



## ROCKFORD POLICE DEPARTMENT

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POLICE DEPARTMENT  
CHET EPPERSON  
CHIEF OF POLICE

# INFORMATION RELEASE

**DATE & TIME**      **10/25/13 10:44 AM**

**Bureau:**              **Administrative Services Bureau**

**Authorized Supervisor:**    **Assistant Deputy Chief Doug Pann**

**Phone:**                **815-961-3214**

**Incident:**              **Public Announcement of Community Survey**

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## MESSAGE

This week, the Rockford Police Department launched the community-based phase of the National Police Research Platform survey process. The National Police Research Platform is a federally funded national research project focused upon improving police organizations and police-community interaction. Beginning Monday October 21, 2013, the Rockford Police Department sent survey invitations to 389 citizens who reported a crime incident, were stopped on a traffic stop, or were involved in a traffic crash in the City of Rockford during the first week of October. The Police Department will send invitations weekly, and although there is no pre-determined survey period, we anticipate the survey will continue for two to three months to attain a representative sample of responses.

Because the Rockford Police Department is fully committed to professional service, we initiated this new method for citizens to give feedback about our performance during these encounters. We have asked university researchers at University of Illinois Chicago to administer this independent survey, which will help us improve our services. The survey is short, confidential, and voluntary. The survey asks how citizens were treated and asks their level of satisfaction with our services. Citizens may take the survey in English or Spanish.

The Platform's Public Satisfaction Survey provides new evidence-based measures of police-civilian encounters, generates timely feedback for management and addresses the growing public demand for a voice in police services. Equally important from a measurement standpoint, the Public Satisfaction Survey provides external, community-based indicators of organizational performance.

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