Developing Problem-Specific Surveys

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Chula Vista Police Department

www.chulavistapd.org/surveys

POP Conference: September 23, 2008
Chula Vista City Snapshot

- 231,000 residents
- 245 officers

- Between San Diego and Mexican Border
Presentation Outline

- Surveys – why do them?
- Who should be surveyed?
- How should they be surveyed?
- Where can you get already-created surveys?
- Creating your own
Class Survey

- Has your department conducted a survey?
- Have you personally created a survey?
- Did the survey help you?
- How did you use the results?
- What problems did you encounter?
Why Do Surveys #1

- What is the problem?
  - Businesses: unwanted people on property
  - Officers: shoplifting
  - CFS: disturbing the peace
  - Crime stats: petty theft
Why Do Surveys #2

- Why is the problem happening?
  - Limited info in official data

- School traffic congestion (why)
  - Why do parents drive kids?
Reasons for Driving (am)

- Safety: 80%
- Save Time: 20%
- Too Far to Walk: 40%
- Too Cold: 60%
Safety Comments

- “I’m very concerned for the safety of my child while crossing E. Palomar Street.”
- “The greatest risk to our children is unsafe drivers…”
- “Maybe [the traffic] is terrible because of all the child abductions. We as parents are scared.”
AM Drivers and Walkers

Bus Stops

★ = All grades
★ = K/1st

Legend

Drivers
Walk or Other
Why Do Surveys #3

- Adult Walking: 40% Would Consider, 20% Already Do
- Vehicle Carpool: 30% Would Consider, 10% Already Do
- Linking Children to Walk Together: 20% Would Consider, 5% Already Do

Identify acceptable solutions
Why Do Surveys #4

- Build support for fixing problem
  - waiting areas
  - businesses

Day laborer site
Problems Reported by Both Businesses and Laborers

- Swarming vehicles
- Drinking alcohol
- Littering
Suggestions from Group

- Green loading zone
- Signage to help self-policing
- Signage/striping for traffic/pedestrian safety
- “No stopping” signs
- City trash cans
- E-mail address to send photos of problem behaviors to
Why Do Surveys #5

- To measure impact

Start of Enforcement Effort

- Crime went up 34%
- Crime went down 19%
- No change 32%
- Don't know 15%

End of Enforcement Effort

- Crime went up 19%
- Crime went down 34%
- No change 35%
- Don't know 12%

(Community Member Perceptions)
Why Do Surveys #6

- Inform key decision makers
  - Command staff
  - City council
Red Light Camera Survey Data

CHULA VISTA RESIDENT E-MAIL SURVEY

- 80% Concerned about red light running
- 65% favor red light cameras
- 18% oppose red light cameras
- 14% need more information
Speed Management Areas

Prepared By: CVPD Research & Analysis Unit
November 1, 2006

Source:
City Vista Information Technology Services,
Geographic Information Systems
Automated Regional Justice Information System (ARJIS)
Systematic Integrated Traffic Records System (SITRIS)
Citizen Bead Survey Results
# School Administrator Satisfaction with SROs

**Question 7a:** In general, how satisfied are you with the services of the Chula Vista Police Department School Resource Officer Unit?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>82%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>14%</td>
</tr>
<tr>
<td>Not too satisfied</td>
<td>4%</td>
</tr>
<tr>
<td>Not at all satisfied</td>
<td>0%</td>
</tr>
<tr>
<td>No opinion</td>
<td>0%</td>
</tr>
</tbody>
</table>
Should You Even Do a Survey?

- If you know what your focus problem is, check the POP guide
  - Example: panhandling
    http://www.popcenter.org/problems/panhandling/2

- Can you answer the POP guide analysis questions with existing data?
Who Should Be Surveyed?

- People affected by problem
  - Business Managers (esp. risky facilities)
  - Employees
  - Victims
  - Offenders
  - Residents
  - Students/teachers/parents
# Employee Crime/Disorder Concerns

<table>
<thead>
<tr>
<th>Issue</th>
<th>% “Very Concerned”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Theft</td>
<td>60%</td>
</tr>
<tr>
<td>Vehicle Burglary</td>
<td>59%</td>
</tr>
<tr>
<td>Shoplifting</td>
<td>50%</td>
</tr>
<tr>
<td>Robbery</td>
<td>49%</td>
</tr>
<tr>
<td>Vandalism</td>
<td>41%</td>
</tr>
<tr>
<td>Transients</td>
<td>36%</td>
</tr>
<tr>
<td>Panhandling</td>
<td>39%</td>
</tr>
<tr>
<td>Disorderly People</td>
<td>33%</td>
</tr>
<tr>
<td>Graffiti</td>
<td>28%</td>
</tr>
<tr>
<td>Day Laborers</td>
<td>18%</td>
</tr>
</tbody>
</table>
Vehicle Theft

- Thieves’ perspectives
- Victims’ perspectives

You don't have to go to the extreme...

Get a Hidden Kill Switch
- Thieves don’t like them because they can’t find them.
- Cost: $15 to $125
- Installed at automotive electric shops.

Other Ways to Deter Thieves
- Use a brake pedal lock.
- Never leave valuables in view, even if car is locked. Cell phones, CDs, etc. attract thieves.
- Park in a secure garage or gated area whenever possible.
- Always lock your car doors.
- Never leave your keys in the ignition, even for a minute.
- Shop in areas that have electronic gate arms at entrances and exits, and security personnel on bikes.

Looking For A New Car?
- Make sure it has a transponder-based passive immobilizer.

www.chulavistapd.org/police/services/ for a listing of newer vehicles with this feature.

Don’t be a STATISTICA!
1 in 71 cars registered in Chula Vista were stolen last year. Is your car at risk?

- 1 in 7 Saturn SLS (ys.1992-1995) were stolen
- 1 in 9 Toyota Camrys (ys.1987-1991) were stolen
- 1 in 9 Nissan Sentras (ys.1991-1994) were stolen
- 1 in 10 Acura Integra (ys.1990-1996) were stolen
- 1 in 12 Ford F-150s (ys.1997-1998) were stolen
- 1 in 13 Nissan Altimas (ys.1995-1997) were stolen
- 1 in 14 Plymouth Voyager (ys.1992-1996) were stolen
- 1 in 15 Honda Accords (ys.1990-1996) were stolen
- 1 in 15 Honda Civics (ys.1988-1991) were stolen

Many cars not listed above are at high risk. Don’t chance it - protect your vehicle!
How Can People Be Surveyed?

- Paper
  - Mail
  - In-person interview
  - Drop-off/pick-up
  - Drop-off/return stamp

- Telephone

- E-mail/Internet
Who Should Conduct the Surveys?

- Depends on
  - Target group
  - Survey/project goal
  - Who’s available

Best Survey Methods Resource for Police:

“A Police Guide to Surveying Citizens and Their Environment” (BJA, Eck and LaVigne)

Where Can You Get Surveys?

- www.chulavistapd.org/surveys
- Google survey +topic
- Other police departments
- Local universities
Create Your Own

- What do you want to know?
- What can respondents tell you?
- What questions are already out there?
  - POP guides
  - Commercial survey software
- What do specialists want to know?
Three Small, But Important Things

- The survey intro paragraph
- The “other” option
- Check-boxes vs. open-ended questions
Review and Test Your Survey

- Do the “so what?” test
- Get multiple reviews
- Field test it
- Revise it
- Shorten it
- Translate it
Contact Information

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