

PROJECT REPORT COMMUNITY SURVEY ON PUBLIC SAFETY RELATED SERVICES CITY OF WEST HOLLYWOOD

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Front Cover

Crew of Fire Station 7 at March 21, 2016 City Council Meeting credit: Richard Settle

2015 LA Pride Festival and Parade credit: Joshua Barash

2015 National Night Out credit: Joshua Barash/Oleg Volovik

2013 Russian Style Festival credit: Richard Settle



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Acknowledgments

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LOS ANGELES COUNTY WEST HOLLYWOOD SHERIFF'S STATION

Captain Holly Perez

EXECUTIVE SUMMARY

The purpose of the public safety community survey was to assess the community's level of satisfaction with the West Hollywood Sheriff's Station and related public safety services and to suggest ways to improve those services to better meet the needs of the community.

The primary study method was a statistically-valid random sample telephone survey of 400 registered voters, complemented by an array of other outreach methods which together provided more qualitative information. These included stakeholder interviews, focus groups, intercept and on-line surveys, and a community workshop. These complementary methods nearly doubled overall participation in the public safety study by reaching an additional 344 individuals for an overall total of 744 respondents. The public outreach process extended over a seven-month period between September 2015 and April 2016.

The study indicates that the overall state of public safety in West Hollywood as perceived by the community is good or even very good, especially in comparison with other nearby jurisdictions. Concerns about crime are very low, especially violent crime. At the same time, however, there is increasing concern about the impact of the homeless on the quality of life of other residents. The other major public safety issue of concern is pedestrian and traffic safety.

It [West Hollywood] is one of the safest neighborhoods in LA.

I wish the Sheriff's Deputies were more visible instead of always staying in their cars. It can be scary walking down the streets where all the bars are located because of the unruly crowds. At those times it would be better and I would feel safer if they [Sheriff's Deputies] were more visible.

Most residents hold Sheriff's Deputies in high regard, provide them with positive job reviews, and trust them to protect them and their families. They are praised for quickly and efficiently responding to major incidents. However, they are criticized for not taking more seriously public disorder stemming from the homeless population, petty crimes, and other minor incidents that residents fear are slowly eroding their quality of life. Although the Sheriff's Deputies are largely described as professional, polite and well-trained, some have had encounters where they felt deputies were aloof and did not take their concerns seriously. The performance of the Fire Department received consistently high positive comments.

The most frequently offered suggestion coming from residents for improving public safety in West Hollywood was to increase the presence and visibility of Sheriff's Deputies, primarily by getting them out of their cars and on foot, especially in crime prone areas. In addition, they would like to see a larger presence of Sheriff's Deputies in Mid-City and on the Eastside.

Most residents do not believe the City is doing enough to address the homeless issue, which for many is the most urgent and visible public safety problem facing West Hollywood at this time. Others who see the homeless more as victims would agree in the sense that the City is not providing support services sufficient to meet their needs.

Many want to see much stricter enforcement of traffic and pedestrian safety laws, which they say has become more lax in recent years. Other suggestions include improvements to cross-walks, lighting and traffic signals. The goal of improving biking and pedestrian safety should be an integral element in all future street improvement projects.

Greater collaboration between the City, the Sheriff's Department and the community working together to address public safety concerns is desired and is the best way to improve communication and build trust between deputies and the community they serve.



2016 LA Pride Festival and Parade credit: Jon Viscott

SECTION I PURPOSE OF PUBLIC SAFETY SURVEY AND OUTREACH

The purpose of the public safety survey and outreach was to engage residents, workers and other stakeholders throughout a culturally-diverse West Hollywood in order to gather feedback used to assess the community's level of satisfaction with the West Hollywood Sheriff's Station and related public safety services. Related objectives of the project included:

- Assess public satisfaction with public safety related services, with a focus on law enforcement
- Determine what the community feels is most important about law enforcement
- Clarify the community's public safety needs and identify which, if any, are not being met
- Assess what the community actually knows about their Sheriff's Department
- Discuss what role the community can play to improve public safety and support their Sheriff's Department.
- Identify the ways with which residents would like to have law enforcement communicate with them.
- Ensure input reflects a cross-section of the community, including residents, workers, business owners and visitors in terms of age, ethnicity, gender, gender identity, geography, race, and sexual orientation.

Results from the public outreach and survey will inform the City regarding the community perception of the quality of public safety services and suggest ways to improve those services to better meet their needs.



Got selfies to take?
Take them here,
not on the street

@wehocity

Crosswalk Safety Sidewalk Art credit: Jon Viscott

SECTION II PUBLIC OUTREACH PROCESS

A variety of outreach tools were used both to gather input from a broad cross-section of the West Hollywood community while also informing them about the outreach project ensuring that all interested members of the community had an opportunity to participate. The primary method for gathering community input was a statistically-valid, random sample telephone survey of city residents. The survey was supported and complemented by an array of other outreach methods designed to both inform the drafting of the survey questionnaire and to gather additional qualitative data from the community. These included stakeholder interviews, focus groups, intercept and on-line surveys, a community workshop and outreach flyers for distribution throughout the city. With the exception of the telephone survey, information generated by these other public research tools was strictly qualitative in nature and not generalizable to the population as a whole.

The public outreach process took place over a seven-month period beginning with stakeholder interviews in September 2015 and ending with a community workshop in April 2016. The public outreach process was followed by an assessment and synthesis of findings from all the outreach tools which were then used to prepare this final project report for presentation to the West Hollywood City Council in July 2016.

PUBLIC OUTREACH PROCESS TIMELINE

- Stakeholder Interviews – Sept 29 – Oct 2, 2015
- Focus Groups – Nov 14, 2015
- City Council Member Briefings on Draft Telephone Survey Questions – Dec 2015 and Jan 2016
- Telephone Survey – Jan 17 - Jan 31, 2016
- Intercept/On-Line Surveys – March 5 - April 25, 2016
- Community Workshop – April 16, 2016

The public safety public outreach process was carried out by a consulting team led by Fairbank, Maslin, Maulin, Metz & Associates (FM3), a public opinion research and strategy firm based in Los Angeles. FM3 partnered with MIG, a multi-disciplinary firm that specializes in public outreach and participation, consensus building and facilitation, planning and design, and communications.

A brief description of each survey and outreach method is presented below in the remainder of this section. Findings from each methodology are then summarized in Section III. Reports prepared for each outreach method which present these findings in much greater detail can be found in the appendix.

Telephone Survey

FM3 conducted a statistically-valid random sample survey of 400 registered voters in the City of West Hollywood from January 17 to 31, 2016. The telephone survey was designed to provide a representative view of the opinions of West Hollywood residents on public safety and was the principal public research method used for this project. The survey which took on average 18 minutes to complete, was conducted on both landlines and cellular telephones, and was available in English, Russian, and Spanish. The overall margin of error for the sample as a whole is +/- 4.9 percentage points. A complete copy of the Public Safety Resident Survey Report is included as Appendix A.

Stakeholder Interviews

During the week of September 29, 2015, stakeholder interviews were conducted with eleven individuals representing a cross-section of the West Hollywood community. With two exceptions, all interviews took place at the West Hollywood Library. All those interviewed were recruited by City of West Hollywood staff. The eleven individuals interviewed represented independent voices and perspectives, reflected the diversity of West Hollywood, and embodied varied points of view, including critics. Findings from the survey were used to inform the design of and development of the subsequent focus groups and telephone survey. The Stakeholder Interviews Summary memorandum is included as Appendix B.

I am not afraid of being the victim of a violent crime but I am definitely concerned with the many severe nuisance issues stemming from the large transient population that exists in this part of the city.



2015 Public Safety Awards credit: Joshua Barash

I think they [Sheriff's Deputies] are going after the wrong people when they are bothering the homeless and people who are drunk, instead of going after real criminals.



Don't Drink and Drive Cocktail Napkin Distribution credit: Joshua Barash

I've been harassed by LAPD but West Hollywood – it's night and day. They are hard core over there but here they [Sheriff's Deputies] really treat people with respect.



PickUp Route Extension Party credit: Jon Viscott

STAKEHOLDER INTERVIEW QUESTIONS

- When you think of the term public safety, what does that mean to you?
- In what ways has the state of public safety changed in West Hollywood over the past five years? Has it improved, worsened or stayed about the same?
- What do you see as the most important law enforcement issues in West Hollywood at this time? Why? Has law enforcement addressed this issue? If so, how?
- How safe do you feel in your neighborhood? How safe do you feel in other parts of the city?
- Have you personally interacted for any reason with an officer from the LA County Sheriff's West Hollywood Station or know someone who has? Can you tell us what happened? In what ways did that experience affect your perception of local law enforcement? Have you heard from friends or neighbors who have had an experience with law enforcement? What about the Fire Department?
- What is your understanding of community programs currently offered by the West Hollywood Sheriff's Station or the City Hall Public Safety Department?
- What steps do you believe need to be taken to improve law enforcement in West Hollywood, if any?
- In your vision of a perfect city, what would be your hope for law enforcement?
- What public safety information would you like to receive and how would you like to receive it?
- Do you have anything else you would like to add?

Focus Groups

Two focus groups were conducted among 20 West Hollywood residents. These participants were recruited through telephone interviews with the objective of forming focus groups that would, as much as possible, reflect the demographics of the West Hollywood adult population. As a result, the residents recruited for the focus groups constituted a diverse set of demographic and geographic groups including gender, ethnicity/ race, sexual orientation, age and length of residence, and parental status

among other characteristics. These focus groups provided an opportunity for residents who may not be regular participants in City town hall meetings or other more formal, official venues to express their views on local law enforcement issues raised during the stakeholder interviews, identify additional issues that may not yet have emerged, and provide additional data to inform the design and development of the telephone survey.

Like the stakeholder interviews and the telephone survey, the main purpose of the focus groups was to assess the resident's perception of public safety in the City – most notably the Sheriff's who serve West Hollywood. However, unlike the random sample telephone survey, the focus groups do not provide statistically reliable data. Instead, by digging deeply into mindsets, customary actions or beliefs, the results of the focus groups may be suggestive of attitudes and perceptions present in the larger population, but cannot be considered to represent these views with any statistical precision. The Focus Group Summary of Key Findings is included in Appendix C

Intercept and On-line Survey

Nearly 300 residents completed the intercept and on-line surveys. The purpose of the survey was to reach out to a broader pool of residents and workers in West Hollywood with an interest in the West Hollywood community and local law enforcement but who were not selected to participate in the telephone survey, stakeholder interviews or focus groups. Intercept surveys took place at locations in West Hollywood where interviewers expected to encounter significant pedestrian foot traffic, such as West Hollywood Park or community events like the Farmers Market in Plummer Park. The survey form, available either as a digital version on an iPad or as paper survey, was designed for quick and easy completion in a high traffic volume setting. It was also made available on-line where the survey form could be accessed via a link placed on the City's website. English, Russian and Spanish language versions of the survey were provided. Complete results from the Intercept/On-Line Survey are included in Appendix D.

PUBLIC SAFETY INTERCEPT/ON-LINE SURVEY — QUESTIONS

- Are you a resident of West Hollywood and/or do you work here?
- How would you rate public safety in West Hollywood? (check one)
- Excellent, - Good, - Fair, - Poor, - Don't Know



2015 Public Safety Awards credit: Joshua Barash



Crosswalk Safety Sidewalk Art credit: Jon Viscott

Pedestrian and traffic safety is huge. It upsets me when I see pedestrians not paying attention because they are texting on their smart phones.



2014 National Night Out credit: Joshua Barash/Richard Settle

...a lot friendlier than the police... the fire department is very personable and in the community helping people out.



National Night Out credit: Joshua Barash/Oleg Volovik

- Thinking about public safety in West Hollywood over the past five years, do you think it has gotten better, stayed the same, or gotten worse? (check one)
- What do you think are the top three serious public safety issues in West Hollywood? (Select the top three issues you are most concerned about)
- Generally, how safe do you feel in the City of West Hollywood? Please rate your feeling of safety on a scale of 1 to 5, with 1 being not safe at all, and 5 being very safe.
- What steps would you like the City of West Hollywood to take in order to improve public safety? (Please select your top three choices)
- What can be done to improve pedestrian and traffic safety?

Community Workshop

The outreach process concluded with a community workshop which took place for two hours on the morning of Saturday April 16, 2016 at Fiesta Hall in Plummer Park. The purpose of the meeting was to inform the public about the public safety survey process and to provide the community with a forum to provide input and share their experiences in relation to safety in their city. The meeting was attended by 15 members of the public. The workshop began with a presentation followed by an interactive discussion in two smaller groups. Each group engaged in a facilitated discussion around the same topics, which focused on public safety issues and solutions for improving public safety. The Community Workshop Summary is included in Appendix E.

COMMUNITY WORKSHOP — BREAKOUT GROUP QUESTIONS

- How safe do you feel in West Hollywood on a scale of 1-5? With 5 being very safe, and 1 being not safe at all.
- Why did you circle that number? What makes you feel safe or unsafe?
- Has that feeling of safety changed over time?
- Of the concerns you listed, what are the safety issues most important to you? Are there any issues missing from the list?
- What are your ideas to improve public safety in West Hollywood?



Don't Drink and Drive News Conference, December 14, 2015 credit: Joshua Barash

SECTION III

PUBLIC SAFETY FINDINGS

Overarching Themes

Although views vary, the overall state of public safety in West Hollywood is perceived as good or even very good, especially in comparison with other nearby jurisdictions. Concerns about crime in general, especially violent crime, are very low. Still, some express worry that public safety has grown worse in recent years due primarily to the growing impact of the homeless population on the city's quality of life. When asked to identify the public safety issues of greatest concern, homelessness was always among the top concerns regardless of the outreach method used. This issue was closely followed by pedestrian and traffic safety which also emerged as a major concern throughout the study.

Among primarily registered voters, as represented by respondents to the telephone survey, the City's Sheriff's Deputies are well regarded, with three in four providing positive job reviews. Moreover, nearly nine out of ten expressed trust that Deputies will protect them and their family. Good response times stand behind positive reviews from respondents to the telephone survey. Among telephone survey respondents, however, who had only a "fair" or "poor" impression of Sheriff's Deputies, the primary reason was the view that they have a slow response time or are non-responsive. Good response times were also cited by those who provided positive reviews through the more qualitative outreach tools, such as the stakeholder interviews and focus groups. Here quick and efficient response times to major incidents were even acknowledged by critics of the Sheriff's Department, but they also complained Deputies are less responsive to non-life threatening incidents and petty crimes and should be doing more to address public disorders stemming from the homeless. Although most describe Deputies as professional, polite, well-trained and well-managed, some have had encounters with Deputies that they describe as being aloof and dismissive of their concerns. The performance of the Fire Department received consistently high positive comments.



Clockwise From Top Left
2016 LA Pride Festival and Parade credit: Jon Viscotti;
2015 LA Pride Festival and Parade credit: Joshua Barash;
Public Safety Pamphlets credit: Richard Settle;
2015 National Night Out credit: Joshua Barash/Oleg Volovik;
2015 Don't Drink and Drive credit: Joshua Barash/Oleg Volovik

Sheriff's Deputies love this city and are doing their best. They go above and beyond to keep people safe.



2015 National Night Out credit: Joshua Barash/Oleg Volovik

I was surprised how well it [LA Pride Parade] was handled. There were so many people and it was absolutely safe. Though it was so crowded it was impossible to walk and I was very glad it was safe. For this amount of people it was unbelievable.

Increasing the visibility and presence of Sheriff's Deputies was by far the most frequently mentioned request when asked what steps the City should take to improve public safety. This primarily meant increasing the number of uniformed Deputies on the streets by getting them out of their cars and on foot or on bikes, especially in more crime prone areas. However, it also meant increasing the presence of Deputies in Mid-City and the Eastside.

Another consistent recommendation was a desire to make the problem (or the plight) of the homeless more of a priority for the City. Views concerning the homeless were complex and varied. Although many expressed sympathy for the homeless, there was concern that the City was not doing enough to deal with public safety problems stemming from the homeless while also not doing enough to provide support services for the homeless. Others recognized the homeless themselves may feel at risk in the city.

Efforts to improve pedestrian and traffic safety emphasized stricter enforcement of traffic violations, including increased fines to more severely penalize pedestrians that violate safety regulations. Other proposed solutions included making cross walks safer, improving lighting and traffic signals, as well as a "party" shuttle on Sunset to discourage drunk driving (like the West Hollywood PickUp currently used on Santa Monica Boulevard).

To improve public safety communication, while building trust, there was a strong desire to see greater collaboration between the City, the Sheriff's Department and the community. This included more engagement in community events on the part of Sheriff's Deputies not just to provide security but as members themselves of the community. To reach the community with vital public safety information, the City is expected to rely on a wide array of communication sources from social media and email to more traditional forms including letters and postcards.

Comparative Matrix of Public Safety Findings

The table that begins on the following page provides a high level summary of public safety findings from each outreach/research method used during this study. These findings are juxtaposed which highlights the commonalities that emerged across all sources.

FINDINGS

STAKEHOLDER INTERVIEWS

(11 interviewees)

FOCUS GROUPS

(20 participants)

State of Public Safety in West Hollywood (Today and Over Time)

- Some interviewees believe public safety has grown worse over the past five years, while others felt it was about the same
 - Others believe it is still a safe city in comparison with other nearby jurisdictions
- Public safety issues rank relatively low on their list of serious problems facing the City
 - WEHO is considered a safe city, especially compared to other neighborhoods in LA
 - Although relatively secure, WEHO is seen as not being quite as safe as it used to be

Public Safety Issues of Greatest Concern to the Public

- Homeless and transients are seen as number one public safety/law enforcement issue
 - Pedestrian and traffic safety
- Increased incidences of theft & break-ins
 - Inadequate law enforcement presence
 - Pedestrian/crosswalk safety
 - Drunk and reckless driving (& lack of enforcement)
 - Issues associated with homeless population
 - Fear of being mugged or attacked particularly on side streets in late evening when bars are closing
-

<p>TELEPHONE SURVEY (400 respondents)</p>	<p>INTERCEPT/ ON-LINE SURVEY (298 participants)</p>	<p>COMMUNITY WORKSHOP (15 participants)</p>
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- Concern about crime is very low. Less than half of respondents consider it a serious problem (49%) and just 15% see it as “very serious”
- Among the list of seven issues facing the City that respondents were asked to consider, crime generated the lowest level of concern both overall and in intensity
- Respondents nearly unanimously feel safe during the day (in their neighborhoods – 96%)
- The perception of safety is lower at night but still high (in their neighborhoods – 80%)

- 52% rank state of public safety in WEHO as excellent or good, 33% as fair, and 14% as poor
- On a scale of 1 to 5 (with 1 being unsafe and 5 very safe), 54% rated their feeling of safety as somewhat safe (4) or very safe (5), 33% as a (3), 9.5% as a (2) and 3.4% as not safe at all (1)

- On a scale of 1 to 5 (with 1 being unsafe and 5 very safe), the ten participants who submitted comment booklets rated their feeling of safety 3.5 or higher
- Two participants selected 3.5, six rated it a 4, and two rated it a 5
- Compared to 20+ years ago the state of public safety is much improved
- Statistically WEHO is very safe but it feels less safe
- Urban growth/density making for a more aggressive “vibe”



- When asked to volunteer the most serious public safety issue, “motorist –related issues” taken together accounted for more than one in four responses
- When asked to respond to a list of public safety issues, the most frequently selected were homelessness (74%), unsafe driving or speeding, (72%), pedestrian safety (68%), & drug use or drug abuse (57%)
- The intensity of these four issues was also the highest as measured by the proportion calling them “very serious”

- Pedestrian safety
- Street vagrancy, loitering, panhandling
- Hate crimes
- Night life related crimes

- Night safety (drug access, night club spillover into neighborhoods, shootings)
- Homelessness
- Public spaces (lack of adequate security)
- Burglaries
- Hate crimes



FINDINGS

STAKEHOLDER INTERVIEWS

(11 interviewees)

FOCUS GROUPS

(20 participants)

Performance of Sheriff's Department

- Applauded for quick and efficient response to major incidents
 - Criticized for inadequate response to petty crimes and public disorder stemming from the homeless
 - Poor customer interactions reported
- Some felt Sheriff's Deputies were friendly, visible and responsive
 - Others found them to be apathetic and inefficient
 - Many felt Sheriff's Deputies should be doing more to address issues related to homelessness
 - Overall Deputies are professional, polite, well-trained/managed, but sometimes too aloof or dismissive

Steps the City can take to improve public safety

- Increase visibility of Sheriff's Deputies by getting them out of their vehicles and onto the streets (e.g. foot patrols, on bicycles)
 - Take the homeless problem much more seriously
 - Require Sheriff's Captain to engage with the community and place responsive, caring customer service at the top of their agenda
- Increase number of uniformed Sheriff's Deputies on the streets (especially in more crime prone areas)
 - Increase presence of Sheriff's Deputies in Mid-City and Eastside
 - Do more to address issues related to homelessness

<p>TELEPHONE SURVEY (400 respondents)</p>	<p>INTERCEPT/ ON-LINE SURVEY (298 participants)</p>	<p>COMMUNITY WORKSHOP (15 participants)</p>
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- | | | |
|--|---|---|
| <ul style="list-style-type: none"> ▪ Over three in four respondents (77%) give Sheriff’s Deputies an excellent or good performance review, 17% gave a fair rating ▪ Good response times stand behind the positive reviews for just over one in four (26%) respondents ▪ Poor response times were cited by those who gave negative reviews | <ul style="list-style-type: none"> ▪ 48% rate performance of the Sheriff’s Department as excellent or good, 29% as fair, and 19% as poor | <ul style="list-style-type: none"> ▪ Responsiveness of Sheriff’s Deputies and advice provided by community has helped to improve public safety |
|--|---|---|

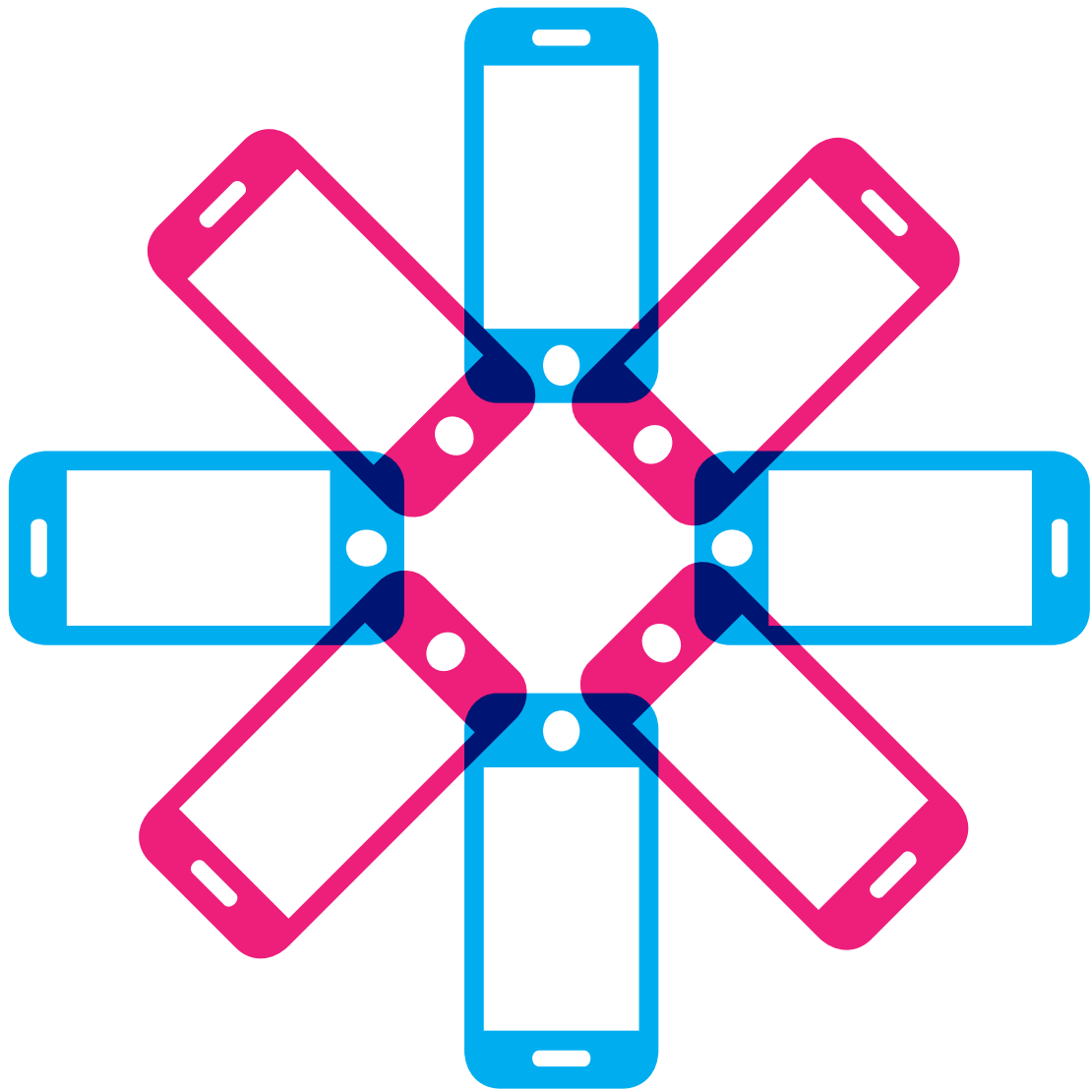


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|---|--|--|
| <ul style="list-style-type: none"> ▪ When asked to volunteer, what is the most important thing the City could do to improve public safety no one response was dominant; top responses: <ul style="list-style-type: none"> ▪ <i>Increase visibility/presence of Sheriff’s Deputies (26%)</i> ▪ <i>Services for homeless (10%)</i> ▪ <i>Better communication/education (9%)</i> ▪ <i>Pedestrian safety (7%)</i> | <ul style="list-style-type: none"> ▪ Increase Sheriff’s visibility/presence (77%) ▪ Improve customer services & responsiveness of Sheriff’s Deputies when interacting with community members (50%) ▪ Make the problem (or the plight) of the homeless in our community more of a priority (49%) | <ul style="list-style-type: none"> ▪ Increase presence of Sheriff’s Deputies (e.g. foot patrols, add Sheriff’s substation to Eastside) ▪ Provide comprehensive solutions for homeless (e.g. support services) ▪ Public surveillance cameras as a possible crime deterrent ▪ Improve street lighting ▪ Improve communication between law enforcement & the community |
|---|--|--|



FINDINGS	STAKEHOLDER INTERVIEWS (11 interviewees)	FOCUS GROUPS (20 participants)
Steps the City can take to improve pedestrian and traffic safety	<ul style="list-style-type: none"> ▪ Issue tickets to severely penalize pedestrians for stepping off the curb while texting or talking on their phones 	<ul style="list-style-type: none"> ▪ Increase enforcement of traffic violations (e.g. running red lights)
Public Safety Communication and Information	<ul style="list-style-type: none"> ▪ City needs to do a better job ▪ WEHOville blog relied upon more than City website ▪ Provide more detail in police blotter ▪ Many rely on friends & personal networks (e.g. daily dog walkers) ▪ Expand neighborhood watch groups 	<ul style="list-style-type: none"> ▪ Prefer City communications to come from a variety of sources – email, social media, postal mail, West Hollywood cable channel, flyers and community events ▪ Many now rely on LA Times and other sources such as WEHOville, Weho Confidential, social media, and word of mouth
Performance of Fire Department	<ul style="list-style-type: none"> ▪ Fire Department received consistent positive comments as responsive, professional, friendly and approachable 	<ul style="list-style-type: none"> ▪ Respondents tended to view the Fire Department more favorably than the Sheriff's Department
Homelessness	<ul style="list-style-type: none"> ▪ Increasingly aggressive, brazen behavior of some homeless seen as ruining quality of life for other residents ▪ City's reputation for tolerance undermining efforts to effectively address the issue 	<ul style="list-style-type: none"> ▪ Residents feel concerned for their personal safety in areas where there are larger congregations of homeless ▪ Others felt the homeless were being harassed and treated unfairly by the Sheriffs

TELEPHONE SURVEY (400 respondents)	INTERCEPT/ ON-LINE SURVEY (298 participants)	COMMUNITY WORKSHOP (15 participants)
<ul style="list-style-type: none"> ▪ Suggestions for improving pedestrian safety included making crosswalks safer, improving lighting and traffic signals ▪ Others suggested enforcing traffic laws and cracking down on speeders 	<ul style="list-style-type: none"> ▪ Provide stricter enforcement of traffic safety regulations (25%) ▪ Prioritize biking & walking when making street improvements (24%) ▪ Increase fines for pedestrians that violate safety regulations (16%) ▪ Implement educational campaigns about pedestrian & traffic safety (11%) 	<ul style="list-style-type: none"> ▪ Improve pedestrian crossings (e.g. flashing stop signs) ▪ Provide shuttle on Sunset to discourage drunk driving and parking on residential streets
<ul style="list-style-type: none"> ▪ 60% are satisfied with Sheriffs' efforts to communicate; 21% dissatisfied ▪ Approximately 3 out of 4 respondents consider text messages, letters, postcards and emails to be the most effective ways to get information about public safety related issues ▪ Six in ten find the use of social media, the City's website, bus stop ads, or automated phone calls effective ▪ Younger residents tend to see texts, emails & social media as most effective 	<ul style="list-style-type: none"> ▪ In response to what steps should the City take to improve public safety, nearly 22% selected "increase Sheriff's Deputies' engagement in community activities and events (e.g. Coffee with the Captain, participation in community celebrations, public safety kiosks)" 	<ul style="list-style-type: none"> ▪ Hold more public safety community workshops but include City Council, City staff, and Sheriff's Deputies ▪ Improve relations & communication between community and Deputies to instill more trust and confidence ▪ Strengthen community & neighborhood organizations
<ul style="list-style-type: none"> ▪ 78% of respondents give WEHO firefighters positive job ratings (51% excellent, 27% good) 	<ul style="list-style-type: none"> ▪ Not addressed 	<ul style="list-style-type: none"> ▪ Not addressed
<ul style="list-style-type: none"> ▪ Homelessness was the most frequently selected public safety issue (74%) followed by unsafe driving or speeding and pedestrian safety ▪ Eastside residents express more concern about homelessness (81% serious) compared to 73% in Midcity and 68% on Westside 	<ul style="list-style-type: none"> ▪ Street vagrancy, loitering and panhandling the 2nd most frequently selected public safety issue (after pedestrian safety) 	<ul style="list-style-type: none"> ▪ Homeless are not the primary factor in crime or public safety but inability to effectively address the issue creates a perception of urban "blight" ▪ Homeless do not feel safe in the city ▪ Need comprehensive solutions for homeless issue, including support services



APPENDIX A
TELEPHONE
SURVEY
REPORT



City of West Hollywood Public Safety Resident Survey

Survey Conducted
January 17-31, 2016

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY



320-661

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METHODOLOGY

Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone-based survey of 400 registered voters in the City of West Hollywood from January 17th to 31st, 2016. The survey, which took on average 18 minutes to complete, was conducted on both landlines and cellular telephones, and administered in English, Russian, and Spanish.

The margin of error for the sample as a whole is +/- 4.9 percentage points. For split-sampled questioned (asked of half the sample) the margin of error is +/- 7.0 percentage points. The margin of error for subgroups within the sample will be higher.

Some percentages may not add up to 100 percent because of rounding.

Results among subgroups are presented only when the findings are notable.

It should be noted that, among the 400 interviewed, 24 interviews were conducted using a Random-Digit-Dial (RDD) sampling methodology where listed and unlisted landline and cellular phone numbers are randomly generated by a computer to ensure inclusion of the highest possible proportion of residents living in West Hollywood. While RDD sampling provides the benefit of including residents in the survey whether or not they are registered to vote, and the ability to contact residents with listed and unlisted telephone numbers, it is often a far more time-consuming method of sampling given that the telephone numbers generated do not necessarily match up with individuals living within city boundaries. This requires asking respondents where they live and terminating anyone who is not a West Hollywood resident. Since much of the City shares a zip code with non-West Hollywood areas, the process of sampling West Hollywood residents using the RDD methodology proved too time consuming and not cost-effective, and FM3 and the City's team made the decision to switch to a voter-listed sample to maximize cost efficiency. The aforementioned 24 interviews conducted with the RDD methodology are included in the sample, but some demographic information that is available on the voter file is unavailable for the RDD portion of the sample.

FM3 does not believe that changing to a voter-listed sample had any statistically-significant impact on the survey's findings. FM3 routinely utilizes a voter-listed sample for all cities of comparable population size to West Hollywood and has found this methodology to provide an accurate depiction of the adult population generally. It may, however, underrepresent to some degree younger residents and new residents who are less likely to be registered to vote. It will also not capture non-citizen residents.

KEY FINDINGS

West Hollywood residents nearly unanimously rate their City positively as a place to live. Crime is of low concern, especially when compared to concern about traffic, parking, affordable housing, and homelessness. When residents think about public safety issues, they think more about motorist-related public safety (pedestrian safety, unsafe driving, traffic) and homelessness rather than violent crimes, hate crimes, or even thefts and break-ins. Moreover, there is little salient concern about police behavior, and three out of four or more respondents believe the Sheriff's Department employees treat people professionally regardless of age, race, ethnicity, gender, or sexual orientation. Nearly all respondents feel safe in their neighborhoods, parks, and side streets during the day and only slightly lesser numbers feel this way at night. Reflecting the low concern about crime, residents hold West Hollywood Sheriff's deputies in high regard and give them overwhelmingly positive ratings for all aspects of the service they provide.

The following summarizes the key findings.

Impressions of West Hollywood

- **West Hollywood gets high marks as a place to live.** A nearly unanimous 94 percent call the City an “excellent” (57%) or “good” (37%) place to live. (*Part 1.1*)
- **Traffic, parking, and affordable housing top the list of concerns when respondents were asked to rate the seriousness of each item from a list of seven issues.** Nearly nine in ten (87%) consider *traffic and congestion* to be a serious problem, with 51 percent calling it “very” serious. Just under eight in ten feel this way about *the lack of parking* (79% serious), while three out of four (74%) gave this response about *a lack of affordable housing*. *Homelessness* (68% serious) and *the drought* (68%) round out the strongest concerns. (*Part 1.2*)

Public Safety Concerns

- **Concern about crime is very low in West Hollywood.** Less than half of respondents consider it a serious problem (49%), and just 15 percent see it as “very” serious. Among the list of seven issues facing the City that respondents were asked to consider, *crime* generated the lowest level of concern both overall and in intensity. (*Part 1.2*)
- **Motorist-related issues are at the forefront of residents’ minds when asked to volunteer the most serious public safety issue facing residents of West Hollywood.** No one issue was named by more than 12 percent of respondents as the most serious public safety problem. However, motorist-related issues taken together account for more than one in four of all responses (27%). The most mentioned issue was traffic and traffic accidents (12%), followed by pedestrian safety/crosswalks (11%). Related, four percent mentioned road safety/texting/speeding/drunk drivers. Rounding out the most mentioned issues are homelessness (9%) and petty crime or theft (6%). (*Part 2.1*)

- **Unsafe driving or speeding and pedestrian safety, along with homelessness, also top the list of concerns when asked to respond to a list of public safety issues.** Nearly three in four respondents called *homelessness* (74%) and *unsafe driving or speeding* (72%) serious concerns, while 68 percent gave this response about *pedestrian safety*. *Pedestrian safety* generated the strongest intensity of reaction, with 38 percent calling it a “very” serious problem, while one-third of respondents consider *unsafe driving or speeding* or *homelessness* to be “very” serious. No other issue generated the same level of concern. Rounding out the most serious concerns overall are *drug use and abuse*, *street vagrancy*, *auto theft or auto break-ins*, *bike safety*, *in-person robbery or muggings*, and *home break-ins or burglaries*. These issues—many related to theft—are considered serious by between 51 and 57 percent of respondents. (*Part 2.2*)
- **Respondents nearly unanimously feel safe in West Hollywood during the day.** More than nine in ten respondents feel safe in their neighborhoods (96%), side streets (95%), and nearest park (92%). In fact, between 74 percent and 84 percent feel “very” safe in these areas during the day. (*Part 2.3*)
- **Perception of safety is lower at night, but still high numbers feel safe.** While eight in ten feel safe in their neighborhood and 74 percent on side streets, a lower 60 percent feel this way in the closest park. One in four (24%) feel unsafe in the closest park. Furthermore, far less feel “very” safe at night than they do during the day, with 47 percent feeling “very” safe at night in their neighborhood, 39 percent on side streets, and 30 percent in the closest park. (*Part 2.3*)

Impressions of Public Safety Services in West Hollywood

- **It is not surprising given the low level of concern about public safety in West Hollywood that the City’s sheriff’s deputies are well-regarded.** (*Part 3.1*)
 - **Just over three in four respondents (77%) give the Sheriff’s deputies a positive job review**, with 29 percent calling their performance “excellent” and 47 percent “good.” While 13 percent gave a “just fair” rating, only three percent have a “poor” impression (8% were uncertain). (*Part 3.1*)
 - **Good response times stand behind the positive reviews for just over one in four (26%) respondents.** Many others mentioned attributes of the deputies’ behavior, including seeing them as professional and respectful (11%); being courteous, polite, or friendly (8%); having had a good personal interaction with them (7%); and seeing the deputies as supportive of the community (4%). Just over one in four also mentioned not having had any issues or noted the low crime rate as standing behind their positive review. (*Part 3.1*)
 - **Eight-six percent trust the Sheriff’s deputies in West Hollywood to protect them and their family, with 53 percent trusting them a “great deal.”** (*Part 3.3*)

- **By a nearly three to one margin, respondents are satisfied with the City of West Hollywood’s Sheriff’s efforts to communicate.** Sixty percent are satisfied, while 21 percent are dissatisfied with efforts to communicate with residents “through mail, the Internet, and other means” (and 8% are uncertain). However, a low 26 percent are “very satisfied” in this regard. The more modest reviews for communication suggest an area of improvement for the City. (*Part 3.4*)
- **The Sheriff’s Department employees working in West Hollywood also get high marks for specific aspects of the service they provide.** The respondents were read a battery of statements and asked if they believe each one they heard either “somewhat” or “strongly” applies to these employees or “does not apply.” At least three-fourths of all respondents feel each positive statement applies to the deputies other than *treating homeless people with respect*. However, this reflects that 30 percent are unable to give an opinion about treatment of the homeless. While 63 percent believe the statement applies, just seven percent believe it does not.

In fact, the deputies get some of their highest ratings (based on the proportion who said each “strongly applies”) for treating people equally. The other areas where the deputies get the strongest reviews include following: (*Part 3.3*)

- *Treats people professionally regardless of sexual orientation* (63% “strongly” applies, 81% total applies)
- *Enforces traffic safety laws* (61%, 84%)
- *Committed to helping citizens of West Hollywood* (59%, 85%)
- *Treats people professionally regardless of gender* (58%, 81%)
- *Treats people professionally regardless of age* (58%, 77%)
- *Responds quickly to emergency calls* (52%, 77%)
- *Treats people professionally regardless of race or ethnicity* (51%, 73%)

Although generating less intensity, more than four in ten believe it “strongly applies” to say the deputies are *effective in curbing local crime* (45%), *make community relations a priority* (43%), and *are proactive in preventing crime* (42%).

- **West Hollywood’s firefighters get equally high overall positive job ratings as sheriff’s deputies (at 78%), but higher numbers see firefighters’ job performance as “excellent” (51%).** A very low three percent rate firefighters negatively, while 20 percent were unable to give a rating. (*Part 3.5*)

Contact with Sheriff’s Deputies

- **Half (51%) of respondents have had contact with West Hollywood Sheriff’s deputies,** and among them, most have had this contact by telephone (71%) or in-person outside of the Sheriff’s station (65%). Low numbers have had in-person contact in the Sheriff’s station for a parking pass (29%) or for a reason other than a parking pass (34%) or through e-mail (8%). (*Part 4*)

- **Sheriff’s deputies get strong ratings for being professional (81% “excellent”/“good”), competent (80%), willing to help (79%), courteous (78%), and timely (76%). (Part 4)**

Preferred Communication Methods

- **Residents consider text messages, letters, postcards, and e-mails to be the most effective way to get information about public safety-related issues.** Approximately three out of four respondents consider these methods effective ways of reaching them. Approximately six in ten find the use of social media, the City’s website, bus stop ads, or automated phone calls effective ways to reach them. The proportion seeing texts and e-mails as well as social media as most effective is higher among younger residents. (Part 5)

Awareness of Public Safety Organizations

- **Most respondents are not familiar with the public-safety related organizations or activities tested.** When Security Ambassadors were described as *Santa Monica Boulevard and/or Sunset Boulevard foot and bike patrol, also known as Security Ambassadors*, 52 percent said they were familiar with it. However, when described only as *Santa Monica Boulevard and/or Sunset Boulevard Security Ambassadors*, a lower 25 percent felt familiar. Low numbers were familiar with the *West Hollywood Public Safety Commission* (32%) and a *monthly meeting with the Captain of West Hollywood’s Sheriff’s Department, also known as Walk About with the Captain* (16%). (Part 6)

Disaster Preparedness

- **Seven in ten respondents (69%) feel that they and their household know what to do in a disaster such as an earthquake.**
- **While many feel they know what to do in a disaster, fewer are actually prepared for one.** Just four in ten respondents (42%) have at least seven days of supplies on hand for such an emergency.
- **Just over half (54%) said they would be likely to attend a City-run disaster preparedness class, a lower 26 percent said they would be “very” likely to do so.** The proportion “very” likely is a better representation of true interest.

Final Thoughts on Public Safety

- At the end of the survey, respondents were given the opportunity to share what they thought is the most important thing the City of West Hollywood Sheriffs could do to improve public safety in the City. No one mention was volunteered by more than 12 percent of respondents. The most volunteered responses included more police visibility or presence (12%), services for homeless (10%), better communication or education (9%), and pedestrian safety (7%).

The remainder of this report presents the results in more detail.

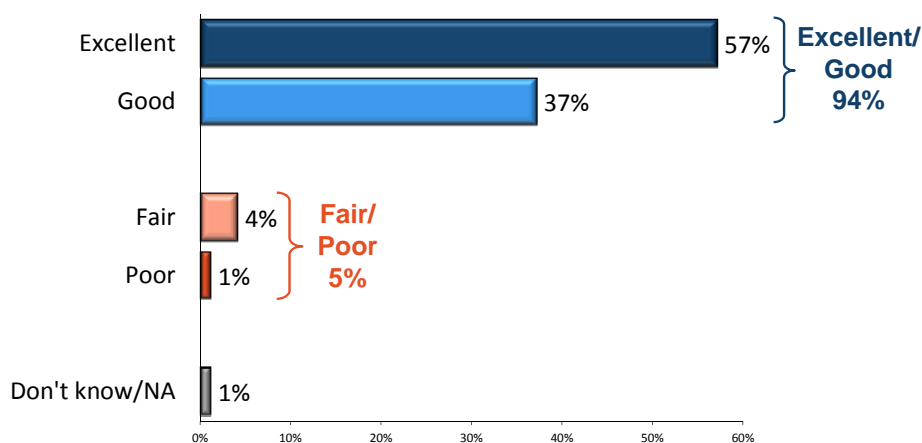
DETAILED FINDINGS

PART 1: IMPRESSIONS OF WEST HOLLYWOOD

1.1 West Hollywood as a Place to Live

West Hollywood residents have an overwhelmingly positive view of the City as a place to live. As shown in **Figure 1**, a nearly unanimous 94 percent consider West Hollywood an “excellent” (57%) or “good” (37%) place to live, while just four percent call it “fair” and one percent “poor.”

Figure 1: Rating of West Hollywood as a Place to Live



Results Among Subgroups

Positive impressions are far-reaching, with high proportions of all subgroups regardless of age, gender, sexual orientation, income, or homeownership having a favorable view of the City as a place to live. The few notable differences among subgroups include the following:

- Residents from the Eastside of the City have a less positive impression of the City of West Hollywood as a place to live, albeit still high numbers gave a favorable review. Forty-eight percent call West Hollywood an “excellent” place to live compared to 59 percent in the Mid-city area and 63 percent on the Westside. Overall, 87 percent of those on the Eastside have a positive view, compared to 98 percent in Mid-city and 95 percent on the Westside.
- Although the sample size is small and the results should be viewed with caution as a result, 71 percent of residents of less than two years call West Hollywood an “excellent” place to live compared to 55 percent of residents of two or more years. Overall, however, 90 percent or more regardless of years of tenure gave a positive review.

- White residents show slightly greater intensity in their positive ratings than non-white residents, with 61 percent saying West Hollywood is an “excellent” place to live compared to 44 percent of non-white residents. Overall, however, high proportions of both groups have a positive view (95% to 91% “excellent”/“good,” respectively).

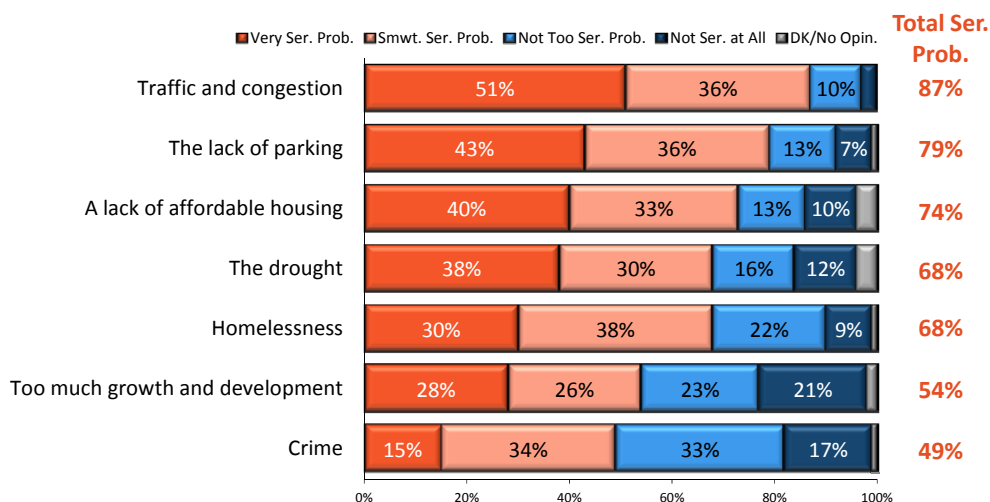
1.2 Most Important Concerns

Despite positive views of the City as a place to live, West Hollywood residents are not without concerns. When asked to rate how serious they consider a number of potential problems, *traffic and congestion* topped the list, with 87 percent calling this a serious problem and 51 percent calling it “very” serious. Close behind is *the lack of parking*, a serious concern to 79 percent and “very” serious to 43 percent. High numbers are also concerned about *a lack of affordable housing*, with 40 percent calling this “very” serious and 74 percent serious overall.

Just over two in three respondents consider *the drought* (68% serious, 38% “very serious”) and *homelessness* (68% serious, 30% “very serious”) to be among the most important concerns. Lower numbers express concern about *too much growth and development* (54% serious, 28% “very” serious).

The issue considered serious by the far lowest proportion is *crime*. While 49 percent call it at least “somewhat” serious, a low 15 percent see it as a “very” serious problem. **Figure 2** illustrates the results.

Figure 2: Seriousness of Problems Facing West Hollywood Residents
(Ranked by “very” serious problem)



Results Among Subgroups

Notable differences in impressions of problems facing the City include the following:

- Eastside residents express more concern about *homelessness* than those in other areas. Forty percent of Eastside respondents call this problem “very” serious, compared to 28 percent in Mid-city and 23 percent on the Westside. Moreover, it is at least “somewhat” serious to 80 percent on the Eastside, while a lower 64 percent in the Mid-city area and 63 percent on the Westside gave this response. There was no notable difference in response regarding *crime*.
- Concern about *crime* is lower among the small group of respondents ages 18 to 29, with 34 percent calling it a serious issue compared to 46 percent of those 30 to 39, 51 percent of those 40 to 49, and 55 percent of those 50 years of age or older.
- *A lack of affordable housing* is a lesser concern to those 65 or older than those younger, albeit still-high proportions of all age groups express concern about this issue (62% serious to 72% among those 18 to 49 and 83% of those 50 to 64).
- Intensity of concern about *traffic and congestion* rises with years of residency, with 40 percent of residents of five years or less calling this problem “very” serious compared to 54 percent of six- to 20-year residents and 64 percent of those of longer tenure. However, high percentages overall consider *traffic and congestion* to be at least “somewhat” serious—with this issue ranking at the top regardless of years of residency.
- Residents of 21 years or more were more likely to call “very” serious *the lack of parking* (55% “very” serious compared to the sample average of 43%), *lack of affordable housing* (55% to 40%), and *too much growth and development* (50% to 28%). As mentioned, residents of 21 years or more were also more likely to mention *traffic and congestion*. Their heightened reaction in these four areas shows their concern about growth-related issues.
- There was a small difference by length of residency when asked about *crime*, with 21 percent of residents 21 years or more calling it “very” serious compared to 14 percent of those two to 20 years, and eight percent of residents of less than two years. Residents of less than two years showed the least overall concern about *crime*, with just 27 percent calling it at least “somewhat” serious compared to approximately half of longer-term residents.

PART 2: PUBLIC SAFETY CONCERNS

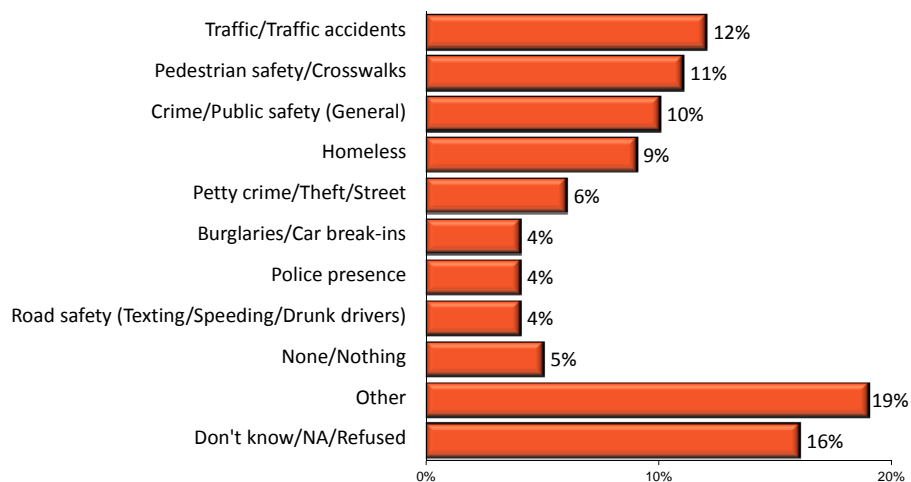
2.1 Top-of-mind Public Safety Concerns

As mentioned, there is little intensity of concern about crime in West Hollywood, with just 15 percent considering it a “very” serious problem when queried. Reflecting this, when asked to volunteer what they consider to be the most serious public safety problem facing the City (in their own words, where no response options were provided), no one issue dominated their thoughts. Furthermore, two in ten respondents (21%) either said they had no concerns or could not volunteer one.

The most top-of-mind public safety concerns are motorist-related. Eight percent volunteered traffic generally while another four percent specifically mentioned traffic accidents, for a total of 12 percent. Another 11 percent specifically mentioned pedestrian safety and crosswalks as their top public safety concern and four percent mentioned road safety (including texting, speeding, and drunk drivers). Taken together, 27 percent volunteered a motorist-related issue. The salience of these issues may reflect a number of motorist-related accidents that have received media and community attention in recent years.

Rounding out the most mentioned concerns are crime/public safety generally (10%), homelessness (9%), and petty crime/theft (6%). Four percent each mentioned burglaries/car break-ins and police presence. **Figure 3** illustrates the results.

Figure 3: Most Serious Public Safety Problems
(Open-ended question where no response options were provided;
Responses grouped; responses of 4% or greater shown)



Results Among Subgroups

There are few notable differences among subgroups when asked to volunteer the most serious public safety problems facing West Hollywood. Differences include the following:

- Pedestrian safety generated more response on the Westside (volunteered by 17%) than in the Mid-city (11%) or Eastside (6%) areas. This may reflect well-known pedestrian fatalities and injuries that have occurred on the Westside of the City. Traffic and traffic accidents were named by 18 percent on the Eastside, but a lower eight percent in Mid-city and 11 percent on the Westside as well.
- Pedestrian safety was named in higher numbers among gay/lesbian respondents (20%) than heterosexual residents (6%). This may reflect that a pedestrian killed in a well-publicized motorist-related accident was a gay man.
- Traffic and traffic accidents were more often mentioned by those earning \$100,000 or more in household income (16%) than those earning \$50-\$100,000 (10%) or less (5%).

2.2 Serious Concerns

The same issues topping the list in the open-ended question emerged as most important when respondents were also asked to rate how serious they consider a list of public safety issues: homelessness, unsafe driving, and pedestrian safety.

The open-ended question measures recall—or the salience of issues. This question, where a battery of issues were presented (close-ended) and respondents were asked to rate how serious they consider each, measures recognition of the issue when it is brought to their attention. An issue that is not top-of-mind may, nonetheless, be of great concern to a resident when reminded of it.

While a number of issues are considered at least somewhat serious by half or more respondents, most generate little intensity of concern. The issues ranked at the top based on the overall percentage calling them serious and the intensity (as measured by the proportion calling them “very” serious) include the following:

- *Homelessness* (74% serious, 32% “very” serious)
- *Unsafe driving or speeding* (72%, 33%)
- *Pedestrian safety* (68%, 38%)

No other issue generated the same level of overall response or intensity. Emerging among the second tier concerns are theft, including break-ins, bike safety, muggings, and robbery. Public safety concerns in this second tier include the following:

- *Drug use and abuse* (57% serious, 27% “very” serious)
- *Street vagrancy, including loitering and panhandling* (57%, 20%)

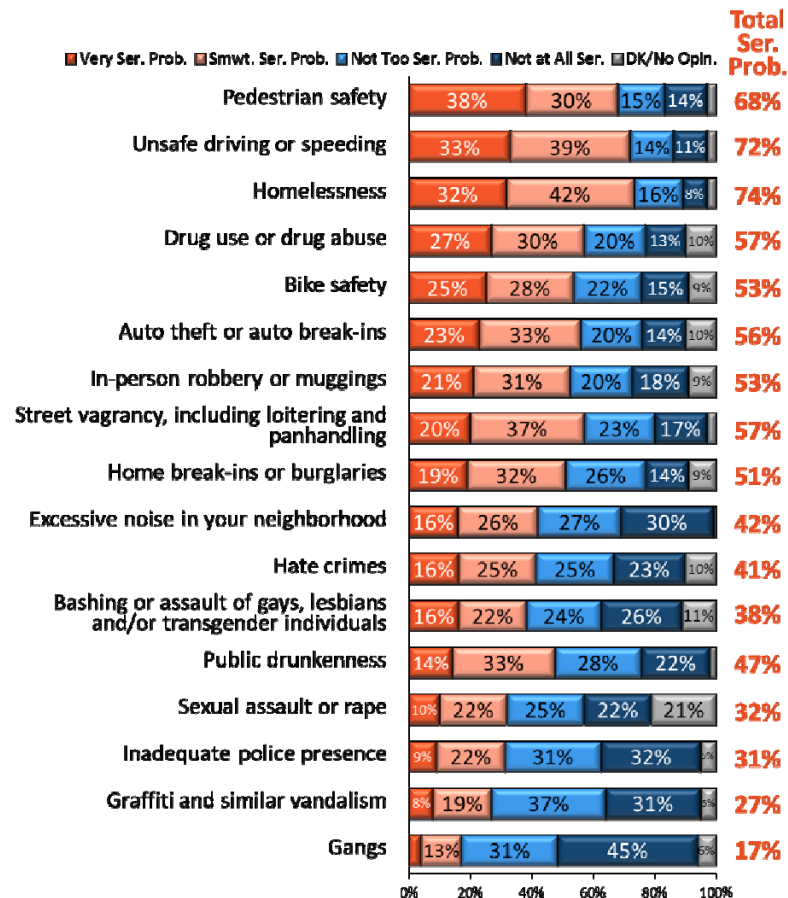
- *Auto theft or auto break-ins* (56%, 23%)
- *Bike safety* (53%, 25%)
- *In-person robbery or muggings* (53%, 21%)
- *Home break-ins or burglaries* (51%, 19%)

Issues generating the least amount of concern include some of the most violent or life-threatening forms of crime. These issues include the following:

- *Public drunkenness* (47% serious, 14% “very” serious)
- *Excessive noise in your neighborhood* (42%, 16%)
- *Hate crimes* (41%, 16%)
- *Bashing or assault on gays, lesbians, and/or transgender individuals* (38%, 16%)
- *Inadequate police presence* (31%, 9%)
- *Sexual assault or rape* (32%, 10%)
- *Graffiti and similar vandalism* (27%, 8%)
- *Gangs* (17%, 4%)

Figure 4 illustrates the results.

Figure 4: Seriousness of Specific Public Safety Issues
(Ranked by “very” serious)



The same issues rank at the top regardless of subgroups analyzed. Notable differences include the following:

- Eastside residents express more concern about *homelessness* (81% serious to 73% in Mid-city and 68% on the Westside), *street vagrancy* (65% to 57% in Mid-city and 50% on the Westside), and *excessive noise in your neighborhood* (55% to 36% and 39%, respectively). Reflecting the lower gay/lesbian population, Eastside residents show less concern about *hate crimes* (32% to 44% in the other areas) and *bashing or assault of gays* (26% to 43%) as well.
- Residents ages 65 or older are less likely to call most issues serious than those younger. However, the items are ranked similarly regardless of age cohort.
- The issues are ranked similarly among white and non-white residents. However, non-whites show more concern about *public drunkenness* than do white residents (62% to 45% serious).
- Gay respondents show slightly higher levels of concern in most areas. Gay respondents express far more concern about *pedestrian safety* (82% serious) than do heterosexual respondents (63%) or the small group of lesbian respondents (58%). Again, this may reflect the well-publicized death of a gay man after being struck by a motorist. Gay respondents also have more concern about *in-person robbery or muggings* (69% serious) than heterosexual (46%) or lesbian (45%) respondents. Furthermore, gay respondents show stronger concern about *hate crimes* (60% serious to 32% of heterosexual and 44% of lesbian respondents) and *bashing or assault of gays* (66% to 26% of heterosexual and 34% of lesbian respondents).

2.3 Feelings of Safety During the Day and at Night

Respondents feel safe in their neighborhoods, nearest park, and on the streets during the day. Over nine in ten respondents said they feel safe in their own neighborhood (96%), on side streets off the main boulevards (95%), and at the park closest to them (92%) during the day. Moreover, three out of four or more feel “very” safe.

- High proportions of all subgroups feel safe during the day in each location tested. Respondents from the Eastside are slightly less likely to feel “very” safe than those in Mid-city or the Westside. The proportion who feels “very” safe also rises with income. And, despite greater concern about pedestrian safety, gay and lesbian respondents are slightly more likely to feel “very” safe in each location than heterosexual respondents.

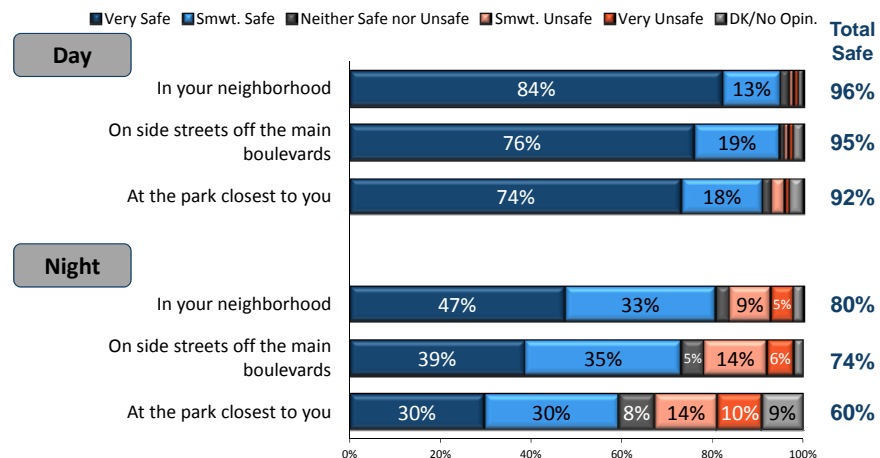
Respondents also feel safe in these same locations at night, albeit with less intensity and in slightly lower numbers overall. Eight in ten (80%) feel safe at night in their own neighborhood, with 47 percent feeling “very” safe. Seventy-four percent feel safe, and 39 percent “very” safe, on side streets off the main boulevards. The lowest numbers feel safe at night at the park closest to them, with 30 percent feeling “very” safe and 60 percent safe overall. One in four (24%) feel unsafe at a local park.

- Residents from the Eastside are less likely to feel safe at night in each location, as are those earning \$50,000 or less in household income. Perception of safety at night declines for each location tested with rising age. Women feel less safe at night than men on side streets and their local park, but equally safe in their own neighborhood. In fact, less than half (46%) of women feel safe at night in the local park compared to 69 percent of men.

Gay and lesbian respondents feel “very” safe in higher proportions in each location than do heterosexual respondents during the day and night. Higher proportions of gay and lesbian respondents also feel safe overall in their local park at night than heterosexual respondents. This finding stands in contrast to the greater concern about a number of public safety issues among gay and lesbian respondents.

Figure 5 shows the overall findings for perceptions of safety during the day and night.

Figure 5: Perception of Safety During the Day and at Night
(Ranked by total safe)

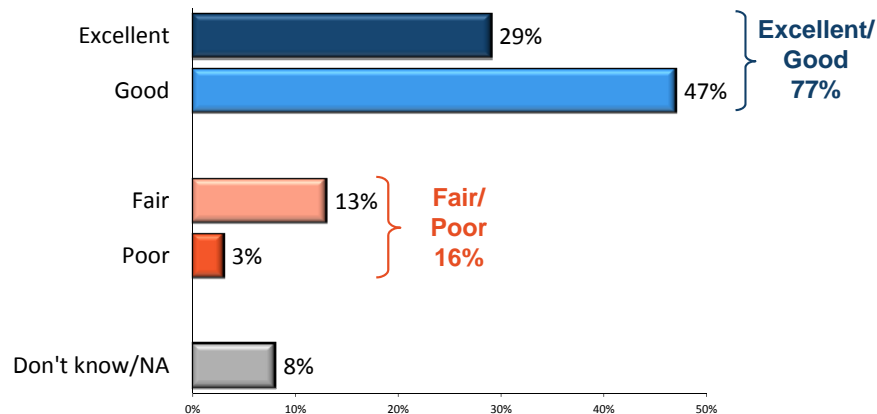


PART 3: IMPRESSIONS OF PUBLIC SAFETY SERVICES IN WEST HOLLYWOOD

3.1 Sheriff’s Deputies’ Job Rating

Reflecting the low level of concern about crime, respondents give West Hollywood’s Sheriff’s deputies favorable reviews (see **Figure 6**). By a nearly 5-to-1 margin, residents gave the deputies an “excellent” or “good” rating for their job performance (77%) rather than a “just fair” or “poor” rating (16%). Intensity is modest, however, with 29 percent giving the deputies an “excellent” review.

Figure 6: Job Rating for West Hollywood’s Sheriff’s Deputies



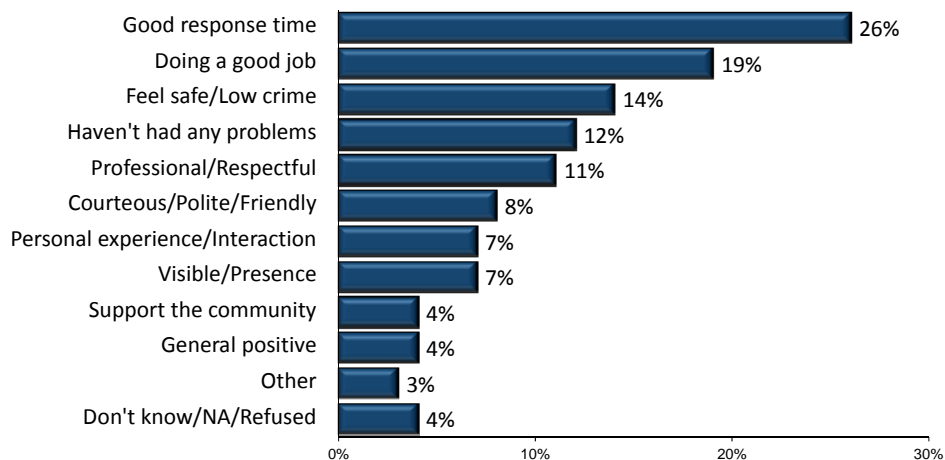
Results Among Subgroups

Ratings are strong and generally consistent regardless of subgroups analyzed. Longer-term residents show slightly stronger intensity in their reviews, with 41 percent of 11- to 20-year residents and 36 percent of those of longer tenure giving the deputies “excellent” reviews compared to 24 percent of residents of 10 years or less. Similarly, respondents ages 50 or older gave “excellent” ratings in higher numbers (36%) than those younger (25%). Eastside residents gave slightly less positive reviews, but were more uncertain rather than negative in their assessment.

Just over one in four (26%) respondents with a positive view of the deputies said that the deputies’ good response times stand behind their view. Other often-given reasons for a favorable opinion include feeling safe or because of the low crime rate (14%); not having had any problems (12%); the deputies being professional and respectful (11%); deputies being polite, friendly, or courteous (8%); having had a good personal experience or interaction (7%), and the deputies being visible or having a presence (7%). Twenty-three percent gave a generally positive comment as well (see **Figure 7**).

Figure 7: Reasons for Positive Reviews of Sheriff’s Deputies

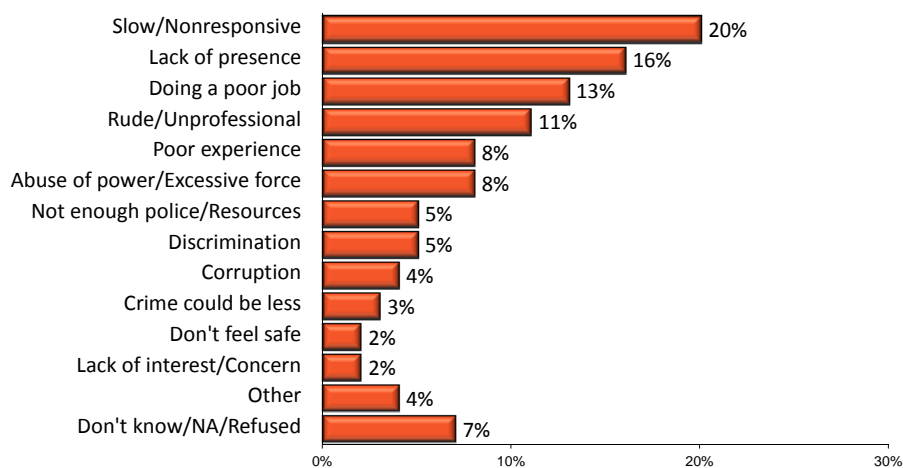
(Asked only of those who gave “excellent” or “good” ratings; n=307; open-ended question where no response options were provided; responses grouped; responses of 3% or greater shown)



The most mentioned reason for a “fair” or “poor” impression of West Hollywood’s Sheriff’s deputies was the view that they have a slow response time or are nonresponsive, with 20 percent giving this reason (see **Figure 8**). Other most-mentioned reasons given included the lack of presence (16%), being unprofessional or rude (11%), having had a poor experience (8%), and the deputies abusing their power or using excessive force (8%). Thirteen percent simply said they are doing a poor job.

Figure 8: Reasons for Negative Reviews of Sheriff’s Deputies

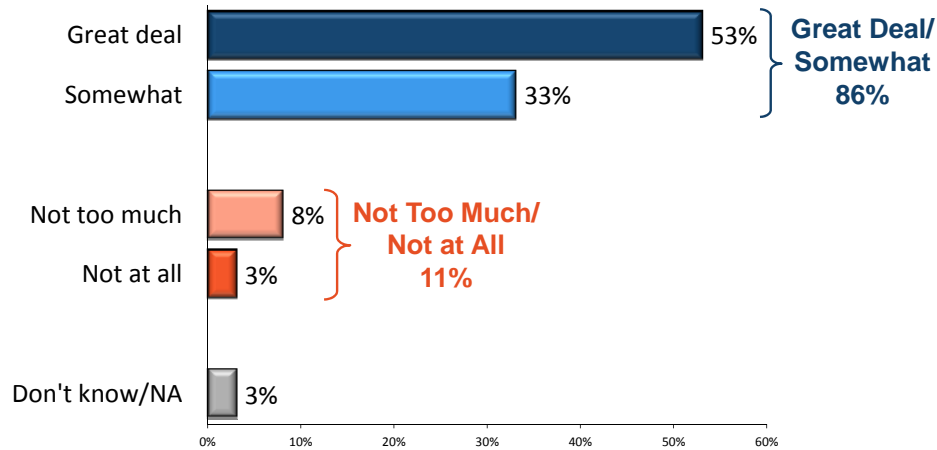
(Asked only of those who rated deputies as “fair” or “poor”; n=63; open-ended question where no response options were provided; responses grouped)



3.2 Trust in Sheriff's Deputies

Residents overwhelmingly trust their Sheriff's deputies. As shown in **Figure 9**, nearly nine in ten (86%) trust the Sheriff's deputies in West Hollywood to protect them and their family. While 53 percent trust them a "great deal," another 33 percent do so "somewhat." Just 11 percent do not trust them "too much" (8%) or "not at all" (3%).

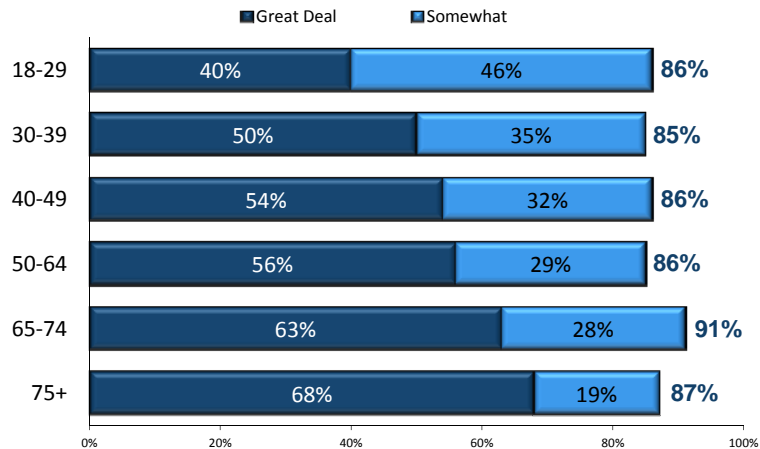
Figure 9: Level of Trust for Sheriff's Deputies



Respondents show a strong level of trust for the City's deputies regardless of subgroup analyzed.

- There is a modest difference by area, with Eastside residents slightly more negative in their view (15% do not trust compared to 10% in Mid-city and 8% of Westside residents). Among those who gave a positive assessment, a lower 45 percent on the Eastside said they trusted deputies a "great deal," compared to 53 percent in Mid-city and 59 percent on the Westside.
- Residents of 21 years or longer are also more likely to trust the deputies a "great deal," with 65 percent giving this response (compared to the full sample average of 53%).
- White respondents show slightly more overall trust at 88 percent than non-whites at 77 percent. However, there is no difference in the proportion of respondents that have a "great deal" of trust (53% each).
- The proportion saying they have a "great deal" of trust in the Sheriff's deputies rises with age, from 40 percent of those 18 to 29 to 68 percent of those 75 or older (see **Figure 10**).

Figure 10: Level of Trust for Sheriff’s Deputies by Age Cohorts



3.3 Ratings for Aspects of Service

The Sheriff’s Department employees working in West Hollywood get high marks for specific aspects of the service they provide. Respondents were read a list of phrases and asked whether each phrase applies to the Sheriff’s Department employees or not. In all cases, no more than 10 percent feel each positive statement did not apply; those able to give an opinion overwhelmingly have a positive view. The phrases considered most accurate—both overall and in intensity of response—about the Sheriff’s Department employees include the following:

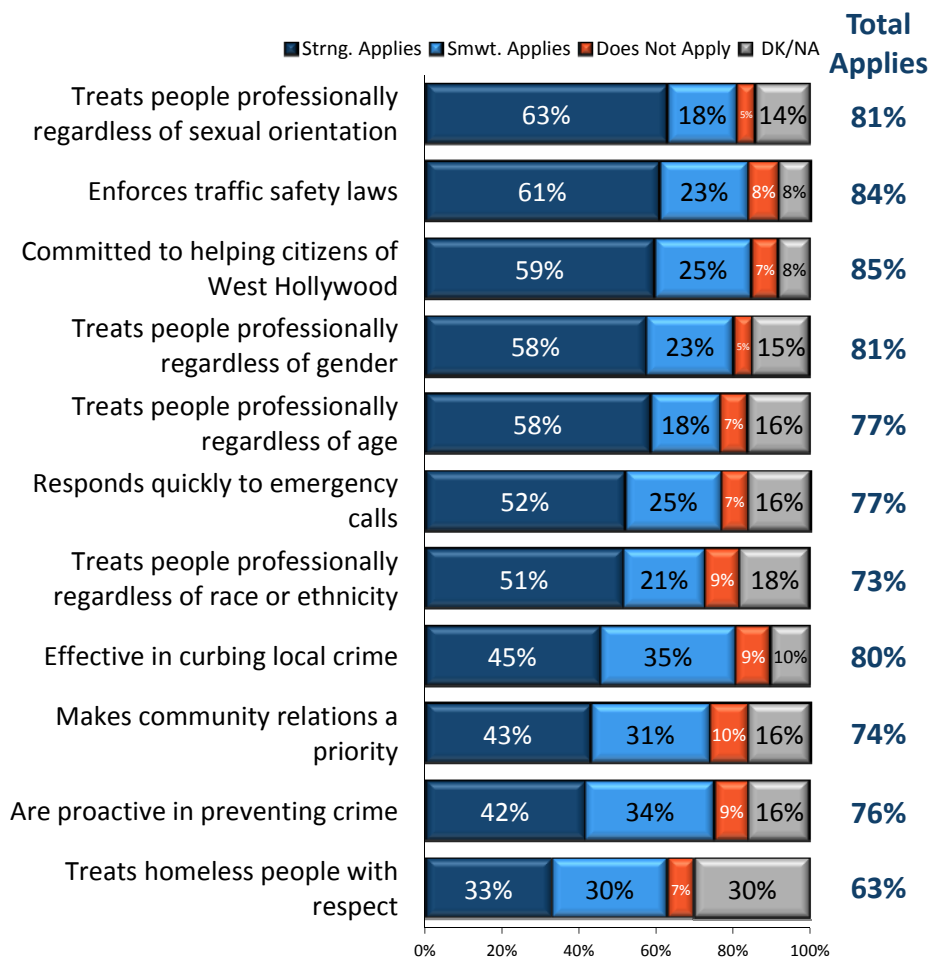
- *Committed to helping citizens of West Hollywood* (85% applies, 59% strongly applies)
- *Enforces traffic safety laws* (84%, 61%)
- *Treats people professionally regardless of sexual orientation* (81%, 63%)
- *Treats people professionally regardless of gender* (81%, 58%)

The department is also viewed positively in other areas, based on the proportion believing each phrase applies, albeit with less intensity for most than the aforementioned statements. These include the following:

- *Effective in curbing local crime* (80% applies, 45% strongly applies)
- *Treats people professionally regardless of age* (77%, 58%)
- *Responds quickly to emergency calls* (77%, 52%)
- *Are proactive in preventing crime* (76%, 42%)
- *Makes community relations a priority* (74%, 43%)
- *Treats people professionally regardless of race or ethnicity* (73%, 51%)

As these results show, the deputies get some of their strongest ratings for how they treat people—regardless of gender, age, ethnicity, or sexual orientation. Three in ten respondents were unable to evaluate if the department *treats homeless people with respect*. Among those able to give a rating, 63 percent believe it applies while just seven percent do not. Intensity was low, however, with 33 percent believing it “strongly” applies. **Figure 11** highlights the results.

Figure 11: Review of Specific Aspects of Service Provided by Sheriff Department Employees Working in West Hollywood



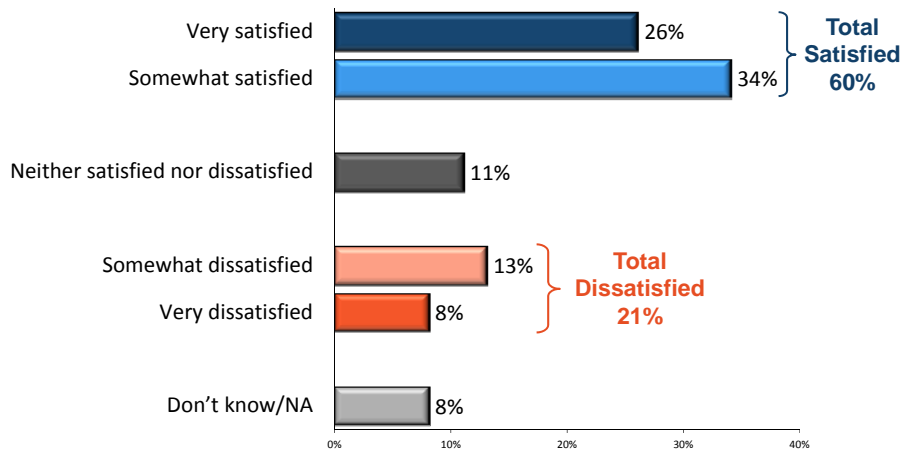
- Overall, there are few differences by areas. However, there are more notable differences when looking at intensity.
 - Respondents from the Eastside are slightly less likely to believe *responds quickly to emergency calls* “strongly” applies (44%) than those in Mid-city (53%) or the Westside (56%). Those north of Santa Monica Boulevard are also less likely to feel this way than those to the south (49% to 58%).
 - Westside residents are the most likely to believe it “strongly” applies that Sheriff department employees *are proactive in preventing crime*, with 50 percent giving this response compared to 34 percent on the Eastside and 39 percent in Mid-city. There is no difference in the proportion who believe the statement applies overall. The higher intensity of agreement on the Westside may reflect that the Sheriff substation is located on that side of the City. Related, Westside residents were slightly more likely

- to say it “strongly” applies that Sheriff’s Department employees are *effective in curbing local crime* (52%) than were those in Mid-city (42%) and the Eastside (41%).
- Westside (65% “strongly”) and Mid-city (66%) respondents are more likely to “strongly” believe that Sheriff’s Department employees *treat people professionally regardless of sexual orientation* than those on the Eastside (56%).
 - Respondents under the age of 30 are more likely to be unable to rate Sheriff employees for responding *quickly to emergency* calls, with 27 percent uncertain compared to 17 percent or less of other age cohorts giving this response. Perhaps related, the newest residents of less than two years are also unable to evaluate this statement in high numbers (35%). And women are more uncertain as well, with 23 percent unable to give an opinion compared to 11 percent of men. This suggests the need to promote the quick response time of West Hollywood’s first responders to improve the Sheriff’s Department’s image and build trust.
 - Gay respondents were among the least likely to “strongly” believe it applies to say the department *enforces traffic safety laws*, with 49 percent giving this response compared to 66 percent of heterosexual respondents and 74 percent of the small population of lesbian respondents. Fifteen percent of gay respondents said this statement does not apply, compared to five percent of heterosexual respondents and seven percent among lesbians. Given this finding, it is not surprising that men are generally less likely to believe this statement “strongly” applies (55%) than women (70%).
 - Residents age 65 and older are the most likely to believe *treats people professionally regardless of race or ethnicity* “strongly” applies than those younger (72% to 47% of those younger). They are also more likely to believe it “strongly” applies to say *treats people professionally regardless of age*, with 75 percent giving this response compared to 56 percent of those younger.
 - While there was no difference overall, homeowners (43% to 28% of renters) and those 50+ (42% to 28% of those younger) were more likely to say *treats homeless people with respect* “strongly” applies.

3.4 Satisfaction with Sheriff’s Efforts to Communicate

By a 3-to-1 margin, residents are satisfied with the West Hollywood Sheriff’s Department’s efforts to communicate with residents through mail, the Internet, and other means. As shown in **Figure 12**, while 60 percent report being satisfied, 21 percent are dissatisfied. The proportion who are “very” satisfied, however, is modest at 26 percent (8% are uncertain and 11 percent neither satisfied nor dissatisfied).

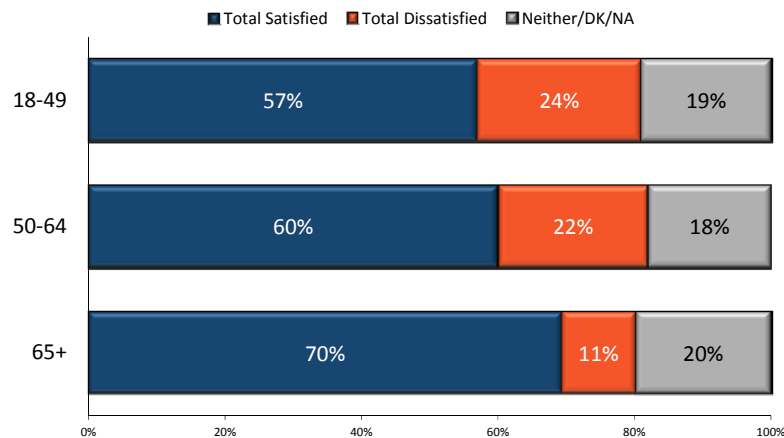
Figure 12: Satisfaction with Sherriff’s Efforts to Communicate



Results Among Subgroups

Responses are fairly consistent across different subgroups. Satisfaction rises with age, from 57 percent of those under 50 to 70 percent of those over 65 years of age (see **Figure 13**). Homeowners are also more satisfied than renters (70% to 55%).

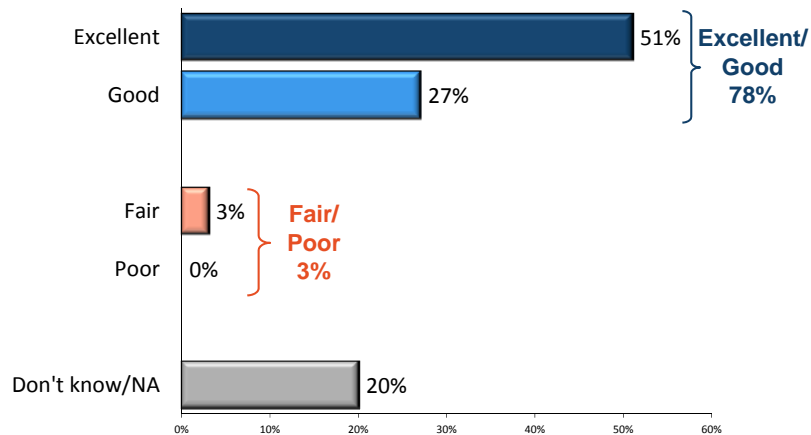
Figure 13: Satisfaction with Sherriff’s Efforts to Communicate by Age



3.5 Job Rating of Firefighters

Firefighters are also held in high regard in West Hollywood. Seventy-eight percent believe West Hollywood’s firefighters are doing an “excellent” (51%) or “good” (27%) job, while just three percent call their performance “just fair.” While 20 percent are unable to give a rating, less than one percent have a “poor” impression (see **Figure 14**).

Figure 14: Job Performance Ratings for West Hollywood Firefighters

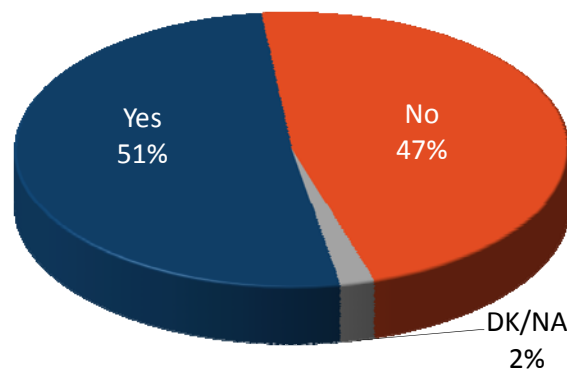


Firefighters are well-regarded among all subgroups analyzed. Eastside residents were slightly less likely to say firefighters are doing an “excellent” job (44%) than those in Mid-city (52%) or the Westside (56%). Ratings also rise with years of residency, from 72 percent among residents of less than two years to 88 percent among those of 21 or more years. This reflects that the proportion undecided declines with years of residency as well.

PART 4: CONTACT WITH SHERIFF’S DEPUTIES

Half of respondents (51%) have had contact with West Hollywood’s Sheriff’s deputies in the past two years (see **Figure 15**).

Figure 15: Contact with West Hollywood Sheriff’s Deputies



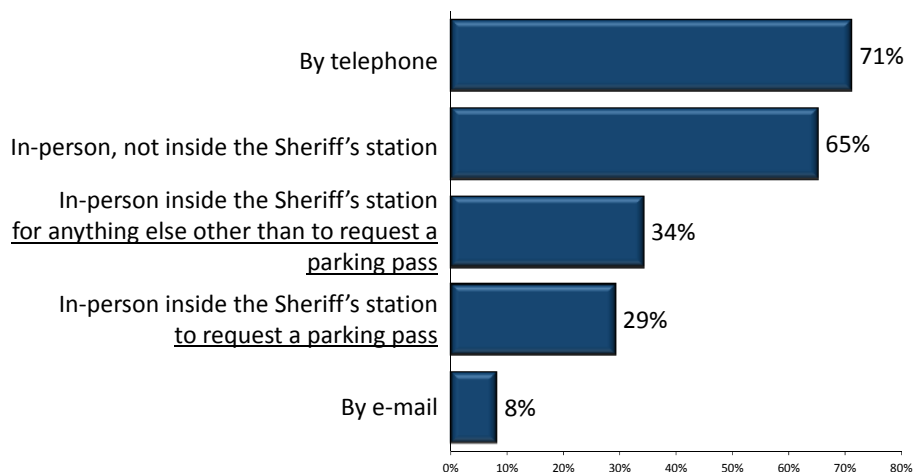
Results Among Subgroups

- Eastside residents are less likely to have had contact (42%) than those in Mid-city (53%) or the Westside (56%).
- Residents of less than two years are less likely to have had contact (40%) than longer-term residents (50% to 59%).
- White residents are slightly more likely to have had contact than non-white residents (55% to 43%).
- Gay or lesbian residents are also more likely to have had contact with West Hollywood Sheriff's deputies than heterosexual residents, 59 percent to 47 percent.
- The least affluent (44% of those earning less than \$50,000 in household income) are less likely to have had contact in the last two years than those earning more (56%). In fact, 66 percent of the small group earning more than \$150,000 in household income had contact in the last two years with Sheriff's deputies.

Among those who have had contact, most have done so by telephone (71%) or in-person outside of the Sheriff's station (65%). Lower numbers have had in-person contact in the Sheriff's station for a reason other than requesting a parking pass (34%) or to request a parking pass (29%). Just eight percent have made contact through e-mail (see **Figure 16**).

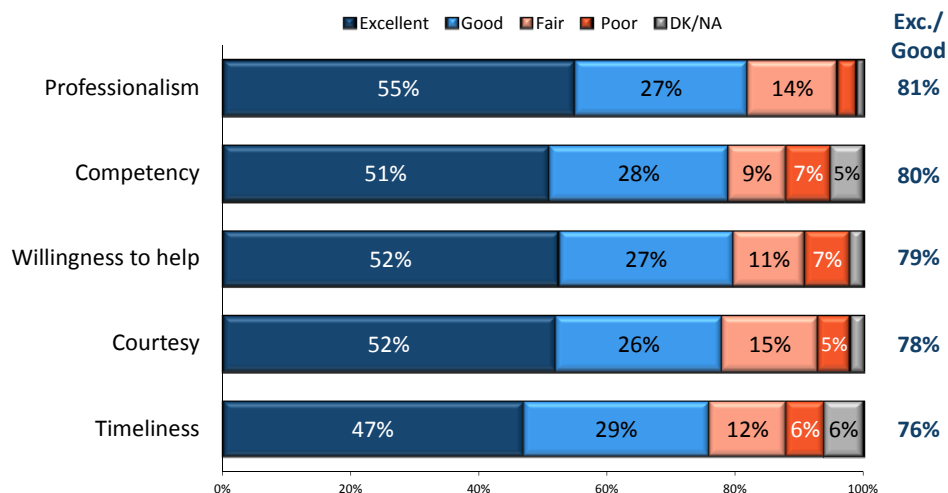
Figure 16: How Contact was Made with Sherriff's Deputies

(Asked only among those who had contact with Sherriff's deputies in last two years; n=204)



Those who have had contact in the last year give positive ratings to the deputies with whom they dealt for their professionalism, competency, willingness to help, courtesy, and timeliness. In all these areas, between 76 percent and 81 percent gave an "excellent" or "good" review (with approximately half calling these service areas "excellent"). As shown in **Figure 17**, no more than two in ten gave a "fair" or "poor" rating in any area.

Figure 17: Impressions of Sherriff’s Deputies
(Ranked by “excellent”/“good”; Asked only among those who had contact with Sherriff’s deputies in last two years; n=204)



Results Among Subgroups

Ratings were high with all subgroups analyzed. Respondents ages 50 or older generally gave more positive reviews than those younger in all categories, albeit with more than three in four 18 to 49 year old respondents having favorable opinions as well. Perhaps reflecting age, homeowners were slightly more positive than renters in all categories other than *timeliness*.

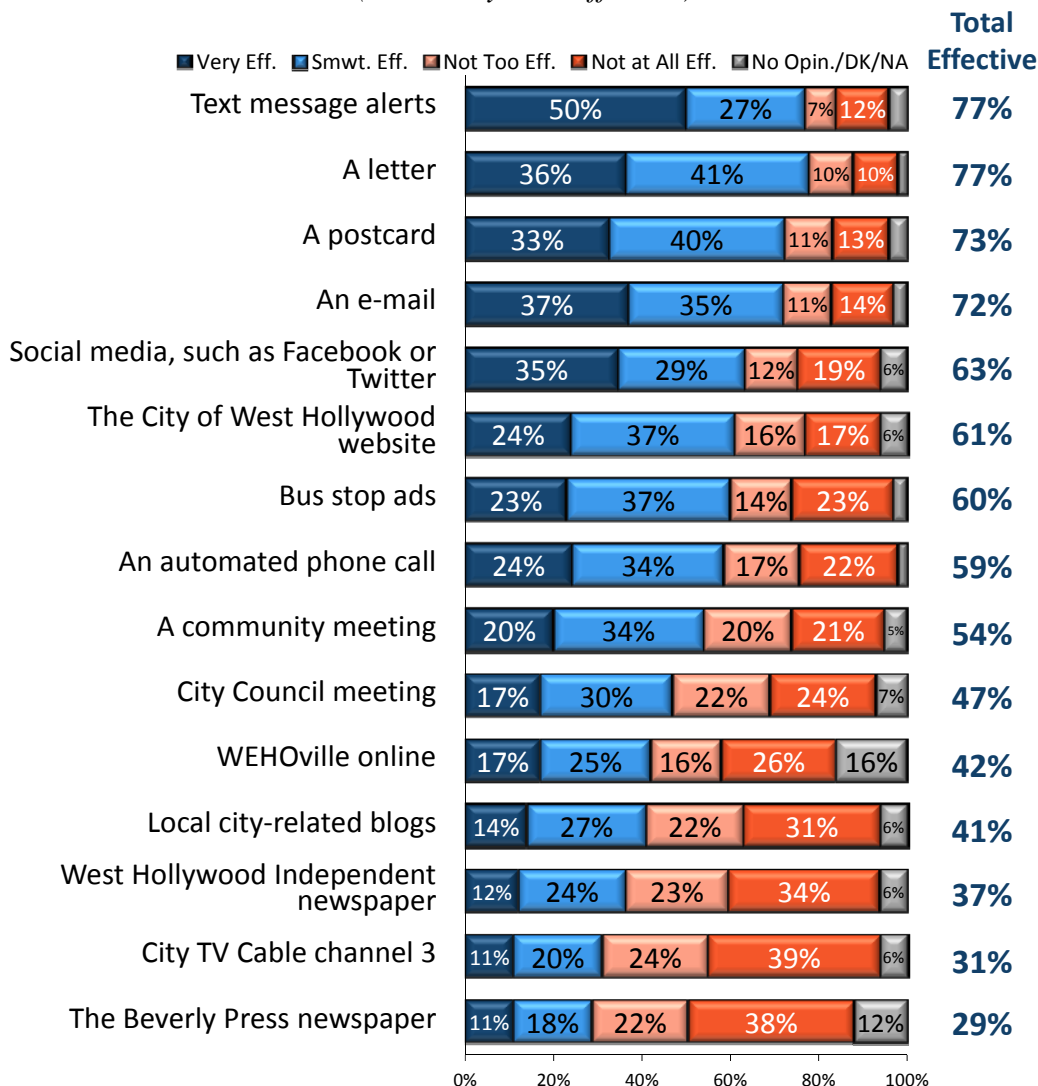
PART 5: PREFERRED COMMUNICATION METHODS

Residents find text message alerts, letters, postcards, and e-mails to be the most effective means of receiving information about public safety-related issues. As shown in **Figure 18**, 77 percent of respondents say a text message alert would be an effective way to reach them, with 50 percent calling this “very effective.” Seventy-seven percent would also find a letter effective, with a lower 36 percent calling it very effective. Just under three in four feel this way about a postcard (73%, 33% very effective) or e-mail (72%, 37% very effective).

Approximately six in ten would find social media such as Facebook or Twitter (35% very effective), the City’s website, bus stop ads, or an automated phone call effective ways to communicate with them.

Lower numbers feel this way about a community meeting (54% effective), a City Council meeting (47%), WE-HO online (42%), local City-related blogs (41%), West Hollywood Independent newspaper (37%), City TV Cable Channel 3 (31%), or the Beverly Press newspaper (29%).

Figure 18: Most Effective Ways to Provide Information About West Hollywood Public Safety-related Issues
(Ranked by total effective)



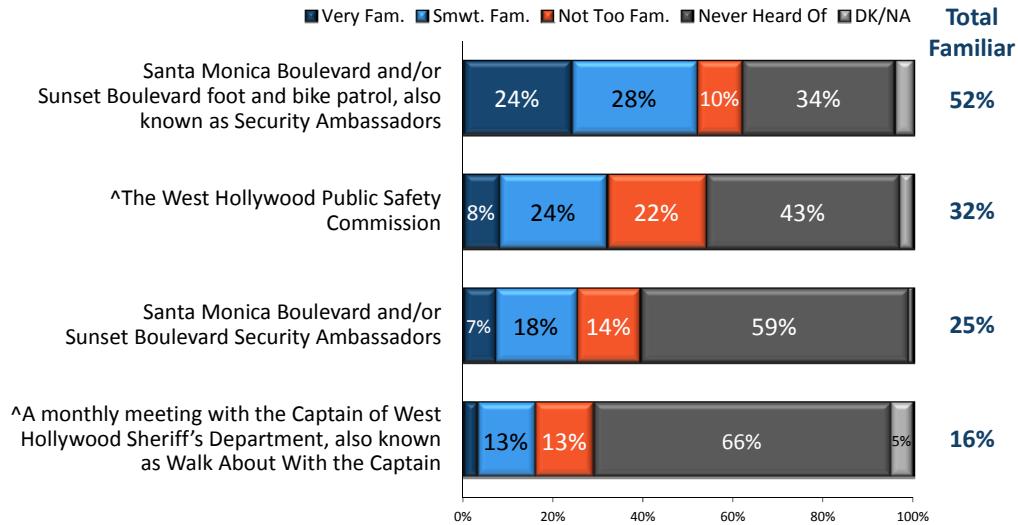
PART 6: PUBLIC SAFETY ORGANIZATIONS

Low numbers of residents are familiar with public safety organizations or activities in West Hollywood (see **Figure 19**).

Fifty-two percent are familiar with *Santa Monica Boulevard and/or Sunset Boulevard foot and bike patrols, also known as Security Ambassadors*. Just 25 percent are familiar with *Santa Monica Boulevard and/or Sunset Boulevard Security Ambassadors* when presented without mentioning they are foot and bike patrols. This shows that residents are not familiar with the name of the program, but recognize it when they hear these ambassadors are foot and bike patrols.

Just thirty-two percent are familiar (8% very familiar) with *The West Hollywood Public Safety Commission*. A much lower 16 percent are familiar with a *monthly meeting with the Captain of West Hollywood’s Sheriff’s Department, also known as Walk About with the Captain*.

Figure 19: Familiarity with Public Safety Organizations and Activities
(Ranked by total familiar)

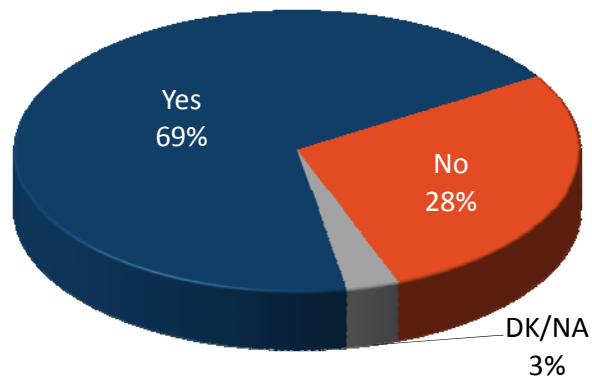


- When described as *Santa Monica Boulevard and/or Sunset Boulevard foot and bike patrols* rather than just *Security Ambassadors*, more Eastside residents were familiar (63%) than residents in Mid-city (52%) or the Westside (44%).
- The foot and bike patrols were more familiar to those earning less than \$50,000 a year (66%) than those more affluent (approximately 52%) and men more than women (58% to 43%).
- Familiarity was higher with each organization or activity among the small group who belong to Neighborhood Watch than do not. Gay and lesbian respondents show greater familiarity with all organizations and activities except *Walk About with the Captain* than do heterosexual respondents.

PART 7: DISASTER PREPAREDNESS

Approximately seven in ten (69%) feel they and their household know what to do in a disaster such as an earthquake (see **Figure 20**).

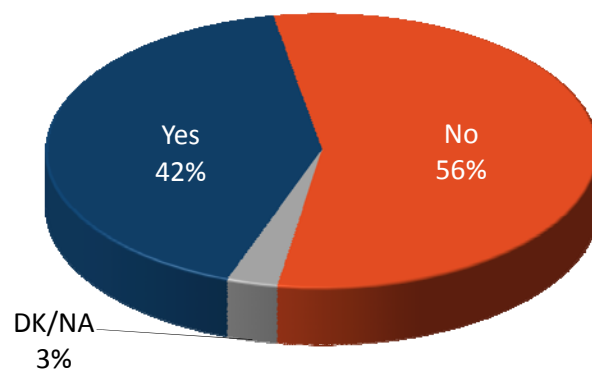
Figure 20: Feel Household Knows What to do During a Disaster



- Respondents from the Westside (76%), those 50 or older (76%), homeowners (76%), residents of 11 to 20 (76%) or more (85%) years, gay residents (77%), and those who participate in Neighborhood Watch (83%) are the most likely to feel they know what to do in a disaster.

While they feel they know what to do in a disaster, fewer are prepared for one. Under half, 42 percent, have at least seven days of supplies on hand in case of an emergency, such as an earthquake (see **Figure 21**).

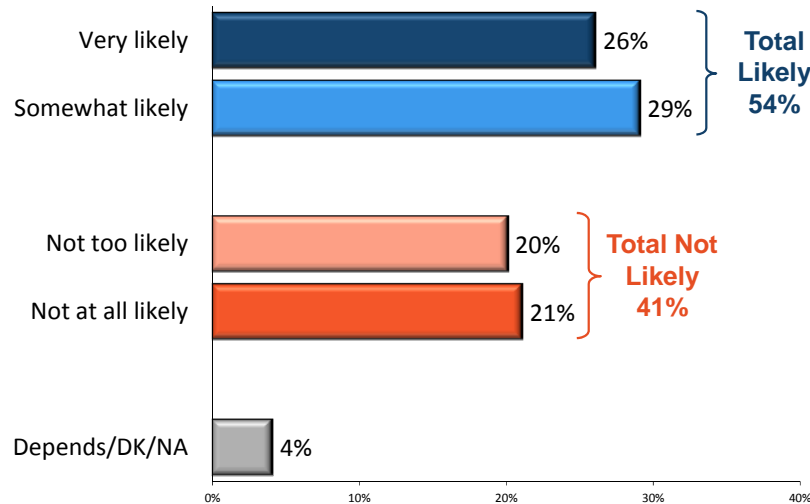
Figure 21: Have Seven Days of Supplies on Hand for Emergency



- Those 50 years of age or older are more likely to have seven days of supplies for an emergency than those younger (51% to 34%). Six in ten residents of 21 years or more have these supplies, compared to 43 percent of six to 20-year residents and 31 percent of those of lesser tenure.

Just over half of respondents (54%) said they would be likely to attend a City-run disaster preparedness class. However, 26 percent would be “very” likely to do so. The proportion “very likely” is a more accurate reflection of residents who may actually attend such a class if it were offered (see **Figure 22**), yet true participation would most likely be lower. Four in ten (41%) said they would not attend such a class (2% said it depends).

Figure 22: Likelihood to Attend a Disaster Preparedness Class



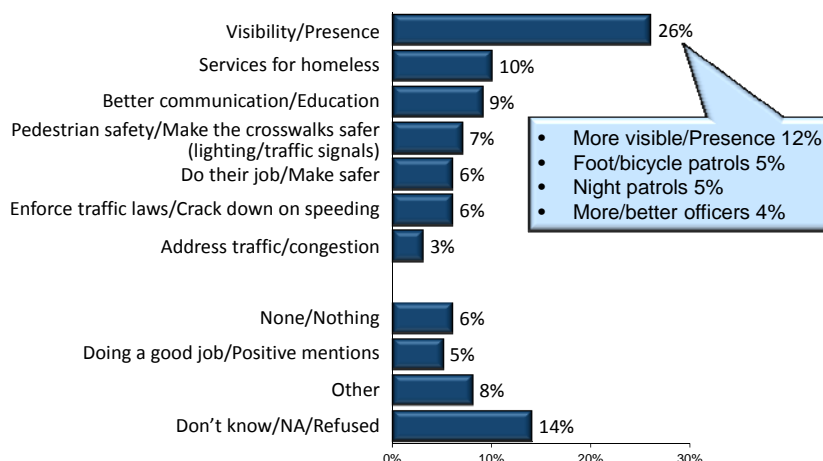
Results Among Subgroups

Low proportions of all subgroups said they would be “very” likely to attend a disaster preparedness class. Gay/lesbian respondents were slightly more apt to be very likely to do so than heterosexual respondents (36% to 21%). Women were slightly more likely to do so overall than men (62% to 49%), but no more “very” likely.

PART 8: FINAL THOUGHTS ON PUBLIC SAFETY

At the end of the survey, after having the opportunity to consider all the issues addressed, the respondents were asked to volunteer what they believe is the most important thing the City of West Hollywood could do to improve public safety in the City. No one answer was dominant; in fact, no more than 12 percent gave any single response. Top responses included more visibility or presence (12%), services for the homeless (10%), better communication or education (9%), and pedestrian safety (7%). Two in ten could not name anything to improve in the City. This could reflect their positive sense of safety. However, it could also reflect a sense of pessimism or hopelessness that anything can be done about the problem. **Figure 23** illustrates the results.

Figure 23: Most Important Public Safety Improvement
(Open-ended question where no response options were provided;
responses grouped; responses of 3% or greater shown)

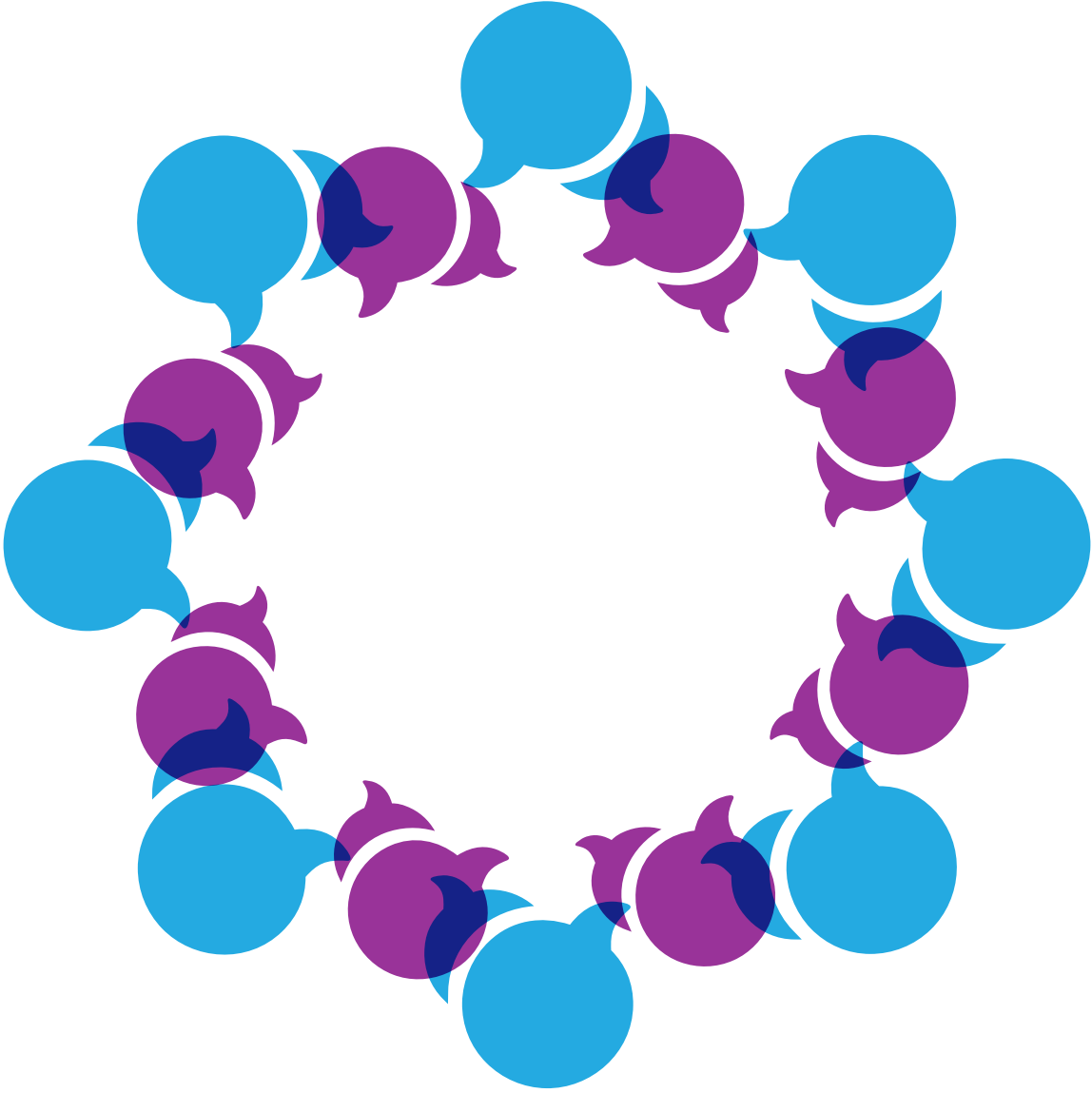


- Eastside residents were more likely to mention services for the homeless, with 17 percent giving this response compared to 11 percent in Mid-City and five percent on the Westside.
- Twenty-two percent of the small group of those with fewer than two years of residency also volunteered services for the homeless, far higher than the sample average of 10 percent.
- The longest term residents (21 or more years) were the most likely to mention more visibility or presence of police, with 20 percent giving this response compared to the sample average of 12 percent.

CONCLUSIONS AND RECOMMENDATIONS

The results clearly show that residents see West Hollywood as a good place to live and a place where they feel safe from crime. However, they see motorist-related issues as a real threat to their public safety—and a bigger threat to most than violent crime, hate crime, and even theft.

- The results suggest that West Hollywood should consider greater efforts to monitor and increase safety for pedestrians, cyclists, and motorists from other motorists who are disregarding traffic laws (including texting while driving). Furthermore, West Hollywood should promote the efforts it is making to help residents feel more confidence in their safety on City roads and sidewalks and at crosswalks from unsafe drivers.
- The Department should better promote its efforts to reduce the problem of homelessness and make these efforts more visible. This issue is more concerning on the Eastside, an area that needs greater focus among West Hollywood Sheriff's Department.
- West Hollywood Sheriff's deputies, although viewed generally positively for communication with residents, should employ more methods of reaching out to residents. E-mails, texts, letters, and postcards are highly effective means of communication for many residents, while others may be more likely to receive communications on bus stop ads, social media, or through automated phone calls. A diverse mix of communication strategies is important to reach all residents.
- More efforts should be made to increase the presence of sheriffs on the Eastside of the City and to build stronger relationships in this region where residents often give the department lower (albeit still solid) marks.



APPENDIX B
STAKEHOLDER
INTERVIEWS
SUMMARY

City of West Hollywood

Public Safety Stakeholder Interviews (September 2015)

During the week of September 21, stakeholder interviews were conducted with eleven individuals representing a cross-section of the West Hollywood community. Interviews were conducted by the consultant contracted by the City of West Hollywood to conduct the public safety outreach study¹. All those interviewed were recruited by City of West Hollywood staff. With two exceptions all interviews took place at the West Hollywood Public Library. At the request of the participants, one interview was conducted by phone and another took place at the interviewee's home. In consultation with City staff, a set of interview questions were prepared in advance.

All those interviewed expressed appreciation for the City of West Hollywood providing them this opportunity to share their views concerning public safety. Still, these results only offer insight into how those interviewed currently view public safety in West Hollywood. This information is strictly qualitative in nature and not generalizable to the population as a whole. Findings from the stakeholder interviews will help to inform the development of subsequent outreach activities including upcoming focus groups and the telephone survey.

Major Themes from Public Safety Stakeholder Interviews

State of Public Safety

There are varying views on the state of public safety in West Hollywood and whether and how it has changed over the past five years. Some interviewees believe public safety has definitely grown worse. These interviewees attribute this decline largely to the transient population and an increasingly negative attitude they have encountered on the part of Sheriff deputies. Many others interviewed felt the state of public safety was probably about the same. However, through news reports and the experiences of friends, they had become more aware of problems of which they had previously been blissfully ignorant. Some have been changing their routines such as avoiding walks at night while others feel it is reasonably safe to venture out at night. Others believe West Hollywood is still a safe city especially in comparison with other nearby jurisdictions. There was a perception on the part of some living on the Westside of West Hollywood that the Eastside was less safe than the rest of the city.

Homeless and Transients

The impact of the homeless and transients on the city is seen as the number one public safety/law enforcement issue by most interviewees. Many of those interviewed use the terms "homeless" and "transient" interchangeably. However, the latter term was more likely to be used when referencing problems associated with these individuals. Regardless of which label was used, their behavior is seen as ruining the quality of life for other residents, especially families with children. The nature of the transient population is seen as changing from earlier years. In the past, they tended to keep more to

¹ With the help and support of the City of West Hollywood, all interviews were conducted by staff from the FM3/MIG consultant team.

themselves but a segment has become more aggressive and increasingly belligerent. Some see the transient population as literally taking over the city and that City leaders have been complacent and indifferent to the increasing seriousness of the issue. As a result they say transients are becoming more brazen (e.g. public drunkenness, urinating and defecating in the open, aggressive panhandling, vandalism and other petty crimes) because they have learned there will be few if any consequences for their actions. The city's reputation for tolerance is seen as attracting and enabling transients while also undermining efforts to effectively address the issue. Further exacerbating the problem is what some see as a failure on the part of the ABC Liquor Board or the Sheriff to clamp down on liquor store owners who are violating the law by selling to obviously inebriated individuals.

Los Angeles County West Hollywood Sheriff Station

The second major law enforcement issue concerns how people view the Sheriff Department and its role in maintaining the city's quality of life. The Sheriff is applauded for its quick and efficient response to potentially major incidents but is seen as failing to adequately address the transient problem and other quality of life issues that have become paramount in the minds of many of the interviewees. Also, many interviewees report having negative encounters with Sheriff deputies who are frequently described as being rude, sarcastic, uncaring and reluctant to actually deal with the problems being brought to their attention or take statements. They recognize that the Sheriff is on the front line when dealing with transient issues but also perceive they may not always be the right public agency for effectively dealing with this increasingly urgent problem. They then ask the question, if not the Sheriff, who should the public be calling? Many would like to see a Sheriff Captain who recognizes his or her need to engage with the community and places responsive, caring customer service at the top of their agenda

Pedestrian and Traffic Safety

Pedestrian and traffic safety was another major public safety concern. Interviewees complained the City has been moving too slowly to address the problem and that solutions implemented so far were seen as ineffective, if not counter-productive. Many who commented on this issue believe pedestrians distracted by their cell phones are not paying adequate attention to their surroundings and should be issued tickets that severely penalize them for stepping off the curb while talking or texting on their phones.

Hate Crimes

Based on some recent occurrences, some interviewees perceive an increase in hate crimes may be taking place but recognize some of these incidents might be due to other factors.

Visibility of Sheriff Deputies

Almost everyone interviewed would like to see Sheriff deputies become more visible throughout the community by getting out of their vehicles and onto the streets of West Hollywood. Interviewees welcomed the sight of foot patrols and officers on bicycles and want to see many more of them every day. They were seen as one of the best ways to increase a sense of security on the part of residents and for Sheriff deputies to connect with the community they are serving. More than one interviewee noted, however, that when deputies are on foot patrol or providing security at community events they have a

tendency to cluster together, which undermines their effectiveness. The privately funded Safety Ambassadors who tour parts of the city on their bicycles and work with the Sheriff Department were seen as a welcomed addition for reinforcing public safety.

Communication and Information

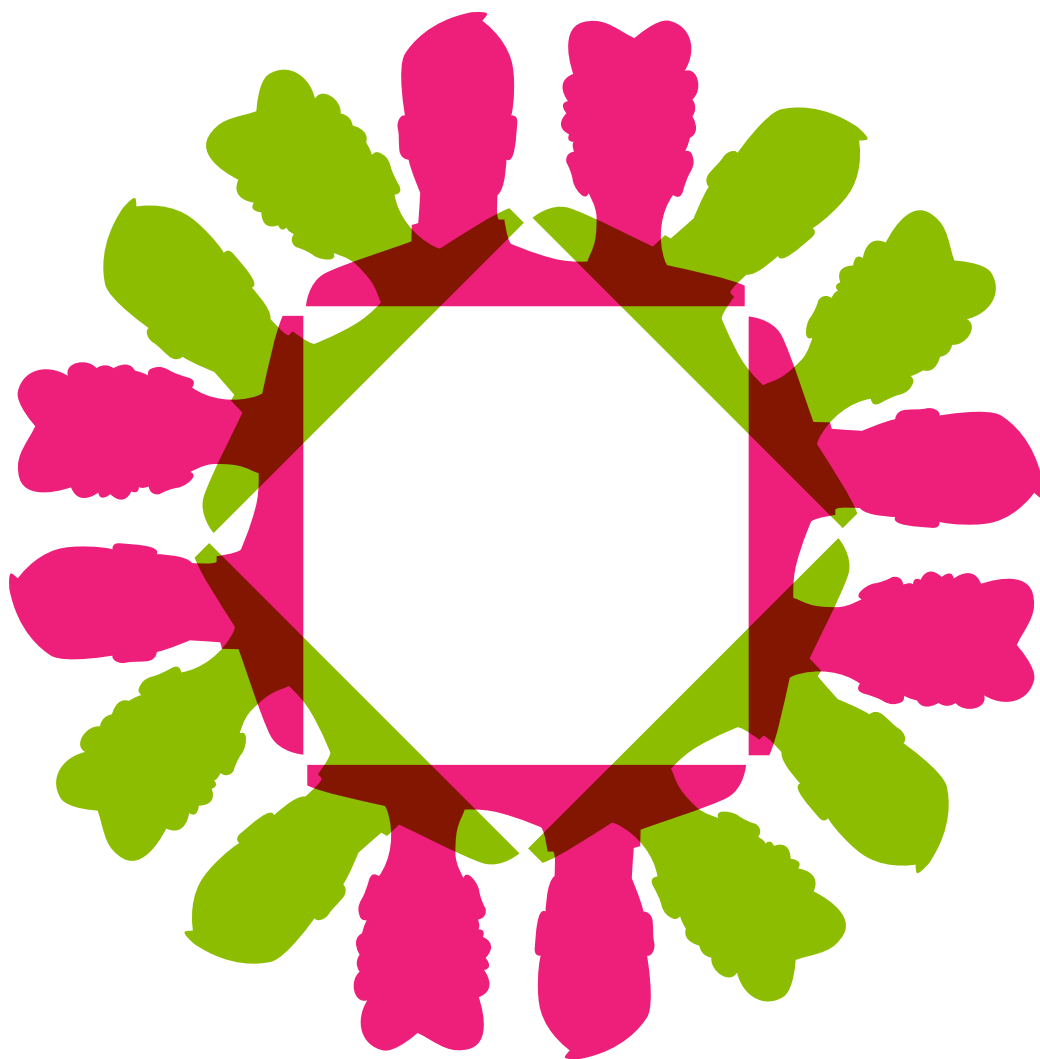
Many observed the City needs to do a better job of getting public safety information out to the public. Some complained the police blotter no longer provides the more detailed descriptive information they used to receive in the past. The WEHOville blog is relied upon for information on what is happening in the City more than the City website. It was even recommended that the Sheriff utilize the blog as a way of reaching the community it serves. Others rely on their friends and their own personal networks, such as dog walkers, who are out and about every day observing what is happening in their neighborhoods. Others would like the Sheriff and the City to work more closely with and to expand the network of neighborhood watch groups. Other than National Night Out most interviewees had little awareness of any community public safety programs offered by either the Sheriff or Public Safety Departments.

Fire Department

At the start of each interview everyone was asked, what does the term public safety mean to you? In response, only two individuals mentioned fire protection and emergency preparedness. When the subject of fire protection did come up later during the course of the interviews, the Fire Department always received consistent positive comments for being responsive, professional, friendly and approachable.

Demographic Trends

A couple of interviewees separately pointed out what they saw as unsettling demographic trends with the potential for changing the character of the West Hollywood community. One observed that the recent wave of what they characterized as over development is forcing out seniors who can no longer afford to stay in the city which has been their home for decades. Another commented as a result of worries about public safety that families with children increasingly feel unwelcomed in the city and may begin to leave West Hollywood if their concerns are not addressed. It was also pointed out that some City leaders have become so focused on planning for the future they are forgetting the people who live here now.



APPENDIX C
FOCUS
GROUPS
REPORT

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: City of West Hollywood

FROM: Fairbank, Maslin, Maullin, Metz & Associates

RE: Public Safety Focus Groups – Summary of Key Findings

DATE: November 30, 2015

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted two focus groups among 20 West Hollywood residents selected among a diverse set of demographic and geographic groups throughout the city including gender, ethnicity/race, sexual orientation, age and length of residence, and parental status were among the characteristics considered in the recruitment of the groups. The main purpose of the groups was to assess residents' perceptions of public safety in the City – most notably the Sheriffs who serve West Hollywood. Overall, **the participants sampled are happy living in West Hollywood and feel relatively safe compared to most parts of the greater Los Angeles area**, but still see room for improvement in some areas of public safety services.¹

Discussions in the groups addressed the following topics:

- I. General Feelings toward Public Safety in West Hollywood
- II. Specific Issues Concerning Public Safety
- III. Perceptions of the West Hollywood Sheriffs
- IV. Perceptions of the West Hollywood Fire Department
- V. Communications about the City
- VI. Disaster Preparedness
- VII. Conclusions

¹ It should be noted that as a research tool, focus groups do not measure directly the frequency by which opinions and attitudes may exist within a particular universe of people. Only a random sample survey can provide that type of statistically-reliable data. Focus groups do, however, dig deeply into mindsets, explore customary actions or beliefs, provide in-depth evaluations of issues and encourage responses to new ideas or concepts. Accordingly, the results of these focus groups may be considered suggestive of the attitudes and perceptions present in the larger population, but cannot be considered to represent these views with any kind of statistical precision.

KEY TAKEAWAYS:

I. General Feelings toward Public Safety in West Hollywood

- When asked what they consider to be the most serious problem(s) facing the City of West Hollywood, several participants volunteered **too much growth and development** and **traffic congestion**, and **a few brought up the issue of public safety as it relates to pedestrian/crosswalk safety**, which they connected directly back to traffic and congestion problems.
- It was not until presented with a list of potential issues – Traffic and Congestion; Crime and Safety Issues, Lack of Parking, and Homelessness – that crime-related public safety issues even came up for some participants. Compared to other issues such as traffic congestion and too much growth and development, **public safety issues rank relatively low on their list of serious problems** facing the City. In fact, during the second group, not a single participant even rated “crime and safety” among the top two most serious problems. As one participant noted, and several others agreed:

“It is one of the safest neighborhoods in LA”

- Despite their relative sense of security, many participants do feel that West Hollywood is not quite as safe as it used to be, citing the following areas of concern regarding public safety in the City:
 - **Increased incidences of theft and break-ins;**
 - **Inadequate law enforcement presence;**
 - **Pedestrian/crosswalk safety;**
 - **Drunk and reckless driving; and**
 - **Issues associated with the homeless population** (both in terms of residents feeling harassed/threatened and the safety/rights of the homeless themselves).

II. Specific Issues Concerning Public Safety

- Several participants noted that overall walkability is one of the primary reasons why they have chosen to live in West Hollywood, but **in recent years a number of participants, especially women, feel less safe walking around the city, particularly at night**. As one woman who has lived in the City for the past 25 years stated:

“I used to walk anywhere any time by myself. One of the things that I really liked about West Hollywood was that you could do that and feel safe, not anymore.”

- **Fear of being mugged and/or attacked** drives most of the safety concerns around the city, particularly on side streets in the late evening (early morning hours) when the bars are closing. One male participant remarked:

“I would never walk around here (in reference to the east side of the City) at nighttime. Just, you have to watch your back when you are walking late at night. Stay away from the alleys. It just gets worse and worse.”

- **Many participants agreed that they would feel safer in more crime-prone areas of the city if there were more of a Sheriff’s presence.** While acknowledging that the Sheriffs do a good job of keeping “drunk people” from getting hit by cars in areas with a heavy concentration of bars, they would like to see a similar presence in other areas, such as the side streets around the bars. As one male participant remarked:

“I just wish they were on the other streets as well where other crimes are happening when those people leave the bars.”

A desire for a larger law enforcement presence was expressed by multiple participants throughout both focus groups.

- Many also mentioned safety concerns related to traffic and crosswalk safety. Specifically, a lack of enforcement of drunk and reckless driving. According to one female participant:

“A huge problem I see is way more drunk drivers out on the street, way more people running red lights driving really recklessly... I used to get tickets all the time five years ago just for not stopping a full three seconds... Now, every time the light turns green I pause for five seconds because 99 percent of the time someone is running it.”

These “blatant [traffic] violations,” many agreed, make it particularly dangerous for pedestrians, of whom many drivers just passing through might be less aware. However, many **are happy with the addition of pedestrian-activated crosswalk signals and walkway signs in the middle of the street** on Santa Monica Blvd., which have increased the perception that the City is much safer for pedestrians. Though many would still like to see more policing of traffic violations, including people running red lights.

- Concerns about personal safety become more or less pronounced depending on the time of day (daylight vs. nighttime) and where one is in the City (Westside; Mid-city; Eastside):
 - **Westside (west of La Cienega) – most feel safe** both during the day and at night, though a few noted that the concentrations of bars/nightclubs in the area lead to alcohol-related safety concerns, such as drunk driving and drunk and disorderly conduct on both side and main streets.

- **Mid-city (east of La Cienega and west of Fairfax)** – most stated that they **feel safe during the day and less safe at night**, especially on side streets.
- **Eastside (East of Fairfax)** – overall, **participants feel the least safe in this area of the City**, mostly at night but, to some extent, during the day as well in areas where there are large concentrations of homeless people. Many indicated that they would feel a lot safer if there was more of a Sheriff’s presence on this side of town.

Participants also feel safe in all parks during the day, though less safe at night, noting that some “unsavory individuals” tend to hang out in parks at night.

III. Perceptions of the West Hollywood Sheriffs

- When asked about their feelings toward the Sheriffs, initial evaluations were mixed – while some participants immediately responded that they were friendly, visible and responsive, others found them to be too apathetic and not as efficient as they would like. When questioned further, **most acknowledged that the deputies, overall, are professional, polite, and well-trained/managed, though sometimes too aloof or dismissive.**
- Those participants who had either called into or visited the station found the level of apathy, on the part of the Sheriffs, to be even more pronounced – some going so far as to say it seemed as if they didn’t want to be bothered. One female participant shared the following:

“My perception of the Sheriff’s department is that there is a lot of apathy. They don’t seem to really care or take seriously things that happen to people when they make complaints.”

When responding to a call in person, however, most participants admitted that they considered the Sheriff’s deputies to be nice, helpful, and understanding. It should also be noted that many of these complaints of indifference regarding the attitudes of the Sheriff’s deputies have been in response to non-emergencies, such as noise complaints or minor traffic incidents. When it comes to more serious issues and emergencies, the Sheriff’s department is seen as being much more responsive.

- Some participants also expressed **concerns about the relative lack of presence of the Sheriffs in certain areas**, such as Mid-City and the area east of Fairfax. In the words of one woman who has lived in Mid-City for several years:

“I think they are friendly and they are fast to respond. I just don’t see their presence. I don’t think they are as proactive as they once were.”

Most participants would like to see a greater police presence, especially at night in areas deemed less safe – though many assume that there are not enough officers to cover the whole city and its ever-growing population, and therefore assume that the Sheriffs are doing the best they can with limited resources.

- **Many also felt the Sheriffs could be doing more to address issues related to homelessness in the City.** While some expressed concerns for their own personal safety in areas where there are larger congregations of homeless, others felt that the homeless population itself was being harassed and treated unfairly by the Sheriffs. As one female participant expressed, and many agreed:

“I think they are going after the wrong people when they are bothering the homeless and people who are drunk, instead of going after real criminals.”

- Overall, **most participants demonstrated limited knowledge of the West Hollywood Sheriffs.** Many were unable to confidently identify the number of sub-stations in the City and not a single participant was able to name the Captain (acting or recently retired). The few that recognized the “security ambassadors” said they found them to be friendly, though they were not exactly clear on their responsibilities.
- While most participant are aware of the many controversial issues surrounding law enforcement around the country today – including “profiling” and the use of “excessive force” – **they do not see these issues extending to the West Hollywood Sheriffs.** For the most part, they believe that **the police in West Hollywood treat people equally and possess a greater level of restraint when dealing with incidents** than most police forces around the country. As one male participant put it:

“I think they are very controlled, very self-controlled. You see a lot of issues going on with police in this country and how quick to anger some are and kind of what they do in response to that, but I feel like, in general, they are self-controlled individuals who evaluate situations from all sides to kind of prevent any type of potential problems like you see in other police forces across the country.”

IV. Perceptions of the West Hollywood Fire Department

- The respondents tended to **view the fire department more favorably** – noting that they are:

“...a lot friendlier than the police... the fire department is very personable and in the community helping people out.”

Many others also expressed positive assessment of their level of **dependability and efficiency in responding to emergencies**, though most of them have had little contact with West Hollywood

firefighters and they are admittedly only aware of the fire department when they see trucks responding to incidents.

- While **most participants were able to identify the fire station at Santa Monica and San Vicente Blvd.**, fewer were able to identify the station on the east side of the City, though most assumed there would be at least a second station.

V. Communications about the City

- In terms of communicating with the city about public safety issues **participants mostly agreed that they could be more informed about what is happening in West Hollywood.** While many get their news from the LA Times, others said they also stay informed through such sources as Weherville.com, Weho Confidential, social media, and word of mouth. In terms of information about local public safety/law enforcement issues, they would prefer communications to come from a variety of sources, such as email, social media, postal mail, the West Hollywood cable channel, flyers, and community events.

VI. Disaster Preparedness

- When it comes to emergency preparedness, pretty much all participants agree that **they would be entirely unprepared if a disaster (natural or otherwise) were to strike.** While some of this can be attributed to lack of communication on the part of the City, many admitted that it was also a result of their own apathy and/or laziness.
- While participants were happy to hear that the City of West Hollywood has offered an earthquake preparedness class in the past, most acknowledged that they likely would not attend a future class due to the lack of a perception that they are in immediate danger, as only a few of them have actually experienced a serious earthquake in the time they have lived in the area.

VII. Conclusions:

- While many participants have public safety concerns, they **still consider the City of West Hollywood to be a good place to live and much safer than most other areas** around Los Angeles. As one female participant expressed:

“We are all really blessed and privileged to be living in this city and when you think about it, the cops are not really necessarily doing such a bad job. You know we all have our experiences so after looking at the whole picture I think that I’m happy to be here as opposed to another area.”

- Many would feel better, however, if they saw **more uniformed Sheriff’s deputies on the streets** (especially in more crime-prone areas) actively engaging with the citizens on a more personal level. They would also like to see **more enforcement of traffic laws** – particularly drunk/reckless driving and people running red lights. And lastly, they would like to see the City

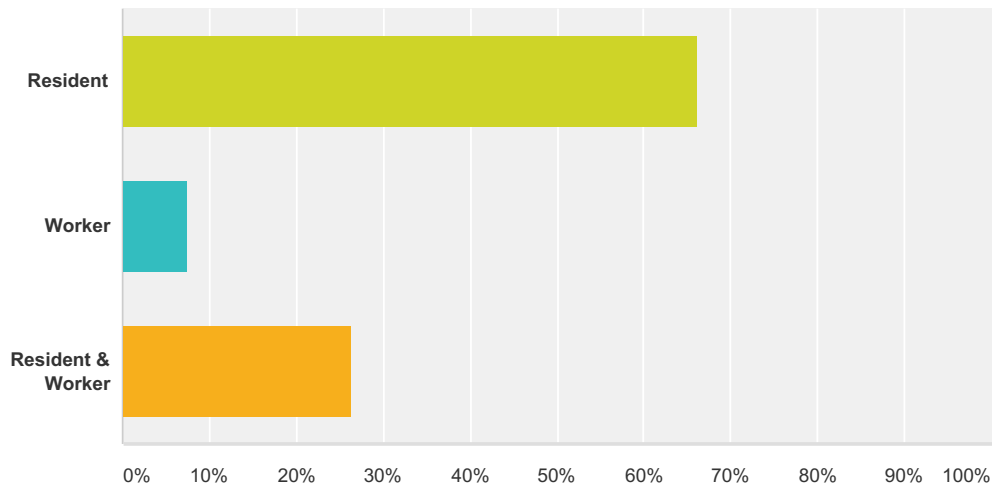
take greater steps **toward addressing the homeless problem**, both in terms of cleaning up the streets and finding shelter for those in need.



APPENDIX D
INTERCEPT
AND ONLINE
SURVEY
RESULTS

Q1 Are you a resident of West Hollywood and/or do you work here?

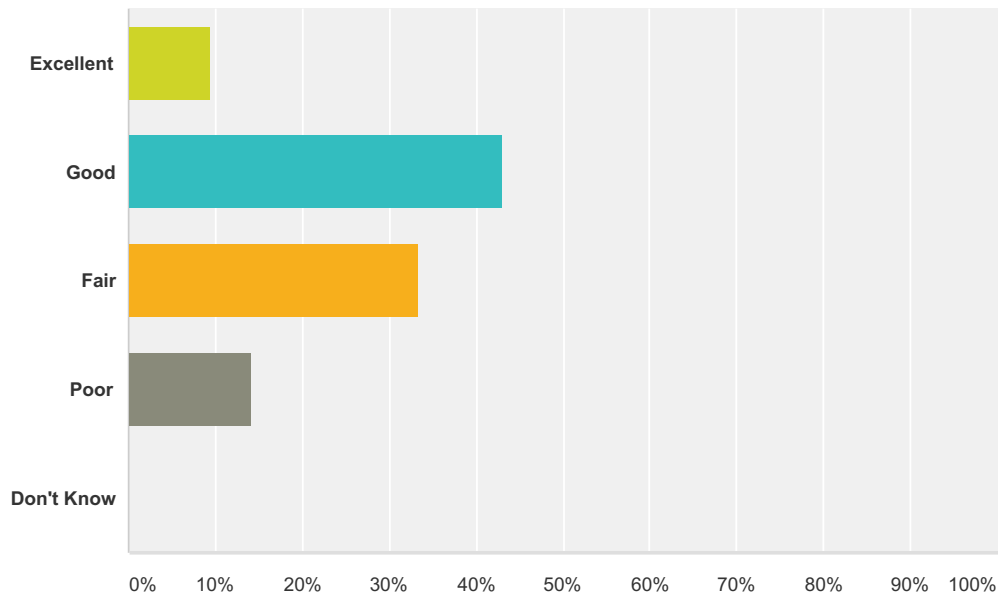
Answered: 296 Skipped: 2



Answer Choices	Responses
Resident	66.22% 196
Worker	7.43% 22
Resident & Worker	26.35% 78
Total	296

Q2 How would you rate public safety in West Hollywood? (check one)

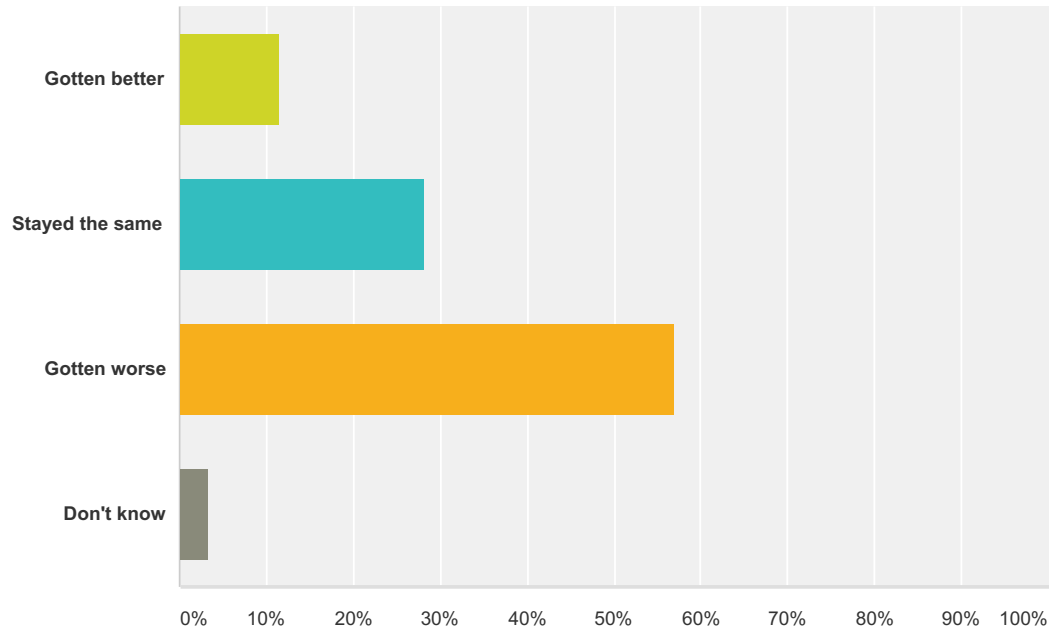
Answered: 296 Skipped: 2



Answer Choices	Responses
Excellent	9.46% 28
Good	42.91% 127
Fair	33.45% 99
Poor	14.19% 42
Don't Know	0.00% 0
Total	296

Q3 Thinking about public safety in West Hollywood over the past five years, do you believe it has gotten better, stayed the same, or gotten worse?

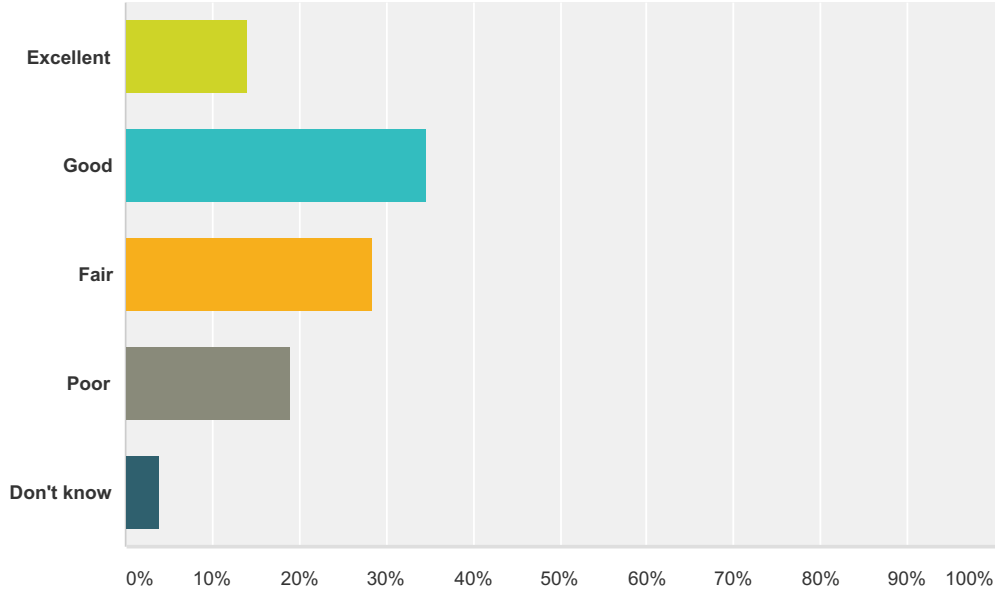
Answered: 297 Skipped: 1



Answer Choices	Responses
Gotten better	11.45% 34
Stayed the same	28.28% 84
Gotten worse	56.90% 169
Don't know	3.37% 10
Total	297

Q4 Overall, how would you rate the job performance of the Sheriff Department in West Hollywood?

Answered: 295 Skipped: 3

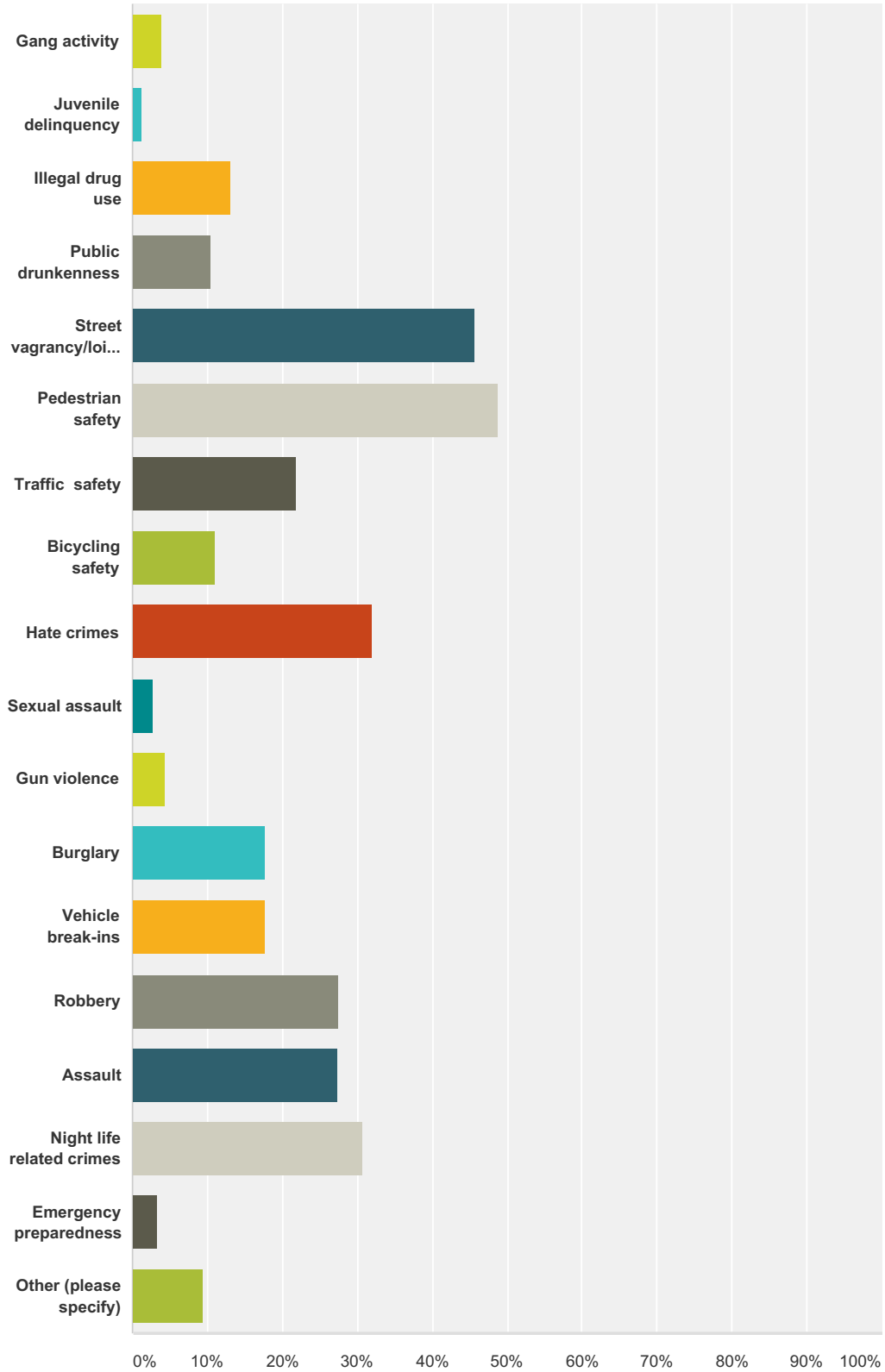


Answer Choices	Responses
Excellent	13.90% 41
Good	34.58% 102
Fair	28.47% 84
Poor	18.98% 56
Don't know	4.07% 12
Total	295

Q5 What do you think are the top three serious public safety issues in West Hollywood? (Select the three issues you are most concerned about)

Answered: 297 Skipped: 1

WEHO Public Safety Questionnaire



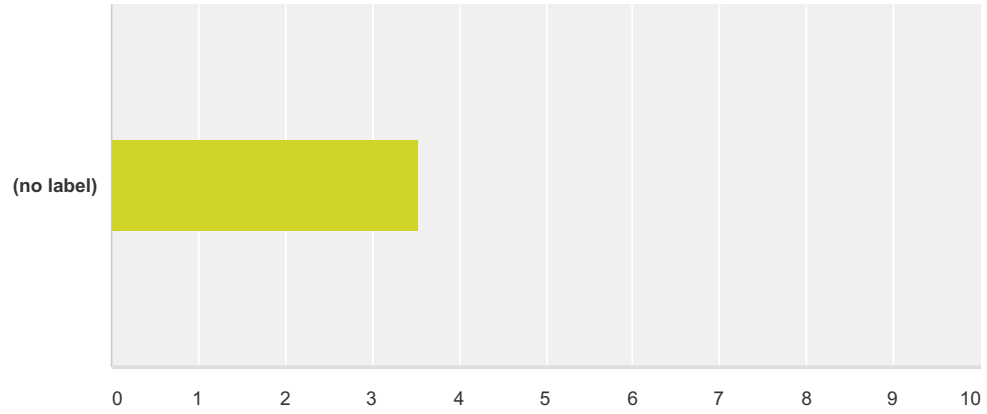
Answer Choices	Responses
Gang activity	4.04% 12
Juvenile delinquency	1.35% 4

WEHO Public Safety Questionnaire

Illegal drug use	13.13%	39
Public drunkenness	10.44%	31
Street vagrancy/loitering/panhandling	45.79%	136
Pedestrian safety	48.82%	145
Traffic safety	21.89%	65
Bicycling safety	11.11%	33
Hate crimes	31.99%	95
Sexual assault	2.69%	8
Gun violence	4.38%	13
Burglary	17.85%	53
Vehicle break-ins	17.85%	53
Robbery	27.61%	82
Assault	27.27%	81
Night life related crimes	30.64%	91
Emergency preparedness	3.37%	10
Other (please specify)	9.43%	28
Total Respondents: 297		

Q6 Generally, how safe do you feel in the City of West Hollywood? Please rate your feeling of safety on a scale of 1 to 5, with 1 being not safe at all, and 5 being very safe.

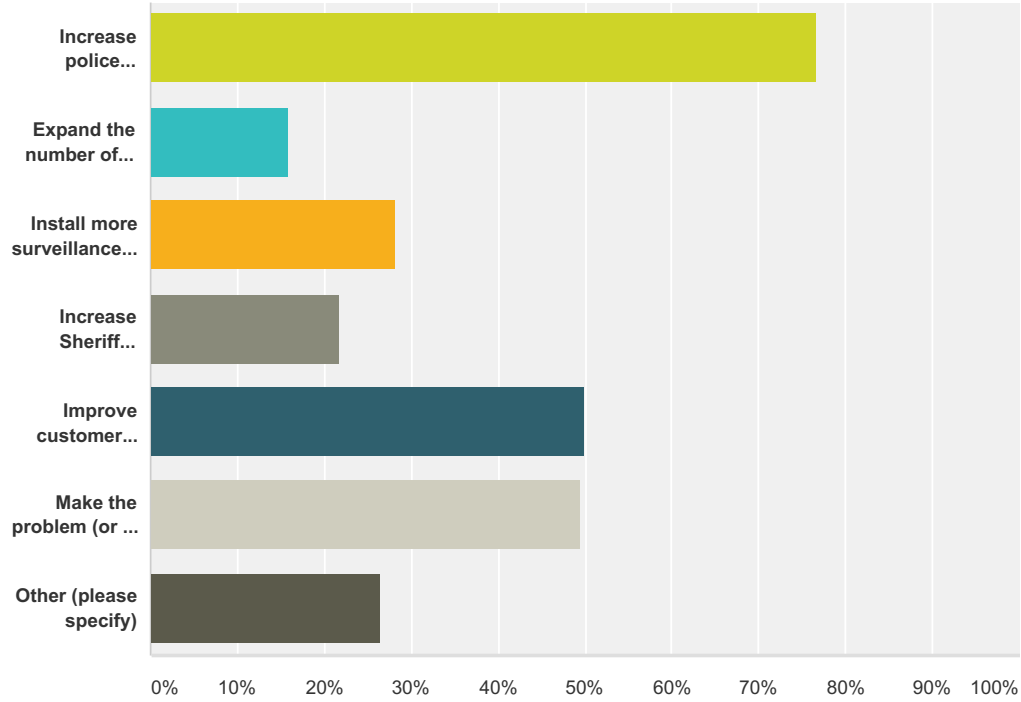
Answered: 295 Skipped: 3



	1 (Not safe at all)	2	3	4	5 (Very safe)	Total	Weighted Average
(no label)	3.39% 10	9.49% 28	32.88% 97	39.32% 116	14.92% 44	295	3.53

Q7 What steps would you like the City of West Hollywood to take in order to improve public safety? (Select your top three.)

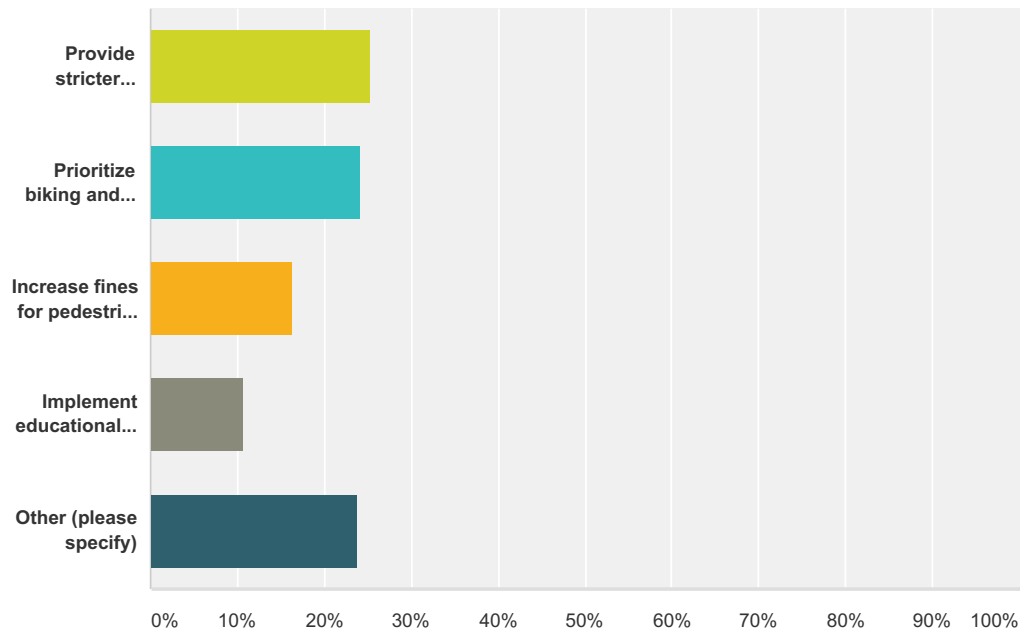
Answered: 295 Skipped: 3



Answer Choices	Responses
Increase police visibility/presence (i.e. foot or bike patrols, patrols during night time hours)	76.61% 226
Expand the number of Neighborhood Watch groups	15.93% 47
Install more surveillance cameras	28.14% 83
Increase Sheriff deputies engagement in community activities and events (e.g. Coffee with the Captain, participation in community celebrations, public safety kiosks)	21.69% 64
Improve customer service and responsiveness of Sheriff deputies when interacting with community members	49.83% 147
Make the problem (or the plight) of the homeless in our community more of a priority	49.49% 146
Other (please specify)	26.44% 78
Total Respondents: 295	

Q8 What can be done to improve pedestrian and traffic safety? (Select one)

Answered: 290 Skipped: 8



Answer Choices	Responses
Provide stricter enforcement of traffic safety regulations	25.17% 73
Prioritize biking and walking when making street improvements	24.14% 70
Increase fines for pedestrians that violate safety regulations (e.g. jaywalking, distracted by cell phones,)	16.21% 47
Implement educational campaigns about pedestrian and traffic safety (i.e. Don't text and cross the street; Drivers keep eyes on the street)	10.69% 31
Other (please specify)	23.79% 69
Total	290



APPENDIX E
COMMUNITY
WORKSHOP
SUMMARY

COMMUNITY WORKSHOP SUMMARY



Introduction

As an element of the community engagement component of the West Hollywood Public Safety Survey, a community meeting was held on Saturday, April 16, 2016 from 9:30am-11:30am in Fiesta Hall at Plummer Park in the City of West Hollywood. Andy Pendoley and Mark Sillings (MIG), consultants to the City, facilitated the workshop. City staff in attendance included Kristin Cook and Bonnie Smith (WEHO). Richard Bernard (FM3), consultant to the City was also in attendance. There were 15 members of the public present. West Hollywood Mayor Lindsey P. Horvath attended and delivered the welcome address. Pro-tem and now current Mayor Lauren Meister was also present as well as some members of the Public Safety Commission.

The purpose of the meeting was to inform the public about the public safety survey process, and to provide the community with a forum to provide input and share their experiences in relation to safety in their city. Unlike information generated by the telephone survey implemented earlier as a part of the public safety outreach process, input provided by participants in the community workshop cannot be generalized to the population as a whole.

Format

The workshop included a presentation and an interactive discussion in smaller groups. In addition to the feedback captured during the group discussions, participants were also provided comment booklets to record their individual thoughts. The booklets contained the same questions being asked during the group discussion and a general comments section for other thoughts.

Mr. Pendoley delivered the presentation, which covered the project purpose, the schedule, an explanation of outreach activities to date, and next steps. Participants were seated together to view the powerpoint and listen to the presentation.

At the conclusion of the formal presentation, Mr. Pendoley provided participants instructions for the small group discussions and invited them to join their group at its assigned table. Two small groups each included 6-8 community members. A member of the project team facilitated each group.

Each group engaged in a facilitated discussion around the same topics, which were focused on 1) public safety issues, and 2) suggested solutions for improving public safety. The discussion was conversational and covered the following questions:

- How safe do you feel in West Hollywood on a scale of 1-5? With 5 being very safe, and 1 being not safe at all.
- Why did you circle that number? /What makes you feel safe or unsafe?
- Has that feeling of safety changed over time?
- Of the concerns you listed, what are the safety issues most important to you? Are there any issues missing from the list?
- What are your ideas to improve public safety in West Hollywood?

The facilitators captured participants' comments on a flip chart (See Appendix for photos). After approximately 40 minutes of group discussion, participants were brought all together once again for a report back session and additional discussion that lasted approximately 30 minutes.

Findings

The following section summarizes the comments received during the interactive portion of the workshop.

Perceptions

Overall, participants feel "pretty safe" in West Hollywood. On a scale of one to five (one being unsafe, five being very safe), the ten participants who submitted comment booklets rated their feeling of safety 3.5 or higher. Two participants selected 3.5, six participants rated it at a 4, and two rated it at a 5. Most participants cited experiencing positive changes over time. Some participants noted that many West Hollywood residents are older adults, and their perception of safety might be different than that of other community members, such as workers and visitors. Visitors are often associated with the party/club scene in West Hollywood.

Safety Issues

Three safety issues were identified across all three group discussions as the top safety concerns:

- Night safety concerns
 - "Vibe" feels aggressive
 - Drug access
 - Night club spillover into residential neighborhoods
 - Shootings
- Homelessness

- Not necessarily a primary factor in crime or safety, but rather gives the perception of “blight”
 - Question is: How can we support them?
- Concerns for public spaces
 - City Hall area
 - Businesses/clubs and illicit drugs
 - Perceptions of safety of aging residents

Additional issues and questions identified by the groups include:

- Burglaries are a concern
- West side of town is seen as dangerous
- Outsiders go around town oblivious
- Illegal activities in clubs
 - Crystal meth
- Homeless do not feel safe in the city
- Drugs and prostitution are committed by street people, not the homeless
- Distance of parking from locations of interest
- Crosswalk at Lexington and Gardner
- Mail theft
- Hate crimes
- How do we bring visitors in for positive activities, in addition to, or in lieu of the party scene?
- How do we (citizens) adapt and support

Feeling of Safety Over Time

- Improvement over the last 20 years
- Responsiveness of Sherriff and advice provided by community has helped to improve safety
- Implementation of security ambassadors has improved safety
- Enhanced walkability/walkable environment
- Growth of gap between rich and the poor; disappearing middle class
 - No longer feels like an urban village.
 - A more aggressive urban vibe has emerged in response to increased urban density.
- Feeling more vulnerable to safety issues in older age

Opportunities

After discussing the things that made them feel safe or unsafe in West Hollywood, participants brainstormed ideas that can help improve public safety for the city. Ideas that rose to the top during the report back are as follows:

- Night safety concerns
 - Proactive clubs/bars: managing their patrons and noise
 - Parking solutions: shuttle
 - Increase Sherriff's presence
- Homelessness
 - Comprehensive solutions
 - Shelter and alternatives
 - Additional services
 - New human services support to replace/expand existing services
- Concerns for public spaces
 - Study the state of drug prevalence
 - Increase pedestrian safety
 - Install cameras at different locations

Additional solutions suggested by the groups included:

- Reach out to visitors with information about safety issues and law enforcement policies
- Come up with parking solutions
 - Night and residential parking permits
 - Pickup Line location at Santa Monica and Sunset
- Improve pedestrian crossings
 - Flashing stop signs
 - Other solutions instead of roundabouts
- Increase homeless support services
 - Shelters and other alternatives
 - Address mental health issues
 - Come up with comprehensive options
- Consider public surveillance cameras as a possible crime deterrent
- Improve communication between law enforcement and community
- Add Sherriff patrols on foot
- Increase security at WEHO City Hall
- Reduce report times
- Add a substation on the east side of town
- Improve street lighting
- Improve social services

Participant Comment Books Summary

The following section presents all notes that meeting participants wrote in their comment books during the meeting.

A. How safe do you feel in West Hollywood?

SAFETY RATING	1 Unsafe	2	3	4	5 Very Safe
PARTICIPANT RESPONSES			Two	Six	Two

Why?

- 3.5 – With respect to location within the city
- 3.5 – Depends
- 4 – Improved over the years
- 4 – According to factual information, WEHO is safe. Considering the 38,000+ residents in 1.9 square miles and the significant increase in population, drug use and nightlife, we are extremely safe in terms of reported crimes. Subjectively, I feel less safe. (This) could be based on reports in media, personal observations, or influence of peers.
- 4 – As an older woman, I don't feel very safe at night having to walk anywhere alone, + with limited parking, that's often necessary. But the small town atmosphere makes it feel safer overall.
- 4 – Sherriff's response, security ambassadors, police blotter information
- 4 – Having the Sheriff's department
- 4 – Usually alcohol, drugs, prostitution seems involved.
- 5 –In comparison to 20/30 years ago
- 5 – People walk dogs 24-7. Deputies arrive in minutes when called.

B. Has this changed over time? How?

- 3.5 – Yes, by nature of us moving away from being an urban city to a more dense city
- 4 – No
- 4 – When I was younger (24 years old) and moved here and was told it was safe went out every night and always felt safe. Now, I'm older (38) and don't go out as much, read more reports of crime happening "everywhere," I feel less safe, although statistically, this is a safe place. I'm more aware of the possibility of crime (and) understand realistic response time of law enforcement.

- 4 – Yes. In part, as I've gotten older and feel more vulnerable. Crime has gotten more violent – “outsiders” (non-residents) come in to go to clubs and have guns.
- 4 – Not much. Some improvement recently, because of visibility of security ambassadors
- 5 – Better after Dublin's closed; no drunks parking on our street now.

C. The safety issues most important to me are:

- Homeless
- Petty crimes
- Hate crimes against LGBT persons
 - Why? – WEHO has become a national destination for movies, celebrities, entertainment, Sunset Strip, music scene and LGBT nightlife.
- Violent crime or crimes that have actual identifiable victims (other than one's own self destruction – important to address, but not an issue that concerns my safety).
 - Why? – Violence is an attack on me, my neighbors, and my community. This is a law enforcement issue. Someone's self-destruction is a social issue that we need to address differently with education, prevention, support, etc.
- Surveillance cameras – install
 - Why? – Discourages criminals and crime
- W.H. homeless shelter
- Party bus on Sunset
 - Why? –Discourages drunk driving and parking on residential streets
- Crime from the clubs, homelessness, more Sheriff's on the streets, pedestrian safety, car burglaries/mail theft, faster emergency response times
 - Why? –Improves quality of life for all of us if these problems are controlled /solved.
- Assaults/robbery particularly at night
 - Why? – Frequency; more often at night.
- Burglary
 - Why? – Many personally affected by burglaries.
- Crosswalk at Lexington and Gardner
- Homeless
- Violent crimes – gunpoint

D. My ideas to improve public safety in West Hollywood are:

- More Sheriff's officers
- Help homeless

- Continue these group workshops to include city officials, sheriff station and business owners
- Increase a presence of community on our streets (block by block, community ambassadors, sheriff volunteers, sheriff deputies, RESIDENTS!)
- Increase lighting in certain areas, especially residential streets along our city borders
- Build/strengthen community/neighborhood organizations that meet their neighbors, identify problems and address them.
- Mend relations between community and deputies. (I get a sense deputies do not respect residents which diminishes trust and confidence in deputies and sheriff.) We need more Lt. Smiths!!!
- Surveillance cameras in public areas to both deter and solve crime
- More social services to deal with homeless issues
- Funding – law enforcement, shelters in West Hollywood, public information
- Homeless shelter
- Clean up (broken windows concept)
- Move loiterers away fast
- Continuous automated surveys for all calls to the Sheriff, feedback

Please share any additional comments you may have:

- Great work!
- Take action to maintain the safe environment West Hollywood is privileged to experience and take actions to build confidence of residents, business owners and visitors have about their perceived safety but make it clear that violent and horrible crimes can happen anywhere at any time. Yes, I know, tough message: you are safe, don't get killed tonight. (but it's the truth)

Next Steps

Workshop participants listed a few suggestions for informing and educating the community about public safety and services in the city:

- Bring people together for more collaboration
 - Civic: Sherriff, City Council, City Staff
 - Public: Residents, businesses, visitors

Mr. Pendoley summarized the next steps in the public safety survey process, which include the incorporation of the community feedback received into a report, along with findings from the telephone survey, focus groups and intercept questionnaires. Participants were informed that the intercept questionnaire would remain available online until April 25, 2016. They were encouraged to fill out the questionnaire and to invite friends and family to do the same.

Appendix

Figure 1: Wallgraphic, Report Back Discussion

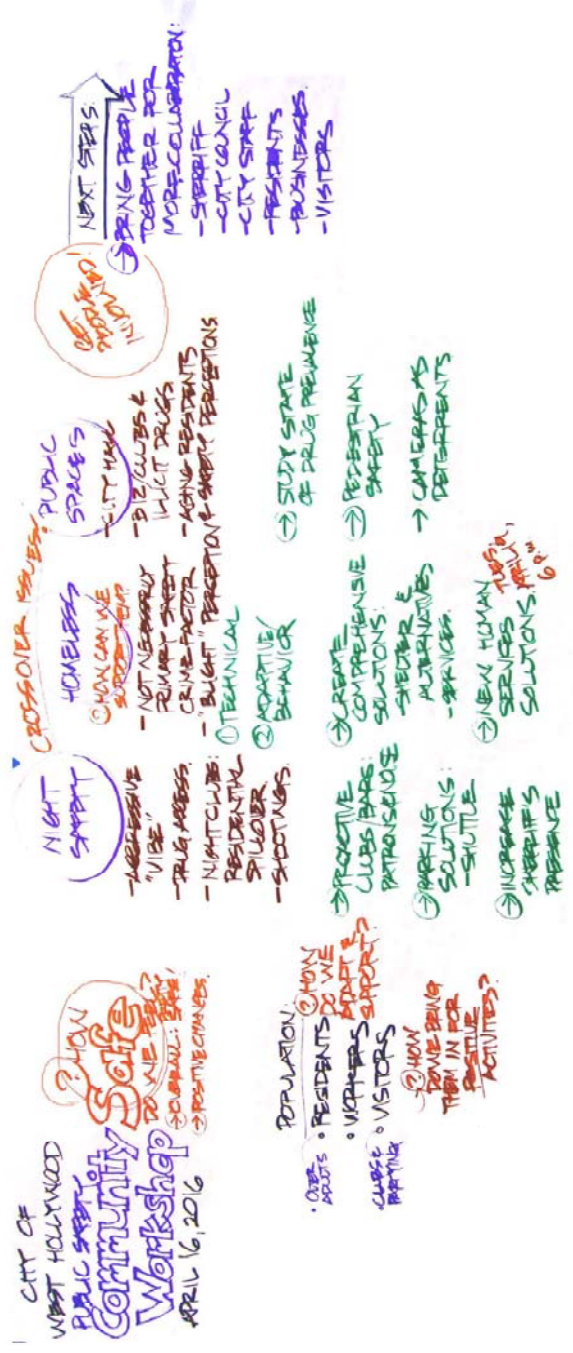
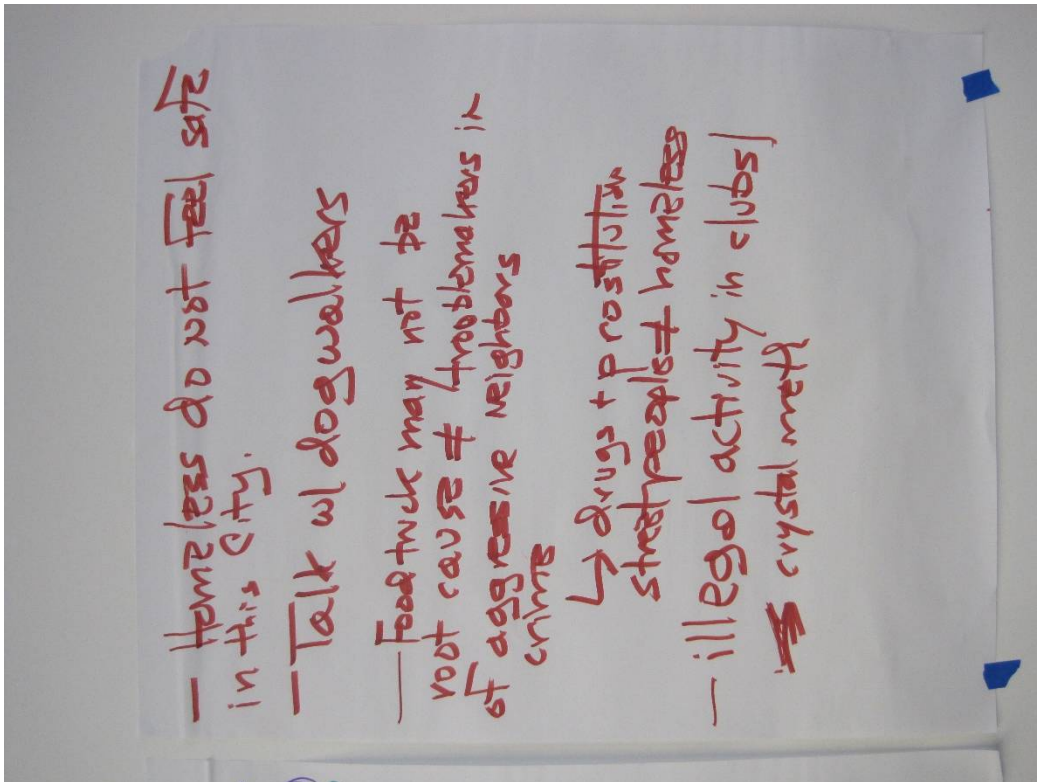
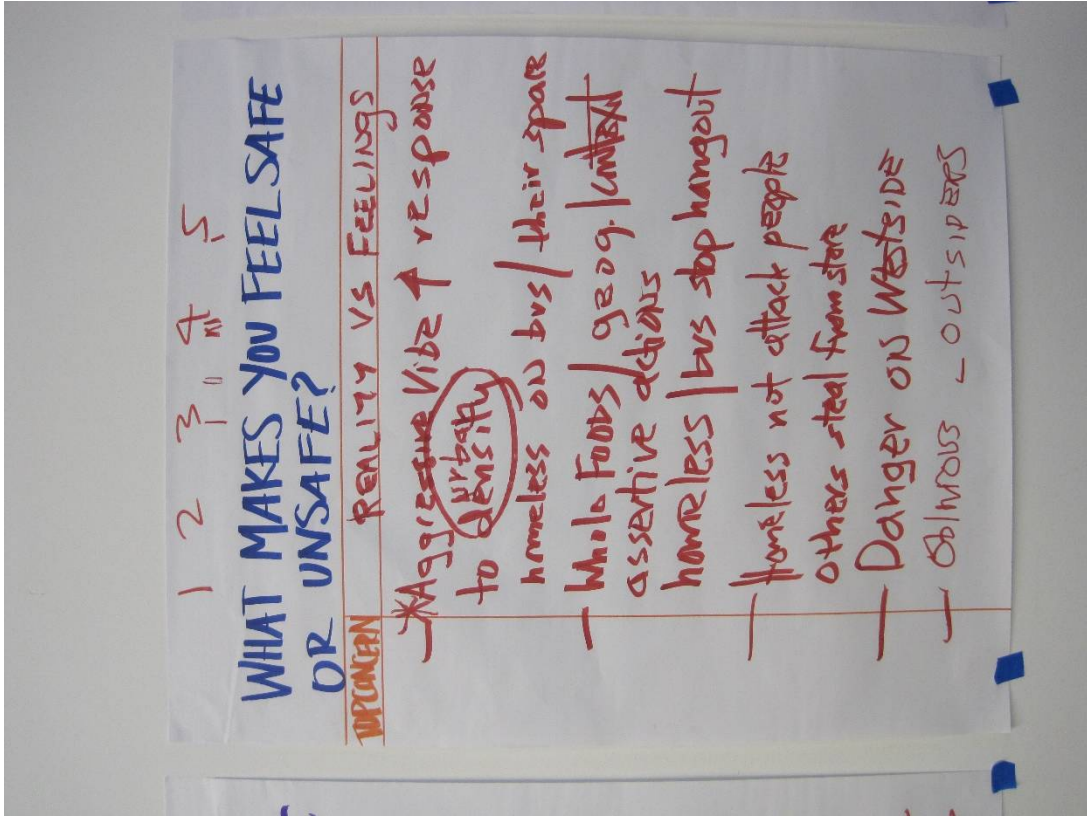


Figure 2: Flip Chart Photos



ISSUES

- BURGLARY
- HOMELESS
- NIGHT CRIME
 - CLUBS
 - GUNS
 - HOMELESS
- SHERIFFS DEPT.
 - ↳ SPECIFIC OFFICERS
- PARKING/DISTANCE
- MAIL THEFT
- HATE CRIME
- OUTSIDERS/VICTIMS

WHAT MAKES YOU FEEL SAFE OR UNSAFE?

TOP CONCERN

④ AGE

④ SAFETY RESPONSIVENESS DISTANCE
BURGLARY

④ HOMELESS RESPONSIVENESS

④ SHERIFF: RELATIONSHIPS, RESPONSIVE HOMELESS

④ SAME, WALKABLE

③ NIGHT: GUN SHOTS, CLUBS NIGHT BURGLARY

⑤ NEIGHBORS: HOMELESS → PANICKED HOMES
DISTANT FROM SUNSET/SHOWA
NIGHT CLUBS → PARKING/NHOODS

HAVE FEELINGS OF SAFETY CHANGED OVER TIME?



BETTER: SHERIFFS & ADVICE

• VULNERABLE ENVIRONMENT

BETTER: SECURITY AMBASSADORS

BETTER: SHERIFF AMBASSADORS

LESS: FEEL VULNERABLE

• STREET CRIME ↑

SAME: NEIGHBORS?

• SHERIFF RESPONSIVE!

LESS: AGE → VULNERABLE

HAVE YOUR FEELINGS OF SAFETY CHANGED OVER TIME?



→ Much better than 20 yrs ago

→ City of Rich + Poor

Losing middle class

No larger urban village

→ L.A. Feeding ctr. Impact

East L.A.

→ Responsive Sheriff

— Adaptive part is hard vs. Technical quick fixer
IDEAS TO IMPROVE PUBLIC SAFETY → Improve communication


- *Need Sheriff on foot
- BART action → workable traffic camera
- WEHO City Hall needs security (1) - SAN BERN
- Respect the Sheriff dept
- Reduce report time
- Substation on Eastside
- Need better streetlights don't
- Imp Serial Services Utah

POTENTIAL SOLUTIONS

✓ **PARKING SOLUTIONS**
 - NIGHTS & RESID. PARKING
 - PICKUP LINE: S. MONICA
 ↳ SUNSET.

✓ **PEDESTRIAN CROSSINGS**
 - STOP SIGNS FLASHING
 ? OTHER SOLUTIONS INSTEAD OF ROUNDABOUT?

✓ **HOMELESS SUPPORT SERVICES**
 GRANT FOR SHELTER & ALTERNATIVES
 - DRUGS & MENTAL HEALTH
 ✓ **PUBLIC SURVEILLANCE CAMERAS**
 - DETERRANT EFFECT?

 IDEAS TO IMPROVE PUBLIC SAFETY

→ REACH VISITORS: SAFETY ISSUES & LAW ENFORCEMENT

✓ INCREASE SHERIFF ONIGHT

✓ COMPREHENSIVE!
SHARE "POLICE BROTHER" AGAIN
↳ PUBLIC AWARENESS

✓ TAKE HOMELESS TO SHELTERS

