



Town of Essex
Police Community Advisory
Board
Phone: (802) 878-1341
Email: manager@essex.org

AGENDA

Tuesday, October 15, 2024 – 6:00 PM
81 Main St., Essex Junction, VT 05452

This meeting will be in person and online. Available options to watch or join the meeting:

- **JOIN ONLINE:** [Zoom Meeting ID: 833 5079 9533 | Passcode: 160364](#)
- **JOIN CALLING:** (*toll free audio only*): (888) 788-0099 | Meeting ID: 833 5079 9533; Passcode: 160364

This agenda is available in alternative formats upon request.

- 1. CALL TO ORDER** 6:00 PM
- 2. AGENDA ADDITIONS/CHANGES**
- 3. APPROVE AGENDA**
- 4. PUBLIC TO BE HEARD**
 - a. Comments from the public on Consent items and items not on Agenda
- 5. CONSENT ITEMS**
 - a. Approve minutes: from 09172024
- 6. BUSINESS ITEMS**
 - a. Latest EPD overview by Chief Hoague
 - b. Discussion of Explore Essex / Community Engagement
 - c. Discussion of overview with Essex Junction City Council from October 9
 - d. Confirm attendance to Town of Essex Selectboard on November 4 for overview
 - e. Public Safety Survey task list
- 7. READING FILE**
- 8. EXECUTIVE SESSION**
- 9. ADJOURN**

POLICE COMMUNITY ADVISORY BOARD

September 17, 2024

**POLICE COMMUNITY ADVISORY BOARD
REGULAR MEETING
MINUTES OF MEETING - DRAFT
September 17, 2024**

POLICE COMMUNITY ADVISORY BOARD: Christina Hagestad, Gwendolyn Evans (remote), Dan Maguire (remote). Absent: Vince Cuciti (excused)
Absent: Jody Kamon (Advisor/remote)
STAFF: Michele Hodgson, Administrative Assistant, Essex Police Department
ADMINISTRATION: Ron Hoague (EPD Chief)
OTHERS PRESENT: None

1. CALL TO ORDER

Chair Christina Hagestad called the meeting to order at 6:10pm.

2. AGENDA ADDITIONS/CHANGES

No additions or changes.

3. AGENDA APPROVAL

Agenda was approved.

4. PUBLIC TO BE HEARD

Advisor Jody Kamon advised the board that she had been referred to and had spoken directly with a member of our community who was an immigrant. The concern related to a traffic stop and prolonged detention that purportedly took place in June 2024. The person felt disrespected as a result of his interaction with EPD. This person was hesitant to speak publicly. The Chief promised to investigate the situation and report back to the board at the next meeting.

5. CONSENT ITEMS

a. The Board approved the Minutes for the August meeting.

6. BUSINESS ITEMS

a. The Chief had advised Anthony Jackson-Miller has left his position as Community Affairs Liaison with EPD. There are 16 applicants. Board member Gwendolyn Evans volunteered to participate in the hiring process for his replacement. The top 5 applicants would be interviewed to start. In addition to this open position, the Chief said there were 5 other vacancies in EPD. Specifically, EPD is authorized for 31 positions; currently 25 of which are filled. Patrol positions are priority.

The Chief reported that the annual Champlain Valley Fair was a relative success from a public safety standpoint. There were decreased incidences involving law enforcement. For the first time in 3 years no law enforcement personnel were injured. Also, for the first time in 20 years EPD had a recruitment table at the Fair.

The board learned the Explore Essex would take place 9/21/24. This event is billed as "Town of Essex Community Day". Also, EPD hosted an Open House on 9/28/24. PCAB was invited and encouraged to have a presence at these events.

NOTE: Chair Christina Hagestad suggested, and with the kind assistance of Advisor Jody Kamon, a Flyer from PCAB was developed to share at these types of public events.

b. Quarter 1 Board schedule.

The board will continue its work plan into the next Quarter

c. Two City positions on the board remain open. Chair Hagestad advised that she will speak with the City Council and report back to the board.

d. The board determined that it would take up the Public Safety Task list at the next meeting.

e. Community Engagement discussion – see above generally. Specifically, the board will revisit this discussion at the next meeting

7. ADJOURN

A motion to adjourn was made by Gwendolyn. The motion was seconded and approved by the Board. The meeting adjourned at 7:20pm.

Respectfully submitted,

Dan Maguire
CAB Secretary



SUPPORTED BY &
IN PARTNERSHIP
WITH:

Town of Essex
City of Essex Junction
Essex Police Department

GET IN TOUCH

We are here to listen to you. Please email the P-CAB if you want to learn more or if you have any feedback about the EPD's efforts in our communities. We want to hear from you!



EMAIL ADDRESS:

epd.advisoryboard@essex.org



ESSEX POLICE COMMUNITY ADVISORY BOARD

We are an independent board made up of diverse community representatives, established in collaboration with the Chief of Police and Essex Police Department (EPD).



What do we do?

The Police Community Advisory Board's (P-CAB) primary goal is to foster transparency and trust through:

1. Facilitating communication between the Essex community and the EPD, and
2. Supporting the EPD on strategies and policy, especially around issues of equity.

Who are we?

The P-CAB includes 3 members from the Town of Essex and 3 members from the City of Essex Junction.















Members have to apply to the Town of Essex and the City of Essex Junction and are appointed by the respective municipal leadership.

We are committed to making sure there is diverse representation among P-CAB members.

Why do we exist?

We want all members in the Essex community to feel welcome, supported, and included. The P-CAB is a place for those who have been systemically marginalized or oppressed to have a pathway to voice needs and concerns around police services.

It's also important that community members have a good understanding of the EPD's function and role and the P-CAB can help by providing department information, news and updates.

#	Tasks	Roadblocks	Task Champion(s)	Due Date	Status
1	Clarify Desired Survey Outcome		Chief Hogue		
2	Define Survey Target Audience		PCAB		
3	Draft Survey Questions				
4	Draft Survey Introduction				
5	Determine Survey Languages Required				
6	Verify Survey Translation Readiness				
7	Have Survey Translated				
8	Develop Advertisement/Distribution Plan				
9	Determine Survey Start and End Dates				
10	Distribute Survey				
11	Complie and Analyze Survey Data				
12	Pubilsh Survey Results				
					
					

14 Survey Tips

1. Define the purpose of the survey

Before you even think about your survey questions, you need to define their purpose.

The survey's purpose should be a clear, attainable, and relevant goal. For example, you might want to understand why customer engagement is dropping off during the middle of the sales process.

Your goal could then be something like: "I want to understand the key factors that cause engagement to dip at the middle of the sales process, including both internal and external elements."

Or maybe you want to understand customer satisfaction post-sale. If so, the goal of your survey could be: "I want to understand how customer satisfaction is influenced by customer service and support post-sale, including through online and offline channels."

The idea is to come up with a specific, measurable, and relevant goal for your survey. This way you ensure that your questions are tailored to what you want to achieve and that the data captured can be compared against your goal.

2. Make every question count

You're building your survey questionnaire to obtain important insights, so every question should play a direct role in hitting that target.

Make sure each question adds value and drives survey responses that relate directly to your research goals. For example, if your participant's precise age or home state is relevant to your results, go ahead and ask. If not, save yourself and your respondents some time and skip it.

It's best to plan your survey by first identifying the data you need to collect and then writing your questions.

You can also incorporate multiple-choice questions to get a range of responses that provide more detail than a solid yes or no. It's not always black and white.

3. Keep it short and simple

Although you may be deeply committed to your survey, the chances are that your respondents... aren't.

As a survey designer, a big part of your job is keeping their attention and making sure they stay focused until the end of the survey.

Respondents are less likely to complete long surveys or surveys that bounce around haphazardly from topic to topic. Make sure your survey follows a logical order and takes a reasonable amount of time to complete.

Although they don't need to know everything about your research project, it can help to let respondents know why you're asking about a certain topic. Knowing the basics about who you are and what you're researching means they're more likely to keep their responses focused and in scope.

4. Ask direct questions

Vaguely worded survey questions confuse respondents and make your resulting data less useful. Be as specific as possible, and strive for clear and precise language that will make your survey questions easy to answer.

It can be helpful to mention a specific situation or behavior rather than a general tendency. That way you focus the respondent on the facts of their life rather than asking them to consider abstract beliefs or ideas.

Different question types will also allow for a variety of clear answers that help to uncover deeper insights.

Good survey design isn't just about getting the information you need, but also encouraging respondents to think in different ways.

5. Ask one question at a time

Although it's important to keep your survey as short and sweet as possible, that doesn't mean doubling up on questions. Trying to pack too much into a single question can lead to confusion and inaccuracies in the responses.

Take a closer look at questions in your survey that contain the word "and" – it can be a red flag that your question has two parts. For example: "Which of these cell phone service providers has the best customer support and reliability?" This is problematic because a respondent may feel that one service is more reliable, but another has better customer support.

6. Avoid leading and biased questions

Although you don't intend them to, certain words and phrases can introduce bias into your questions or point the respondent in the direction of a particular answer.

As a rule of thumb, when you conduct a survey it's best to provide only as much wording as a respondent needs to give an informed answer. Keep your question wording focused on the respondent and their opinions, rather than introducing anything that could be construed as a point of view of your own.

In particular, scrutinize adjectives and adverbs in your questions. If they're not needed, take them out.

7. Speak your respondent's language

This tip goes hand in hand with many others in this guide – it's about making language only as complex or as detailed as it needs to be when conducting great surveys.

Create surveys that use language and terminology that your respondents will understand. Keep the language as plain as possible, avoid technical jargon and keep sentences short. However, beware of oversimplifying a question to the point that its meaning changes.

8. Use response scales whenever possible

Response scales capture the direction and intensity of attitudes, providing rich data. In contrast, categorical or binary response options, such as true/false or yes/no response options, generally produce less informative data.

If you're in the position of choosing between the two, the response scale is likely to be the better option.

Avoid using scales that ask your target audience to agree or disagree with statements, however. Some people are biased toward agreeing with statements, and this can result in invalid and unreliable data.

9. Avoid using grids or matrices for responses

Grids or matrices of answers demand a lot more thinking from your respondent than a scale or multiple choice question. They need to understand and weigh up multiple items at once, and oftentimes they don't fill in grids accurately or according to their true feelings.

Another pitfall to be aware of is that grid question types aren't mobile-friendly. It's better to separate questions with grid responses into multiple questions in your survey with a different structure such as a response scale.

10. Rephrase yes/no questions if possible

Yes/no questions provide less detailed data than a response scale or multiple-choice, since they only yield one of two possible answers.

Many yes/no questions can be reworked by including phrases such as "How much," "How often," or "How likely." Make this change whenever possible and include a response scale for richer data.

By rephrasing your questions in this way, your survey results will be far more comprehensive and representative of how your respondents feel.

11. Start with the straightforward stuff

Ease your respondent into the survey by asking easy questions at the start of your questionnaire, then moving on to more complex or thought-provoking elements once they're engaged in the process.

This is especially valuable if you need to cover any potentially sensitive topics in your survey. Never put sensitive questions at the start of the questionnaire where they're more likely to feel off-putting.

Your respondent will probably become more prone to fatigue and distraction towards the end of the survey, so keep your most complex or contentious questions in the middle of the survey flow rather than saving them until last.

12. Use unbalanced scales with care

Unbalanced response scales and poorly worded questions can mislead respondents.

For example, if you've asked them to rate a product or service and you provide a scale that includes "poor", "satisfactory", "good" and "excellent", they could be swayed towards the "excellent" end of the scale because there are more positive options available.

Make sure your response scales have a definitive, neutral midpoint (aim for odd numbers of possible responses) and that they cover the whole range of possible reactions to the question.

13. Consider adding incentives

To increase the number of responses, incentives — discounts, offers, gift cards, or sweepstakes — can prove helpful.

Of course, while the benefits of offering incentives sound appealing (more respondents), there's the possibility of attracting the opinions of the wrong audiences, such as those who are only in it for the incentive.

With this in mind, make sure you limit your surveys to your target population and carefully assess which incentives would be most valuable to them.

14. Take your survey for a test drive

Want to know how to make a survey a potential disaster? Send it out before you pre-test.

However short or straightforward your questionnaire is, it's always a good idea to pre-test your survey before you roll it out fully so that you can catch any possible errors before they have a chance to mess up your survey results.

Share your survey with at least five people, so that they can test your survey to help you catch and correct problems before you distribute it.