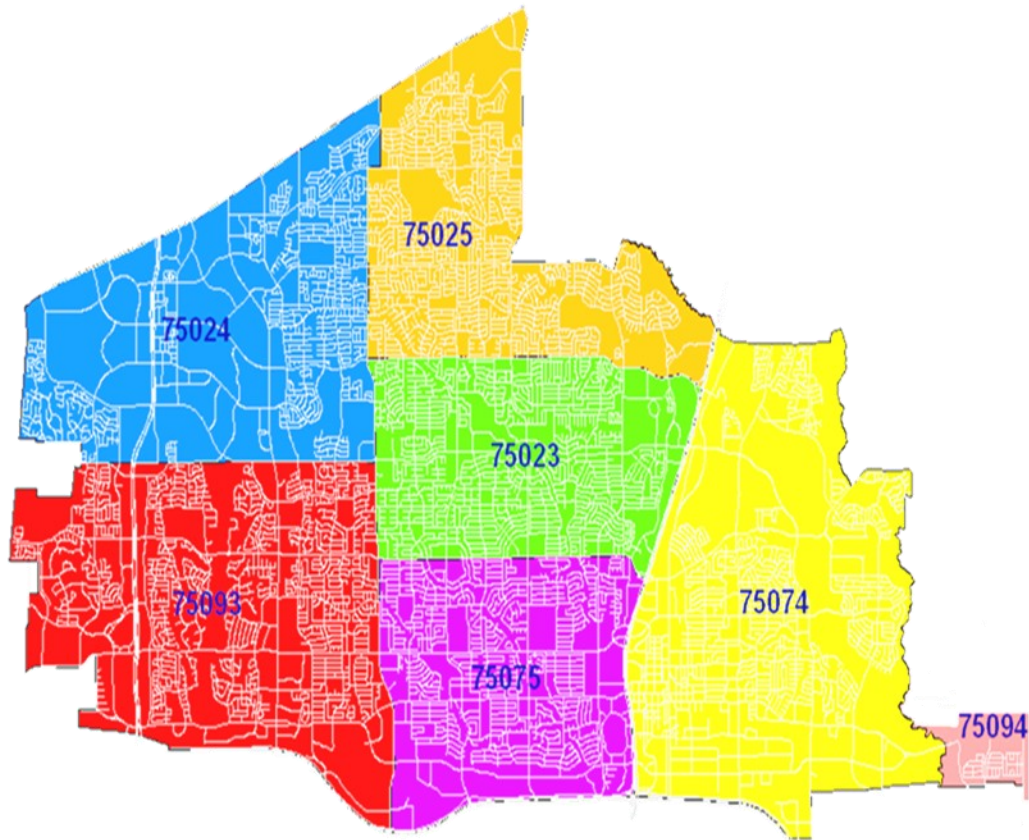




Citizen Survey: Police Services



2010

Plano Police Department Planning and Research
March 2011



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2010 Citizen Survey Introduction

The City of Plano Police Department is committed to providing citizens with exemplary service. In order to ensure 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 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 22 percent.

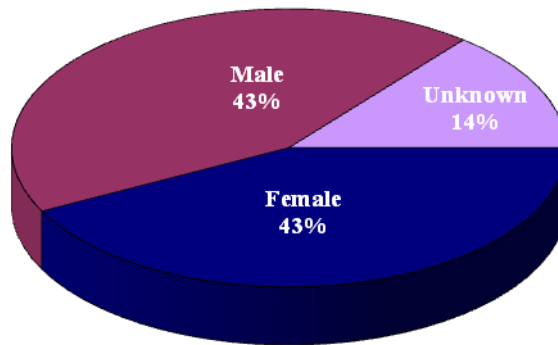
| Zip Code | Households | Percent of Total Households | Surveys Mailed | Surveys Returned | Return Rate Per Zip Code | Return Rate Total Mailed |
|---------------|----------------|-----------------------------|----------------|------------------|--------------------------|--------------------------|
| 75023 | 18,134 | 18% | 178 | 48 | 27% | 5% |
| 75024 | 15,986 | 16% | 157 | 29 | 18% | 3% |
| 75025 | 18,698 | 18% | 183 | 41 | 22% | 4% |
| 75074 | 15,828 | 16% | 155 | 25 | 16% | 3% |
| 75075 | 13,659 | 13% | 134 | 40 | 30% | 4% |
| 75093 | 18,989 | 19% | 186 | 36 | 19% | 4% |
| 75094 | 629 | 1% | 7 | 0 | 0% | 0% |
| Totals | 101,923 | | 1,000 | 219 | | 22% |

Respondent Profile

Gender

Respondents who chose to answer the gender question on the survey were evenly divided 43 percent Female to 43 percent Male. Fourteen percent of the respondents chose not to answer the gender question.

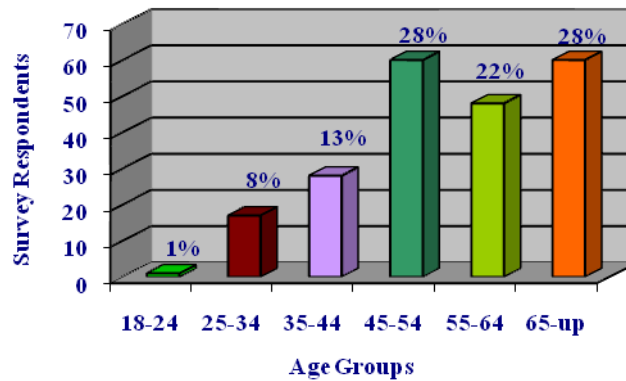
Response by Gender



Age Group

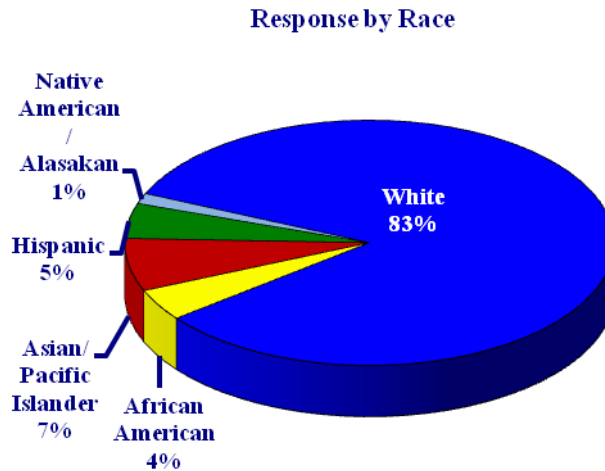
Respondents in the age group 45 to 54 years old and 65 years of age and older tied for the most responses to the survey at 28 percent each, while the age group 55 to 64 years of age had the second highest response rate with 22 percent.

Response by Age Group



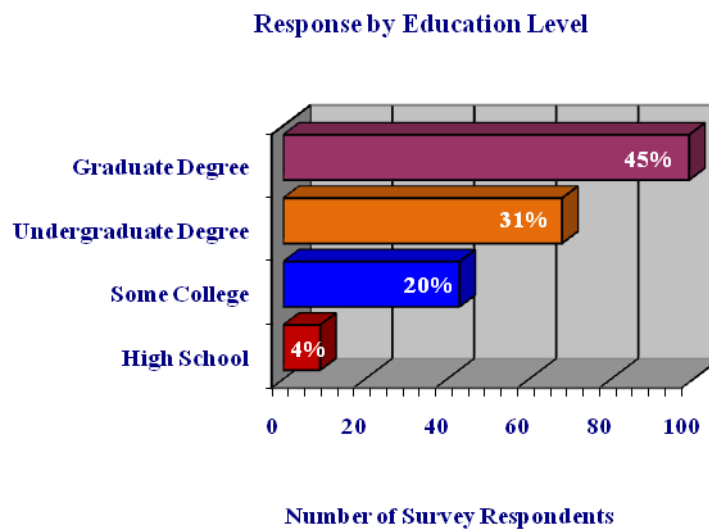
Race

Of the survey respondents who chose to answer the race question, 83 percent identified themselves as White followed by Asians at 7 percent. Hispanics and African Americans accounted for 5 percent and 4 percent respectively.



Education

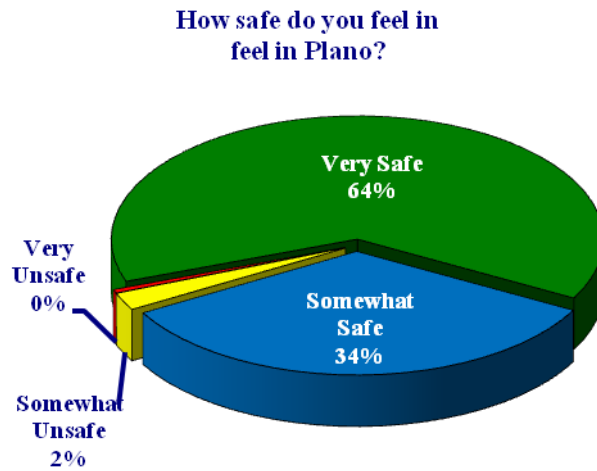
Ninety-nine (45 percent) of the survey respondents have a graduate degree, 31 percent have an undergraduate degree, and 20 percent have some college.



Key Questions for 2010

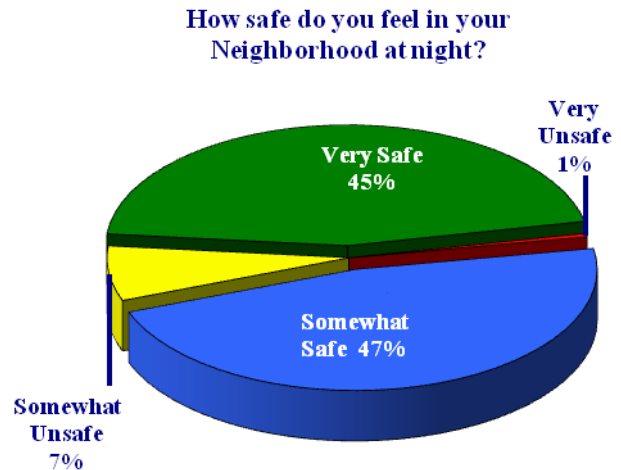
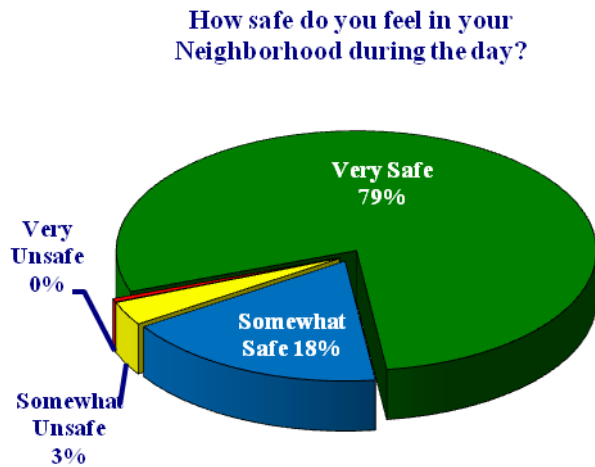
Perception of Safety in Plano

The survey results showed that 98 percent of the respondents felt “Somewhat Safe” to “Very Safe” in Plano.



Perception of Safety in the Neighborhood

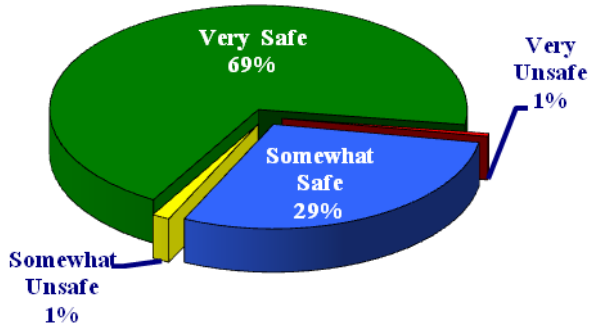
The survey results showed that 97 percent of the respondents felt “Somewhat Safe” to “Very Safe” in their neighborhood during the day while 92 percent felt “Somewhat Safe” to “Very Safe” in their neighborhood at night.



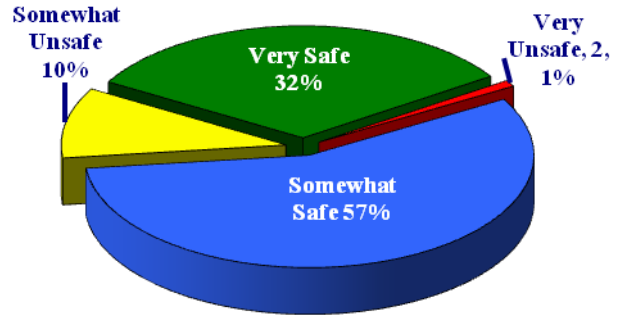
Perception of Safety in Shopping Centers and Business Areas

The survey results showed that 98 percent of the respondents felt “Somewhat Safe” to “Very Safe” in Plano’s shopping centers and business areas during the day, while 89 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?



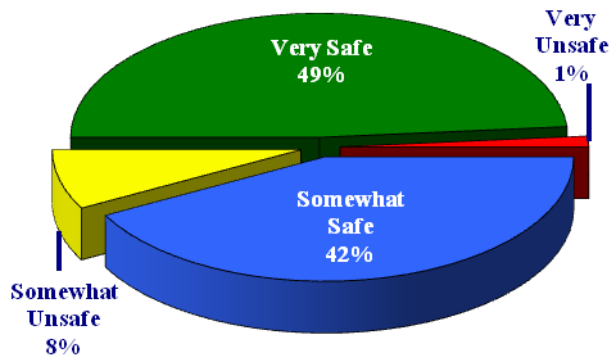
How safe do you feel in Shopping Centers
/ Business Areas at night?



Perception of Safety – On Roadways

When asked about their perception of safety while driving on the roadways in Plano, 91 percent of the respondents indicated they felt “Somewhat Safe” to “Very Safe.”

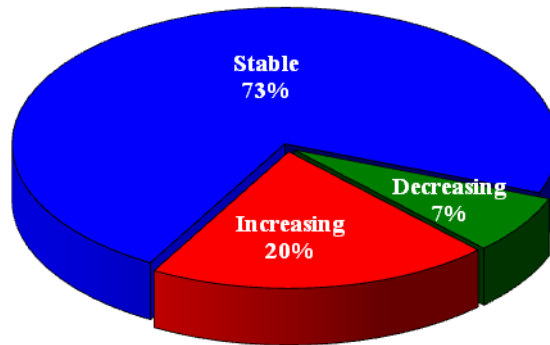
How safe do you feel driving on roadways
in Plano?



Perception of Crime

When asked specifically about whether they felt crime in Plano was increasing, decreasing, or stable, 80 percent of the respondents felt that crime was stable or decreasing while 20 percent felt that crime was increasing.

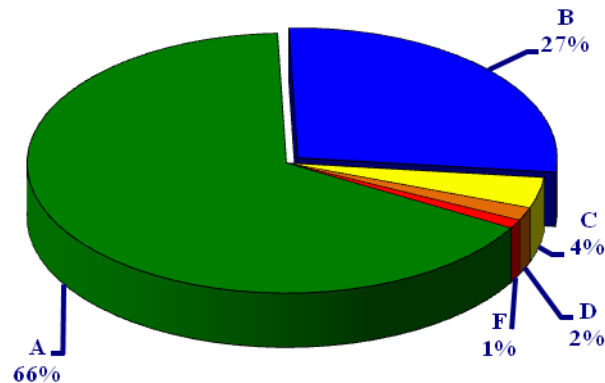
Do you feel crime in Plano is _____?



Quality of Police Services

When asked to judge the quality of police service, using a typical grading scale, 93 percent of survey respondents gave the Police Department high marks.

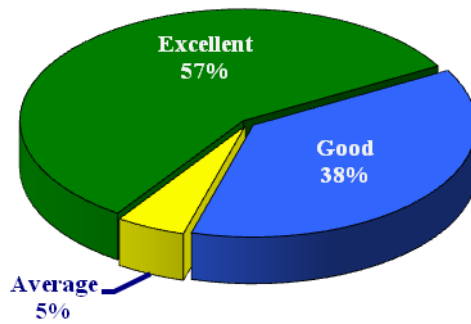
Grade the Overall Quality of Police Services



Quality of Life in Plano

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

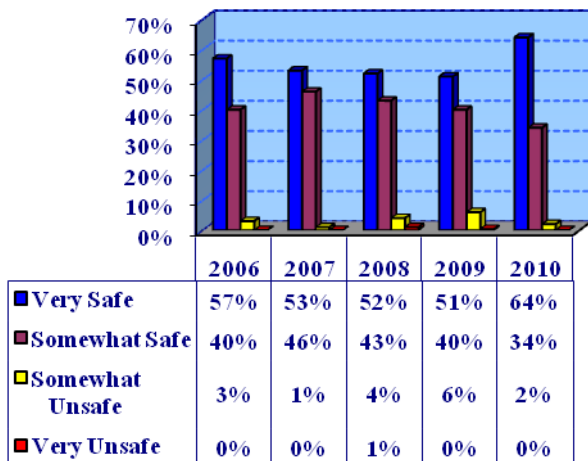
Rate the Overall Quality of Life in Plano



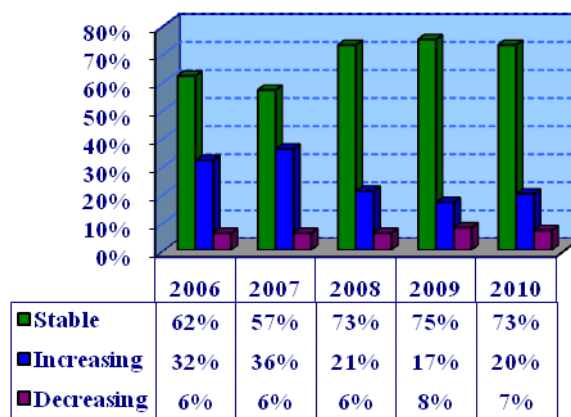
Key Questions Five Year Comparison

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 charts compare responses for 2006 through 2010.

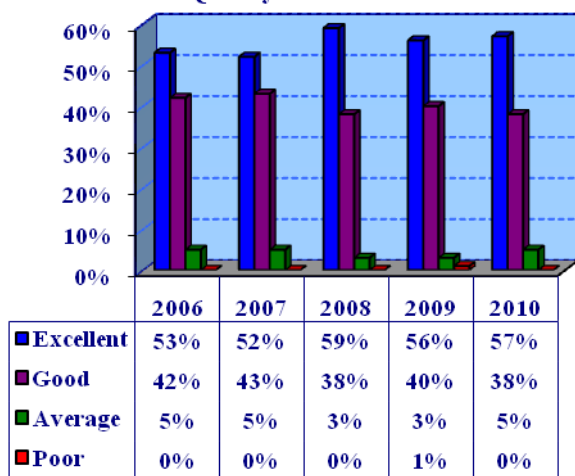
Perception of Safety



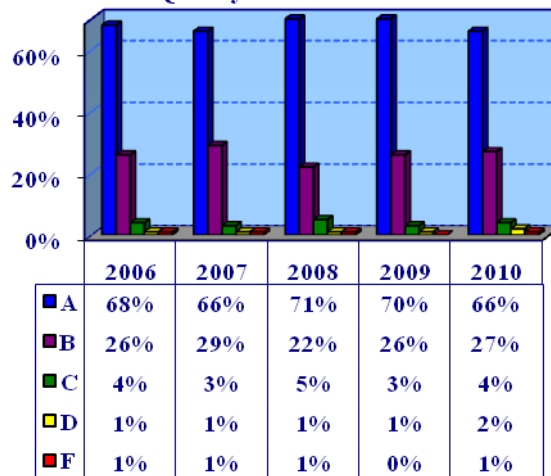
Perception of Crime



Quality of Life in Plano

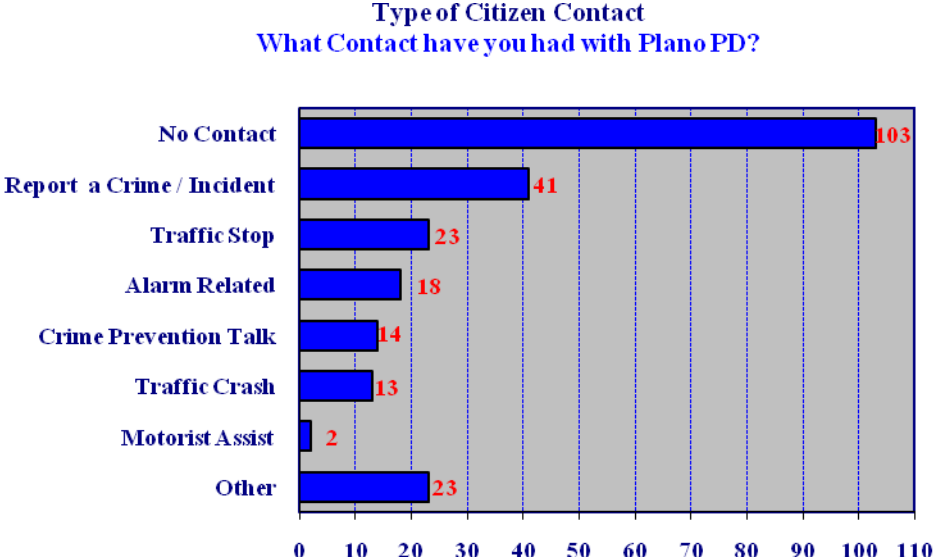


Quality of Police Services



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 2010. 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.



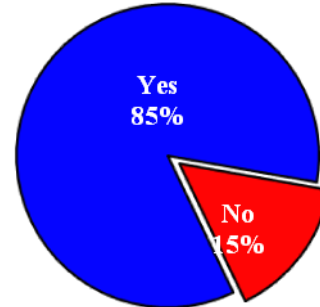
Citizen Contact Responses

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 85% of the respondents who had contact with department personnel thought that the employee performed adequately, meeting the citizen's expectations.

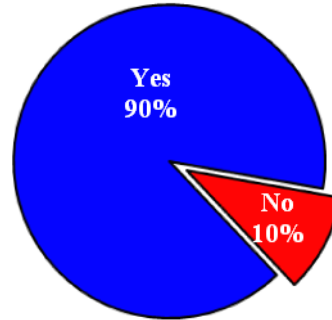
Employee Performance



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

The survey results indicate that 90% of the respondents who had a police call for service thought that their call for service was properly handled, meeting the citizen's expectations.

Proper Handling of Call

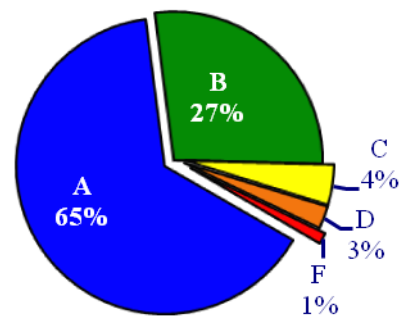


How would you grade the overall competence of the employee?

Select A, B, C, D, or F ("A" is excellent)

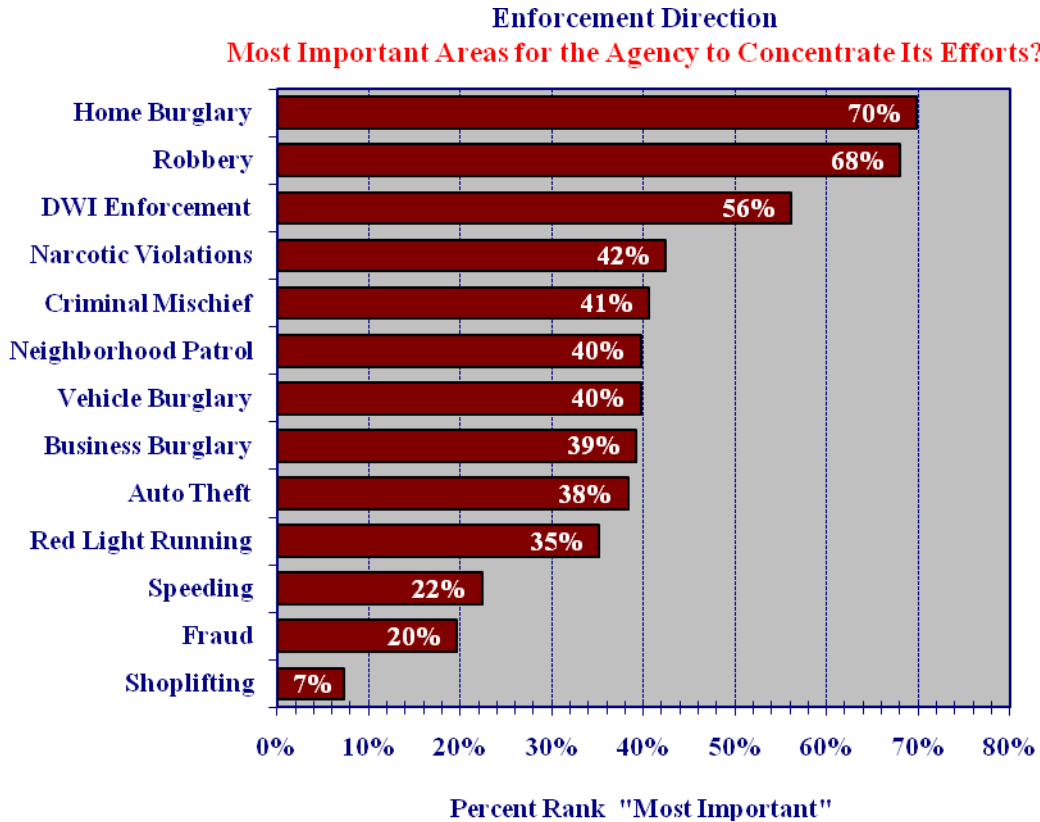
Respondents gave 99% of police employees who they had contact with a passing grade for competence.

Employee Competence



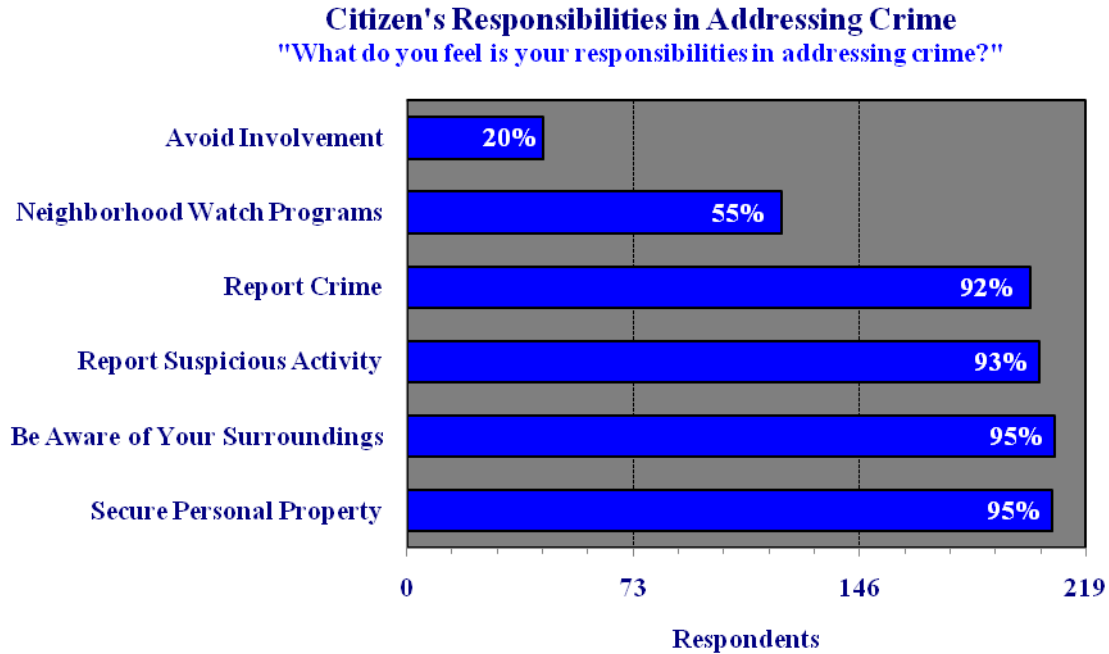
Citizen Enforcement Direction

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

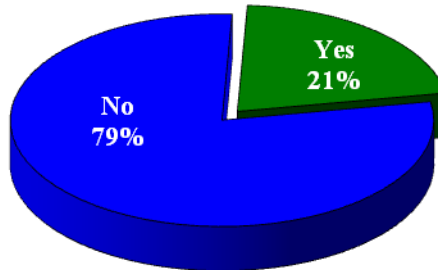
Citizens were asked what they felt were their responsibilities in addressing crime. The citizen was provided eight categories of responsibilities that are found in the chart below of which they could select more than one category.



Neighborhood Watch Program Participation

Fifty-five percent of the respondents felt it was their responsibility to participate in a Neighborhood Watch Program, yet, only 21 percent reported that they were active in the program.

Neighborhood Watch Active in a Neighborhood Watch Program?

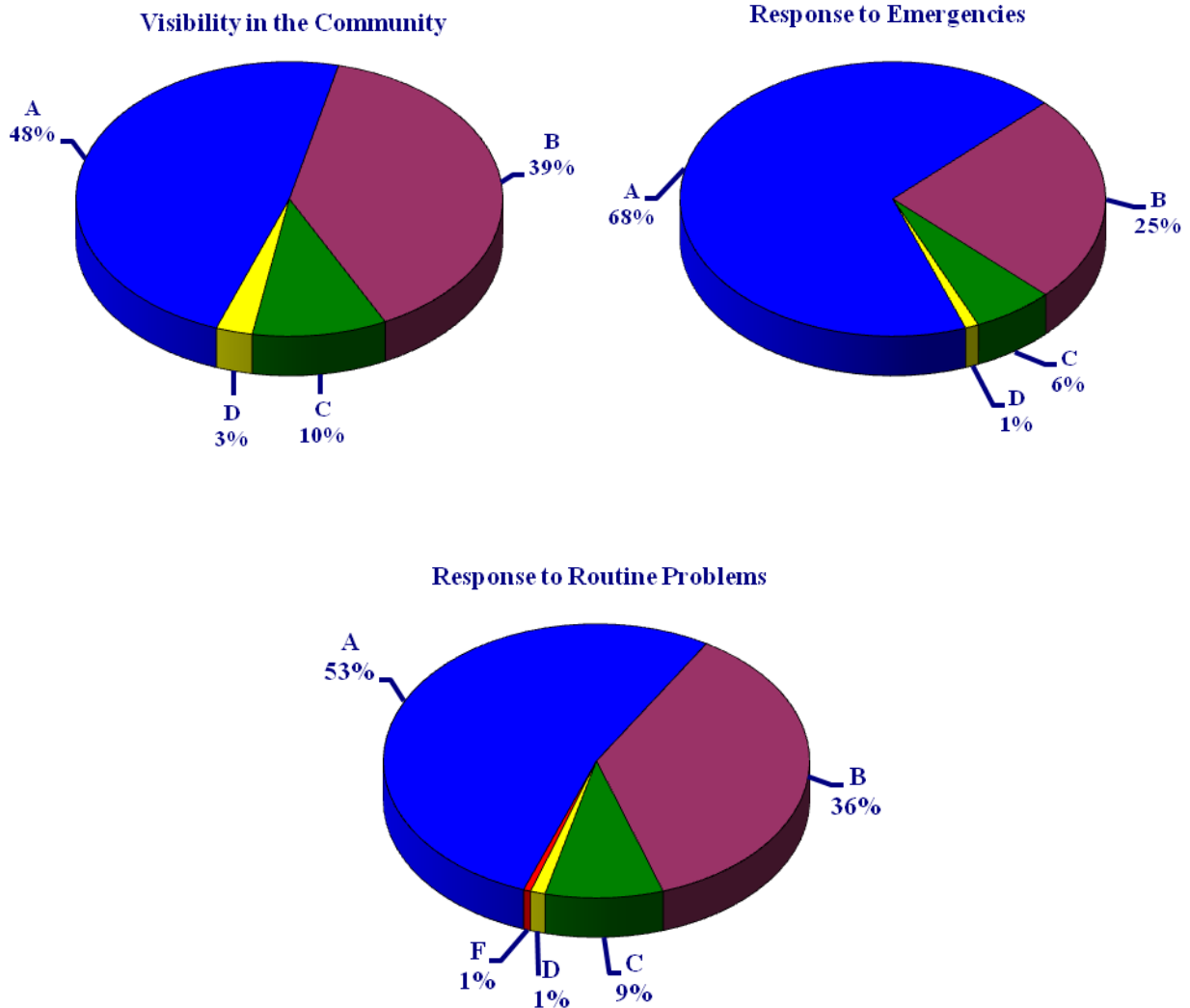


Citizen Opinion of Police Operations

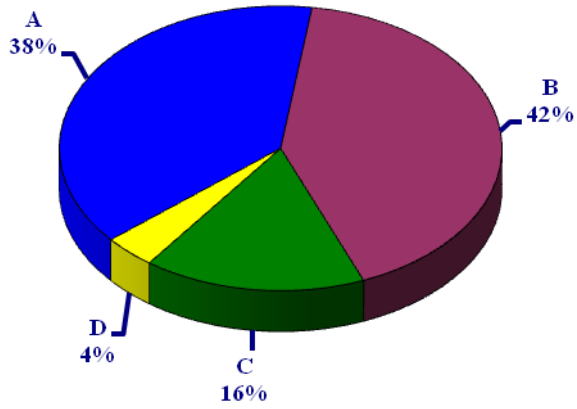
The police operation section of the survey attempts to ascertain how the community perceives the Police Department and its participation in the community. Respondents were asked, “How would you rate the Plano Police Department in each of the following areas?”

- 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

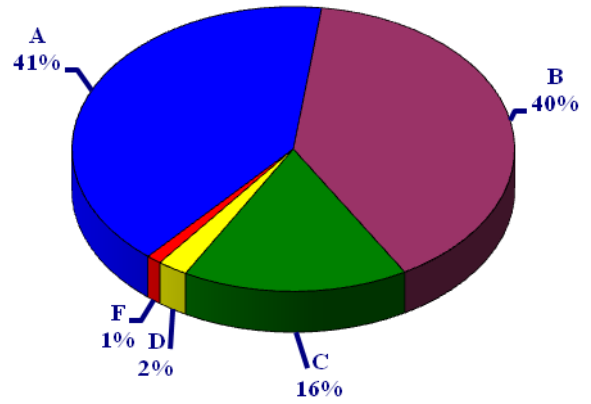
The respondent was asked to assign a letter grade to each of these areas. A letter grade of “A” is excellent.



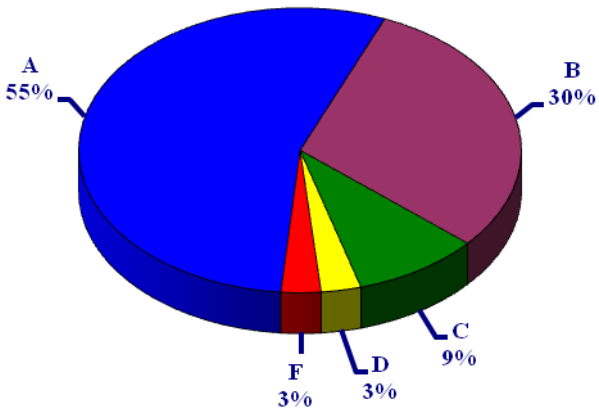
Education Programs in the Community



Leadership in the Community



Officers' Attitudes and Behavior



Leadership in the Police Department

