

**2007 CHULA VISTA  
POLICE DEPARTMENT  
RESIDENT OPINION SURVEY**

**AUGUST 2007**

**CRIMINAL JUSTICE RESEARCH DIVISION**

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## **ABSTRACT**

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This report contains findings from the Chula Vista Resident Opinion Survey conducted in 2007. With input from the Chula Vista Police Department (CVPD), SANDAG designed the survey and administered it to 2,987 Chula Vista residents through the agency's Service Bureau program for member agencies. Similar surveys were conducted in 1997, 2000, 2003, and 2005. As in years past, the purpose of the survey was to learn if there have been changes in the residents' perceptions and opinions about crime and safety and to assist the CVPD in gathering information to help plan for future priorities, public services, and programs.



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## **EXECUTIVE SUMMARY**



# EXECUTIVE SUMMARY

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## INTRODUCTION

In 2007, the Criminal Justice Research Division of the San Diego Association of Governments (SANDAG), through its Service Bureau program for member agencies, surveyed 2,987 Chula Vista residents on behalf of the Chula Vista Police Department (CVPD). Similar versions of this survey were administered in 1997, 2000, 2003, and 2005. With this most recent survey, SANDAG was able to compare perceptions and satisfaction over a ten-year period of time.

Thirty percent (30%) of the randomly selected households responded to the 2007 survey, yielding 888 for analysis. Ten percent (10%) of these surveys were returned in Spanish and 12 percent were completed on-line. In addition, 196 residents returned a final postcard which provided additional input on overall satisfaction with department services. Compared to 1997, 2007 respondents were more likely to include Spanish speakers, those with a total annual household income of \$50,000 or more, and those who had lived in Chula Vista for six years or less; and less likely to include those under the age of 25 and residents of Sector 1. These differences most likely reflect changes in the city's population over the past ten years, as well as efforts to encourage participation from different segments of the community.

## OPINIONS REGARDING THE POLICE DEPARTMENT

In 2007, 94 percent of residents reported being satisfied with the services of the CVPD. While this satisfaction rating has consistently been high (between 89% and 93%), this was the highest to date. When residents noted some type of dissatisfaction, it was most often

related to a need for improved public relations and the perception that there were not enough police officers and response times were too slow.

Most citizens who had a recent interaction with the CVPD reported they had contact with an officer (in person) or with a dispatch/911 operator (over the phone). Three-quarters or more of these residents reported satisfaction with these interactions and shared their impression that the CVPD staff was knowledgeable, fair, professional, and respectful.

While most residents were aware of some CVPD programs such as Neighborhood Watch, Senior Volunteer Patrol, and the School Safety Patrol, there was a marked decline compared to 2005 among residents who knew about these and other youth and community programs.

## PERCEPTIONS AND CONCERNS REGARDING CRIME AND SAFETY

While most of the surveyed residents felt safe at home, in their neighborhoods, and in business areas of the city, around half still avoided certain areas of the city, including specific streets, transit stops, parks, and shopping centers, especially at night.

The top three concerns for residents in 2007 included speeding vehicles, aggressive driving, and vehicles running red lights. With the exception of the problem of traffic accidents and speeding vehicles, the percent of respondents reporting they were concerned about other types of problems was lower in 2007 than in 1997 when the survey was first conducted.

Sixteen percent (16%) of the 2007 survey respondents reported that they or someone in their household had been the victim of a crime in the past year. The most common types of victimization included larceny/theft and vandalism/graffiti. More than three-quarters (77%) of these individuals reported at least one incident to the police, a figure that is higher than national statistics. When victims did not report crimes, they were most likely to say it was because they did not think reporting it to the police would do any good.

### **RESIDENTS' SUGGESTIONS**

The majority of residents surveyed was satisfied with the police and did not have specific suggestions to offer. Of those who did, the most common included noting the need for increased police resources, including more patrol, placing more focus on traffic enforcement, increasing officer professionalism, and targeting specific crimes or problem areas.

### **SUMMARY OF THE 2007 CHULA VISTA RESIDENT OPINION SURVEY RESULTS**

- 94 percent reported being “very satisfied” or “satisfied” with the services provided by the CVPD.
- 93 percent felt police officers showed fair treatment, displayed professional conduct, and had a respectful attitude.
- 91 percent said CVPD officers had adequate knowledge.
- 87 percent of residents were concerned with speeding vehicles, 80 percent with vehicles running red lights, and 79 percent with aggressive drivers.
- 81 percent felt safe in both residential and commercial areas during the day.
- 60 percent thought crime in their neighborhood had neither increased nor decreased.
- 51 percent avoided specific areas or places in the city because of safety concerns.

**2007 CHULA VISTA POLICE DEPARTMENT  
RESIDENT OPINION SURVEY FINAL REPORT**





# 2007 CHULA VISTA POLICE DEPARTMENT RESIDENT OPINION SURVEY FINAL REPORT

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## INTRODUCTION

Although the City of Chula Vista's growth rate has slowed considerably since 2005, it is still the second largest city in San Diego County, with a total estimated population of 223,423, up 45 percent from 1997 when the population was 154,500 (SANDAG, 2006, and U.S. Census Bureau, 2000). In 2007, the San Diego Association of Governments' (SANDAG) Criminal Justice Research Division, through the Service Bureau program for member agencies, distributed surveys to 2,987<sup>1</sup> Chula Vista residents on behalf of the Chula Vista Police Department (CVPD). This survey focused on how residents perceive crime in their community and their level of safety, as well as how they rate the performance and services provided by the police. This report presents the results of the most recent survey and compares them to findings from similar surveys administered by SANDAG in Chula Vista during 1997, 2000, 2003, and 2005.

## RESPONDENT DEMOGRAPHIC PROFILE

As is often the case with survey samples, individuals who choose to return the survey may differ from the population as a whole. According to the 2000 U.S. Census and SANDAG population estimates for 2006 based upon the Census<sup>2</sup>, the 2007 survey sample (which included a total of 888 respondents) differed somewhat from the 2006 Chula Vista population (Table 1). Specifically, individuals who were White, male, 55 years and older, with higher household incomes, and whose primary language was English, were overrepresented among survey respondents. While it is important to note that the feedback from these individuals may not be reflective of the population overall, analyses were conducted to determine if responses were significantly related to self-reported characteristics.

Since this survey was first administered in 1997, various strategies have been used to increase the diversity of the individuals providing feedback to the police department, including providing the survey in Spanish at the time of the initial mailing and offering respondents the opportunity to complete the survey on-line. These differences in methodology (which are described later in the report), as well as the changing composition of such a dynamic city, may each be contributing to different respondent profiles over time. Respondents in recent years have been more likely to describe themselves as Hispanic and between the ages of 35 and 54, report they live in Sector 3 (see Appendix A for the Three Sectors Map of Chula Vista), that they are in a higher income group, and that they have lived in the city for a shorter amount of time (Appendix C).

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<sup>1</sup> Although 3,001 surveys were mailed out, 14 were returned from a ZIP code that encompasses residents outside the Chula Vista city limits.

<sup>2</sup> These are the most recent estimates available at the time of this report.

**Table 1**  
**COMPARISON OF THE 2007 SAMPLE TO THE CHULA VISTA ADULT POPULATION**

	<b>2007 Survey Sample</b>	<b>2006 Population/ 2000 Census<sup>1</sup></b>
<b>Gender</b>		
Male	53%	48%
Female	47%	52%
<b>Race/Ethnicity</b>		
White	45%	32%
Hispanic	34%	50%
Black	3%	4%
Asian/Pacific Islander	13%	11%
Other/Mixed	4%	3%
<b>Age</b>		
18 to 34	11%	33%
35 to 54	46%	40%
55 and older	42%	27%
<b>Primary Language Spoken in Home</b>		
English	70%	47%
Spanish	15%	43%
Other <sup>2</sup>	14%	10%
<b>Household Income<sup>3</sup></b>		
Under \$50,000 per year	38%	55%
Over \$50,000 per year	62%	45%
<b>TOTAL</b>	<b>802 - 873</b>	<b>57,705 - 223,423</b>

<sup>1</sup> At the time this report was completed, 2006 forecasts were available for gender, race/ethnicity, and age for adults 18 and older. Primary language and household income percentages are based upon the 2000 Census.

<sup>2</sup> Other includes individuals who identified themselves as being bi-lingual.

<sup>3</sup> Household Income is a measure of the number of households rather than individuals. The median household income in 2006 was \$53,655 after adjusting for inflation.

NOTES: Cases with missing information not included. Percentages may not equal 100 due to rounding.

SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007

## SURVEY RESULTS

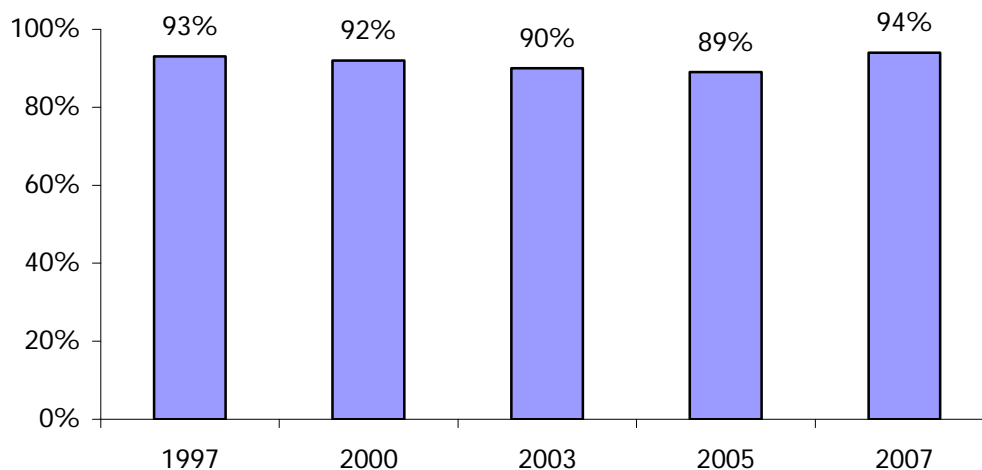
### Opinions Regarding the Police Department

#### *Overall Satisfaction*

A number of questions designed to explore how satisfied residents are with the CVPD have been included in the opinion surveys over the past several years. As the following section shows, residents have given consistently high marks to the department, the services provided, and the staff. On one of these questions, respondents were asked to rate how satisfied they were with police department services on a 4-point scale that ranged from “very satisfied” (1) to “not at all satisfied” (4). As Figure 1 shows, 94 percent of respondents in 2007 reported that they were “very satisfied” or “satisfied” with the services of the CVPD<sup>3</sup>. This is the highest satisfaction rating since the first survey was conducted in 1997 and an increase from 2005, when 89 percent of respondents noted they were satisfied. As one survey respondent expressed, “They have always been prompt, courteous, and helpful when needed over the years for any reason.” It also is worth noting that this satisfaction rating is high compared to ones reported from a national phone survey conducted with household residents 16 and older in 1998 in 12 U.S. cities. In particular, Chula Vista residents reported being “very satisfied” at much higher rates than residents surveyed in the 12 cities. Fifty-five percent of Chula Vista residents reported being “very satisfied” with the police, whereas only 14 to 31 percent of respondents to the national phone survey reported being “very satisfied” (Smith, Steadman, Minton, and Townsend, 1999).

Residents in 2007 gave CVPD the highest satisfaction rating since 1997.

**Figure 1**  
**RESIDENTS REPORTING SATISFACTION WITH POLICE SERVICES**



**TOTAL = 744 – 1,349**

*NOTE: Cases with missing information or “no opinion” not included.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

<sup>3</sup> Additional analyses revealed that residents who had been victims of a crime were less likely to be satisfied with the CVPD than those who had not been victims (96% versus 85%).

Beginning in 2005 and again in 2007, residents who did not take the opportunity to return a survey were sent a postcard that included one closed-ended question – “In general, how satisfied are you with the services of the Chula Vista Police Department?”. By completing this postcard, an additional 184 residents took the opportunity to tell the police how satisfied they were on the same 4-point scale described previously. Postcard respondents’ level of satisfaction was somewhat lower than those who returned the survey (89% versus 94%). When the percentages who said they were “very satisfied” and “satisfied” are examined separately, one can see that those who returned the entire survey were actually more likely to give the CVPD the highest rating possible than postcard respondents (55% versus 43%) (not shown).

In 2007, respondents who said they were “not too satisfied” or “not at all satisfied” on the survey were asked to explain the reason(s) for this low rating. As Table 2 shows, two of the three top reasons for some level of dissatisfaction were related to an experience the survey respondent had, including a negative interaction with CVPD staff and a slower than expected response time. In addition, eleven noted the need for more patrol officers. For example, one respondent noted, “I just wish there were more of them so I would feel safe walking at night with my children.” Other reasons given for respondents’ dissatisfaction included the perception there should be more focus on traffic issues, that the problems reported to police continue to exist, police are not adequately trained, and that there should be less focus on traffic issues.

**Table 2**  
**RESIDENTS’ REASONS FOR DISSATISFACTION WITH THE CVPD**

Negative interaction with staff	16
Not enough patrol officers	11
Police response not timely	9
Too little focus on traffic issues	6
Problems persist	5
Police not adequately trained	1
Too much focus on traffic issues	1
<b>TOTAL</b>	<b>49</b>

*NOTES: Cases with missing information not included. When the number of respondents is less than 50, frequencies rather than percentages are shown.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

## Frequency and Nature of Contact with the Police Department

As in the 2005 survey, residents of the current survey were asked to rate their impression of the most recent contact they had with CVPD staff. However, in 2007, the question was broadened to allow respondents to describe the type of CVPD staff they contacted, how that contact was made (either in person or by phone), and to rate their impression of that staff contact on a 4-point scale (1 being "very positive" and 4 "not at all positive").

Overall, 43 percent of the survey respondents noted that they had some type of contact with the CVPD in the previous 12 months, a figure similar to prior surveys (when between 46% and 57% reported having contact)<sup>4</sup> (not shown). As Table 3 shows, residents most often had contact with police officers (67%) and dispatch/911 operators (52%) and were less likely to have contact with records/lobby staff (17%), Community Service Officers (CSO) (16%), detectives (13%), and other staff (5%) (parking enforcement, senior patrol, animal control, and the non-emergency number).

**Table 3**  
**TYPE OF CVPD STAFF CONTACT REPORTED BY RESIDENTS**

Staff Type	Had Contact With	Type of Contact	
		In Person	By Phone
Police Officer	67%	86%	27%
Disptach/911 Operator	52%	0%	100%
Records/Front Lobby	17%	90%	19%
Community Service Officer	16%	90%	20%
Detective	13%	57%	54%
Other	5%	20%	80%
<b>TOTAL</b>	<b>330</b>	<b>15 - 199</b>	

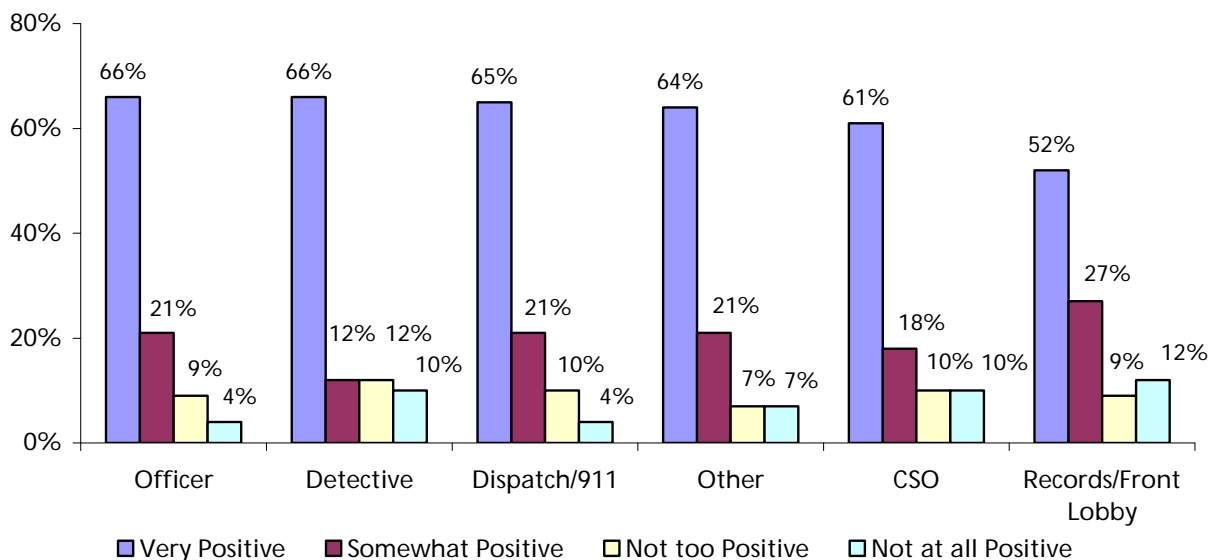
*NOTES: Cases with missing information not included. Percentages are based upon multiple responses.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

<sup>4</sup> Additional analyses revealed that residents ages 18 to 34 were significantly more likely to report having had contact (54% compared to between 35% and 46% of older residents), as were respondents who identified themselves as either Hispanic (46%) or White (45%) compared to Blacks (39%) and those of other ethnicities (43%). Residents who had annual household incomes of \$50,000 or more were more likely than those earning under \$50,000 to have contact (48% versus 34%).

When asked to rate their level of satisfaction with those staff they had contact with, the majority of residents (78% to 87%) said the interaction was “very positive” or “positive”. As shown in Figure 2, around two-thirds (61% to 66%) of respondents each gave the highest rating (“very positive”) to police officers, detectives, dispatch/911 operators, CSOs, and other staff. In addition, just over half (52%) reported feeling “very positive” about the records/front lobby staff.

**Figure 2  
RESIDENTS’ IMPRESSIONS OF CVPD STAFF BY POSITION**



**TOTAL = 14 - 213**

*NOTES: Cases with missing information not included. Percentages may not equal 100 due to rounding.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

Noise disturbances and suspicious activity were most common reasons for requesting police assistance.

Individuals who reported any type of contact with CVPD staff in the previous 12 months were further queried if they had requested assistance from a uniformed officer and, if so, how, for what reason(s), and how satisfied they were with the way the situation was handled. Of the 313 respondents who answered, about half (49%) had made a phone call for assistance, 8 percent flagged down an officer, and 46 percent had done neither in the past year (not shown).

Of those who had requested assistance, the two most common reasons were noise disturbances (19%) and suspicious activity (17%). Other common reasons included vandalism/graffiti (12%), vehicle theft (10%), and traffic collisions (8%) (Table 4).

**Table 4**  
**TOP FIVE REASONS FOR REQUESTING OFFICER ASSISTANCE**

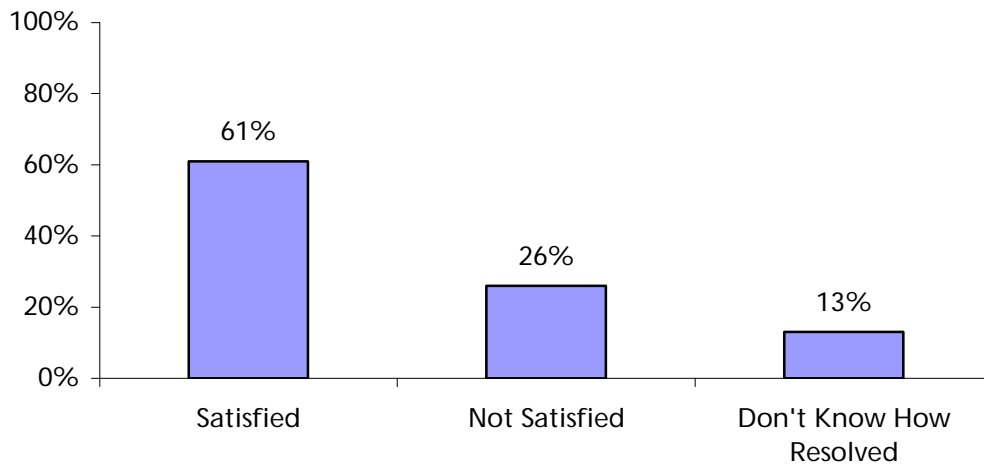
Noise disturbance	19%
Suspicious activity	17%
Vandalism/graffiti	12%
Vehicle Theft	10%
Traffic Collision	8%
<b>TOTAL</b>	<b>176</b>

*NOTES: Cases with missing information not included. Percentages are based upon multiple responses.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

These same individuals who requested assistance also were given the opportunity to describe if they were satisfied with the way the situation was handled by the officer and the reasons related to this feeling. As Figure 3 shows, most were satisfied (61%), 26 percent said they were not satisfied, and 13 percent did not know how or whether the problem was resolved.

**Figure 3**  
**SATISFACTION LEVELS OF RESIDENTS REQUESTING OFFICER ASSISTANCE**



**TOTAL = 176**

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

Of the 108 respondents who said they *were* satisfied with the outcome, 41 explained why, noting that:

- the officer was polite and professional (51%);
- the situation was resolved (29%);
- response time was quick (27%);
- the officer was helpful (12%);
- the officer was knowledgeable and thorough (12%); and
- there was adequate follow-up (7%) (not shown).

Of the 46 who were not satisfied, 38<sup>5</sup> gave descriptions why. These individuals noted that:

- the officer was non-responsive (14);
- the problem was not resolved (10);
- the response time was slow (9);
- the officer did not behave in a professional manner (4); or
- there was no follow-up (3) (not shown).

Finally, in previous years, respondents who reported having contact with uniformed officers in the past year were asked to make additional ratings regarding how they were treated. Specifically, using a 4-point scale (1 being “strongly agree” and 4 “strongly disagree”), they were asked to rate whether they agreed with statements that could be used to describe the officer’s behavior. Table 5 presents the percent of respondents who “strongly agreed” or “agreed” with each of the descriptions for each of the five survey years. The results showed that 93 percent each felt that the CVPD officer treated them fairly, displayed professional conduct, and was respectful, and 91 percent felt that the officer had adequate knowledge to do his/her job. Since 1997, these ratings have remained fairly stable, with the exception of responding in a reasonable time. While more than three-quarters agreed with this statement in 2007, it was lower compared to the previous four surveys.

Most residents who had contact with staff felt they were professional, fair, and respectful.

**Table 5  
RESIDENTS’ IMPRESSIONS OF CVPD OFFICERS**

	<b>1997</b>	<b>2000</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>
Had adequate knowledge	92%	91%	93%	92%	91%
Showed fair treatment	92%	87%	93%	91%	93%
Displayed professional conduct	94%	91%	94%	91%	93%
Had a respectful attitude	92%	89%	93%	90%	93%
Responded in a reasonable time	85%	85%	87%	83%	78%
<b>TOTAL</b>	<b>621 - 689</b>	<b>466 - 505</b>	<b>626 - 680</b>	<b>303 -312</b>	<b>148 - 152</b>

*NOTE: Cases with missing information or “no opinion” not included.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

<sup>5</sup> Because the number of respondents is less than 50, frequencies rather than percentages are shown.



## Knowledge of Police Programs

The CVPD coordinates a number of community programs for youth and adults (see Appendix D for program descriptions). Although in 2007 residents were again asked if they had heard about these programs, the question was slightly revised by omitting the option to indicate if they had used any of the programs. Possibly as a result, in 2007 slightly fewer respondents reported any knowledge of these programs compared to 2005 (81% versus 86%) (not shown). As Table 6 shows, residents who knew of any programs were most familiar with the Neighborhood Watch Program, Senior Volunteer Patrol Program, and the School Safety Patrol Program. However, the percentages reporting knowledge in 2007 were lower than in 2005 for all programs that were included on both surveys. Additional analysis also revealed that residents from racial backgrounds other than White and those who did not speak English were *less* likely to have program knowledge, compared to Whites and those who spoke English (not shown). Acknowledging that the CVPD could better promote these programs to the community, one resident suggested, "Advertise more of the different types of programs that you offer. Maybe more citizens of Chula Vista would use them or become volunteers."

Residents were most familiar with the Neighborhood Watch Program.

**Table 6**  
**RESIDENTS' FAMILIARITY WITH CVPD PROGRAMS**

	1997	2000	2003	2005	2007
<b>Youth Programs</b>					
School Safety Patrol	79%	68%	49%	62%	61%
Shop-With-A-Cop	36%	34%	32%	36%	26%
Police Activity League	50%	43%	31%	31%	23%
Juvenile Offender Diversion	39%	42%	28%	32%	9%
Bullying Prevention	N/A	N/A	20%	26%	15%
<b>Community Programs</b>					
Neighborhood Watch	91%	87%	69%	85%	79%
Senior Volunteer Patrol	87%	85%	70%	74%	73%
Reserve Officers	68%	64%	51%	55%	28%
School Resource Officers	N/A	N/A	N/A	43%	30%
Domestic Violence Response Team	N/A	42%	32%	39%	21%
Citizens' Adversity Support Team	30%	29%	22%	26%	10%
Police Citizens' Academy	N/A	N/A	21%	23%	10%
Crime Free Multi-Housing	N/A	27%	20%	21%	4%
School Watch	N/A	N/A	N/A	N/A	29%
Juvenile Citizens' Academy	N/A	N/A	N/A	N/A	5%
<b>TOTAL</b>	<b>1,008 –</b> <b>1,045</b>	<b>1,101 –</b> <b>1,142</b>	<b>1,269 –</b> <b>1,336</b>	<b>739 –</b> <b>777</b>	<b>720</b>

NOTES: Cases with missing information not included. N/A is shown when the question was not asked during that survey year.

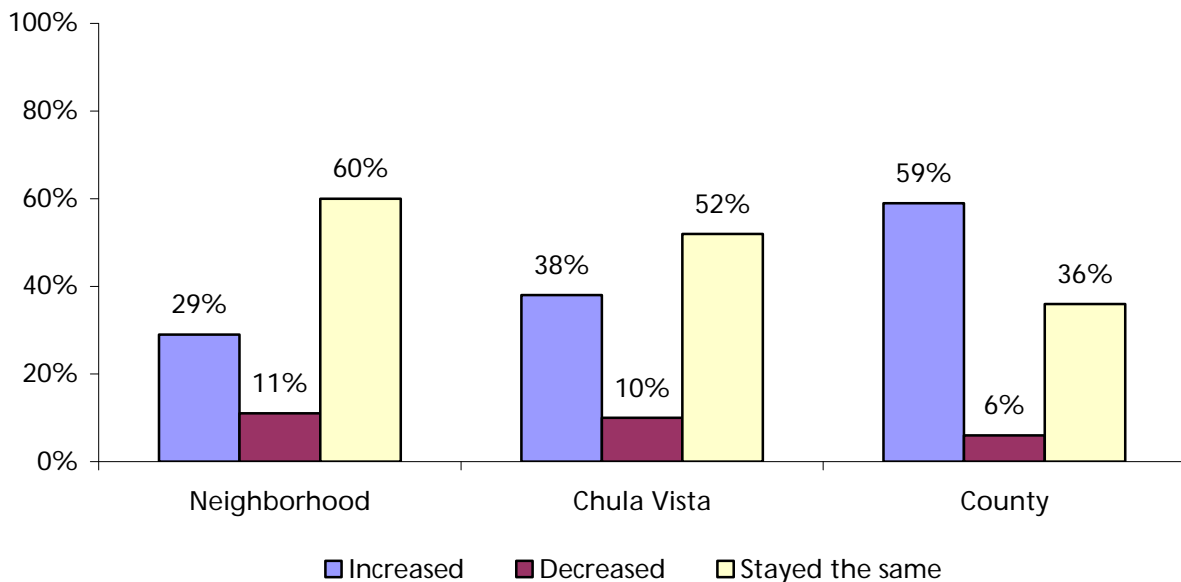
SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007

## Perceptions and Concerns Regarding Crime and Safety

### *Perceived Change in Amount of Crime*

As in the previous surveys, residents in the 2007 survey were asked whether they thought crime had increased, decreased, or stayed the same in the past year in three areas: (1) their own neighborhood; (2) the City of Chula Vista; and (3) San Diego County as a whole. With almost identical findings as in 2005, residents were more likely to think crime had increased in areas outside their own neighborhood (59% for the County, compared to 38% for Chula Vista and 29% for their own neighborhood) (Figure 4). In actuality, the FBI Index Crime rate<sup>6</sup> in Chula Vista decreased between 2005 and 2006 (from 38.84 to 35.72 crimes per 1,000 population), as did the crime rate for the County (36.68 to 34.87) (Burke, 2007). Additional analyses revealed that females and individuals from households earning more than \$50,000 per year were more likely to perceive crime had increased (not shown).

**Figure 4**  
**RESIDENTS' PERCEPTIONS OF HOW CRIME HAS CHANGED IN PAST YEAR**



**TOTAL = 583 - 652**

*NOTES: Cases with missing information not included. Percentages may not equal 100 due to rounding.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

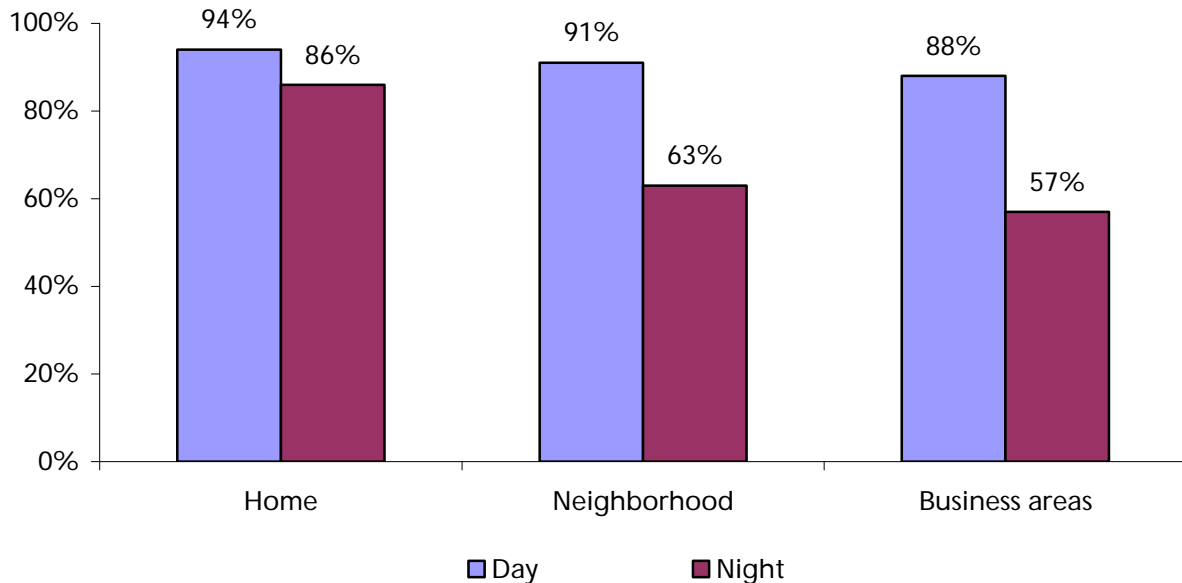
<sup>6</sup> The FBI Index Crime rate is a measure of how many Part I crimes were reported to law enforcement per 1,000 residents. Part I crimes include homicide, rape, robbery, assault, burglary, motor vehicle theft, and larceny.

## Feelings of Safety

Females are more likely to feel unsafe in all areas except commercial areas during the day.

In an ongoing effort to measure any changes in residents' feelings of safety at home and around their neighborhood, the 2007 survey asked residents to rate, on a 4-point scale that ranged from "very safe" (1) to "very unsafe" (4), how safe they felt at home alone, walking alone in their neighborhood, and walking alone in commercial areas of Chula Vista during both the day and night. As Figure 5 shows, around nine out of every ten residents reported feeling safe in these locations during the day (88% to 94%). However, these percentages varied more at night, with those reporting they felt safe outside their homes decreasing to the greatest degree. One significant predictor of feelings of safety was gender, with females generally more likely to report feeling unsafe than males in all areas<sup>7</sup>. Other predictors included income and sector residence (with those with lower incomes and who resided in Sectors 1 and 2 feeling less safe) (not shown).

**Figure 5**  
**RESIDENTS' FEELINGS OF SAFETY DURING DAY AND NIGHT**



**TOTAL = 804 - 873**

*NOTE: Cases with missing information not included. Percentages are based upon multiple responses.*

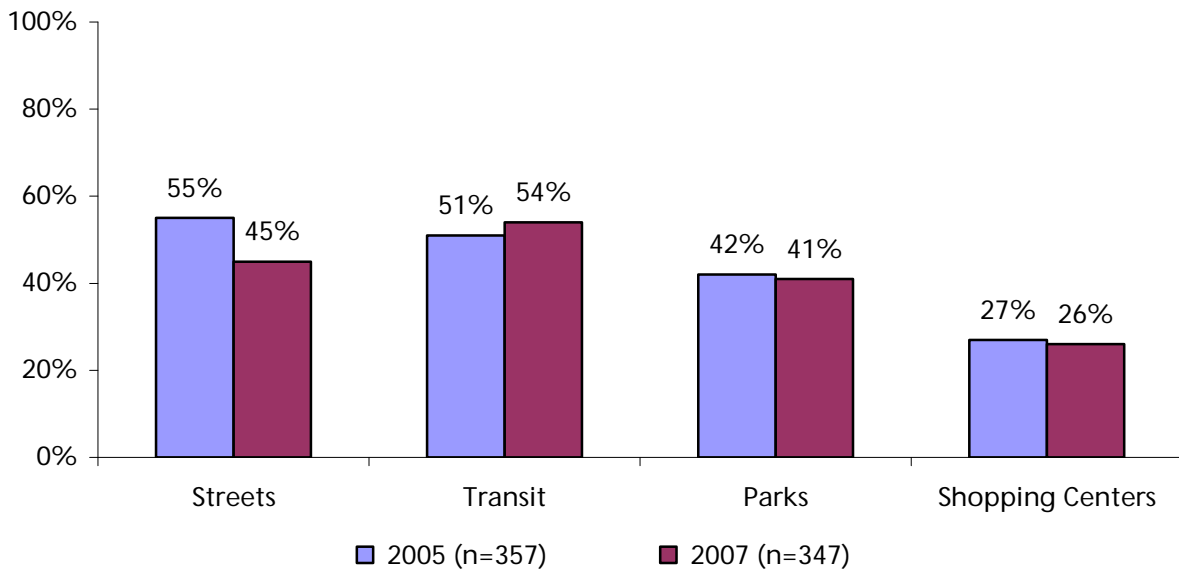
*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

<sup>7</sup> The association of gender and fear of crime has been reported elsewhere, including in the United Kingdom, ([http://www.safercambs.org/cambridge/CC\\_Fear\\_Of\\_Crime.pdf](http://www.safercambs.org/cambridge/CC_Fear_Of_Crime.pdf)).

## Avoidance of Areas

As in previous surveys, additional questions allowed respondents to report whether they avoided using public parks, shopping centers, transit stations, and specific streets due to feeling unsafe. Overall, 51 percent said they avoid at least one area, a figure that was somewhat higher than the 42 percent who reported doing so in 2005 (not shown). As shown in Figure 6, with the exception of transit stations (which were avoided by 54% in 2007 versus 51% in 2005), avoidance of all other areas decreased or stayed roughly the same, including streets (55% to 45%), parks (from 42% to 41%), and shopping centers (27% to 26%). As in 2005, males who were 55 years and older were less likely to report avoiding these areas (not shown).

**Figure 6**  
**RESIDENTS REPORTING AVOIDING AREAS IN CHULA VISTA**



*NOTE: Cases with missing information not included.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

As shown in Table 7, residents were asked which specific locations they avoided, and while respondents shared a variety of responses, a number of locations were noted fairly consistently. For particular streets, Broadway was noted most frequently (33%), with about one-quarter (26%) noting all streets in the western portion of the city. In terms of public transit, the H Street trolley stop was noted most frequently (45%), with one-third (33%) saying they avoided them all<sup>8</sup>. Almost one-quarter (23%) of individuals who avoided parks said they avoided them all, and the most frequently mentioned park was Lauderbach (20%), located in the 300 block of Oxford Street. Finally, the Chula Vista Center was the most common shopping center avoided (60%), with an additional 14 percent saying they avoided them all.

**Table 7  
SPECIFIC AREAS MOST OFTEN AVOIDED BY RESIDENTS**

<b>Streets</b>	<b>Transit</b>	<b>Parks</b>	<b>Shopping Centers</b>
Broadway (33%)	H Street (45%)	All (23%)	CV Center (60%)
Western area (26%)	All (33%)	Lauderbach (20%)	All (14%)
Main (14%)	Palomar (22%)	Marina (11%)	Home Depot (9%)
Third (7%)	E Street (21%)	Eucalyptus (10%)	Costco (6%)
Woodlawn (6%)	Bus Stops (4%)	Hilltop & Memorial (7% each)	Target (5%)
<b>TOTAL = 134</b>	<b>TOTAL = 146</b>	<b>TOTAL = 104</b>	<b>TOTAL = 78</b>

*NOTES: Cases with missing information not included. Percentages based upon multiple responses. Only most common responses shown here.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

<sup>8</sup> In January 2007, the City of Chula Vista and Metropolitan Transit System (MTS) installed surveillance cameras at all three trolley stations. As a result, questions were added to the 2007 survey regarding personal use of Chula Vista trolley stops and whether respondents were aware that these transit stops had surveillance cameras. Just over one-quarter (26%) had used a Chula Vista trolley station since January 2007 and about half that (12%) reported knowing there were surveillance cameras at these stations.

While the issue of gangs/juveniles was noted less frequently than in 2005, it was still one of the top five most common reasons for avoiding each location type shown in Table 8 (15% to 28%). Another reason cited consistently across location types was the types of people who congregate in each location (14% to 21%). Other common reasons included avoiding areas at night, perceived crime that occurs, and homeless/transients.

**Table 8  
TOP FIVE REASONS FOR AVOIDING SPECIFIC AREAS**

<b>Streets</b>	
Gangs	22%
Certain people	19%
At night	17%
Crime	16%
Transients	12%
<b>Transit Stations</b>	
Crime	24%
Certain people	21%
Transients	15%
Gangs	15%
At night	15%
<b>Parks</b>	
Transients	27%
At night	25%
Gangs	22%
Drugs	19%
Certain people	14%
<b>Shopping Centers</b>	
Gangs	28%
At night	28%
Crime	20%
Certain people	15%
Feels unsafe	10%
<b>TOTAL</b>	<b>71 - 124</b>

*NOTES: Cases with missing information not included. Percentages based upon multiple responses. Only most common responses shown here.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

## Issues of Concern

As in the prior surveys conducted, questions were included asking respondents to rate their level of concern with different types of neighborhood issues. These ratings were made on a 4-point scale that ranged from “very concerned” (1) to “not at all concerned” (4). Respondents also were able to indicate that they had no opinion. The percent of residents who were “very concerned” or “somewhat concerned” is presented in Table 9. In all five years, speeding vehicles were the issue that generated the most concern from residents, with 2007 showing the highest percentage to date (87%) compared to 82 percent to 85 percent in prior years. Other top concerns in 2007 included vehicles running red lights (80%), aggressive driving (79%), and identity theft (77%).

Speeding vehicles remain residents' number one concern.

**Table 9**  
**RESIDENTS REPORTING CONCERN WITH NEIGHBORHOOD ISSUES**

	1997	2000	2003	2005	2007
Speeding vehicles	83%	83%	82%	85%	87%
Vehicles running red lights	N/A	N/A	74%	76%	80%
Aggressive driving	N/A	N/A	N/A	81%	79%
Identity theft	N/A	N/A	69%	73%	77%
Graffiti	80%	76%	67%	69%	72%
Traffic accidents	69%	68%	68%	70%	71%
Auto theft	N/A	N/A	65%	67%	70%
Having things stolen from vehicle	N/A	N/A	63%	63%	68%
Burglary/Theft from home	82%	78%	63%	64%	67%
Drug sales	74%	64%	62%	60%	67%
Gangs	77%	67%	60%	64%	66%
Bullying at school	N/A	N/A	55%	60%	62%
Illegal possession of firearms	70%	63%	55%	56%	61%
Alcohol sales to youth	68%	58%	50%	50%	55%
Homelessness/transients	60%	54%	49%	52%	54%
Assault	68%	59%	50%	50%	53%
Getting mugged	N/A	N/A	47%	46%	51%
Other noise disturbances	N/A	N/A	44%	46%	49%
Public drunkenness	56%	44%	43%	43%	49%
Noisy parties	N/A	N/A	42%	45%	49%
Condition of neighbors' residences	N/A	N/A	45%	43%	48%
Hate crimes	59%	51%	41%	40%	45%
Abandoned cars	N/A	N/A	39%	36%	44%
Domestic Violence	N/A	N/A	N/A	N/A	44%
Prostitution	48%	38%	36%	35%	40%
<b>TOTAL</b>	<b>957-</b>	<b>978-</b>	<b>1,155-</b>	<b>619-</b>	<b>697-</b>
	<b>1,047</b>	<b>1,082</b>	<b>1,428</b>	<b>798</b>	<b>845</b>

NOTES: Cases with missing information and “no opinion” not included. N/A is shown when the question was not asked during that survey year.

SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007

More than half of residents also expressed concern about graffiti, traffic accidents, motor vehicle theft, having things stolen from vehicles, burglary, drug sales, gangs, bullying at schools, illegal possession of firearms, alcohol sales to youth, homelessness/transients, assault, and getting mugged. However, it is worth noting that, with the exception of traffic accidents and speeding vehicles, the percent reporting concern with each of the issues listed in Table 9 decreased from 1997 to 2007.

### Victimization in the Past Year

Of the 2007 survey respondents, 16 percent said that they or someone else in their household had been a victim of crime in the past year and 86 percent of these individuals also said that the crime had occurred in the City of Chula Vista. Of those who had been a crime victim, 64 percent had been victimized once and 36 percent more than once in the past year (not shown). As Table 10 shows, residents in 2007 who said someone in their household was a victim of a crime in Chula Vista were most likely to report that this crime was larceny (which includes something being stolen from one's vehicle) (38%), followed by vandalism/graffiti (26%). Other types of victimization included motor vehicle theft, burglary, and identity theft/fraud.

Larceny was the most frequently reported crime by those victimized in the last year.

**Table 10**  
**TYPE OF CRIMES REPORTED BY RESIDENTS VICTIMIZED IN CHULA VISTA**

Larceny (including theft from a motor vehicle)	38%
Vandalism/Graffiti	26%
Motor vehicle theft	18%
Burglary	13%
Identity theft/Fraud	8%
Robbery	6%
Harassment	5%
Assault	5%
Hit and run	4%
Public Disturbance	2%
<b>TOTAL</b>	<b>114</b>

*NOTES: Cases with missing information not included. Percentages based upon multiple responses.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

National estimates suggest that in 2005, only 47 percent of violent crimes and 40 percent of property crimes were reported to law enforcement officials (Bureau of Justice Statistics, 2006). However, 78 percent of the surveyed Chula Vista residents who said they or someone in their household was a crime victim said they had reported at least one of the incidents (if there was more than one) to the police<sup>9</sup> (not shown). This relatively high reporting rate also was seen in previous

<sup>9</sup> Sixty-seven percent (67%) reported the one incident to law enforcement and 11 percent reported one or some, but not all of the incidents to police.



years (69% to 75%) and suggests that there could be a higher crime reporting rate among Chula Vista residents compared to the rest of the nation, or alternatively, that individuals who returned the survey have a higher reporting rate than residents who were not surveyed or chose not to return the survey (not shown).

When individuals who did not report an incident to law enforcement were asked their reason for not sharing this information, the most common reason (reported by 31%) was that they did not think it would do any good. In addition, others said they did not think the incident was important enough (19%) or they didn't have enough information or evidence to give to the police (14%) (Table 11).

**Table 11**  
**REASONS RESPONDENTS GAVE FOR NOT REPORTING CRIME TO POLICE**

Did not think it would do any good	11
Not important enough	7
Did not have enough evidence/information	5
Took care of situation on own	4
Reported to someone else	3
Fear of retaliation	2
Items were replaced	1
Did not think of it	1
The police notified me about the crime	1
<b>TOTAL</b>	<b>36</b>

*NOTES: Cases with missing information not included. When the number of respondents is less than 50, frequencies rather than percentages are shown.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

The Baja California peninsula of Mexico borders the U.S. at San Diego County approximately seven miles south of the City of Chula Vista. Because of a high rate of traffic flowing across this international border, the CVPD opted in 2007 to ask residents if any of the crimes they had experienced in the last year had occurred in Baja California. Only seven percent of the 132 residents who had been victimized in the last year stated the crime had occurred over the border in Baja (not shown).

### **Residents' Suggestions**

At the end of the survey, residents were asked to share suggestions for how the CVPD could provide better service. Of the 888 respondents, 30 percent provided specific feedback, with the other 70 percent saying nothing or noting their overall satisfaction. For example, one resident commented, "I have lived in Chula Vista 34 years. I have always felt very safe with CVPD personnel patrolling our city. Thanks for your protection!!"

As Table 12 shows, the most common suggestions related to increasing the resources for the police department (so that they could hire more officers and be more visible in the community) (9%) and that the department focus more on traffic enforcement (9%), especially with regard to speeding and other aggressive driving problems. As one resident commented, "The Chula Vista Police Department could better serve by being more visible during peak hours to help eliminate the running of traffic lights, stop signs, etc." Others expressed the need for increased officer professionalism and cultural relations, more visibility in the East portion of the city specifically, and more community outreach/education. Recommendations from another two percent each included greater emphasis on quality of life issues and gangs, and focusing on problem areas. One percent or less also expressed the opinion that response times should be decreased, there should be more problem analysis, officers should be paid more, officer training should be increased, there should be more follow-up, there should be less emphasis on traffic issues, and specific crimes should be targeted (not shown).

**Table 12**  
**RESIDENTS' SUGGESTIONS FOR IMPROVING CVPD SERVICES**

Increase police resources/visibility	9%
Focus more on traffic enforcement	9%
Increase officer professionalism/cultural relations	4%
Increase visibility in East portion of city	4%
Increase community outreach/education/contact	3%
Focus more on gangs/graffiti	2%
Focus on quality of life issues	2%
Focus on problem areas	2%
<b>TOTAL</b>	<b>888</b>

*NOTE: Percentages based upon multiple responses.*

*SOURCE: SANDAG, Chula Vista Resident Opinion Survey Final Report, 2007*

## SUMMARY

SANDAG surveyed a sample of 2,987 Chula Vista residents on behalf of the Chula Vista Police Department to assess their satisfaction with police department services and their perceived feelings

"I am glad we have a police department that cares about what the community thinks and feels about their services."

of safety and received 888 completed surveys and 196 single-question postcards. Most respondents reported feeling safe in their home, neighborhood, and within commercial areas of the city during the day. Residents' top five concerns about neighborhood issues in 2007 were associated with traffic-related issues (specifically speeding and other aggressive driving problems) and identity theft. Just over half of surveyed residents said they avoided certain areas due to feeling unsafe. The areas most avoided by residents were specific streets and public transit stations. Residents avoided certain areas in the city most often because of youth or gang activity, perceived crime, or because they felt unsafe at night in these areas. Of the respondents who

reported that they or someone else in their household had been a crime victim, most were a victim of a property crime and more than two-thirds reported the incident to police. Overall, the residents of this survey reported being very satisfied with the services provided by the CVPD, and those who interacted with department staff in the past year felt that staff was knowledgeable, fair, professional, and respectful. The most common suggestions from respondents for improving police services included increasing police visibility and resources, as well as enhancing focus on traffic enforcement.

## **METHODOLOGY**

The random sample of 2,987 households in 2007 who received surveys was sampled after stratifying by the five zip codes (91910, 91911, 91912, 91913, and 91914) in the City of Chula Vista. Of the 2,987 surveys mailed, a total of 888 surveys were returned (yielding a 30% response rate), and a total of 196 single-question postcards were received, raising the response rate to 36 percent. According to SANDAG's 2006 estimate of 75,081 occupied households in Chula Vista, 26 percent were in Sector 1, 40 percent in Sector 2, and 31 percent were located in Sector 3. The surveys were mailed to a similar distribution pattern for each sector: 25 percent to Sector 1; 41 percent to Sector 2; and 34 percent to Sector 3. The response rates did not vary by sector (30% Sector 1, 27% Sector 2, and 33% Sector 3), and the sample of survey respondents reflected the population geographically (with 25% of the 888 surveys from residents of Sector 1, 37% from Sector 2, and 38% from Sector 3). While the survey was anonymous, identification numbers were included on the instrument to ensure that only one survey per household was returned.

To encourage participation in 2007, respondents were sent one postcard per week prior to mailing the survey to let them know they had been selected to participate. Surveys were then sent the first week of May 2007. Two four-page surveys (with one in English and one in Spanish), a cover letter explaining the survey, and a postage-paid return envelope were sent to the sampled households. In 1997 and 2000, participants had to specifically request a Spanish survey be mailed to them. The inclusion of a translated survey increased the percent of Hispanic and Spanish-speaking residents in the sample, and ten percent of the 2007 surveys were completed in Spanish. Copies of these surveys and accompanying material are included in Appendix B. Approximately three weeks after the first mailing, a second mailing went out to residents who had not yet returned a survey.

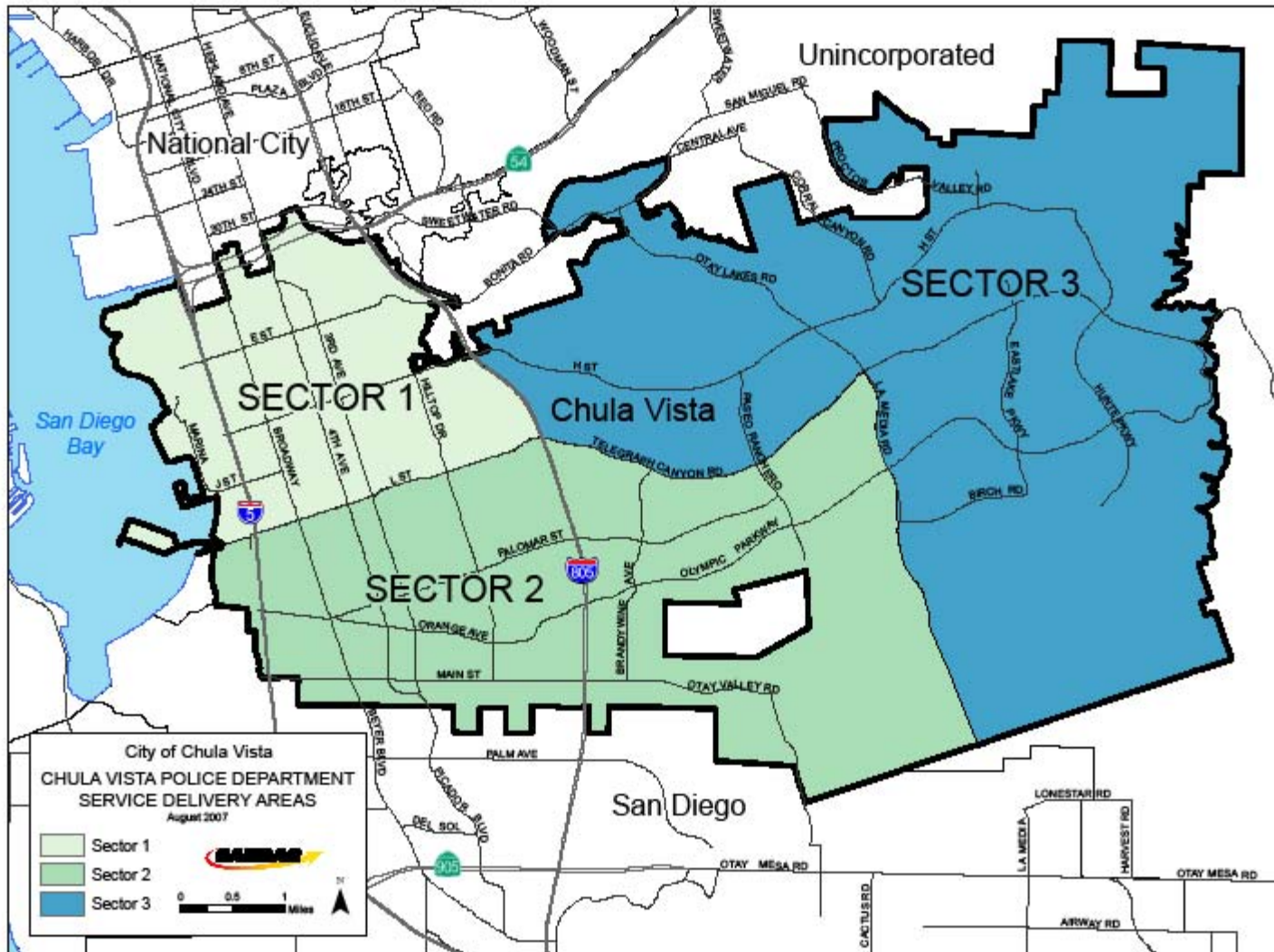
As in 2005, single-question postcards were again sent out two weeks after the second mailing of the survey. This allowed residents to complete just one question regarding their satisfaction with the Chula Vista Police Department's services and add any additional comments.

Participants were offered the choice of returning a hard copy of the written survey or completing it via the Internet. As a result, 12 percent of the surveys were completed electronically, the same as in 2005. Despite these additional efforts, the response rate for 2007 (30%) was lower than either 1997 (37%) and 2000 (39%), but about the same as 2003 and 2005 (31% each). However, with the addition of having the option of mailing in the postcard, the response rate was 36 percent.



**APPENDIX A  
THREE SECTORS MAP**









**APPENDIX B  
ENGLISH AND SPANISH  
SURVEY INSTRUMENTS**





# 2007 CHULA VISTA RESIDENT OPINION SURVEY

The City of Chula Vista is conducting a survey of residents to find out their attitudes and opinions about the Police Department, disorder, and crime. Please take a few minutes to complete this survey - your responses are very important. You may complete this survey online or return it in the enclosed postage-paid envelope. If more space is needed when answering the questions, you may include additional pages. If you would like to complete the survey online, go to <http://www.sandag.org/cvcpd> to access the survey and enter the ID number located on the top of this page. Please complete the survey within the next 2 weeks. The San Diego Association of Governments (SANDAG) is assisting us with the study. If you have questions about the survey, contact Liz Doroski with SANDAG (619) 699-6921. Thank you for your time and input.

**1. During the past year, do you think that crime in the following areas has increased, decreased, or stayed about the same?**

*(Please circle the number under your response)*

	<u>Increased</u>	<u>Decreased</u>	<u>Stayed About the Same</u>	<u>Don't Know/No Crime</u>
• Crime in your neighborhood	1	2	3	4
• Crime in the City of Chula Vista	1	2	3	4
• Crime in the County of San Diego	1	2	3	4

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

	<u>Very Safe</u>	<u>Reasonably Safe</u>	<u>Somewhat Unsafe</u>	<u>Very Unsafe</u>	<u>Don't Know/No Opinion</u>
• Being in your neighborhood park in Chula Vista	1	2	3	4	5
• Using transit locations in Chula Vista	1	2	3	4	5
<b><u>During the Day</u></b>					
• Walking alone in your neighborhood	1	2	3	4	5
• Walking alone in the business areas of Chula Vista	1	2	3	4	5
• Being at home alone	1	2	3	4	5
<b><u>During the Night</u></b>					
• Walking alone in your neighborhood	1	2	3	4	5
• Walking alone in the business areas of Chula Vista	1	2	3	4	5
• Being at home alone	1	2	3	4	5

**3. Do you avoid any of the following specific areas in Chula Vista because you feel they are not safe? (Please check all that apply)**

- Public parks (If checked, please specify which park(s)) \_\_\_\_\_  
If checked, why do you avoid the park(s)? \_\_\_\_\_
- Shopping centers (If checked, please specify which shopping center(s)) \_\_\_\_\_  
If checked, why do you avoid the shopping center(s)? \_\_\_\_\_
- Transit stations (If checked, please specify which transit station(s)) \_\_\_\_\_  
If checked, why do you avoid the transit station(s)? \_\_\_\_\_
- Specific streets (If checked, please specify which street(s)) \_\_\_\_\_  
If checked, why do you avoid the street(s)? \_\_\_\_\_
- Other locations (If checked, please specify which location(s)) \_\_\_\_\_  
If checked, why do you avoid the location(s)? \_\_\_\_\_
- Do not avoid any of these areas

**4. Some trolley stops in San Diego County have surveillance cameras. Do you know if Chula Vista trolley stops have surveillance cameras?**    1 Yes, they do have cameras    2 No, they do not have cameras    3 Don't know

**5. Have you personally used a Chula Vista trolley stop since January 2007?**    1 Yes    2 No

**6. How concerned are you about the following issues in your neighborhood? (Please circle the number under your response)**

	<i>Very Concerned</i>	<i>Somewhat Concerned</i>	<i>Not Too Concerned</i>	<i>Not At All Concerned</i>	<i>Don't Know/ No Opinion</i>
• Drug sales	1	2	3	4	5
• Gangs	1	2	3	4	5
• Illegal possession of firearms	1	2	3	4	5
• Public drunkenness	1	2	3	4	5
• Alcohol sales to youth	1	2	3	4	5
• Prostitution	1	2	3	4	5
• Transients	1	2	3	4	5
• Someone stealing from your home	1	2	3	4	5
• Aggressive driving	1	2	3	4	5
• Getting mugged	1	2	3	4	5
• Identity theft	1	2	3	4	5
• Being assaulted	1	2	3	4	5
• Auto theft	1	2	3	4	5
• Having things stolen from your car	1	2	3	4	5
• Hate crimes	1	2	3	4	5
• Graffiti	1	2	3	4	5
• Traffic accidents	1	2	3	4	5
• Speeding vehicles	1	2	3	4	5
• Vehicles running red lights	1	2	3	4	5
• Noisy parties	1	2	3	4	5
• Other noise disturbances	1	2	3	4	5
• Bullying in schools	1	2	3	4	5
• Abandoned cars	1	2	3	4	5
• Condition of neighbors' residences	1	2	3	4	5
• Domestic violence	1	2	3	5	5
• Other ( <i>Specify</i> )_____	1	2	3	4	5
• Other ( <i>Specify</i> )_____	1	2	3	4	5

**7. Were you, or anyone in your household, the victim of a crime during the past 12 months?**

1 Yes                      2 No (*Skip to question 8*)

**7a. How many times were you, or anyone in your household, a victim of a crime during the past 12 months?** \_\_\_\_\_

**7b. Did any of these crimes occur in Chula Vista?** 1 Yes    2 No (*Skip to question 7f*)

**7c. What crime or crimes occurred in Chula Vista? (Please describe)** \_\_\_\_\_  
\_\_\_\_\_

**7d. Did you report the crimes that occurred in Chula Vista to the police?**

1 Yes (*Skip to question 7f*)                      2 No                      3 Reported one/some, but not all

**7e. If you did not report all of the crime(s) to the police, why not? (Please explain)** \_\_\_\_\_  
\_\_\_\_\_

**7f. Did any of these crimes occur in Baja California?**                      1 Yes                      2 No

**8. In the past 12 months, did you have contact with any of the following Chula Vista Police Department staff:**

<b>Staff Type</b> <i>(Check all that apply)</i>	<b>Type of Contact</b> <i>(Check all that apply)</i>	<b>Impression Based on Most Recent Contact</b> <i>(Check one for each staff type)</i>
<input type="checkbox"/> None <i>(Skip to question 10)</i>		
<input type="checkbox"/> Dispatcher /911 Operator	⇒	<input type="checkbox"/> Very positive <input type="checkbox"/> Somewhat positive <input type="checkbox"/> Not too positive <input type="checkbox"/> Not at all positive
<input type="checkbox"/> Police Officer (dark blue uniform)	<input type="checkbox"/> Telephone <input type="checkbox"/> In Person	<input type="checkbox"/> Very positive <input type="checkbox"/> Somewhat positive <input type="checkbox"/> Not too positive <input type="checkbox"/> Not at all positive
<input type="checkbox"/> Community Service Officer (light blue uniform)	<input type="checkbox"/> Telephone <input type="checkbox"/> In Person	<input type="checkbox"/> Very positive <input type="checkbox"/> Somewhat positive <input type="checkbox"/> Not too positive <input type="checkbox"/> Not at all positive
<input type="checkbox"/> Detective (following up on case)	<input type="checkbox"/> Telephone <input type="checkbox"/> In Person	<input type="checkbox"/> Very positive <input type="checkbox"/> Somewhat positive <input type="checkbox"/> Not too positive <input type="checkbox"/> Not at all positive
<input type="checkbox"/> Records/Front Lobby Staff	<input type="checkbox"/> Telephone <input type="checkbox"/> In Person	<input type="checkbox"/> Very positive <input type="checkbox"/> Somewhat positive <input type="checkbox"/> Not too positive <input type="checkbox"/> Not at all positive
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Telephone <input type="checkbox"/> In Person	<input type="checkbox"/> Very positive <input type="checkbox"/> Somewhat positive <input type="checkbox"/> Not too positive <input type="checkbox"/> Not at all positive

**9. During the past 12 months, did you call the CVPD and request assistance from a uniformed officer, or did you flag down a uniformed officer on the street? (Please circle one response)**

- 1 Yes, called CVPD to request an officer
- 2 Yes, flagged down an officer on the street
- 3 Both, called AND flagged down an officer
- 4 Neither, didn't call or flag down an officer *(Skip to question 10)*

**9a. Thinking about your most recent request for uniformed police assistance, please circle the public safety concern that best describes the reason you requested police assistance: (Please circle one response)**

- |  |   |
|--|---|
| 1 Domestic Violence                                  | 10 Suspicious activity                  |
| 2 Other family dispute (parent-child, sibling, etc.) | 11 Petty theft (theft less than \$400)  |
| 3 Transient/homeless person                          | 12 Car break-in                         |
| 4 Traffic collision                                  | 13 Home break-in                        |
| 5 Vehicle theft                                      | 14 Illegally parked vehicle             |
| 6 Noise disturbance (loud party, music)              | 15 Mental health issue                  |
| 7 Check on a person's well being                     | 16 Person creating a disturbance        |
| 8 Vandalism/graffiti                                 | 17 Reckless driver                      |
| 9 Fight/assault (not domestic violence)              | 88 Other <i>(please specify):</i> _____ |

**9b. Were you satisfied with the way the situation was handled? (Please circle one response)**

- 1 Yes                      2 No                      3 Don't know how it was resolved

**Please explain:** \_\_\_\_\_  
\_\_\_\_\_

**9c. Thinking about your last contact with a uniformed officer, please circle the number under the response that best describes how you felt about that officer's behavior. The uniformed officer I last had contact with:**

	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>	<i>No Opinion</i>
• Responded in a reasonable time	1	2	3	4	5
• Treated me fairly	1	2	3	4	5
• Was professional	1	2	3	4	5
• Seemed knowledgeable	1	2	3	4	5
• Treated me with respect	1	2	3	4	5

10. Have you heard about the following Chula Vista Police Department programs? (Please check all of the programs you have heard of)

- |  |   |
|--|---|
| <input type="checkbox"/> Police Activities League (PAL)          | <input type="checkbox"/> Shop-With-A-Cop Program                |
| <input type="checkbox"/> School Safety Patrol Program            | <input type="checkbox"/> Juvenile Offender Diversion Program    |
| <input type="checkbox"/> Bullying Prevention Program             | <input type="checkbox"/> Reserve Officers                       |
| <input type="checkbox"/> Citizens' Adversity Support Team (CAST) | <input type="checkbox"/> Crime Free Multi-Housing Program       |
| <input type="checkbox"/> Domestic Violence Response Team (DVRT)  | <input type="checkbox"/> Senior Volunteer Patrol Program (SVPP) |
| <input type="checkbox"/> Juvenile Citizens' Academy              | <input type="checkbox"/> School Watch Program                   |
| <input type="checkbox"/> School Resource Officers (SROs)         | <input type="checkbox"/> Neighborhood Watch Program             |
| <input type="checkbox"/> Police Citizens' Academy                |   |

11. In general, how satisfied are you with the services of the Chula Vista Police Department? (Please circle one)

- 1 Very Satisfied (Skip to Q 12) 2 Somewhat Satisfied (Skip to Q 12) 3 Not too Satisfied 4 Not at All Satisfied 5 No Opinion

11a. If not too satisfied or not satisfied, please explain: \_\_\_\_\_  
\_\_\_\_\_

11b. If not too satisfied or not at all satisfied, would you be willing to participate in a follow-up survey? 1 Yes 2 No

12. Do you have any suggestions for how the Chula Vista Police Department could better serve you? (Please describe)

\_\_\_\_\_  
\_\_\_\_\_

**PLEASE NOTE: The following questions are asked to help us obtain a general profile of the residents surveyed. All answers are strictly anonymous and confidential and will be used for research purposes only.**

- |  |   |
|--|---|
| <p>1. What is your age? _____</p> <p>2. What is your gender? (Please circle one)</p> <p>1 Female</p> <p>2 Male</p> <p>3. What is your ethnic background? (Please circle one)</p> <p>1 Hispanic</p> <p>2 Black</p> <p>3 White</p> <p>4 Asian / Pacific Islander</p> <p>5 Other or Mixed (Specify) _____</p> <p>4. How long have you lived in your current neighborhood? _____ years</p> | <p>5. What language is spoken most of the time in your home? (Please circle one)</p> <p>1 English</p> <p>2 Spanish</p> <p>3 Tagalog</p> <p>4 Other language (Specify) _____</p> <p>6. What was your total annual household income in 2006? (Please circle one)</p> <p>1 Under \$20,000</p> <p>2 \$20,000 to \$34,999</p> <p>3 \$35,000 to \$49,999</p> <p>4 \$50,000 to \$74,999</p> <p>5 \$75,000 or greater</p> |
|--|---|

Thank you for taking the time to complete this survey. Please enter your email address in the boxes below if you would like to receive information from the Chula Vista Police Department about staying safe in your neighborhood. (If you provide your email address, it will be forwarded separately to ensure your responses remain anonymous.)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Please use the enclosed postage-paid envelope to return the survey within the next two weeks.



# ENCUESTA DE OPINIÓN DE RESIDENTES DE CHULA VISTA PARA EL AÑO 2007

La Ciudad de Chula Vista está haciendo una encuesta a sus residentes para conocer sus opiniones y actitudes acerca del Departamento de Policía y del desorden y el crimen. Por favor, tome unos minutos para contestar la encuesta. Sus respuestas son muy importantes. Puede contestarla en línea o devolverla en el sobre con sello de correos adjunto. Si necesita más espacio al contestar las preguntas, agregue más hojas. Si desea contestar la encuesta en línea vaya a <http://www.sandag.org/cvpdsp> para acceder a ésta e ingrese el número de identificación que aparece en la parte superior de esta página. Por favor, conteste y devuelva la encuesta dentro de las dos semanas siguientes. La Asociación de Gobiernos de San Diego (SANDAG, por sus siglas en inglés) nos está ayudando con este estudio. Si tiene preguntas acerca de la encuesta, llame a Liz Doroski con SANDAG, al teléfono (619) 699-6921. Gracias por su tiempo y sus opiniones.

**1. Durante el año pasado, ¿usted cree que el crimen en las siguientes partes aumentó, disminuyó o quedó casi igual?**

(Encierre en un círculo el número debajo de su respuesta)

	<u>Aumentó</u>	<u>Disminuyó</u>	<u>Quedó casi igual</u>	<u>No sé/No hubo crimen</u>
• El crimen en su vecindario	1	2	3	4
• El crimen en la Ciudad de Chula Vista	1	2	3	4
• El crimen en el Condado de San Diego	1	2	3	4

**2. ¿Qué grado de seguridad siente en cada una de las siguientes circunstancias? Para cada una, encierre en un círculo el número debajo de la respuesta que mejor describa el grado de seguridad que usted siente.**

	<u>Mucha Seguridad</u>	<u>Razonable Seguridad</u>	<u>Cierta Inseguridad</u>	<u>Mucha Inseguridad</u>	<u>No Sé/No opino</u>
• Cuando va al parque de su vecindario en Chula Vista	1	2	3	4	5
• Cuando usa lugares de trayecto en Chula Vista	1	2	3	4	5
<b><u>Durante el día</u></b>					
• Cuando camina solo en su vecindario	1	2	3	4	5
• Cuando camina solo en las zonas comerciales de Chula Vista	1	2	3	4	5
• Cuando está solo en su casa	1	2	3	4	5
<b><u>Por la noche</u></b>					
• Cuando camina solo en su vecindario	1	2	3	4	5
• Cuando camina solo en las zonas comerciales de Chula Vista	1	2	3	4	5
• Cuando está solo en su casa	1	2	3	4	5

**3. ¿Evita usted alguna de las siguientes partes de Chula Vista porque piensa que son inseguras? (Marque todo lo pertinente.)**

- Parques públicos (Si lo marcó, anote cuál parque o cuáles parques.) \_\_\_\_\_  
(Si lo marcó, ¿por qué evita ese parque o esos parques? \_\_\_\_\_)
- Centros comerciales (Si lo marcó, anote cuál centro comercial o cuáles centros comerciales.) \_\_\_\_\_  
(Si lo marcó, ¿por qué evita ese centro comercial o esos centros comerciales? \_\_\_\_\_)
- Estaciones de tránsito (Si lo marcó, anote cuál estación de tránsito o cuáles estaciones de tránsito.) \_\_\_\_\_  
(Si lo marcó, ¿por qué evita esa estación de tránsito o esas estaciones de tránsito? \_\_\_\_\_)
- Ciertas calles (Si lo marcó, anote cuál calle o cuáles calles.) \_\_\_\_\_  
(Si lo marcó, ¿por qué evita esa calle o esas calles? \_\_\_\_\_)
- Otros lugares (Si lo marcó, anote cuál lugar o cuáles lugares.) \_\_\_\_\_  
(Si lo marcó, ¿por qué evita ese lugar o esos lugares? \_\_\_\_\_)
- No evito ninguna de las partes mencionadas.

**4. Algunas paradas del tranvía en el Condado de San Diego tienen cámaras de vigilancia. ¿Sabe usted si las paradas del tranvía de Chula Vista tienen cámaras de vigilancia?**

- 1 Sí tienen cámaras                      2 No tienen cámaras                      3 No sé

**5. ¿Ha utilizado usted alguna parada del tranvía de Chula Vista desde enero de 2007?      1 Sí      2 No**

6. ¿Hasta qué grado le preocupan los siguientes problemas en el sector donde reside? (Encierre el número debajo de su respuesta.)

	<u>Me preocupan</u> <u>mucho</u>	<u>Me preocupan</u> <u>algo</u>	<u>No me preocupan</u> <u>mucho</u>	<u>No me preocupan</u> <u>nada</u>	<u>No sé/</u> <u>No Opino</u>
• Venta de drogas	1	2	3	4	5
• Pandillas	1	2	3	4	5
• Posesión ilegal de armas de fuego	1	2	3	4	5
• Ebriedad en la vía pública	1	2	3	4	5
• Venta de alcohol a jóvenes	1	2	3	4	5
• Prostitución	1	2	3	4	5
• Personas de paso en la ciudad	1	2	3	4	5
• Que alguien robe en su casa	1	2	3	4	5
• Que conduzcan vehículos agresivamente	1	2	3	4	5
• Que lo asalten para robar	1	2	3	4	5
• Robo de identidad	1	2	3	4	5
• Que lo agredan	1	2	3	4	5
• Robo de automóvil	1	2	3	4	5
• Que le roben cosas de su automóvil	1	2	3	4	5
• Crímenes de odio	1	2	3	4	5
• Graffiti (rayados de vándalos)	1	2	3	4	5
• Accidentes de tránsito	1	2	3	4	5
• Vehículos que van a alta velocidad	1	2	3	4	5
• Vehículos que se pasan la luz roja	1	2	3	4	5
• Fiestas escandalosas	1	2	3	4	5
• Otros ruidos que alteran la paz pública	1	2	3	4	5
• Intimidación y agresión en las escuelas	1	2	3	4	5
• Automóviles abandonados	1	2	3	4	5
• Condiciones de las residencias de los vecinos	1	2	3	4	5
• Violencia doméstica	1	2	3	4	5
• Otro (Precise.) _____	1	2	3	4	5
• Otro (Precise.) _____	1	2	3	4	5

7. ¿Fue usted, o alguien en su casa, víctima de un crimen en los pasados doce meses?

1 Sí    2 No (Pase a la pregunta 8.)

7a. ¿Cuántas veces usted, o alguien en su casa, fue víctima de un crimen en los 12 meses pasados? \_\_\_\_\_

7b. ¿Alguno de esos crímenes ocurrió en Chula Vista?    1 Sí    2 No (Pase a la pregunta 7f.)

7c. ¿Cuál crimen o cuáles crímenes ocurrieron en Chula Vista? (Describa por favor.) \_\_\_\_\_

7d. ¿Reportó usted el crimen o los crímenes que ocurrieron en Chula Vista a la policía?

1 Sí (Pase a la pregunta 7f.)                      2 No                      3 Reporté uno/algunos, pero no todos.

7e. Si no reportó todos los crímenes que ocurrieron a la policía, ¿por qué no lo hizo? (Explique por favor.) \_\_\_\_\_

7f. ¿Alguno de dichos crímenes ocurrió en Baja California?    1 Sí                      2 No



8. En los pasados 12 meses, ¿tuvo contacto con alguno de los siguientes empleados del Departamento de Policía de Chula Vista?

Clase de empleado (Marque todo lo pertinente.)	Tipo de contacto (Marque todo lo pertinente.)	Impresión basada en el contacto más reciente (Marque una por cada clase de empleado)
<input type="checkbox"/> Ninguno (Pase a la pregunta 10.)		
<input type="checkbox"/> Despachador/Operador del 911	⇒	<input type="checkbox"/> Muy positiva <input type="checkbox"/> Algo positiva <input type="checkbox"/> No muy positiva <input type="checkbox"/> Nada positiva
<input type="checkbox"/> Agente de la policía (uniforme azul oscuro)	<input type="checkbox"/> Por teléfono <input type="checkbox"/> En persona	<input type="checkbox"/> Muy positiva <input type="checkbox"/> Algo positiva <input type="checkbox"/> No muy positiva <input type="checkbox"/> Nada positiva
<input type="checkbox"/> Agente de Servicio Comunitario (uniforme azul claro)	<input type="checkbox"/> Por teléfono <input type="checkbox"/> En persona	<input type="checkbox"/> Muy positiva <input type="checkbox"/> Algo positiva <input type="checkbox"/> No muy positiva <input type="checkbox"/> Nada positiva
<input type="checkbox"/> Detective (que investiga un caso)	<input type="checkbox"/> Por teléfono <input type="checkbox"/> En persona	<input type="checkbox"/> Muy positiva <input type="checkbox"/> Algo positiva <input type="checkbox"/> No muy positiva <input type="checkbox"/> Nada positiva
<input type="checkbox"/> Empleados en el departamento de archivo o en la antesala	<input type="checkbox"/> Por teléfono <input type="checkbox"/> En persona	<input type="checkbox"/> Muy positiva <input type="checkbox"/> Algo positiva <input type="checkbox"/> No muy positiva <input type="checkbox"/> Nada positiva
<input type="checkbox"/> Otro: _____	<input type="checkbox"/> Por teléfono <input type="checkbox"/> En persona	<input type="checkbox"/> Muy positiva <input type="checkbox"/> Algo positiva <input type="checkbox"/> No muy positiva <input type="checkbox"/> Nada positiva

9. En los pasados 12 meses, ¿llamó usted al Departamento de Policía de Chula Vista para pedir la ayuda de un policía uniformado o paró a un policía uniformado en la vía pública? (Encierre en un círculo una respuesta.)

- 1 Sí. Llamé al Departamento de Policía de Chula Vista para pedir la ayuda de un policía.
- 2 Sí. Paré a un policía en la vía pública.
- 3 Hice ambas cosas: Llamé pidiendo la ayuda de un policía Y paré a un policía.
- 4 Ninguna de las dos cosas: Ni llamé pidiendo la ayuda de un policía ni paré a un policía. (Pase a la pregunta 10.)

9a. Pensando en la **más reciente ocasión en que usted** pidió la ayuda de un policía uniformado, encierre en un círculo el problema de seguridad pública que mejor describa la razón por la que usted pidió la ayuda de la policía. (Encierre en un círculo una respuesta.)

- |   |  |
|---|--|
| 1 Violencia doméstica   | 10 Actividad sospechosa                      |
| 2 Otro conflicto familiar (entre padre e hijo, hermano, etc.) | 11 Hurto (por un valor menor a \$400)        |
| 3 Persona de paso en la ciudad/vagabundo                      | 12 Entrar a un carro con intención delictiva |
| 4 Choque de tránsito  | 13 Entrar a una casa con intención delictiva |
| 5 Robo de vehículo  | 14 Vehículo estacionado ilegalmente          |
| 6 Alboroto (fiesta o música ruidosa)                          | 15 Problema de salud mental                  |
| 7 Averiguar que una persona esté bien                         | 16 Persona que altera la paz pública         |
| 8 Vandalismo/graffiti   | 17 Conductor imprudente                      |
| 9 Riña/agresión (no relacionada con violencia doméstica)      | 88 Otro (Precise.): _____                    |

9b. ¿Quedó satisfecho con la manera en que se condujo la situación? (Encierre en un círculo una respuesta.)

- 1 Sí                      2 No                      3 No sé cómo se resolvió la situación

Explique por favor: \_\_\_\_\_  
\_\_\_\_\_

9c. Pensando en su **contacto más reciente** con un policía uniformado, encierre el número debajo de la respuesta que mejor describa su opinión sobre la conducta de éste. El policía uniformado con quien tuvo contacto últimamente:

	<u>Estoy muy</u> <u>de acuerdo</u>	<u>Estoy algo</u> <u>de acuerdo</u>	<u>Estoy en cierto</u> <u>desacuerdo</u>	<u>Estoy en</u> <u>total desacuerdo</u>	<u>No</u> <u>opino</u>
• Respondió en un tiempo razonable.	1	2	3	4	5
• Me trató adecuadamente.	1	2	3	4	5
• Fue profesional.	1	2	3	4	5
• Parecía competente.	1	2	3	4	5
• Me trató con respeto.	1	2	3	4	5



**APPENDIX C**  
**DEMOGRAPHIC COMPARISON OF**  
**THE 1997, 2000, 2003, 2005,**  
**AND 2007 SAMPLES**



## DEMOGRAPHIC COMPARISON OF THE 1997, 2000, 2003, 2005, AND 2007 SAMPLES

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**Table C.1**  
**RESIDENTS' GENDER\***  
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, 2005, and 2007

	1997	2000	2003	2005	2007
Male	57%	54%	44%	44%	53%
Female	43%	46%	56%	56%	47%
<b>TOTAL</b>	<b>1,045</b>	<b>1,147</b>	<b>1,466</b>	<b>833</b>	<b>873</b>

*NOTE: Cases with missing information are not included.*

*\*Significant at  $p \leq .001$ .*

**Table C.2**  
**RESIDENTS' RACE/ETHNICITY\***  
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, 2005, and 2007

	1997	2000	2003	2005	2007
White	58%	56%	47%	43%	45%
Hispanic	28%	28%	35%	36%	34%
Black	2%	3%	3%	3%	3%
Asian/Pacific Islander	9%	10%	10%	13%	13%
Other/Mixed	3%	3%	4%	4%	4%
<b>TOTAL</b>	<b>1,065</b>	<b>1,138</b>	<b>1,484</b>	<b>832</b>	<b>863</b>

*NOTES: Cases with missing information are not included. Percentages may not equal 100 due to rounding.*

*\*Significant at  $p \leq .001$ .*

**Table C.3**  
**RESIDENTS' AGE**  
Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, 2005, and 2007

	1997	2000	2003	2005	2007
18 to 34	21%	19%	17%	19%	11%
35 to 54	38%	38%	41%	41%	46%
55 and older	41%	42%	43%	40%	42%
<b>TOTAL</b>	<b>1,074</b>	<b>1,147</b>	<b>1,495</b>	<b>828</b>	<b>856</b>

*NOTES: Cases with missing information are not included. Percentages may not equal 100 due to rounding.*

**Table C.4**  
**LANGUAGE SPOKEN IN RESIDENTS' HOMES\***  
**Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, 2005, and 2007**

	<b>1997</b>	<b>2000</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>
English	79%	84%	75%	71%	70%
Spanish	9%	11%	17%	19%	15%
Other	12%	5%	8%	11%	14%
<b>TOTAL</b>	<b>1,078</b>	<b>1,051</b>	<b>1,492</b>	<b>835</b>	<b>873</b>

*NOTES: Cases with missing information are not included. Percentages may not equal 100 due to rounding.*

*\*Significant at  $p \leq .001$ .*

**Table C.5**  
**RESIDENTS' RESIDENCE LOCATION BY SECTOR\***  
**Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, 2005, and 2007**

	<b>1997</b>	<b>2000</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>
Sector 1	39%	34%	36%	28%	25%
Sector 2	39%	34%	36%	38%	37%
Sector 3	23%	32%	29%	34%	38%
<b>TOTAL</b>	<b>1,060</b>	<b>1,136</b>	<b>1,530</b>	<b>857</b>	<b>887</b>

*NOTES: Cases with missing information are not included. Percentages may not equal 100 due to rounding.*

*\*Significant at  $p \leq .001$ .*

**Table C.6**  
**RESPONDENTS' LENGTH OF TIME IN CURRENT NEIGHBORHOOD\***  
**Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, 2005, and 2007**

	<b>1997</b>	<b>2000</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>
Less than one year	4%	6%	10%	4%	2%
One to six years	25%	24%	37%	46%	38%
Seven or more years	71%	71%	52%	50%	60%
<b>TOTAL</b>	<b>1,080</b>	<b>1,155</b>	<b>1,491</b>	<b>820</b>	<b>858</b>

*NOTES: Cases with missing information are not included. Percentages may not equal 100 due to rounding.*

*\*Significant at  $p \leq .001$ .*

**Table C.7**  
**RESIDENTS' HOUSEHOLD INCOME\***  
**Chula Vista Resident Opinion Surveys, 1997, 2000, 2003, 2005, and 2007**

	<b>1997</b>	<b>2000</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>
Under \$20,000	25%	19%	18%	15%	9%
\$20,000 to \$34,999	26%	19%	21%	18%	13%
\$35,000 to \$49,999	18%	19%	17%	16%	16%
\$50,000 or more	31%	42%	44%	52%	62%
<b>TOTAL</b>	<b>1,010</b>	<b>1,068</b>	<b>1,382</b>	<b>771</b>	<b>802</b>

*NOTES: Cases with missing information are not included. Percentages may not equal 100 due to rounding.*

*\*Significant at  $p \leq .001$ .*





**APPENDIX D**  
**POLICE PROGRAM DESCRIPTION**



# **POLICE PROGRAM DESCRIPTIONS**

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## **YOUTH PROGRAMS**

### **Police Activities League (PAL)**

The specific purpose of PAL is to assist young people in the community in making life choices and not use illegal drugs or associate with gangs. This improvement of young people's intellectual, physical, creative, and social skills is achieved by using the CVPD officers and employees as role models, teachers, mentors, and associates.

### **School Safety Patrol Program**

Comprised of more than 2,000 fifth and sixth graders from 35 elementary schools, the School Safety Patrol maintains the safety and security of all students coming and going to and from school. A CVPD School Resource Officer coordinates the program.

### **Bullying Prevention Program**

A collaborative effort between the CVPD, Chula Vista Elementary School District, and the Chula Vista Coordinating Council, this initiative seeks to reduce bullying at three pilot schools – Vista Square, Harborside, and Otay – by implementing a research-based program that has reduced bullying significantly in other communities.

### **Shop-With-A-Cop Program**

Sponsored by law enforcement agencies countywide, this program raises money throughout the year so that underprivileged children can go shopping with police officers for gifts during the December holiday season.

### **Juvenile Citizens' Academy**

This program provides an opportunity to broaden the police department's outreach to the community. The goal is to facilitate a sharing of perspectives, answer questions about law enforcement practices, and provide youth with informative lectures and exciting hands-on exercises.

### **Juvenile Offender Diversion Program**

Co-sponsored by South Bay Community Services and the CVPD, this program offers counseling services for first-time offenders and their families to prevent them from having further negative contact with the juvenile justice system.

## **COMMUNITY PROGRAMS**

### **Neighborhood Watch**

Under this program, CVPD officers provide training and guidance to assist neighborhoods in establishing watch groups to be alert to public safety problems. CVPD representatives educate community members on what should be reported to the police and how best to report suspicious and criminal activity.

### **Senior Volunteer Patrol**

The Chula Vista Senior Volunteer Patrol is comprised of formally trained, uniformed volunteers, 50 years of age and older, who perform such services as commercial district foot patrols, vacation house checks, and assist with crime prevention programs and special events.

### **Reserve Officers**

The Chula Vista Police Reserve is a volunteer organization comprised of academy trained Police Reserve Officers that augment the department by assisting with routine patrol functions, special events, traffic, and the bicycle team.

### **School Resource Officers**

School Resource Officers (SROs) work closely with students, their families, and faculty throughout the school year to resolve identifiable problems through community involvement and law enforcement. SROs make in-class presentations, mentor youth, provide a positive presence on school campuses and at school-related events, and intervene in and investigate criminal activity in and around school property.

### **Domestic Violence Response Team**

Co-sponsored by South Bay Community Services and the CVPD, this program provides immediate follow-up, risk assessment, and safety planning for domestic violence incidents that occurred when children were present.

### **Citizens' Adversity Support Team (CAST)**

CAST provides 24-hour trauma coverage for the community. Trained volunteers provide emotional support, arrange for follow-up services, serve as advocates for rape victims, and generally assist families with their unique needs in times of trauma.

### **Police Citizen's Academy**

The Citizens' Police Academy is an 11-week program structured after the regular Police Academy that all sworn officers attend, which provides Chula Vista residents with first-hand information and experience about how their Police Department works.

### **Crime Free Multi-Housing**

This program is designed to meet the crime prevention needs of apartment communities through management training, environmental design, resident participation, and partnerships with the CVPD.

### **School Watch Program**

This is a Community Crime Prevention Awareness Program that partners schools with neighborhood residents, nearby businesses and law enforcement. The goal is to have schools watching the neighborhoods, and the neighborhoods watching the schools. Working together the CVPD hopes to heighten awareness, share information, and report any criminal activity or suspicious behavior.

## **APPENDIX E REFERENCES**



## REFERENCES

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