



CASE STUDY

Streamlining and simplifying
community feedback builds
trust and boosts morale for
Carthage, Missouri PD

Introduction

In 2020, Carthage Police Department had plans to implement a survey system to help improve their community engagement. Along with that would come an influx of survey data and feedback. They didn't have a formal system in place and knew that their community-focused initiative to help build trust and foster greater involvement with the community would fail to launch without the right tool.

"To work with our citizens in order to ensure safety and to improve the quality of life in our community through education, professionalism, and diligent crime prevention."

— Carthage Police Department Mission Statement





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Know Your Force helps [us]
**connect with the community
on a personal level.** They see
that we're people as well, and
we're here to help.

— Sgt. Jeff Pinnell

Challenge


Carthage's Chief of Police, Greg Dagnan, a fourteen-year veteran of the force, has built a philosophy around community-oriented policing for his department. But how to move from theory to practice is often harder than it first appears—and how to involve an entire department even more so.

In the past, Carthage police officers received most of their feedback through complaints from the public. Though constructive criticism helps departments respond to the community and address concerns, positive feedback, typically from face-to-face compliments, was far and in-between—and often undocumented. "Sometimes, all you hear is the negative feedback," said Captain Bill Hawkins.

In addition to that, the department didn't have a clear view to track the positive feedback officers received and no way to leverage the data for their officers' quarterly performance reviews.

That's when Carthage PD began evaluating survey solutions. One thing that was very important was having the ability to integrate with existing methods of policing, both for patrol officers and administrators. In addition, they wanted a reporting process that would enable them to show officers, administrators, and leadership a big-picture view of the feedback they were receiving from the community.

After evaluating and implementing one such tool—with unsatisfactory results—the department settled on Know Your Force because it delivered the data, flexibility, and ease of implementation they were looking for.



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Solution

The biggest benefit Carthage PD has seen off the bat was the seamless rollout of the Know Your Force survey system to their patrol officers. One of the hardest parts about their previous solution was collecting immediate feedback from citizens, but Know Your Force's on-the-stop method using QR-codes makes it easy to collect all of the necessary information upfront. Once the data has been collected, it's easy to catalog and track each officer's feedback.

"The data can be sorted by officer, and it is very simple to use, to get instant feedback to our officers," said Sgt. Jeff Pinnell.

The department has also seen a marked improvement in its officers' morale. Though initially hesitant, many officers now see the benefit of surveying the community and collecting this valuable feedback. And with over 300 surveys collected across 29 different officers, and an average score of 4.7 out of 5, Carthage can quantitatively show their superior work as servant leaders. "It sends a good message both to the officers and the community," said Lt. James Woody. "It builds their confidence and shows them they're doing the right thing."

With regard to keeping a record of all the community feedback, the dashboard view inside Know Your Force gives the department ready access to all of the data they need. Previously, this was a manual, ad hoc process that ate up a lot of time. And even with all that effort, the department

still didn't have the data they needed, let alone the fact that most positive feedback was lost. Now, they can export, share, and evaluate this data not only to bridge the gap in communication but to connect officers to the positive work they do for the community every day.

"[The survey system] is a very streamlined way to get this feedback—it's so accessible to us, so immediate," said Captain Bill Hawkins. "It's very flexible and easy to work with."



300
surveys collected

29
officers

4.7 out of 5
average score

Results

Ease of implementation

Know Your Force is easy to implement with your current systems. And with QR-code-based surveys, officers can begin receiving valuable feedback data instantly.



Feedback that boosts morale

Police departments are able to capture all of the data, including positive feedback, to boost officer morale and highlight what they do right every day.

Up-to-the-minute data and insights

Know Your Force's survey system provides immediate analytics and improves visibility into community feedback. It also saves time going into your next quarterly reviews.



KYF

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