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Residential Break and Enter Victim Feedback Survey Analysis - 2013

**Corporate Planning and Research
February 2014**

Executive Summary

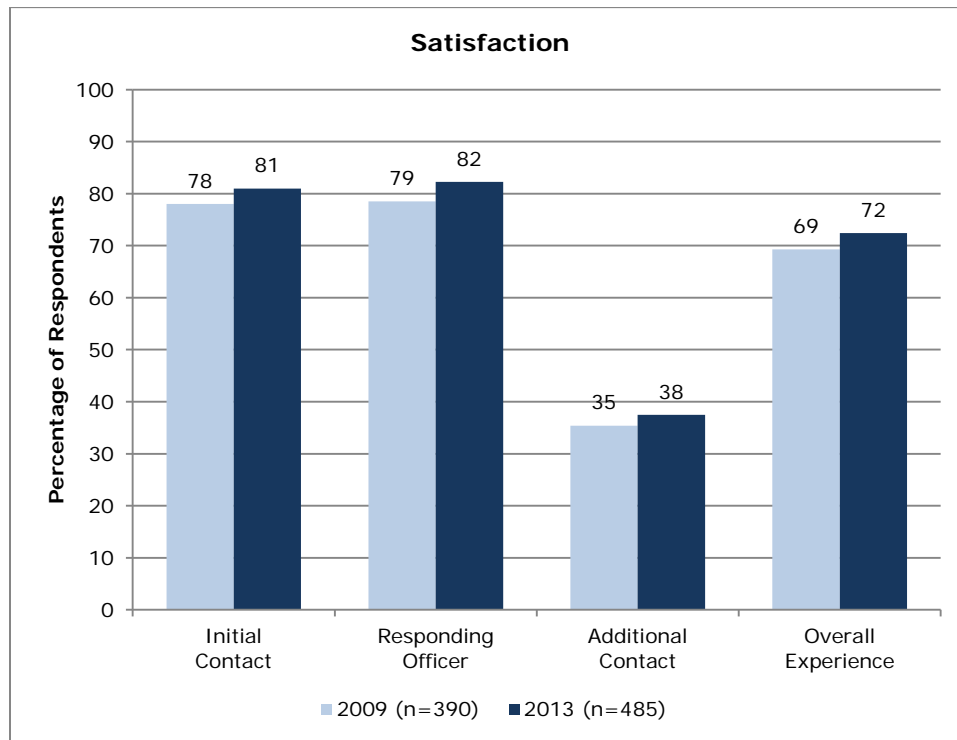
Residential Break and Enter (B&E) is one of the most commonly reported crimes in Peel Region, accounting for 66% of all B&Es in 2013. Although residential B&Es have been on the decline in the last three years, in 2013 there were 2,162 residential B&Es. Peel Region residents ranked residential B&Es as the second most crime of concern (source: 2013 Community Survey).

In 2009, the proposed Customer Satisfaction Framework developed by Corporate Planning and Research was tested with the B&E project. By surveying B&E victims' satisfaction levels with Peel Regional Police's services, identified gaps in service and areas for improvements were noted. As a result of the 2009 B&E survey, recommended strategies were proposed for improving service to victims of B&E, including conducting a follow-up survey.

The follow-up survey was conducted in 2013 and measured satisfaction based on the implemented changes. The results showed overall improved service delivery with highlights noted below.

Of the 2,271 mailed surveys, 95 were returned as non-deliverable resulting in a sample size of 2,176. A total of 485 respondents (449 paper and 36 online) completed the 2013 B&E survey, giving a response rate of 22.2%; a slight increase from 2009's 18.6%.

Some of the key findings from the 2013 survey were:



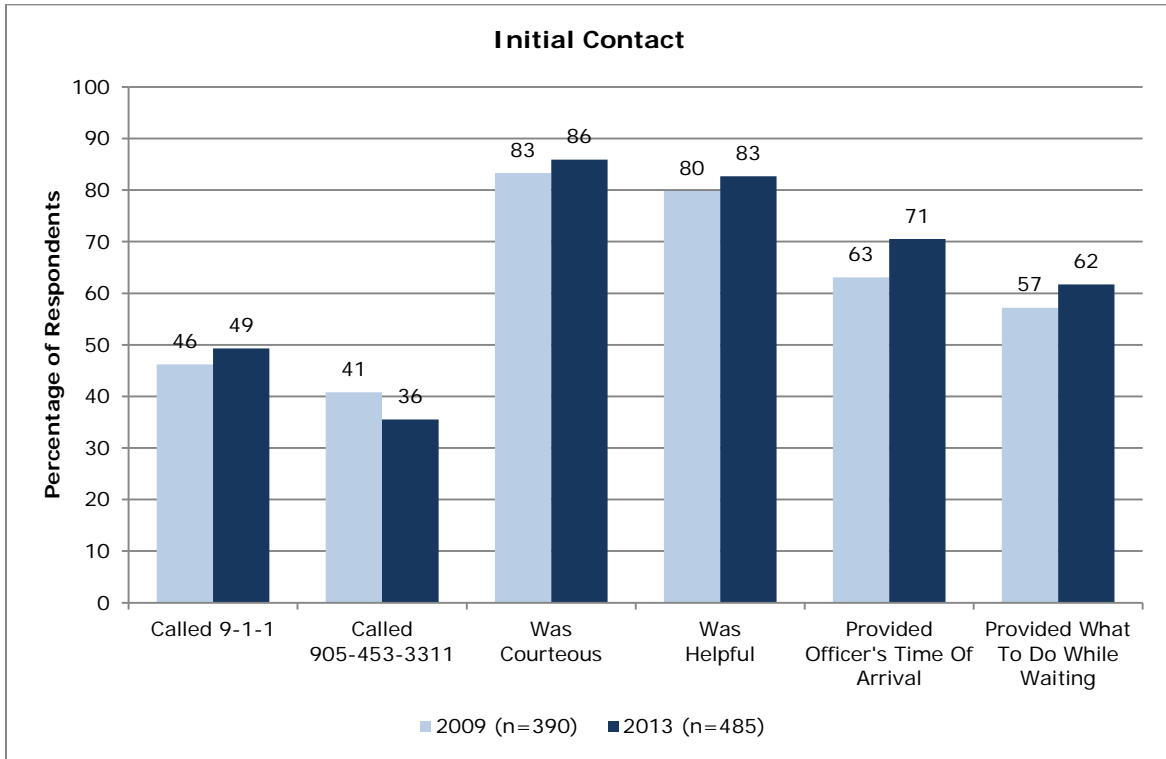
Note: Satisfied – reflects combined results for Satisfied and Very Satisfied

Overall satisfaction increased 3% for each of the measured components. In 2013:

- 81% expressed positive initial contact experience
- Over 80% were satisfied with the responding officer's work
- Satisfaction with additional contact was still low at 38%, even with the slight increase from 2009
- 72% were satisfied with the overall experience

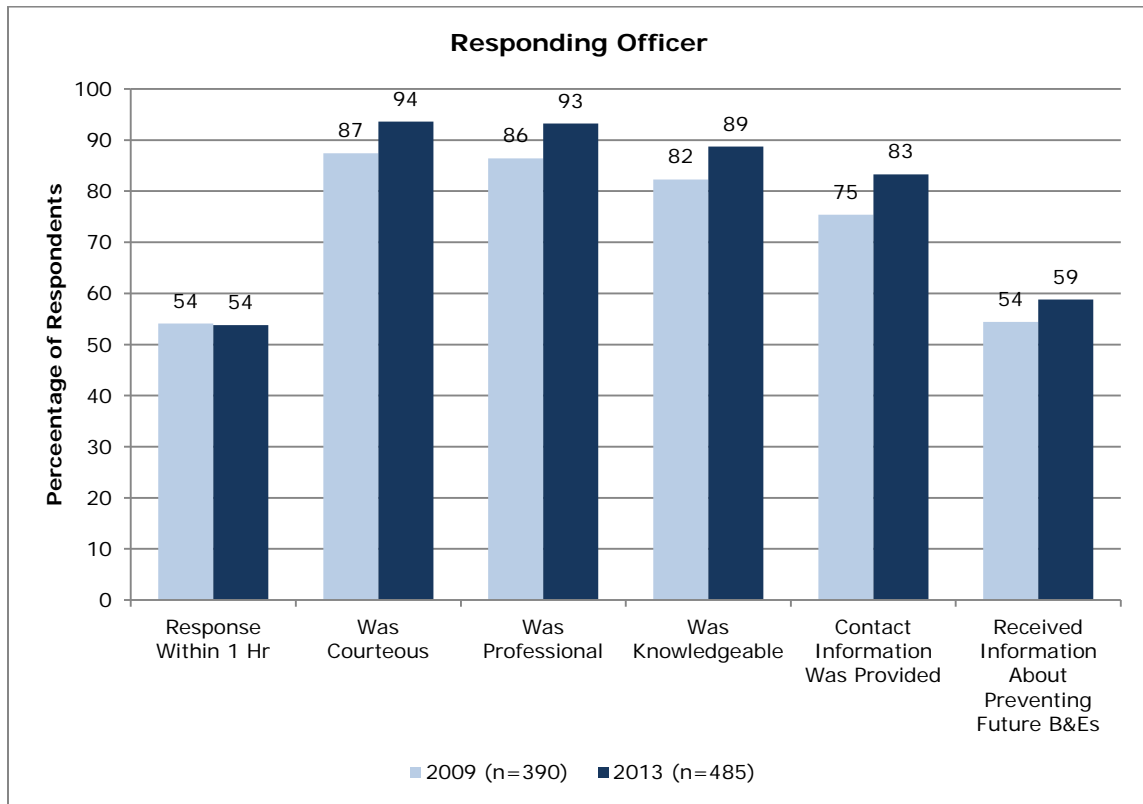
Initial Contact

- With a 3% increase in the use of 911 and 5% decrease in the use of the non-emergency phone line (905-453-3311) from 2009, telephone contact was still the most common reporting method at 85%
- First person contact was courteous (86%) and helpful (83%)
- The officer’s expected arrival time was provided (71%), a 8% increase from the 63% reported in 2009
- 62% of respondents agreed they were given information on what to do while waiting for police response



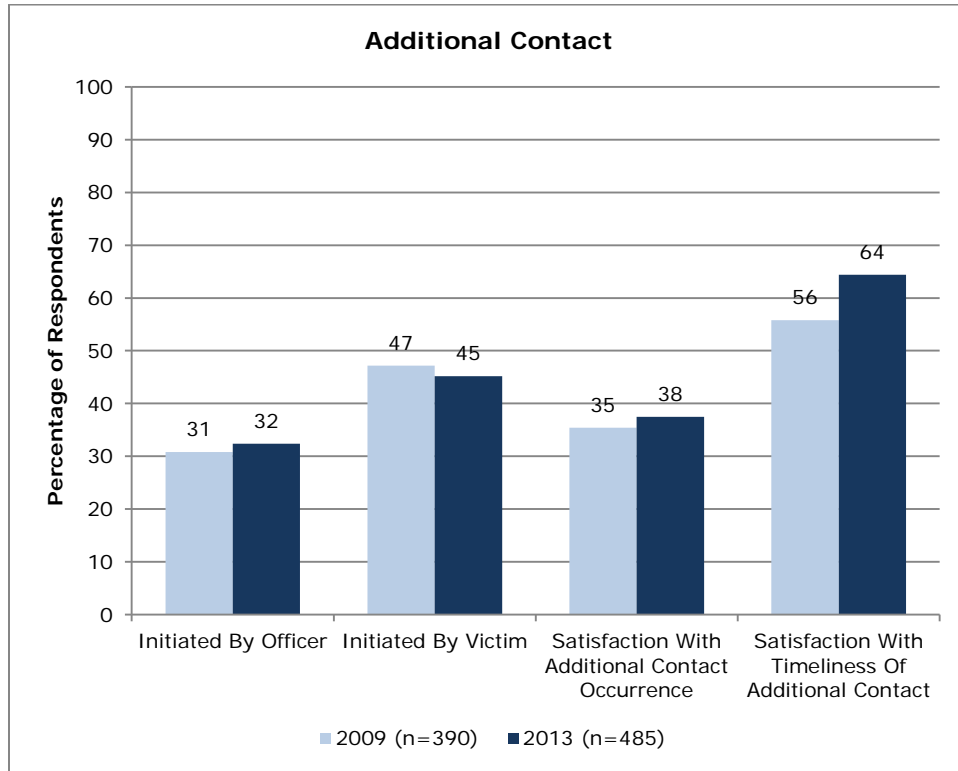
Responding Officer

- Home attendance was the most frequent method of contact (94%)
- Officers respond to over half of the incidents within 1 hour of the reporting (54%), followed by 1 to 2 hours (17%), 2 to 3 hours (11%), and more than 3 hours (11%)
- Agreement was high (89% to 94%) concerning the responding officer being courteous, professional and knowledgeable
- 8 in 10 respondents agreed contact information was provided to them whereas less than 6 in 10 received information related to B&E prevention strategies



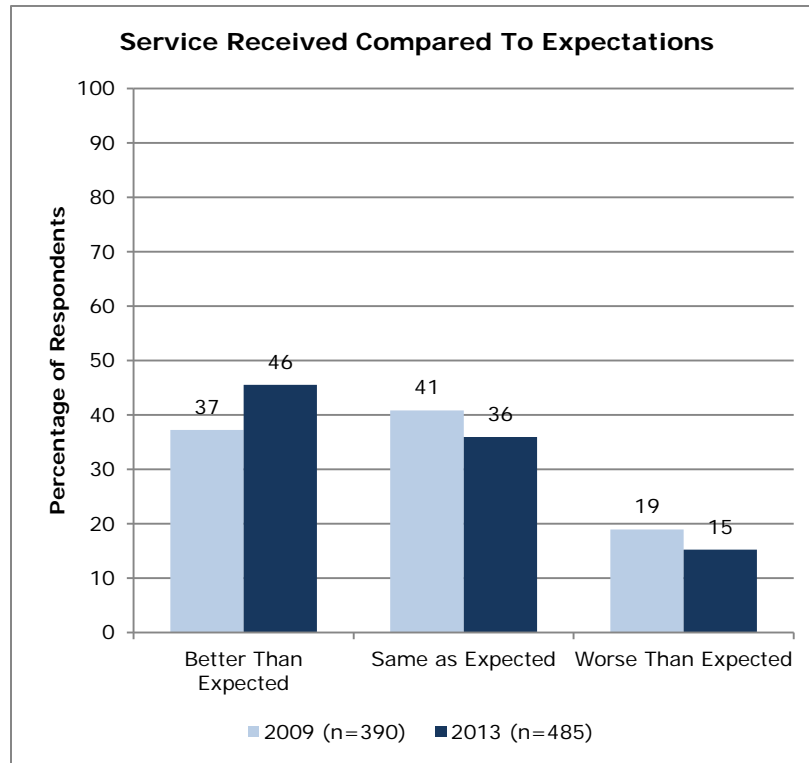
Additional Contact

- Additional contact was more likely to be initiated by Victim (45%) than by Officer (32%)
- Officer contact focused largely on the progress of the investigation whereas the majority of victim initiated contact involved providing details of stolen items
- Additional officer contact resulted in greater satisfaction among respondents



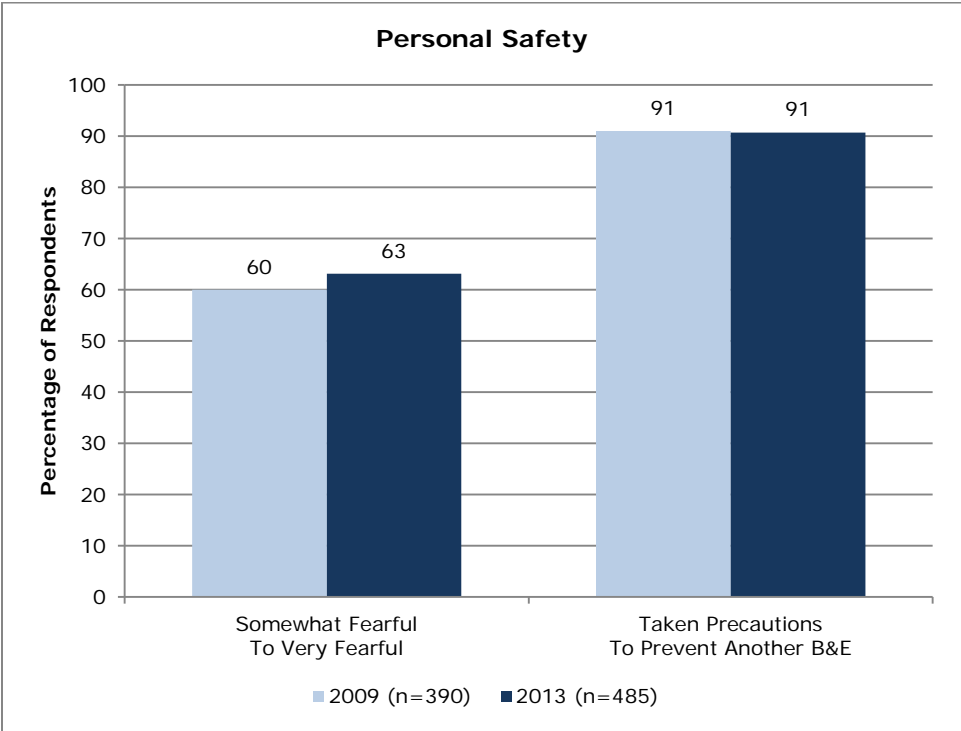
Service Expectations

- Nearly half (46%) of respondents indicated the service experience exceeded their expectations with over one-third (36%) indicating the service was the same as expected
- While there was excellent initial contact, those who indicated higher service experience received faster response times and more follow-up
- 74/15% of respondents who indicated service was worse than expected were dissatisfied with the response time (73%) and additional contact (77%)



Personal Safety

- 6 in 10 respondents were somewhat fearful to very fearful that their home would be broken into again
- 91% have taken precautions to reduce the chances of being a victim of another B&E
- About one-third (31%) felt either unsafe or a bit unsafe in their neighbourhood



Review of Impact of 2009 Recommendations

The chart below summarizes results related to the strategies recommended in 2009.

2009 Recommended Strategies	2013 Survey Results	Recommended Next Steps
<p>Peel Regional Police will embark on a campaign with the Region of Peel, to raise public awareness on the use of (905) 453-3311 for non-emergency calls.</p>	<ul style="list-style-type: none"> • Use of 9-1-1 increased 3% (from 46% to 49%) • Use of the (905) 453-3311 number decreased 5% (from 41% to 36%) • Not Successful 	<ul style="list-style-type: none"> • Strengthen the campaign to raise public awareness on the use of (905) 453-3311 for non-emergency calls
<p>Communications staff will, when feasible, ensure members of the public are advised approximately how long it will take for an officer to arrive. If there is a delay, where feasible, communications staff will try to contact the complainant with a new arrival time.</p>	<ul style="list-style-type: none"> • 8% increase in informing victims of officer's arrival time (from 63% to 71%) • 5% increase in being told what to do while waiting (from 57% to 62%) • Progress Made 	<ul style="list-style-type: none"> • Continue with current initiatives to ensure members of the public are provided with approximate officer arrival, follow-up contact if there is a delay, and information on what to do while waiting for police response
<p>Officers in our various Criminal Investigation Bureaus will follow-up with victims, regarding the progress of their investigation. In addition, Crime Prevention Services is currently reviewing how best to provide victims of break and enter incidents with crime prevention tips.</p>	<ul style="list-style-type: none"> • 8% increase in those who were provided with officer contact information (from 75% to 83%) • 5% increase in those who received information about preventing future B&Es (from 54% to 59%) • 91% implemented precautions to reduce another B&E incident (consistent with 2009) • 32% indicated an officer contacted them, a proportion similar to 2009 (31%) • Slight increase in satisfaction with additional contact (from 35% to 38%) • 8% increase in satisfaction with timeliness of additional contact (from 56% to 64%) • Some Progress Made 	<ul style="list-style-type: none"> • Encourage officer contact information be provided with every incident visit or call • Ensure officers follow-up with victims in a timely manner regarding the progress (or non-progress) of the investigation • Raise the public's feelings of personal safety by educating them on what measures are most effective in reducing another B&E incident and routinely offering them B&E prevention information

2009 Recommended Strategies	2013 Survey Results	Recommended Next Steps
<p>PRP to develop a communication plan through Corporate Communications, with assistance of Corporate Planning and Research, to provide feedback both internally and externally about the results of the survey.</p>	<ul style="list-style-type: none"> • Feedback was provided regarding the 2009 survey results both internally and externally. • Initiative Accomplished 	<ul style="list-style-type: none"> • Develop a communication plan to provide feedback both internally and externally about the 2013 survey results.
<p>A Survey of residential break and enter victims will be conducted again in two years, in an effort to continue to seek input and monitor public satisfaction with our service.</p>	<ul style="list-style-type: none"> • Conducted survey in 2013 focusing on service satisfaction levels among victims of residential B&E occurrences in Brampton and Mississauga between the periods of June 1, 2012 to May 31, 2013 • Initiative Accomplished 	<ul style="list-style-type: none"> • Perform another follow-up residential B&E survey in 2 years after any new or updated additional actions are implemented to measure the impact of the changes on satisfaction; essentially creating an environment committed to continuous improvement

Conclusion / Recommendations

While overall satisfaction increased to 72%, with initial contact and responding officer satisfaction above 80%, there is still room for improvement with respect to additional contact. Recommendations for action include:

- Provide feedback to communications staff highlighting the high level of satisfaction with the initial contact, the improvement in providing estimated officer arrival time, and steps to take while waiting
- Provide feedback to patrol officers on high level of agreement that they were courteous, professional, treated victims fairly, were approachable, knowledgeable, showed concern, and examined the scene for evidence
- With high levels of satisfaction for initial contact and the responding officer, it is important to remind officers to provide follow-up contact. Those who were satisfied with additional contact reported overall higher satisfaction
- Remind the public about the use of 905-453-3311 for no-emergency calls, and clearly identify what constitutes an emergency for 9-1-1 use
- Focus on educating residents on what measures are most effective in reducing another B&E incident and to foster their personal safety by routinely offering them B&E prevention information
- A survey of B&Es be completed again in 2 years after any additional initiatives (resulting from this report) have been implemented to measure the continued impact on satisfaction

Results from the 2013 survey suggest that improvements to service were successful in most areas and communication staff and officers are fulfilling the public's expectations. Additional contact improvements are still required and public education about the use of 9-1-1 needs to continue.