



# Recommendations from the Surrey community survey 2021

Presented to Surrey Police Board by

Eli Sopow Ph.D.

November 18, 2021  
Surrey B.C.

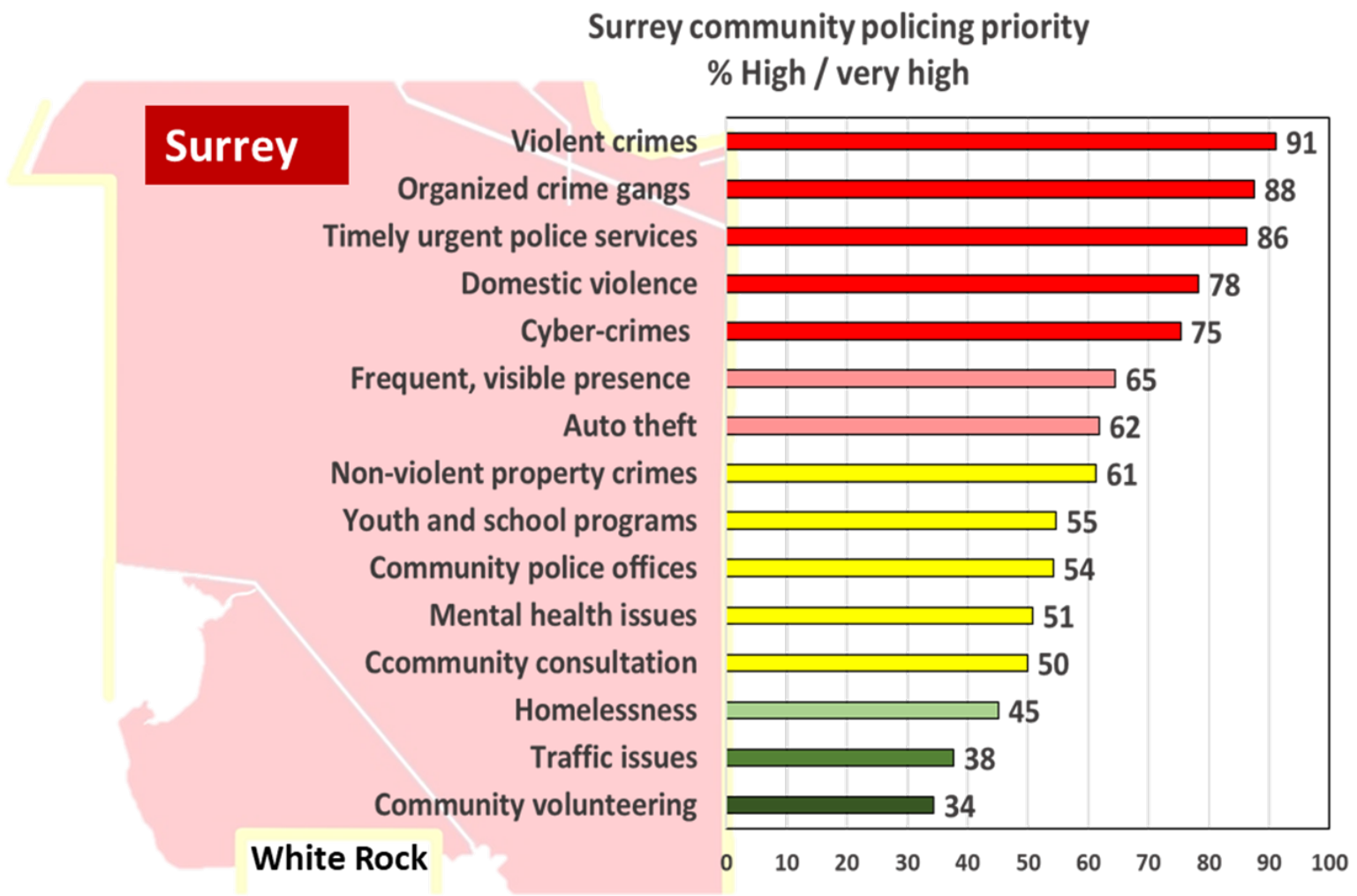
# Technical features: The Surrey public safety opinion survey

Design, analysis, and reporting of survey by Eli Sopow, Ph.D. \* Selection of survey participants and technical collection of survey respondents conducted by Vancouver polling and market research company *InsightsWest Market Research*. The company is one of Canada's leading and best-known polling firms conducting over 200 surveys a year.

- ✓ Survey participants selected through an existing panel of respondents weighted to reflect the population of Surrey according to latest Statistics Canada data. **1,000 Surrey adults over 18 years of age** responded to the survey throughout the six community centers of Surrey. The survey also **oversampled in the Punjabi language** in areas where Punjabi is principally spoken at home.
- ✓ There were 73 scaled-answer questions on a wide variety of topics and five open-ended questions that collected 1,826 comments in the participants own words. In addition, demographic questions were asked about gender, age, ethnicity, and which of the six communities participants lived in.
- ✓ All survey question responses were cross-tabulated allowing for detailed individual profiles of each unique community.
- ✓ Survey collection methodology prevents multiple responses from same computer and IP address. **The large sample size of participants means it is statistically accurate for the entire population of Surrey 19 times out of 20, with a margin of error of +/- 3.4%.**

\* Dr. Sopow is the former Director of Research & Continuous Improvement with BC-RCMP Headquarters. He has 40 years of experience in community and employee survey design and analysis across Canada and in over 500 distinct policing communities. He also served as national Director of Research with the RCMP Change management Project.

# Surrey public opinion survey serves as basis for recommendations



# Surrey public opinion survey

## No one priority fits-all

Surrey Policing Public Priority Matrix				Below average		Close to average: within 3% points			Above average						
% High / very high priority for policing	Violent crimes	Timely urgent police services	Organized crime gangs	Domestic violence	Cyber-crimes	Frequent, visible presence	Non-violent property crimes	Auto theft	Youth and school programs	Community police offices	Ongoing community consultation	Mental health issues	Homeless	Traffic issues	Community volunteering
All Surrey average	91%	88%	86%	78%	75%	64%	62%	61%	55%	55%	50%	50%	45%	38%	34%
Newton	87%	83%	85%	76%	75%	64%	60%	60%	59%	53%	46%	50%	43%	40%	36%
Cloverdale	93%	89%	90%	83%	78%	72%	69%	62%	57%	57%	53%	56%	45%	43%	35%
Guildford	94%	86%	86%	79%	71%	64%	64%	69%	50%	59%	56%	56%	50%	33%	37%
Fleetwood	94%	86%	88%	78%	75%	60%	60%	60%	60%	60%	54%	45%	40%	32%	26%
South Surrey	93%	85%	88%	75%	75%	60%	59%	59%	52%	46%	40%	44%	38%	35%	32%
Whalley	93%	89%	90%	82%	78%	67%	62%	63%	51%	61%	60%	60%	60%	42%	39%

## Recommendation 1.

### #1. Unique community ownership of strategic planning

- Unique strategic plan for EACH of the six community centres (not 5 policing districts) linked to an overarching SPS strategic plan.
- Each community will benefit from ***site-specific environmental scanning and consultations*** reflecting the community's unique policing priorities.

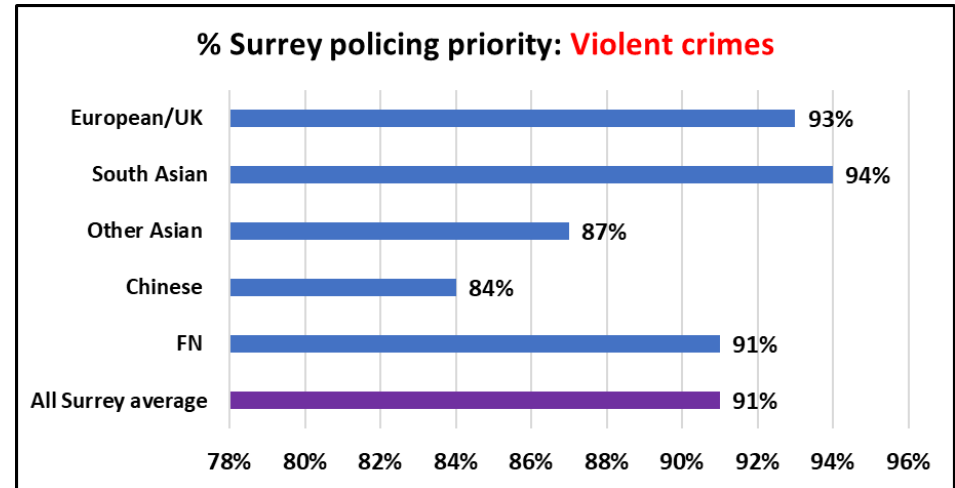


## Recommendation 2.

### #2. No one size fits all communication strategy

- Each community policing centre creates a strategic communication plan that ***directly and individually targets the unique features of each community including diverse ethnic and First Nations communities; social service agencies; faith groups; business groups; age groups, and others.***

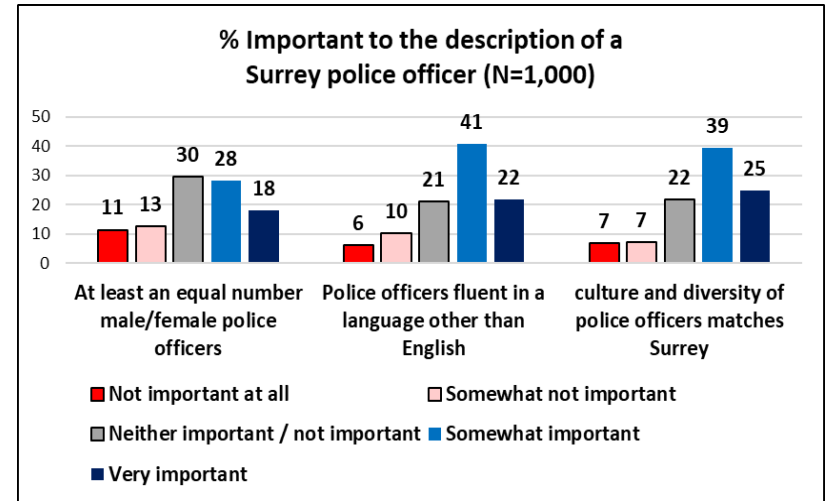
#### High/very high priority



## Recommendation 3.

### #3. Reflection of Surrey culture, demographics, and diversity in SPS police officer profile

- Composition of Surrey Police Service to **ESPECIALLY reflect the cultural diversity and languages of Surrey**, even more so than the important need for gender balance within the ranks.
- 64% of Surrey residents agreed that the **culture and diversity** of police officers must match that of Surrey population.
- 63% agreed that officers must be fluent in another language than English.
- 46% agreed that there must be at least an equal number of male/female officers.



## Recommendation 4.

### # 4. Enhanced, ongoing, community consultation

- *The survey shows that value of community consultation is significantly increased when there is a clear focus to the consultation.* For example, **those who rated consultation as a high priority also rated other policing priorities as high** including violent crimes, property crimes, domestic violence, organized crime, youth, school police programs, and others.
- What this means is that processes of community consultation can prove to be both a productive sounding board for community public safety concerns as well an *opportunities for community engagement in problem solving.*

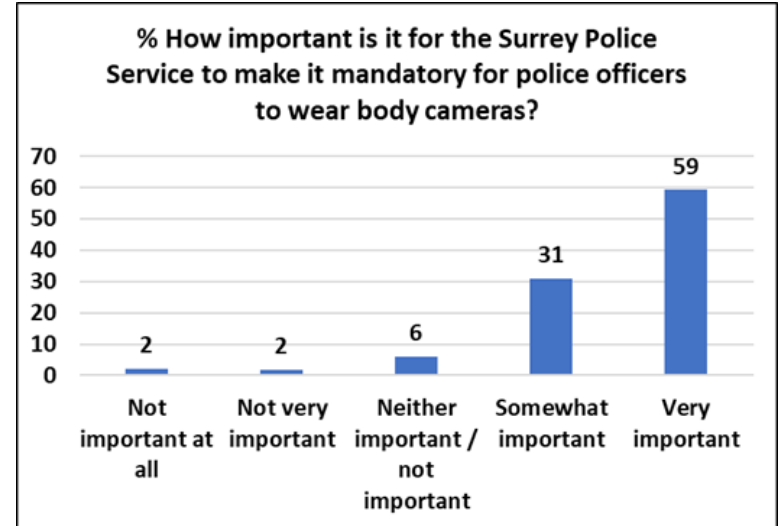
Community consultation priority linked to other policing priorities					
Community consultation	Violent crimes very high priority	Property crimes very high priority	Domestic violence very high priority	Organized crime very high priority	Youth/school programs very high priority
Very high priority	95%	86%	89%	96%	82%



## Recommendation 5.

### #5. Surrey Police Service officers wear body-worn cameras

- Community overwhelmingly supports (90% somewhat/very important) that it is mandatory for SPS to wear body-worn cameras.
- The strongest reasons given by the community is that body-worn cameras provide “accountability” for both police and those dealing with police.



# Recommendation 6

## #6. (already in place) Value of a community-based Surrey Police Board

The reason Surrey residents support the concept of a locally-appointed Surrey Police Board to oversee the Surrey Police Service is that:

- **79% agreed local police control means great accountability from the police to the community.**
- **75% of residents agreed that the Surrey Police Board makes it clear who they can go to if they have a concern of question about policing.**
- **75% of residents agreed that a local Surrey Police Board means that they have a say into how the SPS operates.**

