CJSUMMARY

SANDAG

2019 Chula Vista Police Department Resident Opinion Survey

July 2019

Research findings from the Applied Research Division

SANDAG Board of Directors

The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus; plans, engineers, and builds public transit; makes strategic plans; obtains and allocates resources; and provides information on a broad range of topics pertinent to the region's quality of life.

Chair	**Vice Chair**	**Executive Director**
Hon. Steve Vaus	Hon. Catherine Blakespear	Hasan Ikhrata

City of Carlsbad
Hon. Cori Schumacher, Councilmember
(A) Hon. Barbara Hamilton, Councilmember
(A) Hon. Priya Bhat-Patel, Mayor Pro Tem

City of Chula Vista
Hon. Mary Salas, Mayor
(A) Hon. Steve Padilla, Councilmember
(A) Hon. John McCann, Councilmember

City of Coronado
Hon. Richard Bailey, Mayor
(A) Hon. Bill Sandke, Councilmember
(A) Hon. Mike Donovan, Councilmember

City of Del Mar
Hon. Ellie Haviland, Deputy Mayor
(A) Hon. Dwight Worden, Councilmember
(A) Hon. Dave Druker, Mayor

City of El Cajon
Hon. Bill Wells, Mayor
(A) Hon. Steve Goble, Deputy Mayor

City of Encinitas
Hon. Catherine Blakespear, Mayor
(A) Hon. Tony Kranz, Councilmember
(A) Hon. Joe Mosca, Councilmember

City of Escondido
Hon. Paul McNamara, Mayor
(A) Hon. Olga Diaz, Councilmember
(A) Hon. Mike Morasco, Councilmember

City of Imperial Beach
Hon. Serge Dedina, Mayor
(A) Hon. Mark West, Councilmember
(A) Hon. Paloma Aguirre, Councilmember

City of La Mesa
Hon. Kristine Alessio, Councilmember
(A) Hon. Bill Baber, Councilmember
(A) Hon. Colin Parent, Vice Mayor

City of Lemon Grove
Hon. Racquel Vasquez, Mayor
(A) Hon. Jennifer Mendoza, Councilmember
(A) Hon. Jerry Jones, Councilmember

City of National City
Hon. Alejandra Sotelo-Solis, Mayor
(A) Hon. Mona Rios, Councilmember
(A) Hon. Ron Morrison, Vice Mayor

City of Oceanside
Hon. Jack Feller, Deputy Mayor
(A) Hon. Christopher Rodriguez, Councilmember
(A) Hon. Esther Sanchez, Councilmember

City of Poway
Hon. Steve Vaus, Mayor
(A) Hon. John Mullin, Councilmember
(A) Hon. Caylin Frank, Councilmember

City of San Diego
Hon. Kevin Faulconer, Mayor
(A) Hon. Mark Kersey, Councilmember
(A) Hon. Chris Cate, Councilmember
Hon. Georgette Gomez, Council President
(A) Hon. Barbara Bry, Council President Pro Tem
(A) Hon. Monica Montgomery, Councilmember

City of San Marcos
Hon. Rebecca Jones, Mayor
(A) Hon. Sharon Jenkins, Mayor Pro Tem

City of Santee
Hon. John Minto, Mayor
(A) Hon. Ronn Hall, Councilmember
(A) Hon. Rob McNelis, Councilmember

City of Solana Beach
Hon. David A. Zito, Mayor
(A) Hon. Jewel Edson, Deputy Mayor
(A) Hon. Kristi Becker, Councilmember

City of Vista
Hon. Judy Ritter, Mayor
(A) Hon. Amanda Rigby, Councilmember
(A) Hon. John Franklin, Deputy Mayor

County of San Diego
Hon. Jim Desmond, Supervisor
(A) Hon. Dianne Jacob, Chair
Hon. Kristin Gaspar, Supervisor
(A) Hon. Greg Cox, Vice Chair
(A) Hon. Nathan Fletcher, Supervisor

Advisory Members

Imperial County
Hon. Jesus Eduardo Escobar, Supervisor
(A) Mark Baza, Imperial County Transportation Commission

California Department of Transportation
Bob Franzoia, Acting Director
(A) Cory Binns, District 11 Director
(A) Ann Fox, Deputy Director

Metropolitan Transit System
Hon. Mona Rios
(A) Hon. Nathan Fletcher

North County Transit District
Hon. Tony Kranz
(A) Hon. Priya Bhat-Patel
(A) Hon. Jewel Edson

U.S. Department of Defense
Joe Stuyvesant, Navy Region Southwest Executive Director
(A) Steve Chung, Navy Region Southwest

Port of San Diego
Hon. Garry Bonelli, Chairman
(A) Hon. Michael Zucchet, Commissioner

San Diego County Water Authority
Ron Morrison, Director
(A) Gary Croucher, Vice Chair
(A) Mel Katz, Director

San Diego County Regional Airport Authority
April Boling, Chair
(A) Vacant

Southern California Tribal Chairmen's Association
Hon. Cody Martinez, Chairman, Sycuan Band of the Kumeyaay Nation
Hon. Robert Smith, Chairman, Pala Band of Mission Indians

Mexico
Hon. Carlos González
Cónsul General of Mexico
(A) Gaspar Orozco
Deputy Cónsul General of Mexico
(A) Hon. Natalia Figueroa, Vicecónsul
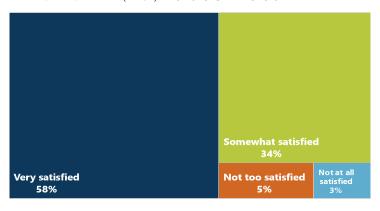
As of July 5, 2019
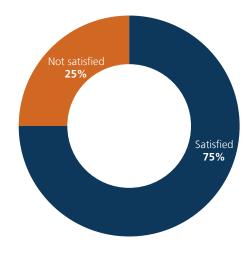
CJEXECUTIVESUMMARY

2019 Chula Vista Police Department Resident Opinion Survey

In 2019, the Chula Vista Police Department (CVPD) contracted with the Applied Research Division of the San Diego Association of Governments (SANDAG) to conduct a random survey of Chula Vista residents to better understand their needs, priorities, concerns, and satisfaction levels. SANDAG had conducted a similar survey five previous times for the CVPD, with the most recent being in 2007. This Executive Summary highlights key findings, with the full report and appendices offering additional details regarding the methodology and weighted and unweighted responses.

Key finding 1: Most residents are satisfied with the CVPD. Over 9 in 10 (91%) of those surveyed as part of the random sample reported being "**VERY SATISFIED**" (58%) or "**SOMEWHAT SATISFIED**" (34%) with the CVPD overall.

Key finding 2: The majority of residents who had recent contact with the CVPD (75%) were satisfied with how the incident had been handled. Of those who were *not* satisfied, over half had contact related to a non-violent property crime (29%) or because of receiving a traffic ticket or other vehicle-related infraction (28%).

Key finding 3: When asked what the CVPD does well, top answers included having professional staff, keeping the public safe, being visible/patrolling, good response times, and dealing with traffic-related issues.
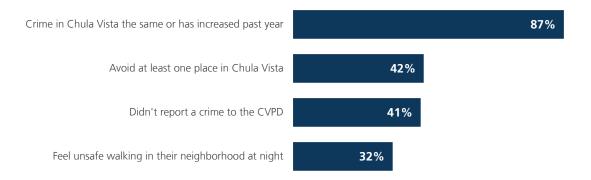
Professional and courteous staff	Keeping the public safe	Being visible/patrolling	Good response times	Dealing with traffic-related issues
19%	**18%**	**17%**	**14%**	**10%**

Key finding 4: Opportunities for increased community outreach may exist. Even though reported crime in the city is down, most residents thought it was the same as it was a year ago or even higher. In addition, about 2 in 5 say they avoid places in the city and 1 in 3 report not feeling safe walking in their neighborhood at night. Forty-one percent (41%) of the 92 respondents (11% of the total sample) that reported being a crime victim did not report a crime to the police.

Crime in Chula Vista the same or has increased past year	**87%**
Avoid at least one place in Chula Vista	**42%**
Didn't report a crime to the CVPD	**41%**
Feel unsafe walking in their neighborhood at night	**32%**

Key finding 5: Homelessness is an area of concern for many residents that will require innovative solutions by the CVPD with other city departments. Homelessness was the most common reason residents avoided certain areas of the city, the most frequently cited current concern of residents, and the second most commonly noted priority area for the CVPD for the next 5 years.

Homelessness is...

the #1 reason residents avoid areas in the city

a top concern for 2 in 5 residents

something 1 in 5 residents think should be a priority

Key finding 6: The responses of the residents also indicated a continuing concern with traffic-related issues in the community, both currently, as well as a priority area for the CVPD in the next 5 years.

Traffic-related issues are the...

- 2nd most common concern now
- 3rd most commonly mentioned priority for next 5 years
- 3rd most often cited way for CVPD to improve

Key finding 7: Another theme across the questions related to the effect of alcohol and other drug use on the community, including avoiding areas because of it; concern for individuals driving under the influence, as well as marijuana dispensaries; and its inclusion in the top 4 priorities for the department in the next 5 years.

Illegal drug use **2nd** most common reason people avoid parks

DUI, illegal drug use, and marijuana dispensaries noted by **15%** or more as a top concern

Addressing illegal drug use in the top **4** priorities noted by residents for the CVPD

Key finding 8: A number of respondents were also concerned with thefts from their residence and noted the need for more officer visibility (including in certain areas of the city), more officers, and efforts to ensure officers are respectful, unbiased, represent the populations they serve, and are engaged with the community.

Theft from homes 3rd most common concern for residents now

Being more visible and hiring more officers noted as the 2 top ways the CVPD could improve.

The number 1 reason people reported being satisfied with how a situation was handled was that the officer was courteous and professional and almost 1 in 5 said they would like to see more youth and community engagement

Page intentionally left blank.

CJREPORT

2019 Chula Vista Police Department Resident Opinion Survey

Introduction

With an estimated population of 267,503,[1] the City of Chula Vista is the second largest incorporated city in San Diego County and the 14th largest in the State of California according to the 2010 U.S. Census. Between 1997 and 2007, the San Diego Association of Governments (SANDAG) conducted five random sample surveys of Chula Vista residents (1997, 2000, 2003, 2005, and 2007) on behalf of the Chula Vista Police Department (CVPD). While the survey questions varied some over time, they consistently focused on satisfaction with the police, perceptions of safety, and areas of concern. In 2019, the CVPD contracted with the Applied Research Division of SANDAG to conduct the survey again to help inform their strategic planning process. While many questions stayed the same, new ones were added, and new response choices were listed to reflect the changes that have occurred since the last survey was completed 12 years ago.

Sample description

As described in more detail in Appendix B of this report, similar methodology to prior surveys was used in this 2019 survey to ensure comparability of responses and that the feedback provided represented the opinions and experiences of the city overall. Specifically, in March 2019, a total of 4,000 households across the four Chula Vista council districts (Appendix A) were randomly selected, with a greater number of surveys sent to those areas that previously had a lower response rate. A total of four outreach efforts were attempted to engage survey participation, including an invitation to provide feedback from the Chula Vista Police Chief and a double-sided one-page survey initially, followed by a second survey, and then two postcards. Each household was provided with a four-digit identification number and asked to either complete the survey online or return the paper survey in a self-addressed postage paid envelope. If a household did not want to complete the survey, they were asked to return the postcard, which included only one question regarding their level of satisfaction with the police department overall. The survey, postcard, and all outreach were provided in both English and Spanish, copies of which are included in Appendix C.

A total of 814 non-duplicated surveys were completed before the survey cut-off date, which represented a 20 percent response rate overall (range of 19% to 22% across council districts). When the additional 199 households that returned the one-question postcard are included, this represents at 25 percent response rate (24% to 27% across council districts). The majority of surveys were completed in English (91%, with 9% returned in Spanish) and on paper (82%, with 18% completed online).

---

[1] SANDAG Demographic and Socioeconomic Estimates Jurisdiction Chula Vista. May 25, 2019. Available online at sandag.org.

It should be noted that to ensure generalizability of the results, the data reported here were weighted to reflect the distribution of households across the council districts in the city. Appendix D at the end of the report includes all of the weighted and non-weighted survey data responses by question. In addition, Appendices E through H include the same data by council district.

As Table 1 shows, while the survey respondents represented the 2018 demographic estimates for the city overall for gender, those who returned the survey were older on average (50.0) than the population overall (35.5), Whites (36% of the sample versus 18% of the population) were overrepresented, and Hispanics were underrepresented (40% of the sample versus 61% of the population). Thus, while the households invited to participate were random and data were weighted to reflect the city overall, it is important to note these response variations may affect the pattern of responses.

Table 1

Chula Vista 2019 survey sample characteristics compared to 2018 demographic estimates

	2019 survey sample	2018 city estimates
Gender		
Male	49%	49%
Female	51%	51%
Race		
Hispanic	40%	61%
White	36%	18%
Black	3%	4%
Asian/Pacific Islander	17%	13%
Other	4%	3%
Median age	50.0	35.5

Note: Percentages may not equal 100 due to rounding.

Sources: 2019 Chula Vista Police Department Resident Opinion Survey, 2018 SANDAG Demographic Estimates

Other self-reported data from the respondents included that 71 percent reported English was spoken most often in their home (16% Spanish, 4% Filipino, and 9% something else, often a combination of languages), that 53 percent reported a total annual household income in 2018 of less than $75,000, and that residents had lived in their current neighborhood for a median of 17.0 years (not shown).

When asked if anyone in their household (including themselves) had been the victim of a crime in the City of Chula Vista in the past 12 months, about 1 in 10 (11%) responded affirmatively and when asked if they had reported the crime to the CVPD, around 2 in 5 (41%) said they had not reported it. When asked why they had not reported the crime, the most common reasons included they did not think it would do any good (31%), it was a minor crime (23%), they did not have enough information to give police (17%), they told someone else (9%), or it was too hard to report (9%) (not shown).
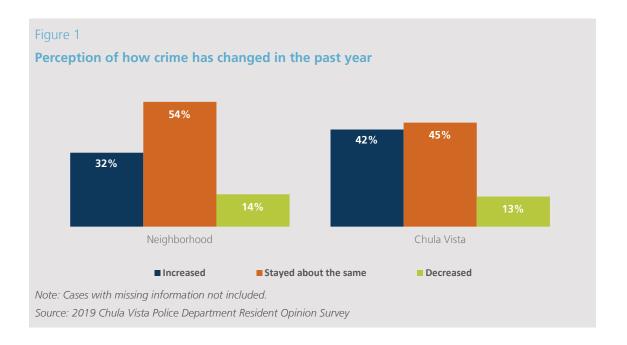
When asked how they were most likely to get information from the CVPD, 67 percent said the television, 30 percent the newspaper, 29 percent the website, and 23 percent Nextdoor.com. Other ways included social media, newsletters, Nixle, radio, other people, and text messages (not shown).

Perception and concerns regarding crime and safety

Perception of how crime has changed

Similar to previous surveys, respondents were asked if they thought crime in their neighborhood and the City of Chula Vista had "INCREASED", "DECREASED", or "STAYED ABOUT THE SAME" over the past year. As Figure 1 shows, residents were more likely to have a more positive perception about crime in their neighborhood than the city overall and to be most likely to think that crime had "STAYED ABOUT THE SAME" or "INCREASED", rather than "DECREASED" in both locations. In reality, crime statistics for the City of Chula Vista overall revealed that crime rates decreased 6 percent from 2017 to 2018.[2] The only significant predictor of perceiving crime had increased was a prior criminal victimization in the past year in the household, with 51 percent thinking crime in their neighborhood had increased (compared to 29% who did not report a victimization) and 65 percent it had increased in the city (versus 39%) (not shown).
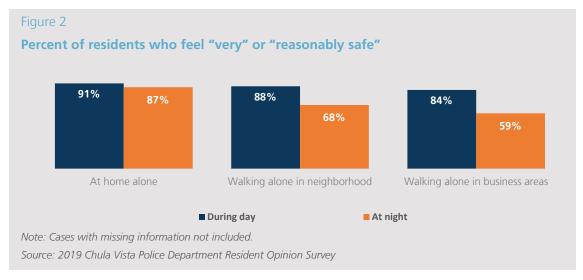
Factors that were analyzed to see if they were associated with a respondent's response included age, gender, race, household income, council district, length of time living in one's current neighborhood, and prior victimization of someone in the household in the past 12 months. Only significant predictors are noted.

Figure 1

Perception of how crime has changed in the past year

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

---

[2]   SANDAG (2019). *Thirty-nine years of crime in the San Diego region: 1980-2018*. San Diego, County: Author.
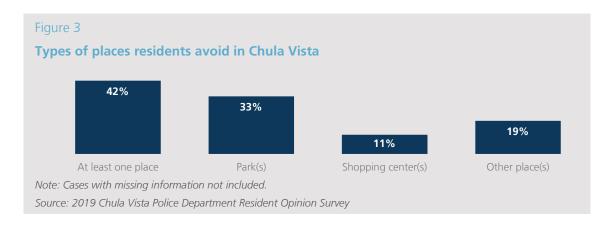
Perception of safety at different locations

When asked how safe they feel at home, in their neighborhood, or in the business areas of Chula Vista both in the day and at night, the pattern of responses was very similar to those seen in previous surveys, with residents most likely to feel safe at home and during the day, and least likely to feel safe in the business districts and at night (Figure 2).[3] Similar to perceptions of changes in crime, those respondents who reported a prior victimization were less likely to feel safe in their neighborhoods and at home both during the day and at night, and in the business areas at night. In addition, females were significantly more likely to report feeling unsafe at night at home (18% versus 7% of males), in their neighborhood (40% versus 22%), and in the business districts (48% versus 33%) (not shown).

Figure 2

Percent of residents who feel "very" or "reasonably safe"

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

Avoiding places in Chula Vista

In another series of questions, survey respondents were asked if they ever avoided public parks, shopping centers, or other places in Chula Vista, and if they did, which ones and why they did. As Figure 3 shows, about 2 in 5 respondents reported avoiding at least one of these types of locations and about 1 in 3 avoided public parks. In the 2007 survey, 41 percent of the respondents said they avoided parks and 26 percent avoided shopping centers (not shown).

Figure 3

Types of places residents avoid in Chula Vista

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

---

3 Compared to the most recent survey conducted in 2007, slightly fewer residents reported feeling safe in all 3 locations during the day. However, slightly more residents reported feeling safe at night in the business areas.

Figure 4 shows the most often mentioned locations by type that were avoided and the reasons why. For parks, a total of 29 different ones were noted, with the three most commonly noted including Memorial (13%), Friendship (8%), and Hilltop (6%). Additionally, 9 percent noted they avoided parks on the western or southern sides of town and 7 percent said they avoided all parks. The other 24 locations were avoided by 6 percent to less than 1 percent of respondents (and are included in the appendices). For shopping centers, 13 different places were coded from the open-ended responses provided. Around 1 in 3 (32%) of those who avoided one said the Chula Vista Shopping Center, with others noting specific stores or general locations (e.g., those on the west side, 6% or ones on 3rd Avenue, 5%). For other locations, 19 places were coded which included references to different streets (e.g., Main/Broadway, 15%), trolley stops (9%), and other locations (e.g., parking lots, 5%).

Why did people say they avoided these locations? The most common reason across all locations was the homeless they said that congregated there (50% of those who avoided parks, 29% of those who avoided shopping centers, and 25% of those who avoided other locations). Other top 5 reasons across location types included people who were using drugs or intoxicated and crime that they heard had happened there.

Figure 4

Most common locations avoided and most common reasons why

Parks

Which ones
- **Memorial**
- **Friendship**
- **Those on west/south side**
- **All**
- **Hilltop**

Why
- **Homeless**
- **People using drugs/alcohol**
- **Suspicious people**
- **Gang members**
- **Crime happens there**

Shopping centers

Which ones
- **Chula Vista Shopping Center**
- **Those on the west side**
- **Those on 3rd Avenue**

Why
- **Homeless**
- **Crime happens there**
- **People using drugs/alcohol**
- **Thefts/robberies**
- **Unsafe drivers**

Other locations

Which ones
- **Main/Broadway**
- **Trolley stops**
- **Parking lots**

Why
- **Homeless**
- **Crime happens there**
- **Dark/isolated**
- **People using drugs/alcohol**
- **Suspicious people**

Note: Cases with missing information not included.
Source: 2019 Chula Vista Police Department Resident Opinion Survey

Individuals who reported someone in their household had been a crime victim were significantly more likely to report that they avoid an area (67% versus 39%) and those 65 years of age and older were less likely than those who were younger (32% versus 46%) (not shown).
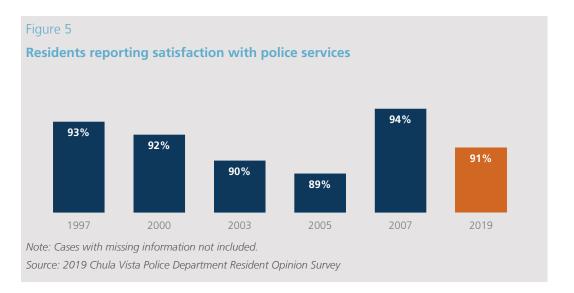
Opinions regarding the police department

Overall satisfaction

For each of the six surveys administered to Chula Vista residents, a question has included, "*In general, how satisfied are you with the services of the Chula Vista Police Department?*". As Figure 5 shows, around 9 in 10 respondents (89% to 94%) every year have said they were "**VERY SATISFIED**" or "**SATISFIED/SOMEWHAT SATISFIED**", the two highest ratings on the four-point scale provided. In 2019, 58 percent of those surveyed said they were "**VERY SATISFIED**", 34 percent "**SOMEWHAT SATISFIED**", 5 percent "**NOT TOO SATISFIED**", and 3 percent "**NOT AT ALL SATISFIED**" (not shown).

Figure 5

Residents reporting satisfaction with police services

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

When the weighted postcard data for this one question was analyzed, it revealed a similar pattern of responses, with 48 percent reporting they were "**VERY SATISFIED**", 42 percent were "**SATISFIED**", 9 percent were "**NOT TOO SATISFIED**", and 1 percent were "**NOT AT ALL SATISFIED**" (not shown).
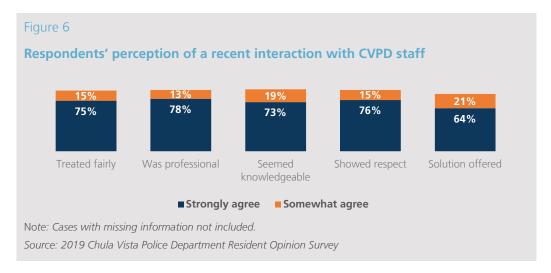
Additional analyses to determine if overall satisfaction was related to any characteristic of the survey respondents revealed that only being a crime victim did, with one in four (24%) of those who report their own victimization or someone in their household being significantly more likely to report some level of dissatisfaction, compared to 6 percent of those without this victimization history (not shown).

Perception of interaction and staff

When asked to think specifically about their last contact with the CVPD, survey respondents were asked how strongly they agreed (on a 4-point scale) with a series of statements including were they treated fairly and with respect, was the CVPD staff professional and knowledgeable, and was a solution offered. As Figure 6 shows, respondents gave the CVPD high ratings on these questions as well, with 85 percent to 92 percent expressing some level of agreement with these statements, with the greatest level of consensus related to the staff person being professional, treating them with respect and fairly, and appearing to be knowledgeable. These questions were asked on prior years' surveys with a similar pattern of high marks to the CVPD staff.

"Great department with people in the community that really care."
- 2019 survey respondent

"They are visible in the community and respond quickly when needed."
- 2019 survey respondent

"Very patient and explained what they can do and what they can't."
- 2019 survey respondent

Figure 6

Respondents' perception of a recent interaction with CVPD staff

15%	13%	19%	15%	21%
75%	78%	73%	76%	64%
Treated fairly	Was professional	Seemed knowledgeable	Showed respect	Solution offered

■ Strongly agree ■ Somewhat agree

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

"Continue to be the best. Wear your badge with honor."

- 2019 survey respondent

Analyses to determine if any dissatisfaction ratings were associated with respondents' characteristics revealed that those who reported a household income higher than $100,000 were more likely to feel the officer was not professional (14% versus 5% of those with lower incomes) and those who reported a victimization in the past year were more likely to say a solution had not been offered (30% versus 12%) (not shown).

About two in five (43%) of the survey respondents said they had recent contact with a uniformed officer, with about one-third (30%) related to a nonviolent property crime, 15 percent to a traffic collision, 11 percent to a noise disturbance, and 3 percent to a violent crime. The most common reason for the interaction though (reported by 41%) was some other type of reason, which most often included receiving a traffic ticket, another type of vehicle-related issue, or reporting an unsafe interaction or suspicious person (Figure 7).

Figure 7

Types of recent interactions with CVPD Uniformed Officers

		Traffic collision 15%	
Other 41%	Property crime 30%	Noise disturbance 11%	Violent crime 3%

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

The majority (75%) of the survey respondents reported they were satisfied with how the situation was handled, most often noting the officer was polite/caring and the situation was resolved (Figure 8). When those who were not satisfied explained why, common responses related to the perception they were not treated fairly, the officer was not polite, or that the crime was not solved or there was no follow-up.

Figure 8

Satisfaction with uniformed officer response in a recent interaction

75% satisfied with CVPD response	
Why satisfied? Officer polite, situation resolved, quick response time, officer knowledgeable, officer tried to help	**Why not satisfied?** Not handled fairly, officer not polite, unable to solve, no report taken, bad policy by department, response time too long

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

Additional analyses of the 25 percent (n= 75) who were not satisfied with how the situation was handled revealed that 29 percent had reported a property crime, 28 percent received a ticket or had another vehicle-related incident, 15 percent were involved in a traffic accident, 8 percent reported a noise disturbance, 5 percent reported a suspicious person, 4 percent had an issue with their house alarm, 3 percent each reported a violent crime, had a domestic disturbance, or requested a wellness check, and 1 percent had an issue with their neighbor or were requesting information.
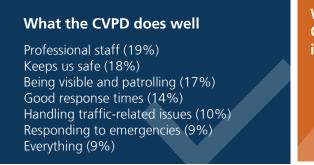
Areas of perceived strength and those for improvement

In two follow-up questions on the survey, residents were asked to describe what they thought the CVPD did "REALLY WELL" and in what other ways did they think the department could improve. Overall, a total of 462 respondents (57%) offered an answer for what the department does well, with the most frequently noted including being professional and courteous, keeping the public safe, being visible and patrolling, and having good response times. When asked what the department could do better, 464 of the 814 survey respondents (also 57%) offered an answer, with the most common including being more visible and conducting more patrols, hiring more officers, focusing more on traffic-related violations, ensuring officers are courteous, and having faster response times (Figure 9).

"Better community relations. The only contact we've had is when we were reprimanded/fined by them."
- 2019 survey respondent

"Every professional that deals with the public, especially in high-risk situations, should always work on improving working with diverse populations and not reacting from the hip."
- 2019 survey respondent

Figure 9

Residents' perceptions of what the police do well and where they could improve

What the CVPD does well

Professional staff (19%)
Keeps us safe (18%)
Being visible and patrolling (17%)
Good response times (14%)
Handling traffic-related issues (10%)
Responding to emergencies (9%)
Everything (9%)

What the CVPD could improve

More visible and patrols (22%)
More officers (16%)
More focus on traffic-related issues (15%)
Ensure officers are courteous (8%)
Faster response times (7%)
Better address homeless-related issues (6%)
Be more involved with the community (6%)
Have more of a presence on
the eastern side of the city (6%)

Note: Cases with missing information not included.

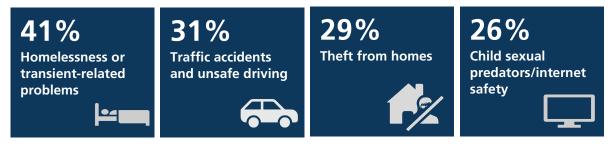*Source: 2019 Chula Vista Police Department Resident Opinion Survey*

Current concerns and future priorities

Top concerns for the City of Chula Vista today

As part of this 2019 survey, respondents were provided with a list of 16 potential concerns and asked to specify which were their top 3. As Figure 10 shows, those that were in the top 3 most often included homelessness or transient-related problems (41%), traffic accidents and unsafe driving (31%), theft from homes (29%), and child sexual predators/internet safety (26%). Others that were mentioned most frequently included driving under the influence (of alcohol or drugs) (23%), gangs (21%), theft from vehicles (21%), vandalism/graffiti (20%), illegal drug use/sales (17%), and marijuana dispensaries (15%) (not shown).

Figure 10

Top concerns of Chula Vista residents today

41%
Homelessness or transient-related problems

31%
Traffic accidents and unsafe driving

29%
Theft from homes

26%
Child sexual predators/internet safety

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

How did these concerns compare to those voiced by residents in prior years' surveys? Because the response choices have changed somewhat over time and in previous years respondents were asked to rate all possible concerns on a 4-point scale (from "**VERY CONCERNED**" to "**NOT AT ALL CONCERNED**"), it is not possible to directly compare them, but some changes over time are worth noting. These include:

- While homelessness was the most often cited concern in 2019, it was the 15th most often cited concern in 2007, with 54 percent at the time saying they were "**VERY CONCERNED**" or "**SOMEWHAT CONCERNED**" at the time.

> "More enforcement on streets. Seems speed limits are optional for drivers."
>
> - 2019 survey respondent

- Unsafe driving was a common concern then and now. In the most recent survey it was only listed once as a concern and was the second most often noted issue. In prior surveys, the type of unsafe driving was broken down, with 4 of the top 6 concerns most often noted including speeding vehicles, vehicles running red lights, aggressive driving, and traffic accidents.
- Being concerned about a theft from a home appears to have gone up, with it noted third most frequently in 2019, but was the ninth most frequently noted in 2007.
- Child predators and internet safety, the fourth most often cited concern in 2019 was not an option listed on surveys in 2007 or prior years.
- Vandalism and graffiti were common concerns then and now.
- Identity theft was the fourth most common concern in 2007, following only the three traffic-related concerns. In 2019 it was in the five concerns least mentioned

Highest priorities for the CVPD in the next 5 years

In an open-ended question added for the first time to the 2019 survey, respondents were asked to describe what they thought the highest priorities should be for the CVPD in the next five years. These responses were coded into categories and the most common ones are shown in Figure 11. Maintaining public safety was noted most often, by about 1 in every 4 (24%) of those who responded to this question. This was followed by dealing with the homelessness issue (21%), enforcing traffic laws (19%), and dealing with illegal drug use and sales (17%). Hiring more officers (11%) and engaging more with youth, including having an increased presence at schools (10%) topped out the most frequently offered suggestions.

"Hire more officers. They are doing a great job but are limited by retaining personnel and budget issues I believe."

- 2019 survey respondent

Figure 11

Top future priorities for the CVPD in the next 5 years

24% Keeping the public safe	21% Homelessness	19% Enforcing traffic laws	17% Illegal drug use/sales

11% Hiring more officers	10% More involvement with youth	9% Gangs	9% Property-related crime	8% Patrolling and visibility	7% Community interactions	7% Vandalism and graffiti

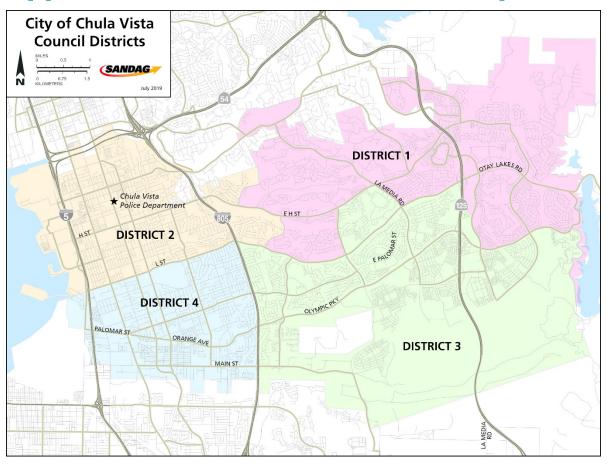| 4% Violent crime and guns	4% Stay ahead of growth	3% Monitor sex abusers	3% Have integrity and professionalism	3% More presence on east side	3% Quicker response time	3% Hire and retain good officers	2% Ensure officers are courteous	2% Better patrol parks	2% Don't be biased and ensure diversity

Note: Cases with missing information not included.

Source: 2019 Chula Vista Police Department Resident Opinion Survey

Summary

In 2019, the Applied Research Division of SANDAG conducted a random survey of Chula Vista residents to understand their perception and satisfaction of the CVPD. While individuals who returned the survey were more likely to be White and older than the population, the data were weighted by council district and the sample selected for inclusion was random. Overall, most residents are satisfied with the services of the CVPD, with the majority of respondents describing CVPD staff as professional, knowledgeable, and showing residents respect. Areas of concern for many residents include homelessness, traffic-related issues, property crime, child sexual predators, and illegal drug use and opportunities for the CVPD to improve include continuing to address these issues, as well as increasing their community outreach, and presence in different parts of the city.

Appendix A: Chula Vista council map

City of Chula Vista Council Districts

MILES
0   0.5   1

KILOMETERS
0   0.75   1.5

SANDAG

July 2019

DISTRICT 1

DISTRICT 2

DISTRICT 4

DISTRICT 3

★ Chula Vista Police Department

OTAY LAKES RD

LA MEDIA RD

E H ST

H ST

L ST

E PALOMAR ST

OLYMPIC PKY

PALOMAR ST

ORANGE AVE

MAIN ST

LA MEDIA RD

Appendix B: Survey methodology

To ensure that the opinions of the entire Chula Vista community was included, a stratified sampling plan was implemented based on prior response rates, with a greater number of surveys sent to households in Districts 2 and 4, and fewer to those in 1 and 3. A total of 814 surveys were received by the cut-off date of May 14, 2019. This reflected an overall response rate of 20.4 percent. Eighty-two percent (82%) of the returned surveys were paper copies and 18 percent were electronic. Because a unique identifier was associated with each of the sampled households, duplicate surveys were removed from the database prior to analysis with the first survey that was returned being the one that was included.

Table Appendix B1

Sampling and response rate by Chula Vista council district

District	Number of Surveys Mailed	Number of Surveys Returned	Number of Postcards Returned	Survey Response Rate	Survey and Postcard Combined Response Rate
One	806	173	41	21.5%	26.6%
Two	1,225	261	57	21.3%	26.0%
Three	785	149	38	19.0%	23.8%
Four	1,184	231	63	19.4%	24.8%
Total	**4,000**	**814**	**199**	**20.4%**	**25.3%**

It should be noted that after this random sample survey was conducted the same survey was made available to any individual who would like to complete it. This additional effort was done to ensure that all of the Chula Vista community had the chance to voice their opinions and share their feedback with the CVPD. However, because this was not a random sample and no verification could be done to ensure only one survey per household and that respondents actually resided in Chula Vista was possible, it is important that any results from that effort not be generalized to the population overall.

Appendix C: Survey instruments

2019 Chula Vista Police Department Survey (English)

ID number_____

Chula Vista Police Department 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 sandag.org/cvpd to access the survey and enter the ID number located on the top of this page.

Please complete the survey within the next two weeks. The San Diego Association of Governments (SANDAG) is assisting us with the study. If you have questions about the survey, contact Grace Miño with SANDAG at (619) 699-6913.

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)

	Increased	Decreased	Stayed about the same	Don't know/No crime
Crime in your neighborhood	1	2	3	4
Crime in the City of Chula Vista	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)

		Very safe	Reasonably safe	Somewhat unsafe	Very unsafe	Don't know/No opinion
DURING DAY	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
AT NIGHT	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** (please specify which) _____

If checked, why do you avoid the park(s)? _____

☐ **Shopping centers** (please specify which) _____

If checked, why do you avoid the shopping center(s)? _____

☐ **Other locations** (please specify which) _____

If checked, why do you avoid the location(s)? _____

4. Of the following, which are your top THREE concerns for the City of Chula Vista today?
(Please number your choices with "1," "2," and "3.")

___ Child sexual predators/internet safety	___ Homelessness or transient-related problems
___ Dockless scooters/bicycles	___ Illegal drug use/sales
___ Gangs	___ Marijuana dispensaries
___ Disorderly conduct/public intoxication/noise violations	___ School safety/ violence
___ Domestic violence	___ Theft from homes
___ Driving under the influence (alcohol or drugs)	___ Theft from vehicles
___ Fraud/identity theft	___ Traffic accidents/unsafe driving
___ Getting mugged	___ Vandalism/graffiti

5. Were you, or anyone in your household, the victim of a crime in the City of Chula Vista during the past 12 months?

1. Yes   2. No *(If so, skip to #6)*

5a. Did you report the crime(s) that occurred in Chula Vista to the police?

1. Yes *(If so, skip to #6)*   2. No *(If so, continue to #5b)*   3. Reported one/some, but not all *(If so, continue to #5b)*

5b. If you did not report all crime(s) to the police, why not? *(Please explain in the space below)*

(SURVEY CONTINUES ON NEXT PAGE. PLEASE TURN OVER TO CONTINUE.)

6. Thinking about your most recent contact with a uniformed police officer in Chula Vista, please circle the issue that best describes the reason for the contact *(Please circle one response that describes the main reason)*:

1. Traffic collision   2. Violent crime   3. Nonviolent property crime   4. Noise disturbance   5. N/A - No previous contact

6. Other *(Please describe)*

6a. 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

6b. Please use the space here to explain your answer above.

7. Thinking about your <u>last contact</u> with the Chula Vista Police Department, please circle the number under the response that best describes how you felt about behavior of the person you had contact with.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>No opinion</u>
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
Solution was offered	1	2	3	4	5

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

1. Very Satisfied   2. Somewhat Satisfied   3. Not too Satisfied   4. Not at All Satisfied   5. No Opinion

9. What do you think the Chula Vista Police Department does really well?

10. In what ways do you think the Chula Vista Police Department could improve?

11. What do you think should be the Chula Vista Police Department's highest priorities for the next five years?

12. In which of the following ways are you <u>most likely</u> to get information from the Chula Vista Police Department? *(Please check all that apply)*

☐ Television   ☐ Newspaper   ☐ Facebook   ☐ Twitter   ☐ Instagram   ☐ Nextdoor.com
☐ Nixle   ☐ Website   ☐ Newsletters   ☐ Other (Specify):

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.

1. What is your age? _____
2. What is your gender? *(Please circle one)*
   a. Female
   b. Male
   c. Other
3. What is your racial or ethnic background? *(Please circle one)*
   a. Hispanic
   b. Black
   c. White
   d. Asian/Pacific Islander
   e. Other or more than one race *(Specify)*: _____
4. How long have you lived in your current neighborhood? _____ years

5. What language is spoken most of the time in your home? *(Please circle one)*
   a. English
   b. Spanish
   c. Filipino
   d. Other language *(Specify)*: _____
6. What was your total annual household income in 2018? *(Please circle one)*
   a. Under $35,000
   b. $35,000 to $49,999
   c. $50,000 to $74,999
   d. $75,000 to $99,999
   e. $100,000 or greater

2019

Número de identificación _____

Encuesta del Departamento de Policía de Chula Vista

La Ciudad de Chula Vista está realizando una encuesta a sus residentes para conocer sus opiniones y actitudes acerca del Departamento de Policía, desorden, y crimen.

Por favor tome unos minutos para contestar esta encuesta – sus respuestas son muy importantes.

Puede contestar esta encuesta en línea o devolverla dentro del sobre incluido el cual no requiere estampilla. Si requiere más espacio al responder, usted puede incluir paginas adicionales con sus respuestas.

Si prefiere responder en línea, diríjase a la página sandag.org/cvpd para tener acceso a la encuesta y utilice el número de identificación ubicado en la parte superior de esta página.

Por favor conteste esta encuesta dentro de las dos semanas siguientes. La Asociación de Gobiernos de San Diego (SANDAG, por sus siglas en inglés) nos está asistiendo con este estudio. Si tiene alguna pregunta sobre la encuesta, contacte a Grace Miño al (619) 699-6913.

Gracias por su tiempo y opiniones.

1. **Durante el año pasado, ¿usted cree que el crimen en las siguientes partes aumentó, disminuyó o quedó casi igual?**
   (Encierre el número debajo de su respuesta)

	Aumentó	Disminuyó	Quedó casi igual	No sé/No hubo crimen
El crimen en su vecindario	1	2	3	4
El crimen en la Ciudad de Chula Vista	1	2	3	4

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

		Muy seguro(a)	Razonablemente seguro(a)	Algo inseguro(a)	Muy inseguro(a)	No sé/ Sin opinion
DE DIA	Caminando solo(a) en su vecindario	1	2	3	4	5
	Caminando solo(a) en las zonas comerciales de Chula Vista	1	2	3	4	5
	Estando solo(a) en casa	1	2	3	4	5
DE NOCHE	Caminando solo(a) en su vecindario	1	2	3	4	5
	Caminando solo(a) en las zonas comerciales de Chula Vista	1	2	3	4	5
	Estando solo(a) en casa	1	2	3	4	5

3. **¿Evita algunas de las siguientes partes de Chula Vista porque piensa que son inseguras?**
   (Por favor marque todas las respuestas pertinentes)

☐ **Parques públicos** (Especifique cuál(es) parque(s)) _____

Si lo marcó, ¿por qué evita ese(os) parque(s)? _____

☐ **Centros comerciales** (Especifique cuál(es) centro(s) comercial(es)) _____

Si lo marcó, ¿por qué evita ese(os) centro(s) comercial(es)? _____

☐ **Otros lugares** (Por favor especifique cuál(es) lugar(es)) _____

Si lo marcó, ¿por qué evita ese(os) lugar(es)?

4. **De las siguientes opciones, ¿cuáles son para usted las TRES preocupaciones principales que tiene para la Ciudad de Chula Vista hoy en día?** *(Por favor numere sus selecciones con "1," "2," y "3.")*

___ Depredadores sexuales infantiles/seguridad de internet
___ Bicicletas/patines motorizados sin estaciones fijas
___ Pandillas
___ Desorden público /ebriedad en vía pública/violaciones a ley de ruido- alboroto (fiesta o música ruidosa)
___ Violencia doméstica
___ Conduciendo bajo la influencia (alcohol o drogas)
___ Fraude/robo de identidad
___ Asalto

___ Indigentes o vagabundos
___ Venta/uso de drogas ilegales
___ Dispensarios de marijuana
___ Seguridad/violencia escolar
___ Robo de casas
___ Robo de automóvil
___ Accidentes automovilísticos/conductores peligrosos
___ Vandalismo/grafiti

5. **¿Fue usted, o alguien en su casa, víctima de un crimen en los últimos 12 meses?**
   1. Sí   2. No *(Pase a la pregunta #6)*

   5a. **¿Reportó usted el crimen o los crímenes que ocurrieron en Chula Vista a la policía?**
   1. Sí *(Pase a la pregunta #6)*   2. No *(Continúe al #5b)*   3. Reporté uno/algunos, pero no todos (*Continúe al #5b*)

   5b. **Si no reportó todos los crímenes que ocurrieron a la policía, ¿por qué no lo hizo?** *(Por favor explique en el espacio de abajo)*

(LA ENCUESTA CONTINUA EN LA SIGUIENTE PAGINA. POR FAVOR DE VUELTA A LA PAGINA PARA CONTINUAR.)

6. Teniendo en mente la última vez que usted contacto a un policía uniformado en Chula Vista, encierre el tema que mejor describe el motivo del contacto *(Por favor encierre la respuesta que describe la razón principal del motivo de contacto):*

1. Choque automovilístico   2. Crimen violento   3. Crimen de propiedad no violento   4. Disturbio de ruido

5. N/A - No hubo contacto anterior   6. Otro *(Por favor describa)*

    6a. ¿Quedó satisfecho(a) con la forma en la que se manejó la situación? *(Encierre solo una respuesta)*

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

    6b. Por favor explique su respuesta a la pregunta anterior en el espacio de abajo.

7. Teniendo en mente la última vez que tuvo contacto con el Departamento de Policía de Chula Vista, por favor encierre el número debajo de la respuesta que mejor describa como sintió la conducta/comportamiento de la persona con la que tuvo contacto.

	Muy de acuerdo	Algo de acuerdo	Algo en desacuerdo	Muy en desacuerdo	Sin opinion
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
Ofrecio solución	1	2	3	4	5

8. En general, ¿qué grado de satisfacción siente con los servicios que presta el Departamento de Policía de Chula Vista? *(Encierre solo una respuesta)*

1. Muy satisfecho(a)   2. Algo satisfecho(a)   3. Algo inconforme   4. Muy inconforme   5. Sin opinion

9. ¿Qué cree que el Departamento de Policía de Chula Vista hace muy bien?

10. ¿En qué forma cree que podría mejorar el Departamento de Policía de Chula Vista?

11. ¿Cuáles deberían de ser las prioridades más altas del Departamento de Policía de Chula Vista en los siguientes cinco años?

12. ¿Cuáles de las siguientes formas cree que es más probable que utilice para obtener información del Departamento de Policía de Chula Vista? *(Por favor marque todos las que sean pertinentes)*

☐ Televisión   ☐ Periódico   ☐ Facebook   ☐ Twitter   ☐ Instagram   ☐ Nextdoor.com

☐ Nixle   ☐ Sitio web/internet   ☐ Boletín   ☐ Otro *(Especifique)*:

POR FAVOR TENGA EN CUENTA: Las siguientes preguntas se hacen para ayudarnos a obtener un perfil general de los residentes encuestados. Todas las respuestas son estrictamente anónimas, confidenciales, y se utilizarán únicamente con fines de este estudio.

1. ¿Cuál es su edad? _____
2. ¿Cuál es su género? *(Por favor encierre solo uno)*
   a. Mujer
   b. Hombre
   c. Otro
3. ¿Cuál es su origen racial o étnico? *(Por favor encierre solo uno)*
   a. Hispano(a)
   b. Negro(a) o Afroamericano(a)
   c. Blanco(a)
   d. Asiático(a)/Isleño(a) Pacífico
   e. Otro(a) o más de una raza/etnia
      (Especifique): _____
4. ¿Cuánto tiempo ha vivido en su vecindario actual?
   _____ años

5. ¿Cuál es el idioma que se habla más en su casa?
   (Por favor encierre solo uno)
   a. Ingles
   b. Español
   c. Filipino
   d. Otro idioma *(Especifique)*: _____
6. ¿Cuál fue el ingreso anual total en su hogar en el 2018?
   (Por favor encierre solo uno)
   a. Menos de $35,000
   b. $35,000 a $49,999
   c. $50,000 a $74,999
   d. $75,000 a $99,999
   e. $100,000 o mas

2019

2019 Chula Vista Police Department Survey Postcard

CITY OF
CHULA VISTA

Dear Chula Vista Resident:

Several weeks ago I wrote to you asking for your participation in a survey of our residents. If you have not been able to return the survey, I encourage you to take a few moments to answer the questions below and include your comments.

As Chief of the Chula Vista Police Department, I appreciate you taking the time to tell us what you think about the quality of our services. All responses will be held strictly confidential and anonymous.

Please remove the question below and return to us by mail as soon as possible. If you have any questions about the survey, call Grace Miño at SANDAG (619-699-6913) who is assisting us in tabulating the results of the survey. If you wish to request information about services and programs offered by the Department, please contact the Community Relations unit at (619) 691-5187 or visit our website at chulavistaca.gov/departments/police-department/contact-us.

Thank you for your cooperation.

Sincerely,

Roxana Kennedy

Roxana Kennedy
Chief of Police

Estimado Residente de Chula Vista:

Hace unas semanas le escribí para pedirle que participara en una encuesta de nuestros residentes. Si usted no ha devuelto la encuesta, me gustaría invitarlo a que se tome unos minutos para completar las preguntas que están abajo y darnos sus comentarios.

Como Jefe del Departamento de Policía de Chula Vista le agradezco tomarse el tiempo para dejarnos saber lo que piensa usted sobre la calidad de nuestros servicios. Todas las respuestas serán estrictamente confidenciales y anónimas.

Favor de separar las pregunta que están abajo y devolverla por correo lo más pronto posible. Si tiene alguna pregunta acerca de la encuesta, llame a Grace Miño de SANDAG (619-699-6913) quien nos está ayudando con la tabulación de los resultados de la encuesta. Si desea información sobre los servicios y programas que ofrece el Departamento, por favor llame a la unidad de Relaciones Comunitarias al (619) 691-5187 ó visite nuestra página chulavistaca.gov/departments/police-department/contact-us.

Le agradecemos su cooperación.

Atentamente,

Roxana Kennedy

Roxana Kennedy
Jefe de Policía

ID number _____

1. **In general, how satisfied are you with the services of the Chula Vista Police Department?**
   (Please circle one)
   1   Very Satisfied
   2   Satisfied
   3   Not too Satisfied
   4   Not at All Satisfied
   5   No Opinion

2. **Comments:**

_____
_____
_____
_____

Número de identificación _____

1. **En general, ¿qué grado de satisfacción siente con los servicios que presta el Departamento de Policía de Chula Vista?** *(Encierre uno por favor)*
   1   Muy Satisfecho
   2   Satisfecho
   3   Algo Inconforme
   4   Muy Inconforme
   5   Sin opinión

2. **Comentarios:**

_____
_____
_____
_____

Appendix D: Aggregate data

2019 Chula Vista Police Department survey data frequencies

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q1) During the past year, do you think that crime in your neighborhood increased, decreased, or stayed the same?			
Increased	32%	31%	166
Decreased	14%	15%	83
Stayed about the same	54%	54%	294
(Q1) During the past year, do you think that crime in the Chula Vista increased, decreased, or stayed the same?			
Increased	42%	42%	229
Decreased	13%	14%	76
Stayed about the same	45%	44%	243
(Q2) How safe do you feel walking alone in your neighborhood during the day?			
Very safe	43%	42%	332
Reasonably safe	46%	46%	368
Somewhat unsafe	9%	10%	80
Very unsafe	2%	2%	19
(Q2) How safe do you feel walking alone in the business areas of Chula Vista during the day?			
Very safe	30%	30%	235
Reasonably safe	54%	54%	418
Somewhat unsafe	12%	13%	97
Very unsafe	3%	3%	25
(Q2) How safe do you feel being at home alone during the day?			
Very safe	53%	52%	414
Reasonably safe	39%	39%	307
Somewhat unsafe	7%	7%	58
Very unsafe	2%	2%	15
(Q2) How safe do you feel walking alone in your neighborhood at night?			
Very safe	20%	20%	152
Reasonably safe	48%	48%	365
Somewhat unsafe	25%	25%	193
Very unsafe	7%	7%	57
(Q2) How safe do you feel walking alone in the business areas of Chula Vista at night?			
Very safe	12%	12%	88
Reasonably safe	48%	47%	350
Somewhat unsafe	30%	30%	227
Very unsafe	11%	11%	81
(Q2) How safe do you feel being at home alone at night?			
Very safe	42%	42%	330
Reasonably safe	45%	45%	357
Somewhat unsafe	11%	11%	85
Very unsafe	2%	3%	20

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>public parks</u> in Chula Vista because you feel they are not safe?			
Yes	33%	34%	279
No	67%	66%	530
(If Yes) Which park(s)?			
Memorial	13%	13%	36
Friendship	8%	9%	24
Parks on the west/south	9%	8%	23
All parks	7%	7%	19
Hilltop	6%	7%	19
Lauderbach	6%	6%	17
Harborside	4%	4%	12
Marina	4%	4%	10
Eucalyptus	3%	4%	10
Heritage	3%	3%	7
Parkway	3%	3%	7
Discovery	2%	2%	5
Greg Rogers	2%	2%	5
Rohr	2%	2%	5
San Diego Gas and Electric (SDGE)	2%	2%	5
Loma Verde	2%	2%	5
Otay	1%	1%	3
Orange	1%	1%	2
Mount San Miguel	1%	1%	2
Community	1%	<1%	1
Terra Nova	1%	<1%	1
Explorer	<1%	<1%	1
Marisol	<1%	<1%	1
Sunset	<1%	<1%	1
Sunridge	<1%	<1%	1
Gayle McCandliss	<1%	<1%	1
Chula Vista Women's Club	<1%	<1%	1
Veterans	<1%	<1%	1
Palomar	<1%	<1%	1
(If Yes) Why do you avoid the park(s)?			
Homeless	50%	52%	146
People using drugs/intoxicated	24%	25%	71
Suspicious individuals (in general)	9%	9%	25
Gang members	7%	7%	20
Crime(s) in general happens there/not safe	7%	7%	19
(Unsupervised) juveniles hanging out there	7%	6%	18
Dark and/or isolated	6%	6%	17
Not well kept/smells	4%	4%	10
Vandalism/graffiti	1%	1%	4
Dogs running around off leash	1%	1%	2

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>shopping centers</u> in Chula Vista because you feel they are unsafe?			
Yes	11%	11%	92
No	89%	89%	717
(If Yes) Which shopping center(s)?			
Chula Vista Shopping Center	32%	32%	29
Ones on the Western side of the city	6%	5%	5
Target/Michael's	4%	4%	4
Walmart	4%	4%	4
Ones on Third Avenue	5%	4%	4
Strip malls	3%	3%	3
All or most	3%	3%	3
Convenience stores	2%	2%	2
Costco	3%	2%	2
Foodland on E Street	1%	1%	1
Otay Ranch Town Center	1%	1%	1
Plaza at Sunbow	1%	1%	1
Food4Less	1%	1%	1
(If Yes) Why do you avoid the shopping center(s)?			
Homeless	29%	30%	28
Crime(s) in general happens there/not safe	13%	14%	13
People using drugs/intoxicated	9%	10%	9
Thefts/robbery	9%	9%	8
(Unsupervised) juveniles hanging out there	6%	7%	6
Unsafe drivers	7%	7%	6
Suspicious individuals (in general)	5%	5%	5
Gang members	5%	4%	4
Vandalism/graffiti	3%	3%	3
Not well kept/smells	3%	3%	3
Dark and/or isolated	2%	2%	2
(Q3) Do you avoid other locations in Chula Vista because you feel they are unsafe?			
Yes	19%	19%	153
No	81%	81%	656

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(If Yes) Which other location(s)?			
Main/Broadway	15%	16%	24
Trolley stop(s)	9%	10%	16
Marijuana dispensaries	4%	5%	7
Alleys/dark streets	4%	5%	7
Parking lots	5%	5%	7
Trails	4%	4%	6
Riverbottom	3%	3%	5
Own neighborhood	3%	3%	5
Any place there are a lot of homeless individuals	2%	2%	3
By the bay	2%	2%	3
Areas on the east side	2%	1%	2
Libraries	1%	1%	2
Banks	1%	1%	2
Canyons	2%	1%	2
Movie theaters	1%	1%	1
Schools	1%	1%	1
Neighborhoods they don't know	1%	1%	1
Liquor stores/bars	1%	1%	1
Gas stations	1%	1%	1
(If Yes) Why do you avoid the location(s)?			
Homeless	25%	27%	42
Crime(s) in general happens there/not safe	19%	17%	26
Dark and/or isolated	12%	13%	20
People using drugs/intoxicated	11%	12%	18
Suspicious individuals (in general)	8%	8%	13
Not well kept/smells	5%	5%	7
Gang members	3%	3%	5
Unsafe drivers	4%	3%	5
Vandalism/graffiti	2%	2%	3
(Unsupervised) juveniles hanging out there	2%	2%	3
Thefts/robbery	2%	2%	3

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q4) Of the following, which are your top THREE concerns for the City of Chula Vista today? (Percentage shown that selected as one of the top three)			
Homelessness or transient-related problems	41%	43%	314
Traffic accidents/unsafe driving	31%	30%	216
Theft from homes	29%	28%	199
Child sexual predators/internet safety	26%	26%	187
Driving under the influence (alcohol or drugs)	23%	22%	161
Vandalism/graffiti	20%	21%	150
Gangs	21%	21%	149
Theft from vehicles	21%	20%	147
Illegal drug use/sales	17%	17%	122
Marijuana dispensaries	15%	16%	112
School safety/violence	14%	14%	99
Fraud/identity theft	8%	8%	61
Disorderly conduct/public intoxication/noise violations	8%	8%	59
Dockless scooters/bicycles	4%	4%	30
Getting mugged	4%	4%	30
Domestic violence	3%	3%	24
(Q5) Were you, or anyone in your household, the victim of a crime in the City of Chula Vista during the past 12 months?			
Yes	11%	12%	92
No	89%	88%	692
(Q5a) (If Yes) Did you report the crime(s) that occurred in Chula Vista to the police?			
Yes	60%	61%	54
No	39%	38%	33
Reported one/some, but not all	2%	1%	1
(Q5b) (If not Yes) If you did not report all crime(s) to the police, why not?			
Would not do any good	31%	31%	8
Minor crime/not important enough	23%	23%	6
Not enough information	17%	15%	4
Reported to someone else	9%	8%	2
Got items replaced/found items/nothing taken	6%	8%	2
Too hard to report	9%	8%	2
Handled on own	3%	4%	1
Feared retaliation	3%	4%	1
(Q6) Thinking about your most recent contact with a uniformed police officer in Chula Vista, please circle the issue that best describes the reason for the contact.			
Other	41%	39%	137
Nonviolent property crime	30%	31%	107
Traffic collision	15%	16%	55
Noise disturbance	11%	11%	40
Violent crime	3%	3%	11

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q6) Please describe the other type of contact.			
Traffic ticket/infraction/warrant	30%	29%	40
Other vehicle issue (stalled, parking)	16%	16%	22
Unsafe interaction/suspicious person	11%	12%	16
Person wellness check	7%	7%	10
House alarm	6%	6%	8
School officer/function	7%	6%	8
In passing in the community	4%	5%	7
Neighborhood watch/community event	5%	5%	7
Domestic disturbance	4%	4%	6
Witness/questioned by officer	3%	3%	4
Missing person	2%	2%	3
Animal control	1%	1%	1
Property check	1%	1%	1
Issue with neighbor	1%	1%	1
Requested information	1%	1%	1
Turned in firearm	1%	1%	1
(Q6a) Were you satisfied with the way the situation was handled?			
Yes	75%	75%	224
No	25%	25%	75
(Q6b) Please use the space here to explain your answer above.			
Satisfied with how handled			
Officer polite/caring	16%	15%	53
Situation resolved	13%	13%	44
Quick response time	6%	6%	20
Officer knowledgeable	2%	2%	6
Officer tried/did best s/he could	2%	1%	5
Not satisfied with how handled			
Not handled fairly	5%	5%	16
Officer not polite/uncaring	4%	4%	15
Unable to solve/no follow-up	4%	3%	12
No report taken/did not take seriously	3%	3%	10
Bad policy by department	2%	1%	5
Response time too long	2%	1%	5
Police not responsive in general	1%	1%	4
Felt targeted by officer	1%	1%	2
Officer not using best practice	<1%	<1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q7) Thinking about your last contact with the Chula Vista Police Department, please circle the number under the response that best describes how you felt about the behavior of the person you had contact with.			
Treated me fairly			
Strongly agree	75%	75%	375
Somewhat agree	15%	14%	72
Somewhat disagree	5%	5%	23
Strongly disagree	6%	6%	28
Was professional			
Strongly agree	78%	79%	404
Somewhat agree	13%	13%	64
Somewhat disagree	4%	4%	18
Strongly disagree	5%	5%	25
Seemed knowledgeable			
Strongly agree	73%	74%	364
Somewhat agree	19%	18%	91
Somewhat disagree	4%	4%	19
Strongly disagree	4%	4%	20
Treated me with respect			
Strongly agree	76%	77%	390
Somewhat agree	15%	14%	70
Somewhat disagree	4%	4%	22
Strongly disagree	5%	5%	24
Solution was offered			
Strongly agree	64%	66%	294
Somewhat agree	21%	20%	89
Somewhat disagree	5%	5%	22
Strongly disagree	10%	10%	43
(Q8) In general, how satisfied are you with the services of the Chula Vista Police Department?			
Very satisfied	58%	59%	404
Somewhat satisfied	34%	33%	225
Not too satisfied	5%	5%	36
Not at all satisfied	3%	3%	23

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q9) What do you think the Chula Vista Police Department does really well?			
Professional/courteous officers/staff	19%	19%	89
Keep us safe/public safety	18%	18%	85
Being visible/patrolling	17%	17%	79
Response times	14%	14%	65
Responding to emergencies/helping people in need	9%	9%	43
All good/everything	9%	9%	43
Traffic control/dealing with vehicle-related issues	10%	9%	43
Working with the community	5%	5%	24
School safety/youth engagement	4%	4%	18
Communicating	4%	3%	16
Knowledgeable officers/staff	2%	2%	9
Investigations	2%	2%	8
Nothing	2%	2%	8
No bias/use of force/abuse/law suits	2%	2%	7
Using technology	1%	1%	5
DUI check points	1%	1%	4
Handling change/community growth	1%	1%	3
Dealing with the homeless	<1%	<1%	2
Dealing with vandalism/graffiti	<1%	<1%	1
Dealing with marijuana dispensaries	<1%	<1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q10) In what ways do you think the Chula Vista Police Department could improve?			
More visible/more patrols	22%	22%	100
More officers	16%	15%	71
More focus on traffic-related violations	15%	14%	67
Faster response time	7%	8%	36
Ensure officers are courteous	8%	8%	35
Better handle the issue of homelessness	6%	6%	30
Be more involved with the community/at community events	6%	6%	29
Have more of a presence on the eastern side of the city	6%	5%	23
Better handle graffiti/vandalism	4%	4%	19
Patrol parks more	3%	3%	15
Focus more on dangerous locations	3%	3%	13
Better response to non-emergency calls for service	3%	3%	13
Focus less on traffic-related violations	3%	3%	12
Better address drug use/sales	2%	3%	12
Ensure everyone is treated fairly and without bias	3%	3%	12
Ensure officers are knowledgeable/well-trained	3%	2%	11
Ensure department acts with transparency and integrity	2%	2%	10
Have officers walk more in the community to better engage	2%	2%	9
Focus more on investigations	2%	2%	7
Better respond to noise complaints	1%	1%	6
Have fewer officers respond to one call	1%	1%	5
Continue to invest in technology	1%	1%	5
Provide more officer training on mental health issues	1%	1%	4
Better respond to gangs	1%	1%	4
Everything (generally unsatisfied)	1%	1%	4
Engage more with youth	1%	1%	4
Better monitor child/sexual abusers	1%	1%	3
Offer more reserve opportunities	1%	1%	3
Focus more on property crime	1%	1%	3
Focus more on bike riders and skate boarders	<1%	<1%	2
Better encourage the community to share tips	<1%	<1%	2
Focus more on the western side of the city	<1%	<1%	2
Improve how messages are communicated from helicopters	<1%	<1%	2
Better communicate with crime victims	<1%	<1%	2
Target specific offender types	<1%	<1%	2
Respond to calls	<1%	<1%	1
Be open to constructive feedback	<1%	<1%	1
Hire best qualified officers	<1%	<1%	1
Discontinue senior volunteer programs	<1%	<1%	1
Improve response to domestic violence	<1%	<1%	1
Collaborate more with other city departments	<1%	<1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q11) What do you think should be the Chula Vista Police Department's highest priorities for the next five years?			
Keeping public safe/preventing crime/enforcing laws	24%	24%	136
Homelessness	21%	23%	128
Enforcing traffic laws	19%	19%	105
Illegal drug use/sales	17%	17%	96
Hiring more officers	11%	11%	60
Engaging with youth/increased presence at schools	10%	10%	58
Gangs	9%	9%	50
Property-related crime	9%	8%	47
Patrolling/maintaining visibility	8%	8%	42
Interacting with the community	7%	7%	40
Vandalism/graffiti	7%	7%	39
Violent-related crime/gun violence	4%	4%	21
Staying ahead of the growth in the city	4%	4%	20
Strictly monitoring child/sexual abusers	3%	3%	18
Maintaining high level of professionalism/integrity/training	3%	3%	18
Establishing more of a presence on the east side of the city	3%	3%	15
Quick response time	3%	3%	14
Hiring and retaining good officers	3%	3%	14
Ensuring officers are courteous	2%	2%	12
Better patrol parks	2%	2%	10
Ensuring officers are not biased/having a diverse department	2%	2%	9
Domestic violence/abuse	1%	1%	6
Immigration issues	1%	1%	6
Not focusing on efforts to make money	1%	1%	4
Crimes against the elderly	1%	1%	4
Using technology	1%	1%	3
Crime related to transit	1%	1%	3
False house alarms	<1%	<1%	2
How to manage resources most effectively	1%	<1%	2
Having more walking patrols	<1%	<1%	1
Dealing with bikes and golf carts	<1%	<1%	1
Mental health-related issues	<1%	<1%	1
Public nuisance/noise violators	<1%	<1%	1
Gambling	<1%	<1%	1
Group homes	<1%	<1%	1
White collar crime	<1%	<1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q12) In which of the following ways are you most likely to get information from the Chula Vista Police Department?			
Television	67%	68%	529
Newspaper	30%	30%	238
Website	29%	28%	222
Nextdoor.com	23%	21%	165
Facebook	19%	19%	145
Newsletter	18%	18%	144
Other	8%	8%	60
Instagram	5%	5%	39
Nixle	4%	4%	32
Twitter	4%	4%	31
(Q12) Please describe the other source of information.			
Other people/word of mouth	22%	20%	12
In person/ask/call/phone	17%	18%	11
Newsfeed	13%	12%	7
Radio	11%	12%	7
Texts	7%	8%	5
Emails	8%	7%	4
YouTube	3%	3%	2
Helicopters	3%	3%	2
At work (work in public safety)	3%	3%	2
Community organization	3%	3%	2
Libraries	3%	3%	2
RSS feed	2%	2%	1
Neighborhood watch	2%	2%	1
Fliers/brochures	1%	2%	1
Ring notices	2%	2%	1
SANDAG	1%	2%	1

Appendix E: Council District 1 Aggregate data

2019 Chula Vista Police Department survey data frequencies

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q1) During the past year, do you think that crime in your neighborhood increased, decreased, or stayed the same?			
Increased	36%	36%	41
Decreased	11%	11%	12
Stayed about the same	54%	54%	61
(Q1) During the past year, do you think that crime in the Chula Vista increased, decreased, or stayed the same?			
Increased	41%	41%	47
Decreased	8%	8%	9
Stayed about the same	51%	51%	59
(Q2) How safe do you feel walking alone in your neighborhood during the day?			
Very safe	49%	49%	83
Reasonably safe	44%	44%	75
Somewhat unsafe	5%	5%	8
Very unsafe	2%	2%	4
(Q2) How safe do you feel walking alone in the business areas of Chula Vista during the day?			
Very safe	29%	29%	48
Reasonably safe	58%	58%	94
Somewhat unsafe	10%	10%	17
Very unsafe	3%	2%	4
(Q2) How safe do you feel being at home alone during the day?			
Very safe	54%	54%	92
Reasonably safe	41%	41%	70
Somewhat unsafe	2%	2%	4
Very unsafe	2%	2%	3
(Q2) How safe do you feel walking alone in your neighborhood at night?			
Very safe	22%	22%	37
Reasonably safe	54%	54%	89
Somewhat unsafe	19%	19%	32
Very unsafe	4%	4%	7
(Q2) How safe do you feel walking alone in the business areas of Chula Vista at night?			
Very safe	10%	10%	16
Reasonably safe	49%	49%	75
Somewhat unsafe	30%	30%	46
Very unsafe	11%	11%	17
(Q2) How safe do you feel being at home alone at night?			
Very safe	42%	42%	72
Reasonably safe	49%	49%	83
Somewhat unsafe	7%	7%	12
Very unsafe	2%	2%	3

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>public parks</u> in Chula Vista because you feel they are not safe?			
Yes	23%	23%	40
No	77%	77%	132
(If Yes) Which park(s)?			
Memorial	10%	10%	4
Friendship	10%	10%	4
Parks on the west/south	13%	13%	5
All parks	13%	13%	5
Hilltop	5%	5%	2
Lauderbach	5%	5%	2
Harborside	0%	0%	0
Marina	3%	3%	1
Eucalyptus	3%	3%	1
Heritage	0%	0%	0
Parkway	0%	0%	0
Discovery	10%	10%	4
Greg Rogers	0%	0%	0
Rohr	5%	5%	2
San Diego Gas and Electric (SDGE)	0%	0%	0
Loma Verde	0%	0%	0
Otay	3%	3%	1
Orange	0%	0%	0
Mount San Miguel	5%	5%	2
Community	0%	0%	0
Terra Nova	0%	0%	0
Explorer	3%	3%	1
Marisol	3%	3%	1
Sunset	3%	3%	1
Sunridge	0%	0%	0
Gayle McCandliss	0%	0%	0
Chula Vista Women's Club	0%	0%	0
Veterans	0%	0%	0
Palomar	0%	0%	0
(If Yes) Why do you avoid the park(s)?			
Homeless	25%	25%	10
People using drugs/intoxicated	15%	15%	6
Suspicious individuals (in general)	8%	8%	3
Gang members	10%	10%	4
Crime(s) in general happens there/not safe	10%	10%	4
(Unsupervised) juveniles hanging out there	3%	3%	1
Dark and/or isolated	10%	10%	4
Not well kept/smells	0%	0%	0
Vandalism/graffiti	3%	3%	1
Dogs running around off leash	3%	3%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>shopping centers</u> in Chula Vista because you feel they are unsafe?			
Yes	10%	10%	17
No	90%	90%	155
(If Yes) Which shopping center(s)?			
Chula Vista Shopping Center	29%	29%	5
Ones on the Western side of the city	12%	12%	2
Target/Michael's	0%	0%	0
Walmart	12%	12%	2
Ones on Third Avenue	0%	0%	0
Strip malls	6%	6%	1
All or most	6%	6%	1
Convenience stores	0%	0%	0
Costco	0%	0%	0
Foodland on E Street	0%	0%	0
Otay Ranch Town Center	0%	0%	0
Plaza at Sunbow	0%	0%	0
Food4Less	0%	0%	0
(If Yes) Why do you avoid the shopping center(s)?			
Homeless	12%	12%	2
Crime(s) in general happens there/not safe	18%	18%	3
People using drugs/intoxicated	6%	6%	1
Thefts/robbery	12%	12%	2
(Unsupervised) juveniles hanging out there	12%	12%	2
Unsafe drivers	0%	0%	0
Suspicious individuals (in general)	0%	0%	0
Gang members	6%	6%	1
Vandalism/graffiti	12%	12%	2
Not well kept/smells	6%	6%	1
Dark and/or isolated	0%	0%	0
(Q3) Do you avoid other locations in Chula Vista because you feel they are unsafe?			
Yes	19%	19%	33
No	81%	81%	140

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(If Yes) Which other location(s)?			
Main/Broadway	9%	9%	3
Trolley stop(s)	6%	6%	2
Marijuana dispensaries	6%	6%	2
Alleys/dark streets	0%	0%	0
Parking lots	0%	0%	0
Trails	3%	3%	1
Riverbottom	6%	6%	2
Own neighborhood	0%	0%	0
Any place there are a lot of homeless individuals	0%	0%	0
By the bay	0%	0%	0
Areas on the east side	3%	3%	1
Libraries	0%	0%	0
Banks	0%	0%	0
Canyons	6%	6%	2
Movie theaters	3%	3%	1
Schools	3%	3%	1
Neighborhoods they don't know	0%	0%	0
Liquor stores/bars	0%	0%	0
Gas stations	0%	0%	0
(If Yes) Why do you avoid the location(s)?			
Homeless	15%	15%	5
Crime(s) in general happens there/not safe	27%	27%	9
Dark and/or isolated	9%	9%	3
People using drugs/intoxicated	3%	3%	1
Suspicious individuals (in general)	6%	6%	2
Not well kept/smells	0%	0%	0
Gang members	3%	3%	1
Unsafe drivers	6%	6%	2
Vandalism/graffiti	0%	0%	0
(Unsupervised) juveniles hanging out there	0%	0%	0
Thefts/robbery	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q4) Of the following, which are your top THREE concerns for the City of Chula Vista today? (Percentage shown that selected as one of the top three)			
Homelessness or transient-related problems	29%	29%	44
Traffic accidents/unsafe driving	41%	41%	62
Theft from homes	32%	32%	49
Child sexual predators/internet safety	28%	28%	43
Driving under the influence (alcohol or drugs)	27%	27%	41
Vandalism/graffiti	14%	14%	22
Gangs	18%	18%	28
Theft from vehicles	26%	26%	40
Illegal drug use/sales	16%	16%	24
Marijuana dispensaries	12%	12%	19
School safety/violence	14%	14%	21
Fraud/identity theft	8%	8%	12
Disorderly conduct/public intoxication/noise violations	9%	9%	13
Dockless scooters/bicycles	3%	3%	5
Getting mugged	4%	4%	6
Domestic violence	3%	3%	4
(Q5) Were you, or anyone in your household, the victim of a crime in the City of Chula Vista during the past 12 months?			
Yes	6%	6%	10
No	94%	94%	160
(Q5a) (If Yes) Did you report the crime(s) that occurred in Chula Vista to the police?			
Yes	60%	60%	6
No	40%	40%	4
Reported one/some, but not all	0%	0%	0
(Q5b) (If not Yes) If you did not report all crime(s) to the police, why not?			
Would not do any good	0%	0%	0
Minor crime/not important enough	33%	33%	1
Not enough information	33%	33%	1
Reported to someone else	0%	0%	0
Got items replaced/found items/nothing taken	0%	0%	0
Too hard to report	33%	33%	1
Handled on own	0%	0%	0
Feared retaliation	0%	0%	0
(Q6) Thinking about your most recent contact with a uniformed police officer in Chula Vista, please circle the issue that best describes the reason for the contact.			
Other	58%	58%	38
Nonviolent property crime	20%	20%	13
Traffic collision	12%	12%	8
Noise disturbance	9%	9%	6
Violent crime	2%	2%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q6) Please describe the other type of contact.			
Traffic ticket/infraction/warrant	40%	39%	15
Other vehicle issue (stalled, parking)	16%	16%	6
Unsafe interaction/suspicious person	8%	8%	3
Person wellness check	8%	8%	3
House alarm	5%	5%	2
School officer/function	13%	13%	5
In passing in the community	3%	3%	1
Neighborhood watch/community event	0%	0%	0
Domestic disturbance	3%	3%	1
Witness/questioned by officer	5%	5%	2
Missing person	0%	0%	0
Animal control	0%	0%	0
Property check	0%	0%	0
Issue with neighbor	0%	0%	0
Requested information	0%	0%	0
Turned in firearm	0%	0%	0
(Q6a) Were you satisfied with the way the situation was handled?			
Yes	68%	68%	40
No	32%	32%	19
(Q6b) Please use the space here to explain your answer above.			
Satisfied with how handled			
Officer polite/caring	14%	14%	9
Situation resolved	9%	9%	6
Quick response time	3%	3%	2
Officer knowledgeable	0%	0%	0
Officer tried/did best s/he could	5%	5%	3
Not satisfied with how handled			
Not handled fairly	8%	8%	5
Officer not polite/uncaring	6%	6%	4
Unable to solve/no follow-up	9%	9%	6
No report taken/did not take seriously	2%	2%	1
Bad policy by department	5%	5%	3
Response time too long	0%	0%	0
Police not responsive in general	0%	0%	0
Felt targeted by officer	0%	0%	0
Officer not using best practice	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q7) Thinking about your last contact with the Chula Vista Police Department, please circle the number under the response that best describes how you felt about the behavior of the person you had contact with.			
Treated me fairly			
Strongly agree	71%	71%	69
Somewhat agree	16%	15%	15
Somewhat disagree	8%	8%	8
Strongly disagree	5%	5%	5
Was professional			
Strongly agree	74%	74%	76
Somewhat agree	17%	17%	17
Somewhat disagree	5%	5%	5
Strongly disagree	5%	5%	5
Seemed knowledgeable			
Strongly agree	70%	70%	67
Somewhat agree	22%	22%	21
Somewhat disagree	6%	6%	6
Strongly disagree	2%	2%	2
Treated me with respect			
Strongly agree	73%	73%	73
Somewhat agree	16%	16%	16
Somewhat disagree	5%	5%	5
Strongly disagree	6%	6%	6
Solution was offered			
Strongly agree	61%	60%	52
Somewhat agree	21%	21%	18
Somewhat disagree	4%	3%	3
Strongly disagree	15%	15%	13
(Q8) In general, how satisfied are you with the services of the Chula Vista Police Department?			
Very satisfied	56%	56%	81
Somewhat satisfied	34%	34%	49
Not too satisfied	8%	8%	11
Not at all satisfied	3%	3%	4

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q9) What do you think the Chula Vista Police Department does really well?			
Professional/courteous officers/staff	14%	14%	13
Keep us safe/public safety	23%	23%	22
Being visible/patrolling	14%	14%	13
Response times	11%	11%	10
Responding to emergencies/helping people in need	7%	7%	7
All good/everything	11%	11%	10
Traffic control/dealing with vehicle-related issues	13%	13%	12
Working with the community	8%	8%	8
School safety/youth engagement	5%	5%	5
Communicating	7%	7%	7
Knowledgeable officers/staff	1%	1%	1
Investigations	1%	1%	1
Nothing	1%	1%	1
No bias/use of force/abuse/law suits	1%	1%	1
Using technology	1%	1%	1
DUI check points	1%	1%	1
Handling change/community growth	1%	1%	1
Dealing with the homeless	0%	0%	0
Dealing with vandalism/graffiti	0%	0%	0
Dealing with marijuana dispensaries	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q10) In what ways do you think the Chula Vista Police Department could improve?			
More visible/more patrols	21%	21%	22
More officers	14%	14%	15
More focus on traffic-related violations	17%	17%	18
Faster response time	4%	4%	4
Ensure officers are courteous	5%	5%	5
Better handle the issue of homelessness	5%	5%	5
Be more involved with the community/at community events	8%	8%	8
Have more of a presence on the eastern side of the city	14%	14%	15
Better handle graffiti/vandalism	1%	1%	1
Patrol parks more	2%	2%	2
Focus more on dangerous locations	3%	3%	3
Better response to non-emergency calls for service	1%	1%	1
Focus less on traffic-related violations	3%	3%	3
Better address drug use/sales	2%	2%	2
Ensure everyone is treated fairly and without bias	4%	4%	4
Ensure officers are knowledgeable/well-trained	2%	2%	2
Ensure department acts with transparency and integrity	2%	2%	2
Have officers walk more in the community to better engage	3%	3%	3
Focus more on investigations	1%	1%	1
Better respond to noise complaints	1%	1%	1
Have fewer officers respond to one call	0%	0%	0
Continue to invest in technology	3%	3%	3
Provide more officer training on mental health issues	1%	1%	1
Better respond to gangs	0%	0%	0
Everything (generally unsatisfied)	1%	1%	1
Engage more with youth	1%	1%	1
Better monitor child/sexual abusers	1%	1%	1
Offer more reserve opportunities	0%	0%	0
Focus more on property crime	1%	1%	1
Focus more on bike riders and skate boarders	0%	0%	0
Better encourage the community to share tips	1%	1%	1
Focus more on the western side of the city	0%	0%	0
Improve how messages are communicated from helicopters	0%	0%	0
Better communicate with crime victims	0%	0%	0
Target specific offender types	0%	0%	0
Respond to calls	0%	0%	0
Be open to constructive feedback	0%	0%	0
Hire best qualified officers	0%	0%	0
Discontinue senior volunteer programs	0%	0%	0
Improve response to domestic violence	0%	0%	0
Collaborate more with other city departments	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q11) What do you think should be the Chula Vista Police Department's highest priorities for the next five years?			
Keeping public safe/preventing crime/enforcing laws	23%	23%	25
Homelessness	10%	10%	11
Enforcing traffic laws	23%	23%	25
Illegal drug use/sales	12%	12%	13
Hiring more officers	13%	13%	14
Engaging with youth/increased presence at schools	10%	10%	11
Gangs	4%	4%	4
Property-related crime	8%	8%	9
Patrolling/maintaining visibility	9%	9%	10
Interacting with the community	4%	4%	4
Vandalism/graffiti	2%	2%	2
Violent-related crime/gun violence	6%	6%	6
Staying ahead of the growth in the city	2%	2%	2
Strictly monitoring child/sexual abusers	6%	6%	6
Maintaining high level of professionalism/integrity/training	4%	4%	4
Establishing more of a presence on the east side of the city	6%	6%	6
Quick response time	4%	4%	4
Hiring and retaining good officers	2%	2%	2
Ensuring officers are courteous	0%	0%	0
Better patrol parks	2%	2%	2
Ensuring officers are not biased/having a diverse department	2%	2%	2
Domestic violence/abuse	2%	2%	2
Immigration issues	1%	1%	1
Not focusing on efforts to make money	0%	0%	0
Crimes against the elderly	2%	2%	2
Using technology	0%	0%	0
Crime related to transit	2%	2%	2
False house alarms	1%	1%	1
How to manage resources most effectively	1%	1%	1
Having more walking patrols	0%	0%	0
Dealing with bikes and golf carts	1%	1%	1
Mental health-related issues	0%	0%	0
Public nuisance/noise violators	1%	1%	1
Gambling	0%	0%	0
Group homes	0%	0%	0
White collar crime	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q12) In which of the following ways are you most likely to get information from the Chula Vista Police Department?			
Television	64%	63%	106
Newspaper	28%	28%	46
Website	30%	30%	50
Nextdoor.com	32%	32%	54
Facebook	21%	21%	35
Newsletter	14%	14%	23
Other	7%	7%	12
Instagram	5%	5%	8
Nixle	4%	4%	7
Twitter	5%	5%	8
(Q12) Please describe the other source of information.			
Other people/word of mouth	25%	25%	3
In person/ask/call/phone	17%	17%	2
Newsfeed	0%	0%	0
Radio	17%	17%	2
Texts	8%	8%	1
Emails	25%	25%	3
YouTube	0%	0%	0
Helicopters	0%	0%	0
At work (work in public safety)	0%	0%	0
Community organization	0%	0%	0
Libraries	0%	0%	0
RSS feed	0%	0%	0
Neighborhood watch	0%	0%	0
Fliers/brochures	0%	0%	0
Ring notices	8%	8%	1
SANDAG	0%	0%	0

Appendix F: Council District 2 Aggregate data

2019 Chula Vista Police Department survey data frequencies

Question	Weighted percentages	Unweighted data	
		Percentages	**Number**
(Q1) During the past year, do you think that crime in your neighborhood increased, decreased, or stayed the same?			
Increased	27%	27%	46
Decreased	18%	18%	31
Stayed about the same	55%	55%	94
(Q1) During the past year, do you think that crime in the Chula Vista increased, decreased, or stayed the same?			
Increased	40%	40%	65
Decreased	14%	14%	23
Stayed about the same	46%	46%	75
(Q2) How safe do you feel walking alone in your neighborhood during the day?			
Very safe	43%	43%	111
Reasonably safe	45%	45%	115
Somewhat unsafe	10%	10%	25
Very unsafe	2%	2%	6
(Q2) How safe do you feel walking alone in the business areas of Chula Vista during the day?			
Very safe	34%	34%	86
Reasonably safe	51%	51%	128
Somewhat unsafe	12%	12%	29
Very unsafe	4%	4%	9
(Q2) How safe do you feel being at home alone during the day?			
Very safe	54%	54%	138
Reasonably safe	37%	37%	94
Somewhat unsafe	7%	7%	17
Very unsafe	2%	2%	6
(Q2) How safe do you feel walking alone in your neighborhood at night?			
Very safe	22%	22%	52
Reasonably safe	47%	47%	112
Somewhat unsafe	25%	25%	59
Very unsafe	7%	7%	17
(Q2) How safe do you feel walking alone in the business areas of Chula Vista at night?			
Very safe	13%	13%	30
Reasonably safe	45%	45%	108
Somewhat unsafe	32%	32%	75
Very unsafe	11%	11%	25
(Q2) How safe do you feel being at home alone at night?			
Very safe	43%	43%	108
Reasonably safe	44%	43%	110
Somewhat unsafe	11%	11%	28
Very unsafe	3%	3%	7

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>public parks</u> in Chula Vista because you feel they are not safe?			
Yes	44%	44%	113
No	56%	56%	145
(If Yes) Which park(s)?			
Memorial	19%	19%	21
Friendship	16%	16%	18
Parks on the west/south	7%	7%	8
All parks	6%	6%	7
Hilltop	9%	9%	10
Lauderbach	2%	2%	2
Harborside	2%	2%	2
Marina	4%	4%	4
Eucalyptus	8%	8%	9
Heritage	3%	3%	3
Parkway	3%	3%	3
Discovery	0%	0%	0
Greg Rogers	1%	1%	1
Rohr	3%	3%	3
San Diego Gas and Electric (SDGE)	0%	0%	0
Loma Verde	0%	0%	0
Otay	0%	0%	0
Orange	0%	0%	0
Mount San Miguel	0%	0%	0
Community	0%	0%	0
Terra Nova	0%	0%	0
Explorer	0%	0%	0
Marisol	0%	0%	0
Sunset	0%	0%	0
Sunridge	1%	1%	1
Gayle McCandliss	1%	1%	1
Chula Vista Women's Club	1%	1%	1
Veterans	1%	1%	1
Palomar	0%	0%	0
(If Yes) Why do you avoid the park(s)?			
Homeless	66%	66%	75
People using drugs/intoxicated	20%	19%	22
Suspicious individuals (in general)	12%	12%	13
Gang members	4%	4%	5
Crime(s) in general happens there/not safe	4%	4%	4
(Unsupervised) juveniles hanging out there	4%	4%	4
Dark and/or isolated	6%	6%	7
Not well kept/smells	2%	2%	2
Vandalism/graffiti	0%	0%	0
Dogs running around off leash	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>shopping centers</u> in Chula Vista because you feel they are unsafe?			
Yes	11%	11%	29
No	89%	89%	229
(If Yes) Which shopping center(s)?			
Chula Vista Shopping Center	31%	31%	9
Ones on the Western side of the city	0%	0%	0
Target/Michael's	3%	3%	1
Walmart	3%	3%	1
Ones on Third Avenue	7%	7%	2
Strip malls	0%	0%	0
All or most	3%	3%	1
Convenience stores	7%	7%	2
Costco	0%	0%	0
Foodland on E Street	3%	3%	1
Otay Ranch Town Center	3%	3%	1
Plaza at Sunbow	3%	3%	1
Food4Less	0%	0%	0
(If Yes) Why do you avoid the shopping center(s)?			
Homeless	45%	45%	13
Crime(s) in general happens there/not safe	17%	17%	5
People using drugs/intoxicated	14%	14%	4
Thefts/robbery	10%	10%	3
(Unsupervised) juveniles hanging out there	7%	7%	2
Unsafe drivers	14%	14%	4
Suspicious individuals (in general)	10%	10%	3
Gang members	7%	7%	2
Vandalism/graffiti	0%	0%	0
Not well kept/smells	3%	3%	1
Dark and/or isolated	0%	0%	0
(Q3) Do you avoid other locations in Chula Vista because you feel they are unsafe?			
Yes	21%	21%	53
No	79%	79%	204

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(If Yes) Which other location(s)?			
Main/Broadway	25%	25%	13
Trolley stop(s)	15%	15%	8
Marijuana dispensaries	2%	2%	1
Alleys/dark streets	6%	6%	3
Parking lots	6%	6%	3
Trails	2%	2%	1
Riverbottom	2%	2%	1
Own neighborhood	8%	8%	4
Any place there are a lot of homeless individuals	2%	2%	1
By the bay	2%	2%	1
Areas on the east side	0%	0%	0
Libraries	2%	2%	1
Banks	0%	0%	0
Canyons	0%	0%	0
Movie theaters	0%	0%	0
Schools	0%	0%	0
Neighborhoods they don't know	2%	2%	1
Liquor stores/bars	2%	2%	1
Gas stations	0%	0%	0
(If Yes) Why do you avoid the location(s)?			
Homeless	36%	36%	19
Crime(s) in general happens there/not safe	9%	9%	5
Dark and/or isolated	15%	15%	8
People using drugs/intoxicated	15%	15%	8
Suspicious individuals (in general)	9%	9%	5
Not well kept/smells	6%	6%	3
Gang members	4%	4%	2
Unsafe drivers	0%	0%	0
Vandalism/graffiti	2%	2%	1
(Unsupervised) juveniles hanging out there	2%	2%	1
Thefts/robbery	2%	2%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q4) Of the following, which are your top THREE concerns for the City of Chula Vista today? (Percentage shown that selected as one of the top three)			
Homelessness or transient-related problems	62%	62%	142
Traffic accidents/unsafe driving	25%	25%	56
Theft from homes	26%	26%	60
Child sexual predators/internet safety	23%	23%	53
Driving under the influence (alcohol or drugs)	18%	18%	40
Vandalism/graffiti	25%	25%	56
Gangs	19%	19%	43
Theft from vehicles	18%	18%	42
Illegal drug use/sales	15%	15%	35
Marijuana dispensaries	15%	15%	35
School safety/violence	13%	13%	29
Fraud/identity theft	7%	7%	16
Disorderly conduct/public intoxication/noise violations	7%	7%	16
Dockless scooters/bicycles	5%	5%	11
Getting mugged	4%	4%	9
Domestic violence	4%	4%	9
(Q5) Were you, or anyone in your household, the victim of a crime in the City of Chula Vista during the past 12 months?			
Yes	16%	16%	39
No	84%	84%	211
(Q5a) (If Yes) Did you report the crime(s) that occurred in Chula Vista to the police?			
Yes	60%	59%	22
No	41%	41%	15
Reported one/some, but not all	0%	0%	0
(Q5b) (If not Yes) If you did not report all crime(s) to the police, why not?			
Would not do any good	33%	33%	4
Minor crime/not important enough	33%	33%	4
Not enough information	17%	17%	2
Reported to someone else	8%	8%	1
Got items replaced/found items/nothing taken	0%	0%	0
Too hard to report	0%	0%	0
Handled on own	0%	0%	0
Feared retaliation	8%	8%	1
(Q6) Thinking about your most recent contact with a uniformed police officer in Chula Vista, please circle the issue that best describes the reason for the contact.			
Other	39%	39%	48
Nonviolent property crime	31%	31%	38
Traffic collision	16%	16%	20
Noise disturbance	9%	9%	11
Violent crime	4%	4%	5

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q6) Please describe the other type of contact.			
Traffic ticket/infraction/warrant	27%	27%	13
Other vehicle issue (stalled, parking)	8%	8%	4
Unsafe interaction/suspicious person	13%	13%	6
Person wellness check	10%	10%	5
House alarm	4%	4%	2
School officer/function	0%	0%	0
In passing in the community	10%	10%	5
Neighborhood watch/community event	10%	10%	5
Domestic disturbance	2%	2%	1
Witness/questioned by officer	0%	0%	0
Missing person	6%	6%	3
Animal control	2%	2%	1
Property check	0%	0%	0
Issue with neighbor	0%	0%	0
Requested information	2%	2%	1
Turned in firearm	4%	4%	2
(Q6a) Were you satisfied with the way the situation was handled?			
Yes	70%	70%	73
No	30%	30%	31
(Q6b) Please use the space here to explain your answer above.			
Satisfied with how handled			
Officer polite/caring	12%	12%	15
Situation resolved	11%	11%	13
Quick response time	6%	6%	7
Officer knowledgeable	1%	1%	1
Officer tried/did best s/he could	0%	0%	0
Not satisfied with how handled			
Not handled fairly	3%	3%	4
Officer not polite/uncaring	5%	5%	6
Unable to solve/no follow-up	3%	2%	3
No report taken/did not take seriously	5%	5%	6
Bad policy by department	2%	2%	2
Response time too long	1%	1%	1
Police not responsive in general	3%	3%	4
Felt targeted by officer	1%	1%	1
Officer not using best practice	1%	1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q7) Thinking about your last contact with the Chula Vista Police Department, please circle the number under the response that best describes how you felt about the behavior of the person you had contact with.			
Treated me fairly			
Strongly agree	77%	77%	122
Somewhat agree	13%	13%	21
Somewhat disagree	3%	3%	5
Strongly disagree	7%	7%	11
Was professional			
Strongly agree	81%	81%	134
Somewhat agree	9%	9%	15
Somewhat disagree	4%	4%	6
Strongly disagree	6%	6%	10
Seemed knowledgeable			
Strongly agree	77%	77%	122
Somewhat agree	14%	14%	22
Somewhat disagree	4%	4%	6
Strongly disagree	6%	6%	9
Treated me with respect			
Strongly agree	78%	78%	125
Somewhat agree	13%	13%	21
Somewhat disagree	4%	4%	7
Strongly disagree	4%	4%	7
Solution was offered			
Strongly agree	68%	68%	96
Somewhat agree	16%	16%	23
Somewhat disagree	4%	4%	6
Strongly disagree	11%	11%	16
(Q8) In general, how satisfied are you with the services of the Chula Vista Police Department?			
Very satisfied	61%	61%	139
Somewhat satisfied	31%	31%	70
Not too satisfied	4%	4%	10
Not at all satisfied	4%	4%	10

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q9) What do you think the Chula Vista Police Department does really well?			
Professional/courteous officers/staff	20%	20%	31
Keep us safe/public safety	13%	13%	20
Being visible/patrolling	18%	18%	28
Response times	16%	16%	25
Responding to emergencies/helping people in need	16%	16%	24
All good/everything	9%	9%	13
Traffic control/dealing with vehicle-related issues	7%	7%	10
Working with the community	6%	6%	9
School safety/youth engagement	3%	3%	5
Communicating	3%	3%	4
Knowledgeable officers/staff	3%	3%	4
Investigations	2%	2%	3
Nothing	2%	2%	3
No bias/use of force/abuse/law suits	1%	1%	2
Using technology	2%	2%	3
DUI check points	0%	0%	0
Handling change/community growth	1%	1%	1
Dealing with the homeless	1%	1%	2
Dealing with vandalism/graffiti	1%	1%	1
Dealing with marijuana dispensaries	1%	1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q10) In what ways do you think the Chula Vista Police Department could improve?			
More visible/more patrols	20%	20%	28
More officers	14%	14%	20
More focus on traffic-related violations	10%	10%	14
Faster response time	8%	8%	11
Ensure officers are courteous	7%	7%	10
Better handle the issue of homelessness	9%	9%	12
Be more involved with the community/at community events	7%	7%	10
Have more of a presence on the eastern side of the city	1%	1%	1
Better handle graffiti/vandalism	6%	6%	9
Patrol parks more	2%	2%	3
Focus more on dangerous locations	3%	3%	4
Better response to non-emergency calls for service	5%	5%	7
Focus less on traffic-related violations	2%	2%	3
Better address drug use/sales	3%	3%	4
Ensure everyone is treated fairly and without bias	2%	2%	3
Ensure officers are knowledgeable/well-trained	4%	4%	5
Ensure department acts with transparency and integrity	3%	3%	4
Have officers walk more in the community to better engage	3%	3%	4
Focus more on investigations	1%	1%	2
Better respond to noise complaints	3%	3%	4
Have fewer officers respond to one call	2%	2%	3
Continue to invest in technology	1%	1%	2
Provide more officer training on mental health issues	1%	1%	2
Better respond to gangs	1%	1%	2
Everything (generally unsatisfied)	0%	0%	0
Engage more with youth	1%	1%	1
Better monitor child/sexual abusers	0%	0%	0
Offer more reserve opportunities	1%	1%	1
Focus more on property crime	0%	0%	0
Focus more on bike riders and skate boarders	1%	1%	1
Better encourage the community to share tips	1%	1%	1
Focus more on the western side of the city	1%	1%	1
Improve how messages are communicated from helicopters	1%	1%	1
Better communicate with crime victims	1%	1%	1
Target specific offender types	1%	1%	1
Respond to calls	0%	0%	0
Be open to constructive feedback	1%	1%	1
Hire best qualified officers	0%	0%	0
Discontinue senior volunteer programs	1%	1%	1
Improve response to domestic violence	0%	0%	0
Collaborate more with other city departments	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q11) What do you think should be the Chula Vista Police Department's highest priorities for the next five years?			
Keeping public safe/preventing crime/enforcing laws	25%	25%	46
Homelessness	33%	33%	60
Enforcing traffic laws	20%	20%	36
Illegal drug use/sales	15%	15%	28
Hiring more officers	9%	9%	17
Engaging with youth/increased presence at schools	8%	8%	15
Gangs	7%	7%	12
Property-related crime	7%	7%	12
Patrolling/maintaining visibility	7%	7%	12
Interacting with the community	9%	9%	16
Vandalism/graffiti	7%	7%	13
Violent-related crime/gun violence	3%	3%	5
Staying ahead of the growth in the city	4%	4%	8
Strictly monitoring child/sexual abusers	3%	3%	6
Maintaining high level of professionalism/integrity/training	4%	4%	7
Establishing more of a presence on the east side of the city	1%	1%	1
Quick response time	3%	3%	5
Hiring and retaining good officers	3%	3%	5
Ensuring officers are courteous	2%	2%	4
Better patrol parks	0%	0%	0
Ensuring officers are not biased/having a diverse department	1%	1%	2
Domestic violence/abuse	1%	1%	2
Immigration issues	1%	1%	2
Not focusing on efforts to make money	1%	1%	1
Crimes against the elderly	0%	0%	0
Using technology	1%	1%	2
Crime related to transit	1%	1%	1
False house alarms	1%	1%	1
How to manage resources most effectively	0%	0%	0
Having more walking patrols	1%	1%	1
Dealing with bikes and golf carts	0%	0%	0
Mental health-related issues	1%	1%	1
Public nuisance/noise violators	0%	0%	0
Gambling	1%	1%	1
Group homes	0%	0%	0
White collar crime	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q12) In which of the following ways are you most likely to get information from the Chula Vista Police Department?			
Television	72%	72%	179
Newspaper	33%	33%	81
Website	24%	24%	59
Nextdoor.com	17%	17%	43
Facebook	12%	12%	29
Newsletter	17%	17%	42
Other	11%	10%	26
Instagram	4%	4%	10
Nixle	4%	4%	9
Twitter	3%	3%	8
(Q12) Please describe the other source of information.			
Other people/word of mouth	12%	12%	3
In person/ask/call/phone	19%	19%	5
Newsfeed	12%	12%	3
Radio	12%	12%	3
Texts	12%	12%	3
Emails	0%	0%	0
YouTube	8%	8%	2
Helicopters	4%	4%	1
At work (work in public safety)	8%	8%	2
Community organization	8%	8%	2
Libraries	0%	0%	0
RSS feed	0%	0%	0
Neighborhood watch	0%	0%	0
Fliers/brochures	4%	4%	1
Ring notices	0%	0%	0
SANDAG	4%	4%	1

Appendix G: Council District 3 Aggregate data
2019 Chula Vista Police Department survey data frequencies

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q1) During the past year, do you think that crime in your neighborhood increased, decreased, or stayed the same?			
Increased	36%	36%	37
Decreased	8%	8%	8
Stayed about the same	56%	56%	57
(Q1) During the past year, do you think that crime in the Chula Vista increased, decreased, or stayed the same?			
Increased	41%	41%	41
Decreased	12%	12%	12
Stayed about the same	47%	46%	46
(Q2) How safe do you feel walking alone in your neighborhood during the day?			
Very safe	45%	45%	66
Reasonably safe	46%	46%	68
Somewhat unsafe	8%	7%	11
Very unsafe	1%	1%	2
(Q2) How safe do you feel walking alone in the business areas of Chula Vista during the day?			
Very safe	29%	29%	40
Reasonably safe	56%	56%	78
Somewhat unsafe	13%	13%	18
Very unsafe	2%	2%	3
(Q2) How safe do you feel being at home alone during the day?			
Very safe	54%	54%	79
Reasonably safe	39%	39%	57
Somewhat unsafe	6%	6%	9
Very unsafe	1%	1%	2
(Q2) How safe do you feel walking alone in your neighborhood at night?			
Very safe	20%	20%	29
Reasonably safe	51%	51%	74
Somewhat unsafe	28%	28%	41
Very unsafe	1%	1%	1
(Q2) How safe do you feel walking alone in the business areas of Chula Vista at night?			
Very safe	10%	10%	14
Reasonably safe	54%	54%	74
Somewhat unsafe	29%	29%	40
Very unsafe	7%	7%	10
(Q2) How safe do you feel being at home alone at night?			
Very safe	43%	43%	63
Reasonably safe	45%	45%	66
Somewhat unsafe	11%	11%	16
Very unsafe	1%	1%	2

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>public parks</u> in Chula Vista because you feel they are not safe?			
Yes	26%	26%	39
No	74%	74%	110
(If Yes) Which park(s)?			
Memorial	10%	10%	4
Friendship	3%	3%	1
Parks on the west/south	13%	13%	5
All parks	3%	3%	1
Hilltop	0%	0%	0
Lauderbach	0%	0%	0
Harborside	0%	0%	0
Marina	5%	5%	2
Eucalyptus	0%	0%	0
Heritage	10%	10%	4
Parkway	5%	5%	2
Discovery	3%	3%	1
Greg Rogers	5%	5%	2
Rohr	0%	0%	0
San Diego Gas and Electric (SDGE)	0%	0%	0
Loma Verde	0%	0%	0
Otay	0%	0%	0
Orange	0%	0%	0
Mount San Miguel	0%	0%	0
Community	3%	3%	1
Terra Nova	3%	3%	1
Explorer	0%	0%	0
Marisol	0%	0%	0
Sunset	0%	0%	0
Sunridge	0%	0%	0
Gayle McCandliss	0%	0%	0
Chula Vista Women's Club	0%	0%	0
Veterans	0%	0%	0
Palomar	0%	0%	0
(If Yes) Why do you avoid the park(s)?			
Homeless	41%	41%	16
People using drugs/intoxicated	21%	21%	8
Suspicious individuals (in general)	8%	8%	3
Gang members	0%	0%	0
Crime(s) in general happens there/not safe	13%	13%	5
(Unsupervised) juveniles hanging out there	13%	13%	5
Dark and/or isolated	5%	5%	2
Not well kept/smells	8%	8%	3
Vandalism/graffiti	0%	0%	0
Dogs running around off leash	3%	3%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>shopping centers</u> in Chula Vista because you feel they are unsafe?			
Yes	11%	11%	17
No	89%	89%	132
(If Yes) Which shopping center(s)?			
Chula Vista Shopping Center	35%	35%	6
Ones on the Western side of the city	6%	6%	1
Target/Michael's	0%	0%	0
Walmart	0%	0%	0
Ones on Third Avenue	12%	12%	2
Strip malls	0%	0%	0
All or most	0%	0%	0
Convenience stores	0%	0%	0
Costco	12%	12%	2
Foodland on E Street	0%	0%	0
Otay Ranch Town Center	0%	0%	0
Plaza at Sunbow	0%	0%	0
Food4Less	0%	0%	0
(If Yes) Why do you avoid the shopping center(s)?			
Homeless	29%	29%	5
Crime(s) in general happens there/not safe	0%	0%	0
People using drugs/intoxicated	0%	0%	0
Thefts/robbery	12%	12%	2
(Unsupervised) juveniles hanging out there	0%	0%	0
Unsafe drivers	12%	12%	2
Suspicious individuals (in general)	6%	6%	1
Gang members	6%	6%	1
Vandalism/graffiti	0%	0%	0
Not well kept/smells	0%	0%	0
Dark and/or isolated	0%	0%	0
(Q3) Do you avoid other locations in Chula Vista because you feel they are unsafe?			
Yes	15%	15%	23
No	85%	85%	126

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(If Yes) Which other location(s)?			
Main/Broadway	13%	13%	3
Trolley stop(s)	0%	0%	0
Marijuana dispensaries	0%	0%	0
Alleys/dark streets	4%	4%	1
Parking lots	13%	13%	3
Trails	0%	0%	0
Riverbottom	0%	0%	0
Own neighborhood	0%	0%	0
Any place there are a lot of homeless individuals	4%	4%	1
By the bay	0%	0%	0
Areas on the east side	4%	4%	1
Libraries	0%	0%	0
Banks	0%	0%	0
Canyons	0%	0%	0
Movie theaters	0%	0%	0
Schools	0%	0%	0
Neighborhoods they don't know	0%	0%	0
Liquor stores/bars	0%	0%	0
Gas stations	0%	0%	0
(If Yes) Why do you avoid the location(s)?			
Homeless	9%	9%	2
Crime(s) in general happens there/not safe	35%	35%	8
Dark and/or isolated	4%	4%	1
People using drugs/intoxicated	4%	4%	1
Suspicious individuals (in general)	4%	4%	1
Not well kept/smells	9%	9%	2
Gang members	0%	0%	0
Unsafe drivers	4%	4%	1
Vandalism/graffiti	0%	0%	0
(Unsupervised) juveniles hanging out there	9%	9%	2
Thefts/robbery	9%	9%	2

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q4) Of the following, which are your top THREE concerns for the City of Chula Vista today? (Percentage shown that selected as one of the top three)			
Homelessness or transient-related problems	29%	29%	41
Traffic accidents/unsafe driving	34%	34%	48
Theft from homes	38%	38%	53
Child sexual predators/internet safety	29%	29%	40
Driving under the influence (alcohol or drugs)	26%	26%	37
Vandalism/graffiti	17%	17%	24
Gangs	23%	23%	32
Theft from vehicles	21%	21%	30
Illegal drug use/sales	19%	19%	27
Marijuana dispensaries	11%	11%	16
School safety/violence	16%	16%	22
Fraud/identity theft	7%	7%	10
Disorderly conduct/public intoxication/noise violations	6%	6%	8
Dockless scooters/bicycles	4%	4%	6
Getting mugged	4%	4%	5
Domestic violence	3%	3%	4
(Q5) Were you, or anyone in your household, the victim of a crime in the City of Chula Vista during the past 12 months?			
Yes	8%	8%	12
No	92%	92%	133
(Q5a) (If Yes) Did you report the crime(s) that occurred in Chula Vista to the police?			
Yes	42%	42%	5
No	50%	50%	6
Reported one/some, but not all	8%	8%	1
(Q5b) (If not Yes) If you did not report all crime(s) to the police, why not?			
Would not do any good	40%	40%	2
Minor crime/not important enough	20%	20%	1
Not enough information	20%	20%	1
Reported to someone else	20%	20%	1
Got items replaced/found items/nothing taken	0%	0%	0
Too hard to report	0%	0%	0
Handled on own	0%	0%	0
Feared retaliation	0%	0%	0
(Q6) Thinking about your most recent contact with a uniformed police officer in Chula Vista, please circle the issue that best describes the reason for the contact.			
Other	41%	41%	25
Nonviolent property crime	30%	30%	18
Traffic collision	15%	15%	9
Noise disturbance	13%	13%	8
Violent crime	2%	2%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q6) Please describe the other type of contact.			
Traffic ticket/infraction/warrant	24%	24%	6
Other vehicle issue (stalled, parking)	16%	16%	4
Unsafe interaction/suspicious person	12%	12%	3
Person wellness check	0%	0%	0
House alarm	12%	12%	3
School officer/function	12%	12%	3
In passing in the community	0%	0%	0
Neighborhood watch/community event	8%	8%	2
Domestic disturbance	4%	4%	1
Witness/questioned by officer	4%	4%	1
Missing person	0%	0%	0
Animal control	0%	0%	0
Property check	4%	4%	1
Issue with neighbor	4%	4%	1
Requested information	0%	0%	0
(Q6a) Were you satisfied with the way the situation was handled?			
Yes	83%	83%	43
No	17%	17%	9
(Q6b) Please use the space here to explain your answer above.			
Satisfied with how handled			
Officer polite/caring	23%	23%	14
Situation resolved	15%	15%	9
Quick response time	5%	5%	3
Officer knowledgeable	3%	3%	2
Officer tried/did best s/he could	2%	2%	1
Not satisfied with how handled			
Not handled fairly	5%	5%	3
Officer not polite/uncaring	3%	3%	2
Unable to solve/no follow-up	2%	2%	1
No report taken/did not take seriously	0%	0%	0
Bad policy by department	0%	0%	0
Response time too long	5%	5%	3
Police not responsive in general	0%	0%	0
Felt targeted by officer	0%	0%	0
Officer not using best practice	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q7) Thinking about your last contact with the Chula Vista Police Department, please circle the number under the response that best describes how you felt about the behavior of the person you had contact with.			
Treated me fairly			
Strongly agree	70%	70%	66
Somewhat agree	19%	19%	18
Somewhat disagree	5%	5%	5
Strongly disagree	5%	5%	5
Was professional			
Strongly agree	73%	73%	69
Somewhat agree	17%	17%	16
Somewhat disagree	4%	4%	4
Strongly disagree	5%	5%	5
Seemed knowledgeable			
Strongly agree	68%	68%	64
Somewhat agree	20%	20%	19
Somewhat disagree	6%	6%	6
Strongly disagree	5%	5%	5
Treated me with respect			
Strongly agree	71%	71%	67
Somewhat agree	20%	20%	19
Somewhat disagree	3%	3%	3
Strongly disagree	6%	6%	6
Solution was offered			
Strongly agree	55%	55%	47
Somewhat agree	27%	27%	23
Somewhat disagree	11%	10%	9
Strongly disagree	8%	8%	7
(Q8) In general, how satisfied are you with the services of the Chula Vista Police Department?			
Very satisfied	52%	52%	65
Somewhat satisfied	40%	40%	49
Not too satisfied	5%	5%	6
Not at all satisfied	3%	3%	4

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q9) What do you think the Chula Vista Police Department does really well?			
Professional/courteous officers/staff	24%	24%	20
Keep us safe/public safety	16%	16%	13
Being visible/patrolling	18%	18%	15
Response times	11%	11%	9
Responding to emergencies/helping people in need	4%	4%	3
All good/everything	10%	10%	8
Traffic control/dealing with vehicle-related issues	10%	10%	8
Working with the community	4%	4%	3
School safety/youth engagement	5%	5%	4
Communicating	2%	2%	2
Knowledgeable officers/staff	2%	2%	2
Investigations	1%	1%	1
Nothing	1%	1%	1
No bias/use of force/abuse/law suits	4%	4%	3
Using technology	1%	1%	1
DUI check points	1%	1%	1
Handling change/community growth	0%	0%	0
Dealing with the homeless	0%	0%	0
Dealing with vandalism/graffiti	0%	0%	0
Dealing with marijuana dispensaries	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q10) In what ways do you think the Chula Vista Police Department could improve?			
More visible/more patrols	25%	25%	21
More officers	19%	19%	16
More focus on traffic-related violations	17%	17%	14
Faster response time	5%	5%	4
Ensure officers are courteous	11%	11%	9
Better handle the issue of homelessness	2%	2%	2
Be more involved with the community/at community events	6%	6%	5
Have more of a presence on the eastern side of the city	7%	7%	6
Better handle graffiti/vandalism	4%	4%	3
Patrol parks more	2%	2%	2
Focus more on dangerous locations	2%	2%	2
Better response to non-emergency calls for service	2%	2%	2
Focus less on traffic-related violations	4%	4%	3
Better address drug use/sales	1%	1%	1
Ensure everyone is treated fairly and without bias	4%	4%	3
Ensure officers are knowledgeable/well-trained	4%	4%	3
Ensure department acts with transparency and integrity	2%	2%	2
Have officers walk more in the community to better engage	0%	0%	0
Focus more on investigations	2%	2%	2
Better respond to noise complaints	1%	1%	1
Have fewer officers respond to one call	1%	1%	1
Continue to invest in technology	0%	0%	0
Provide more officer training on mental health issues	1%	1%	1
Better respond to gangs	0%	0%	0
Everything (generally unsatisfied)	1%	1%	1
Engage more with youth	0%	0%	0
Better monitor child/sexual abusers	1%	1%	1
Offer more reserve opportunities	0%	0%	0
Focus more on property crime	1%	1%	1
Focus more on bike riders and skate boarders	0%	0%	0
Better encourage the community to share tips	0%	0%	0
Focus more on the western side of the city	0%	0%	0
Improve how messages are communicated from helicopters	0%	0%	0
Better communicate with crime victims	0%	0%	0
Target specific offender types	0%	0%	0
Respond to calls	1%	1%	1
Be open to constructive feedback	0%	0%	0
Hire best qualified officers	0%	0%	0
Discontinue senior volunteer programs	0%	0%	0
Improve response to domestic violence	1%	1%	1
Collaborate more with other city departments	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q11) What do you think should be the Chula Vista Police Department's highest priorities for the next five years?			
Keeping public safe/preventing crime/enforcing laws	26%	25%	26
Homelessness	14%	14%	14
Enforcing traffic laws	19%	19%	19
Illegal drug use/sales	22%	22%	22
Hiring more officers	11%	11%	11
Engaging with youth/increased presence at schools	11%	11%	11
Gangs	16%	16%	16
Property-related crime	13%	13%	13
Patrolling/maintaining visibility	9%	9%	9
Interacting with the community	6%	6%	6
Vandalism/graffiti	7%	7%	7
Violent-related crime/gun violence	4%	4%	4
Staying ahead of the growth in the city	7%	7%	7
Strictly monitoring child/sexual abusers	3%	3%	3
Maintaining high level of professionalism/integrity/training	3%	3%	3
Establishing more of a presence on the east side of the city	6%	6%	6
Quick response time	2%	2%	2
Hiring and retaining good officers	3%	3%	3
Ensuring officers are courteous	3%	3%	3
Better patrol parks	2%	2%	2
Ensuring officers are not biased/having a diverse department	2%	2%	2
Domestic violence/abuse	1%	1%	1
Immigration issues	2%	2%	2
Not focusing on efforts to make money	2%	2%	2
Crimes against the elderly	1%	1%	1
Using technology	1%	1%	1
Crime related to transit	0%	0%	0
False house alarms	0%	0%	0
How to manage resources most effectively	1%	1%	1
Having more walking patrols	0%	0%	0
Dealing with bikes and golf carts	0%	0%	0
Mental health-related issues	0%	0%	0
Public nuisance/noise violators	0%	0%	0
Gambling	0%	0%	0
Group homes	0%	0%	0
White collar crime	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q12) In which of the following ways are you most likely to get information from the Chula Vista Police Department?			
Television	64%	64%	63
Newspaper	27%	27%	27
Website	30%	30%	30
Nextdoor.com	32%	31%	31
Facebook	23%	23%	23
Newsletter	18%	17%	17
Other	7%	7%	7
Instagram	5%	5%	5
Nixle	6%	6%	6
Twitter	5%	6%	5
(Q12) Please describe the other source of information.			
Other people/word of mouth	40%	40%	3
In person/ask/call/phone	0%	0%	0
Newsfeed	30%	30%	2
Radio	0%	0%	0
Texts	0%	0%	0
Emails	10%	10%	1
YouTube	0%	0%	0
Helicopters	0%	0%	0
At work (work in public safety)	0%	0%	0
Community organization	0%	0%	0
Libraries	0%	0%	0
RSS feed	10%	10%	1
Neighborhood watch	10%	10%	1
Fliers/brochures	0%	0%	0
Ring notices	0%	0%	0
SANDAG	0%	0%	0

Appendix H: Council District 4 Aggregate data
2019 Chula Vista Police Department survey data frequencies

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q1) During the past year, do you think that crime in your neighborhood increased, decreased, or stayed the same?			
Increased	27%	27%	42
Decreased	21%	21%	32
Stayed about the same	53%	53%	82
(Q1) During the past year, do you think that crime in the Chula Vista increased, decreased, or stayed the same?			
Increased	44%	44%	76
Decreased	19%	19%	32
Stayed about the same	37%	37%	63
(Q2) How safe do you feel walking alone in your neighborhood during the day?			
Very safe	32%	32%	72
Reasonably safe	49%	49%	110
Somewhat unsafe	16%	16%	36
Very unsafe	3%	3%	7
(Q2) How safe do you feel walking alone in the business areas of Chula Vista during the day?			
Very safe	28%	28%	61
Reasonably safe	53%	53%	118
Somewhat unsafe	15%	15%	33
Very unsafe	4%	4%	9
(Q2) How safe do you feel being at home alone during the day?			
Very safe	47%	47%	105
Reasonably safe	39%	39%	86
Somewhat unsafe	13%	13%	28
Very unsafe	2%	2%	4
(Q2) How safe do you feel walking alone in your neighborhood at night?			
Very safe	16%	16%	34
Reasonably safe	42%	41%	90
Somewhat unsafe	28%	28%	61
Very unsafe	15%	15%	32
(Q2) How safe do you feel walking alone in the business areas of Chula Vista at night?			
Very safe	13%	13%	28
Reasonably safe	43%	43%	93
Somewhat unsafe	31%	31%	66
Very unsafe	13%	13%	29
(Q2) How safe do you feel being at home alone at night?			
Very safe	39%	39%	87
Reasonably safe	44%	44%	98
Somewhat unsafe	13%	13%	29
Very unsafe	4%	4%	8

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>public parks</u> in Chula Vista because you feel they are not safe?			
Yes	38%	38%	87
No	62%	62%	143
(If Yes) Which park(s)?			
Memorial	8%	8%	7
Friendship	1%	1%	1
Parks on the west/south	6%	6%	5
All parks	7%	7%	6
Hilltop	8%	8%	7
Lauderbach	15%	15%	13
Harborside	12%	11%	10
Marina	3%	3%	3
Eucalyptus	0%	0%	0
Heritage	0%	0%	0
Parkway	2%	2%	2
Discovery	0%	0%	0
Greg Rogers	2%	2%	2
Rohr	0%	0%	0
San Diego Gas and Electric (SDGE)	6%	6%	5
Loma Verde	6%	6%	5
Otay	2%	2%	2
Orange	2%	2%	2
Mount San Miguel	0%	0%	0
Community	0%	0%	0
Terra Nova	0%	0%	0
Explorer	0%	0%	0
Marisol	0%	0%	0
Sunset	0%	0%	0
Sunridge	0%	0%	0
Gayle McCandliss	0%	0%	0
Chula Vista Women's Club	0%	0%	0
Veterans	0%	0%	0
Palomar	1%	1%	1
(If Yes) Why do you avoid the park(s)?			
Homeless	52%	52%	45
People using drugs/intoxicated	40%	40%	35
Suspicious individuals (in general)	7%	7%	6
Gang members	13%	13%	11
Crime(s) in general happens there/not safe	7%	7%	6
(Unsupervised) juveniles hanging out there	9%	9%	8
Dark and/or isolated	5%	5%	4
Not well kept/smells	6%	6%	5
Vandalism/graffiti	3%	3%	3
Dogs running around off leash	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q3) Do you avoid <u>shopping centers</u> in Chula Vista because you feel they are unsafe?			
Yes	13%	13%	29
No	87%	87%	201
(If Yes) Which shopping center(s)?			
Chula Vista Shopping Center	31%	31%	9
Ones on the Western side of the city	7%	7%	2
Target/Michael's	10%	10%	3
Walmart	3%	3%	1
Ones on Third Avenue	0%	0%	0
Strip malls	7%	7%	2
All or most	3%	3%	1
Convenience stores	0%	0%	0
Costco	0%	0%	0
Foodland on E Street	0%	0%	0
Otay Ranch Town Center	0%	0%	0
Plaza at Sunbow	0%	0%	0
Food4Less	3%	3%	1
(If Yes) Why do you avoid the shopping center(s)?			
Homeless	28%	28%	8
Crime(s) in general happens there/not safe	17%	17%	5
People using drugs/intoxicated	14%	14%	4
Thefts/robbery	3%	3%	1
(Unsupervised) juveniles hanging out there	7%	7%	2
Unsafe drivers	0%	0%	0
Suspicious individuals (in general)	3%	3%	1
Gang members	0%	0%	0
Vandalism/graffiti	3%	3%	1
Not well kept/smells	3%	3%	1
Dark and/or isolated	7%	7%	2
(Q3) Do you avoid other locations in Chula Vista because you feel they are unsafe?			
Yes	19%	19%	44
No	81%	81%	186

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(If Yes) Which other location(s)?			
Main/Broadway	11%	11%	5
Trolley stop(s)	14%	14%	6
Marijuana dispensaries	9%	9%	4
Alleys/dark streets	7%	7%	3
Parking lots	2%	2%	1
Trails	9%	9%	4
Riverbottom	5%	5%	2
Own neighborhood	2%	2%	1
Any place there are a lot of homeless individuals	2%	2%	1
By the bay	5%	5%	2
Areas on the east side	0%	0%	0
Libraries	2%	2%	1
Banks	5%	5%	2
Canyons	0%	0%	0
Movie theaters	0%	0%	0
Schools	0%	0%	0
Neighborhoods they don't know	0%	0%	0
Liquor stores/bars	0%	0%	0
Gas stations	2%	2%	1
(If Yes) Why do you avoid the location(s)?			
Homeless	36%	36%	16
Crime(s) in general happens there/not safe	9%	9%	4
Dark and/or isolated	18%	18%	8
People using drugs/intoxicated	18%	18%	8
Suspicious individuals (in general)	11%	11%	5
Not well kept/smells	5%	5%	2
Gang members	5%	5%	2
Unsafe drivers	5%	5%	2
Vandalism/graffiti	5%	5%	2
(Unsupervised) juveniles hanging out there	0%	0%	0
Thefts/robbery	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q4) Of the following, which are your top THREE concerns for the City of Chula Vista today? (Percentage shown that selected as one of the top three)			
Homelessness or transient-related problems	43%	43%	87
Traffic accidents/unsafe driving	25%	25%	50
Theft from homes	18%	18%	37
Child sexual predators/internet safety	25%	25%	51
Driving under the influence (alcohol or drugs)	21%	21%	43
Vandalism/graffiti	24%	24%	48
Gangs	23%	23%	46
Theft from vehicles	17%	17%	35
Illegal drug use/sales	18%	18%	36
Marijuana dispensaries	21%	21%	42
School safety/violence	13%	13%	27
Fraud/identity theft	11%	11%	23
Disorderly conduct/public intoxication/noise violations	11%	11%	22
Dockless scooters/bicycles	4%	4%	8
Getting mugged	5%	5%	10
Domestic violence	4%	3%	7
(Q5) Were you, or anyone in your household, the victim of a crime in the City of Chula Vista during the past 12 months?			
Yes	14%	14%	31
No	86%	86%	188
(Q5a) (If Yes) Did you report the crime(s) that occurred in Chula Vista to the police?			
Yes	72%	72%	21
No	28%	28%	8
Reported one/some, but not all	0%	0%	0
(Q5b) (If not Yes) If you did not report all crime(s) to the police, why not?			
Would not do any good	33%	33%	2
Minor crime/not important enough	0%	0%	0
Not enough information	0%	0%	0
Reported to someone else	0%	0%	0
Got items replaced/found items/nothing taken	33%	33%	2
Too hard to report	17%	17%	1
Handled on own	17%	17%	1
Feared retaliation	0%	0%	0
(Q6) Thinking about your most recent contact with a uniformed police officer in Chula Vista, please circle the issue that best describes the reason for the contact.			
Other	26%	26%	26
Nonviolent property crime	38%	38%	38
Traffic collision	18%	18%	18
Noise disturbance	15%	15%	15
Violent crime	4%	4%	4

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q6) Please describe the other type of contact.			
Traffic ticket/infraction/warrant	23%	23%	6
Other vehicle issue (stalled, parking)	31%	31%	8
Unsafe interaction/suspicious person	15%	15%	4
Person wellness check	8%	8%	2
House alarm	4%	4%	1
School officer/function	0%	0%	0
In passing in the community	4%	4%	1
Neighborhood watch/community event	0%	0%	0
Domestic disturbance	12%	12%	3
Witness/questioned by officer	4%	4%	1
Missing person	0%	0%	0
Animal control	0%	0%	0
Property check	0%	0%	0
Issue with neighbor	0%	0%	0
Requested information	0%	0%	0
(Q6a) Were you satisfied with the way the situation was handled?			
Yes	81%	81%	68
No	19%	19%	16
(Q6b) Please use the space here to explain your answer above.			
Satisfied with how handled			
Officer polite/caring	15%	15%	15
Situation resolved	16%	16%	16
Quick response time	8%	8%	8
Officer knowledgeable	3%	3%	3
Officer tried/did best s/he could	1%	1%	1
Not satisfied with how handled			
Not handled fairly	4%	4%	4
Officer not polite/uncaring	3%	3%	3
Unable to solve/no follow-up	2%	2%	2
No report taken/did not take seriously	3%	3%	3
Bad policy by department	0%	0%	0
Response time too long	1%	1%	1
Police not responsive in general	0%	0%	0
Felt targeted by officer	1%	1%	1
Officer not using best practice	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q7) Thinking about your last contact with the Chula Vista Police Department, please circle the number under the response that best describes how you felt about the behavior of the person you had contact with.			
Treated me fairly			
Strongly agree	80%	80%	118
Somewhat agree	12%	12%	18
Somewhat disagree	3%	3%	5
Strongly disagree	5%	5%	7
Was professional			
Strongly agree	84%	84%	125
Somewhat agree	11%	11%	16
Somewhat disagree	2%	2%	3
Strongly disagree	3%	3%	5
Seemed knowledgeable			
Strongly agree	77%	77%	111
Somewhat agree	20%	20%	29
Somewhat disagree	1%	1%	1
Strongly disagree	3%	3%	4
Treated me with respect			
Strongly agree	83%	83%	125
Somewhat agree	9%	9%	14
Somewhat disagree	5%	5%	7
Strongly disagree	3%	3%	5
Solution was offered			
Strongly agree	73%	73%	99
Somewhat agree	19%	19%	25
Somewhat disagree	3%	3%	4
Strongly disagree	5%	5%	7
(Q8) In general, how satisfied are you with the services of the Chula Vista Police Department?			
Very satisfied	63%	63%	119
Somewhat satisfied	30%	30%	57
Not too satisfied	5%	5%	9
Not at all satisfied	3%	3%	5

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q9) What do you think the Chula Vista Police Department does really well?			
Professional/courteous officers/staff	19%	19%	25
Keep us safe/public safety	23%	23%	30
Being visible/patrolling	17%	17%	23
Response times	16%	16%	21
Responding to emergencies/helping people in need	7%	7%	9
All good/everything	9%	9%	12
Traffic control/dealing with vehicle-related issues	10%	10%	13
Working with the community	3%	3%	4
School safety/youth engagement	3%	3%	4
Communicating	2%	2%	3
Knowledgeable officers/staff	2%	2%	2
Investigations	2%	2%	3
Nothing	2%	2%	3
No bias/use of force/abuse/law suits	1%	1%	1
Using technology	0%	0%	0
DUI check points	2%	2%	2
Handling change/community growth	1%	1%	1
Dealing with the homeless	0%	0%	0
Dealing with vandalism/graffiti	0%	0%	0
Dealing with marijuana dispensaries	0%	0%	0

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q10) In what ways do you think the Chula Vista Police Department could improve?			
More visible/more patrols	22%	22%	29
More officers	15%	15%	20
More focus on traffic-related violations	16%	16%	21
Faster response time	13%	13%	17
Ensure officers are courteous	8%	8%	11
Better handle the issue of homelessness	8%	8%	11
Be more involved with the community/at community events	4%	4%	6
Have more of a presence on the eastern side of the city	1%	1%	1
Better handle graffiti/vandalism	4%	4%	6
Patrol parks more	6%	6%	8
Focus more on dangerous locations	3%	3%	4
Better response to non-emergency calls for service	2%	2%	3
Focus less on traffic-related violations	2%	2%	3
Better address drug use/sales	4%	4%	5
Ensure everyone is treated fairly and without bias	2%	1%	2
Ensure officers are knowledgeable/well-trained	1%	1%	1
Ensure department acts with transparency and integrity	2%	1%	2
Have officers walk more in the community to better engage	2%	1%	2
Focus more on investigations	2%	1%	2
Better respond to noise complaints	0%	0%	0
Have fewer officers respond to one call	1%	1%	1
Continue to invest in technology	0%	0%	0
Provide more officer training on mental health issues	0%	0%	0
Better respond to gangs	2%	1%	2
Everything (generally unsatisfied)	2%	1%	2
Engage more with youth	2%	1%	2
Better monitor child/sexual abusers	1%	1%	1
Offer more reserve opportunities	2%	1%	2
Focus more on property crime	1%	1%	1
Focus more on bike riders and skate boarders	1%	1%	1
Better encourage the community to share tips	0%	0%	0
Focus more on the western side of the city	1%	1%	1
Improve how messages are communicated from helicopters	1%	1%	1
Better communicate with crime victims	1%	1%	1
Target specific offender types	1%	1%	1
Respond to calls	0%	0%	0
Be open to constructive feedback	0%	0%	0
Hire best qualified officers	1%	1%	1
Discontinue senior volunteer programs	0%	0%	0
Improve response to domestic violence	0%	0%	0
Collaborate more with other city departments	1%	1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q11) What do you think should be the Chula Vista Police Department's highest priorities for the next five years?			
Keeping public safe/preventing crime/enforcing laws	24%	24%	39
Homelessness	26%	26%	43
Enforcing traffic laws	15%	15%	25
Illegal drug use/sales	20%	20%	33
Hiring more officers	11%	11%	18
Engaging with youth/increased presence at schools	13%	13%	21
Gangs	11%	11%	18
Property-related crime	8%	8%	13
Patrolling/maintaining visibility	7%	7%	11
Interacting with the community	9%	9%	14
Vandalism/graffiti	10%	10%	17
Violent-related crime/gun violence	4%	4%	6
Staying ahead of the growth in the city	2%	2%	3
Strictly monitoring child/sexual abusers	2%	2%	3
Maintaining high level of professionalism/integrity/training	3%	2%	4
Establishing more of a presence on the east side of the city	1%	1%	2
Quick response time	2%	2%	3
Hiring and retaining good officers	3%	2%	4
Ensuring officers are courteous	3%	3%	5
Better patrol parks	4%	4%	6
Ensuring officers are not biased/having a diverse department	2%	2%	3
Domestic violence/abuse	1%	1%	1
Immigration issues	1%	1%	1
Not focusing on efforts to make money	1%	1%	1
Crimes against the elderly	1%	1%	1
Using technology	0%	0%	0
Crime related to transit	0%	0%	0
False house alarms	0%	0%	0
How to manage resources most effectively	0%	0%	0
Having more walking patrols	0%	0%	0
Dealing with bikes and golf carts	0%	0%	0
Mental health-related issues	0%	0%	0
Public nuisance/noise violators	0%	0%	0
Gambling	0%	0%	0
Group homes	1%	1%	1
White collar crime	1%	1%	1

Question	Weighted percentages	Unweighted data	
		Percentages	Number
(Q12) In which of the following ways are you most likely to get information from the Chula Vista Police Department?			
Television	69%	69%	153
Newspaper	32%	32%	72
Website	31%	31%	70
Nextdoor.com	10%	10%	23
Facebook	22%	22%	48
Newsletter	24%	24%	54
Other	5%	5%	12
Instagram	6%	6%	14
Nixle	4%	4%	8
Twitter	4%	4%	8
(Q12) Please describe the other source of information.			
Other people/word of mouth	17%	17%	2
In person/ask/call/phone	33%	33%	4
Newsfeed	8%	8%	1
Radio	17%	17%	2
Texts	8%	8%	1
Emails	0%	0%	0
YouTube	0%	0%	0
Helicopters	8%	8%	1
At work (work in public safety)	0%	0%	0
Community organization	0%	0%	0
Libraries	17%	17%	2
RSS feed	0%	0%	0
Neighborhood watch	0%	0%	0
Fliers/brochures	0%	0%	0
Ring notices	0%	0%	0
SANDAG	0%	0%	0