



Public Engagement Analysis

May 2014



Table of Contents

Introduction	1
How does CPO Engage the Public?	2
Events.....	2
Committees and Neighbourhood Initiatives	5
Ambassadors	5
CPO by the Numbers	6
Case Studies of CPO Success	6
Media coverage of the 2012 Community Safety Awards	6
Boosted posts: CPO on Facebook.....	7
CPO and the City of Ottawa's Public Engagement Strategy.....	7
Conclusion and Recommendations	8

Introduction

Crime Prevention Ottawa (CPO) works with communities to support and implement crime prevention initiatives and enhance neighbourhood safety. For this to be successful, public engagement is necessary as top-down approaches are both ineffective and unsustainable; only caring communities can prevent crime. With this in mind, CPO recognizes the importance of information sharing and inciting public dialogue about emerging issues with the goal of encouraging residents to engage in crime prevention. This objective emphasizes the overarching message that crime prevention is a collaborative effort between residents, service agencies and providers, local organizations, school boards, government and police, among others. It is these groups that compose CPO's audience; through their engagement, CPO indirectly extends its reach to the general public who are the potential victims and perpetrators that form the client base of supported agencies. While staff recognize that not all members of the public will take an active interest in crime prevention, CPO focuses on providing the 'doers' and the 'joiners' of the community with the necessary tools to create a safe community.

In order to engage with CPO's target audience, multiple modalities of public engagement are utilized, including hosting events, distributing communiqués, maintaining media presence, producing publications, attending numerous committee meetings, and managing the Ambassadors, a volunteer-based public outreach program.

The purpose of this report is to analyze these strategies to highlight CPO's successes and to provide recommendations as to how staff can increase their outreach and public engagement efforts. Although many modalities are identified, only CPO events can be considered at depth because of the public evaluations distributed following these events. The success of other methods can be determined by looking at the raw numbers of those reached and by the shifts sensed in CPO associated communities. The Survey Monkey data considered in this report spans from the first event evaluation in May 2007 to March 2014, while raw number counts date back to CPO's inception in 2006. Additionally, this report will serve as a launching point for CPO's newest public engagement piece, the first annual conference, which will take place on June 13, 2014. This conference grew from a recommendation of CPO's Communications Strategy, a document that was developed with significant input from the public.

How does CPO Engage the Public?

Events

As of March 1, 2014, CPO has hosted 54 major events, which include public consultations, information sessions and presentations, conferences, and CPO's annual Community Safety Awards. These events have been attended by a

"These public information forums are a really great idea, and a great way to engage and inform the community about issues in Ottawa."

total of approximately 6041 individuals. Of these events, 31 were evaluated using Survey Monkey. Given that consistent evaluations began in 2010, results should give an accurate view of the current public engagement efforts of CPO. A total of 3490¹ individuals attended events for which a Survey Monkey evaluation was conducted.

Bilingual surveys were distributed to registrants and to walk-ins who submitted their contact information. In total, 1037 attendees have responded to Survey Monkeys, giving CPO an overall response rate of 29.7%². The majority of events are "speaker series", which are used to educate the public on community safety issues. These evaluations have a template of 6 questions:

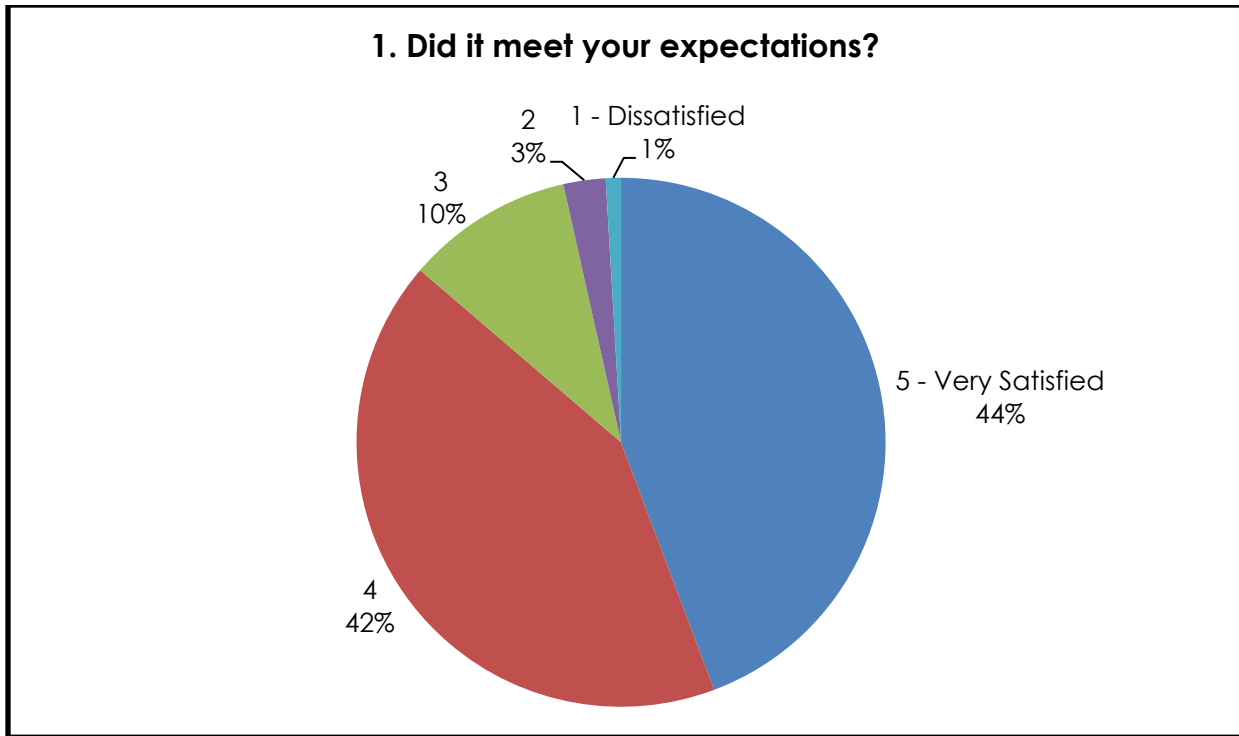
1. Did it meet your expectations?
2. Was there enough opportunity for discussion?
3. Do the time and location of the event work well for you?
4. How did you find out about this event?
5. Additional comments
6. What are your training or information needs in the area of crime prevention and community safety?

The results of question 1 reveal the level of public satisfaction with CPO's events. This question, in some variation³ was asked in all but 2 event evaluations and produced a response total of 969. The following graph analyzes the results by response option:

¹ Surveys distributed may not equal 3490 due to walk-ins who did not submit their contact information.

² Survey response rates are approximate as individuals who registered but did not attend were also sent the Survey Monkey evaluation.

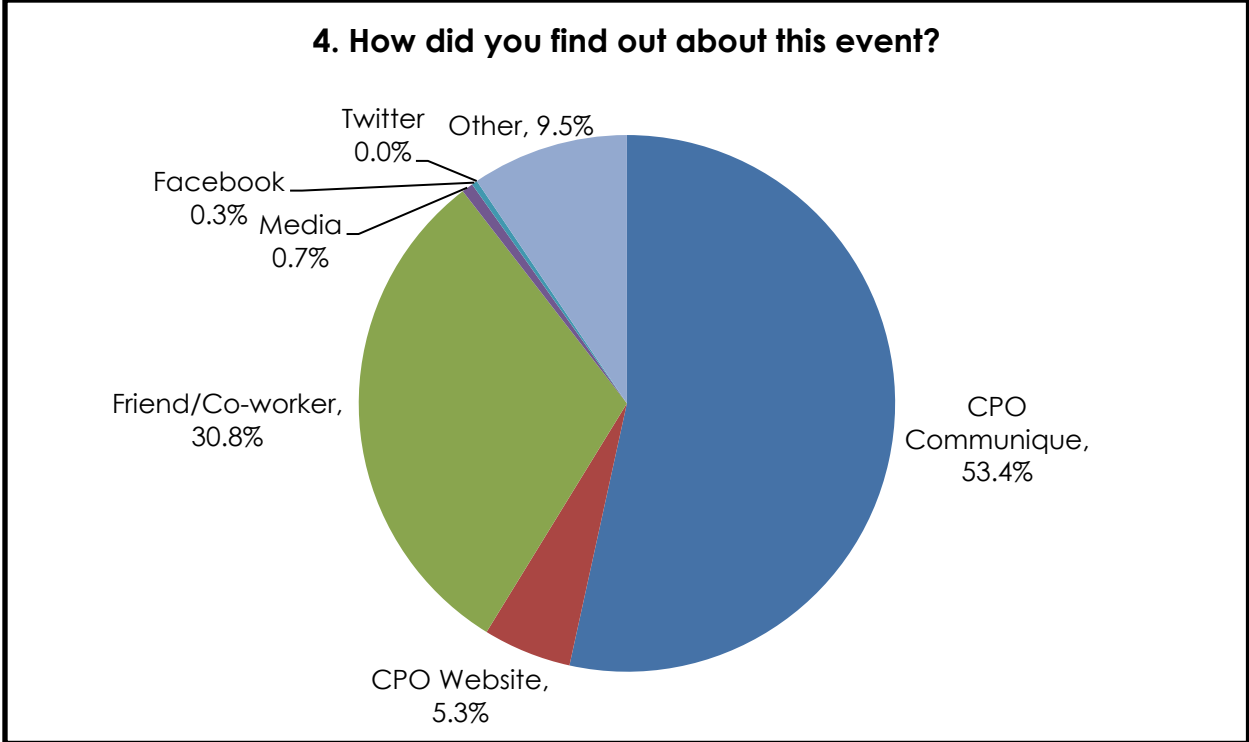
³ Although there were slight variations to this question in many of the Survey Monkeys, the scale of 1-5 was consistent. However, in some cases, scale values were labelled differently (i.e., the lowest option was sometimes "dissatisfied" and other times "very dissatisfied"). As most evaluations labelled the lowest value "dissatisfied", this report analyses results with this designation. Additionally, some scales also labelled options 2-4, though most did not. Therefore, the responses are approximate due to participants' perception of scale values.



This question was asked on a 5-point scale, with 5 representing the top level of satisfaction and 1 representing dissatisfaction. Paying specific attention to options 4 and 5, the results of this question illustrate that CPO's events cater to the expectations of the public at a rate of 86%. This is indicative of CPO's ability to produce and disseminate knowledge to the public in a manner that is suitable to their information needs. These results may also speak to CPO's success at hosting events in terms of logistics and management. However, this question neglects to uncover how this knowledge will be used by the public to promote crime prevention and community safety in their neighbourhoods.

"Local conferences like these [CPTED Conference, 2010] always [leave us] feeling motivated about improving our city and inspired about new ideas."

The results of question 4 highlight how CPO reaches the public, but unfortunately does not appear in many event evaluations. This question generated a total of 582 responses, which the following graph analyzes by response option:



The responses to this question indicate that CPO's communiqués clearly offer the best way of informing the public of events⁴. However, the extent of CPO's outreach is highlighted by the fact that 30% of those completing the surveys attended the events because of information received through word of mouth. Further, the majority of those who responded, "other" identified external newsletters and committees as the source of event information. In analyzing the numbers associated with social and traditional media, it is evident that CPO must use these resources more efficiently in public engagement as relates to event advertisement.

Many attendees of CPO's events represent community agencies or organizations who seek knowledge of crime prevention to inform and support initiatives within their communities. Several comments from Survey Monkey respondents reflected this, including Neighbourhood Watch Coordinators who

"I appreciate the opportunity to learn about the latest trends and events regarding crime/crime prevention in our community. As a Principal, this information helps me to make decisions, plan programs and use contacts in order to work with the families in the school and community at large. Thank you for providing this invaluable resource."

⁴The response rates of questions are approximate as response options: "Media", "Facebook" and "Twitter" were not added until 2012.

use speaker series material and CPO publications to identify potential solutions to community safety issues and womens' shelter employees who use CPO's knowledge of safety to support their clientele.

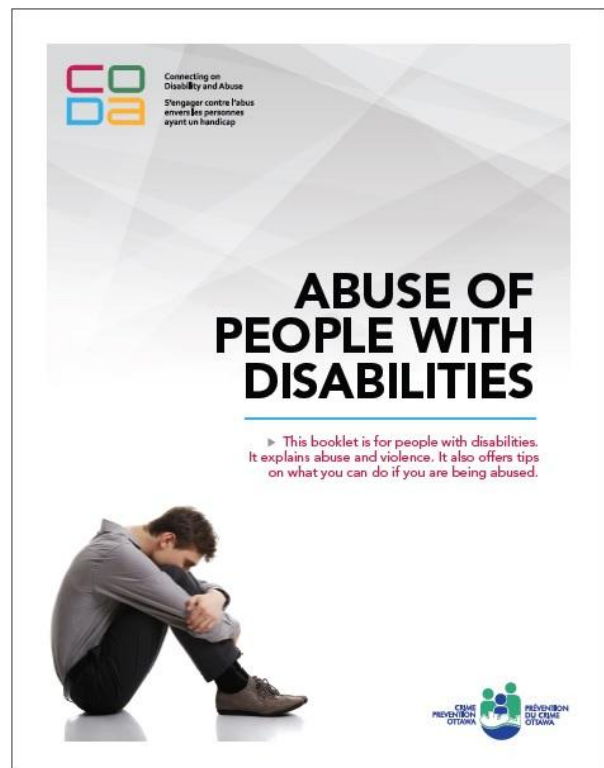
Committees and Neighbourhood Initiatives

The number of CPO's major events does not reflect the totality of its hands-on public engagement efforts. Staff are extensively involved in a number of committees, attending hundreds of community meetings and delivering countless presentations in neighbourhoods throughout Ottawa.

Additionally, CPO has formed a number of neighbourhood-based initiatives such as Together for Vanier, Lowertown, Our Home and United Neighbours that have "taken off" in so much as community leadership has developed and responsibility for creating safe environments has evolved into a collaborative process between residents and local agencies. That CPO can step away from these neighbourhoods in trust that a strong community presence will thrive exemplifies CPO's success at engaging the public in community safety and crime prevention.

Ambassadors

CPO maintains two groups of volunteer "Ambassadors" whose roles are to outreach and promote CPO and CODA (Connecting on Disability and Abuse) activities at community events throughout the city. Events reflect the diversity of Ottawa's neighbourhoods and are not necessarily situated within communities that CPO has traditionally supported. This ultimately expands the reach of CPO, which is beneficial for counteracting the "preaching to the converted" effect. As community volunteers from various backgrounds and experiences, the Ambassadors are welcoming and approachable sources of information for the public. Since the program's inception in January 2013, the groups have been requested at 41 events and have attended 34. This is a positive example of how CPO is able to effectively leverage an enthusiastic volunteer base to widen the scope of public engagement.



CODA booklet

CPO by the Numbers

The following table summarizes raw numbers reflective of CPO's outreach and public engagement. These numbers are accurate as of May 2014.

2,688	<i>People on CPO's contact list</i>
515	<i>CPO media appearances</i> This includes radio interviews, newspaper articles, television appearances as well as a few mentions in Councillor's newsletters.
166	<i>Communiqués sent</i> This does not include communiqués that have been sent multiple times, such as notices delivered to remind the public of a future event.
3,551	<i>CODA booklets distributed</i> These booklets, created for individuals with disabilities, address how to identify abuse and what to do when it occurs. This publication was launched in January 2014, emphasizing that CPO is effective at both identifying issues and ensuring that the public is provided with appropriate resources.
904	<i>Home takeover posters distributed</i> These posters were released in late February, 2014 and are aimed at encouraging victims of home takeovers to seek help.
3,988	<i>Home takeover information cards distributed</i> Like the posters, these small information cards were released in late February 2014. They detail what a home takeover is, how residents can protect themselves, and how victims and neighbours can take action.
7,928	<i>Don't Be That Guy posters distributed</i> to a variety of community agencies, post-secondary institutions and partners. These posters also appeared in OC Transpo buses from August to October, 2013 which served to increase public dialogue regarding violence against women.
57,000	<i>Neighbourhood Toolkit magnets distributed since 2010</i>

Case Studies of CPO Success

Media coverage of the 2012 Community Safety Awards

The 2012 Community Safety Awards were a particularly good example of how CPO incites public interest around positive stories of community safety. Not only did the event boast one of CPO's highest attendance numbers at 250, but the media coverage of the awards, including profiles and interviews with winners and multiple airings of the ceremony on Rogers TV, was valued at \$80,904. CPO's extensive media coverage is a great way of spreading knowledge about CPO and community safety.

Boosted posts: CPO on Facebook

Recently, Crime Prevention Ottawa has discovered the value of “boosting” posts on Facebook for a small cost. In so doing, the viewership of those posts has risen exponentially. A boosted post for the Community Safety Awards in 2013 attracted an additional 9,912 viewers, while another boosted post on behalf of the Ottawa Police Service brought an additional 31,248 viewers. While CPO’s social media presence could certainly improve overall, boosting posts provide a quick solution for highlighting important issues on a platform that attracts a diverse audience.



Neighbourhood Toolkit magnets

CPO and the City of Ottawa’s Public Engagement Strategy

As a municipal body, it is important for CPO to adhere to the City’s newly established Public Engagement Strategy. While the goals of the City focus on engaging the public in decision-making, the objective of CPO is typically to encourage residents to actively engage in creating safe communities. Nonetheless, the processes followed to achieve this goal are consistent with those envisioned by the City’s Strategy.

The “Public Engagement Spectrum” identified by the strategy⁵ can be used to characterize CPO’s various projects. For example, CPO educates the public of crime prevention related developments and community safety issues through speaker series events and research publications. There is also a high level of collaboration and partnership between CPO and the public with regard to identifying emerging issues, how these issues are experienced within the community and how solutions can be tailored to fit the needs of the neighbourhood. CPO also appeals to the public for organizational direction

⁵ See the Draft Public Engagement Strategy: Guidelines and Toolkit, February 11, 2014, p. 23.

and input from residents has served as a basis in creating the communications plan, website changes and the operational plan.

CPO's Community Forum, an advisory body tasked with providing feedback to the Board of Directors regarding CPO's initiatives and priorities, is an excellent example of how the diversity of Ottawa's communities are engaged in the work of CPO. Not only do they provide valuable recommendations that are used to create CPO initiatives, such as the Ambassador program, but they also serve as volunteers for CPO's committees and events.

Conclusion and Recommendations

CPO has a tremendous ability to engage the public despite its small staff size. The consistently high Survey Monkey response rates speak both to a formula that works and to an audience enthusiastic about crime prevention. With almost a third of participants attending CPO events by way of recommendation from others, it is clear that CPO has developed a strong network of community partners who advocate for the work being done by staff, which has in turn reaped extraordinary benefits for CPO's capacity to reach new audiences.

CPO recognizes that community safety is everyone's responsibility, a message that staff have advocated since CPO was created. The sense is that communities, with CPO's help, have begun to understand the significant role the public must play in preventing crime.

"It [is] educational and enriching to see the variety of methods by which community members are included and instrumental in creating positive change."

Although CPO is a model of positive public engagement, there are a few recommendations that could be of added benefit to engagement efforts:

- **A review of Survey Monkey questions.** The current questions are effective for understanding both the satisfaction of participants and for generating ideas for future events. However, in terms of public engagement, *all* surveys should include the question, "how did you find out about this event", and an additional question should be added regarding how participants plan on using the information in their personal lives, community or occupation. This would ensure that the presented material is useful to the public and would highlight how CPO transfers knowledge to other agencies and organizations.

- Continue to expand social media presence.** While boosting selected posts on Facebook is an acceptable way to draw in viewers, the costs associated with doing so mean that an alternate solution is necessary. Further, CPO's Twitter presence needs significant improvement. The popularity of social media for communication and information gathering suggests that using it more effectively may help to reach additional audiences. CPO can leverage its extensive network by linking to other social media pages maintained by community partners. Providing social media and content training to CPO Ambassadors and placement students may be a viable option.

Moving forward, CPO should continue to build on its public engagement success by expanding upon the current formula using the recommendations identified in this report. Employing familiar approaches to develop and host the annual conference will ensure that the event is meaningful and engaging for the public.



IT'S NOT SEX...

WHEN HE CHANGES HIS MIND

sex without ongoing consent = sexual assault

DON'T BE THAT GUY.

save | SAVEenotas.com



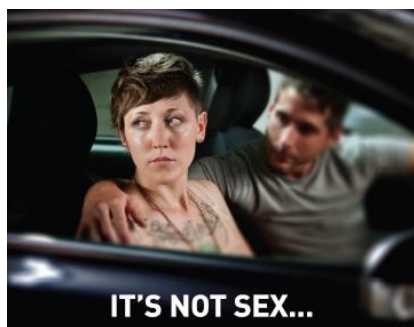
IT'S NOT SEX...

WHEN SHE'S WASTED

sex with someone unable to consent = sexual assault

DON'T BE THAT GUY.

save | SAVEenotas.com



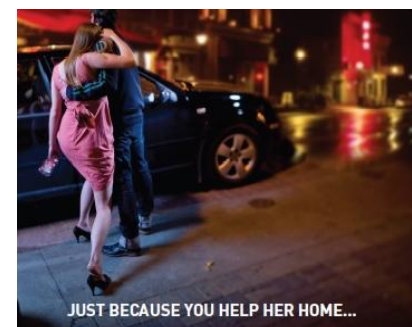
IT'S NOT SEX...

WHEN SHE DOESN'T WANT IT

sex without voluntary consent = sexual assault

DON'T BE THAT GUY.

save | SAVEenotas.com



JUST BECAUSE YOU HELP HER HOME...

DOESN'T MEAN YOU GET TO HELP YOURSELF.

sex without consent = sexual assault

DON'T BE THAT GUY.

sexualassaultvoices.com



Don't Be That Guy campaign posters



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