

# What We Heard Report

## 2024-2025 Annual Policing Priorities

March 20, 2024



REGIONAL MUNICIPALITY  
OF WOOD BUFFALO

**We humbly acknowledge that the land on which we live, learn,  
work and play is Treaty 8 Territory, the traditional lands of the  
Cree, Dene, and the unceded territory of the Métis.**



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# EXECUTIVE SUMMARY

Wood Buffalo RCMP seek input from residents each year to determine the region's policing priorities. Feedback received along with local statistics, crime trends and calls for service help determine their Annual Performance Plan.

From February 1 – March 1 the RMWB partnered with Wood Buffalo RCMP to host meaningful engagement with residents. This engagement includes 766 completed surveys and 449 responses to an online and in-person "Quick Poll." Five in-person pop-up events also provided officers the opportunity to have approximately 317 conversations with community members.



# Participants

Who did we talk to?

- Urban and rural Wood Buffalo residents
- Indigenous communities and partners
- Schools
- Council Appointed Committees
- Policing organizations and committees
- Community partners

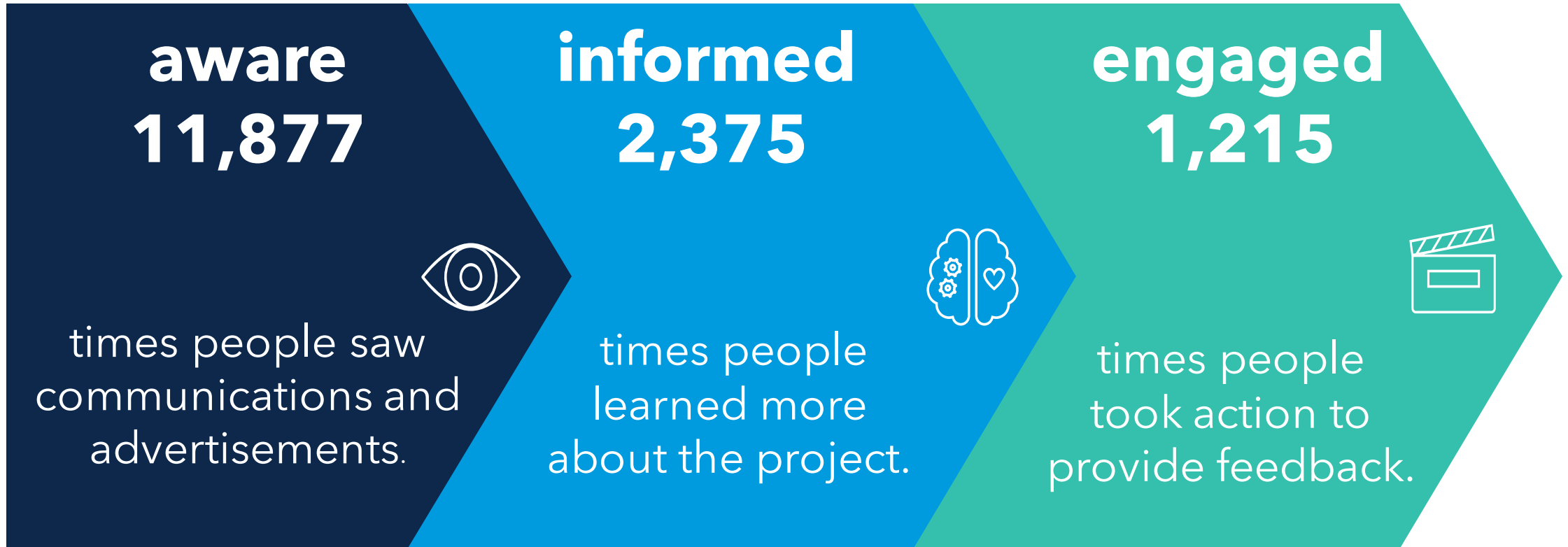
# Tactics

How did we reach people?

- Survey (online, print and by phone through Pulse)
- Online “Quick Poll” question
- In-person pop-up events
- In-person “Quick Poll” (dotmocracy) board
- Virtual public meeting later this spring (details TBD)



# ENGAGEMENT IN NUMBERS



# ENGAGEMENT REVIEW

## Online

- 766 - Completed surveys
- 449 - “Quick Poll” responses
- 1,800 – PWB project page views
- 1,473 – Unique visitors to PWB project page
- 22 – New project page followers

## Rural

- 100 – Postcards provided to rural municipal offices
- Posters printed and displayed at the rural municipal offices
- Survey and information shared at rural community engagements

## Pop-up events (in person attendees)

- 91 - Peter Pond Shopping Mall
- 41- Beacon Hill Neighbourhood Engagement
- 12 - MACOY (Mayor’s Advisory Council on Youth)
- 153 - MacDonald Island Park
- 20 - Fort McMurray Oil Barons

## Communications

- 9,997 – Social media impressions
- 261 - Distributed postcards
- 310 – Emails sent to project page followers, RCMP contacts, Council Appointed Committees, schools and community partners



# KEY FINDINGS/THEMES



1. Property crime and theft



2. Illegal drug-related offences  
(trafficking/possession)



3. Impaired driving (drugs/alcohol)



4. Crime reduction strategies (Citizens on Patrol,  
camera registration (CAPTURE), DNA)

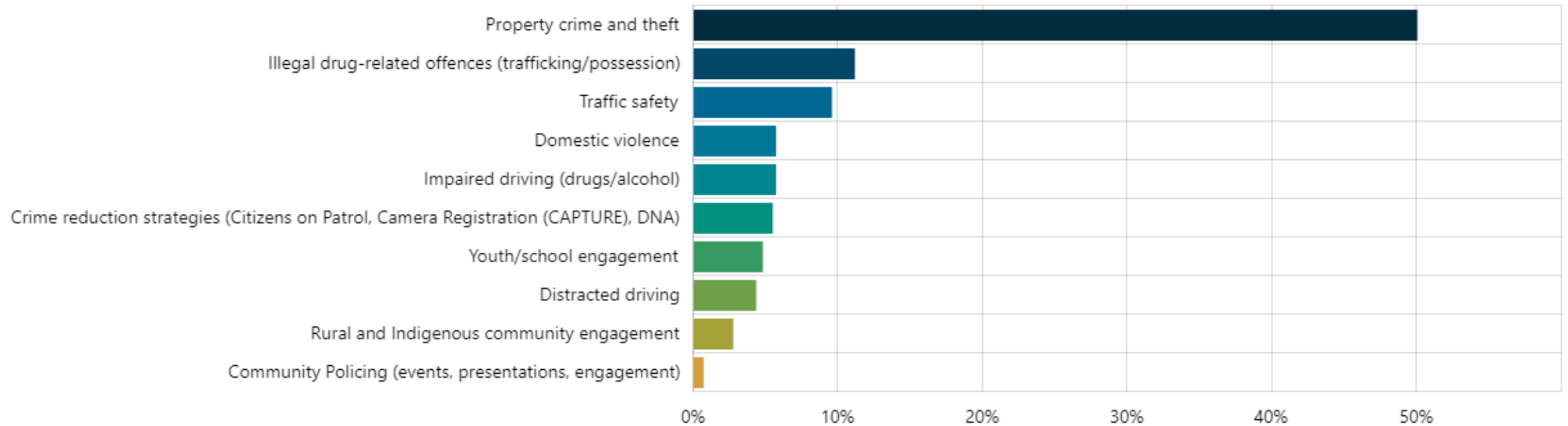


5. Traffic safety



# Online and in-person “Quick Poll” results

What policing priority is most important to you? (Total of 449 responses)



# NEXT STEPS

- Wood Buffalo RCMP will present their Annual Performance Plan to Council at the meeting on April 9.

For more information including the Council meeting schedule, agendas and packages visit [rmwb.ca/council](https://rmwb.ca/council).

- A virtual public meeting will be held later this spring where residents can learn more about the Wood Buffalo RCMP's Annual Performance Plan.

Follow the [Let's Connect! Community Policing](#) project page for updates and meeting details.



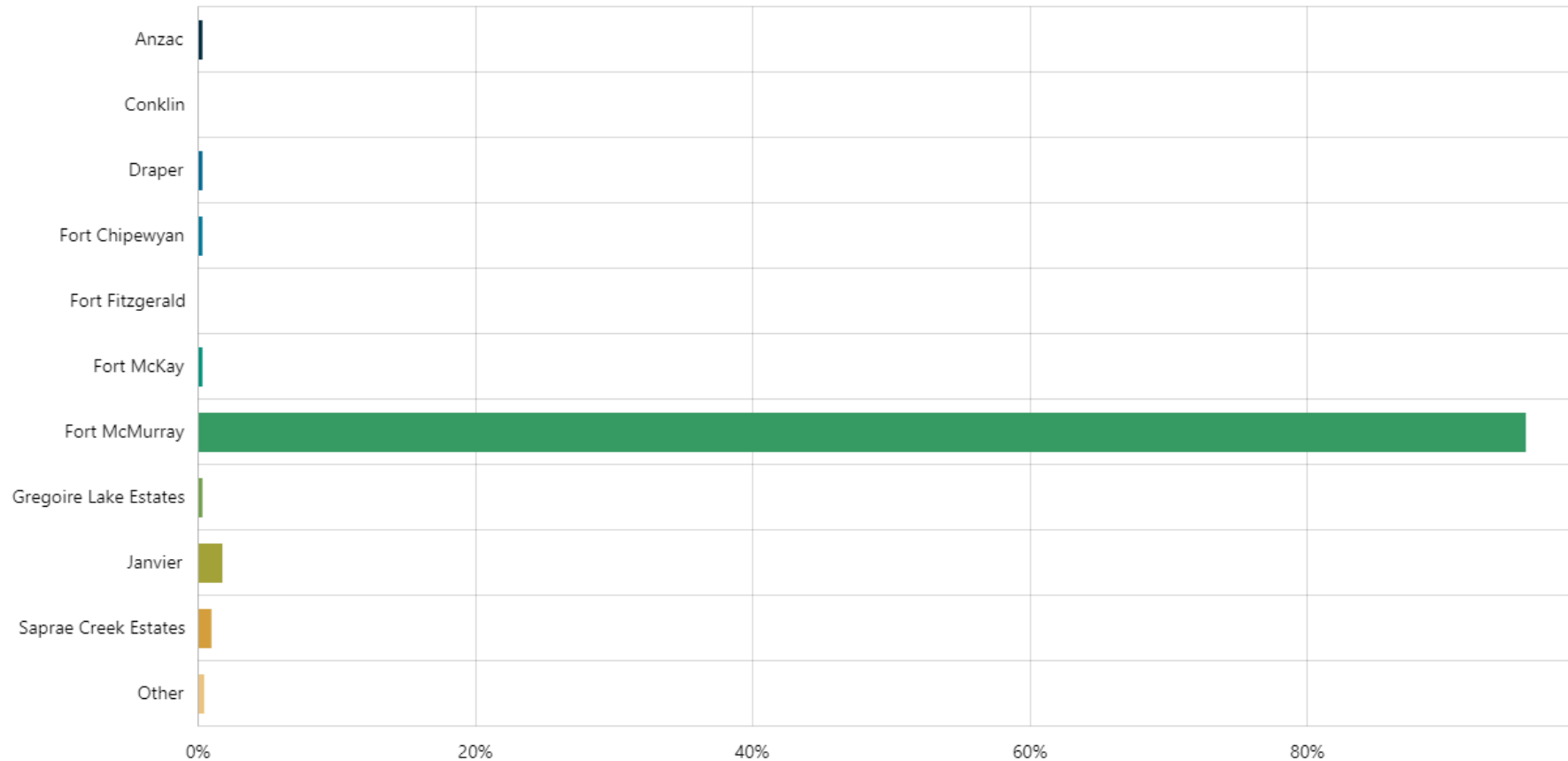
# Thank You

For more information on this report email [participate@rmwb.ca](mailto:participate@rmwb.ca).

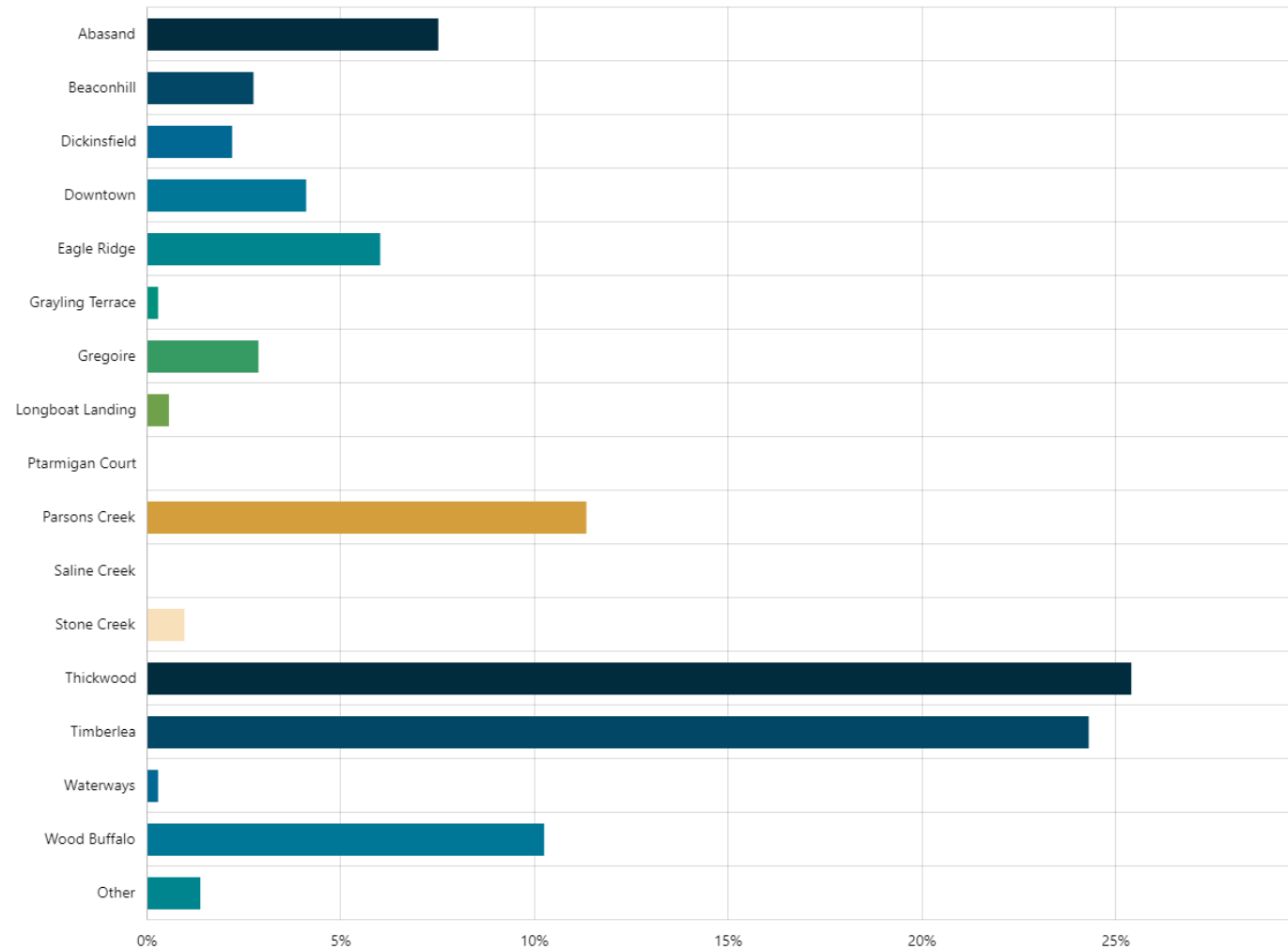


# APPENDIX A – SURVEY RESPONSES

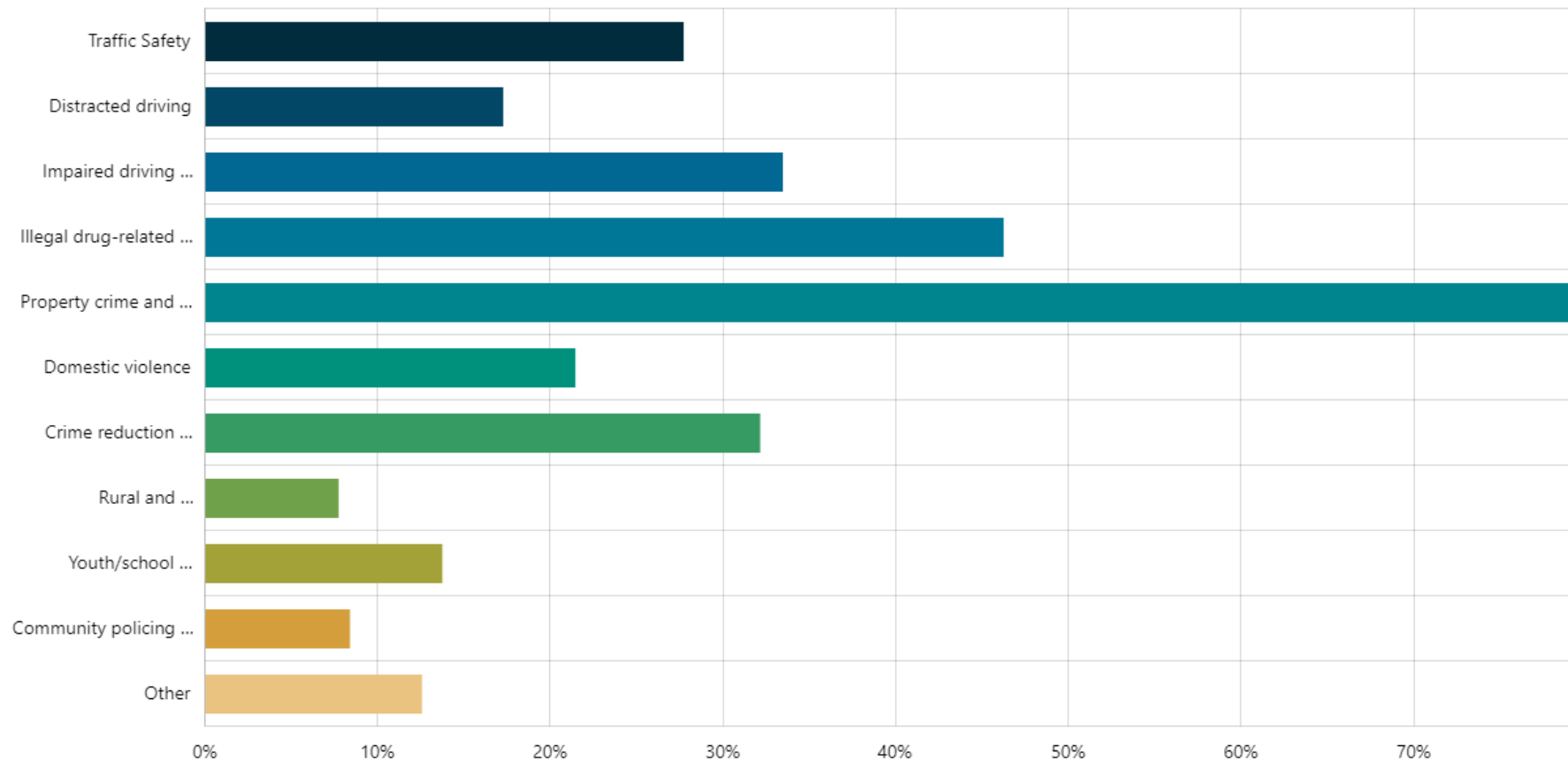
Q1 - What community do you live in?



## Q2 – What neighbourhood in Fort McMurray do you live?



Q3 – Please select three (3) policing priorities from the following list that you feel should be top policing priorities for Wood Buffalo RCMP in 2024-2025, in addition to responding to calls for services.

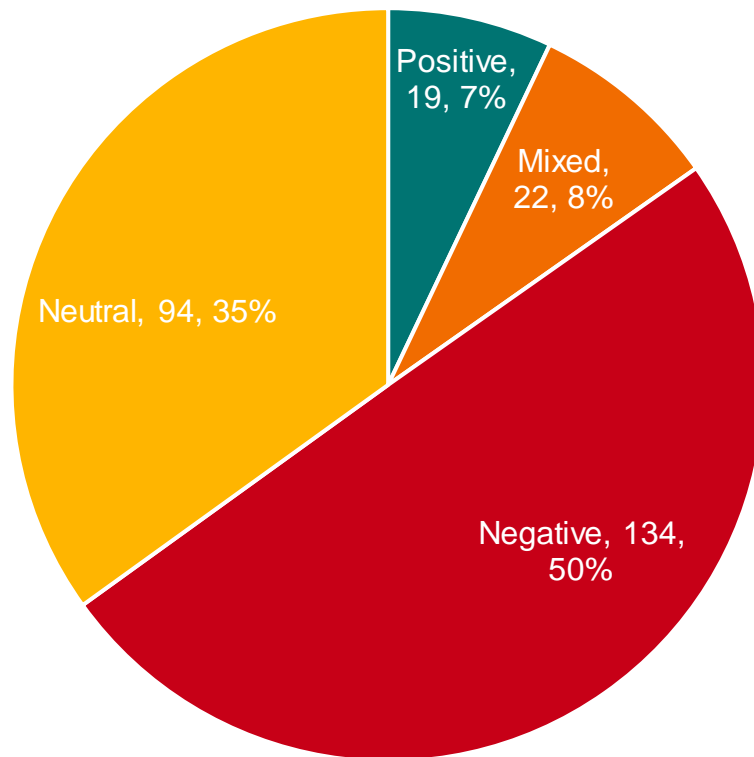


### Q3 – “Other” responses by theme

- Increased homeless population in the area
- Driver behaviour on Real Martin Dr.
- Home invasions and rising crime in Thickwood.
- Late night patrols to prevent theft in neighbourhoods
- Double up on property crime/theft prevention
- RCMP Mental Health Crisis Team - liaison training for officers; mental health
- Investigate!
- Enforce “slower traffic keep right”
- Community Standards Bylaw – Panhandling, littering and dumping
- Encampments
- Violence
- Vehicle break-ins; car theft, neighbourhood engagement to stop vandalism
- Gang activity
- Sexual assault; sexual violence
- Noise reduction, loud exhaust
- ATV use on streets and green belts
- School zone, residential speed safety
- Illegal parking



Q4 – The RMWB and the RCMP appreciate your feedback on policing in your area. If you wish, please share any other comments you have in the space below. (Overall sentiment\* of the 269 responses received)



\*Data is reviewed by the RMWB Public Engagement and project teams along with Social Pinpoint Analytics.

Sentiment indicates the overall emotional tone or sentiment of a text response, classifying it as positive, negative, neutral or mixed. Social Pinpoint analyses open-ended responses, automatically detecting sentiment, key phrases, official names and language information.

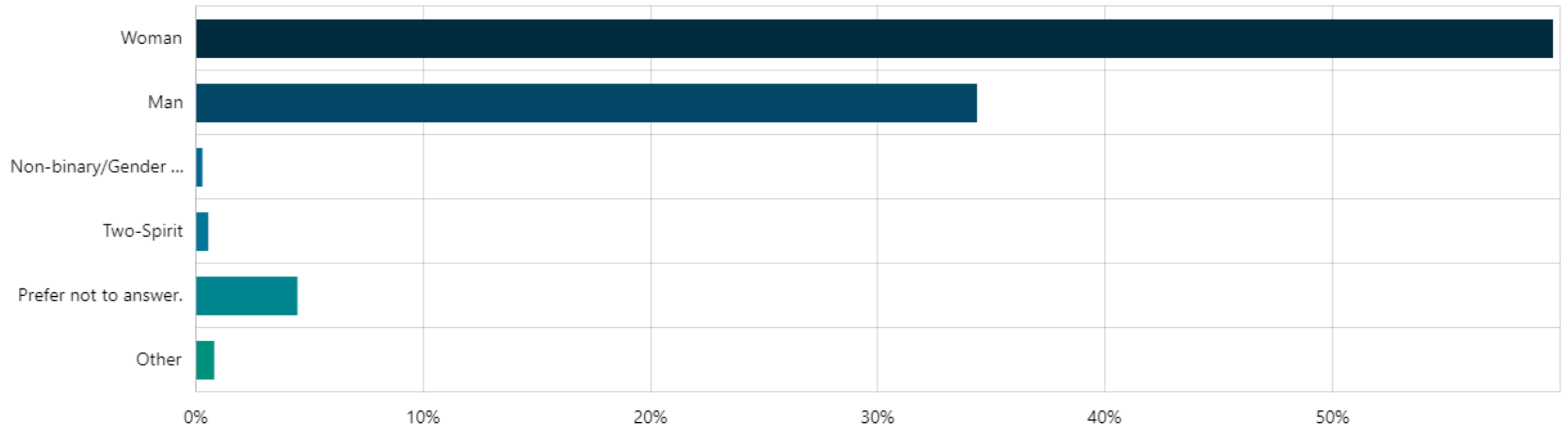


## Q4 – Examples of long answer responses received organized by sentiment.

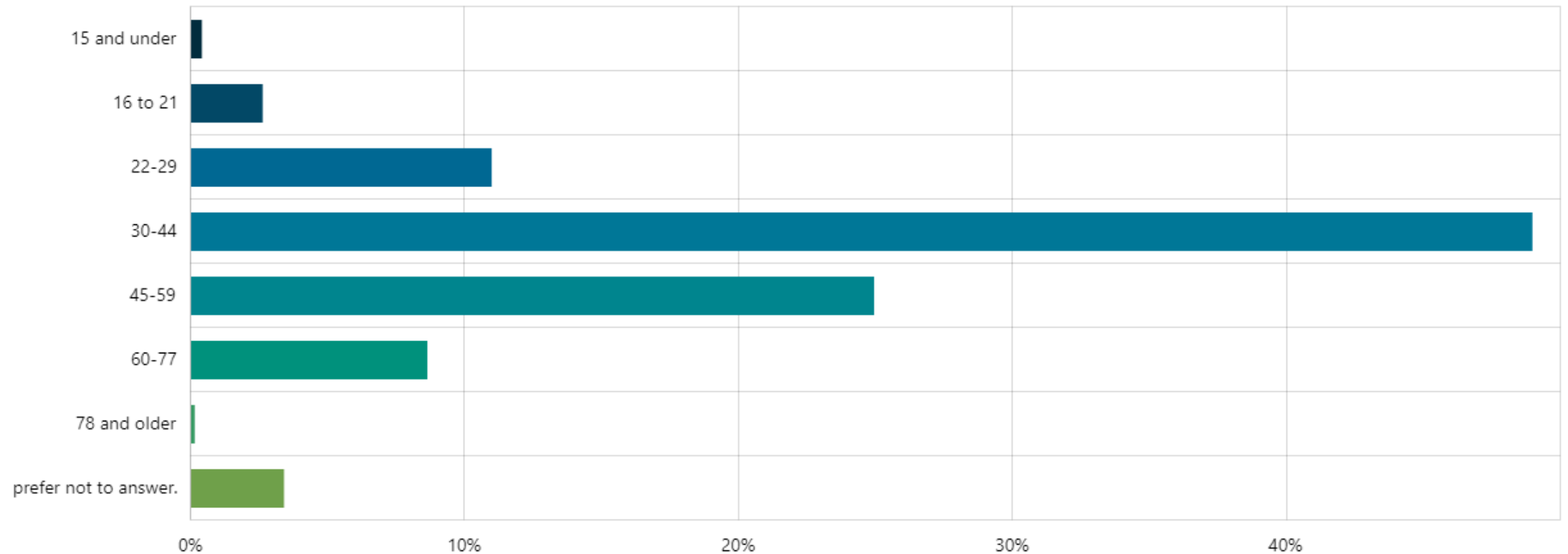
Positive	Neutral	Mixed	Negative
I work in the homeless serving sector, and I have noticed the improved relationships among the people we serve and the RCMP. These positive relationships go a long way and make a big difference. Please continue to maintain these relationships as I believe it makes our homeless community more receptive to your involvement. Lastly, I think PACT is a great resource, but the program needs some improvement seems to be low on staff and difficult to reach.	We need much more focus on community/neighbourhood crime. Ways for residents to help prevent crime in their neighbourhoods (i.e., drug houses, trespassing, theft, etc.). Please do Citizens on Patrol programs. Residents need to be encouraged to take care of their own neighbourhoods.	Overall, I think the local RCMP do a great job with the work they do but I do believe that their work should be more focused on the issues at hand which is alcohol/drug trafficking and crime and theft.	Is the RMWB or the RCMP ever going to give focus of the driver behaviour of drivers on Real Martin Drive whereas drivers feel this secondary road is their own personal speed way! We are beyond frustrated with drivers forever driving over the posted speed limit and nothing ever changes, until such time someone loses their life which happened in 2017. What do tax-payers have to do for the RMWB or the RCMP to listen to residents in the wood buffalo subdivision before they hear us?
Thank you for all that you do in our region and keep up the good work!	Focusing on de-escalating situations, culture sensitivity and using discretion.	I believe we need more police presence in controlled school zones. People still continue to go faster than posted and nothing is ever done to keep our children safer	Property crime & theft is at an all-time high and needs to be dealt with. The punishments need to be stiffer. Also, the drugs are bad here, and we need to get them off the streets.
Thank you for your hard work and dedication to the community.	Police (in general) have a bad rep. with youth. I think it's very important that we "humanize" our police force and encourage as much engagement with kids as possible to build trust.	More focus on traffic infractions and patrols would be nice. The amount of people that run red lights or can't stay in their own lane while driving here is mind boggling. Every trip out from the house is an adventure.	The speeding in Eagle Ridge is out of control. Grouse Way is a race-track. Loutit Road is so dangerous, especially in summer when the bars are out. Non-stop speeding!



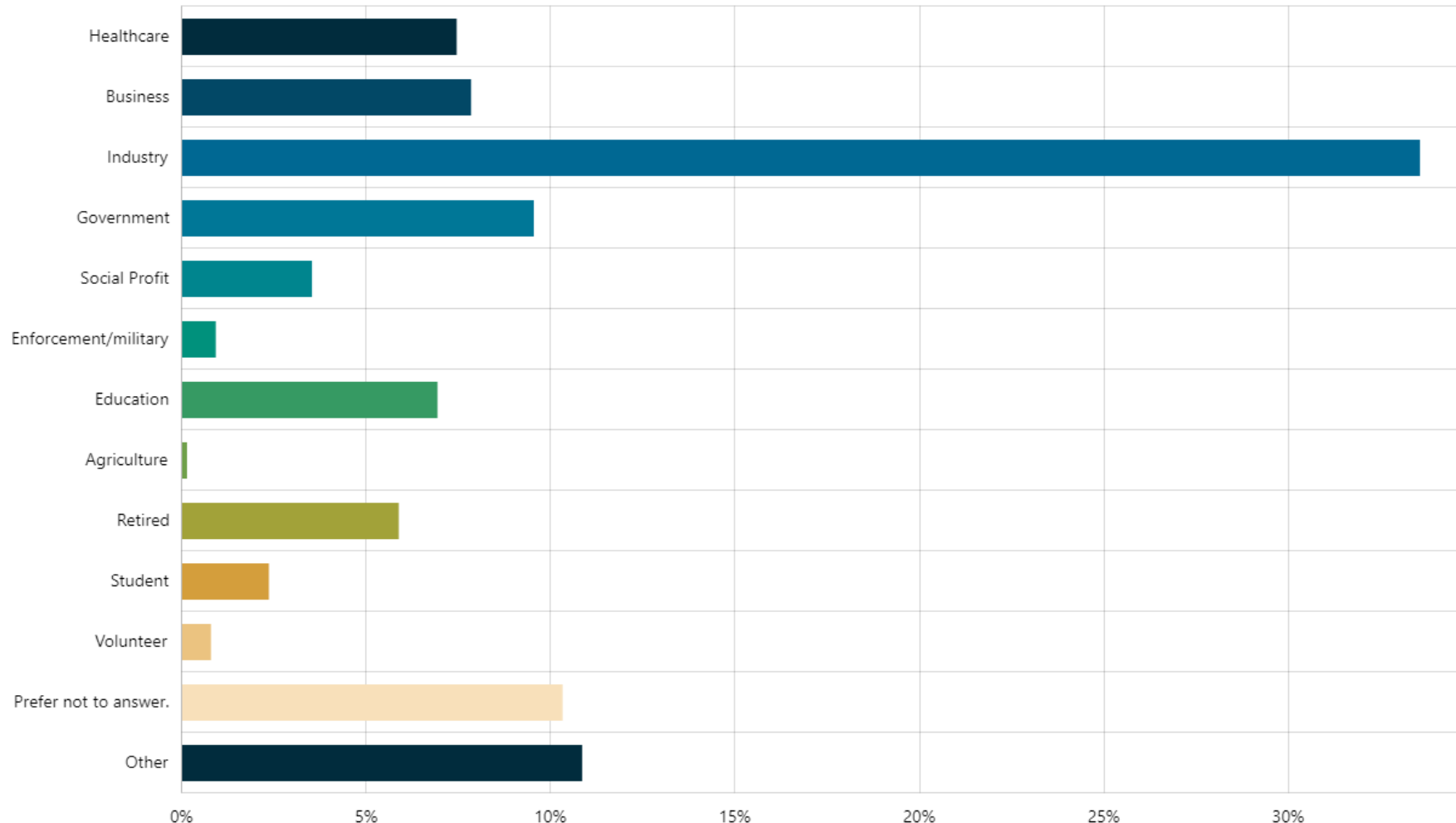
## Q5 – Which gender do you most identify with?



## Q6 – How old are you?



## Q7 – Which category do you work in?



“Other” responses include:

- Musician
- Long-time resident
- Self-employed
- Hospitality
- Security
- Childcare
- Transportation
- Retail
- Veterinary
- Trapper
- Public Relations/Marketing
- Stay at home parent
- Real Estate
- Family support
- Disabled
- Health and Wellness
- Trades
- Social Work
- Recreation
- Environment
- Emergency Response
- Law
- Entertainment
- Insurance
- Property owner

