

**Framework Analytics Inc.**  
**Presentation to the Medicine Hat Police Commission**  
**January 27, 2022**

Framework™

# Agenda / Discussion Outline

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- 1 Project Objectives & Research Overview
- 2 Overall Satisfaction, Approachability and Segmentation
- 3 Expectation Gaps and Areas of Concern
- 4 Topline Findings Summary
- 5 Q & A



# 1 Project Objectives

## Primary Research Expectations

- The performance of the police service.
- How police personnel are perceived to conduct themselves while performing their duties.
- The involvement of police officers with their community and its citizens.
- Public perceptions regarding safety and security in the community.
- Recommendations for improvement.
- Citizens' level of satisfaction



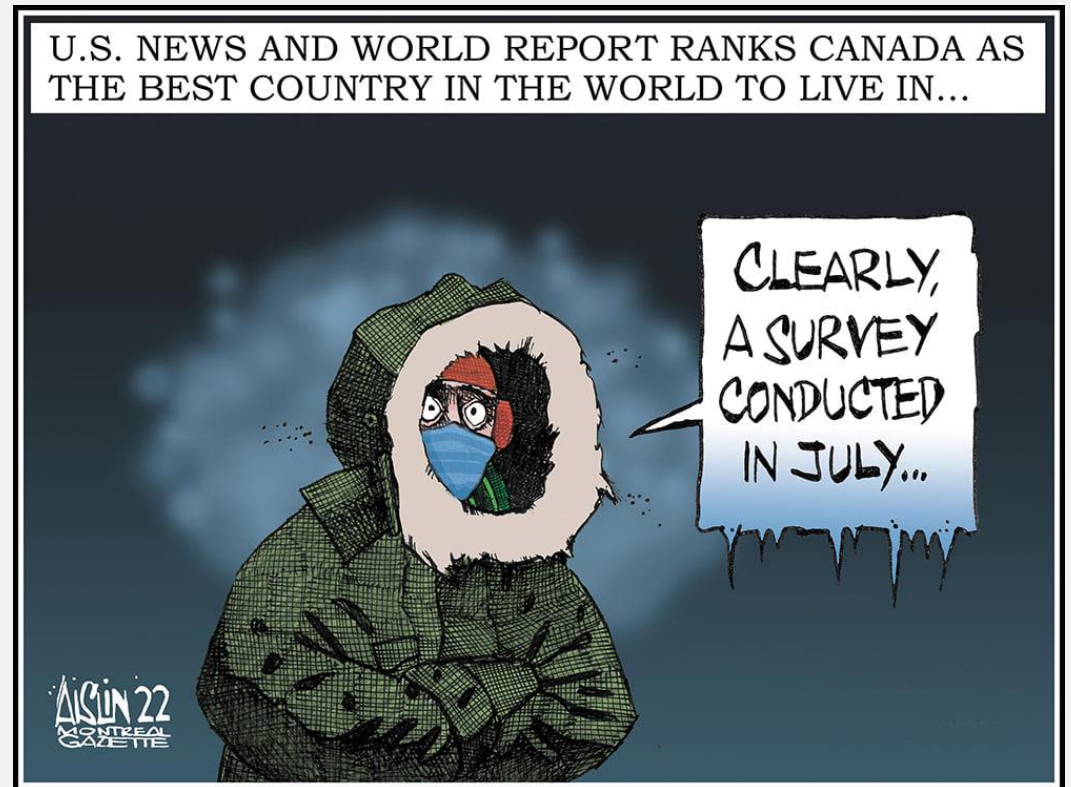


# 1 Project Objectives

## Additional Research Expectations

- Accuracy & Reliability
- Communications / Awareness
- Content areas:
  - Traffic Control;
  - By law enforcement;
  - Criminal Investigation;
  - General duties;
  - Policing as a whole.

U.S. NEWS AND WORLD REPORT RANKS CANADA AS THE BEST COUNTRY IN THE WORLD TO LIVE IN...



# 1 Research Overview

- Sample Survey vs. Census / Online Survey
- Telephone based survey
- Field Period: December 2, 2021, through to December 22, 2021
- **Margin of Error: +/- 5%, 19 times out of 20**
- Spoke to >1% of Medicine Hat households
- The data is weighted so that each segment's sample composition best reflects the demographic profile of the adult population according to the most recent census data (age only)

<b>Responses</b>	<b>Population</b>
Population (Province of Alberta, 2021, Regional Dashboard)	65,527
Population (Statistics Canada, 2020)	79,450
Households (Extrapolated)	32,705
Proportion	1.2%
Responses	400
Incompletes	0
<b>Completes</b>	<b>400</b>
Responses consistent with a Margin of Error of +/- 5% 19 times out	383
Responses consistent with an MOE of:	<b>4.9%</b>

# 1 Framework's Credentials – Research and Strategy

- 25 year track record / over 1,000 research projects completed
- Recipient of numerous awards
- Many national member-based organizations as clients
- Majority of projects come from referrals from past clients. Or repeat business
- Strong experience set in both sample surveys and online censuses
- Analytics and reporting partner for very large organizations, including Gallagher and Brookfield
- Former team members have gone on to senior leadership roles at some of the largest analytics and consulting firms in the world
- Recently completed a decade long research project with mathematics professors from Western University and WLU
- Largest comprehensive datasets on REALTOR® behaviour in Canada
- Proprietary new home development databases



Recognized Track Record

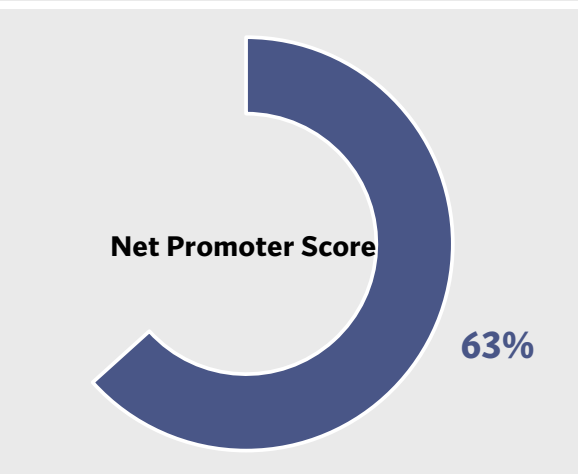
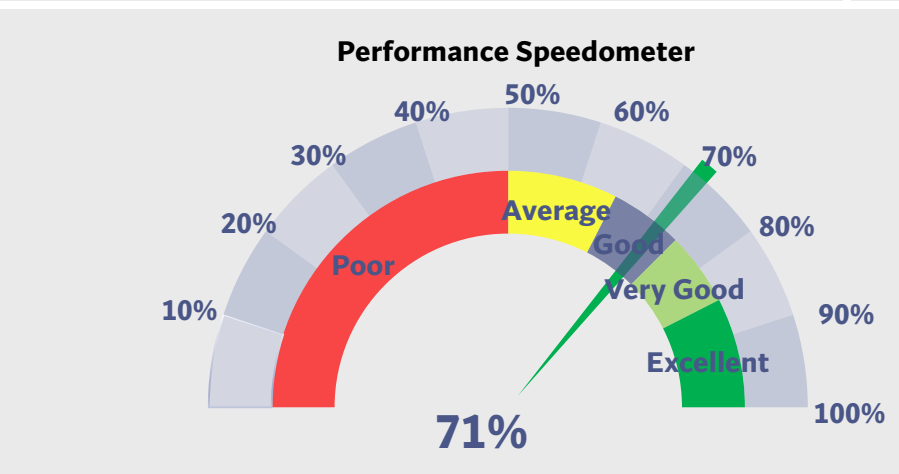
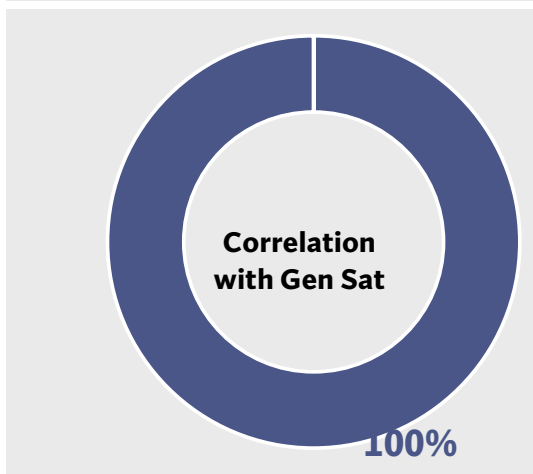
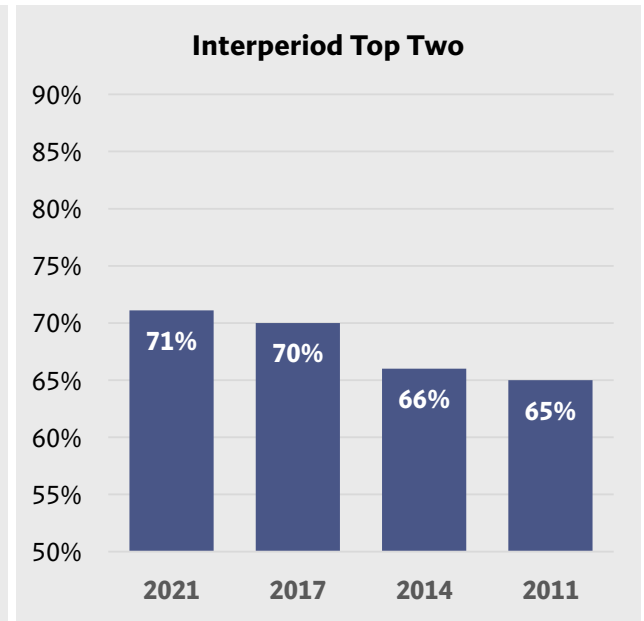
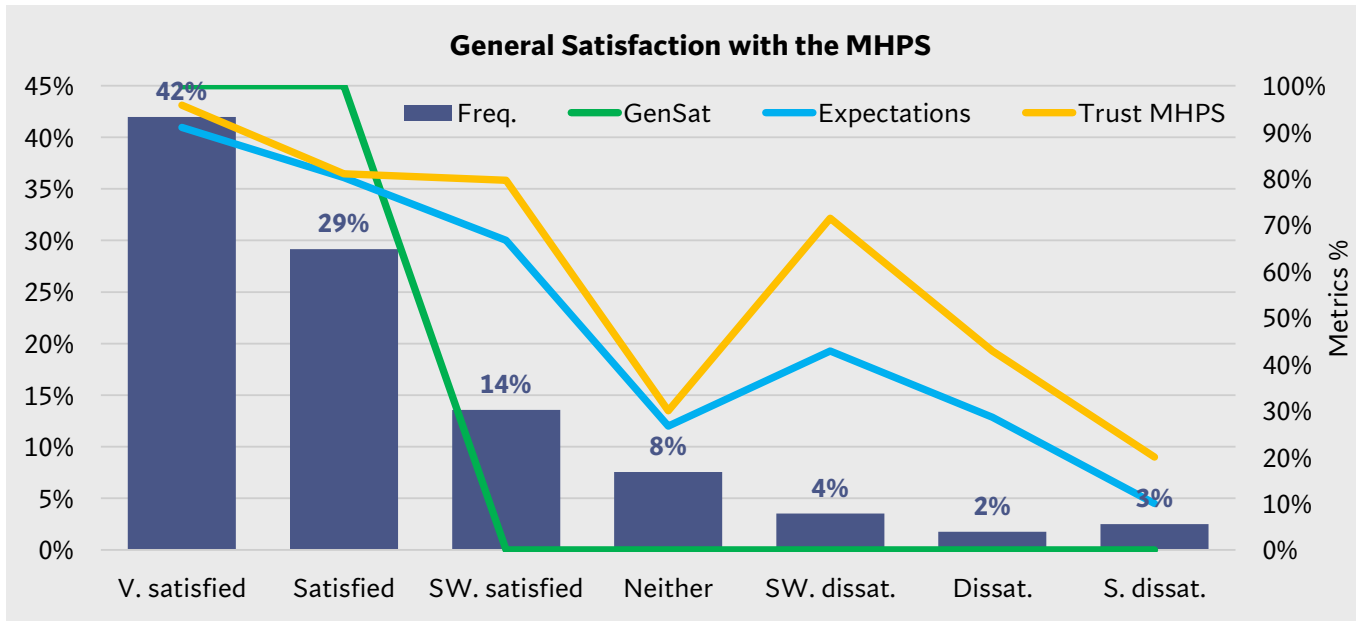
# MHPS, 2021 General Public Survey

Summary results, All Data



Q6: Using a scale of 1 to 7, where 1 is very satisfied and 7 is very dissatisfied, please indicate how satisfied or dissatisfied you are in general with the Medicine Hat Police Service. General Satisfaction with the MHPS

## Section One: General Safety



# MHPS, 2021 General Public Survey

## Summary results, All Data

**Q7: In the previous question, you have indicated that you are {{{PIPE RESPONSE FROM PREVIOUS QUESTION}}} with the Medicine Hat Police Service. Please help us better understand your response to the previous question by telling us why that is.**

### Section One: General Safety

Responses (Ranked)	2021 Summary				2017	
	Count	Incid.	Rank	GenSat	2017 Rank	Δ Rank
1 General positive comment	86	23.1%	1	91%	16	15
2 Visibility mentions	53	14.2%	2	85%	4	2
3 Reliability mentions	42	11.3%	3	83%	10	7
4 Attitude mentions	37	9.9%	4	89%	8	4
5 Safety mentions	27	7.2%	5	89%		
6 Efficiency mentions	25	6.7%	6	88%	11	5
7 Other	22	5.9%	7	50%	16	9
8 Traffic / speed enforcement mentions*	18	4.8%	8	28%	1	-7
9 Crime rate mentions	18	4.8%	9	56%		
10 Reported an issue that was not resolved	17	4.6%	10	0%		
11 Drug enforcement mentions	14	3.8%	11	36%	3	-8
12 Mental health mentions	6	1.6%	12	17%		
13 Increased enforcement mentions	5	1.3%	13	20%		
14 Communication mentions	5	1.3%	14	60%	9	-5
15 Violence / police brutality mentions	4	1.1%	15	0%	15	-
16 Lack of focus on more serious crimes	4	1.1%	16	50%	7	-9
17 Staffing mentions / complaints	2	0.5%	17	0%	5	-12
18 Privacy / confidentiality mentions	2	0.5%	18	100%	14	-4
19 Leadership mentions	2	0.5%	19	50%	12	-7
20 Compensation / tax payer value mentions	2	0.5%	20	0%	6	-14
21 No Comment / No Suggestions	40	10.7%		83%		
<b>No Response</b>	27					
<b>Total</b>	<b>400</b>					





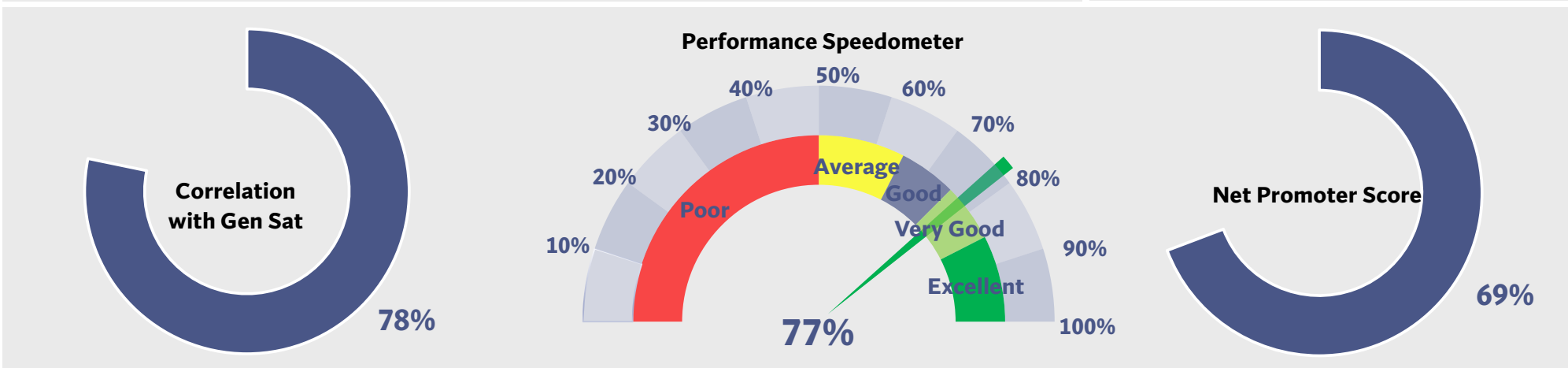
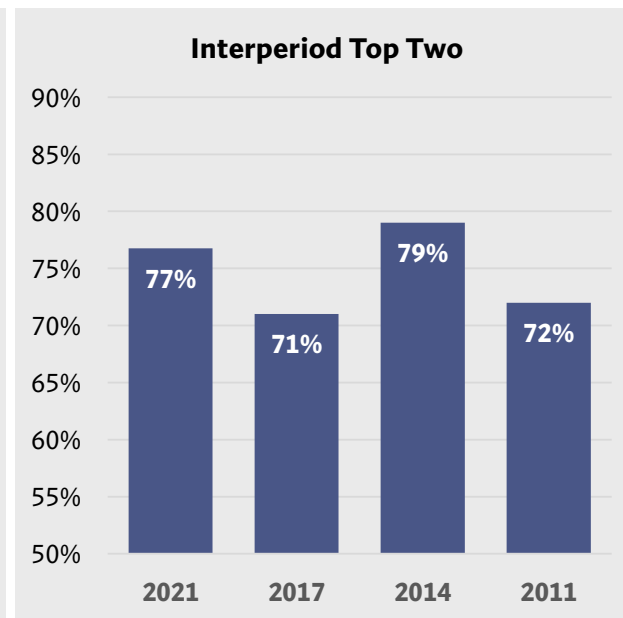
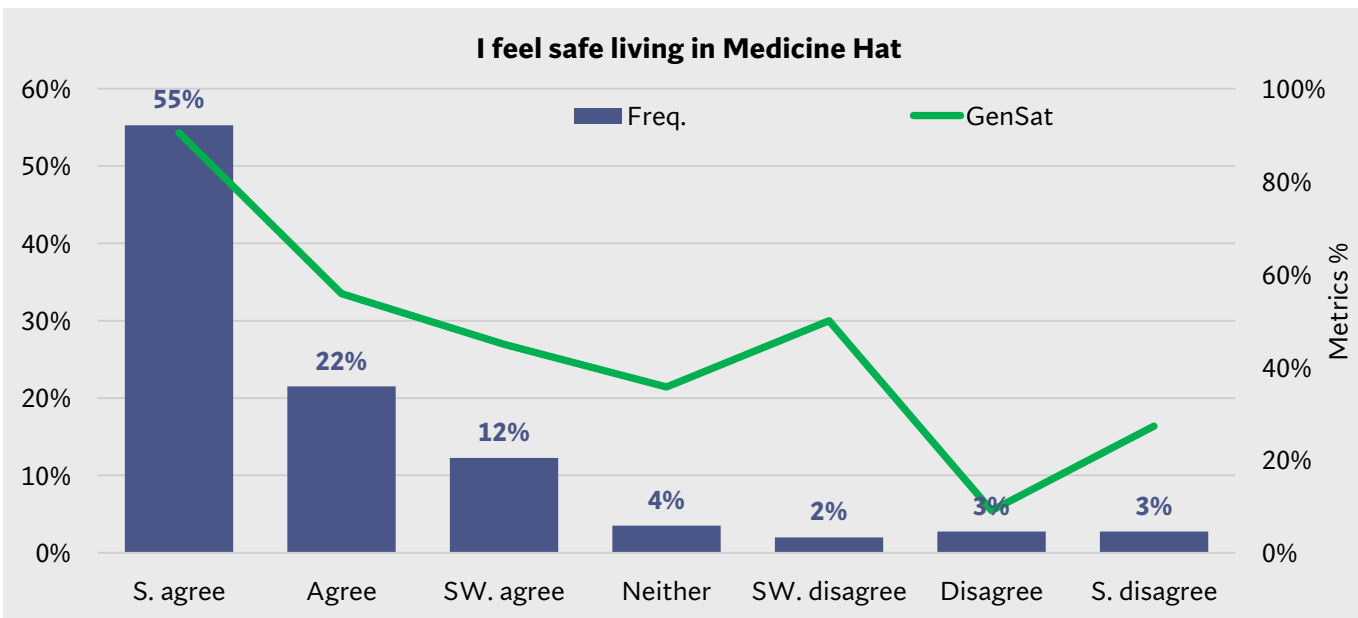
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q1: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with each of the following statements: I feel safe living in Medicine Hat**

## Section One: General Safety



# MHPS, 2021 General Public Survey

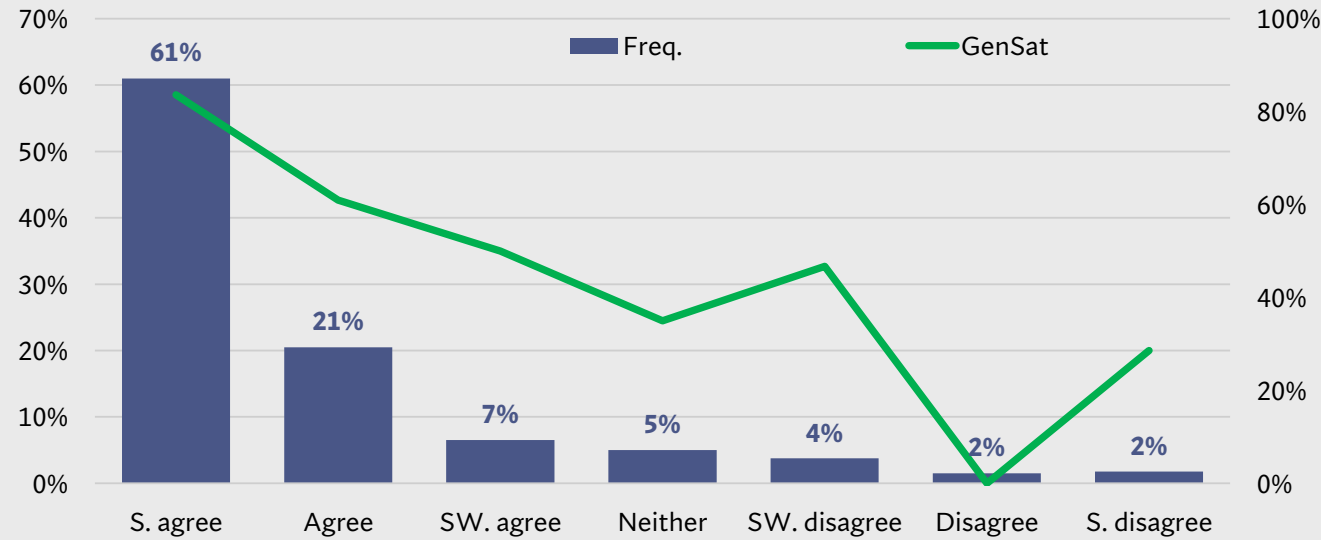
Summary results, All Data



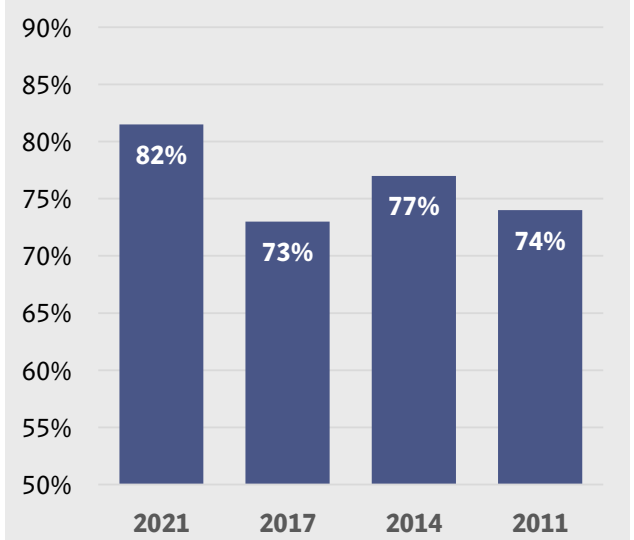
**Q2: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with each of the following statements: I feel safe living in my neighbourhood**

## Section One: General Safety

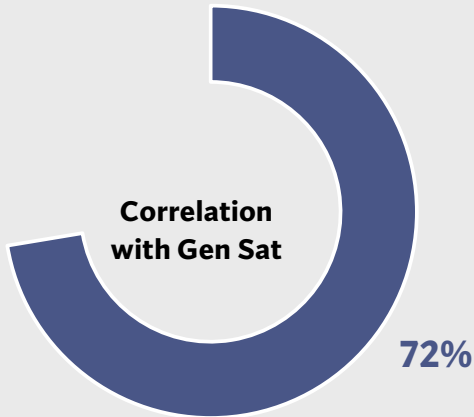
**I feel safe living in my neighbourhood**



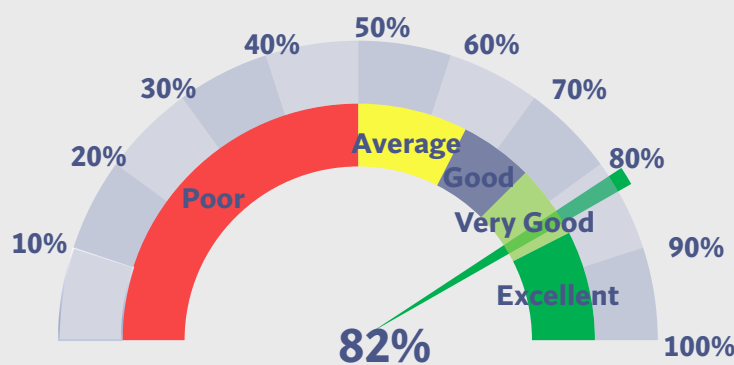
**Interperiod Top Two**



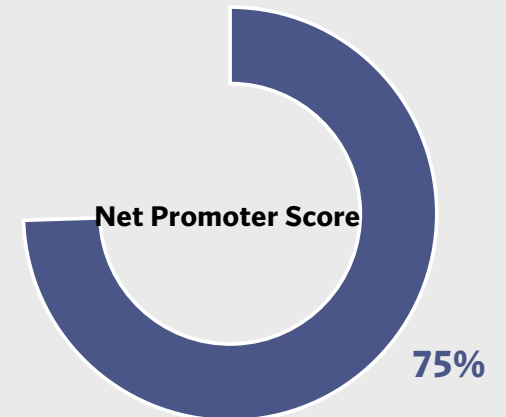
**Correlation with Gen Sat**



**Performance Speedometer**



**Net Promoter Score**



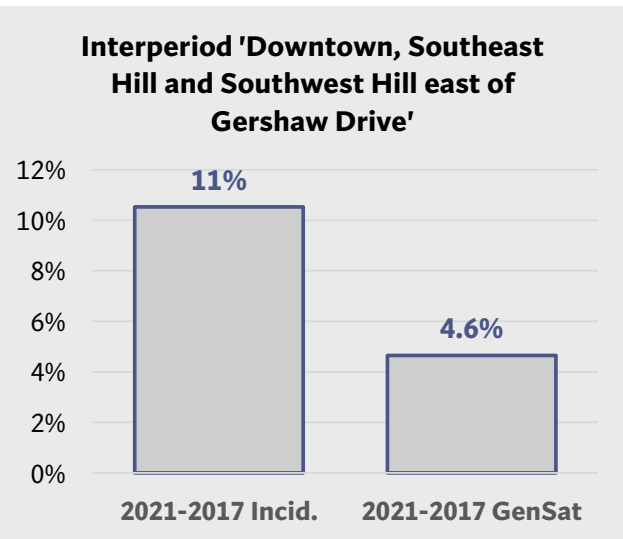
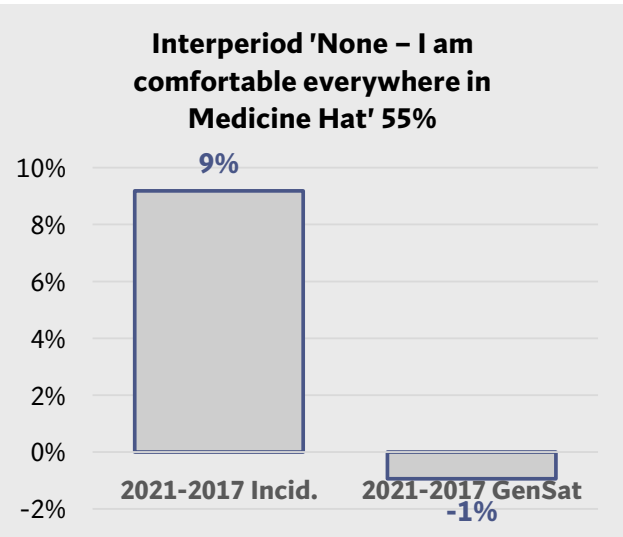
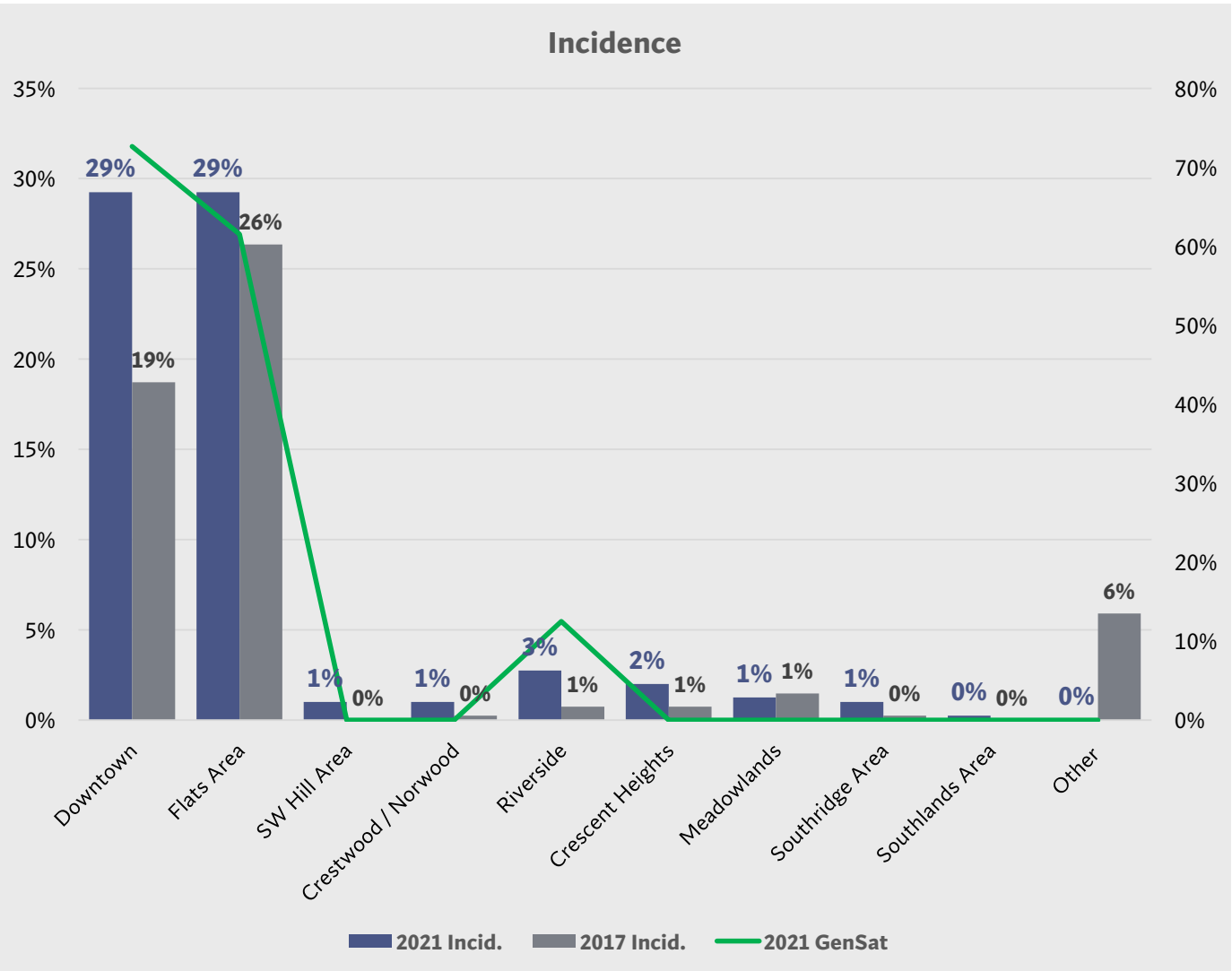
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q3: Are you uncomfortable or afraid of going into one or more areas of Medicine Hat? If so, which areas of Medicine Hat do you avoid? (Select all that apply)**

## Section One: General Safety



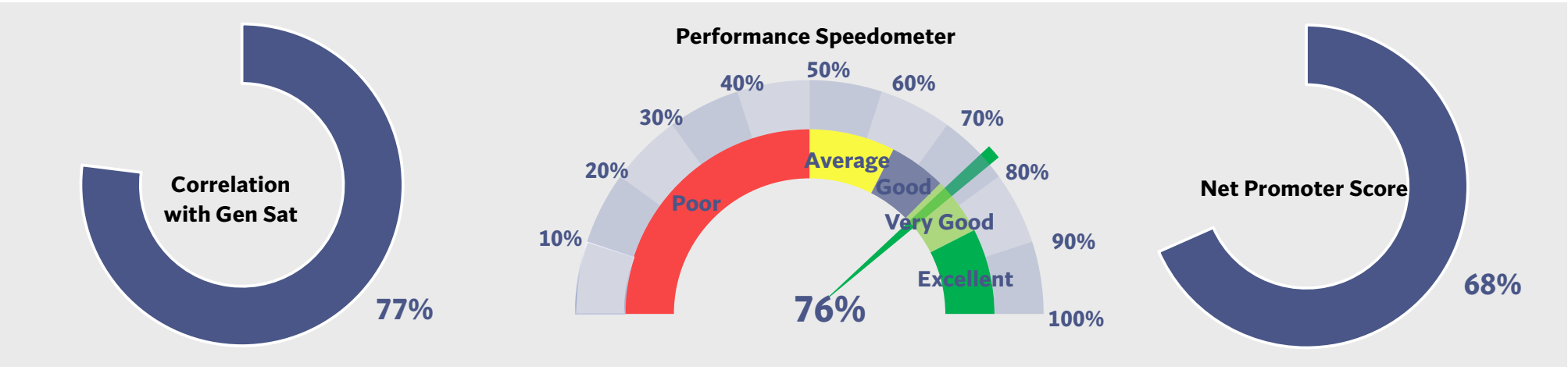
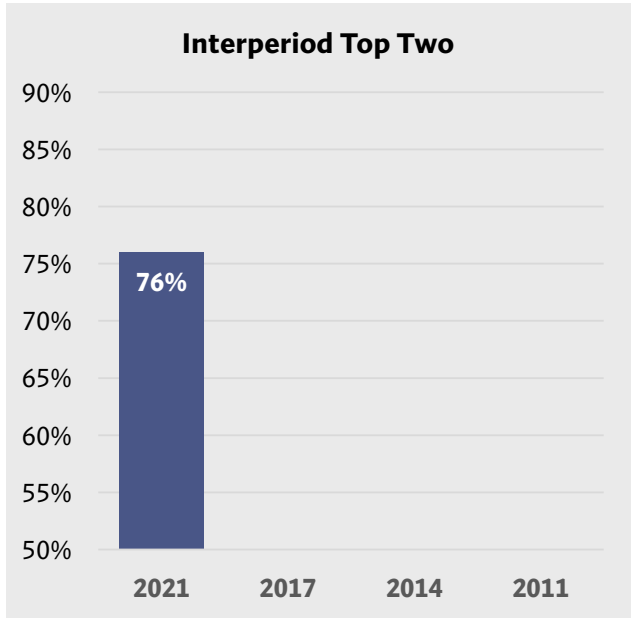
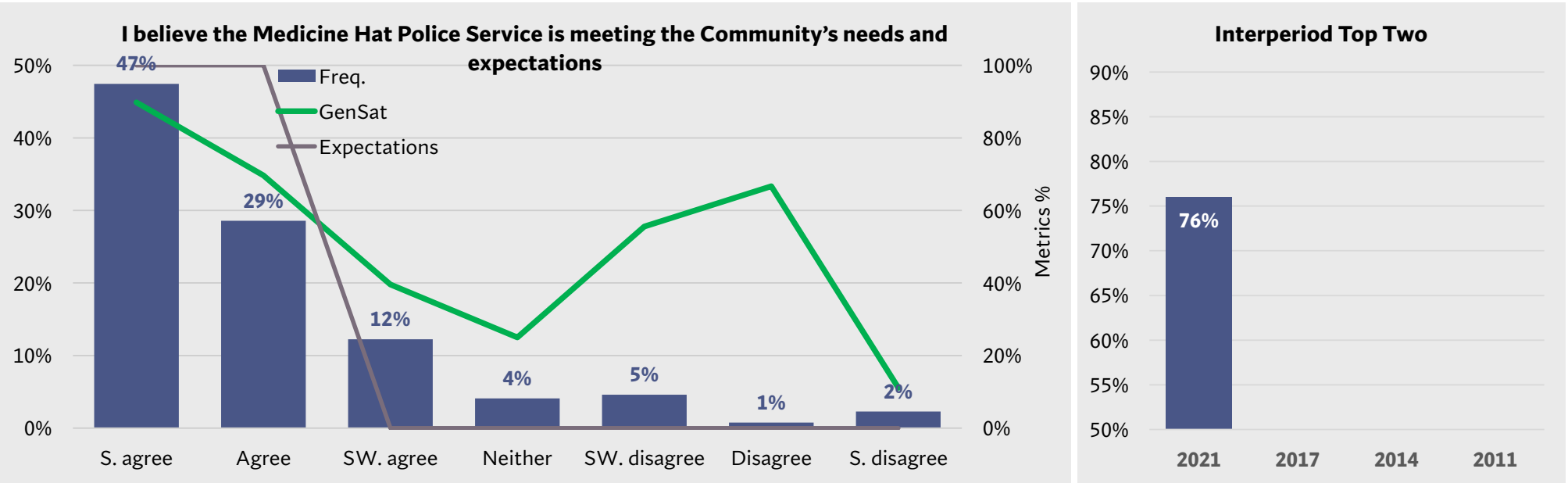
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q43: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with each of the following statements: I believe the Medicine Hat Police Service is meeting the Community's needs and expectations**

## Section Six: Trust & Confidence



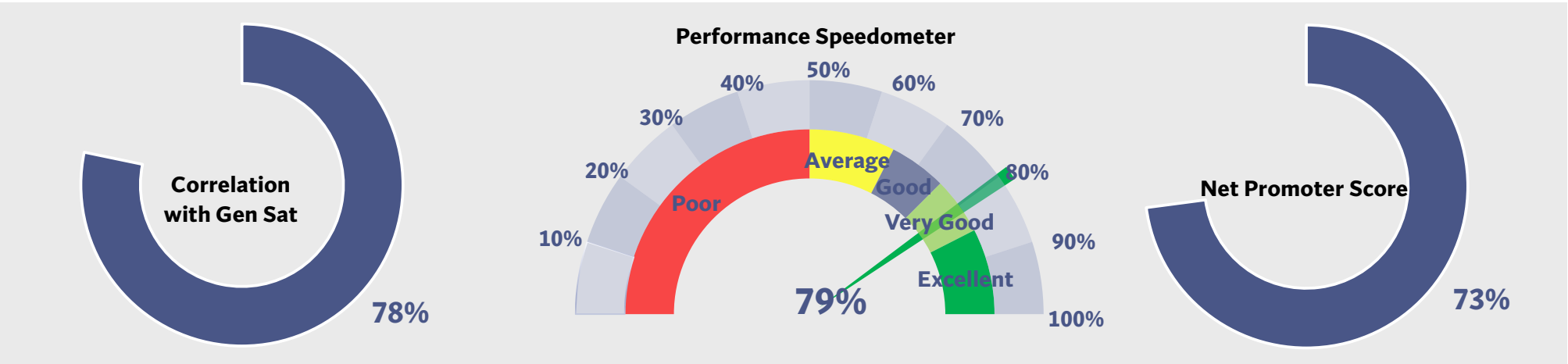
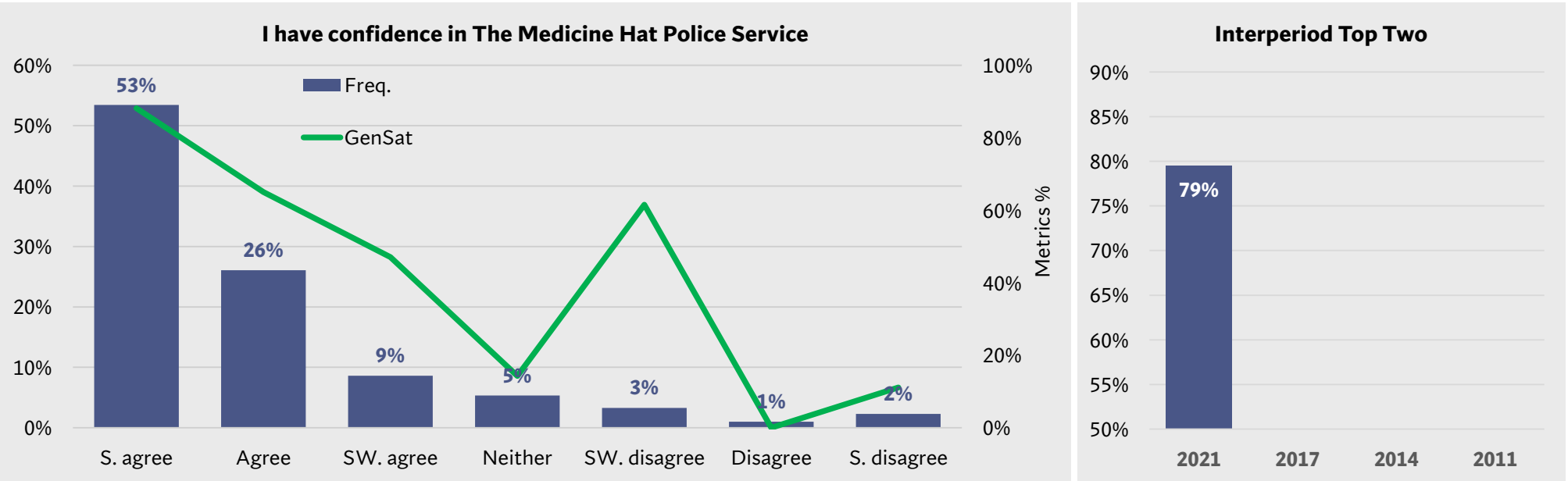
# MHPS, 2021 General Public Survey

Summary results, All Data



Q44: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with each of the following statements: I have confidence in The Medicine Hat Police Service

## Section Six: Trust & Confidence



# MHPS, 2021 General Public Survey

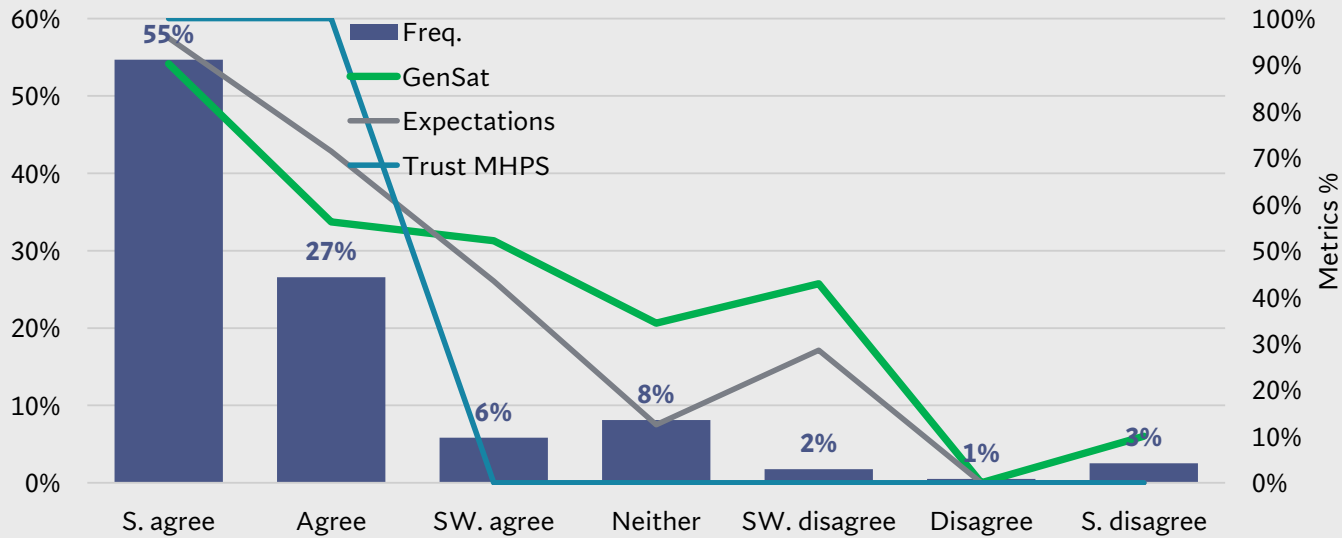
Summary results, All Data



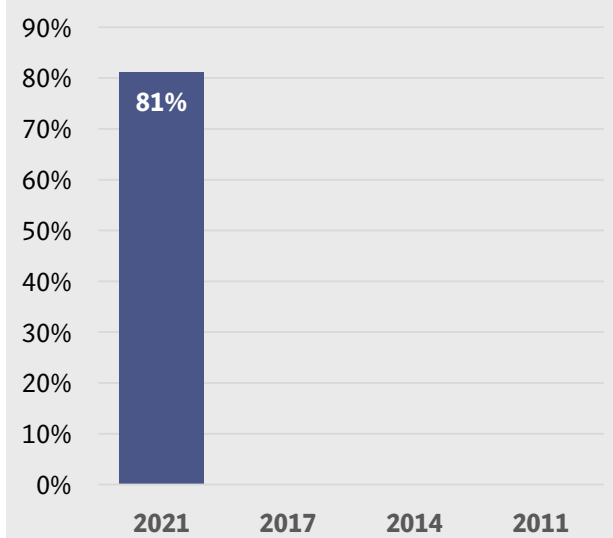
Q45: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with each of the following statements: I trust The Medicine Hat Police Service

## Section Six: Trust & Confidence

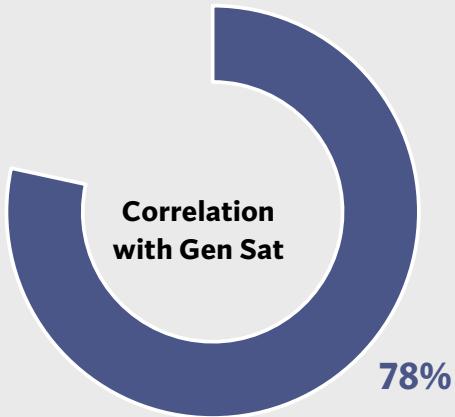
I trust The Medicine Hat Police Service



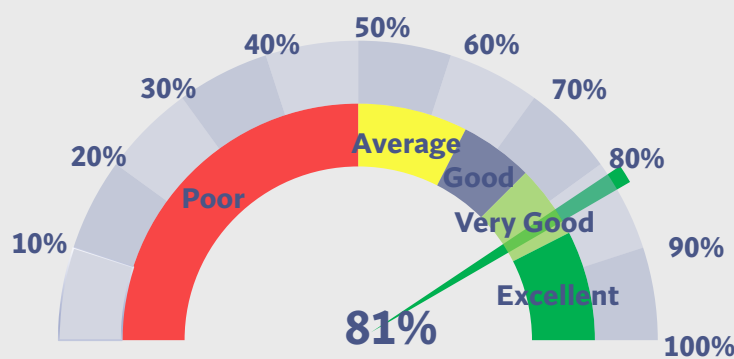
Interperiod Top Two



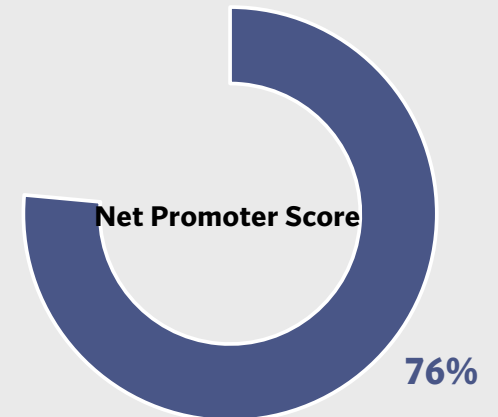
Correlation with Gen Sat



Performance Speedometer



Net Promoter Score



# MHPS, 2021 General Public Survey

## Summary results, All Data



**Q46: In the previous question, you indicated that you do not have full trust and confidence in the Medicine Hat Police Service's ability to meet the community's needs and expectations. Please tell us why that is..**

### Section Six: Trust & Confidence

Grouping	2021 Summary			
	Count	Incid.	Rank	GenSat
1 Personal Negative Experiences	23	41%	1	22%
2 Not Meeting Community Needs	14	25%	2	36%
3 Reputation	6	11%	3	33%
4 Lack of Training	4	7%	5	25%
5 Misplaced Priorities	5	9%	4	40%
6 Lack of Resources	3	5%	6	67%
7 Other	1	2%	7	0%
8 Nothing / Don't Know	2			
<b>No Response</b>	-			
<b>Total</b>	<b>56</b>			



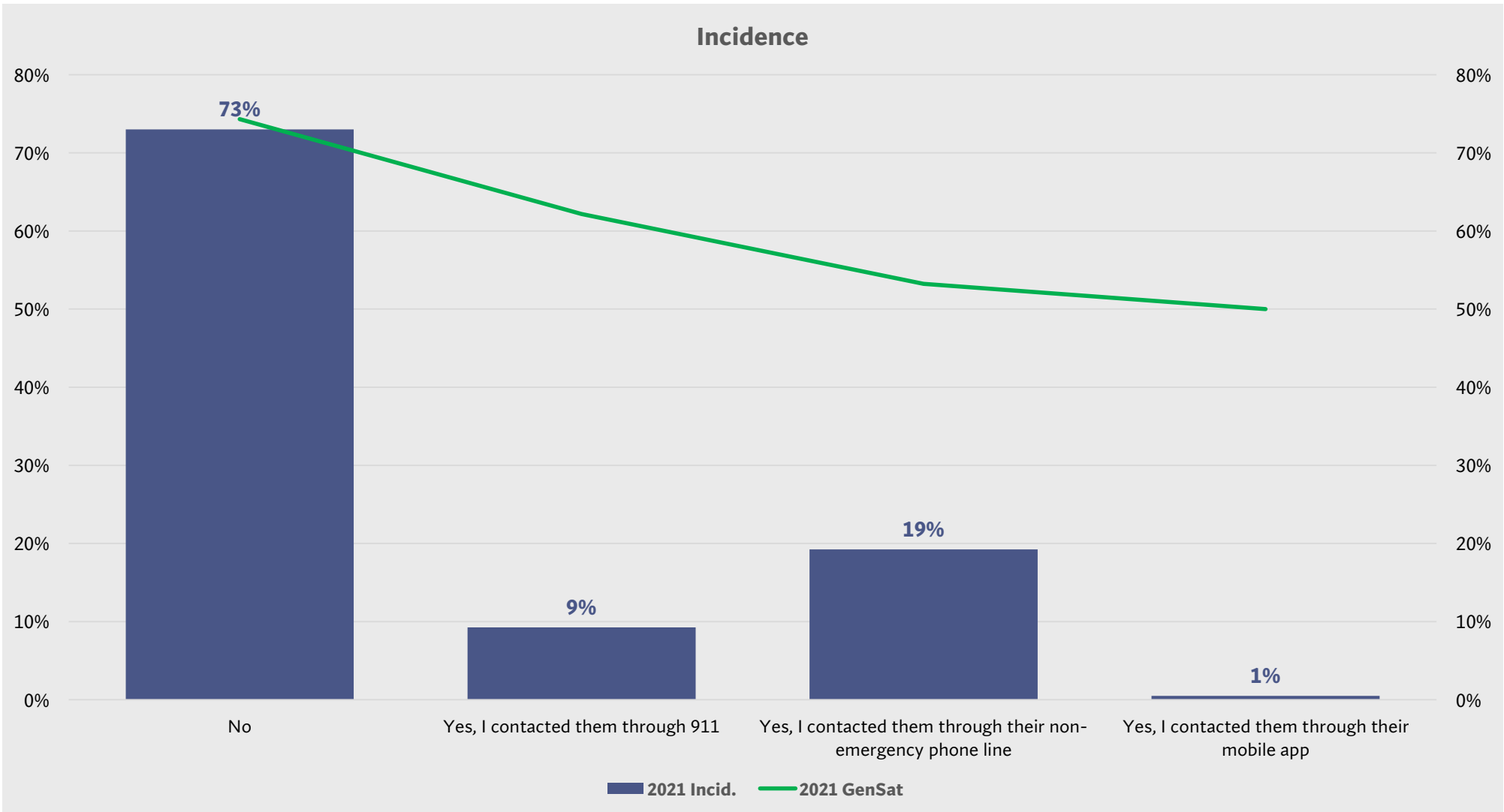
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q4: In the past 24 months, have you contacted the Medicine Hat Police Service through either 911, their non-emergency phone line, or their online app? (Please choose all that apply)**

## Section One: General Safety





# MHPS, 2021 General Public Survey

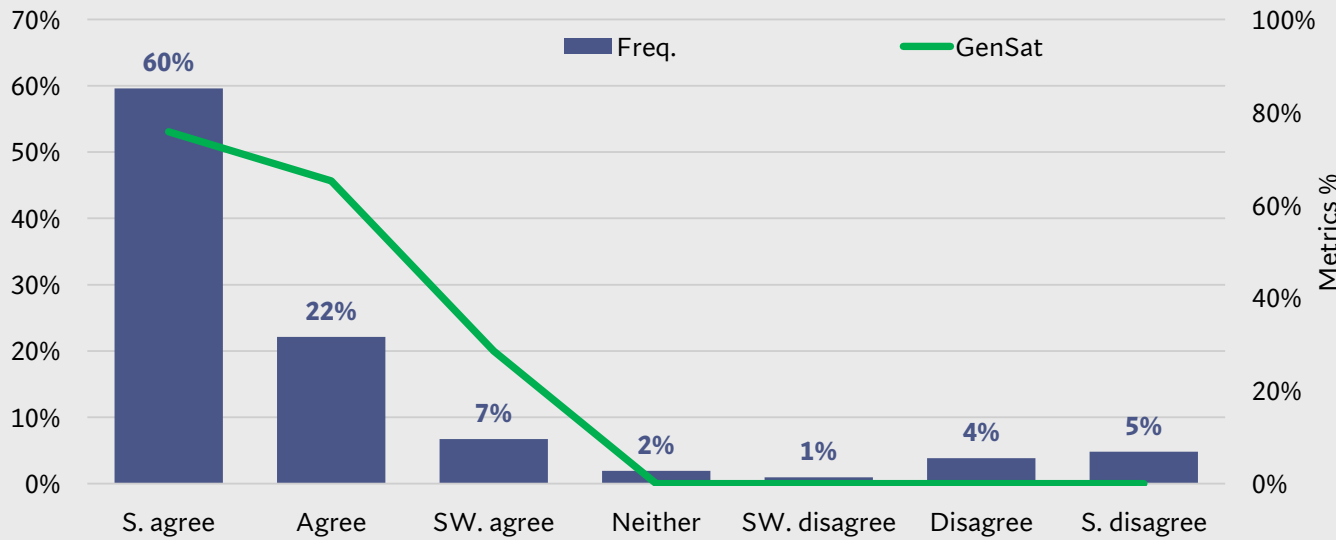
Summary results, All Data



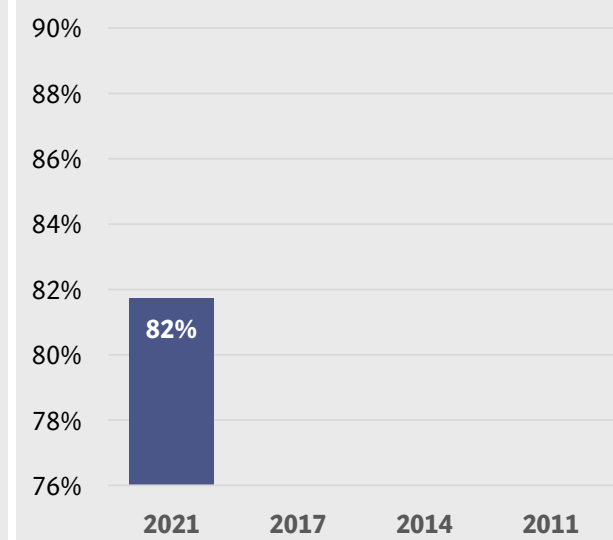
**Q8: Previously, you indicated that you have contacted the Medicine Hat Police Service in the past 24 months. When thinking about that contact, how strongly do you agree or disagree with each of the following elements of how that contact was dealt with. - The person I spoke with was knowledgeable**

## Section One: General Safety

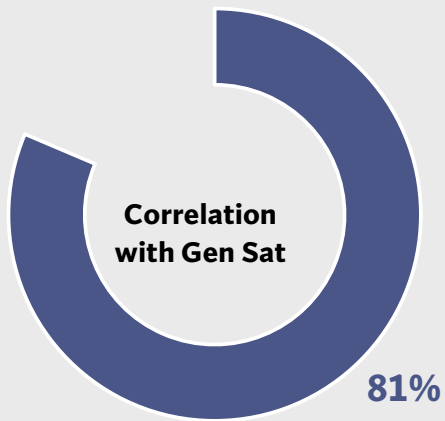
**The person I spoke with was knowledgeable**



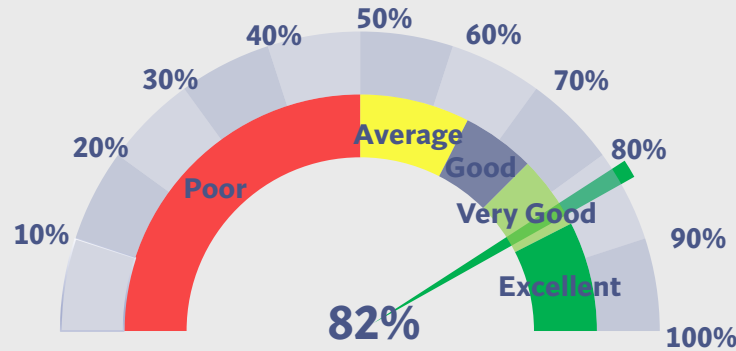
**Interperiod Top Two**



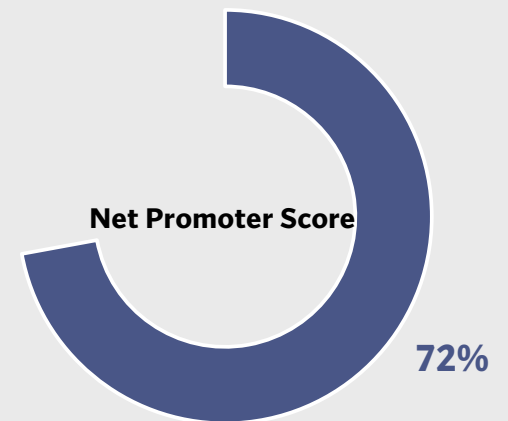
**Correlation with Gen Sat**



**Performance Speedometer**



**Net Promoter Score**



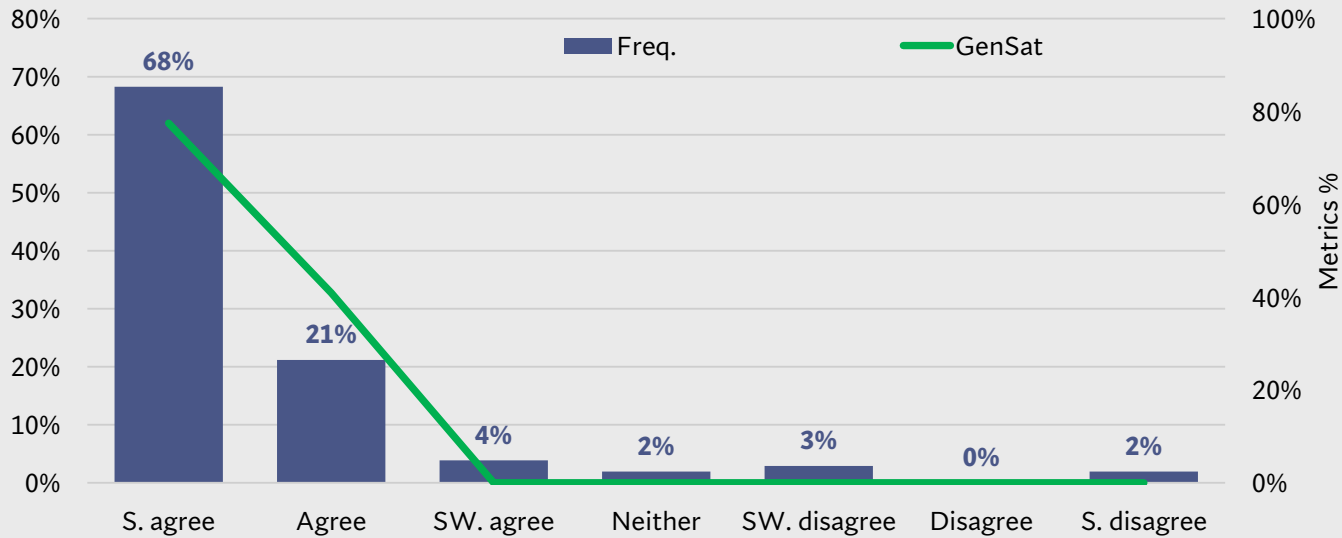
# MHPS, 2021 General Public Survey

Summary results, All Data

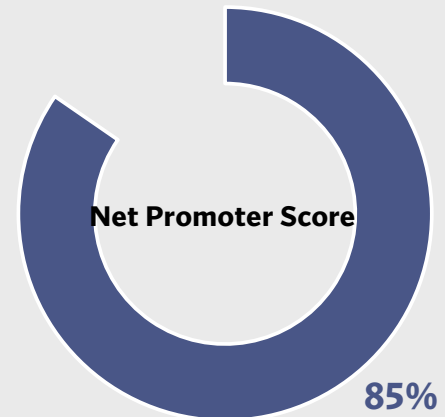
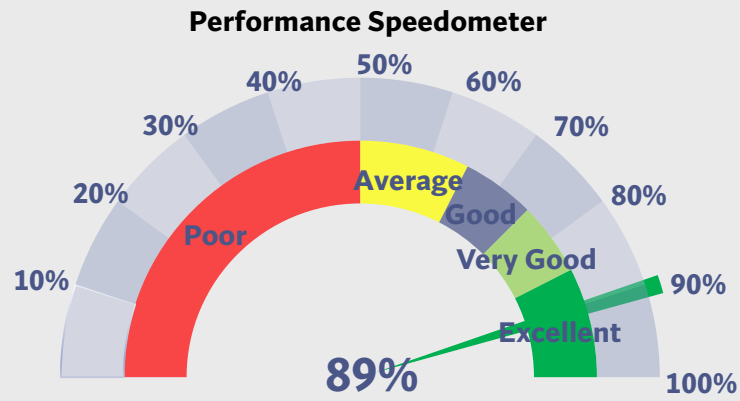
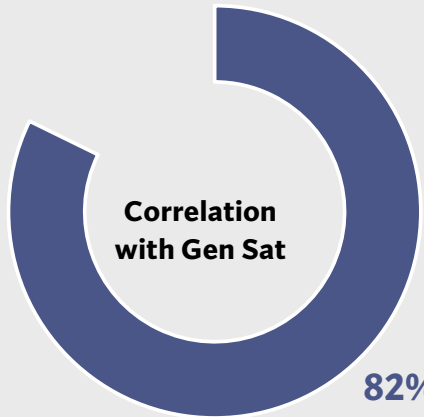
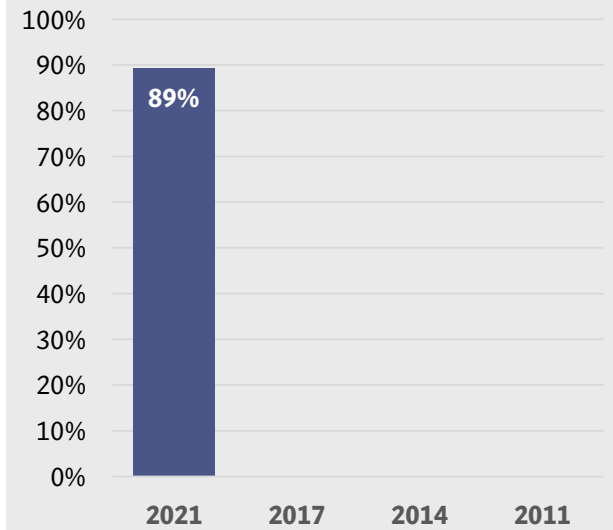
**Q9: Previously, you indicated that you have contacted the Medicine Hat Police Service in the past 24 months. When thinking about that contact, how strongly do you agree or disagree with each of the following elements of how that contact was dealt with. - The person I spoke with was professional**

## Section One: General Safety

The person I spoke with was professional



Interperiod Top Two



# MHPS, 2021 General Public Survey

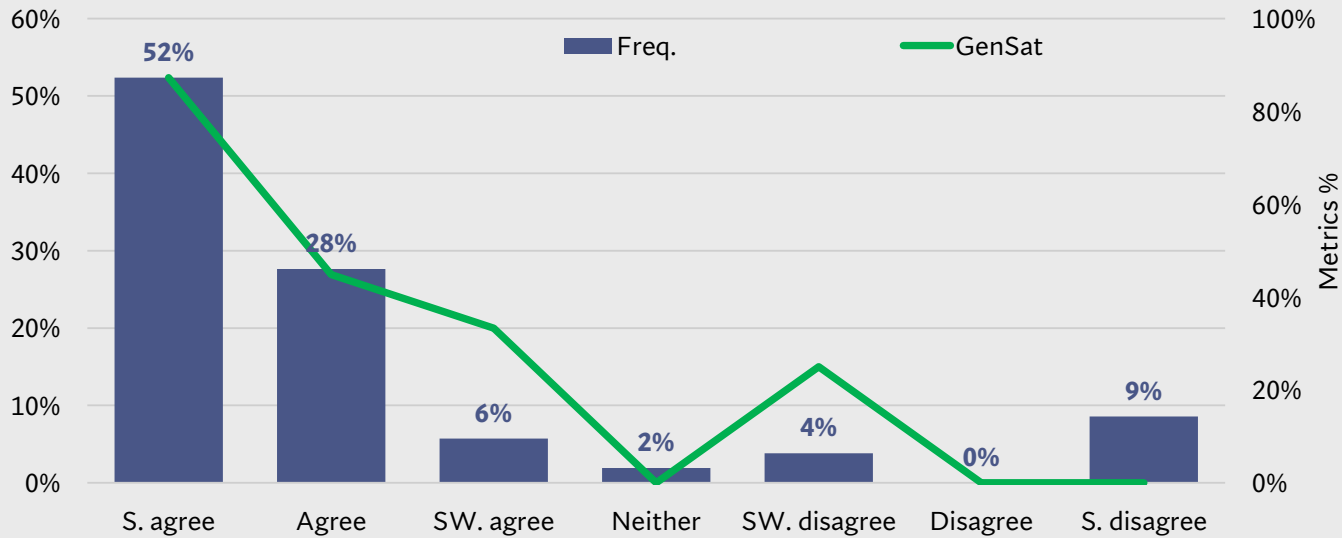
Summary results, All Data



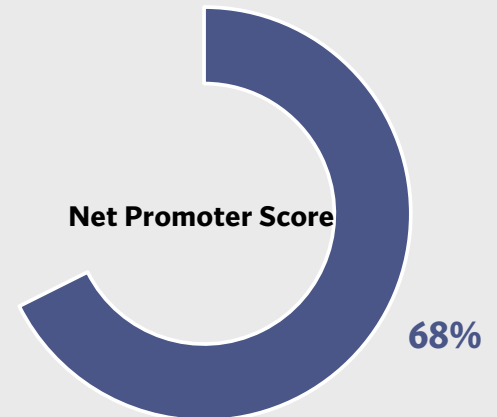
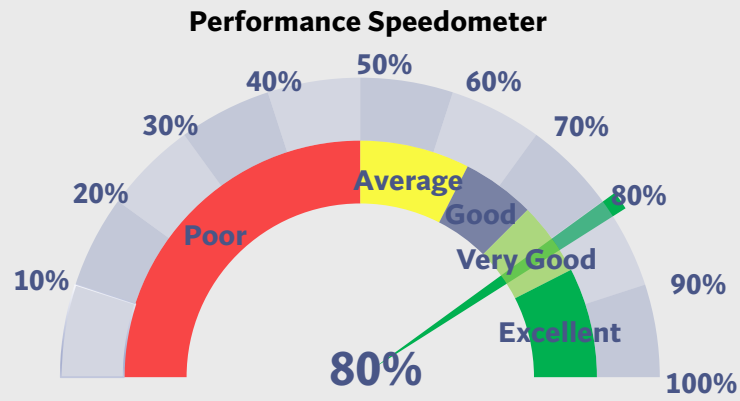
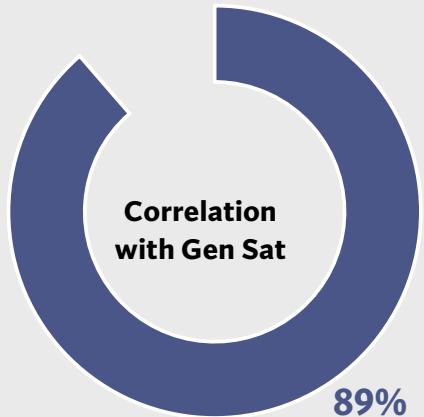
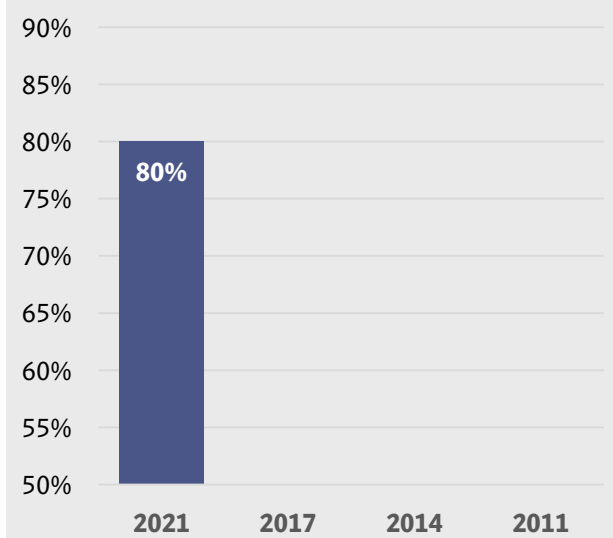
**Q10: Previously, you indicated that you have contacted the Medicine Hat Police Service in the past 24 months. When thinking about that contact, how strongly do you agree or disagree with each of the following elements of how that contact was dealt with. - The person I spoke with met my expectations**

## Section One: General Safety

**The person I spoke with met my expectations**



**Interperiod Top Two**



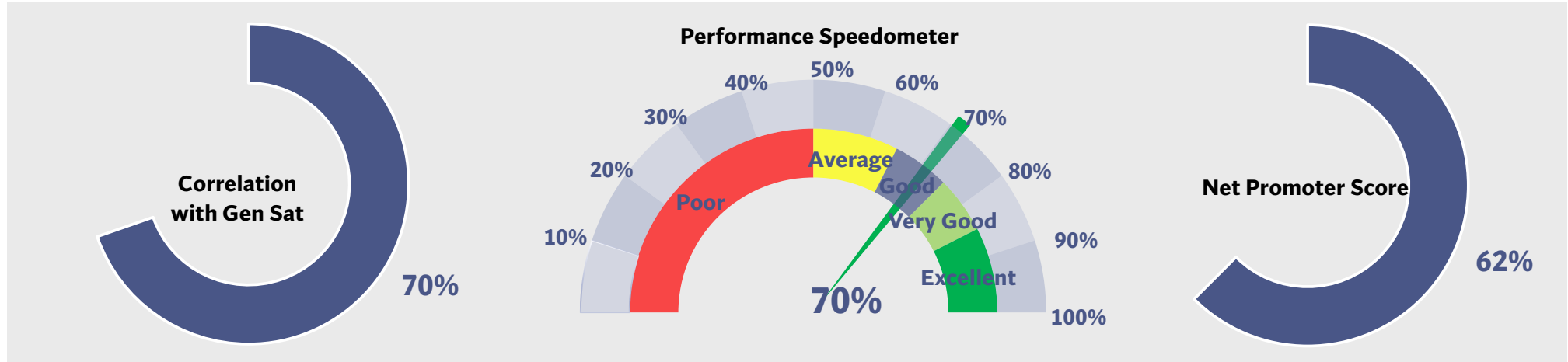
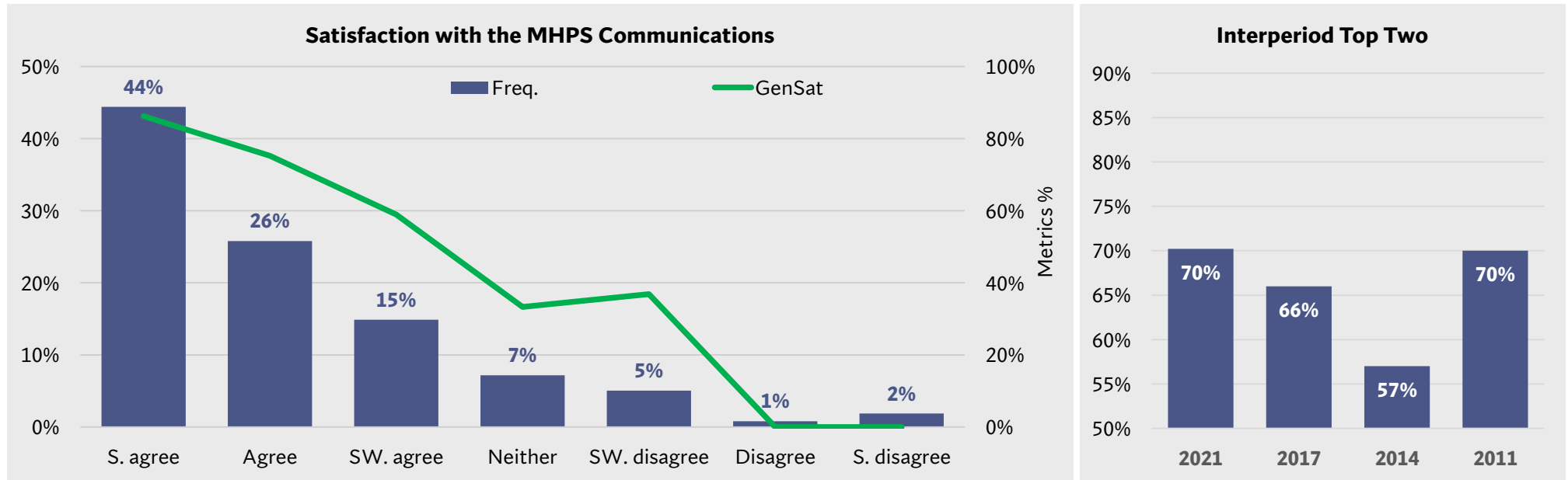
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q11: Using a scale of 1 to 7, where 1 is very satisfied and 7 is very dissatisfied; please indicate how satisfied you are in general with the Medicine Hat Police Service's communications with the community.**

## Section Two: Communication Initiatives



# MHPS, 2021 General Public Survey

## Summary results, All Data



**Q12: You have indicated that you are neither satisfied nor very satisfied with the Medicine Hat Police Service's communications in general. Please tell us why you are not satisfied in this area.**

### Section Two: Communication Initiatives

Grouping	Count	2021 Summary			2017	
		Incid.	Rank	GenSat	2017 Rank	Δ Rank
<b>1</b> Not Enough Communication with Public	63	64%	1	44%	1	-
<b>2</b> Unaware of Communication in Local Media	10	10%	2	50%	2	-
<b>3</b> Effectiveness Issues	9	9%	3	56%	11	8
<b>4</b> Transparency Issues	8	8%	4	38%	4	-
<b>5</b> Follow-Up Issues	7	7%	5	29%	9	4
<b>6</b> MHPS Public Perception / Attitude	5	5%	6	40%		-6
<b>7</b> Presence / Visibility issues	4	4%	7	0%	8	1
<b>8</b> Nothing / Don't Know	5					
<b>No Response</b>	-					
<b>Total</b>	<b>98</b>					



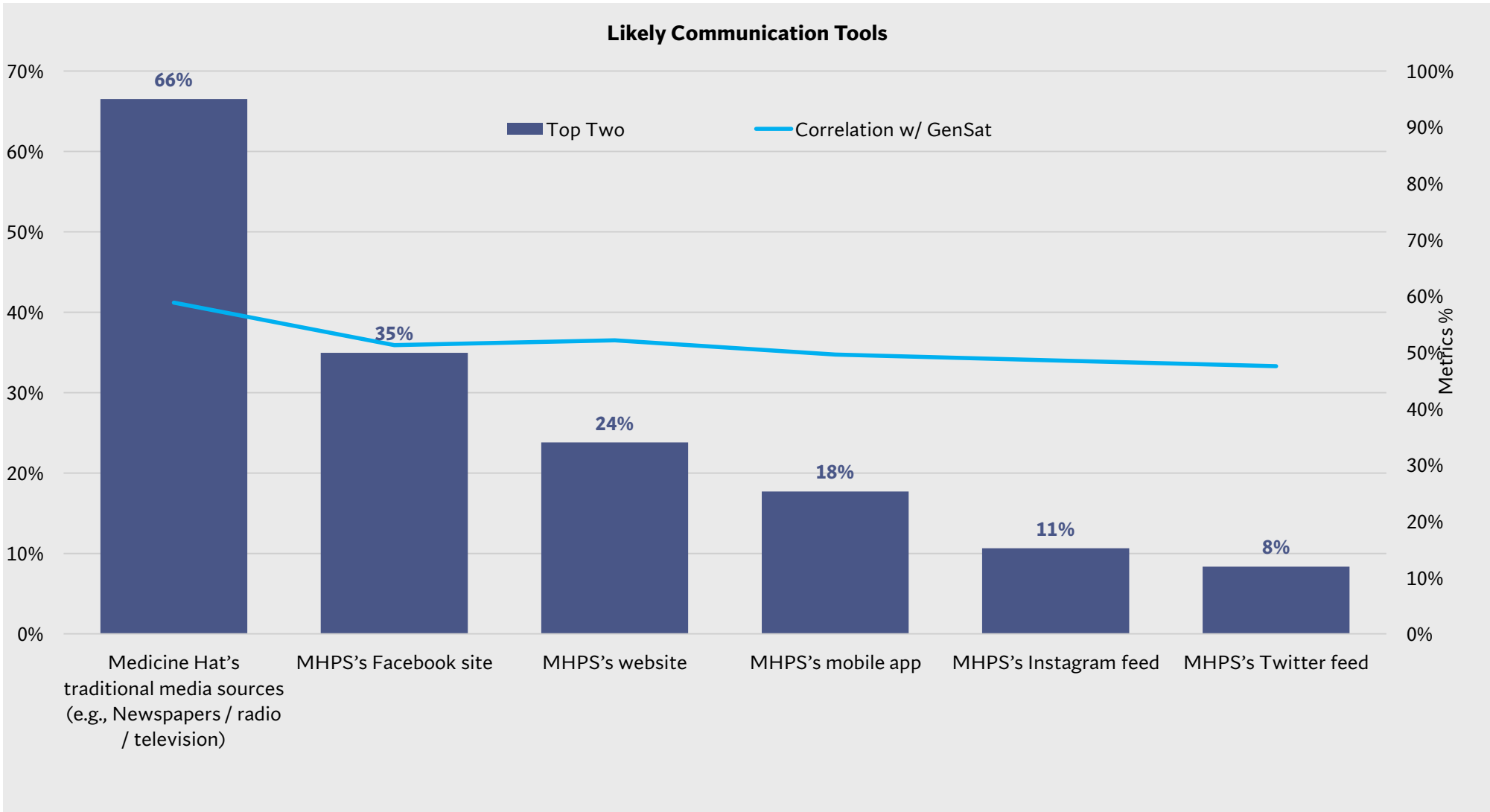
# MHPS, 2021 General Public Survey

Summary results, All Data



Q13-Q18: Using a scale of 1 to 7, where 1 is very likely and 7 is very unlikely, please indicate how likely it is that you would use the following Medicine Hat Police Service's communication tools on a consistent basis?

## Section Two: Communication Initiatives



# MHPS, 2021 General Public Survey

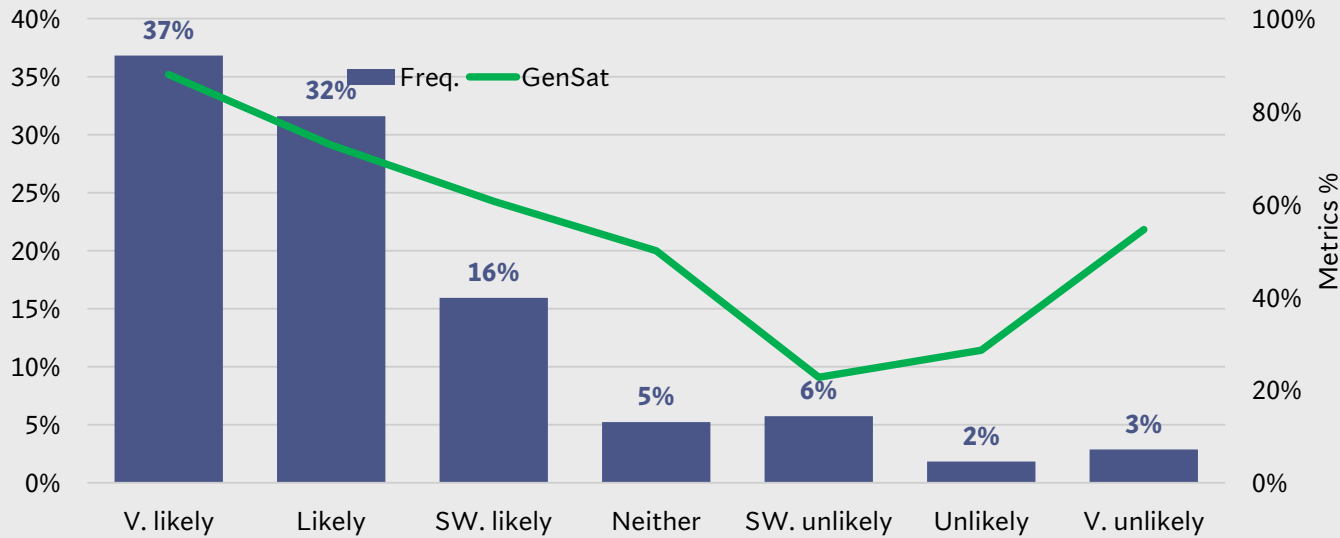
Summary results, All Data



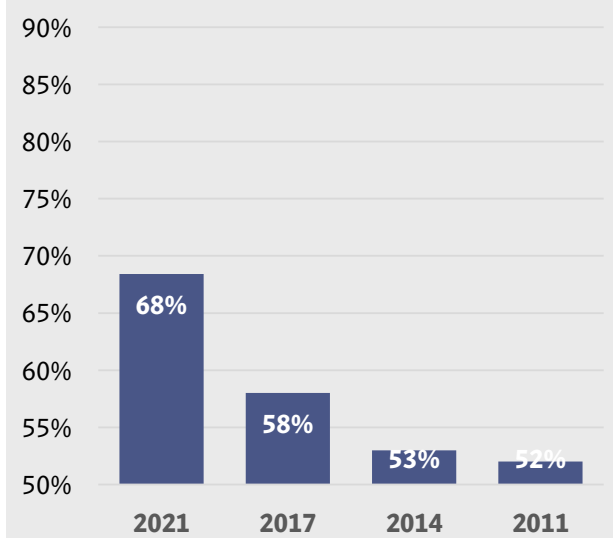
**Q20: Using a scale of 1 to 7, where 1 is very satisfied and 7 is very dissatisfied; please indicate how satisfied you are with the Medicine Hat Police Service's Road Safety efforts.**

## Section Three: Road Safety

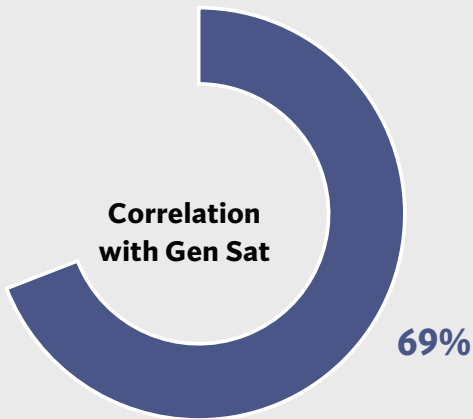
**Sat. with MHPS's Road Safety efforts.**



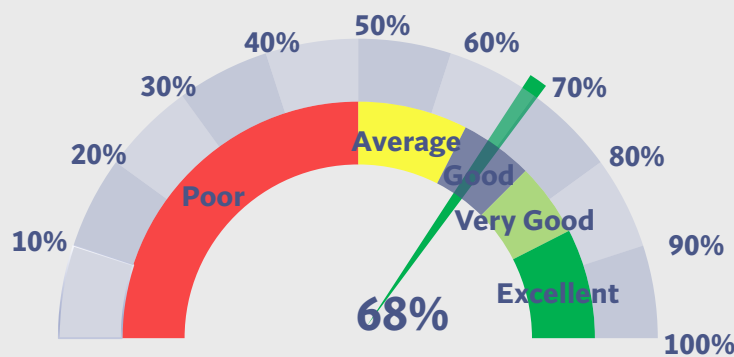
**Interperiod Top Two**



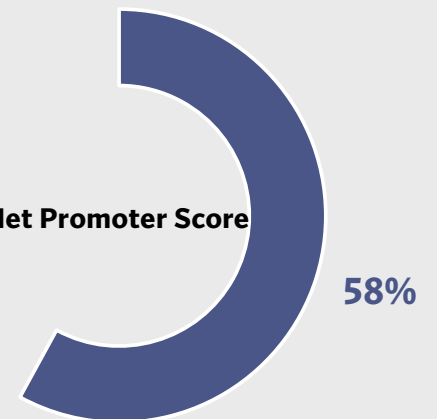
**Correlation with Gen Sat**



**Performance Speedometer**



**Net Promoter Score**



# MHPS, 2021 General Public Survey

## Summary results, All Data



**Q21: You have indicated that you are neither satisfied nor very satisfied with the Medicine Hat Police Service's efforts in the area of Road Safety. Please tell us why you are not satisfied in this area.**

### Section Three: Road Safety

Grouping	2021 Summary			2017		
	Count	Incid.	Rank	GenSat	2017 Rank	Δ Rank
<b>1</b> Presence / Visibility Issues	34	30%	1	47%	2	1
<b>2</b> Speed Enforcement	27	24%	2	52%	4	2
<b>3</b> Photo Radar Issues	23	20%	3	57%	1	-2
<b>4</b> School / Playground Zone Enforcement	18	16%	4	50%	3	-1
<b>5</b> Red Light / Stop Sign Enforcement	15	13%	5	73%	5	-
<b>6</b> General Traffic Law Enforcement	9	8%	6	56%	7	1
<b>7</b> Impaired Driving Enforcement	5	4%	8	80%	8	-
<b>8</b> Consistency Issues	6	5%	7	33%	11	4
<b>9</b> Respect for Citizens	5	4%	8	20%	NR	
<b>10</b> Distracted Driving Enforcement	5	4%	8	100%	6	-2
<b>11</b> Don't Drive Enough to Comment	2	2%	11	0%	NR	
<b>12</b> Allocation of Resources	1	1%	12	0%	NR	
<b>13</b> Nothing / Don't Know	-					
<b>No Response</b>	-					
<b>Total</b>	<b>114</b>					





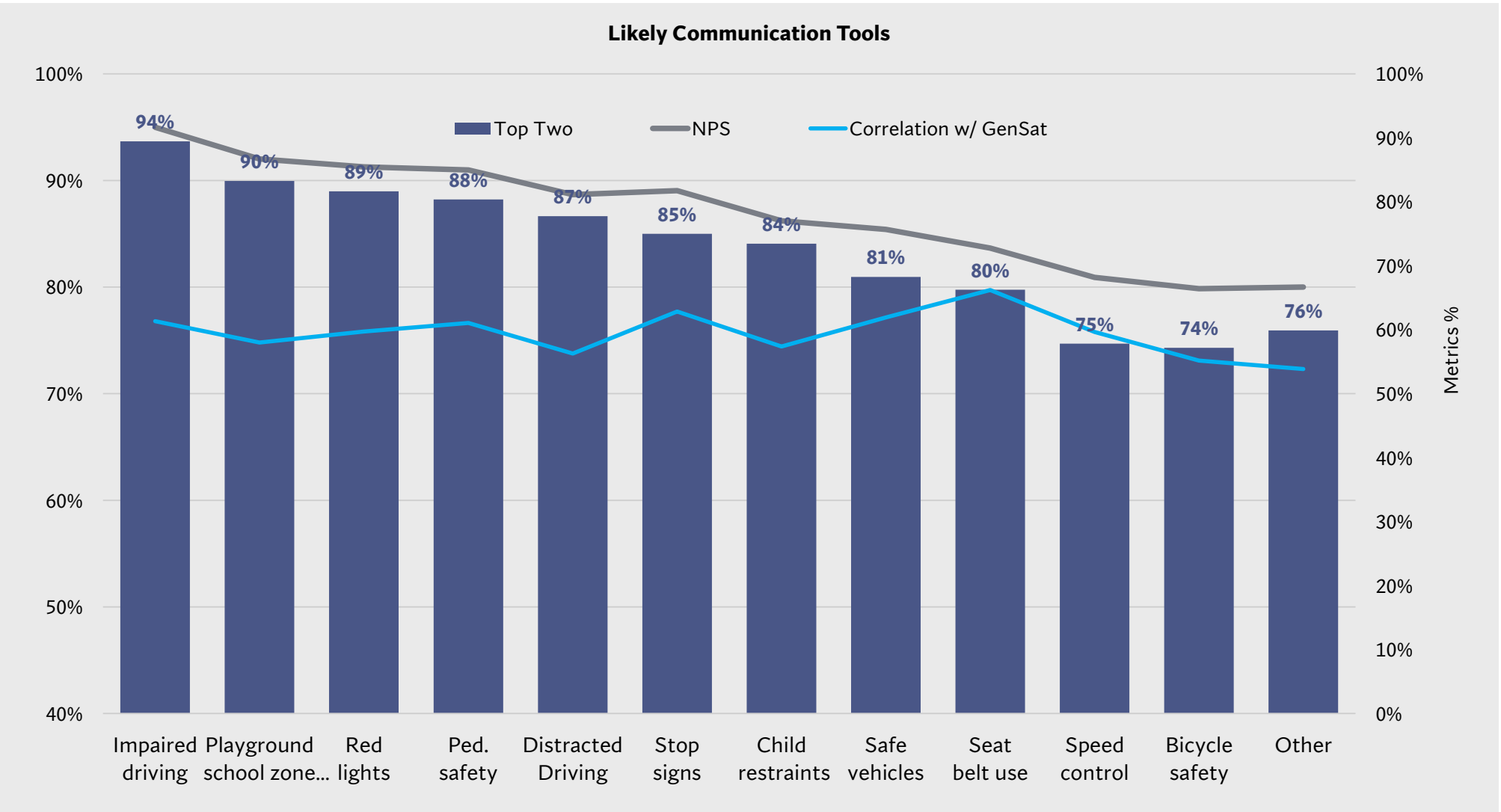
# MHPS, 2021 General Public Survey

Summary results, All Data



Q22-Q33: Please tell us which areas of Road Safety are important to you and your family, using a scale of 1 to 7, where 1 is very important and 7 is very unimportant.

## Section Three: Road Safety



# MHPS, 2021 General Public Survey

## Summary results, All Data



**Q34: In the previous question, you indicated that there is some other element of road safety that is important to you but was not in that question. Please tell us the element of road safety that you believe is missing.**

### Section Three: Road Safety

Grouping	2021 Summary			
	Count	Incid.	Rank	GenSat
<b>1</b> Other Driver Behaviour	19	36%	1	79%
<b>2</b> Aggressive Drivers	8	15%	2	63%
<b>3</b> Changing Lanes	8	15%	2	88%
<b>4</b> Photo Radar	7	13%	5	57%
<b>5</b> Winter/Icy Conditions	8	15%	2	50%
<b>6</b> Pedestrians	6	11%	6	50%
<b>7</b> Construction Sites	3	6%	8	67%
<b>8</b> Road Conditions/Disrepair	4	8%	7	25%
<b>9</b> Check Stops	3	6%	8	67%
<b>10</b> Improper Signaling	2	4%	11	50%
<b>11</b> Other	3	6%	8	67%
<b>12</b> Nothing / Don't Know	-			
<b>No Response</b>	-			
<b>Total</b>	<b>53</b>			



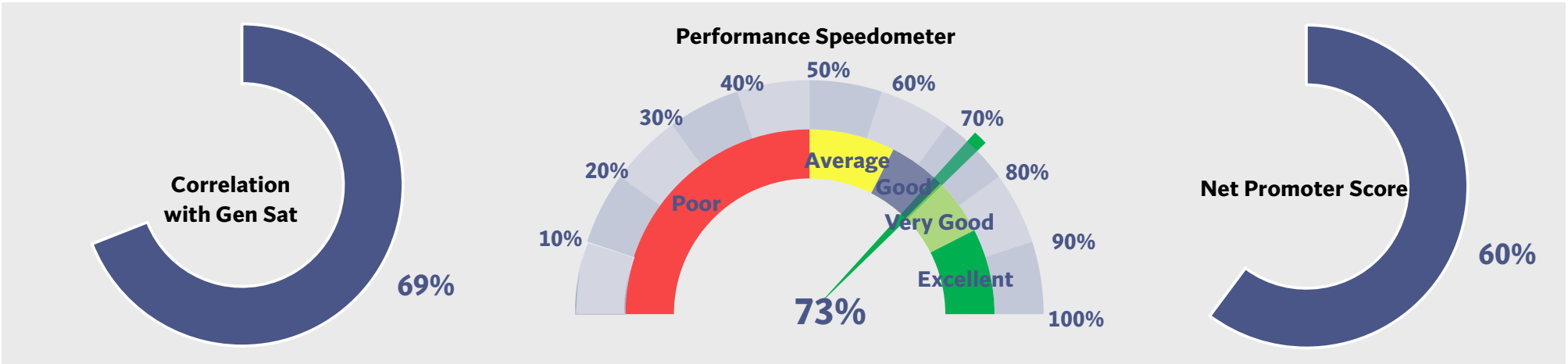
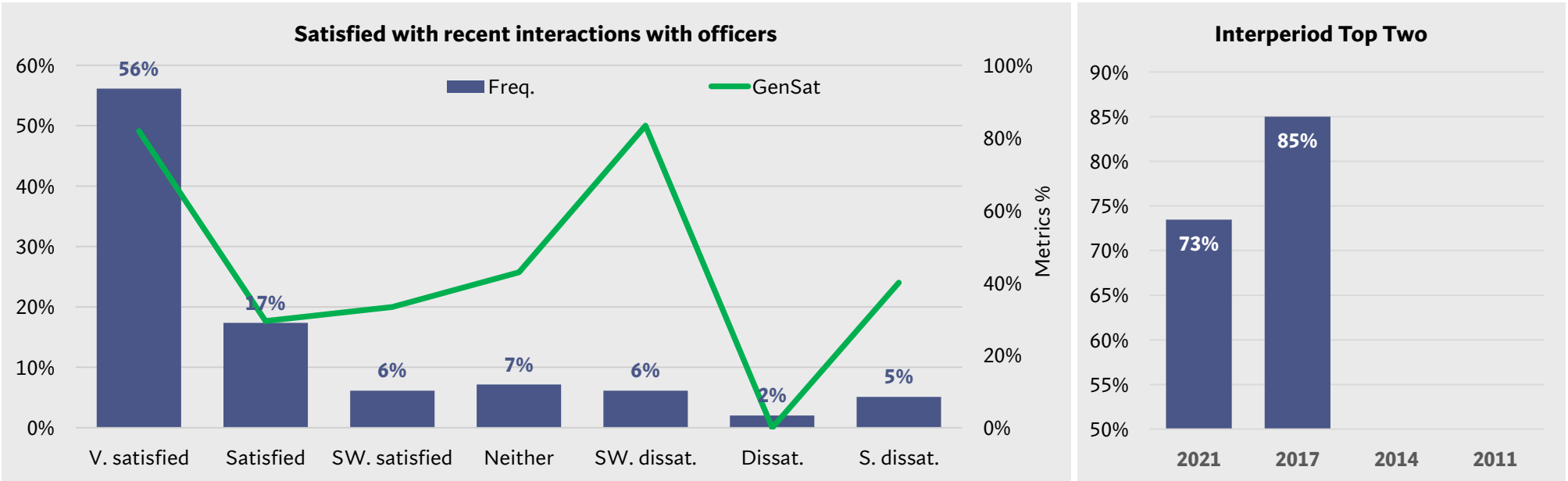
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q37: Using a scale of 1 to 7, where 1 is very satisfied and 7 is very dissatisfied, please indicate how satisfied you are with your recent interaction with a patrol uniformed police officer, or a traffic enforcement uniformed police officer.**

## Section Four: Uniformed Patrol and Traffic Sections



# MHPS, 2021 General Public Survey

## Summary results, All Data

**Q38: In the previous question, you have indicated that you are {{PIPE RESPONSE FROM PREVIOUS QUESTION}} with your recent interaction with a patrol uniformed police officer, or a traffic enforcement uniformed police officer. Please tell us why you are not satisfied.**

### Section Four: Uniformed Patrol and Traffic Sections

Grouping	2021 Summary			
	Count	Incid.	Rank	GenSat
1 Disrespectful/Rude officer	11	32%	1	55%
2 Lack of Understanding/Care from Officer	7	21%	2	57%
3 No Follow-Up	3	9%	4	33%
4 Other	4	12%	3	25%
5 Nothing / Don't Know	-			
<b>No Response</b>	-			
<b>Total</b>	<b>34</b>			



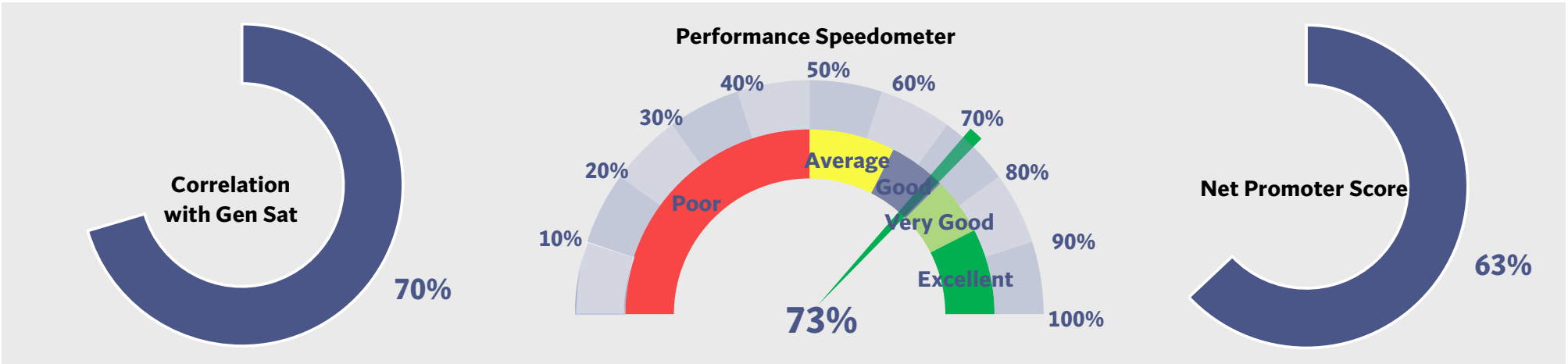
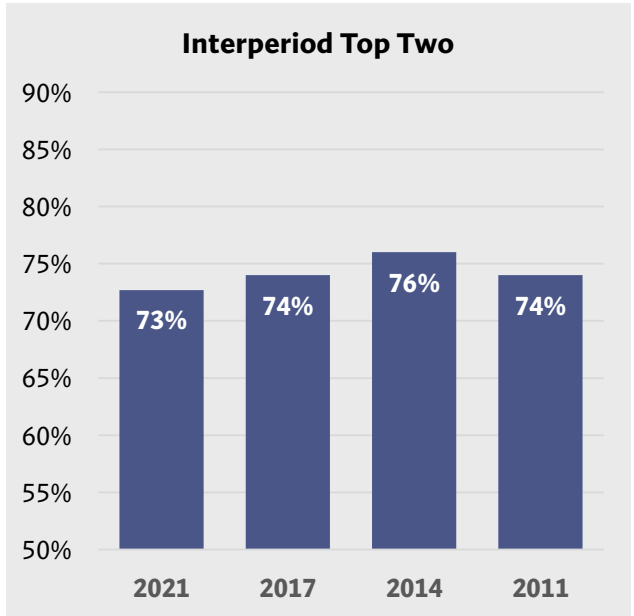
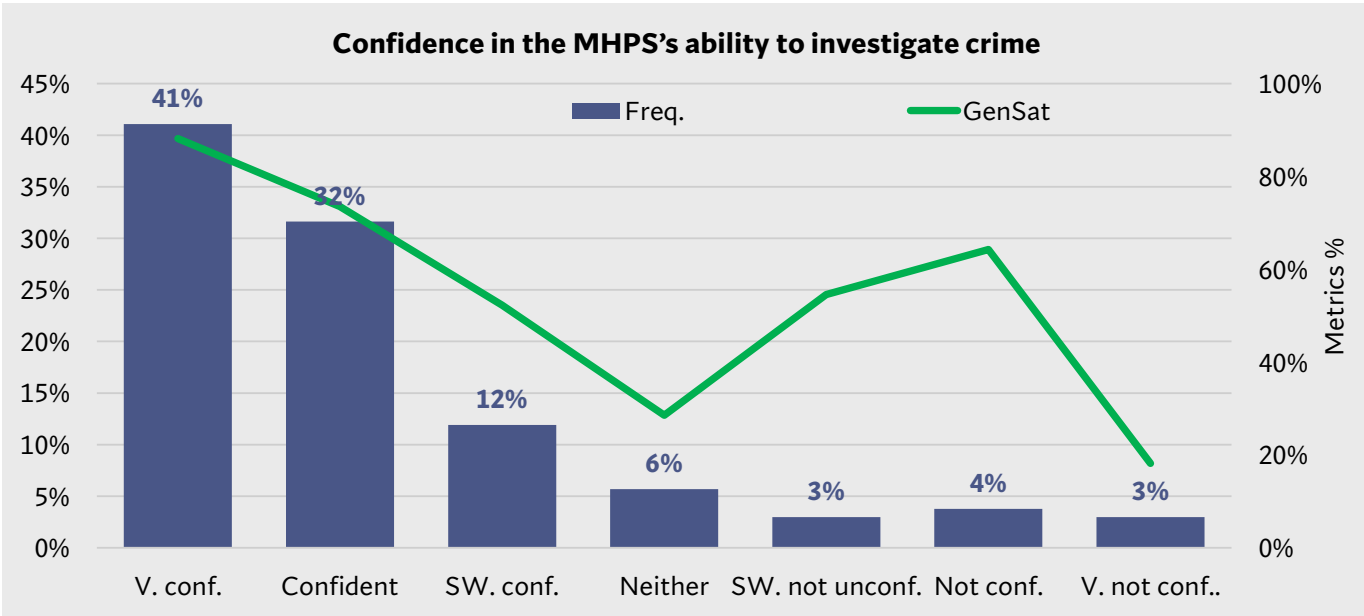
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q39: Using a scale of 1 to 7, where 1 is very confident and 7 is not very confident; please indicate how confident you are with the Medicine Hat Police Service's ability to investigate crime.**

## Section Five: Criminal Investigation



# MHPS, 2021 General Public Survey

## Summary results, All Data

**Q40: In the previous question, you have indicated that you are {{PIPE RESPONSE FROM PREVIOUS QUESTION}} with the Medicine Hat Police Service's efforts ability to investigate crime. Please tell us why you are not confident in the Medicine Hat Police Service's efforts ability to investigate crime?**

### Section Five: Criminal Investigation

Grouping	2021 Summary			
	Count	Incid.	Rank	GenSat
1 Insufficient Investigation Efforts	36	40%	1	44%
2 Lack of Care/Follow-up	18	20%	2	39%
3 Small Crimes are Ignored	8	9%	4	63%
4 Lack of Drug Focus	10	11%	3	60%
5 Corruption/Lack of Objectivity	7	8%	5	29%
6 Lack of Resources	6	7%	6	50%
7 Bad Reputation	4	4%	7	0%
8 Don't Know / No Response	12			
<b>No Response</b>	-			
<b>Total</b>	<b>89</b>			



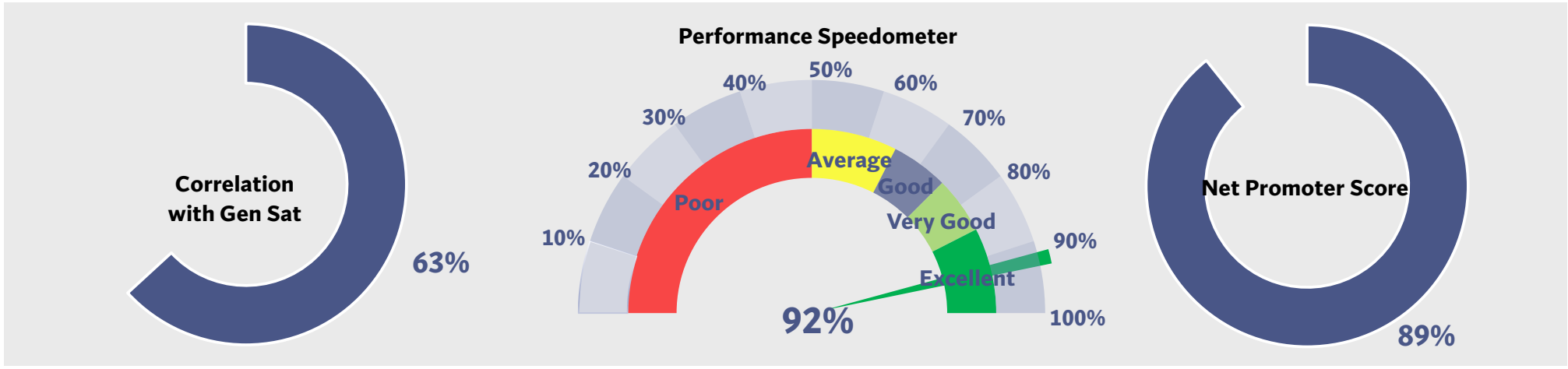
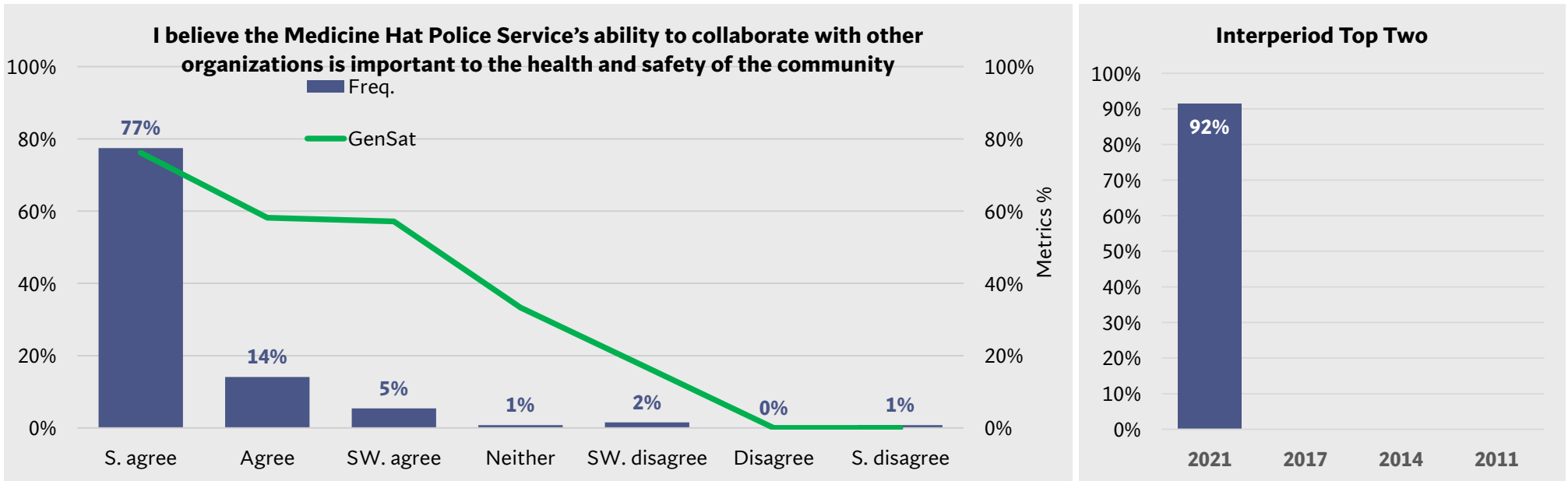
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q47: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with each of the following statements: I believe the Medicine Hat Police Service's ability to collaborate with other organizations is important to the health and safety of the community**

## Section Seven: Collaboration



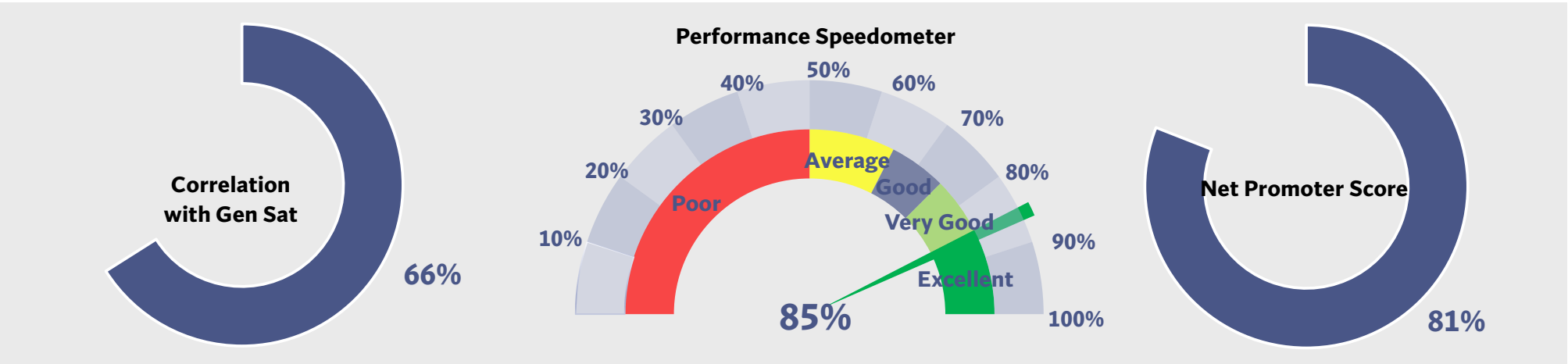
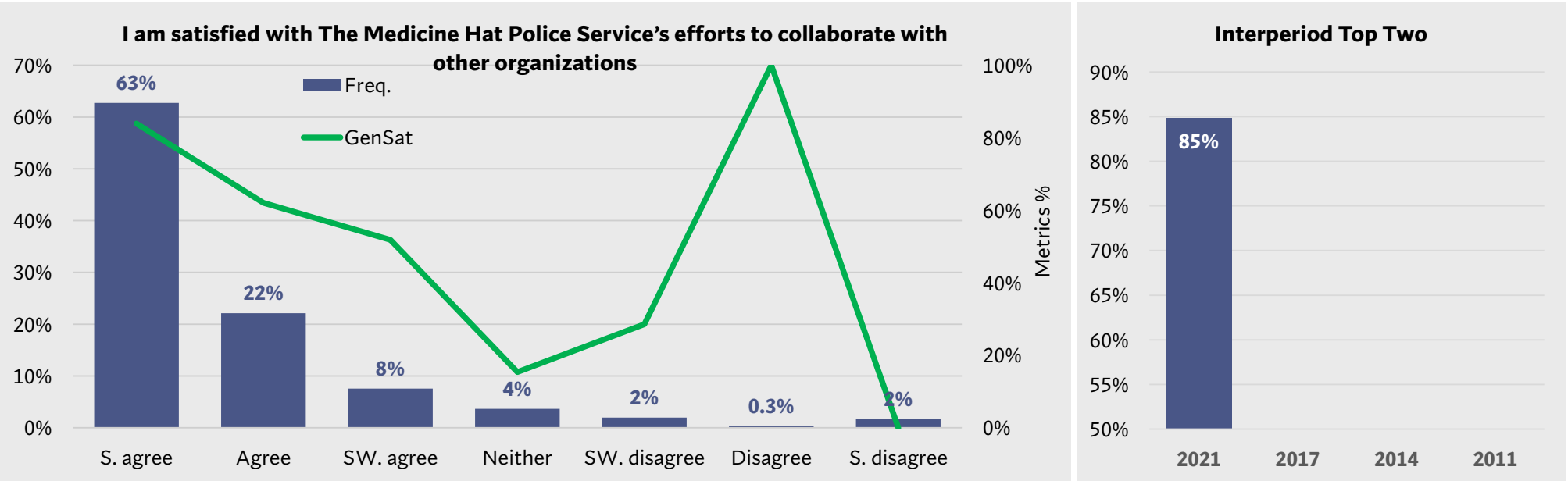
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q48: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with each of the following statements: I am satisfied with The Medicine Hat Police Service's efforts to collaborate with other organizations**

## Section Seven: Collaboration





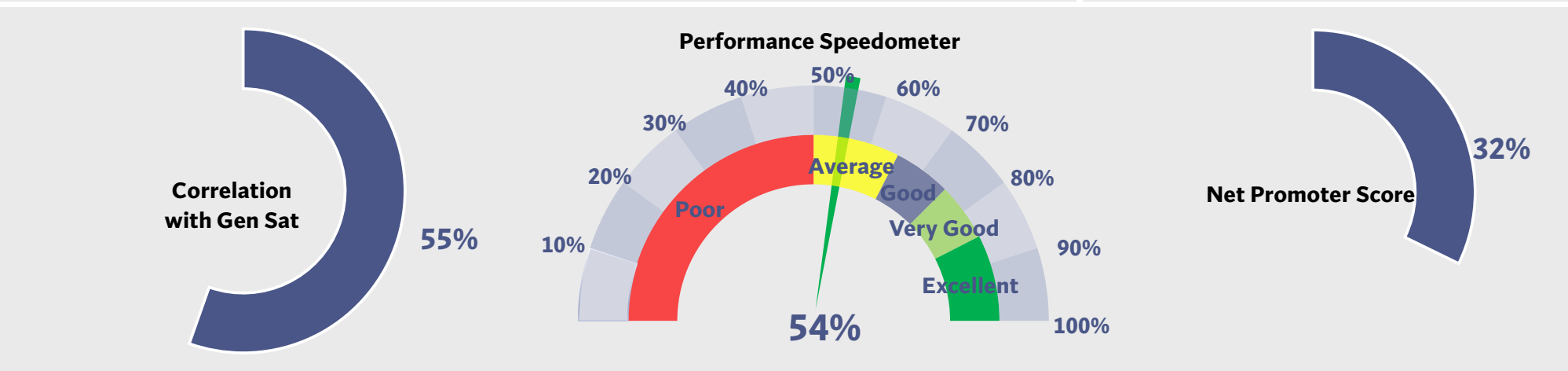
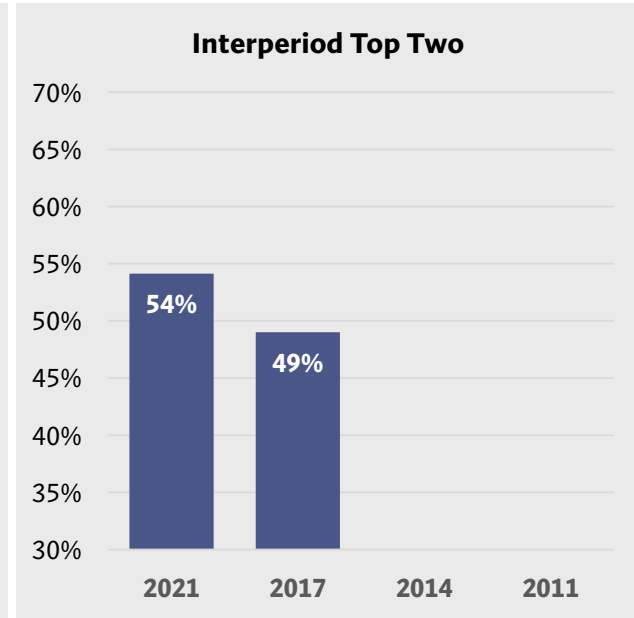
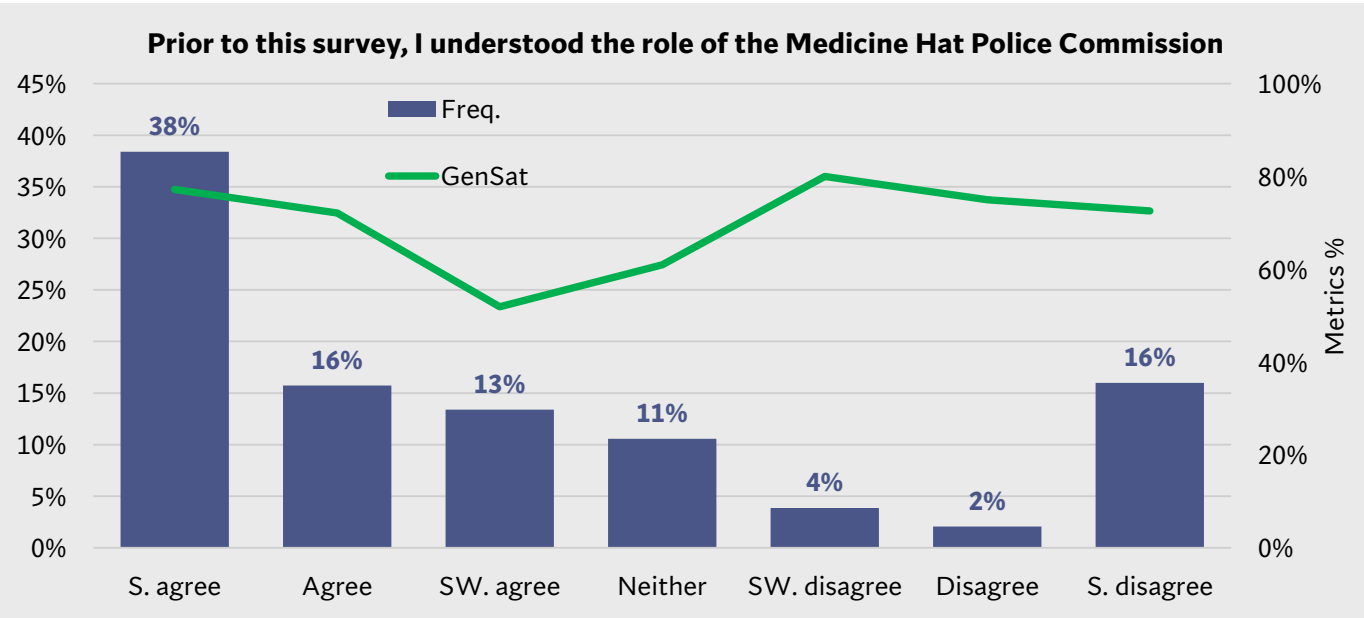
# MHPS, 2021 General Public Survey

Summary results, All Data



**Q50: Please tell us how strongly you agree or disagree with each of the following statements. Prior to this survey, I understood the role of the Medicine Hat Police Commission**

## Section Eight: Police Commission



# MHPS, 2021 General Public Survey

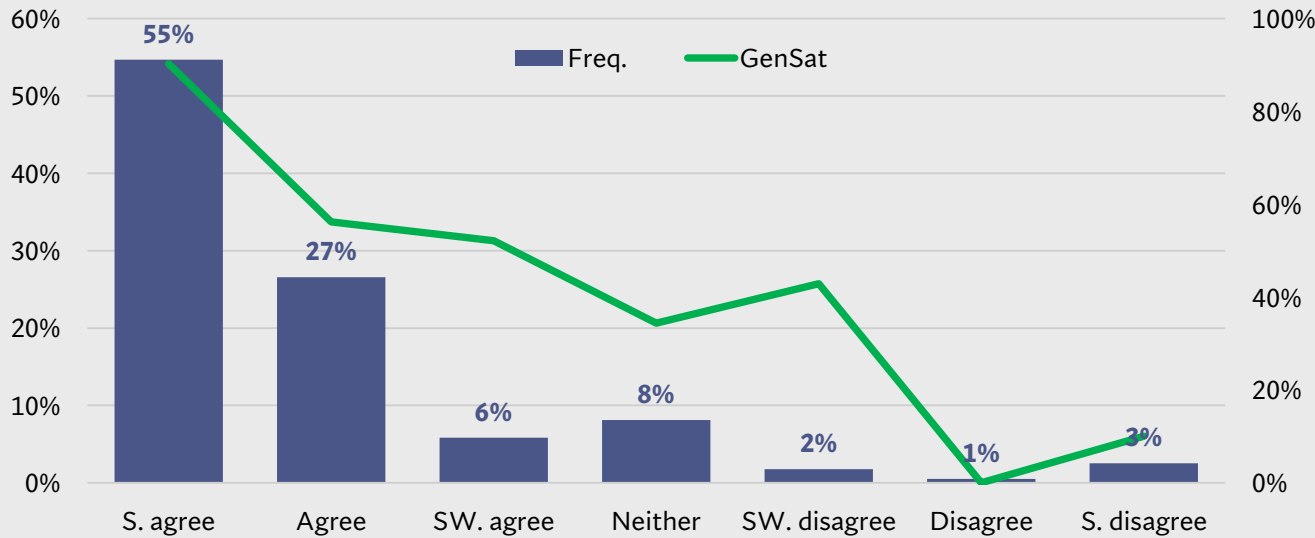
Summary results, All Data



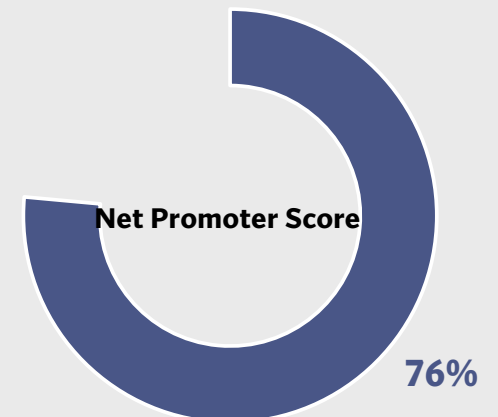
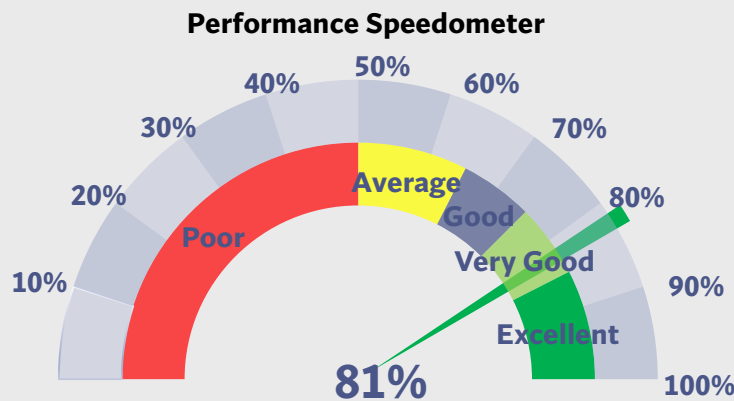
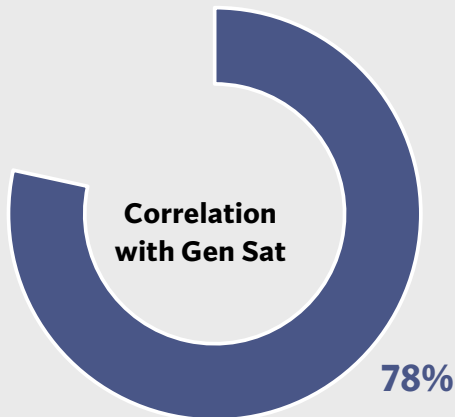
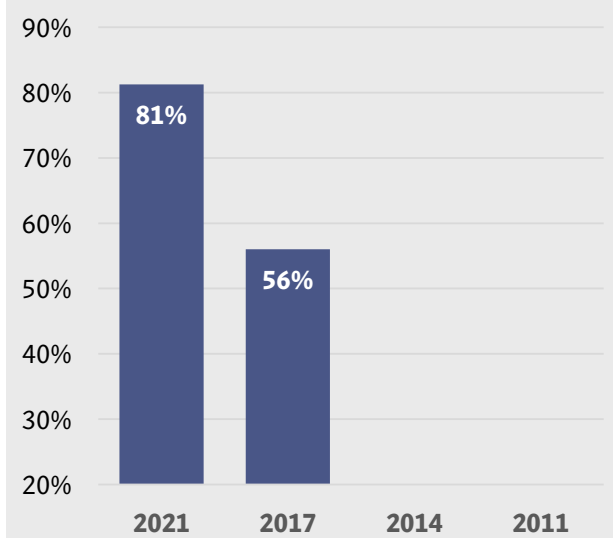
Q51: Using a scale of 1 to 7, where 1 is strongly agree and 7 is strongly disagree, please tell us how strongly you agree or disagree with the following statement: The Medicine Hat Police Commission is effective in its oversight role.

## Section Eight: Police Commission



The Medicine Hat Police Commission is effective in its oversight role.






Interperiod Top Two



## 4 Summary Findings – Top 3 Strength Findings

Research Objectives	Key Metric	Summary Findings
The performance of the police service.	71% 	The performance of the Medicine Hat Police Service is strong and is improving over time. Since 2011, the overall general satisfaction with the Medicine Hat Police Service has increased from 65% (top two) to 71%, <b>an increase of 6%. This rating has improved each year.</b> The average of other police services we have worked with is 65%
Public perceptions regarding safety and security in the community.	77% 	77% of citizens agree with the statement “I feel safe living in Medicine Hat”, <b>an improvement of 6% since 2017.</b> 82% of respondents agree with the statement “I feel safe living in my neighbourhood”, and approval of 9% since 2017. The areas of Medicine Hat where people feel uncomfortable going into our downtown and the flats area. The level of not being comfortable for those two areas has increased significantly since 2017, (29% versus 19% for downtown). It should also be mentioned that 55% of respondents are comfortable everywhere in Medicine Hat.
The involvement of police officers with their community and its citizens.	89%	Being seen to be visible, and knowledgeable works. If a respondent agrees with the statement “the person I spoke with was professional”, their overall satisfaction is at 89%.

## 4 Summary Findings – Top 3 Areas to Watch

Research Objectives	Key Metric	Summary Findings
Recommendations for improvement.		<p>The areas that correlate with overall satisfaction include:</p> <ul style="list-style-type: none"> <li>▪ Having trust in the police service</li> <li>▪ Feeling safe in Medicine Hat</li> <li>▪ Knowledge &amp; professionalism</li> </ul> <p><b>There is no correlation between overall satisfaction and demographics.</b> Therefore, focusing on professionalism, visibility, courtesy, and knowledge is far more likely to drive overall satisfaction than focusing on the needs of a particular demographic segment.</p>
How police personnel are perceived to conduct themselves while performing their duties.	85% 	<p>The perceptions of police are informed by many factors, most of which are positive. If respondents to the survey make mention of factors such as visibility, reliability, friendliness, or just a general positive attitude, feedback their general satisfaction with the police service is over 85%.</p> <p>If respondents mentioned traffic or speed enforcement, having reported an issue that was not resolved, or other content that was specific to the respondent's opinions or circumstances, then the overall satisfaction with the police service tends to be below 60%</p>
Communications with the community	70% 	<p>Overall satisfaction with the Medicine Hat Police Service's communications with the community has improved from 57% (2014) to 70%.</p>

# 5 Q & A

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Questions?

**Framework Analytics Inc.**  
**Presentation to the Medicine Hat Police Commission**  
**January 27, 2022**

Framework™