



TOWN OF PARADISE VALLEY POLICE DEPARTMENT

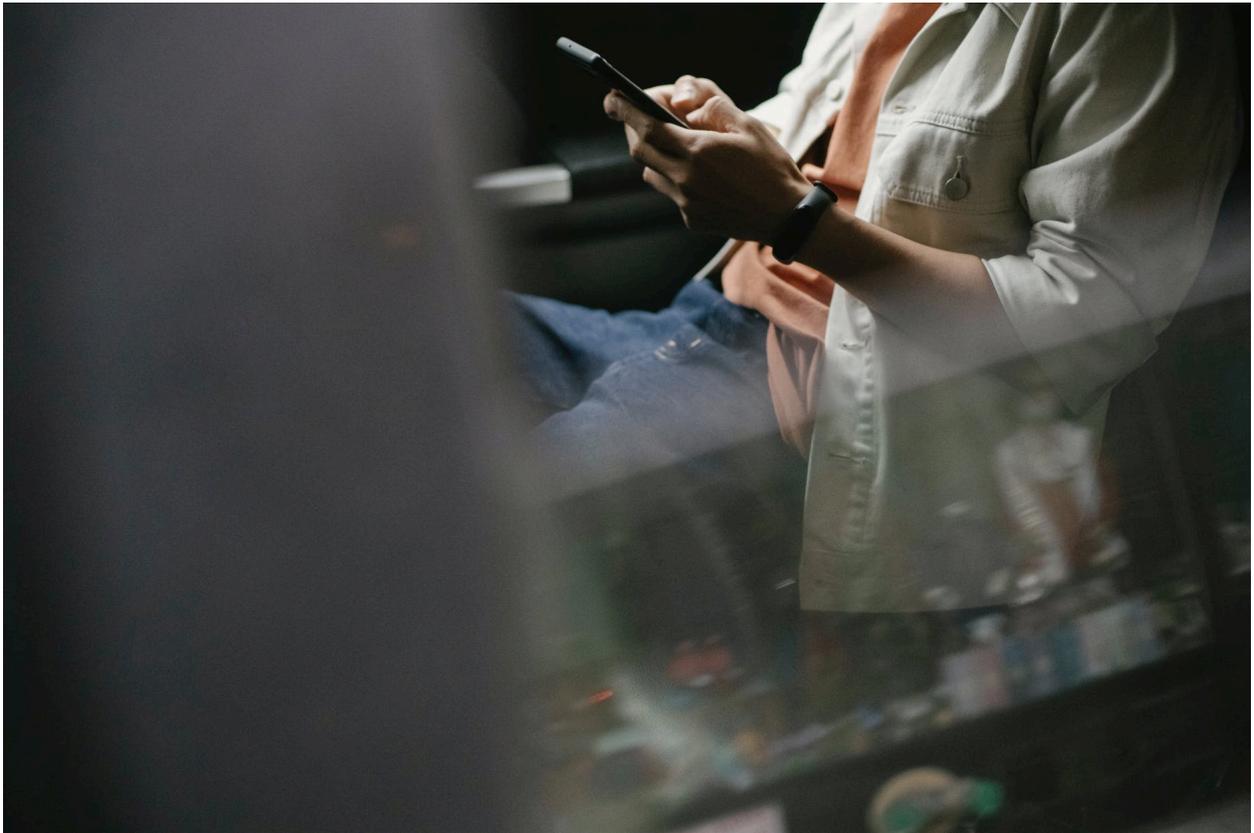
Press Release

August 10, 2021
Officer Steven McGhee
(480) 948-7418

Improvements in Customer Service and Police Relations

Paradise Valley Police Department continues to deliver high-quality police services

Paradise Valley, AZ (08/10/2021) – A survey for feedback is nothing new. However, a new approach through technology is helping streamline the process for police departments to improve their quality of service and help address citizen concerns through open lines of communication with their community.



Residents of the Town of Paradise Valley may be the first in the Phoenix-Metropolitan area, and among some of the first in the State of Arizona, to use a new community engagement tool and feedback solution after an interaction with the Paradise Valley Police Department. This new service uses text messages to collect survey results from citizens who have recently been involved in non-life-threatening incidents.



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These text messages are sent hours or days after the incident and will ask citizens to take a quick survey about their experience with the Paradise Valley Police Department. It will also allow citizens to provide their own comments, feedback, and words of gratitude to an officer after receiving public safety services.

“It’s important for our department to provide the opportunity for citizens to voice their concerns,” said Chief of Police, Peter Wingert. “The new service will provide insight into areas where improvements can be made, and by understanding these needs, help enhance police relations and the delivery of our services.”

The new service is scheduled to launch on August 23rd, 2021 within the Town of Paradise Valley. The results will become available for the police department to review the moment each survey is submitted as complete. The feedback received will be invaluable and help shape the future of the police department.

Citizens that do not want to participate do not need to respond. As with all texts, citizens may reply with STOP and that will opt them out of all future text surveys from the Paradise Valley Police Department.

It is important that everyone know that these surveys should not be used to report any type of emergency or crime. As always, call 9-1-1 for any emergency or (480) 948-7410 for any non-emergency incidents.

Engage your neighbors and ask if they know about the #NineOClockWalk Campaign.

Making a nightly habit can help us change the face of crime prevention. Help keep your neighborhood crime-free. End crime by walking it out. Search #NineOClockWalk on social media for safety tips and schedule your annual Home Security Review by contacting Community Resource Officer Steven McGhee at smcghee@paradisevalleyaz.gov

For the latest information, follow us the Paradise Valley Police Department:

www.ParadiseValleyPD.com

