

AMARILLO POLICE DEPARTMENT



2020 CITIZEN SURVEY OF POLICE SERVICES



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2019 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.

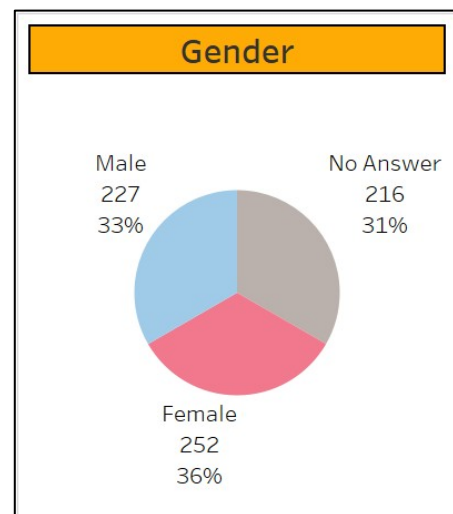
The survey allows residents to convey their priorities for enforcement and it serves as a report card that provides insight when establishing goals, directing resources, enhancing training, and shaping the future of the Police Department. Many of the questions are repeated each year to provide a reference 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 2019 survey conducted in March 2020 had a .34 percent response rate per population, but the response rate increased from the responses from 2018 survey at .31 percent. Due to the ongoing COVID-19 pandemic, the survey was left open an additional two weeks to ensure all respondents wanting to participate had the chance to complete the survey. The department anticipates the public participation to increase with greater community involvement and communication.

Respondents' Profile

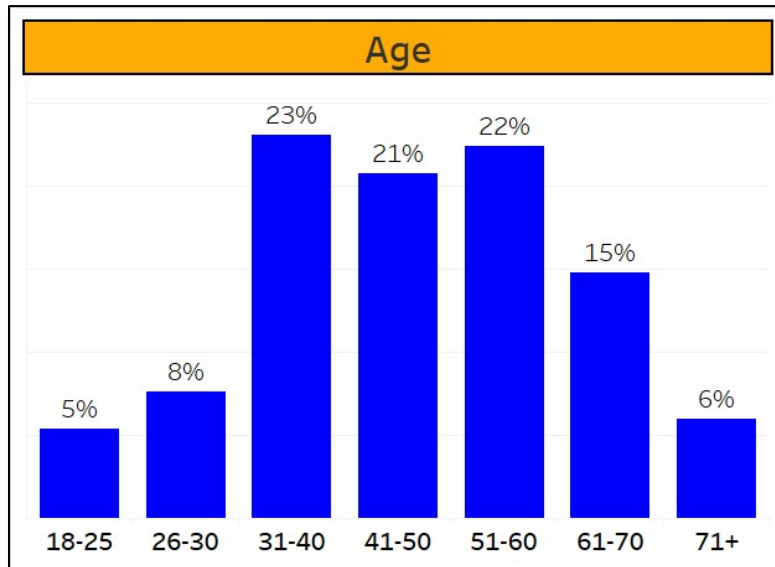
Gender

Of those persons responding, the survey results showed thirty-six percent of the respondents identified themselves as female and thirty-three percent identified themselves as male. Thirty-one percent of respondents chose not to answer the gender question.



Age Group

The greatest responses came from citizens in the 31-40 age group, followed closely by 51-60, then 41-50 in third, followed by 61-70 group. Overall, sixty-four percent of respondents were forty-one years of age and older.



Zip

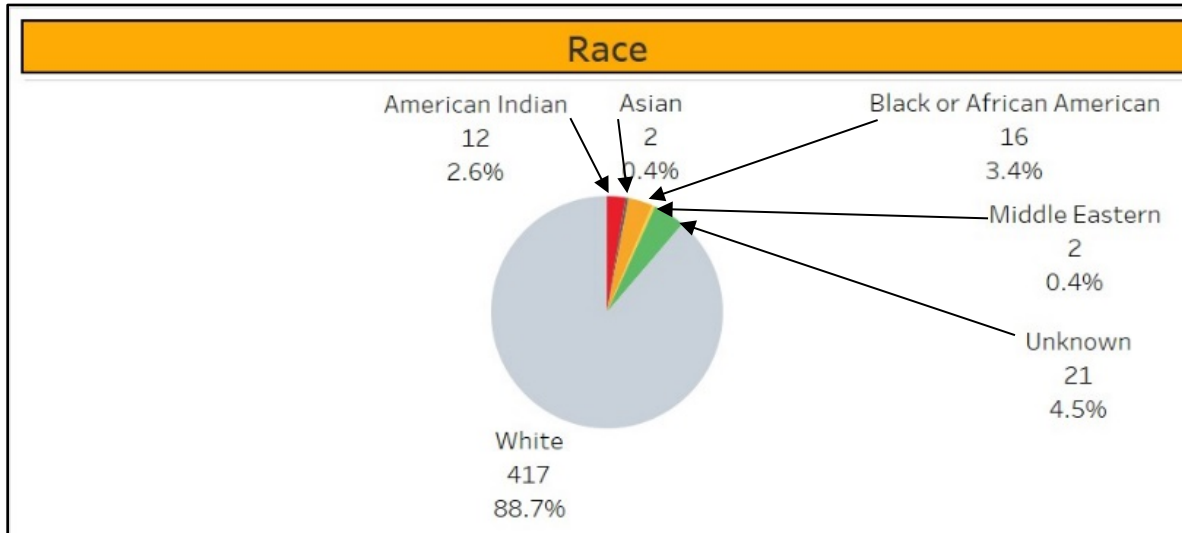
The greatest majority of respondents live in the 79109 zip code at 26%, as well as 79106 at 17%.

Zip		
Zip Code	#	2020
79101	6	1%
79102	11	3%
79103	21	5%
79104	9	2%
79106	74	17%
79107	39	9%
79108	21	5%
79109	114	26%
79110	37	9%
79111	4	1%
79118	41	9%
79119	28	6%
79121	11	3%
79124	12	3%
Other	5	1%

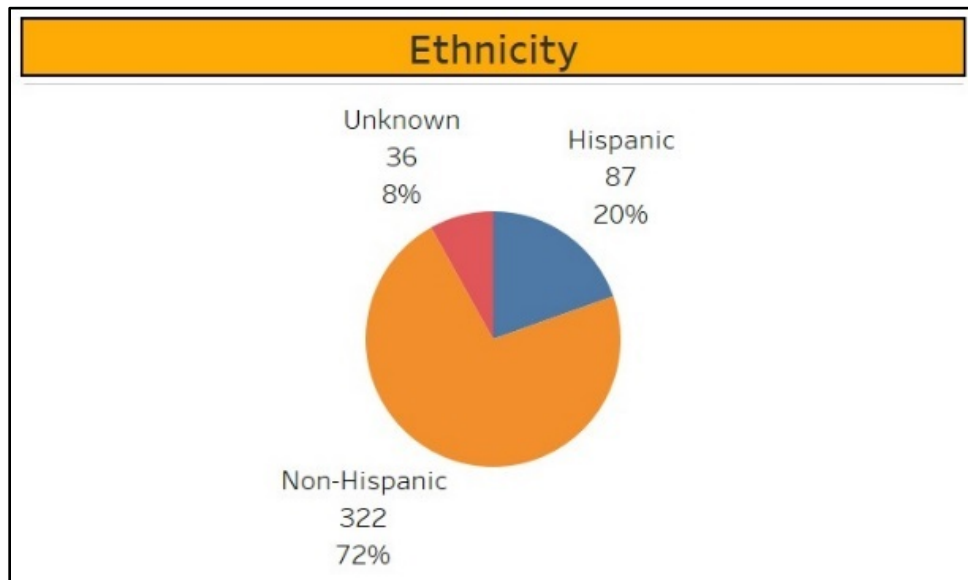
Race

The survey showed eighty-eight percent of respondents identified themselves as White and 2.6% identified as American Indian and African Americans accounted for 3.4%, respectively. Hispanic citizens accounted for twenty percent.

Race



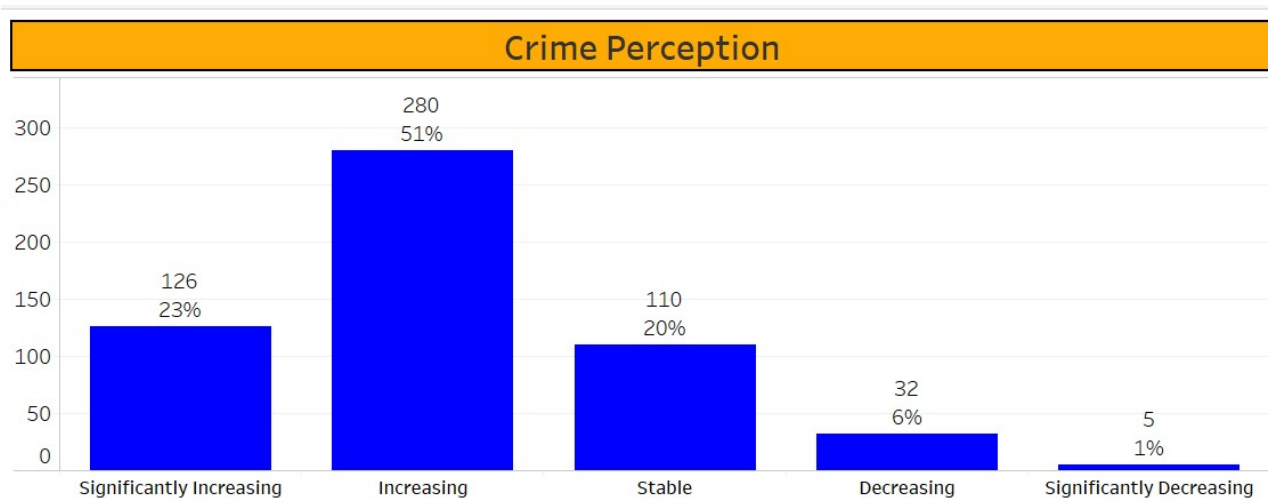
Ethnicity



Key Questions for 2019

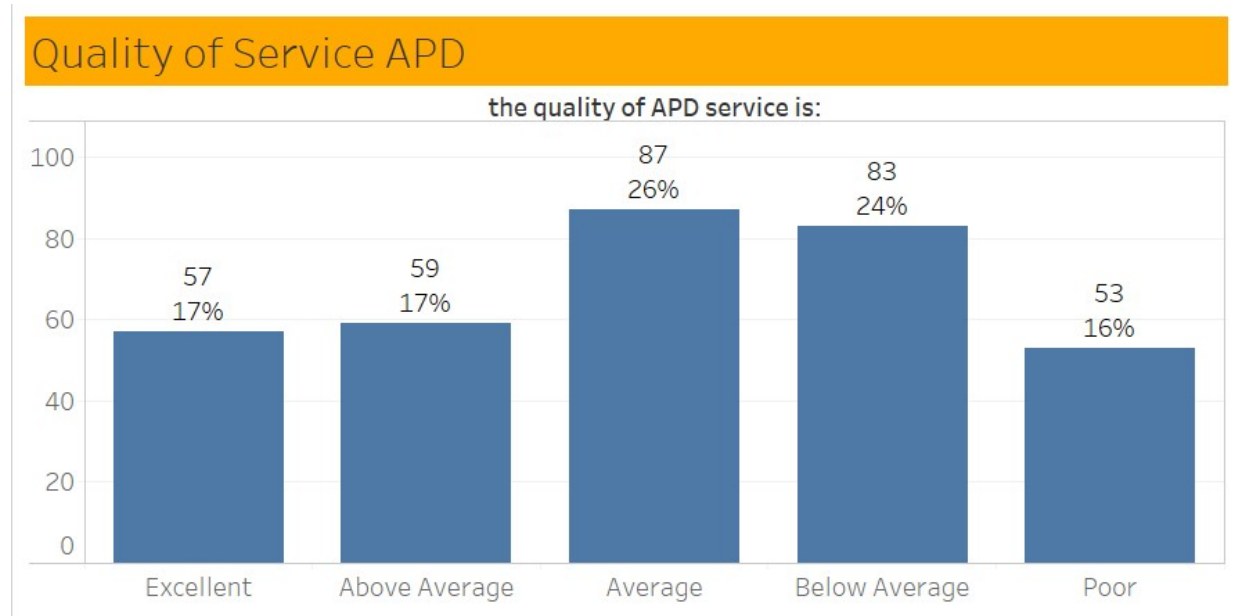
Do you feel crime in Amarillo is increasing, decreasing, or stable?

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; fifty-one percent of the respondents felt crime was increasing while 6% felt that crime was decreasing. On each extreme pole, twenty-three percent of citizens that responded they felt crime was significantly increasing, while 1% thought it was significantly decreasing which is down from last year's 4% perception.



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. Seventeen percent of the survey respondents ranked APD as excellent, down from 2018's thirty-two percent. Overall, sixty percent of respondents felt the Quality of Service at APD were average or above, down from 2018's eighty-four percent.



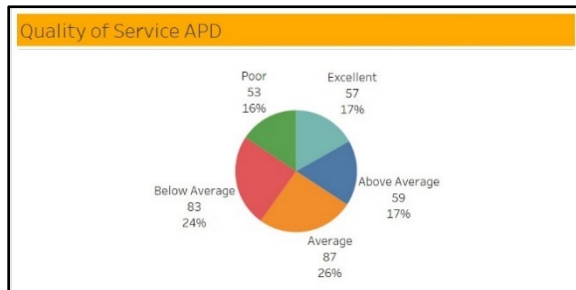
Key Questions Two Year Comparison

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 2019 to 2018.

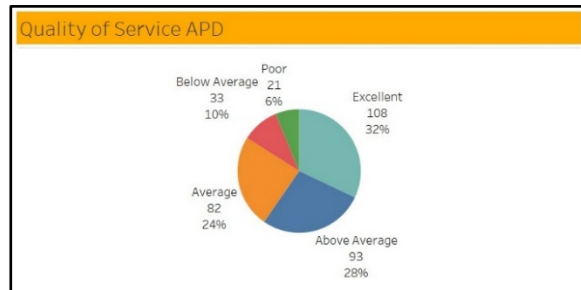
Quality of Service Perception

There was a seventeen percent decrease in respondents in 2019 who rated APD excellent at fifty-seven, from 2018's thirty percent. Of the respondents that answered the question, sixty percent rated APD as average or above, which is a twenty-four percent decrease from the previous year. Additionally, twenty-four percent more respondents rated APD as below average than last year.

2019

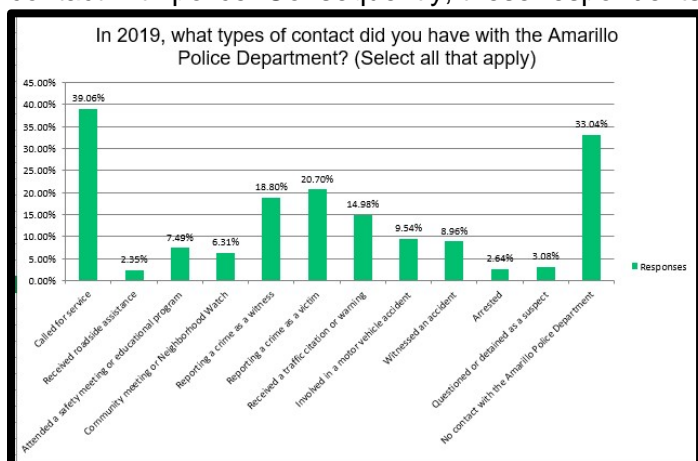


2018



Citizens' Contact with the Amarillo Police Department

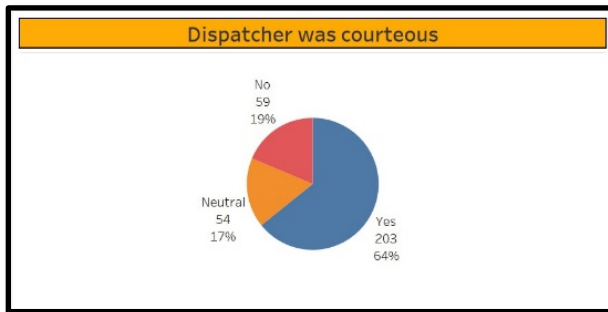
To better understand the context of respondents' assessments and opinions, it is helpful to know the type of contact respondents had with the police department in 2019. For instance, thirty-three percent of respondents had no contact with police. Consequently, these respondents may not be able to fairly assess the questions regarding employee performance, call handling, and agency employee competence.



Citizens' Opinions of Police Services

Valuing citizen opinions, this 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.

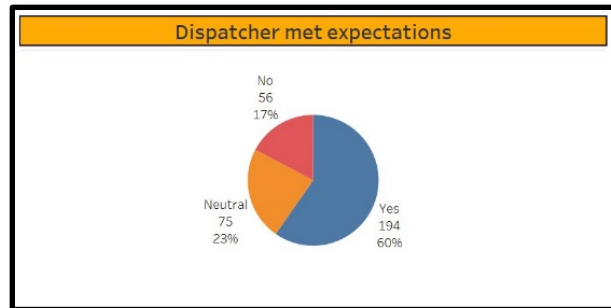
Did the AECC Dispatcher perform to your expectations?



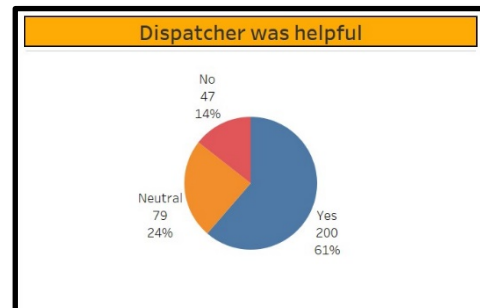
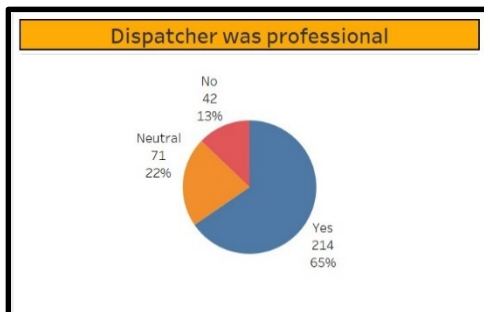
In reviewing the survey results from the survey of 2019 contact with AECC Dispatch, it is imperative to understand the challenges the unit dealt with during the year. For example, there was a shortage of available officers which left dispatch at times with no available officer to dispatch. The

shortage forced AECC to change certain policies that caused frustration among citizens, which shows in the survey results.

Sixty percent of the respondents felt, based on the contact with AECC Dispatch personnel, the employee met citizen's expectation, down from 2018's eighty-six percent. Seventeen percent thought the dispatcher did not meet expectation, up from 2018's 14%.

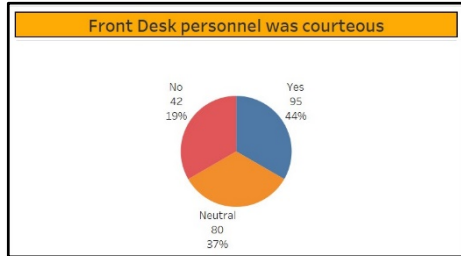
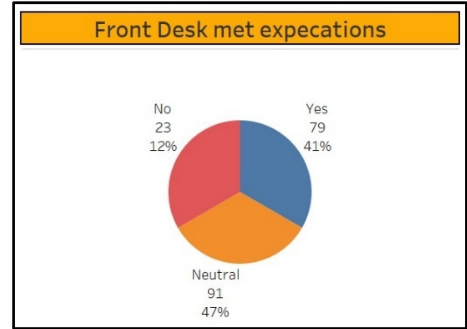


When asked if the dispatcher was courteous and professional, sixty-four percent said yes, down from 2018's seventy-nine percent. Moreover, sixty-one percent thought the dispatcher was helpful, down from 2018's seventy-one percent.

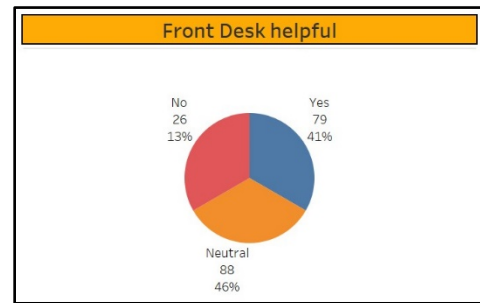
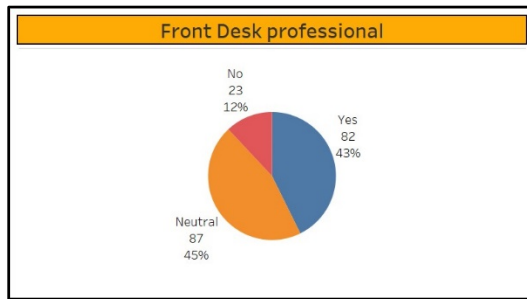


Did the front desk personnel perform to your expectations?

Of the respondents, seventy-nine percent felt the front desk personnel met expectations, down from eighty-four percent in 2018.

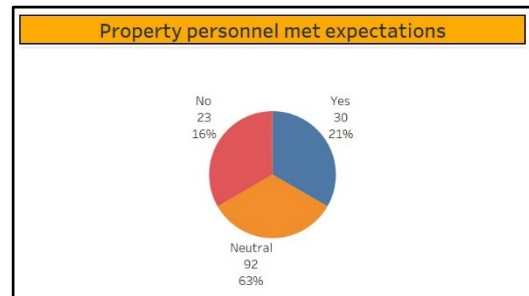
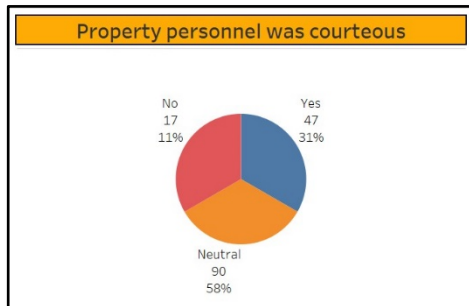


Twenty-three percent said no, up from 2018's sixteen percent. Forty-two percent felt the front desk personnel was courteous, down from fifty-two percent in 2018. Forty-one percent felt the front desk personnel was helpful, and forty-three percent thought personnel was professional.



Did the property personnel perform to your expectations?

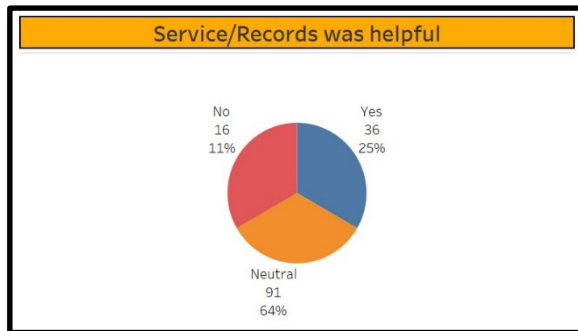
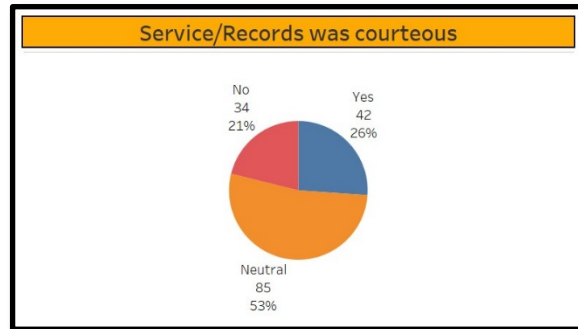
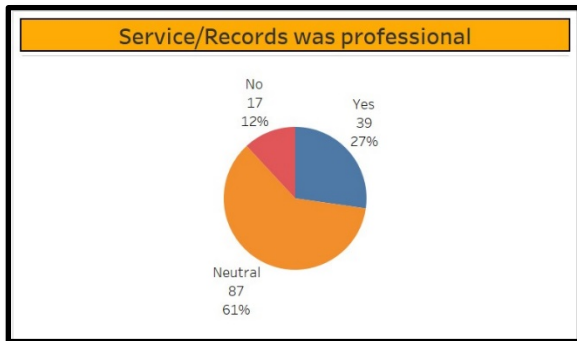
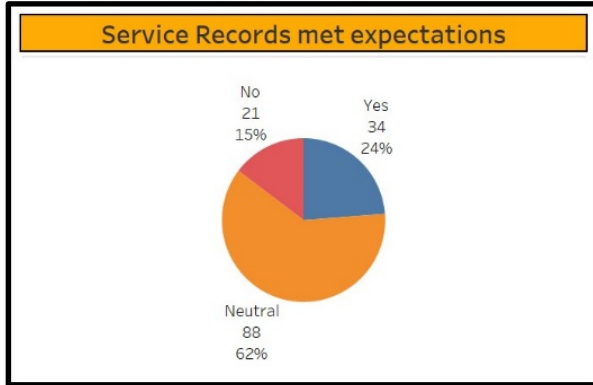
When questioned about property personnel, twenty-one percent felt the unit met expectations, down from 2018's fifty-four percent. Thirty-one percent thought personnel was courteous, down from twenty-three percent in 2018.



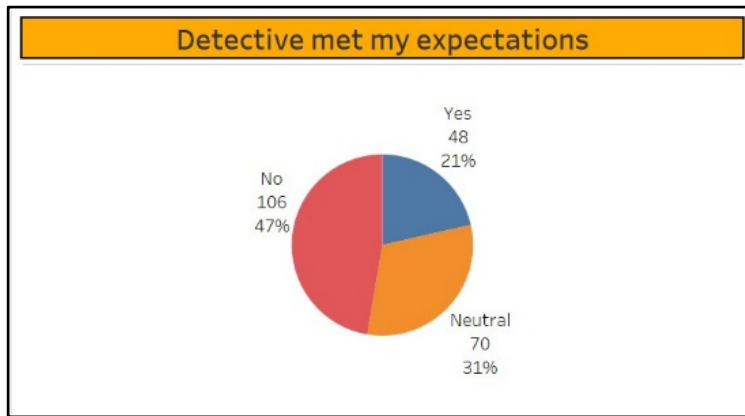
Did the service records personnel perform to your expectations?

Service records personnel met expectations according to twenty-four percent of respondents, down from seventy-two percent in 2018, with fifteen percent answering no. Service was rated courteous by twenty-six percent of respondents, down from eighty percent in 2018, with twenty-one percent answering no. Twenty-five percent of respondents felt Service

unit was helpful, with eleven percent answering no. Twenty-seven percent of respondents felt Service division was professional, with twelve percent answering no.

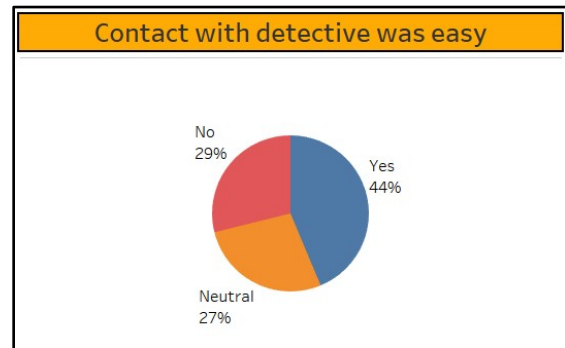


Did the detective perform to your expectations?



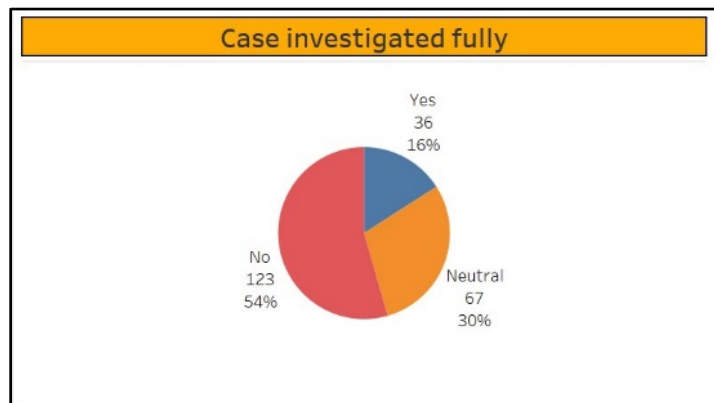
Detectives met expectations according to twenty-one percent of respondents, down from thirty-six percent in 2018, with forty-seven percent answering no.

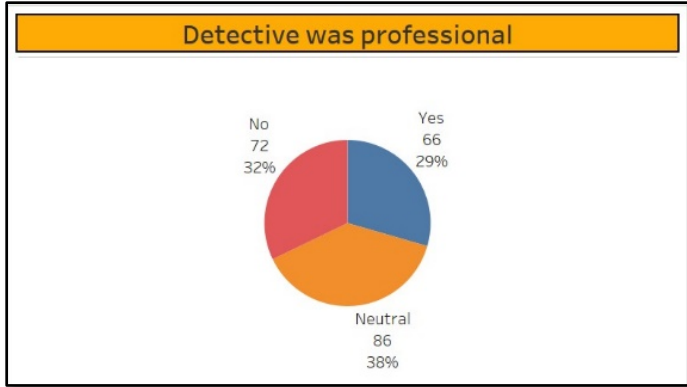
Forty-four percent of respondents felt that contact was easy with detectives, which is even with 2018, twenty-nine percent answered no.



Was the case fully investigated by Detectives?

Sixteen percent of respondents felt their case was fully investigated, down from thirty-four percent in 2018.

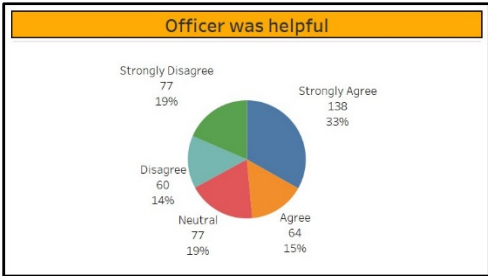




Twenty-nine percent of respondents felt detectives displayed professionalism, down from fifty percent in 2018, with thirty-two percent answering no.

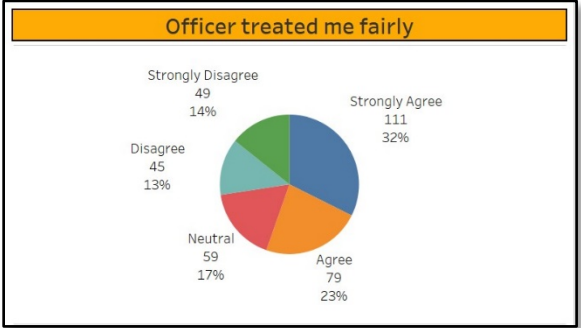
Was the officer helpful?

Officers duties often serve to break up crime, fights, or address domestic violence issues which may lead to frustration for those citizens. Officers were given positive ratings as being helpful in sixty-seven percent of responses, down from seventy-four percent in 2018.



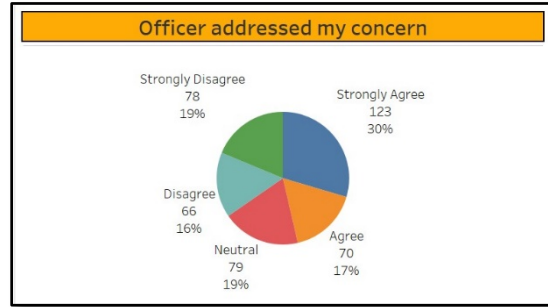
Did the officers treat you fairly?

The importance of being treated fairly is highly valued at APD, and reflecting this value, seventy-two percent of respondents felt they were treated fairly by officers, down from eighty-five percent in 2018. Thirteen percent of respondents disagreed which is down from fifteen percent in 2018. Fourteen percent strongly disagreed.



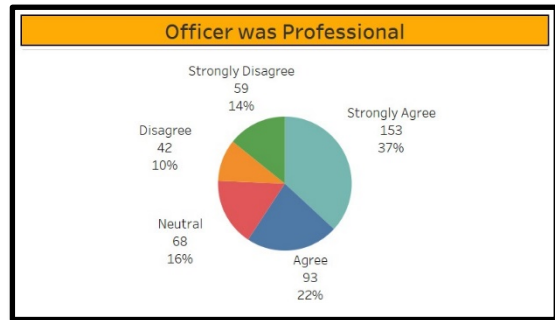
Did the officer address your concerns?

Addressing citizen concerns is of highest priority and sixty-six percent felt their concerns were adequately addressed by officers, up from 2018's sixty-one percent, with sixteen percent disagreeing, down from twenty-two percent in 2018. Nineteen percent strongly disagreed.



Was the officer professional?

Professional demeanor is a quality that officers must have at APD, and seventy-five percent of respondents felt that officers were professional during their encounter, no change from 2018. Ten percent disagreed.

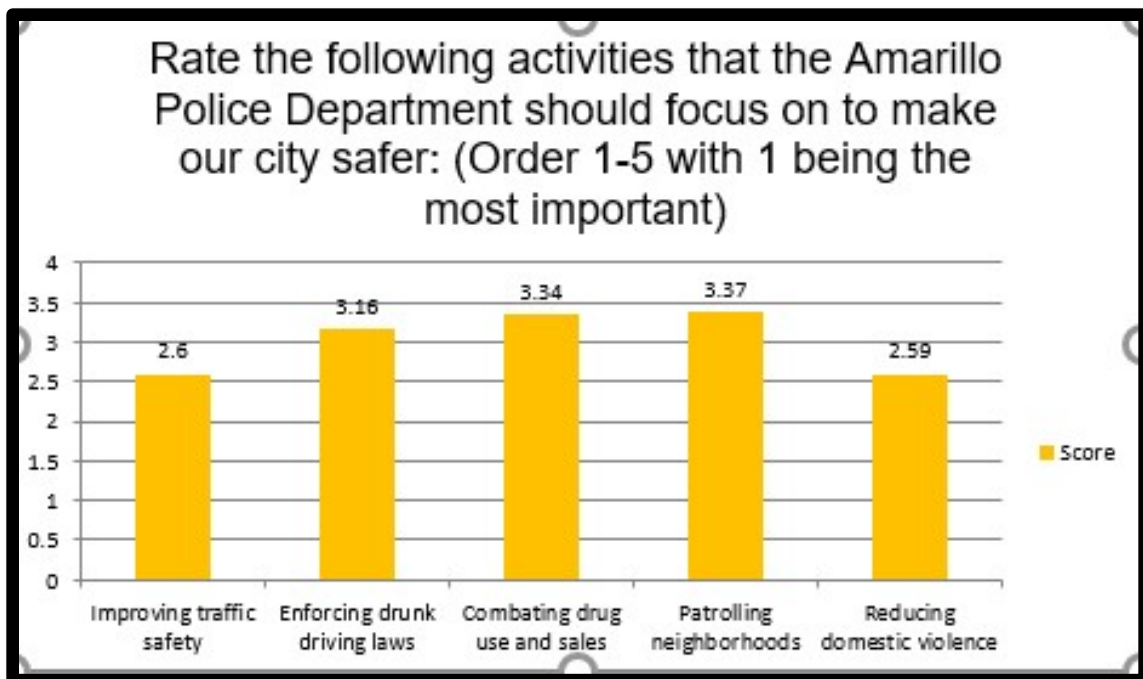


Citizen Enforcement Direction

Citizens were asked where the police department should concentrate its efforts by ranking each of the following priorities one through five. Patrolling neighborhoods scored the top of the concerns for citizens. Respondents placed combatting drug use and sales as secondary priority. Coming in third, fourth and fifth are enforcing drunk driving laws, improving traffic safety, and reduce domestic violence, respectively.

2019 Ranking of Citizen Concerns

<u>Priority</u>	<u>Concern</u>
1	Patrolling Neighborhoods
2	Combat Drug Use and Sales
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 and areas to refocus efforts and resources. 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. Falling staffing numbers and procedural changes appear to have affected the citizen's overall feelings of APD services. Attempting to serve the citizens of Amarillo, APD acknowledges that citizen priorities have adjusted to request increased efforts in neighborhood patrol.

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 March 2019 found that fifty-one percent of respondents believed crime in Amarillo is increasing, up from forty-eight in 2018.

However, crime in Amarillo decreased by 7% in 2019. In comparison, Amarillo's Uniform Crime Report (UCR) crime rate for 2018 was 48.9 offenses per 1,000 residents, and 2019 crime rate which was 45.5 per 1,000 residents. Amarillo's 2019 final UCR crime rate has not been released by the Texas Department of Public Safety yet.

Like most cities, the majority of UCR offenses are property crimes related to vehicles. Some of the decrease in Amarillo's crime rate is attributable to Amarillo Police Department participating in federal interagency crime reducing programs to specifically reduce violent crime, such as Project Safe Neighborhood and National Public Safe Partnerships. As citizens become more aware of crime prevention strategies and successes 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 was half from the previous year survey at twenty-six, down from fifty-six in 2018. Intensified focus on neighborhood patrol and developing wide-ranging plans for increased community involvement would likely raise the perception of safety for Amarillo citizens by expanding police presence.

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.