



Memorandum

Date: May 19, 2022

Project: City of Atlanta – Police Reform Community Engagement

To: City of Atlanta, The Mayor's Office – Benjamin Cajarty, Senior Policy Advisor

From: APD Urban Planning – Bridget Wiles

RE: 2022 Community Survey Extension

Purpose

For this survey iteration, it was essential to target communities that did not respond at a high rate during the first survey conducted in 2021. This document serves as a summary of the community survey conducted between February and April 2022.

Community Survey Outreach Summary:

- Innovative Outreach Methods: The 2022 city-wide Police Reform Community Survey was shared across multiple networks and social media sites.
 - APD Urban: Instagram
 - Total Reach: 623
 - City of Atlanta: Instagram (The City could provide a more detailed synopsis of interactions from their account)
 - Likes: 37
 - ATL311: Instagram (ATL311 could provide a more detailed synopsis of interactions from their account)
 - Likes: 14
- Traditional Outreach Methods: This outreach method was used to reach targeted communities.
 - One thousand fliers were passed out to individuals and small businesses in highly.
 - Cascade/285 (Kroger, Publix, Chick-Fil-a) – 200 fliers
 - Greenbriar Mall/Planet Fitness – 200 fliers
 - Glenwood Kroger – 200 fliers
 - Vine City Chick Fil-a – 200 fliers
 - East Atlanta Village – 200 fliers
- E-mailer distributed to 101 contacts, 45% open rate, 10% click rate.

2022 Police Reform Community Survey Summary:

Responder Information: This data helps to understand who responded to the survey.

- **61%** of respondents **lived and worked** within the city limits.
- Over **58%** of respondents have **lived in Atlanta for six years or more**.
- **Midtown** had the **highest response rate at 11%** of the total surveyed.

APD URBAN PLANNING & MANAGEMENT, LLC.

260 Peachtree Street NW Suite 1802 ▪ Atlanta, GA 30303

Ph: 404.418.7844 ▪ Fax: 678.705.1944 ▪ www.apdurban.com **Error! Hyperlink reference not valid.**



Urban Planning Management

- Midtown also had the highest response rate in the 2021 survey.
- The homeowner response rate increased to **69%** in **2022** from 64% in 2021.
- **72%** of those surveyed **earn more than \$65,001 annually**.
- Those between 35-44 were the most significant age demographic to respond to.
- **66%** of those surveyed identified as white.
- The **Gender** of those surveyed was evenly distributed, with **48% male** and **48% female**.

Community views, issues, and needs: This data identifies some of the significant problems in Atlanta and what the community wants to see from the police.

- **The top three (3) issues** identified by respondents were:
 - **Gun Violence – 62%**
 - **Burglaries/Theft – 58%**
 - **Homelessness/Vagrancy/Loitering – 37%**
 - 2021's top issues were:
 - Burglaries/Theft – 63%
 - Gun Violence – 61%
 - Street Racing – 36%
 - Homelessness – 30%
- Approximately **60%** of participants said **APD was addressing concerns** important to them **“somewhat (29%) or a little (30%).”**
- Participants felt **APD only practiced Community Policing a little (27%) or none at all (27%).**
- **Programs** that received the most votes for **increased investment** are:
 - **Mental health services**
 - **Homelessness services**
 - **Afterschool programs for youth**

Perception of APD: These responses help understand how the community views the Atlanta Police Department and how they are policing the city.

- Most participants stated their **opinion of the APD is based on personal interaction (32%)**, followed by **media stories (16%)** and **information from people they know (15%)**.
- When asked if **in the last 12 months** they had had **contact with an APD officer**, **44% said: “don’t know/does not apply.”**
 - This may indicate little or infrequent interactions between many surveyors and the police.
- Responses to the question asking if APD officers used the appropriate amount of force required by a situation were very evenly spread.
 - **Agree – 21%**
 - **Neutral – 18%**
 - **Strongly Disagree – 17%**
 - **Strongly Agree – 17%**
 - **Disagree – 15%**
 - **Don’t know/does not apply – 11%**
- **27%** of respondents had a **somewhat favorable overall perception** of the APD.

APD URBAN PLANNING & MANAGEMENT, LLC.

260 Peachtree Street NW Suite 1802 ▪ Atlanta, GA 30303

Ph: 404.418.7844 ▪ Fax:678.705.1944 ▪ www.apdurban.com **Error! Hyperlink**

reference not valid.

CITY OF ATLANTA POLICE REFORM INITIATIVE UPDATE

May 9, 2022



AGENDA

BACKGROUND

APPROACH/METHODOLOGY

PRESENTATION FOCUS

NEXT STEPS

COLLABORATION OF FIRMS

AO 2020-27

Launch city wide community engagement effort to examine policing in Atlanta



AO 2020-36

Engage a professional organization to conduct a top-to-bottom review on policing reform, including solicitation of community input on the development of an alternate response continuum (45-Day Report, Rec 6, 8, 20, 23)



Police Executive
Research Forum
(PERF)



APD Urban
Planning and
Management
(Urban)

APPROACH, FRAMEWORK & TOOLS

1st Six Months



Marketing & Kick-off Meetings

Interviews & Analysis

Public Forums

Focus Groups

Assessment & Outcomes
Training
Implementation
Support

INFORM

CONSULT

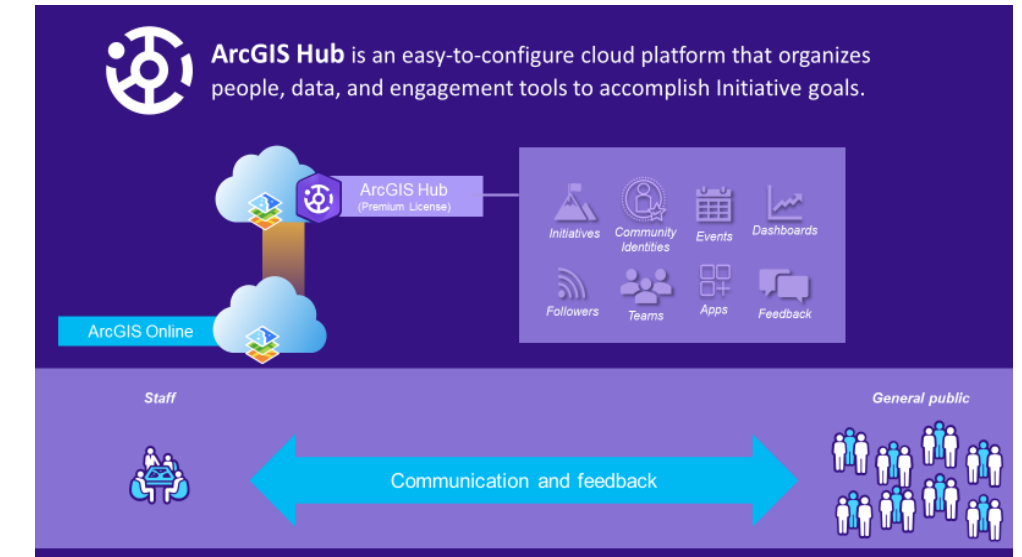
INVOLVE

COLLABORATE

EMPOWER



Virtual Engagement Platform





URBAN'S METHODOLOGY



ENGAGEMENT AND OUTREACH FRAMEWORK

The “what” of the engagement process, informed Outreach Plan, Stakeholder Engagement



PROJECT WEBSITE

One stop virtual community forum for education, awareness, updates



OUTREACH AND MARKETING PLAN

“How” engagement and outreach would be implemented and accomplished



STAKEHOLDER ENGAGEMENT

Identify barriers to police reform and opportunities for pursuing future initiatives with community partners



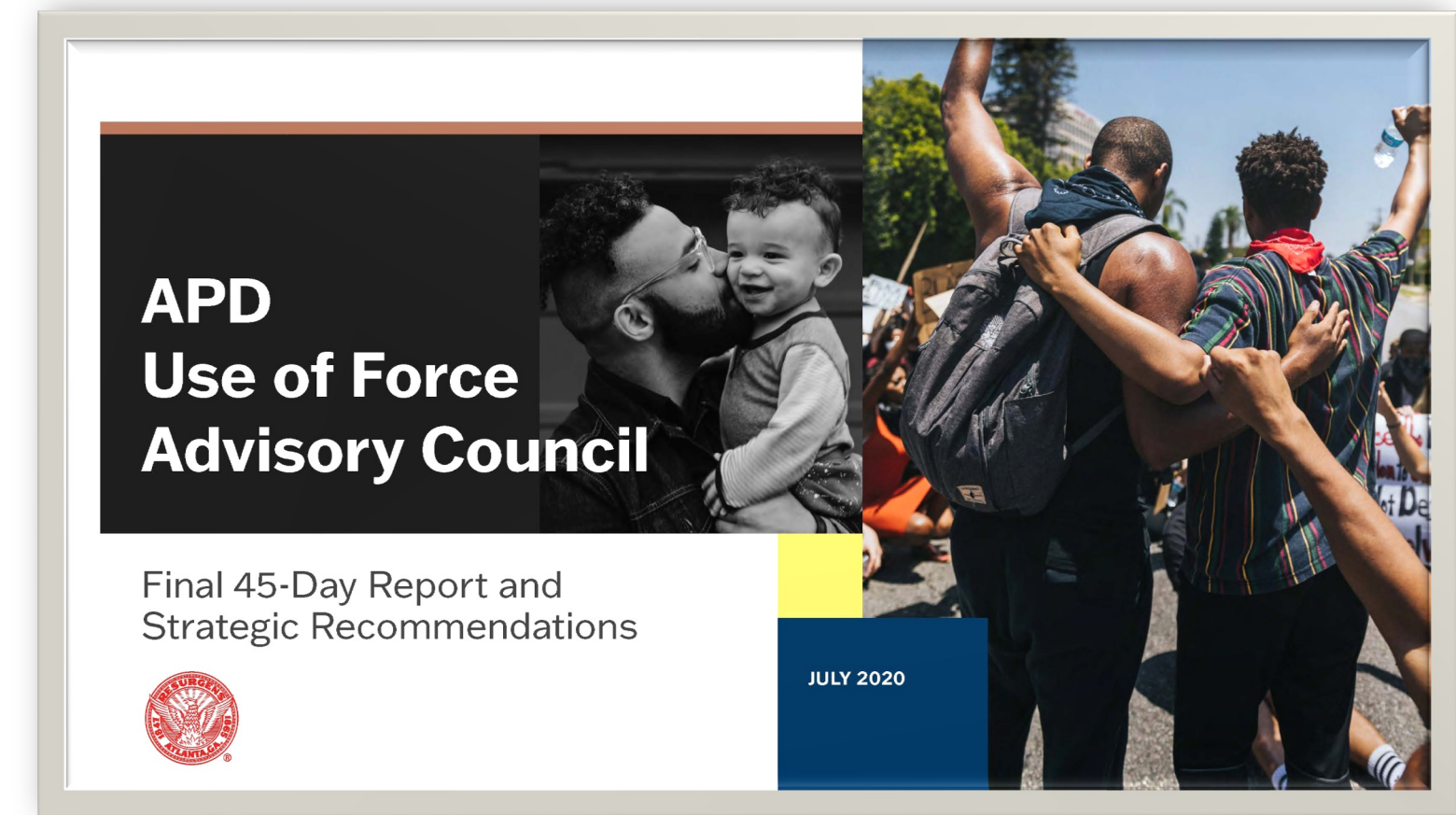
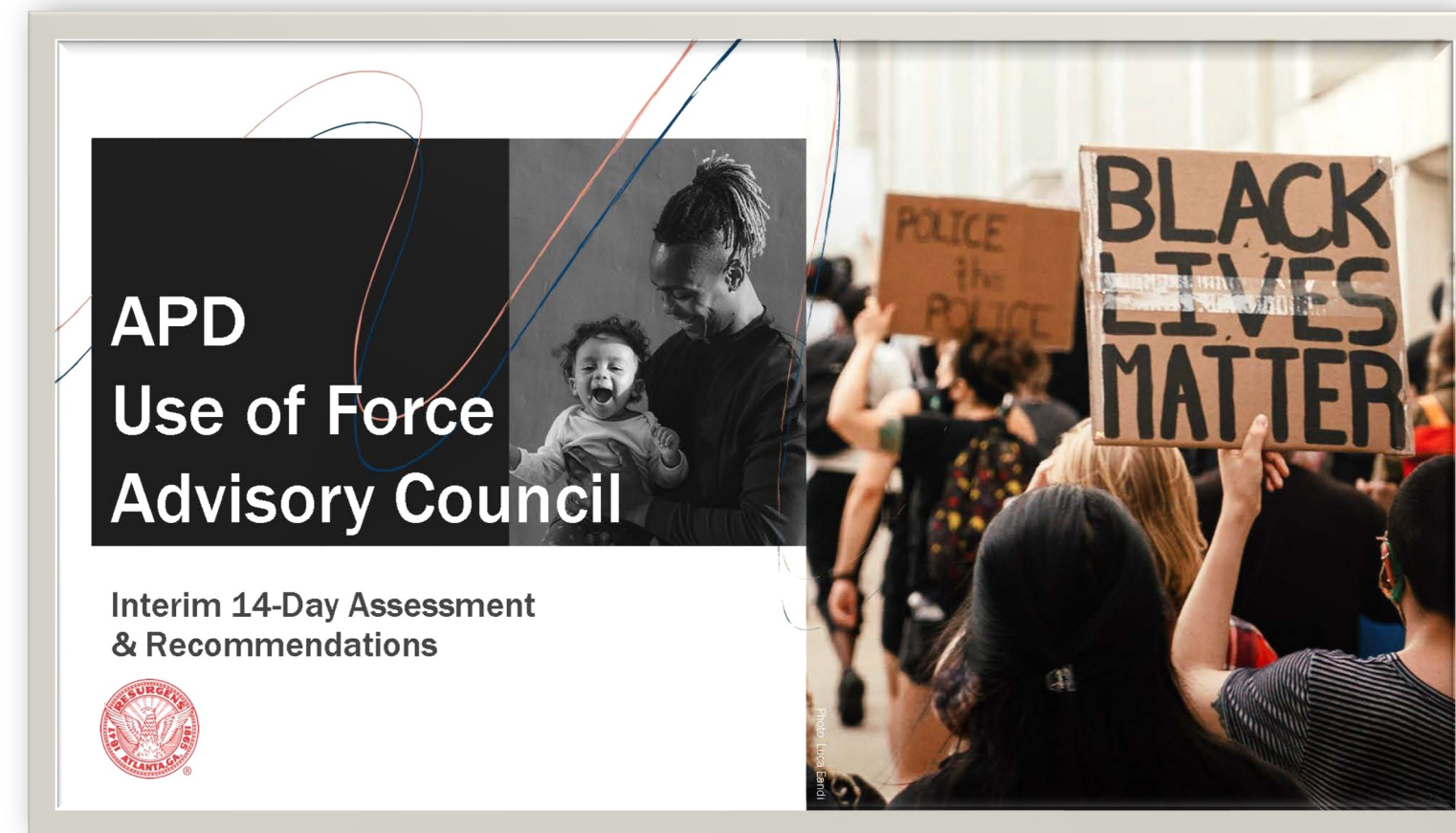
SUMMARY REPORT

Compilation of findings and recommendations

ENGAGEMENT FRAMEWORK

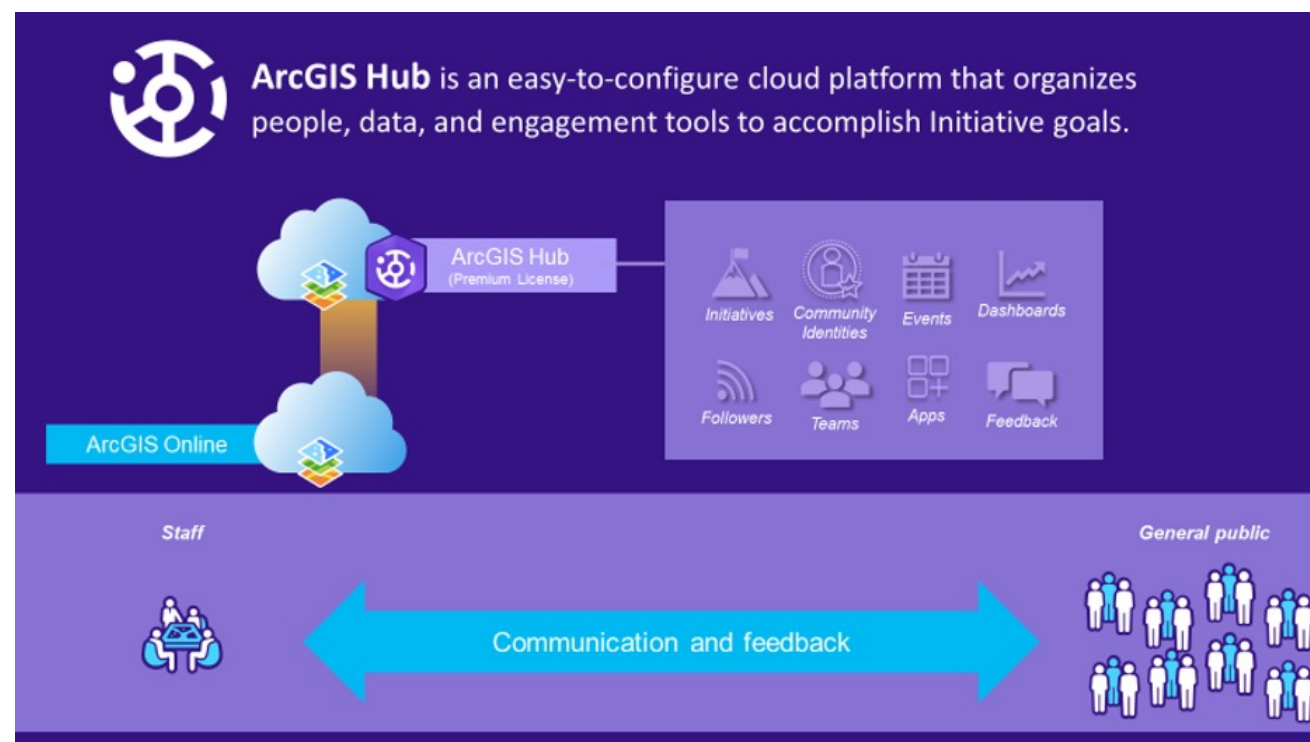
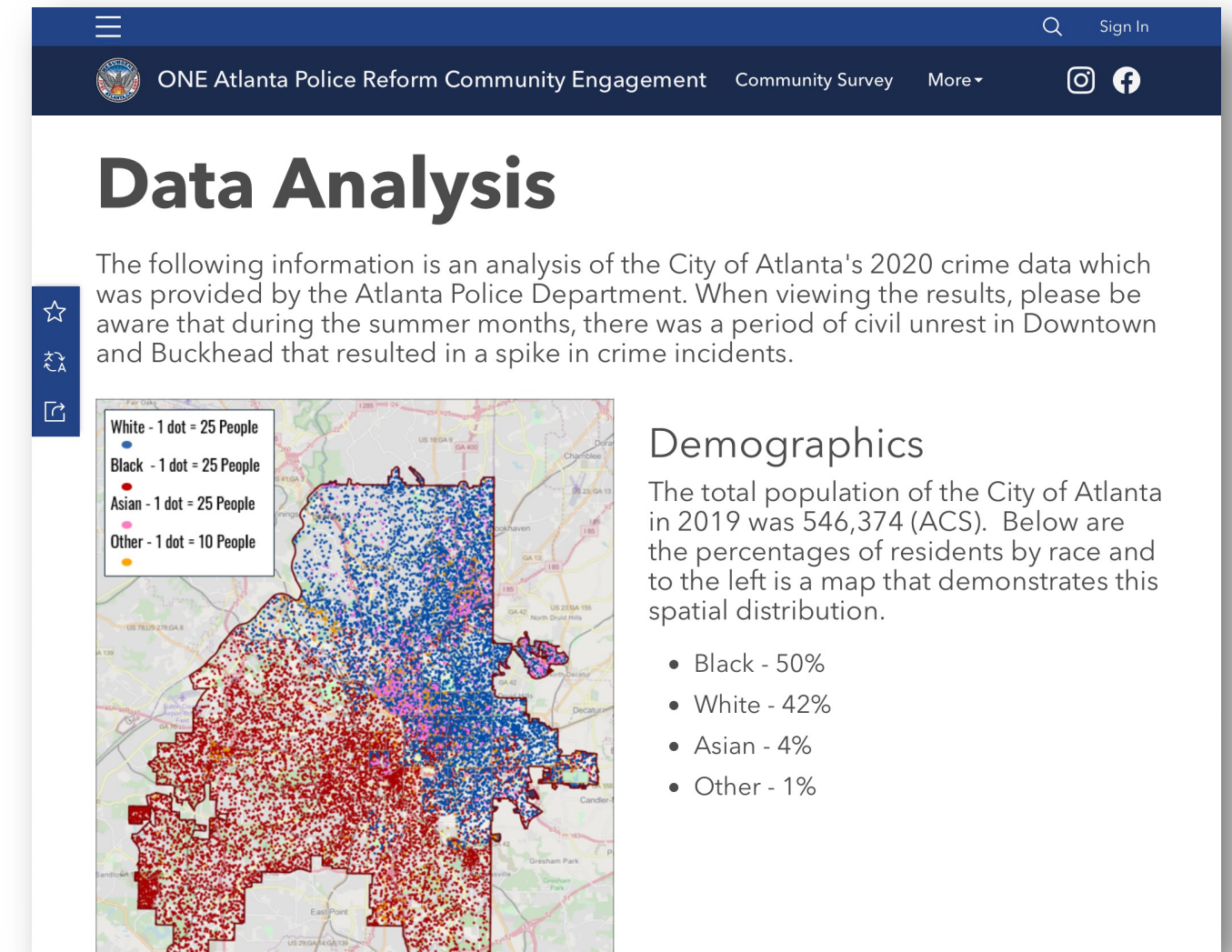
*Data-driven process to determine who
should be engaged and how*

- *Demographic research*
- *Outreach plan*
- *Branding strategy*

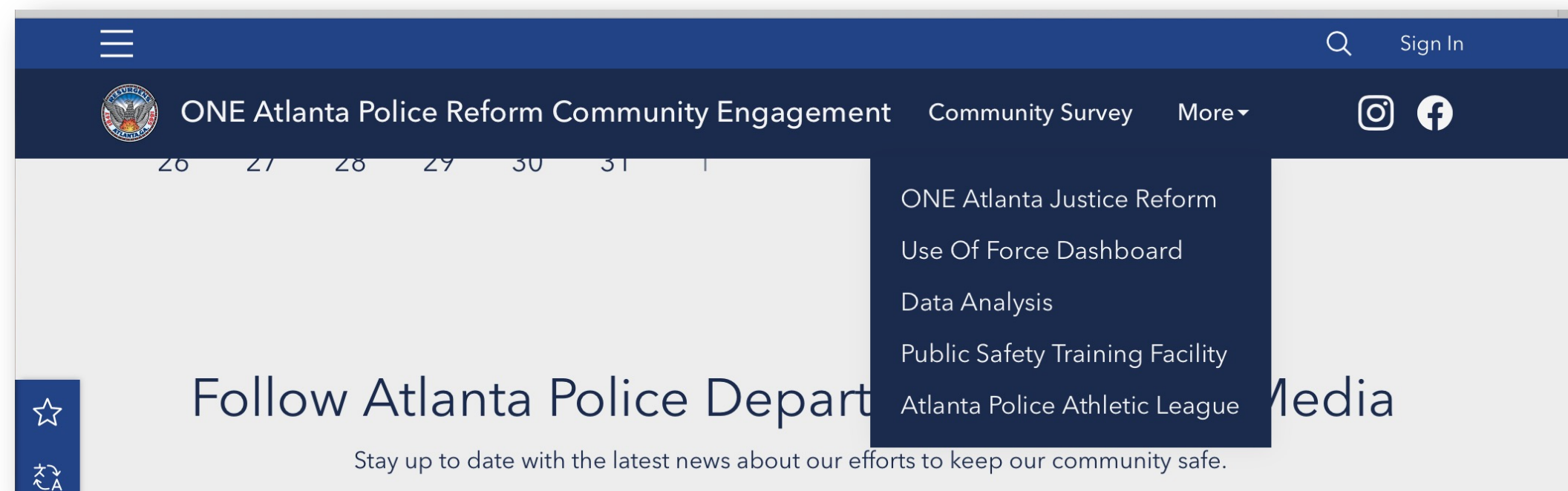


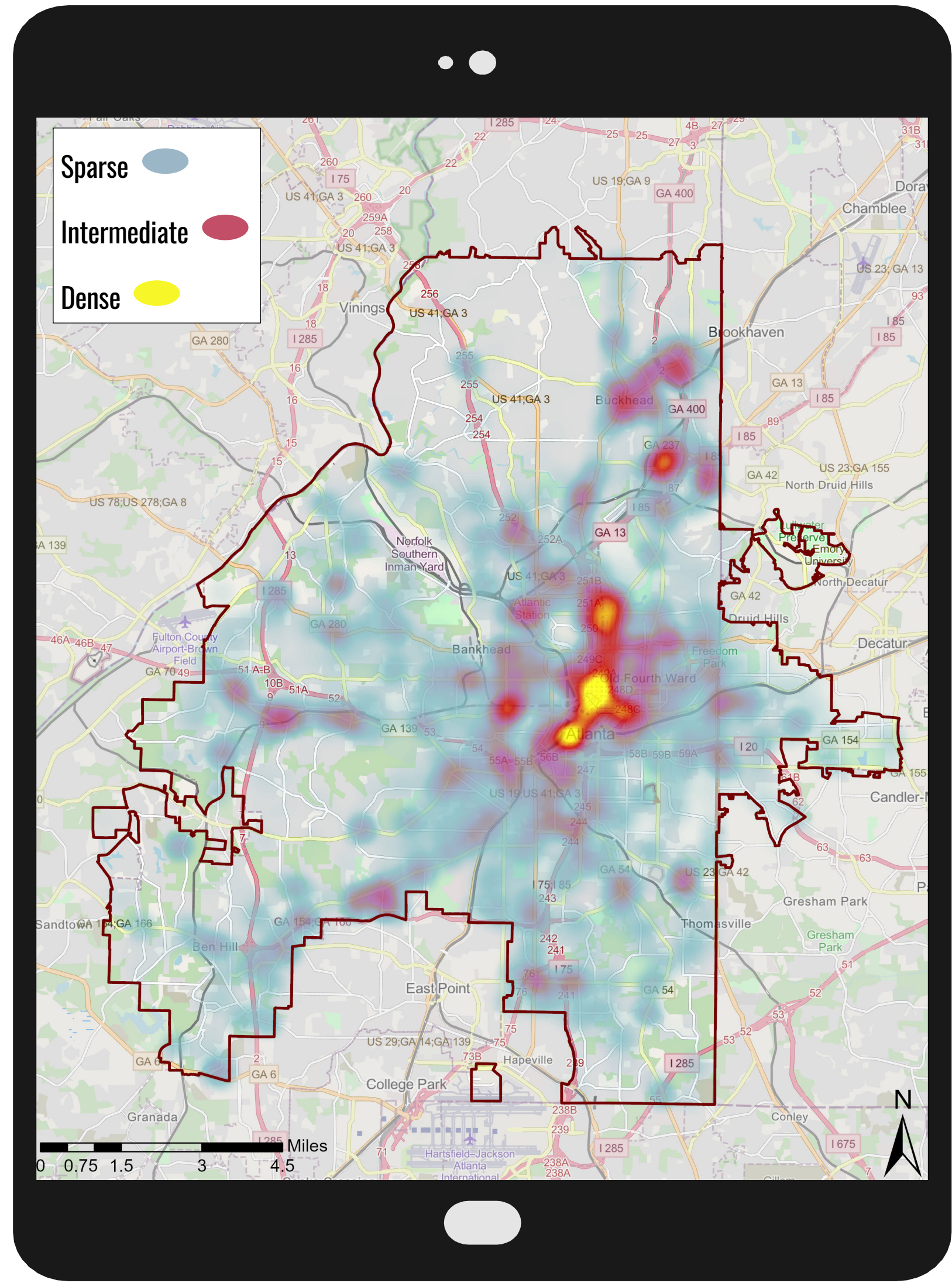
PROJECT WEBSITE

Used as a virtual community forum/meeting hall for collaboration and education during the plan outreach, as well as an ongoing public outreach resource for the City of Atlanta, even after the formal engagement process has been completed.



<https://policereformece-apdurban1.hub.arcgis.com>

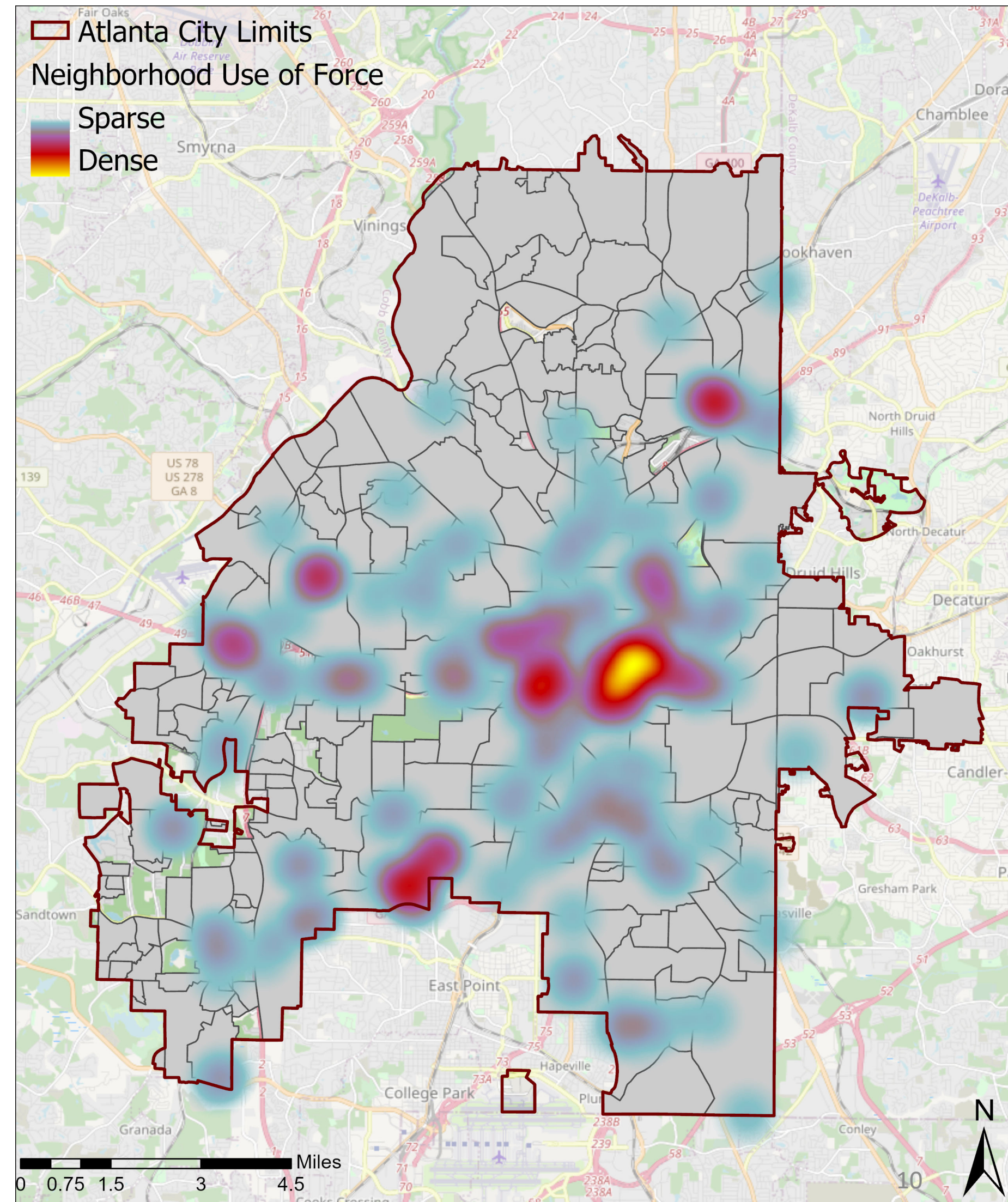




Source: Atlanta Police Department, City of Atlanta (2020)

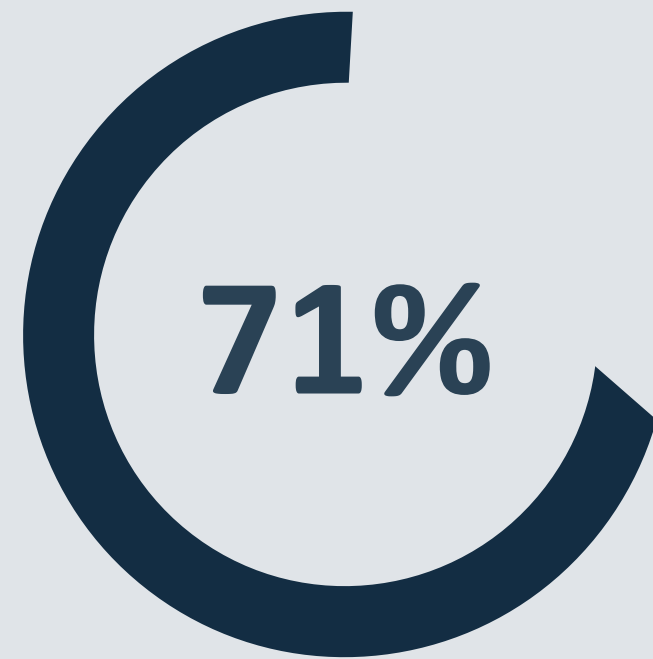
DEMOGRAPHICS & CRIME

- *Violent crimes occur mostly in the southwest portion of Atlanta and concentrated in the Lindbergh area to the north.*
- *Property crimes occur mostly in the northeast portion of Atlanta and around Vine City.*
- *Quality of life crimes are evenly spread around the city outside of Downtown, Midtown, and Old Fourth Ward.*
- *Most use-of-force incidents occur in neighborhoods with concentrations of minority residents.*



2021 COMMUNITY SURVEY

KEY FINDINGS



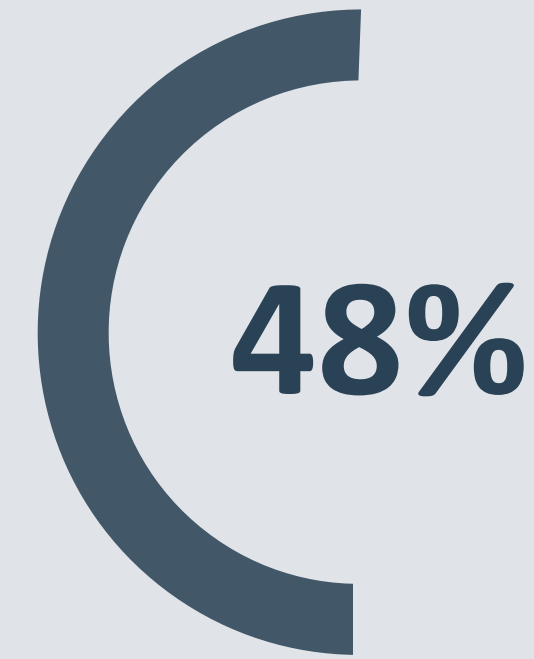
Is Atlanta Police addressing the problems/concerns most important to you?



Does Atlanta Police practice community policing?



Does APD use appropriate amount of force required by situation?



Overall perception of Atlanta Police Department

2021 ENGAGEMENT AND OUTREACH

5,501 CITIZENS

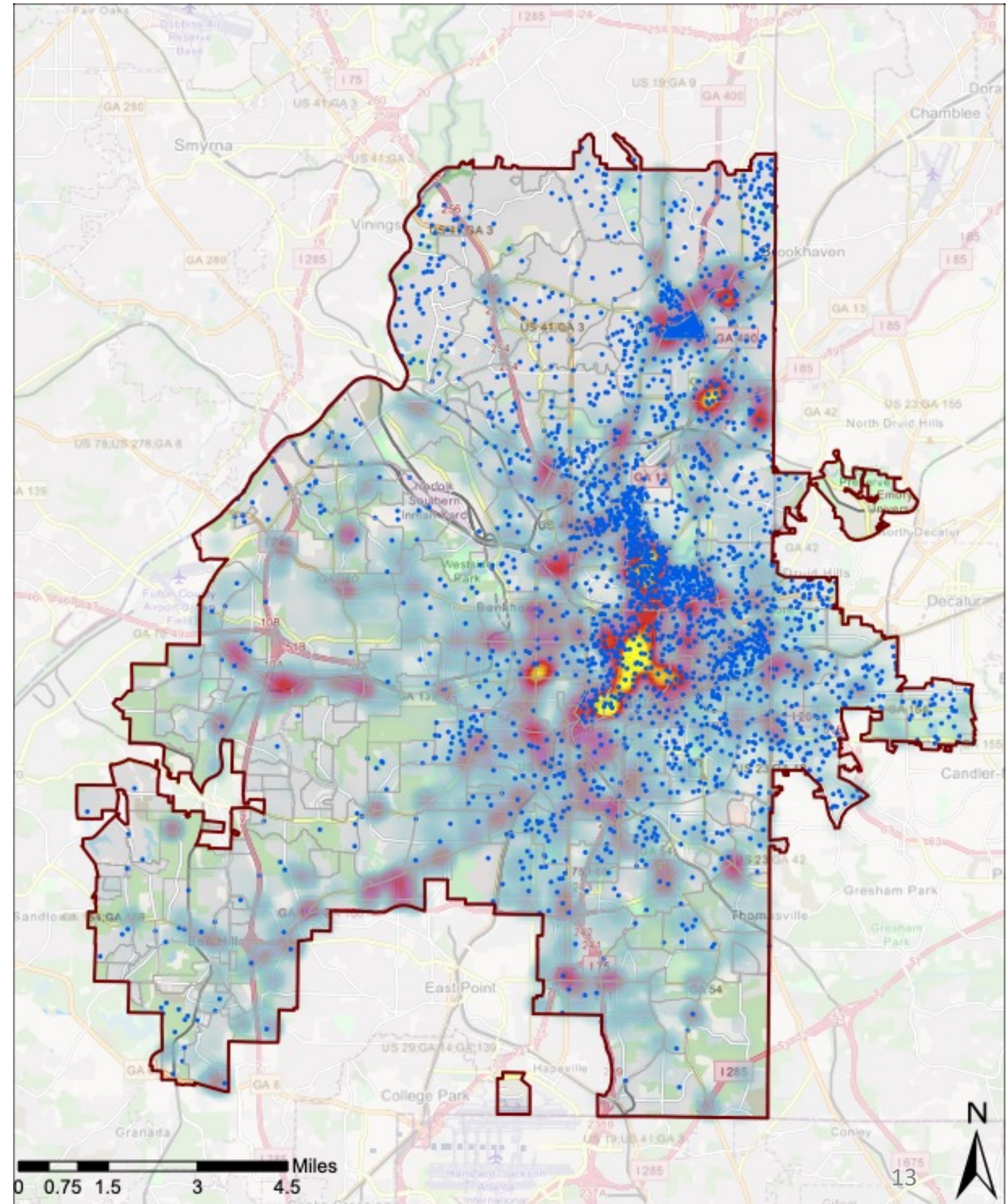
24 INDIVIDUAL INTERVIEWS

38

FOCUS GROUPS

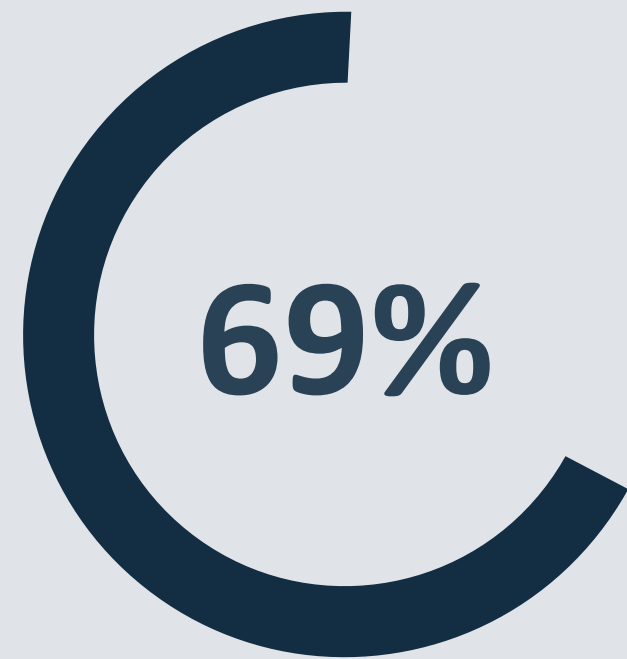
1 COMMUNITY SURVEY

1 TOWN HALL



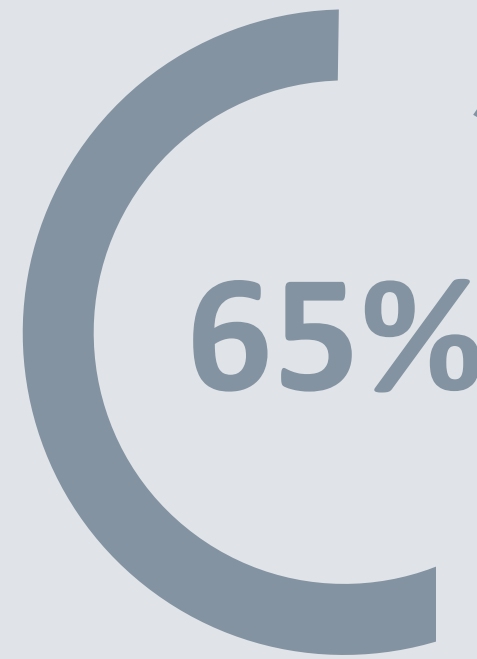
2022 COMMUNITY SURVEY

KEY FINDINGS



69%

Is Atlanta Police addressing the problems/concerns most important to you?



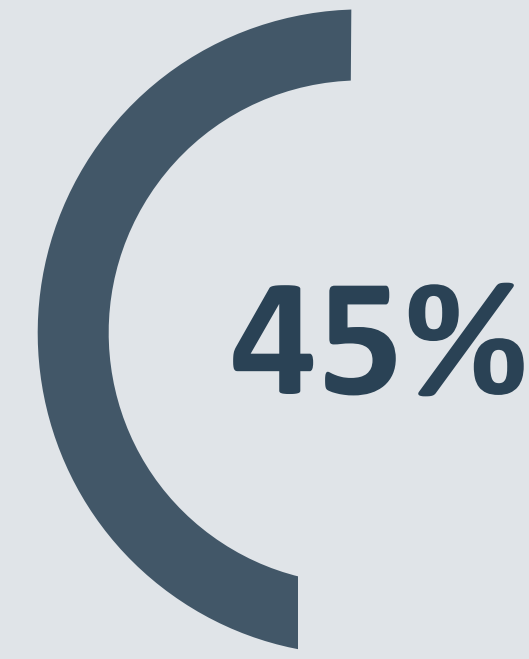
65%

Does Atlanta Police practice community policing?



55%

Does APD use appropriate amount of force required by situation?



45%

Overall perception of Atlanta Police Department

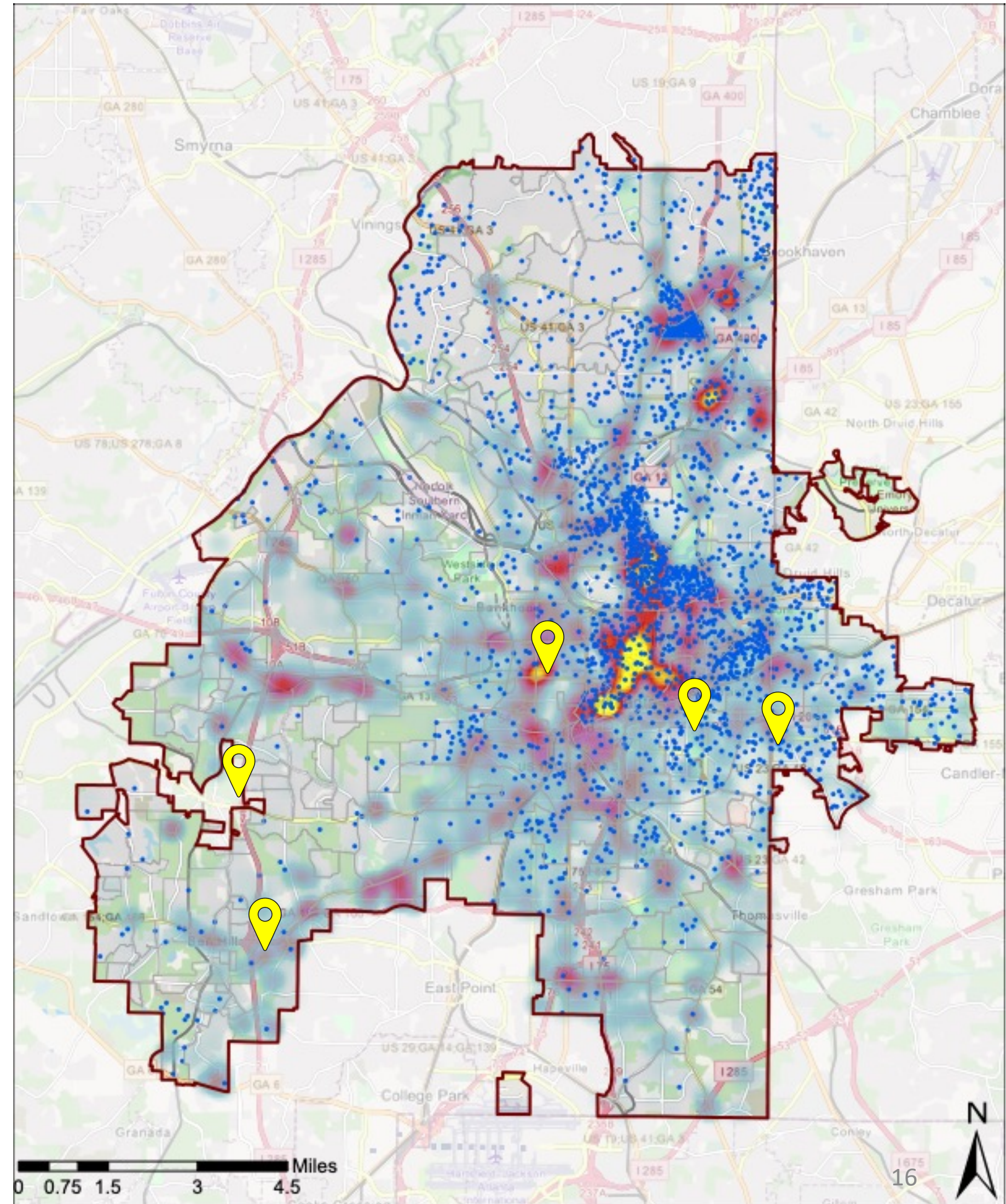
2022 ENGAGEMENT AND OUTREACH

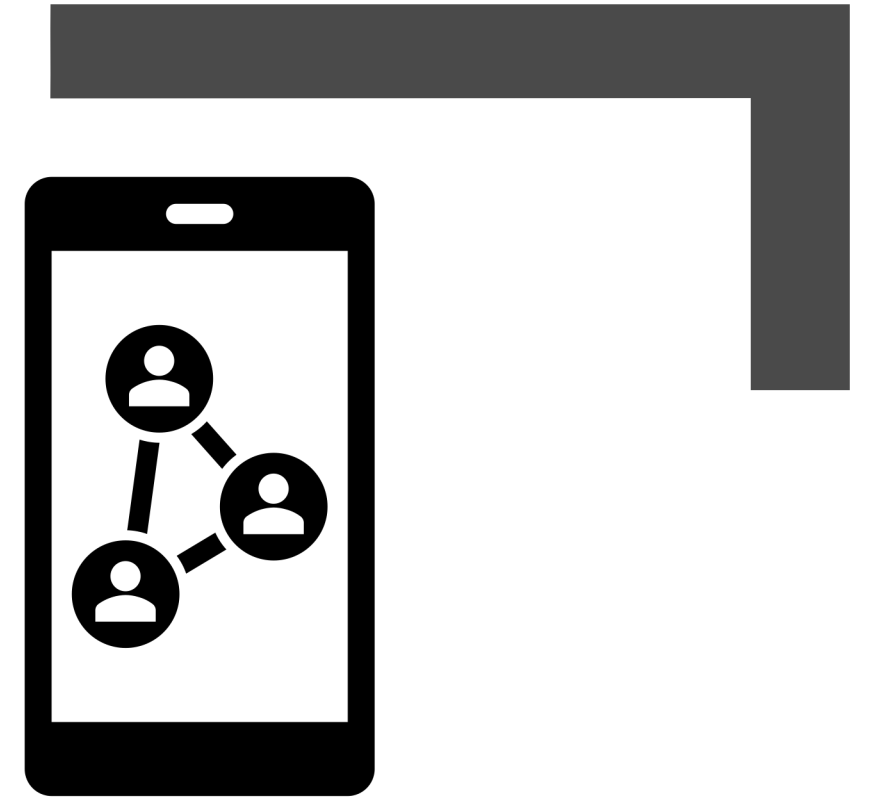
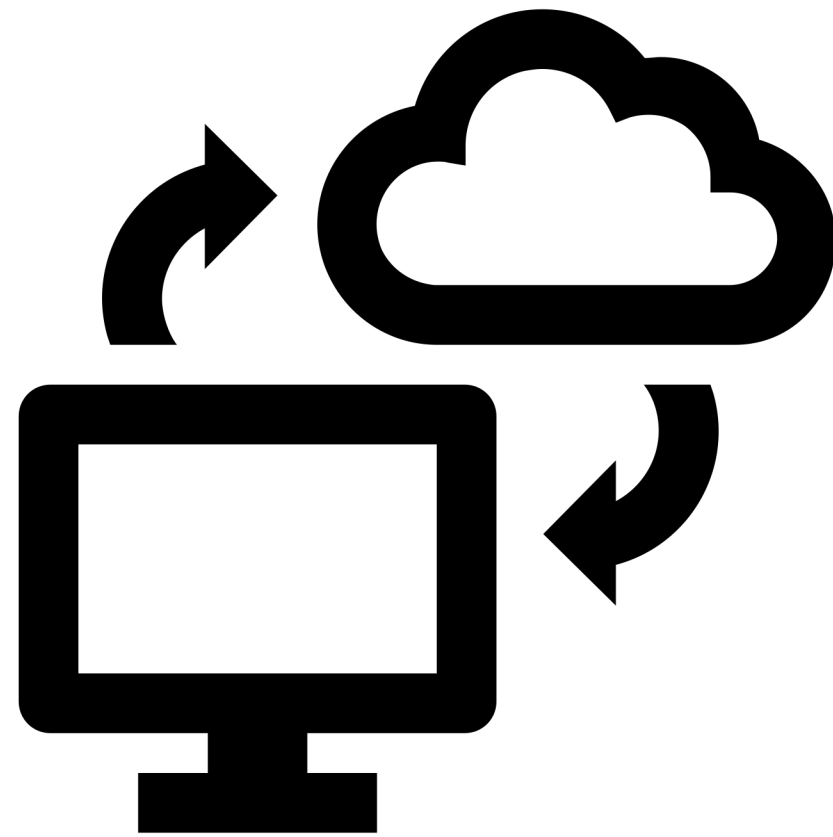
3,493 CITIZENS

8 NPU COMMUNITY
MEETINGS

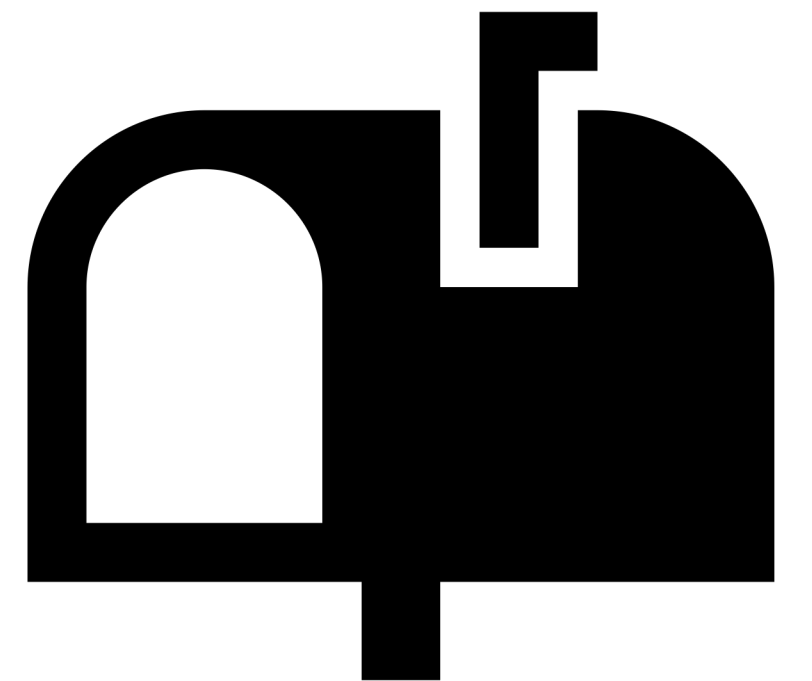
1 COMMUNITY SURVEY

5 TARGETED
OUTREACH





ENGAGEMENT AND OUTREACH



TAKEAWAYS

Identifying similarities and findings when comparing 2021 and 2022 surveys.

“ Gun Violence and Burglaries/Theft of high concern ”

“ Invest in Mental Health Services ”

“ Community Responders addressing Homeless and Concern Citizen Calls ”

“ Over 40% had no contact with APD in last 12 months ”

“ Respondents 67% White 18% Black ”

“ There should be a strategy to educate residents on respecting police/law ”

“ Over 50% of respondents lived in ATL 6yrs or more ”

“ 69% are Homeowners ”