



2018 APD Quality of Service Survey Results

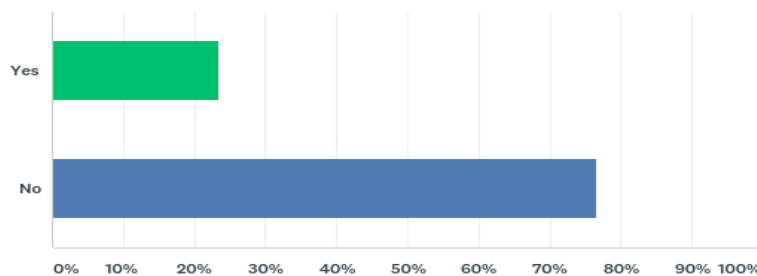
Overview:

This is the second year for the Amarillo Police Department Quality of Service survey. The first (2017) year had 1134 responses, while the number of 2018 survey participants dropped to 445. It was distributed through all the same resources, but still had 61% decline in participants.

Question 1: “Did you take the survey last year?”

Results: Greater than 75% (337) of survey takers did not take the survey last year. That left only 23% (103), who took the survey last year in 2017.

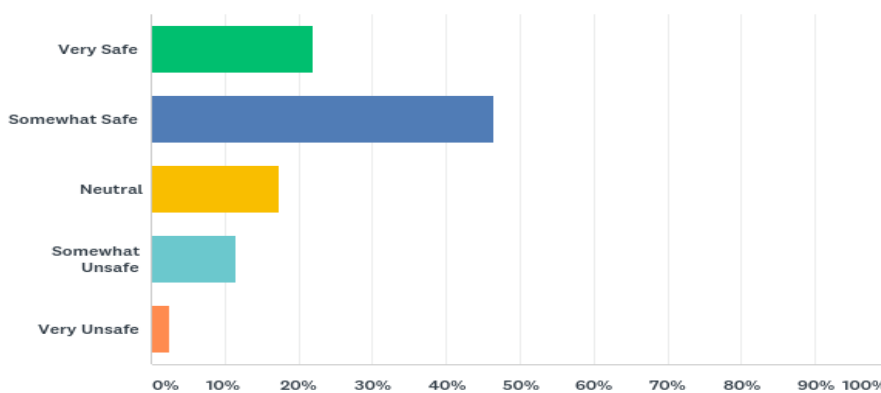
Q1 Did you take this survey last year?



Question 2: “How safe do you feel in the City of Amarillo?”

Results: Compared to the 2017 survey, ‘Very Safe’ (+3%) and ‘Neutral’ (+5%) both increased while ‘Somewhat Unsafe’ (-5%) and ‘Very Unsafe’ (-3%) both decreased. ‘Somewhat Safe’ stayed the same at 46%.

Q2 How safe do you feel in the City of Amarillo?



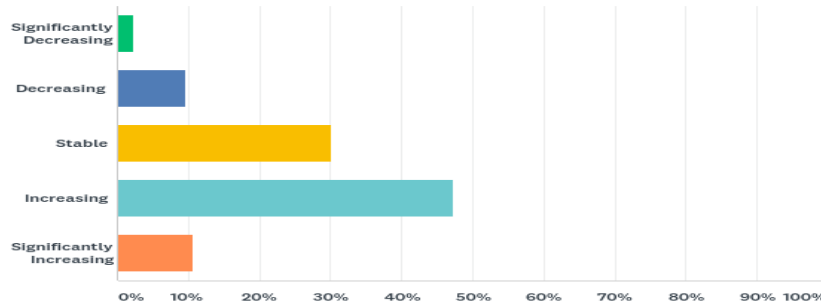


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Question 3: “I believe crime in Amarillo is:”

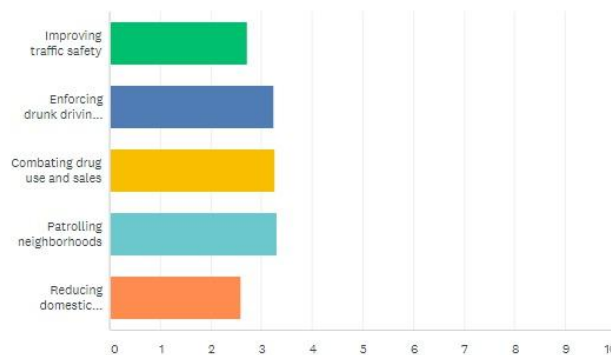
Results: Compared to the 2017 survey, ‘Significantly Decreasing’ (+1%), ‘Decreasing’ (+5%), and ‘Stable’ (+9%) all increased based on the 2018 participants. The percent that believe crime is ‘Increasing’ (-4%) and ‘Significantly Increasing’ (-11%) both dropped by a combined percentage of 15%.

Q3 I believe crime in Amarillo is:



Question 4: “Rate the following activities that the Amarillo Police Department should focus on to make our city safer:”

Results: ‘Reducing Domestic Violence’ topped the list with an average ranking of 2.59 out of 5. It narrowly topped ‘Improving Traffic Safety’ at 2.73. The other 3 (‘Enforcing drunk driving laws’ at 3.24, ‘Combating drug use and sales’ at 3.27, ‘Patrolling Neighborhoods’ at 3.31) all came in about the same. ‘Patrolling Neighborhoods’ was mentioned frequently in the open response section, even though it came in last on this ranking. It was even commented on more than ‘Improving traffic safety’, which beat it in this ranking.



	1	2	3	4	5	TOTAL	SCORE
Improving traffic safety	16.95% 69	17.69% 72	16.95% 69	18.43% 75	29.98% 122	407	2.73
Enforcing drunk driving laws	17.11% 70	26.41% 108	28.12% 115	20.29% 83	8.07% 33	408	3.24
Combating drug use and sales	27.65% 112	19.51% 79	20.25% 82	17.53% 71	15.06% 61	405	3.27
Patrolling neighborhoods	30.26% 128	19.39% 82	17.97% 76	15.84% 67	16.55% 70	423	3.31
Reducing domestic violence	11.34% 49	17.13% 74	18.98% 82	24.54% 106	28.01% 121	432	2.59



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Question 5: “In 2017, what types of contact did you have with the Amarillo Police Department:”

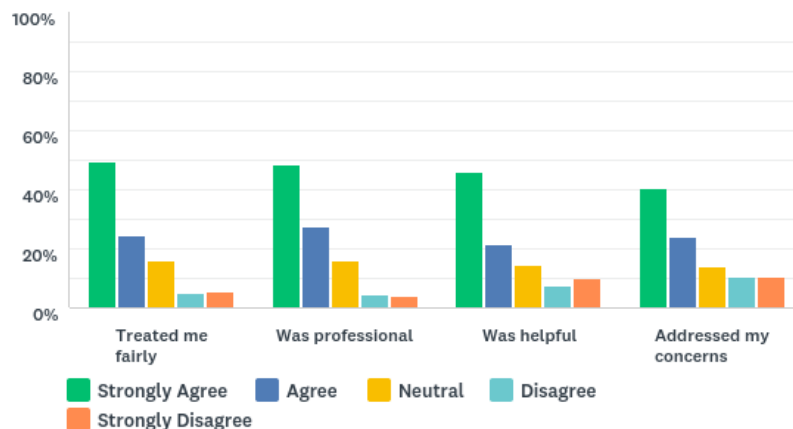
Results: It is an even spread between most of the call for service responses in the 9-14% range. 6 responses (1%) were from those who were arrested. 2% was from those questioned or detained. 43% selected ‘No’ contacted with the Amarillo Police Department’ and were skipped for the remaining survey questions except for demographic questions.

ANSWER CHOICES	RESPONSES	
Called for service	28.18%	122
Received roadside assistance	1.39%	6
Attended a safety meeting or educational program	9.24%	40
Community meeting or Neighborhood Watch	6.47%	28
Reporting a crime as a witness	14.32%	62
Reporting a crime as a victim	11.78%	51
Received a traffic citation or warning	11.09%	48
Involved in a motor vehicle accident	9.70%	42
Witnessed an accident	10.39%	45
Arrested	1.39%	6
Questioned or detained as a suspect	2.08%	9
No contact with the Amarillo Police Department	42.96%	186
Total Respondents: 433		

Question 6: “During my most recent contact with an Amarillo Police officer, the officer:”

Results: 60-75% of votes were for positive interactions in all 4 categories. The lowest rated areas were ‘Were helpful’ and ‘Addressed my concerns’.

Q6 During my most recent contact with an Amarillo Police Department officer, the officer:



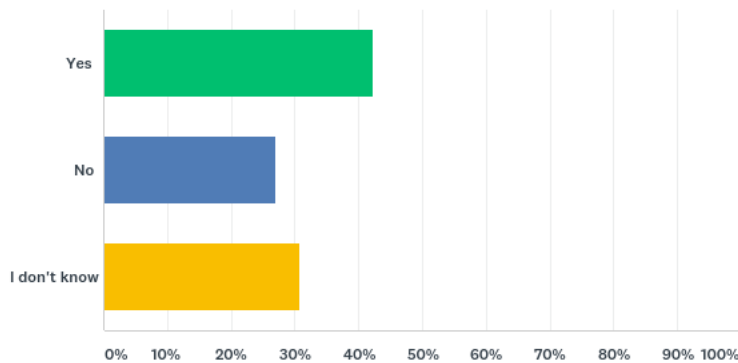


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Question 7: “Did the officer make a report of any kind during your most recent encounter?”

Results: 42% voted that a report was made. The other 58% said no report was made, or they didn’t know.

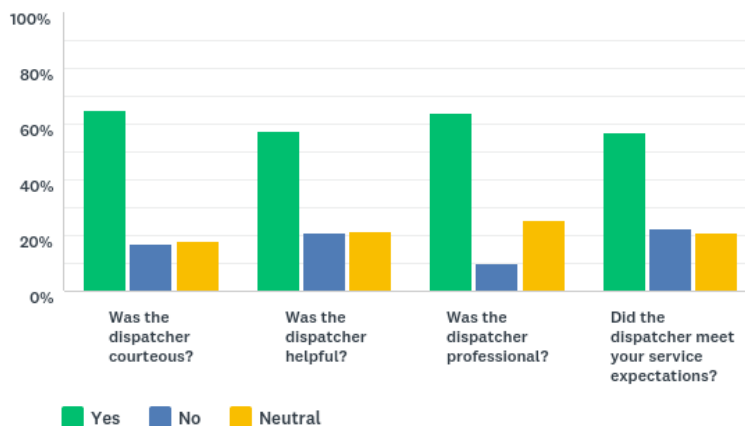
Q7 Did the officer make a report of any kind during your most recent encounter?



Question 8: “If your contact involved a phone call to the Amarillo Emergency Communications Center (AECC), please respond to these questions:”

Results: 55-65% voted positively, with 18-25% voting neutral. The lowest ranking category was ‘Did the dispatcher meet your service expectations?’ with a 22% ‘no’ vote.

Q8 If your contact involved a phone call to the Amarillo Emergency Communications Center (AECC), please respond to these questions:



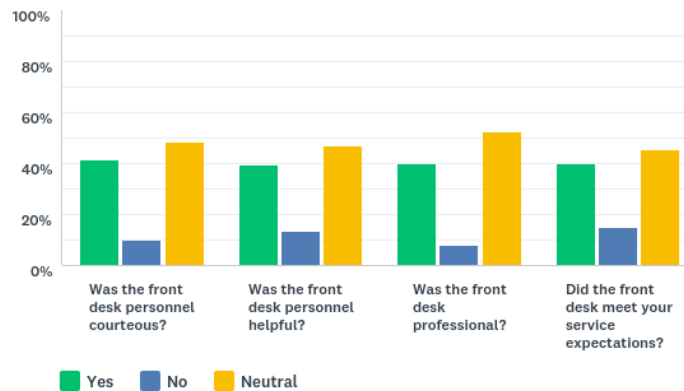


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Question 9: “If your contact involved a visit to the Police Department, please respond to these questions:”

Results: 45-52% voted neutral, with 39-41% voting positively. The lowest ranking category was ‘Did the front desk meet your service expectations?’ with a 14% ‘no’ vote.

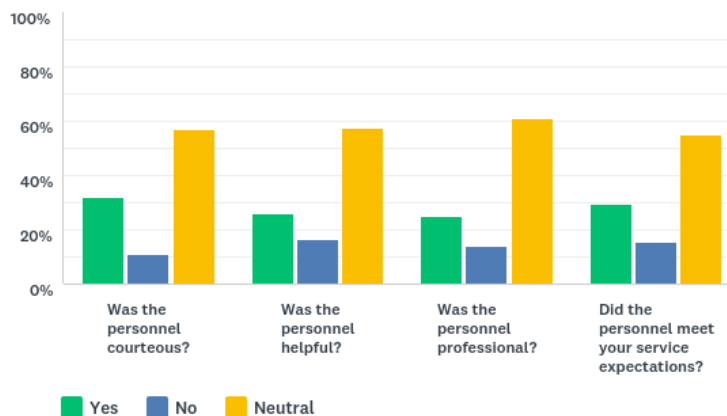
Q9 If your contact involved a visit to the Amarillo Police Department, please respond to these questions.



Question 10: “If your contact involved a visit to the Police Department’s Property & Evidence, please respond to these questions:”

Results: 54-61% voted neutral, with 25-31% voting positively. The lowest ranking category was ‘Was the personnel helpful?’ with a 16% ‘no’ vote.

Q10 If your contact involved a visit to the Amarillo Police Department's Property & Evidence, please respond to these questions:



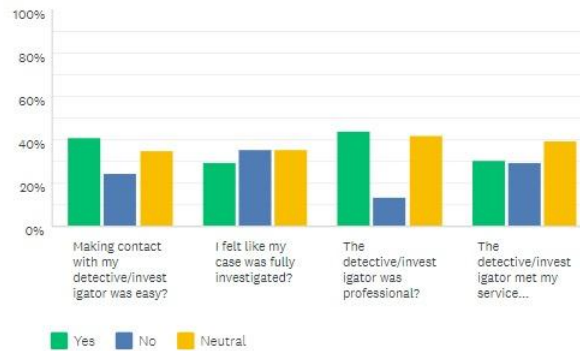


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Question 11: “If a report was made and investigated please rate the service from the Detective Division:”

Results: The highest rated category with a 44% yes vote was ‘The detective/investigator was professional?’. The lowest rated category was ‘I felt my case was fully investigated’ with a 35% ‘no’ vote. Compared to the 2017 survey results, all of the ‘yes’ (positive) categories were down 2%-6%. ‘The detective/investigator was professional?’ saw the biggest decline at 6%.

Answered: 103 Skipped: 342

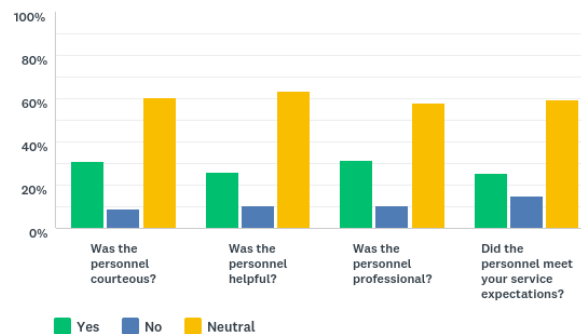


	YES	NO	NEUTRAL	TOTAL
▼ Making contact with my detective/investigator was easy?	40.78% 42	24.27% 25	34.95% 36	103
▼ I felt like my case was fully investigated?	29.41% 30	35.29% 36	35.29% 36	102
▼ The detective/investigator was professional?	44.12% 45	13.73% 14	42.16% 43	102
▼ The detective/investigator met my service expectations?	30.69% 31	29.70% 30	39.60% 40	101

Question 12: “If your contact involved a visit to the Police Department’s Service Division (Records), please respond to these questions:”

Results: 58-63% voted neutral, with 25-31% voting positively. The lowest ranking category was ‘Did the front desk meet your service expectations?’ with a 14% ‘no’ vote.

Q12 If your contact involved a visit to the Amarillo Police Department Service Division (Records), please respond to these questions:



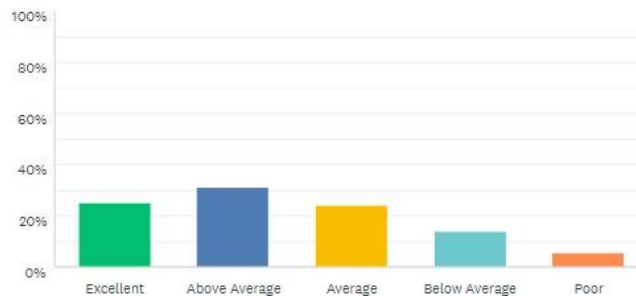


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Question 13: “Based on your overall experience with the Amarillo Police Department, the quality of service is:”

Results: ‘Excellent’ rating fell 2% compared to 2017. ‘Below Average’ went up 5% as well, with most other categories having little change compared to 2017 survey. The highest voted rating was ‘Above average’ with 31% of the vote.

Answered: 211 Skipped: 234



ANSWER CHOICES	RESPONSES
▼ Excellent	25.12% 53
▼ Above Average	31.28% 66
▼ Average	24.17% 51
▼ Below Average	13.74% 29
▼ Poor	5.69% 12
TOTAL	211

Question 14: “If you would like to be contacted by the Amarillo Police Department, please enter your name and phone number below:”

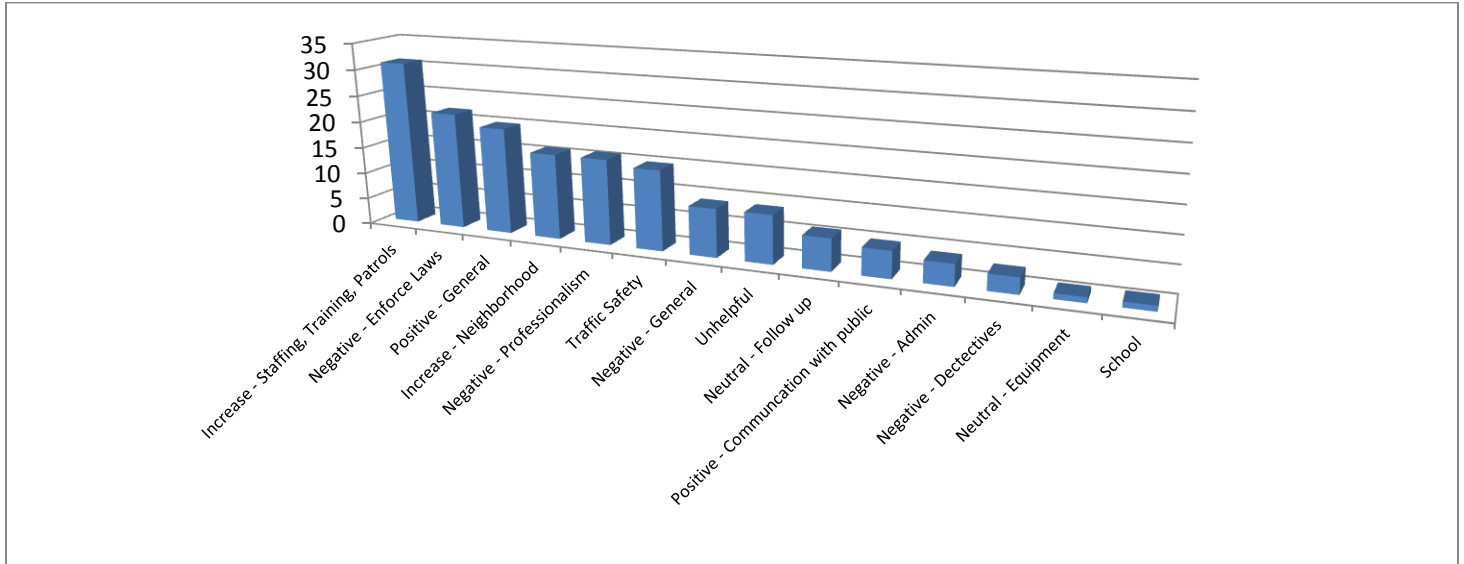
Results: 32 commented on this section wishing to be contacted and of those 26 left phone numbers. We were able to get a hold of 12 of those through their phone numbers. Mostly positive responses (just rehashing what they had said in open response on Question 15), but some did mention about seeing more of a “neighborhood presence”.



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Question 15: “Please provide and recommendations you have on how we can improve our quality of service:”

Results: 160 responses were received. They most commented on subject was increasing, to personnel, training, or to the number of patrols with 31 responses. Enforcement of current laws was second with 22 responses. There were 20 general positive comments and 16 comments wanting an increase in neighborhood patrols/presence. Traffic safety had 15 comments.



Demographic Questions

Question 16: “Residential Zip Code:”

Results: 30% of responses came from the 79109 zip code (west of I-27 and south of I-40). 79106 (western half of town) came in second with 17%. Results were similar to the 2017 survey.

ANSWER CHOICES	RESPONSES
▼ 79101	1.47% 5
▼ 79102	6.18% 21
▼ 79103	2.94% 10
▼ 79104	1.76% 6
▼ 79106	17.06% 58
▼ 79107	5.29% 18
▼ 79108	2.94% 10
▼ 79109	30.29% 103
▼ 79110	7.65% 26
▼ 79111	0.29% 1
▼ 79118	9.71% 33
▼ 79119	6.18% 21
▼ 79121	3.53% 12
▼ 79124	4.41% 15
▼ 79178	0.00% 0
▼ Other (please specify)	Responses 0.29% 1
TOTAL	340

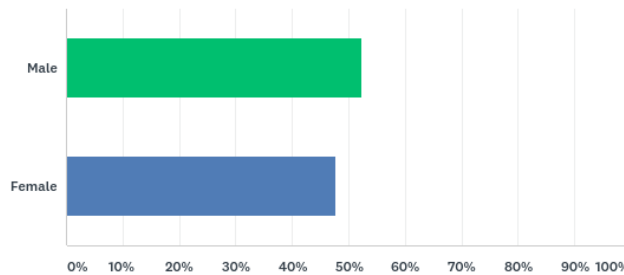


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Question 17: "Gender:"

Results: 52% were males and 48% of respondents were female. (2017 survey results – 47% male & 53% female)

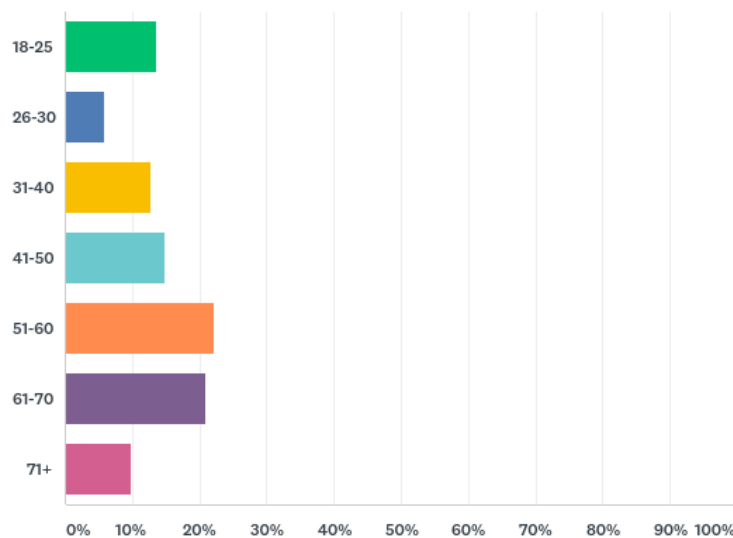
Q17 Gender:



Question 18: "Age:"

Results: Over 50% of responses came from those over the age of 50. The most responsive age group was from the 51-60 year olds at 22%. Compared to 2017 survey, there was increase in respondents in the '18-25' and the '71+' categories.

Q18 Age:





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Question 19: "Race:"

Results: The percent of 'White' respondents went down 4%, while all other categories went up compared to the 2017 survey.

ANSWER CHOICES	RESPONSES
White	87.98% 322
Black or African American	5.19% 19
American Indian	2.19% 8
Asian	0.82% 3
Middle Eastern	0.27% 1
Unknown	3.55% 13
TOTAL	366

Question 20: "Ethnicity:"

Results: The percent of 'Hispanic' respondents rose 4% compared to the 2017 survey.

Q20 Ethnicity:

