

Community Feedback Research for Peel Regional Police



Prepared for Peel Regional Police by PRA Inc.



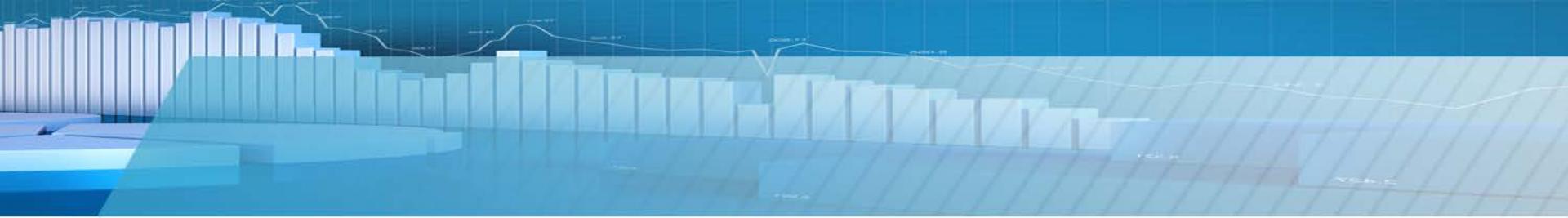
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Background and methodology

- In 1994, Peel Regional Police (PRP) conducted its first comprehensive survey of public opinion and attitude. Since that time, it has continued to engage the citizens of Brampton and Mississauga in active dialogue and the findings from this series of surveys have been critically important to the formulation of policing priorities, which are ultimately reflected in the long-term strategic plan for policing in the Region of Peel.
- In 2016, the research involved four distinct activities:
 - a random sample telephone survey of 1,200 residents
 - a random sample telephone survey of 400 business owners/managers
 - a workshop involving 26 youth aged 14 to 18 years
 - a workshop involving 36 community leaders



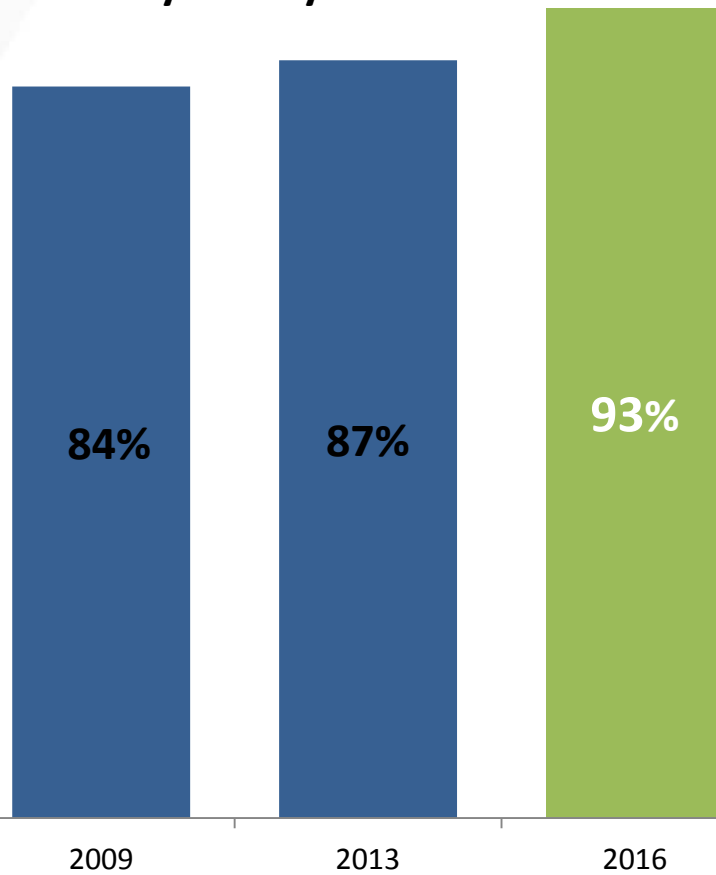
PRP strengths

Strengths

- vast majority were satisfied with the work of PRP
 - in 2016, residents survey recorded highest level of satisfaction (93%)
- positive impression of PRP is increasing over time
- community leaders workshop:
 - PRP is doing a good job
 - progress has been made in several areas
- PRP already addressing many themes raised during the community leaders workshop

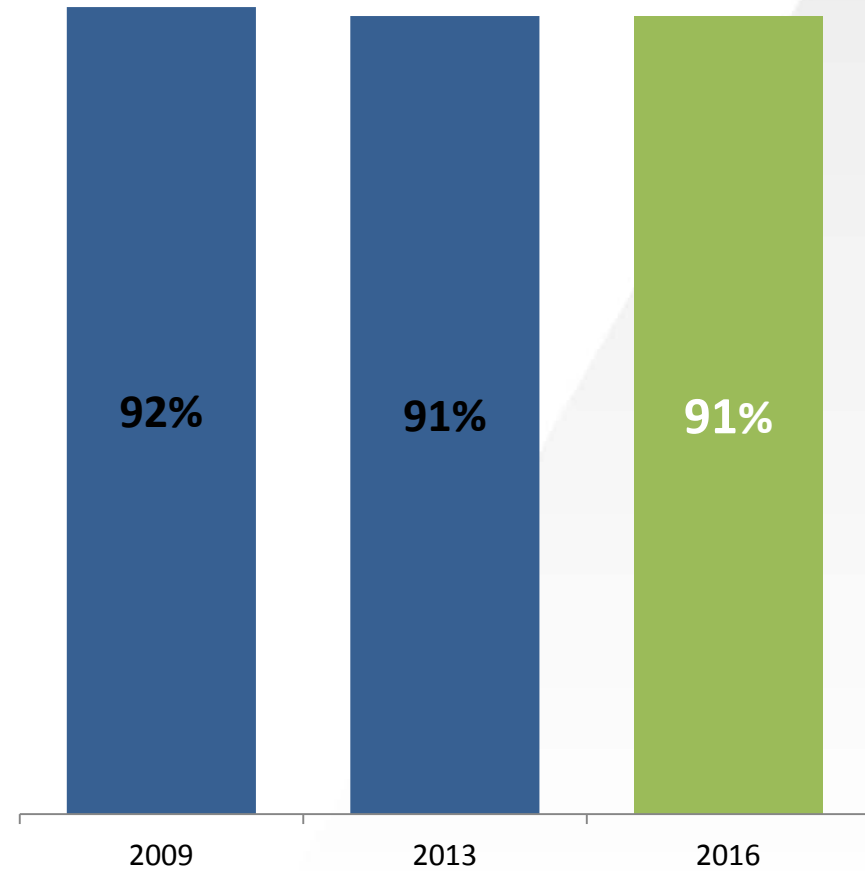
Strength: Overall satisfaction

Community survey



■ 2009 ■ 2013 ■ 2016

Business survey

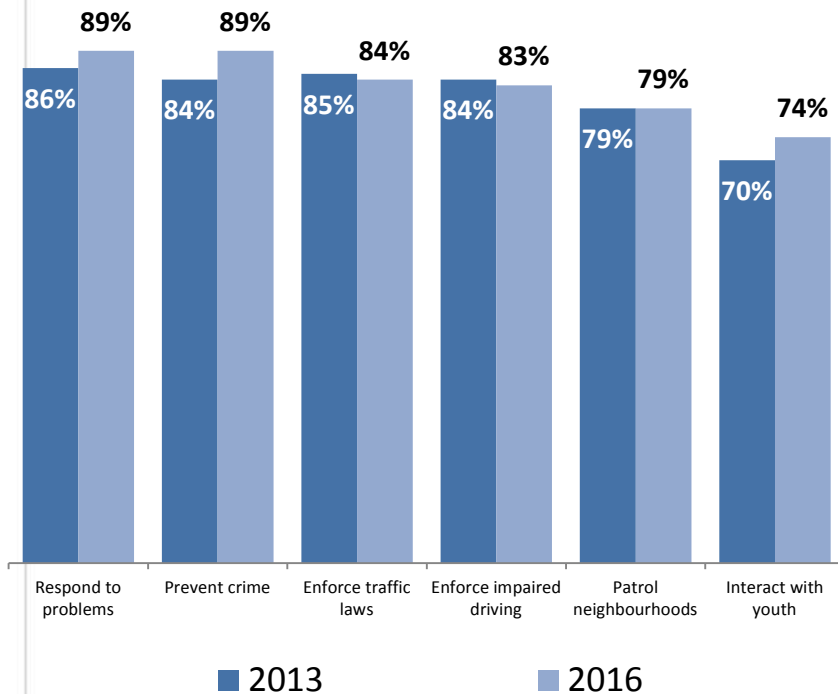


■ 2009 ■ 2013 ■ 2016

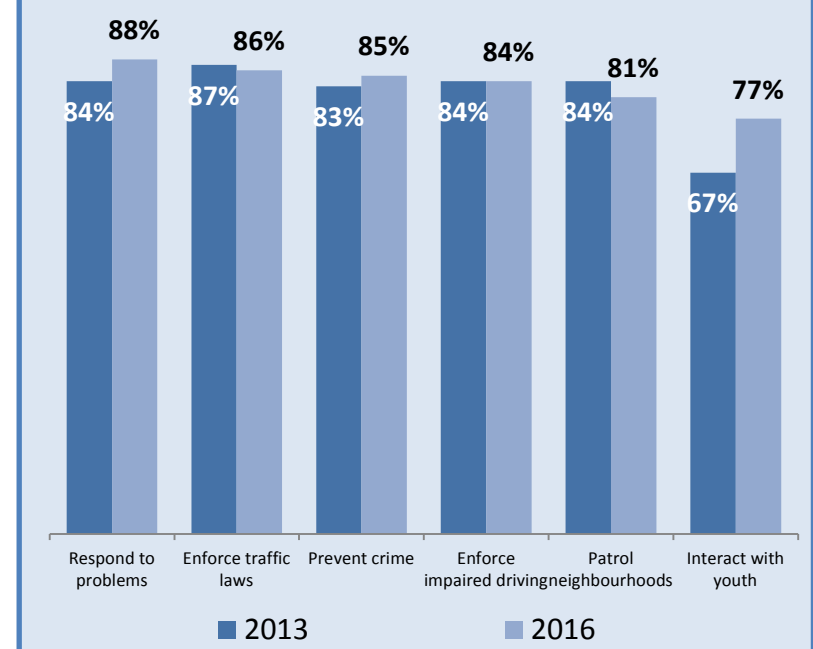
Strength: Satisfied with specific areas of service

- The vast majority were satisfied with the quality of specific areas of service.

Community survey

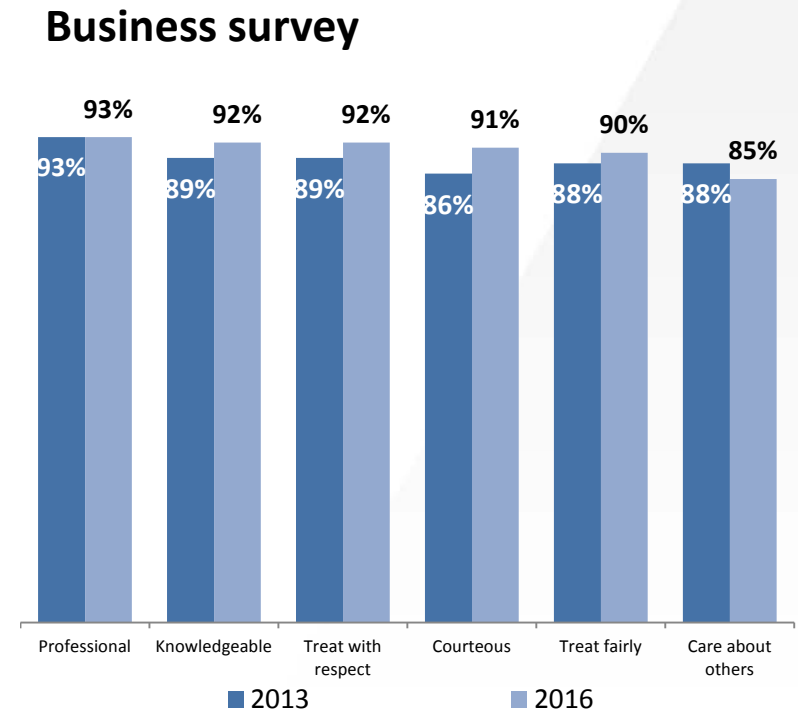
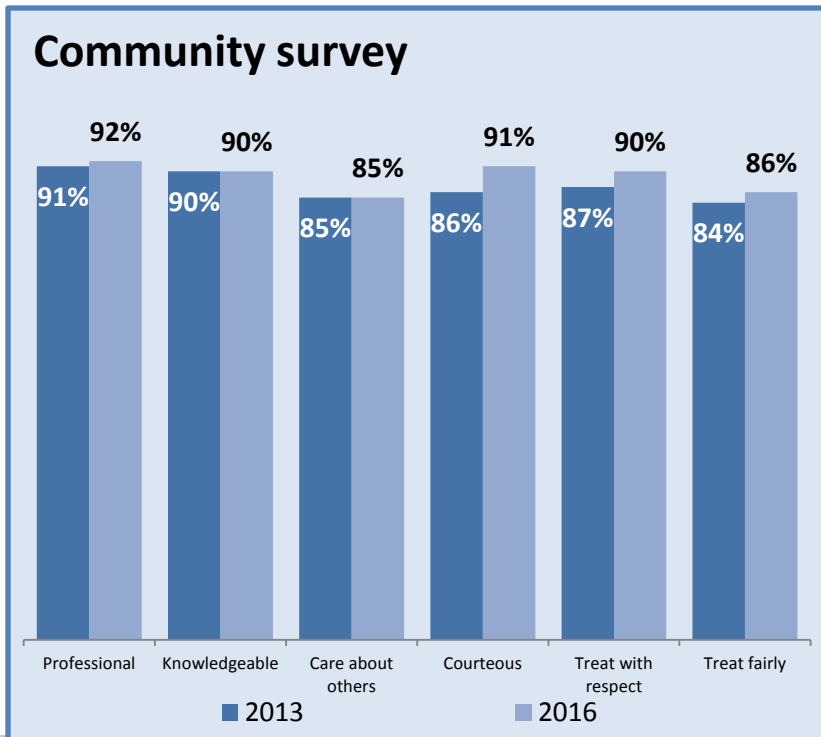


Business survey



Strength: Positive impressions of police interaction

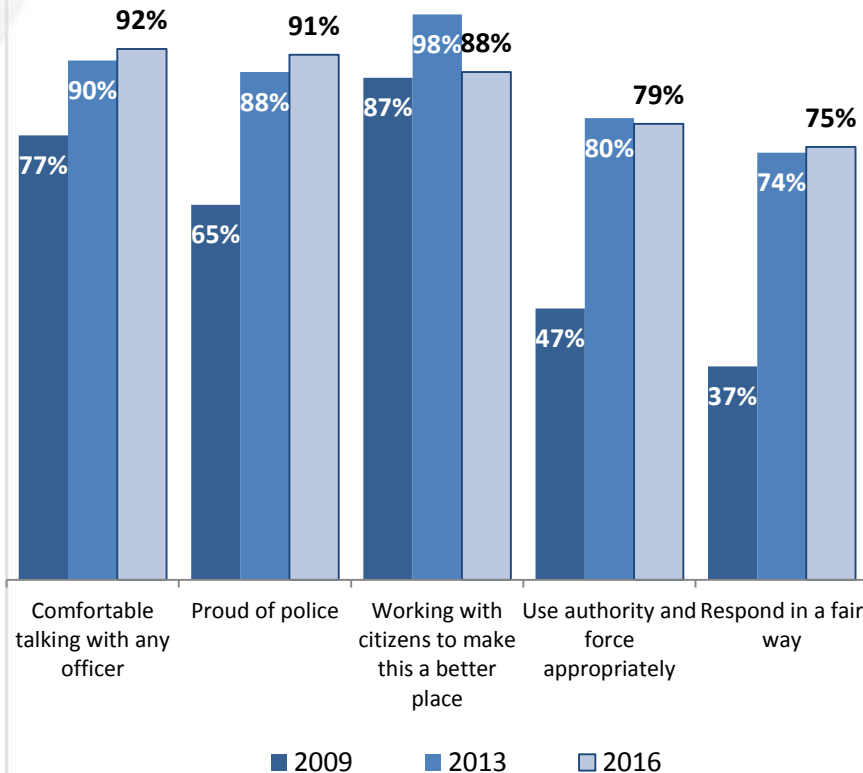
- positive impressions of how the police interact with the general public
- positive impressions among those who have had experience dealing with PRP
- community leaders workshop spoke to the positive relationship between the community and PRP



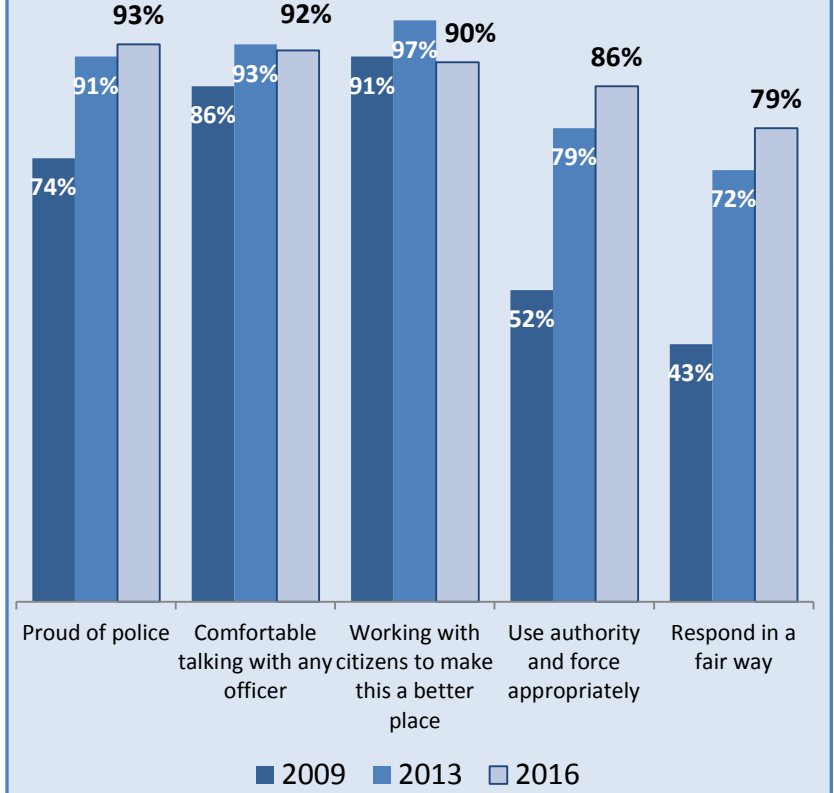
Strength: Positive indicators key to function of police

- very positive in terms of indicators that are key to the function of police service

Community survey

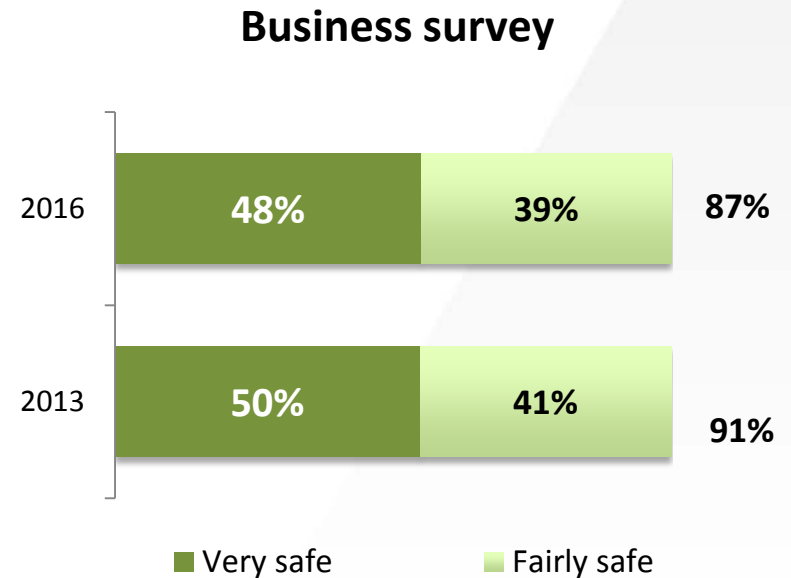
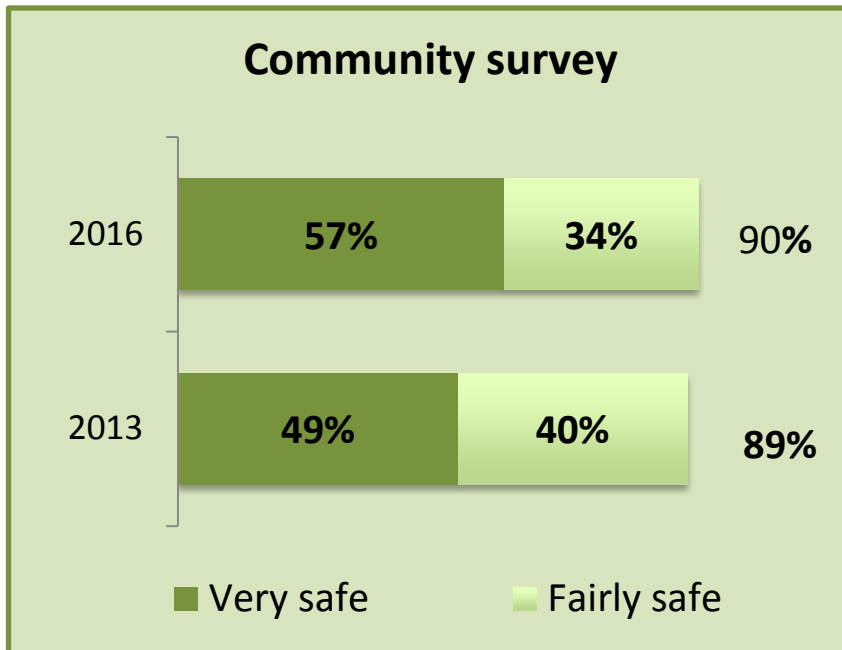


Business survey



Strength: Most felt their community is safe


- About 9 in 10 felt safe in their neighbourhoods.
- Most also felt schools are safe.
- Most in the youth workshop agreed that schools are safe.
- The youth in the workshop reported generally high levels of safety within their community.



Strength: Experience re-enforces impressions

Most have positive experiences with police services.

- Fifty-two percent of residents had contact with PRP in the last three years.
- Forty-five percent of businesses had contact with PRP in the last three years.
- Among those in contact with PRP in the past three years, respondents were very positive about their interactions.
- In 2016, 3 in 10 who contacted PRP did so by calling 911.
 - Overall, the vast majority were satisfied with the service they received.
 - Most said that police arrived in the time expected or faster.



**Crimes of concern/
traffic problems**

Crimes of concern

	Average out of 10 (ranking)	
	Residents (n = 1,200)	Business (n=400)
Impaired driving	6.7 (1)	5.9 (3)
Break-ins/thefts	6.1 (2)	6.4 (1)
Drug-related crime	6.0 (3)	5.8 (4)
School safety and bullying	6.0 (4)	5.0 (13)
Fraud and cyber-fraud	5.9 (5)	6.2 (2)
Stealing contents from vehicle	5.8 (6)	5.8 (5)

Focus on traffic problems

	Average out of 10 (ranking)	
	Residents (n = 1,200)	Business (n=400)
Distracted driving	8.3 (1)	8.1 (1)
Serious motor vehicle accidents	8.3 (2)	7.8 (2)
Aggressive driving	8.2 (3)	7.6 (3)
Speeding in school zones	8.1 (4)	7.4 (5)
Disobeying traffic signs & signals	7.8 (5)	7.6 (4)



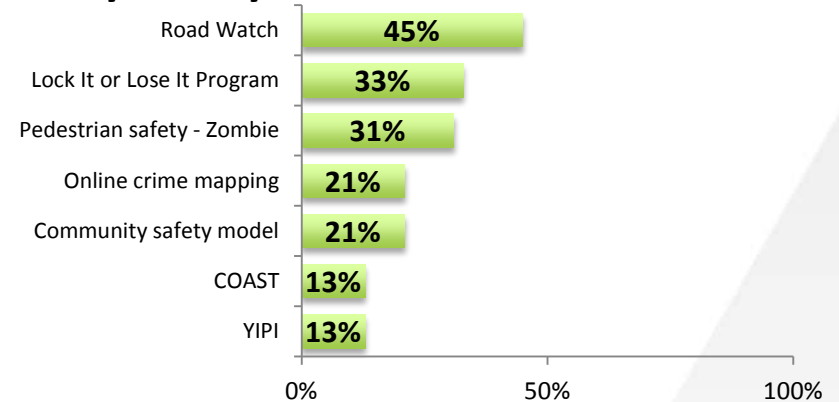
Areas of focus

Focus: Awareness of programs

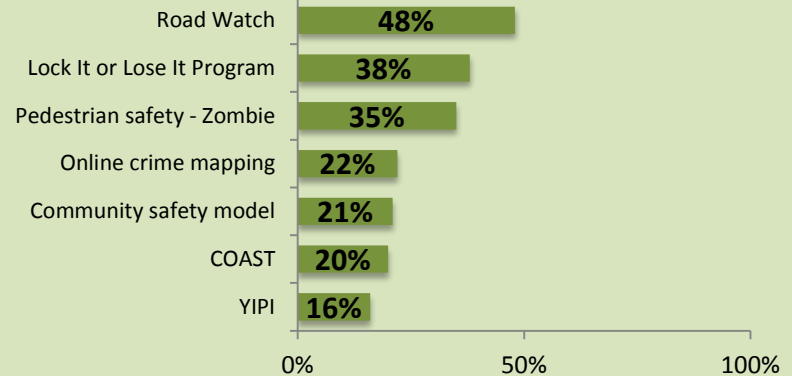
Although residents have positive impressions, there is low awareness of many of PRP's programs.

The youth workshop had fairly high awareness of PRP's social media accounts; however, there is low youth engagement in PRP's social media accounts.

Community survey



Business survey

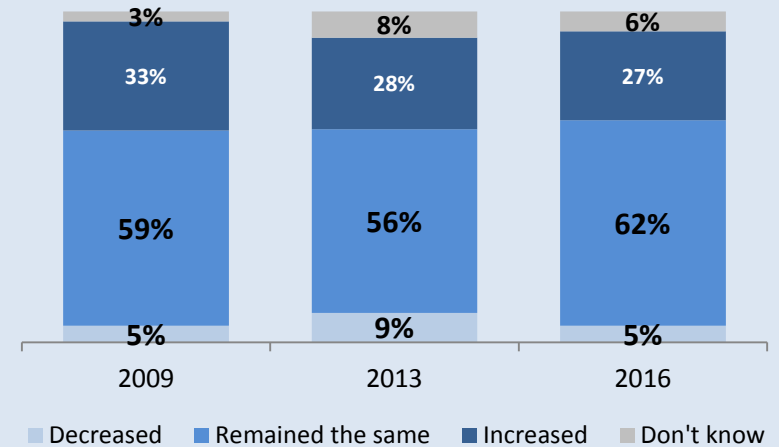


Focus: Perception of crime

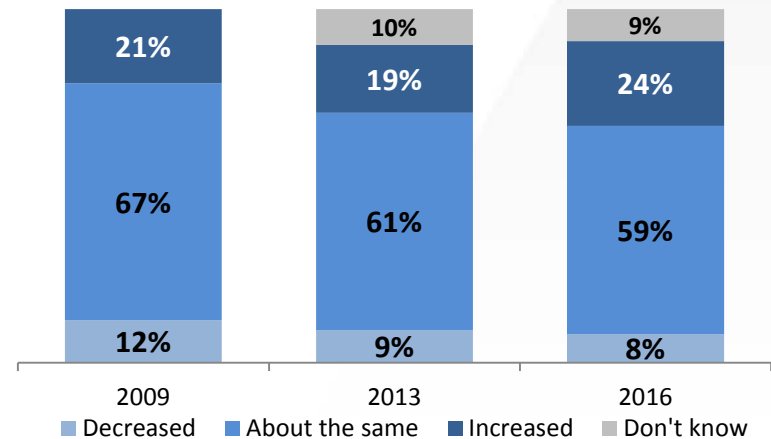
There is continued belief by about 1/4 of respondents that crime is increasing in their neighbourhoods.

Those in the youth workshop had poor perceptions of nighttime neighbourhood safety.

Community survey



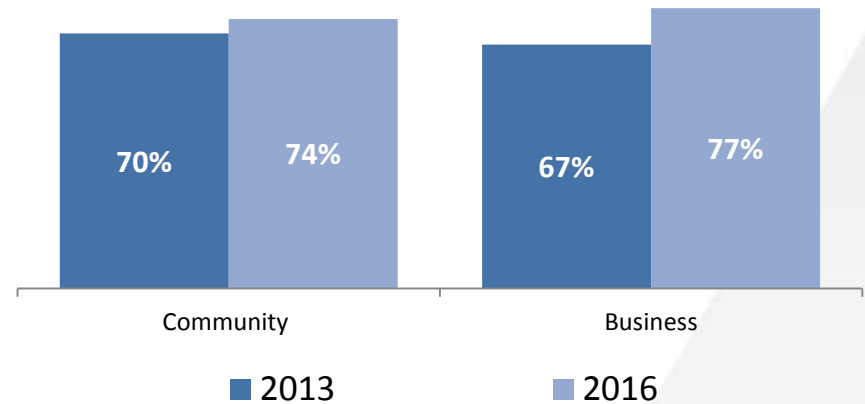
Business survey



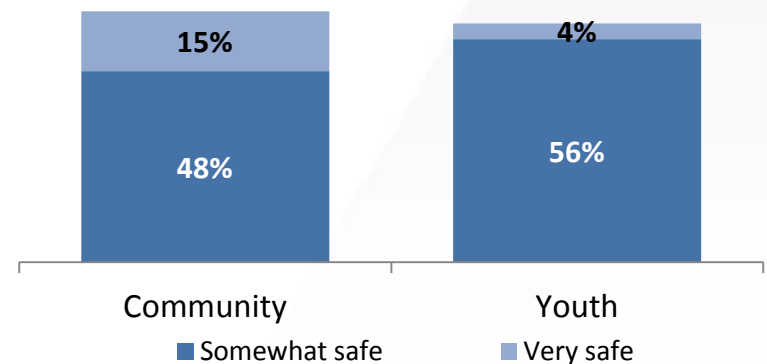
Focus: Youth

- interaction with youth has improved since the last survey, but is the lowest rated service area
- greater concern for safety in high schools
- younger respondents (aged 18 to 24) least likely to feel comfortable around police
- youth workshop participants would like to see better relationships built with police officers in high schools

Interaction with youth



Safety in high school



Focus: Police visibility and programs

Police service visibility in the community is one of the most important methods of dealing with problems; respondents do not strongly link visibility with the programs designed to provide it.

Community leaders:

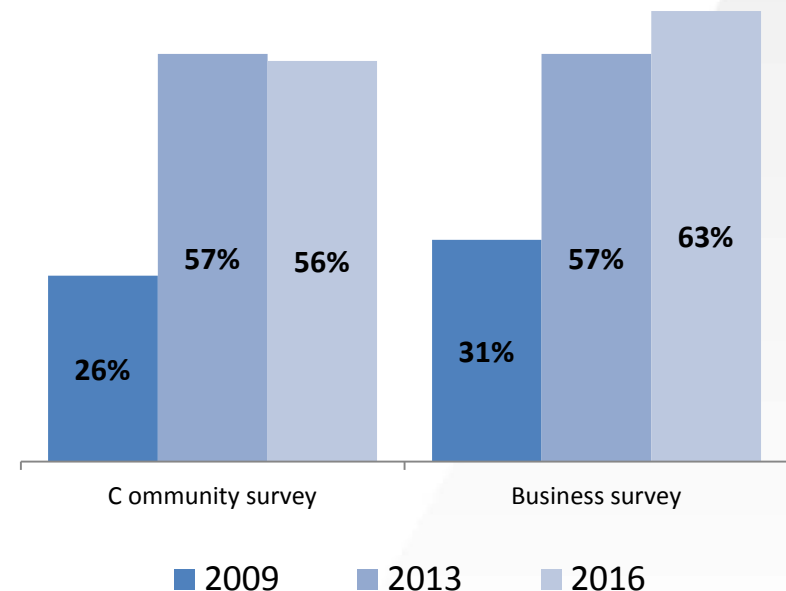
- think PRP could do more to consult with the community and its leaders.
- think PRP could provide more police training to mitigate bias and educate regarding cultural and ethnic communities.
- recognize community policing is important and that PRP has invested in this strategy, but they want police to be more than a presence.

	Average (out of 10)	
	Community (n=1,200)	Business (n=400)
Most important method of dealing with community problems		
Patrolling/being visible in the community	8.3	8.4
Interacting directly with youth	8.3	8.2
Least important programs		
Foot patrol	7.6	8.0
Bike patrol	7.5	7.5

Focus: Awareness of key activities

- Awareness of police actively recruiting from neighbourhoods has increased since 2009.
 - Many residents/businesses are unaware that PRP is actively trying to recruit officers from the local area to diversify the service.
- Youth workshop participants said there is a lack of ethnic diversity among PRP.
- Community leaders did not seem aware that PRP is actively recruiting so it better reflects the community it serves.

Police actively recruiting from neighbourhoods



Areas of focus

- **Continue overall approach to policing.** Satisfaction with police is high and increasing in many areas.
- **Communication.** More needs to be done to make residents, businesses, and community leaders aware of PRP programs and initiatives.
- **Work in communities and neighbourhoods.** Being visible in communities is important to all types of research participants.
 - Youth would like to see PRP focus on being more present in communities at night.
 - Community leaders want more of a police presence, but they also want PRP to become more integrated in the community.

Areas of focus

- **Focus on working with youth.** According to respondents, this is one of the most important areas of focus for PRP.
 - Younger participants have more reservations about speaking with police.
- **Increase diversity of officers.** Part of being accepted by the community is having officers appear to reflect the diversity within the community.
- **Partnerships and sharing Information.** Many community leaders want to be more actively involved in supporting PRP. There have been many requests for more information sharing and working with the community to understand what the data mean.