

Bridgewater Police Service

45 Exhibition Drive,

Customer Service Survey

2007



BPS Customer Service Survey

The mission of the Bridgewater Police Service is to promote a safe community by providing professional and efficient police service.

Introduction

During the months of November, December 2007 and January 2008, the Bridgewater Police Service undertook a Customer Service Survey to address issues and concerns in regards to client satisfaction when dealing with the Bridgewater Police. This report offers a brief summary of the results of that survey.

The Bridgewater Police Service, as a key component of the 2007-2009 Strategic Plan, recognized the importance of community satisfaction with core elements of service such as:

- effective communication
- basic service and assistance to the public
- visibility and presence
- sense of safety in the community

The five goals of the Bridgewater Police Strategic Plan for 2007-2009 are based on and meant to help in delivering and living up to our Mission Statement: *The mission of the Bridgewater Police Service is to promote a safe community by providing professional and efficient police service.*

It was the first goal of this strategic plan that included the creation and implementation of this survey.

- Goal 1. Identify and deliver effective communication strategies which inform and engage the community.
 - i. This goal involves conducting a "town hall meeting";
 - ii. enhancing our website in order to keep the community informed
 - iii. developing a communication plan;
 - iv. delivering a client satisfaction survey

To determine the level of satisfaction, the Bridgewater Police Service developed a plan of action that would assist in discovering the necessary information.

1. a customer service survey
2. town hall meeting
3. developing a plan of action based on results of the survey in consultation with the Board of Police Commissioners and discussion with the public in a forum such as the Town Hall Meeting with the Chief.

Methodology

The Client Satisfaction Survey 2007 was conducted over a three month period beginning in November 2007 and ending in late January 2008. Phone calls were made randomly to clients who had dealt with Bridgewater Police during the period of November 2006 to November 2007.

There were 4435 actual occurrences during this time period. Approximately 1080 occurrences were non-reportable offences, such as traffic violations, false alarms, mental health, etc. Of the remaining 3,355 occurrences, we were able to contact 200 clients.

The survey was essentially random and anonymous as names were not specifically chosen, nor were names attached to survey questionnaires.

Questions were created that would best provide us with actual results of calls to the office for assistance. It was the intention of the Bridgewater Police Service to discover if our dispatch service and police officers were meeting the needs (perceived or real) of the public.

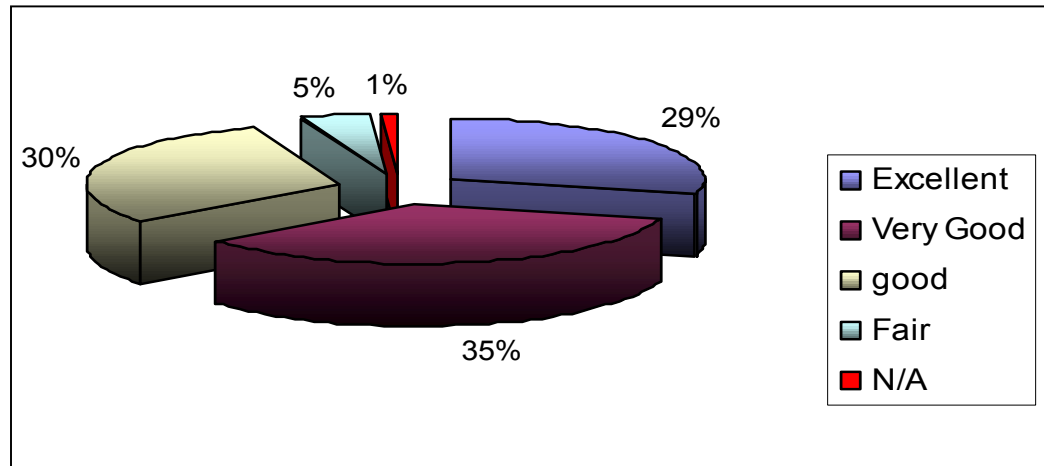
Survey Results

The majority of the calls the Bridgewater Police Service responded to were mischief, traffic collisions, suspicious persons, assault, breach of peace, theft under \$5000 and uttering threats.

During this time period Bridgewater Police Service responded to over 400 false alarms, almost 300 traffic collisions and generated tickets for over 1000 offences under the Motor Vehicle Act and Provincial Liquor Act. There were 257 reported incidents of theft under \$5000 but only 15 reported cases of theft over \$5000 and 161 reports of mischief.

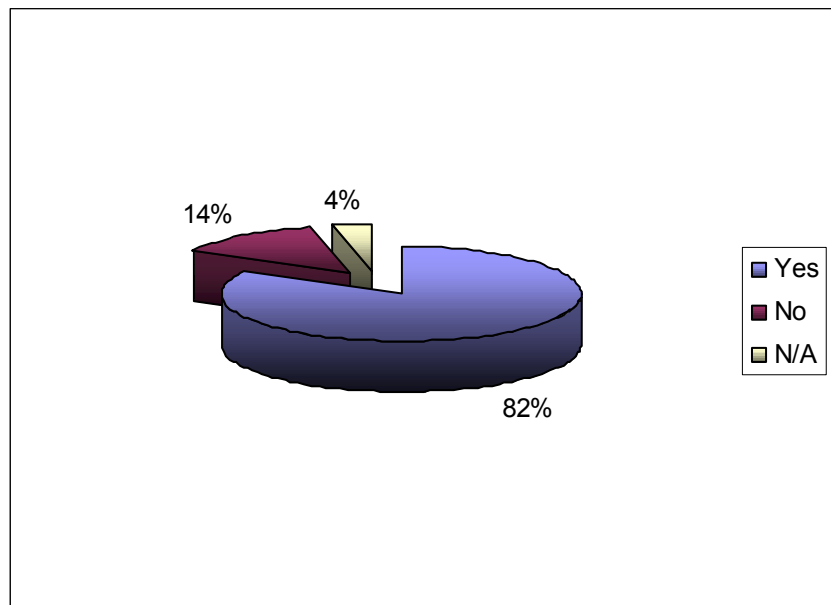
Client Question Results

1. How would you rate the "call takers" attitude and behaviour toward you?



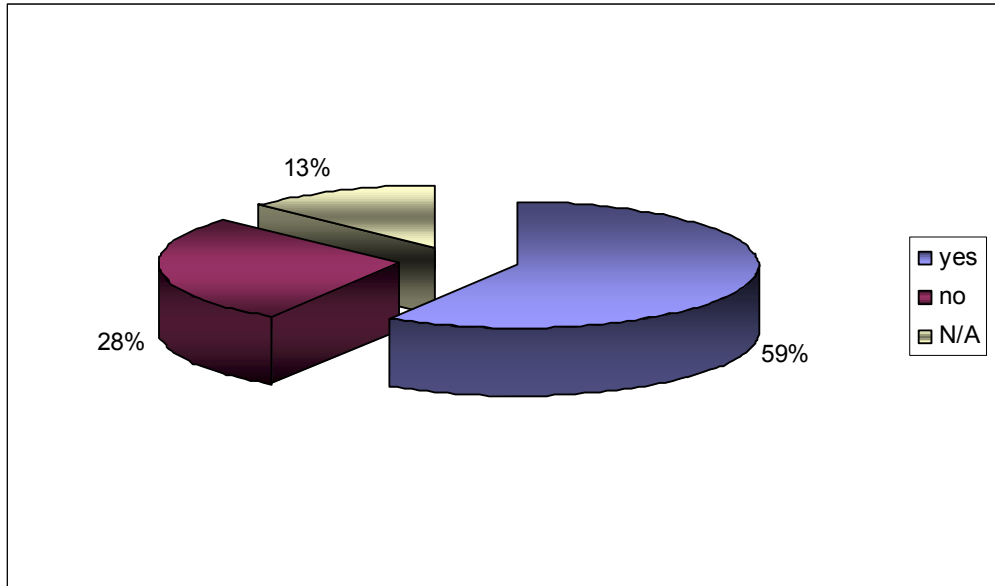
This is the first time this topic has been sampled and has provided valuable input.

2. Did an officer contact you about the incident?



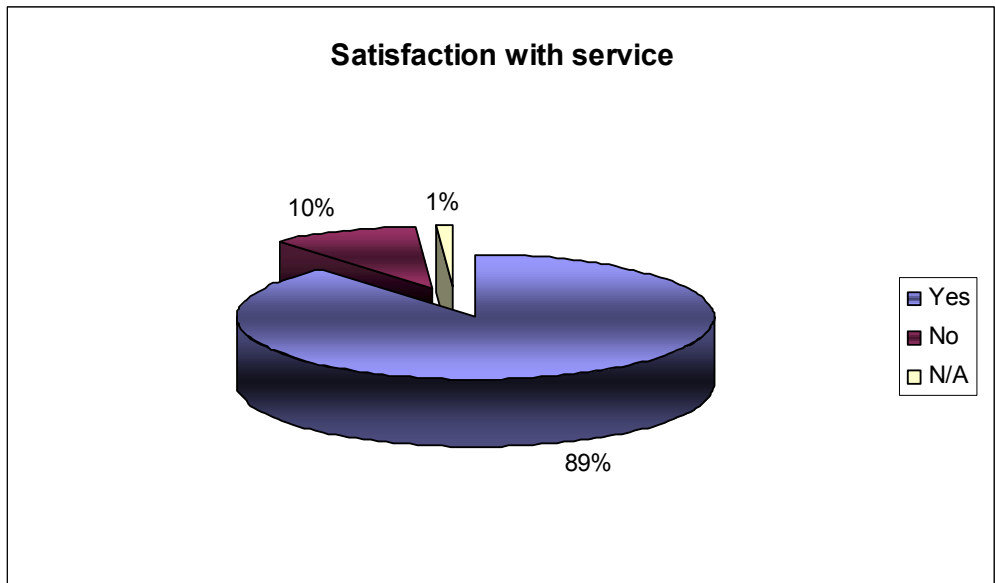
The results for this question were better in the 2005 Survey.

3. *Were you advised of the results of the investigation?*



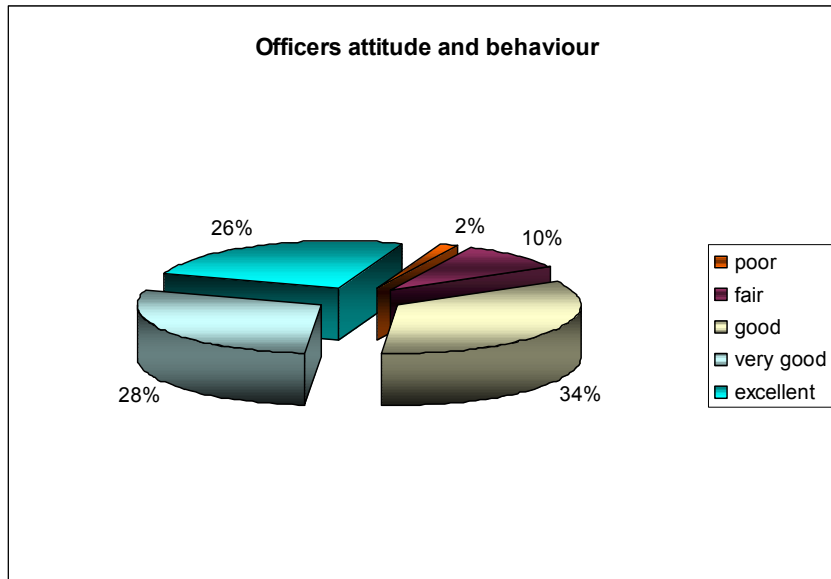
The results to this question indicate there needs to be an improvement since the last sampling had a higher contact rate.

4. *Were you satisfied with the service you received from the Bridgewater Police service?*



There is a slight reduction in this category, but the positive trend continues.

5. How would you rate the police officers attitude and behaviour toward you?



This was a new question surveyed therefore there is no comparison with the 2005 survey that can be drawn.

The survey gave us the opportunity to speak to the quality of service provided by Bridgewater police officers. It is important to understand the community perception of the officers in regards to key elements that help us determine if we are meeting the needs of the community. In particular, are the police of Bridgewater approachable, committed to their job, courteous and polite? Do they have a caring manner; are they fair, do they inspire confidence? These are all qualities that we seek to find in our police officers.

6. What suggestions or recommendations do you have that would help the BPS better serve our community?

The following suggestions and comments were made during the phone calls:

A recurring recommendation that the Bridgewater Police Service will continue to address is the need to respond to callers complaints with the outcomes of their investigations.

One individual felt that they hadn't been taken seriously when they called in their complaint.

Many callers would like to see the police cruise their neighbourhoods more often. They also requested more foot and bicycle patrols.

One caller said that the officer needed to improve their manners.

A few callers were concerned with the problem of teenagers loitering in busy areas. They find them intimidating when made to pass by large groups. There should be more visibility where kids tend to gather.

Jaywalking on King Street is seen to be a growing problem that needs to be addressed.

There should be more show of police in tavern parking lots especially on weekend nights.

Bylaws should be enforced.

One caller explained that many older drivers don't know about reporting car accidents to police. This person felt that education was needed.

Sign on the new building is not visible enough. Hard to find the police station if you don't know the town.

On the positive side, there were those who commented on the good work that was being done:

A number of complainants felt that the police officers were doing a great job.

The quick response was noted by several.

One individual commented on the excellent advice they had received from the officer.

Many felt that the police had been helpful to them and one individual was impressed with the kindness of the officer.

Most clients were happy with the time that it took to have their problems taken care of. It is of great importance to them all that follow up take place. Most would like to know that officers did respond and the problem addressed.

Concluding Remarks:

We will continue to use public surveys, as well as other community response methodologies, not only to gain deeper insight into the level of satisfaction with the services provided by the Bridgewater Police Service but also to identify key priorities and issues within the Town of Bridgewater.

We look forward to your response to this undertaking and thank all of those respondents who participated in this survey.

Chief R.M.B. Crowhurst, BPS