



# Developing Problem-Specific Surveys

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[www.chulavistapd.org/surveys](http://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

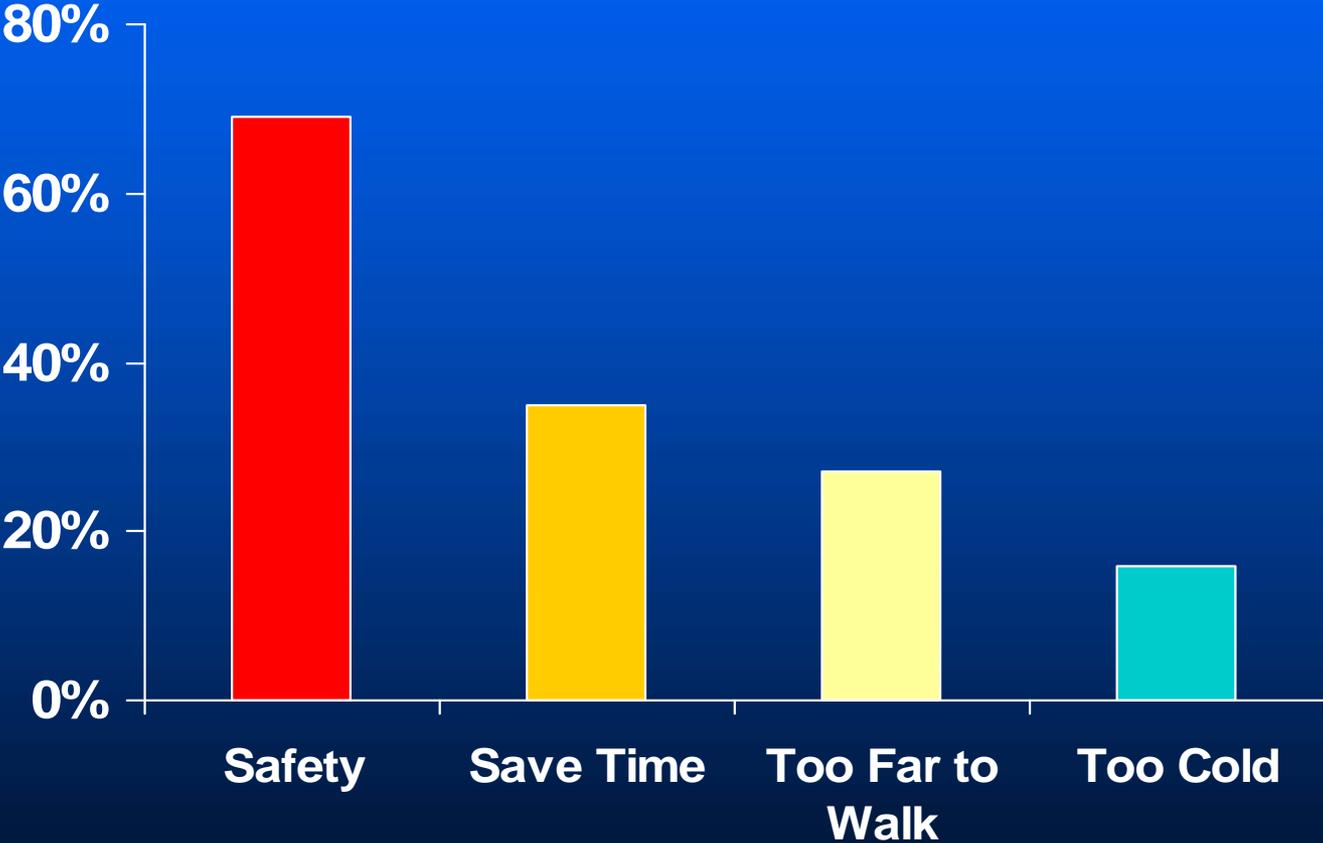


- What is the problem?
  - Businesses: unwanted people on property
  - Officers: shoplifting
  - CFS: disturbing the peace
  - Crime stats: petty theft

# 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 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

Paseo

3/4 Mile

1/2 Mile

1/4 Mile

LA MEDIA

TELEGRAPH CANYON

STANISLAUS

SANTA LUCIA

SANTA ANEZ

Park

PALOMAR

Heritage School

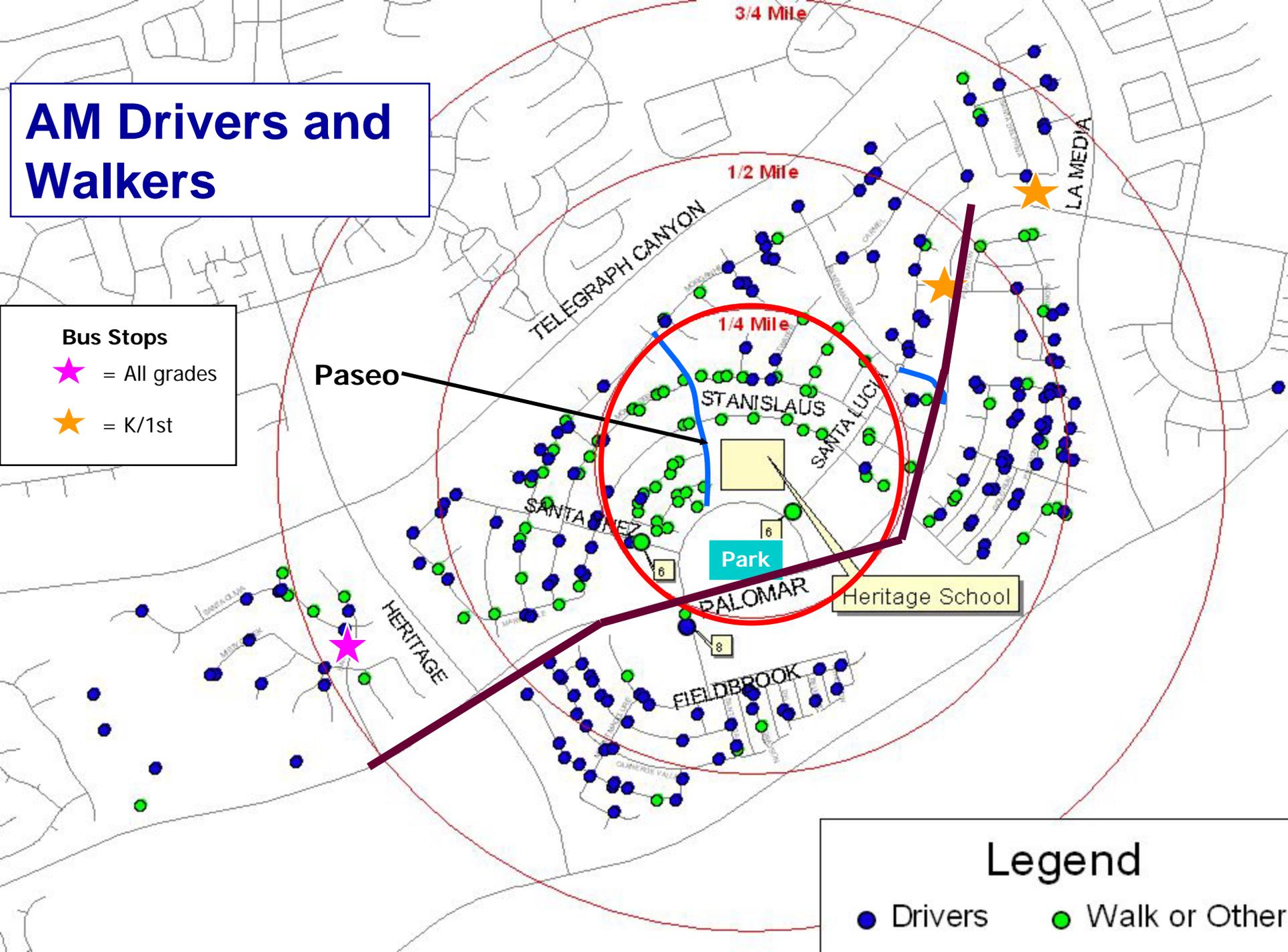
HERITAGE

FIELDBROOK

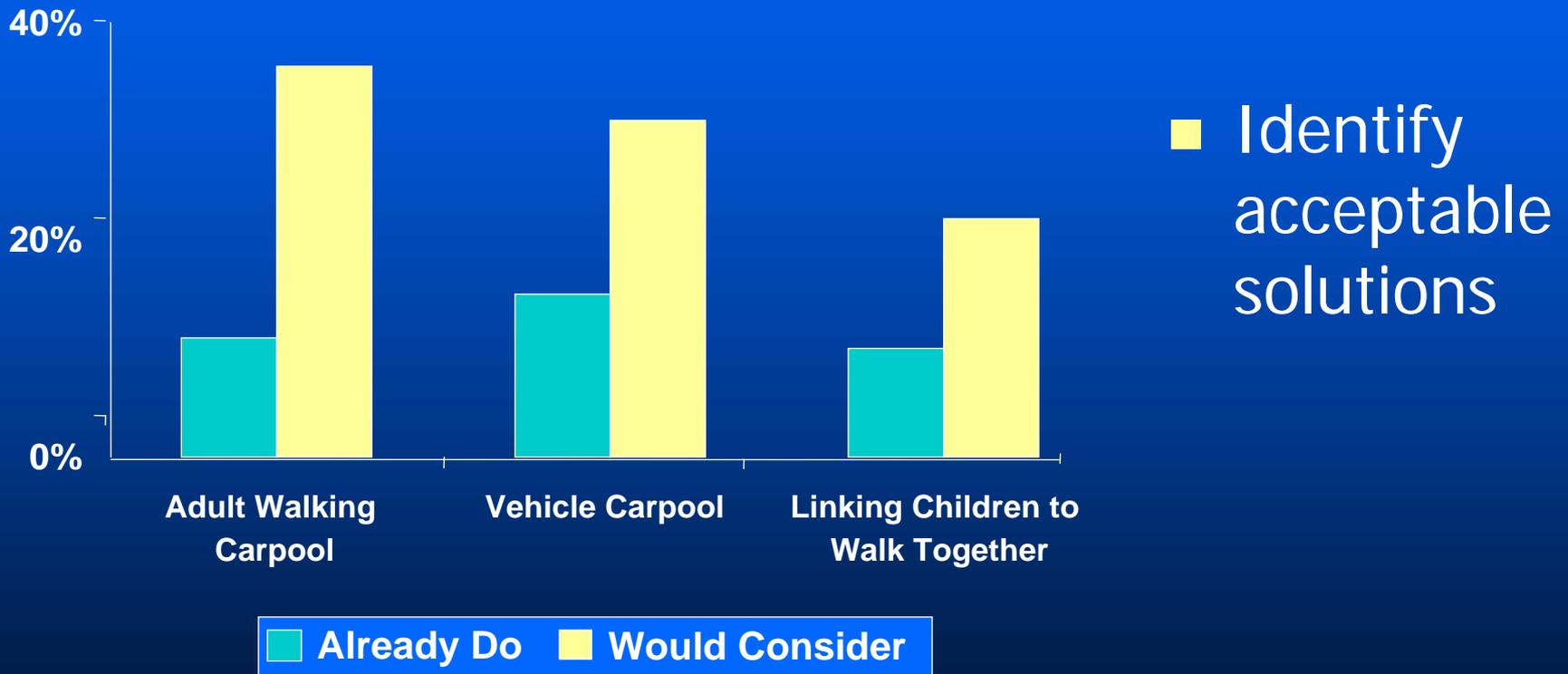
## Legend

● Drivers

● Walk or Other



# Why Do Surveys #3



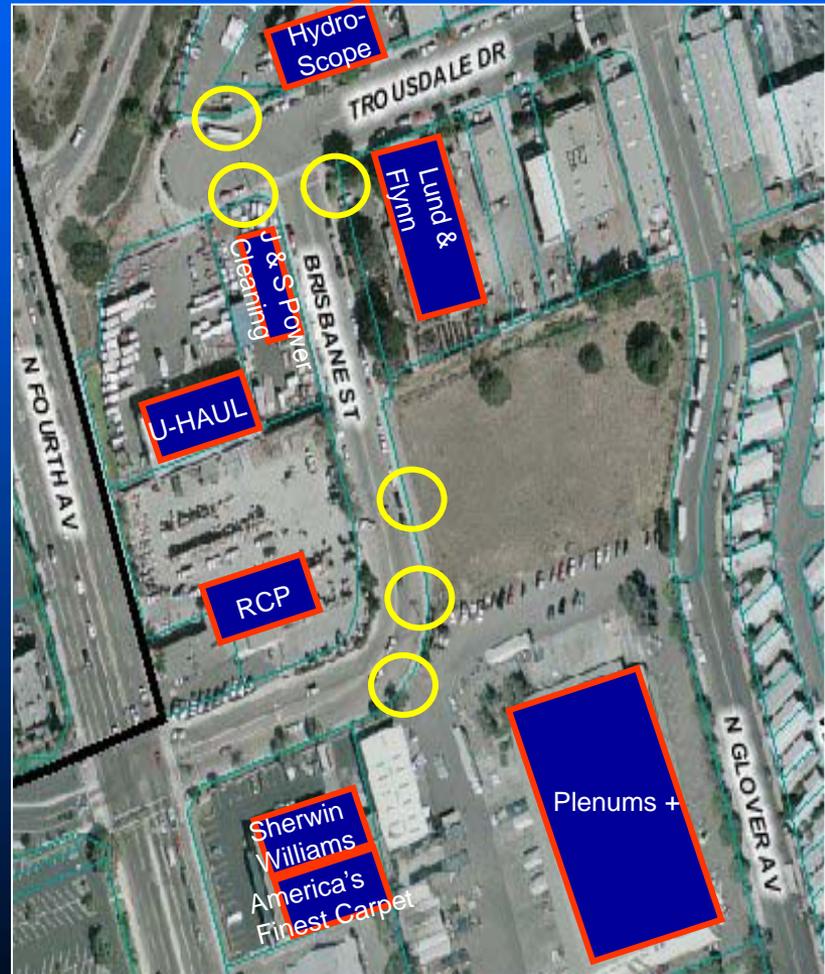
# Why Do Surveys #4

- Build support for fixing problem

○ waiting areas

▭ businesses

Day laborer site →

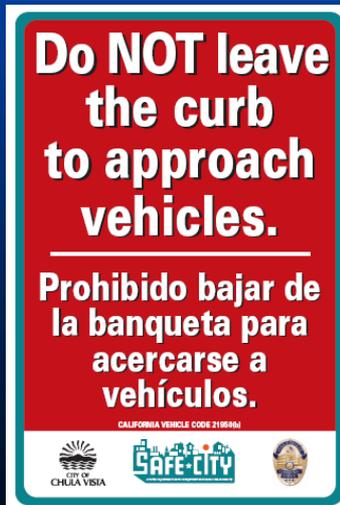


# Problems Reported by Both Businesses and Laborers

- Swarming vehicles
- Drinking alcohol
- Littering



# Suggestions from Group



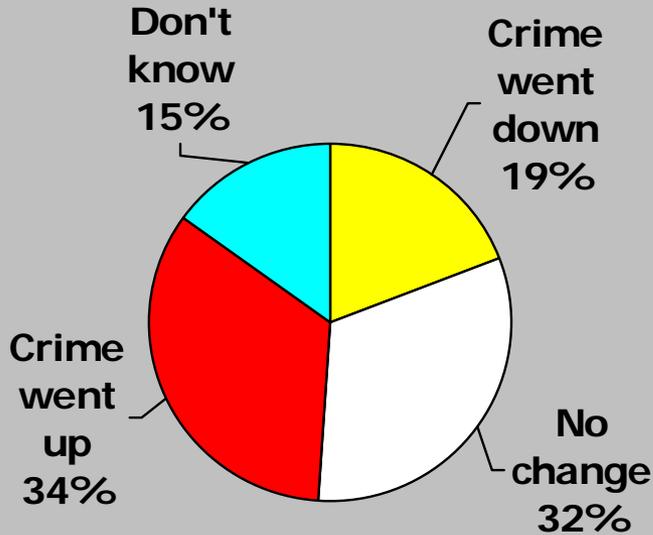
- Green loading zone
- Signage to help self-policing
- Signage/stripping for traffic/pedestrian safety
- “No stopping” signs
- City trash cans
- E-mail address to send photos of problem behaviors to



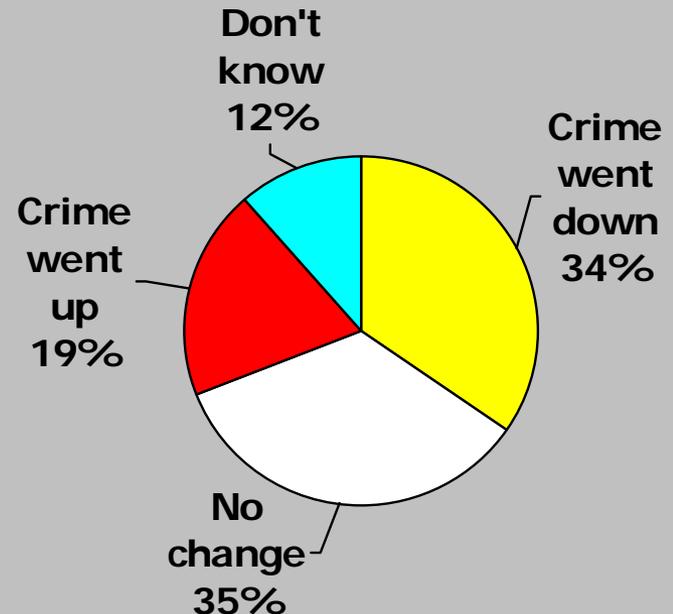
# Why Do Surveys #5

- To measure impact

Start of Enforcement Effort



End of Enforcement Effort



(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

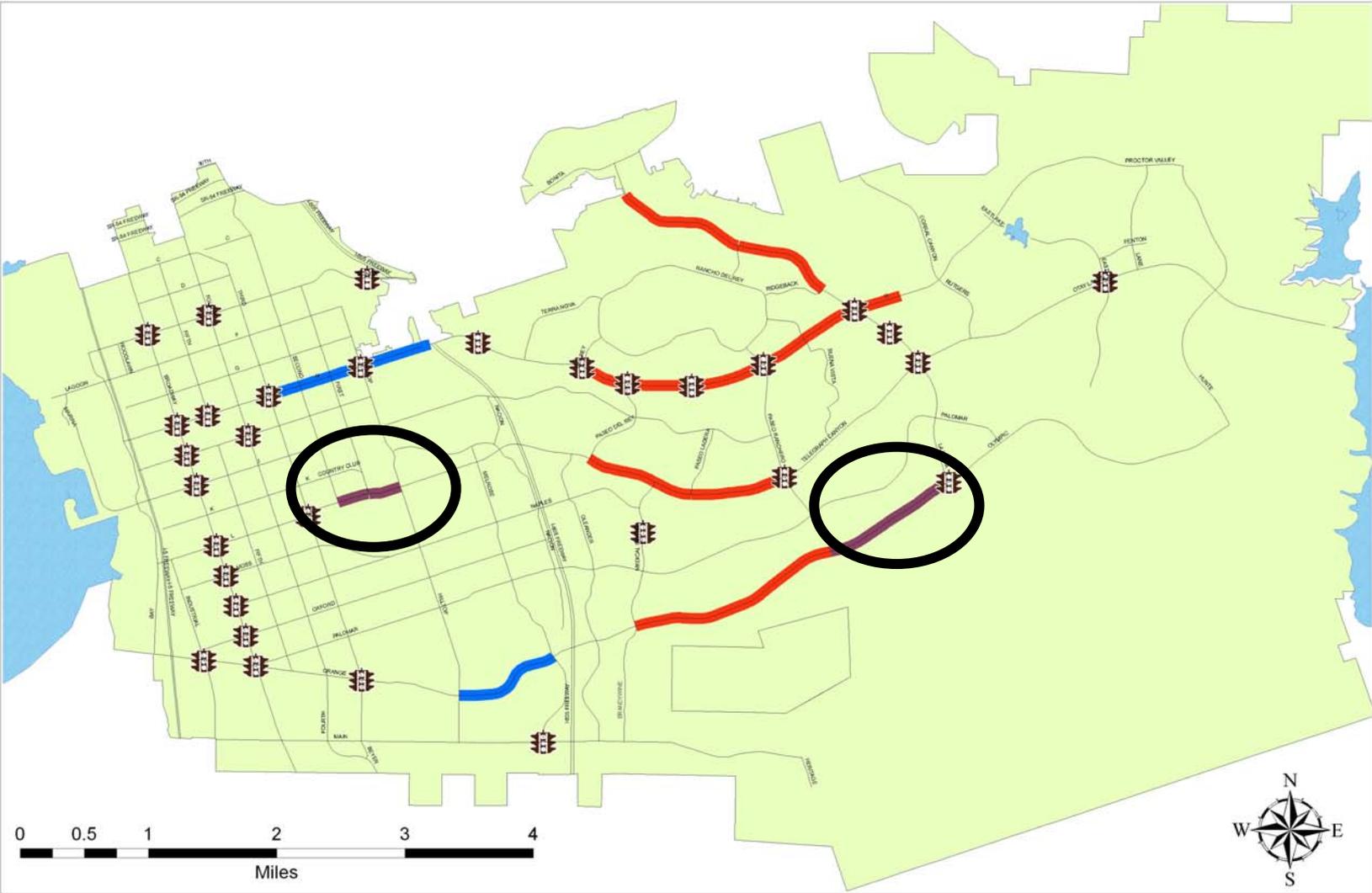
65% favor red light cameras

18% oppose red light cameras

14% need more information



# Speed Management Areas



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

**Speed Management Areas**

**Collision streets**

- █ Telegraph Canyon Rd.
- █ Otay Lakes Road
- █ Olympic Parkway
- █ East H Street

**Citizen complaint streets**

- █ L Street
- █ Olympic Parkway

**Citation streets**

- █ H Street
- █ Orange Avenue

**Major Intersections**

Sources:  
Chula Vista Information Technology Services,  
Geographic Information Systems,  
Automated Regional Justice Information System (ARJIS)  
Statewide Integrated Traffic Records System (SWITRS)  
Citizen Email 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?

| Response             | Percent |
|----------------------|---------|
| Very satisfied       | 82%     |
| Somewhat satisfied   | 14%     |
| Not too satisfied    | 4%      |
| Not at all satisfied | 0%      |
| No opinion           | 0%      |

# 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



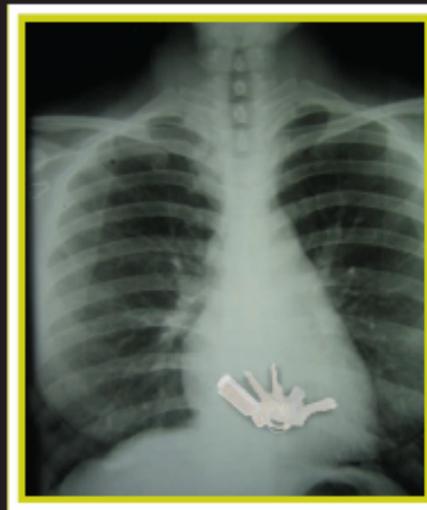
# Employee Crime/ Disorder Concerns

| Issue             | % “Very Concerned” |
|-------------------|--------------------|
| Vehicle Theft     | 60%                |
| Vehicle Burglary  | 59%                |
| Shoplifting       | 50%                |
| Robbery           | 49%                |
| Vandalism         | 41%                |
| Transients        | 36%                |
| Panhandling       | 39%                |
| Disorderly People | 33%                |
| Graffiti          | 28%                |
| Day Laborers      | 18%                |

# Vehicle Theft

- Thieves' perspectives
- Victims' perspectives

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



to help prevent  
**AUTO THEFT.**



CHULA VISTA  
POLICE DEPARTMENT

[www.chulavistapd.org](http://www.chulavistapd.org)

## 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.

visit [www.chulavistapd.org/autotheft/immob](http://www.chulavistapd.org/autotheft/immob)  
for a listing of newer vehicles with this feature.

## Don't be a STATISTIC!

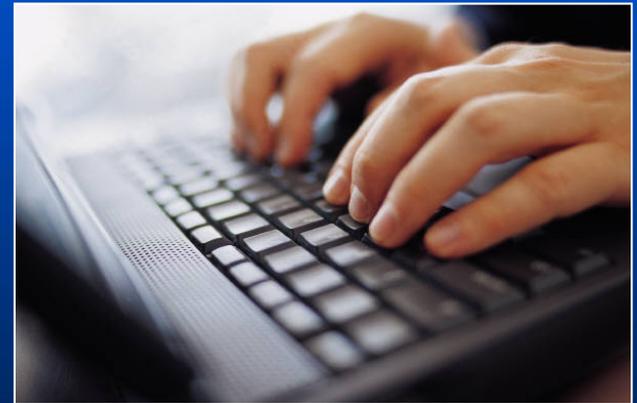
1 in 71 cars registered in Chula Vista were stolen last year.  
Is your car at risk?

- 1 in 7 Saturn SLs (yrs.1992-1995) were stolen
- 1 in 9 Toyota Camrys (yrs.1987-1991) were stolen
- 1 in 9 Nissan Sentras (yrs.1991-1994) were stolen
- 1 in 10 Acura Integras (yrs. 1990-1998) were stolen
- 1 in 12 Ford F-150s (yrs.1997-1998) were stolen
- 1 in 13 Nissan Altimas (yrs.1995-1997) were stolen
- 1 in 14 Plym. Voyagers (yrs. 1992-1996) were stolen
- 1 in 15 Honda Accords (yrs.1990-1996) were stolen
- 1 in 15 Honda Civics (yrs.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)

<http://www.ncjrs.gov/pdffiles/polc.pdf>

# Where Can You Get Surveys?

- [www.chulavistapd.org/surveys](http://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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