



BARRIE POLICE SERVICES BOARD REPORT  
OPEN  
MARCH 2023

**TO:** Barrie Police Services Board

**FROM:** Chief Rich Johnston

**DATE:** March 16, 2023

**SUBJECT:** 2022 BPS Community Safety Survey – Findings

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## Background

The Community Safety Survey (CSS) is a voluntary survey, conducted annually by the Barrie Police Service (BPS), to gain insight on public perception of the Service and community safety. Participants are not obligated to answer every question and findings offer measurable benchmarks to help assess the BPS year-over-year progress and alignment with community needs. This document reviews all survey response data to offer an understanding of public perception, values, and expectations of the BPS, which informs the BPS 2023-2025 Strategic Plan and future initiatives.

## Objectives

- i. Increase diversity of respondents, to be more representative of the city of Barrie demographics, as per 2021 Statistics Canada Census data.
- ii. Assess year-over-year benchmarks in the following areas regarding public perception of safety in the city of Barrie; BPS approachability, accountability, and public knowledge of resources offered by the BPS.
- iii. Analyze data to inform the 2023-2025 and future 2026-2028 Strategic Plan.
- iv. Capture data that can be used to inform evidence-based decision making.

## **Methodology**

The CSS was voluntary to complete and publicly accessible from October 17, 2022, to December 2, 2022. This span of time is consistent with the period allocated to the CSS conducted in 2021 and 2020. A total of 929 responses were received which is a 33% decrease from 2021 (1,385 survey participants), though remains a 155% increase from 2019 (364 survey respondents), which was also prior to the COVID-19 pandemic. The years 2020 and 2021 also experienced an increased focus in policing across North America, which may have impacted response volumes. The decrease of survey participation experienced in 2022 may also be attributable to survey fatigue, which has prompted the BPS to explore new means of survey structure, and engagement strategy for 2023.

The 2022 CSS was distributed through a variety of channels and primarily accessible in a digital format at [www.barriepolice.ca/survey](http://www.barriepolice.ca/survey). A comprehensive media strategy that expanded on actions from 2021 and 2022 was implemented and included: media releases, internal and external stakeholder emails, organic and paid social media posts featuring static graphics and short videos, distribution of printed kits and survey information cards at community events, and placement of digital posters throughout Georgian Mall's public screens.

## **Key Findings**

Data collection through the 2022 CSS has offered the continued measurement of consistent benchmarks to assess year-over-year BPS progress in understanding the public's perception of safety, BPS accountability, approachability, and resources. The 2022 CSS results are similar to 2021 and 2022; themes from analyzing the data include:

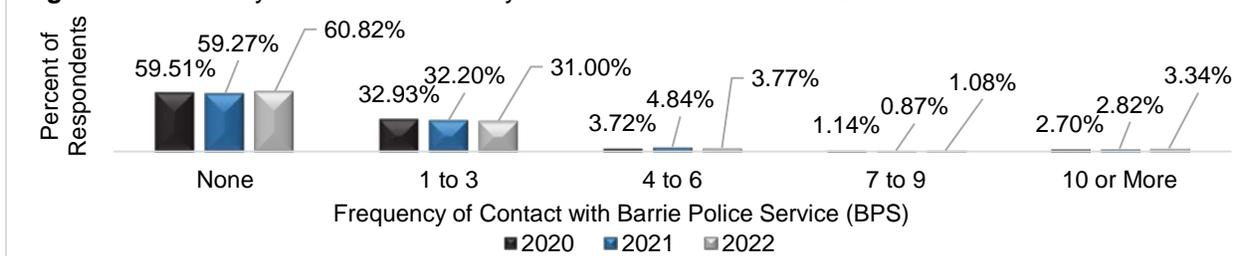
- survey respondents request:
  - strengthened officer visibility and presence throughout Barrie.
  - increase efforts and/or resources to address social disorder.
  - continued focus on traffic safety efforts.
  - strengthened customer service.
  - increase efforts to minimize public substance abuse.
- there is continued public trust, confidence, and support of the BPS.
  - respondents who identify they 'Agree' or 'Strongly Agree' they support the BPS, increased by 5.76% from 2021 (total response volume 75.78%).
  - public confidence and comfort to approach a BPS officer increased by 7.19% from 2021.
- Public perception most and least safe areas during daylight or evening hours has remained consistent with prior years.

## **Detailed Findings**

### ***Interaction with the BPS***

Frequency of contact with the BPS shows minimal variations over the past three years. Year-over-year, there is a slight increase in multiple points of contact as shown in Figure 1.

**Figure 1: How many times in 2022 have you had contact with the BPS?**



*\*All 929 survey participants answered this question.*

### **One to Three Points of Contact with the BPS**

The majority of respondents (60.82%) identified as having ‘no contact’ with the BPS in 2022. Those who reported having ‘one to three’ points of contact (31.00%) identified their primary reason for interaction was: to report a crime (16.98%), through BPS community engagement (13.95%) and other events (16.74%), including but not limited to reports of traffic violations, neighbour disputes, social disorder, and mental health concerns.

### **Four or More Points of Contact with the BPS**

Individuals with multiple points of contact with the BPS (four or more), presented a similar data distribution as they identified their interactions were regarding: reporting a crime (14.51%), community engagement (10.88%), and/or calling 911 (10.36%). Other was also specified (13.47%), which included: request for police assistance, wellness checks, reports of mental health concerns, work related matters, traffic, and/or community engagement initiatives.

### **Summary on Primary Reasons of Contact (One or More Points of Contact with the BPS)**

Overall, of those who reported having ‘one or more’ points of contact with the BPS in 2022 (39.19%), the five primary reasons for interaction were consistent with prior years, (Figure 2).

**Figure 2**

2022 CSS Five Primary Reasons of Contact	2021 CSS Five Primary Reasons of Contact
1. Reporting a crime (16.21%)	1. Reporting a crime (16.95%)
2. Other (15.73%)*	2. Call to 911 (12.31%)
3. General community engagement (13.00%)	3. General community engagement (11.23%)
4. Call to 911 (11.72%)	4. Witnessing a crime (7.67%)
5. Reported motor vehicle accident (8.03%)	5. Due to traffic violation (6.80%)

*\*The 15.73% survey participants who selected ‘other’ as a reason for contact, identified: traffic violations, victims of crime including fraud, assault, and harassment, request for police assistance, wellness checks, mental health concerns, provision of information to police, and work-related responsibilities.*

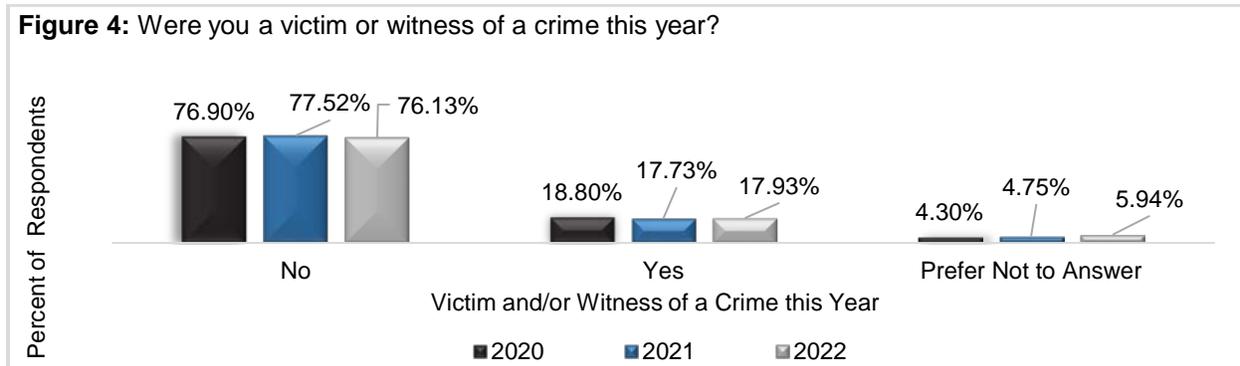
Figure 3 identifies the increase or decrease of the five primary reasons for contact in 2022 compared to 2021 and 2020. One consideration when reviewing data is that calling 911 may overlap with other categories of response.

**Figure 3**

2022 CSS Five Primary Reasons of Contact	CSS Findings for Reasons of Contact Per Year		
	2022	2021	2020
1. Reporting a crime	16.21%	16.95%	15.73%
2. Other	15.73%	14.04%	15.82%
3. General community engagement	13.00%	11.23%	10.37%
4. Call to 911	11.72%	12.31%	9.58%
5. Reported motor vehicle accident	8.03%	6.26%	7.91%

### Victim or Witness of Crime

Survey participants who reported having witnessed or been victim of a crime in 2022 are consistent year-over-year, as shown in Figure 4.



\*20 survey participants did not answer this question.

The data displayed in Figure 5, identifies the five primary offences the 17.93% of 2022 CSS survey respondents indicated they were victim or witness to in the year 2022.

**Figure 5**

2022 CSS Five Primary Offences Respondent was Victim/Witness to	2021 CSS Five Primary Offences Respondent was Victim/Witness to
1. Other (26.20%)	1. Physical assault (12.43%)
2. Theft (13.54%)	2. Vandalism (11.27%)
3. Vandalism (11.79%)	3. Theft of personal property (10.40%)
4. Physical assault (11.35%)	4. Theft of household property (8.09%)
5. Criminal harassment (6.99%)	5. Breaking and entering (6.65%)

\*Of the 163 respondents who identified “Yes” they were a victim or witness of a crime this year, 10 survey participants did not answer this question.

There were 26.20% of respondents who selected ‘Other’ and specified offences they were victim or witness regarded: social disorder through substance abuse, a motor vehicle collision, traffic violation, theft, or a neighbour or domestic disturbance. Correspondingly, Figure 6 identifies year-over-year differences in the five primary offences 2022 CSS survey respondents identified they were a victim or witness to.

**Figure 6**

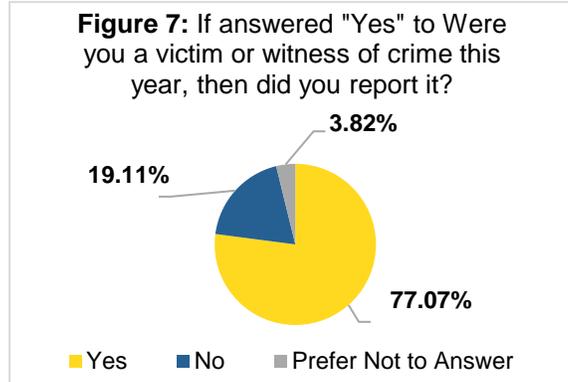
2022 CSS Five Primary Offences Respondent was Victim/Witness to	CSS Findings for Reasons of Contact Per Year		
	2022	2021	2020
1. Other	26.20%	19.65%	24.42%
2. Theft	13.54%	18.49%*	18.84%*
3. Vandalism	11.79%	11.27%	9.07%
4. Physical Assault	11.35%	12.43%	8.84%
5. Criminal harassment	6.99%	5.49%	3.95%

\*Theft of household property and theft of personal property was fused into one category for the 2022 CSS. Therefore Figure 6 provides the sum of these two categories from the 2021 and 2020 CSS findings.

**Methods of Reporting**

Survey participants who identified ‘Yes’ they were a victim or witness of a crime in 2022 (17.13%), were asked if they reported the occurrence, Figure 7.

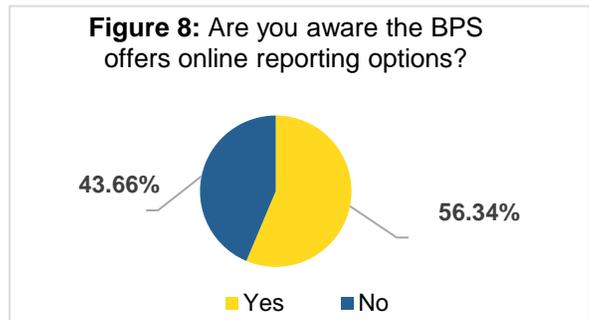
Those who indicated they did not report a crime (19.11%), identified this was due to someone else having already reported it, or a perception that the occurrence was not one that could be actioned upon. Of the 77.07% who reported a crime in 2022 (Figure 7), the method used included: BPS non-emergency line (45.22%), calling 911 (25.48%), online reporting (16.56%), in-person reporting (4.46%), Crime Stoppers (3.18%) and 5.10% identified ‘Other’, indicating they approached an officer directly.



*\*Of the 163 respondents who identified they were a victim or witness of a crime in 2022, six participants did not answer this question.*

**Online Reporting**

Looking further into awareness of online reporting, the 2022 CSS introduced a pre-request question, asking survey participants to identify if they are or are not aware that the BPS offers online reporting options. While this question did not exist in past surveys, a similar one was present and in 2021 participants were asked if they are aware of the online reporting options offered by the BPS, to which 32.61% Strongly agreed or agreed. This number has increased to 56.34% identifying ‘Yes’ in 2022.



*\*61 survey participants did not answer this question*

Of the 56.34% of survey respondents who are aware the BPS offers online reporting; 78.19% indicated they have used the Service. Correspondingly, these individuals were asked to reflect on their experience with the BPS online reporting tool, findings are identified in Figure 9

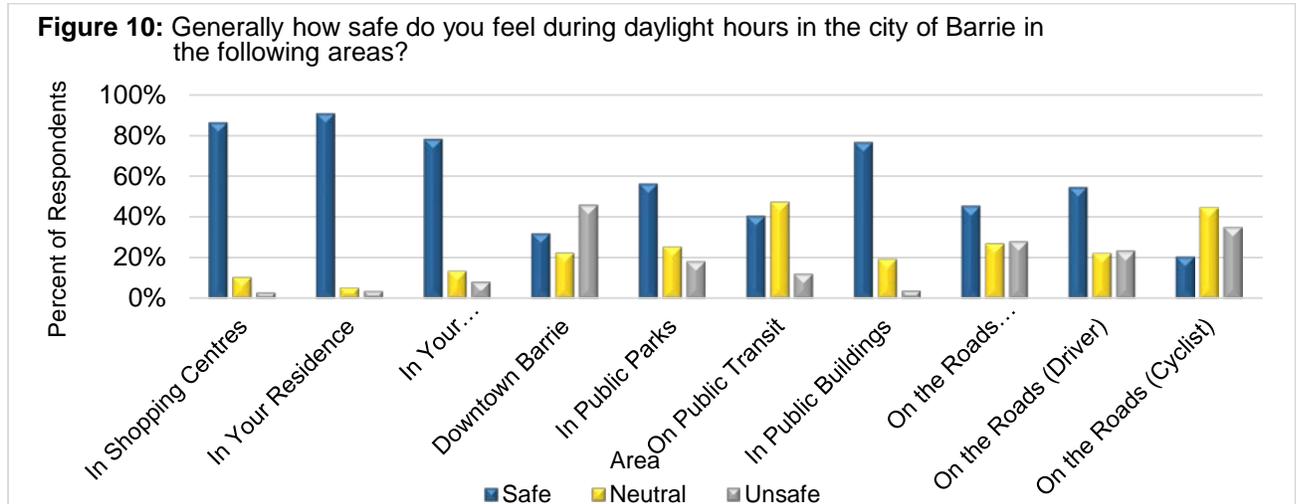
**Figure 9: Can you reflect on your experience with the BPS online reporting options**

Survey Questions	Answer				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I believe online reporting to be an effective reporting tool.	19.19%	33.33%	25.26%	13.13%	9.09%
I found navigating the website easy and informative.	13.13%	34.34%	33.34%	10.10%	9.09%
I found the online reporting easy and convenient.	17.17%	41.41%	11.12%	18.18%	12.12%
I was satisfied with the follow-up on my report.	9.18%	17.35%	22.45%	24.49%	26.53%
I was restricted due to technical capabilities and/or resources.	6.06%	14.14%	25.26%	32.32%	22.22%

*\*Of the 106 respondents who identified “Yes” they have used the BPS online reporting option, seven participants did not answer this question.*

### Public Perception of Safety

Respondents were asked their perception of safety during daylight hours in the city of Barrie (Figure 10), and findings were consistent with those identified in 2021 and 2020. The three areas identified as highest and least perceived safety are specified in Figure 11.

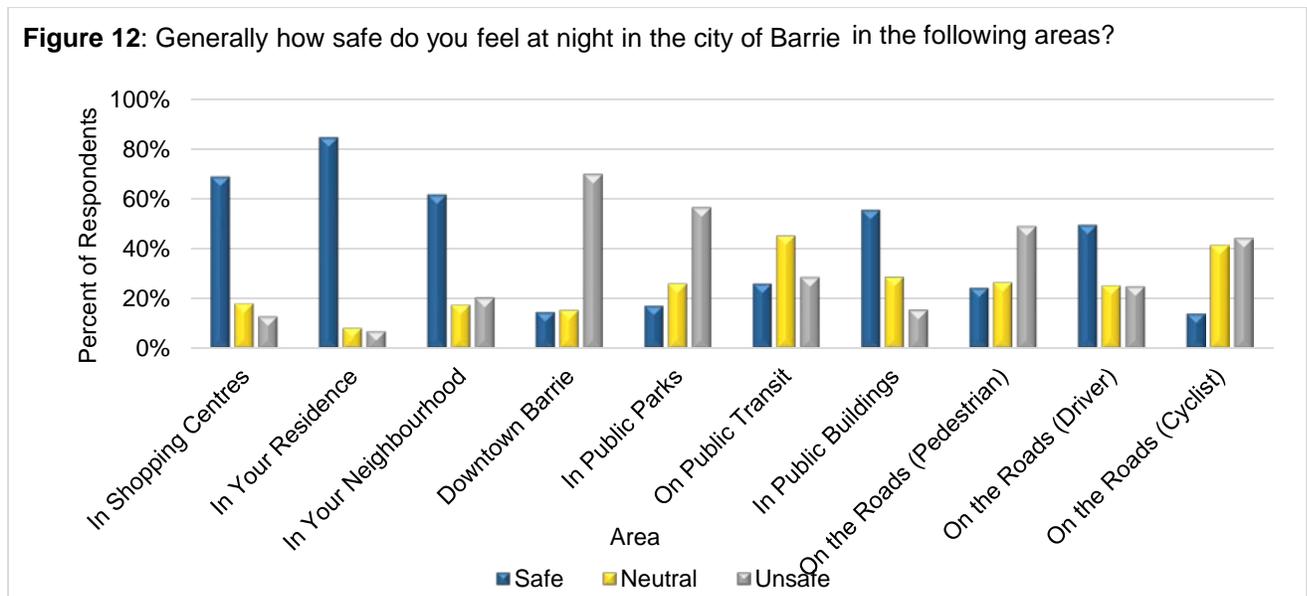


\*201 survey participants did not answer this question.

**Figure 11**

Highest Perceived Safety During Daylight	Least Perceived Safety During Daylight
1. Personal residence (90.82% Safe)	1. Downtown Barrie (45.59% Unsafe)
2. Shopping Centres (86.39% Safe)	2. Cyclists on the roads (34.80% Unsafe)
3. In respondents' neighbourhood (78.22% Safe)	3. Pedestrians on the roads (27.74% Unsafe)

Similarly, respondents were asked their perception of safety within the city of Barrie at night, findings are shown in Figure 12.



\*204 survey participants did not answer this question.

The three locations perceived as most, or least safe at night are consistent with 2021 and 2020 findings, as identified in Figure 13.

**Figure 13**

Highest Perceived Safety At Night	Least Perceived Safety At Night
1. Personal residence (84.58% Safe)	1. Downtown Barrie (69.98% Unsafe)
2. Shopping Centres (68.93% Safe)	2. In public parks (56.72% Unsafe)
3. In respondents' neighbourhood (61.72% Safe)	3. Pedestrians on the roads (49.16% Unsafe)

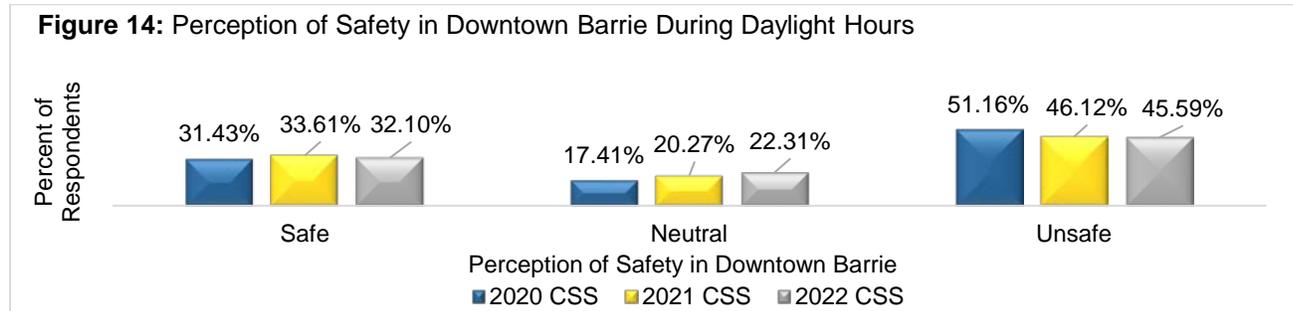
Respondents identified the five primary concerns of safety in the city of Barrie as the following:

1. Disorderly Conduct/Public Intoxication/Noise Violations (16.30%)
2. Substance Abuse (14.62%)
3. Traffic Safety/Speeding (14.35%)
4. Driving Under the Influence (Alcohol/Drugs) (8.77%)
5. Child Abuse and/or Trauma (8.64%)

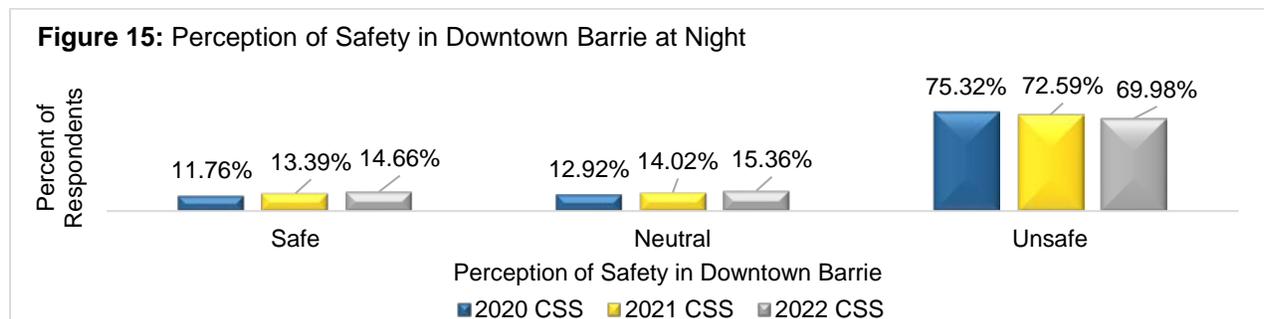
*\*Note: 206 survey participants did not answer this question.*

**Public Perception of Safety in Downtown Barrie**

The perception of safety in Downtown Barrie during daylight hours has experienced a year-over-year increase of 2.04% in those who feel 'Neutral' on the matter and compared to 2020 there is a 5.57% decrease in those who identify a perceived feeling of being 'Unsafe' (Figure 14).

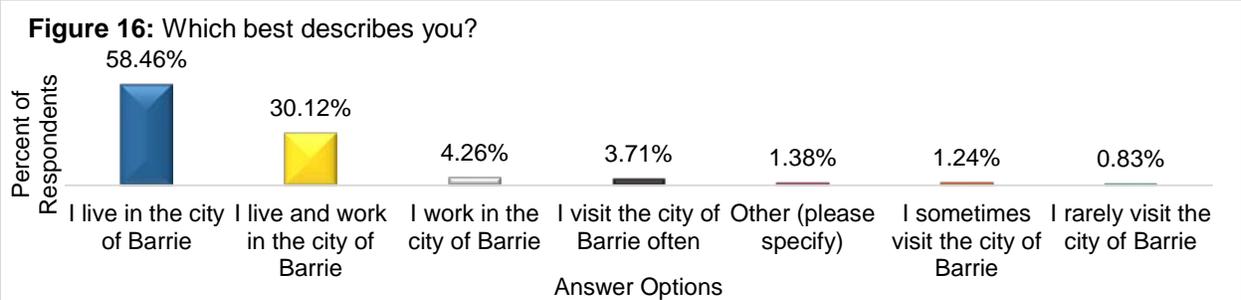


The perception of safety in Downtown Barrie at night has also strengthened, with a 1.27% increase in respondents identifying they feel 'Safe' in 2022 compared to 2021. This is a 2.90% increase from 2020. Similarly, respondents who identified as 'Unsafe' decreased by 5.34% from 2020 findings, as shown in Figure 15.



**Public Perception of Safety Concerns**

Figure 16 shows the distribution of survey participants who self-identified as a resident, reside and work, strictly work or visit Barrie. Figure 17 through 19 identify the five primarily perceived safety concerns from each of these respondent groupings. Additional findings identified, in the year 2022 compared to 2021, 14.31% of survey respondents witness an increase in police presence throughout Barrie, and 8.86% perceived an increase within their neighbourhood.



*\*202 survey participants did not answer this question.*

**Perceived Safety Concerns of Respondents who Live or Live and Work in Barrie**

Respondents who reside or both live and work in Barrie, were primarily from Ward 2 (17.37%), Ward 8 (14.71%), Ward 6 (10.49%), Ward 4 (10.33%), Ward 1 (10,17%), and specified safety concerns as shown in Figure 17.

**Figure 17:** Five safety concerns in the entire city of Barrie from the perspective of those who live or both live and work in Barrie.

Rank	Safety Concern	Total
1	Traffic Safety/Speeding	27.37%
2	Disorderly Conduct/Public Intoxication/ Noise Violation	11.38%
3	Lack of Police Presence	10.88%
4	Thefts (Vehicle Related)	9.12%
5	Child Abuse and/or Trauma	7.19%

**Perceived Safety Concerns of Respondents Strictly Work in Barrie**

Participants who strictly work in Barrie are mainly located in Ward 2 (51.61%) Ward 8 (25.81%) and Ward 1 (12.90%) and Ward 4 (12.90%). Figure 18 identifies this group’s five primary concerns of safety in the city of Barrie.

**Figure 18:** Five safety concerns in the city of Barrie from the perspective of those who strictly work in Barrie.

Rank	Safety Concern	Total
1	Substance Abuse	25.00%
2	Driving Under the Influence (Alcohol/Drugs)	14.29%
3	Child Abuse and/or Trauma	10.71%
4	Disorderly Conduct/Public Intoxication/ Noise Violation	10.71%
5	Lack of Police Presence	10.71%

**Perceived Safety Concerns of Respondents Visit Barrie, or Responded ‘Other’**

Those who only visit Barrie or responded ‘other’ frequent Ward 8 (38.00%) Ward 2 (30.00%) and Ward 3 (20.00%). Figure 19 identifies this group’s five primary safety concerns in Barrie.

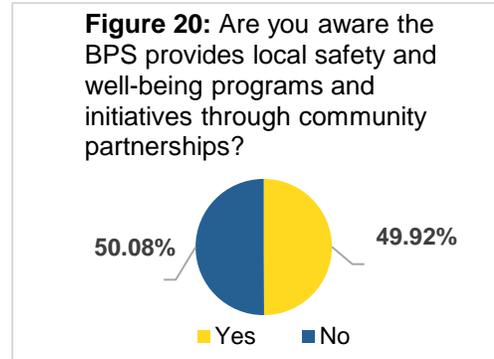
**Figure 19:** Five safety concerns in the city of Barrie from the perspective of those who strictly visit Barrie, or indicated 'Other'.

Rank	Safety Concern	Total
1	Disorderly Conduct/Public Intoxication/ Noise Violation	13.89%
2	Disorderly Youth and/ or Underage Drinking/Drugs/Smoking	13.89%
3	Substance Abuse	13.89%
4	Traffic Safety/Speeding	13.89%
5	Child Abuse and/or Trauma	11.11%

**Public Awareness of BPS Resources**

The 2022 CSS introduced a pre-requisite question, asking survey participants to identify if they are aware the BPS provides local safety and well-being programs and initiatives through community partnerships, Figure 20.

The addition of a qualified question has strengthened the quality of data collected through the CSS, those who responded 'Yes' (49.92%), were asked to evaluate their familiarity with each of the BPS programs/initiatives listed, Figure 21.



*\*280 survey participants did not answer this question*

**Figure 21:** How familiar are you with the following BPS programs/initiatives?

Survey Questions	Answer				
	Very Familiar	Familiar	Somewhat Familiar	Not Familiar	Not at all Familiar
Auxiliary Police	16.08%	30.23%	32.79%	16.40%	4.50%
Bully Button	2.88%	8.65%	13.79%	44.23%	30.45%
Citizens on Patrol	9.00%	21.86%	26.69%	26.69%	15.76%
Citizen Police Academy	4.84%	17.74%	19.03%	34.84%	23.55%
Collaborate Barrie	6.45%	9.03%	15.48%	41.94%	27.10%
Community Outreach and Support Team (COAST)	11.94%	21.29%	30.96%	21.29%	14.52%
Community Safety and Well-Being Team (CSWB)	6.77%	21.29%	32.26%	25.16%	14.52%
Crime Prevention Through Environmental Design	4.50%	11.90%	15.11%	42.12%	26.37%
Key Holder Registry	5.50%	13.92%	14.24%	39.16%	27.18%
Inside Out	1.29%	4.21%	7.77%	51.13%	35.60%
Interactive Online Annual Report	7.12%	21.04%	19.42%	32.36%	20.06%
Mobile Crisis Response Team	9.32%	24.12%	24.44%	27.01%	15.11%
Project Lifesaver	3.90%	11.36%	15.91%	41.88%	26.95%
Project Safe Horizon	3.56%	7.12%	11.98%	48.54%	28.80%
Speak Out App	2.60%	5.84%	9.10%	51.62%	30.84%
Vulnerable Person Registry	12.90%	25.16%	21.29%	25.81%	14.84%

*\*Of the 324 respondents who identified "Yes" they are aware the BPS provides local safety and well-being programs and initiatives through community partnerships; 12 did not answer this question.*

### Public Perception of the BPS

When reviewing year-over-year findings, there was an increase in the community's perception of support, trust, legitimacy, and confidence of the BPS. Areas of significant change included a year-over-year increase of 5.76% in respondents who identified they 'Agree' or 'Strongly Agree' they support the BPS (total response volume 75.78%). Public perception that 'overall, BPS officers are honest' also increased by 4.83% from 2021 and public comfort and confidence to approach a BPS officer strengthened by 7.19%, (detailed 2022 CSS data in Figure 22).

**Figure 22:** How much do you agree with the following statements?

Survey Questions	Answer				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I believe BPS treats everyone fairly.	13.01%	36.52%	26.18%	17.24%	7.05%
I feel comfortable and confident approaching a BPS Officer.	37.03%	38.44%	12.65%	6.88%	5.00%
I trust BPS will be objective in their investigations.	20.00%	36.09%	25.47%	12.50%	5.94%
I am satisfied with service provided by BPS.	12.24%	31.40%	26.22%	21.35%	8.79%
I feel BPS provides a visible police presence in the city.	8.92%	27.86%	25.98%	25.82%	11.42%
I trust BPS will make decisions that are good for everyone in the city.	13.75%	36.09%	28.91%	13.59%	7.66%
I have confidence that BPS can do its job well.	15.65%	38.34%	26.76%	12.52%	6.73%
I support BPS.	40.00%	35.78%	17.66%	2.97%	3.59%
Overall, BPS officers are honest.	20.63%	37.19%	29.21%	8.44%	4.53%

*\*287 survey participants did not answer this question.*

Similarly, findings remained consistent with prior years on the public perception of the BPS efficiencies in availability, visibility, and response. Data revealed most respondents view the BPS as 'Good' or 'Fair'. This is an area that continues to be explored through evidence-based research, including the 2022 BPS police visibility survey that assessed public perception of the Service's vehicles and officer uniform components, (detailed 2022 CSS data in Figure 23).

**Figure 23:** In the city of Barrie how well do you feel the BPS is doing in:

Survey Questions	Answer				
	Excellent	Good	Fair	Poor	Very Poor
Being available when needed	10.20%	35.64%	31.71%	14.44%	8.01%
Being visible on the streets	6.43%	23.04%	34.32%	24.61%	11.60%
Dealing with problems that concern my neighbourhood	7.24%	28.19%	31.97%	21.89%	10.71%
Addressing crime	7.57%	34.38%	33.60%	17.19%	7.26%
Treating people fairly	14.22%	38.91%	28.59%	11.72%	6.56%

*\*288 survey participants did not answer this question.*

The public perception of appreciation, respect and trust towards the BPS increased year-over-year, and perceptions of frustration, contempt or fear decreased from 2021 findings; 2022 CSS results are shown in Figure 24.

**Figure 24:** To what degree do each of the following describe your feelings in the context of: "I have \_\_\_\_\_ towards Barrie Police."

Survey Questions	Answer				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Appreciation	32.65%	42.95%	16.95%	4.44%	3.01%
Respect	31.90%	42.54%	18.41%	4.13%	3.02%
Trust	23.21%	38.47%	24.49%	7.95%	5.88%
Frustration	11.74%	22.83%	22.50%	22.67%	20.26%
Fear	3.23%	8.40%	18.09%	33.12%	37.16%
Contempt	3.08%	10.53%	27.24%	25.28%	33.87%

*\*291 survey participants did not answer this question.*

Similar, findings showed survey participants believe the BPS models its value principles and there was a slight increase in respondents who 'Agree' or 'Strongly Agree' with each principle; 2022 CSS data is shown in Figure 25.

**Figure 25:** Do you agree the BPS models its value principles including:

Survey Questions	Answer				
	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Professionalism	17.17%	44.83%	25.91%	8.27%	3.82%
Respect	16.53%	43.24%	25.28%	10.02%	4.93%
Integrity	15.69%	42.00%	29.00%	8.56%	4.75%
Diversity	13.20%	33.70%	39.27%	7.79%	6.04%
Excellence	13.99%	36.88%	34.34%	9.38%	5.41%

*\*296 survey participants did not answer this question.*

### **Public Communication**

Respondents were asked to specify whether they receive BPS communications and if so, through which channels. Findings were consistent with 2021 as the primary method of communication is through the 'BPS Social Media Pages (Facebook, Twitter, and Instagram)' (83.50%), and 'Other Social Media Pages' (57.08%) which is closely followed by 'Television Based News Channels' (70.23%) and 'Newspaper' (52.16%). Those who specified 'other' forms of communication identified include community engagement initiatives, or radio stations, 2022 CSS data is shown in Figure 26.

**Figure 26:** Do you receive communication from the BPS through the following channels?

Communication Channel	Answer	
	Yes	No
BarriePolice.ca Website	55.83%	44.17%
Barrie Police Service E-mail Suscription	6.74%	93.26%
Barrie Police Service Podcast	4.37%	95.63%
Barrie Police Service Social Media Pages (Facebook, Twitter, Instagram)	83.50%	16.50%
Other Social Media Pages	57.08%	42.92%
Newspaper	52.16%	47.84%
Online News Outlet	78.21%	21.79%
Television Based News Channels	70.23%	29.77%

*\*332 survey participants did not answer this question.*

**Respondent Self-Identified Demographics**

The 2022 CSS had a respondent sample similar to the 2021 CSS, and consisted of 57.76% women, 36.32% men, 0.32% non-binary and 5.60% participants indicating they prefer not to answer. There was some respondent diversity as in years prior, with participants self-identifying: Black, Chinese, Filipino, First Nations (North American), Métis, or Inuit, Korean, Latin American, South Asian, and West Asian; as in prior years the majority of respondents identified White (77.15%).

Most survey participants ranged between 30-69 years of age (71.84%), with a majority belonging to a household income of \$100,000 to \$149,999, which corresponds with findings of the 2021 Statistics Canada Census. Overall, the 2022 CSS demographics are comparable to the population composition within Barrie as per 2021 Statistics Canada data but are not a proportionate reflection of the overall Canadian population. Information displayed in Figure 27 through 30, provide a detailed summary of survey respondent demographics.

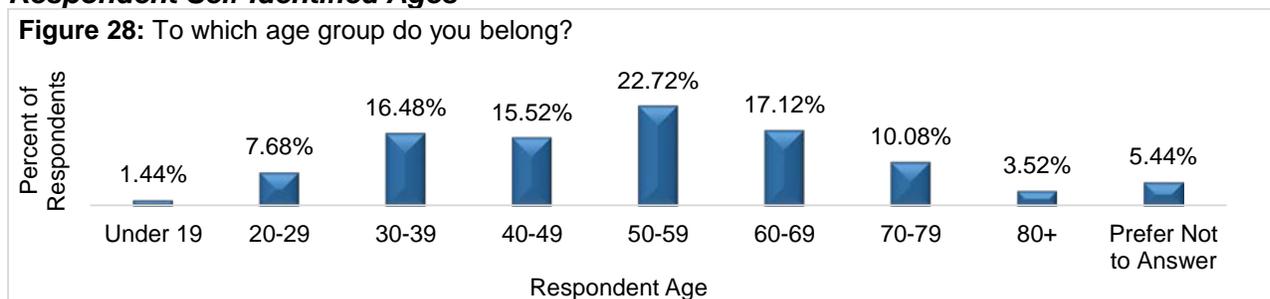
**Figure 27:** With which gender do you identify?

Gender	Total
Man	36.32%
Woman	57.76%
Non-Binary	0.32%
Transgender	0.00%
Prefer Not to Answer	5.60%

*\*304 survey participants did not answer this question.*

**Respondent Self-Identified Ages**

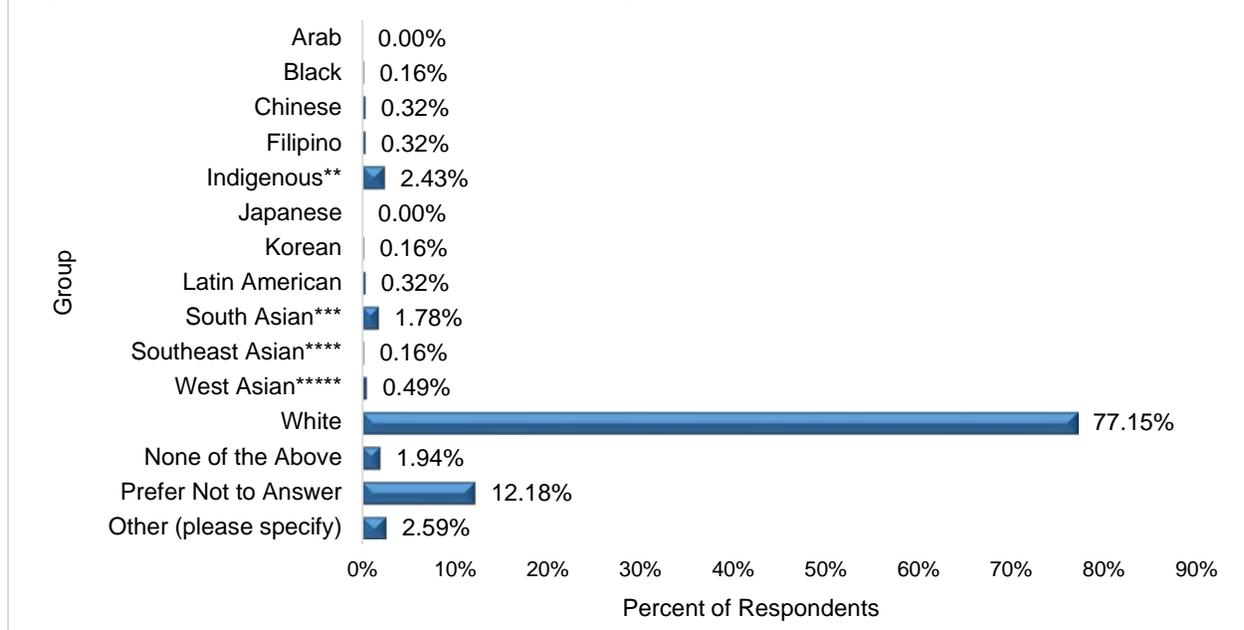
**Figure 28:** To which age group do you belong?



*\*304 survey participants did not answer this question.*

### Respondent Self-Identified Group Identity

**Figure 29:** Do you identify with any of the following groups?



\*312 survey participants did not answer this question

\*\*Indigenous; that is First Nations (North American), Métis, or Inuit

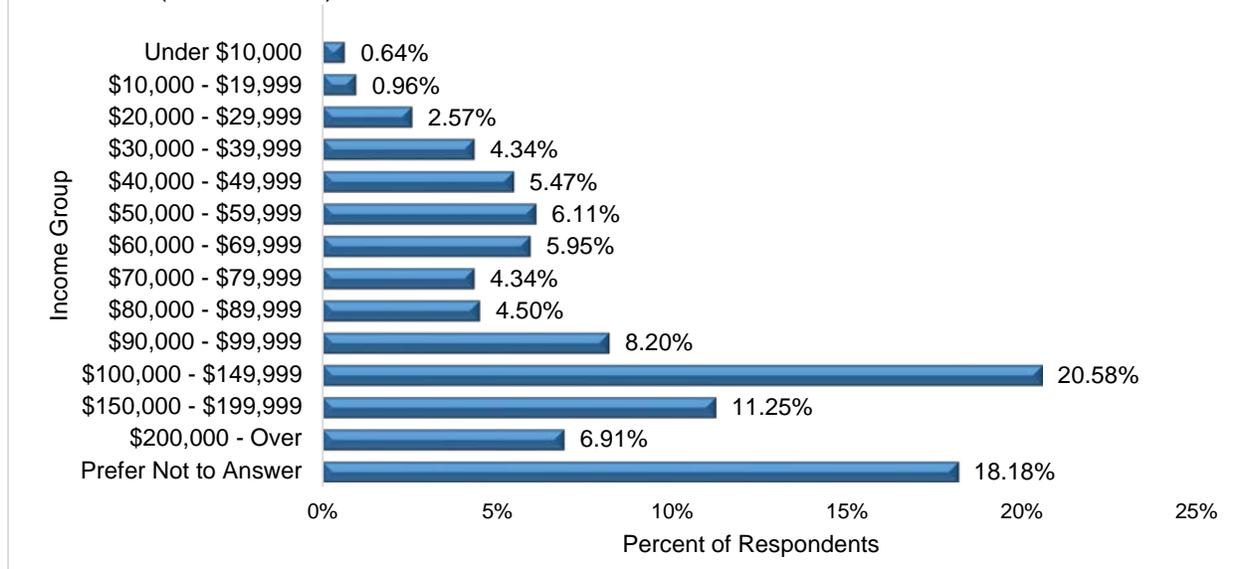
\*\*\*South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)

\*\*\*\*Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)

\*\*\*\*\*West Asian (e.g., Iranian, Afghan, etc.)

### Respondent Self-Identified Household Income

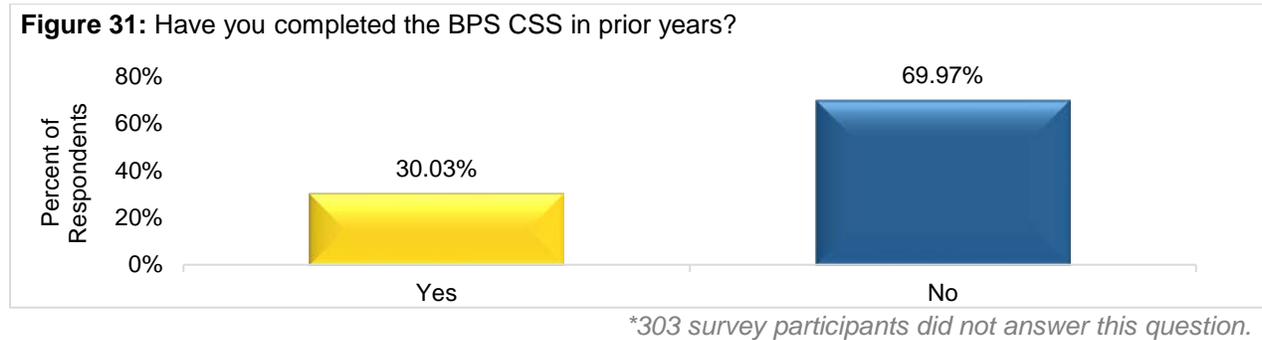
**Figure 30:** To which household total income group do you belong?  
(Before Taxes)



\*307 survey participants did not answer this question.

## **Additional Findings**

The 2022 CSS had a survey engagement question added which inquired if participants had completed the BPS CSS in prior years (Figure 31). This assessment indicates the 2022 CSS data includes perspectives of respondents that are continually engaged with the BPS CSS as well as those who may not have been reached in prior years.



The CSS presented a final question requesting participants to provide any additional comments and several data patterns were discovered as identified below in order of highest frequency:

- Traffic specific concerns regarding traffic enforcement, speeding, and noisy vehicles.
- Increase visibility of officers through vehicle, foot, and bicycle patrols.
- Continued growth in efforts of community engagement through event participation, and additional opportunities for two-way communication with the public and the BPS.
- Improved customer service, response times and professionalism.
- There was reference to reduce police funding, though a larger volume of respondents requested police supports and resources be strengthened, especially to increase front-line.
- Having officer presence in schools throughout the city.
- Diversification in recruitment initiatives.
- General survey structure feedback, that will be used for consideration in the 2023 CSS.
- Increased efforts and/or resources to address social disorder, especially in the downtown.
- Continued to monitor the downtown with a focus on increase police presence and visibility, while also addressing concerns of substance abuse and homelessness.

## **Financial Impact**

To ensure consistent with the 2020 and 2021 CSS social media strategy, Facebook and Instagram ads were purchased to increase public awareness of the 2022 CSS. The ad period spanned November 14, 2022, through December 2, 2022, and cost \$50.00. This was half the amount allocated in 2021, as the remaining portion was repurposed to secure printed CSS information cards for distribution at community events.

## **Conclusion**

The 2022 CSS has offered continued measurement of BPS progress in understanding public perception of safety, BPS accountability, approachability, and resources. A new approach will be taken for the 2023 CSS to increase community engagement and awareness. Measurements will continue to inform evidence-based decision making as well as initiatives and partnerships to provide proactive and responsive policing services. Creating a safer tomorrow today.

## **Recommendation**

The Barrie Police Services Board receives this report for information.

## **Prepared by:**

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Executive Services

## **Approved by:**

R.K. Burke  
Inspector # 3367  
Executive Services

## **Attached:**

Appendix A – City of Barrie Ward Map

Appendix A – City of Barrie Ward Map

