Communicating the Rural Violent Crime Reduction Initiative Grant With the Oneida City Community

New Solutions Public Relations

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new solutions

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). This research aims to address 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?

Research

Methods

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 residents shared the survey in Facebook groups, and the Oneida City Police Department posted the survey on their Facebook page.
Number of participants	100-150
Location	Online
Length	16 questions (14 multiple choice, 2 open-ended)
Incentive	N/A
Data Analysis	Qualtrics Analysis

- Research was conducted through online surveys
  - Easy to send to large groups
  - Allow for anonymity
- Human research ethics
  - Anonymity protects privacy
  - Disclaimer at beginning of survey
  - Survey was optional
  - Questions had "prefer not to answer" or "don't know" options
- Distribution
  - Survey posted on the Oneida Police Department facebook
  - Survey distributed into facebook groups by community members

Sample

- The target population was Oneida city residents, and so the sample was all Oneida city residents ages 18 and older.
- Because the survey was distributed on social media, the sample is limited to Oneida residents who use Facebook and are active in social groups.
- The survey was active for 11 days, and 179 Oneida residents responded.
- The chart to the right details the target population of Oneida residents from which the sample was drawn.

Gender	47% Male , 53% Female
Age	Median age: 43 years old
Educational level	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).
Income level	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
Geography/Location	Oneida City Downtown
Ethnicity	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).
Family size	Average 2.36 people per household (U.S. Census, 2021).
Media Usage details	The demographic is mostly older individuals who use Facebook to keep in touch with family and friends, neighborhood updates, and news.
Political Party	Current mayor is of the Republican party, suggests that Oneida residents may lean towards the right.

Data Analysis

Qualtrics reporting was used as a primary tool for data analysis. Cross-tabulations were used to analyze relationships between variables and looked for statistical significance between:

- Political affiliation, age and involvement with the police
- Political affiliation, age and opinion on community policing
- Belief that the OPD practices community policing, 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

The following relationships were found to be statistically significant:

There is a positive correlation between age and belief in effectiveness of community policing.

There is a positive correlation between age and support for increasing patrols. Republicans are also more likely to support increasing patrols.

There is a positive correlation between belief that involvement with police department is important and support for community policing and CPTED.

There is a relationship between believing that the OPD practices community policing and supporting community policing.

Results Method

The plan

- Sent the online survey out to various Facebook neighborhood groups as well as Oneida Police Department social media accounts
- Sought out to receive upwards of 100 responses
- Sought to receive feedback on research questions

What happened

- After being shared on social media, the survey received 179 total responses from Oneida residents ages 18-65+
- Received strong feedback from a wide demographic of Oneida residents

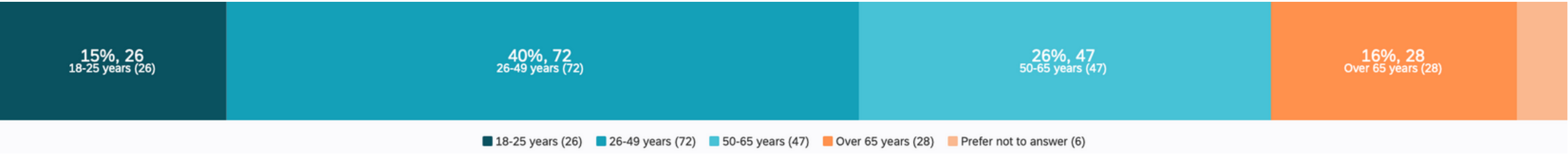# Participant Demographics

179 Total responses
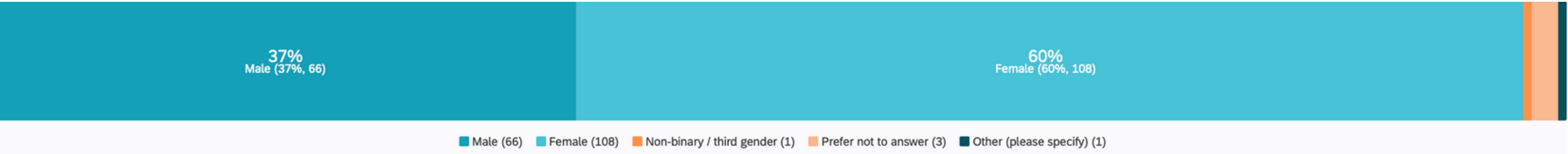
66% Were between the ages of 26 and 65
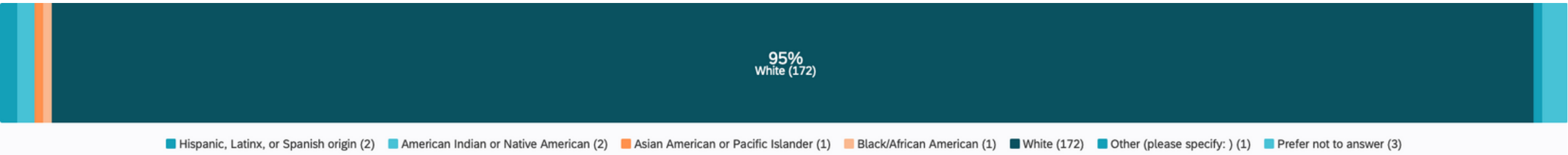
60% Were women

95% Were white
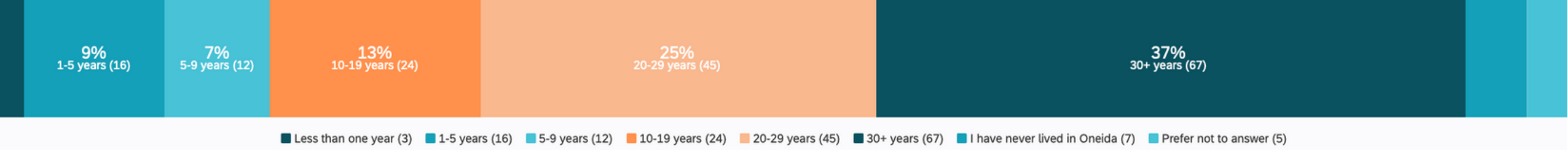
41% Were republican

Age Distribution

| 15%, 26 18-25 years (26) | 40%, 72 26-49 years (72) | 26%, 47 50-65 years (47) | 16%, 28 Over 65 years (28) | |

■ 18-25 years (26)   ■ 26-49 years (72)   ■ 50-65 years (47)   ■ Over 65 years (28)   ■ Prefer not to answer (6)

Gender Distribution

| 37% Male (37%, 66) | 60% Female (60%, 108) | | | |

■ Male (66)   ■ Female (108)   ■ Non-binary / third gender (1)   ■ Prefer not to answer (3)   ■ Other (please specify) (1)

Racial Distribution

| | | | 95% White (172) | | | |

■ Hispanic, Latinx, or Spanish origin (2)   ■ American Indian or Native American (2)   ■ Asian American or Pacific Islander (1)   ■ Black/African American (1)   ■ White (172)   ■ Other (please specify:) (1)   ■ Prefer not to answer (3)

Length of Time in Oneida Distribution

| 9% 1-5 years (16) | 7% 5-9 years (12) | 13% 10-19 years (24) | 25% 20-29 years (45) | 37% 30+ years (67) | | |

■ Less than one year (3)   ■ 1-5 years (16)   ■ 5-9 years (12)   ■ 10-19 years (24)   ■ 20-29 years (45)   ■ 30+ years (67)   ■ I have never lived in Oneida (7)   ■ Prefer not to answer (5)

Political Affiliation Distribution

| 41% Republican (73) | 18% Democrat (32) | 18% Independent (33) | | 19% Prefer not to answer (34) |

■ Republican (73)   ■ Democrat (32)   ■ Independent (33)   ■ Other (please specify) (7)   ■ Prefer not to answer (34)
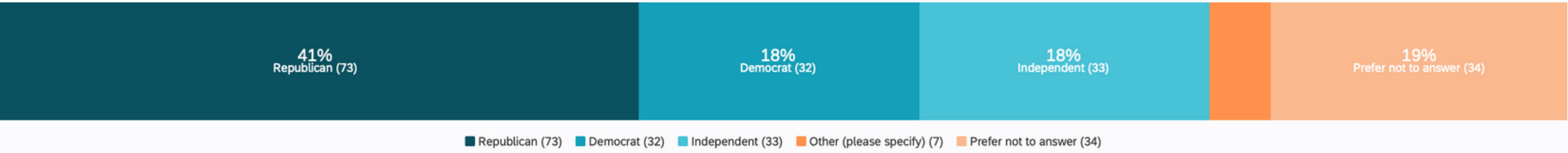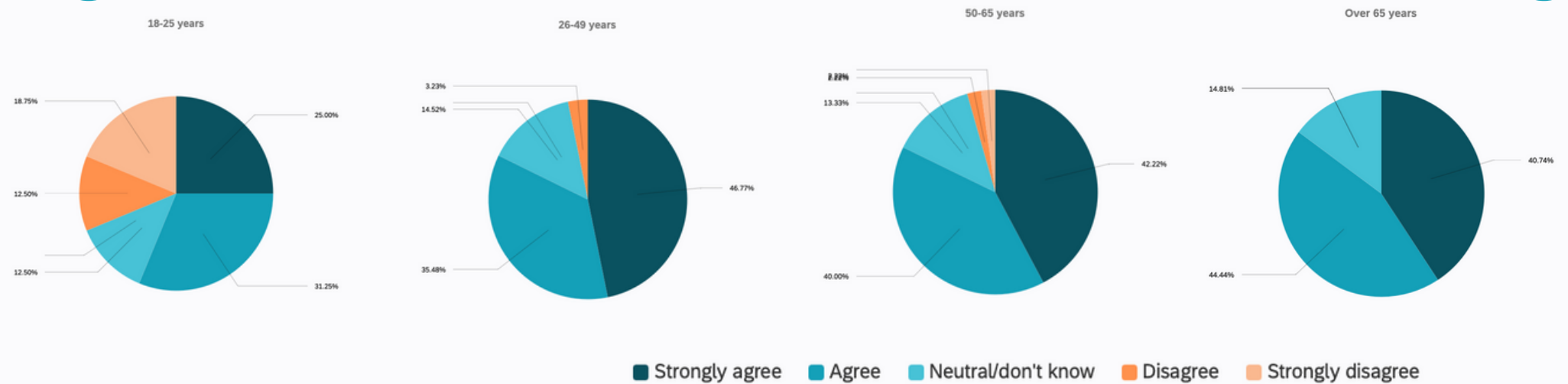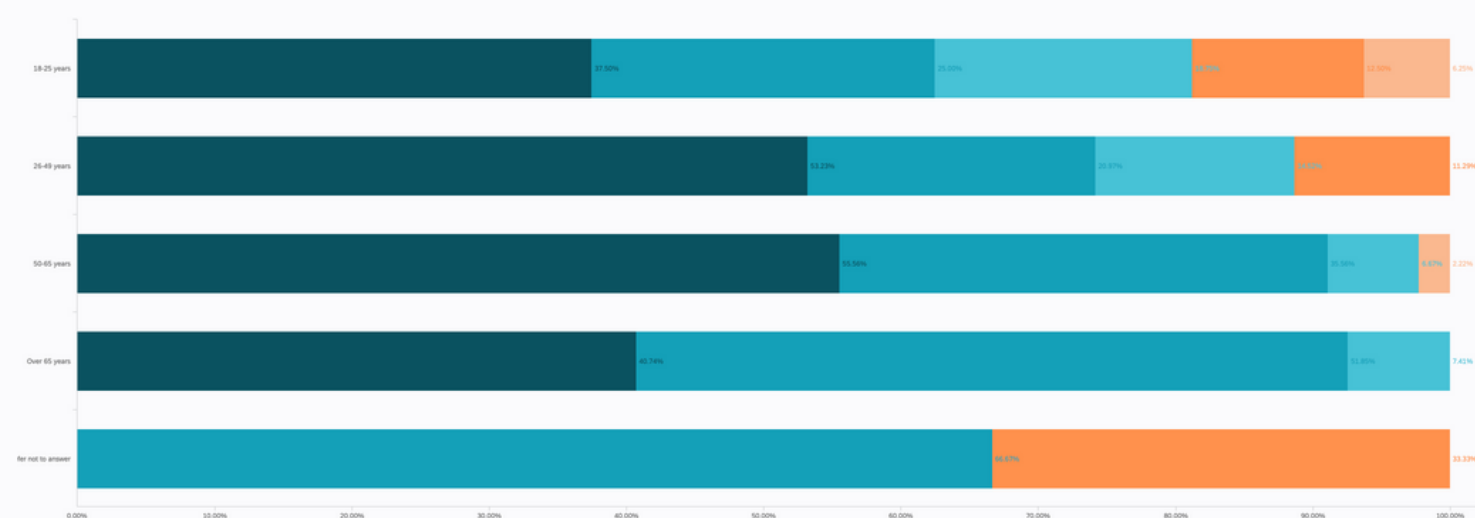
Highlights

- 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.
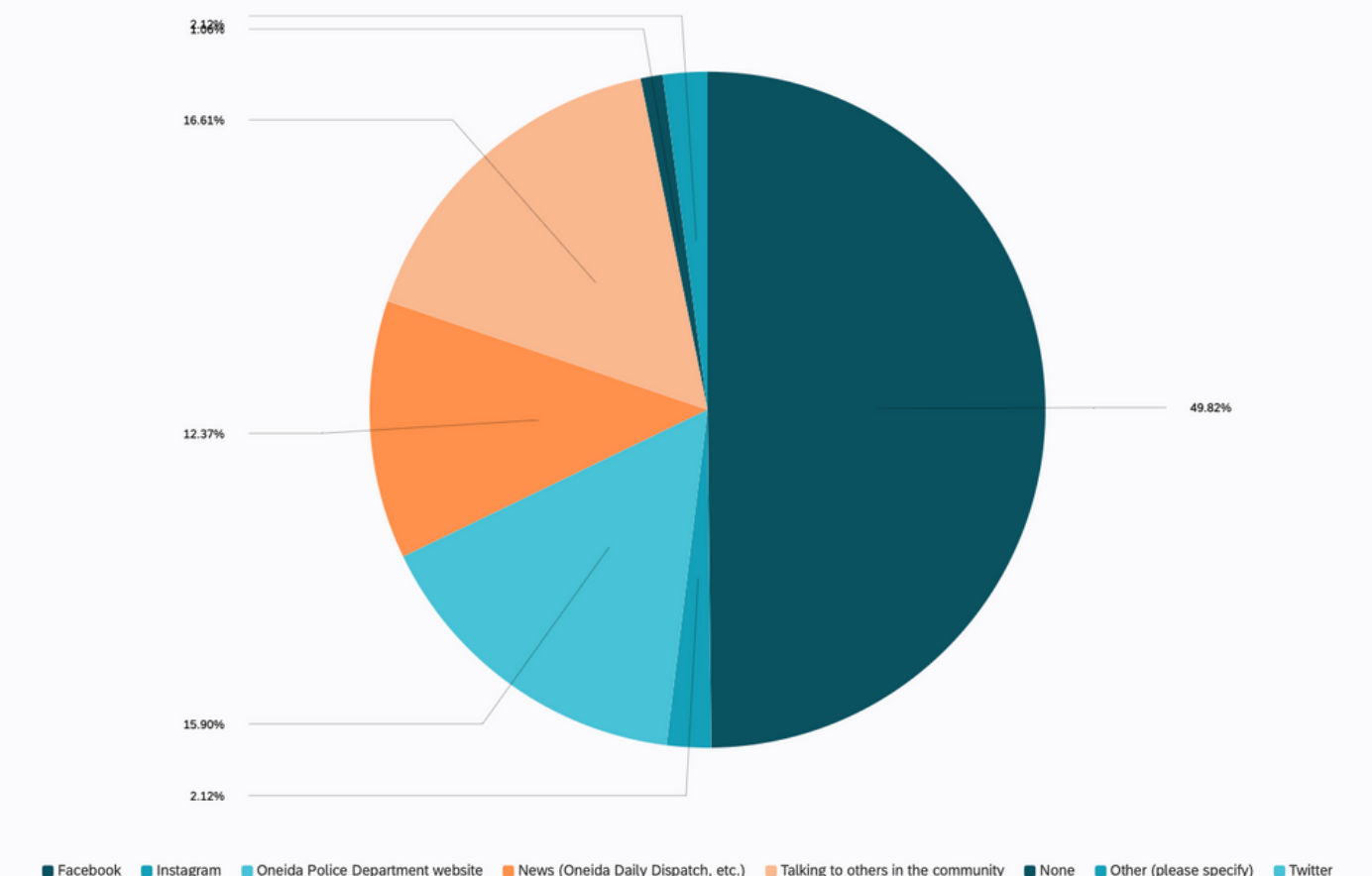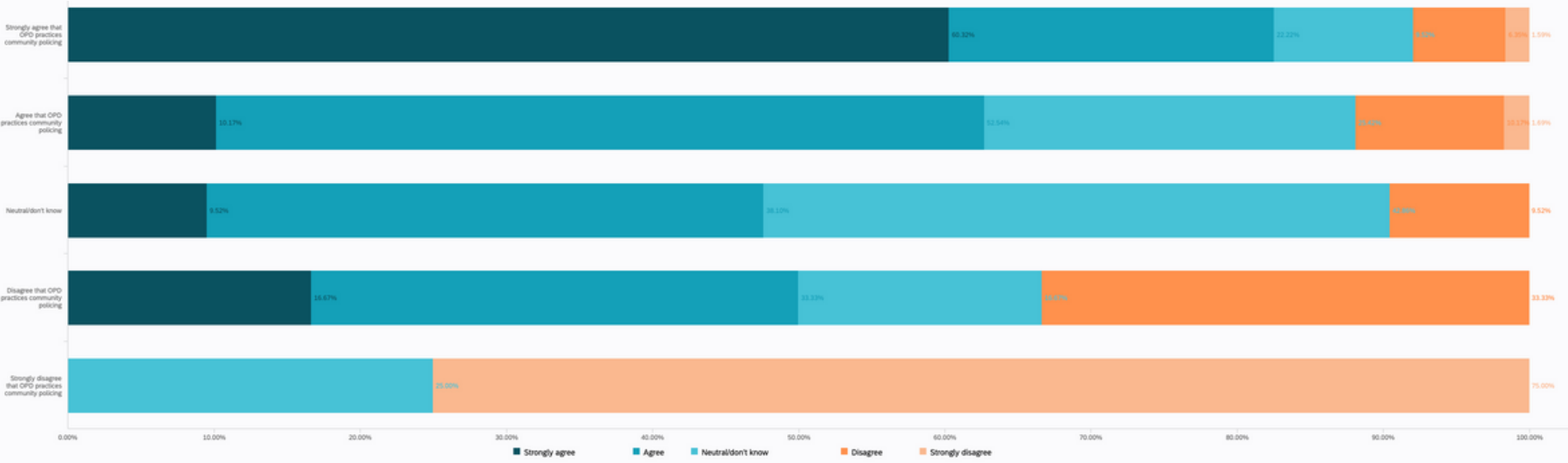
- Social media, especially Facebook, is the primary mode of interaction for Oneida residents with the police department, indicating a preference for exploring new community strategies and improvements.
- A substantial 61% of residents prefer to communicate with the police department through social media platforms such as Facebook, Twitter, and Instagram.
- Facebook is the most preferred platform for communication, with 50% of Oneida residents favoring this medium over others.

Age and support for community policing

18-25 years · 26-49 years · 50-65 years · Over 65 years

Legend: Strongly agree · Agree · Neutral/don't know · Disagree · Strongly disagree

Age and support for increasing patrols

Legend: Facebook · Instagram · Oneida Police Department website · News (Oneida Daily Dispatch, etc.) · Talking to others in the community · None · Other (please specify) · Twitter

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

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.

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.
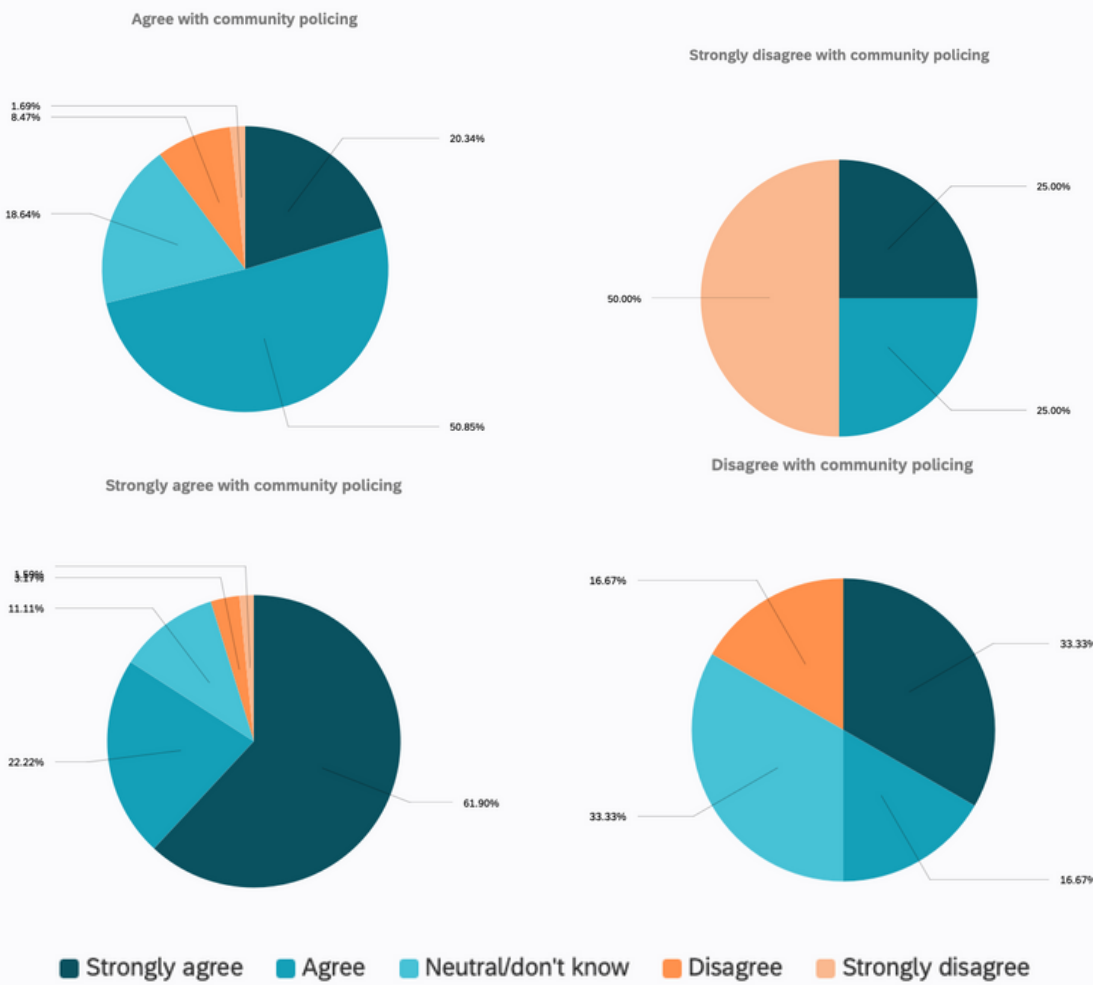
Recommendations

1 Communicate the grant initiative and CPTED on social media, specifically on Facebook.

2 Leverage social media and traditional media to persuade residents on the merits of CPTED and community policing and how the OPD already has community policing measures in place.

3 Explain the benefits of increasing patrols in Oneida on Facebook to target the 18-25 year old age group to increase their approval.