

*Greensboro Police Department
2009 Community Survey Findings*

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Survey Results Acknowledgements

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Anne Gregory/GPD Community Affairs

AL Holder/Assistant Chief of Police

City of Greensboro residents that took the time to complete surveys

The Greensboro Police Department in accordance with **CALEA Standard 45.2.4** administers a survey to gather citizen attitudes and opinions at a minimum of every three years with respect to:

- ***overall agency performance***
- ***overall competence of agency employees***
- ***officers attitudes and behavior toward citizens***
- ***community concerns regarding safety and security with the agency's service area as a whole and***
- ***recommendations for improvement***

Methodology

A 18-question/statement survey was developed by Assistant Chief Holder and Anne Gregory. The survey was posted to the City of Greensboro Police Department's website on July 1, 2009. The survey will remain active for a three-month period. Hard copies of the survey were distributed in the 5 largest GHA properties.

Data Analysis

Krista Boswell selected software with the capability to calculate percentages and the number of responses received. After one-month 64 surveys have been completed this is only 147 fewer surveys that were completed over a 12-month period in 2006.

Assessment of Police Services

Opinions of the overall service rendered by the Greensboro Police Department based on survey responses were excellent/good. Opinions were based on: ***performance, attitude and behavior, competency, sensitivity, and fairness of officers and police administration toward citizens. The appearance of officers was rated excellent.***

The 2009 survey questions were posed very similarly to questions posed in 2006. The community's attitudes and impressions of personnel were similar and so were their recommendations.

Quality of Data

Baseline questions aimed to establish factors such as gender, age, educational level and demographics were posed. Responses revealed that **67%** of the responses were submitted by Caucasians, **27%** were African Americans, **5%** Other and **2%** Asian. **50%** of the responses came from advanced college degreed persons made up the remaining **41%** indicating they had some college and **3%** graduated from high school, **3%** had less than a high school education and **3%** had some technical training. The variation between the age groups (under 18 to over 60) was very close with males completing **53%** of the surveys (**18-29 yoa/27%**, **30-39 yoa/20%**, **40-49 yoa/20%**, **50-59 yoa/11%** and **60 and over/22%**).

Personal experience was the largest percent the bases of opinions **73%**, while **19%** formed their opinions based on the newspaper. There are 3 local papers (News & Record, Carolina Peacemaker and the Rhino Times). There is no way to determine which papers influenced the opinions. **3%** of the opinions were based on television and **2%** from other. **39%** of the responders indicated that television is their main source of news and information about the GPD, newspaper, and the internet tied with **30%** as the main source of news and information about the GPD is received, while **2%** comes from the radio.

Conclusion

The information gathered not only meets **CALEA Standard 45.2.4**, but it will also greatly assist the agency in developing its strategic plan. Input from the community is essential in looking to the future, developing strategies to deliver a level of service that is of the highest quality and responds to the needs of the community, and anticipated growth of the city and agency. This process is essential to the community oriented policing concept which is the cornerstone of service delivery.

Other departmental projects, and changes, such as permanent shifts, district re-alignment, specialized units, and community partnerships can be combined with survey data to move the department forward and maintain continuity in the level of service to Greensboro citizens.

2009 Citizen Survey Summary

The 2009 Greensboro Police Department Survey was made available to citizens of Greensboro online on July 1, 2009. Hard copies of the survey were delivered by PNRC Officers to the 5 largest GHA properties. The survey consisted of eighteen (18) objective questions (survey attached). To date twenty-three Greensboro residents (23) residents have responded online and 39 were completed by GHA residents. This summary includes both mailed and online responses through August 18, 2009.

