

CITY OF GRASS VALLEY
Memorandum for
COUNCIL MEETING OF April 26, 2016
Prepared on April 21, 2016

TO: Grass Valley City Council
via Robert Richardson, City Manager

FROM: Alex Gammelgard, Chief of Police *AG*

SUBJECT: Police Department 2016 Citizen Attitude Survey Results

RECOMMENDATION: Receive and file.

STAFF REPORT: The 18th annual Police Department Citizen Attitude Survey was completed earlier this month. The objective of the survey is to provide the opportunity for local citizens and business owners to rate the level of quality for thirty-five separate programs, issues or services provided by the Police Department. The survey also gives the community an opportunity to indicate which services they feel the Police Department should emphasize in the future. This valuable information is an important aid to our department in determining how best to prioritize programs and services, while utilizing available resources to strengthen our community policing partnerships with the citizens, businesses, and stakeholders of Grass Valley.

Again this year, survey methodology and guidelines suggested by the United States Bureau of Justice Statistics and the Office of Community Oriented Policing Services were followed. Citizen Attitude Surveys were mailed to 600 residents and businesses located within the City of Grass Valley. To maintain a random citywide sampling, surveys were mailed to residents and/or business owners selected from all areas of the city. A 21% response rate was realized this year, greater than the typical average return rate of 10% to 15%. There were 127 surveys completed. The results of this year's survey provide the basis for the following information.

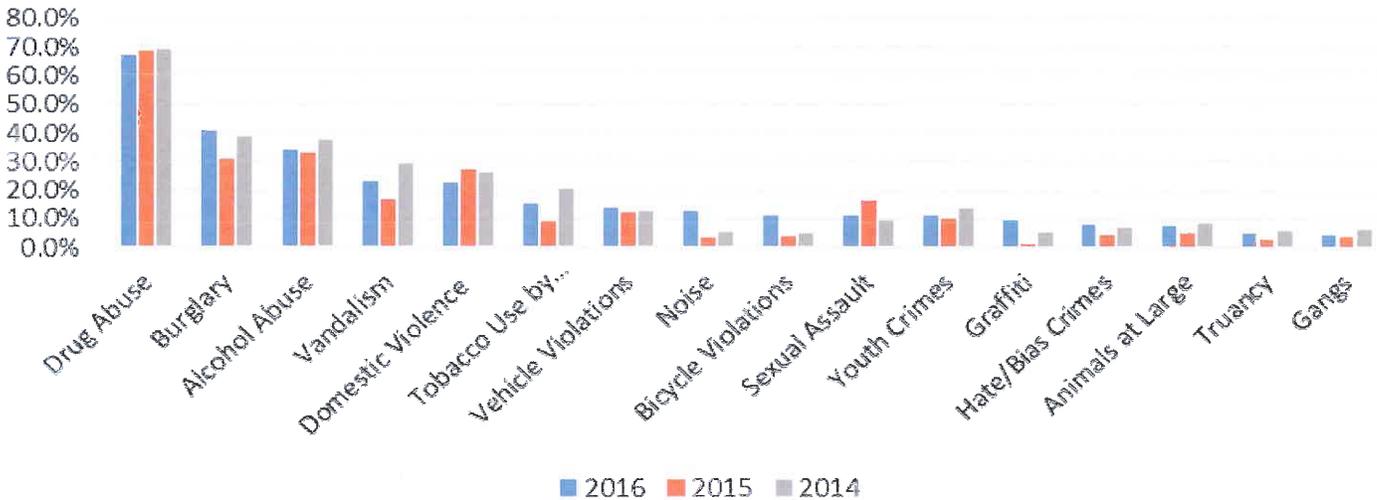
Ninety percent (90%) of the respondents indicated their approval of *Overall Public Services* in the "excellent" or "good" rating. This rating is consistent with 2015. The majority of the twelve areas showed an increase in the "excellent" level of satisfaction. Significant year-over-year "excellent" ratings were realized in the areas of *Animal Control* services and *Police Protection*, raising by 36.5% and 26.7% respectively.

Results of the survey indicate our community still considers drug abuse to be our most serious problem (67.2%), followed by burglary (40.3%), alcohol abuse (33.6%), vandalism (23.1%), domestic violence (22.2%), and tobacco use by minors (22.2%). Although not specifically measured on the survey, of the 71 surveys with written comments, 15% of those comments mentioned homelessness in our community as a public safety concern.

The following comparison of respondent's ratings of "serious problems" during the past three years reflects the concerns and trends in our community:

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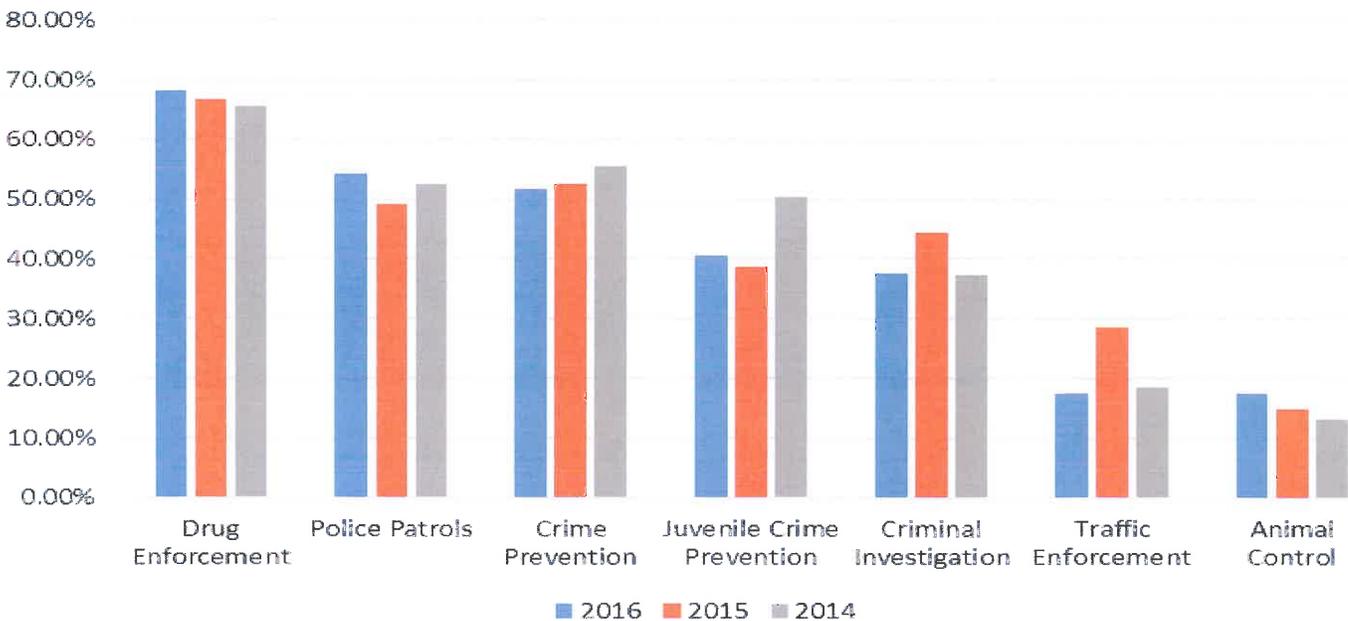
Citizen Attitude Survey Responses related to "Serious Problems" in our Community



*Based upon percentage of respondents who indicated the above category as a "serious problem"

The following comparison of "Service Levels and Future Emphasis" reinforces the community's desire for enhanced drug enforcement, police patrols and crime prevention. The desire for more juvenile crime prevention and criminal investigation remains a priority.

Areas for Future Emphasis



*Respondants indicated these areas should have "much more" or "more" future emphasis

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The Police Department will continue to employ methods to measure service delivery and areas for future focus based upon community feedback and survey results. The results of this survey will be shared with the public by using our police department webpage, social media, and local media outlets.

Several respondents to the citizen attitude survey provided additional remarks and/or observations in addition to the survey questions. The information will be provided to the appropriate Community Oriented Policing Program beat officers for any applicable follow-up. Additionally, any comments that apply to a specific division like Animal Control or Investigations will be forwarded accordingly.

CITIZEN ATTITUDE SURVEY RESULTS - 2016

TOTAL NUMBER OF SURVEY RESPONSES RECEIVED: 127

	No, not used		Yes, used		Excellent		Good		Fair		Poor	
	#	%	#	%	#	%	#	%	#	%	#	%
Section I												
Police Protection	98	87.5%	14	12.5%	18	66.7%	7	25.9%	1	3.7%	1	3.7%
Crime Prevention	100	91.7%	9	8.3%	12	50.0%	9	37.5%	1	4.2%	2	8.3%
911 Emergency	99	88.4%	13	11.6%	18	75.0%	5	20.8%	0	0.0%	1	4.2%
Animal Control	102	89.5%	12	10.5%	12	63.2%	5	26.3%	0	0.0%	2	10.5%
Traffic Services	101	94.4%	6	5.6%	8	47.1%	5	29.4%	1	5.9%	3	17.6%
Parking Enforcement	104	96.3%	4	3.7%	5	35.7%	6	42.9%	2	14.3%	1	7.1%
Response to calls	78	77.2%	23	22.8%	26	65.0%	12	30.0%	2	5.0%	0	0.0%
Contact/Follow Through	83	83.0%	17	17.0%	14	51.9%	9	33.3%	2	7.4%	2	7.4%
Youth Services	108	95.6%	5	4.4%	7	63.6%	2	18.2%	1	9.1%	1	9.1%
COPP Program	110	99.1%	1	0.9%	4	0.0%	1	0.0%	0	0.0%	1	16.7%
Senior Volunteer Program	110	96.5%	4	3.5%	7	77.8%	1	11.1%	0	0.0%	1	11.1%
Overall Public Services	69	76.7%	21	23.3%	30	60.0%	15	30.0%	4	8.0%	1	2.0%

(for balancing purposes only)

Total # Responses	Total # Responses to Question 1 & 2	Total % Responses
27	112	100.0%
24	109	100.0%
24	112	100.0%
19	114	100.0%
17	107	100.0%
14	108	100.0%
40	101	100.0%
27	100	100.0%
11	113	100.0%
6	111	16.7%
9	114	100.0%
50	90	100.0%

	Serious Prob		Somewhat		Not Much Prob		Not a Prob		Don't Know	
	#	%	#	%	#	%	#	%	#	%
Section II										
Alcohol abuse	42	33.6%	48	38.4%	20	16.0%	2	1.6%	13	10.4%
Drug Abuse	88	67.2%	27	20.6%	5	3.8%	3	2.3%	8	6.1%
Domestic Violence	28	22.2%	50	39.7%	15	11.9%	2	1.6%	31	24.6%
Sexual assault	14	11.1%	34	27.0%	26	20.6%	8	6.3%	44	34.9%
Hate/Bias Crimes	9	7.9%	17	14.9%	35	30.7%	16	14.0%	37	32.5%
Burglary	52	40.3%	54	41.9%	10	7.8%	1	0.8%	12	9.3%
Vandalism	28	23.1%	39	32.2%	31	25.6%	3	2.5%	20	16.5%
Vehicle Violations	17	13.4%	39	30.7%	30	23.6%	5	3.9%	36	28.3%
Bicycle Violations	13	11.2%	10	8.6%	37	31.9%	11	9.5%	45	38.8%
Youth Crimes	13	11.0%	23	19.5%	36	30.5%	3	2.5%	43	36.4%
Truancy	6	5.0%	17	14.0%	31	25.6%	2	1.7%	65	53.7%
Gangs	5	4.1%	11	9.0%	30	24.6%	21	17.2%	55	45.1%
Tobacco use by Minors	18	15.3%	36	30.5%	23	19.5%	3	2.5%	38	32.2%
Graffiti	11	9.3%	20	16.9%	50	42.4%	14	11.9%	23	19.5%
Noise	15	12.6%	16	13.4%	53	44.5%	18	15.1%	17	14.3%
Animals at Large	9	7.4%	22	18.0%	51	41.8%	18	14.8%	22	18.0%

Total # Responses	Total % Responses
125	100.0%
131	100.0%
126	100.0%
126	100.0%
114	100.0%
129	100.0%
121	100.0%
127	100.0%
116	100.0%
118	100.0%
121	100.0%
122	100.0%
118	100.0%
118	100.0%
119	100.0%
122	100.0%

	Much More		More		The Same		Much Less		Don't Know	
	#	%	#	%	#	%	#	%	#	%
Section III										
Police Patrols	23	18.1%	46	36.2%	39	30.7%	0	0.0%	19	15.0%
Juvenile Crime Prevention	12	10.3%	35	30.2%	37	31.9%	1	0.9%	31	26.7%
Traffic Enforcement	16	13.1%	27	22.1%	55	45.1%	0	0.0%	24	19.7%
Animal Control	3	2.5%	18	14.9%	65	53.7%	1	0.8%	34	28.1%
Crime Prevention	24	19.4%	40	32.3%	37	29.8%	0	0.0%	23	18.5%
Drug Enforcement	43	34.4%	42	33.6%	23	18.4%	2	1.6%	15	12.0%
Criminal Investigation	17	13.6%	30	24.0%	42	33.6%	0	0.0%	36	28.8%

Total # Responses	Total % Responses
127	100.0%
116	100.0%
122	100.0%
121	100.0%
124	100.0%
125	100.0%
125	100.0%

* Percentage based on total number of responses to applicable question.

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Grass Valley Police Department Citizen Attitude Survey 2016



Results from the survey will provide valuable information to strengthen our partnership and community-oriented policing efforts.

The Grass Valley Police Department provides a number of services and facilities to the residents of Grass Valley. Please indicate whether or not you have used each of the following services or facilities in the last 12 months. If you have, rate the quality of that service or facility as excellent, good, fair or poor.

	No Not Used	Yes Used	Excellent	Good	Fair	Poor
Police Protection	<input type="checkbox"/>					
Crime Prevention	<input type="checkbox"/>					
9-1-1	<input type="checkbox"/>					
Animal Control	<input type="checkbox"/>					
Traffic Services	<input type="checkbox"/>					
Parking Enforcement	<input type="checkbox"/>					
Response to Calls	<input type="checkbox"/>					
Contact/Follow Through	<input type="checkbox"/>					
Youth Services	<input type="checkbox"/>					
COPP Program	<input type="checkbox"/>					
Volunteer Program	<input type="checkbox"/>					
Overall Police Services	<input type="checkbox"/>					

In your opinion, are each of the below issues a serious problem, somewhat of a problem, not much of a problem, or not a problem at all in Grass Valley?

	Serious Problem	Somewhat of a Problem	Not Much of a Problem	Not a Problem in G.V.	Don't Know
Alcohol Abuse	<input type="checkbox"/>				
Drug Abuse	<input type="checkbox"/>				
Domestic Violence	<input type="checkbox"/>				
Sexual Assault	<input type="checkbox"/>				
Hate/Bias Crimes	<input type="checkbox"/>				
Burglary	<input type="checkbox"/>				
Vandalism	<input type="checkbox"/>				
Vehicle Violations	<input type="checkbox"/>				
Bicycle Violations	<input type="checkbox"/>				
Youth Crimes	<input type="checkbox"/>				
Truancy	<input type="checkbox"/>				
Gangs	<input type="checkbox"/>				
Tobacco Use By Minors	<input type="checkbox"/>				
Graffiti	<input type="checkbox"/>				
Noise	<input type="checkbox"/>				
Animals At Large	<input type="checkbox"/>				

Compared with current service levels, how much should the Grass Valley Police Department emphasize each of the following services in the future:

	Much More	More	The Same	Much Less	Don't Know
Police Patrols	<input type="checkbox"/>				
Juvenile Crime Prevention	<input type="checkbox"/>				
Traffic Enforcement	<input type="checkbox"/>				
Animal Control	<input type="checkbox"/>				
Crime Prevention	<input type="checkbox"/>				
Drug Enforcement	<input type="checkbox"/>				
Criminal Investigation	<input type="checkbox"/>				

Please use back of form for additional feedback, comments or suggestions.

Please Return to:
Grass Valley Police Department • 129 South Auburn Street • Grass Valley, CA 95945 1-5

