EDMONTON POLICE SERVICE

What We Are Hearing

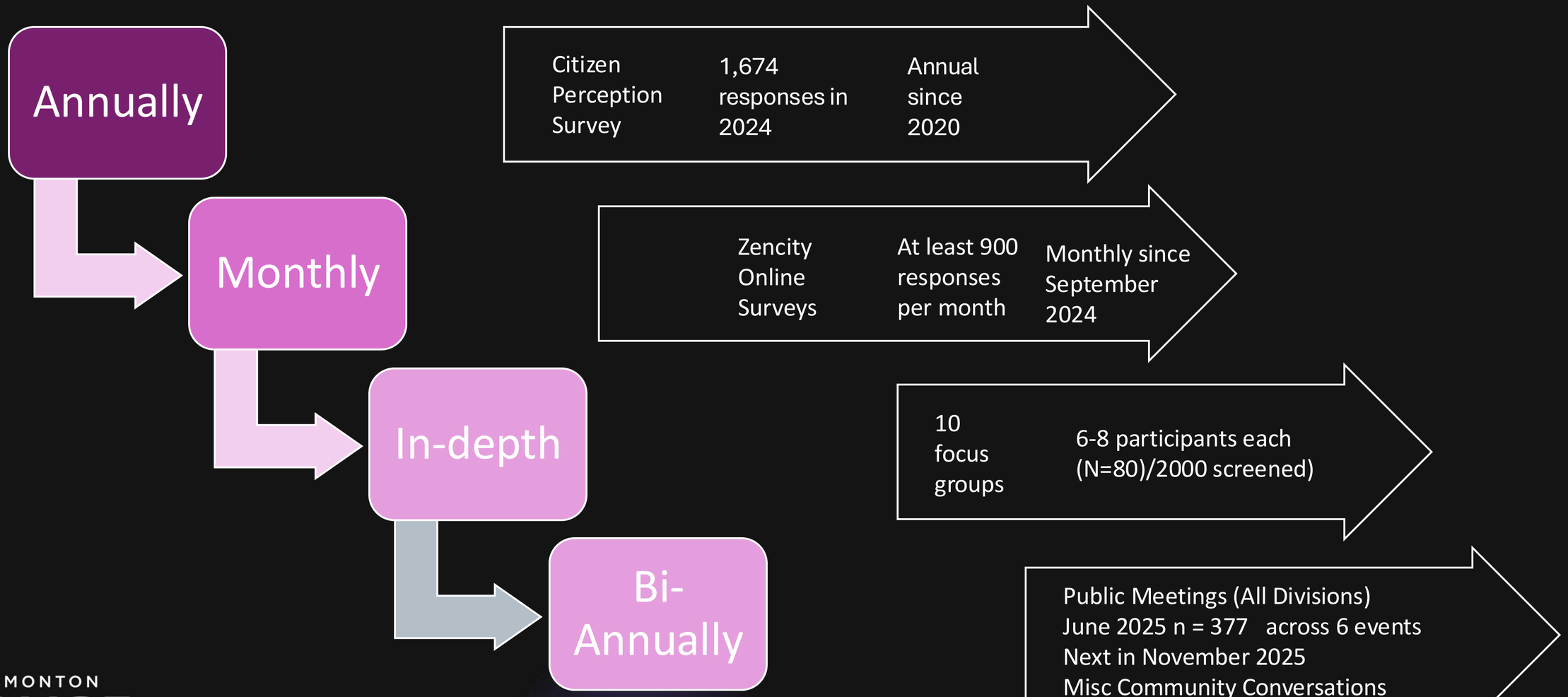
Themes from engagements with Edmontonians

May 2025

Agenda

1. How we engage Edmonton residents
2. Perceptions of safety
3. Perceptions of police
4. Customer service
5. Next steps

How we engage Edmonton residents



EDMONTON POLICE SERVICE

How we engage Edmonton residents

Annual Citizen Perception Survey – Conducted by Advanis

- Surveys collected May – June 2024
- National survey
- Representative sample of randomly selected Edmontonians (n = 1,672)

Monthly Citizen Perception Surveys – Conducted by Zencity

- Surveys collected monthly since September 2024
- Representative sample of Edmontonians streamed to survey through online ads (n = approx. 900 per month)

Additional Avenues:

- Focus Groups – Conducted by Stone-Olafson
- Public Meetings – Supported by Soles & Company
- Internal Engagements (Reseaerch & Evaluation (EPS)/External Co. on Employee Engagement Survey)

Topics Addressed in All Engagements

- Perceptions of safety
- Perceptions of crime
- Support for police
- Trust in police

Perceptions of safety

Perceptions of safety are impacted by disorder

- 36% of Edmontonians feel unsafe walking along in their community after dark

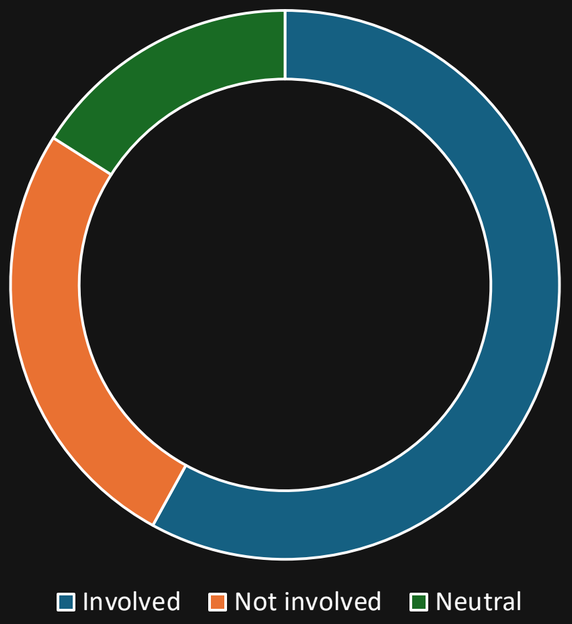
- 72% said they would feel unsafe taking transit alone after dark

- People believe our downtown core is less safe than other major cities due to public drug use and disorder

“Drugs and drug addicts. They are terrifying and violent. I am scared to leave my apartment to even take out the garbage.”
- Woman, 18 - 34, December 2024

Why Edmontonians feel less safe

- Encampments and public drug use (including transit)
- Reduction in people living and working in the core has led to more visible drug use and unhoused people
- People who do not live or work downtown, avoid downtown



58% of monthly survey respondents said police should be involved in addressing homelessness

Perceptions of police

Results suggest support for the police is high

- In 2024, 68% of residents said they support how the police usually act
  - 73% support among people of colour
- There was consistent support expressed for police at open houses
- In focus groups and open houses, the public expressed concern about officer mental health and emotional wellbeing

Desire for police visibility suggest confidence in the police is high

- 60% of monthly survey respondents said seeing police in their neighbourhood made them feel safer (one third said it did not affect their feelings of safety)
    - Over 50% said the number of police they see in their neighbourhood is too low or far too low

- Participants want the EPS to be active members of the community.
    - Want to engage with police outside of crisis situations - in public meetings, community spaces and events

- Need for higher degree of communication on the diverse and varied programs that EPS has.

Complexity of issues facing police is understood

- Public perceptions of policing and crime in Edmonton are influenced by a variety of factors
- Participants believe crime rates are increasing, and personal safety is decreasing. They believe the situation in the Edmonton core is worse than other centers in Canada
- ETS is a symbol of problems related to crime, violence, mental health, and addictions issues in Edmonton
- Community frustration with what participants perceived as a revolving door justice system
- Participants were very impressed with the approaches taken by HELP and PACT teams

Customer service

Reporting rates are low for some types of crime

Although most people believe police are approachable and say they would contact the EPS if they were a victim of a crime, reporting rates are low for some crimes. In the past 12 months:

- 70% of victims reported a personal crime
- 58% of victims reported a property crime
- 39% of victims reported a financial crime

The most common reasons people do not report crimes to police:

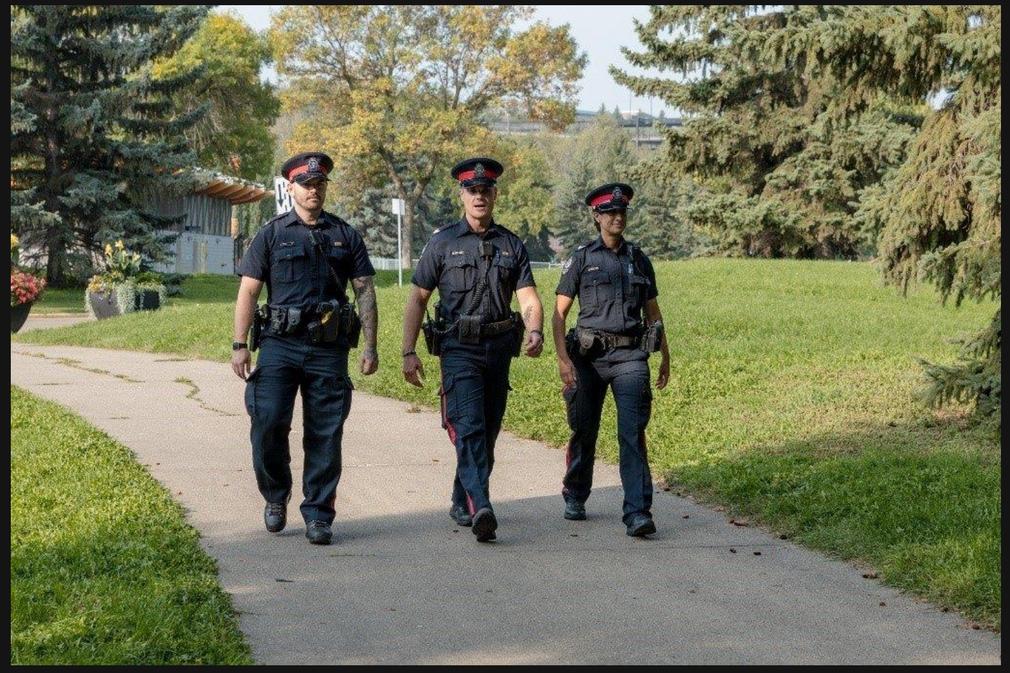
- Believe reporting will not make a difference
- Believe the report will not be taken seriously
- Think the crime is not serious enough
- NB. There are stigmas around some types of crime

There are opportunities to improve interactions with EPS

Participants indicate that they want:

- To be treated with respect, compassion, and appreciation
- Direct person-to-person communication
- To be provided with follow-up information
- Acknowledgement that it can be scary or intimidating to engage with the police
- Information on how to follow-up with police.

Next steps



Next steps

Further engagement with Edmonton residents

- Ongoing targeted focus groups
- Monthly and annual surveys will continue
- Feedback will be considered in strategic plan and business plan development
- Public meetings and focus groups will be used to validate the strategic plan in November 2025

Customer service improvements

- Embedding customer input into key current projects including: virtual investigations

Thank you