



2016 National Coffee with a Cop Day Analysis and Conclusions

On October 7, 2016, **Coffee with A Cop** (CwC) coordinated the first **National Coffee with A Cop Day**, prompting law enforcement agencies around the country to host informal public gatherings at local coffee shops in their communities. Over **135** agencies registered their events with Coffee with a Cop. Of these agencies, approximately half opted in to participate in a free **sms-based survey** created by **my90** to assess the impact of their events. Coffee with a Cop circulated informational materials about the survey prior to the events, and on October 7, public participation in the survey depended on local departmental efforts. This report contains quantitative analysis of the **71** survey responses **my90** received, qualitative analysis of the **impact** of CwC events, and forward-looking conclusions to help shape the **2017 National Coffee with a Cop Day**.

Survey Design

For National Coffee with a Cop Day, **my90** designed a unique survey to assess the impact and effect of Coffee with a Cop on event participants. The survey was designed around questions concerning the attitudes, behaviors, and experiences of participating community members. While the survey does not determine causality, survey questions were intended to develop a better understanding how Coffee with a Cop may affect communities on an individual level. An analytical breakdown of each question follows. The survey was designed to be targeted and concise, and included a mix of multiple-choice and open-ended questions for participants.

All **my90** surveys use text messages as their primary form of communication. Text messages (sms) yield higher participation rates compared to traditional surveys. Sms



Coffee with a Cop brings police officers and the community members they serve together—over coffee—to discuss issues and learn more about each other.



my90 uses text messages and data analysis to help the public and police communicate.



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are easy for most people to use, especially when compared to mail-in surveys, specialized apps or internet-based questionnaires. This method has been especially well received by traditionally hard-to-reach groups, such as Latinos, youth, and low-income households (source: **my90** surveys, 2016). However, this method may often be more difficult to use for specific subsets of the population, including the elderly.

To promote the survey, **my90** provided Coffee with a Cop informational flyers the week of the event. These materials were distributed to participating agencies, which then shared the flyers with their event attendees. A designated phone number, **(619) 319-9090**, was created for this survey and remained active for other Coffee with a Cop events after October 7. In the future, providing these materials further in advance of the event would likely greatly increase the number of survey participants.

Participants texted the survey immediately after participating in their local Coffee with A Cop events. Participants answered questions on the quality of the events, their opinions of their local police, and basic demographic data. Survey respondents also had the opportunity to provide free-form responses, and dozens of people shared detailed qualitative feedback as well. All responses are included in raw form in a data file attached to this report, excluding phone numbers. **my90** always withholds personal identifying information, including phone numbers, from its analyses in order to protect participant privacy.

NATIONAL
Coffee WITH A Cop
*** DAY ***

BUILDING RELATIONSHIPS. ONE CUP AT A TIME.

Join your neighbors and police officers for coffee and conversation on National Coffee with a Cop Day.

Friday, Oct. 7, 2016

COFFEED
Hunters Point Park
South

11AM to 2PM

The mission of Coffee with a Cop is to break down the barriers between police officers and the citizens they serve by removing agendas and allowing opportunities to ask questions, voice concerns, and get to know the officers in your neighborhood.

THIS EVENT IS PRESENTED BY THE:
NYPD
108th PRECINCT &
NYS PARK POLICE

QUESTIONS? PLEASE CONTACT:
Jeffrey Peattie@NYPD.org
or call 718-784-5408

coffeewithacop.com

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Thank you for coming!

What did you think?

give feedback by texting "CWC" to:
(619) 319-9090

We want to hear from everyone who attended today's event. Giving feedback is anonymous and only takes 2 minutes. The service is provided by **my90** and is free. Regular messaging rates may apply.

www.coffeewithacop.com

sample outreach materials for the event and survey



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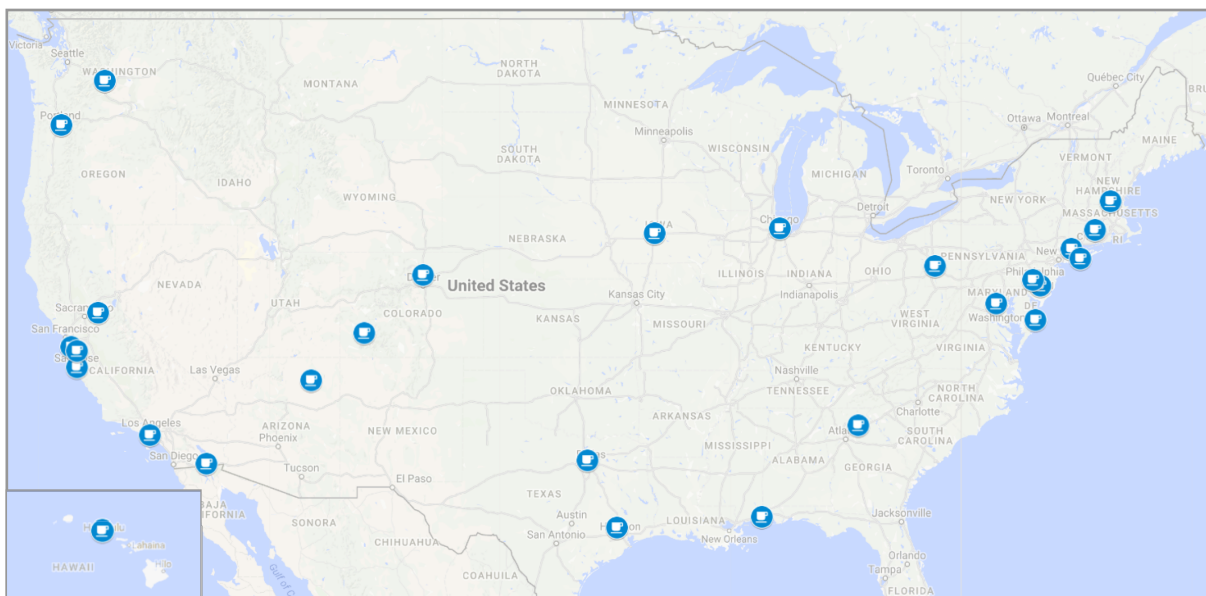
Key Takeaways

Based on the following analysis, three strong conclusions can be drawn from survey data following the first National Coffee with a Cop event.

1. Coffee with A Cop attendees reporting a **strong improvement** in their feelings toward their local police, even if they held positive views of the police prior to the events. **70% of respondents** said they felt better about their local police after the event, compared to 24% who said they felt the same, and none who said they felt worse.

2. **87% of respondents** would recommend Coffee with A Cop to a friend. This may indicate that regardless of changes in participants' feelings toward the police, a strong majority find these events valuable for people they know.

3. Survey participants were **disproportionately white** compared to their surrounding communities. Participants reported their ethnicities and zip codes in this survey. In the reported zip codes, approximately 50% of residents are white according to the U.S. Census Bureau. However, **70%** of survey respondents were white. Additional research on the specific impact of Coffee with a Cop on other groups, particularly **people of color**, is recommended.



At a glance: communities where Coffee with a Cop attendees participated in this survey



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Question-by-Question Analysis: Multiple Choice

The following is a brief analysis of survey responses to each question. Analysis does not reflect the order of survey questions. Please see the Appendix for source tables summarizing the data.

1. Which Coffee with a Cop did you go to? Please text your zip code

The first question identified the location of participants' Coffee with a Cop event based on zip code. Participants provided feedback on **24** different Coffee with a Cop events from around the United States. The four participating agencies with the most responses were from **Hawthorne (CA), Stanford (CA), Tomball (TX), and Norwalk (CT)**.

We recommend following up with these agencies about how and when they successfully promoted the survey. This knowledge will **advance** the broader Coffee with a Cop network by enabling agencies to better assess their outreach events in the future.



2. What did you think of the event?

This question revealed an overwhelmingly positive response to National Coffee with a Cop Day from survey participants. **69 out of the 71 respondents (97%)** chose the strongest favorable option, **"I really liked it."** Two respondents chose the second-strongest favorable option: "I liked it a little." No participants chose the other options provided for negative feedback: "I didn't like it," and "I really didn't like it."

This feedback indicates that the survey primarily engaged people who already held strong positive attitudes towards the police. This effect is known as **"self-selection bias,"** because participants make the decision to take the survey for unknown reasons, such as having positive personal experiences with the police. This effect is active in all opt-in surveys to some degree, and all survey results must take this into consideration during analysis. Here, this effect may be due to the fact that community members with



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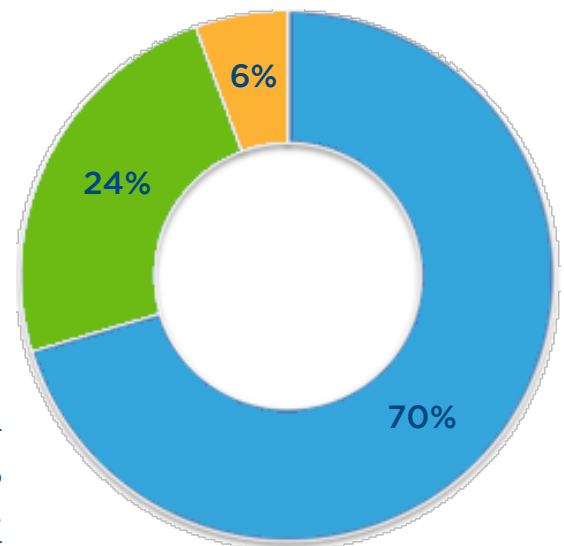
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positive views toward the police are more likely to attend a Coffee with a Cop event and/or that these residents are more likely to take a survey, either because of their own interest level or the efforts of their department to solicit feedback. In other words, Coffee with a Cop may be primarily reaching community members who trust and like the police most. In addition, it is possible that event attendees with negative feedback were unaware of, or unwilling to participate in, a survey about Coffee with a Cop.

We recommend deliberately seeking negative or neutral feedback about Coffee with a Cop, both from past participants and potential participants who currently opt out of attending police-hosted events. Willingness to engage these community members will ultimately strengthen the impact of this event on diverse communities as a whole.

3. Did today's Coffee with a Cop event change how you think of your local police?

- Yes, I feel better about my local police now (70%)
- Yes, I feel worse about my local police now (0%)
- No, I feel the same (24%)
- No response (6%)



70% of survey participants felt better about their local police after attending Coffee with a Cop. 24% of participants indicated that they felt the same. No participants reported feeling worse about their local police.

This is a **strong positive result** for Coffee with a Cop. Even when taking into account self-selection bias, it is meaningful that National Coffee with a Cop Day had a clear positive impact on so many survey participants.

To build on this positive metric, **we recommend incorporating impact assessments** into Coffee with a Cop resource packets to collect more data that may reinforce these initial findings. Although this data is relatively limited in scope compared to the reach of Coffee with a Cop, it is encouraging that **initial indicators** suggest that Coffee with a Cop events succeed in improving public perceptions of the police on a local level. This in turn can be linked to improving local community-police relations. The biggest need in this area is simply **more data** from Coffee with a Cop participants to demonstrate the extent of this impact.



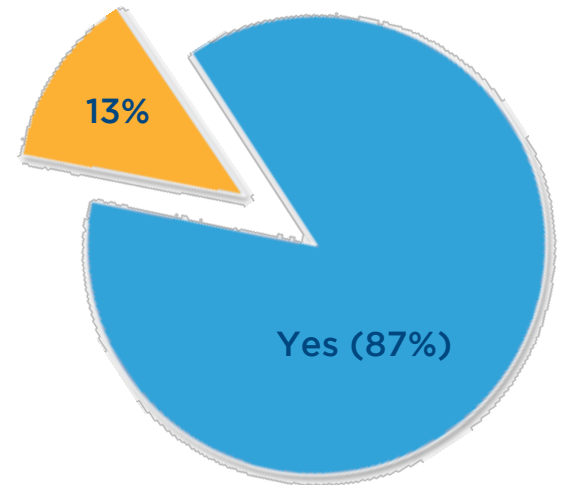
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4. Would you tell a friend to come to Coffee with a Cop?

We assessed participants' opinion of Coffee with a Cop from multiple angles. This question evaluated whether participants believe that CwC events are beneficial. **87% of participants** said they would recommend the event to a friend. Only one participant said they would not, and the remaining 12% of participants did not answer this question.

Interestingly, **76%** of the respondents who reported no change in opinion about the police (Question #3) would recommend CwC to a friend. Regardless of these participants' unchanged views toward the police, this is a favorable indicator that nearly all survey participants felt that National Coffee with a Cop Day was a **valuable experience**.



5. How did you hear about today's event?



25% of respondents reported learning about National Coffee with a Cop Day online via **social media**. Flyers were the second most successful method of advertising based on survey results. About 18% of respondents reported seeing CwC flyers in their community. The third and fourth most successful methods were word of mouth and local news, respectively.

However, the most common response—about a third of participants—was “other,” indicating that departments likely use **a range of methods** to promote their CwC events.



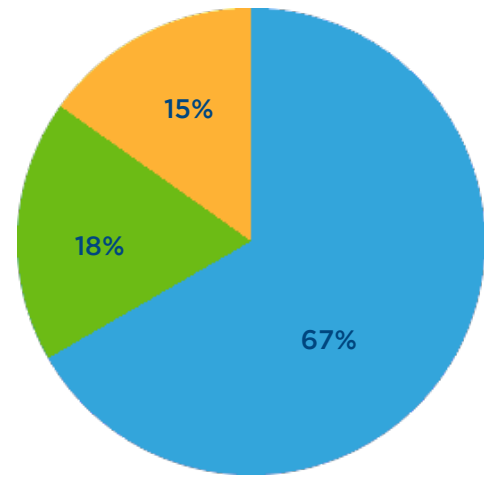
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9. In your opinion, how well does your local police department engage with your community?

Two-thirds of respondents believe **their police department is better** than most departments at engaging the local community. The rest of the respondents were nearly evenly distributed between feeling that their departments were the same as others or declining to take a stance. No participants said their departments were worse than others.

Because of the limited number of responses per zip code, these results do not reflect on any specific police departments but rather on participating Coffee with a Cop agencies as a whole.



- They do a better job than most departments
- They're about the same as other departments
- They do a worse job than most departments
- I don't know

Question-by-Question Analysis: Demographics

10. How old are you?



Participant ages ranged from 16 to 76 years old. Participants were 45.5 years old on average, with a median age of 40. Because text message usage is more common amongst ages 18-24 (source: Pew Research Center 2011), these results are likely skewed toward a younger demographic than Coffee with a Cop participants as a whole. Anecdotally, it appears that Coffee with a Cop events are popular with older community members based on media coverage and social media posts linked to Coffee with a Cop. Overall, there were more than twice as many survey participants 30 years old or younger than survey participants 65 years old and up.



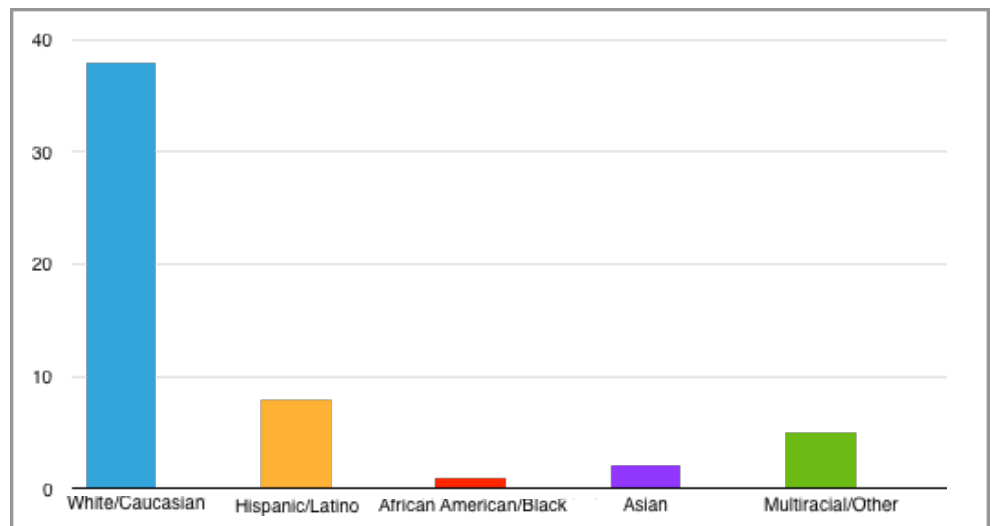
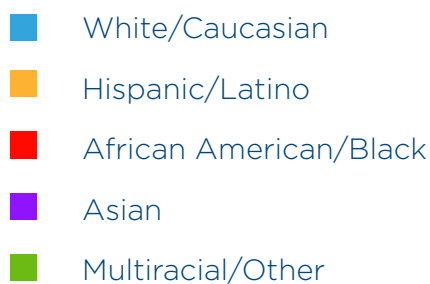
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11. What is your ethnicity?

This question resulted in one of our key takeaways (p. 2): that survey participants were primarily white. Census data from the zip codes from which we received feedback indicate that 50.9% of residents in those zip codes are white. However, **70.4%** of Coffee with a Cop survey respondents were white. The size and design of the survey do not allow us to conclude that Coffee with A Cop participants as a whole are disproportionately white. However, the disparity between survey participants' ethnicities compared to the ethnicities of their communities suggests a need to examine more closely who is currently participating in Coffee with A Cop, and who is not.

We recommend that departments seek feedback from people of color about Coffee with a Cop. To accomplish this, departments may consider hosting Coffee with a Cop events in predominantly non-white communities and partnering with community organizations to boost attendance. Furthermore, anonymous surveys, such as those created by **my90**, will help participating agencies to collect honest feedback about how best to increase participation in Coffee with a Cop events amongst people of color.



12. What is your gender?

45% of survey participants identified as male, 49% of survey participants identified as female, and 5% chose the option, "Other/prefer not to say." The results are in line with our expectations given the survey sample size and public participation in Coffee with a Cop as a whole.



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Question-by-Question Analysis: Free-Form Responses

my90 included two open-ended questions as a part of the survey. These questions provided participants with an opportunity to submit anonymous responses about what they liked most about Coffee with a Cop, and how they felt the events could be improved in the future.

13. What did you like most about the event?

In general, these comments focused on the relaxed and casual tone of the event, with a few specifically mentioning free coffee. Survey participants also emphasized that they appreciated the opportunity to connect with local officers on an individual level (see below).

14. Do you have any feedback on how the event could be better next time?

The two most common suggestions from this question were to advertise more and have a bigger space, although most respondents either opted not to respond or used this question to share additional positive feedback.

What did you like most about the event?

“It was really great to talk with cops on issues that had been bothering me in our society today”

“The cops were very warm and friendly and genuinely wanted to hear about us”

“I felt like it was a really good way to get to know officers in my community in a relaxing, comfortable environment”



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Conclusions and Recommendations

In summary, the data from Coffee with a Cop events on October 7, 2016, showed a clear positive impact of the events on survey participants. Notably, for a strong majority of participants, the events improved how people felt about their local police. On that core metric, the first National Coffee with a Cop Day was a success.

Given the results, we have highlighted a few areas for growth. We believe these measures will help the events broaden their positive local impact as Coffee with a Cop continues to grow in the future. We recommend:

- Surveying community members who do not currently attend Coffee with a Cop events and/or who have negative opinions about the event or the police more broadly.
- Increasing efforts to advertise CwC events in communities of color. Of all the demographic data collected, the lack of participation from ethnic minorities was the most substantive deviation from the expected results.
- A brief assessment of what currently works best when police departments seek to increase the positive impact of their CwC events, whether through increased attendance, anonymous feedback, or other means.

Overall, we are confident in the design of the original survey as well as the analysis provided in this report. It should be noted that the **my90** platform is capable of additional data collection through follow up messages, which would allow agencies to extend their engagement of CwC attendees. In addition, future surveys should reflect what we have learned in this initial assessment. For example, Coffee with a Cop may want to know in 2017 how many participants were in fact invited by a friend to National Coffee with a Cop Day (Question #4). This data can help Coffee with a Cop begin mapping the nature of their network's rapid growth.

As part of the assessment of National Coffee with a Cop Day, **my90** has continued to provide participating agencies with survey materials to evaluate their events. Therefore, additional data may be provided to supplement these results in the future. With an initial baseline now established from the first National Coffee with a Cop Day survey, all future data collection and analysis will improve our understanding of this program's public impact.

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