



Willingboro Township Police Department



2020 Community Survey



Executive Summary

During the summer of 2020, the Willingboro Township Police Department released our first community survey about crime and policing in Willingboro. The survey was designed to evaluate the quality of police services in our town. Respondents were asked a variety of questions related to satisfaction with the department including community engagement, officer visibility, and perception of safety. Overall, 356 individuals completed the survey. Their responses are shared in this report at a group level. The Willingboro Township Police Department appreciates the time each respondent took to provide open and honest recommendations on how we can improve the services we provide. This is one of many steps we have been and will be taking in an effort to partner with the community to make more informed decisions moving forward.



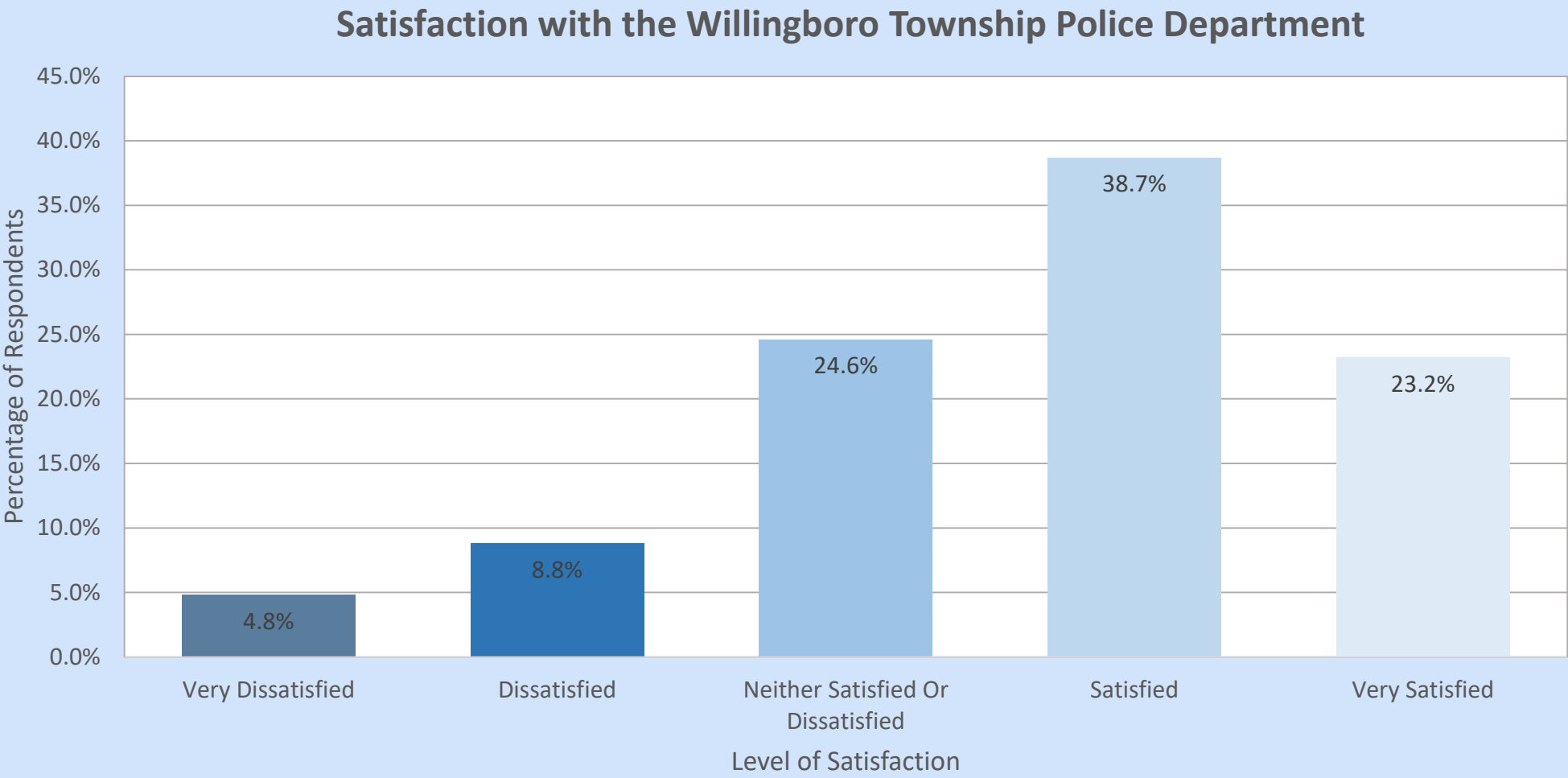
Summary of Findings:

- When asked how satisfied they are with our police department overall, 62% of respondents stated they were satisfied compared to only 13.6% who stated they were dissatisfied.
- The vast majority (over 72%) agreed that our officers are reliable and respond quickly to emergency calls.
- While respondents said they often see our officers driving through on patrol and making traffic stops, 77.6% stated that they have never seen one of our officers on foot patrol.
- Over 70% of respondents expressed that they felt safe or very safe in their homes, neighborhoods, and in businesses located in Willingboro. However, respondents reported feeling slightly less safe in Willingboro's public parks.
- Slightly more respondents perceived that crime in Willingboro was increasing (32.9%) compared to decreasing (28.5%), but the most popular answer was that crime was remaining the same (38.6%).
- The three biggest issues in Willingboro identified by respondents were burglary (20%), homicide/shootings (18.7%), and narcotics (18.6%).
- When asked to provide recommendations on how the Willingboro Township Police Department can improve, the most common feedback related to increasing visibility and/or having more officers (32.3%), offering more community engagement opportunities (30.1%), and heightened traffic enforcement (14.7%).

Survey Feedback

In general, how satisfied are you with the Willingboro Township Police Department?

Overall, the majority (62%) of respondents reported that they were satisfied or very satisfied with our police department. Only 13.6% expressed dissatisfaction.



To what extent does the Willingboro Township Police Department: work to develop relationships with community members, communicate regularly with community members, make it easy for community members to provide input, and show concern for community members?

The responses to each of our community engagement questions were generally positive. When respondents were asked how much officers engaged in the aforementioned activities, the highest selected answer options were somewhat (25%) or a lot (39%).

	Not at All	A Little	Somewhat	A Lot	To A Great Extent
work to develop relationships with community members	11.8%	16.9%	27.2%	29.6%	14.5%
communicate regularly with community members	14%	20.3%	28%	26.6%	11%
make it easy for community members to provide input	14.9%	19.1%	27.8%	25.4%	12.9%
show concern for community members	9%	18.2%	24%	29%	19.7%

Please indicate whether you agree or disagree with the following statements about Willingboro Township police officers.

In general, the responses to statements about officers being visible, being reliable, being knowledgeable, and responding quickly were positive. The vast majority (over 72%) agreed or strongly agreed that officers are reliable and respond quickly to emergency calls. Slightly more than half (55.2%) of respondents agreed or strongly agreed that officers are visible on the streets, an issue that will be discussed later in this report. Lastly, about half of respondents (49.4%) agreed or strongly agreed that officers were knowledgeable about issues that concerned them.

	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree	Not Applicable
Willingboro Township police officers are visible on the streets.	10.2%	15.9%	17%	35.4%	19.8%	1.7%
Willingboro Township police officers are reliable when you need them.	2.8%	5.1%	16.1%	36.9%	35.2%	3.9%
Willingboro Township police officers respond quickly to emergency calls.	2.3%	5.4%	13.8%	36.1%	36.3%	6.2%
Willingboro Township police officers are knowledgeable about issues that concern you.	4.6%	10.6%	28%	28.3%	21.1%	7.4%

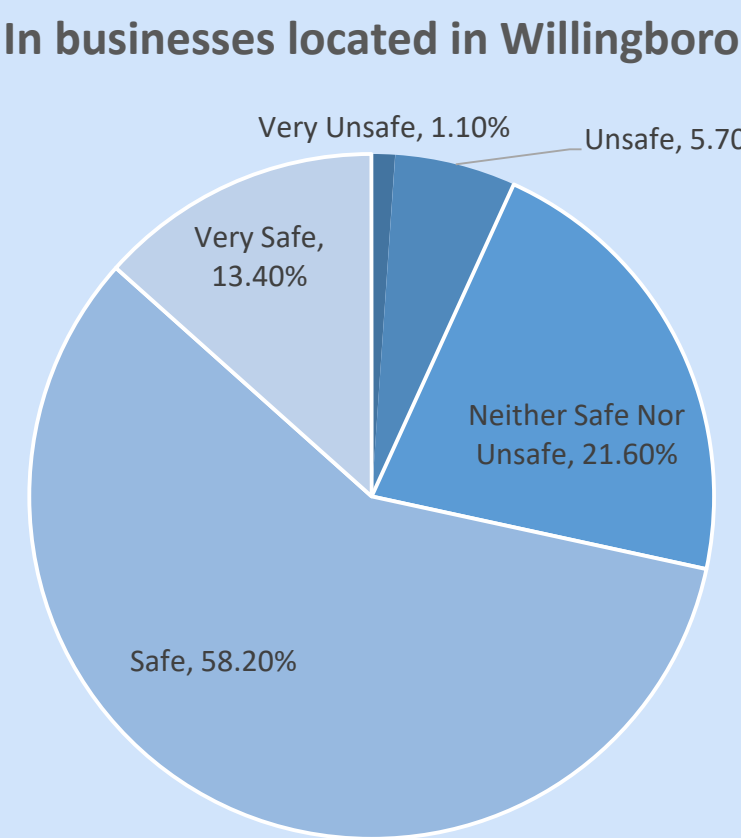
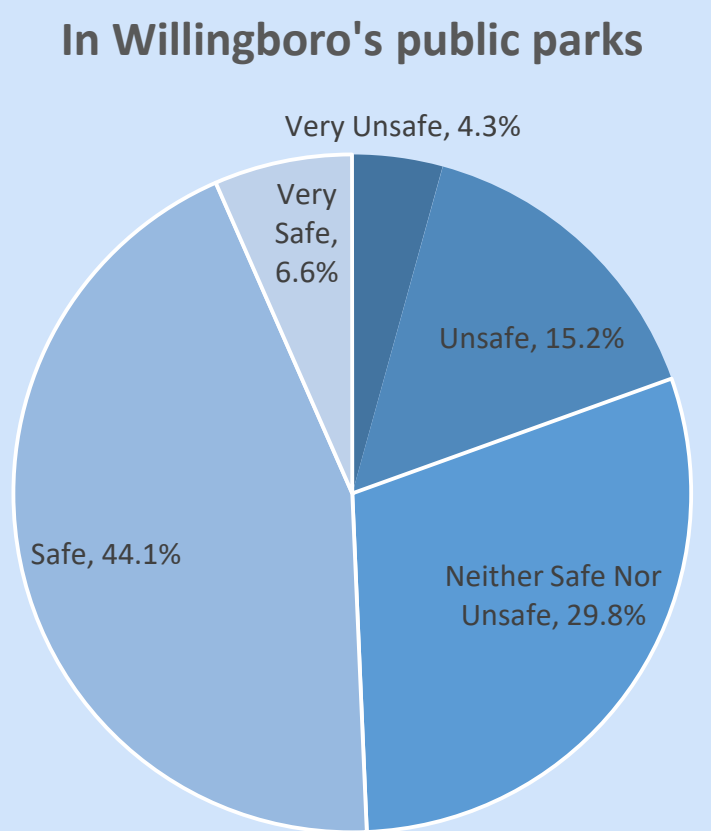
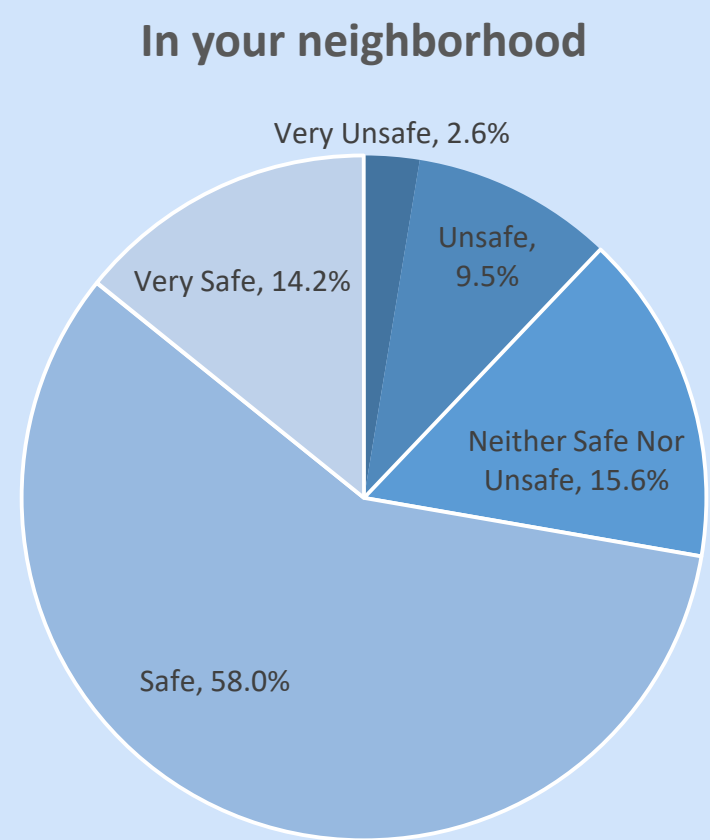
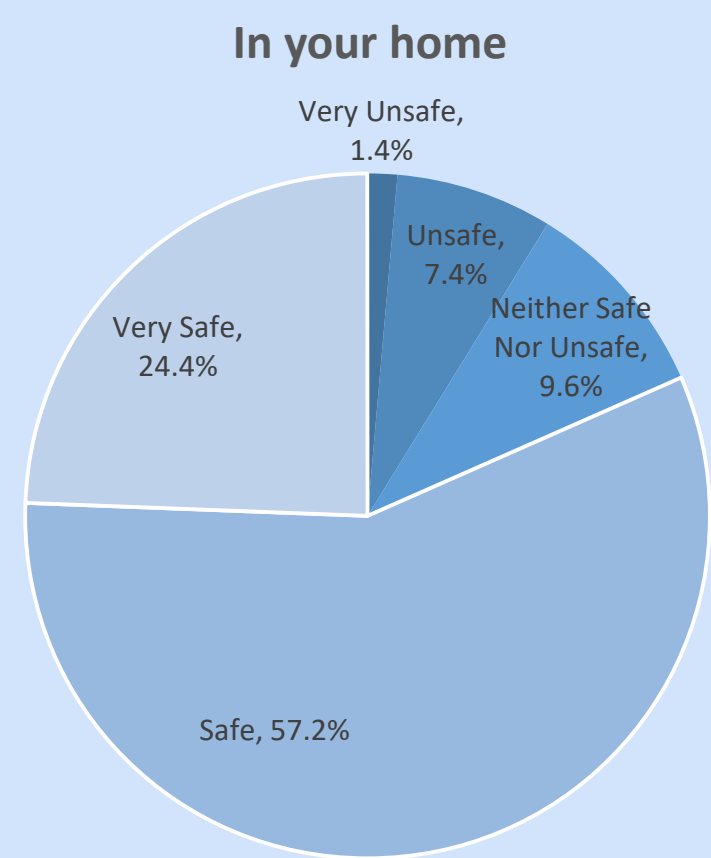
How often do you see Willingboro Township police officers engage in the following activities: drive through on patrol, walk or stand on foot patrol, have a friendly conversation with people, make a traffic stop, and arrest someone?

The activities respondents reported seeing officers engage in the most often were driving through on patrol and making a traffic stop. Activities respondents stated they less frequently see officers engage in were having a friendly conversation with people and conducting foot patrol, both of which will be discussed later in this report.

	Daily	Weekly	Monthly	Once every 6 months	Once a year	Never
Drive through on patrol	28.7%	23.8%	22.3%	12.8%	3.2%	9.3%
Walk or stand on foot patrol	1.8%	4.4%	5.8%	6.1%	4.4%	77.6%
Have a friendly conversation with people	6.3%	15%	18.3%	12.3%	7.5%	40.5%
Make a traffic stop	15.7%	22.6%	28.8%	17.5%	4.8%	10.7%
Arrest someone	4.3%	9.5%	12.6%	12.9%	10.4%	50.3%

In general, how safe do you feel: in your home, in your neighborhood, in Willingboro’s public parks, and in businesses located in Willingboro?

Over 70% of respondents reported feeling safe or very safe in their homes, neighborhoods, and in businesses located in Willingboro. Respondents felt slightly less safe in Willingboro’s public parks.



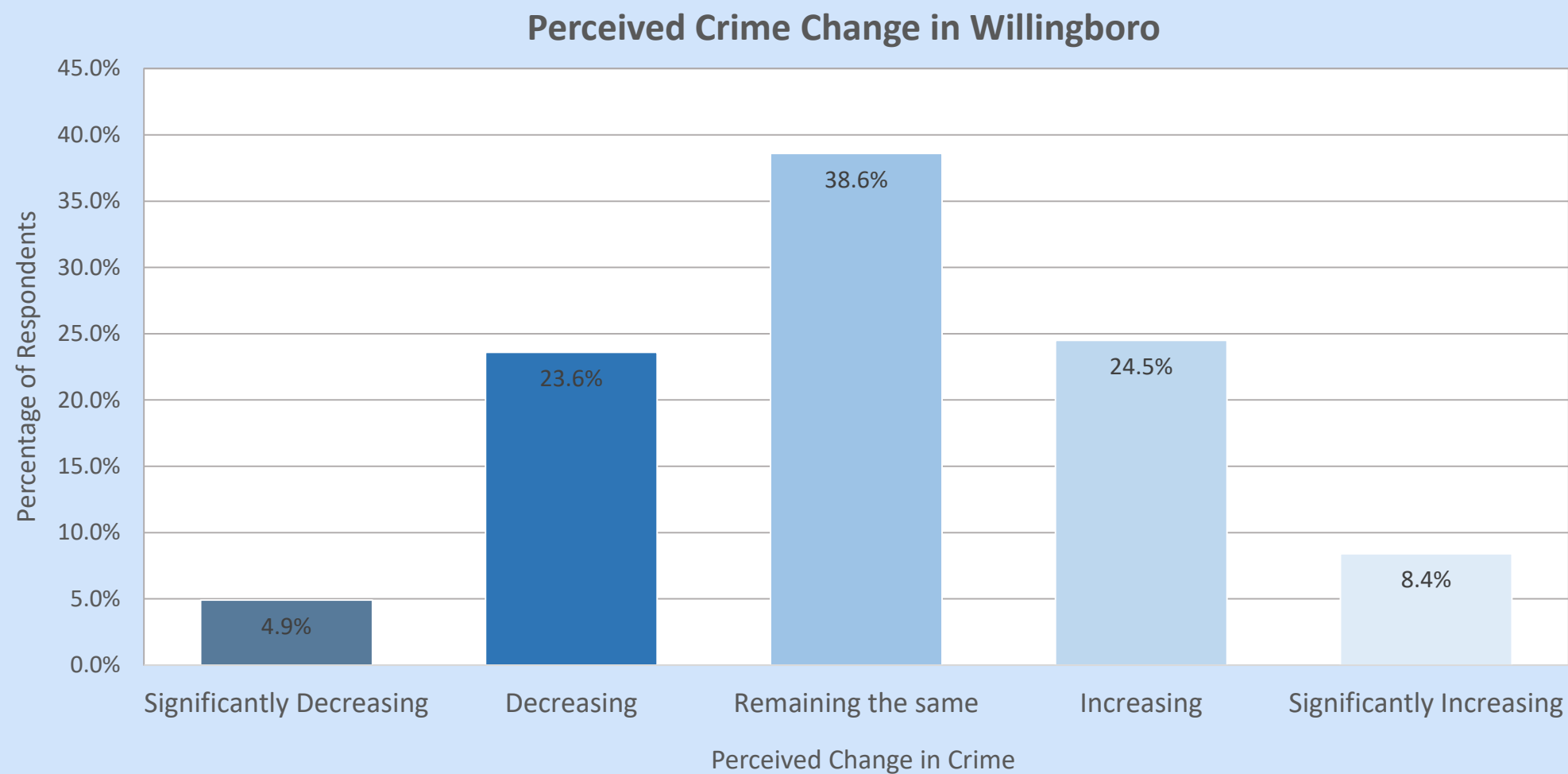
Please indicate how likely you would be to: report dangerous or suspicious activities, report a crime, and provide information to help solve a crime.

Respondents reported at they would be very likely to report dangerous or suspicious activities (70.1%), report a crime (74%), and provide information to help solve a crime (70.3%) to the Willingboro Township Police Department.

	Very Unlikely	Somewhat Unlikely	Neither Likely Nor Unlikely	Somewhat Likely	Very Likely
Report dangerous or suspicious activities to the Willingboro Township Police Department	5.6%	2.3%	2.3%	19.7%	70.1%
Report a crime to the Willingboro Township Police Department	4.2%	2.8%	2.5%	16.3%	74%
Provide the Willingboro Township Police Department with information to help solve a crime	4.5%	3.4%	4.3%	17.6%	70.3%

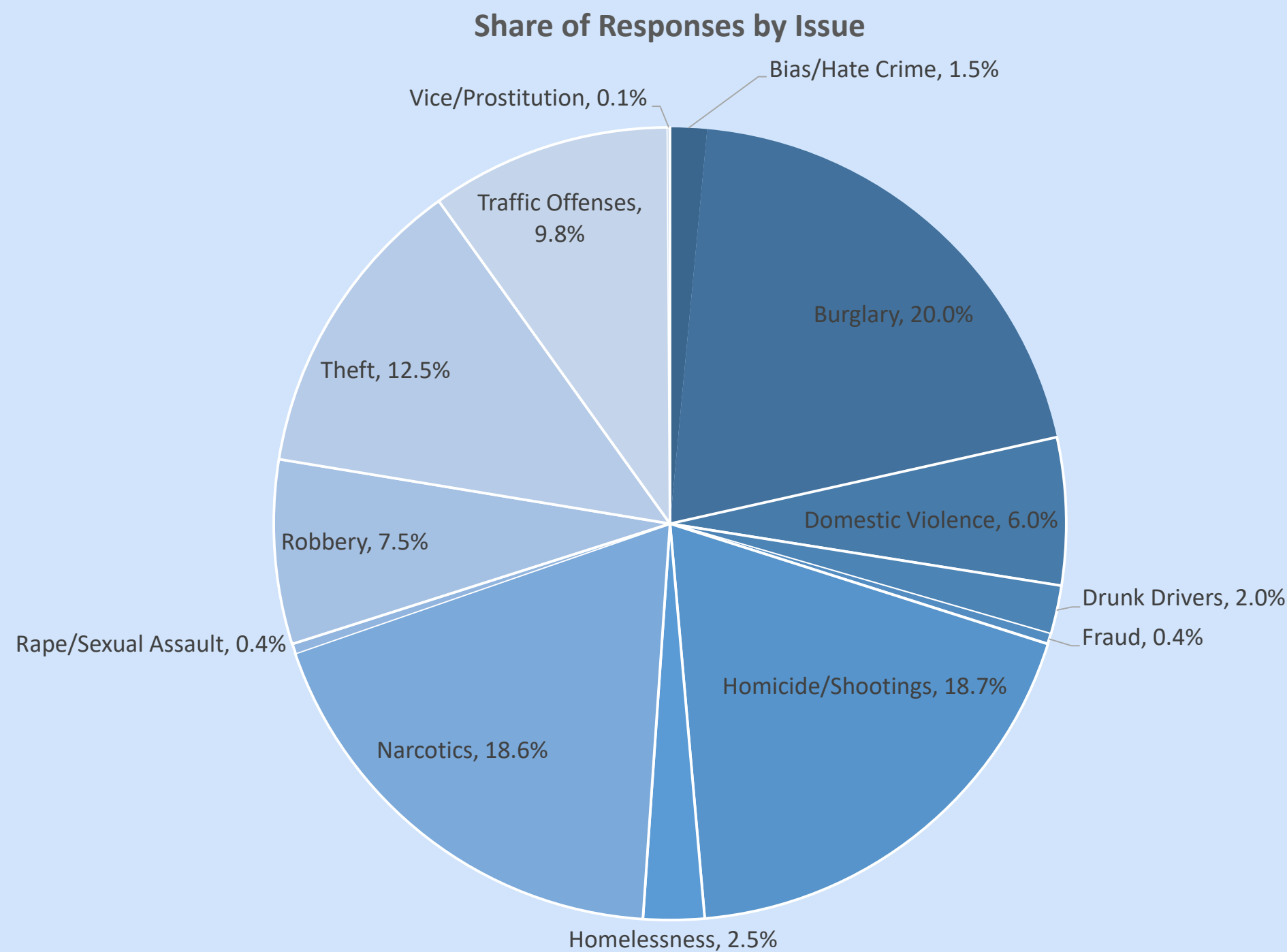
I believe crime in Willingboro is: significantly decreasing, decreasing, remaining the same, increasing, or significantly increasing.

Responses this question were mixed. Slightly more respondents perceived that crime was increasing (32.9%) compared to decreasing (28.5%), but the most popular answer was that crime was remaining the same (38.6%).



Please select three (3) issues you think are the greatest problems in Willingboro.

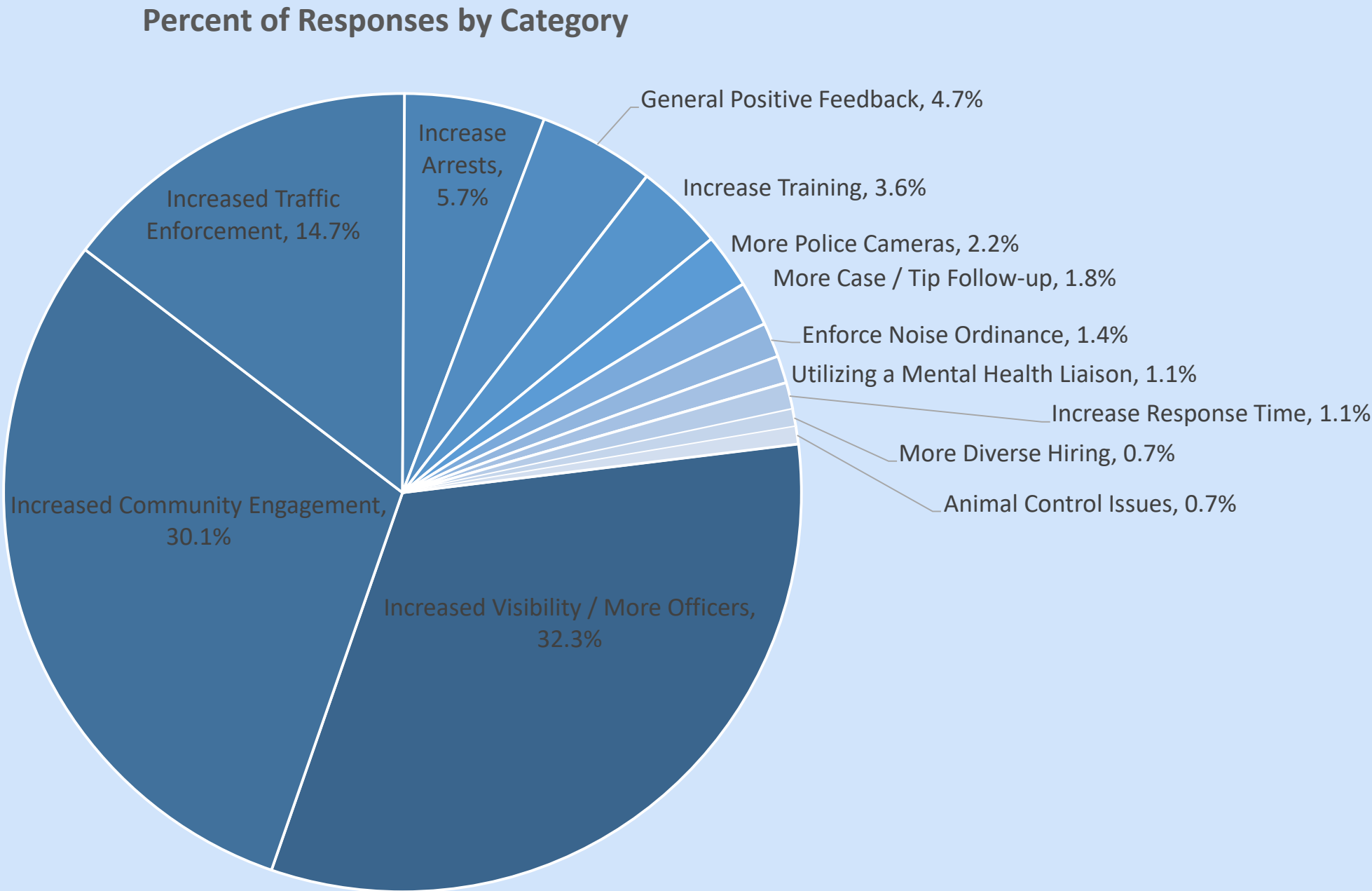
The three issues respondents identified as being the greatest problems in Willingboro were burglary (20%), homicide/shootings (18.7%), and narcotics (18.6%). The issues of least concern were vice/prostitution (.1%), rape/sexual assault (.4%), and fraud (.4%).



Please provide recommendations for any change you would like to see in the Willingboro Township Police Department.

Of the 356 survey respondents, 207 completed this open-ended question, making 279 recommendations. Respondent recommendations were then coded into 13 distinct categories. The most common feedback received was the request more visibility and/or more officers (32.3%). Responses in this category centered around requests to see officers on respondents’ streets more often, some particularly asked for officers to conduct foot patrol. The second most common feedback was for more community engagement (30.1%). Respondents requested more frequent contact with officers both for themselves and for youth in the community. Within this category, respondents also requested more updates on crime through social media and press releases. The third most common category, which accounted for 14.7% of responses, was for increased traffic enforcement. Half of these responses were related to addressing speeding. Some of the less common recommendations were to utilize a mental health liaison (1.1%), increase response time to calls (1.1%), have more diverse hiring (.7%), and to address issues related to animal control (.7%).

Category	Category Total	Percent of Responses
Increased Visibility / More Officers	90	32.3%
• Foot Patrol	12	
• Bike Patrol	9	
Increased Community Engagement	84	30.1%
• Youth	16	
• Social Media / Press Releases	14	
• Park / Street Assignments	3	
Increased Traffic Enforcement	41	14.7%
• Speeding	21	
• Parking	8	
• ATV	5	
Increase Arrests	16	5.7%
General Positive Feedback	13	4.7%
Increase Training	10	3.6%
More Police Cameras	6	2.2%
More Case / Tip Follow-up	5	1.8%
Enforce Noise Ordinance	4	1.4%
Utilizing a Mental Health Liaison	3	1.1%
Increase Response Time	3	1.1%
More Diverse Hiring	2	.7%
Animal Control Issues	2	.7%

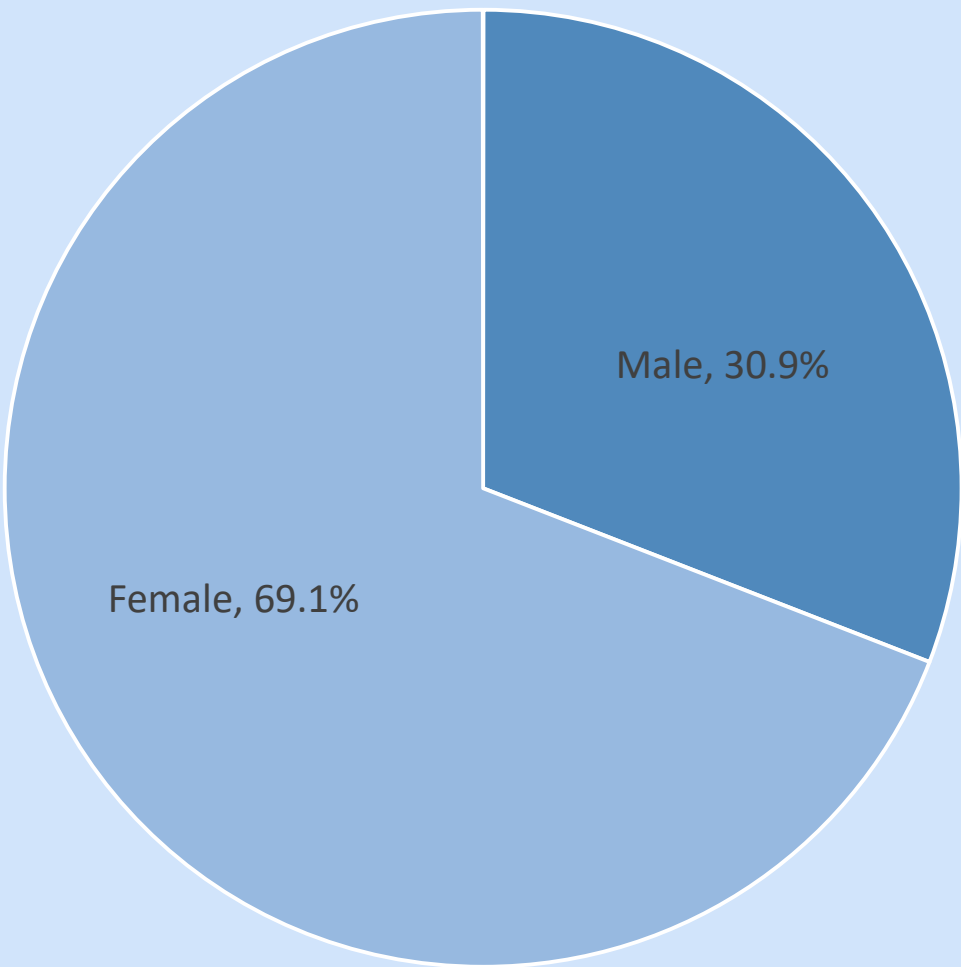


Demographics

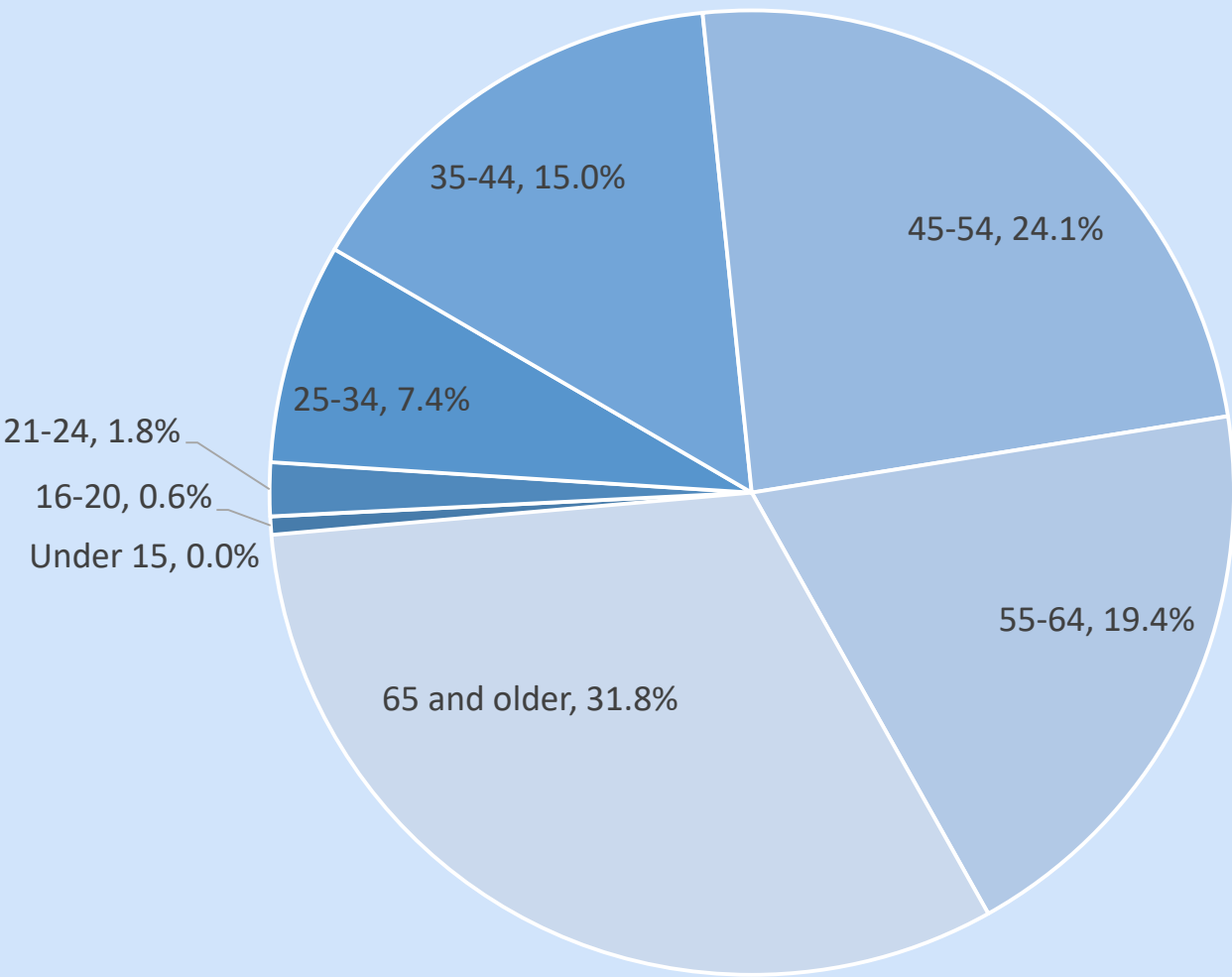
What is your gender?

69.1% of respondents identified as female and 30.9% identified as male. No respondents self-identified as another gender identity in the open-ended answer option.

Gender Identity of Respondents



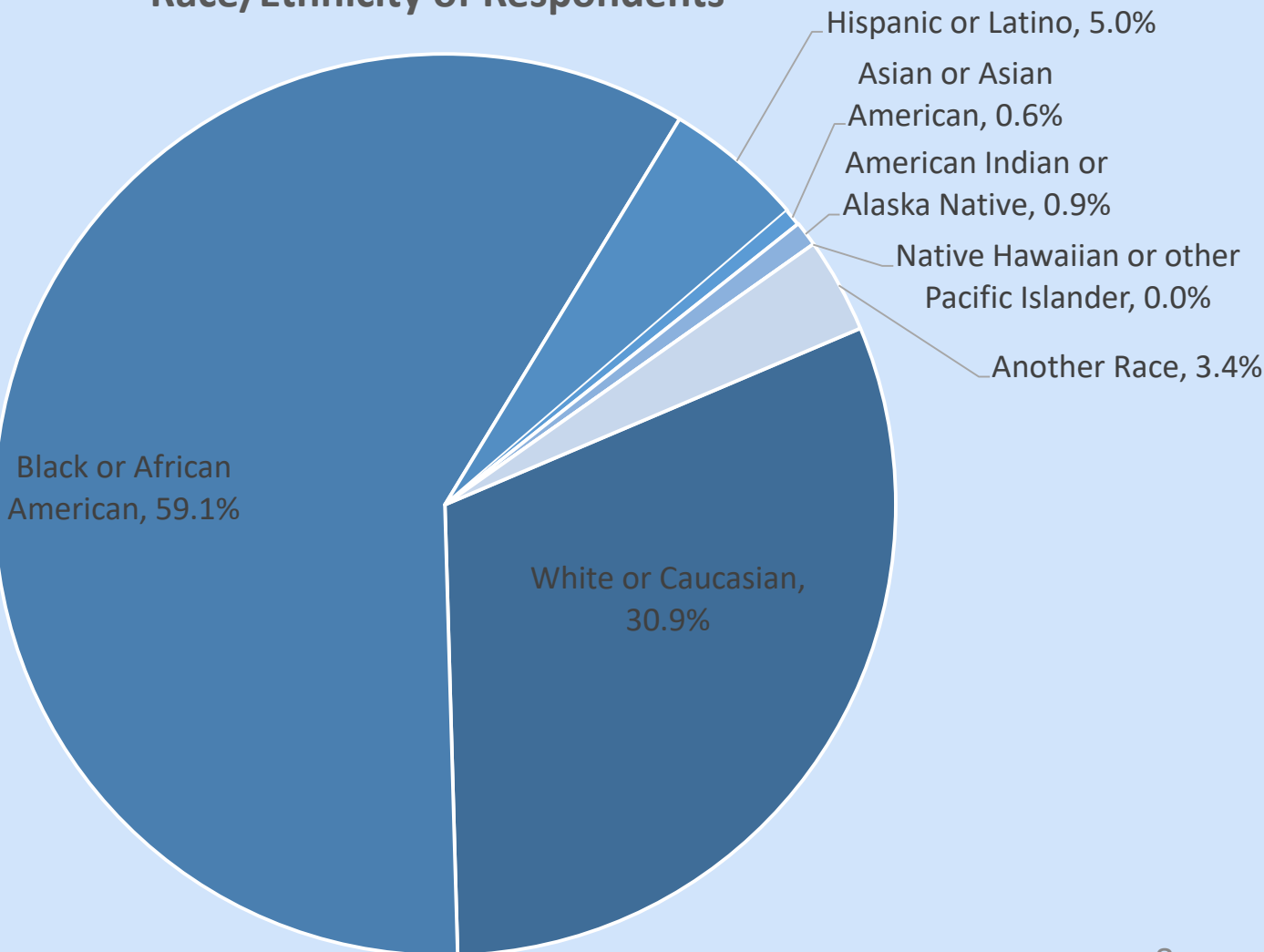
Age of Respondents



What is your age?

The majority (75.3%) of respondents were 45 and over. More specifically, those 65 and older accounted for 31.8% of respondents, the largest of any age group.

Race/Ethnicity of Respondents

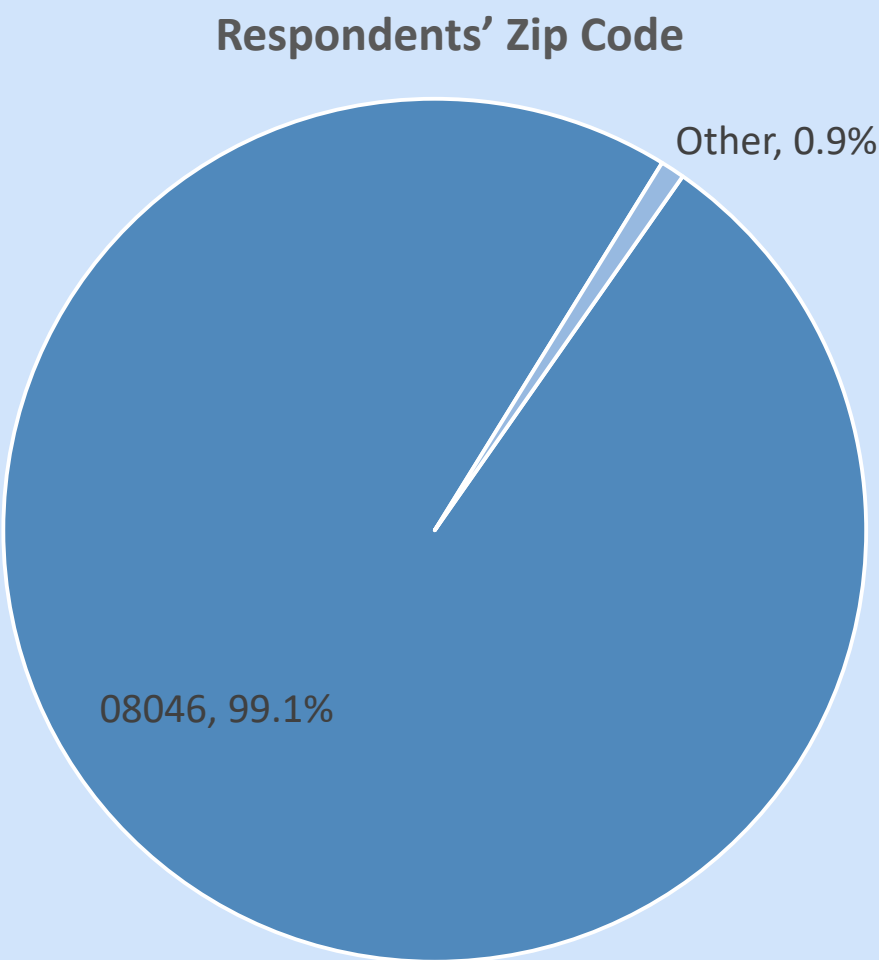


What is your race/ethnicity?

Most respondents (59.1%) identified as being Black or African American. The second most common race/ethnicity was White or Caucasian (31%).

What is your zip code?

Almost all (99.1%) of the responses to this question were 08046, Willingboro’s zip code.



If you are a Willingboro resident in which park do you reside?

The parks with the most amount of responses were Garfield East (13.7%), Buckingham (13.1%), Hawthorne (11.3%), Millbrook (11.3%), and Garfield (10.7%).

