

**Surveys:
Practical Applications for
Police and Researchers**

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Presentation Outline

- Resident Survey
- Motel Disorder
- Auto Theft
- School Bullying
- School Traffic Problems

Chula Vista: City Snapshot

- 208,000 residents
- 7 miles south of San Diego; 3-7 miles north of Mexico
- Very diverse community
- Growing tourism



Survey Use at the CVPD

- History
- Problem-specific surveys and interviews

Types of Surveys	Source of Surveys
Environmental	3 rd Party Collaboration
Management	Off-the-shelf Purchase
Victim/Offenders	Publicly Available
Interested Parties	Developed In-house

Resident Survey

(Third-Party Collaboration)

- Why we do it
 - Satisfaction with services
 - Top concerns (problems and locations)
- How we use the results
 - Operational adjustments
 - Justify police services/staffing/focus

Important Results

What are the top 3 resident concerns?

- Speeding vehicles
- Residential burglary
- Graffiti

- Satisfaction ratings
 - 1997: 93% very satisfied/satisfied
 - 2000: 92% very satisfied/satisfied

Important Factors

- Agency-wide commitment
 - Cost
 - Findings
- Impartiality
- Statistical validity
 - Who was surveyed
 - What the results were

2003 CHULA VISTA RESIDENT SURVEY - Microsoft Internet Explorer

Address: http://www.surveymonkey.com/users/34152079/Surveys/6530220956/DATE624-9D11-40A9-ACTA-6B489A7E14D.asp?ID=6530220956&DO_NOT_COPY_THIS_LINK

Exit This Survey

2003 CHULA VISTA RESIDENT SURVEY

1. Please rate your neighborhood by how well you and your neighbors know each other on the scale below. "1" indicates that you believe most people in your immediate neighborhood know each other by name and often get together to socialize or discuss concerns, while "5" indicates that neighbors generally do not know each other by name and rarely, if ever, speak with each other. *(Please check one)*

(1) Know Neighbors Well
 (2)
 (3)
 (4)
 (5) Don't Know Neighbors Well

2. During the past year, do you think that crime in the following areas has increased, decreased, or stayed about the same? *(Please check the circle under your response)*

	Increased (1)	Decreased (2)	Stayed About the Same (3)	Don't Know/No Opinion (4)
Crime in your neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime in the City of Chula Vista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime in the County of San Diego	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How safe do you feel in each of the following situations **during the day**? For each situation, please check the circle under the response that best describes how safe you feel.

	Very Safe (1)	Reasonably Safe (2)	Somewhat Unsafe (3)	Very Unsafe (4)	Don't Know/No Opinion (5)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Technology

Magnitude of Motel Problem

- 1,541 CFS
- 205 arrests
- 334 crime cases
- 28 violent crimes
 - Homicide
 - Robbery
 - Rape
 - Agg. Assault
- 39 narcotics arrests



2002 Data

Manager Interviews/ Environmental Surveys

(Third Party-Collaboration)

- Why do them
- Who
- How
- Types of questions

Prostitution is Related to High CFS/Room

Problem Type	Average CFS/Room
Prostitution problems (17%)	3.74
Drunk people causing problems (26%)	3.27
Drug use in rooms (26%)	2.98
Drug sales (35%)	2.90
Ghost/straw renting (35%)	2.84

Other Key Factors Related to Motel Problems

- **Local guests** correlated with high CFS/room
- **Length of stay** strongly correlated with high CFS/room
- **Multiple vehicle access** points correlated with high CFS/room

Motel User Survey

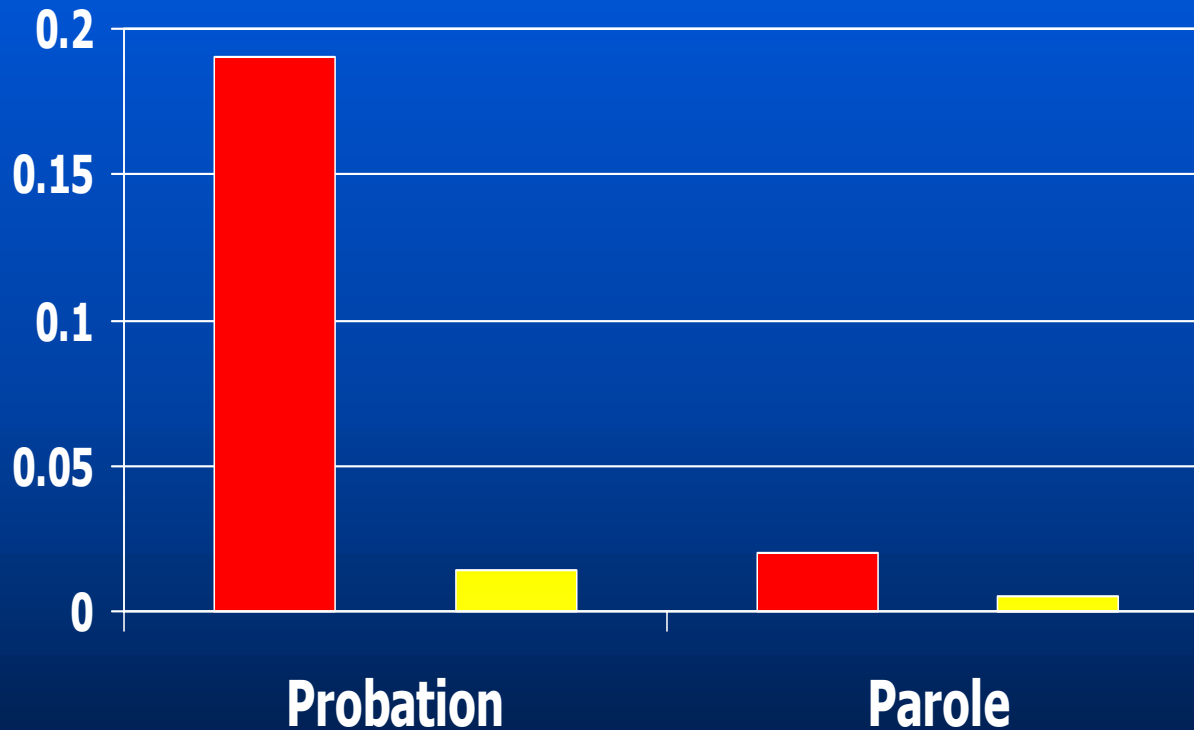
(Developed In-House)

- 60 surveys
–worst motels
- Surveys not
random –
“person in the
street
interviews”

Motel Name: MOTEL 6 **MOTEL SURVEY** 0455

- Are you a Guest Visitor Neither explain
- Have you rented here before? Yes No How many times? 5-6
- Have you visited here before? Yes No How many times? 1-2
- What's the main reason you rented or visited here?
Price Accommodation Reputation explain
Location Trouble explain Other explain
- How much did you pay? \$ 50.00
- Are you on Probation Parole Offense NARCOTICS
- How did you hear of this place? Friend Advertisement On your own
- Gender: Male Female Age 20 Race: B W H As O
- City of residence: SAN DIEGO If you're just visiting, is the guest local? Yes No
- If you/guest is local (SD County), why staying at a motel? TRANSIENT
- How did you get here?
Trolley Car Cab Bicycle Walked
- Officer's reason for contact? Radio Call Observation Citizen Flag

Criminal Justice Status of Motel Users



Reasons on Probation/ Parole:

- Narcotics
- Assault
- Prostitution
- Theft

Local Tourist Gen. CA Population Age 18+

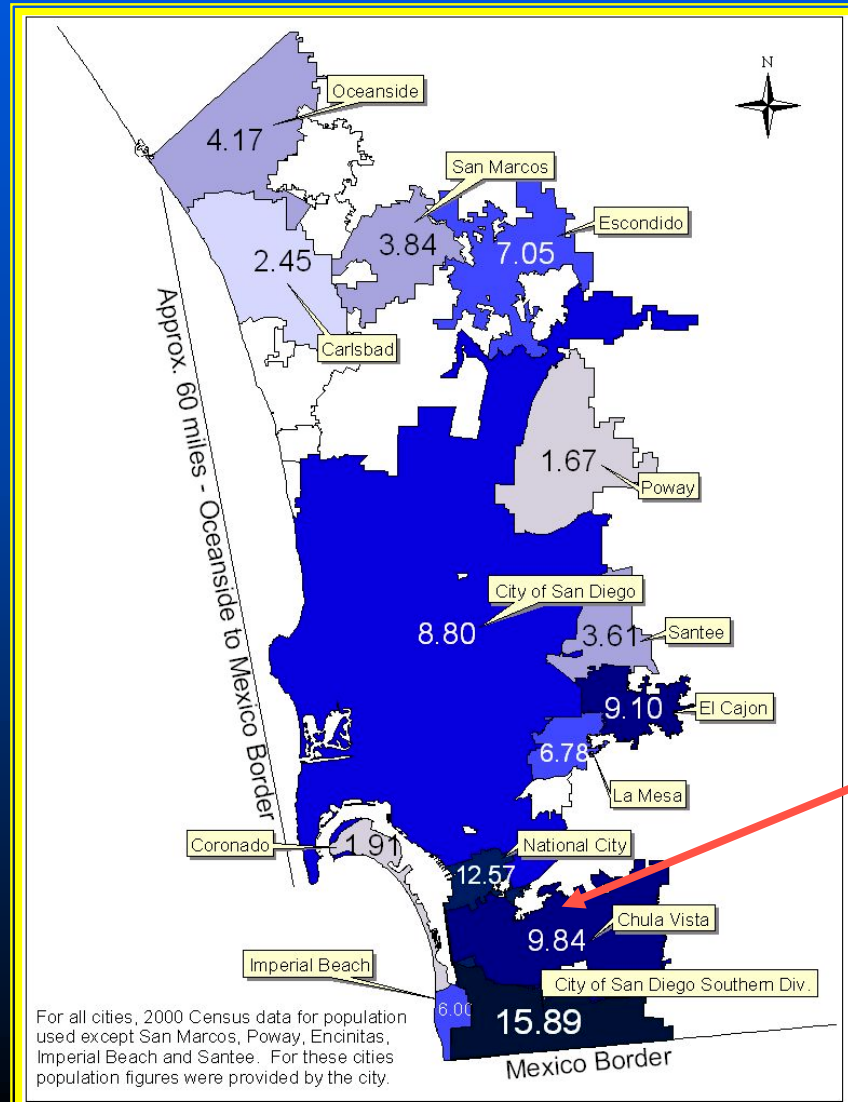
Why Stay at Chula Vista Motel if You Live in SD County?

- Have nowhere else to be
- To get away from ship/home
- It's cheap
- To party

Magnitude of Auto Theft Problem

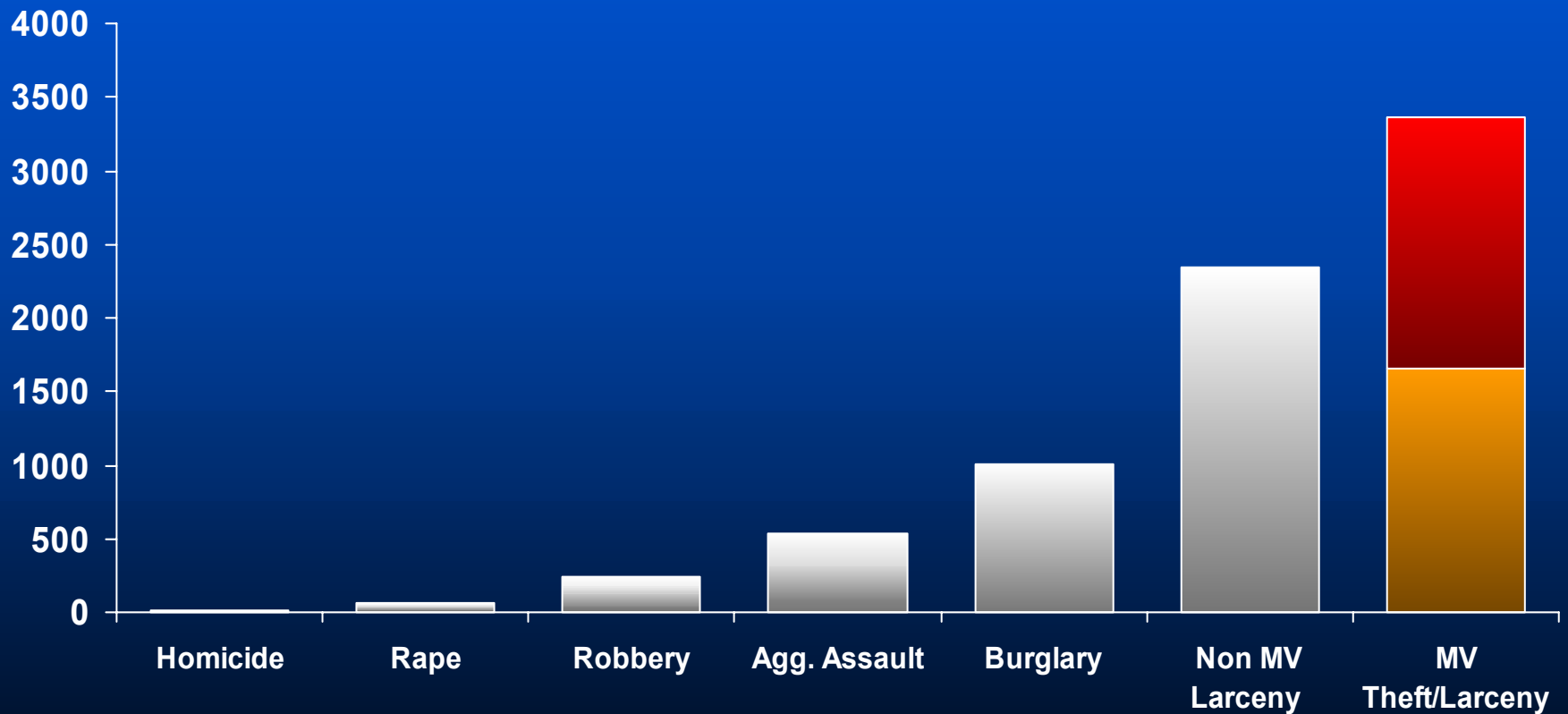
**San Diego
County Motor
Vehicle
Theft Rates
by City**

(per 1,000
residents)



**Chula
Vista**

44% of UCR Index for Chula Vista is Auto Crime



Management Interviews

Environmental Surveys

(Modified Existing Publicly Available Survey)

- Why do them
- Who/what
- Types of questions
- http://www.popcenter.org/Problems/problem-theft_cars_additional-resources.htm

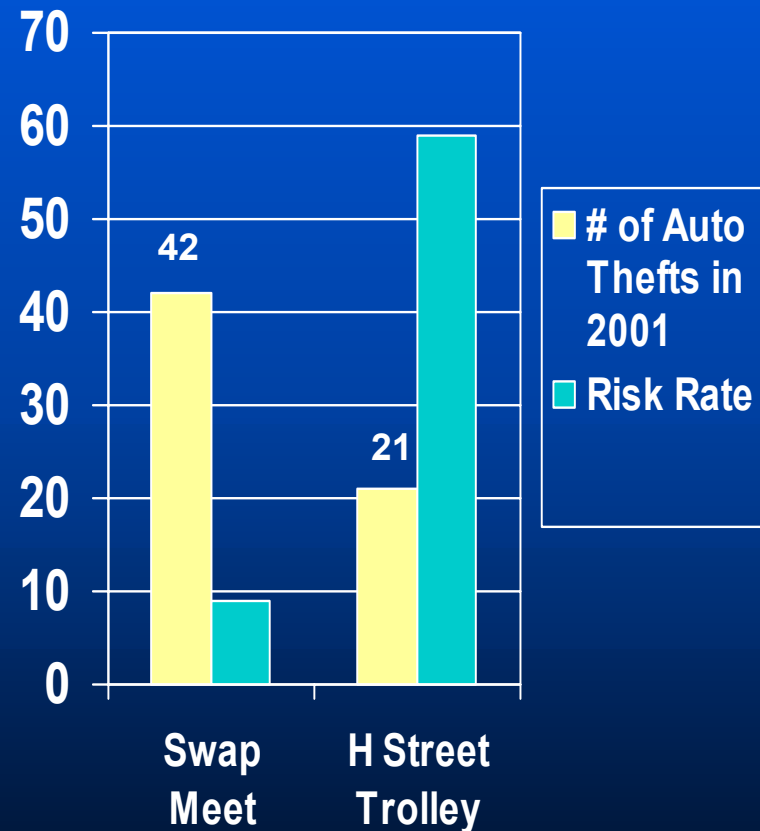
Staff Awareness of Thefts

Location	Actual Auto Thefts	Staff Estimate
Swap Meet	42	20
Target	22	4
Wal-Mart	30	Don't Know
Chula Vista Mall	59	107
All 3 Trolley Stops	51	7

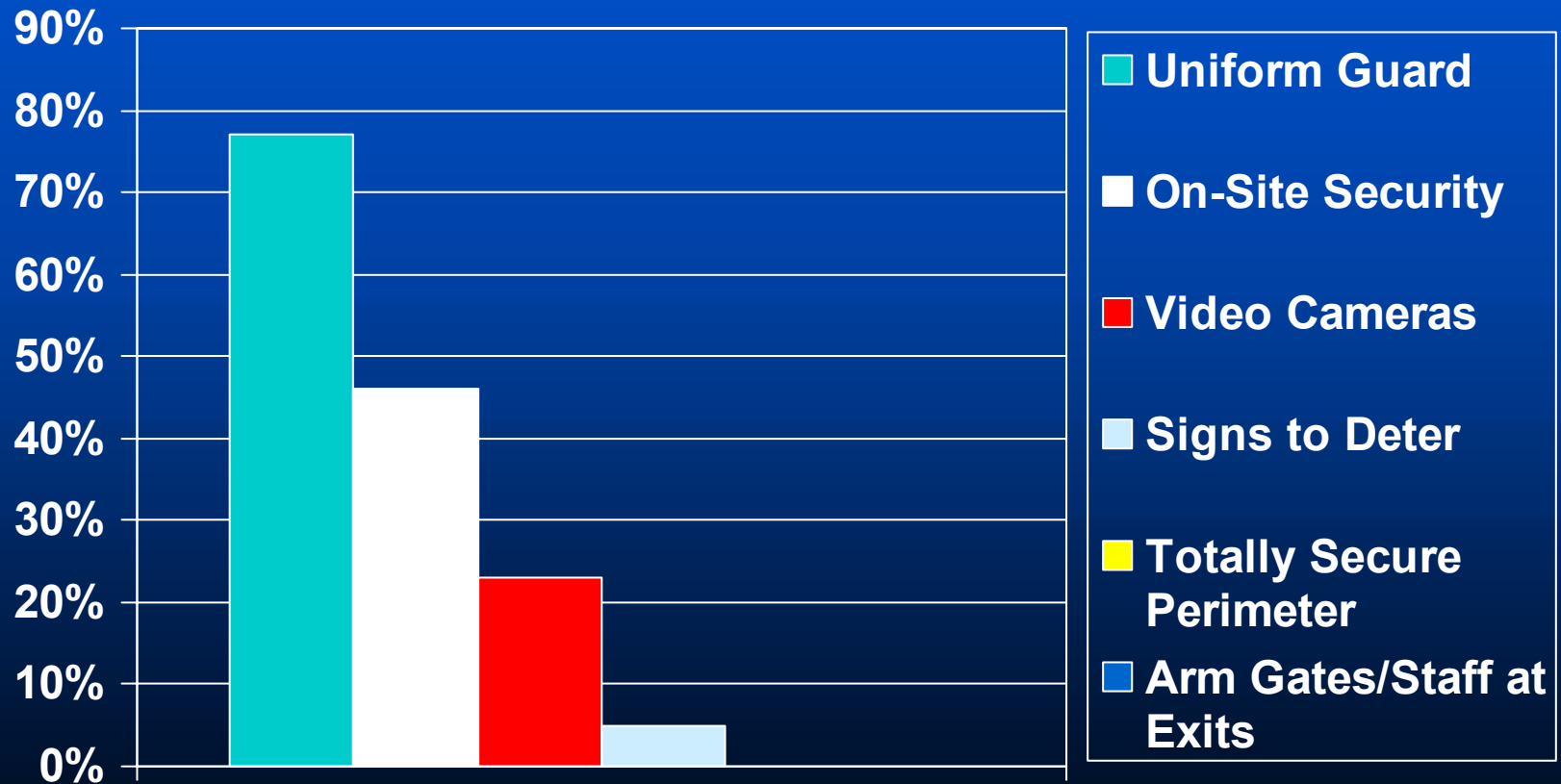
- 30% of managers did not know how many auto thefts had occurred in their lots

Comparing Lots

- Which lot is riskier to park in?
- Swap meet
 - Huge (2,500 spaces)
 - Open only 2 days a week
 - Park time: 1.5 hours
- H Street Trolley
 - Tiny (300 spaces)
 - Open 7 days a week
 - Park time: 8 hours

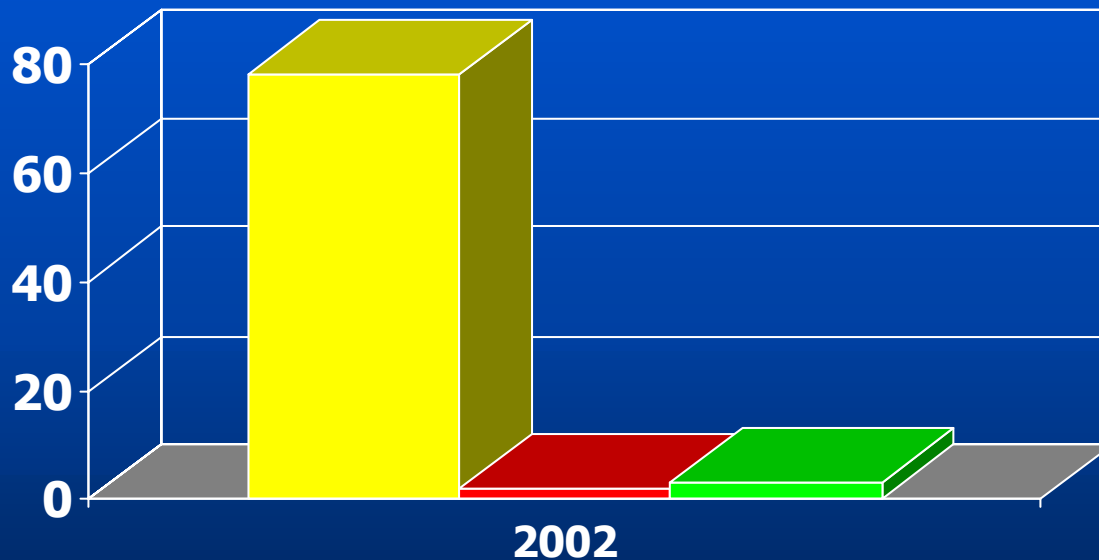


Security Measures Used by 13 Worst Lots



Auto Thefts at Large San Diego County Parking Lots

Number of Auto Thefts



- Chula Vista Mall
- Horton Plaza (electronic arms)
- Las Americas (electronic arms)

Las Americas Safer than CV Mall in Other Ways:

- -69% burglary
- -60% fights/disturb.
- -38% grand theft
- -84% petty theft
- zero robberies (16 at Chula Vista Mall)

Bullying in Schools is Extensive

- Between **8%** and **38%** of students are bullied with some regularity
- **Chronic victims** of bullying, bullied once a week or more, generally constitute between 8 and 20 percent of the student population



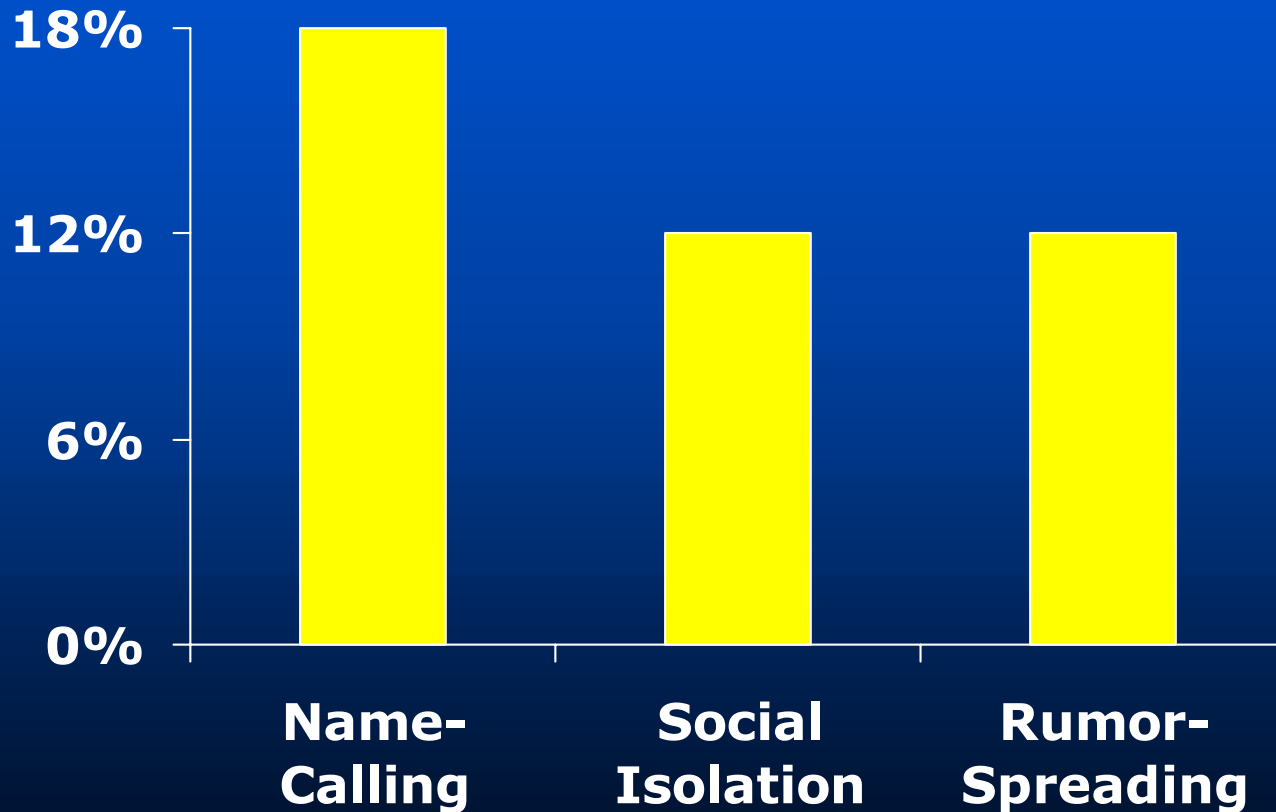
photo from Sunburst

Student Survey

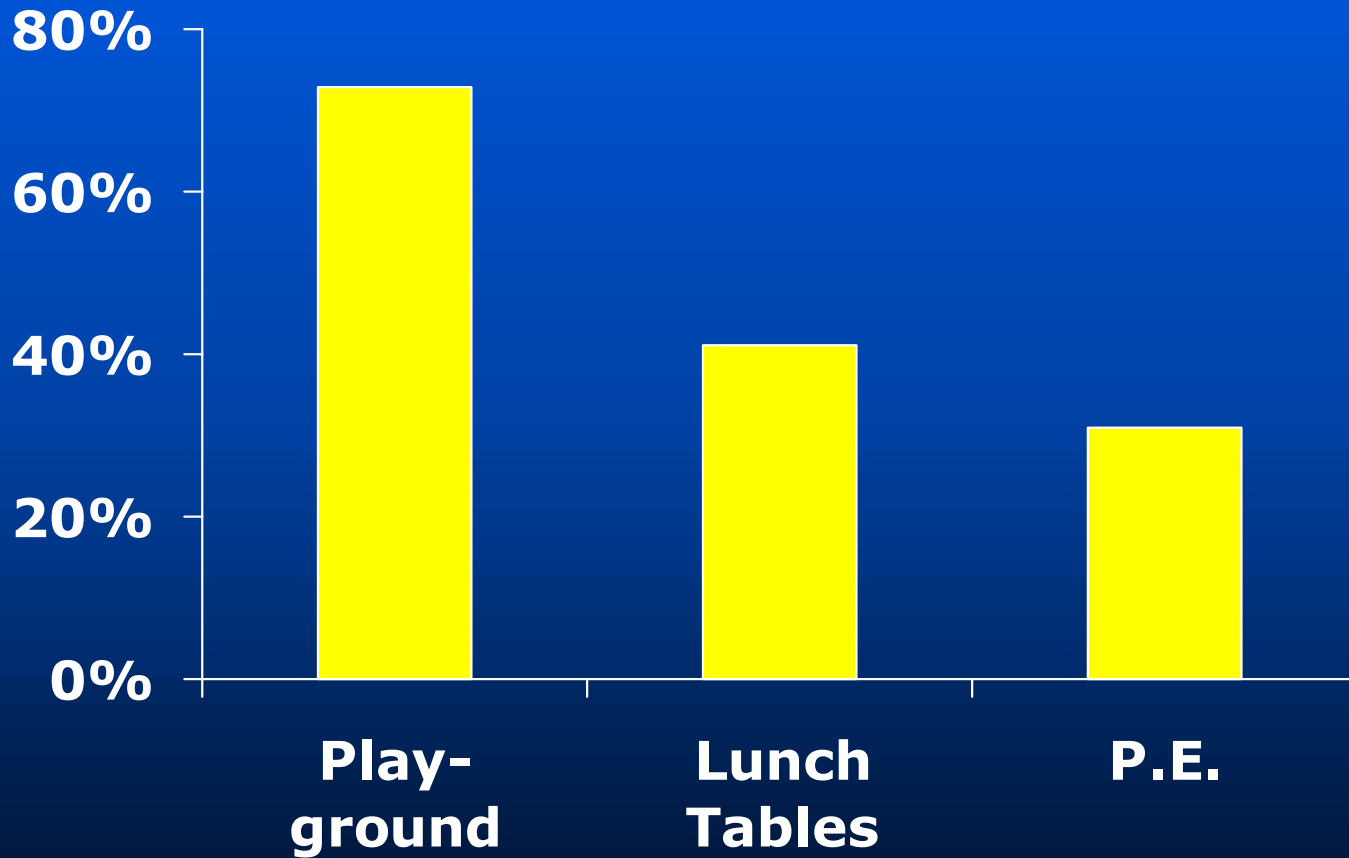
(Off-the-shelf Purchase)

- Why do them
- Who
- Types of questions

Most Frequent Types of Bullying



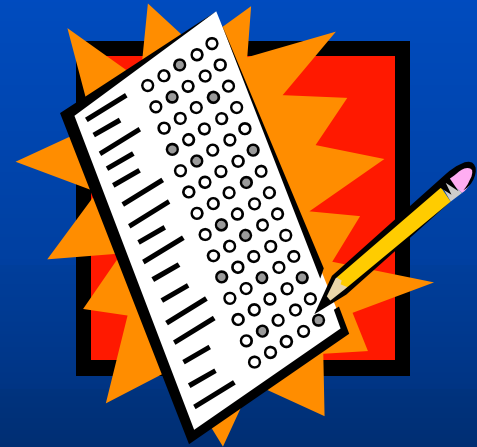
Top Bullying Locations



Data Collection: Parent and Teacher Surveys

(3rd Party Collaboration)

- Teacher survey (99)
 - frequency of bullying
 - comfort intervening
- Parent survey (760)
 - frequency of bullying



Parents and Students See Things Differently

How often bullied last semester?		
	Student	Parent
Never	42%	51%
Once or twice	24%	33%
2-3 times/mo.	8%	7%
Once a week or more	26%	7%

Heritage Elementary School

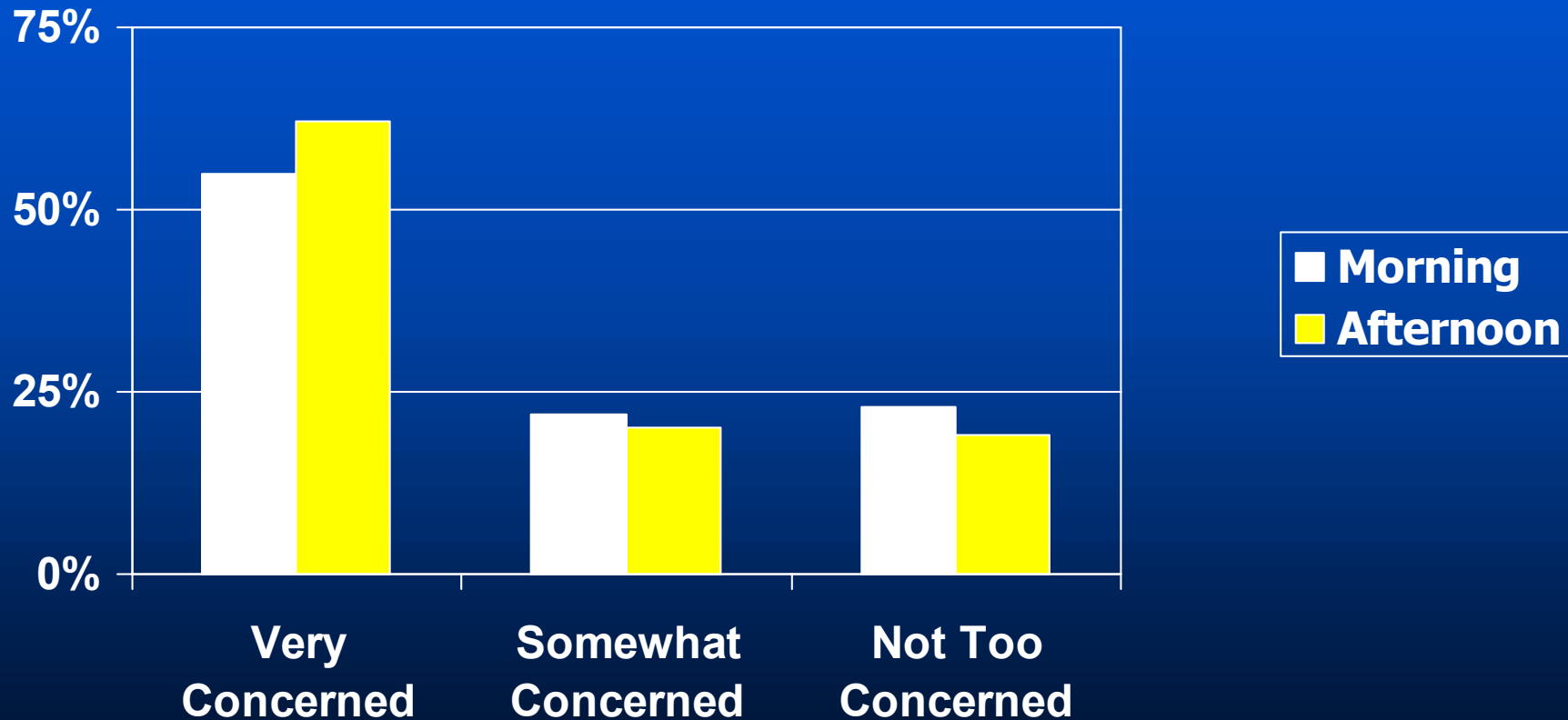
- Traffic congestion during drop-off/pick-up times (development was designed as walking community)
- Concerns expressed by
 - parents
 - school and school district
 - police
 - developer
- Identified need for hard data on problem to empower the community to make informed choices

Action Steps

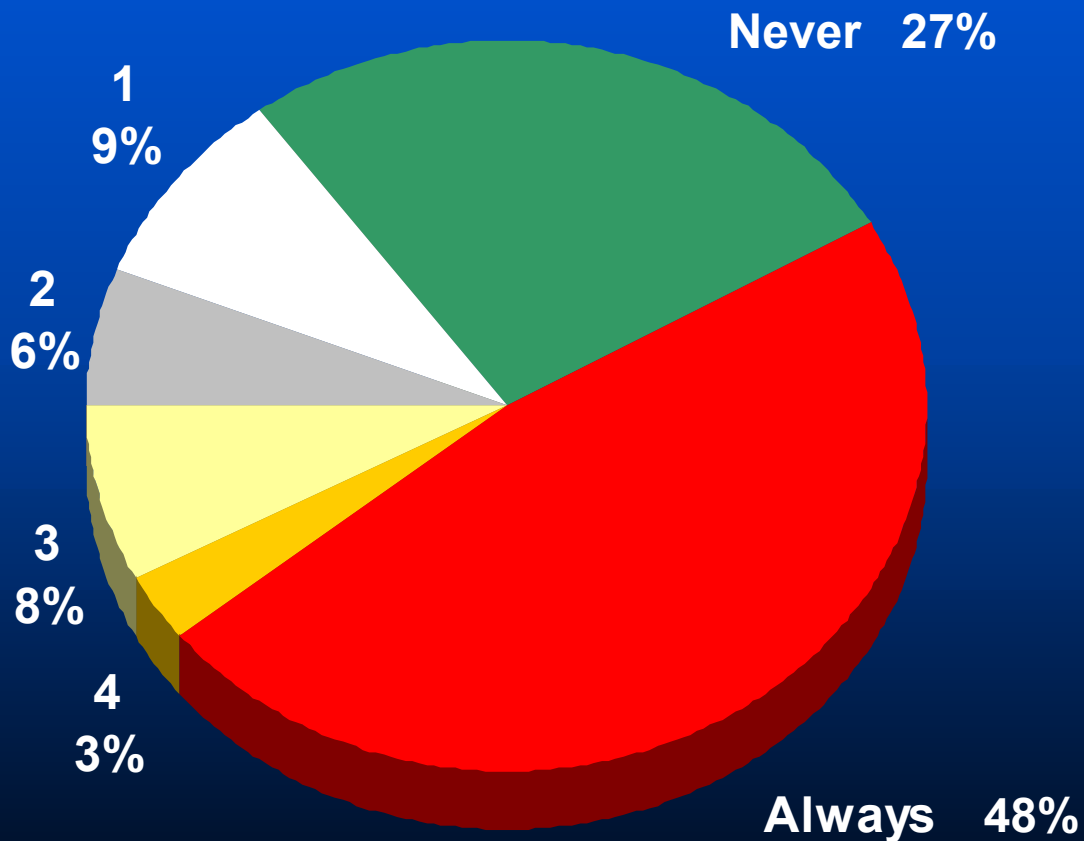
- Car counts – AM and PM
- **Parent survey (Developed in-house)**
- Site survey – observed behaviors
- Clocked wait time



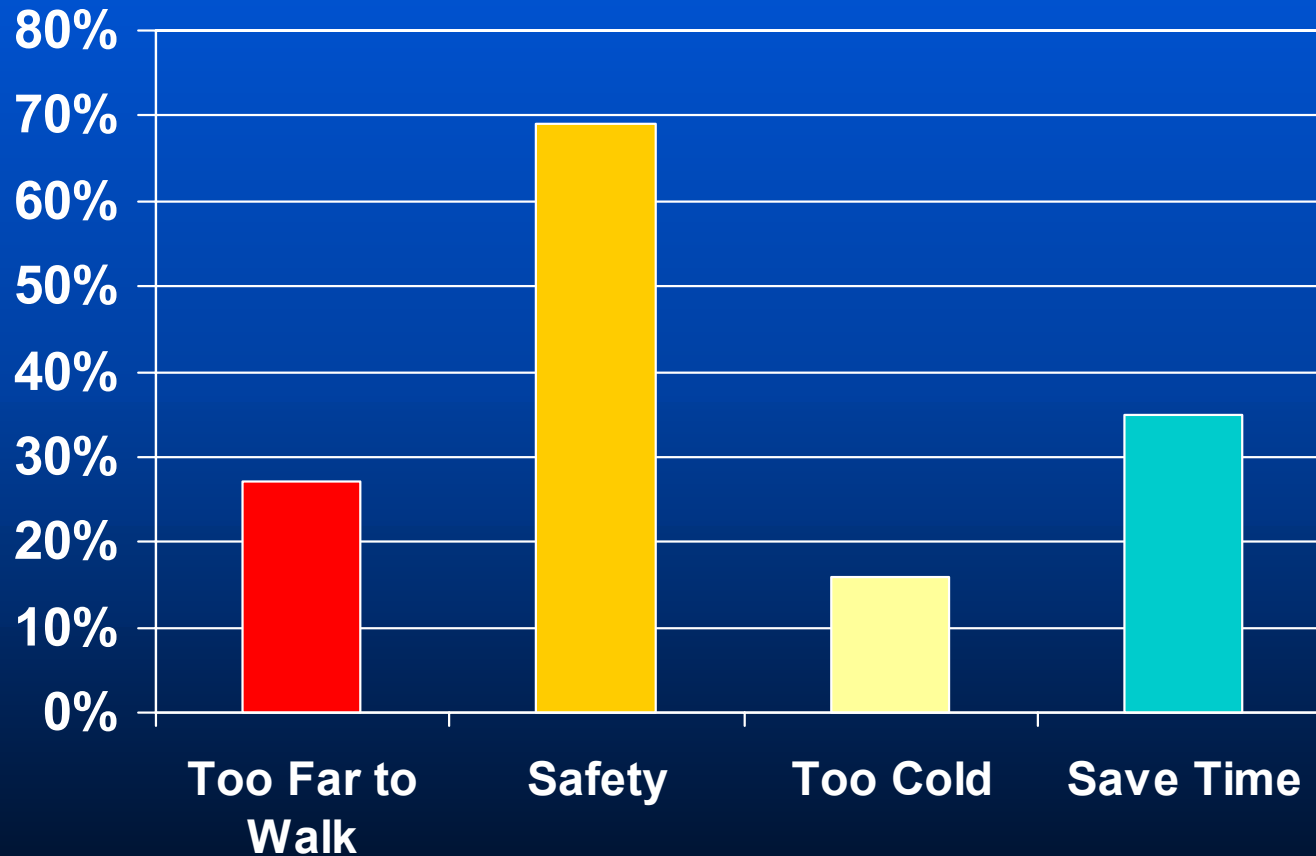
Overall Concern About Traffic at Heritage Elementary School



of Mornings Per Week Drive to School



AM Reasons for Driving



AM Drivers and Walkers

Bus Stops

★ = All grades

★ = K/1st

Paseo

3/4 Mile

1/2 Mile

1/4 Mile

TELEGRAPH CANYON

LA MEDIA

STANISLAUS

SANTA LUCIA

SANTA ANEZ

Park

Heritage School

PALOMAR

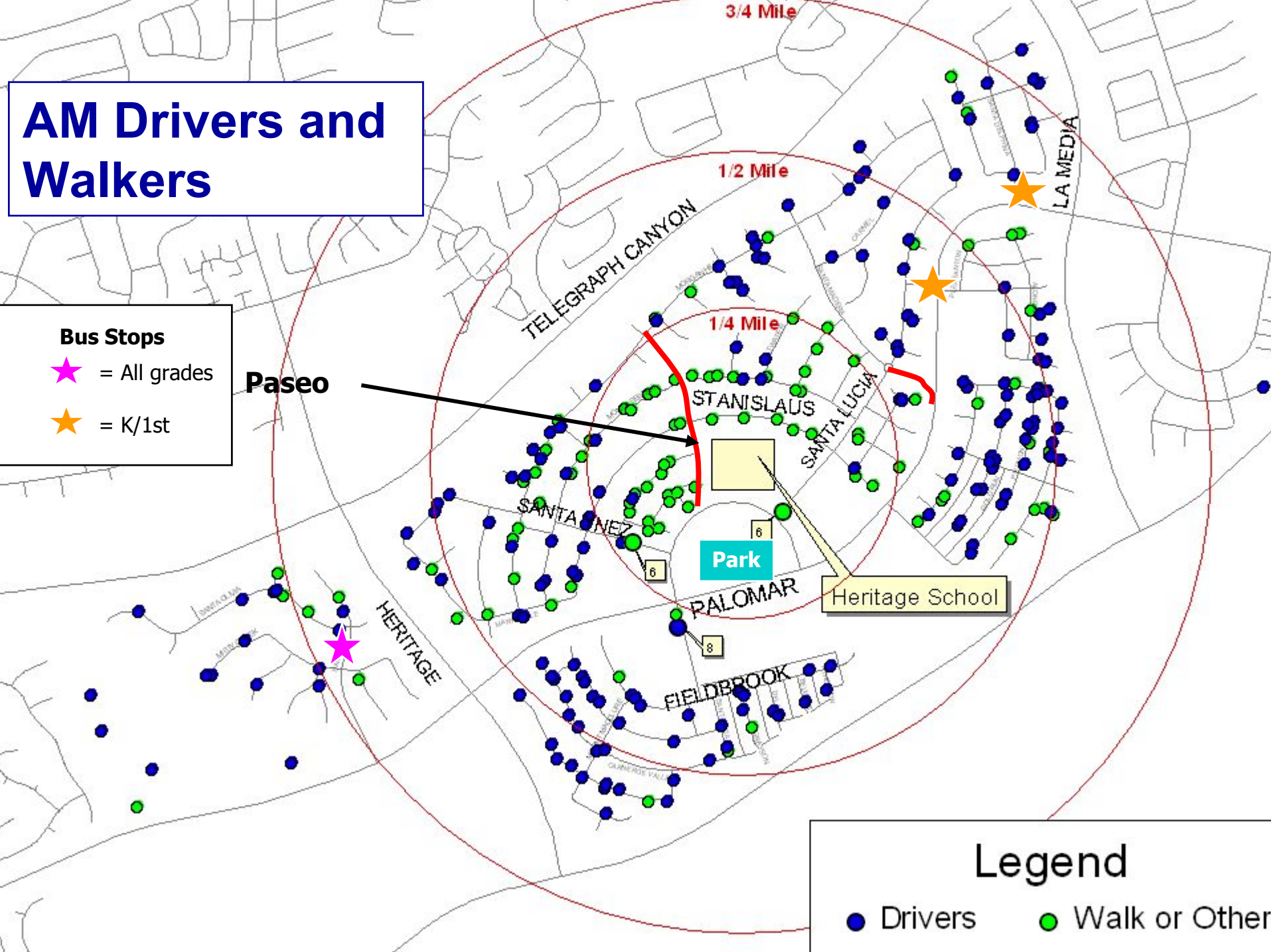
FIELDBROOK

HERITAGE

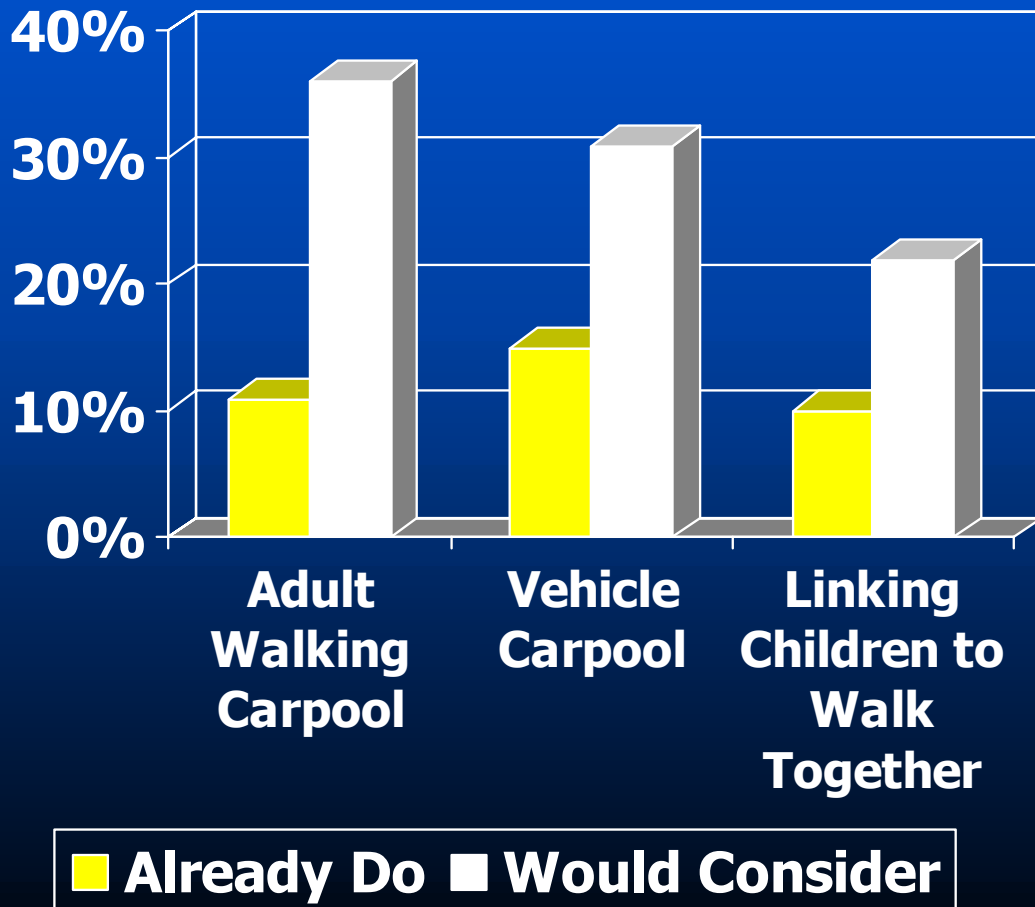
Legend

● Drivers

● Walk or Other



Would Consider Alternatives



Would Consider Adult Walking Carpool

Paseo

1/2 Mile

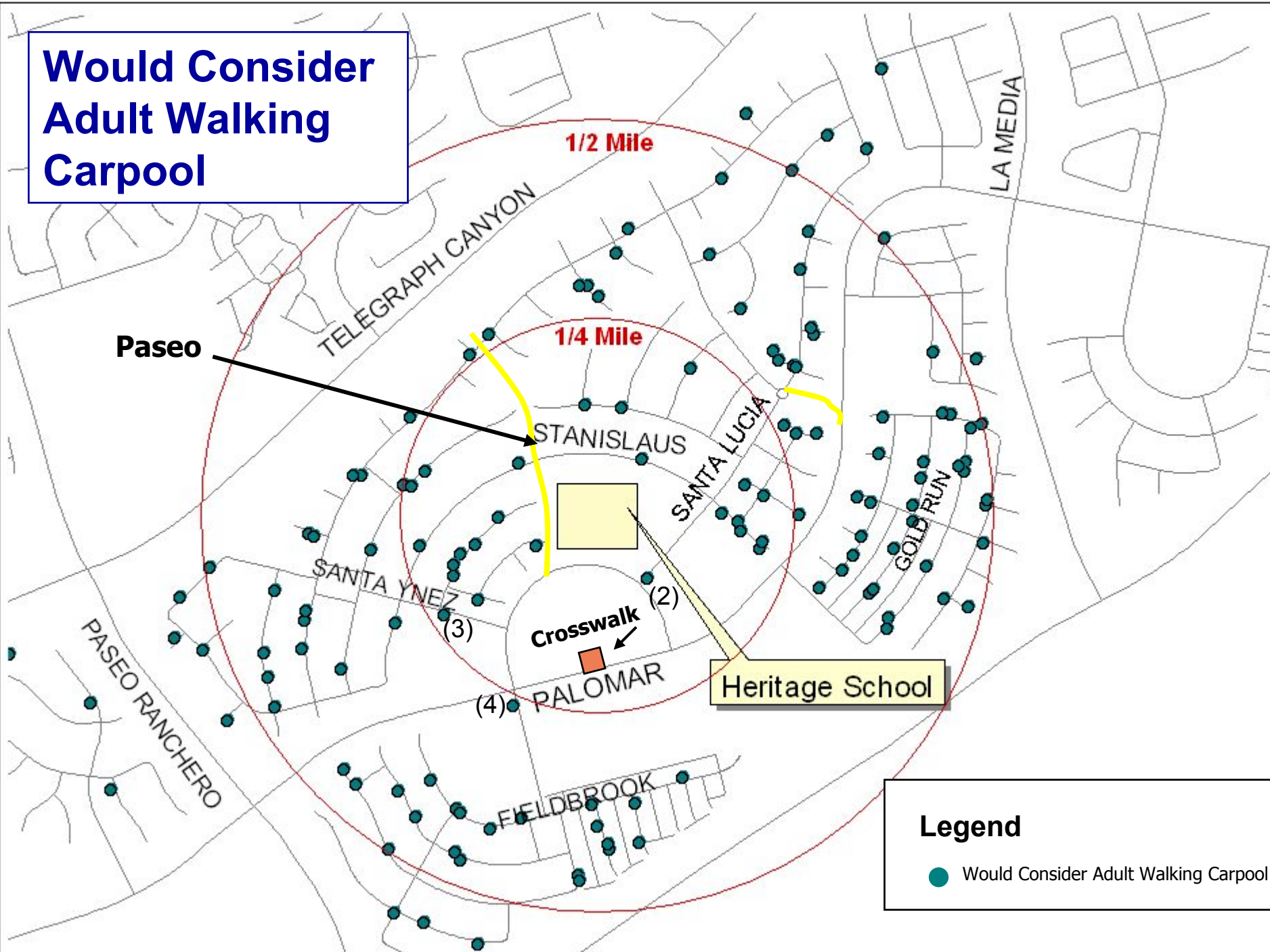
1/4 Mile

Crosswalk

Heritage School

Legend

● Would Consider Adult Walking Carpool



Surveys: Practical Applications for Police and Researchers

- Questions?
- Contact Information

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