

# Communicating the Rural Violent Crime Reduction Initiative Grant with the Oneida City Community

**New Solutions Public Relations**

PRL 315 Research Project Part IV:  
Final Research Report

Abigail Jones, Cara Steves, Connor  
Donovan, Sahitya Sampathkumar,  
and Ben Stone



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# Meet the Team



## Abigail Jones (she/her)

Cape Cod, MA

Public relations and policy studies major

Fun fact: I'm a group fitness instructor!



## Sahitya Sampathkumar (she/her)

Bridgewater, NJ

Public relations and finance major

Fun Fact: I have the same birthday as Spongebob!



## Cara Steves (she/her)

Detroit, MI

Public relations major and information management minor

Fun fact: I love playing tennis!



## Connor Donovan (he/him)

Windham, NH

Public relations and political science major

Fun Fact: I am an avid skier!



## Benjamin Stone (he/him)

Boston, MA

Management and public relations major

Fun Fact: I love baseball!

# Executive Summary

## Introduction

The Oneida Police Department is focused on developing crime reduction strategies while building its relationship with the community. The Rural Violent Crime Reduction Initiative for Law Enforcement Program, hosted by the United States Department of Justice, recently awarded the OPD with a grant of \$150,000 to improve its implementation of community policing tactics in Oneida (Rural Violent Crime Reduction Initiative, 2023). The grant will also be used to invest in physical and environmental projects that help reduce crime while developing Oneida City. To support the OPD's goal of building community relationships while reducing crime, this research aims to answer the question "How should the Oneida Police Department communicate community policing and other grant initiatives and outcomes with the community to ensure buy-in and support?".

## Method

A survey was conducted as the method for this research. The survey included five demographic questions and 11 questions about respondents' relationships with and opinions of OPD. The survey was sent to Oneida residents through Facebook groups and shared on the Oneida Police Department's Facebook page. The survey received 202 total responses from Oneida residents ages 18-65+.



## Results

The survey results suggest a correlation between residents' opinions on whether the Oneida Police Department practices community policing and resident support for community policing. Among the respondents who strongly agree that the Oneida Police Department practices community policing, 82.54% strongly agreed or agreed that community policing is effective. In contrast, among the respondents who strongly disagree that the Oneida Police Department practices community policing, 75% also strongly disagreed that community policing is effective. These results suggest that developing community understanding of how the Oneida Police Department practices community policing is important for support of increasing community policing.

The results also demonstrated that Oneida residents have a strong interest in being involved in and updated about policing strategies, and are most likely to interact with the police department through social media. 72.67% of respondents reported that it is important for them to have a relationship with the police department to feel involved in their community. When asked about their preferred method of communication for learning about policing strategies, 61% responded social media, followed by 12% who responded local events hosted by the police department and 12% who responded attending forums hosted by the police department.



Lastly, the survey demonstrated a relationship between opinion on whether the police department practices community policing and opinion on what the police department can improve. Among the respondents who strongly agree that the police department practices community policing, the responses about what the department can improve were primarily positive, including the comment "I think the Oneida Police do a great job of interacting with the community. They participate in numerous community events, they are active on social media, they are friendly and approachable. Maybe they can increase their staffing to be more visible." Among the respondents who strongly disagree, the opinions on what the department can improve are negative, including "They have a very rude and condescending attitude when they speak to the public."

## Limitations

The limitations of the survey include that it was only distributed to Oneida residents digitally, therefore excluding members of the population who may not be active on social media. Additionally, the majority of respondents accessed the survey through the Oneida City Police Department's Facebook page, meaning that there may be a sampling bias as the respondents are already actively engaging with the Oneida Police Department.



## Conclusion

The survey results suggest that developing an understanding among Oneida residents of what community policing is and how the Oneida City Police Department uses community policing is important to gain resident support for increasing patrols and surveillance. The survey also suggests that social media is the best method of communication to inform the public, followed by in-person events that allow residents to connect with other residents and with law enforcement. Therefore, to ensure buy-in and support for the Rural Violent Crime Reduction Initiative Grant, it is important to educate the Oneida community on what community policing is and what strategies the police department will use to reduce crime.



# Problem and Opportunities

## Problem

The Oneida population is not informed on the Oneida City Police Department's \$150,000 grant from the Rural Violent Crime Reduction Initiative for Law Enforcement Program. This is a problem because the grant will be used to change the police department's policing strategies, such as by increasing patrols and surveillance, and it is important for the police department to have community buy-in to develop relationships. To increase the community's awareness and understanding of the police department's methods of community policing and the aforementioned initiatives, the police department must develop messaging with the people in its community.

## Opportunities

The opportunities that will arise when community outreach is increased in the city of Oneida include increased communication with the community that will in turn create increased support for the police department and its current and future initiatives.



# SWOT Analysis

## Strengths

- The law enforcement officers within the Oneida City Police Department have built strong, positive relationships with the community.
- The Oneida City Police Department has an active Facebook platform.
- The police department has collected data on crime hotspots for years.

## Weaknesses

- The Oneida City Police Department is only on Facebook.
- The police department website has little information on it.
- The police department has not yet spread any messaging about the grant it received.
- There is little conversation about the police department on social media.

## Opportunities

- \$150,000 of funding is enough to cover increased patrolling and the installment of physical and environmental necessities around the community.
- The police department is interested in involving community stakeholders in the evaluation process throughout the grant implementation, creating opportunity for community feedback.

## Threats

- Although some residents are likely to be interested in the Rural Crime Reduction Initiative, it is possible that these are the same residents who are already involved in their community.
- Some residents may hold a negative perception of law enforcement and therefore have no interest in learning more about its initiatives.

# Situation Analysis

## Introduction

The Oneida City Police Department in Madison County, New York witnesses a high rate of drug and mental health related crime. Aside from just responding to this crime, the police department wants to develop more effective methods of community policing that build relationships and improve the standard of living for all Oneida residents. Recently, the Oneida City Police Department was granted \$150,000 through the Rural Violent Crime Reduction Initiative for Law Enforcement Program, hosted by the United States Department of Justice. The police department intends on using this funding to increase community policing while also investing in physical and environmental projects, like security camera installment, to help the Oneida community. The Oneida City Police Department is in need of a strategy to communicate the Rural Violent Crime Reduction Initiative with its community. This situation analysis provides an in-depth overview of the Oneida City Police Department, the grant it received, and the opportunities and challenges that will arise when developing a communications plan to connect with Oneida residents.



## Oneida city, New York

Oneida city is located in Madison County, New York with Syracuse to its west, Utica to its east and Oneida Lake in close proximity. With a population of 10,329, Oneida is considered a small city and characterized as a “unique community with tree lined streets, sprawling parks and playgrounds, and convenient shopping” (City of Oneida, n.d.). The city has one high school (Oneida High School), one middle school (Otto Shortell Middle School) and four elementary schools (Durhamville Elementary School, North Broad Street Elementary School, Seneca Street Elementary School and Willard Prior Elementary School) (City of Oneida). Oneida's population is predominately white with 93.2% identifying as caucasian (United States Census Bureau, 2021). Oneida was founded by Sands Higinbotham when he acquired a 200 acre tract of land from the State of New York in 1827 and built a house on present-day Main Street. Over the years, Higinbotham and his family invested and donated land to various churches. The Village of Oneida was officially incorporated in 1848 being an entity of the town of Lenox. Decades later, the charter was enacted to create the City of Oneida (Madison County, NY).

The head of city government is Mayor Helen Acker, a Republican, who was recently reelected to her second term in November 2021 and serves as the city's second female mayor (Stone, 2021). The city boasts beautiful parks and fields, including: Allen Park, Carinci Park, Duross Conservancy, Harmon Field, Higinbotham Park, Maxwell Field, Mount Hope Reservoir, and the Oneida Rail Trail (City of Oneida).



Although the city houses beautiful outdoor spaces, it also experiences a high crime rate. The location between Syracuse and Utica contributes to significant drug activity within Oneida, and many incidents of crime are related to mental health issues. The Oneida Police Department faces a challenge of handling the crime while also trying to build community trust.

## **The Oneida City Police Department**

The City of Oneida Police Department is currently headed by Chief of Police Steve Lowell. The department's mission statement is “to protect life and property through the enforcement of laws and the providing of service to the community” (City of Oneida Police Department). The main responsibilities of the department are to “maintain order, address quality of life issues and to promote a community partnership that works together in the prevention and investigation of illegal activity and the safety of neighborhoods and businesses” (City of Oneida Police Department). The department employs 24 full-time sworn officers, 4 full-time civilians, and 8 part-time civilians (County Office).

## **Bureau of Justice Assistance Grant Program**

In 2021, the Oneida City Police Department was awarded a grant of \$150,000 by the Bureau of Justice Assistance through the United States Department of Justice. The Oneida Police Department applied



for the grant through the Rural Violent Crime Reduction Initiative for Law Enforcement Program (RVCRI), which seeks to reduce violent crime through methods involving “the provision of training; deployment of technology; improvement of communication and collaboration between stakeholders; and expansion of community-based crime prevention programs and partnerships with victim services providers” (Rural Violent Crime Reduction Initiative, 2023). The Rural Violent Crime Reduction Initiative also supplies Training and Technical Assistance (TTA) programs including tools, information and resources for grantees to help them best use their funding to create community policing strategies and collect data on best practices. All law enforcement projects run through the Rural Violent Crime Reduction Initiative must use the SARA Model of community policing, which includes the four steps of scanning, analysis, response, and assessment (Arizona State University, 2023). As the Oneida City Police Department begins to use its \$150,000 funding and employ the SARA model in its community, it is important that community members have access to information about how the grant funding will be used to change policing.

At the Oneida City Police Department, Chief of Police Steven Lowell, Criminal Investigation Division Sergeant Mike Burgess and Account Clerk Melissa Luck will be collaborating as the project management team for the distribution of grant funds (Oneida City Police Department, 2023). The police department plans on drawing upon five years of crime data to increase patrolling, specifically for overtime patrols in crime hotspots. The grant funding is expected to be used over a period of 36 months, during which the police department will publish quarterly reports analyzing the impact of the community policing initiatives (Bureau of Justice Assistance, 2021).

The increased patrolling in hotspot areas in Oneida is intended to increase data collection about what crimes happen where and why they happen. With this data, the Oneida City Police Department plans on using funding to install security cameras and identify opportunities to improve environmental design as a means of reducing crime through community support (Oneida City Police Department, 2023).

A strength for the Oneida City Police Department in implementing the Rural Violent Crime Reduction Initiative grant is that it has already collected significant amounts of data on crime rates in Oneida hotspots. A weakness, however, is that the Oneida City Police Department has not publicized the grant program in its community. Without prior knowledge that the police department accepted the \$150,000 grant, residents do not know that there will be a change in policing.

Using the Rural Violent Crime Reduction Initiative grant program to connect with members of the community presents an opportunity to increase a sense of inclusion in the evaluation process of community policing. In its grant proposal, the Oneida City Police Department noted that “the department will engage the community stakeholders and City government to implement physical and environmental needs which contribute to crimes occurring in specific areas” (Bureau of Justice Assistance, 2021). By broadening community stakeholders to all Oneida residents interested in learning about and giving feedback to the police department, they will be able to develop better relationships with residents while also implementing more effective methods of community policing. One initiative that the Oneida City Police Department is interested in expanding through its grant is Crime Prevention Through Environmental Design program, or CPTED.



# Crime Prevention Through Environmental Design

Crime Prevention Through Environmental Design (CPTED) is a crime reduction tactic that uses urban planning and architectural design. CPTED can be implemented through man made fixtures or the use of natural resources. CPTED is based on the belief that design can change the way that people behave; for example, by conveying that a space is cared for and is not ideal for crime. A large aspect of CPTED is looking at how people interact with their spaces. The approach relies on movement predictions to come up with how residents might interact with a given space and how certain choices can deter people from committing crime.

There are six broad characteristics to CPTED: territoriality, surveillance (informal and formal), access control, image/maintenance, activity programme support and target hardening (Moffat, 1983, p. 19-31). CPTED increases possible opportunities for surveillance by defining boundaries and increasing criminals' visibilities to law-abiding citizens. This technique deters criminals from committing crimes as there is decreased separation between them and the general public. CPTED can also create a cleaner aesthetic resulting in increased feelings of ownership over a space. In turn, this reduces a desire to commit crime (Atlas, 2013).

Opponents to CPTED cite irrational criminals under the influence as unaffected by fear of surveillance. Some have identified limitations to CPTED's ability to reduce all crime, such as criminals who don't act according to CPTED's protocol, bias towards offenders, and adapting to behavioral change (McKay, 2009). It is argued that CPTED struggles to operate under the premise that all criminals act where they cannot be obviously seen, and that increasing surveillance won't inherently change the behavioral patterns that criminals possess. Additionally, CPTED is said to displace crime to other areas. If one place has an increased surveillance effort and another doesn't, criminals will commit crime in the other area (Lawaspect, 2023).

Overall, common criticisms of CPTED concur that focusing on environmental changes and developments to communities negate the reasons that criminals have for committing crime, therefore being a temporary solution to a deeply-rooted issue, both in Oneida and across the nation.

## Conclusion

The Oneida Police Department has created strong initiatives and has taken actionable steps to creating and fostering a safer, better community for Oneida residents. Through detailed crime action plans such as CPTED and the RVCRI grant, the city is hoping to experience a decrease in crime that will have positive effects on Oneida.

Communicating these initiatives to the Oneida community will be a first step in revitalizing the city and creating a stronger sense of community for all Oneida residents.



# Audience Persona

## Oneida Hotspot Residents: Demographics

<b>Gender</b>	47% Male , 53% Female
<b>Age</b>	Median age: 43 years old
<b>Educational level</b>	90.4% have a high school degree, 24.4% have a college degree or higher. So, the primary educational level is high school education (U.S. Census, 2021).
<b>Income level</b>	Median household income is \$49,516 a year (U.S. Census, 2021). 12.4% of the Oneida City population is in poverty; houses range from \$70,000 - \$110,000 in full market value
<b>Geography/Location</b>	Oneida City Downtown
<b>Ethnicity</b>	Oneida city is predominantly white, with 93.2% of residents identifying as white. 2.5% are two or more races, and 2.7% are Hispanic/Latino (U.S. Census, 2021).
<b>Family size</b>	Average 2.36 people per household (U.S. Census, 2021).
<b>Media Usage details</b>	The demographic is mostly older individuals who use Facebook to keep in touch with family and friends, neighborhood updates, and news.
<b>Political Party</b>	Current mayor is of the Republican party, suggests that Oneida residents may lean towards the right.

# Audience Persona

## Oneida Hotspot Residents: Psychographics and Media Preferences

<b>Struggles/Challenges</b>	12.4% families in poverty
<b>Activities</b>	Great outdoors space, activities include hiking, fishing.
<b>Interests</b>	Safer and more quiet living community with less crime
<b>Values</b>	Living in a safe community, a sense of family, being close to nature
<b>Social Status</b>	Median household income: \$49,087; middle class
<b>Lifestyle Preferences</b>	Safety and less crime, commute to work-- minimal use of public transportation, office and admin jobs are most popular (543 residents), 2 cars per household
<b>Digital Media</b>	Oneida Police Department Facebook, Oneida City School District Facebook, Mayor Helen Acker Facebook page
<b>Traditional Media</b>	Oneida Daily Dispatch, WKTV News Channel 2

# Key Publics

## Demographic and Psychographic Data

The Oneida Police Department's key public is Oneida residents. The average Oneida resident is 43, white, high-school educated and values spending time with family, living in a safe neighborhood and participating in outdoor recreation. The median household income is \$49,516 a year indicating that Oneida residents are mostly middle class.

There is minimal public transportation usage amongst Oneida residents with most electing to commute to work with their car. The most popular occupations include office and administrative jobs.

Oneida residents frequent the Oneida Police Department Facebook, Oneida City School District Facebook and Mayor Helen Acker's Facebook. They also engage with the Oneida Daily Dispatch and WKTV News Channel 2.

As the Oneida Police department is targeting all Oneida residents, their most visited media is an effective way to communicate.



# Research Questions

## Primary research question

How should the Oneida City Police Department communicate community policing and other grant initiatives and outcomes with the community to ensure buy-in and support?

## Secondary research questions

- What does the community know about community policing?
- How informed is the community about what CPTED is?
- Which community stakeholders are the easiest and most difficult to reach and inform about the Rural Violent Crime Reduction Initiative?
- How can the OPD engage with and inform the residents who are not involved in their community or not interested in policing initiatives?
- What communications barriers and trends are found between the community and police?

# Objectives

## Primary objective

To identify the most effective communications messages and channels to build awareness and engagement among the Oneida City community regarding the City of Oneida Police Department's Rural Violent Crime Reduction Initiative grant.

## Secondary objectives

- To develop communications strategies that engage community members in learning about the community policing methods that the Oneida City Police Department will undertake through the Rural Violent Crime Reduction Initiative.
- To identify the messages that will initiate conversation about CPTED to engage the community in the police department's crime reduction project.
- To identify messages that make Oneida City residents understand that the Rural Violent Crime Reduction Initiative grant impacts them and the safety of their community.

# Method

## Methodology Selection and Rationale

Online surveys were the best method of conducting research for the Oneida City Police Department because surveys are an efficient method of collecting large amounts of both qualitative and quantitative data. Surveys are easy to send to large groups of people and allow for a sense of anonymity that participants may not feel they have in an interview or focus group. Therefore, participants are more likely to give honest responses. Surveys are also effective when a researcher is interested in quantifying attitudes or beliefs about a topic. Because the research was interested in Oneida residents' perspectives and feelings, creating an online survey allowed for the easy analysis of results. For example, instead of having to search for keywords in responses as one might in an interview setting, information was gathered on participants' beliefs about a topic through multiple choice questions that were coded into various displays that make the conclusions clear. The survey was cross-sectional, meaning that it collected information that represents a single moment in time and was used to look at relationships between variables.

One potential challenge that was anticipated with the survey was reaching a high response rate. Because people are asked to fill out online surveys on a daily basis, many people ignore them. To combat this challenge, the survey was targeted to Oneida residents because they are the most affected by the results and therefore were the most likely to take interest in the survey.

# Human Research Ethics

It is important to pay attention to ethics when conducting human research so as to not cause any undue stress or harm to participants. The method of choice, an online survey, is not only ideal for collecting a large number of responses, but also for respecting participant boundaries. The survey was anonymous, so participant privacy was protected. The survey was also voluntary, so participants could choose whether or not they wanted to take it. If they came across a question that they felt uncomfortable answering, they could either skip the question, respond "don't know," or exit out of the survey. The beginning of the survey also included a briefing on who would have access to the data collected by the survey and what the information will be used for so that participants could decide whether they felt comfortable sharing their information.

# Online Survey Plan

## Research Method: Online Survey

Research questions	How can the Oneida City Police Department communicate community policing and other grant initiatives and outcomes with the community to ensure buy-in and support?
Sampling frame	Oneida residents ages 18+
Rationale	Oneida residents are the most familiar with the Oneida community and the policing. Oneida residents ages 18+ are more likely to be involved in their community and have opinions on the police in their community.

## Execution Details

Recruitment	Oneida contacts will share the survey link in various Oneida neighborhood Facebook groups. Residents share the link with one another.
Number of participants	100-150
Location	Online
Length	16 questions (14 multiple choice, 2 open-ended)
Incentive	N/A
Data Analysis	Qualtrics Analysis

# The Survey

## Introduction Page



We invite you to participate in a short survey that seeks to obtain the Oneida City residents' understanding of the Oneida Police Department's efforts to prevent and reduce crime. The data obtained through this survey will aid the Oneida Police Department in communicating their efforts within the community.

This survey is being conducted by public relations students in the Public Relations Research course at Syracuse University and is being done in cooperation with our class client, the Oneida City Police Department.

Participation in this study is voluntary and anonymous. No personal identifying information will be collected. You may end the survey at any time. If you have any questions about this study, please contact our professor, Dr. Kelly C. Gaggin by email [kcgaggin@syr.edu](mailto:kcgaggin@syr.edu).

Thank you, in advance for your participation and for contributing to our learning experience. By clicking "Next" you are consenting that you are at least 18 years of age and to participate in this study.

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# Demographic Questions



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## Demographic Questions

\*What is your age?

- ☐ 18-25 years
- ☐ 26-49 years
- ☐ 50-65 years
- ☐ Over 65 years
- ☐ Prefer not to answer

\*What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Other (please specify)
- ☐ Prefer not to answer

# Demographic Questions

\*What is your race or ethnic identification?

☐ Hispanic, Latinx, or Spanish origin

☐ American Indian or Native American

☐ Asian American or Pacific Islander

☐ Black/African American

☐ White

☐ Other (please specify: )

☐ Prefer not to answer

\*How many years have you lived in the City of Oneida?

☐ Less than one year

☐ 1-5 years

☐ 5-9 years

☐ 10-19 years

☐ 20-29 years

☐ 30+ years

☐ I have never lived in Oneida

☐ Prefer not to answer



# Demographic Questions

\*How would you describe your political affiliation?

☐ Republican

☐ Democrat

☐ Independent

☐ Other (please specify)

☐ Prefer not to answer

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## Interactions with Police Department



Interactions with the Oneida Police Department

\*With the exception of reporting crimes or incidents, how often do you interact with the Oneida Police Department (OPD)?

This might include engaging with the OPD on social media, reading articles about the OPD or attending events hosted by the OPD.

☐ Daily

☐ Weekly

☐ 1-3 times a month

☐ Multiple times a year

☐ Once a year

☐ Never

☐ Don't know



\*Which of the following are you most likely to use to learn about the Oneida Police Department?

☐ Facebook

☐ Instagram

☐ Twitter

☐ Oneida Police Department website

☐ News (Oneida Daily Dispatch, etc.)

☐ Talking to others in the community

☐ None

☐ Other (please specify)

\*When the Oneida City Police Department develops a new strategy to improve its policing, in which of the following ways would you be most likely to interact with the police department to learn more?

☐ On social media (Facebook, Twitter, Instagram, etc)

☐ By attending local events hosted by the OPD

☐ By reading information in flyers or bulletins around Oneida

☐ By attending forums run by the police department with other Oneida residents

☐ I am not interested in learning more about the police department's initiatives

☐ Other (please specify)

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# Attitudes Towards Interaction



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## Attitudes Toward Interacting with Police

\*To what extent do you agree with the following statement:

It is important for me to have a relationship with the police department to feel involved in my community.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral/don't know
- ☐ Disagree
- ☐ Strongly disagree

\*To what extent do you agree with the following statement:

I want to feel involved when the Oneida Police Department develops new programs or strategies for crime prevention in the Oneida community.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

# Opinions on Policing Tactics



## Opinions on Policing Tactics

Use the following definition to answer the questions below:

Community policing is “the system of allocating police officers to particular areas so that they become familiar with the local inhabitants.”

\*To what extent do you agree that the Oneida Police Department practices community policing?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral/don't know
- ☐ Disagree
- ☐ Strongly disagree

\*To what extent do you agree with the following statement:

Community policing is an effective way to reduce crime in my community.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral/don't know
- ☐ Disagree
- ☐ Strongly disagree

# Open-Ended



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Open-Ended

What is your perspective on the Oneida Police Department and what do you believe it needs to focus on improving?

Do you have any suggestions that could help our goal of improving communication between the Oneida Police Department and the community?

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# Closing Statement



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Thank you so much for taking the time to complete this survey. We sincerely appreciate your help, and we hope you have a great rest of your day!



# Results

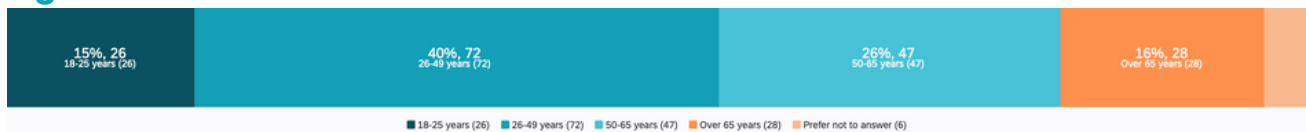
## Research Method

An online survey was used to collect data. The survey was created through Qualtrics and contained a total of 14 questions. Five of these questions were demographic questions asking respondents for their age, gender, race or ethnicity, number of years they have lived in Oneida and political affiliation. The nine remaining questions asked respondents for their attitudes about community policing, with seven of the questions being multiple choice and two being free response. The survey was live for 11 days from April 7 to April 18, 2023. The survey was distributed on the Oneida City Police Department's Facebook page and in Facebook groups by Oneida residents. The average time it took to complete the survey was 15.6 minutes, and the median time it took was 3.25 minutes. This suggests that the survey took over half of the population less than four minutes to complete, and there were some outliers to this norm. The survey received 179 completed responses, and 203 responses that were at least started. This means that 24 people opened and started the survey without finishing it. One strength of the research method was that it was able to collect over 150 responses quickly while maintaining anonymity and targetting respondents who live in Oneida. However, a limitation is that the results only demonstrate the perspectives of those residents who are active on social media platforms like Facebook given that this survey was distributed online.

# Participants

The survey asked five demographic questions of participants. The distribution of the results of each are in the graphs below. In terms of age, the largest group of respondents was the 26-49 year olds, who made up 40% of the population. The survey primarily received results from women, as 60% of the responses are female. 95% of survey respondents were white. The largest grouping of respondents to the question of how many years they have lived in Oneida responded that they lived there for 30+ years (37%). Lastly, the largest grouping of respondents under political affiliation is republican (41%), followed by independent or democrat (18%).

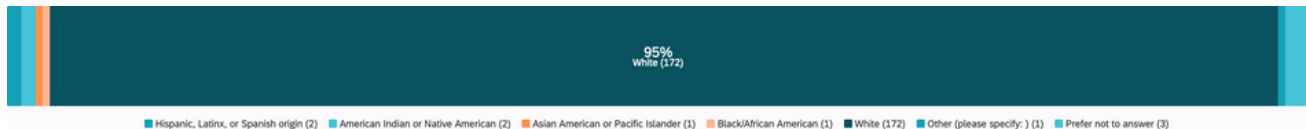
## Age Distribution



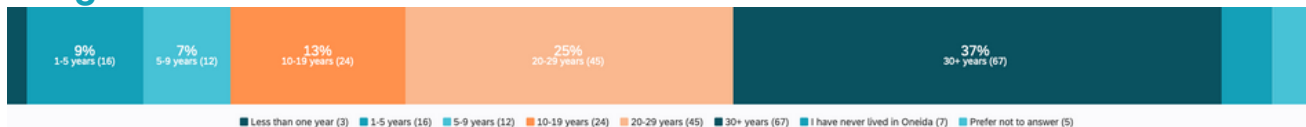
## Gender Distribution



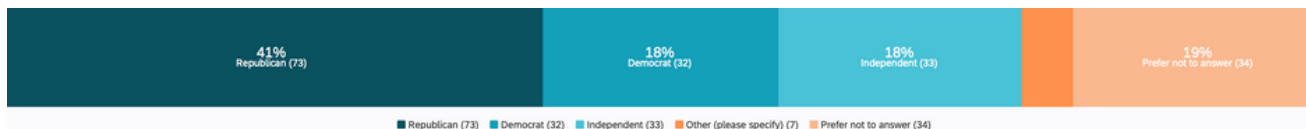
## Racial Distribution



## Length of Time in Oneida Distribution



## Political Affiliation Distribution



## Data

Qualtrics was used as a primary tool for data analysis. Cross-tabulations were developed in Qualtrics to analyze relationships between variables. These cross-tabulations measured the relationship between demographic characteristics, like political affiliation and age, with attitudes about policing and involvement. Qualtrics also generated the statistical significance level for each variable by providing a p-value at a 95% confidence interval. The relationships below were tested using Qualtrics:

- Political affiliation, age and involvement with the police
- Political affiliation, age and opinion on community policing
- Belief that the OPD practices community policing and belief that involvement with police department is important, and opinion on community policing effectiveness
- Involvement with police department and support for community policing
- Value of relationship with police department and support for CPTED

Statistically significant relationships were found to exist between the following variables:

- Age and opinion on the effectiveness of community policing
- Age and support for increasing patrols
- Belief that involvement in the police department is important and support for initiatives
- Belief that the OPD practices community policing and support for community policing .

# Age and Support for Community Policing

The 18-25 year old demographic primarily disagreed with community policing. The 18-25 year old demographic showed the least engagement with the police department and expressed some skepticism about community policing.

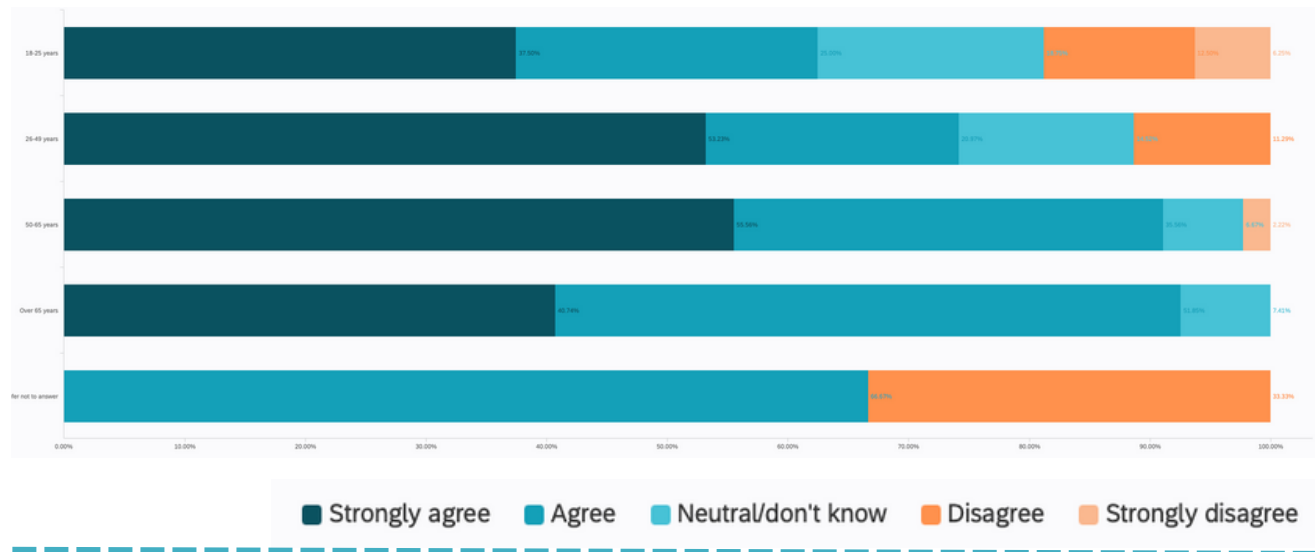
## Age and support for community policing



## Age and Support for Patrols

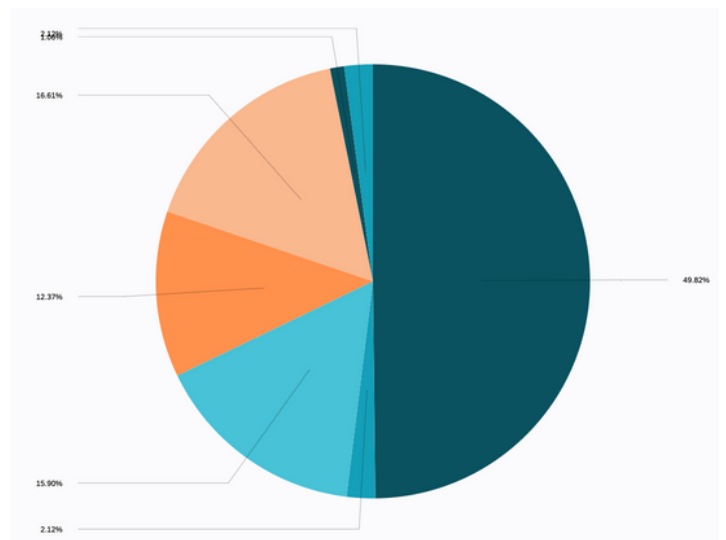
Similarly, there was a correlation between age and support for increasing patrols. Younger age groups had lower levels of support for increasing patrols, whereas older age groups had higher levels of support.

## Age and support for increasing patrols



## Preferred Method of Communication

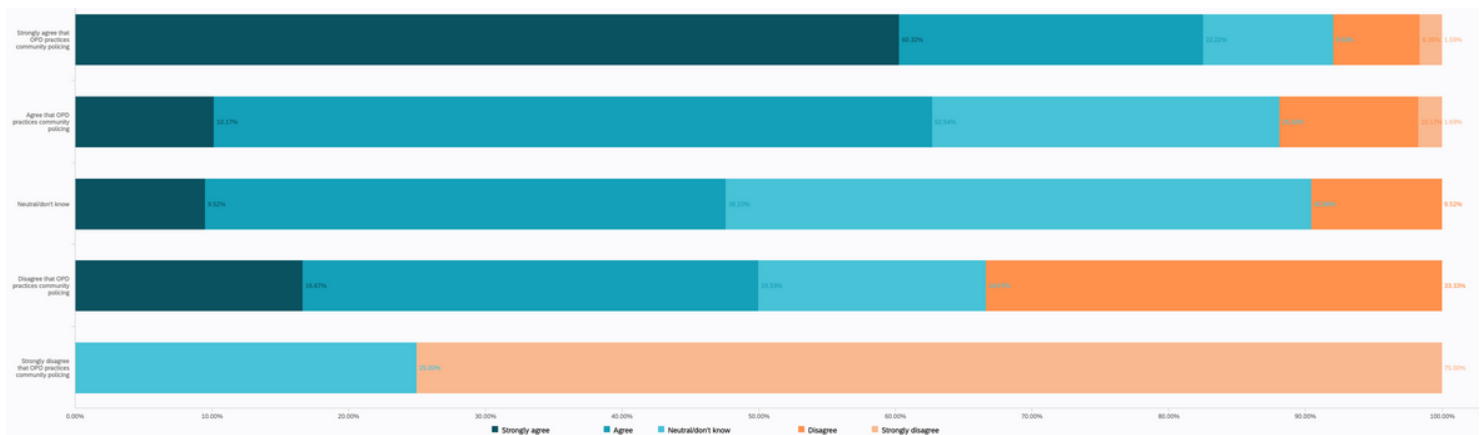
Social media, especially Facebook, is the primary mode of interaction for Oneida residents with the police department. Facebook is the most preferred platform for communication, with 50% of Oneida residents favoring this medium over others.



## Belief that the OPD Practices Community Policing and Support for It

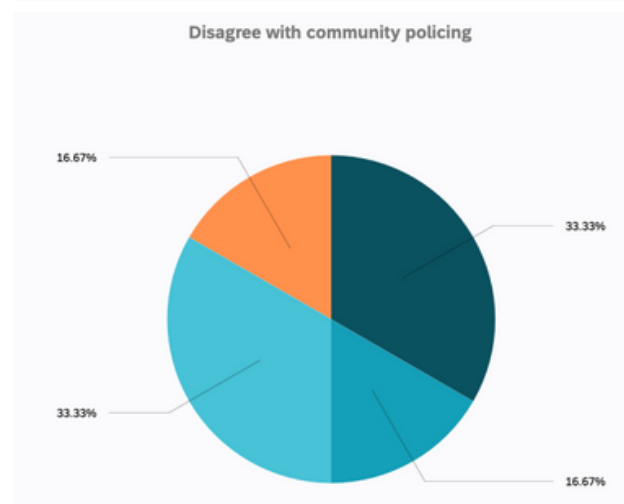
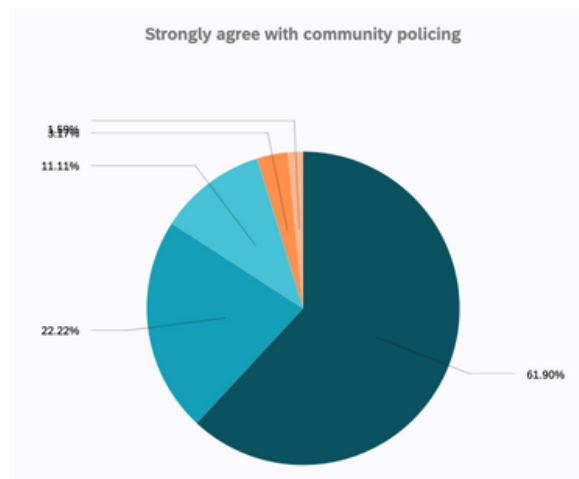
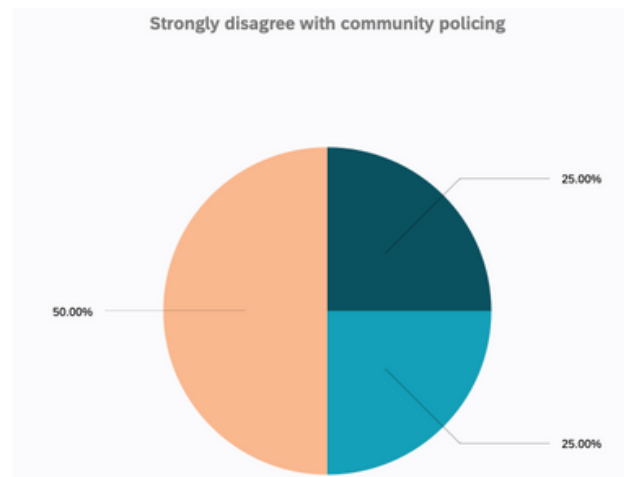
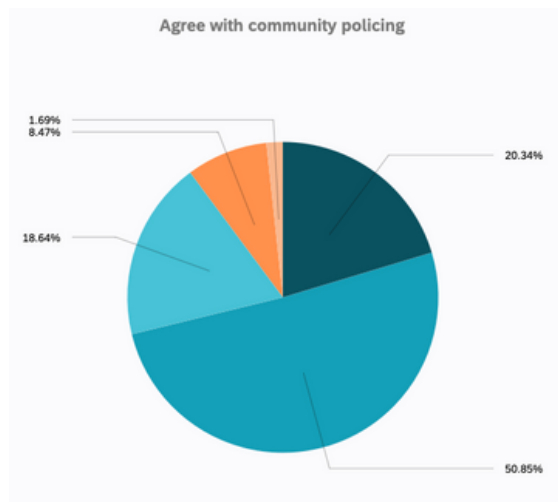
The survey results suggest a correlation between residents' opinions on whether the Oneida Police Department practices community policing and resident support for community policing. Among the respondents who strongly agree that the Oneida Police Department practices community policing, 82.54% strongly agreed or agreed that community policing is effective. In contrast, among the respondents who strongly disagree that the Oneida Police Department practices community policing, 75% also strongly disagreed that community policing is effective.

## Belief that the OPD practices community policing and support for community policing



# Importance of Involvement and Support for Community Policing

The survey results suggest a relationship between respondents' belief that involvement in the police department is important and support for community policing. Of people who strongly agree with community policing, 61.9% also strongly agree that it is important to have a relationship with the police department to feel involved in one's community. In contrast, of those who strongly disagree with community policing, 50% strongly disagree that involvement with one's police department is important.



# Recommendations

## Communicate Grant Initiative and CPTED on Social Media

A key question in the survey asked Oneida residents, "when the Oneida City Police Department develops a new strategy to improve its policing, in which of the following ways would you be most likely to interact with the police department to learn more?". Each respondent could choose between social media, town/local events, reading information on flyers and bulletins, forums, not interested or other. A prominent majority of respondents (61%) chose social media as the preferred medium. By examining this key finding, it is evident that the Oneida Police Department needs to utilize social media, especially the OPD Facebook account, to educate the public on every component of the grant Initiative and CPTED strategies.

## Leverage social media and traditional media to persuade residents on the merits of community policing and CPTED

Another significant question in the survey asked Oneida residents "to what extent do you agree with the following statement: Investing in improving urban spaces, such as maintaining buildings or planting trees, would be effective in reducing crime in my community." With 28.76% of respondents strongly agreeing with this statement, 28.76% agreeing, 20.92% remaining neutral, 14.38% disagreeing and 7.19% strongly disagreeing, the results of this question are somewhat scattered. The OPD needs to communicate the merits of CPTED and how these strategies will reduce crime in order to receive the support and a mandate from Oneida residents. In regards to community

# Recommendations

policing, respondents answered "to what extent do you agree that the Oneida Police Department practices community policing?" With 30.72% of respondents strongly agreeing 30.95% agreeing, 20.92% not knowing, 9.15% disagreeing and 3.27% strongly disagreeing, the OPD needs to better communicate how community policing is a core principle and strategy in their work.

## Increase communication about police patrolling in Oneida community

Given the results of this survey, it is evident that the Oneida Police Department has built a strong relationship with Oneida residents. For instance, 10.36% of respondents noted interacting with the OPD daily, 33.13% weekly, 18.13% 1-3 times a month, 13.13% multiple times a year, 9.38% once a year and 15.63% reported never interacting with the OPD. This interaction rate is remarkably high. Moreover, when asked "to what extent do you agree with the following statement: I want to feel involved when the Oneida Police Department develops new programs or strategies for crime prevention in the Oneida community," 32.72% strongly agreed, 35.80% agreed, 27.78% remained neutral, only 3.09% disagreed and 0.62% strongly disagreed. The Oneida population wants to actively participate in police decisions and appears to want more police oversight in their community. However, there are still differences across groups in terms of likelihood to support police patrolling. While 44% of republicans strongly agree with increasing patrols, only 10.7% of democrats strongly agree. Also, younger age groups are less likely to agree than older age groups. So, it is important to increase communication about police patrolling, especially on social media platforms, to inform people of the reasons for increasing patrols so that more people agree.

# Conclusions

Across the statistically significant relationships that emerged from this research, a pattern that stood out was that providing education and building awareness on a policing tactic is a prerequisite for gaining public support. For example, among those who strongly agree that the OPD practices community policing, 60.3% also strongly agree that community policing is important. Likewise, 75% of those who strongly disagreed that the OPD practices community policing also strongly disagreed that community policing is important. Another trend that emerged is the importance of social media in communicating with Oneida. Given the fact that 61% of respondents in the survey reported social media as the ideal medium for interaction with the OPD, it is evident that the Oneida community relies chiefly on social media to interact with the police department, and residents seem to enjoy this interaction. Therefore, OPD's social media accounts, especially Facebook, should be leveraged in order to educate the public on subjects that remain to be elusive like CPTED and community policing. By examining the results from the survey, the main research method in the report, the OPD has built a strong relationship with the community, yet loses critical support and connection with young people (ages 18-25). Throughout the survey, young Oneida residents continuously displayed opposition to the tactics and strategies of the OPD. For instance, 12.5% of respondents ages 18-25 strongly disagreed with the idea that the OPD practices community policing, encompassing a majority of the opposition to this statement. Moreover, 18.75% of respondents ages 18-25 strongly disagreed with the statement that community policing is an effective way to reduce crime in Oneida. And lastly, this same age group interacts the least with the police department than with any other age group surveyed. A lack of connection with young people in Oneida exemplifies a prominent hurdle in effectively communicating CPTED, community policing and the grant initiative.

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