

**2010 Victoria Police Department
Customer Survey Results
Executive Summary**



HISTORICAL

In November 2010, Chief Bruce Ure commissioned a customer service survey for the Victoria Police Department. The purpose of the survey was to solicit input from individuals (citizens) who have either had contact with the Victoria Police Department, or who have issues/concerns regarding public safety in the City of Victoria. The survey was purposely designed to include participants of the entire community, not just city residents and to allow only one survey entry per IP (Internet Protocol) address. This limited the possibility of an individual submitting more than one survey response. The internet software site "SurveyMonkey" was selected as the data collection platform. "SurveyMonkey" provided a solid collection methodology, as well as an excellent analytical tool.

The goal of the survey was to create an unbiased survey to collect valid survey responses. This was accomplished by constructing clear direct questions and answers using the language that survey participants would understand. While there were no set standards on the wording of survey questions; relevancy and accuracy were two principals that were utilized in the VPD survey design. Some additional considerations regarding the relevancy and accuracy of the survey questions were the ways in which the questions were written and their overall length. Writing clear, direct, and brief questions assisted the survey respondents to know exactly what was being asked. Ensuring that the survey questions did not have more than one possible meaning also helped in preventing respondent's confusion.

The survey was accessible via the internet for approximately fifty (50) days. Survey "links" were posted on the City of Victoria's main web page, the VPD web page, and on the VPD Facebook page. Many of the VPD "Facebook Fans" reposted the link to their personal Facebook page, which also increased response numbers. The local television station (KAVU) aired a story about the VPD survey with included the "link" on the television screen for the viewer to reference. Additionally, the local newspaper, *The Victoria Advocate*, also published a story "VPD Wants Your Feedback" on December 10, 2010 which contained a "hard copy" of the survey. Though not intended, approximately fifteen (15) Victoria Advocate readers mailed their completed survey to VPD, which they cut out of the newspaper. The survey hardcopies that were received were manually entered online by the VPD Administrative Secretary. Receiving mailed in printed forms from Victoria Advocate readers indicated that future VPD surveys must provide alternative response methods for individuals who do not have access to the internet.

SURVEY RESULTS

- The survey indicated that 80% of Victorians believe that their neighborhood is safe.
- Twenty-six percent (26%) of the respondents indicated that they did not see the police throughout the day.
- The vast majority (77%) of Victoria's residences do not have a burglar alarm.
- A significant amount of respondent's (40.5%), believe that illegal drugs are easily accessible in their neighborhood.

- The most serious perceived crime/issue from respondents was traffic related issues, including speeding, running stop signs, red lights, etc. Burglary and drugs were also ranked very high as well.
- In an effort to validate the received information, a question was designed to solicit how many respondents had been in contact with VPD. Almost 236 out of 303 had some contact by the Victoria Police Department, and most of those (48.9%) were directly exposed to patrol officers. The general perception regarding police performance was positive.
- Only 7.2% stated that VPD's professionalism was "not so good or poor," whereas 53% stated that VPD's professionalism was "excellent." Only 1.3% stated that VPD's appearance was "not so good or poor," whereas 84.7% stated that VPD's appearance was "average to excellent." 12.42% stated that VPD's helpfulness was "not so good or poor," whereas 81.2% stated that VPD's helpfulness was "average to excellent." Lastly, 12.1% stated that VPD's competency was "not so good or poor," whereas 53% stated that VPD's professionalism was "average to excellent."
- Regarding overall VPD customer service satisfaction, 70.2% were pleased with 17.2% not pleased.
- The added comments indicated that the majority of the "dissatisfied" directly linked their response to believing that VPD failed to meet their expectations regarding their individual enforcement issue.
- Statistically, communicating with VPD was positive (58.4% indicated that they did not have any problems). The comment section provided a different perspective. The comments had a similar theme that was very common in that customers were dissatisfied when they had to follow up with VPD investigators.
- The overall satisfaction of VPD was also positive. While 75.8% indicated that they were either "very satisfied or satisfied," only 17.1% indicated that they were not satisfied and 87.9% indicated that VPD should be rated average or above, as opposed to 10.1% indicating that VPD should be rated "not so good" or "poor."
- Twenty-three respondents (8.7%) indicated that they desired to be contacted by a representative of VPD. At the time of printing, a strategy was being developed to contact all twenty-three respondents.

LESSONS LEARNED FROM SURVEY COMMENTS

- Many respondents hold law enforcement officers accountable for the actions of traffic law violators.
- Negative public perception of police officers on cell phones inside police vehicles.
- Public is very analytical of police officer driving habits, including using turn signals, etc.
- Skate park security (homeless "hanging out") was a common issue.
- Loud music was a common issue.
- Police give too many tickets.




- Police don't give enough tickets.
- *No return communication to crime victims from detectives.
- Need more police officers.
- Some respondents believed that they are "judged" by where they live.

**Most common comment*




WHAT DOES VPD INTEND TO USE THIS INFORMATION?

- Share survey results with entire Victoria Police Department. The respondent's issues will be discussed and solutions identified.
- Make entire organization aware of respondent's identified priorities.
- Improve VPD's communications regarding returning phone calls related to criminal investigations.
- Re-evaluate VPD's cell phone use policy while on-duty.
- Increase skate park police presence.
- Re-evaluate VPD's policy and practice of enforcing loud music coming from vehicles.
- Reinforce necessity of careful and safe driving of VPD police vehicles.




1. I believe that my neighborhood is safe.

		Response Percent	Response Count
I agree.		56.1%	165
Neutral on this.		25.2%	74
I disagree.		18.7%	55
		Neighborhood:	179
		answered question	294
		skipped question	9


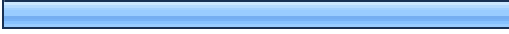
2. I often see the Victoria Police throughout the day.

		Response Percent	Response Count
I agree.		52.6%	153
Neutral on this.		21.0%	61
I disagree.		26.5%	77
		answered question	291
		skipped question	12




3. I believe that it is likely that my home or my neighbor's home will be broken into when we are not there.

		Response Percent	Response Count
I agree.		27.9%	82
Neutral on this.		33.3%	98
I disagree.		38.8%	114
answered question			294
skipped question			9




















4. My residence is equipped with a burglary alarm system.

		Response Percent	Response Count
Yes		23.0%	67
No		77.0%	224
answered question			291
skipped question			12








5. I believe that illegal drugs can be easily bought/obtained in my neighborhood.

		Response Percent	Response Count
I agree.		40.5%	118
Neutral on this.		25.1%	73
I disagree.		34.4%	100
answered question			291
skipped question			12










6. In your opinion, what is the MOST serious crime problem or other police-related problem in your neighborhood?

		Response Percent	Response Count
Alcohol		1.1%	3
Burglary		11.7%	33
Code violations (high weeds,dangerous buildings)		2.8%	8
Disturbances (fights)		1.4%	4
Dogs at large (loose dogs)		3.9%	11
Domestic violence		1.1%	3
Drugs		9.9%	28
Gunshots		1.1%	3
Homeless issues		0.4%	1
Juveniles		4.6%	13
Lack of police response		4.6%	13
Littering		2.1%	6
Prostitution		0.4%	1
Robbery		0.7%	2
Theft		6.4%	18
Traffic (speeding, running stop signs, etc.)		27.6%	78
Trespassing		2.5%	7
Vandalism		3.5%	10
Other (please specify)		14.5%	41
answered question			283
skipped question			20

7. Please let us know if you have had contact with the Victoria Police Department, what was the nature of the contact?

		Response Percent	Response Count
I called the police to report something.		47.0%	111
I was a victim of a crime.		19.5%	46
I was a witness to a crime, incident, or accident.		8.5%	20
I was stopped in my car by a police officer.		12.7%	30
I was involved in a motor vehicle accident.		7.2%	17
I requested information from the Victoria Police Department.		12.3%	29
Other (please specify)		24.6%	58
		answered question	236
		skipped question	67




8. If you have had contact with VPD, what VPD employee did you have contact with or most recently?

		Response Percent	Response Count
Administrative Staff/Secretary		5.6%	13
Administrative Police Officer		4.3%	10
Crime Prevention Officer		4.3%	10
Patrol Officer		48.9%	113
Detective		7.4%	17
Police Dispatcher		11.3%	26
Records Division Employee		0.9%	2
Police Telephone Response Unit Personnel		4.8%	11
Other (please specify):		12.6%	29
		answered question	231
		skipped question	72




9. If you have had contact with an employee of the Victoria Police Department, please rate their performance in each category:

	Excellent	Good	Average	Not so good.	Poor	No Opinion	Rating Average	Response Count
Professionalism	53.0% (124)	24.8% (58)	12.4% (29)	3.4% (8)	3.8% (9)	2.6% (6)	1.77	234
Appearance	52.4% (119)	23.3% (53)	9.3% (21)	0.9% (2)	0.4% (1)	13.7% (31)	1.54	227
Helpfulness	48.5% (111)	21.8% (50)	10.9% (25)	7.9% (18)	8.3% (19)	2.6% (6)	2.03	229
Competency	49.1% (110)	22.8% (51)	11.6% (26)	6.7% (15)	5.4% (12)	4.5% (10)	1.92	224
						Comments:		51
						answered question		235
						skipped question		68




10. If you have had contact with an employee of the Victoria Police Department, were you pleased with the customer service you received?

		Response Percent	Response Count
Yes		70.2%	167
No		17.2%	41
No opinion		12.6%	30
		Please elaborate:	48
		answered question	238
		skipped question	65




11. If you have had contact with members of the Victoria Police Department do you agree that they responded in a fair and impartial manner when dealing with different racial, religious, and ethnic issues?

		Response Percent	Response Count
Agree		60.8%	166
Disagree		6.6%	18
No opinion.		32.6%	89
Comments:			24
answered question			273
skipped question			30

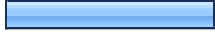



12. If you attempted to communicate with anyone in the Victoria Police Department, did you have any problems getting in contact with them, and if so, what was the problem?

		Response Percent	Response Count
Yes, I had problems (Explain below).		7.4%	19
I didn't have any problems getting in contact with the person I needed.		58.4%	150
Non Applicable		34.2%	88
Had a problem? Please let us know what happened.			22
answered question			257
skipped question			46

13. The Victoria Police Department utilizes different methods of getting out information, do you, or have you accessed any of the following?

		Response Percent	Response Count
VPD's Facebook page (www.facebook.com/victoria.tx.police)		64.5%	111
VPD's Webpage (www.victoriapd.com)		56.4%	97
CrimeReports.com (Sign up to see what is going on in your neighborhood!)		33.7%	58
		answered question	172
		skipped question	131

14. Overall, how satisfied are you with the Victoria Police Department?

		Response Percent	Response Count
Very Satisfied		31.1%	80
Satisfied		44.7%	115
Not Satisfied		17.1%	44
No opinion		7.0%	18
		If "Not Satisfied," please let us know why:	40
		answered question	257
		skipped question	46




15. Overall, I believe that the Victoria Police Department should be rated:

		Response Percent	Response Count
Excellent		32.0%	82
Good		38.3%	98
Average		17.6%	45
Not so good		6.6%	17
Poor		3.5%	9
No opinion		2.0%	5
Below "Good"? Please let us know why.			35
answered question			256
skipped question			47

16. Would you like to be contacted by a representative of the Victoria Police Department?

		Response Percent	Response Count
Yes		8.7%	23
No		91.3%	241
answered question			264
skipped question			39

17. How would you like to be contacted?

		Response Percent	Response Count
Email		72.7%	16
Phone		18.2%	4
U.S. Mail		13.6%	3
Please let us know your contact information:			21
answered question			22
skipped question			281