Salem Police Station

Community Survey Report

March 8th, 2018

SURVEY RESULTS

Introduction

The City of Salem, CB|TWO and DLR Group collaborated and created a survey
to have input from the community regarding the new Salem Police Station. The
purpose of the survey was to provide the community an opportunity to voice their
priorities for the future project and provide this information to the design team. The
survey was comprised of 8 questions and distributed using the software program
Survature. Survature is an interactive survey tool that offers its users more analytic
features than traditional survey platforms by collecting behavioral data in addi-
tion to qualitative and quantitative data. This program, for certain question types,
monitors the rate at which people select answers to view a priority level whether
positive or negative.

The survey opened on Tuesday, January 23rd and ended Friday, February 23rd.
Question topics ranged from project priorities, thoughts on culture, and uses of
community spaces. Refer to the following pages for full list of questions.

Responses

10,578 Visits to Survey
1,426 Responses
864 Completions
60.6% Completion Rate
6 Minutes 8 Seconds Average Completion Time
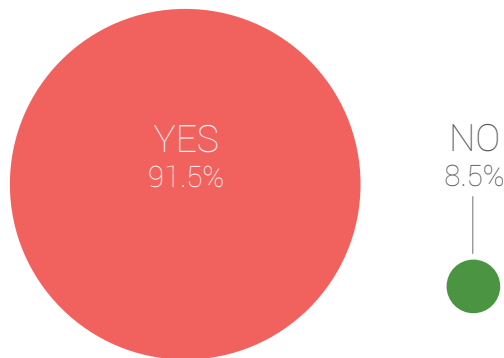
Demographics

What generation are you?
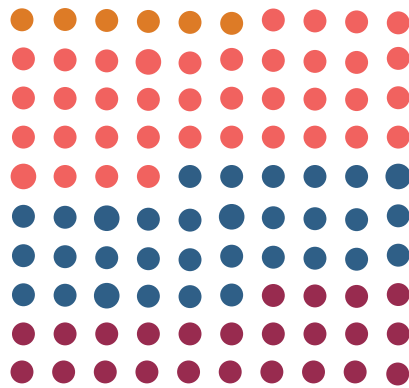
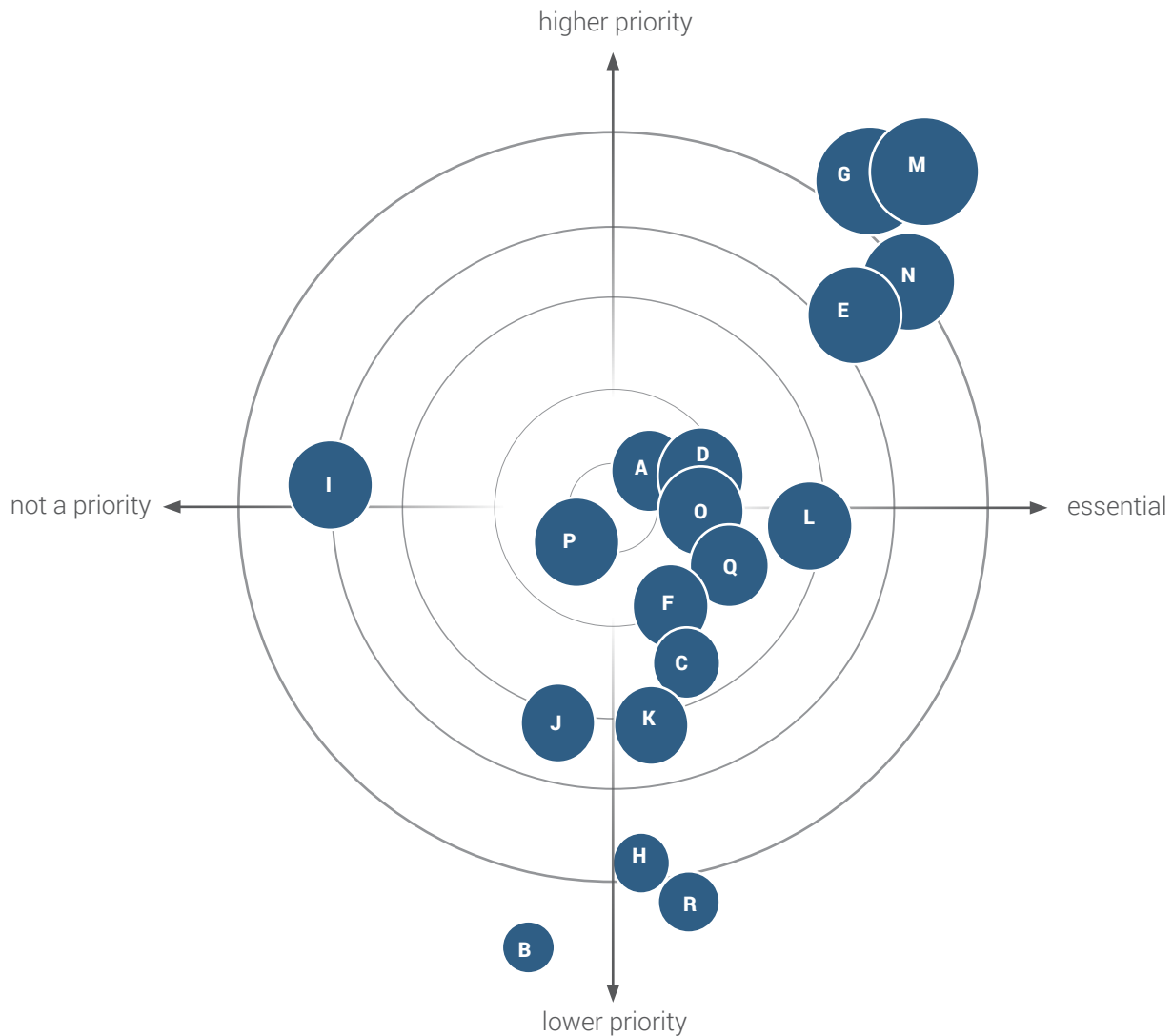| Traditionalist (born 1922-1945)	Baby Boomer (born 1946-1964)	Gen X (born 1965-1980)	Gen Y/Millennial (born 1981-2000)
5.8%	**37.9%**	**32.6%**	**23.7%**

Are you currently a Salem resident?

YES
91.5%

NO
8.5%

Q1. What are your priorities for the future Salem Police Station?

All Responders

This question type allows us to view the priority levels on two different scales. The "not a priority" to "essential" scale was what each individual responder categorized the aspects in level of importance. The "higher priority" and "lower priority" scale allows us to see the rate at which people selected the individual response to see where their true priorities might be. The data below examines the priorities of all responders and their priorities for a new police station. We see that their most important aspect and highest priority is safety while campus and circulation are lower concern.

A. Access to Parking
B. Campus Circulation
C. Community
D. Community Access
E. Efficiency

F. Forward Thinking
G. Functionality
H. Innovation
I. Landscape
J. Public Amenities

K. Public Experience
L. Quality
M. Safety
N. Security
O. Sustainability

P. Transit Access
Q. Transparency
R. Well Being

Q1. What are your priorities for the future Salem Police Station?

The greatest difference among generational groups was identified between traditionalists and millennials. The most significant differences identified between response items were 'Efficiency', 'Safety', 'Community Access', 'Well-Being', and 'Innovation'. While both groups identified 'Safety' as an essential item, the millennials selected this item more frequently as their first response compared to traditionalists. Traditionalists most frequently selected 'Efficiency' as their first response, identifying 'Efficiency' as their highest priority for the future Salem Police Station. Also, community access is a higher priority for traditionalist than millennials, while 'Well-Being' is a higher priority for millennials than traditionalists. Although categorized similarly, 'Innovation' is a higher priority for millennials than traditionalists.
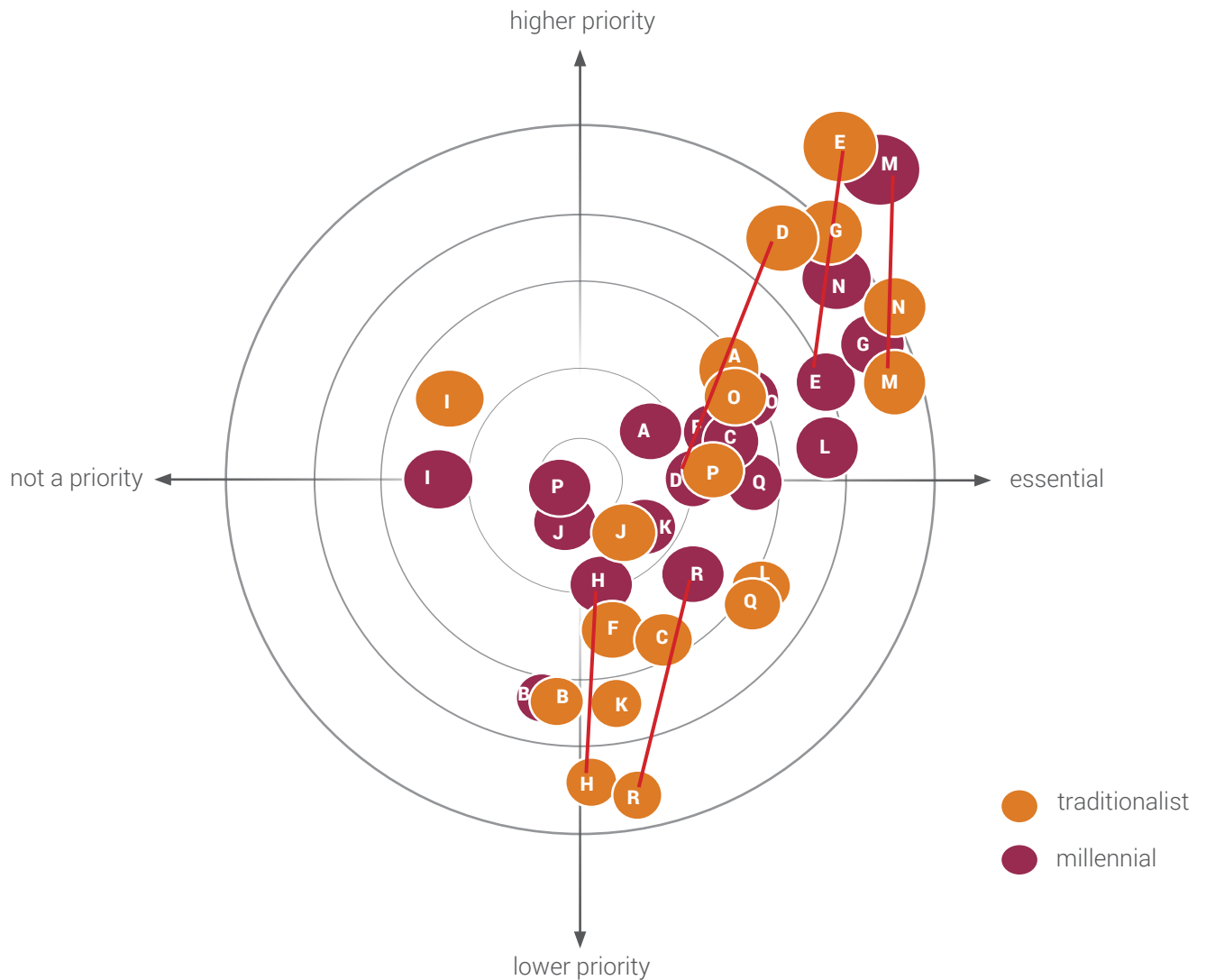
A. Access to Parking	F. Forward Thinking	K. Public Experience	P. Transit Access
B. Campus Circulation	G. Functionality	L. Quality	Q. Transparency
C. Community	H. Innovation	M. Safety	R. Well Being
D. Community Access	I. Landscape	N. Security	
E. Efficiency	J. Public Amenities	O. Sustainability	

Q1. What are your priorities for the future Salem Police Station?

Baby Boomers

The chart below shows the Baby Boomers responses for priorities for the future Salem Police Station. The chart shows the responses based on their rate of being selected. This allows us to examine beyond categorizations of responses to see where true priorities for the project lie. For the generational group, Baby Boomers, 'Functionality' and 'Safety' are the top choices selected most frequently first by this group and categorized as essential most frequently. Baby Boomers responses reflect similar answers of all responders. Although, 'Landscape' was selected frequently as one of the initial choices, it was categorized as low priority by the group, further emphasizing this group's selection of 'Landscape' as a low priority.

Ranked by Priority

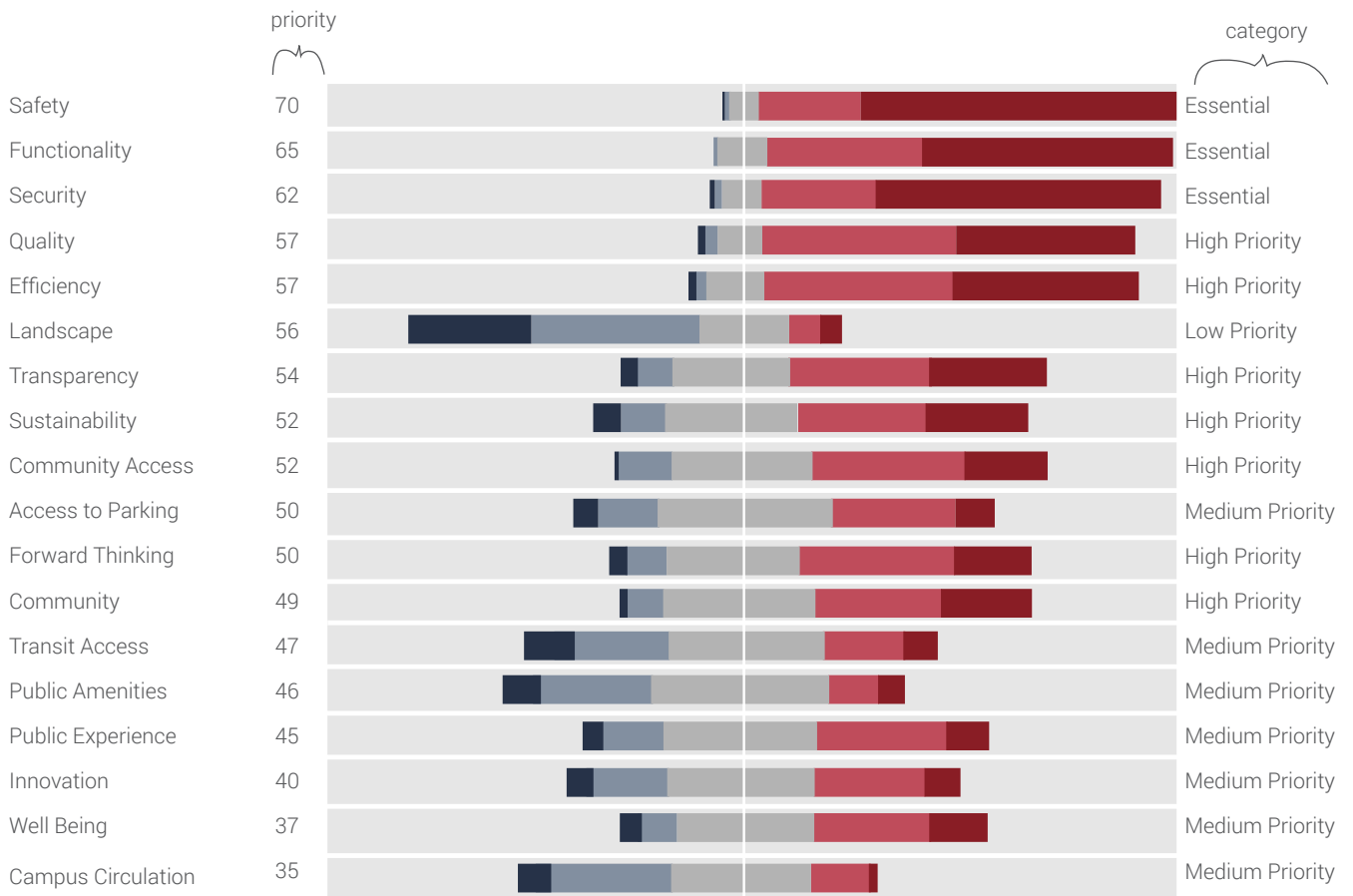|	priority		category
Functionality	68		Essential
Safety	63		Essential
Efficiency	61		High Priority
Security	60		Essential
Community Access	57		High Priority
Sustainability	54		High Priority
Landscape	53		Low Priority
Access to Parking	53		Medium Priority
Transit Access	52		Medium Priority
Quality	51		High Priority
Forward Thinking	47		High Priority
Transparency	46		High Priority
Public Experience	44		Medium Priority
Public Amenities	43		Medium Priority
Community	41		High Priority
Innovation	39		Medium Priority
Well Being	33		Medium Priority
Campus Circulation	32		Medium Priority

Q1. What are your priorities for the future Salem Police Station?

The chart below shows the Generation X responses for priorities for the future Salem Police Station. Similar to the previous page, this chart examines the rate of responses, allowing us to examine beyond categorizations of responses to see where true priorities for the project lie. For the generational group, Generation X 'Safety' and 'Functionality' are the top choices selected most frequently first by this group and categorized as essential most frequently. Generation X responses reflect similar answers of all responders while placing more value on 'Quality' than other groups.

Ranked by Priority

	priority		category
Safety	70		Essential
Functionality	65		Essential
Security	62		Essential
Quality	57		High Priority
Efficiency	57		High Priority
Landscape	56		Low Priority
Transparency	54		High Priority
Sustainability	52		High Priority
Community Access	52		High Priority
Access to Parking	50		Medium Priority
Forward Thinking	50		High Priority
Community	49		High Priority
Transit Access	47		Medium Priority
Public Amenities	46		Medium Priority
Public Experience	45		Medium Priority
Innovation	40		Medium Priority
Well Being	37		Medium Priority
Campus Circulation	35		Medium Priority

Q2. Thinking about Salem's culture, how often do the following come to mind?

The data below examines the priorities of all responders and their thoughts on culture for the City of Salem. The chart below shows that responders selected 'Safety' most frequently as their first selection and categorized as the highest item regarding Salem's culture. Although, categorized as high priority 'Equity' was chosen later in the selection order, identifying it as a low priority item. Innovation was selected last most frequently.
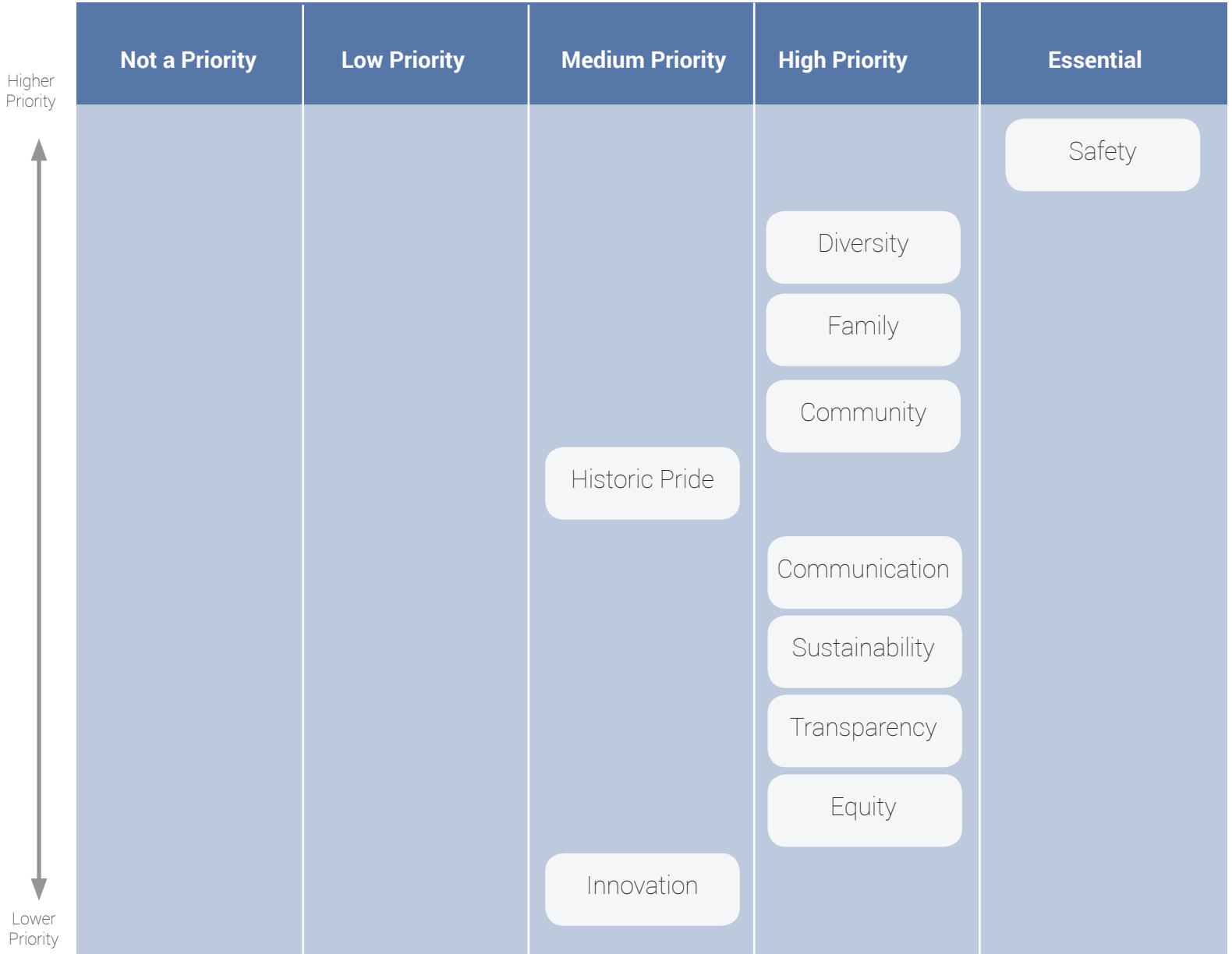
Not a Priority	Low Priority	Medium Priority	High Priority	Essential
				Safety
			Diversity	
			Family	
			Community	
		Historic Pride		
			Communication	
			Sustainability	
			Transparency	
			Equity	
		Innovation		

Higher Priority ↑

Lower Priority ↓
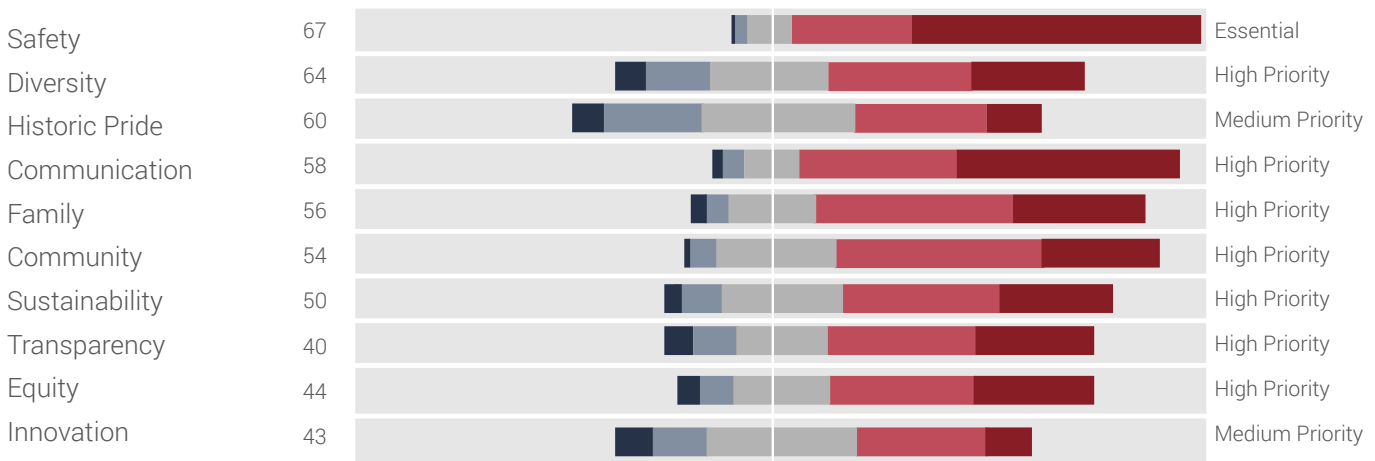
Q2. Thinking about Salem's culture, how often do the following come to mind?
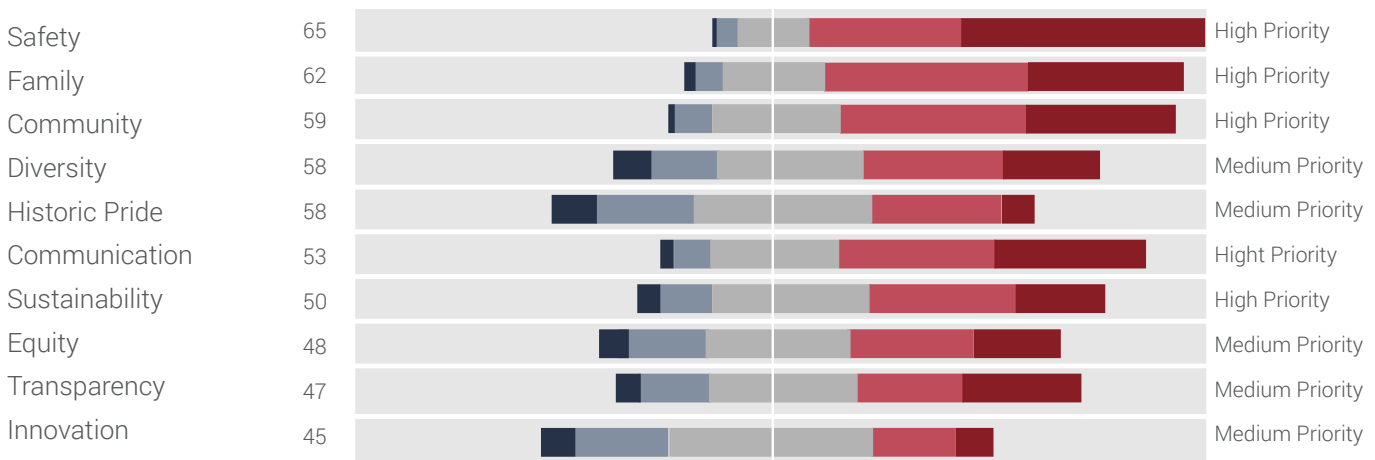
The chart belows examine the combined responses of all four generation groups. The top chart shows combined responses from Traditionalists and Baby Boomers. The combined groups align similarly with responders as a whole, but identified 'Historic Pride' and 'Communication' as higher priority items than the whole. Generation X and Millennials also aligned similar to the whole group but placed higher priority on 'Family' and 'Community' compared to the other groups, as shown in the bottom chart.

Ranked by Priority - Traditionalists and Baby Boomers

Safety	67	Essential
Diversity	64	High Priority
Historic Pride	60	Medium Priority
Communication	58	High Priority
Family	56	High Priority
Community	54	High Priority
Sustainability	50	High Priority
Transparency	40	High Priority
Equity	44	High Priority
Innovation	43	Medium Priority

Ranked by Priority - Generation X and Millennials

Safety	65	High Priority
Family	62	High Priority
Community	59	High Priority
Diversity	58	Medium Priority
Historic Pride	58	Medium Priority
Communication	53	Hight Priority
Sustainability	50	High Priority
Equity	48	Medium Priority
Transparency	47	Medium Priority
Innovation	45	Medium Priority

Q3. Thinking of the descriptors you selected as Essential, how do you see those elements added to a new police station?

Themes identified from the responses represent safety, innovation, sustainability, and community.

"Foremost safety so the community feels that they can go to the police station without concern for safety. Also that accusers do not have the stress of running into their accused."

"Must include everyone in the community and be a forward thinking design."

"The new police station should be a safe secure facility that provides a reasonable level of access to the public. It should be designed with modern technology and efficiencies that will better assist our police force in providing safety and security to the community. It shouldn't be an eyesore, but function should be a priority over aesthetics."

"It should be a welcoming environment for our community."

"Top of the line police services. Use of cutting edge education and policing techniques."

"One of the reason I voted for the new police building was to help keep victims safe, with a larger facility that can separate them from perpetrators, and also because Salem is growing, will need a growing police force. If we think through the most efficient options before beginning the project, the station will be usable, longer. A better facility should help keep officers and victims safe. I also would like the facility to have the tools needed to more efficiently run, so less mistakes are made, and more people can be given justice."

"I think safety is very important. This includes the safety of our officers as well as people who need to go there for business, co-workers, and any other visitors who have a need to go there."

"I want to have safety mixed with transparency. Safe for the community AND the police."

"Not an arch. masterpiece, but the best usability per sq ft dollar"

"Because the police are public servants and hired to work in the interests of the community, the police station must be welcoming to the community, transparent, and inviting. That said, the police station must also be secure, so some trade-offs are inevitable."

"An innovative design that draws on Salem's historical downtown. One that provides a sense of community with green spaces and water structures similar to the police stations current location. A design that takes into account both the efficient movement of people and vehicles."

"high level of modern and personal security for staff and public, open design without compromising safety, not sterile - use of natural materials for visual purposes, large enough to be sufficient for at least three decades"

"It's important that all citizens be able to access it, with both public transportation and adequate parking available. Is should be a safe and secure building, for police employees, neighbors, and the general public."

"First and foremost, this facility needs to work for our officers. Enhancing time management, providing space for a reinvigorating break, healthy natural light, quality furnishings that can stand the test of time, flexible, upgradable, supported technology, a safe place for them to park."

"Efficiency: Movement within the building should be such that employees are not wasting their time "wandering" around to get their work done. Safety: Currently getting to the police station can be very scary. You have to park in a dimly (or no lights) garage that is accessible to anybody, then take an elevator to the floor where the police station is located, which is quite open air. One should be able to park very close to the new station and enter within a few seconds of leaving your car."

"Secure, innovative, and built to last."

"The primary mission of the police dept should be to keep the city safe - having a visible presence near the downtown and in neighborhoods - or at least easy access to other neighborhoods,is essential. People have to feel comfortable coming to the police station so the entrance should be very visible. Public transit stops should be very close and very visible."

"It needs to be made to last a long time. The functionality needs to help the police do their jobs in what works for them."
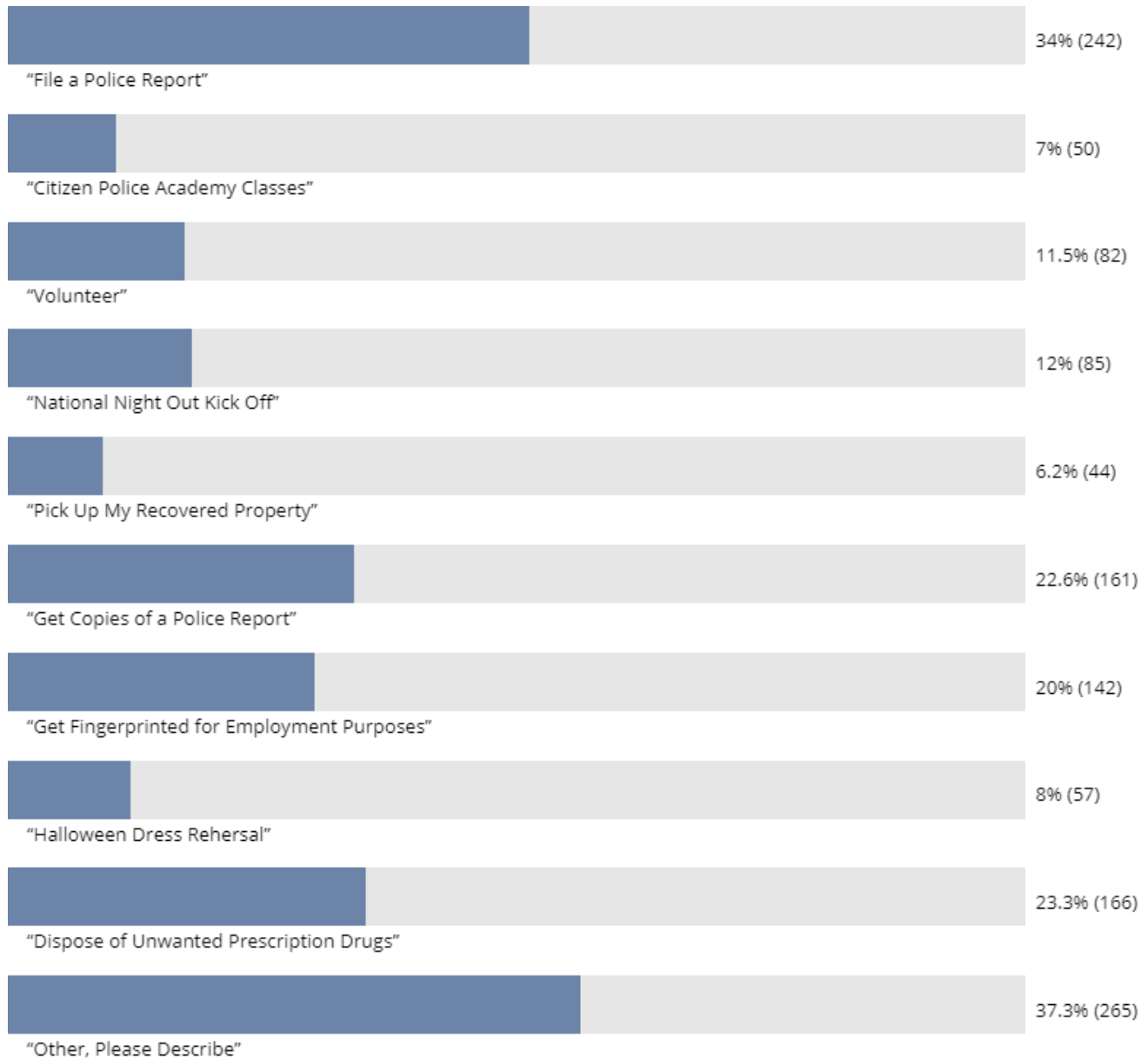
Q3. Thinking of the descriptors you selected as Essential, how do you see those elements added to a new police station?

Created from all participants responses, the word cloud belows identifies the important thoughts that reoccurred throughout responses. The word cloud below shows items that were mentioned most frequently by increasing the size of the word in the cloud. Participants reiterated the importance of incorporating elements that would enhance officer's ability to do their work and allow them to function more efficiently. Also, thoughts of efficiency should be reflected in the building features and design as well. Participants placed importance on community interactions within the new police facility.

Q4. For what reasons have you ever visited the police department? Select all that apply.

Responders could select all items and provide items for other reasons that they may have visited the police station. Other responses provided.

"File a Police Report" — 34% (242)

"Citizen Police Academy Classes" — 7% (50)

"Volunteer" — 11.5% (82)

"National Night Out Kick Off" — 12% (85)

"Pick Up My Recovered Property" — 6.2% (44)

"Get Copies of a Police Report" — 22.6% (161)

"Get Fingerprinted for Employment Purposes" — 20% (142)

"Halloween Dress Rehersal" — 8% (57)

"Dispose of Unwanted Prescription Drugs" — 23.3% (166)

"Other, Please Describe" — 37.3% (265)

Q4. For what reasons have you ever visited the police department? Select all that apply.

Responders could select all items and provide items for other reasons that they may have visited the police station. Other responses provided.

Other Responses:
- *Donate cell phones*
- *Fill out form to give police access to property*
- *Ride along*
- *Donate Christmas Toys*
- *Permit Office*
- *Finger printed*
- *Conceal carry*
- *Jury Duty*
- *Parking fine*
- *Disposal of found property*
- *Dropped off baked goods*
- *School project*
- *Cadet Academy*
- *Visit/tour*

- *Pick up eclipse glasses*
- *Ride along for leadership class*
- *To find out from ordinance officers Salem city ordinances*
- *Educational class.*
- *Employee*
- *Infant car seat check*
- *Look at photos to identify suspect in a crime I witnessed*
- *Work projects*
- *I never have*
- *Determine what to do with found bicycle, register my bicycle*
- *Pay the parking tickets*

Q5. In addition to the services listed in question 4, the new police station will have a community space. How do you envision the use of such a space?

Themes identified from the responses represent community access, resources, education, and public availability.

"Education purposes\ community meetings about new laws, teenage challenges, community concerns"

"A place that is warm and dry and pretty, a place where people can sit and talk"

"I would appreciate an area with cameras where craigslist deals (and other similar ones) can be done for larger purchases involving cash."

"Coffee kiosk Community resource center (ie. info on activities, health care, housing, etc)"

"Where different factions can come together and civilly discuss issues in our community. Also parking spaces with 24 hr security cameras for community selling transfers to take place and a place for people feeling threatened to go to safely."

"I would imagine that it would be something of a public outreach space, both for current events that the department does as well as providing the opportunity to do engage even more on a day to day basis with public use."

"Use the space to engage with the community. Especially youth populations that are high risk for future criminality. Humanize and destigmatize both sides, law enforcement and at risk youth."

"As an education concerning the police and the community. This would go a long way in bringing the two groups together for the good of out city."

"Would be a great place for community meetings, like neighborhood organizations. Free or inexpensive meeting spaces are hard to come by. Would also be a good place for community exhibits--school children's at projects for example. I belong to a photo group and we are always looking for space to exhibit of work."

"This space could be used for visitors to learn about the Police Department. This could be field trips by schools, class rooms regarding police activity or work, or a display about officers shows all good things that police officers do."

"community training i.e. CERT, Red Cross, or other community enhancement opportunities of not for profit organizations."

"Community resources"

"Meeting place for community meet ups (see meetup.com). Space should have reliable internet able to serve a crowd reliably. The space should be welcoming and nicely furnished, designed to meet the needs of small to large groups."

"Community meetings; flu shots, public forum"

"Should be a low priority. Should only match the parking you have available off street. Please don't plug up the neighborhood with community events that take up street parking...."

"Increasing transparency as to the function of law enforcement by providing access to informational resources. Publicly accessible indoor firing range."

"Community education and outreach. Interaction between police officers/commanders/staff and community members. Safe space for vulnerable members of the community. A forum for disseminating information on other important resources, including substance abuse treatment, domestic violence shelters, mental health counseling and treatment, etc."

"Q and A for common issues involving law in the city."

"A community space in a police station would be used to gather the police officers for important meetings and training. It might also be used for press release announcements. Some public training pertaining to police functions might occur in that space. Most other community needs are met elsewhere in the city and do not need to be incorporated into the police station design."

"I would hope that community courts, community groups, and community education have a place to flourish."

"Have a weekly or monthly community meeting to make community members aware of safety concerns as well as up coming events. Possibly have a Done in One theme for each week/month a the meeting."

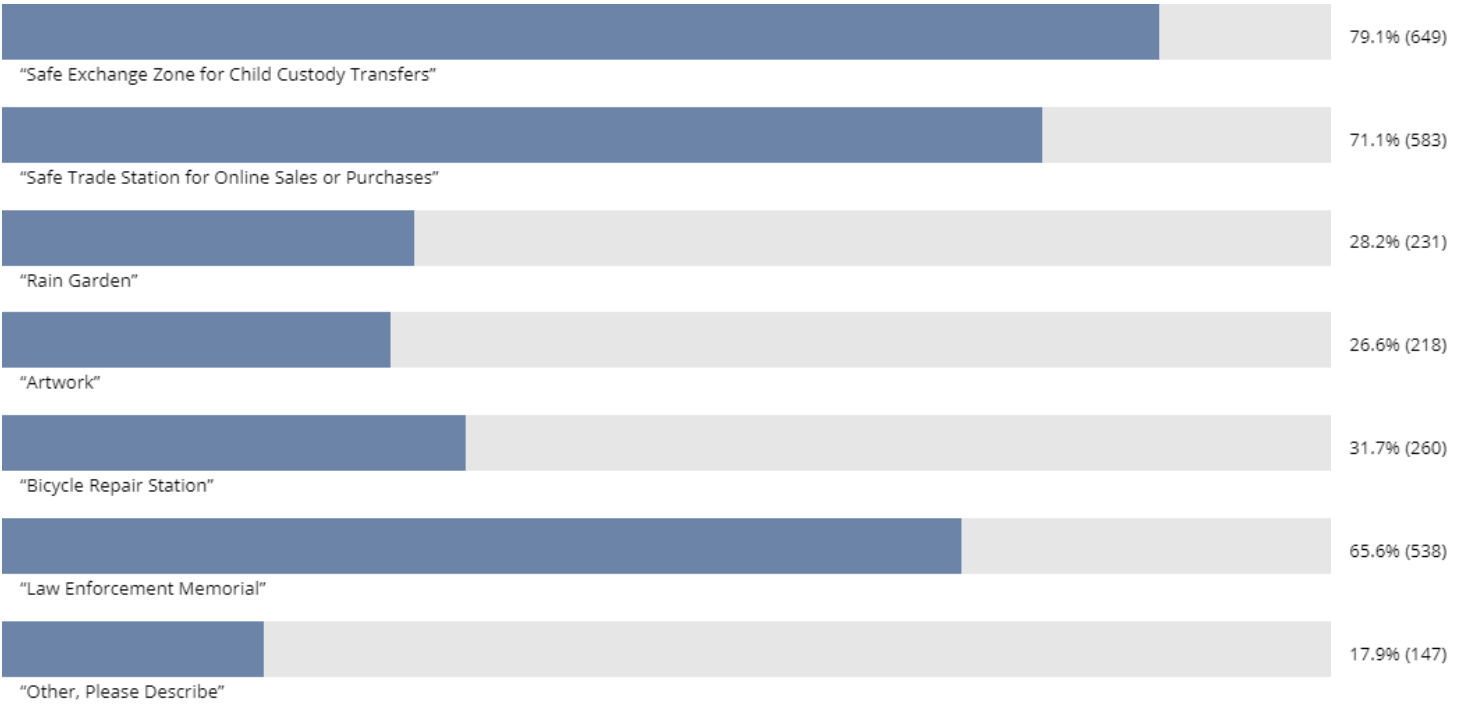"Defense classes, safety classes, children meet and greet officers."

Q5. In addition to the services listed in question 4, the new police station will have a community space. How do you envision the use of such a space?

Created from participants responses, we see the important items that reoccurred throughout responses. The word cloud below identifies the items that were mentioned most frequently by increasing the size of the word in the cloud. Participants reiterated that their vision for this space would be used for education and trainings with the ideal that it would be inviting for community members to use. It was also expressed that schools would be able to utilized the community space as well. The importance of creating a space that can help integrate the officers within the community by providing trainings and educational classes was reiterated often.

Q6. Select from the list of suggested amenities that may be beneficial on the campus outside the police station or list your own.

Responders could select all items and provide items for other amenities that they would like to see at the police station. Other responses provided.

Amenity	Percentage
"Safe Exchange Zone for Child Custody Transfers"	79.1% (649)
"Safe Trade Station for Online Sales or Purchases"	71.1% (583)
"Rain Garden"	28.2% (231)
"Artwork"	26.6% (218)
"Bicycle Repair Station"	31.7% (260)
"Law Enforcement Memorial"	65.6% (538)
"Other, Please Describe"	17.9% (147)

Q6. Select from the list of suggested amenities that may be beneficial on the campus outside the police station or list your own.

Responders could select all items and provide items for other amenities that they would like to see at the police station. Other responses provided.

Other Responses:
- *Digital register of services the police station offers, and those of other government buildings in Salem.*
- *Community pollinator gardens are another idea for landscaping*
- *Rest Rooms, maybe space for a cooling/warming station during inclement weather.*
- *All of the above would be beneficial.*
- *A bench or two for relaxing and enjoying the area.*
- *Safe zone for domestic disturbance discussions*
- *Public restrooms for EVERYONE*
- *safe bus stop*
- *Safe meeting spot for online dating*
- *Plenty of Disability parking*
- *Victim memorial*
- *Signs that talk about ways/advice for people to stay safe.*
- *K9 exercise area*
- *Separate area for sex offender registrations and finger printing*
- *A place where someone can go and talk to a police officer in person about a situation of concern*
- *Educational exhibit to inform public about the experiences of being a police officer; continuously update LE myth busting*

- *Benches, trees*
- *Amenities that help the homeless*
- *Easier access to property and discussion one on one with officers and/or staff*
- *Community safety information center/ field trip area to educate students*
- *Drug disposal station*
- *Services for underprivileged youth, educational and enrichment for students from our underfunded schools.*
- *Skate plaza*
- *Community coffee shop*
- *Community classes on law enforcement things*
- *Artwork that represents Salem's diverse population*
- *Tool library*
- *Senior Citizen Volunteer supports*
- *Reader board for community resources available outside the scope of law enforcement, i.e. shelters, food banks, etc*
- *Play area for supervised parental visits and for kids to get to know the police station*
- *Outside plaza that can be used Year round.*
- *Secure bike rack; Lyft, Uber dropoff area, bus stop*
- *Celebrate diversity*