



WASHINGTON COUNTY
OREGON

2021 Enhanced Sheriff's Patrol District
Community Feedback Survey



Report of Findings

4 November 2021
Confidential & Proprietary

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Harnessing the power of data to help clients achieve organizational goals.

Data to support strategic decisions to improve on products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

Talent with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

Solutions that are customized to provide a personalized approach of understanding organizational, employee, and customer needs allowing for more informed decisions.



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Project Overview

- GreatBlue Research was commissioned by the Washington County Oregon Enhanced Sheriff's Patrol District (hereinafter "ESPD") to conduct market research to understand police-community relations within the ESPD.
- The primary goals for this research study were to uncover citizens' views of the agency surrounding a variety of satisfaction, perception, and awareness metrics to assess department services and performance.
- In order to service these research goals, GreatBlue employed a digital survey methodology to capture the opinions of residents living in the WCSO service territory.
- The outcome of this research will enable the Washington County Oregon ESPD to a) more clearly understand current public sentiments and perceptions regarding the agency, b) gauge residents' priority of concerns and initiatives in the community, and c) enhance strategic planning to incorporate improvements to the ESPD's programs and services.



Areas of Investigation

The 2021 Washington County, OR ESPD Community Feedback Survey leveraged a quantitative research methodology to address the following areas of investigation:

- Awareness of ESPD in the community
- Rating of various public safety characteristics in the service territory
- Levels of concern for various issues in the community
- Engagement with the WCSO social media account.
- Suggestions and feedback for the WCSO
- Demographic profiles of respondents

Research Methodology Snapshot

Methodology Digital	No. of Completes 421	No. of Questions 42*	Incentive None	Sample Survey Link Distributed by Washington County
Target Residents in the ESPD Service Territory	Quality Assurance Dual-level**	Margin of Error 4.8%	Confidence Level 95%	Research Dates September 16 - October 15, 2021

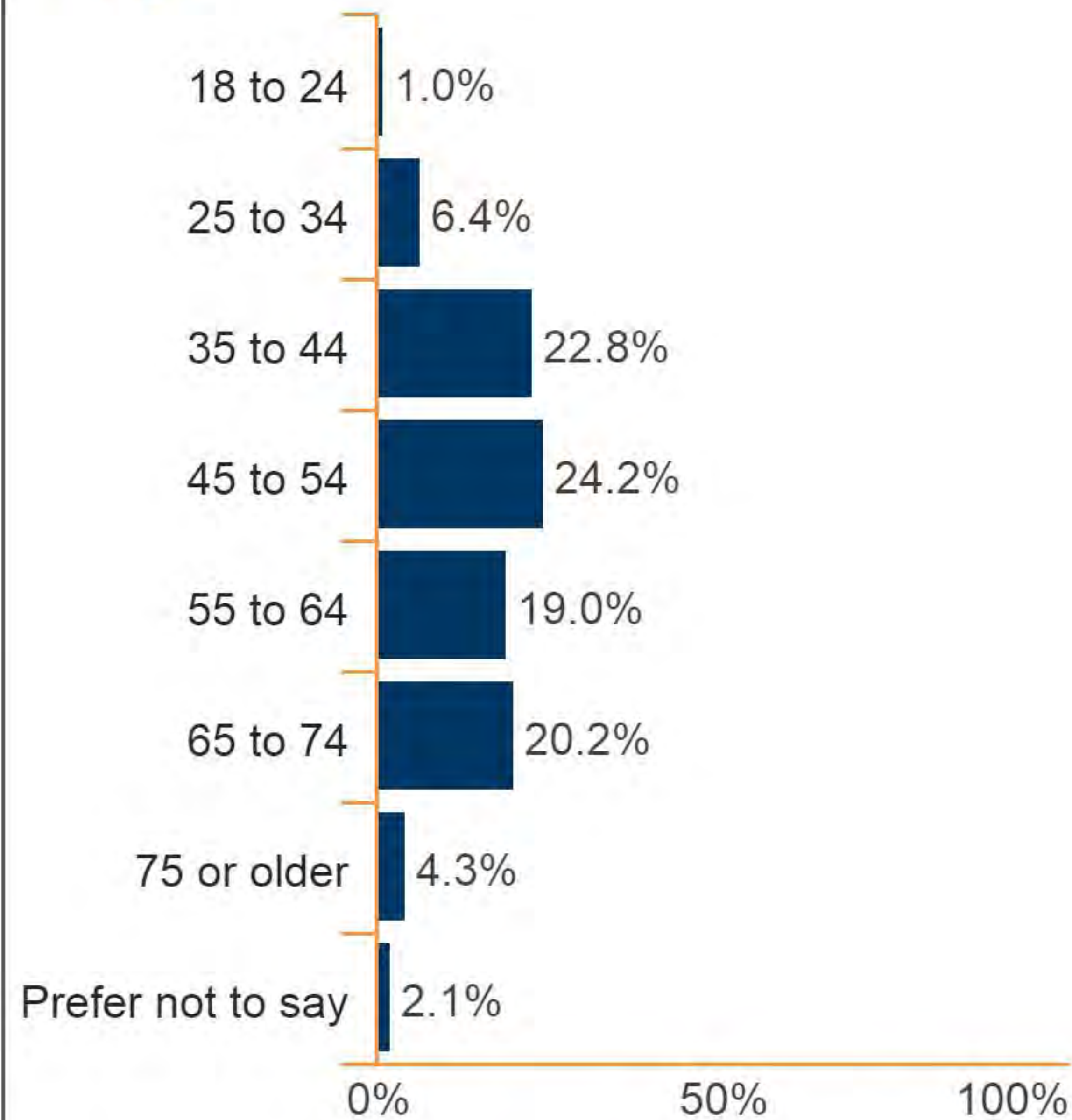
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

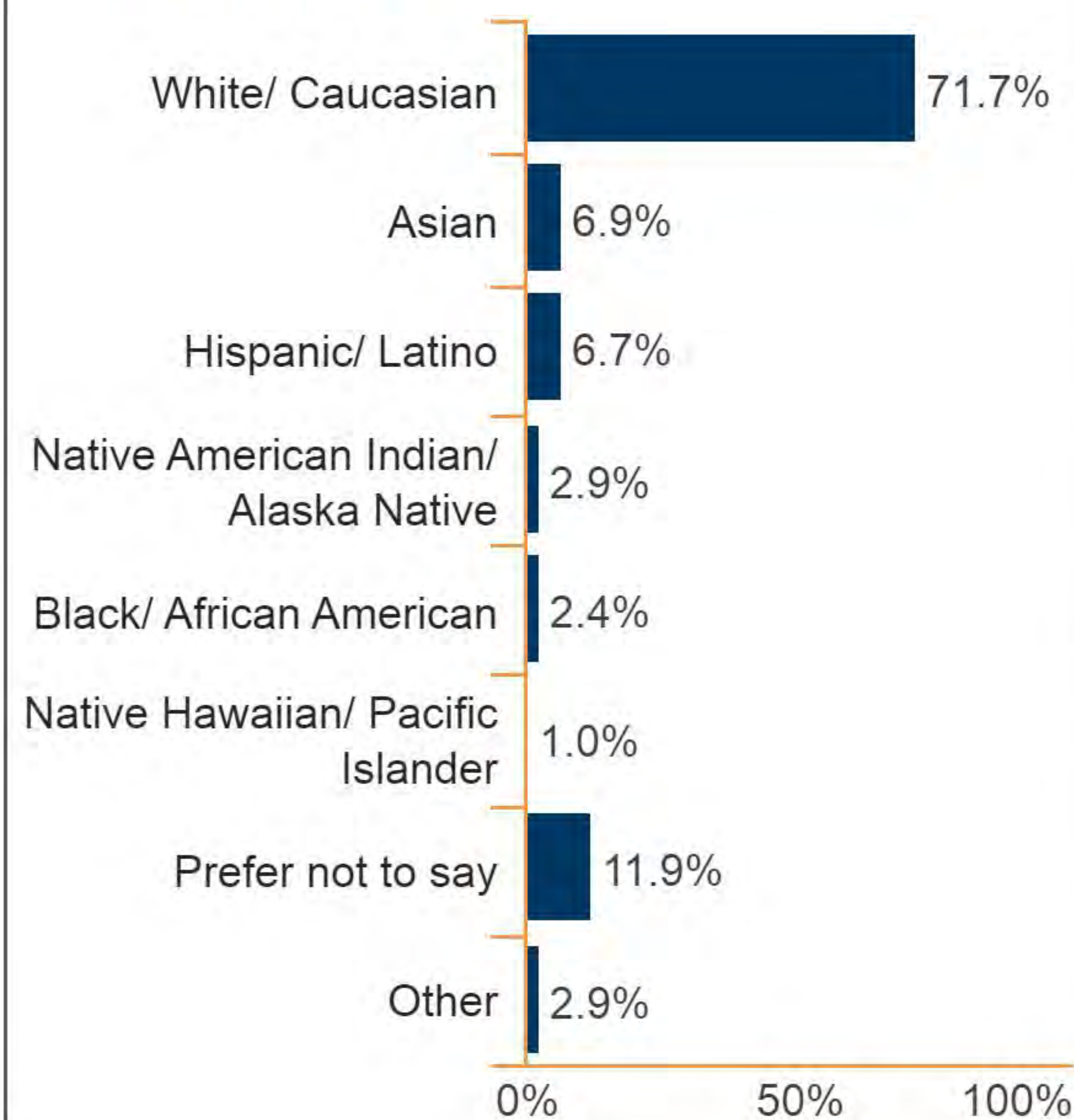
Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

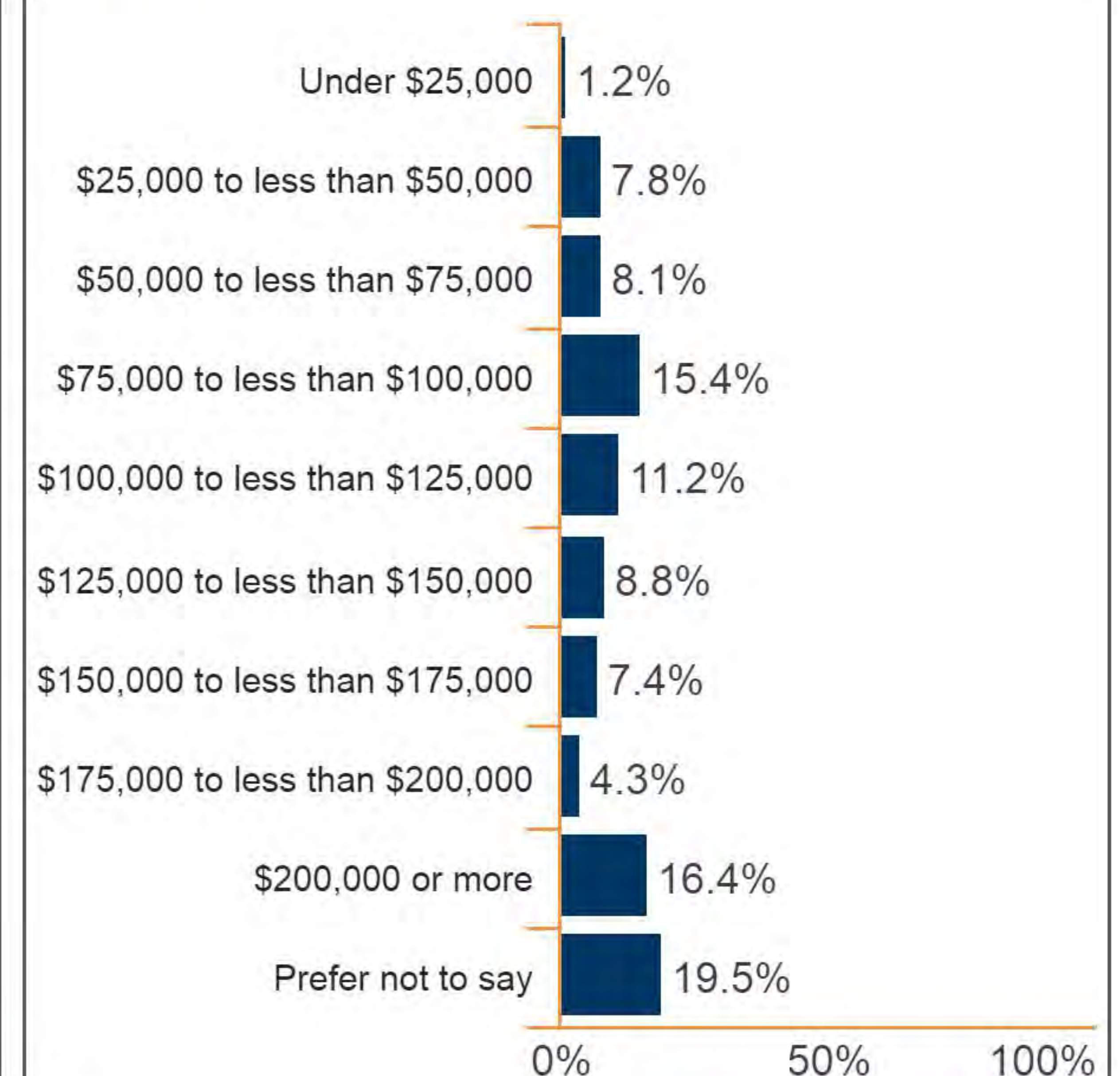
Age



Ethnicity



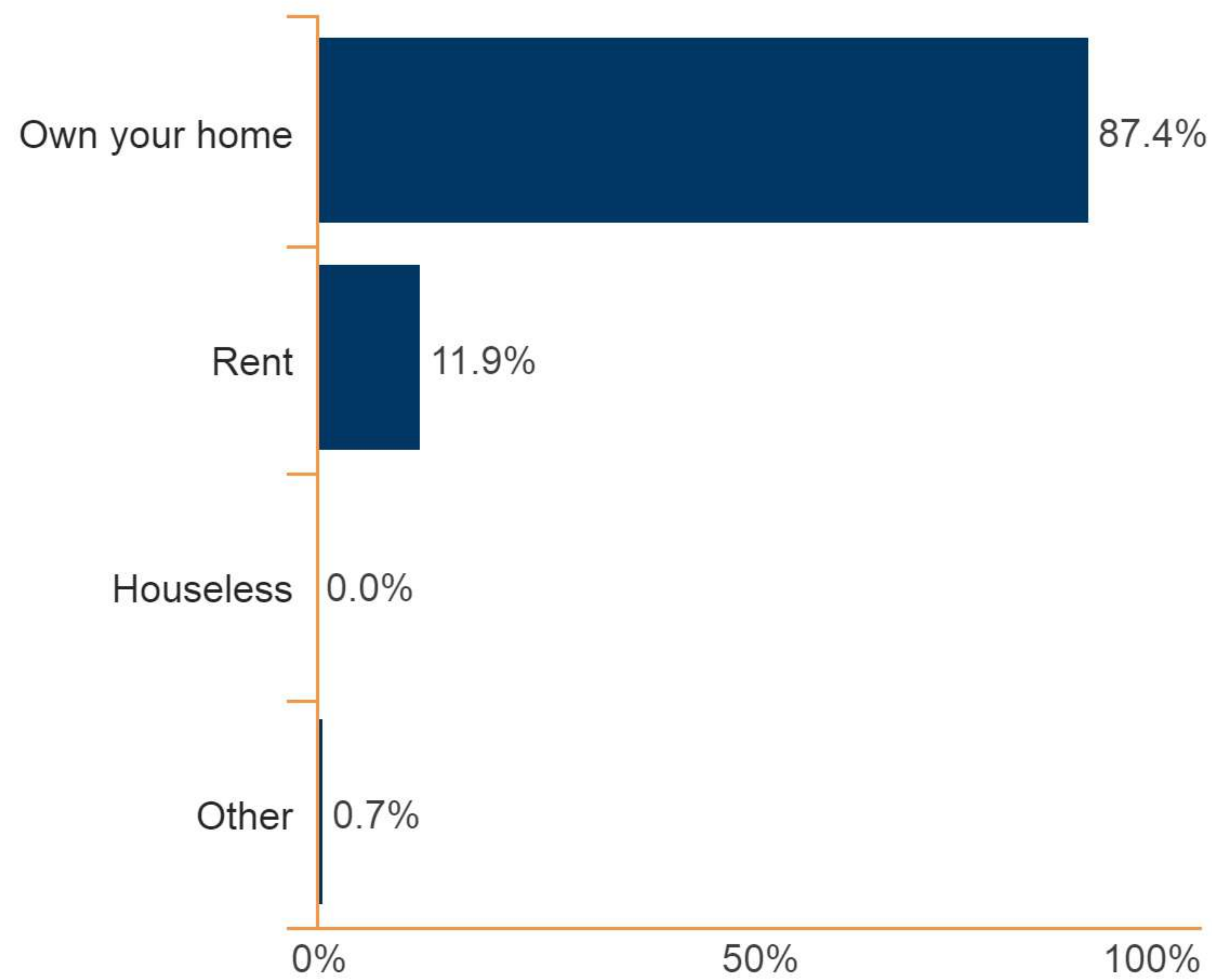
Income



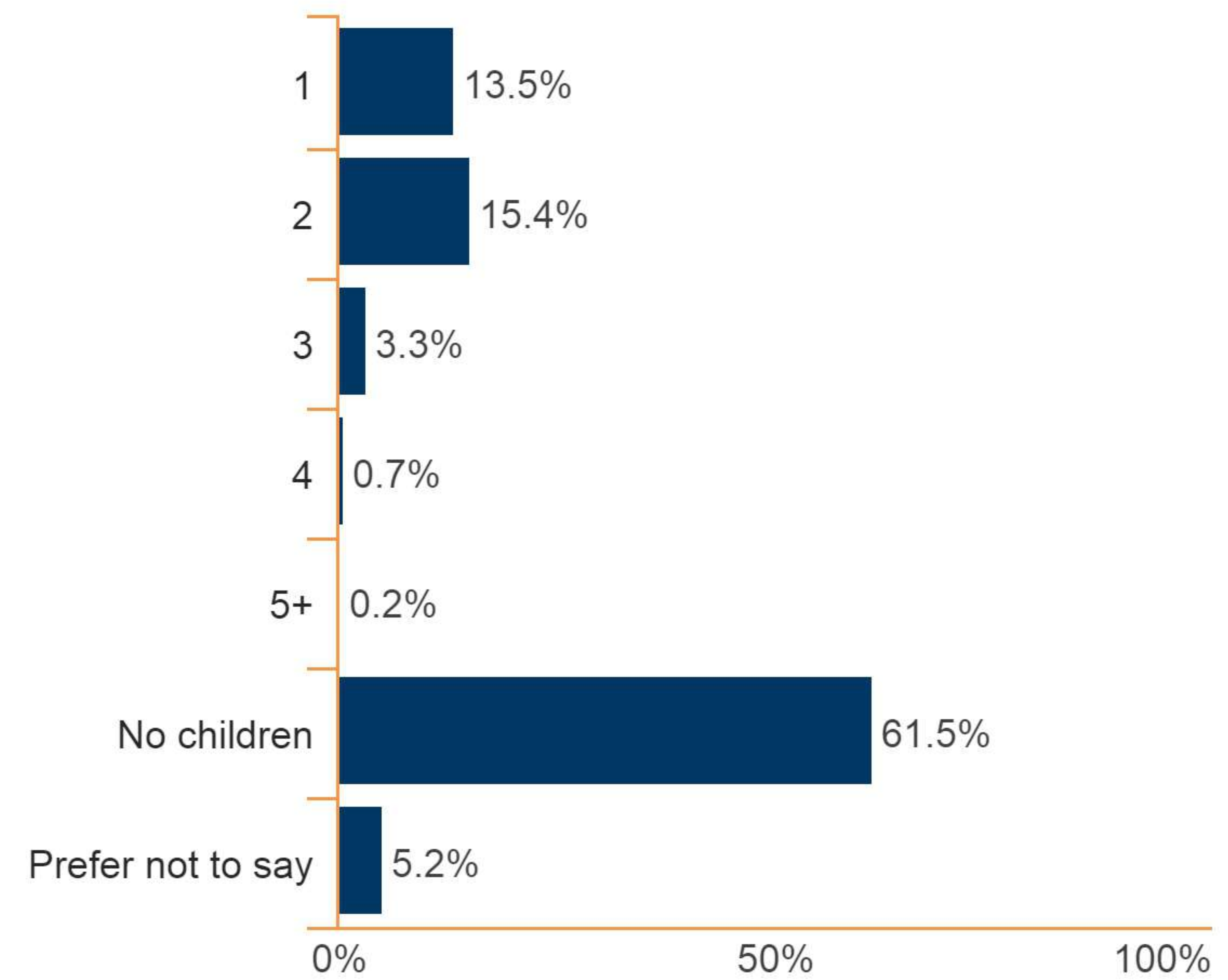
Respondent Snapshot

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Residence



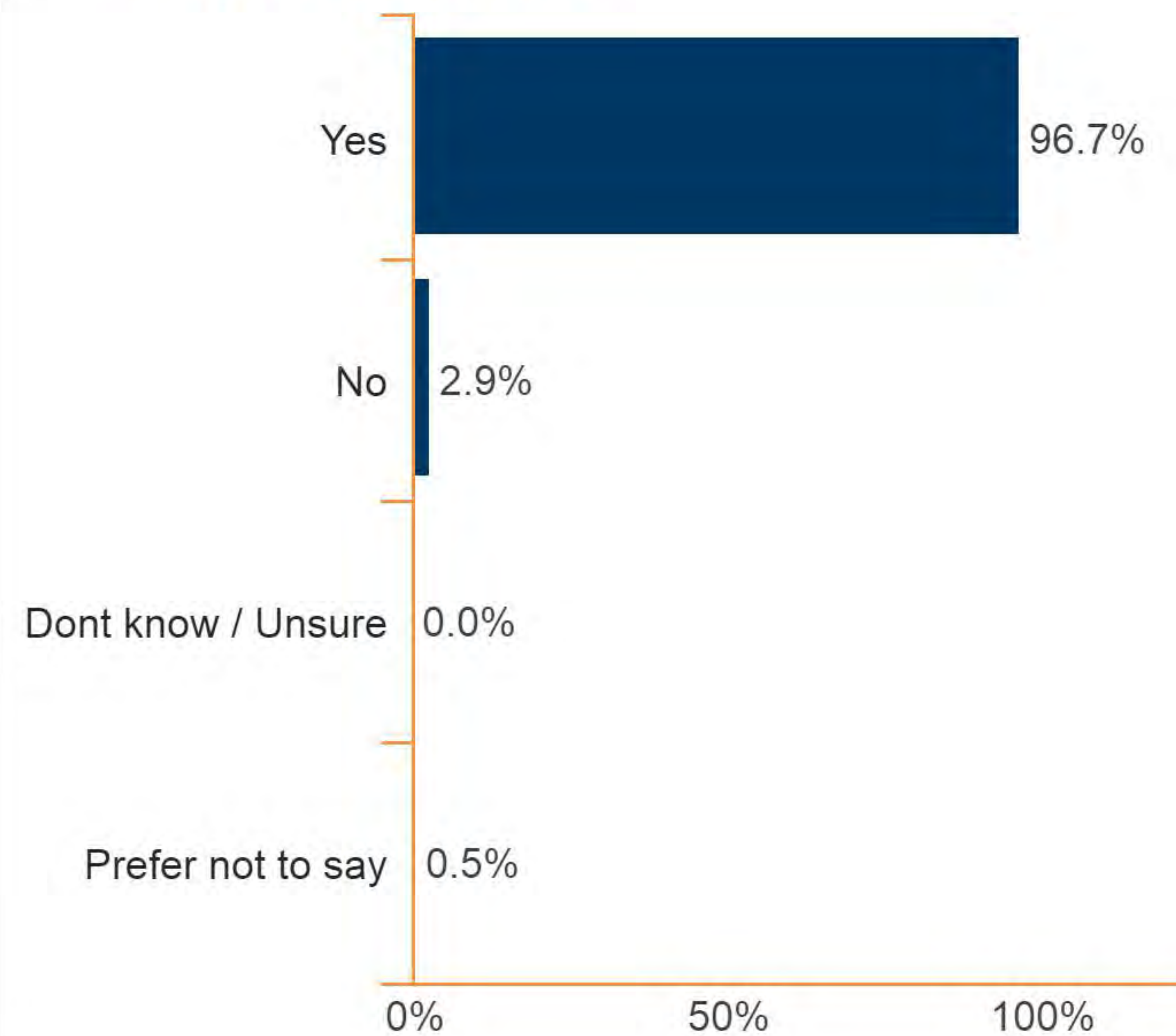
Number of Children Under 18



Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

Registered to Vote



Participation in Previous Elections

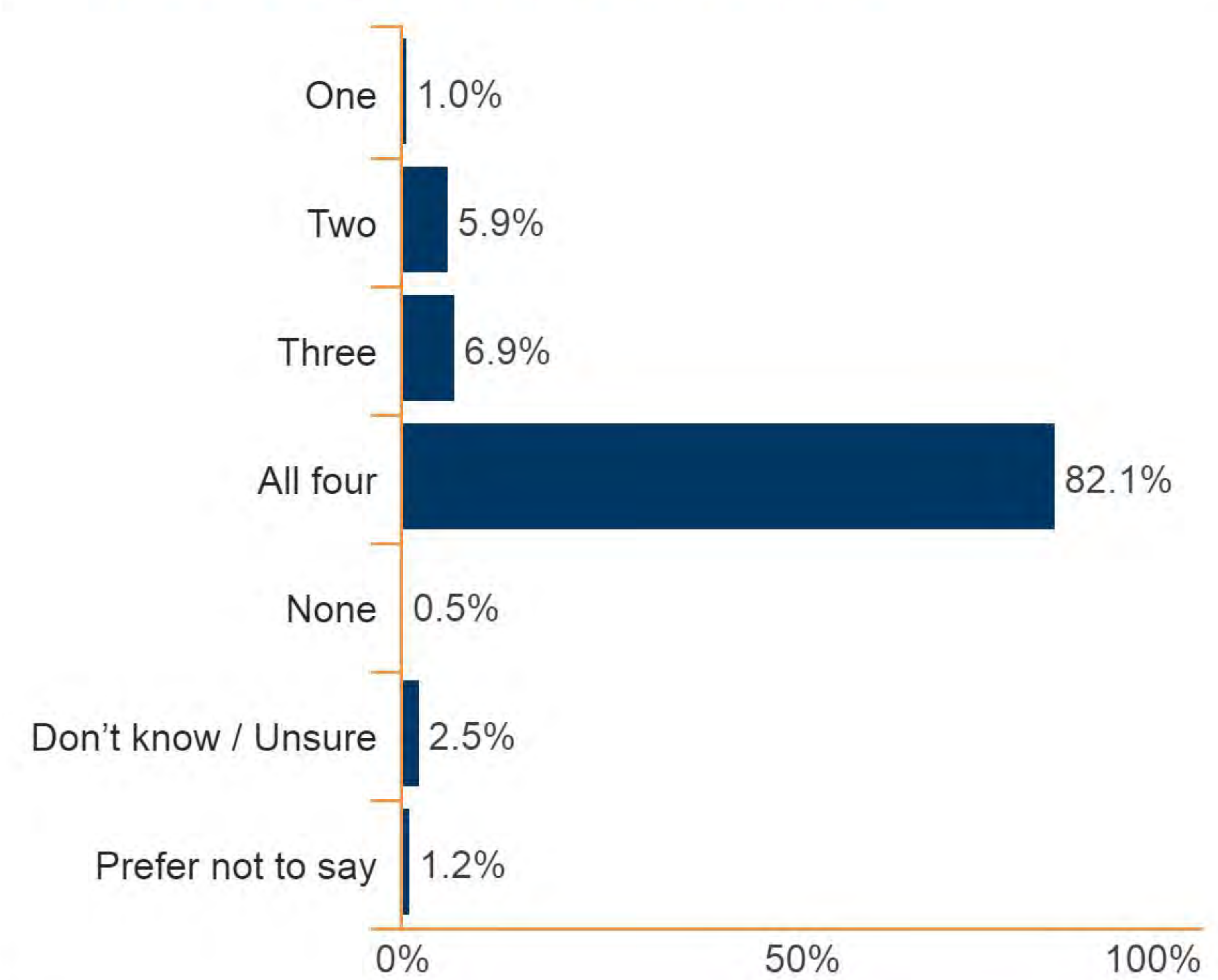


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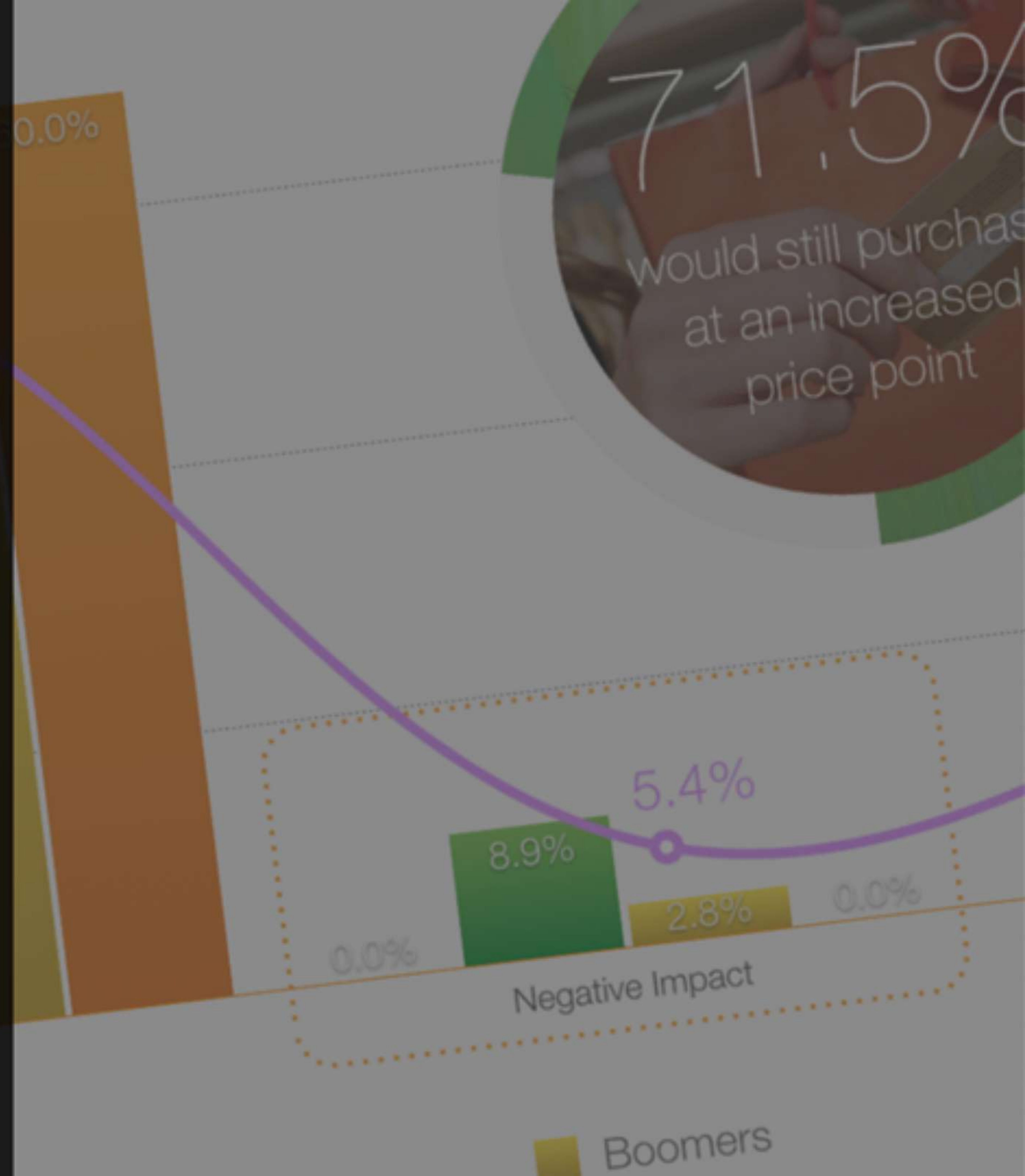
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Key Study Findings - High Ratings for ESPD's Professionalism and Competency



What we learned:

ESPD Sheriff Deputies received notably positive ratings for both their overall competency and professionalism. These two areas were the highest rated out of the eight topics included in the survey and more than three-fifths of respondents indicated Sheriff Deputy professionalism was excellent.

Takeaway:

Residents in the service territory have a positive perception of the Deputy Sheriffs Department and continuing best practices will be important in maintaining this relationship in the community.

Actionable strategy:

It is recommended that the ESPD consider increasing funding in order to maintain and even increase these high levels of satisfaction in the community, as it is necessary in order to maintain current levels of service, and the majority of respondents indicated they agree with the increase.

Key Study Findings - *Housing Security is a Key Concern among Community Members*



What we learned:

Overall, a considerable percentage of respondents indicated they were very concerned with the current safety and security in their community. Four-fifths of respondents reported concern with non-violent crime and housing insecurity, and a notable frequency indicated concern for mental health. Further, more than one-half of survey participants reported they feel less safe in the community in comparison to three years ago.

Takeaway:

Although ratings for the ESPD and its Sheriff Deputies were positive, respondents voiced concerns with safety in the community, specifically with respect to non-violent crimes, homelessness and mental health.

Actionable strategy:

GreatBlue recommends the ESPD increase communications of homelessness resources in the area.

Key Study Findings - *Opportunity Exists in the Growth of Social Media Engagement*



What we learned:

The majority of respondents indicated they currently follow the WCSO on social media and a notable frequency reported they would like to see more information on the account.

Takeaway:

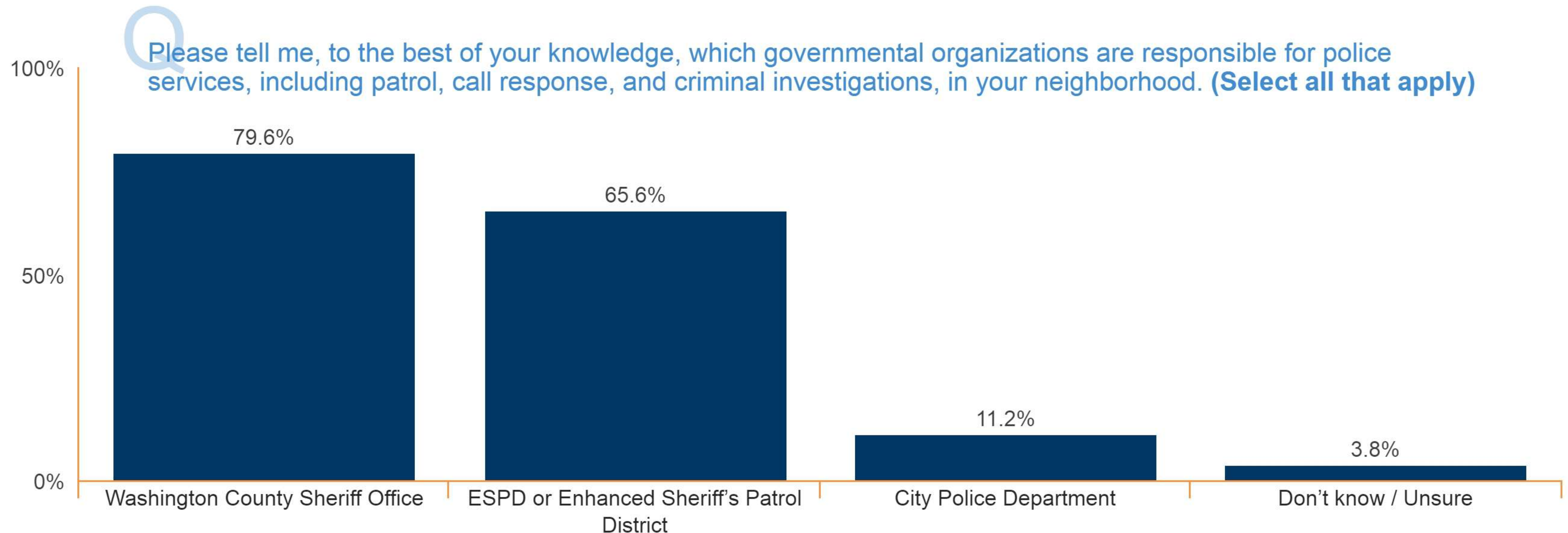
With more than one-half of respondents following the WCSO account, engagement is markedly high relative to community social media accounts, which provides a great opportunity to communicate and with residents in an efficient and cost effective way.

Actionable strategy:

The WCSO should consider bolstering current social media efforts by growing the frequency and diversity of content, as well as the total number of followers. These efforts would likely result in an even more robust and efficient tool for communicating with the community.

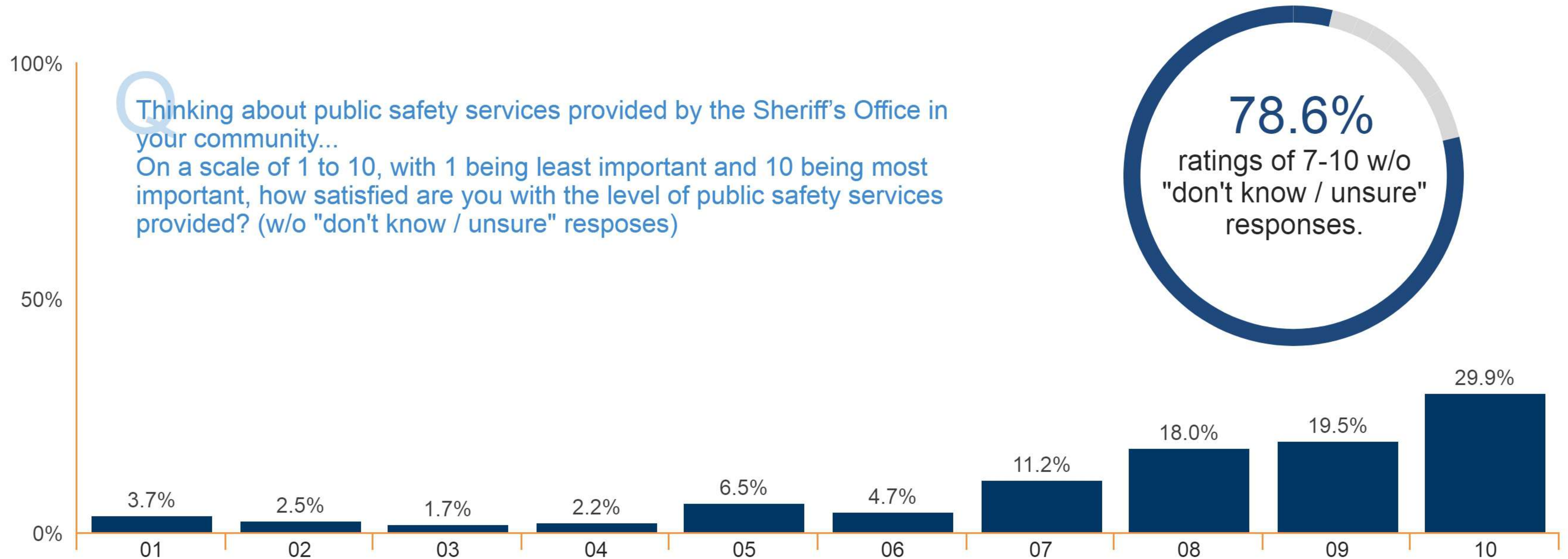
Strong Majority Indicate WCSO Provides Police Service in their Neighborhood

In 2021, roughly four-fifths of respondents, 79.6%, indicated the “Washington County Sherriff Office” is responsible for police services in their neighborhood, while 65.6% indicated the “ESPD or Enhanced Sherriff’s Patrol District,” 11.2% indicated the “City Police Department” and 3.8% indicated “don’t know / unsure.”



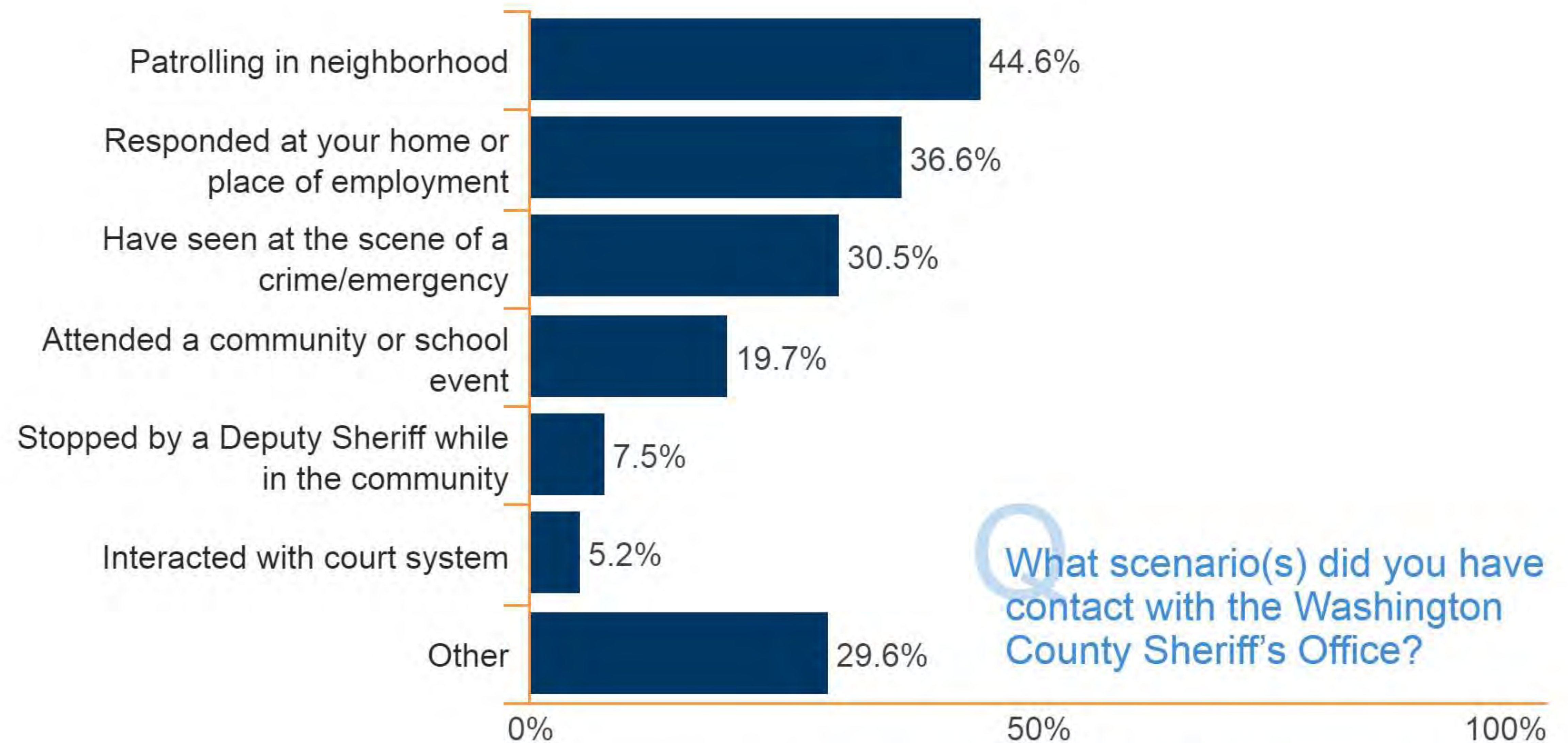
Strong Majority Indicate WCSO Provides Police Service in their Neighborhood

More than three-quarters of survey participants, 78.6%, indicated they were satisfied with the level of public safety services provided by the sheriff's office in their community (ratings of 7-10). Of note, 29.9% of participants rated their satisfaction with the level of public safety a ten (10).



One-half in Contact with WCSO in the Past Year

One-half of respondents (50.6%) reported having contact with the WCSO in the past year. Of those who did report having contact, the most frequently reason was “patrolling in the neighborhood” (44.6%), followed by “responded at your home or place of employment” (36.6%) and they have “seen (the WCSO) at the scene of a crime/emergency” (30.5%).

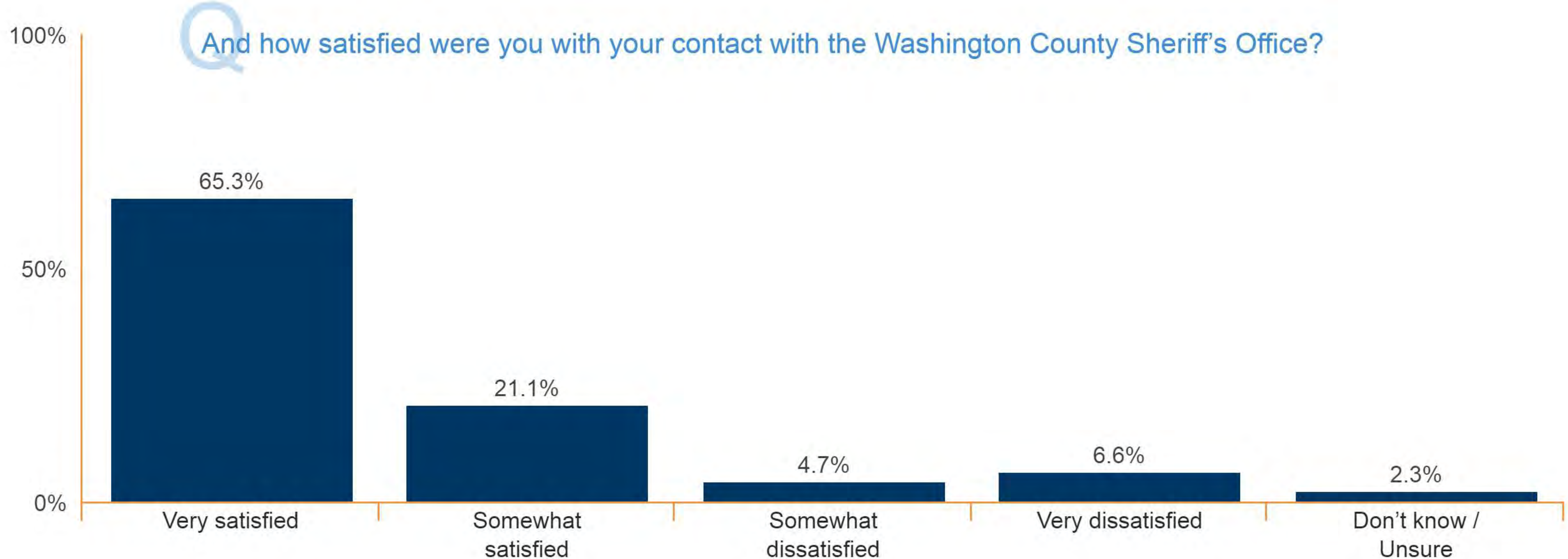


What scenario(s) did you have contact with the Washington County Sheriff's Office?

*Open-ended verbatim document provided separately.

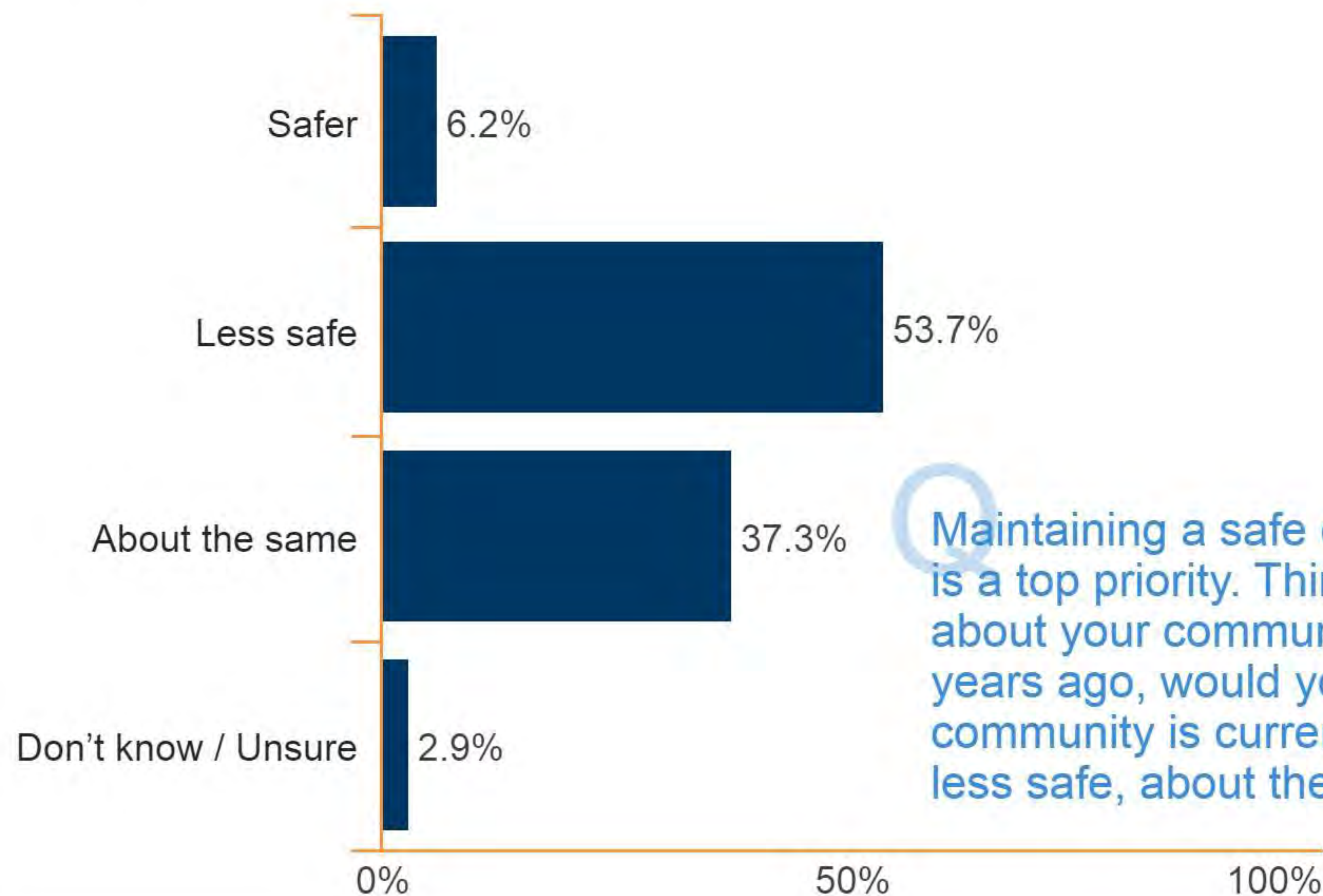
Two-thirds "Very Satisfied" with WCSO Contact

Of those who did have contact with the Washington County Sheriff's Office, 86.4% reported they were either "very satisfied" (65.3%) or "somewhat satisfied" (21.1%). Readers should note that 6.6% of respondents who did have contact with the WCSO reported being "very dissatisfied."



Majority Indicate their Community is Less Safe than Three Years Ago

More than one-half of survey participants (53.7%) reported they perceive their community is “less safe” than it was three years ago, while 37.3% reported “about the same,” 6.2% reported “safer” and 2.9% reported “don’t know / unsure.” Of those who indicated "less safe," 36.4% reported "expressed multiple issues," 19.4% reported "theft / break in issues" and 12.0% indicated "increase in crime rate / reporting."



Maintaining a safe community is a top priority. Thinking about your community three years ago, would you say the community is currently safer, less safe, about the same?

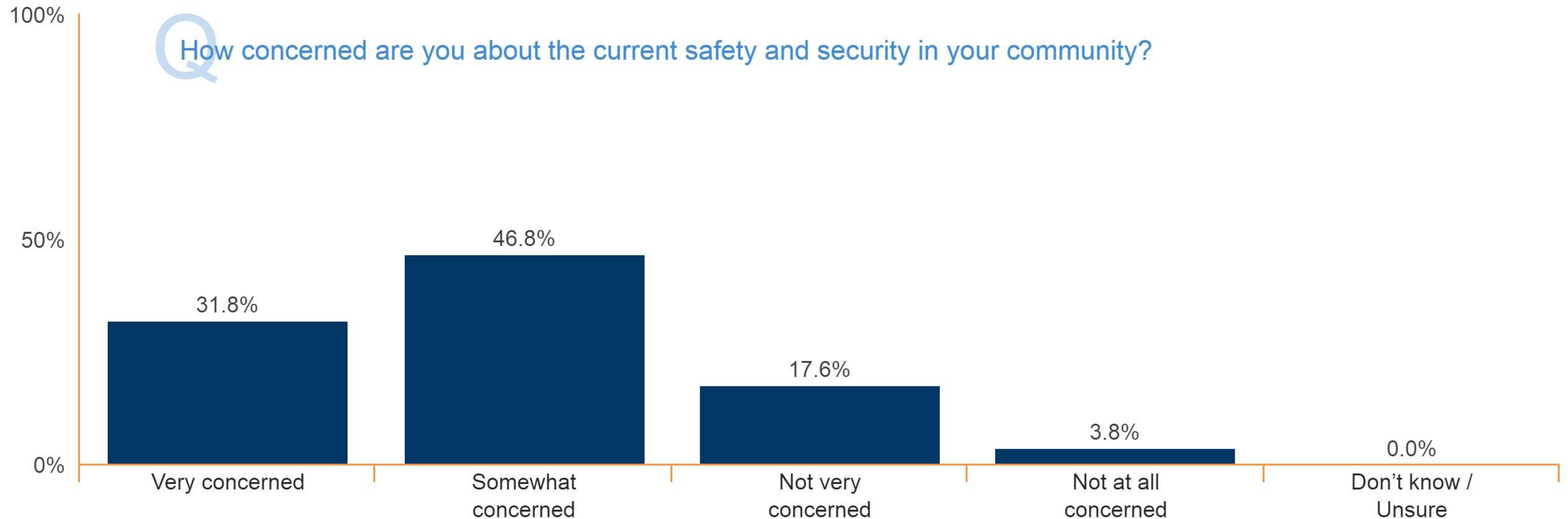
Please indicate why. (Top 10 reasons shown)

	Less safe
Expressed multiple concerns / more than one dangerous activity	36.4%
Theft / break in issues	19.4%
Increase in crime rate / reporting	12.0%
Increase in homelessness	11.1%
Other	4.6%
Less police presence	4.1%
Traffic safety concerns / violations (speeding, street racing, etc.)	3.7%
Police officers unable to do their job / lack of support	3.7%
Behavior of others	2.3%
Frequent crime alerts / hear sirens	1.4%

*Open-ended verbatim document provided separately.

Three-out-of-ten "Very Concerned" with Security in their Community

Roughly four-fifths of respondents, 78.6%, indicated they were either "very concerned" (31.8%) or "somewhat concerned" (46.8%) with the current safety and security in their community, while 21.4% reported they were "not very concerned" (17.6%) or "not at all concerned" (3.8%).



Concern for "Non-violent Crimes" and "Housing Insecurity / Houselessness" Noted Most Frequently

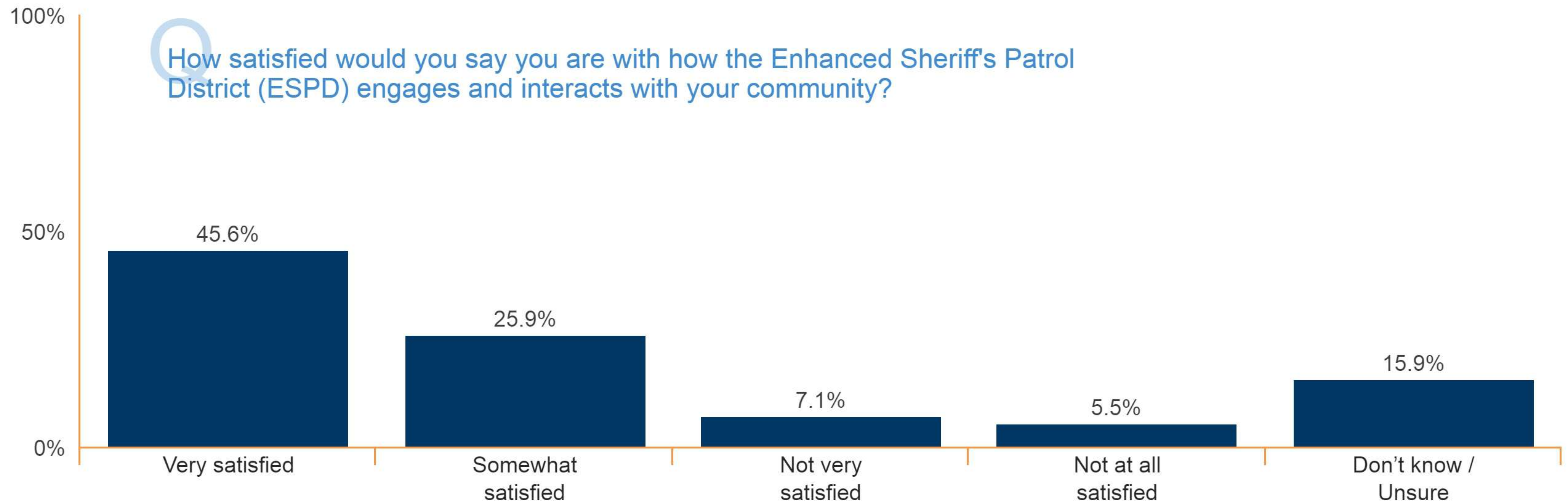
Readers should note, total levels of concern (ratings of either "very concerned" or "somewhat concerned") were highest for "non-violent crimes (theft, graffiti, etc.)" (81.2%), followed by "housing insecurity / houselessness" (80.0%), "mental health" (75.8%) and "traffic safety" (75.2%). Of note, ratings of "very concerned" were highest for "housing insecurity / houselessness" (41.0%).

How concerned would you say you are with each of the following issues in your area?

	Total Concerned	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know / Unsure
Non-violent crimes (theft, graffiti, etc)	81.2%	35.5%	45.7%	15.0%	3.6%	0.2%
Housing insecurity / houselessness	80.0%	41.0%	39.0%	13.8%	5.2%	1.0%
Mental Health	75.8%	33.5%	42.3%	16.9%	4.0%	3.3%
Traffic Safety	75.2%	35.3%	39.9%	20.3%	4.3%	0.2%
Drug & alcohol addiction / overdose	58.7%	23.5%	35.2%	27.3%	10.5%	3.6%
Violent crimes (assault, murder, etc)	53.5%	25.1%	28.4%	32.7%	12.9%	1.0%
Elder, child, domestic abuse	51.7%	17.2%	34.4%	34.7%	8.1%	5.5%
Bias/Hate crime	43.8%	17.2%	26.6%	36.8%	15.6%	3.8%
Racial profiling	38.7%	16.5%	22.3%	31.5%	25.4%	4.4%
Parking	29.8%	10.3%	19.6%	40.8%	27.9%	1.4%

Majority Satisfied with ESPD Engagement with the Community

More than seven-out-of-ten survey participants, 71.5%, indicated they were “very satisfied” (45.6%) or “somewhat satisfied” (25.9%) with how the ESPD engages and interacts with their community. Of note, 15.9% reported they were “unsure.”



High Satisfaction in Professionalism and Competency

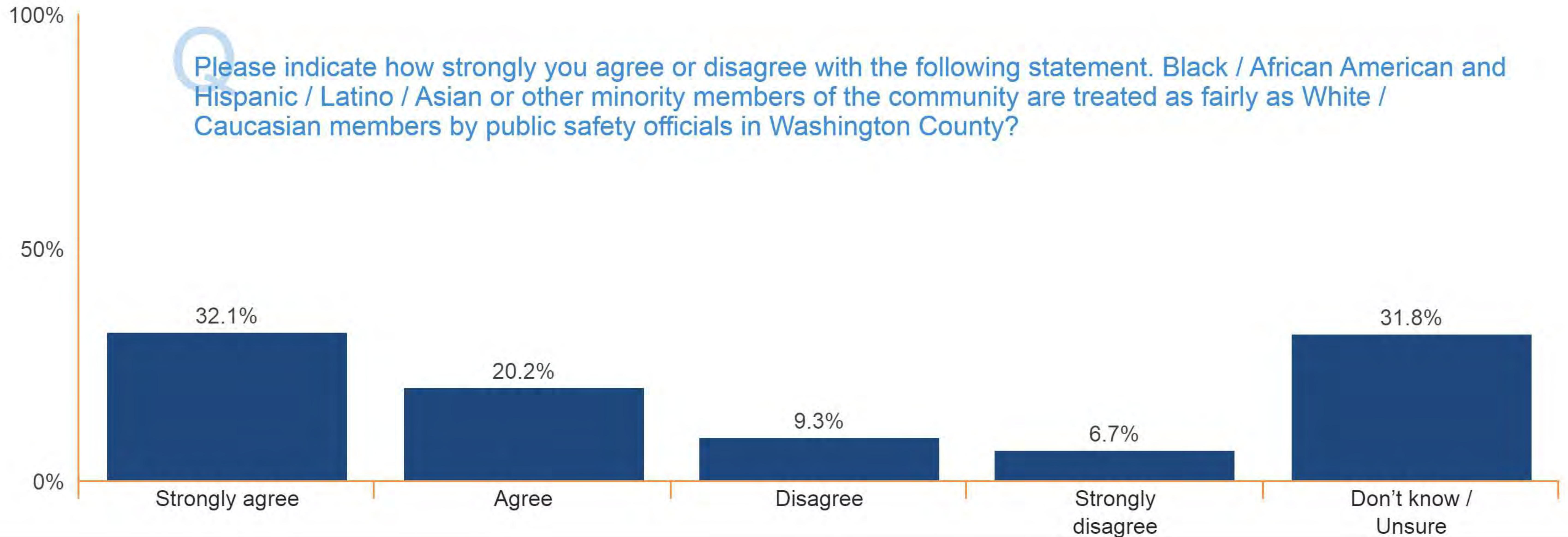
Total positive ratings (ratings of either "excellent" or "good") were highest for "the professionalism of Sheriff Deputies" (88.5%), followed by "overall competency of Sheriff Deputies" (88.0%) and "911 response time" (85.8%). Of note, ratings of "excellent" were highest for "the professionalism of Sheriff Deputies" (63.1%).

How well would you say the Enhanced Sheriff's Patrol District (ESPD) performs in the following areas? Please use a scale of "excellent," "good," "fair" and "poor." (w/o "Don't know / Unsure" responses)

	Excellent/Good	Excellent	Good	Fair	Poor
The professionalism of Sheriff Deputies	88.5%	63.1%	25.4%	7.2%	4.3%
Overall competency of Sheriff Deputies	88.0%	57.8%	30.1%	6.3%	5.7%
911 response time	85.8%	51.5%	34.3%	7.7%	6.4%
Response to calls for service (police responsiveness...)	81.7%	38.1%	43.6%	10.4%	8.0%
Overall satisfaction of ESPD services	80.7%	45.0%	35.7%	12.3%	7.0%
Victim services	77.1%	29.4%	47.7%	11.1%	11.8%
Mental health response teams	76.1%	38.0%	38.0%	11.0%	12.9%
Traffic safety	59.8%	17.5%	42.2%	25.9%	14.4%

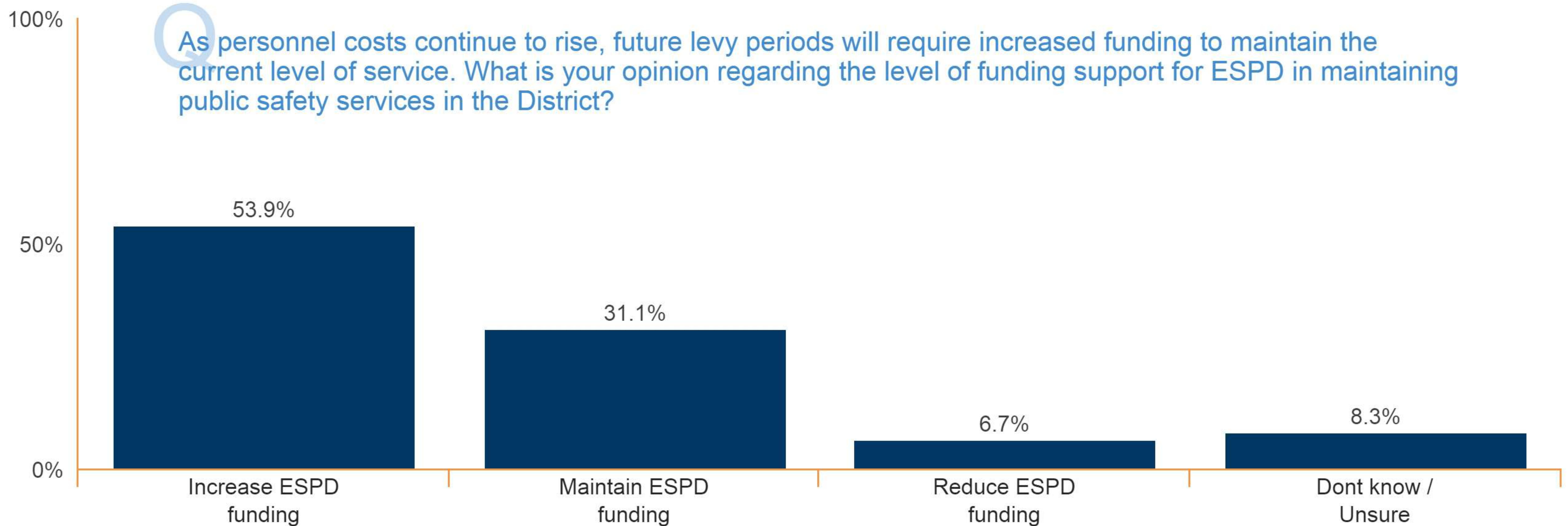
Majority Agree in Equitable Treatment in Washington County

52.3% of all respondents indicated they either “strongly agree” (32.1%) or “somewhat agree” (20.2%) that minority members of the community are treated as fairly as White / Caucasian members by public safety officials in Washington County, while 16.0% indicated they either “disagree” (9.3%) or “strongly disagree” (6.7%) and a notable percentage (31.8%) indicated “don’t know / unsure.”



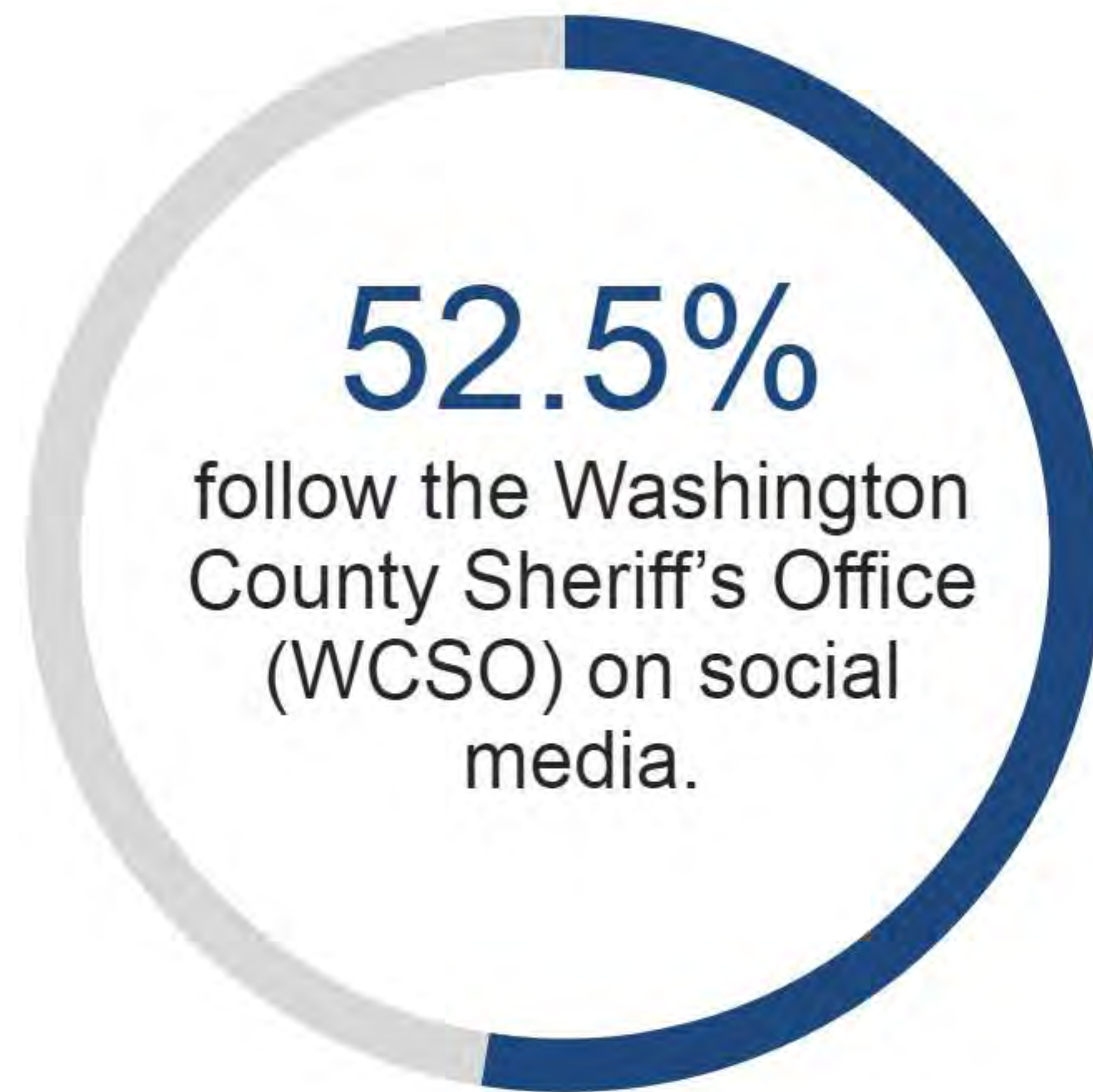
Majority Support Increased Funding

Of note, 53.9% of all respondents indicated they support the increase of funding for the ESPD in order to maintain the current level of service, while 31.1% indicated the ESPD funding should be maintained, 6.7% indicated funding should be reduced, and 8.3% indicated they were unsure.



Majority Follow WCSO on Social Media

More than one-half of survey participants indicated they follow the WCSO on social media. Of those who do not follow the account, 48.8% cited “don’t use / don’t like social media” as the reason, followed by “unaware of the account” (17.5%) and “no value / no benefit / no need to me” (11.4%).



Why don't you follow Washington County Sheriff's Office (WCSO) on social media?

	Composite
Don't use / don't like social media	48.8%
Unaware of the account	17.5%
No value / no benefit / no need to me	11.4%
Receive information elsewhere	5.4%
Content - not informative / biased / bad news / untrustworthy	5.4%
Just didn't think about it	4.8%
Time consuming / too busy	3.6%
Other	3.0%

One-quarter Would Prefer More Information from WCSO Social Media Accounts

Roughly one-quarter of respondents (25.7%) indicated they do not receive enough information from the WCSO, while 57.5% indicated the frequency they receive information is “about right,” 0.5% indicated too much, and 16.4% indicated “don’t know / unsure.” Of note, 91.0% of respondents indicated they were “very satisfied” (49.8%) or “somewhat satisfied” (41.2%) with the information provided on the account.

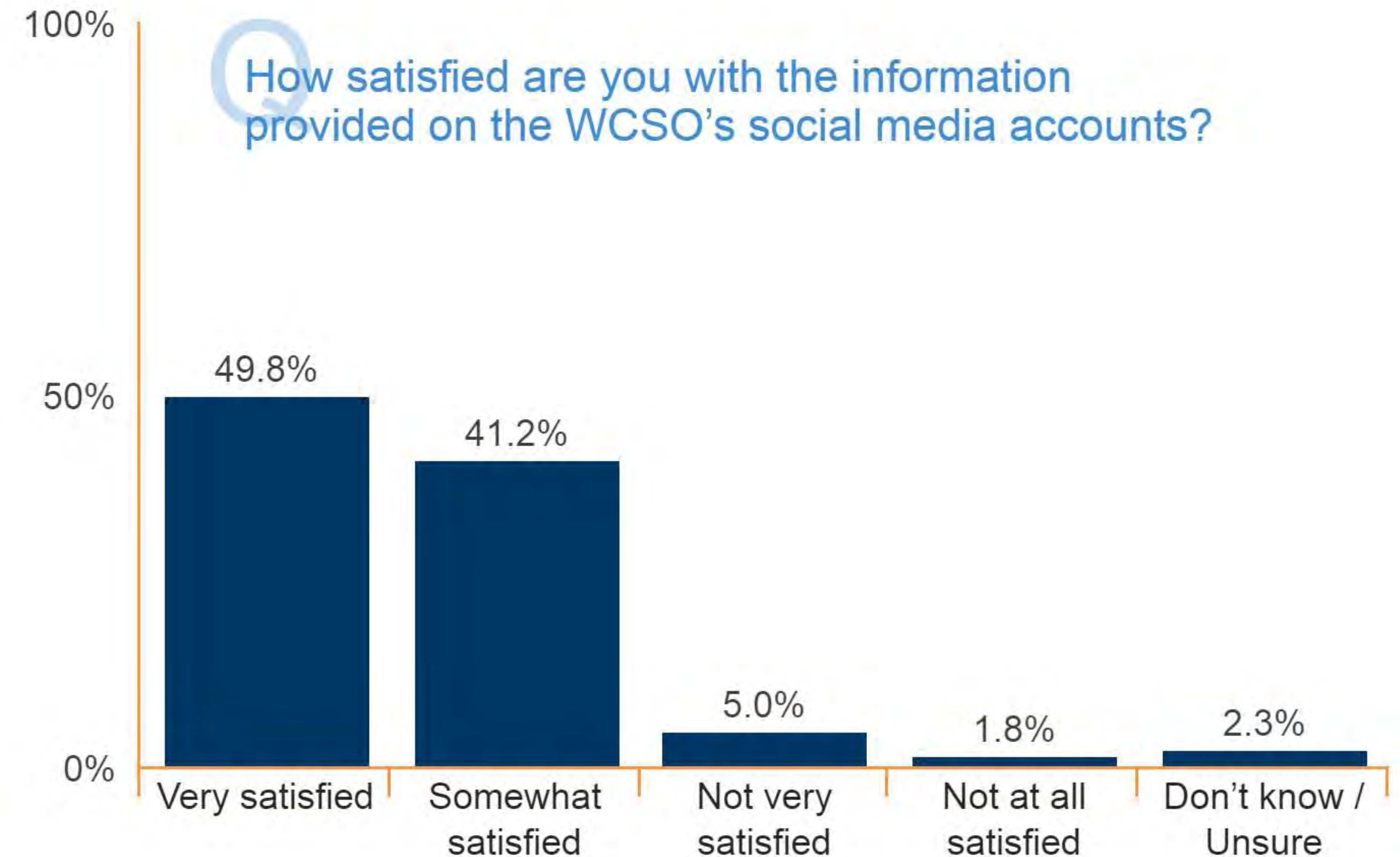
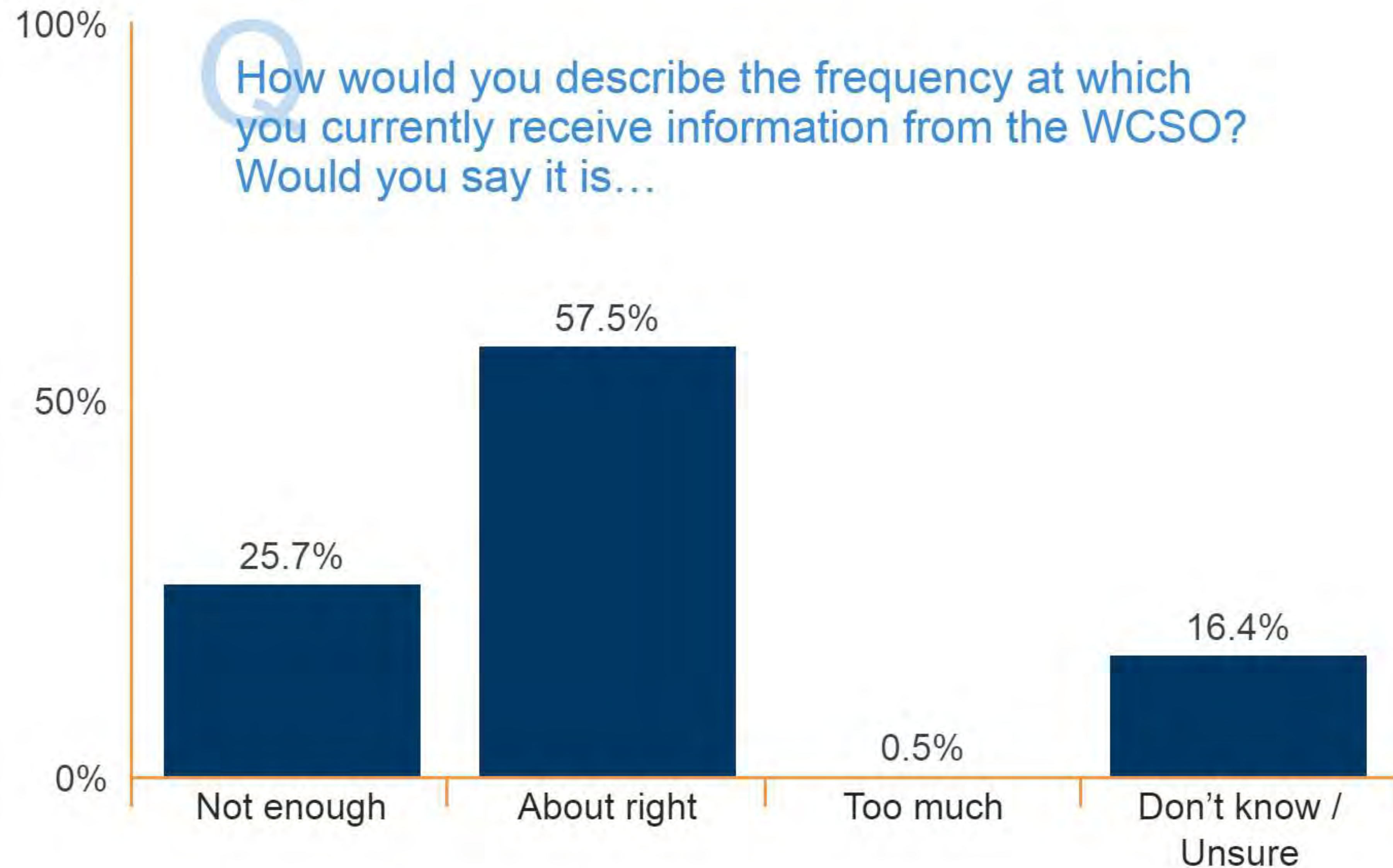


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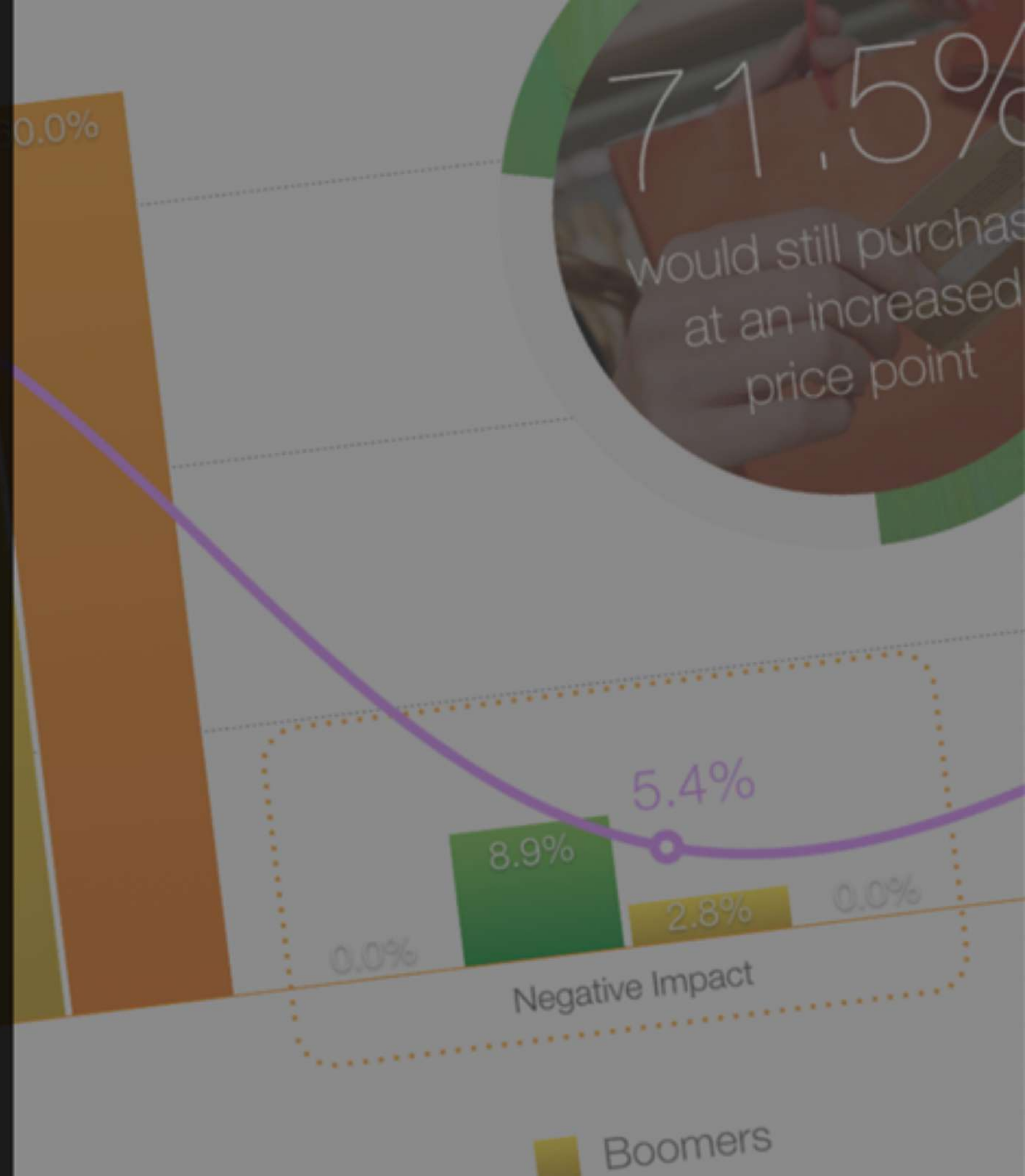
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Considerations

- **Consider increasing funding in order to maintain and even increase high levels of satisfaction in the community.** The increase in funding is necessary to maintain current levels of service, and the majority of respondents indicated they agree with this increase. It may prove beneficial to investigate a larger increase, as survey participants have voiced safety concerns in the community and a larger WCSO may be necessary to address needs in the community.
- **Increase communications of homelessness resources in the area.** Access to programs ranging from winter shelters, open door counseling centers and the safe place for youth program are all beneficial to individuals struggling with housing security and communicating the availability of these resources would likely increase engagement.
- **Consider bolstering current social media efforts.** Growing the frequency and diversity of content, as well as the total number of followers would likely result in an even more robust and efficient tool for communicating with the community. Communications ranging from community events, local news, and resources available to residents would be readily available to a larger portion of the population.

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A circular icon containing a map of Glastonbury, CT, with a red location pin and the text "20 Western Boulevard".
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