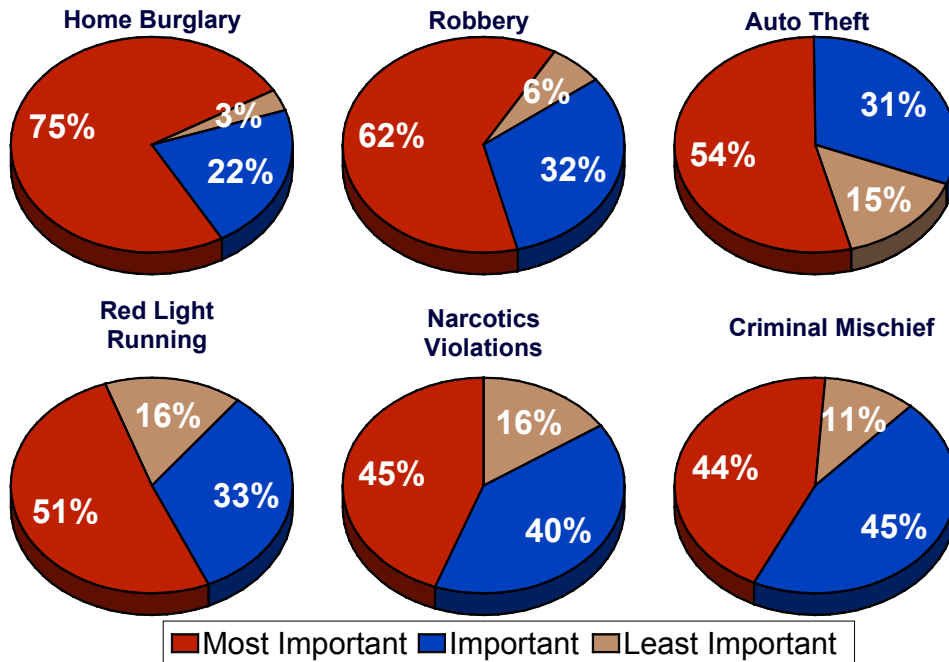
Citizen Enforcement Direction

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 offense types. The majority of respondents ranked home burglaries, robberies, auto theft, and red light running as the “**Most Important**” areas of concern for police enforcement. Clearly each category of offense, whether home burglary or shoplifting had some level of importance but the following graphs indicate the citizens’ hierarchy of importance.



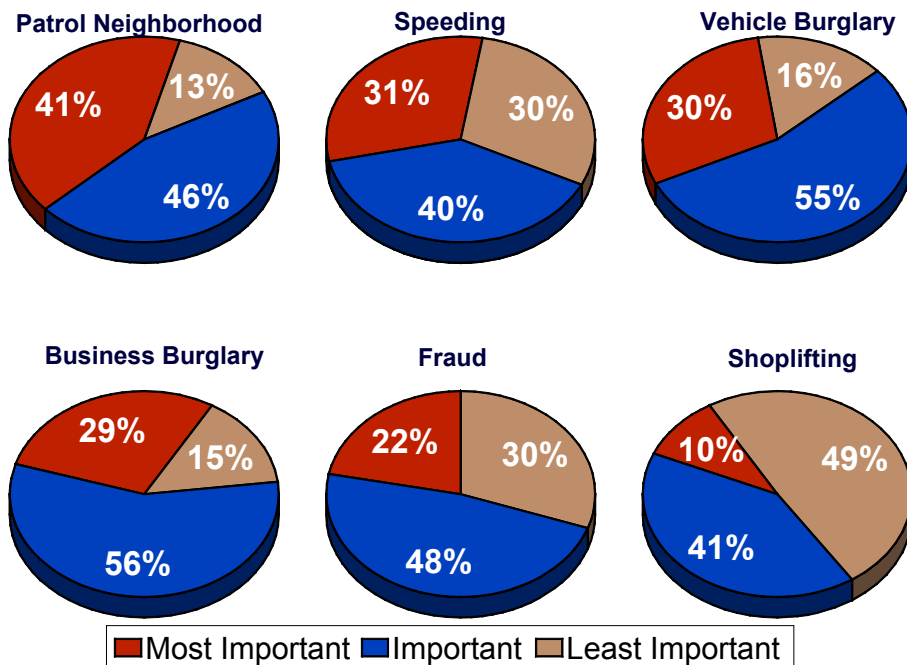
Enforcement Direction

Where should the PD concentrate its efforts?



Enforcement Direction

Where should the PD concentrate its effort?



Citizen Opinion of Police Operations

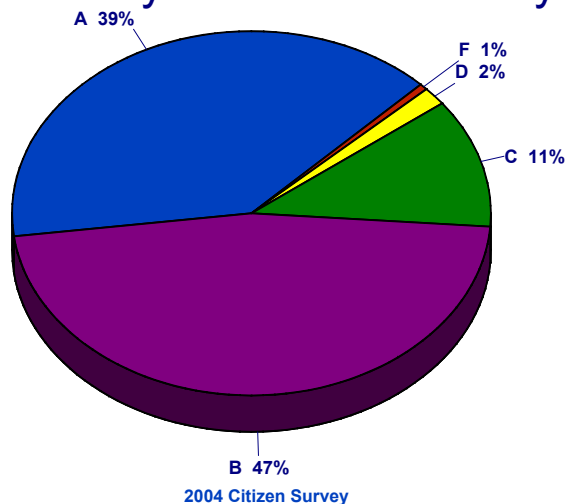
The police operations section of the survey attempts to ascertain how the community perceives the police department and its participation in the community. Citizens are asked to assign a letter grade to seven areas:

- ⇒ Visibility in the community
- ⇒ Plano Police Officers' attitudes and behavior toward citizens
- ⇒ Responsiveness to emergencies
- ⇒ Responsiveness to routine problems, such as alarms
- ⇒ Use of innovative methods for fighting crime
- ⇒ Education programs in the community
- ⇒ Leadership of the Police Department

Question number 15 of the survey, a seven part question, asks, "How would you rate the Plano Police Department in each of the following areas?" "A is excellent".

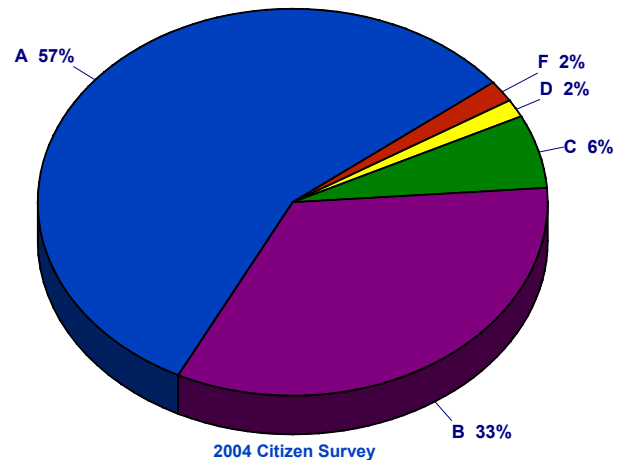
Citizens are asked to select an A, B, C, D, or F. The following graphs display the results of the citizen responses.

Visibility in the Community

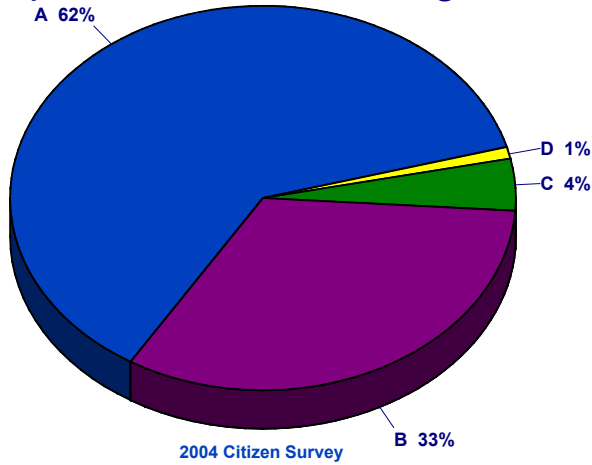


Officer Attitude

Officer attitude and behavior toward citizens

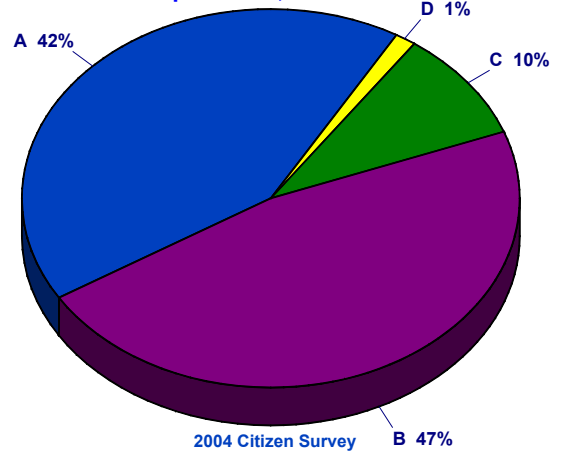


Responsiveness to Emergencies



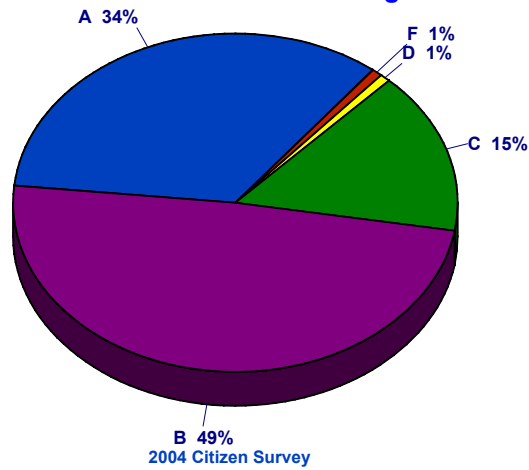
Responsiveness to Problems

Routine problems, such as alarms



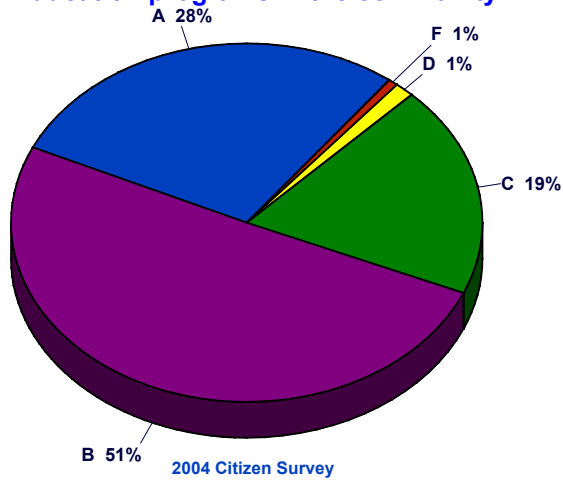
Innovative Methods

Use of innovative methods to fight crime



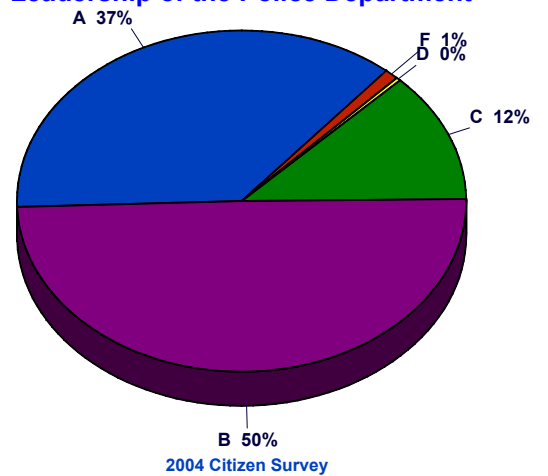
Education Programs

Education programs in the community



Leadership

Leadership of the Police Department



Citizen Survey Form

Each year the Citizen Survey of Police Services form is mailed to randomly selected households in the City of Plano. The first section of the form is a letter from the Chief of Police requesting the citizen's assistance.

Chief's Letter:

Your opinions are extremely important and this is your opportunity to help shape the future of the Plano Police Department. This questionnaire is part of an ongoing effort to solicit feedback regarding police service delivery. As part of a city-wide random sampling, this questionnaire will provide vital information for not only improving service delivery but establishing goals and policies.

Please have an adult member of your household take a few moments to complete this questionnaire. We ask that you answer each question carefully in the space provided and return the questionnaire as soon as possible.

Your views concerning the following questions are of utmost importance and your responses are completely anonymous. Thank you joining us in our efforts to improve the quality of police services in Plano.

Sincerely,

Gregory W. Rushin
Chief of Police

After completing the survey, the form may be folded with the Plano Police Department's mailing address facing outward and returned to the Office of the Chief of Police, where the responses are reviewed. The following two images are the front and back of a blank survey form. The form is printed on the front and back of one sheet of blue card stock.

SURVEY

1. Please complete the following as it applies to the person filling out this survey:
 - Sex: Male Female
 - Age: 18-24 25-34 35-44 45-54 55-64 65 - up
2. How would you describe yourself?
 - White (Non-Hispanic)
 - African American (Non-Hispanic)
 - Hispanic
 - Asian or Pacific Islander
 - Native American/Alaskan Native
3. Please mark the highest educational degree you have obtained.
 - Less than High School
 - High School
 - Some college
 - Undergraduate degree
 - Graduate degree
4. Your Zip Code:
 - 75023 75024 75025
 - 75074 75075 75093
5. What type of contact have you had with Plano Police Department personnel during the last 12 months? *(Check one or more)*
 - Report of Crime
 - Traffic Stop
 - Traffic Accident
 - Motorist Assist
 - Crime Prevention Talk
 - Alarm Related
 - Other (Explain) _____
6. Did the employee perform to your expectations?
 - Yes No
7. Do you feel that your call for service was properly handled?
 - Yes No
8. How would you grade the overall competence of the agency employees? ("A" is excellent)
 - A B C D F
9. How would you grade the overall quality of Plano Police service? ("A" is excellent)
 - A B C D F
10. How safe do you feel in Plano?
 - Very safe
 - Somewhat safe
 - Somewhat unsafe
 - Very unsafe
11. Do you feel crime in Plano is _____?
 - Increasing Decreasing Stable
12. Overall, how would you rate the quality of life in Plano?
 - Excellent Good Average Poor
13. Are you actively participating in a Neighborhood Watch Program?
 - Yes No
14. Where would you like your police department to concentrate its efforts?
 - 1 = Most important
 - 2 = Important
 - 3 = Least important
 - 1 2 3 Burglaries to homes
 - 1 2 3 Criminal Mischief (i.e. Property destruction, vandalism)
 - 1 2 3 Auto Theft
 - 1 2 3 Speed Enforcement
 - 1 2 3 Red Light Enforcement
 - 1 2 3 Robberies
 - 1 2 3 Burglaries to Motor Vehicles
 - 1 2 3 Burglaries to Businesses
 - 1 2 3 Neighborhood Patrols
 - 1 2 3 Narcotics Violations
 - 1 2 3 Fraud
 - 1 2 3 Shoplifting
 - 1 2 3 Other (Explain) _____
15. How would you rate the Plano Police Department in each of the following areas? ("A" is excellent)
 - A. *Visibility in the community.*
 A B C D F
 - B. *Responsiveness to emergencies.*
 A B C D F
 - C. *Responsiveness to routine problems, such as alarms.*
 A B C D F
 - D. *Plano Police Officers' attitudes and behavior toward citizens.*
 A B C D F
 - E. *Use of innovative methods for fighting crime.*
 A B C D F