

OPINION RESEARCH: 2021-2023 STRATEGIC PLAN

Policy & Governance
Committee

02 March 2020



OTTAWA POLICE SERVICE
SERVICE DE POLICE D'OTTAWA

A Trusted Partner in Community Safety
Un partenaire fiable de la sécurité communautaire

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BACKGROUND



- Current Strategic Direction carries us to end of this year
- Environmental Scan underway and need to solicit public opinion and member input for 2021-2023 Strategic Plan
 - Since 1995, OPS has conducted eight public opinion and member surveys; since 2005, OPS has conducted three member census surveys and implemented Dynamic Mode

PUBLIC OPINION - RECOMMENDATIONS



- Methods to be finalized, but recommend similar array as in 2018:
 - survey(s);
 - social media analysis; and
 - consultation sessions/interviews.
- Sole source: IPSOS (conducted 2018 research, benchmarks available)
- Timing TBC, but late Spring/early Summer 2020 recommended
- PSB input

MEMBER ENGAGEMENT



WHAT

- Anonymous, online survey
- Measures dimensions/drivers of engagement

WHO

- Sole source: TalentMap (conducted 2018, 2015, 2012 surveys; benchmarks available)

WHEN

- TBC, but Spring 2020 recommended

MEMBER CENSUS



WHAT

- Anonymous, online survey
- Demographics and perceptions of inclusion

WHO

- Sole source: CCDI (conducted 2017, 2018, 2019 surveys; benchmarks available)

WHEN

- TBC, but Fall 2020 recommended