



Hamilton Police Services Board – Virtual Town Hall Report

Event April 27, 2022

 **converso**
Reach out.



Overview



Context

The Hamilton Police Services Board contracted Converso to provide a Virtual Town Hall as part of its broader public consultation for the 2023-2026 Strategic Plan.

Town Hall Date

7pm, April 27, 2022,
60 Minutes

Event Size

50,000 phone numbers



Context

- The Hamilton Police Service Virtual Town Hall was held remotely by dialling a random sample of landlines and cell phones, with video streamed to Facebook Live.
- Panelists included HPSB Chair Pat Mandy, Chief Frank Bergen, and Deputy Chief Ryan Diodati who responded to questions and comments.
- Participants provided comments and feedback live during the event. The responses were collected by Converso's operators.
- Converso's operators prompted participants to share what they would like to see from the Hamilton Police over the next few years, and to share their neighbourhood or community.



Lists

- Converso dialed a list of household landlines and cell phones from publicly available sources based on postal codes provided by Hamilton Police.
- Based on direction from Hamilton Police, Converso targeted a 50/50 split of cell phones to landlines. The purpose of this split was to increase the range of demographics reached.



Calling Strategy

- On Tuesday, April 26 at 7 pm, Converso dialed residents with a message recorded by Chair Pat Mandy inviting them to participate in the Virtual Town Hall the next day. This Pre-Call Notice served to verify 50,000 active phone numbers and to encourage participation.



Poll Questions



- Two poll questions were asked during the town hall.
- Participation in the polling was voluntary.
- The polls were available to both phone and online participants.

Poll Question #1



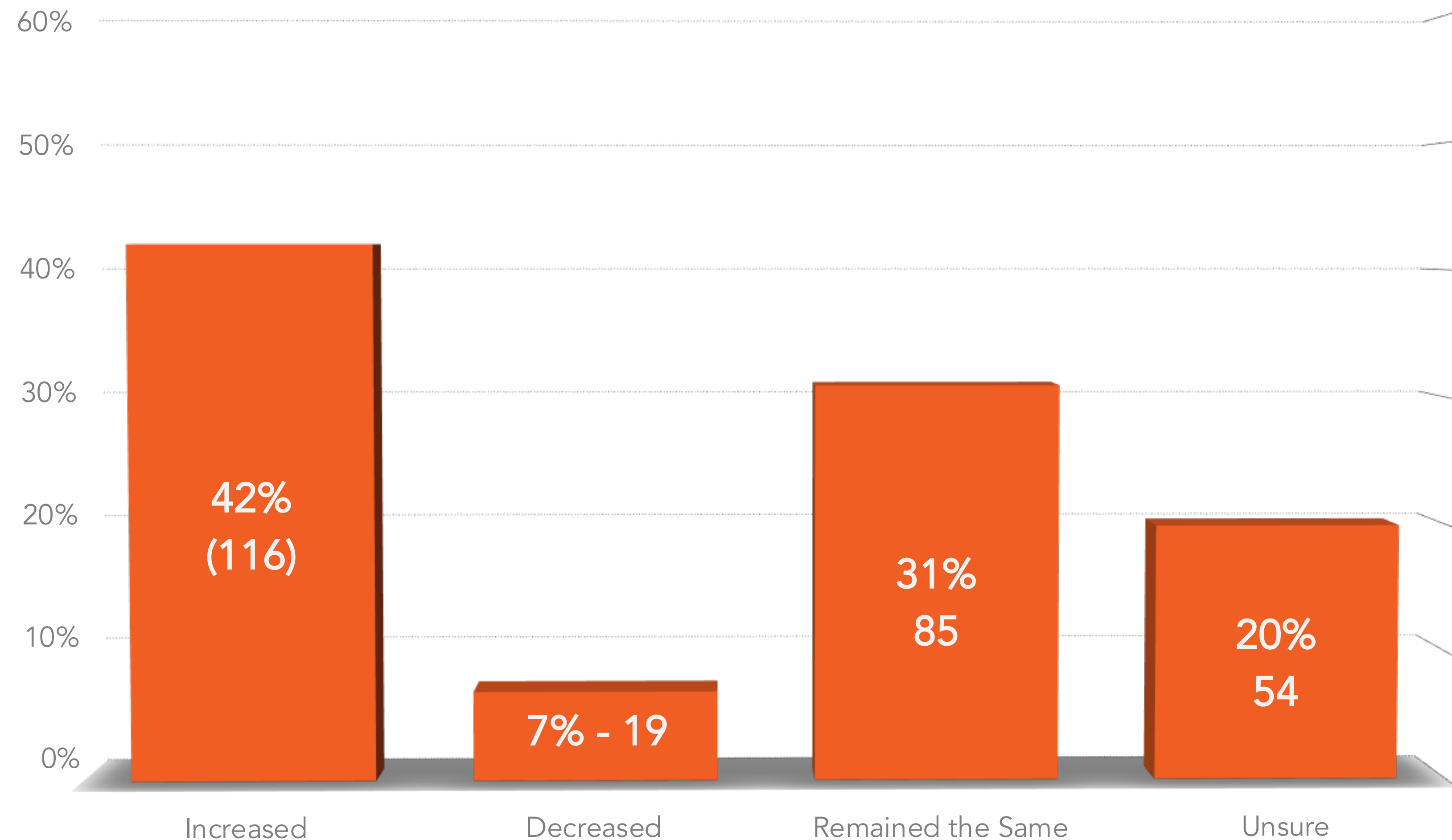
During the past 3 years, do you believe the level of crime in your neighbourhood has increased, decreased, or remained the same?

1. Increased
2. Decreased
3. Remained the Same
4. I do not know

Poll Question #1 – 274 Responses



42% of respondents believe that the level of crime in their neighbourhood has increased during the past three years.



Poll Question #2



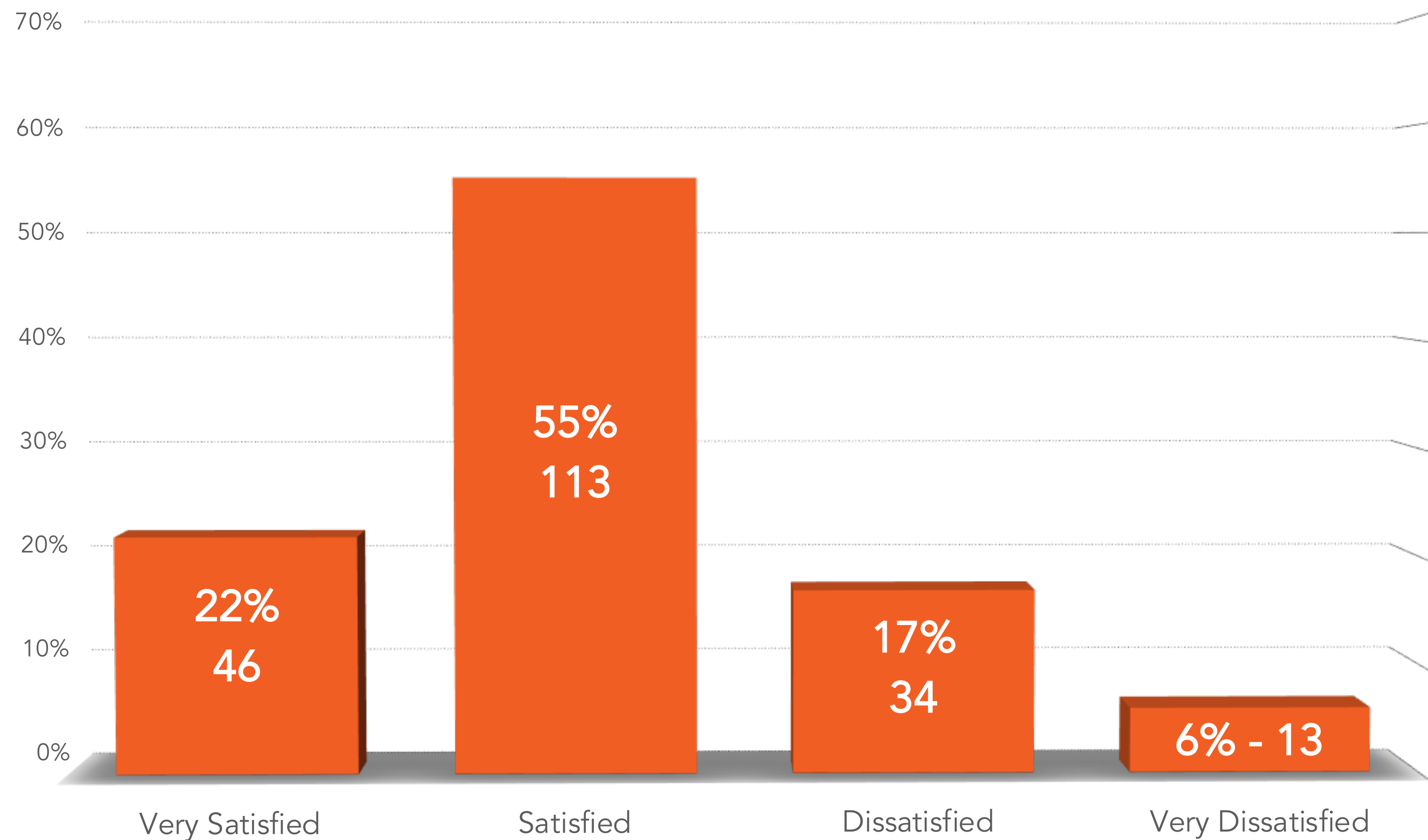
Overall, how satisfied are you with the service provided by the Hamilton Police Service?

1. Very Satisfied
2. Satisfied
3. Dissatisfied
4. Very Dissatisfied

Poll Question #2 - 206 Responses



Three quarters of respondents (77%) answered that they are satisfied/very satisfied with the service provided by the Hamilton Police Service.





The most frequently occurring themes and topics raised by participants were:

1. Traffic Violations (16 mentions)

Speeding, stunt driving, red lights, turning into wrong lanes, cell phones while driving, aggressive driving

2. Drugs (12 mentions)

Services needed for addicts, crime related to substance abuse, homelessness and substance abuse

3. People Experiencing Homelessness (8 mentions)

City's role in providing housing and services, Police role in clearing encampments, help for vulnerable people

4. Neighbourhood Safety (5 mentions)

Car break-ins, thefts, "petty crime," security cameras, Neighbourhood Watch / Watchtower

5. Mental Health (5 mentions)

More training for mental health crisis, suggestions for onsite support and sensitivity

Additional Themes and Observations:



Other themes and topics included:

1. Racism and Negative Police Encounters (4 mentions)
2. Gun Violence / Guns on Streets (3 mentions)
3. Seniors Fraud / Internet and Phone Crime (2 mentions)
4. Violent Crime (2 mentions)
5. Human Rights and Freedom (2 mentions)
6. Police as Role Models for Youths (2 mentions)
7. Sensitivity to Sexual Assault Victims (1 mention)
8. Prostitution (1 mention)
9. Cold Case Homicides (1 mention)

Samples of Participant Feedback:



Residents were asked, "What would you like to see from the Hamilton Police over the next four years?"

"Traffic - I've been close to being hit many times by people driving while using cell phones and not paying attention. Police should enforce not using cell phones. People are driving like maniacs."

"On Upper Sherman and Upper Gates: dead end street - need a speed bump. The cars run the stop sign, and there are never police."

"Mental health and drugs - They need sensitivity training. Hire psychiatrist that's on site to speak to distressed people to prevent injuries and fatalities by police."

"Ride along social workers programs helps us a lot and is an excellent service. We need more of it."

"Address problem of drug use, especially opioids. A lot of people are obviously high and living on streets and freezing in winter."

"A lot of breaking into cars. In the area I live, most of my neighbours and me have two break ins a year. They broke into my daughter's BMW and broke convertible cover. Neighbour had motor stolen off his boat. I would like more patrol between 3 and 5 am..."

"Focus on seniors abuse with fraud and financial abuse in our community and more presence in youth community so there is some positive role modelling."



Call Results



Totals from the event:



Total Participants:
3,607, (41 online)



Avg. Peak Attendees
(at one time): 1,668

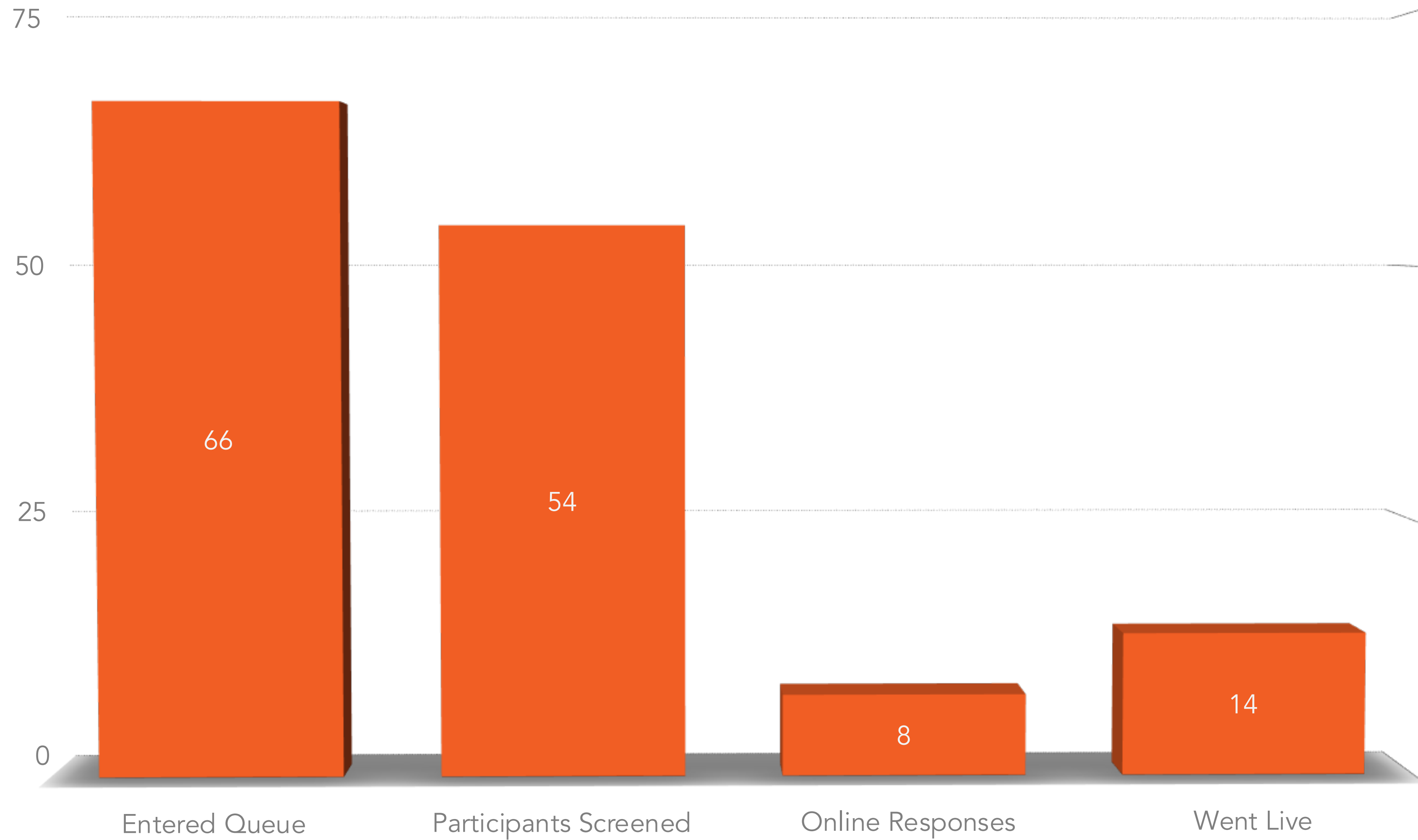


Total Live Comments:
14



Participants Screened:
54

Call Results - Total Questions



Call Results – Dialling



Dialling

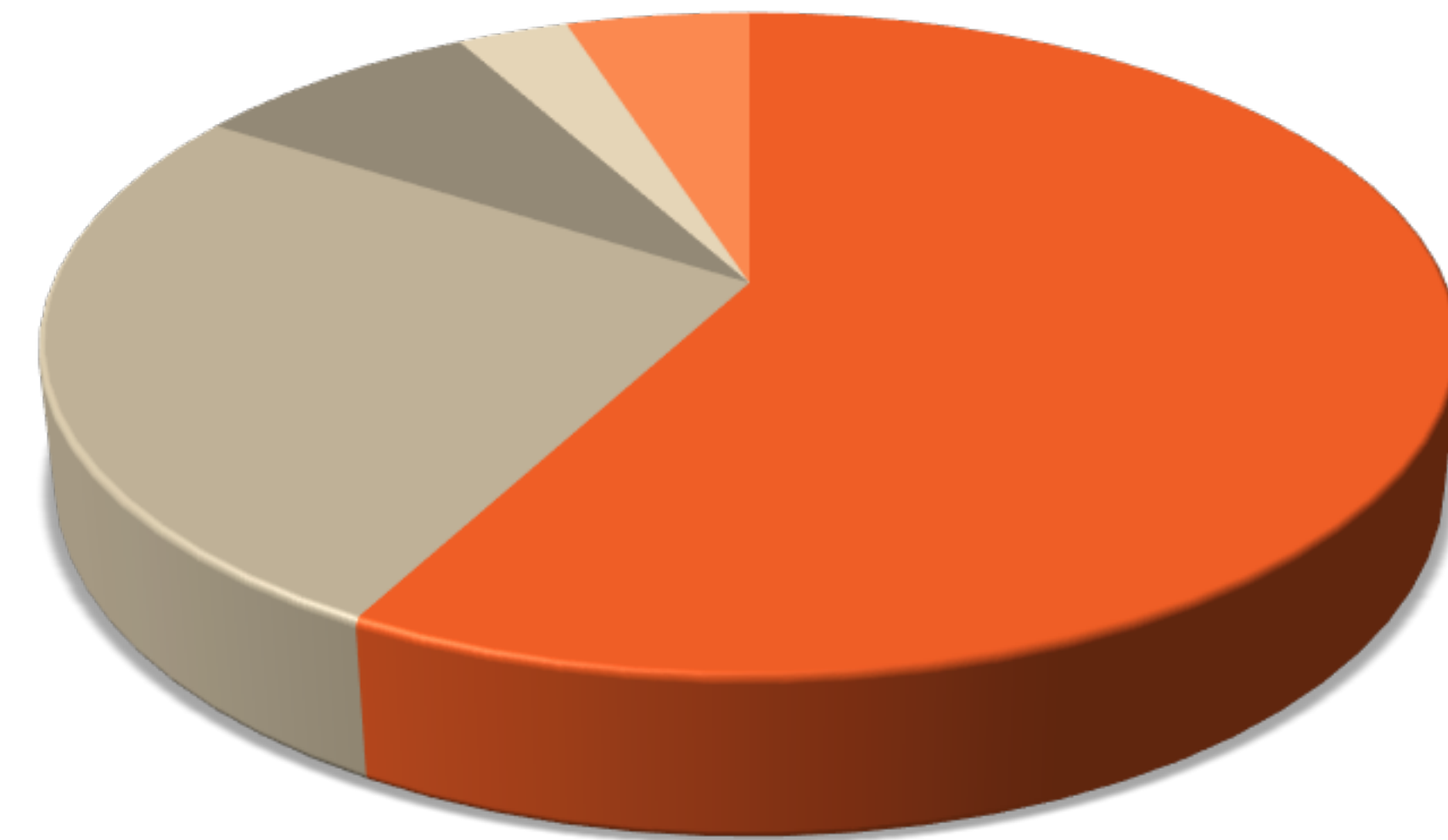
13,099 live answers

28,900 voicemails

3,943 operator intercepts (network congestion)

1,518 busy signals

Dialling Breakdown



Voicemails Live Answer Operator Intercept Busy Other



Recommendations



Converso recommends:



Mass text messaging could be a useful tool for event invitations and promoting the online survey.

Hamilton Police could use Converso's Interactive Voice Recording (IVR) system to gather responses to open-ended or poll questions by phone.

A longer town hall of 90-minutes would have time for 3-4 polls and more live questions.

Two Pre-call Notices could increase the live-answer rate.



Thank
you

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