



2009 POP
Conference

Crime & Disorder at Motels



Chula Vista Police Department

David Eisenberg
Don Hunter
Karin Schmerler

Chula Vista: Where is it?

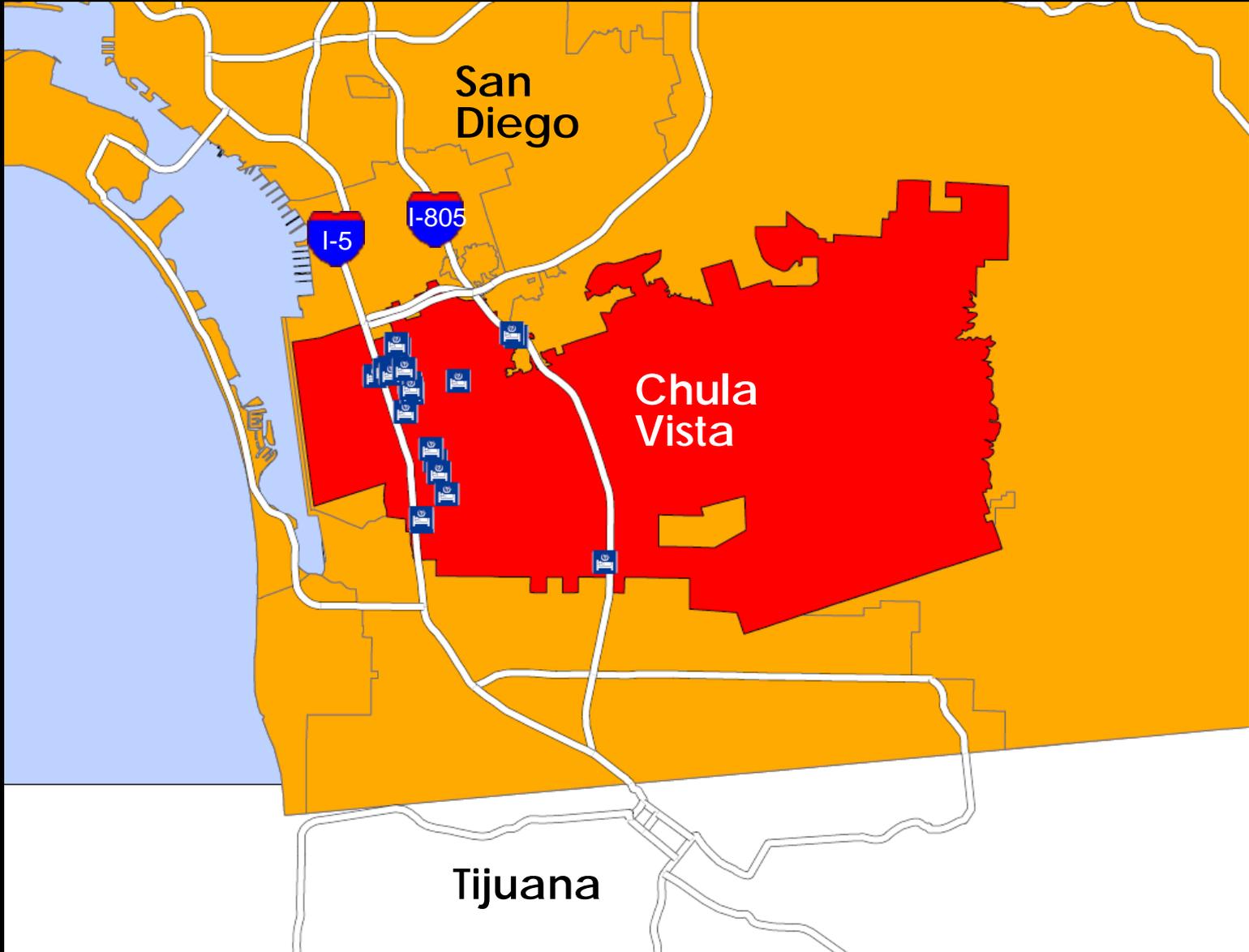


233,000
residents

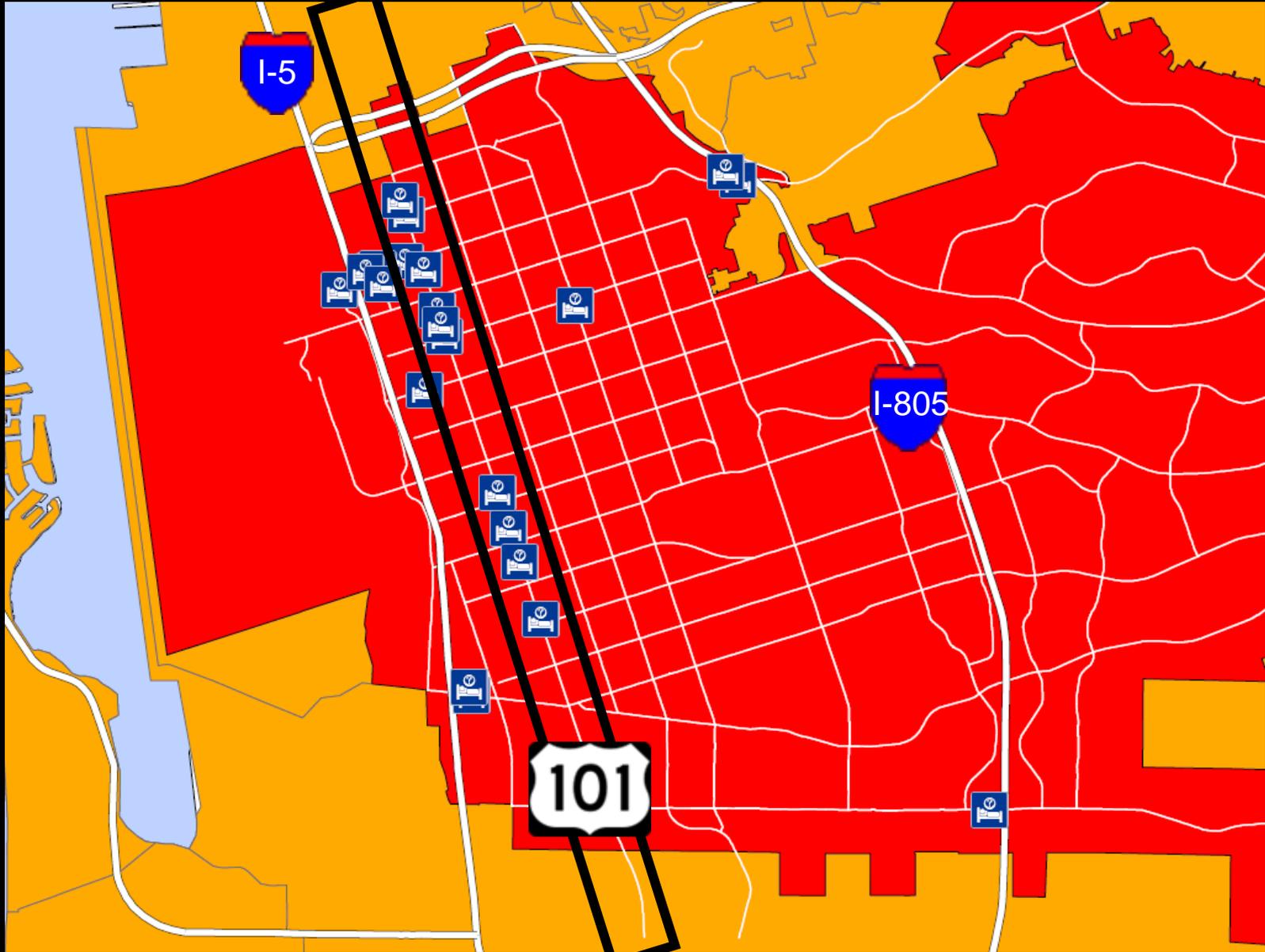


240 sworn
officers

Chula Vista Hospitality Locations



Chula Vista Hospitality Locations



Nearby Attractions

San Diego



Mexico



City Attractions

Marina



Rural



Olympic Training Center



Amphitheater



Off road racing



Water park



Scanning



Chula Vista Police Department

Crime at Motels

345 crime cases in 2003

- 54 violent crimes

- 9 rapes
- 10 robberies
- 35 assaults

- 61 drug arrests



(data includes simple assaults)

Julia Vista Police Department

Weapons Seized at Motels



Tech-9 Machine Gun with
30-round Clip; 380 semi-auto



Flamethrower

Disorder at Motels

1,200 CFS per year (average)

- Disturbances
- Fights
- Welfare checks
- Noise complaints



(1,200 figure includes certain officer-initiated CFS, such as vehicle theft recoveries)

City Image Suffered

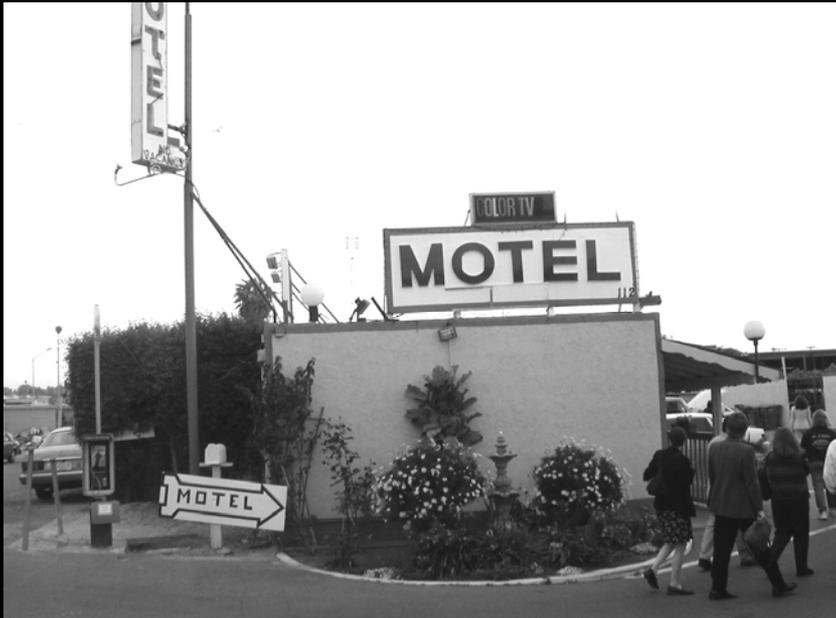
- Major employers wouldn't use city motels
- Criminals sought out city motels
- Elected and business officials very concerned



Early Efforts

(1997-2001)

- Met with all motels
- Increased enforcement



- Passed photo ID ordinance
- Conducted "motel tours" with city officials

Despite efforts, problems remained at motels

Collaborative Goals

- Fewer motel CFS
- More safe, clean lodging in city
- Improved appearance of motels
- Increased tourist occupancy



Chula Vista
Chamber of
Commerce





Analysis



Chula Vista Police Department

Studying the Problem (2001-2005)

- Initial CFS analysis
- Observations
- Motel “user” surveys
- Manager interviews
- Environmental surveys
- Literature review/site visits
- Investigating causes



Initial CFS Analysis

- Unexpected hot time
- Many incidents occurred in rooms



- 5 motels accounted for 28% of rooms, but 53% of CFS

A Common Denominator

$$\text{CFS} \div \text{Rooms} = \text{CFS Ratio}$$

$$120 \text{ CFS} \div 40 \text{ Rooms} = 3.0$$

Observations

(3 motels)

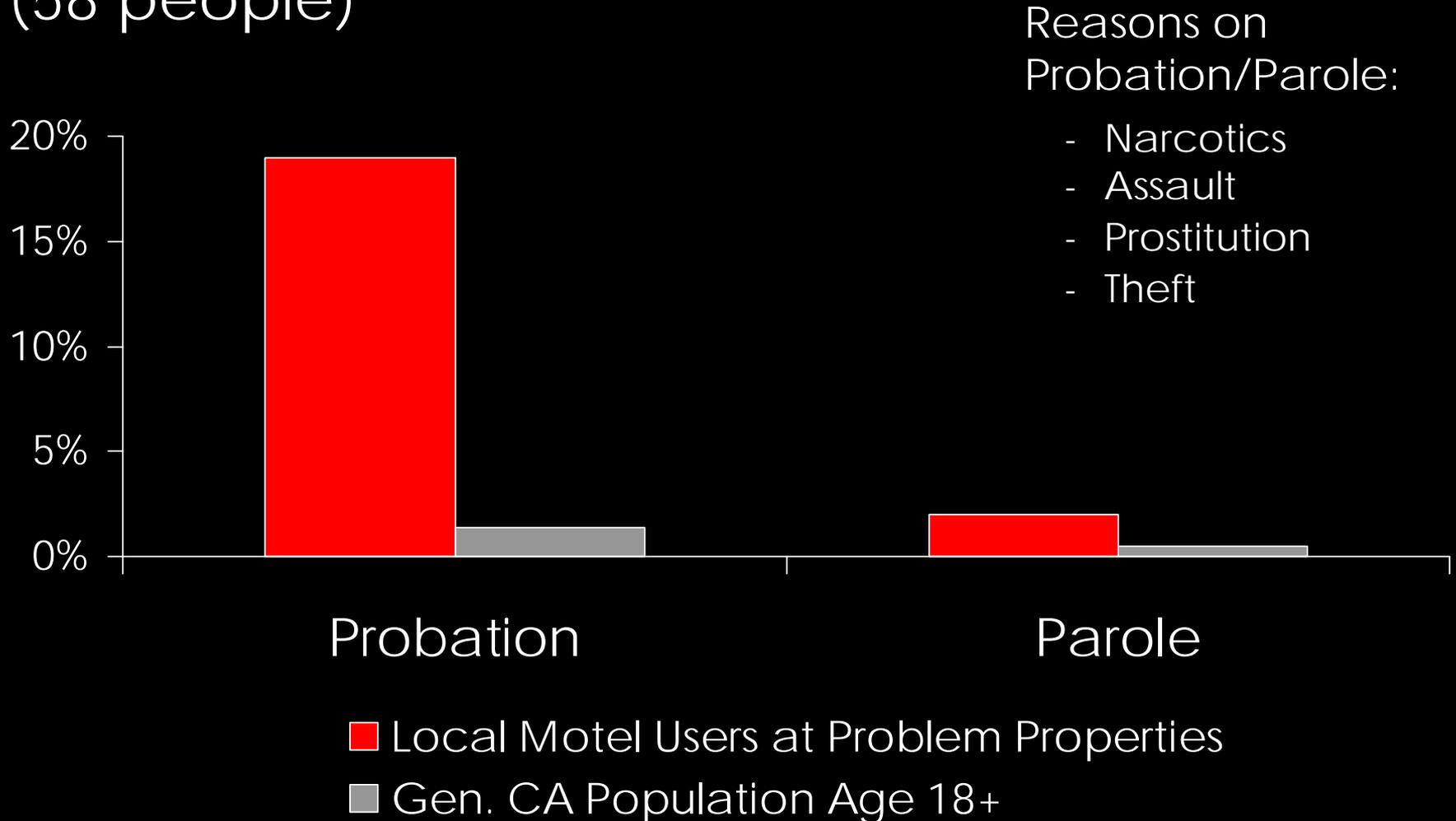
- People came on bikes/on foot
- Room doors left open
- Lack of tourists/businesspeople

Impromptu party
outside room



Motel User Survey: Locals High Risk

(58 people)



Manager Interviews

(23 managers)

CFS correlated with:

- Local guests
- Long-term guests

Target Market for
Chula Vista Motels



Physical Design Surveys

(26 properties)



- 62% no door chain
- 33% no peephole
- 28% no deadbolt

Site Visits

- Buena Park, CA
- Oakland, CA
- San Diego, CA



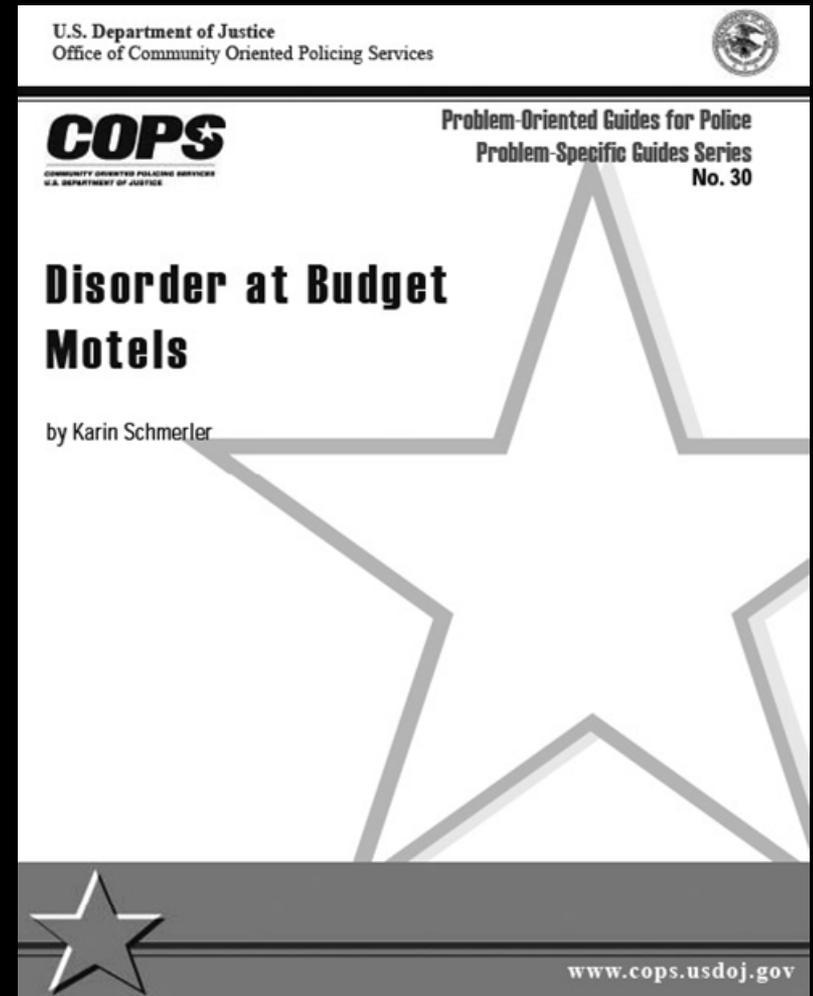
Blue Swallow
MOTEL

NOTICE TO ALL GUESTS

- PLEASE PROVIDE A VALID STATE I.D. OR LICENSE IN ORDER TO RENT A ROOM.
- THE MANAGEMENT DOES SHARE INFORMATION WITH THE CITY OF SAN DIEGO AND SAN DIEGO POLICE DEPARTMENT ON THE OCCUPANTS OF ALL ROOMS.
- THE MANAGEMENT DOES AND WILL SHARE INFORMATION TO SAN DIEGO POLICE UPON REQUEST FROM THE POLICE DEPARTMENT.
- THE MANAGEMENT WILL ASK GUESTS TO VACATE THE ROOMS IF WE SUSPECT ANY ILLEGAL ACTIVITIES IN THE ROOM WITHOUT REFUND.
- MANAGEMENT WILL NOT ALLOW ANY VISITORS AFTER 10:00 P.M.
- MANAGEMENT HOLDS THE RIGHT TO REFUSE SERVICE TO ANYBODY.
- THE MANAGEMENT WILL INFORM SAN DIEGO POLICE DEPARTMENT IF THEY SUSPECT ANY ILLEGAL ACTIVITIES IN ANY OF THE ROOMS.
- GUESTS MUST FILL-OUT REGISTRATION CARD AND PROVIDE VALID STATE I.D. IT IS ILLEGAL TO BE IN THE ROOM WITHOUT PROPER REGISTRATION.

Literature Review

- POP guide
- Tukwila, WA
- Stockton, CA

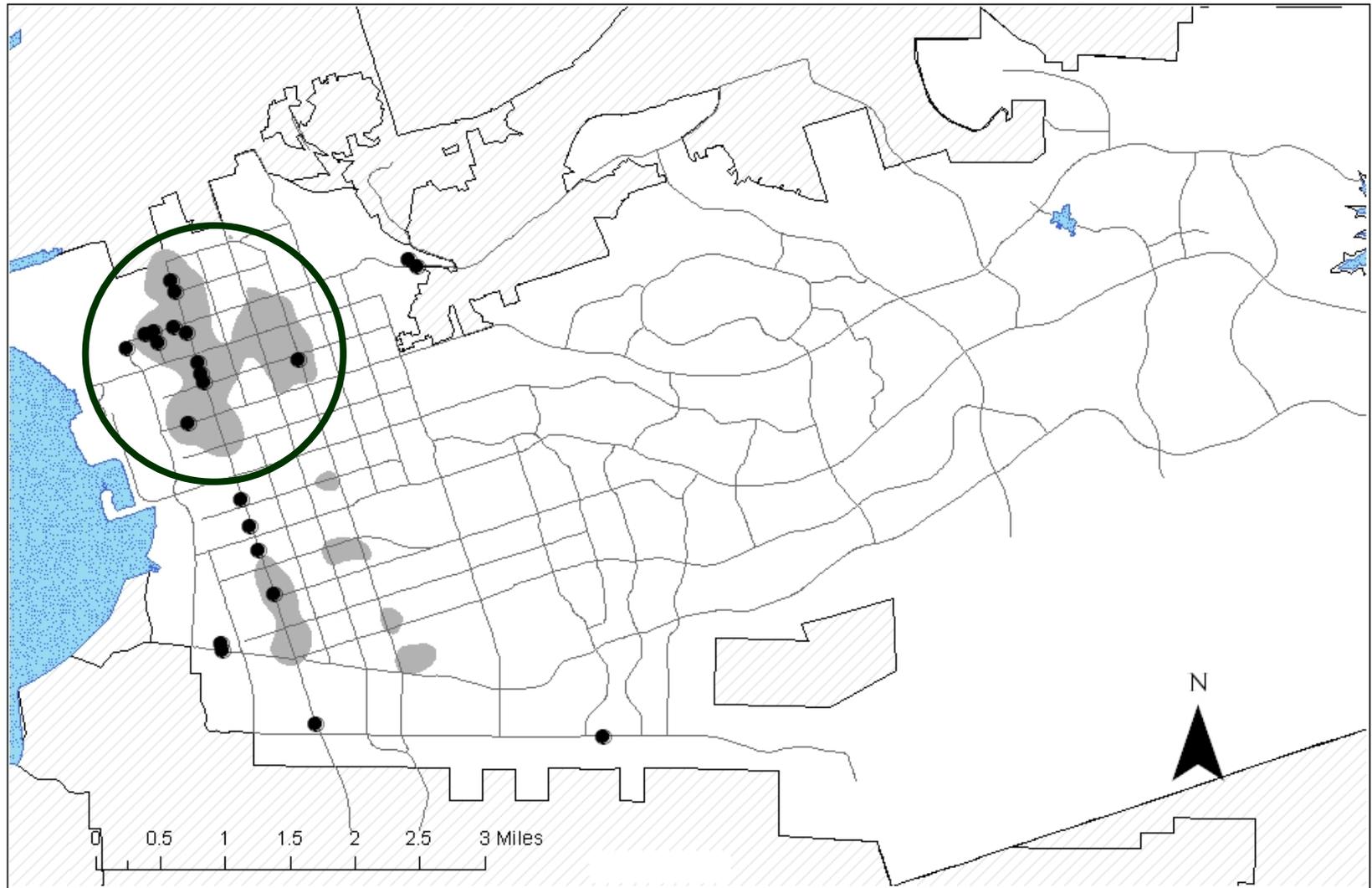


Investigating Causes

- Bad neighborhood
- Low room price
- Local clientele
- Insufficient police attention
- Poor management practices



Citizen-Initiated CFS Hotspots and Chula Vista Motel/Hotel Locations: 2003



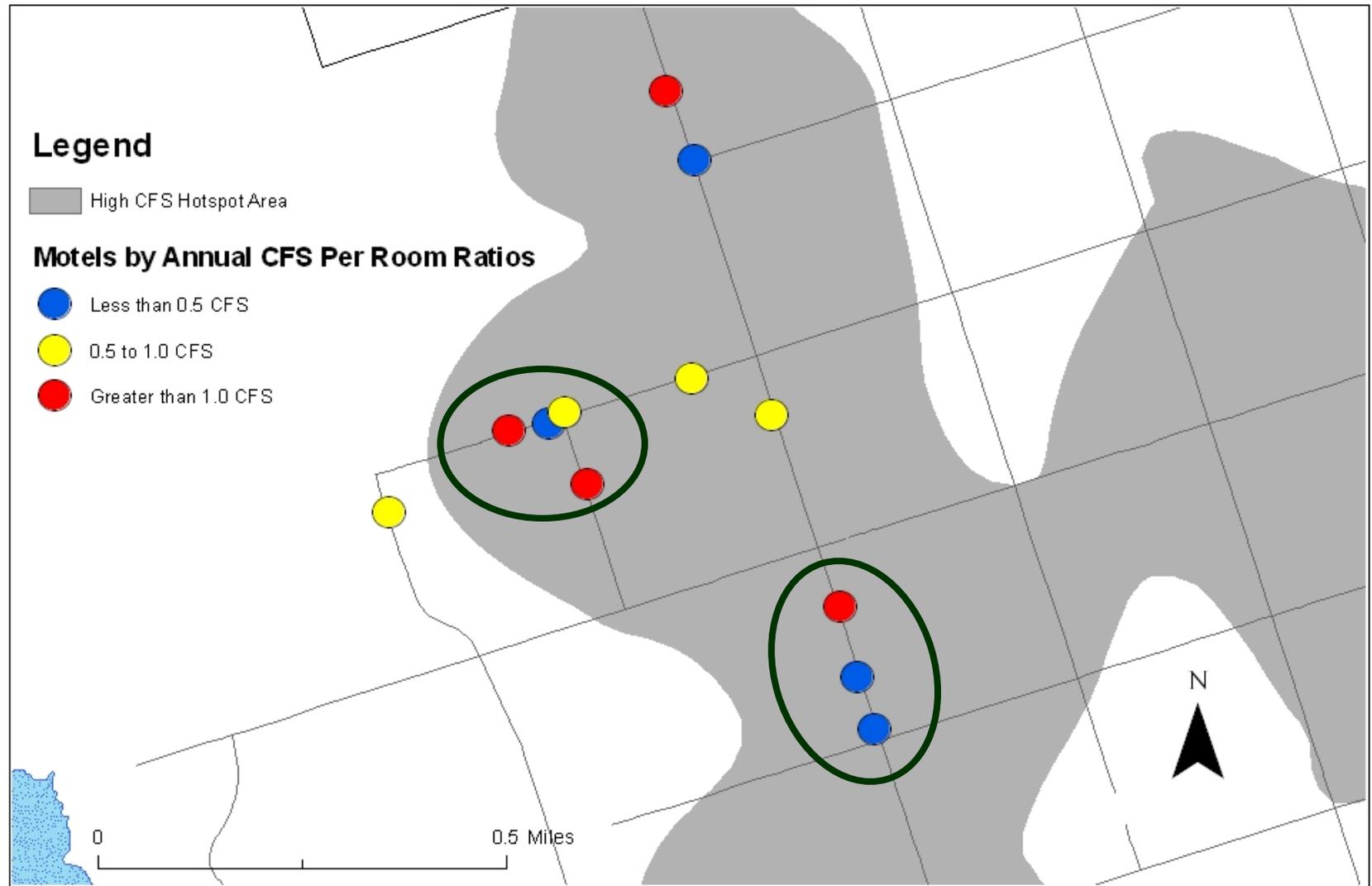
Prepared By:
CVPD Research & Analysis Unit (K. Schmerler)

Legend

- High CFS Hotspot Area
- Motels and Hotels

Sources:
Chula Vista Information Technology Services,
Geographic Information Systems,
Chula Vista Police Department

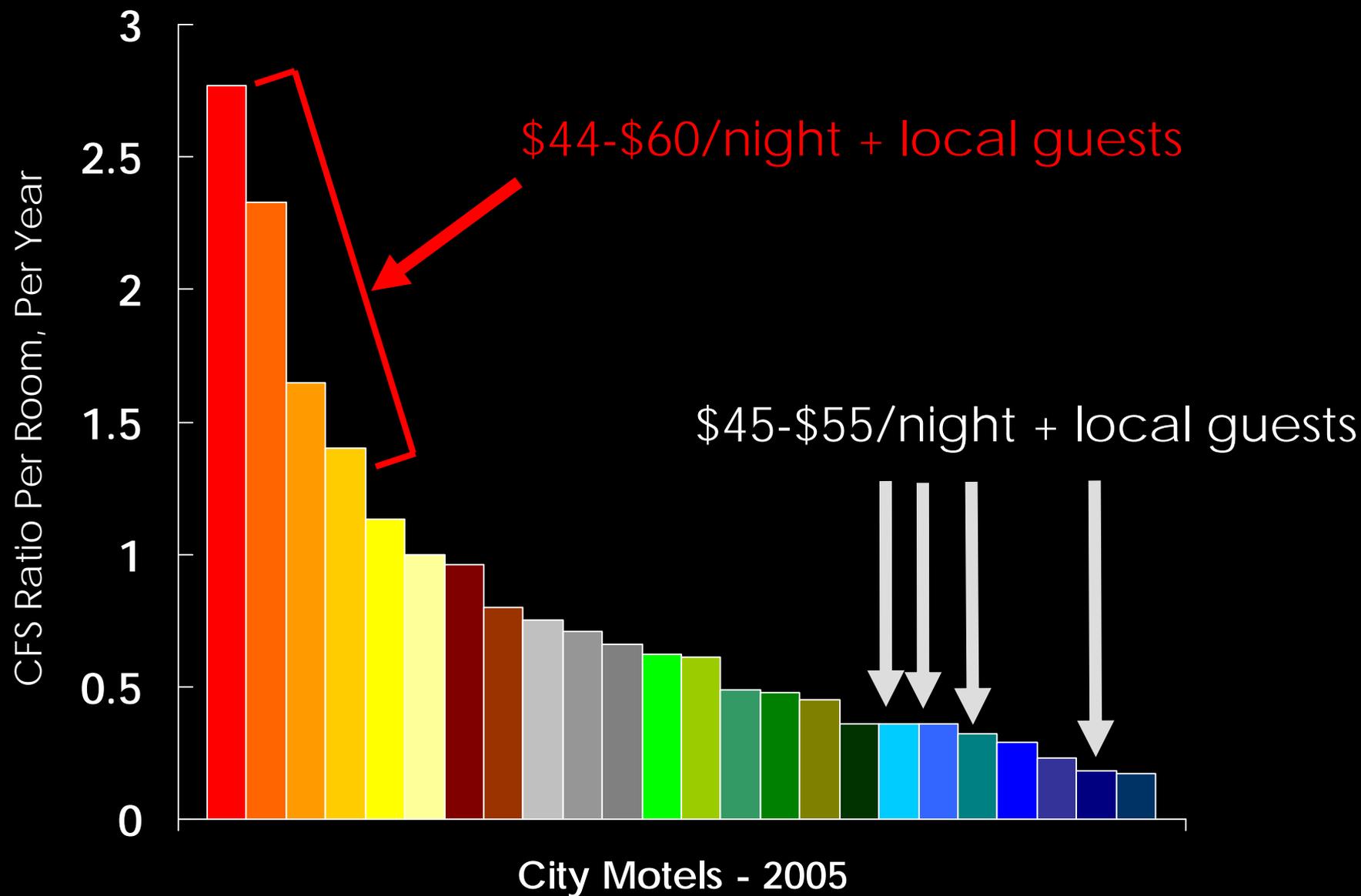
Northwest Chula Vista Motels and Hotels by Annual CFS Per Room Ratios: 2003



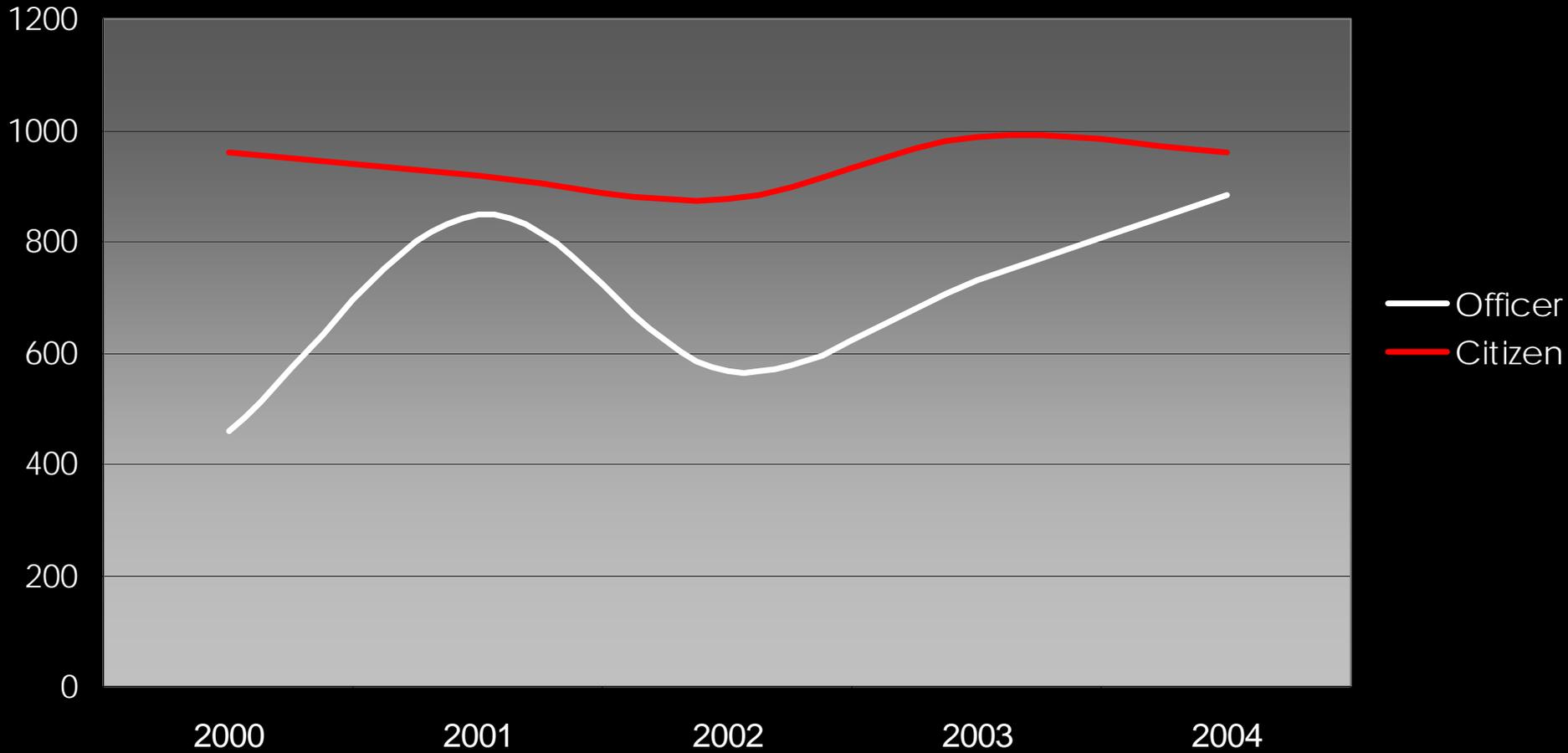
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CFS Per Room, Per Year to Motels/Hotels



Officer vs. Citizen Initiated CFS



What Causes Motel Problems?

Management Practices

- Attract problem clientele
- Conduct little/no guest screening
- Allow uncontrolled access to motel
- Do not provide good security





Response



Chula Vista Police Department

Early Responses (2003-2005)

- Group motel meeting
- On-site technical assistance
- CFS "report cards"
- Photo ID seminar



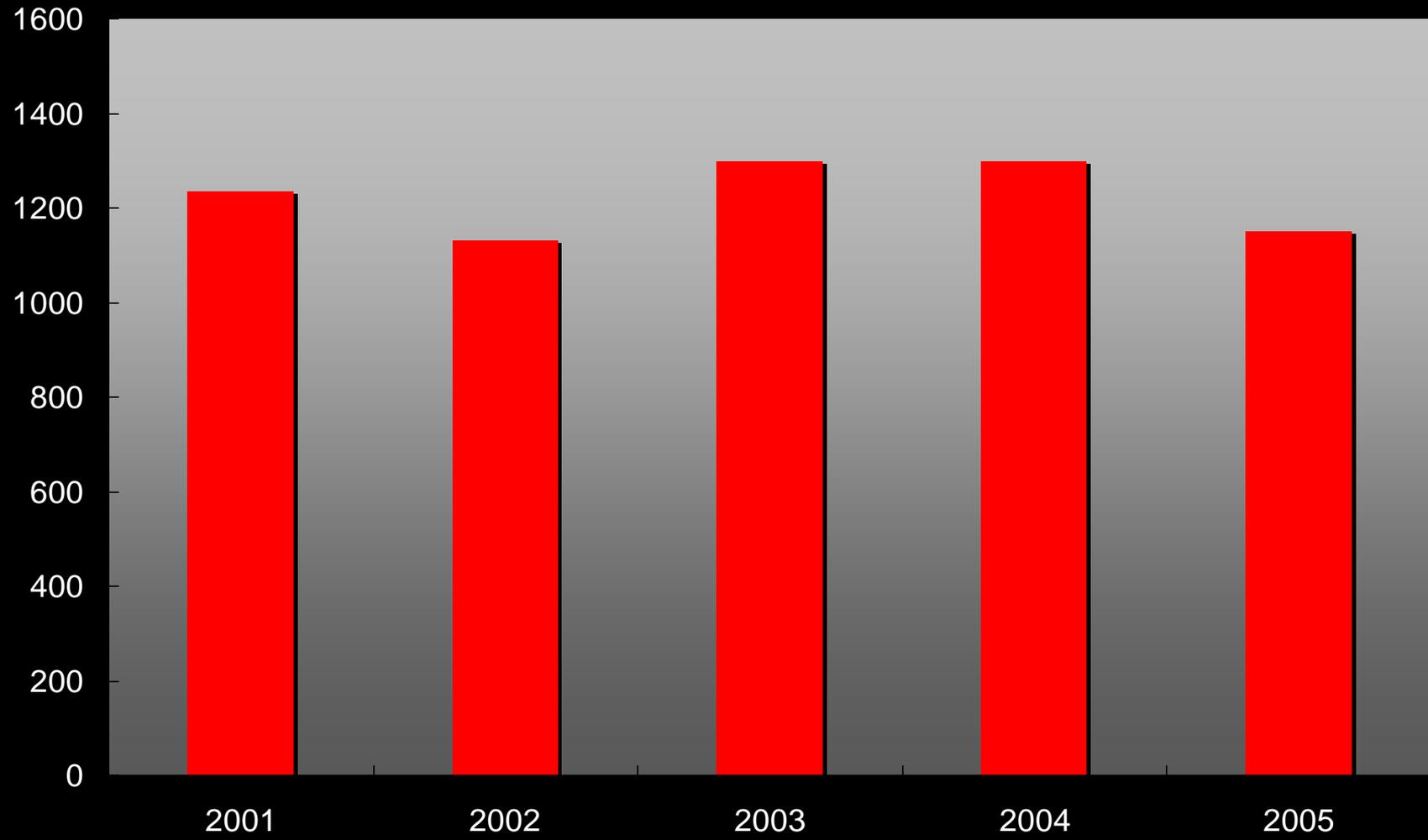
Code Enforcement

- Began yearly inspections
- Major problems found



- Two properties closed

No Change in CFS: 2001-2005



(This graph includes certain officer-initiated CFS, such as vehicle theft recoveries)

Goldstein Hierarchy



Bringing a civil action

Legislation mandating prevention

Charging a fee for police service

Withdrawing police service

Public shaming

Creating organization to assume ownership

Engaging another existing organization

Targeted confrontational requests

Straightforward informal requests

Educational programs

Drafted Motel Ordinance



City Attorney

Finance

Fire

Police

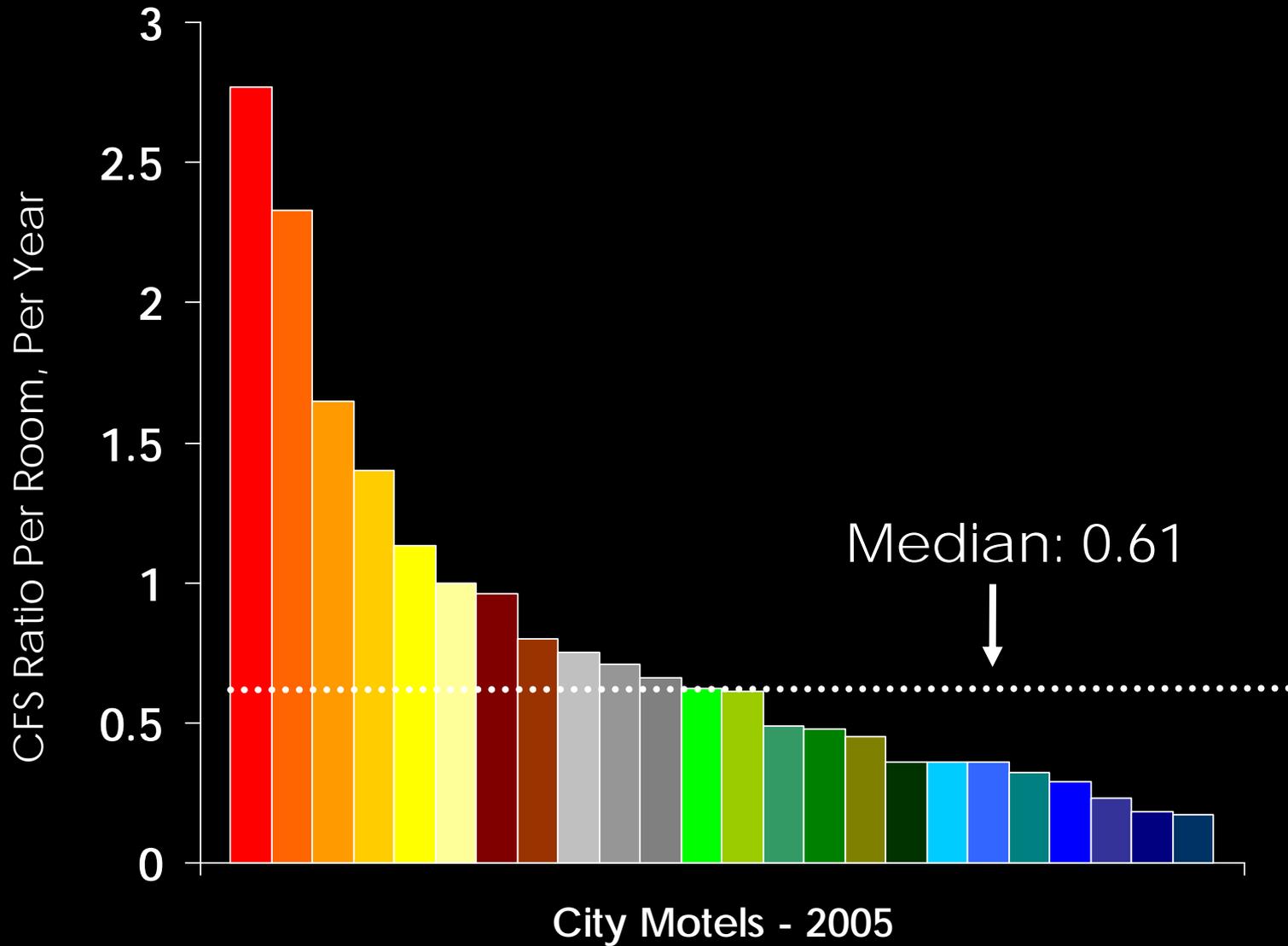
Planning & Building

Community

Development

- Collaborative effort of 6 city agencies
- Required annual permit to operate
- City could deny permit based on CFS

Established City Standard



Shifted Ownership of Problem

Motels decided what steps to take

- Guest / visitor screening
- Access control
- Private security
- Rules



First Permit Cycle (2006-2008)

- 22 motels met public safety standard
- 2 motels
 - Entered into MOUs with City
- 1 motel voluntarily closed

The San Diego Union-Tribune.

Motel ordinance passed in move to tackle crime

By Tanya Mannes
STAFF WRITER

August 10, 2006

CHULA VISTA – Officer Tim Biffle, on his beat patrolling the city's west side Friday night, stopped at the Big 7 motel on Broadway to check the guest registry

Running names through a law enforcement database, Biffle turned up a 28-year-old woman who was on probation for methamphetamine possession with a prior conviction for auto theft.

Biffle's search of the woman's room didn't turn up any drugs. But a few hours later, just down the street, he found methamphetamine in the room of a 25-year-old man, also on probation.



LAURA EMERY / Union-Tribune

The Chula Vista City Council has passed an ordinance requiring motels and hotels to apply annually for a lodging license



Assessment

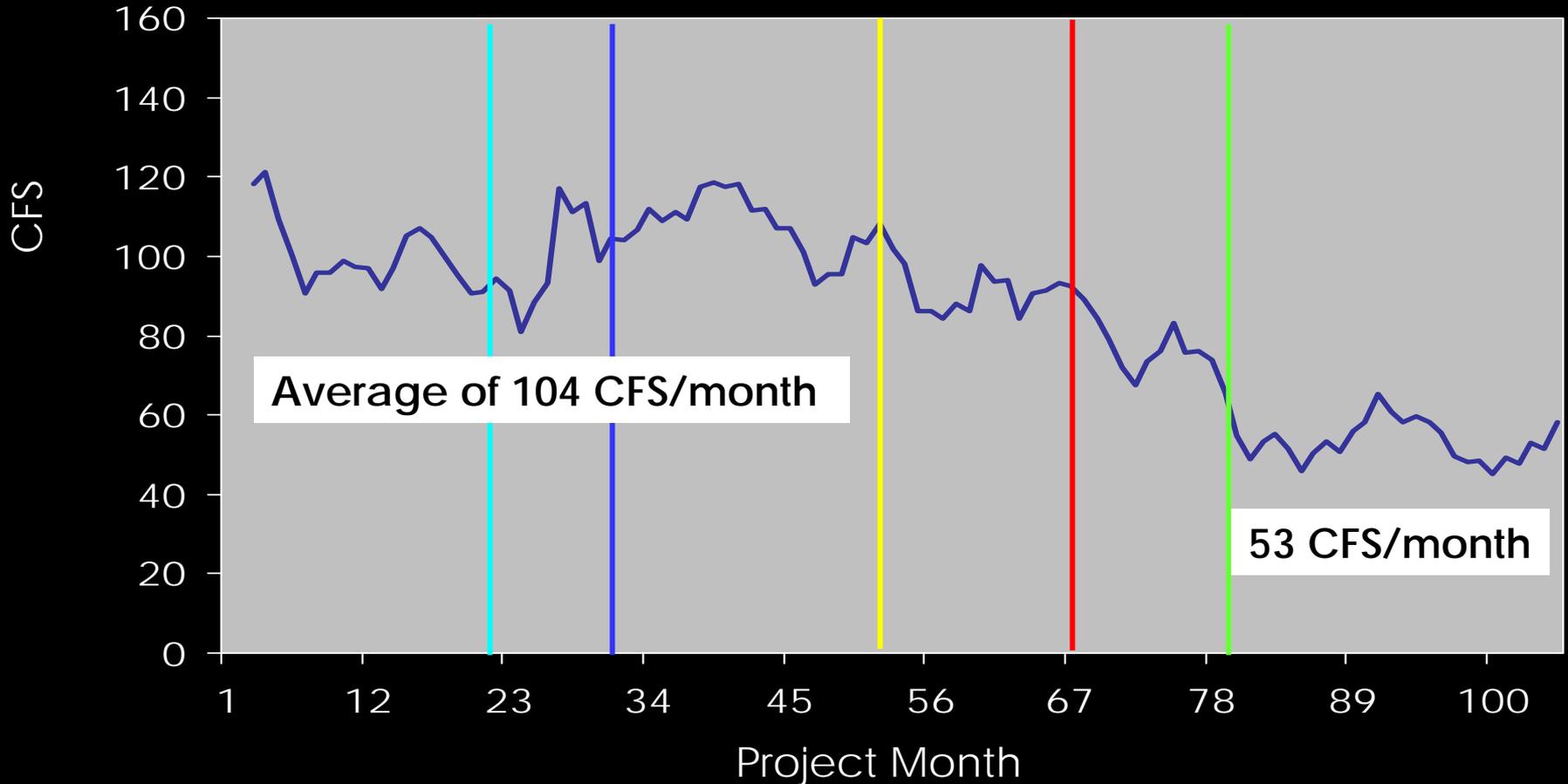


Chula Vista Police Department

CFS to Motels Reduced 49%

2001-2009 (3-month rolling average)

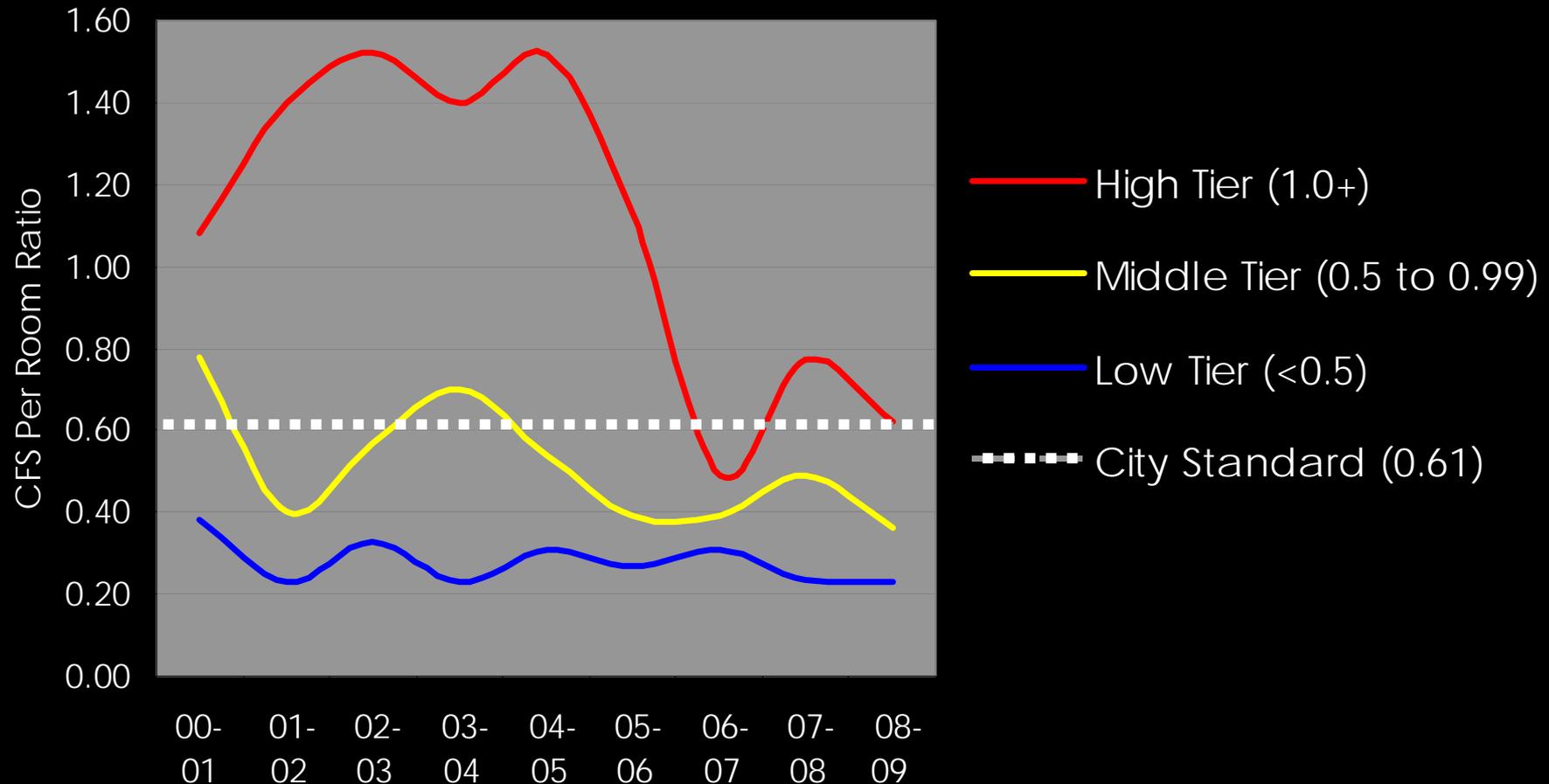
Project Planning 1st Manager Interviews 1st "Report Cards" Sent Tower Lodge Closed Permit Ordinance Passed All Motels in Compliance



(This graph includes certain officer-initiated CFS, such as vehicle theft recoveries)

Change in Median CFS Ratios of Motels in High, Middle and Low Ratio Tiers

(as of 2003-2004)

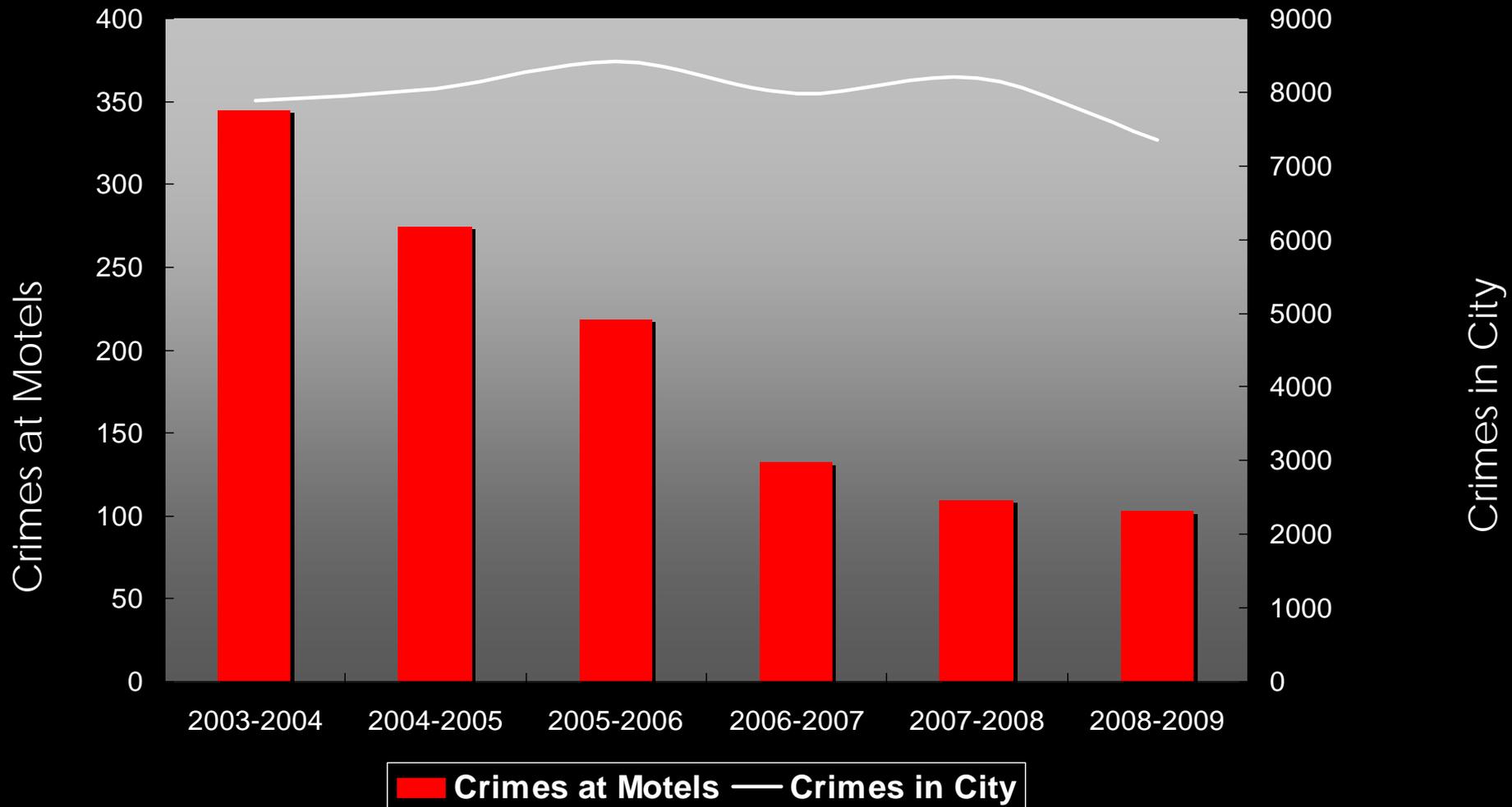


Change at Highest CFS Ratio Motels

Motel	00-06 CFS*	08-09 CFS	% Change
Chain A	243	73	-70%
Chain B	141	49	-65%
Independent A	97	30	-69%
Independent B	39	16	-59%

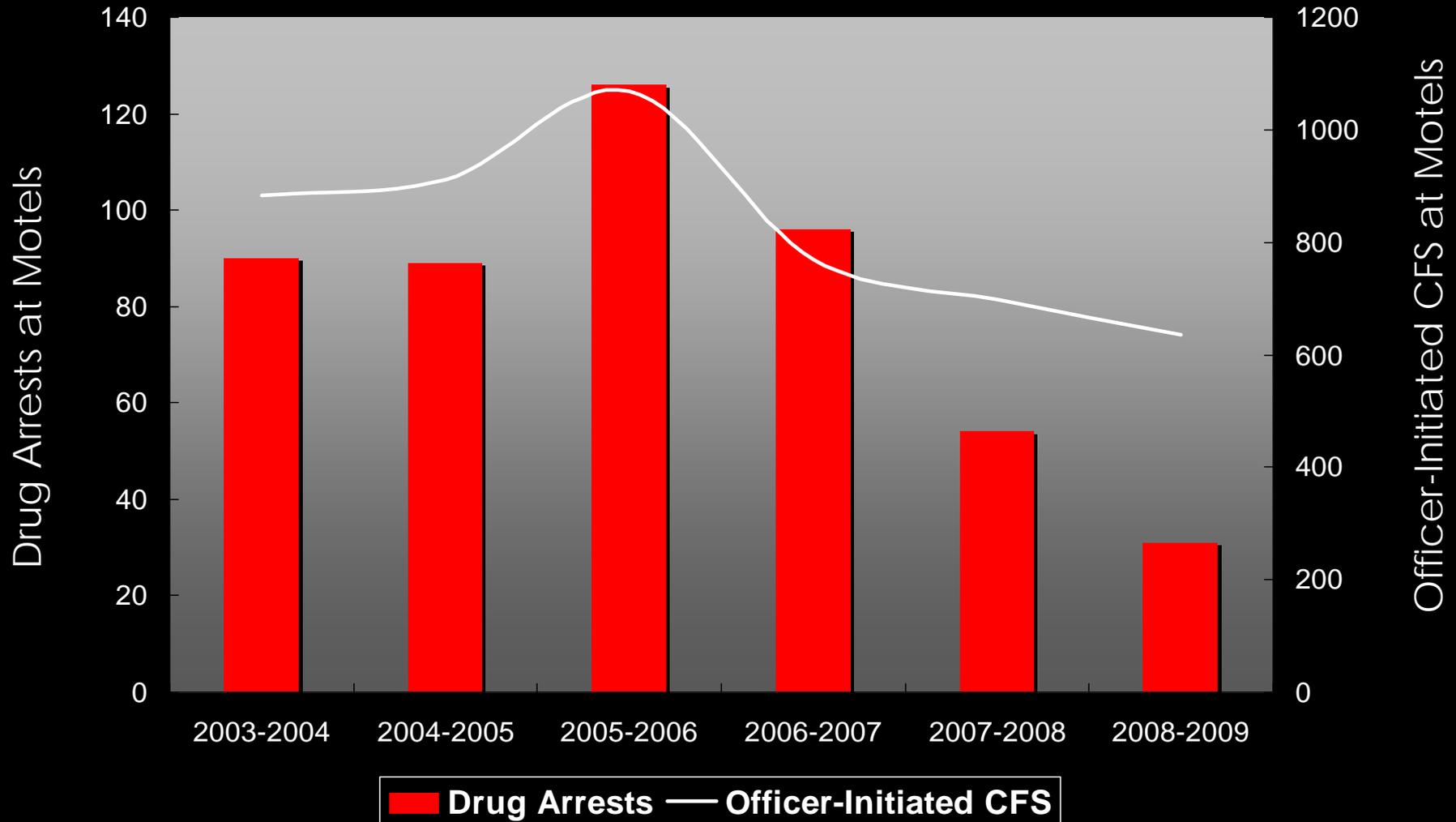
(*average of six 12-month performance periods between 10/1/00 and 9/30/06)

Crime at Motels Reduced 70%



(Data includes drug crimes against the state logged as crime cases. If these incidents are excluded, overall reduction is 65%. Crimes in city are by calendar year, beginning in 2003)

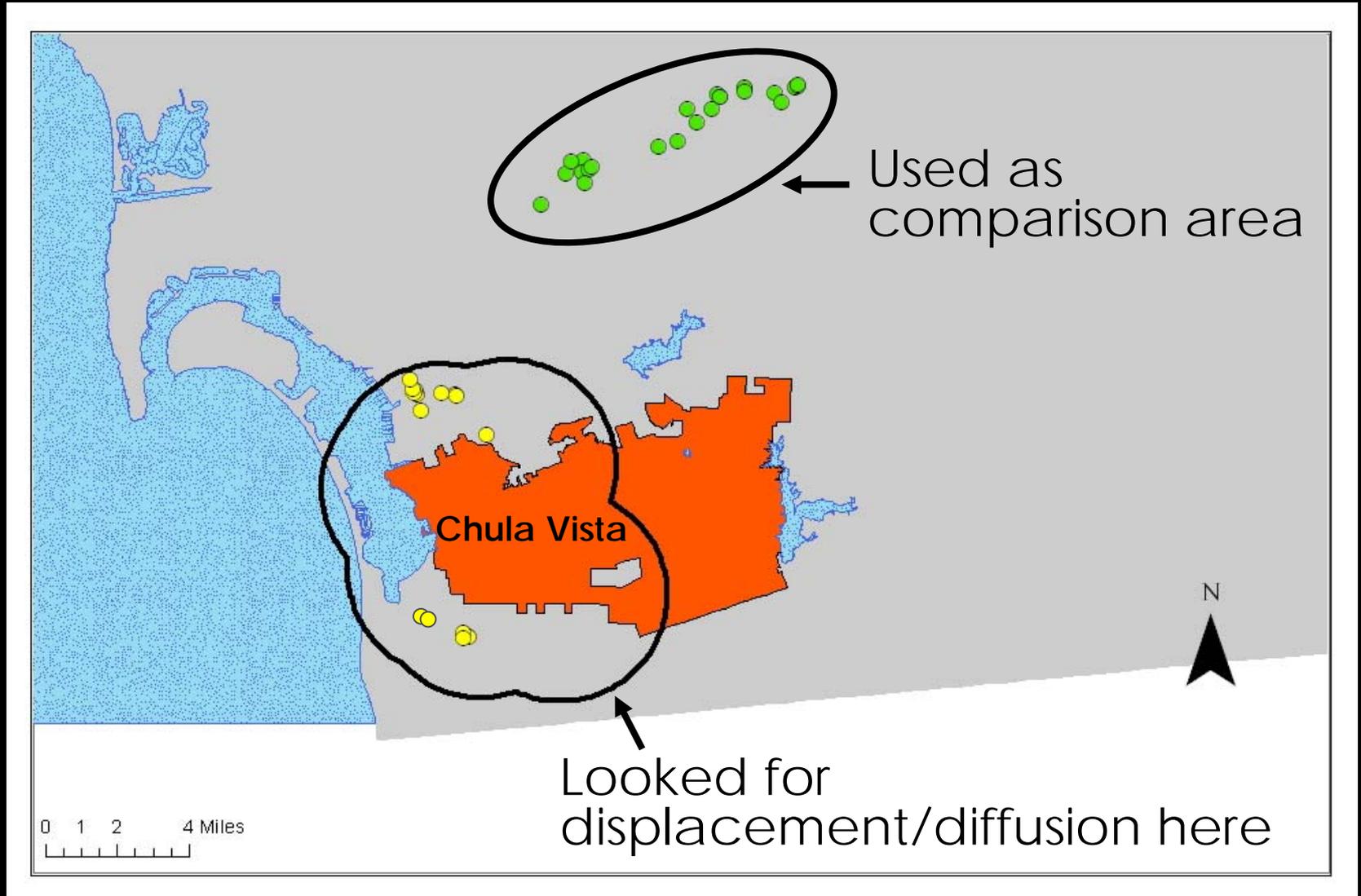
Drug Arrests at Motels Reduced 66%



Additional Positive Impacts

- Officer time at motels was reduced 1,200+ hours per year (value of \$73,000)
- In aggregate, motels reported an increase in winter revenues (05-06 to 07-08)
- Management practices improved
- More safe, clean rooms for tourists

Displacement/Diffusion?



Net CFS Reduction

(05-06 compared to 07-08)

Group	Change in CFS
Chula Vista Motels	-38%
Displacement/Diffusion Motels	-25%
Comparison Motels *	+15%
Net Effect (05-06 compared to 07-08)	-48%

*To calculate the Net Effect, a drop in the comparison area is converted to a positive number.
(Eck, J., *Assessing Responses to Problems*, U.S. Department of Justice, 2002.)

Direct Project Costs

Item	Expenses	Revenue
CSU Contract	-\$16,000	
Travel to Oakland	-\$300	
Cost recovery from problem motel		+\$17,000
Total Direct Project Costs		+\$700

El Primero Hotel

2002



\$200 per week

CFS Ratio: 1.6

2005



\$100 per night (2008)

CFS Ratio: 0.15

632 E Street

Royal Vista Inn - 2005

Comfort Inn & Suites - 2009



\$45 per night (2003)

\$109 per night (2009)

CFS Ratio: 0.76

CFS Ratio: 0.33*

(*0.33 ratio for 2008)

1501 Broadway

Tower Lodge



2004

CFS Ratio: 3.97

Los Vecinos



2009

CFS Ratio: 0.57*

(*0.57 ratio projected for 2009)

For More Information

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