

# Purcellville Police Department Resident & Business Survey 2020

## EXECUTIVE SUMMARY

### Purpose and Methodology:

In January 2020, the Purcellville Police Department (PPD) conducted a survey open to all Town of Purcellville residents, as well as business owners and their employees. The purpose of the survey was to solicit feedback from residents and businesses about crime, quality of life issues, and opinions about the department's overall effectiveness of law enforcement services provided.

The survey was available online via survey monkey, which was accessible via the advertised direct link at [www.surveymonkey.com/r/PPDsurvey2020](http://www.surveymonkey.com/r/PPDsurvey2020), and also available through the Town of Purcellville and Purcellville Police Department websites. During the survey period of January 24, 2020 through February 21, 2020, the survey link was accessible at the top of the Town and police department websites via a constant running banner with a red button with instructions to "click here" to take the survey. In addition, hard copies of the survey were obtainable at both the Purcellville Police Station as well as Town Hall, and all patrol officers had multiple copies in their vehicles to distribute during directed patrols. Paper copies of the survey, as well as informational sheets providing instructions to access the survey online, were also distributed to Purcellville residents and workers during community events such as the Cocoa with a Cop event held at Dunkin' Donuts on February 15<sup>th</sup> and Coffee with a Cop at the Carver Senior Center on February 19<sup>th</sup>. The Town of Purcellville water bills for the month of February were mailed out at the end of January and also included instructions for bill recipients to access the PPD survey via the Town website.

Participants could either complete the survey online, anonymously, or turn in completed hard copies directly to any PPD officer, at the police station, or Town Hall. The completed paper surveys were collected in large envelopes to ensure anonymity by the participant if they chose to not include any contact information. Paper survey results were then entered manually into the survey monkey program to allow for combined analyzation of all completed surveys.

A total of 271 surveys were completed, with the majority (258) completed online and only 13 paper surveys returned by the survey end date. With an estimated population for the Town of Purcellville to be approximately 10,000 in 2020, the survey results accounted for 2.71%.

The survey was divided into two sections, with the goal of obtaining information from both Town resident and business perspectives. It also included demographic questions to ensure participants either worked or lived in within the Town of Purcellville, as well as capture descriptive information including age, gender, renter or home owner in Town, and

how long they have lived or worked in Town, in the hopes of gaining a balanced representation of Purcellville.

### Key Findings:

Overall, the majority of respondents (79.33%) had a positive response in agreeing with the statement that the police department does a good job of performing its mission, either strongly agree or agree, with only 12.92% undecided and 7.75% disagree or strongly disagree. Collectively, over 89.85% of respondents felt safe and secure within their community/neighborhood, with 47.66% strongly agreeing and 42.19% agreeing with the statement. In addition, 90.62% felt safe and secure in the business areas within Purcellville.

Respondents stated that 37.27% strongly agreed and 38.75% agreed with the statement that officers are responsive to their needs as a resident or person working in the Town of Purcellville. 14.39% were undecided, with 7.01% disagreeing and 2.58% strongly disagreeing with the statement.

Only 34.32% of respondents have ever interacted with the Police Department, because of a traffic crash or traffic citation. Of those who had such an interaction with a Purcellville officer, 71.74% agreed that the officer was professional and courteous, with 11.96% undecided, and 16.30% disagreed. In addition, only 30.57% had ever had an interaction with the department for a criminal event such as reporting of a crime, the victim of a crime, or an arrest. For those who had interacted with a Purcellville police officer, 87.01% were satisfied with the officer's response time, and 79.32% thought the officers were polite and professional. While 40.26% strongly agreed, and 25.97% agreed that they were satisfied with the officer's knowledge of the situation, and their ability to solve or remedy the situation, 14.29% disagreed, and 12.99% strongly disagreed in the handling of the situation.

Overall, 71.48% felt that the officers and employees of the police department are competent, and 70.31% were satisfied with the attitude of the police officers and their behavior towards individuals.

While only 40.23% of respondents have ever visited the Purcellville police station, 47.27% have called the police station directly. Of those who did visit the police station, 82.17% reported a positive in-person encounter with staff. 52% of visitors to the police station thought the current location, accessibility, visibility, size, and visitor parking as sufficient for their needs, while 14% were undecided and 34% either disagreed or strongly disagreed. For those who called the station, 77.78% had a positive interaction, while 12.96% were undecided and 9.26% had a negative experience. The majority of respondents were undecided (46.61%) if they would visit the police station if it was in a more convenient location, with 32.58% either disagreeing or strongly disagreeing with that statement, and only 20.81% in agreement.

Respondents ranked the following as the biggest public safety concerns facing Purcellville today in order of importance:

- 1) Crimes against property (robbery, burglary, larceny, motor vehicle theft, vandalism)
- 2) Violations of traffic speed & Narcotics and alcohol violations (tied for 2<sup>nd</sup>)
- 3) Violations of traffic red lights and stop signs
- 4) Domestic/Family violence
- 5) Juvenile issues (runaways, delinquency, truancy, non-supervision)
- 6) Crimes against person (assault, rape, murder)
- 7) Parking (enforcement and/or violations)

In terms of distributing the Police Department budget, respondents ranked the following items in order of importance:

- 1) Increase access to training opportunities for police and support staff.
- 2) Hiring additional police officers for sworn support specialty positions such as Detective, School Resource Officer (SRO), and/or Community Outreach Officer.
- 3) Hiring additional police officers for enhanced patrol and investigative duties.
- 4) Allocate funding towards the construction of a new police station to better ensure officer and resident safety.

#### Business Key Findings:

Only 14.68% of survey respondents stated that they operated a business in the Town of Purcellville. Out of those respondents, 50% had a residential or online business, 23.33% were located in the Old Town area (21<sup>st</sup> & Main Street), and 26.67% indicated a different Shopping Center/Other location, including East Main Street, Bailey Lane, Maple Shops, Purcellville Gateway, and the Purcellville Shopping Center.

40.63% of business respondents had contacted the police department for an issue at their business in the past two years. Of those responses, 83.33% strongly agreed that the officers were competent and knowledgeable in the dealing with their issues, and another 8.33% agreed with the statement. In addition, 83.33% strongly agreed that the officers were professional, and 16.67% agreed. Overall, 91.66% either agreed or strongly agreed that they were satisfied with the officer(s)' actions in solving or resolving the issue, and that the officers were responsive and easy to contact if a follow up was needed.

Businesses were asked if the police department should do more foot patrols in the area of their business and 83.33% said no, while 16.67% said yes.

Businesses ranked the following as their most critical needs from the police department:

- 1) Increased patrol officer visibility
- 2) Increased familiarity with an officer working in your area
- 3) Security awareness training (i.e. larceny/shoplifting awareness training)
- 4) Fraud prevention training

- 5) Faster response time to incidents
- 6) Business security evaluations (i.e. crime prevention through environmental design)

The top three concerns expressed in the optional comments section regarding recommendations and/or suggestions for improving services were: increased traffic and speeding enforcement requests, community engagement (officer presence appreciated and requested an increase), and concern over past police/Town lawsuits.

Overall, both residents and businesses seem satisfied with the services provided and interactions with the Purcellville Police Department. We thank all those who participated and took the time to share their insight. The Purcellville Police Department will use these results to aid in directing additional training and community outreach efforts. We strive for the highest satisfaction rates possible, and we will continue to build relationships and trust within our community.

### Summary of Results:

(Percentages listed of those who answered the questions, rounded to the nearest .01%)

### **Demographics:**

#### Age Range:

- 18-24: 1.37%
- 25-34: 16.44%
- 35-44: 16.44%
- 45-54: 26.03%
- 55-64: 26.03%
- 65+: 13.70%

#### Gender:

- Male: 47.95%
- Female: 52.05%

#### Live within Town limits:

- Yes: 89.14%
- No: 10.86%

#### Rent or Own place of residency:

- Rent: 11.86%
- Own: 88.14%

#### Work within Town limits:

- Yes: 37.80%
- No: 62.20%

How long have you lived or worked in Town?

- 0-1 years: 4.59%
- 1-3 years: 16.06%
- 4-10 years: 30.73%
- 11-20 years: 31.19%
- 21+ years: 17.43%

**Department Performance:**

1) Overall, the Police Department does a good job of performing its mission.

Strongly Agree	35.79%
Agree	43.54%
Undecided	12.92%
Disagree	4.80%
Strongly Disagree	2.95%

2) Overall, I feel the officers are responsive to my needs as a resident or person working in the Town of Purcellville.

Strongly Agree	37.27%
Agree	38.75%
Undecided	14.39%
Disagree	7.01%
Strongly Disagree	2.58%

3) Have you ever had interaction with the Police Department because of a traffic crash or traffic citation? *(Yes or No)*

Yes	34.32%
No	65.68%

If yes: I felt the officer(s) were courteous, knowledgeable, and professional.

Strongly Agree	43.48%
Agree	28.26%
Undecided	11.96%
Disagree	9.78%
Strongly Disagree	6.52%

4) Have you ever had interaction with the Police Department for an event that was criminal in nature (i.e. either reporting a crime, the victim of a crime, arrest, etc.)? *(Yes or No)*

Yes	30.57%
No	69.43%

If yes: I was satisfied with the officer(s)' response time.

Strongly Agree	48.05%
Agree	38.96%
Undecided	7.79%
Disagree	1.30%
Strongly Disagree	3.90%

If yes: I was satisfied with the officer(s)' knowledge of the situation and their ability to solve or remedy the situation.

Strongly Agree	40.26%
Agree	25.97%
Undecided	6.49%
Disagree	14.29%
Strongly Disagree	12.99%

If yes: I was satisfied with the officer(s)' professionalism and politeness.

Strongly Agree	50.00%
Agree	26.32%
Undecided	6.58%
Disagree	9.21%
Strongly Disagree	7.89%

5) I feel the officers and employees of the Police Department are competent.

Strongly Agree	33.98%
Agree	37.50%
Undecided	18.36%
Disagree	6.25%
Strongly Disagree	3.91%

6) I am satisfied with the attitude of the police officers and their behavior towards individuals.

Strongly Agree	33.98%
Agree	36.33%
Undecided	20.31%
Disagree	5.08%
Strongly Disagree	4.30%

7) I feel safe and secure in my community/neighborhood within the Town of Purcellville.

Strongly Agree	47.66%
Agree	42.19%
Undecided	4.30%
Disagree	3.13%
Strongly Disagree	2.73%

8) I feel safe and secure in the business areas within the Town of Purcellville.

Strongly Agree	50.78%
Agree	39.84%
Undecided	5.08%
Disagree	2.73%
Strongly Disagree	1.56%

9) Have you ever visited the Purcellville Police Station? *(Yes or No)*

Yes	40.23%
No	59.77%

If yes: The staff I encountered was helpful, professional, and responsive to my needs.

Strongly Agree	49.50%
Agree	32.67%
Undecided	5.94%
Disagree	6.93%
Strongly Disagree	4.95%

If yes: The current location, accessibility, visibility, size, and visitor parking of the Purcellville Police Station was sufficient to meet my needs.

Strongly Agree	21.00%
Agree	31.00%
Undecided	14.00%
Disagree	29.00%
Strongly Disagree	5.00%

If no: I would visit the Purcellville Police Station if it was in a more convenient location.

Strongly Agree	7.24%
Agree	13.57%
Undecided	46.61%
Disagree	21.72%
Strongly Disagree	10.86%

10) Have you ever called the Purcellville Police Station directly? *(Yes or No)*

Yes	47.27%
No	52.73%

If yes: The staff I spoke with was helpful, professional, and responsive to my needs.

Strongly agree	48.15%
Agree	29.63%
Undecided	12.96%
Disagree	5.56%
Strongly disagree	3.70%

11) What do you feel are the biggest public safety concerns facing Purcellville today? *(Please rank the following problems in order of seriousness, with 1 being the most serious concern and 8 being the least serious.)*

- \_\_\_ Crimes against person (assault, rape, murder)
- \_\_\_ Crimes against property (robbery, burglary, larceny, motor vehicle theft, vandalism)
- \_\_\_ Violations of traffic speed
- \_\_\_ Violations of the traffic red lights and stop signs
- \_\_\_ Narcotics and alcohol violations
- \_\_\_ Domestic/Family violence
- \_\_\_ Juvenile issues (runaways, delinquency, truancy, non-supervision)
- \_\_\_ Parking (enforcement and/or violations)



Public Safety Concerns	1	2	3	4	5	6	7	8	Score
Crimes against person (assault, rape, murder)	7.69%	8.60%	6.33%	7.69%	10.41%	13.12%	18.55%	27.60%	3.44
Crimes against property (robbery, burglary, larceny, motor vehicle theft, vandalism)	15.38%	17.19%	19.00%	17.19%	11.76%	8.14%	7.24%	4.07%	5.33
Violations of traffic speed	25.79%	16.74%	9.05%	11.31%	7.69%	10.86%	12.67%	5.88%	5.29
Violations of traffic red lights and stop signs	13.57%	22.17%	10.86%	10.41%	13.12%	14.93%	11.31%	3.62%	5.05
Narcotics & alcohol violations	23.53%	10.86%	14.93%	14.03%	13.12%	9.95%	9.50%	4.07%	5.29
Domestic/Family violence	7.24%	12.67%	16.74%	14.93%	20.36%	11.76%	9.95%	6.33%	4.65
Juvenile issues (runaways, delinquency, truancy, non-supervision)	5.88%	9.95%	11.76%	18.10%	15.84%	15.84%	16.29%	6.33%	4.28
Parking (enforcement and/or violations)	0.90%	1.81%	11.31%	6.33%	7.69%	15.38%	14.48%	42.08%	2.67

12) If you could assist in the distribution of the Police Department budget, how would you rank the following items in order of importance? (1 being the most important item for funding and 4 being the least important item for funding.)

- \_\_\_ Hiring additional police officers for enhanced patrol and investigative duties.
- \_\_\_ Hiring additional police officers for sworn support specialty positions such as Detective, School Resource Officer (SRO), and/or Community Outreach Officer.
- \_\_\_ Allocate funding towards the construction of a new police station to better ensure officer and resident safety.
- \_\_\_ Increase access to training opportunities for police and support staff.

Budget Funding Choice	1	2	3	4	Score
Hiring additional police officers for enhanced patrol duties.	24.89%	31.22%	25.79%	18.10%	2.63
Hiring additional police officers for sworn support specialty positions such as Detective, School Resource Officer (SRO), and/or Community Outreach Officer.	25.79%	29.41%	29.86%	14.93%	2.66
Allocate funding towards the construction of a new police station to better ensure officer and resident safety.	14.03%	14.93%	16.74%	54.30%	1.89
Increase access to training opportunities for police and support staff.	35.29%	24.43%	27.60%	12.67%	2.82

**Business Survey Questions:**

1) Where is your business located? *(please indicate location accordingly)*

- Old Town area (21<sup>st</sup> & Main Street)
- Shopping Center *(write name of)*
- Residential and/or online
- Other (please list)

Old Town area (21st & Main Street)	23.33%
Residential and/or online	50.00%
Shopping Center (write name of) or Other (please list)	26.67%

Shopping Center/Other included: East Main Street, Bailey Lane, Maple Shops, Purcellville Gateway, and Purcellville Shopping Center

2) Have you had to contact the Police Department for any issues at your business in the last two years? *(Yes or No)*

Yes	40.63%
No	59.38%

If yes, I felt the officer(s) were competent and knowledgeable in dealing with my issue.

Strongly Agree	83.33%
Agree	8.33%
Undecided	0.00%
Disagree	8.33%
Strongly Disagree	0.00%

If yes, I felt the officer(s) were professional.

Strongly Agree	83.33%
Agree	16.67%
Undecided	0.00%
Disagree	0.00%
Strongly Disagree	0.00%

If yes, I was satisfied with the officer(s)' actions in solving or resolving the issue.

Strongly Agree	83.33%
Agree	8.33%
Undecided	8.33%
Disagree	0.00%
Strongly Disagree	0.00%

If yes, if you had to have follow-up to your situation, I felt the officer(s) were responsive and easy to contact.

Strongly Agree	83.33%
Agree	8.33%
Undecided	8.33%
Disagree	0.00%
Strongly Disagree	0.00%

3) Do you feel the Police Department should do more foot patrols in the area of your business? (Yes or No)

Yes	16.67%
No	83.33%

4) What are your most critical needs for your business from the Police Department?  
*(Please rank the following needs in order of importance, with 1 being the most critical need and 6 being the least critical need.)*

- \_\_\_ Increased patrol officer visibility
- \_\_\_ Increased familiarity with an officer working your area
- \_\_\_ Faster response time to incidents
- \_\_\_ Fraud prevention training
- \_\_\_ Security awareness training (i.e. larceny/shoplifting awareness training)
- \_\_\_ Business security evaluations (i.e. crime prevention through environmental design)

Critical Business Needs	1	2	3	4	5	6	Score
Increased patrol officer visibility	29.63%	18.52%	14.81%	11.11%	11.11%	14.81%	4.00
Increased familiarity with an officer working your area	28.57%	14.29%	17.86%	14.29%	10.71%	14.29%	3.93
Faster response time to incidents	7.14%	10.71%	21.43%	25.00%	10.71%	25.00%	3.04
Fraud prevention training	14.29%	25.00%	7.14%	14.29%	21.43%	17.86%	3.43
Security awareness training (i.e. larceny/shoplifting awareness training)	14.29%	21.43%	21.43%	21.43%	7.14%	14.29%	3.71
Business security evaluations (i.e. crime prevention through environmental design)	7.14%	10.71%	17.86%	10.71%	39.29%	14.29%	2.93