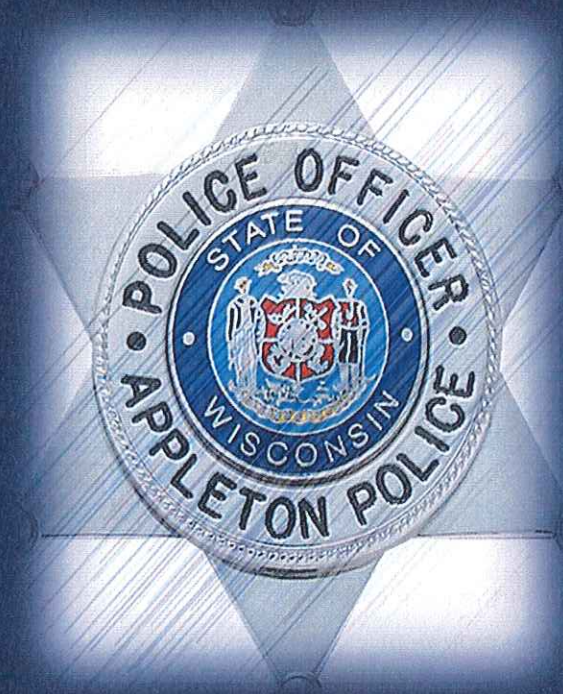
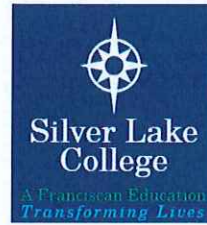


APPLETON POLICE DEPARTMENT

Community Survey on Public Safety and Law Enforcement



January, 2018



Community Survey on Public Safety and Law Enforcement Results Analysis

The Appleton Police Department created the *Five Pillars* initiative in January of 2016, to recommit ourselves to our mission statement and to fully engage with our community. The final pillar was the Community Survey, we are proud to present the results to the community.

Public Safety is a shared responsibility and we cannot provide a safe community without your trust and participation. The results of this survey answer the question, "How are we doing?" while also giving us the community's recommendations on areas to work on.

Our goal was to create a community survey which was validated and approved by an Institutional Review Board. This survey would not have been possible without the partnership we had with Silver Lake College, we cannot thank them enough for their guidance and support.

The Community Survey on Public Safety and Law Enforcement was a collaborative effort of the Appleton Police Department (APD) and Silver Lake College of the Holy Family (SLC), to assess the APD's involvement on multiple issues with the community at large. The survey gathered opinions and experiences from members of its community through surveying households on community involvement, safety, procedural justice, performance, contact and satisfaction. The survey was designed to take approximately ten minutes to complete, and was confidential.

Project phases included:

- Establishment of the project team
- Methodology development
- Survey design and preparation
- Dissemination and response collection
- Data entry and analysis

The survey methodology and design, completed collaboratively by APD and SLC, involved:

- Evaluation of various community oriented policing services survey options
- Customization of the survey instrument to the specific needs of APD
- Identification of a random cumulative sample of 1,050 City of Appleton residential addresses comprising of a residence count proportionate with the total number of residences in each of the 15 Aldermanic Districts
- Creation of unique survey identification codes to protect respondents' anonymity
- APD volunteers prepared the surveys for distribution by mail and entered the returned responses into the APD Survey Monkey online platform
- SLC analyzed the cumulative data downloaded from the Survey Monkey platform, and prepared the report on findings.

Thank you for taking the time to review this. I invite you to contact me directly with any comments or feedback you have on this or any other topic by emailing me at APDFeedback@Appleton.org.

A handwritten signature in black ink, appearing to read 'Todd Thomas', with a long horizontal line extending to the right.

Chief Todd Thomas

Community Survey on Public Safety and Law Enforcement Results

Community Involvement

- 73% of respondents were satisfied or very satisfied with the APD's relationships with community members including residents, organizations, businesses, and groups.
- 79% of respondents were satisfied or very satisfied with the APD's communications with community members by social media, newspapers, media releases, websites, emails, and/or public meetings.
- 85% of respondents were satisfied or very satisfied with the APD's general attitude and responsiveness toward community members.
- 74% of respondents were satisfied or very satisfied with the APD's efforts to work together with community members to solve local problems.
- 66% of respondents were satisfied or very satisfied with the APD's community policing efforts, defined as APD officers working with community members to address causes of crime in an effort to reduce problems through a wide range of activities.
- 70% of respondents' last contact with APD was not initiated by an APD officer.
- 80% of respondents were satisfied or very satisfied with their last contact with APD indifferently whether the contact was initiated by an APD officer or not.

Community Safety

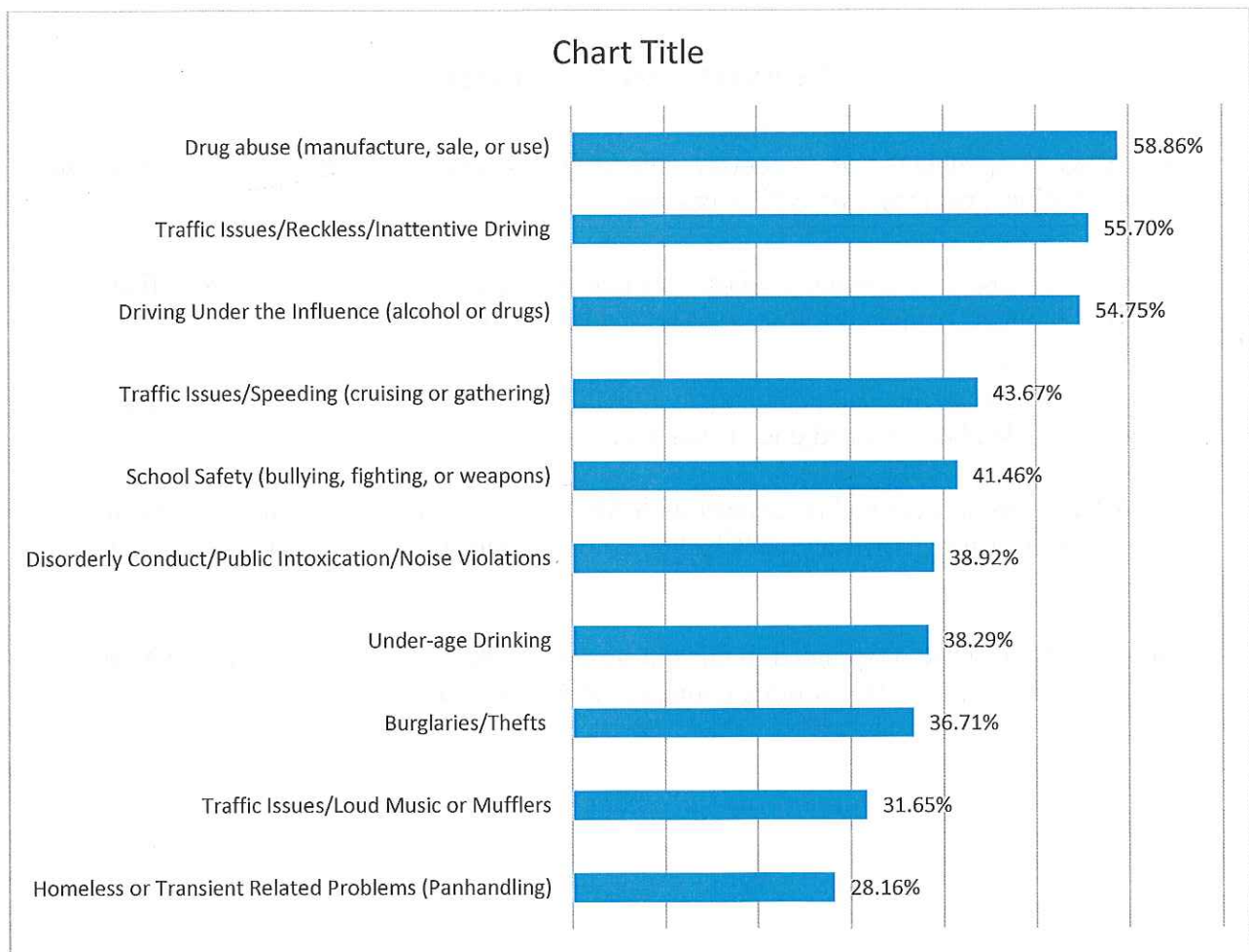
- Across the entire City of Appleton, all Aldermanic Districts included, the top 3 problems identified by respondents were drug abuse defined as manufacture, sale, or use of illegal and/or prescription drugs (59%), traffic issues such as reckless and inattentive driving (56%), and driving under the influence of alcohol or drugs (55%).
- 89% of the respondents felt safe to a great extent or a lot in the community during the day when they are outside alone, but only 51% felt the same way during the night.
- 85% felt somewhat safe, or safe to a great extent or a lot when they are outside alone during the night.

- 60% of the respondents were satisfied or very satisfied with APD's visibility in their neighborhood.
- 64% of the respondents were satisfied or very satisfied with APD's efforts to enforce traffic laws.
- 84% of the respondents were satisfied or very satisfied with APD's efforts to provide safety in the community.
- 75% of the respondents perceived bullying to be an issue in the schools, but only 58% perceived it to be an issue in the community; however, 80% of the respondents considered bullying to be a problem in social media.

Question #8

Please check all issues you perceive as being a problem within the City of Appleton.

Top 10 issues mentioned:



Procedural Justice

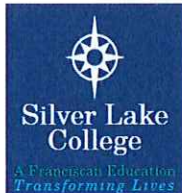
- 79% of respondents felt that APD officers treat people fairly.
- 84% felt that they demonstrate integrity and respect.
- 78% indicated that APD officers were responsive to the concerns of the community.
- 86% of respondents trusted APD a lot or to a great extent.
- 84% said APD officers demonstrated honesty and integrity a lot or to a great extent.
- 75% of those respondents who had contact with APD in the past 12 month felt that the APD officer explained his or her actions a lot or to a great extent.
- 85% of respondents were satisfied or very satisfied with the overall performance of APD.

Contact and Satisfaction

- 86% of respondents had no contact with APD in the past 12 month for traffic issues such as citations, warnings, or vehicle crashes.
- 63% of those who answered this survey question indicated that they were satisfied or very satisfied with their interactions with APD relative to traffic issues.
- 90% of respondents had no contact with APD in the past 12 months for 911 emergency calls, while about 9% had one or two contacts.
- 65% of respondents had no contact with APD for other interactions such as community meetings or patrol officers; 28% had one or two contacts, and 5% had three or four contacts.
- 68% of those who responded to this question were satisfied or very satisfied with their interactions with APD for other contacts and interactions.

Respondent Demographics

- ✚ 58% of respondents self-identified as female and 40% as male; 2% preferred not to answer.
- ✚ 93% of respondents self-identified as White, while 1% as Asian, 1% as Hispanic, 1% as American Indian or Alaskan Native, and less than .5% as Black or African American; 4% preferred not to answer.
- ✚ 60% of the respondents were between 30 and 50 years old; about 33% were over 50 years old and 5% were between 20-30 years old; 33% preferred not to answer.
- ✚ 94% of respondents lived in single family homes, while 4% lived in multi-family dwellings or apartments.
- ✚ 19% of the respondents' highest level of education was high school, 17% had some college, 11% held a two-year degree, 25% had a four-year degree, while 26% held graduate degrees or beyond; less than .5% of respondents had less than a high school diploma; 2% preferred not to answer.
- ✚ 83% of respondents were not victims of crime in the City of Appleton, while 17% were victims of crime at some time before completing this survey.



Silver Lake College of the Holy Family
2406 South Alverno Road
Manitowoc, WI 54220

Questions on the Methodology or process may be directed to: Dr. Jim Begotka, Assistant Professor and Program Director of the Leadership and Organizational Development program, james.begotka@sl.edu or Dr. Kinga Jacobson, Director of Institutional Effectiveness and Research, kinga.jacobson@sl.edu



POLICE DEPARTMENT

Todd L. Thomas, Chief of Police
222 South Walnut Street
Appleton, WI 54911
(920) 832-5512

June 1, 2017

Dear City of Appleton Resident:

Congratulations!

You have been randomly selected to complete a community survey on your opinion of public safety in Appleton. We hope you complete and return the survey to us.

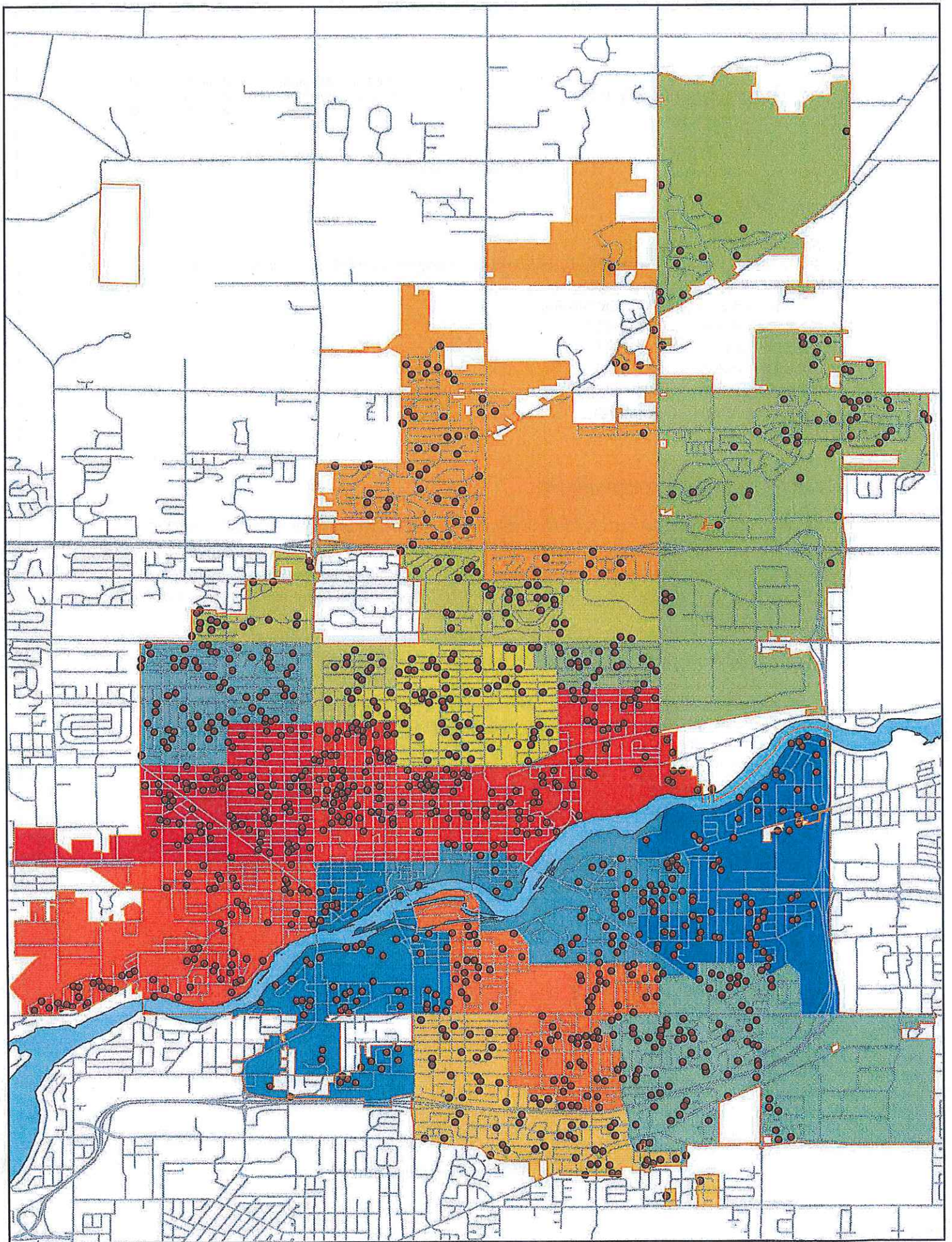
The information gathered from the survey will be extremely valuable to us as we plan for the future. We will be using your input to help us improve public safety and the quality of life in Appleton. This is a way for us to gather valuable input while also enhancing communication in an effort to create a greater sense of community and provide you with better service.

Your answers are completely anonymous. Addresses were selected randomly for the survey. Should you have any questions about the survey, please contact Lt. Steve Elliott at the Appleton Police Department, 920-832-5500 or steve.elliott@appleton.org

Thank you for investing your time to meaningfully answer the questions attached. We remain committed to working closely with our partners in the community to provide the best possible police service we can and to constantly seek ways to improve our service. Your answers are greatly appreciated and will assist us as we develop our planning moving forward.

Sincerely,

Todd L. Thomas
Chief of Police





2406 South Alverno Road
Manitowoc, WI 54220-9319
SL.edu

phone 800-236-4752
phone 920-684-6691
fax 920-684-7082

Notification of Approval

June 1, 2017

Study #: 2017 – 3
Study Title: Community Survey on Public Safety and Law Enforcement Appleton Police Department
IRB Application Type: Initial Submission
IRB Review Date: 5/31/2017
Effective Date: 6/1/2017
Expiration Date: 6/1/2018
IRB Review Type: Expedited
IRB Review Action: Approved

Dear Todd L. Thomas, APD Chief of Police:

On behalf of Silver Lake College's Institutional Review Board (IRB), we are writing to inform you that your study has been approved. All research must be conducted in accordance with this approved renewal submission, meaning that you will follow the research plan you have outlined here, use approved materials, and, follow the college policies. Please note that the approval for this protocol will lapse on 6/1/2018.

Please take special note of the following important aspects of your approval:

- Any changes made to your study require approval from the IRB before they can be implemented as part of your study. Contact the IRB at irb@sl.edu with your questions and/or proposed modifications.
- You must use the approved informed consent form.
- If there are any unanticipated problems or complaints from participants during your data collection, you must notify the Silver Lake College IRB within 24 hours of the data collection problem or complaint.

If you should have any questions, feel free to contact the Silver Lake College IRB at irb@sl.edu.

Sincerely,

Danielle N. McKeithen, MPH, PhD
Chair, Institutional Review Board