

AMARILLO POLICE DEPARTMENT



2018 CITIZEN SURVEY OF POLICE SERVICES



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2018 Citizen Survey Introduction

The City of Amarillo Police Department is committed to providing citizens with exemplary service and a safe city. In order to ensure the department is meeting the community's needs and expectations, the Amarillo Police Department asks the opinions of citizens by notifying citizens through the news, social media, and APD webpage of Quality of Service Survey on Survey Monkey. When requested, paper surveys were sent to citizens if they did not have access to the internet. The survey poses key questions to assist the department in determining overall agency performance and competence of agency employees, citizens' perception of officers' attitudes and behavior, community concern over safety and security in Amarillo, as well as citizens' recommendations and suggestions for improvements.

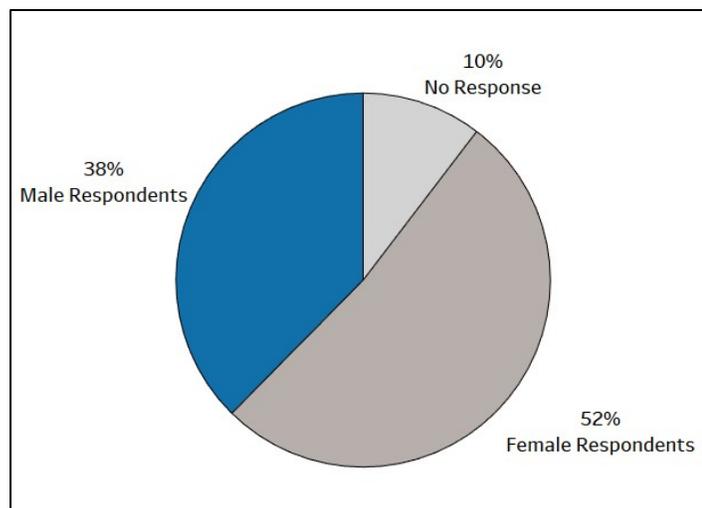
The survey allows residents to convey their priorities for enforcement and it serves as a report card that provides insight when establishing goals, enhancing training, and shaping the future of the Police Department. Many of the questions are repeated each year to provide a reference for comparison of changes both in public opinion and for areas of new concern. Analysis of the survey results assists in tracking opinions regarding the quality of services and helps direct the focus of the department's efforts to better serve the citizens of Amarillo.

The citywide 2018 survey conducted in April 2019 had a .31 percent response rate per population, but the response rate increased from the responses from 2017 at .21 percent. The department anticipates the public participation to increase with greater community involvement and communication.

Respondents' Profile

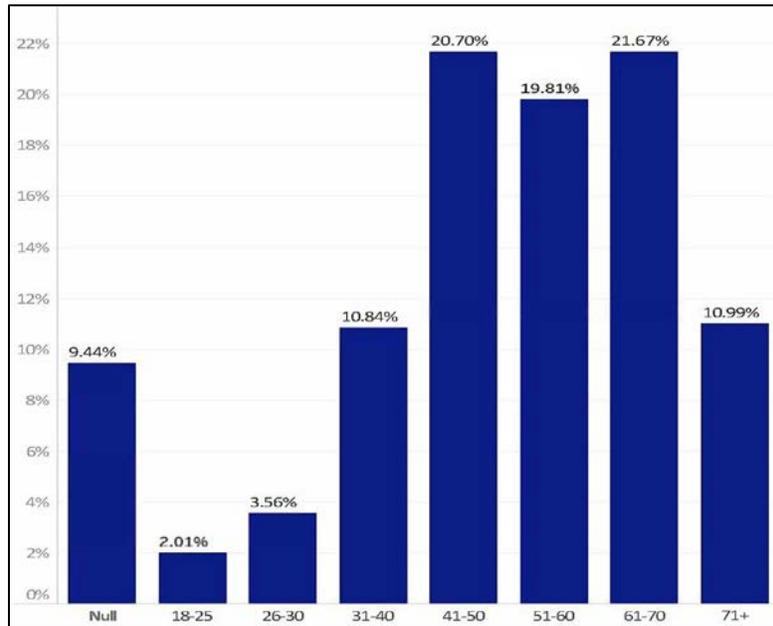
Gender

The survey results showed 52 percent of the respondents identified themselves as female and 38 percent identified themselves as male. Ten percent of respondents chose not to answer the gender question.



Age Group

The greatest responses came from citizens in the 61-70 age group, followed by 41-50, followed by the 51-60 and 71+ groups, respectively. Overall, 73.17 percent of respondents were 41 years of age and older.



Zip

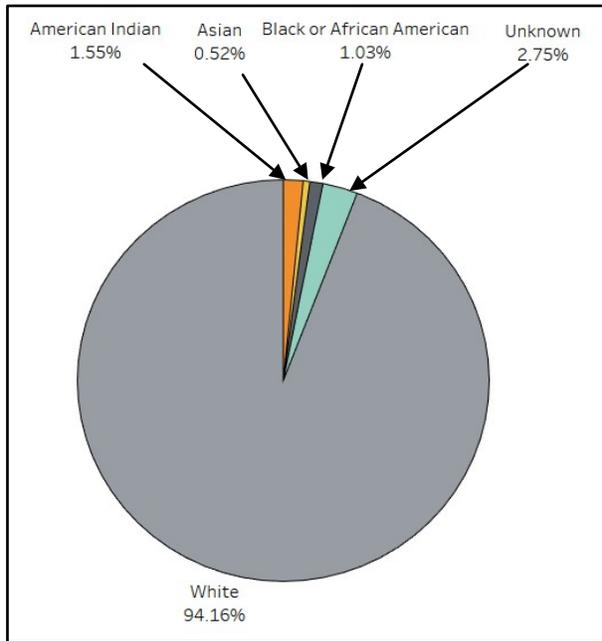
The greatest majority of respondents were in 79109 zip code, as well as 79106 and 79119. There are more households in these areas. Zip code 79119 had the most percentage of households that responded.

Zip Code	Households	Surveys Completed	Percent by Zip
79101	1,278	10	0.78%
79102	4,002	19	0.47%
79103	3,603	24	0.67%
79104	2,538	4	0.16%
79106	11,830	61	0.52%
79107	10,721	29	0.27%
79108	4,665	38	0.81%
79109	19,172	148	0.77%
79110	7,097	54	0.76%
79111	500	1	0.20%
79118	7,011	41	0.58%
79119	4,503	53	1.18%
79121	2,922	27	0.92%
79124	3,059	27	0.88%
No Answer		110	
	82,901	646	0.78%

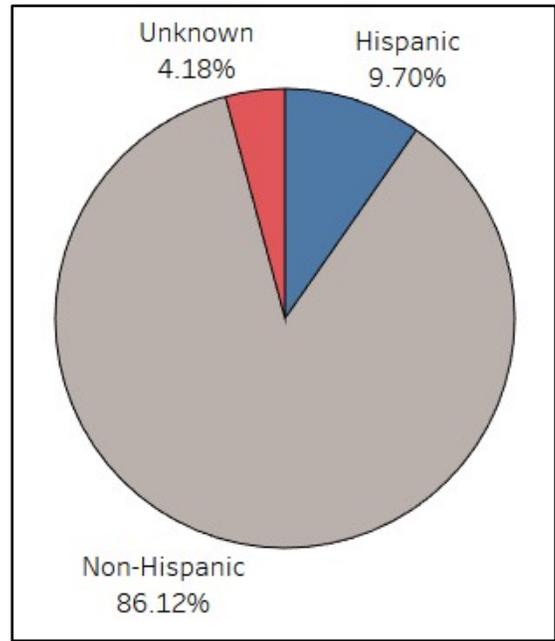
Race

The survey showed 94.16 percent of respondents identified themselves as White and 1.55 percent identified as American Indian and African Americans accounted for 1.3 percent, respectively. Hispanic citizens accounted for 9.70 percent.

Race



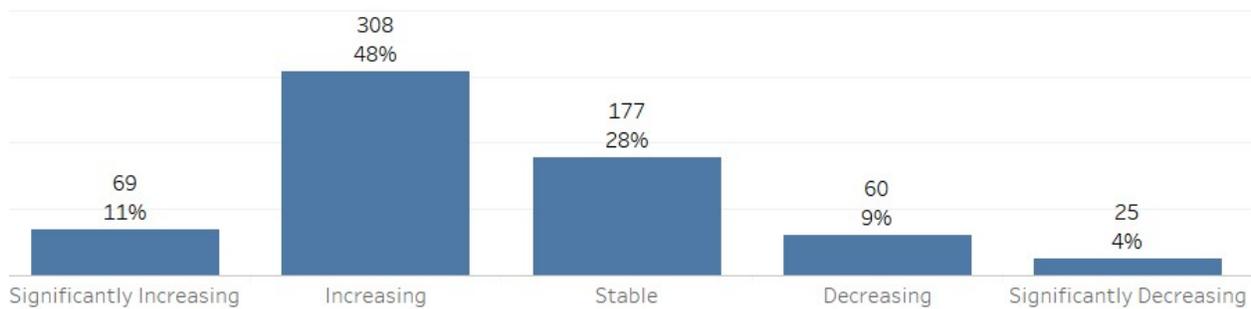
Ethnicity



Key Questions for 2018

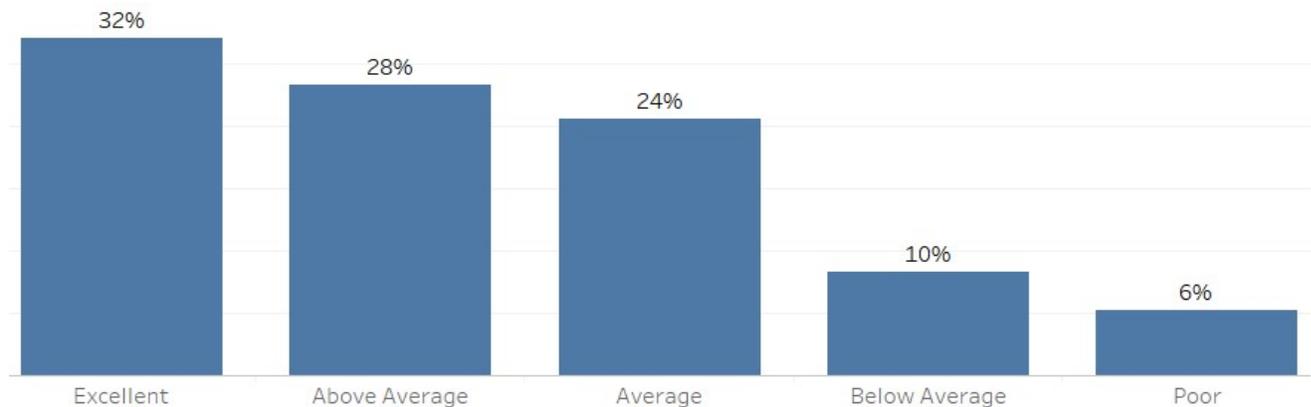
Do you feel crime in Amarillo is increasing, decreasing, or stable?

When asked specifically about the perception of crime in Amarillo, the survey asked if respondents felt crime was significantly increasing, increasing, stable, decreasing, or significantly decreasing; 48 percent of the respondents felt crime was increasing while 9 percent felt that crime was decreasing. On each extreme pole, 11 percent of citizens that responded they felt crime was significantly increasing, while 4 percent thought it was significantly decreasing.



Quality of Police Services Rating

When asked to judge the overall quality of police service using a standard grading scale using excellent, above average, average, below average and poor. 32 percent of the survey respondents gave the Police Department Excellent. Overall, 84 percent of respondents rated APD Quality of Service as average or above.



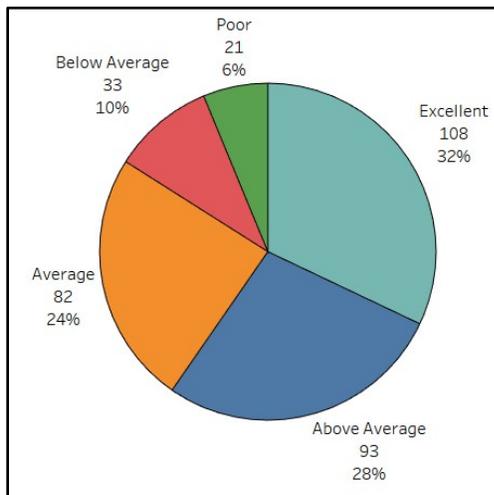
Key Questions Two Year Comparison

Key questions addressing citizen concern for safety, the level of crime, and quality of police services are asked every year to examine potential changes in citizens' perceptions. The following charts compare responses for 2018 to 2017.

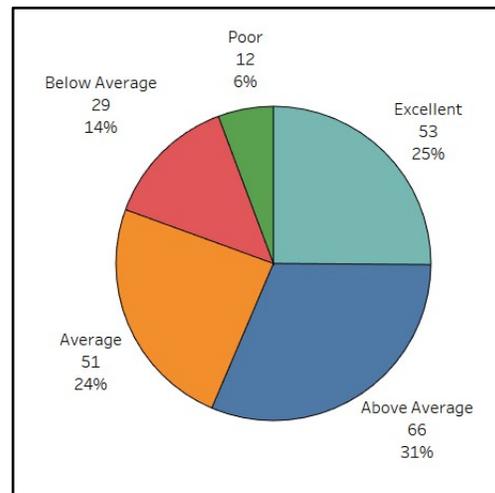
Quality of Service Perception

There was a 7 percent increase in respondents in 2018 who rated APD excellent at 32 percent, from 2017. Of the respondents that answered the question, 84 percent rated APD as average or above, which is a 4 percent increase. Additionally, 2 percent fewer respondents rated APD as below average than last year.

2018



2017



Citizens' Contact with the Amarillo Police Department

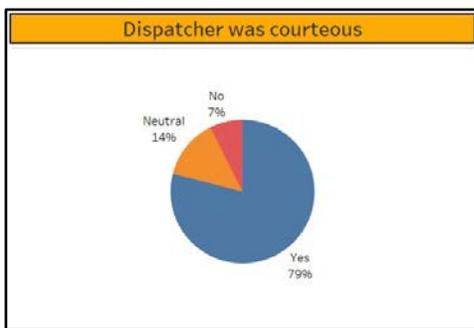
To better understand the context of respondents' assessments and opinions, it is helpful to know the type of contact respondents had with the police department in 2018. For instance, 40 percent of respondents had no contact with police. Consequently, these respondents may not be able to fairly assess the questions regarding employee performance, call handling, and agency employee competence.

Citizens' Opinions of Police Services

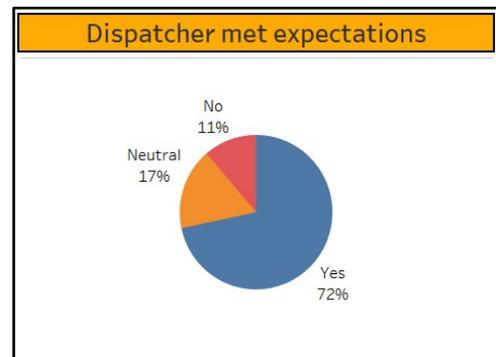
Valuing citizen opinions, the survey included questions specifically to address the respondents' level of satisfaction with police employee performance, handling calls for service, and employee competence. These questions assist in focusing resources to address any concerns.

Did the AECC Dispatcher perform to your expectations?

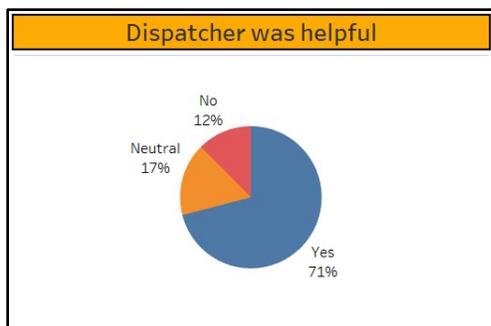
The survey results showed 86 percent of those that answered this question who had contact with AECC



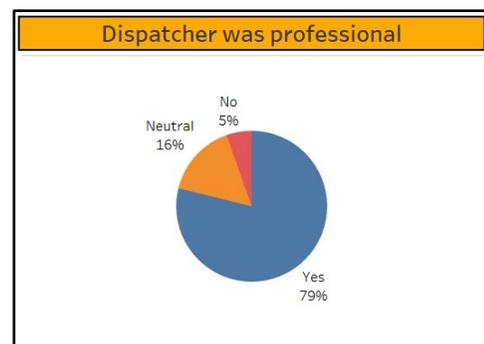
Dispatch personnel thought the employee met the citizen's expectations, and 14 percent felt dispatcher did not meet expectations.



When asked if the dispatcher was courteous and professional, 79 percent said yes. Moreover, 71

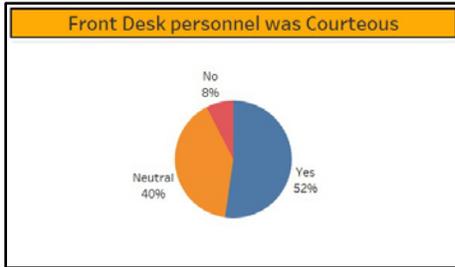


percent thought the dispatcher was helpful.

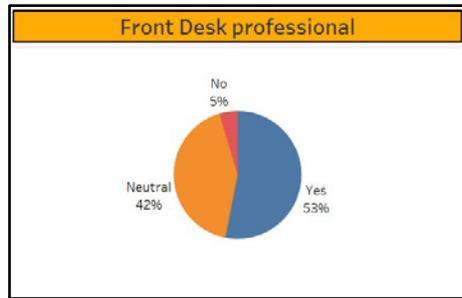
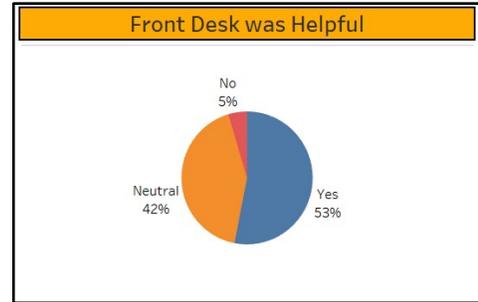
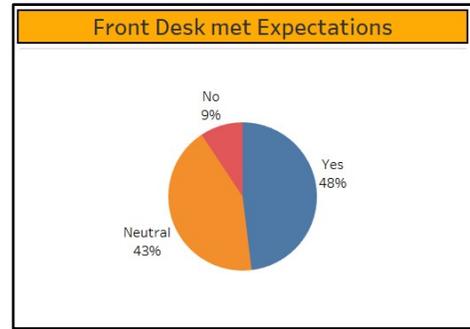


Did the front desk personnel perform to your expectations?

Of the respondents, 84 percent felt the front desk personnel met expectations with 16 percent disagreeing.

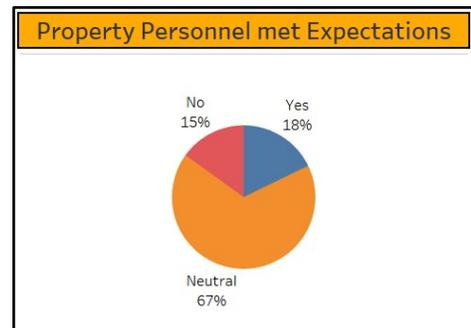
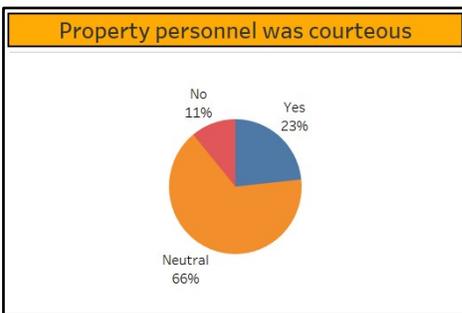


52 percent felt the front desk was courteous, helpful, and professional.



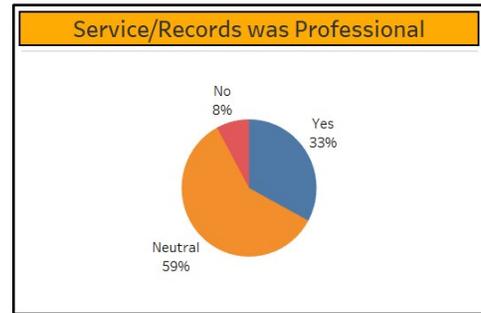
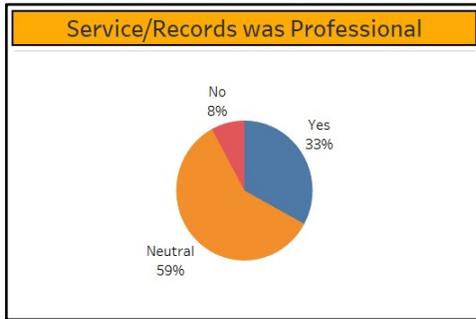
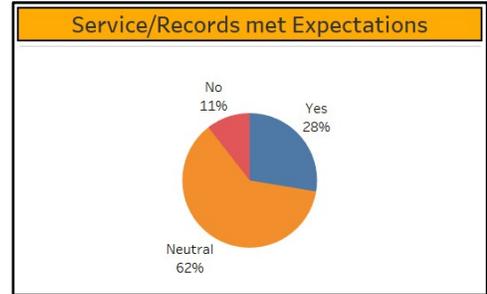
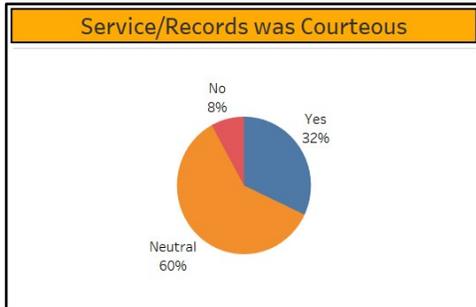
Did the property personnel perform to your expectations?

When questioned about property personnel, 54 percent felt the unit met expectations, and 23 percent thought personnel was courteous.

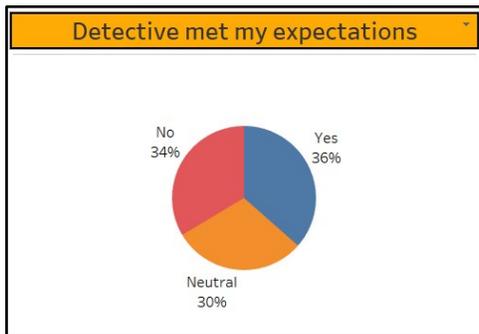


Did the service records personnel perform to your expectations?

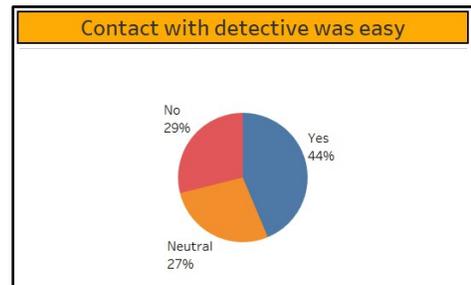
Service records personnel met expectations according to 72 percent of citizens, with 28 percent answering no, and were rated as courteous and professional by 80 percent of respondents.



Did the detective perform to your expectations?

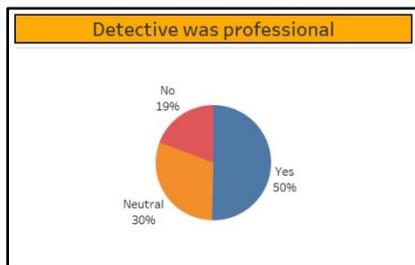
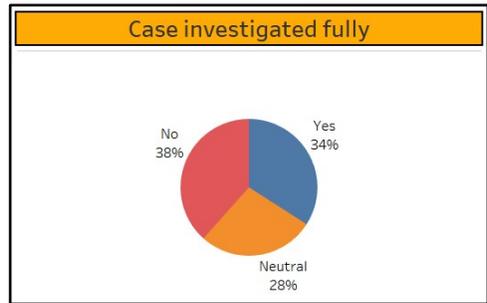


Detectives met expectations according to 36 percent of respondents, with 34 percent answering no, and contact was easy 44 percent of respondents, having neutral responses 27 percent of the time.



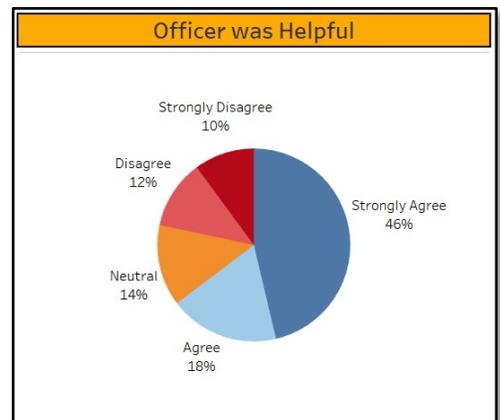
Was the case fully investigated by Detectives?

Detectives fully investigated cases 34 percent of the time with 28 percent having neutral responses. Responses regarding the professionalism of detectives rated 50 percent answering yes, with 19 percent disagreeing.



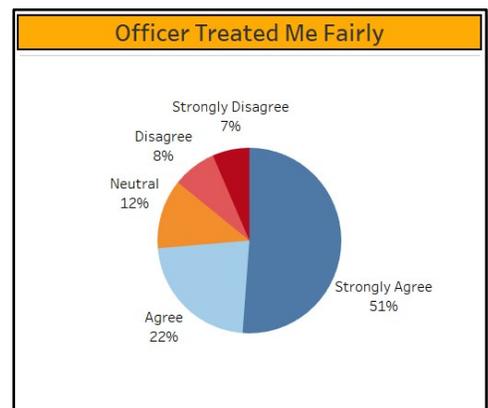
Was the officer helpful?

Officers were given positive ratings as being helpful in 74 percent of responses, and 22 percent disagreeing. Officers duties often serve to break up crime, fights, or address domestic violence issues. The survey showed that 16 percent of respondents had been arrested, detained as a suspect, or given a citation which could skew the views of the respondents.



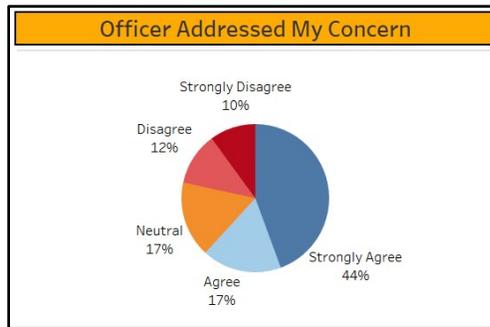
Did the officers treat you fairly?

The importance of being treated fairly is highly valued at APD, and reflecting this value, 85 percent of citizens thought they were treated fairly by officers, and 15 percent disagreed.



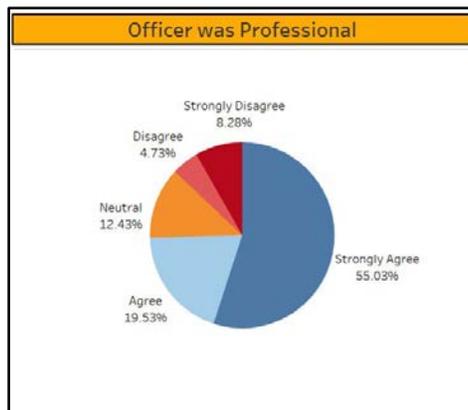
Did the officer address your concerns?

Addressing citizen concerns is a priority and 61 percent thought their concerns were adequately addressed by officers, with 22 percent disagreeing.



Was the officer professional?

Professional demeanor is a quality that officers must have at APD, and 75 percent of citizens responding that the officer was professional during their encounter, and 12 percent disagreed.



Citizen Enforcement Direction

Citizens were asked where the police department should concentrate its efforts by ranking each of the following priorities one through five. The majority of respondents ranked combating drug use and sales as the top priority. Patrolling neighborhoods was rated second priority, then enforcing drunk-driving laws, improving traffic safety, and reducing domestic violence, respectively.

2018 Ranking of Citizen Concerns

<u>Priority</u>	<u>Concern</u>
1	Combat Drug Use and Sales
2	Patrolling Neighborhoods
3	Enforcing Drunk Driving Laws
4	Improving Traffic Safety
5	Reduce Domestic Violence

Conclusion

The police department utilizes the Quality of Police Services survey to measure organizational performance success. The survey results show the men and women of the police department continue to do an outstanding job providing quality police services to Amarillo citizens. The survey has been undertaken for three years, and respondents have consistently rated the department's overall quality of police services favorably.

Although the members of the police department continue to deliver high quality police services for the citizens, there are opportunities for the police department to better engage the community in addressing the fear of crime, the prevention of crime, and survey participation. The results of the survey completed in April 2019 found that 48 percent of the respondents believed crime in Amarillo is increasing even though crime is actually decreasing. Amarillo's Uniform Crime Report (UCR) crime rate for 2016 was 54.37 offenses per 1,000 residents.

Amarillo's 2018 final UCR crime rate has not been released by the Texas Department of Public Safety yet; however, the preliminary 2018 crime rate is 48.8 offenses per 1,000 residents, which is about a 10% decrease compared to the crime rate in 2016. For the first quarter of 2019, Amarillo's crime rate is also lower than in 2018 during the same period.

Like most cities, the majority of UCR offenses are property crimes related to vehicles. Most of the decrease in Amarillo's crime rate is attributable to more people removing valuables from their vehicles, locking their vehicles, and removing the keys. Additionally, Amarillo Police Department has participated in federal interagency crime reducing programs to specifically reduce violent crime, such as Project Safe Neighborhood and was recently selected to participate in federal grant program, Public Safety Partnership. As citizens become more aware of crime prevention success through these and other programs, the perception that crime is increasing in Amarillo will likely decrease.

The number of respondents that had engaged in community meetings or in a Neighborhood Crime Watch Program doubled from the survey conducted in 2017. In addition to the traditional methods of communicating citizen satisfaction survey data (press releases, public meetings, and the website) the department utilizes social media sites such as Facebook and Twitter to reach thousands of citizens daily.

The police department also makes use of the City's website (www.Amarillo.gov) in which citizens may access data relating to crimes and crime prevention initiatives or interact with APD personnel. Addressing the concerns of the citizens and developing greater transparency of department standards adds to the level of trust the citizens have in local government and fosters a sense of community involvement.