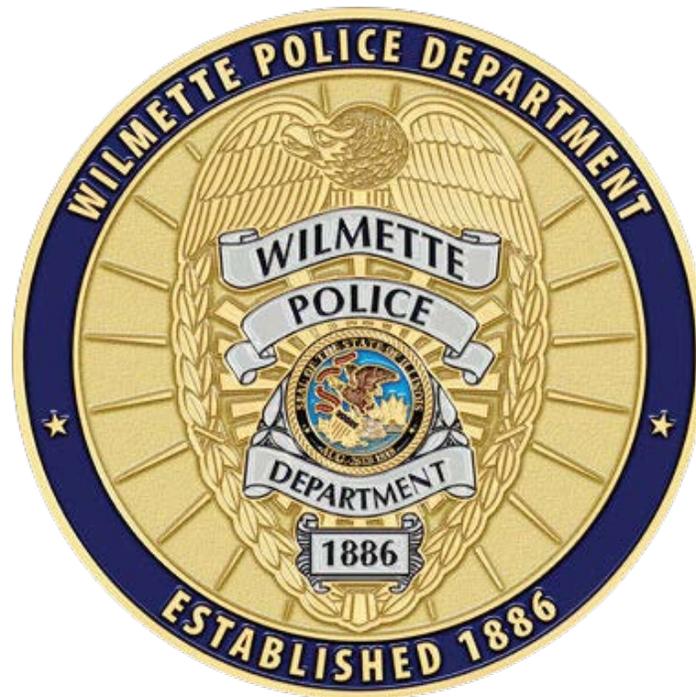


2019 COMMUNITY SURVEY ANALYSIS



In 2019, as a part of our continuing effort to be responsive to the needs of the community, the Wilmette Police Department conducted its triennial survey. An online survey tool was made available to the public on the Village's website for a two-month period (May 1 – June 30).

Of the nearly 10,000 households in Wilmette, 141 responses were received. It should be noted that the survey accepted only one submission from each IP address. The random sampling provides a valid method of obtaining opinions and findings on major issues and topic of concerns as they relate to the Wilmette Police Department and its operations.

Overall, respondents related they appreciated the survey and were pleased with the opportunity to voice their opinions. Survey questions were based upon Village and Department concerns, as well as requests from citizens. Questions, suggestions, and concerns were handled through public information and/or direct contact with citizens who request it.

An analysis of responses revealed:

The majority of respondents feel a strong sense of personal safety; 95% stated they are not concerned about walking around the community. That number dropped to 68% during the night-time.

Respondents were more concerned about property crimes, both during the day and overnight. When asked about having their home burglarized, 64% of respondents expressed concern during the daytime, jumping to 72% overnight. Similarly, when asked about concerns over having a car burglarized, less than half the respondents worried about this crime during daylight hours, but 69% had concerns about their vehicles overnight.

A high level of community support and mutual respect was identified through the survey results. 97% of the responses stated that Wilmette Police Officers are respected by the community. In turn, 88% of the respondents also felt that Wilmette Police Officers treat people with respect.

The overall impression received from the survey is that the Wilmette Police Department is doing an excellent job. Respondents felt the services provided are very good, and the employees are professional, helpful and courteous. We are excited to show citizens that we take their input seriously. We are proud to have received so many favorable comments from the people we serve. We are equally grateful for the constructive criticism as it helps us focus our efforts on areas in need of greater attention.

CITIZEN SATISFACTION SURVEY SUMMARY

The Wilmette Police Department completed its annual Citizen Satisfaction Survey during the months of May and June 2019.

The survey consisted of:

- Part 1: Safety and Security Concerns
- Part 2: Public Impression of WPD employees during Recent Contact
- Part 3: News Source and Social Media
- Part 4: Overall Evaluation of Wilmette Police Department
- Part 5: Agency Competence and Performance
- Part 6: Comments from respondents

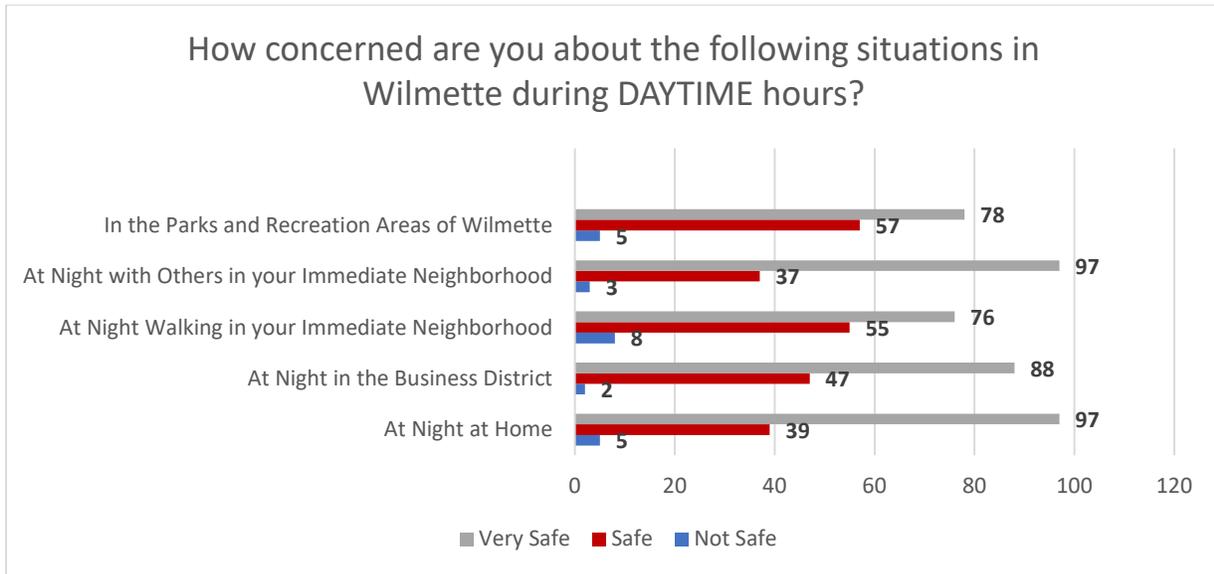
Part 1: Safety and Security Concerns

Respondents were asked to rate their safety levels in different areas of Wilmette, at various hours of the day. These questions help the Police Department determine where a stronger police presence is preferred. The first three questions of the survey fell into the Safety and Security category. The questions and correlated assessment are below.

How safe do you consider yourself in Wilmette...

- 1. How safe do you feel at night at home?*
- 2. How safe do you feel walking at night in the Business District?*
- 3. How safe do you feel out alone at night walking in your immediate neighborhood?*
- 4. How safe do you feel at night with others in your immediate neighborhood?*
- 5. How safe do you feel in the parks and recreation areas of Wilmette?*

For Question 1, the responses indicated an overwhelming sense of security throughout the Village, even during the night-time. Every question yielded a 94% or higher safety rating, with nearly all the respondents answering safe or very safe to each of the above scenarios. Less than 6% of residents felt unsafe walking alone at night by themselves, and that dropped to 2% when walking with others.

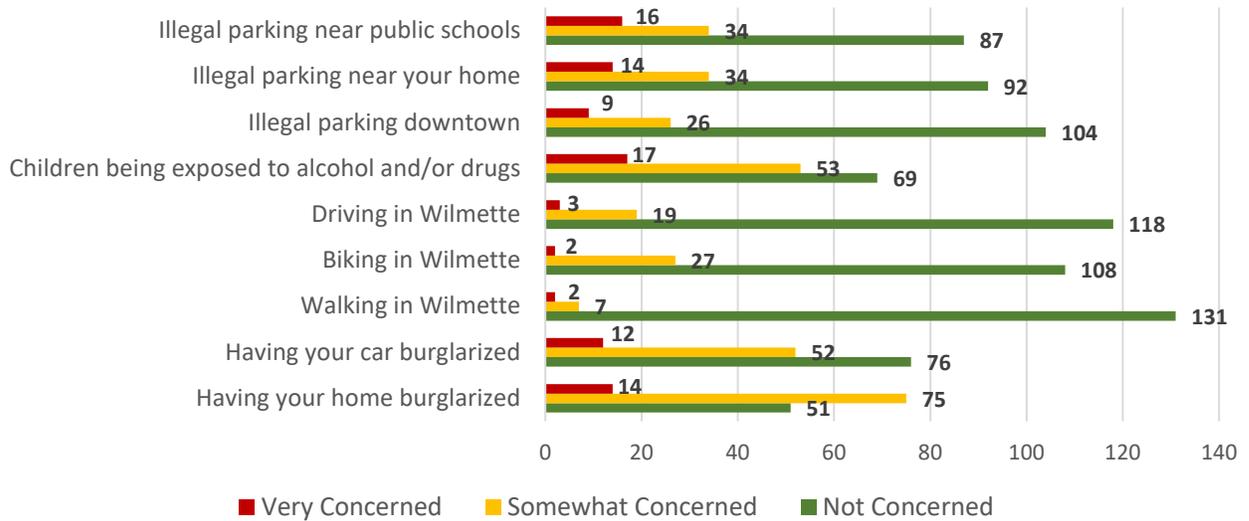


Question 2 focused on daylight hours, but also asked residents their opinions on personal safety in the Village, as well as parking in the Village.

How concerned are you about the following situations in Wilmette during DAYTIME hours?

1. *Having your home burglarized*
2. *Having your car burglarized*
3. *Walking in Wilmette*
4. *Biking in Wilmette*
5. *Driving in Wilmette*
6. *Children being exposed to alcohol and/or drugs*
7. *Illegal parking downtown*
8. *Illegal parking near your home*
9. *Illegal parking near public schools*

How concerned are you about the following situations in Wilmette during the Daytime?

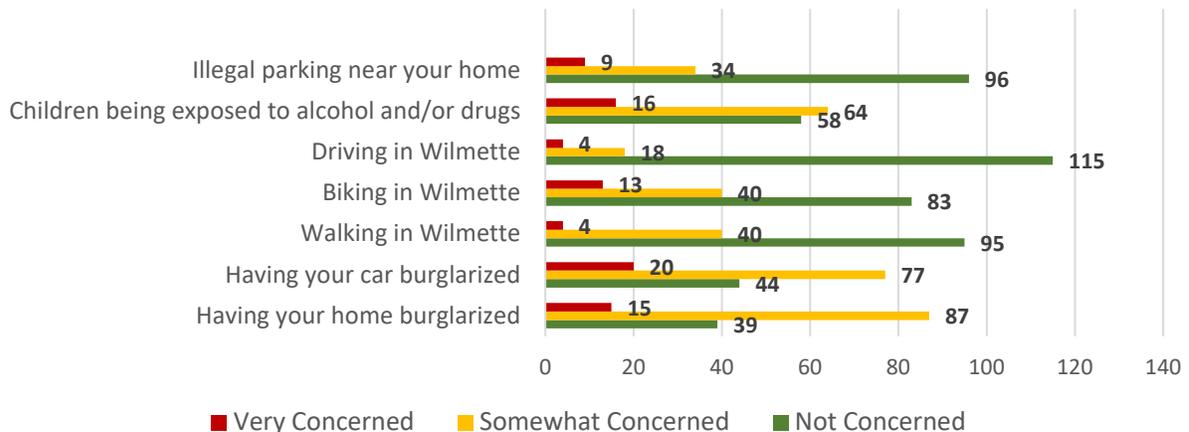


Question 3 asked about similar scenarios, focusing on overnight hours.

How concerned are you about the following situations in Wilmette during NIGHT-TIME hours?

1. *Having your home burglarized*
2. *Having your car burglarized*
3. *Walking in Wilmette*
4. *Biking in Wilmette*
5. *Driving in Wilmette*
6. *Children being exposed to alcohol and/or drugs*
7. *Illegal parking near you home*

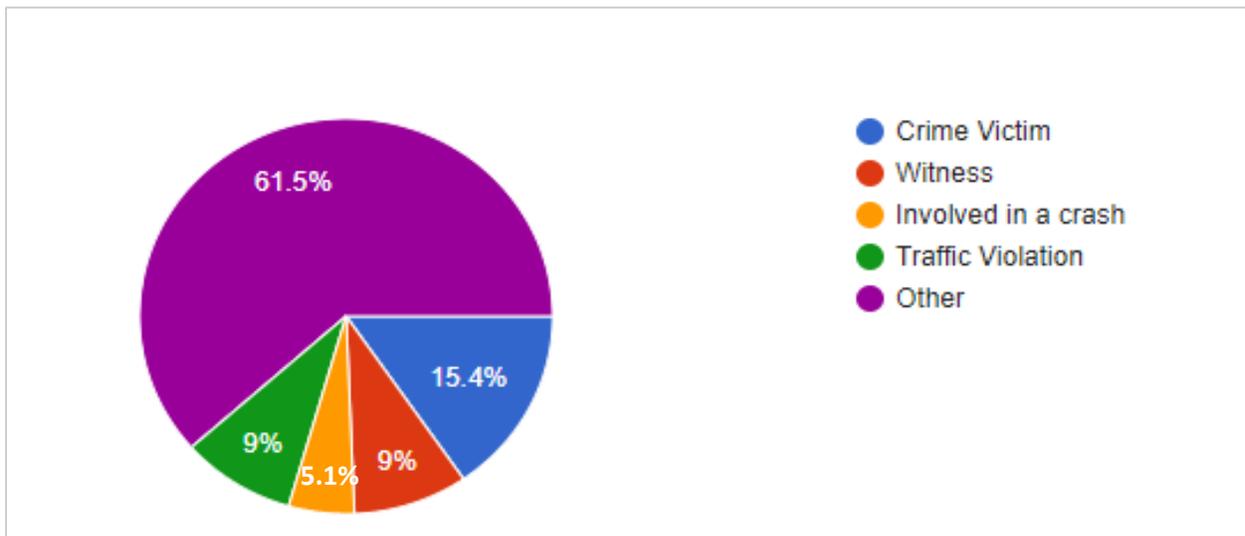
How concerned are you about the following situations in Wilmette during the Night-time?



An evaluation of questions 2 and 3 revealed that respondents were more concerned about property crimes, both during the day and overnight. When asked about having their home burglarized, 64% of respondents expressed concern during the daytime, jumping to 72% overnight. Similarly, when asked about concerns over having a car burglarized, less than half the respondents worried about this crime during daylight hours, but 69% had concerns about their vehicles overnight. Due to the high number of vehicle thefts and auto burglaries that Wilmette and other neighboring communities experience, it is important that we continue to send out crime alerts and posts to social media reminding residents to secure their property and homes.

Part 2: Public Impression of WPD Employees During Recent Contact

In this next section, respondents were asked whether or not they had any contact with members of the Wilmette Police Department within the past year. Over half of the respondents stated they had contact with the Wilmette Police Department (53%), and the chart below notes in what capacity.



Residents having contact were then asked to describe their impression of the Wilmette Police employee's attitude and behavior. This question was free-form and allowed management to get a more thorough evaluation of officer behavior.

Of the 71 respondents, 5 offered criticism. The vast majority of residents stated the officers were "very professional", "courteous/helpful", "very receptive and responsive", and "friendly". The 93% approval rating lets us know that our officers are sticking to the Mission and Values of the Wilmette Police Department.

Part 3: News Source and Social Media

Part three of the survey focused on how residents prefer to receive information and news regarding the Village and the Police Department. Staff also inquired about social media platforms. The survey questions are below.

What is your main source of information regarding Village events?

1. *Website*
2. *Social Media*
3. *E-News*
4. *Communicator*
5. *Newspapers or Online News Media*

What is your preferred social media platform to receive information from the Police?

1. *Twitter*
2. *Facebook*
3. *Nextdoor*
4. *Other*

What is your main source of information regarding Police related information, such as crime, road closures, public safety topics, etc.?

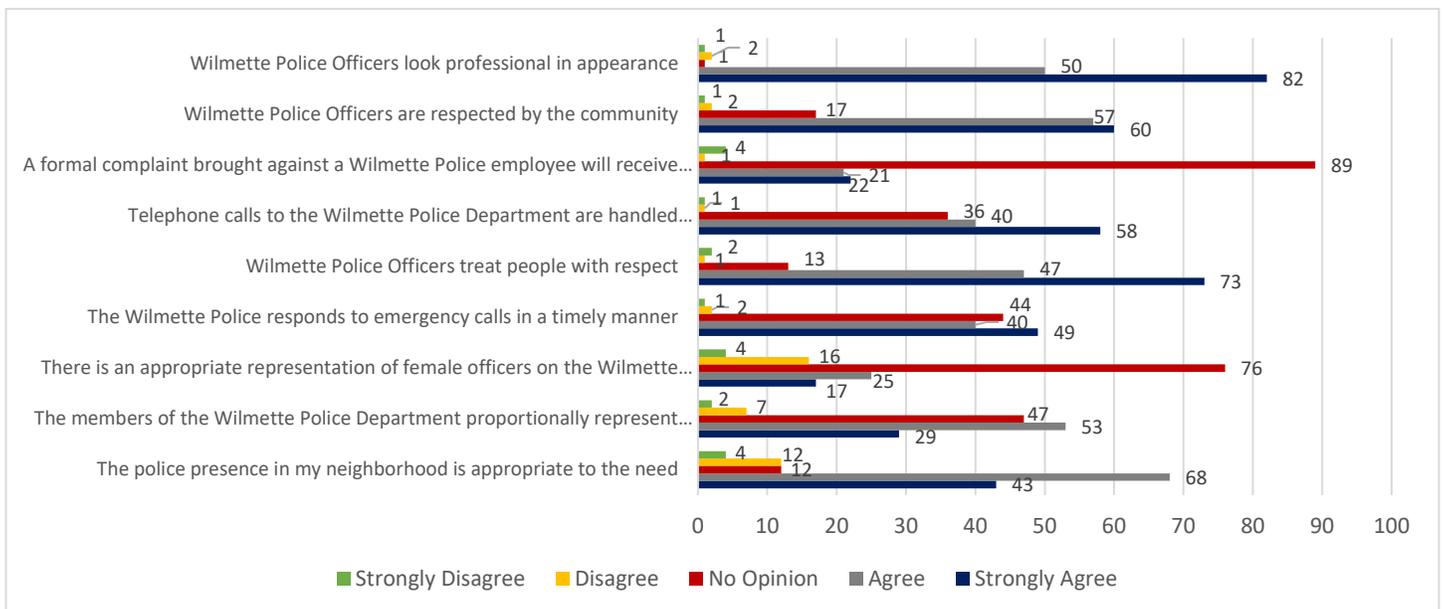
1. *Website*
2. *Social Media*
3. *Crime Alerts*
4. *Email Inquiries*
5. *Phone Inquiries*
6. *In Person Inquiries*
7. *Other*

It was discovered that 42% of the respondents received most of their information regarding the Village from the Village's E-News. Social media came in at 24%, the Village communicator at 13%, and newspapers/online news at 11.5%. The remaining 10% of Responses were divided up between the Village's Website and the Wilmette Beacon. When asked specifically about Police Department news, 31.5% checked Social Media, 31.5% referenced Crime Alerts, and 16% checked the Police Department website. These results let us know that it is important to keep our social media presence strong and current, since residents are using it as a primary news source. Specifically, Facebook (35%) and Nextdoor (29%) are the top two preferred platforms.

Part 4: Overall Evaluation of Wilmette Police Department

In part four of the survey, the residents were able to provide feedback regarding police services. The following questions were formatted: Strongly agree, Agree, No Opinion, Disagree, and Strongly disagree.

1. *The police presence in my neighborhood is appropriate to the need*
2. *The members of the Wilmette Police Department proportionally represent the community it serves*
3. *There is an appropriate representation of female officers on the Wilmette Police Department*
4. *The Wilmette Police responds to emergency calls in a timely manner*
5. *Wilmette Police Officers treat people with respect*
6. *Telephone calls to the Wilmette Police Department are handled professionally and courteously*
7. *A formal complaint brought against a Wilmette Police employee will receive a fair, objective and timely response*
8. *Wilmette Police Officers are respected by the community*
9. *Wilmette Police Officers look professional in appearance*



An evaluation of the above questions provided some interesting discoveries. Once again, the respondents provided very positive ratings of the department. The residents of Wilmette feel there is an appropriate police presence (80%), the officers maintain a professional appearance (97%), they treat people with respect (88%), and are in turn respected by members of the community (85%).

There were a few questions that our respondents found themselves unable to answer. The following questions yielded the highest “No Opinion” rating.

- *There is an appropriate representation of female officers on the Wilmette Police Department (55%)*
- *A formal complaint brought against a Wilmette Police employee will receive a fair, objective and timely response (65%)*

None of the categories produced a disagree/strongly disagree combine rating of over 15%, in fact, most questions fell in the 3% range. The two questions that respondents disagreed/strongly disagreed with the most were:

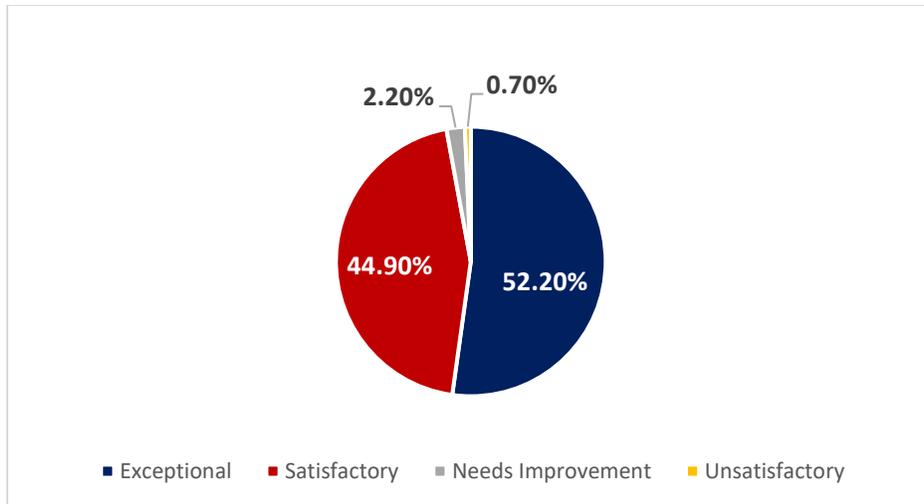
- *The police presence in my neighborhood is appropriate to the need (11.5%)*
- *There is an appropriate representation of female officers on the Wilmette Police Department (14.5%)*

It is of interest to note that while respondents felt the Wilmette Police Officers proportionally represents the community, but they would like to see more female officers on the force. Currently, females represent 16% of the agency, which is higher than the National average of under 13%. The Wilmette Police Department is dedicated to recruiting, selecting, training and retaining the highest quality police officer and support staff. The Village of Wilmette is an Equal Opportunity Employer and the WPD actively recruits any qualified person regardless of race, color, religion, national origin, sex, or age. It is our goal to obtain a work force consisting of the most qualified people who proportionally reflect the makeup of the available workforce in the area.

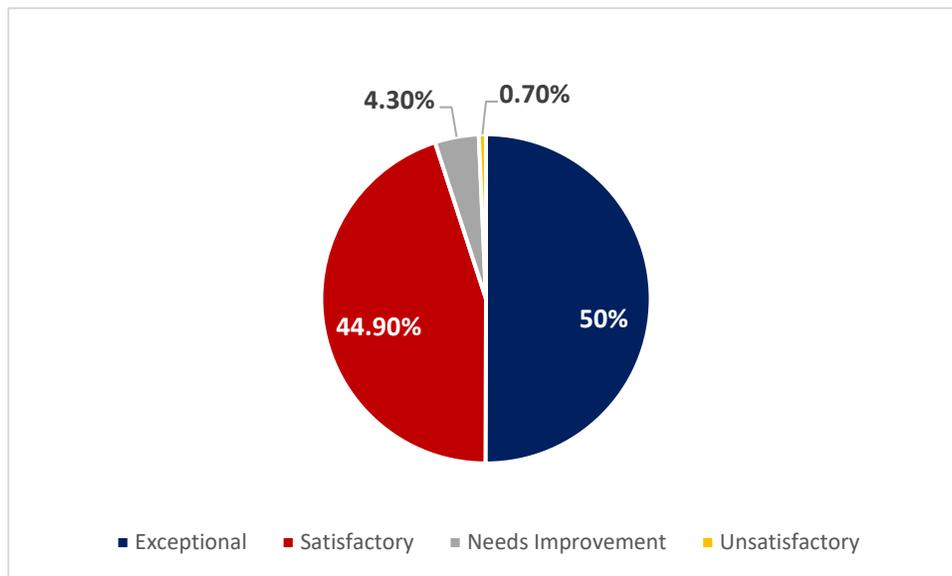
Part 5: Agency Competence and Performance

Part 5 of the survey provided staff with a great sense of the community's perception of the Police Department. Both questions regarding the Wilmette Police Department's competence and performance showed a tremendous amount of community support. Over 95% of all respondents feel that the Police Department operates at a satisfactory or exceptional level. The following charts provide further detail on each of the questions.

How would you rate the overall competence of the Wilmette Police Department?



How would you rate the overall performance of the Wilmette Police Department?



Part 6: Comments from Respondents

At the end of the survey there was an optional section where individuals could leave comments and provide feedback to the department. Below are the un-edited comments received from the respondents.

1	Good
2	Very professional
3	Very professional and helpful
4	Professional and direct. Took down information and followed up rapidly - sending a unit to maintain a presence after suspicious activity had been reported.

5	Excellent
6	Fine
7	cordial
8	Issued a ticket for just once forgetting to pull my own car into the driveway - ridiculous use of time and attitude toward residents. I KNOW that I cannot park on the street overnight but life can be complicated. I understand if it's a repeated violation. Let's not harass residents and instead focus on keeping us safe.
9	Im a 55 yr resident of Wilmette and was stopped for a seatbelt violation blocks from my house. I understand officer safety but, I was not happy with the attitude of the young officer asking if I had drugs or weapons in my car. Seriously ? He was very short and didn't have answers to questions I asked.
10	VERY professional and well trained officers. Mine was a case of a minor identity theft, attempted opening of a credit card in my name. The officers who took the report were great and offered useful suggestions.
11	They were cool I guess.
12	Very professional and helpful
13	Love them. I am very impressed.
14	Very friendly and highly professional
15	Extremely professional and helpful
16	Did their job.
17	Professional. Model behavior for Police.
18	very receptive and responsive
19	Good.
20	Incredibly impressed
21	Some staff were very friendly. Others were completely unwelcoming.
22	Courteous/helpful in one case, misleading in another
23	Caring
24	very professional and courteous. took me serious despite it "just" being a credit card fraud.
25	I am a teacher at Loyola and have heard them present. I thought they were extremely prepared and I felt confident about them as a teacher in a Wilmette school and as a parent of children in the Wilmette public schools.
26	Generally, my interactions have been fantastic. Thank you. But I had a very frustrating experience with Fred . I called to report a suspicious person walking down the alley and he said that he couldn't do anything-not even send a patrol car for a drive by-unless the person "was carrying stolen property". How am I to know this?
27	In my now almost 30 years living in Wilmette I have had probably less than ten direct interactions with the Wilmette police, none involving criminal activity, and everyone has been excellent. Wilmette Police are professional, friendly and helpful, exactly what you want in a Police force. This is what I also hear from our neighbors and friends. The Wilmette Police should be proud of maintaining a culture that seems to have been consistent over a long period of time.
28	Knowledgeable. Regarding coyote sightings in 2019.
29	Officer was respectful and helpful!
30	Very thorough and courteous.

31	Very responsive and professional
32	They were excellent
33	Positive
34	Friendly and courteous
35	Professional
36	Positive
37	Very professional and respectful
38	In a MVC involving a pedestrian, the responsible officer did not appear in court, and the supervisor did not speak in court. Disappointing and missed opportunity to do the right thing.
39	professional, helpful, ready and willing to share information
40	Professional efficient supportive
41	They were very professional; all experiences by my family and our employees (house workers) have been positive. The officers have been very respectful, calm and deliberate.
42	Professional
43	Very professional, concerned & helpful
44	The police were very response and professional
45	Very professional and supportive
46	Professional; friendly
47	Very professional. First class
48	Very favorable. My neighbor's house alarm went off, and I was notified as the backup person.
49	Very detail oriented and professional
50	Excellent!
51	Professional and excellent
52	responsive and excellent
53	Friendly and explanatory
54	Positive and helpful
55	Wonderful
56	Excellent, professional group in every way
57	very good. very professional
58	good and responsive
59	Excellent response. Very professional.
60	Professional
61	Our family has had nothing but positive experiences and are big fans and grateful for all you do!
62	Polite, helpful
63	very responsive; came over right away to investigate attempted burglary
64	Ridiculously unprofessional
65	Extremely nice/professional