



City of Chula Vista

2019 Police Department Resident Opinion Survey

July 2019



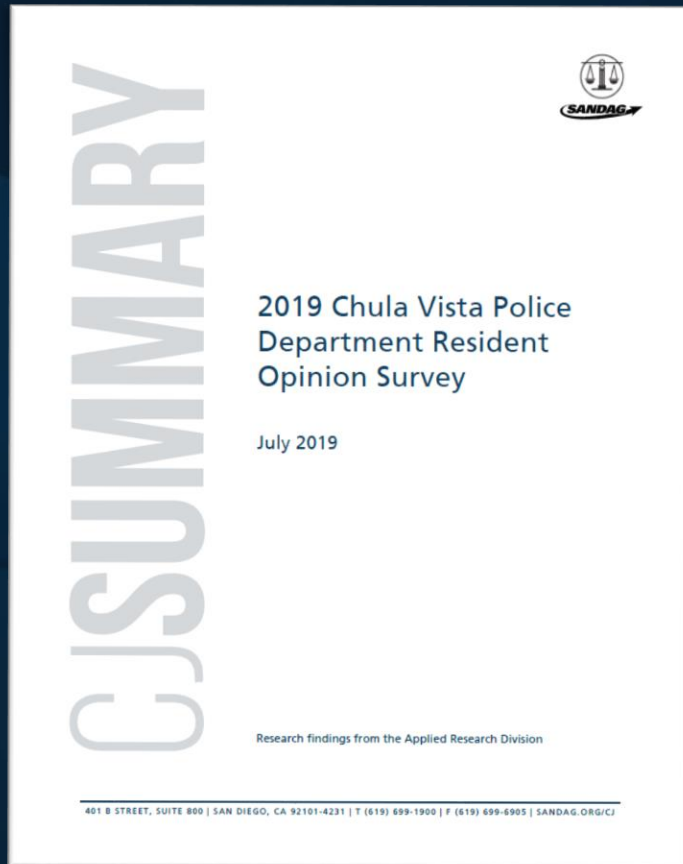
Methodology

- English and Spanish surveys mailed to 4,000 households randomly selected by council district
- Unique ID assigned to each household
- Complete online or return paper survey
- Four opportunities to respond
- One question postcard
- Final results weighted to reflect distribution by council district
- Nonrandom survey opportunity offered to all residents (results not included here)

Survey response rates

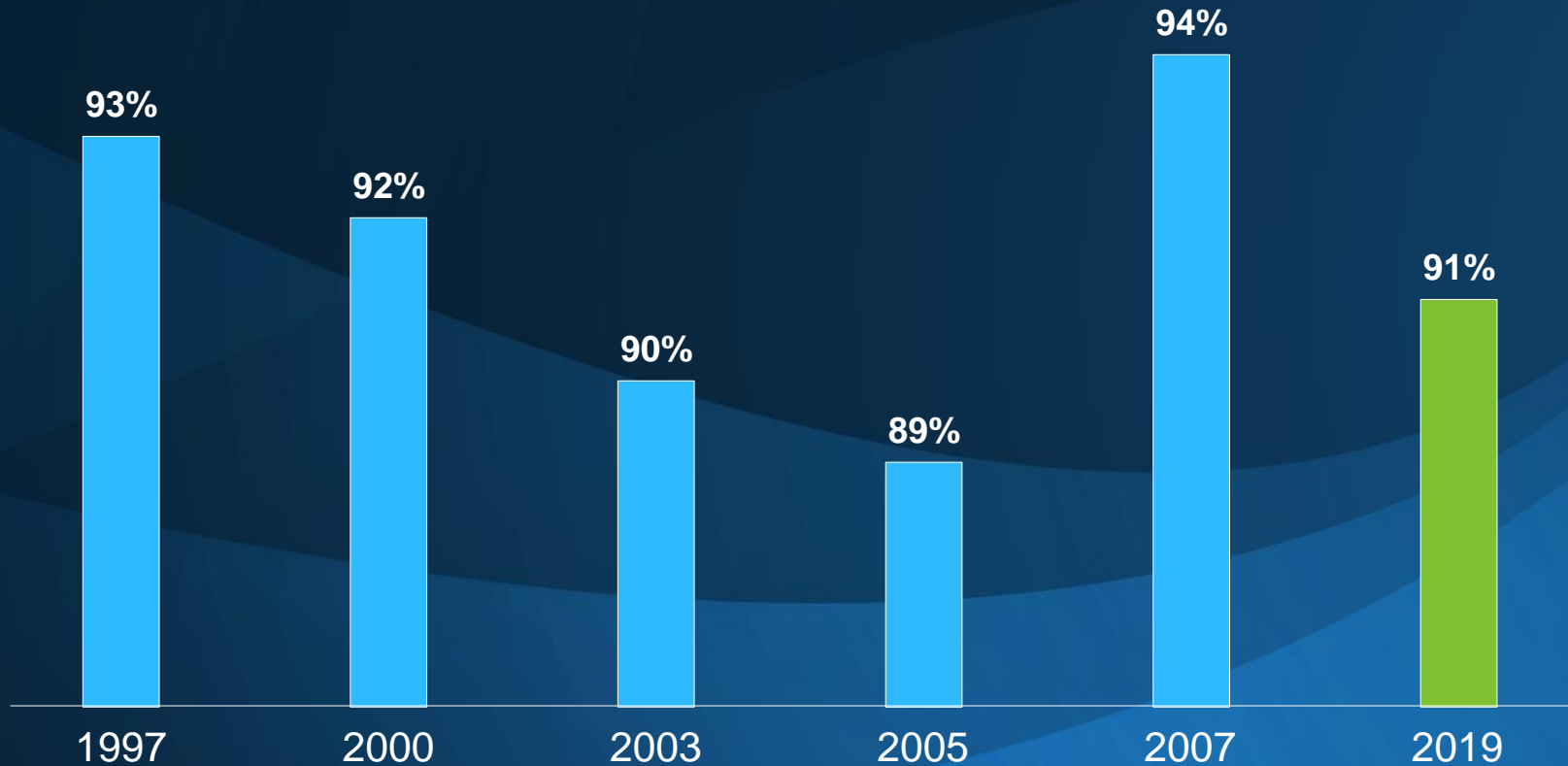
- 814 surveys
- 20% response rate (19%-22% across council districts)
- 199 one question postcards
- Increased response rate of 25% (24% to 27%)
- 91% returned in English
- 82% returned on paper

Final report available online July 24th

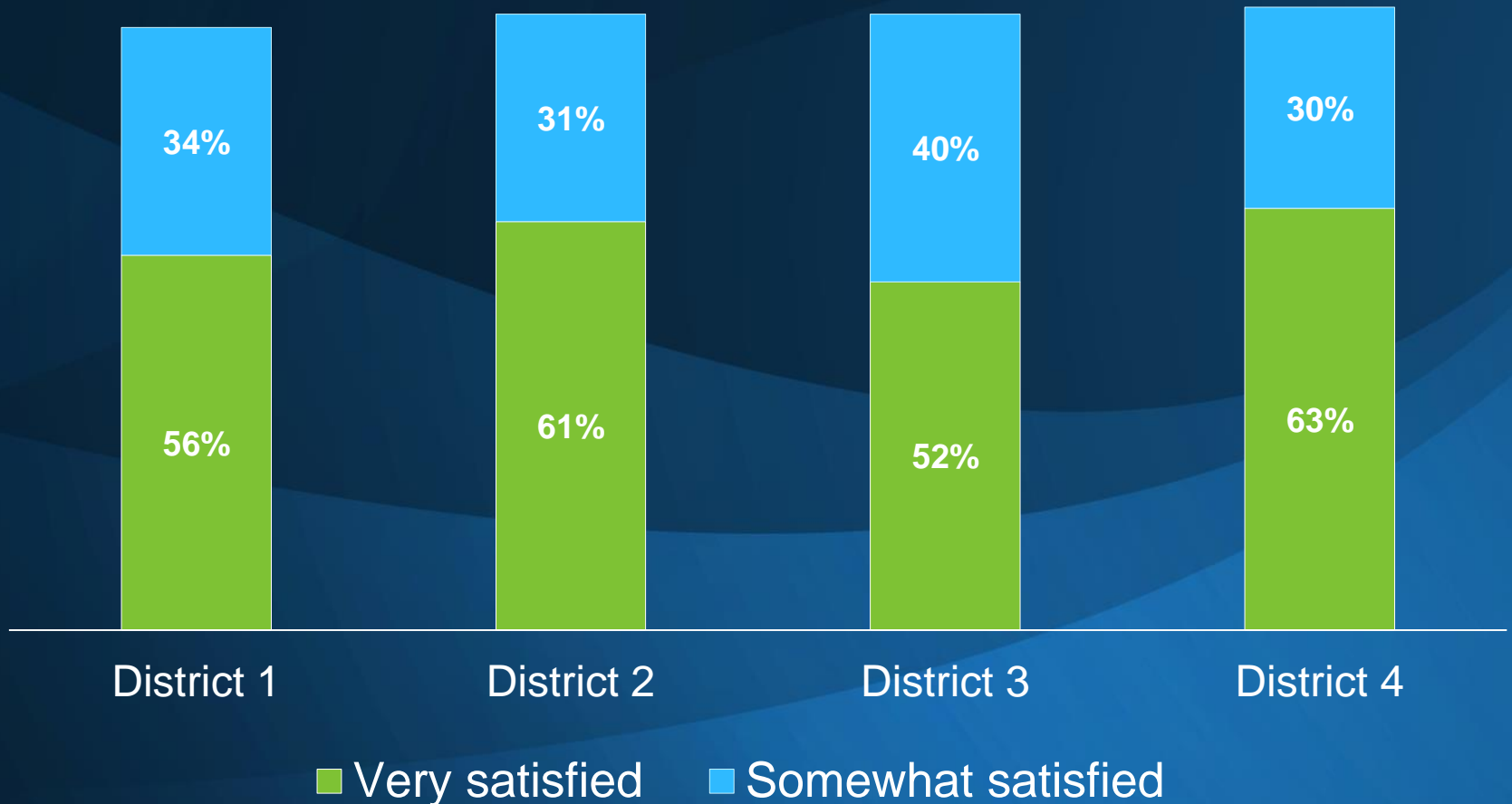


- Executive summary (p. 3)
- Sample description (p. 7)
- Survey results (p. 9)
- Chula Vista council map (p. 18)
- Survey methodology (p. 19)
- Survey instruments (p. 20)
- Aggregate data (p. 25)
- Council District 1 data (p. 36)
- Council District 2 data (p. 47)
- Council District 3 data (p. 58)
- Council District 4 data (p. 69)

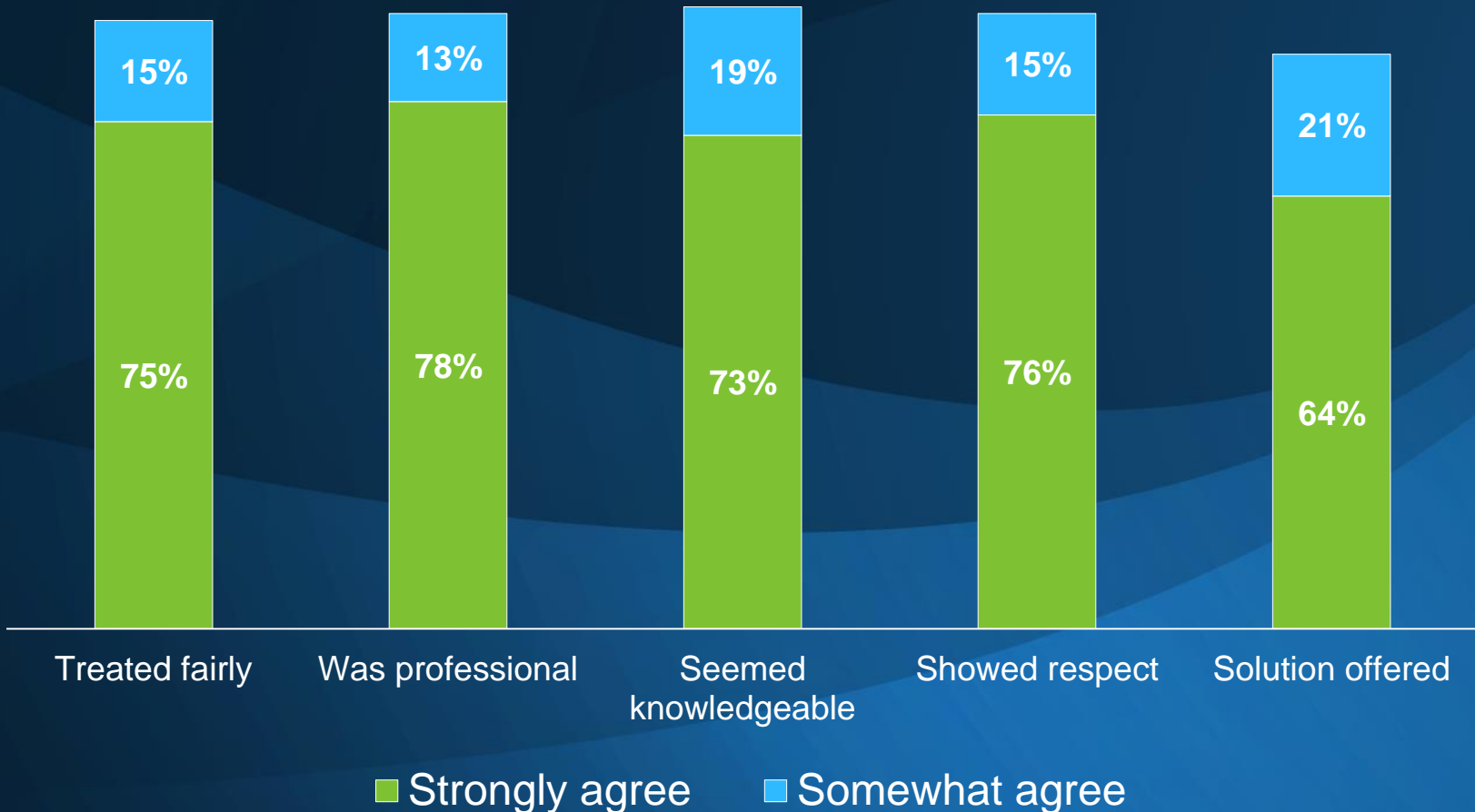
9 in 10 residents consistently satisfied with the CVPD



Satisfaction high across council districts in 2019

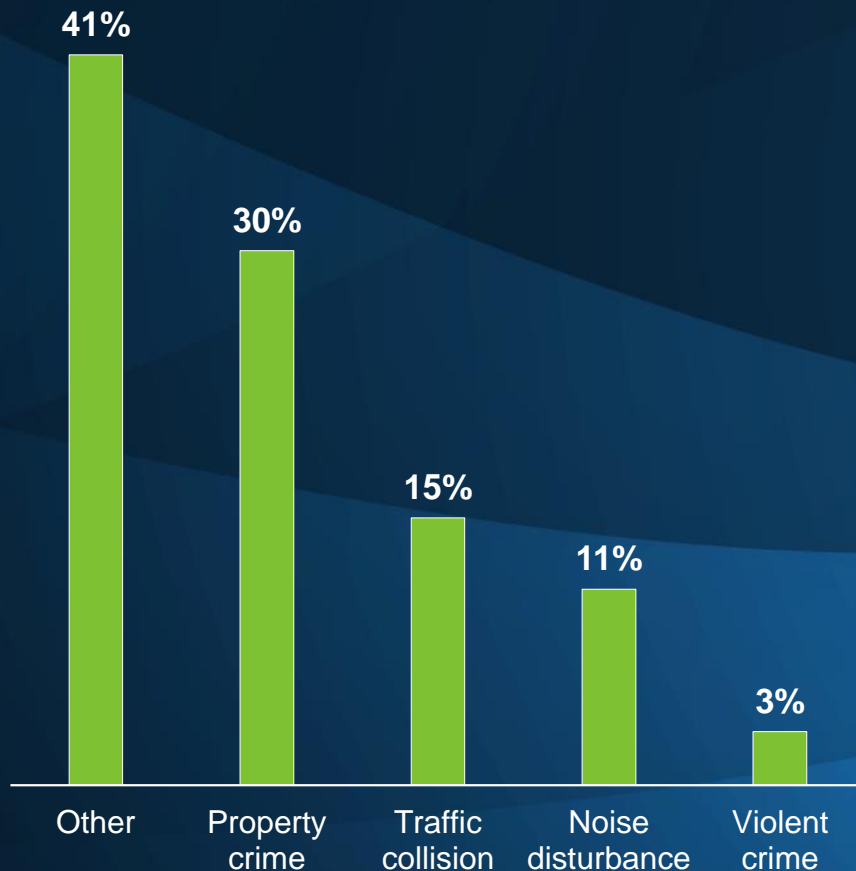


Residents give high ratings to CVPD staff they interacted with

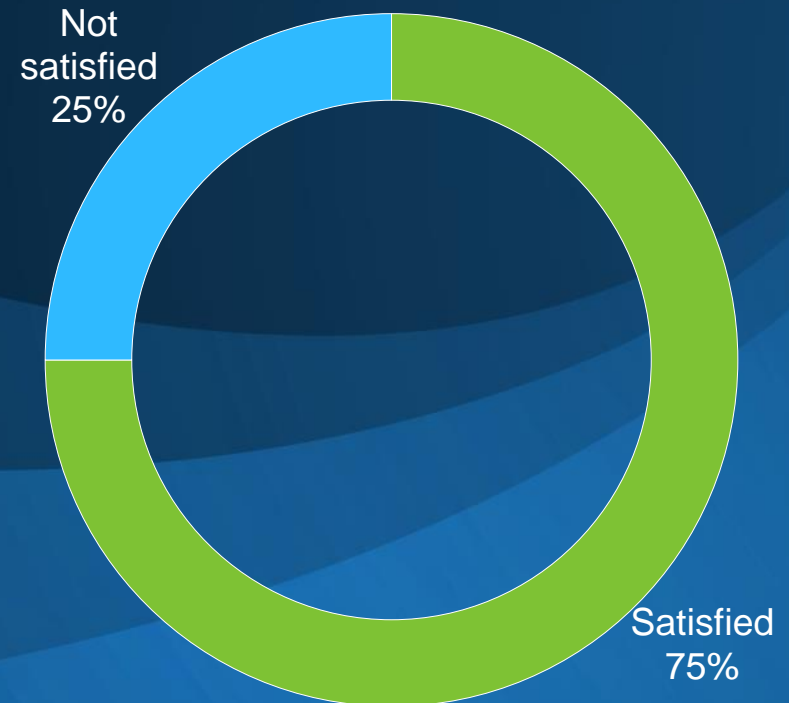


High levels of satisfaction from those who had contact with sworn officer

Reason For Contact



Satisfaction With How Situation Was Handled



Top reasons people avoid areas of Chula Vista

- 1. Homeless
- 2. People using drugs
- 3. Suspicious people
- 4. Gang members

**Parks
(33%)**



- 1. Homeless
- 2. Crime happens there
- 3. People using drugs
- 4. Thefts/robberies

**Shopping
(11%)**

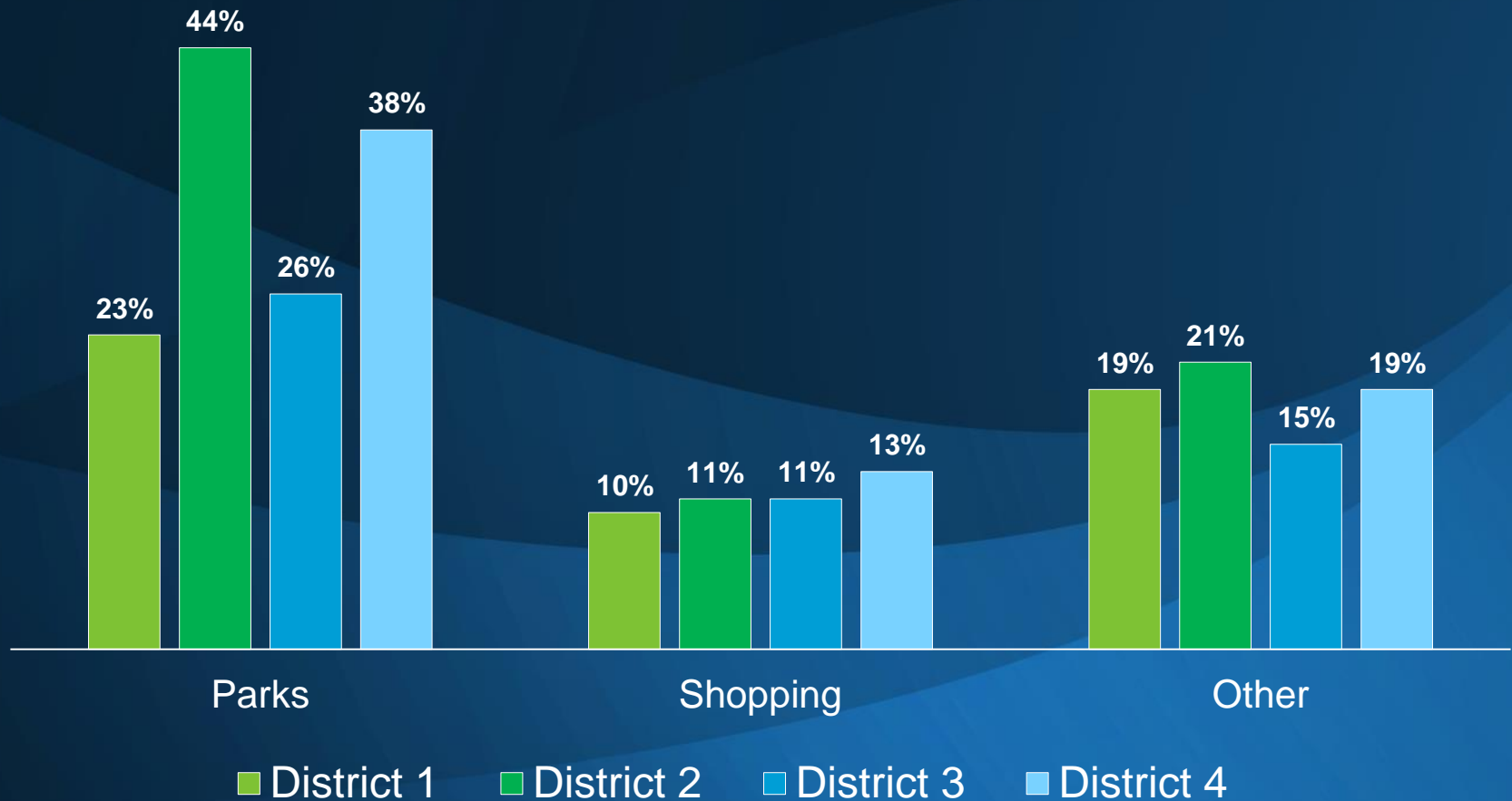


- 1. Homeless
- 2. Crime happens there
- 3. Dark/isolated
- 4. People using drugs
- 5. Suspicious

**Other Places
(19%)**

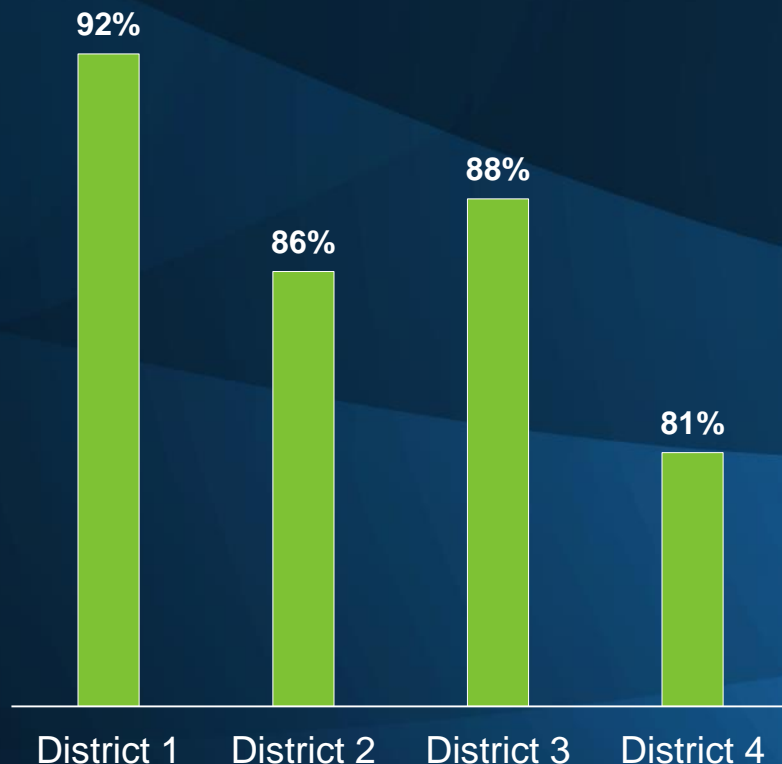


Variations by council district in avoiding certain locations

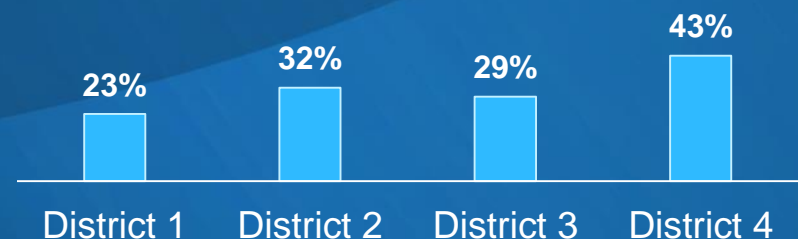


Differences by council district in perception of crime and safety

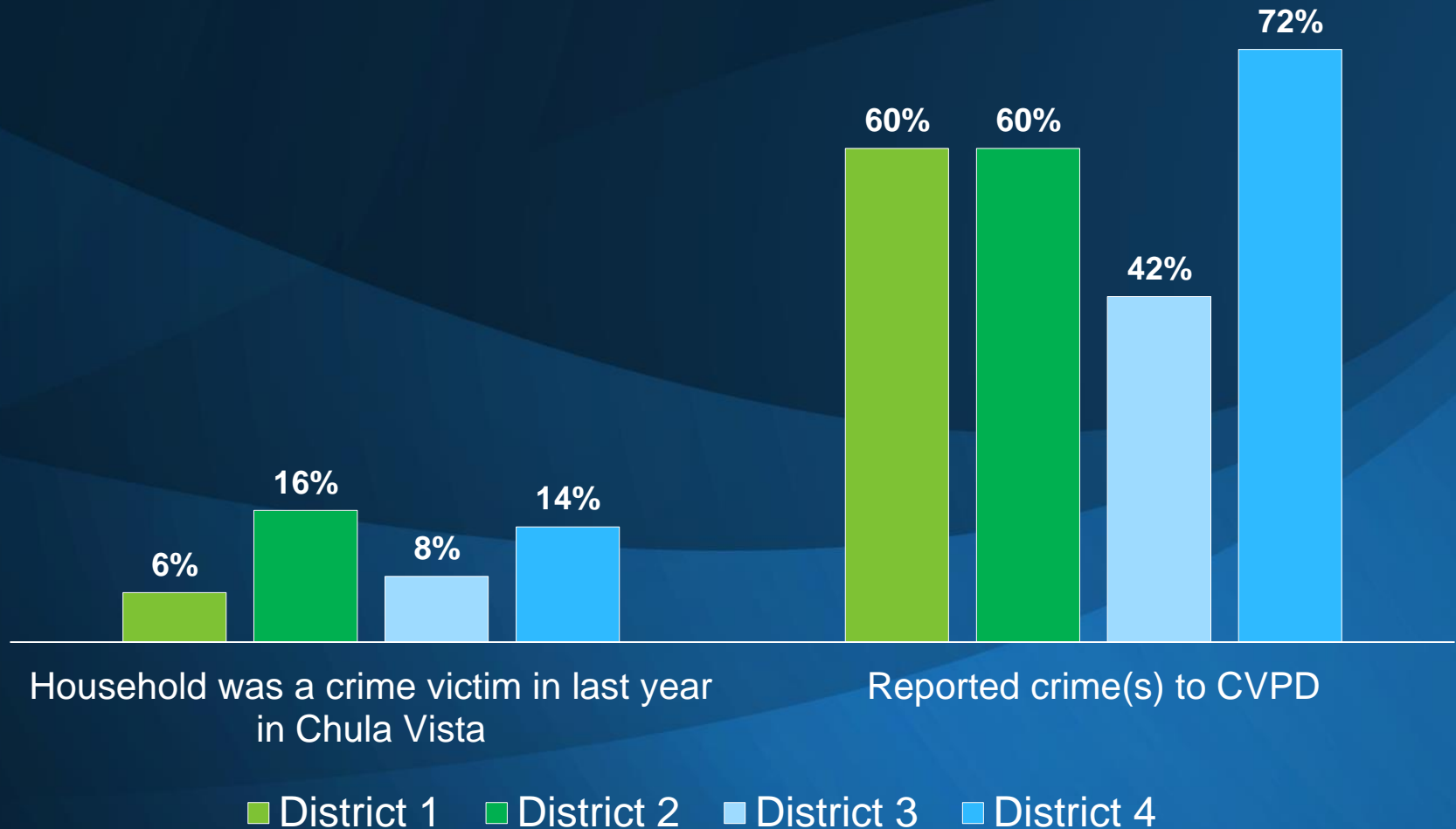
Think crime in Chula Vista has gone up or stayed the same over the past year



Feel “somewhat” or “very unsafe” walking alone in their neighborhood at night



Differences across council districts in being a crime victim and reporting to the police



Top 5 things the CVPD is seen as doing “really well”

Professional & courteous staff

19%

Keeping the public safe

18%

Being visible/patrolling

17%

Good response times

14%

Dealing with traffic related issues

10%

Top 5 ways the CVPD could improve

**More
visible/patrols
(22%)**

**More officers
(16%)**

**More focus on
traffic
(15%)**

**Ensure officers
are courteous
(8%)**

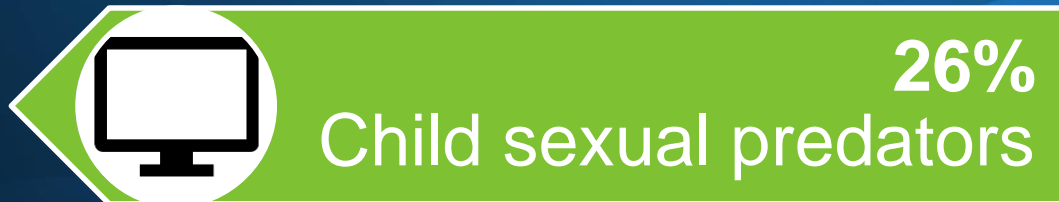
**Faster response
times (7%)**

Top ways the CVPD could improve by council district

District 1	District 2	District 3	District 4
More visible/patrols	More visible/patrols	More visible/patrols	More visible/patrols
More focus on traffic	More officers	More officers	More focus on traffic
More officers	More focus on traffic	More focus on traffic	More officers
More of presence on east side	Better handle homeless issue	Ensure officers are courteous	Faster response time
More community involvement	Faster response times	More of presence on east side	Ensure officers are courteous
			Better handle homeless issue

Note: Blue text indicates suggestion not in overall top responses.

Most frequently noted areas of current concern



Top priorities for the CVPD over the next five years

**Keep public safe
(24%)**

**Homelessness
(21%)**

**Enforcing
traffic laws
(19%)**

**Illegal drug
use/sales
(17%)**

**Hiring more
officers
(11%)**

Summary/conclusions

- Work with other agencies to continue to address homeless issue
- Alcohol and other illicit drug use also affecting the community
- Traffic-related issues remain a concern
- Increased outreach to the community
- Visible presence and more officers important to many residents



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