



SAANICH POLICE DEPARTMENT REPORT TO BOARD

2018-2022 Strategic Plan Survey Results

September 27, 2019

Background

As part of the Strategic Plan Communications strategy, an evaluative survey was developed to assess the impact of the plan on stakeholders. Primarily the survey focused on whether the community had read the Strategic Plan, what they found useful or not, and general feedback for future planning.

The online survey was distributed through various channels to best capture all stakeholders to ensure community members were offered the opportunity to complete the survey. Because of its distribution over the summer, the survey was left open for a substantial period to increase uptake. Starting June 12, the survey was made available to the public in the following ways:

- On the Saanich Police website through a link
- Via email to specific stakeholders of community associations, and members of strategic planning focus groups
- Via a link and QR code in Block Watch's summer newsletter
- Brochures at Saanich Recreation Centres
- Brochures and copies of the survey at the Front Desk of Saanich Police
- Via social media on the Saanich Police Facebook and Twitter feeds, and shared by the District of Saanich on June 19, June 20, July 9 and July 23¹
- A table with copies of the survey as well as the link, and a QR code to the survey at the District Hall between June 18 and July 2
- A table with copies of the survey as well as the link, and a QR code to the survey at the Saanich Police front lobby between July 2 and July 22.

Hard copies were also available by request, at the display tables and at the Front Desk of the police department. These could be submitted by pre-paid addressed envelope, or by dropping it off at the Front Desk.

The survey was closed after seven weeks on September 1, 2019.

¹ The general reach of these posts exceeded 2,000 people for each post, and had hundreds of engagements with the post through either post clicks, comments, likes or shares.

Findings

In total, there were 268 responses to the survey. Of these, 257 (97%) consented to their data being collected in the survey, however, 121 (54%) said they had not read the strategic plan. The analysis outlined in this report focuses on the 103 (46%) who indicated that they had read the plan. Of those who responded, 51% indicated they were female (46% male, and 3% did not respond) and 55% indicated they were 60 years of age or older (27% were between 40 and 59, and 17% were between 18 and 39).

Social media (23%) and the Police website (18%) were the most common methods by which respondents had heard about the Strategic Plan. The category of “other” was also very common (46%), however several did not indicate the source. Of those who did, Block Watch was the most frequent source (n=21 of 36) as well as the emailed invitations regarding the survey, suggesting that the survey itself was an impetus for reviewing the plan.

Overall, respondents rated the quality of the strategic plan highly, with 72% giving it a rating of “very high quality” or “high quality”. A notable portion of respondents rated the quality as neither high nor low, with 25% rating it “neutral”. Similarly, 67% rated the information in the plan as being “very useful” or “useful”, and 28% rated it as neutral.

Respondents were asked what they liked about the plan as well. Fifty respondents provided answers. Table 1 includes some examples of comments given. In general, respondents felt it was well laid out, easy to read and visually pleasing, and covered the issues that it should. However, of the forty-one respondents who answered what they disliked about the plan, it frequently noted that the plan was overly long or wordy, not detailed or specific enough and missing some areas of interest (examples include roads/traffic concerns, seniors).

Table 1 - What did you like/dislike about the Strategic Plan?

What if anything did you like about the plan? Example comments	What if anything did you dislike about the plan? Example comments
<i>forward thinking and responding to changing community</i>	<i>Too much to read, view through. If you can make it concise and key emphasized that would help readers to gather clear ideas.</i>
<i>same old stuff, nothing new</i>	<i>There wasn't a lot of detail, either in statistics, or specific actions. There wasn't a lot of evaluation of how successful previous strategic plans have been.</i>
<i>very easy read</i>	<i>No specific goals. No way to measure whether you have accomplished what you set out to do.</i>
<i>There is a lot of good ideas, but putting it all in practice could be financially challenging.</i>	<i>It contains plenty of background and many general high level goals, but very little in</i>

<i>Things seem to get more complex and costs rise quickly</i>	<i>terms of specific strategies for achieving these goals.</i>
<i>Easy to follow - good layout and structure. Photos were clear and vibrant - a good mix of photos with the text.</i>	<i>13 key strategic priorities seems like a lot - too many? I understand the complexity of policing and that diverse community needs are trying to be addressed.</i>
<i>comprehensive and sensitive</i>	<i>I would like to see more training in the art of de-escalating difficult or dangerous situations. I think when police or security arrive en mass it can intimidate and escalate a situation which could be handled by talking the person down.</i>
<i>A good balance of priorities</i>	<i>Unfortunately, these documents have to be generalized. It would be nice to see some of the specifics that are expected such as assisting seniors with security issues and young people with positive community involvement</i>
<i>the transparency and information on the direction our municipality is working towards</i>	<i>too many graphics pictures photos format doesn't work well on mobile not enough links to programs referenced no sense of priority</i>

Asked what they found most useful about the Strategic Plan, only 27 respondents provided their thoughts. The specific statistics, the priorities and the outline of the initiatives being done in the community were listed as beneficial. The information on the community engagement and the Department's values, mission and goals were also seen as useful. Of the 2 comments identifying something to be included next time, both focused on the need for specific target outcomes/metrics.

Most respondents (65%) felt that based on the plan's content, the Saanich police understands them or their organization's needs. However, 30% rated this question neutrally. Importantly, 77% indicated that the plan increased their understanding of the Saanich Police (18% neutral), and 68% indicated that the information in the plan increased their confidence in the Police as well (29% neutral).

In the final question of what the respondent would like to see in the next strategic plan, there were 34 responses. Table 2 includes examples of comments made by respondents.

Table 2 - Is there anything else you'd like to see included in the next Strategic Plan?

<i>I would like to see some steps being taken to stop the gun violence that plagues the Surrey area from spreading to Saanich.</i>
<i>Yes - additional infographics and more quantitative data (see previous comments). Has a good framework, but would benefit from having more stakeholder engagement with smaller focus groups to encourage active and engaged feedback. The large groups with mainly elderly people attending sessions did not foster good representation across all age groups.</i>

<i>It would be interesting to know what sort of crime rates we have comparatively to other regions, as well as charges/incarceration. Going up? Going down, etc...?</i>
<i>some detail into the costs associated with policing. It is a needed expenditure, and one of the larger line items in the municipal budget. Better understanding the costs would be helpful</i>
<i>Clear, measurable goals with well-defined steps to achieve them</i>
<i>Let us know how it is for females to work for you. How do you deal with complaints about sexual harassment? How many do you get?</i>
<i>Better use/involvement of residents who can assist police in identifying neighbourhood conditions. Block Watch is basically non existent due to police resource allocation and staff/reductions. Need to actively reconnect with the silent average residents of Saanich.</i>
<i>stats about improvement areas of concern and impact on the community budget numbers links to strategies referenced</i>

Summary

Overall, over 150 people responded to the survey and while most of the respondents have not read the Strategic Plan, of those who have read it, the majority felt that it was of high quality, useful and increased their confidence in and the understanding of the Police Department. There were a significant number of respondents who indicated neutral feelings on each question however.

The main concerns appear to be focused on the need for more detailed priorities/specifics on initiatives and target metrics.