

PROJECT REPORT

Community
Survey on
**Public Safety
Related
Services**

City of West Hollywood
July 2016



Assess the community's level of satisfaction with the West Hollywood Sheriff's Station and related public safety services.

Purpose of the Community Survey on Public Safety Related Services

Outreach Activities



Stakeholder
Interviews



Focus Groups



Phone
Survey



Intercept Surveys



Web Participation



Community
Meeting

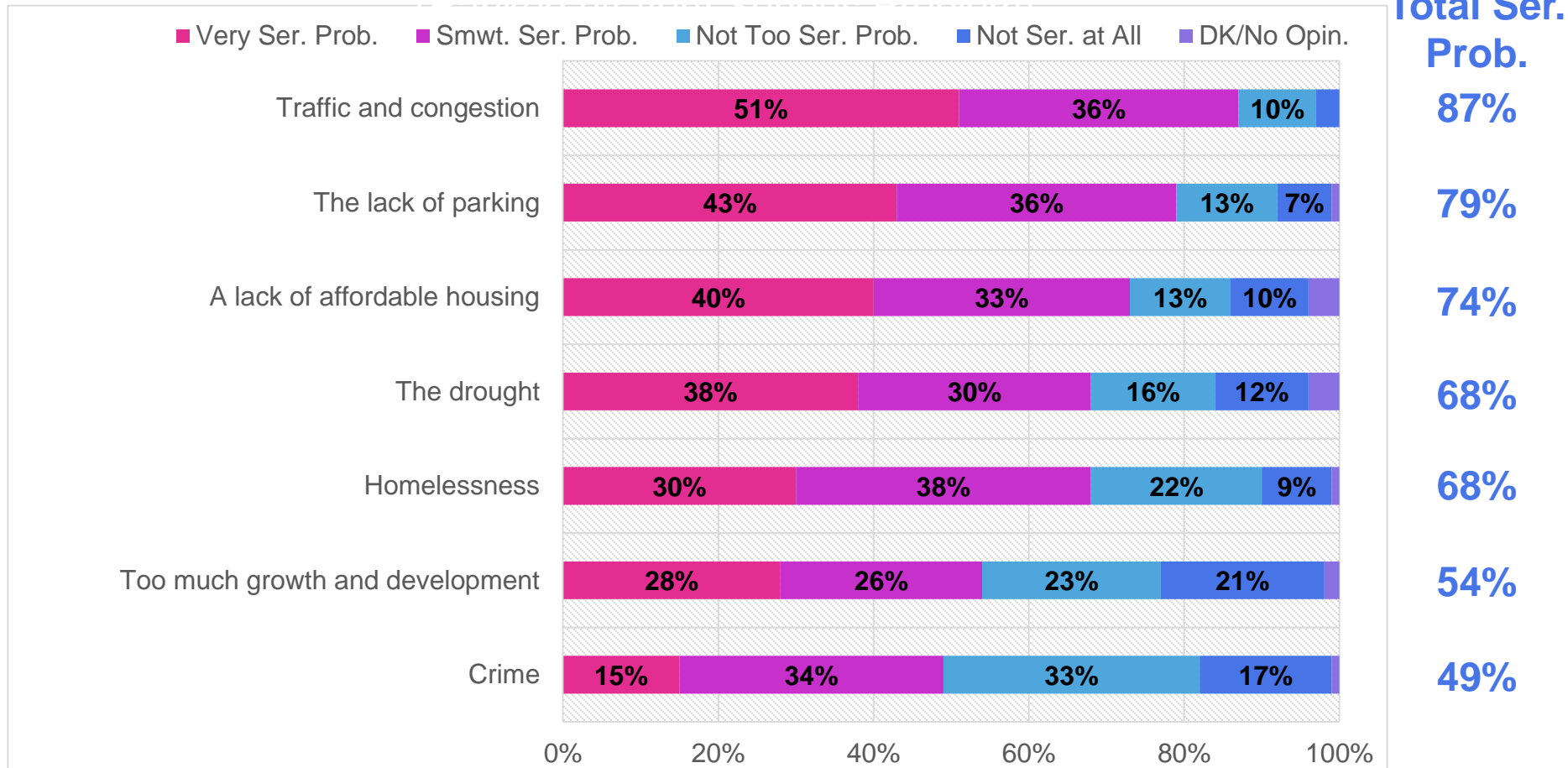
Telephone Survey

Methods and Findings of the Telephone Survey

Methodology

- Survey conducted January 17-31, 2016
- Telephone-based random voter survey (landlines and cell phones)
- Interviews with a random sample of 400 West Hollywood residents
- Survey was available in English, Russian, and Spanish
- Overall Margin of Error: +/- 4.9% for half the sample is +/- 7.0%
- Some percentages may not sum to 100% due to rounding

Traffic is the most prominent concern, followed by affordable housing and parking; the lowest numbers consider crime a serious issue.



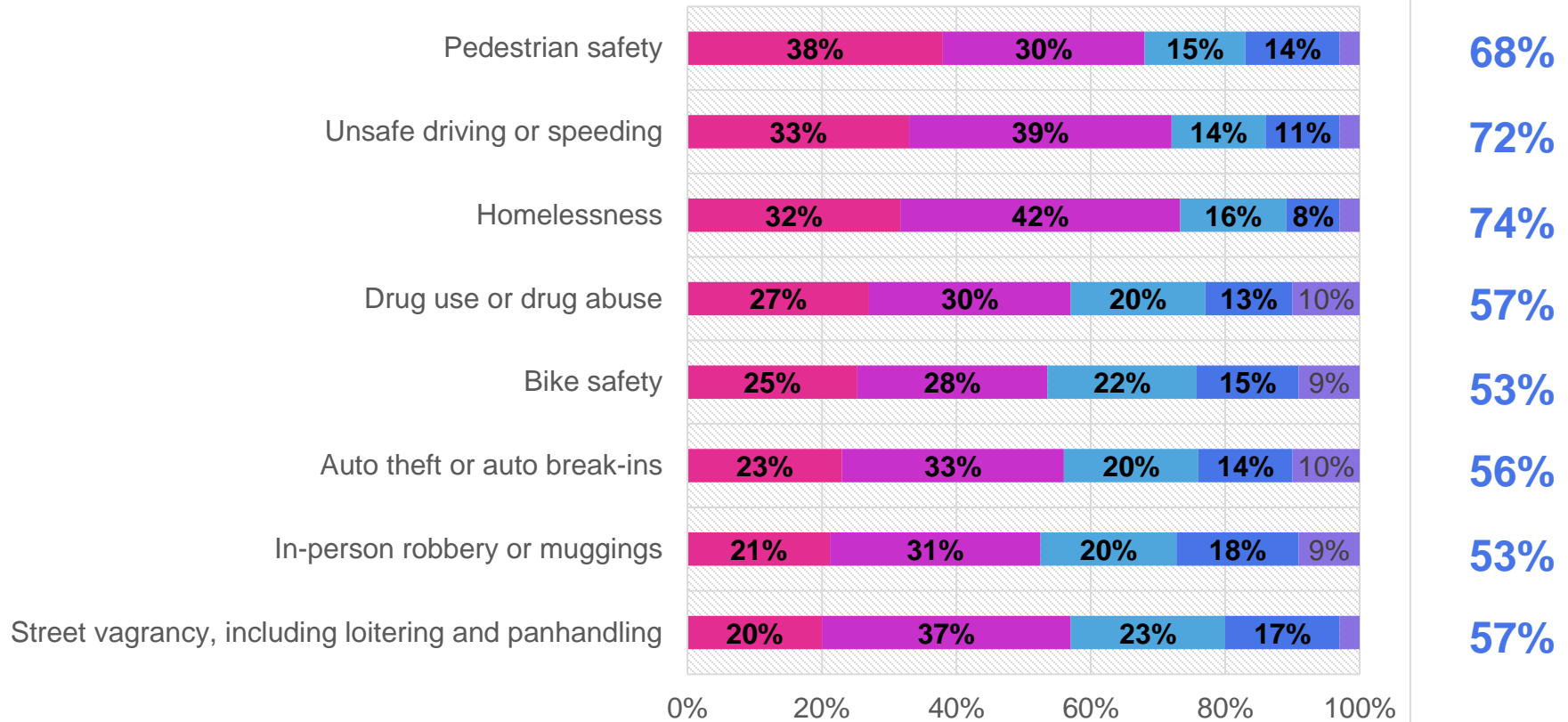
Q9. I'd like to read you a list of things that some people say may be problems facing residents in the City of West Hollywood. For each one I read, please tell me whether you think it is a very serious problem, somewhat serious, not too serious, or not at all a serious problem in West Hollywood today.

When asked directly, homelessness, unsafe driving, and pedestrian safety rank as the most serious public safety problems facing the City.

(Ranked by Very Serious Problem)

Total Ser. Prob.

■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Not at All Ser. ■ DK/No Opin.

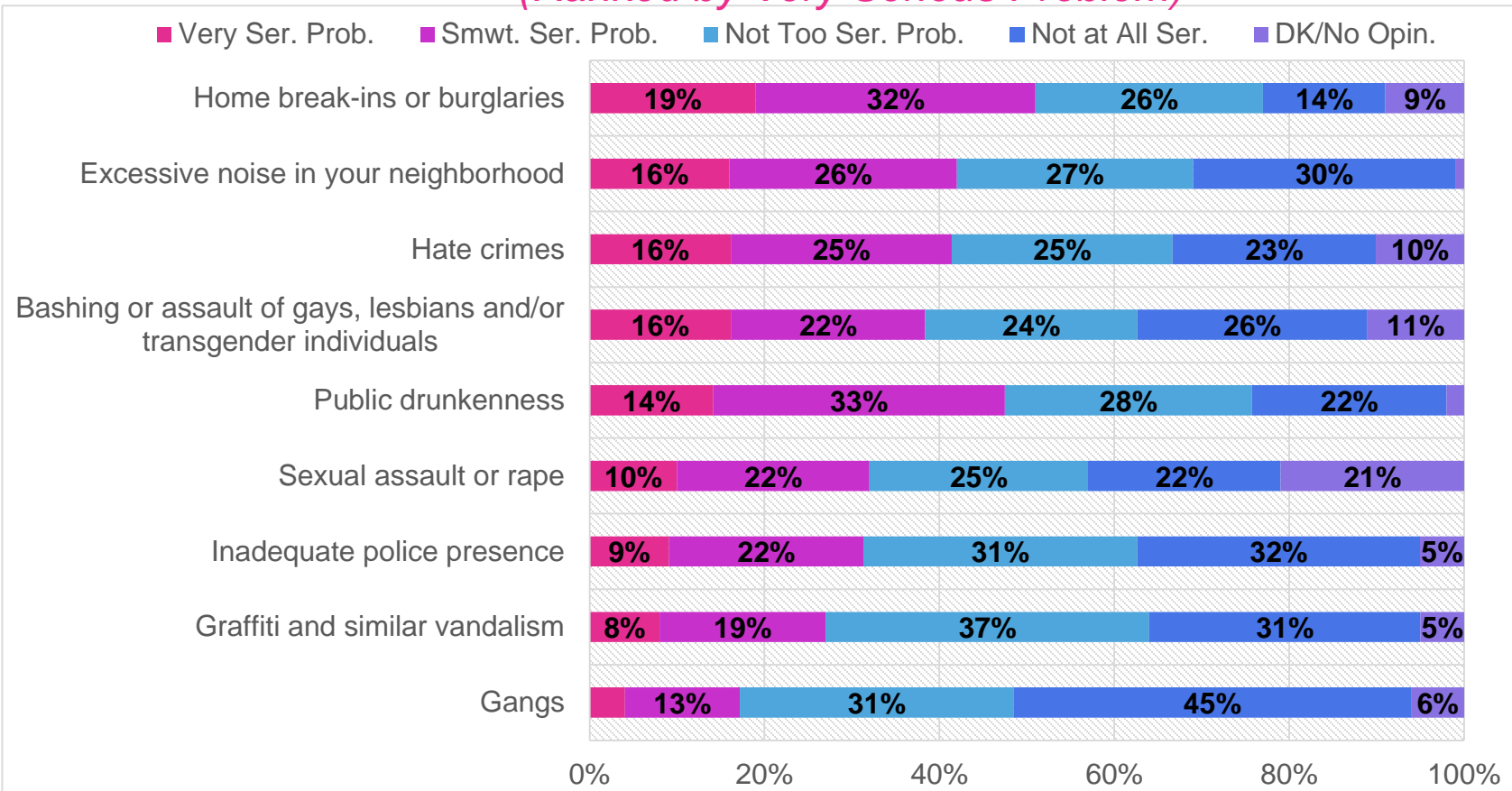


Q19 b/c/d/e/f/g/h/m/p. I'd like to read you a list of things that some people say may be public safety problems facing City of West Hollywood residents. For each one I read, please tell me whether you think it is a very serious problem, somewhat serious, not too serious, or not at all a serious problem in West Hollywood today.

There is less concern about violent crime or hate-related crime, albeit 1 in 3 or more consider these issues serious.

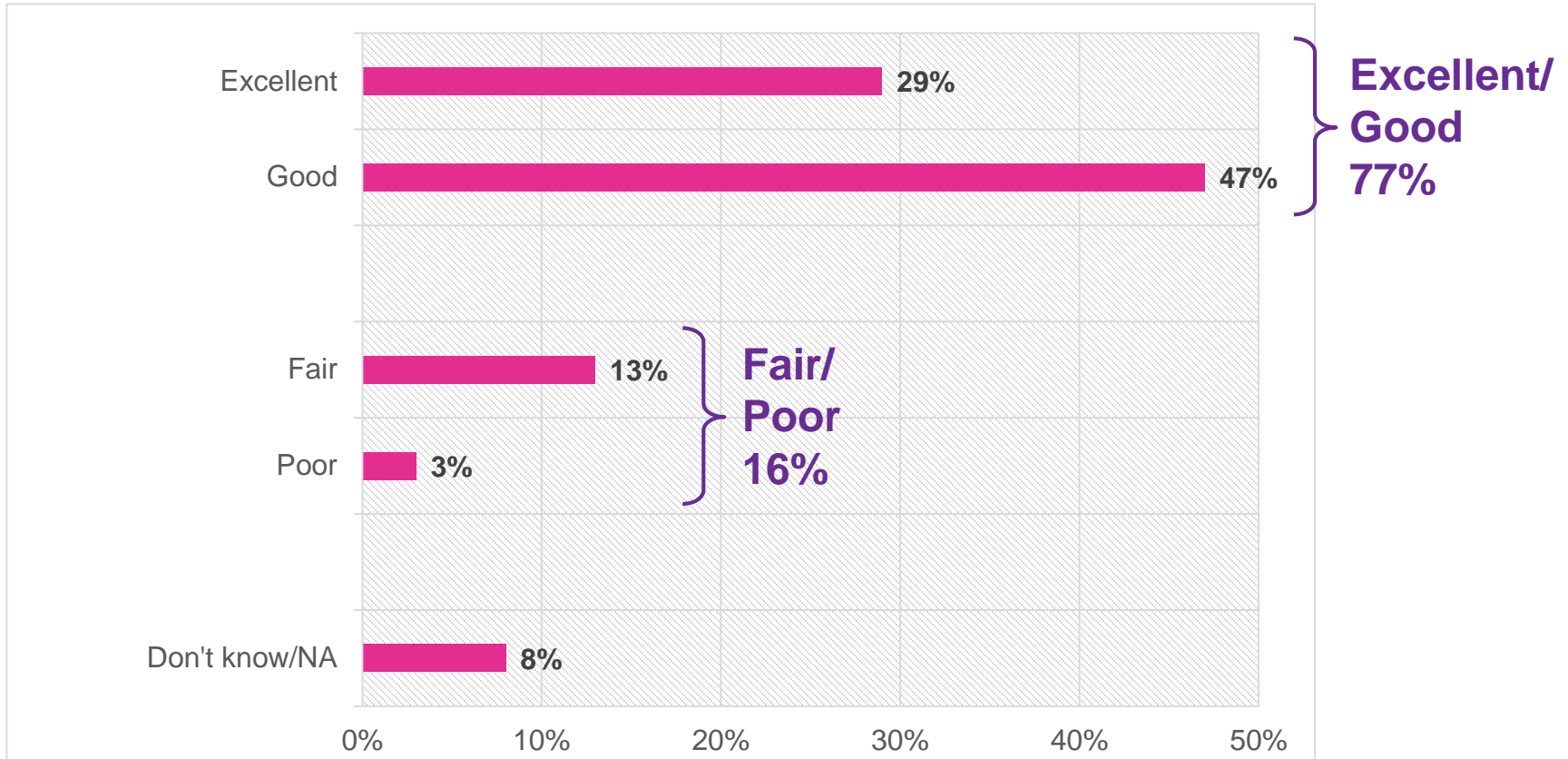
(Ranked by Very Serious Problem)

Total Ser. Prob.



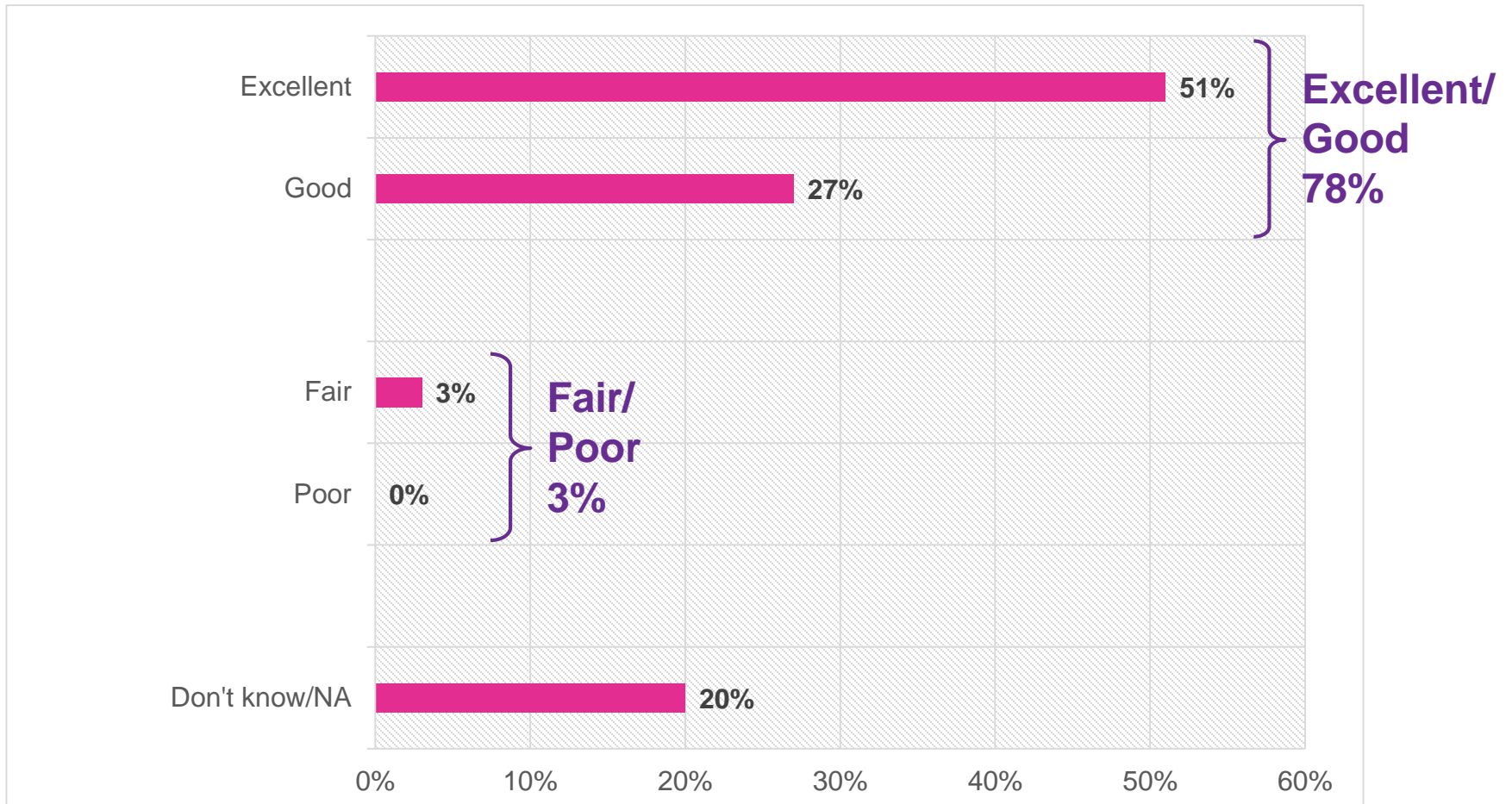
Q19 a/e/i/j/k/l/n/o/q. I'd like to read you a list of things that some people say may be public safety problems facing City of West Hollywood residents. For each one I read, please tell me whether you think it is a very serious problem, somewhat serious, not too serious, or not at all a serious problem in West Hollywood today.

By nearly a 5-to-1 margin, residents have a positive impression of West Hollywood's Sheriff's deputies.



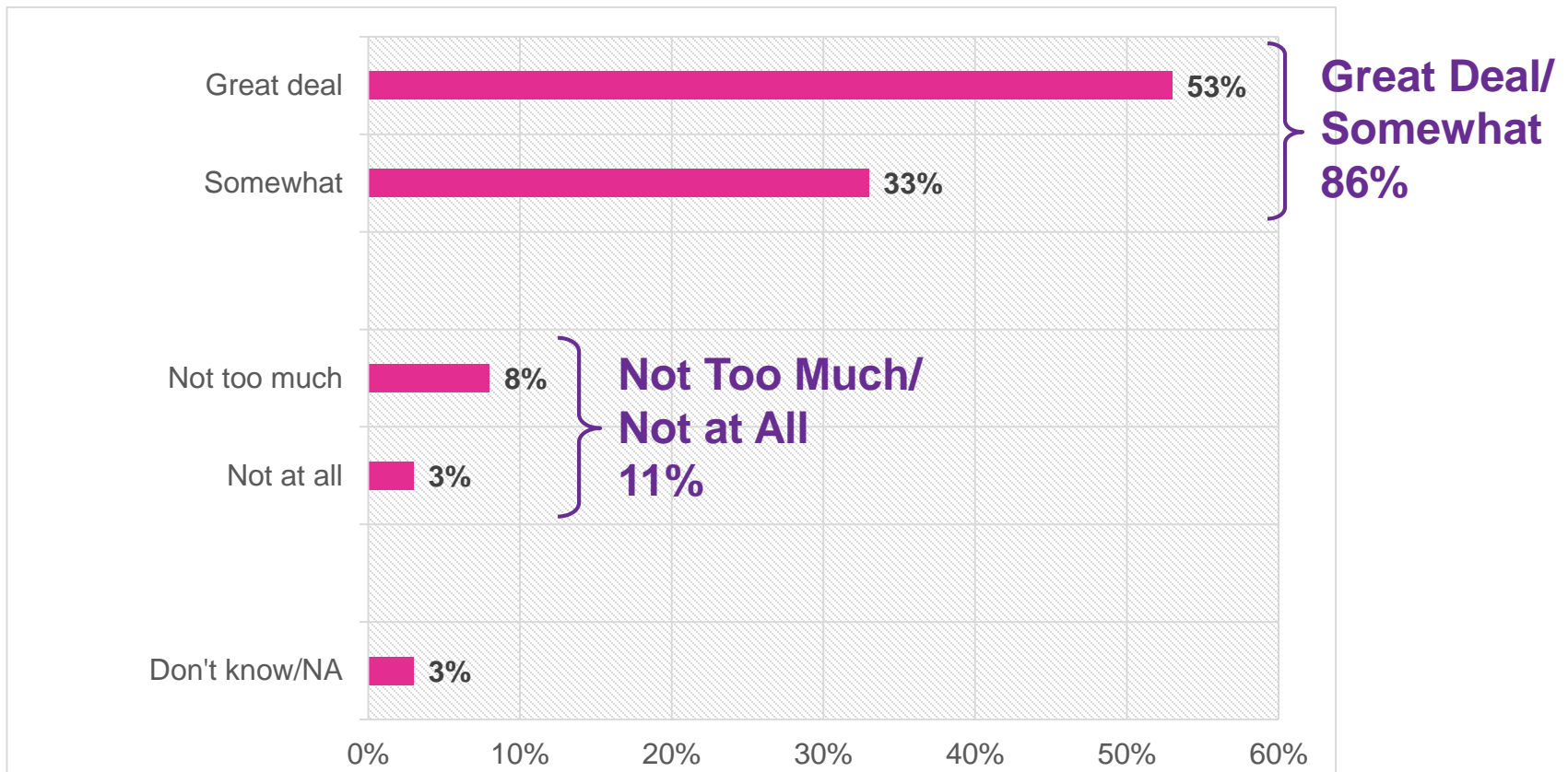
Q11. Overall, how would you rate the job performance of West Hollywood's Sheriff's deputies? Would you rate them as excellent, good, just fair, or poor?

West Hollywood's firefighters get overwhelmingly favorable reviews from those familiar.



Q14. How would you rate the job performance of West Hollywood's firefighters? Would you rate it as excellent, good, just fair, or poor?

Nearly nine in ten residents trust the West Hollywood Sheriff's deputies to protect them and their families, with more than half saying they trust them a great deal.

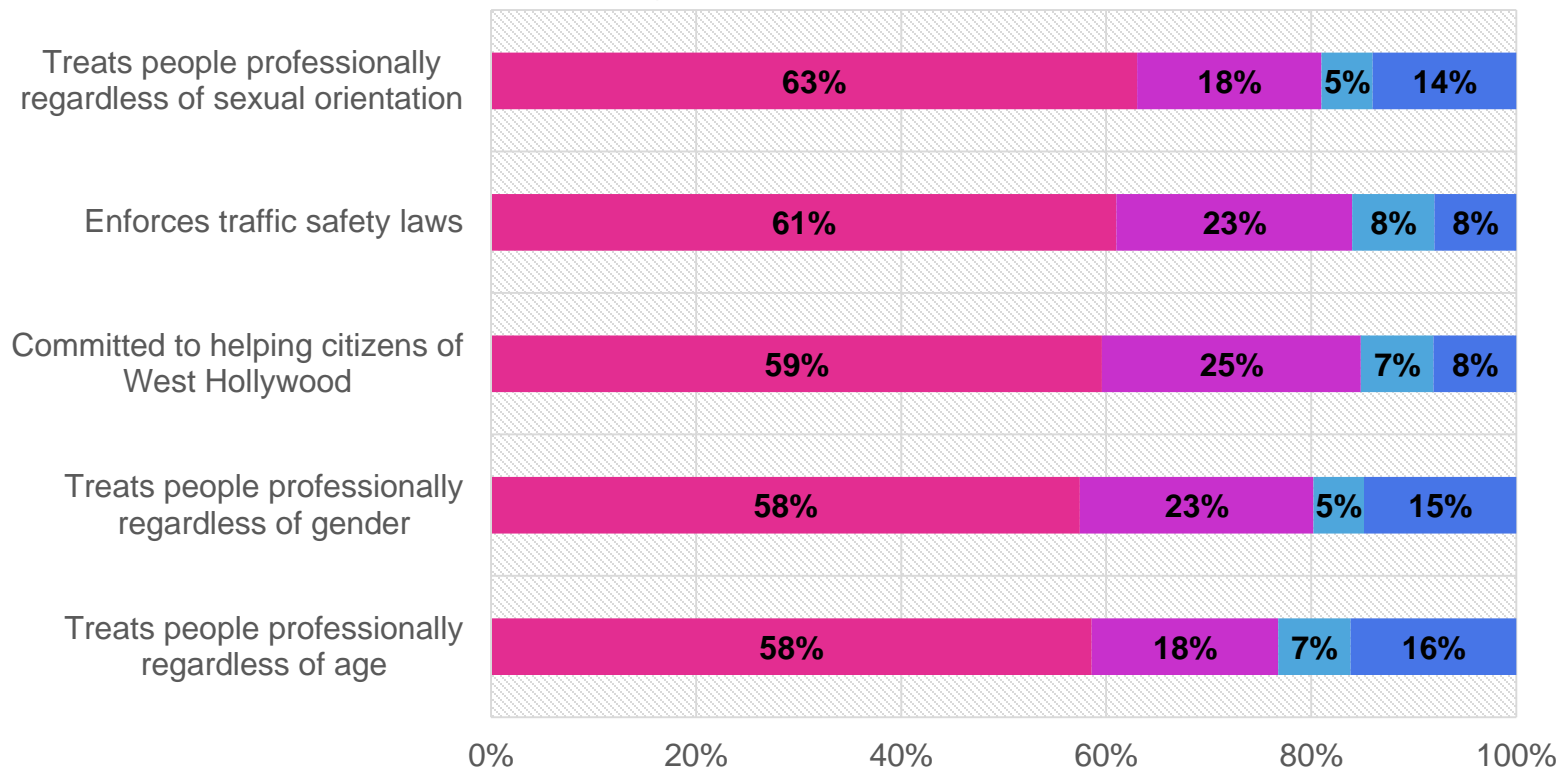


Q13. How much would you say you trust the Sheriff's deputies in West Hollywood to protect you and your family? Would you say you trust them a great deal, somewhat, not too much or not at all?

West Hollywood's Sheriff's Department employees get high marks in all specific areas tested, including response times, effectiveness, and professional treatment of all people.

(Ranked by Strongly Applies)

■ Strng. Applies ■ Smwt. Applies ■ Does Not Apply ■ DK/NA



Total Applies

81%

84%

85%

81%

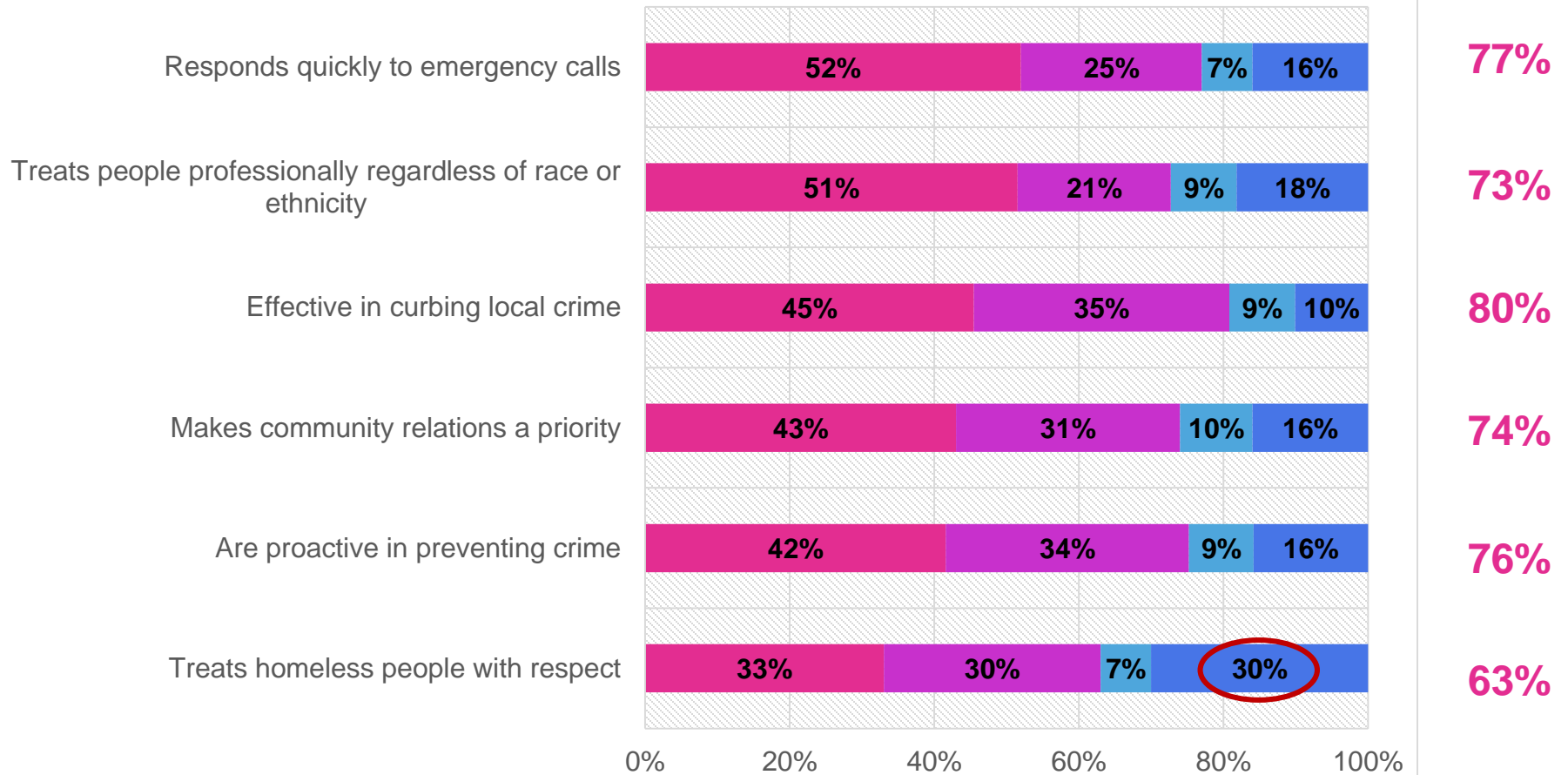
77%

Q15. As you may know, the City of West Hollywood has a contract with the Los Angeles County Sheriff's Department to provide law enforcement services to West Hollywood residents. Now I'd like to mention some words and phrases. Please tell me if it applies to the Sheriff's Department employees working in West Hollywood or not.

Continued

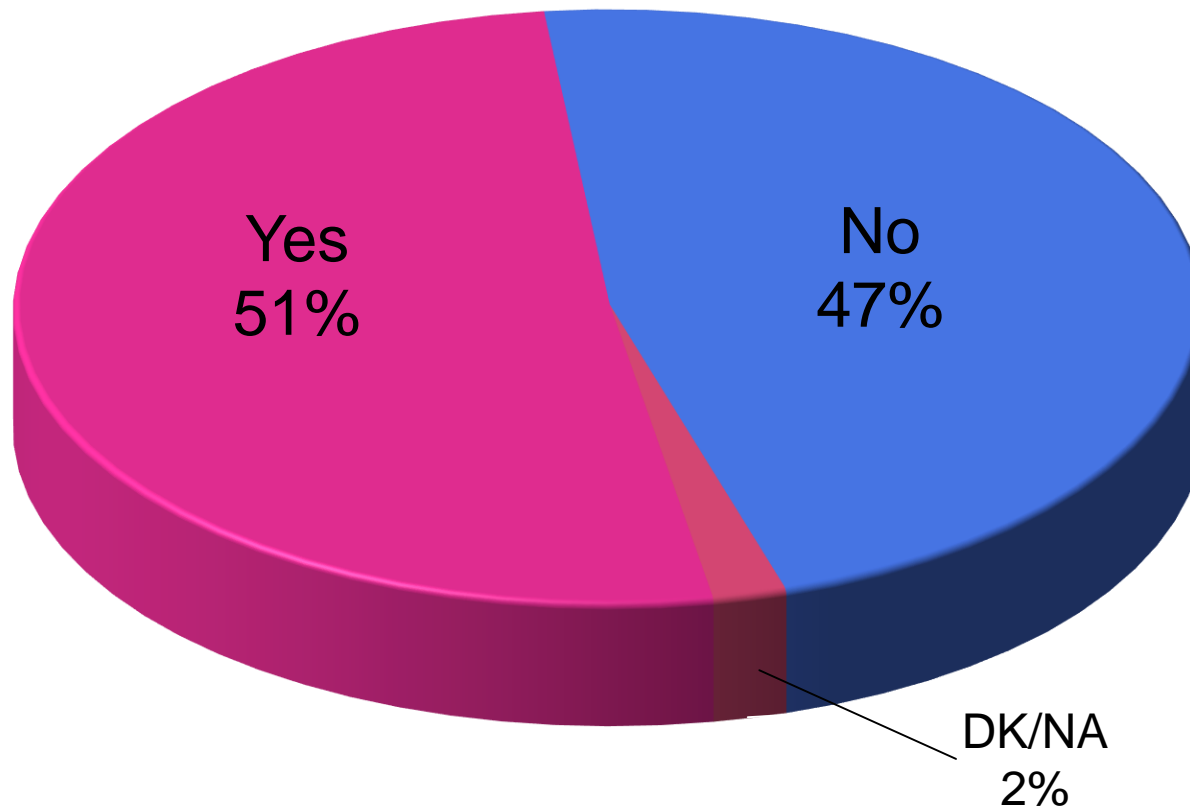
Total Applies

■ Strng. Applies ■ Smwt. Applies ■ Does Not Apply ■ DK/NA



Q15. As you may know, the City of West Hollywood has a contract with the Los Angeles County Sheriff's Department to provide law enforcement services to West Hollywood residents. Now I'd like to mention some words and phrases. Please tell me if it applies to the Sheriff's Department employees working in West Hollywood or not.

Half of residents surveyed have had contact with West Hollywood's Sheriff's deputies in the past two years.

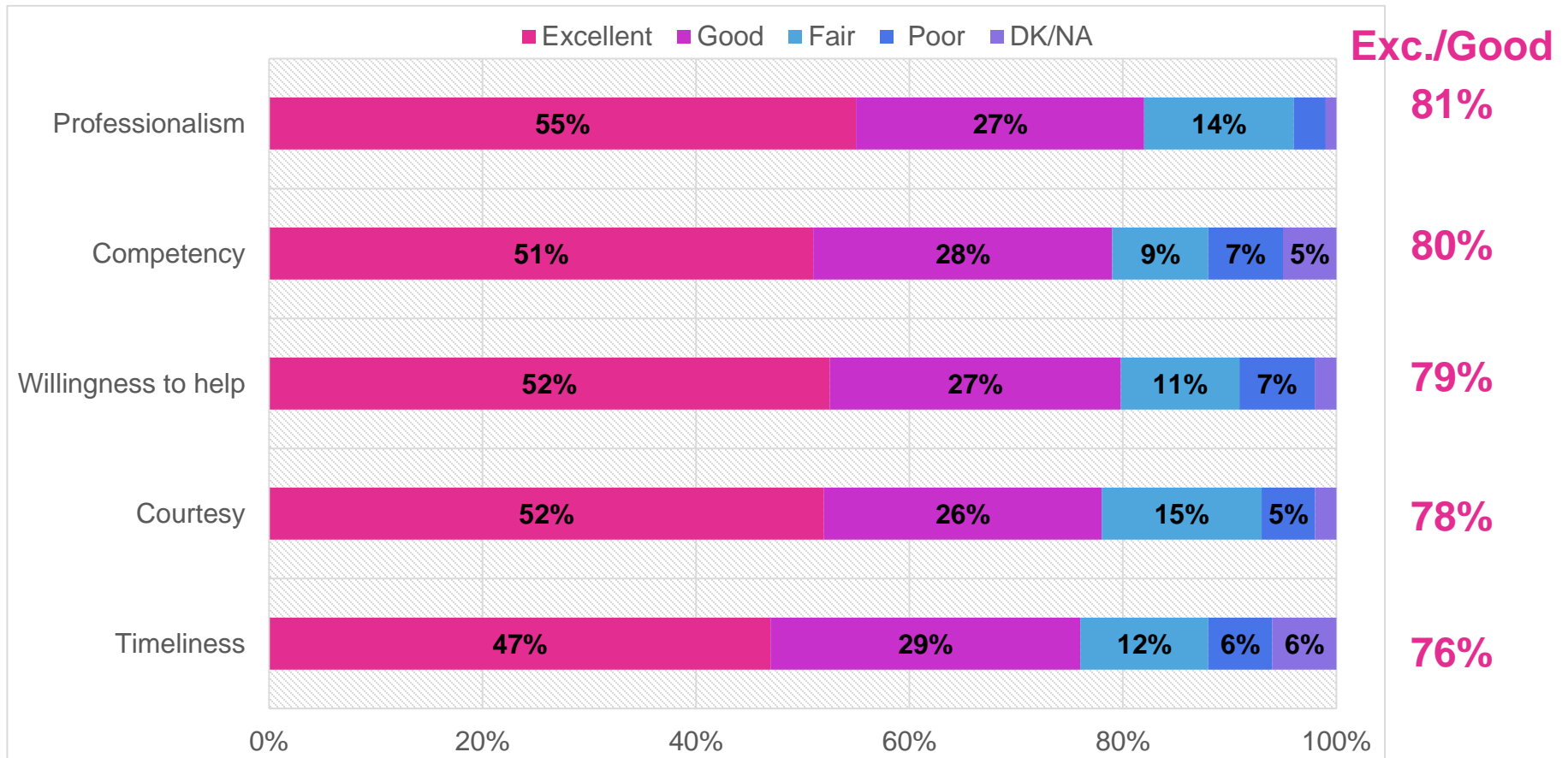


Q16. Have you had any contact with West Hollywood Sheriff's deputies in the past two years?

The Sheriff's deputies get high marks for all aspects of their performance from those who have had contact.

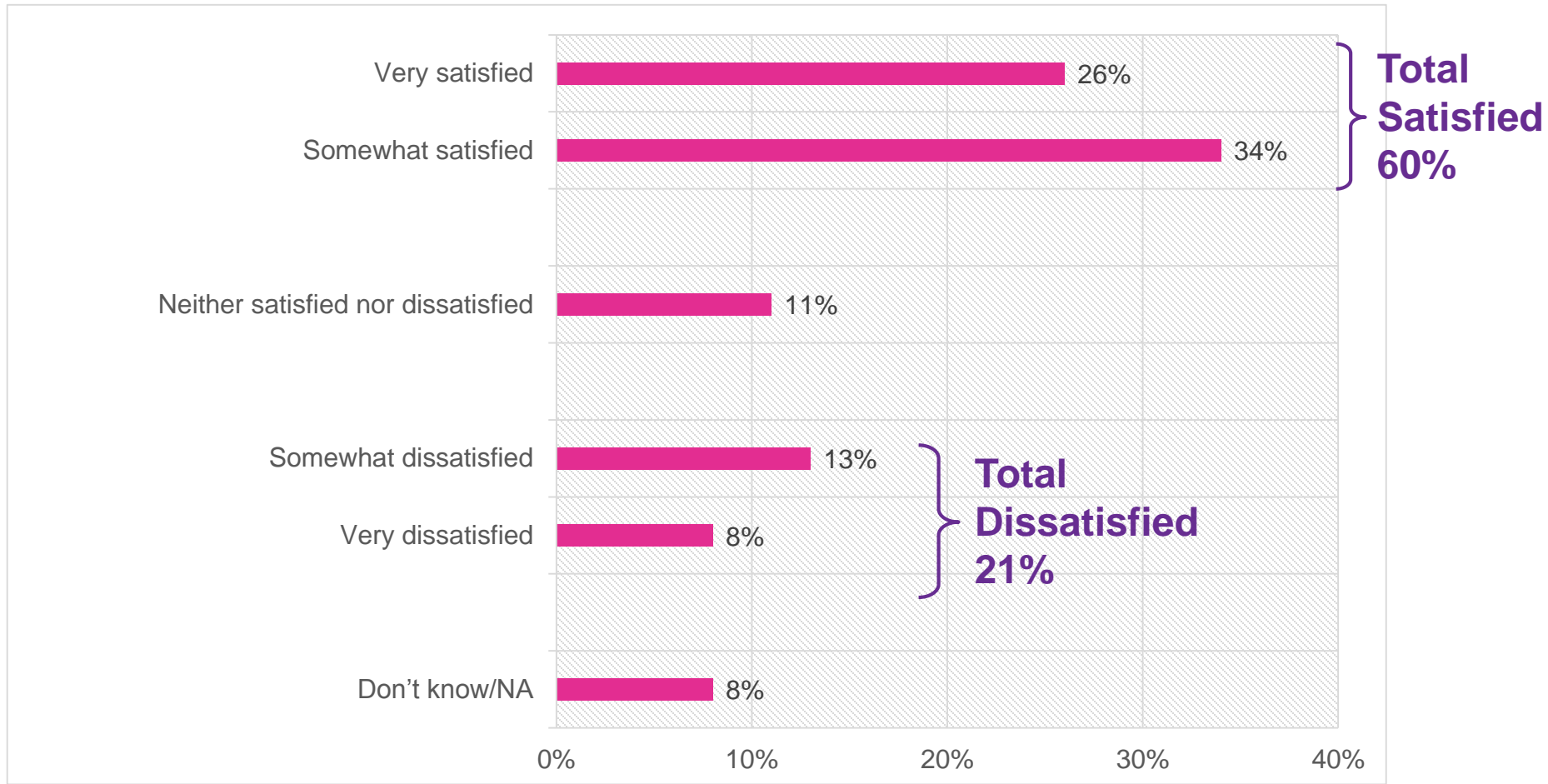
(Ranked by Excellent/Good)

(Asked only of those who have had contact in the past two years; n=204)



Q18. Please tell me how you rate the following aspects of service provided by the Sheriff's deputies you have dealt with. Would you rate their _____ as excellent, good, fair, or poor?

Six in ten are satisfied with the Sheriff's efforts to communicate with them through the mail, internet or other means.

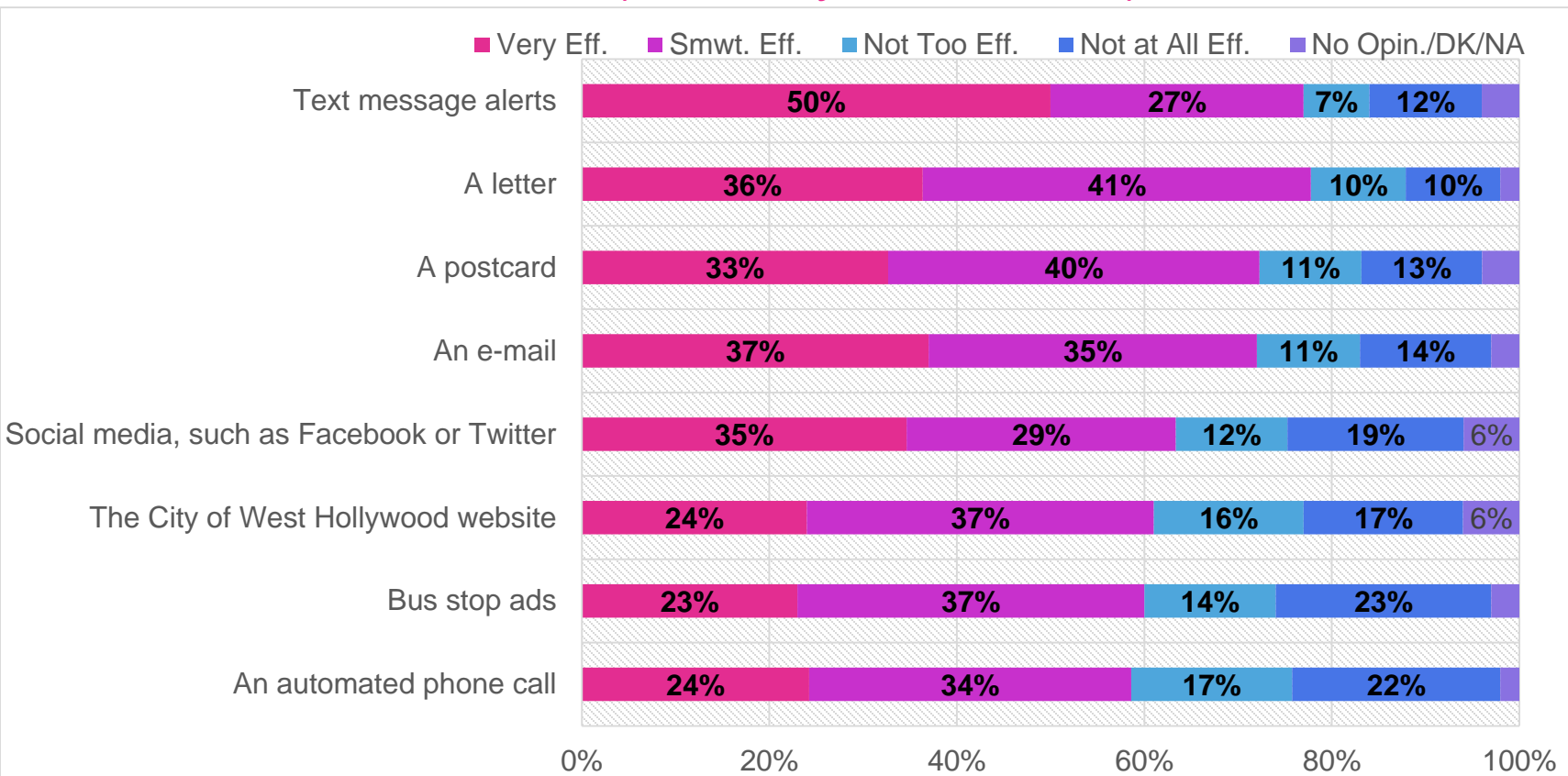


Q25. Please rate your satisfaction with the City of West Hollywood Sheriff's efforts to communicate with West Hollywood residents through mail, the Internet, and other means. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the West Hollywood Sheriff's efforts to communicate with you?

West Hollywood residents consider a text alert, email, letter, or postcard to be the most effective ways to reach them personally with information about West Hollywood public safety-related issues.

(Ranked by Total Effective)

Total Effective



Q26 c/d/e/f/h/j/n/o. I am going to read you a list of some of the ways that you could receive information about public safety from the West Hollywood Sheriffs. Please tell me whether you think it would be a very effective, somewhat effective, not too effective or not at all effective way to provide you personally with information about West Hollywood public safety-related issues.

Lower numbers turn to meetings, newspapers, or local television.

(Ranked by Total Effective)

Total Effective

54%

47%

42%

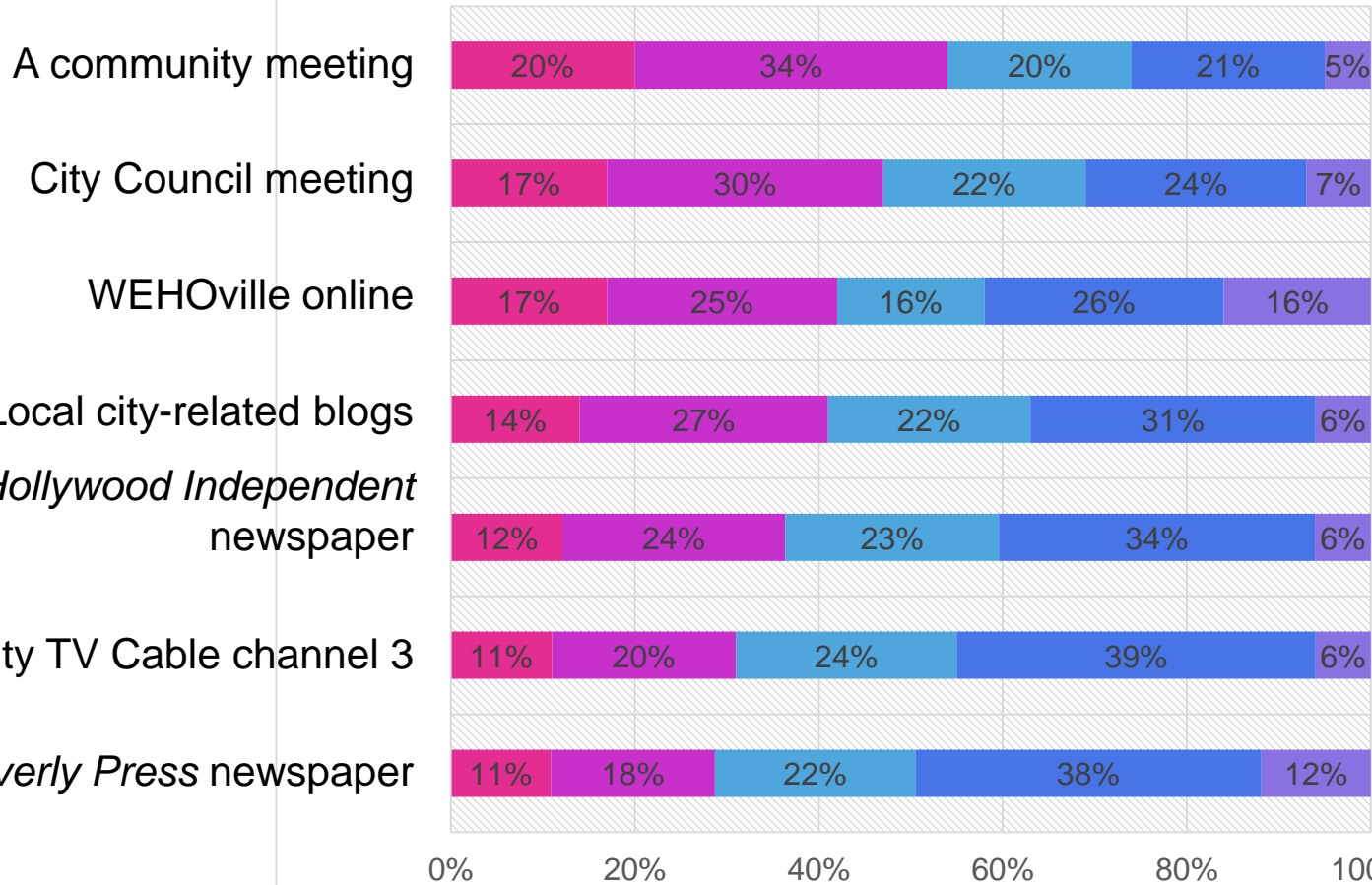
41%

37%

31%

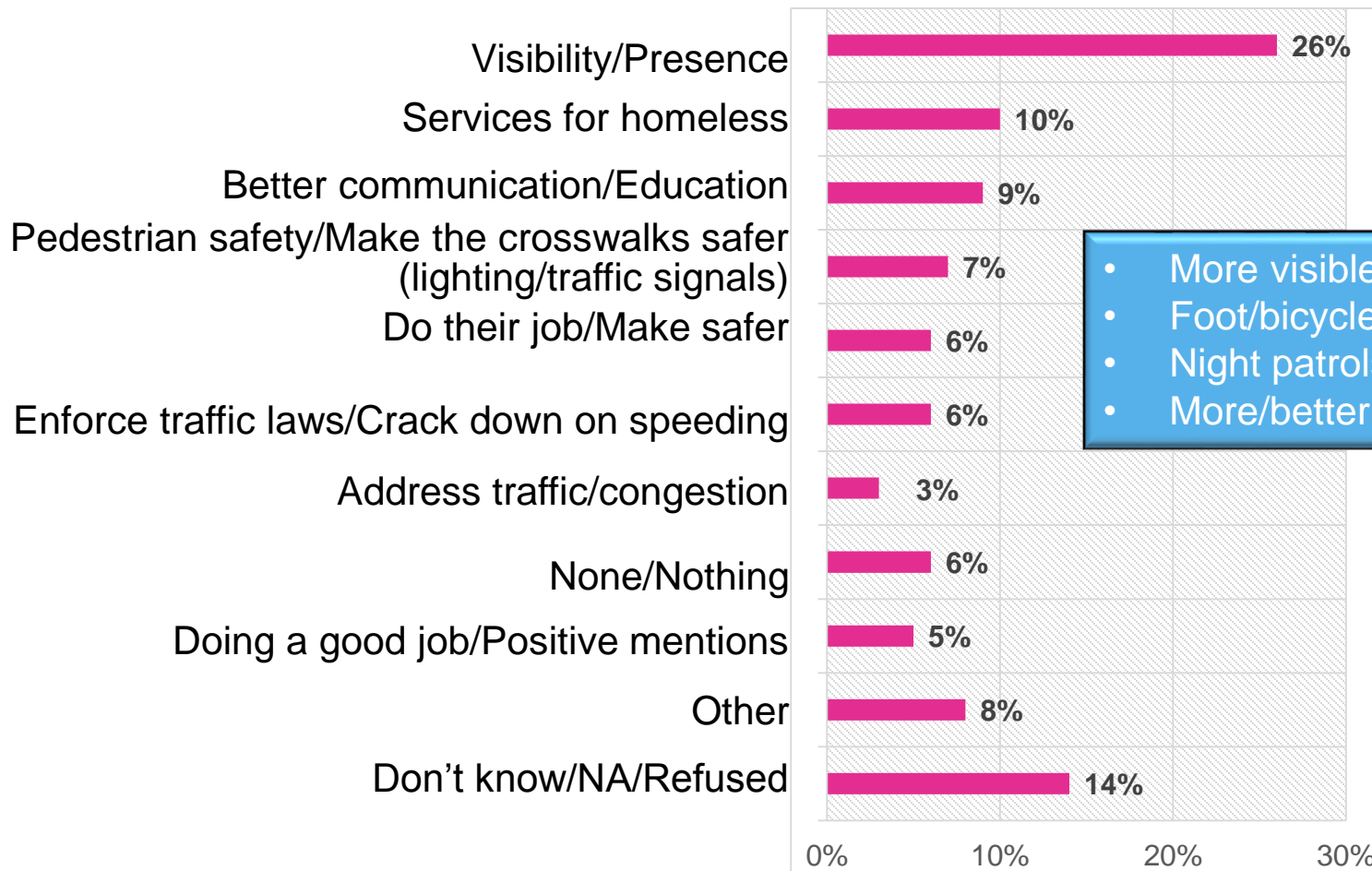
29%

■ Very Eff. ■ Smwt. Eff. ■ Not Too Eff. ■ Not at All Eff. ■ No Opin./DK/NA



While no one improvement dominates, the highest numbers would like more police visibility and presence.

(Open-ended question where no response options were provided; responses grouped; responses of 3% or greater shown)



- More visible/Presence 12%
- Foot/bicycle patrols 5%
- Night patrols 5%
- More/better officers 4%

Q28. Thinking about all the issues we discussed in this survey, in your opinion, what is the most important thing the City of West Hollywood Sheriffs could do to improve public safety in the city?

Overall Outreach Findings

Summary Of Findings From All Outreach Methods

Major Findings From Overall Outreach

- Public safety in West Hollywood is perceived as good/very good
- Concerns over crime are very low
- Issues of greatest concern
 - Homelessness
 - Pedestrian and traffic safety



State of Public Safety in West Hollywood

○ Telephone Survey

- Compared to other public issues, concern about crime is low
- Less than half (49%) consider it a serious problem
- Homelessness and pedestrian/traffic safety are of high concern

State of Public Safety in West Hollywood (Continued)



West Hollywood Sheriff's Deputies

professional
well-trained
quick
efficient
aloof
polite
dismissive



Performance of Sheriff Department

Quick and efficient response times

Inadequate response to petty crimes

Should do more to address homelessness

Rated performance as excellent/good

Rated performance as excellent/good

Sheriff's responsiveness has improved public safety



Stakeholder Interviews



Focus Groups



Phone Surveys



Intercept Surveys



Web Participation



Community Meeting

Recommendations from Outreach Participants

- Sheriff Visibility
- Address issues around homelessness
- Stricter traffic and pedestrian enforcement
- Collaboration between the City, Sheriff Department and community





SHERIFF
WEST HOLLYWOOD STATION