

155384



## ***LONG BEACH POLICE DEPARTMENT STRATEGIC PLAN***

# ***CUSTOMER PERSPECTIVES REPORT***

*How Customers of the Police Department Feel*

155384

U.S. Department of Justice  
National Institute of Justice

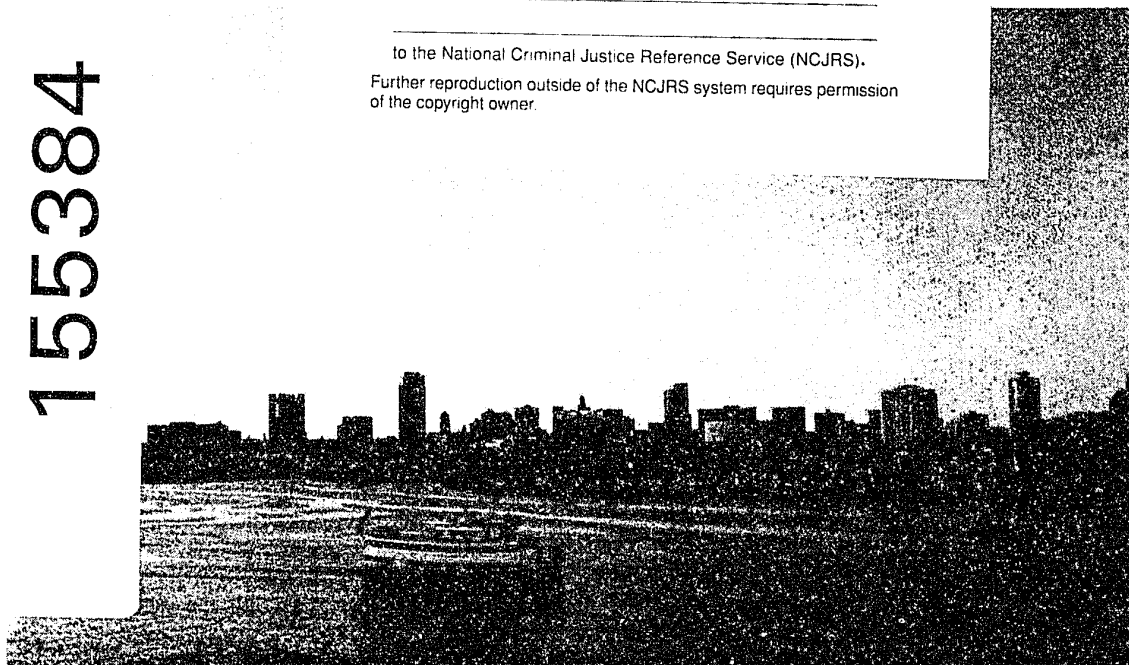
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*A Cooperative Effort of the  
Long Beach Police Department  
and the Office of the City Auditor*

*February, 1994*



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## **EXECUTIVE SUMMARY**



## **EXECUTIVE SUMMARY**

### **OVERVIEW OF THE STRATEGIC PLAN**

In the fall of 1992 the Long Beach Police Department initiated the development of a strategic plan. The purpose of this plan is to identify the current issues and potential future challenges facing the Department and to develop strategies for meeting these issues and challenges.

The approach used to develop the strategic plan includes two major phases: issue identification and strategy development. During the issue identification phase information is collected from numerous sources including the Department's customers; employees; and stakeholders including the City Council and Mayor; previous studies and reports; and through an overview of current operations. This information is used to identify the Department's strengths, constraints or weaknesses, future threats, and future opportunities. From this, a series of strategic issues facing the Department is generated.

During the strategy development phase, the mission and future vision of the Department are refined. Strategic issues identified are discussed and their priority determined based on the impact on the Department's mission and future vision. Numerous alternative strategies for addressing each issue are developed. Those strategies with the greatest likelihood of contributing to the Department's mission are selected, and action plans developed for their implementation.

Once implemented, the strategic plan should become a dynamic way of doing business rather than a static document. Strategies implemented should be routinely reviewed to determine if they are resulting in the desired outcomes. Strategies

should be adjusted or completely modified if results fall short of desired outcomes.

### **CUSTOMER PERSPECTIVES REPORT**

The Long Beach Police Department serves a wide variety of customers. The views of these customers, including their perceived level of safety, priority of police services, image, and rating of the Police Department, are important in identifying strategic issues.

Our intent was to obtain input from as many customers and customer groups as practical. Accomplishing this required design of a broad based customer input methodology.

Our methodology included development of two survey questionnaires -- one short and easy to complete (see Appendix I, and one comprehensive requiring about 20 minutes to complete (see Appendix II).

The short survey questionnaire was distributed in four ways:

**Mail Survey** -- Questionnaires were sent to 200 randomly selected customers in each of the City's 9 council districts. A total of 489 were returned, providing a confidence level of 99% plus or minus 2%.

**Library Survey** -- Questionnaires were placed in each of the City's 12 libraries in three languages for two months. Customers were asked to complete the questionnaires and place them in a sealed box.

**Press-Telegram Survey** -- This daily newspaper was requested to publish the

questionnaire for their readers to complete. They were instructed to mail the completed questionnaire to the City Auditors Office. A total of 270 completed questionnaires were received.

**Business Journal** -- This bimonthly newspaper was requested to publish the questionnaire for their readers to complete. They were instructed to mail the completed questionnaire to the City Auditors Office. A total of 154 completed questionnaires were received.

The comprehensive survey questionnaire was distributed at 14 public meetings held with various neighborhood, ethnic, or interest groups throughout the city. The purpose of these meetings was to obtain verbal input into the strategic plan from the Department's customers as well as to have the questionnaires completed. We received a total of 226 completed comprehensive survey questionnaires.

Data were analyzed using a statistical analysis program. Frequency and descriptive statistics were developed and statistical tests of significance were conducted.

The following sections provide the results of the customer surveys including the customers level of perceived safety, priority of police services, rating of Police performance, image of the Police Department, perspectives of specific services, and challenges and suggested improvements.

#### **LEVEL OF PERCEIVED SAFETY**

The primary purpose of police services is to provide a perception as well as a reality of safety within the community. The Police Department accomplishes this by maintaining a visible presence within the community; by quickly and

effectively responding when emergency situations occur; by successfully investigating crimes that have occurred; and by actively suppressing ongoing criminal activity including illegal drug, gang, and prostitution activities.

The level of safety perceived by the customers of the Police Department provides an indication of both the effectiveness of the police services being provided as well as an indication of the demand for additional police services. If customers feel a high level of safety within the community it is at least partially because they perceive their police department as effectively preventing criminal activity and effectively dealing with criminal activity when it does occur.

However, if the customers do not perceive a high level of safety in their community, it may either be an indicator that the Police Department is not effectively dealing with criminal activity, or that the demand for police services is beyond the capability of the police department to meet with available resources.

#### ***Safety in Neighborhoods***

In Long Beach, a large number of customers surveyed do not perceive a high level of safety within their community. Slightly less than fifty percent of customers surveyed agreed with the statement; "Generally, I feel safe in my neighborhood." Nearly one-third of customers surveyed disagreed with the statement, with 12% strongly disagreeing. The remaining 18% responded neutrally.

Comments made by customers who did not feel safe emphasize their desire and need to feel safe in their neighborhoods and their current feelings of lack of safety. Typical comments include: "I feel uncomfortable living in Long Beach, even when at home with the doors locked;" "Crime is so rampant that I am selling my house and

moving;" and "Law abiding citizens are afraid to live in Long Beach."

### *Likelihood of Being a Crime Victim*

A large number of customers surveyed also feel they are likely to be the victim of crime in the next year. We asked individuals to respond to the statement: "I am unlikely to be the victim of a crime within the next year." Forty-two percent of customers responding disagreed with this statement. Only 30% of the customers completing this statement agreed, with 28% responding neutrally. (See Page S-8 and S-9 for customers' perceptions of their likelihood of being a victim of a crime against persons or a property crime.

## **PRIORITY OF POLICE SERVICES**

The Long Beach Police Department is a full service police agency and offers a wide variety of services. These services include providing emergency response to dangerous situations, investigating crimes that have been committed, attempting to suppress ongoing criminal activity, and improving traffic safety through enforcement of traffic laws. Each of these services are important and provide significant value to the customers of the Police Department. However, as with any line of services provided by an organization, these services are not of equal value to the Department's customers.

***Responding to Emergency Calls for Service (Rank #1)*** - Responding to emergency calls for service was overwhelmingly ranked as the number one priority service expected or desired of the Police Department. A total of 56% of the customers completing our survey ranked this service as the most important, with another 23% ranking it either second or

third in importance. Another 17% ranked responding to emergency calls for service between 4th and 7th in priority, with only 3% ranking its priority as 8th or lower.

***Illegal Gang Activity Abatement (Rank #2)*** - Reducing the level of illegal gang activity in the City was ranked overall as the second highest priority service expected or desired of the Police Department. A total of 18% of all customers ranked it as their top priority with 61% ranking this service in the top three. Thirty-two percent of all customers ranked reducing illegal gang activity between 4th and 7th in priority, and only 7% ranked it as 8th or lower in priority.

***Crimes Against Persons Investigations (Rank #3)*** - Investigations of crimes that have been committed against persons (including homicides, robberies, and assaults) was ranked as third in priority by individuals completing the survey. A total of 9% of all customers ranked this service as their first priority, with an additional 35% ranking it as either 2nd or 3rd in priority. Another 48% of all customers ranked this service from 4th to 7th in priority, and 8% ranked it as 8th or lower in priority.

***Illegal Drug Activity Abatement (Rank #4)*** - Reducing the level of illegal drug activity in the City was ranked as the fourth highest priority service expected or desired of the Police Department. A total of 9% of the customers completing the questionnaire ranked this service as their top priority, with an additional 31% ranking it as either 2nd or 3rd. Forty-seven percent of all customers ranked reducing illegal drug activity from 4th to 7th in priority, and 13% ranked it as 8th or lower in priority.

**Patrol Services (Rank #5)** - Customers ranked providing patrol services as the fifth highest priority service expected or desired of the Police Department. A total of 7% of the customers completing the questionnaire ranked this service as their top priority, with an additional 22% ranking it as either 2nd or 3rd. Forty-eight percent of all customers ranked providing patrol services from 4th to 7th in priority, and 23% ranked it as 8th or lower in priority.

***Injury Traffic Accident Investigations***

**(Rank #6)** - Customers ranked investigations of traffic accidents that resulted in injuries as the sixth highest priority service expected or desired of the Police Department. A total of 5% of the customers completing the questionnaire ranked this service as their top priority, with an additional 20% ranking it as either 2nd or 3rd. Fifty-one percent of all customers ranked providing injury traffic accident investigations from 4th to 7th in priority, and 24% ranked it as 8th or lower in priority.

***Crimes Against Property Investigations***

**(Rank #7)** - Conducting investigations of crimes that have been committed against property, including burglaries and auto thefts, was ranked as the seventh highest priority service expected or desired of the Police Department. A total of 2% of the customers completing the questionnaire ranked this service as their top priority, with an additional 13% ranking it as either 2nd or 3rd. Fifty-eight percent of all customers ranked providing investigations of crimes against property from 4th to 7th in priority, and 27% ranked it as 8th or lower in priority.

**Responding to Non-Emergency Calls for Service (Rank #8)** - Responding to non-emergency calls for service, which includes such things as parking problems or taking a report on a crime that was committed a significant time earlier, ranked as the eighth highest priority service expected or desired of the Police Department. A total of 9% of the customers completing the questionnaire ranked this service among their top three priority services. Twenty-nine percent of all customers ranked responding to non-emergency calls for service from 4th to 7th in priority, and 27% ranked it as 8th or lower in priority. A total of 14% of customers ranked this service as their last priority.

***Prostitution / Lewd Behavior Abatement***

**(Rank #9)** - Reducing the level of prostitution and lewd behavior within the City was ranked as the ninth priority service expected or desired of the Police Department. A total of only 6% of the customers completing the questionnaire ranked this service among their top three priority services. Thirty-five percent of all customers ranked reducing the level of prostitution and lewd behavior in the City from 4th to 7th in priority, and 59% ranked it as 8th or lower in priority. A total of 17% of customers ranked this service as their last priority.

***Non-Injury Traffic Accident Investigations***

**(Rank #10)** - Customers ranked investigations of traffic accidents that did not result in injuries as the 10th, or next to last, priority service expected or desired of the Police Department. A total of only 2% of the customers completing the questionnaire ranked this service among their top three priority services. Fifteen percent of all customers ranked investigating non-injury traffic accidents from 4th to 7th in priority, and 83% ranked it as 8th or lower in

priority. A total of 14% of customers ranked this service as their last priority.

**Traffic Citation Issuance (Rank #11)** - Issuance of Traffic Citations was ranked as the 11th, or lowest priority service expected or desired of the Police Department. A total of only 3% of the customers completing the questionnaire ranked this service among their top three priority services. Fifteen percent of all customers ranked traffic citation issuance from 4th to 7th in priority, and 83% ranked it as 8th or lower in priority. A total of 39% of customers ranked this service as their last priority.

## RATING OF POLICE PERFORMANCE

We were interested in identifying how the Department's customers rated its performance. We identified six criteria to ask customers to use in rating the Department.

For each of these criteria we asked customers to rate the Department's performance on a five-point scale, with a very poor rating receiving a score of 1 and an excellent rating receiving a score of 5. The following summarizes the customers ratings of the Department on the six criteria.

**Response Time** - The majority of customers completing our survey rated the response time of the Police Department as either good or excellent. A total of 19% rated response time as excellent, 33% rate it good, 23% fair, 13% poor, and 12% rated response time as very poor.

**Helpfulness** - The majority of customers completing our survey rated the helpfulness of the Police Department as either good or excellent. A total of 20% rated helpfulness

as excellent, 35% rated it good, 25% fair, 12% poor, and 8% rated helpfulness as very poor.

**Fairness** - The majority of customers completing our survey rated the fairness of the Police Department as either good or excellent. A total of 18% rated fairness as excellent, 35% rate it good, 27% fair, 11% poor, and 9% rated fairness as very poor.

**Solving the Problem** - Less than a majority of customers completing our survey rated the problem solving ability of the Police Department as either good or excellent. A total of 12% rated the Department's ability to solve the problem as excellent, 29% rated it good, 27% fair, 17% poor, and 15% rated solving the problem as very poor.

**Follow-up** - The Department's follow-up received the lowest rating of the six factors measured. A much smaller number, only 30%, of customers completing our survey rated the follow-up of the Police Department as either good or excellent. A total of only 9% rated follow-up as excellent, 21% rate it good, 26% fair, 22% poor, and 22% rated follow-up as very poor.

**Quality of Service** - Fewer than half of the customers completing our survey rated the quality of service of the Police Department as either good or excellent. A total of 17% rated quality of service as excellent, 30% rate it good, 28% fair, 13% poor, and 12% rated quality of service as very poor.

## IMAGE OF THE POLICE DEPARTMENT

The image of the police within the community they serve can have a substantial impact on their ability to effectively perform their duties. Police

often must depend on the public to provide assistance or information. If the public has a positive perception of the police individual members are much more likely to cooperate and assist the police.

The image of the police within the community also affects individuals' sense of security and their belief that their environment is reasonably free of crime. A community in which the police department has a positive image is likely to be perceived as a more positive community in which to shop, conduct business, and live.

Many factors contribute to the public's perception of the police, including media coverage, past experience, officer attitudes, and perceptions of friends and neighbors. In addition, the public image of the police is affected by the perception of involvement in the community by the police as well as how well informed the public feels regarding police activities.

To identify how the public perceives the Long Beach Police Department we asked them to respond to statements regarding the Department's image, its community orientation, and how well informed they feel about the Department's activities.

### *LBDP's Image Within the Community*

In Long Beach, a large percentage of customers surveyed do not have a positive image of the Police Department. A total of only 37% of the customers completing the survey agreed with the statement; "The Long Beach Police Department has a positive image within the community." A larger number, 41%, disagreed with the statement, with 16% strongly disagreeing. The remaining 22% responded neutrally.

### *Community Orientation of the Police Department*

Customer attitudes toward the Police Department can be affected by their perception of how committed to and involved in the community the Department and individual officers are. These can include the public's perception of their ability to approach and interact with the Police, their perception of how well the Police Department reflects the community they serve, and the responsiveness of the Department to community concerns and needs.

A larger number of customers disagreed the Department is community oriented than agreed. A total of 36% of customers disagreed the Department is community oriented, with 13% strongly disagreeing. Nearly as many, 35%, agreed with the statement, with 29% responding neutrally.

### *LBDP Keeping the Public Well Informed*

Of the areas measured, customers completing the survey feel least positive about being well informed on the Police Department's programs, activities, and services. For all customers, 61% disagreed the Department keeps them well informed. Only 18% agreed they were kept informed, with 21% responding neutrally.

### **PERSPECTIVES ON SPECIFIC SERVICES**

In addition to obtaining customer perspectives on the overall performance of the Police Department we thought it important to obtain the customers' perspectives on specific services provided. These include the customers perspective of the importance of specific services, the level of service they consider acceptable, and their level of satisfaction with the service as delivered.

We obtained this information using the comprehensive survey questionnaire distributed at fourteen public meetings held throughout the City with various neighborhood, ethnic, and interest groups.

### *Communications*

One of the most important services provided by the Police Department is answering emergency calls placed to the City's 911 emergency line. The Department also answers non-emergency calls to a number specified for non-emergencies. Customers were asked to identify a reasonable number of rings before a call is answered for both emergency and non-emergency calls. The average responses were 2.4 rings for emergency calls and 3.5 rings for non-emergency calls.

If customers called the Long Beach Police Department within the past six months we asked them to respond to statements about their satisfaction with the time it took to answer their calls, and the helpfulness and courteousness of individuals answering the calls.

The majority of customers (73%) were satisfied with the time in which their emergency calls were answered. Most customers also agreed the individuals answering the phones were helpful (70%) and courteous (78%).

The majority of customers (73%) were also satisfied with the time in which their non-emergency calls were answered; and agreed that individuals were helpful (74%) and courteous (77%).

### *Response to Calls for Service*

Emergency calls received by the Police Department usually result in a patrol unit being dispatched and responding to the call for service.

Calls are dispatched according to priority. These priorities are defined as follows:

**Priority 1** - The life or property of a citizen is in imminent danger (e.g., shooting, burglary in progress, rape in progress.)

**Priority 2** - Disturbance of the peace or general well-being (e.g., family disputes, gang groups, parties)

**Priority 3** - Reports of crime not in progress and parking problems (e.g., report of a crime in which a substantial amount of time elapsed between the crime and the call reporting the crime, car blocking a driveway)

Customers were asked to identify what they believed to be a reasonable response time for each of these priorities. For a priority 1 call, the majority (88%) believed a response time of 5 minutes or fewer was acceptable. The average reasonable response time for priority 1 calls is 4.7 minutes. (During the month of July, 1993, the average actual response time for a Priority 1 call was 4.5 minutes.)

For a priority 2 call, the majority (70%) believed a response time of 10 minutes or fewer was acceptable. The average reasonable response time for priority 2 calls was 10.3 minutes. (during the month of July, 1993, the average actual response time for a Priority 2 call was 21.6 minutes.)

For a priority 3 call, the majority (52%) believed a response time of 20 minutes or fewer was acceptable. The average reasonable response time for priority 3 calls was 20.6 minutes. (During the month of July, 1993, the average actual response time for a Priority 3 call was 38.1 minutes.)

location were asked to respond to statements about their experience.

The majority (58%) agreed they were satisfied with the time it took to respond to their call for service. A much higher percentage (74%) agreed that the police personnel responding were capable of handling their situation. Most (79%) also agreed the police personnel responding were courteous.

### *Patrol Services*

In addition to responding to citizen calls for service, patrol officers provide security in the City by patrolling an area, observing activities, and initiating contact with business owners and citizens.

Less than half (42%) of customers agreed they frequently see patrol officers. However, Customers overwhelmingly (94%) agreed that providing patrol services should be a high priority of the Police Department.

Nearly half (48%) of customers disagreed they are generally satisfied with the level of patrol in the City.

### *Traffic*

The Police Department is responsible for helping to move traffic safely throughout the City and for enforcing state and local laws and ordinances. A majority (68%) agreed the Department's efforts increase safety.

We asked customers to identify reasonable amounts of time for these officers to respond to traffic accidents. For traffic accidents resulting in injuries, the majority (78%) responded that 5 minutes or less is a reasonable response time. The average response was 5.1 minutes.

For traffic accidents that did not involve injuries a majority (58%) responded that 10 minutes or less was a reasonable response time. The average response was 12.8 minutes.

We also were interested if customers were willing to not call the Police, and instead exchange names with the other driver in cases of minor non-injury accidents. A large majority (77%) agreed.

Customers who had been in a traffic accident within the past six months and required a traffic investigator to be dispatched to their location were asked to respond to statements about their experience.

Half of the customers with recent experience involving a traffic accident with injuries agreed they were satisfied with the time it took to respond.

A higher percentage (66%) of the customers with recent experience involving a traffic accident with no injuries agreed they were satisfied with the time it took to respond.

A majority (75%) agreed that the police personnel responding were courteous. Most customers also agreed the police personnel responding were helpful (77%) and competent (69%).

### *Traffic Citation Issuance*

One of the roles of traffic officers is in enforcing state and local traffic laws by issuing traffic citations. Less than a majority (38%) of customers agreed the focus is appropriate. However, a majority (53%) did agree it should be a high priority.

A majority (53%) of customers with recent experience in the is area agreed that the police



personnel were fair. Most customers also agreed the personnel were courteous (58%) and competent (64%).

### *Crimes Against Persons Investigations*

Crimes against persons include homicides, robberies, assaults, and rapes. The Department investigates these crimes by collecting physical evidence, interviewing witnesses, and checking records. When a suspect is identified and/or apprehended the detectives prepare a case and file it with the LA County District Attorney or the City Prosecutor for prosecution.

Only about one-quarter, 26%, of the customers completing the survey agreed they are unlikely to be the victim of a crime against persons within the next year. Nearly half, 45%, disagreed.

Nearly as many customers believe the Department is not doing a good job apprehending suspects of these crimes as do. Thirty-one percent disagreed the Department is doing a good job, with 32% agreeing.

Customers overwhelmingly (99%) believe the investigation of crimes against persons should be a high priority for the Police Department.

If customers were the victim of a crime against persons within the past six months and the crime was investigated by the Police Department we asked them to respond to statements about their experience. Less than half, 45%, of the customers completing this section of the survey believed the Department effectively handled the investigation. A larger number, and exactly 50%, felt the Department gave their case a high priority.

The majority (64%) felt the investigators handling the case were courteous, with less than

a majority (47%) agreeing the investigators were helpful and competent (38%). Less than half (46%) also agreed the Department provided a high level of service.

### *Crimes Against Property Investigations*

Crimes against property include burglaries, auto thefts, larcenies, forgeries, and frauds. The Department investigates these crimes by collecting physical evidence, interviewing witnesses, and checking records.

Only 15% of the customers completing the survey agreed they are unlikely to be the victim of a crime against property within the next year. Over half ((61%) disagreed.

Only 18% of the customers completing the survey believe the Department is doing a good job apprehending suspects of these crimes. However, the majority (77%) believe the investigation of crimes against property should be a high priority for the Police Department.

If customers were the victim of a crime against property within the past six months and the crime was investigated by the Police Department we asked them to respond to statements about their experience. Less than half (40%) of the customers completing this section of the survey believed the Department effectively handled the investigation. Nearly half (49%) disagreed the Department gave their case a high priority.

The majority (80%) felt the investigators handling the case were courteous, with fewer agreeing the investigators were helpful (50%) and competent (55%). Less than half (36%) agreed the Department provided a high level of service.

### ***Prostitution and Lewd Behavior Abatement***

Prostitution is the violation of law prohibiting the exchange of sexual activity for payment. Lewd behavior is the exposure of sexual organs, or participating in a sexual act, in a public location.

Half of the customers completing the survey agreed they have frequently observed prostitution or lewd behavior in Long Beach. A slightly smaller percentage (47%) agreed they are negatively affected by prostitution and lewd behavior in Long Beach.

A majority, 68%, of customers completing the survey believe enforcement of prostitution and lewd behavior laws should be a high priority for the Police Department.

A similar majority, 67% agreed they are aware of the efforts of the Police Department to enforce prostitution and lewd behavior laws. An even smaller number, 39%, agreed they are satisfied with the level of enforcement of prostitution and lewd behavior laws.

If customers had complained to the Police Department about prostitution or lewd behavior within the past six months we asked them to respond to statements about their experience.

Half the customers completing this section of the survey agreed the Department had given the investigation a high priority. A smaller number (30%) felt they had been adequately informed of the action taken by the Department to address their complaint.

### ***Illegal Drug Activity***

Possession, distribution, or use of certain drugs is against the law. The Police Department responds to complaints of illegal drug activity, and conducts investigations of drug traffickers.

Over half (52%) of the customers agreed they have frequently observed illegal drug activity in Long Beach. A majority (70%) also agreed they are negatively affected by illegal drug activity in Long Beach.

A large majority, 92%, of customers believe enforcement of drug laws should be a high priority for the Police Department. However, a much smaller number (23%) agreed they are satisfied with the level of enforcement of drug

A majority (66%) agreed they are aware of the efforts of the Police Department to enforce drug laws.

If customers had complained to the Police Department about illegal drug activity within the past six months we asked them to respond to statements about their experience. Less than half (40%) of the customers completing this section of the survey agreed the Department had been responsive to their complaint.

A smaller number, 28%, agreed the Department had given the investigation a high priority. An even smaller number, 20% felt they had been adequately informed of the action taken by the Department to address their complaint.

### ***Illegal Gang Activity***

In recent years, gang related crime has been increasing. The Police Department maintains a database of known gang members, and has patrol and investigative officers who specialize in gang involved crime.

Over half (58%) of the customers agreed they have frequently observed illegal gang activity in Long Beach. A majority (71%) agreed they are negatively affected by illegal gang activity in Long Beach.

A large majority (98%) believe fighting illegal gang activity should be a high priority for the Police Department. However, a much smaller number (30%) agreed they are satisfied with the efforts of the Police Department to fight illegal gang activity.

A majority (64%) agreed they are aware of the efforts of the Police Department to fight illegal gang activity.

If customers had complained to the Police Department about illegal gang activity within the past six months we asked them to respond to statements about their experience.

Less than half (44%) of the customers completing this section of the survey agreed the Department had been responsive to their complaint.

A smaller number (36%) agreed the Department had given the investigation a high priority. With an even smaller number (26%) agreeing they had been adequately informed of the action taken by the Department to address their complaint.

### ***Community Based Policing***

Community-based policing is both a philosophy and an organizational strategy that allows the police and the community to work together to solve the problems of crime, physical and social disorder, and neighborhood decay. It requires that police officers be freed from the isolation of the patrol car and the demands of the police radio, so that he or she can maintain daily, direct contact with the people within a clearly defined beat.

In community policing, officers must develop and monitor broad-based long-term initiatives that can involve the community in efforts to improve the overall quality of life in the area in addition to responding to calls and making

arrests. It also challenges people to accept their share of the responsibility for solving their individual problems, as well as their share of the responsibility for the overall quality of life in the community.

A majority (67%) of customers completing the survey agreed they would accept a slower response time on non-emergency calls as community policing is implemented. However, only 26% agreed community-based policing is currently being effectively used in Long Beach.

## **CHALLENGES AND SUGGESTED IMPROVEMENTS**

We asked customers to identify what they believe to be three major challenges facing the Department and to recommend changes to improve the Police Department. The following presents the most commonly stated challenges and suggested improvements.

### ***Challenges Facing the Department***

Over 60% of the challenges identified by customers were in the five categories. These categories in order of frequency of comment, and some of the comments made are as follows:

**Gang Problems** -- By far the most frequently recurring challenge identified by customers related to gang problems within the City. A total of 23% of the comments made by customers related to gangs and gang crime. Some examples include: "Gangs are taking over. Law abiding citizens are afraid to live in L.B.," "Gangs must be controlled -- we should not hand over the City to them," and the Department must "stop the spread of gang related crimes against persons and property."

**Drug Problems** -- Almost as frequently customers identified drug problems as a major challenge facing the Department. A total of 16% of the challenges identified related to drugs or drug crime. Customer comments include "I watch activities in the area of Broadway and Magnolia; drug dealing is profitable," and the Police needs to "stop drug dealing at all levels," and "Go after drug user first, then the drug dealer."

**Department's Image** -- The image of the Department within the community and its improvement was a frequent challenge identified by customers. Just over 9% of the comments made related to the Department's perceived poor image within the community. Customer comments include: "I haven't reported violent acts against me because LBPD does not give a damn. They are too busy giving traffic tickets, so as to avoid the gangs and violent crimes," "Just because they are cops, they shouldn't exceed speed limits while not in a chase or emergency. Two cars shouldn't block the street because they want to talk to each other," "They think they are too good to listen to the other side. They should think about the way they treat others," and "I have called the police three times in the past 40 years, and the services were good, friendly, and helpful."

**Crime in General** -- was also a major challenge frequently identified by customers, with 9% of the challenges identified fitting this category. Customers commented that crime in general is on the rise. Comments believe the Department is challenged by "Rising crime in L.B.," "A general increase in crime," and "Overwhelming crime in the City."

**Need for Additional Officers** -- was a major challenge identified by fewer, but a

significant number of customers. Just over 5.5% of the challenges identified related to the need for additional officers. Most customer comments in this area were brief and to the point. Examples include: "We need more officers," "Not enough officers," and "Putting more police on the street and out of the office."

### ***Suggested Improvements***

Customers also recommended changes to improve the Department. Customers provided over 1,400 suggested changes to improve the Police Department.

Just over 50% of the comments made were in the following six categories. Some of the suggestions provided, in order of frequency of comment, are as follows:

**Hiring Additional Police Officers** -- "More police are needed to help deter crime," "Increase police personnel. If you take off some of the pressure of the work overload, the officer will be able to provide better community service and be able to solve more crime," and "Hire more officers -- put them on the street and put the criminals on notice that Long Beach is not a city for criminal activity."

**Increased Patrol and Visibility** -- "Need more patrol services in 'known' areas downtown that are overrun with gangs and crack dealing activity," "I would love to see more patrol -- if you parked on my street for five minutes you could make an arrest," "More patrol at night," and "Be as visible as possible. One officer to a patrol car so there will be more officers on the street."

**Respect and Interact with Citizens** -- "Walk the streets, shake hands, interact rather than react," "Get out of the car and talk to people," and "Each officer should spend 10 minutes a shift talking to people."

**Target Crime Rather Than Traffic and Minor Infractions** -- "Less time checking minors. Assign traffic cops to fight crime. Put motorcycle cops to better use -- they should be looking for real criminals rather than citing," "Place majority of force to prevent major crimes, not patrolling parking spaces to see who is two feet over the red zone," and "Stop spending time on traffic citations and get after crime."

**Additional Community Programs** -- "More community programs hosted by police officers," "More interaction with children in schools talking about community problems and how they can work with the police rather than fear their presence," and "Better communication between the Department and the public to promote the idea that police are more friend than foe."

**Alternate Patrol/Walking and Bike Beats** -- "We should see more police officers on bikes on the streets," "Foot patrols in high crime areas -- bike patrols are good -- neighborhood substations in low income, high crime areas," "More police on foot or bicycle in the neighborhoods," and "Increased foot patrols -- waste less time on undercover vice and narco."

## **SUMMARY EXHIBITS**

The following six pages contain summary exhibits showing average (statistical mean) responses to statements, rankings, or ratings from the short survey questionnaire. The

average responses by gender, ethnicity, age, questionnaire source, service area, and council district are provided.

Statistically significant differences in the average response of different customer groups are noted with an asterisk (\*). For example, customers under the age of 20 years felt significantly more positive about the likelihood of being a victim of a crime than did customers that were 35 to 54 years old. This difference is indicated with an asterisk.

**Exhibit S - 1**  
**Average Responses to Statements**  
**Related to Perceived Safety and LBPD's Image**  
**By Gender, Ethnicity, Age, Source, and Service Area**

Statement	All Customers	Gender		Ethnicity of Customers					Age of Customers					Source of Questionnaire				Service Area	
		Female	Male	Asian	Black	Hispanic	White	Other	< 20 Years	20 to 34 Years	35 to 54 Years	55 to 74 Years	75 or More Years	Mail	Library	Press-Telegram	Business Journal	LBPD Service Area	Contract Service Area
Generally, I feel safe in my neighborhood.	3.13	3.13	3.14	2.87	3.24	3.03	3.18	2.78	3.36	3.03	3.15	3.18	3.18	3.18	3.09	3.03	3.28	3.03*	3.57*
I am unlikely to be the victim of a crime within the next year.	2.81	2.88	2.75	3.11	2.74	2.83	2.81	2.76	3.21*	2.78	2.72*	2.92	2.93	2.87	2.83	2.67	2.82	2.77*	2.98*
The Long Beach Police Department has a positive image within the community.	2.86	2.81	2.91	3.12	2.64	3	2.85	2.75	3.24*	2.88	2.75*	2.89	3.29	3.07*	2.71*	2.75*	2.87	2.93*	2.58*
The LBPD is community oriented.	2.92	2.83*	3.04*	2.98	2.77	2.97	2.94	2.8	3.18	2.88	2.87	2.96	3.43	3.11*	2.75*	2.86	2.95	2.97*	2.69*
The LBPD keeps me well informed on the programs, activities, and services it provides.	2.38	2.35	2.43	2.53	2.25	2.25	2.42	2.1	2.53	2.33	2.31	2.47	2.9	2.45	2.31	2.37	2.4	2.4	2.25
5 = Strongly Agree   4 = Agree   3 = Neutral   2 = Disagree   1 = Strongly Disagree																			
* = Statistically Significant Difference in Means at .05 Level																			

**Exhibit S - 2**  
**Average Responses to Statements**  
**Related to Perceived Safety and LBPD's Image**  
**By Council District**

Statement	All Customers	Council District								
		District 1	District 2	District 3	District 4	District 5	District 6	District 7	District 8	District 9
Generally, I feel safe in my neighborhood.	3.18	2.69*	2.52*	3.38*	3.34*	3.92*	2.56*	3.13*	3.19*	2.93*
I am unlikely to be the victim of a crime within the next year.	2.87	2.88	2.37*	2.96	2.84	3.32*	2.50	2.92	2.87	2.69
The LBPD has a positive image within the community.	3.07	3.00	3.12	3.14	2.94	3.04	3.12	3.39	3.09	2.83
The LBPD is community oriented	3.11	3.12	3.23	3.10	3.04	3.00	3.08	3.43	3.20	2.86
The LBPD keeps me well informed on the programs, activities, and services it provides.	2.45	2.58	2.28	2.48	2.37	2.51	2.31	2.66	2.40	2.43
5 = Strongly Agree   4 = Agree   3 = Neutral   2 = Disagree   1 = Strongly Disagree * = Statistically Significant Difference in Means at .05 level										

**Exhibit S - 3**  
**Average Ranking of Police Services by Priority**  
**By Gender, Ethnicity, Age, Source, and Service Area**

Statement	All Customers	Gender		Ethnicity of Customers					Age of Customers					Source of Questionnaire				Service Area	
		Female	Male	Asian	Black	Hispanic	White	Other	< 20 Years	20 to 34 Years	35 to 54 Years	55 to 74 Years	75 or More Years	Mail	Library	Press-Telegram	Business Journal	LBPD Service Area	Contract Service Area
Responding to Emergency Calls for Service	2.31	2.22	2.4	2.66	3.01*	3.15*	2.1*	3.09*	2.94*	2.43	2.17*	2.22	2.9	2.21*	2.64*	2.11*	2.03*	2.3	2.03
Illegal Gang Activity Abatement	3.49	3.53	3.45	3.77*	3.22	3.1*	3.50	3.56	3.94	3.51	3.31	3.57	3.38	3.4	3.72	3.31	3.38	3.35	3.8
Crimes Against Persons Investigations	4.13	4.23	4.09	4.91	3.97	4.69	4.07	2.91	4.6	4.28	4.17	3.95	6.1	4.24	4.08	4.06	7.07	4.08	4.32
Illegal Drug Activity Abatement	4.55	5.43	4.58	4.24	3.82*	3.82*	4.71*	4.52	4.42	4.62	4.5	4.65	4.06	4.59	4.54	4.49	4.55	4.53	4.68
Patrol Services	5.35	5.31	5.4	5.66	5.97	5.35	5.29	5.43	6.28	5.58	5.23	5.02	6.07	5.29	5.61	5.1	5.24	5.38	5.17
Injury Traffic Accident Investigations	5.52	5.39	5.6	5.30	5.65	5.72	5.50	5.74	5.19*	5.27	5.79*	5.41	5*	5.27	5.7	5.54	5.75	5.53	5.43
Crimes Against Property Investigations	6.05	6.31*	5.87*	6.49	6.25	6.00	6.04	5.73	6.29	6.12	6.04	6.04	6.1	6.1	5.83	6.24	6.18	6.08	6.03
Responding to Non-Emergency Calls for Service	7.78	7.74	7.78	7.86	7.73	7.71	7.78	7.88	7.73	7.79	7.86	7.63	7.57	8.04	7.48	7.82	7.74	7.76	7.81
Prostitution / Lewd Behavior Abatement	7.8	7.52*	8.07*	7.56	7.08*	6.97*	8.02*	6.91	7*	7.7	7.99*	7.9	7.72	7.86	7.55	7.95	8.07	7.8	8.13
Non-Injury Traffic Accident Investigations	8.89	8.97	8.81	8.32	8.81	8.89	8.96	8.63	8.48	8.8	9	8.84	8.76	8.97	8.62	9.02	9.18	8.88	8.95
Traffic Citation Issuance	9.22	9.28	9.18	9.17	9.08	9.38	9.22	9.25	8.61	9.35	9.29	9.17	9.04	9.36	8.95	9.37	9.32	9.26	9.24
Average Rank from 1 to 11 with 1 being the highest and 11 the lowest priority. The lower the score the higher the priority given this service																			
* = Statistically Significant Difference in Means at .05 Level																			



**Exhibit S - 4**  
**Average Ranking of Police Services by Priority**  
**By Council District**

Statement	All Customers	Council District								
		Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	Council District 6	Council District 7	Council District 8	Council District 9
Responding to Emergency Calls for Service	2.21	2.81	2.13	2.13	2.04	1.94	2.44	2.50	2.34	2.21
Illegal Gang Activity Abatement	3.4	2.84	3.36	3.51	3.26	3.53	3.53	3.31	3.21	3.9
Crimes Against Persons Investigations	4.24	5.52*	4.51	3.74*	4.00	4.32	4.64	4.17	3.77	4.55
Illegal Drug Activity Abatement	4.59	3.87	4.8	5.04	4.48	4.73	3.75	4.60	4	4.87
Patrol Services	5.29	5.58	6.02	4.61	5.39	5.62	4.88	5.20	5.14	5.05
Injury Traffic Accident Investigations	5.27	5.55	4.7	5.76	5.60	4.76	5.00	5.77	5.15	5.24
Crimes Against Property Investigations	6.1	6.84	6.57	5.78	5.85	6.34	6.93	5.88	5.83	5.56
Responding to Non-Emergency Calls for Service	8.04	7.43	7.49	8.03	7.94	8.30	8.44	7.71	8.73	8.3
Prostitution / Lewd Behavior Abatement	7.86	7.07	7.66	8.32	7.63	8.14	7.43	7.83	7.69	8
Non-Injury Traffic Accident Investigations	8.97	8.8	8.3	8.98	9.80	9.01	8.86	9.06	9.43	9.29
Traffic Citation Issuance	9.36	9.07	10.2	9.15	9.58	9.09	9.79	9.00	9.39	9.03
Average Rank from 1 to 11 with 1 being the highest and 11 the lowest priority.										
The lower the score the higher the priority given this service										
* = Statistically Significant Difference in Means at .05 Level										

**Exhibit S - 5**  
**Average Ratings of Police Performance**  
**By Gender, Ethnicity, Age, Source, and Service Area**

Statement	All Customers	Gender		Ethnicity of Customers					Age of Customers					Source of Questionnaire				Service Area	
		Female	Male	Asian	Black	Hispanic	White	Other	< 20 Years	20 to 34 Years	35 to 54 Years	55 to 74 Years	75 or More Years	Mail	Library	Press-Telegram	Business Journal	LBPB Service Area	Contract Service Area
Response Time	3.35	3.51*	3.19*	3.07	3.20	3.31	3.39	3.11	3.44	3.39	3.26	3.38	3.74	3.57*	3.15*	3.3	3.36	3.44*	2.99*
Helpfulness	3.47	3.61*	3.36*	3.36	3.27	3.40	3.54	3.13	3.58	3.36	3.44	3.6	3.82	3.65*	3.27*	3.46	3.54	3.56*	3.23*
Fairness	3.41	3.55*	3.31*	3.05	3.16	3.16	3.53	3.13	3.41	3.31	3.42	3.52	3.8	3.54*	3.23*	3.42	3.58*	3.49*	3.2*
Solving the Problem	3.06	3.17*	2.97*	3.13	3.01	3.06	3.08	2.77	3.5*	3.02	2.96*	3.14	3.39	3.21	2.96	2.96	3.09	3.11*	2.86*
Follow-Up	2.73	2.81	2.68	3.02	2.69	2.85	2.73	2.33	3.34*	2.64*	2.66*	2.78*	2.86	2.9*	2.64	2.6*	2.72	2.79*	2.55*
Quality of Service	3.27	3.4*	3.18*	3.31	3.08	3.31	3.30	3.09	3.51	3.29	3.19	3.37	3.67	3.49*	3.11*	3.22	3.25	3.37*	2.97*
5 = Excellent   4 = Good   3 = Fair   2 = Poor   1 = Very Poor																			
* = Statistically Significant Difference in Means at .05 Level																			

**Exhibit S - 6**  
**Average Ratings of Police Performance**  
**By Council District**

Statement	All Customers	Council District								
		Council District 1	Council District 2	Council District 3	Council District 4	Council District 5	Council District 6	Council District 7	Council District 8	Council District 9
Response Time	3.57	3.26	3.61	3.73	3.63	3.51	3.33	3.81	3.47	3.43
Helpfulness	3.65	3.52	3.65	3.83	3.61	3.71	3.61	3.97	3.35	3.49
Fairness	3.54	3.44	3.48	3.71	3.49	3.65	3.25	3.89	3.34	3.31
Solving the Problem	3.21	3.10	2.98	3.37	3.24	3.38	2.94	3.45	2.98	3.25
Follow-Up	2.9	2.97	2.74	2.89	3.16	2.87	2.71	3.29	2.68	2.90
Quality of Service	3.49	3.42	3.56	3.53	3.41	3.54	3.47	3.89	3.17	3.35
5 = Excellent   4 = Good   3 = Fair   2 = Poor   1 = Very Poor										
* = Statistically Significant Difference in Means at .05 Level										

# INTRODUCTION

## **INTRODUCTION**

### **OVERVIEW OF THE STRATEGIC PLAN**

In the fall of 1992 the Long Beach Police Department initiated the development of a strategic plan with the assistance of the City Auditor's Office. The purpose of this plan is to identify the current issues and potential future challenges facing the Department and to develop strategies for meeting these issues and challenges.

The approach used to develop the strategic plan includes two major phases: issue identification and strategy development. During the issue identification phase information is collected from numerous sources including the Department's customers; employees; and stakeholders including the City Council and Mayor; previous studies and reports; and through an overview of current operations. This information is used to identify the Department's strengths, constraints or weaknesses, future threats, and future opportunities. From this, a series of strategic issues facing the Department is generated.

During the strategy development phase, the mission and future vision of the Department are refined. Strategic issues identified are discussed and their priority determined based on the impact on the Department's mission and future vision. Numerous alternative strategies for addressing each issue are developed. Those strategies with the greatest likelihood of contributing to the Department's mission are selected, and action plans developed for their implementation.

Once implemented, the strategic plan should become a dynamic way of doing business rather than a static document. Strategies implemented should be routinely reviewed to determine if they are resulting in the desired outcomes. Strategies

should be adjusted or completely modified if results fall short of desired outcomes.

### **CUSTOMER PERSPECTIVES REPORT**

The Long Beach Police Department serves a wide variety of customers. These customers include the residents of the City, individuals doing business within the City, visiting the City for leisure or recreational purposes, or passing through the City. The primary product the Police Department provides to these customers is safety and protection from crime.

The views of these customers, including their perceived level of safety, priority of police services, and image and rating of the Police Department, are important in identifying strategic issues.

Our intent was to obtain input from as many customers and customer groups as practical. Accomplishing this required design of a broad based methodology.

Our methodology included development of two survey questionnaires -- one short and easy to complete, and one comprehensive requiring about 20 minutes to complete.

The customer survey questionnaires were developed cooperatively by the Strategic Plan Steering Committee, the Police Officer's Association, and the staff of the City Auditor's Office. The survey cover letters were signed by both William Ellis, Chief of Police and Gary Burroughs, City Auditor.

The following sections describe the survey questionnaires and how they were distributed.

## SHORT SURVEY QUESTIONNAIRE

The short survey was two pages and included five sections. The first section asked respondents to provide descriptive information about themselves, including gender, ethnicity, age, and which agency was currently providing them service -- the Police Department or the LA County Sheriff's Department.

The second section included five statements about their perceived safety and the image of the Police Department customers were asked to respond to. Possible responses were strongly agree, agree, neutral, disagree, and strongly disagree.

The third section listed the 11 primary services provided by the Police Department. Customers were asked to rank these services in order of importance from 1 to 11.

The fourth section listed six criteria for evaluating the performance of the Police Department. Customers were asked to rate the Police Department in each of the areas on a scale ranging from very poor to excellent.

The fifth section of the survey asked customers to provide written comments in two areas. The first asked customers to identify what they believed to be the three major challenges facing the Department. The second asked for recommended changes they believed would improve the Department. A copy of the short survey questionnaire is included as Appendix I of this report.

The short survey was distributed in four ways. Each of these are described as follows.

## Mail Survey

A sample of 1,800 customers of the City's gas and/or water utilities was randomly selected from the City's utility billing system. The system was stratified by council district with 200 customers selected from each of the nine districts. Customers included both residences and businesses.

During the week of January 4, 1993, questionnaires were mailed to each of the 1,800 selected customers. A return envelope with postage attached and addressed to the City Auditor was included. Customers were asked to complete the questionnaire, enclose it in the envelope, and place it in the mail.

A total of 489 questionnaires were completed by customers and returned providing a response rate of 27.2%. The following table shows the number of responses by council district.

*Exhibit 1*

Council District	Questionnaires		Response Rate
	Mailed	Returned	
1	200	37	18.5%
2	200	67	33.5%
3	200	89	44.5%
4	200	53	26.5%
5	200	79	39.5%
6	200	18	9.0%
7	200	45	22.5%
8	200	56	28.0%
9	200	45	22.5%
Total	1800	489	27.2%

The response rate provides a confidence level of 99% plus or minus 2%. This means that if the survey were replicated the responses would be within 2% of the responses on this survey 99% of the time.

### *Library Survey*

Survey questionnaires were placed in conspicuous areas of the City's main and 11 branch libraries. The questionnaires were available to all patrons of the libraries and were available in three languages, English, Spanish, and Khmer (the language of the Cambodian people). Signs informing the public they could complete the questionnaire were also displayed in the three languages. Customers were asked to complete the questionnaires and place them in a sealed box.

The questionnaires were available in the libraries during the months of February and March of 1993. During the week of April 5th, library personnel returned the sealed boxes to the main library where they were picked up by staff of the City Auditor. A total of 489 survey questionnaires were completed, coincidentally the exact same number as received through the mail survey.

### *Press Telegram Survey*

At the request of the Chief of Police and the City Auditor, the Press Telegram newspaper agreed to publish the survey questionnaire for their readers to complete. The questionnaire was published in the local section of the newspaper on January 27th, 1993.

Readers were requested to complete the questionnaire and return it to the City Auditor. The mailing address was included with the questionnaire. The City Auditor's Office received a total of 270 completed surveys as published in the Press Telegram newspaper.

### *Business Journal Survey*

At the request of the Chief of Police and the City Auditor, the Long Beach Business Journal newspaper agreed to publish the survey questionnaire for their readers to complete. The questionnaire was published on the back page of the newspaper on February 23rd, 1993.

Readers were requested to complete the questionnaire and return it to the City Auditor. The mailing address was included with the questionnaire. The City Auditor's Office received a total of 154 completed surveys as published in the Long Beach Business Journal newspaper.

## **COMPREHENSIVE SURVEY QUESTIONNAIRE**

The comprehensive survey questionnaire was ten pages long and included 13 sections. The first section asked respondents to provide descriptive information about themselves, including gender, ethnicity, age, and which agency currently provided them service -- the Police Department or the LA County Sheriff's Department.

Sections 2 through 10 of the survey questionnaire focused on specific services provided by the Police Department. These services include:

- ✓ Communications
- ✓ Response to Calls for Service
- ✓ Patrol Services
- ✓ Traffic Accident Investigation
- ✓ Traffic Citation Issuance
- ✓ Investigations of Crimes Against Persons

- ✓ Investigations of Crimes Against Property
- ✓ Investigations of Prostitution and Lewd Behavior
- ✓ Investigations of Illegal Drug Activity
- ✓ Investigations of Illegal Gang Activity
- ✓ Community Based Policing

Each of these sections included a description of the services provided and asked customers to respond to statements regarding these services. These statements were designed to measure the importance of that service to the customer, the level of service they found acceptable, and their level of satisfaction with the service as delivered. If customers had direct experience with the delivery of these services within the past six months, they were asked to respond to a series of statements about their experience.

The eleventh section of the questionnaire listed the 11 primary services provided by the Police Department. Customers were asked to rank these services in order of importance from 1 to 11.

The twelfth section listed four criteria for evaluating the performance of the Police Department. Customers were asked to rate the Police Department in each of the areas on a scale ranging from very poor to excellent.

The last section of the survey requested customers to provide written comments in three areas. The first asked customers to identify what they believed to be the three major challenges facing the Department. The second asked for recommended changes they believed would improve the Department. The third area provided space for customers to provide any additional comments they felt were important.

The comprehensive survey questionnaire was distributed at 14 public meetings held with various neighborhood, ethnic, or interest groups throughout the city. The Police Department's advisory groups were used to reach the various ethnic and interest groups. Members of these advisory groups were encouraged to publicize these meetings and encourage as many individuals to attend as possible. The purpose of these meetings was to obtain verbal input into the strategic plan from the Department's customers.

Participants were encouraged to express their concerns and complaints, as well as to offer suggestions for future change. As part of these meetings participants were asked to complete the comprehensive survey and either hand it in at the conclusion of the meeting or return it through the mail.

We received a total of 226 completed comprehensive survey questionnaires. The majority, 82%, were completed during the meetings and collected. The remainder, 18%, were received through the mail.

The following exhibit lists the groups to which the surveys were distributed and the dates and locations of the public meetings.



Exhibit 2

Group	Date and Location
Asian Advisory Group	Dec 14, 4:00pm MacArthur Park
Black Advisory Group	Nov 10, 6:00pm, 2275 Elm
Black Minister's Alliance	Nov 10, 6:00pm, 2275 Elm
Chaplaincy Advisory Group	Nov 3, 9:00am Police Academy
Gay/Lesbian Advisory Group	Nov 17, 7:00 pm Gay/Lesbian Center
Latino Advisory Group	Oct 22 6:30 pm 1505 Alamitos
Citywide Neighborhood Watch	Oct 20, 7:00pm Gas Dept
Seniors Advisory Group	Nov 12, 10:00am Senior Center
Women's Advisory Group	Nov 5, 7:00pm Houssells Forum, Memorial Medical Center
Public Safety Advisory Commission	Nov 11, 7:00pm Main Library
Citizen's Police Complaint Commission	Feb 11, 6:00pm City Council Chambers
Chamber of Commerce	Nov 9, 11:30 Chamber Lunch
North Long Beach Neighborhood Watch	Jan 21, 7:00 pm Houghton Park
East Long Beach Neighborhood Watch	Jan 28, 7:00 pm Wardlow Park

A copy of the comprehensive survey questionnaire is included as Appendix II of this report.

## DATA COMPILATION AND ANALYSIS METHODOLOGY

The survey questionnaires were key entered into a database management program (Approach Database for Windows Version 2.02) operating on an IBM compatible personal computer. Responses to statements were converted to a five-point scale with an answer of strongly agree receiving a score of five and an answer of strongly disagree receiving a score of one.

Rankings of services provided by the Police Department were entered as provided on the questionnaire, from 1 to 11. Ratings of Police Department performance was converted to a numeric scale from 1 to 5 with a response of very poor receiving a score of 1 and a rating of excellent receiving a score of 5. The data were verified for accuracy on a sample basis.

Data were analyzed using a statistical analysis program (Statistical Package for the Social Sciences -- SPSS for Windows Version 5.02) operating on an IBM compatible personal computer. Two types of statistical analysis were performed: frequency and descriptive statistics, and tests of significance.

The frequency and descriptive statistics include the number and percentage of each possible response to each question and measures of central tendency including the mean, mode, median; and measures of variance including standard deviation and variance. These statistics are contained in Volume I and II "Frequency and Descriptive Statistics" of the Statistical Appendix of this report. These statistics are provided for all respondents and for customers responding by gender, ethnicity, age groups, agency serving, and source of the survey questionnaire.

Tests of significance were conducted to determine if customer responses were significantly different for different customer groups. To compare two groups we used a "t" test for two independent samples. This test compares the means for the two samples and calculates the probability of the differences being the result of chance. If the probability of the differences being the result of chance is less than .05 the differences were considered statistically significant.

For cases where we needed to compare more than two groups we used a One-Way Analysis of Variance (ANOVA) to compare the means of

multiple groups and the Scheffe' Multiple Comparison Procedure for pairwise comparison of means. This test also compares the means for the two samples and calculates the probability of the differences being the result of chance. If the probability of the differences being the result of chance is less than .05 the differences were considered statistically significant.

These statistics are contained in Volume III and IV "Tests of Significance" of the Statistical Appendix to this report.

## **USE OF EXHIBITS**

Throughout this report exhibits are used to provide information on the customers' responses to each of the questions. These exhibits are also intended to facilitate comparison of the responses to different statements and of different groups of customers. Many of the exhibits contain one or more of four pieces of information: the average response, standard deviation, response distribution, and total number of responses.

The average response is the arithmetic mean of all the responses in each particular category. This information is useful for comparing responses to different statements to identify which statements customers' most agree or disagree with. It is also useful in comparing the responses of different groups to identify which groups most agree or disagree with a particular statement.

The standard deviation is a measure of how similar the responses to a statement were. It provides an indication of how well the average response represents the actual responses. For example, if on a particular question all customers responded neutrally (assigned a value of three on the five point scale) the average response would be three with a standard deviation of zero. If, however, half the customers responded they

strongly agree (assigned a value of five) and half responded they strongly disagree (assigned a value of one) the average response would still be three, however the standard deviation would be two. This would indicate the average is not a good representation of the actual response.

The response distribution is shown as a histogram or bar chart displaying the responses in each category both numerically and graphically. It is important to note the scale of the charts varies from chart to chart. Therefore charts are not comparable numerically.

The total number of responses is the number of customers in each designated category responding to each statement. These numbers may vary because not all customers responded to each statement. In addition, a number of customers did not complete the section of the questionnaire asking for background information. It was not possible to include these customers in any categories other than the Department-wide responses.

## **CONTRACT WITH THE LA. COUNTY SHERIFF'S DEPARTMENT**

In November of 1990, the LA County Sheriff's Department began patrolling approximately twenty percent of the City of Long Beach under a Memorandum of Understanding between the City and the LASD. The purpose of this arrangement was to improve City-wide service by concentrating deployment of the LBPd in the remainder of the City. The Memorandum of Understanding expired on June 30, 1993. The entire City is now patrolled by the Long Beach Police Department effective July 1, 1993.

Our survey of customer perspectives was conducted during the period part of the City was patrolled by the LASD. As a result, some customers surveyed were being served by the

Sheriff. However, we did not ask their perspectives of the Sheriff. We were interested in their views of the Long Beach Police Department. It is important to note that customers served by the LASD when completing the survey were last served by the Long Beach Police Department in October of 1990.

If customers served by the LASD had significantly different perspectives of the Long Beach Police Department than customers served by the Police Department, this report presents those differences. It is important to note that these are not comparisons of the two agencies, but of two different customer groups' perspectives of the Long Beach Police Department. Throughout this report the area served by the LASD is referred to as the contract service area. The area served by the Long Beach Police Department is referred to as the LBPD service area.

LEVEL OF  
PERCEIVED SAFETY

LEVEL OF PERCEIVED SAFETY

## LEVEL OF PERCEIVED SAFETY

The primary purpose of police services is to provide a perception as well as a reality of safety within the community. The Police Department accomplishes this by maintaining a visible presence within the community; by quickly and effectively responding when emergency situations occur; by successfully investigating crimes that have occurred; and by actively suppressing ongoing criminal activity including illegal drug, gang, and prostitution activities.

The level of safety perceived by the customers of the Police Department provides an indication of both the effectiveness of the police services being provided as well as an indication of the demand for additional police services. If customers feel a high level of safety within the community it is at least partially because they perceive their police department as effectively preventing criminal activity and effectively dealing with criminal activity when it does occur.

However, if the customers do not perceive a high level of safety in their community, it may either be an indicator that the Police Department is not effectively dealing with criminal activity, or that the demand for police services is beyond the capability of the police department to meet with available resources.

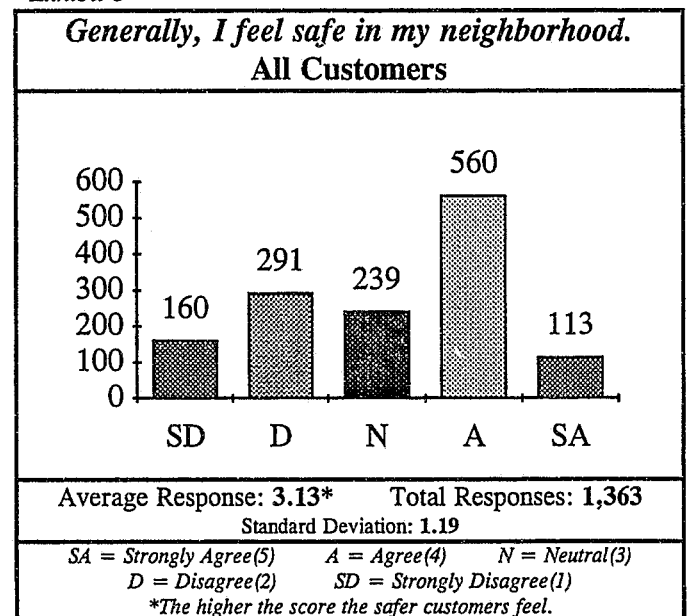
### SAFETY IN NEIGHBORHOODS

In Long Beach, a large number of customers surveyed do not perceive a high level of safety within their community. Slightly less than fifty percent of customers surveyed agreed with the statement; "Generally, I feel safe in my neighborhood." Nearly one-third of customers surveyed disagreed with the statement, with 12%

strongly disagreeing. The remaining 18% responded neutrally.

Comments made by customers who did not feel safe emphasize their desire and need to feel safe in their neighborhoods and their current feelings of lack of safety. Typical comments include: "I feel uncomfortable living in Long Beach, even when at home with the doors locked;" "Crime is so rampant that I am selling my house and moving;" and "Law abiding citizens are afraid to live in Long Beach."

Exhibit 3

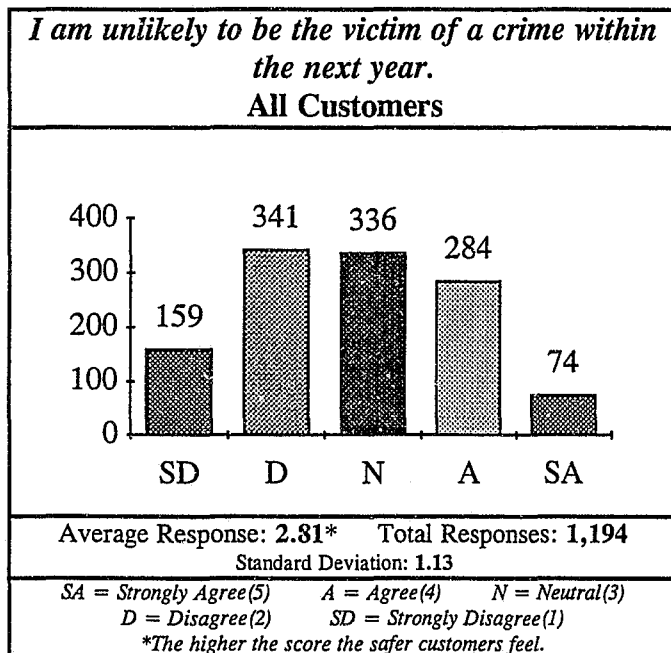


### LIKELIHOOD OF BEING A CRIME VICTIM

A large number of customers surveyed also feel they are likely to be the victim of crime in the next year. We asked individuals to respond to the statement: "I am unlikely to be the victim of a crime within the next year." Forty-two percent of customers responding disagreed with this

statement. Only 30% of the customers completing this statement agreed, with 28% responding neutrally. (For responses to a statement on the likelihood of being a victim of a crime against persons please see Page 53. For responses to a statement on the likelihood of being a victim of a property crime please see Page 54.)

Exhibit 4



There were no significant differences in the perceived level of safety or likelihood of being a victim between people completing the questionnaire of different genders, ethnic groups, ages, or source of the questionnaire and so no comparisons are made here. However, there were significant differences in responses between customers in the LBPB service area and the contract service area, and among customers in different Council Districts within the City.

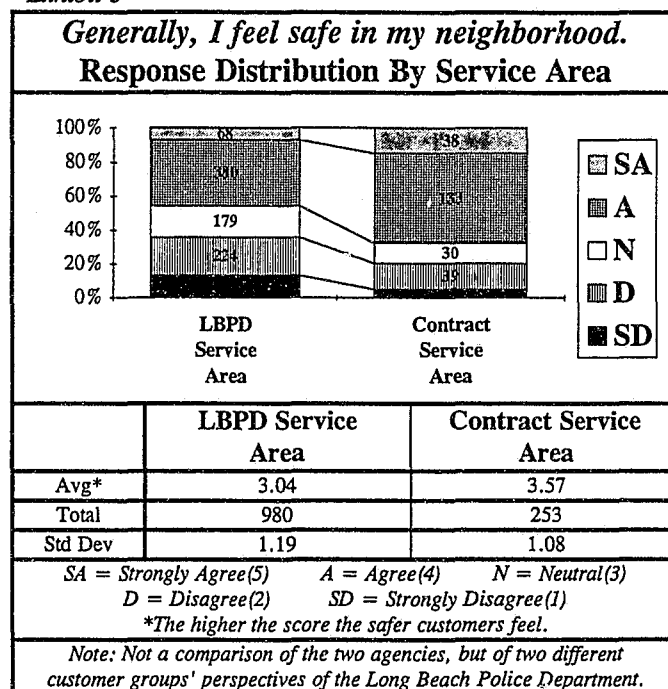
### RESPONSES BY SERVICE AREA

Customers in the contract service area responded significantly more positively to both statements

regarding perceived level of safety than customers in the Long Beach Police Department's service area.

Of the customers in the LBPB's service area, 36% disagreed they generally feel safe, with 46% agreeing and 18% responding neutrally. In contrast, for customers in the contract service area, only 20% disagreed they generally feel safe, with 68% agreeing and 12% responding neutrally.

Exhibit 5

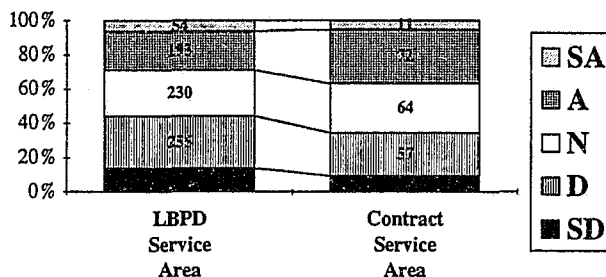


Customers in the contract service area also feel they are less likely to be the victim of a crime within the next year than customers in the LBPB service area. Of the customers in the LBPB service area, 44% disagreed they are unlikely to be the victim of a crime, with 29% agreeing and 27% responding neutrally. In contrast, for customers in the contract service area, 35% disagreed, 37% agreed and 28% responded neutrally.

Exhibit 6

**I am unlikely to be the victim of a crime within the next year.**

**Response Distribution By Service Area**



	LBPB Service Area	Contract Service Area
Avg*	2.77	2.98
Total	852	225
Std Dev	1.14	1.07
SA = Strongly Agree(5)    A = Agree(4)    N = Neutral(3) D = Disagree(2)    SD = Strongly Disagree(1) *The higher the score the safer customers feel.		
Note: Not a comparison of the two agencies, but of two different customer groups' perspectives of the Long Beach Police Department.		

### RESPONSES BY COUNCIL DISTRICT

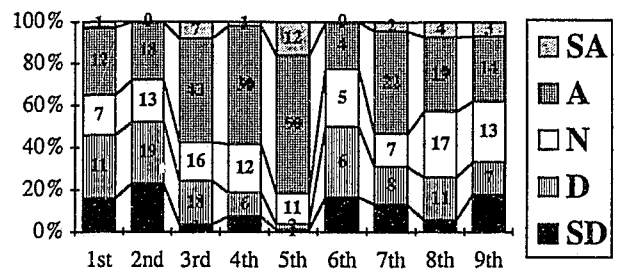
The responses of customers in different council districts of the City varied widely. Customers completing the survey from the 2nd Council District feel the least safe, with 52% disagreeing they generally feel safe in their neighborhoods. Twenty-eight percent do feel safe and agreed with the statement, and 20% responded neutrally. Results were similar but slightly more positive for respondents from the 6th and 1st Council Districts.

Customers responding from the 5th District feel the safest in their neighborhood, with only 4% disagreeing they generally feel safe, 82% agreeing, and 14% responding neutrally. Responses were similar, but slightly less positive, for the 3rd and 4th Council Districts. A map of the City showing the locations and boundaries of the Council Districts is on the following page.

Exhibit 7

**Generally, I feel safe in my neighborhood.**

**Response Distribution By Council District**



**Council District**

	1st	2nd	3rd	4th	5th	6th	7th	8th	9th
Avg*	2.69	2.52	3.38	3.34	3.92	2.56	3.13	3.19	2.93
Total	37	65	87	53	76	18	45	54	45
StdDev	.12	1.13	1.01	.98	.73	1.04	1.18	1.03	1.21
SA = Strongly Agree(5)    A = Agree(4)    N = Neutral(3) D = Disagree(2)    SD = Strongly Disagree(1) *The higher the score the safer customers feel.									

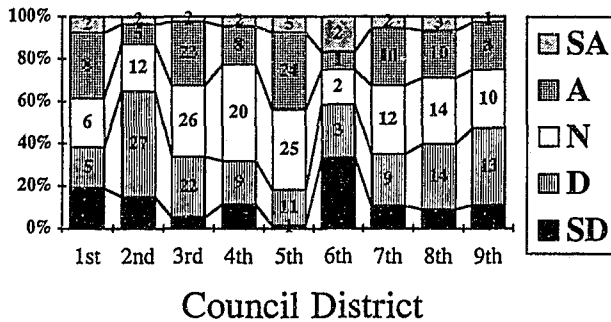
Similarly, the perceived likelihood of being a victim of a crime within the next year differed significantly among Council Districts. The customers responding from the 2nd Council District feel the most at risk of being victimized, with 65% disagreeing they are unlikely to be victims in the next year, only 13% agreeing, and 22% responding neutrally. Results were similar but slightly more positive for respondents from the 6th and 9th Council Districts.

Customers responding from the 5th District feel the least likely to be victims of a crime within the next year, with only 19% disagreeing they are unlikely to be victims, 44% agreeing, and 38% responding neutrally. Responses were similar, but slightly less positive, for the 1st, 3rd, 4th, 7th and 8th Council Districts.

Exhibit 8

***I am unlikely to be the victim of a crime within the next year.***

**Response Distribution By Council District**

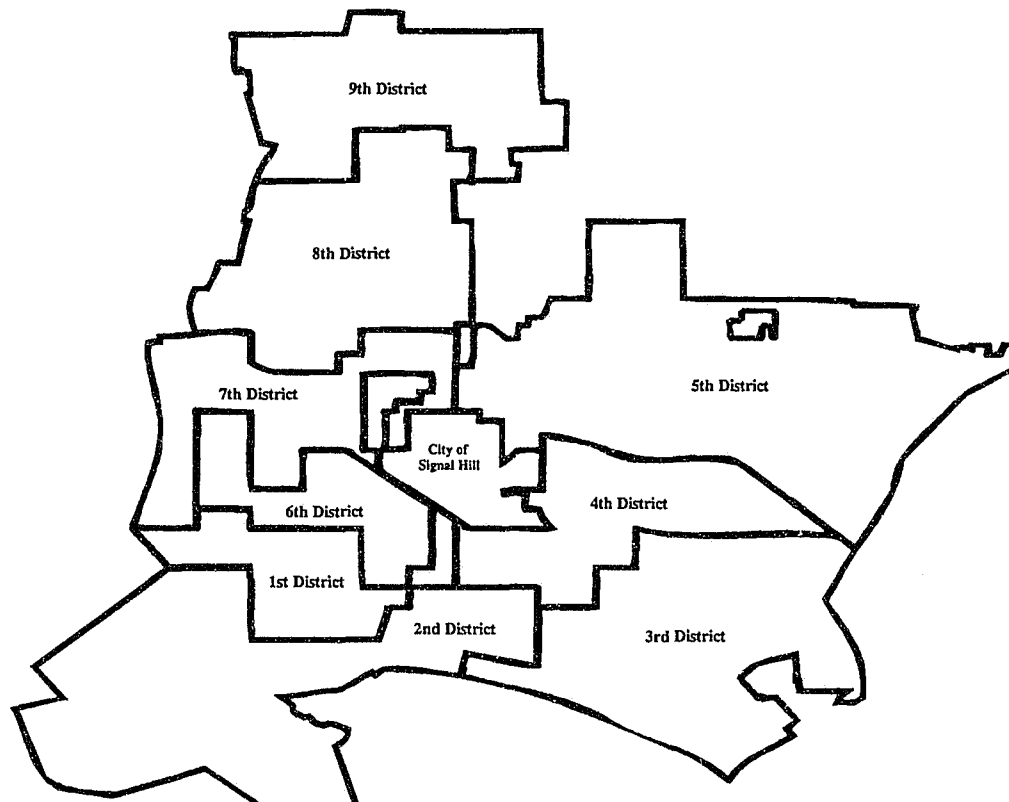


	1st	2nd	3rd	4th	5th	6th	7th	8th	9th
Avg*	2.89	2.37	2.96	2.84	3.32	2.5	2.92	2.87	2.69
Total	26	54	77	44	66	12	37	45	36
StdDev	1.28	.98	.95	1.01	.90	1.51	1.09	1.08	1.04

SA = Strongly Agree(5)    A = Agree(4)    N = Neutral(3)  
D = Disagree(2)    SD = Strongly Disagree(1)  
\*The higher the score the safer customers feel.

Exhibit 9

**City of Long Beach  
Map of Council District Boundaries**





**PRIORITY OF POLICE SERVICES**

**PRIORITY OF  
POLICE SERVICES**

## PRIORITY OF POLICE SERVICES

The Long Beach Police Department is a full service police agency and offers a wide variety of services. These services include providing emergency response to dangerous situations, investigating crimes that have been committed, attempting to suppress ongoing criminal activity, and improving traffic safety through enforcement of traffic laws. Each of these services are important and provide significant value to the customers of the Police Department. However, as with any line of services provided by an organization, these services are not of equal value to the Department's customers.

To identify which of the services provided by the Police Department are the most important to its customers we asked individuals to rank the services expected or desired of the Department in order of importance. The following is the overall ranking of services by all persons completing the questionnaire in order of perceived importance.

*Exhibit 10*

<i>Service Provided</i>	<i>Overall Rank</i>
Responding to Emergency Calls for Service	1
Illegal Gang Activity Abatement	2
Crimes Against Persons Investigations	3
Illegal Drug Activity Abatement	4
Patrol Services	5
Injury Traffic Accident Investigations	6
Crimes Against Property Investigations	7
Responding to Non-Emergency Calls for Service	8
Prostitution / Lewd Behavior Abatement	9
Non-Injury Traffic Accident Investigations	10
Traffic Citation Issuance	11

In addition to determining overall rankings of services, we analyzed the survey results to identify differences in priorities among different customer groups. These groups include

individuals of different ethnic groups, genders, ages, council districts, and customers in the contract service area as opposed to the Police Department's (LBPD) service area. We also analyzed rankings to identify differences in responses based on where the customers obtained the survey questionnaire.

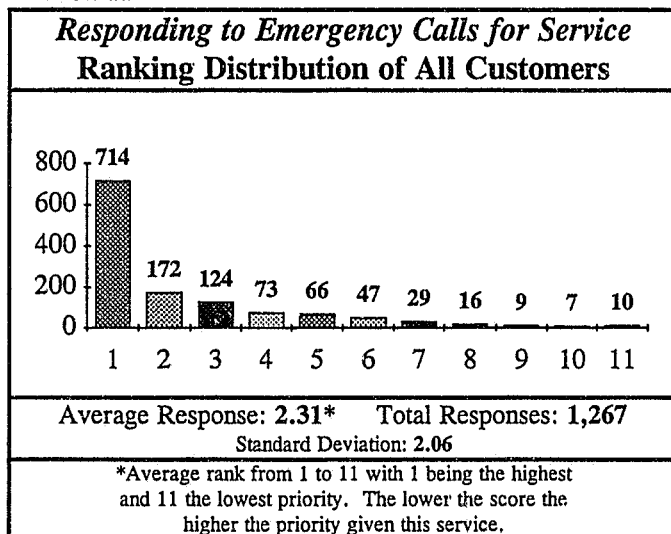
The following presents each of the major services expected or desired of the Police Department, in priority order. Differences between customer groups are also discussed.

### RESPONDING TO EMERGENCY CALLS FOR SERVICE (RANK # 1)

Responding to emergency calls for service was overwhelmingly ranked as the number one priority service expected or desired of the Police Department. A total of 56% of the customers responding to our survey ranked this service as the most important, with another 23% ranking it either second or third in importance. Another 17% ranked responding to emergency calls for service between 4th and 7th in priority, with only 3% ranking its priority as 8th or lower.

Several customers made comments noting the importance of responding quickly to emergencies. Representative examples of these comments include the "Department should improve response time for 911 calls to a 5 minute maximum;" and the Department "Needs quicker response to emergency calls."

Exhibit 11



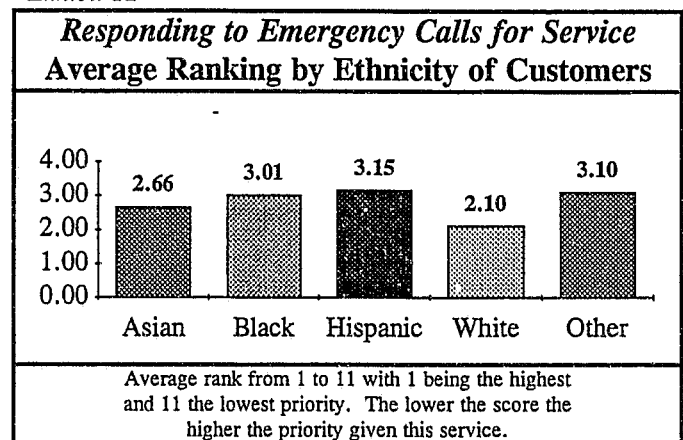
Although all customers ranked responding to emergency calls for service as a high priority, there were significant differences in rankings among individuals of different ethnic groups, different ages, and for the different sources of the questionnaire. There were no significant differences in responses for individuals of different genders, for individuals responding from different council districts, or for individuals in the LBPDP service area as opposed to the contract service area. The following sections present the differences in rankings.

### Ranking by Ethnicity of Customers

White customers ranked responding to emergency calls for service a much higher priority than did customers of other ethnic groups. For White customers, 61% ranked this as their highest priority service.

This compares to 45% for Black and Asian customers, and 39% for Hispanic and "Other" race customers.

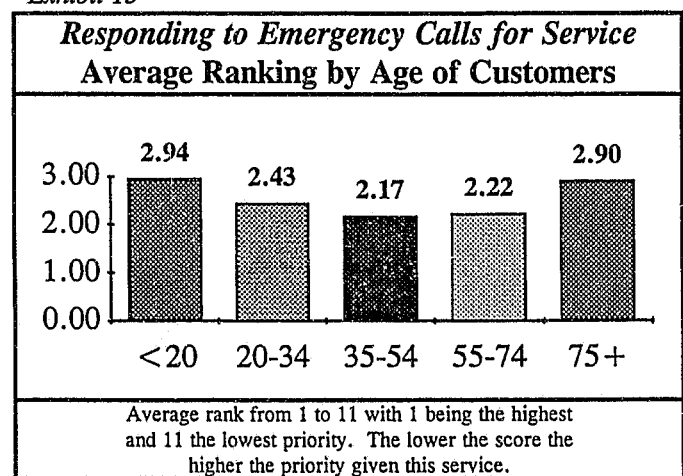
Exhibit 12



### Ranking by Age of Customers

There were also significant differences in responses among individuals in different age groups. Customers in the age groups of 35 to 54 years and 55 to 74 years ranked responding to emergency calls for service much higher than members of other age groups. For individuals between 35 and 74 years of age, 60% ranked this as their highest priority service. This compares to 53% for customers 20 to 34 years of age, 41% for customers younger than 20, and 40% for customers 75 years of age and older.

Exhibit 13

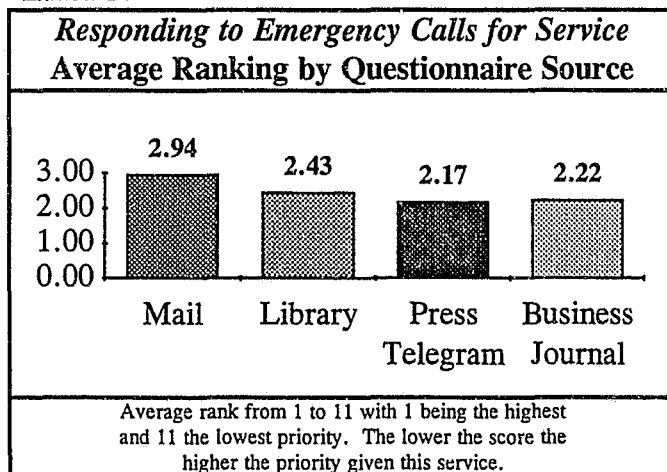


### Ranking By Source of the Questionnaire

The ranked importance of responding to emergency calls for service differed among customers depending on where they obtained the questionnaire to complete. Sixty-two percent of customers completing the questionnaire published in the Long Beach Business Journal ranked this service as their first priority. Almost as many individuals completing the survey published by the Press Telegram ranked this service as their first priority service, with 60% ranking it number 1.

Of the individuals receiving the survey through the mail and completing it, 57% ranked this as their top priority service. Those individuals obtaining the survey at the public libraries and completing it ranked this service slightly lower, with 51% ranking it as their number 1 priority.

Exhibit 14



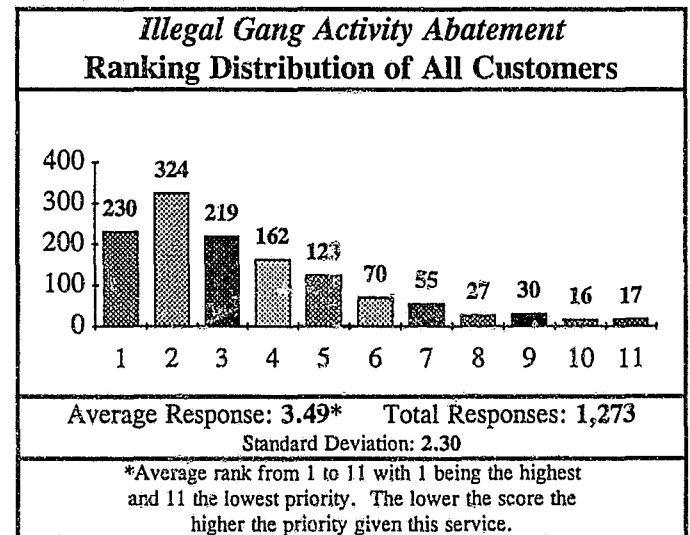
### ILLEGAL GANG ACTIVITY ABATEMENT (RANK # 2)

Reducing the level of illegal gang activity in the City was ranked overall as the second highest priority service expected or desired of the Police Department. A total of 18% of all customers ranked it as their top priority with 61% ranking

this service in the top three. Thirty-two percent of all customers ranked reducing illegal gang activity between 4th and 7th in priority, and only 7% ranked it as 8th or lower in priority.

Comments made by customers include "Gangs are taking over. Law abiding citizens are afraid to live in Long Beach;" "Gangs must be controlled -- we should not hand over the City to them;" and the Department must "Stop the spread of gang related crimes against persons and property."

Exhibit 15



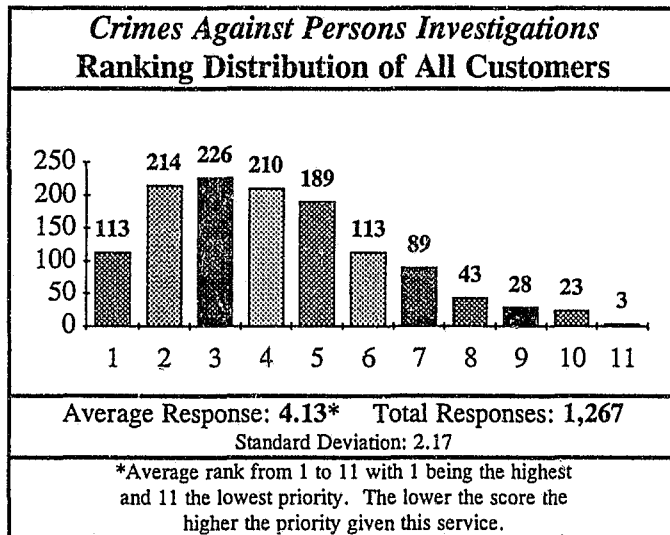
There were no significant differences in responses for individuals of different genders, ethnic groups, ages, for individuals receiving the survey from different sources or responding from different council districts, or for individuals in the LBPd service area as opposed to the contract service area.

### CRIMES AGAINST PERSONS INVESTIGATIONS (RANK # 3)

Investigations of crimes that have been committed against persons was ranked as third in priority by individuals completing the survey. A

total of 9% of all customers ranked this service as their first priority, with an additional 35% ranking it as either 2nd or 3rd in priority. Another 48% of all customers ranked this service from 4th to 7th in priority, and 8% ranked it as 8th or lower in priority.

Exhibit 16



Customer comments highlighting the importance of crimes against persons investigations include "There should always be a police response to personal crimes;" and the Police need to "Take crimes against women seriously and to eliminate crimes against children."

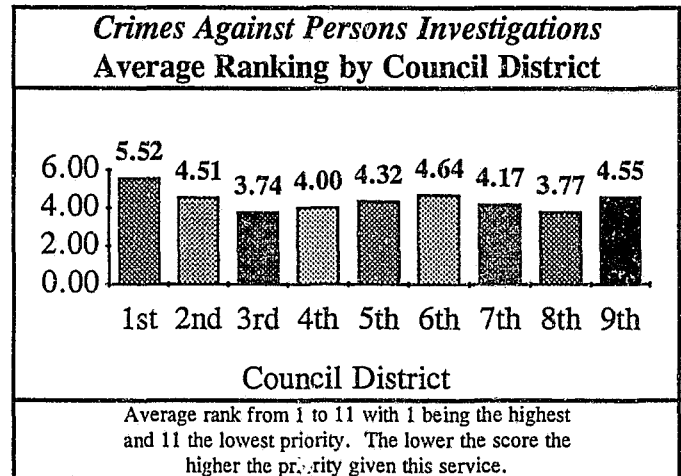
There were no significant differences in responses for individuals of different genders, ethnic groups, ages, for individuals receiving the survey from different sources, or for individuals in the LBPD service area as opposed to the contract service area. There were significant difference in ranking by individuals responding from different council districts.

#### Ranking By Council District

Individuals responding from the 3rd Council District ranked investigating crimes committed

against persons higher than the other Districts. A total of 12% of customers from the 3rd District ranked this service as their top priority service, with an additional 40% ranking it in the top three. Individuals from the 8th Council District ranked this service similarly, with 15% ranking it as their top priority service and another 25% ranking it in the top three.

Exhibit 17



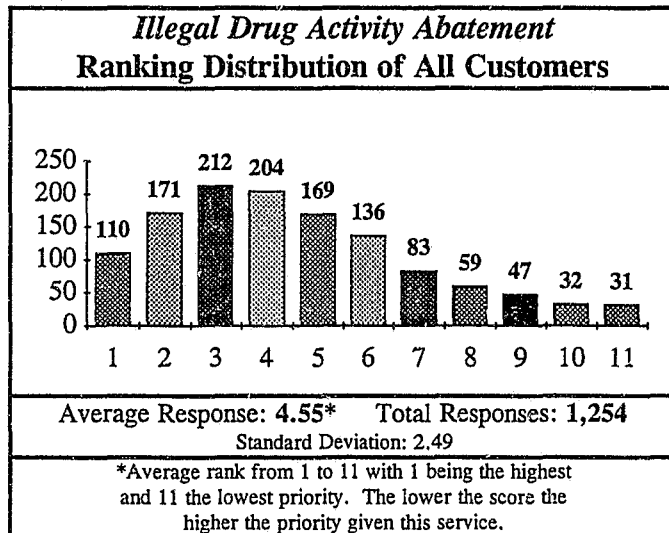
Individuals from the 1st Council District ranked this service lower than individuals from the other Districts. No individuals from this District ranked this service as their top priority, and only 26% ranked this service among their top three priorities.

#### ILLEGAL DRUG ACTIVITY ABATEMENT (RANK # 4)

Reducing the level of illegal drug activity in the City was ranked as the fourth highest priority service expected or desired of the Police Department. A total of 9% of the customers completing the questionnaire ranked this service as their top priority, with an additional 31% ranking it as either 2nd or 3rd. Forty-seven percent of all customers ranked reducing illegal

drug activity from 4th to 7th in priority, and 13% ranked it as 8th or lower in priority.

Exhibit 18



A number of customers made comments emphasizing the importance of illegal drug activity abatement. Examples include "I watch activities in the area of Broadway and Magnolia; drug dealing is profitable;" and the Police need to "Stop drug dealing at all levels," and "Go after drug users first then the drug dealer."

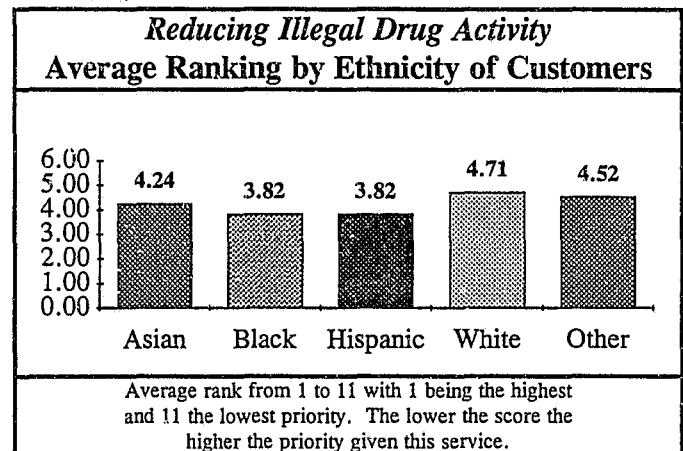
There were no significant differences in responses for individuals of different genders, ages, for individuals receiving the survey from different sources, for individuals responding from different council districts, or for individuals in the LBPd service area as opposed to the contract service area. There were significant differences in rankings by ethnicity of customers.

#### *Ranking By Ethnicity of Customers*

Black customers ranked reducing illegal drug activity as a higher priority service than did customers of other ethnic groups. A total of 16% of Black customers ranked this service as their top priority service, with an additional 33%

ranking it in the top three. Hispanic individuals ranked this service similarly, with 11% ranking it as their top priority service and another 47% ranking it in the top three.

Exhibit 19

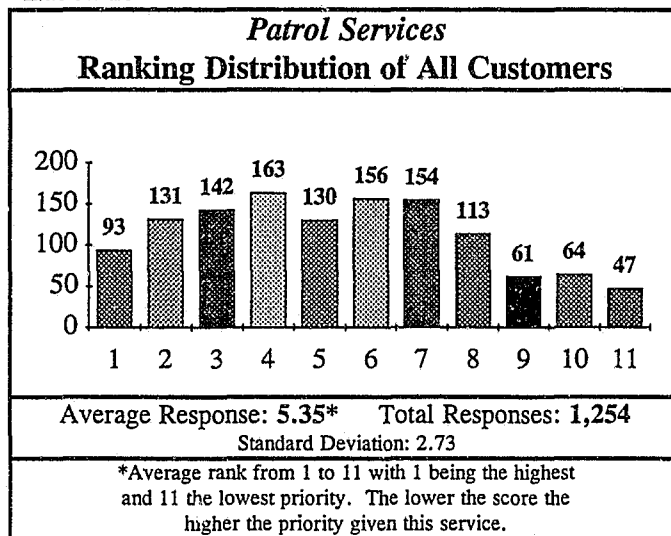


White individuals ranked this service lower than individuals of other ethnic groups. A total of 7% of White customers ranked this service as their top priority, and only 31% ranked this service among their top three priorities.

#### **PATROL SERVICES (RANK # 5)**

Customers ranked providing a sense of security within an area by providing patrol services as the fifth highest priority service expected or desired of the Police Department. A total of 7% of the customers completing the questionnaire ranked this service as their top priority, with an additional 22% ranking it as either 2nd or 3rd. Forty-eight percent of all customers ranked providing patrol services from 4th to 7th in priority, and 23% ranked it as 8th or lower in priority.

Exhibit 20



Customers made several comments relating to patrol services. Examples include "The beach area is attracting illicit behavior due to not enough patrol;" "Patrol all of the City without jeopardizing low crime areas -- maintain the present level of patrol by the LASD;" "Need more patrol service in high crime areas;" and "Eliminate the violent crimes and prostitution by increasing patrols."

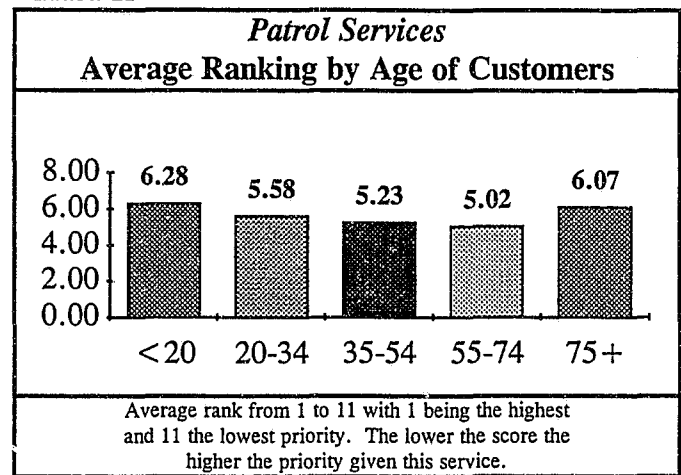
There were no significant differences in responses for individuals of different genders, ethnic groups, for individuals receiving the survey from different sources, for individuals responding from different council districts, or for individuals in the LBPD service area as opposed to the contract service area. There were significant difference in ranking by the age of customers.

#### *Ranking By Age of Customers*

Customers from the ages of 55 and 74 years ranked providing patrol services as a higher priority service than did customers of other ages. A total of 10% of customers from 55 and 74 years of age ranked this service as their top

priority service, with an additional 24% ranking it in the top three.

Exhibit 21

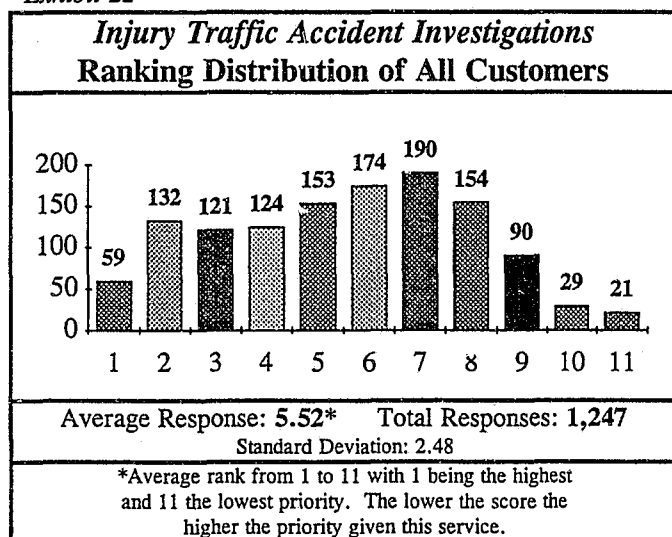


Customers younger than 20 years old ranked this service lower than individuals of other ages. A total of 7% of customers younger than 20 ranked this service as their top priority, and only 20% ranked this service among their top three priorities.

#### **INJURY TRAFFIC ACCIDENT INVESTIGATIONS (RANK # 6)**

Customers ranked investigations of traffic accidents that resulted in injuries as the sixth highest priority service expected or desired of the Police Department. A total of 5% of the customers completing the questionnaire ranked this service as their top priority, with an additional 20% ranking it as either 2nd or 3rd. Fifty-one percent of all customers ranked providing injury traffic accident investigations from 4th to 7th in priority, and 24% ranked it as 8th or lower in priority.

Exhibit 22

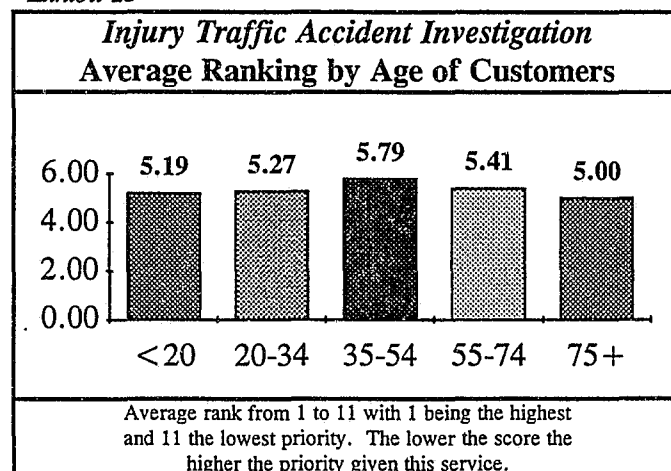


There were no significant differences in responses for individuals of different genders, ethnic groups, ages, for individuals receiving the survey from different sources, for individuals responding from different council districts, or for individuals in the LBPB service area as opposed to the contract service area. There were significant difference in ranking by the age of customers.

#### Ranking By Age of Customers

Customers over the age of 75 years ranked providing injury traffic accident investigations as a higher priority service than did customers of other ages. A total of 8% of the customers over 75 ranked this service as their top priority, with an additional 11% ranking it as either 2nd or 3rd in priority. Fifty-three percent of these customers ranked injury traffic accident investigations between 4th and 7th in priority, and 28% ranked it as 8th or lower in priority.

Exhibit 23



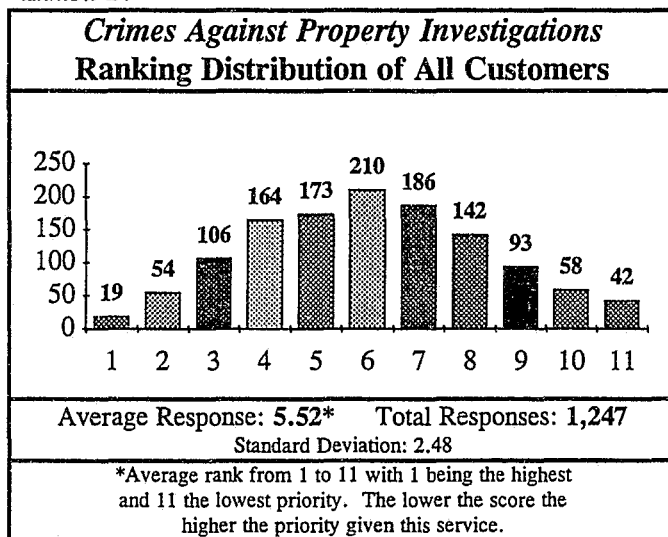
Customers between the ages of 35 and 54 years of age ranked this service lower than individuals of other ages. A total of 4% of the customers between the ages of 35 and 54 ranked this service as their top priority, with an additional 18% ranking it as either 2nd or 3rd in priority. Fifty percent of these customers ranked injury traffic accident investigations between 4th and 7th in priority, and 28% ranked it as 8th or lower in priority.

#### CRIMES AGAINST PROPERTY INVESTIGATIONS (RANK # 7)

Conducting investigations of crimes that have been committed against property, including burglaries and auto thefts, was ranked as the seventh highest priority service expected or desired of the Police Department. A total of 2% of the customers completing the questionnaire ranked this service as their top priority, with an additional 13% ranking it as either 2nd or 3rd. Fifty-eight percent of all customers ranked providing investigations of crimes against property from 4th to 7th in priority, and 27% ranked it as 8th or lower in priority.



Exhibit 24



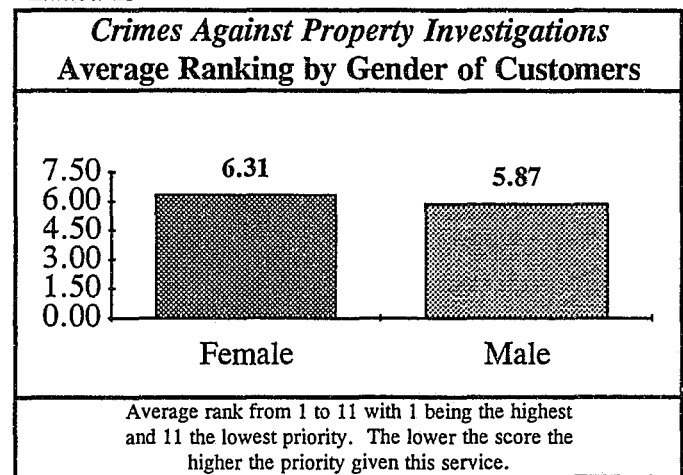
Of the comments made in this area, several customers expressed concerns about the high level of auto thefts, break-ins, and graffiti. One customer suggested that the Department "Use non-commissioned personnel for property crime investigations."

There were no significant differences in responses for individuals of different ethnic groups, for individuals receiving the survey from different sources, for individuals responding from different council districts, or for individuals in the LBPd service area as opposed to the contract service area. There were significant differences in ranking by the gender of customers.

### *Ranking By Gender of Customers*

Male customers ranked providing investigations of crimes against property significantly higher than did female customers. A total of 16% of male customers ranked this service in the top three. Sixty-one percent ranked investigating property crimes from 4th to 7th in importance, and 23% ranked it as 8th or lower in priority.

Exhibit 25

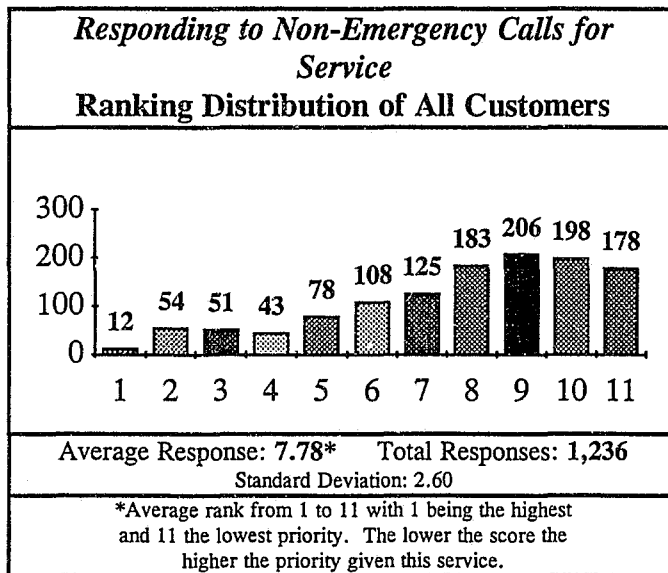


Female customers ranked this service lower than males with only 12% ranking investigating property crimes among their top three priorities. Fifty-six percent of female customers ranked this service from 4th to 7th in importance, and 31% ranked it as 8th or lower in priority.

### **RESPONDING TO NON-EMERGENCY CALLS FOR SERVICE (RANK # 8)**

Responding to non-emergency calls for service, which includes such things as parking problems or taking a report on a crime that was committed a significant time earlier, ranked as the eighth highest priority service expected or desired of the Police Department. A total of 9% of the customers completing the questionnaire ranked this service among their top three priority services. Twenty-nine percent of all customers ranked responding to non-emergency calls for service from 4th to 7th in priority, and 27% ranked it as 8th or lower in priority. A total of 14% of customers ranked this service as their last priority.

Exhibit 26



Examples of customer comments made in this area include "Quicker response is necessary, even if there's no gun or hurting occurring yet," and the Department "Needs better response to non-emergency phone. Phone rang 20 times with no answer. Called back, phone rang 8 times before being answered. It's very frustrating."

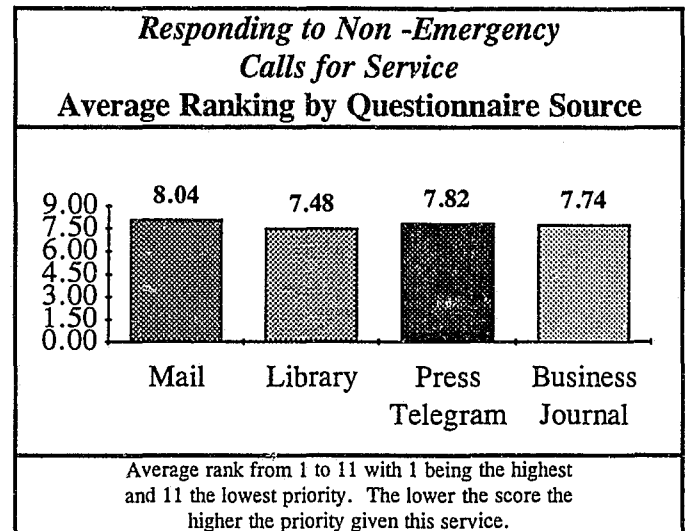
There were no significant differences in responses for individuals of different genders, ethnic groups, ages, for individuals responding from different council districts, or for individuals in the LBPD service area as opposed to the contract service area. There were significant differences in rankings for individuals receiving the survey from different sources.

#### Ranking By Source of the Questionnaire

The ranked importance of responding to non-emergency calls for service differed among customers depending on where they obtained the questionnaire to complete. The customers completing the questionnaire they received at one of the City's Libraries ranked this service

highest, with 12% ranking it among their top three priority services. Thirty percent ranked responding to non-emergency calls for service from 4th to 7th in importance, and 58% ranked it as 8th or lower in priority.

Exhibit 27



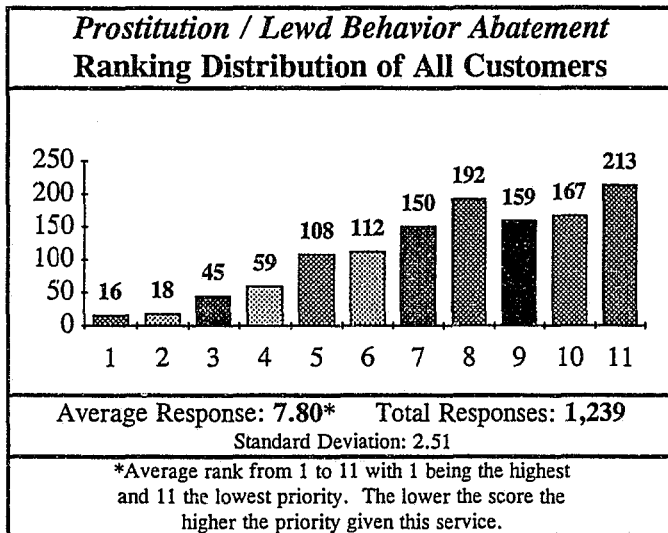
The customers completing the survey they received through the mail ranked this service lower than individuals receiving the questionnaire from other sources, with only 7% ranking responding to non-emergency calls for service among their top three priorities. Twenty-eight percent of the mail survey customers ranked this service from 4th to 7th in importance, and 65% ranked it as 8th or lower in priority.

#### PROSTITUTION / LEWD BEHAVIOR ABATEMENT (RANK # 9)

Reducing the level of prostitution and lewd behavior within the City was ranked as the ninth priority service expected or desired of the Police Department. A total of only 6% of the customers completing the questionnaire ranked this service among their top three priority services. Thirty-five percent of all customers

ranked reducing the level of prostitution and lewd behavior in the City from 4th to 7th in priority, and 59% ranked it as 8th or lower in priority. A total of 17% of customers ranked this service as their last priority.

Exhibit 28



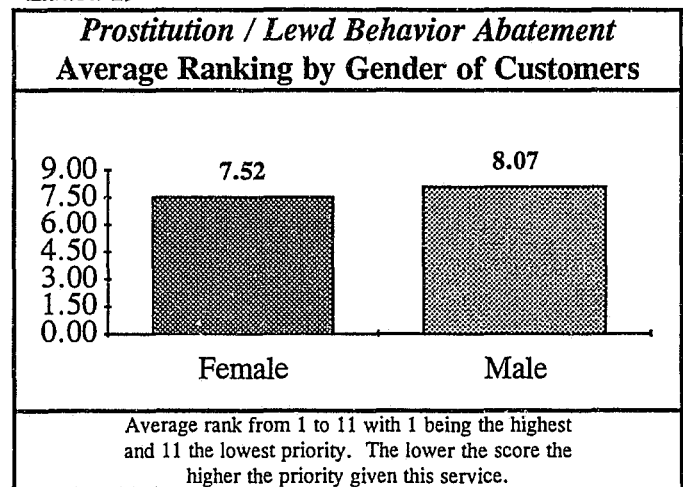
Customers commenting in this area expressed differing opinions on what they believe the priorities of the Department should be. Some customers believe that the Department should "Abandon prostitution/lewd behavior -- it's a waste of resources, it's futile, and it's a victimless crime." On the other hand, a number of customers noted that a major challenge for the Department is to "eliminate prostitution." Several highlighted the prostitution on Pacific Coast Highway and on Long Beach Boulevard as particular problems.

There were no significant differences in responses for individuals receiving the survey from different sources, for individuals responding from different council districts, or for individuals in the LBPd service area as opposed to the contract service area. There were significant differences in rankings for individuals of different genders, ethnic groups, and ages.

### Ranking By Gender of Customers

Female customers ranked reducing the level of prostitution and lewd behavior significantly higher than did male customers. A total of 7% of female customers ranked this service in the top three. Thirty-eight percent ranked this service from 4th to 7th in importance, and 55% ranked it as 8th or lower in priority.

Exhibit 29



Male customers ranked this service lower than females with only 5% ranking reducing the level of prostitution and lewd behavior among their top three priorities. Thirty-two percent of male customers ranked this service from 4th to 7th in importance, and 63% ranked it as 8th or lower in priority.

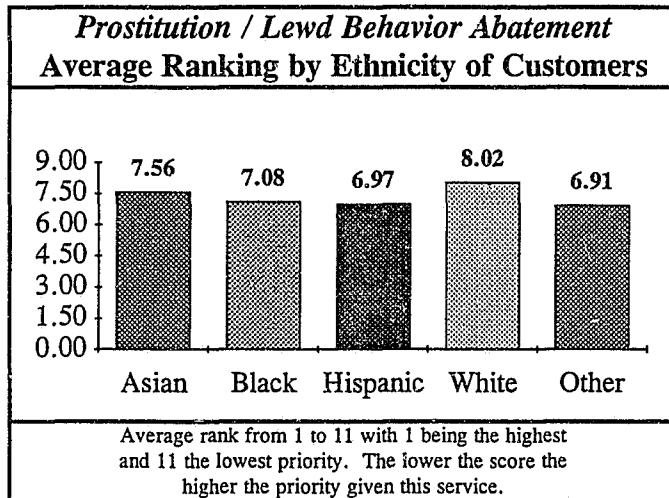
### Ranking By Ethnicity of Customers

Hispanic and Black customers, as well as customers in the "other races" category ranked reducing prostitution and lewd behavior as a higher priority service than did either Asian or White customers.

Individuals in the "other races" category ranked this service highest among the various ethnic

groups. A total of 12% of other ethnicity customers ranked this service among their top three priority services. Forty percent ranked this service from 4th to 7th in importance, and 48% ranked it as 8th or lower in priority.

Exhibit 30



Hispanic individuals ranked this service similarly high. A total of 17% of Hispanic customers ranked this service among their top three priority services. Thirty-one percent ranked this service from 4th to 7th in importance, and 52% ranked it as 8th or lower in priority.

Black individuals also ranked this service high. A total of 12% of Black customers ranked this service among their top three priority services. Twenty-eight percent ranked this service from 4th to 7th in importance, and 45% ranked it as 8th or lower in priority.

Asian individuals ranked this service somewhat lower. A total of 4% of Asian customers ranked this service among their top three priority services. Thirty-three percent ranked this service from 4th to 7th in importance, and 49% ranked it as 8th or lower in priority.

White individuals ranked this service lowest among the various ethnic groups. A total of 5% of White customers ranked this service among

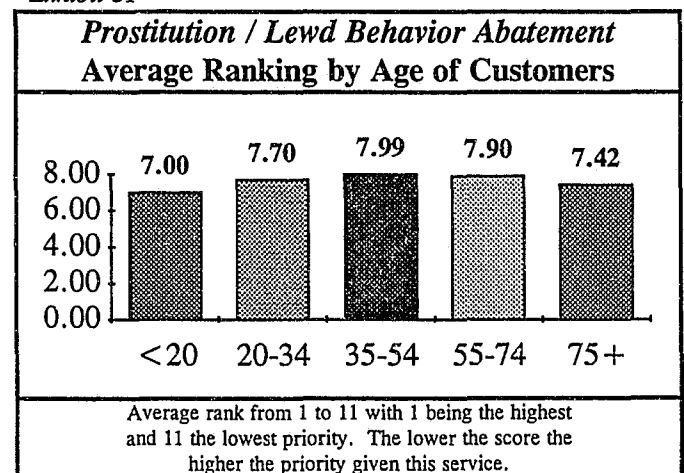
their top three priority services. Thirty-three percent ranked this service from 4th to 7th in importance, and 62% ranked it as 8th or lower in priority.

### Ranking By Age of Customers

Customers under the age of 20 years ranked reducing prostitution and lewd behavior as a higher priority service than did customers of other ages. A total of 16% of customers under the age of 20 ranked this service among their top three priority services. Thirty-three percent ranked this service from 4th to 7th in importance, and 51% ranked it as 8th or lower in priority.

Customers between the ages of 35 and 54 years ranked reducing prostitution and lewd behavior as a lower priority service than did customers of other ages. A total of 5% of customers between 35 and 54 years of age ranked this service among their top three priority services. Thirty-four percent ranked this service from 4th to 7th in importance, and 61% ranked it as 8th or lower in priority.

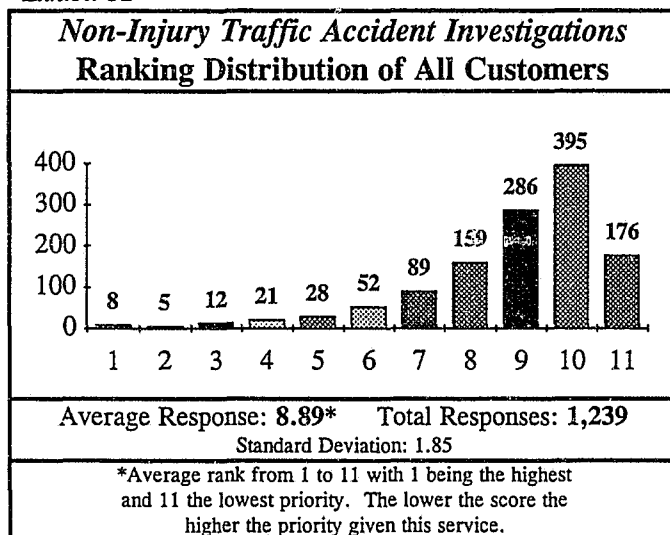
Exhibit 31



### NON-INJURY TRAFFIC ACCIDENT INVESTIGATION (RANK # 10)

Customers ranked investigations of traffic accidents that did not result in injuries as the 10th, or next to last, priority service expected or desired of the Police Department. A total of only 2% of the customers completing the questionnaire ranked this service among their top three priority services. Fifteen percent of all customers ranked investigating non-injury traffic accidents from 4th to 7th in priority, and 83% ranked it as 8th or lower in priority. A total of 14% of customers ranked this service as their last priority.

Exhibit 32



Of those providing comments, customers expressed differing opinions regarding non-injury traffic accident investigations. Examples of these comments include "Make traffic and motor cops take accident reports" and "Have non-peace officers respond to traffic accidents and do reports."

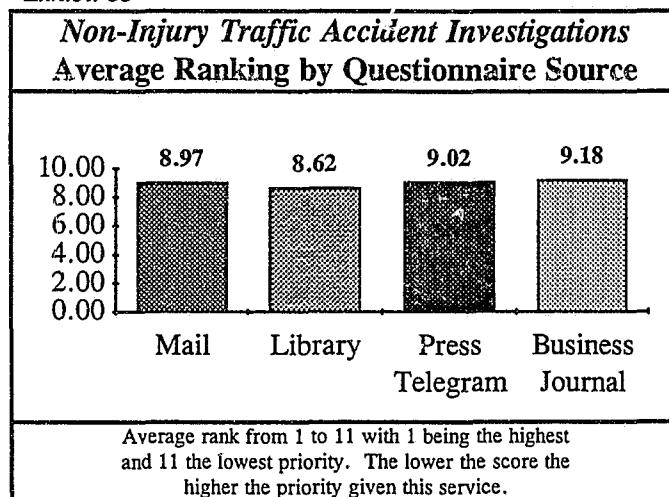
There were no significant differences in responses for individuals of different genders, ethnic groups, ages, for individuals responding from different council districts, or for individuals

in the LBPD service area as opposed to the contract service area. There were significant differences in rankings for individuals receiving the survey from different sources.

### Ranking By Source of the Questionnaire

The ranked importance of investigating non-injury traffic accidents differed among customers depending on where they obtained the questionnaire to complete. The customers completing the questionnaire they received at a City Library ranked this service highest, with 3% ranking it among their top three priority services. Twenty-one percent ranked responding to non-emergency calls for service from 4th to 7th in importance, and 77% ranked it as 8th or lower in priority.

Exhibit 33

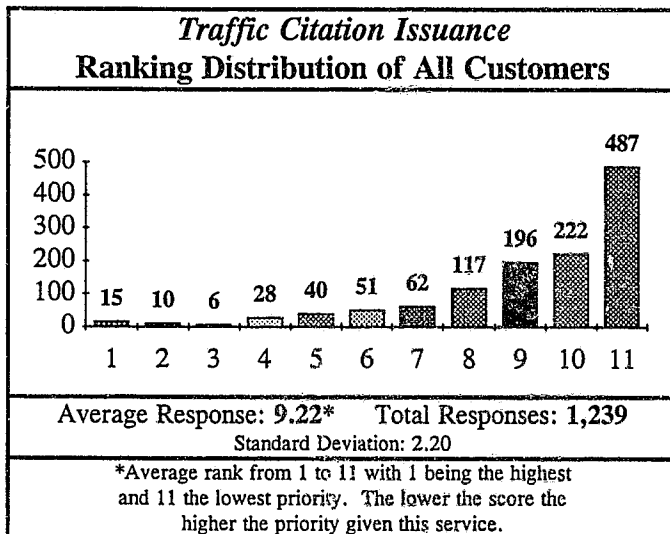


The customers completing the survey as published in the Business Journal ranked this service lower than individuals receiving the questionnaire from other sources, with only 1% ranking investigating non-injury traffic accidents among their top three priorities. Eleven percent of the Business Journal survey customers ranked this service from 4th to 7th in importance, and 88% ranked it as 8th or lower in priority.

## TRAFFIC CITATION ISSUANCE (RANK # 11)

Issuance of Traffic Citations was ranked as the 11th, or lowest priority service expected or desired of the Police Department. A total of only 3% of the customers completing the questionnaire ranked this service among their top three priority services. Fifteen percent of all customers ranked traffic citation issuance from 4th to 7th in priority, and 83% ranked it as 8th or lower in priority. A total of 39% of customers ranked this service as their last priority.

Exhibit 34



Customers made a number of comments related to traffic citation issuance. Examples of these comments include "Go after real criminals instead of traffic tickets. If there is a quota system, abandon it;" and "Stop making such a high priority of revenue collection through tickets;" and "Patrol instead of hiding in driveways to issue traffic cites."

# **RATING OF POLICE PERFORMANCE**

**RATING OF POLICE  
PERFORMANCE**

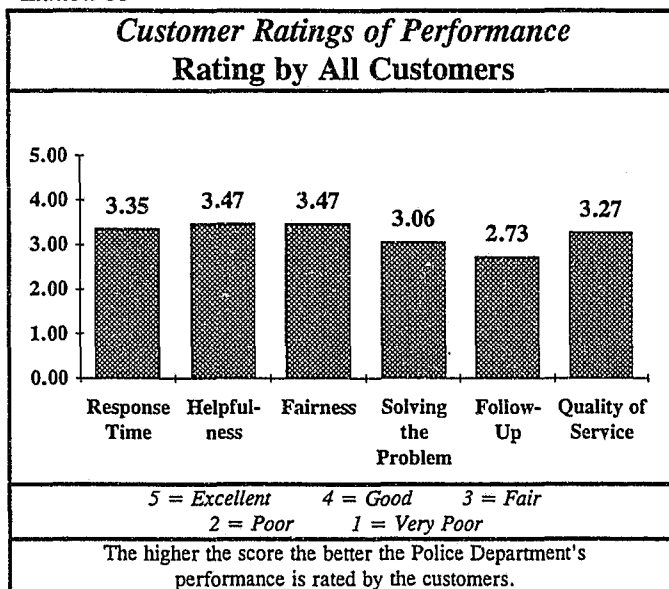
## RATING OF POLICE PERFORMANCE

We were interested in identifying how the Police Department's customers rate its performance. We identified six criteria to ask customers to use in rating the Department. These criteria are:

- ✓ Response Time
- ✓ Helpfulness
- ✓ Fairness
- ✓ Solving the Problem
- ✓ Follow-up
- ✓ Quality of Service

For each of these criteria we asked customers to rate the Department's performance on a five-point scale, with a very poor rating receiving a score of 1 and an excellent rating receiving a score of 5. The following exhibit summarizes the average scores of the six criteria.

Exhibit 35



In addition to determining how customers rate the performance of the Department on each

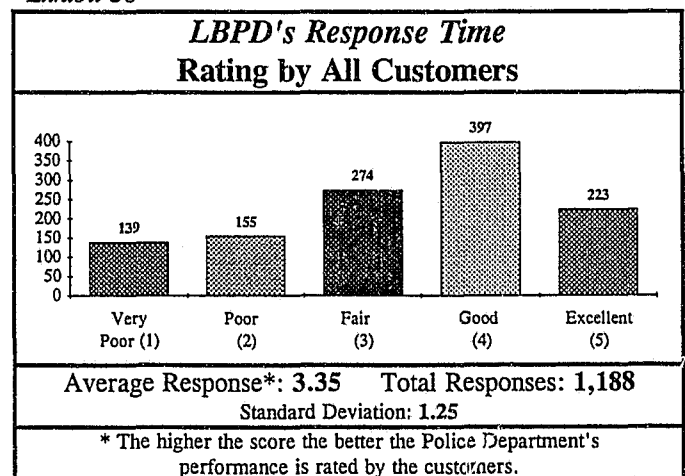
criteria, we analyzed the survey results to identify differences in perspectives among different customer groups. These groups include individuals of different ethnic groups, genders, ages, council districts, and customers in the Long Beach Police Department's service area as opposed to the contract service area. We also analyzed responses to identify if there were differences based on where the customers obtained the survey questionnaire.

### RESPONSE TIME

One of the most common measures of a Police Department's effectiveness is the time it takes to provide on site response to emergency situations.

The majority of customers completing our survey rated the response time of the Police Department as either good or excellent. A total of 19% rated response time as excellent, 33% rate it good, 23% fair, 13% poor, and 12% rated response time as very poor.

Exhibit 36



Although all customers responded similarly regarding response time, there were significant

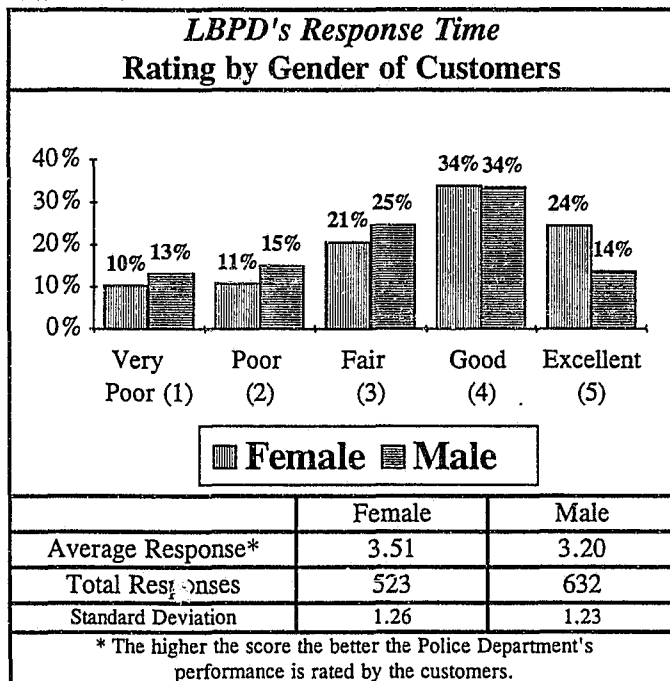


differences in responses among individuals of different genders, for individuals receiving the survey from different sources, and for individuals in the LBDP's service area as opposed to the contract service area. There were no significant differences in responses for individuals of different ethnic groups, ages, or among the different council districts.

### Responses by Gender of Customer

Male customers completing our survey were more critical of the Police Department's response time than were female customers. A total of 28% of male customers rated the Department's response time as either poor or very poor, with 47% rating it as good or excellent, and 25% rating it as fair.

Exhibit 37



Of the female customers completing our survey, only 21% rated the Police Department's response time as either poor or very poor, with 58%

rating it as good or excellent, and 21% rating it as fair.

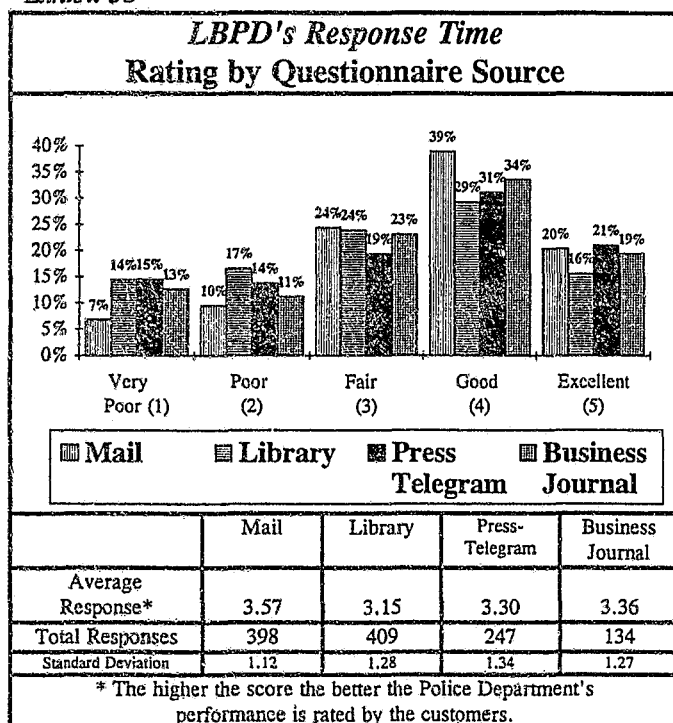
### Responses by Questionnaire Source

Customers completing the survey questionnaire randomly mailed to their residence or business rated the Department's response time the most favorably. A total of 59% rated response time as either good or excellent. Only 17% rated it as either poor or very poor, and 25% rated it as fair.

Customers completing the questionnaire published in the Press-Telegram or the Business Journal rated response time slightly less positively. Of the individuals completing the Business Journal questionnaire, 53% rated the Department's response time as either good or excellent, 24% rated it as either poor or very poor, and 23% rated it as fair. Of the individuals completing the Press-Telegram survey, 52% rated the Department's response time as either good or excellent, 29% rated it as either poor or very poor, and 19% rated it as fair.

Individuals completing the survey questionnaire they received at one of the City's public libraries rated the Department's response least positively. A total of 45% rated response time as either good or excellent, 31% rated it as either poor or very poor, and 24% rated it as fair.

Exhibit 38

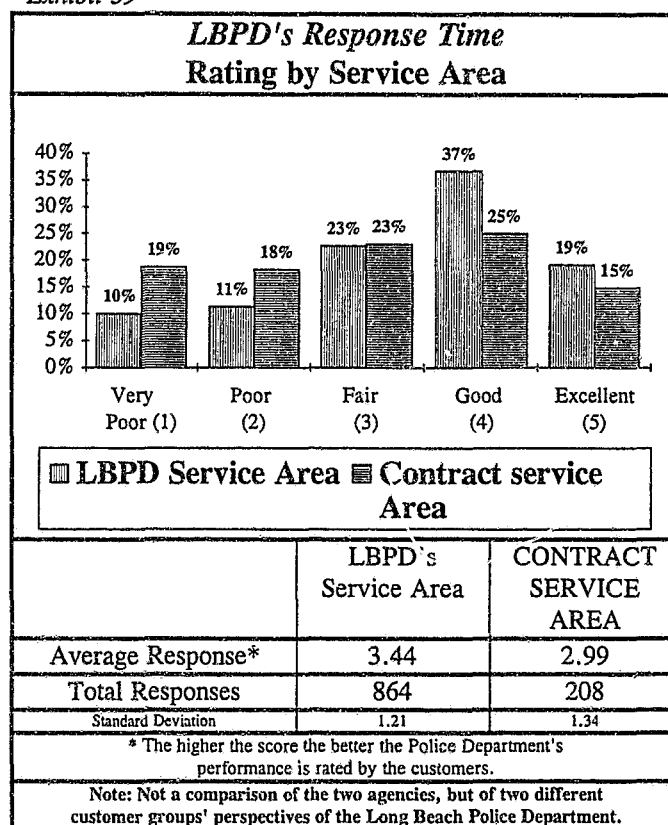


### Responses by Service Area

Customers in the contract service area rated the Long Beach Police Department's response time more critically than those in the LBPD service area. A total of 37% of customers in the contract service area rated the Police Department's response time as either poor or very poor, with 40% rating it as either good or excellent, and 23% rating it as fair.

For customers in the LBPD's service area, the rating of the Police Department's response time was significantly more positive. A total of 56% rated the Police Department's response time as either good or excellent, 21% rated it as either poor or very poor, and 23% rated it as fair.

Exhibit 39

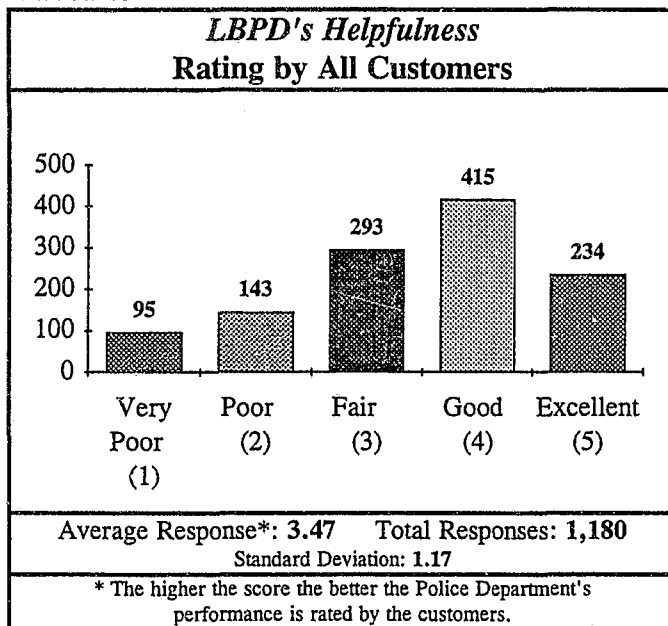


### HELPFULNESS

In addition to quickly arriving on-scene in an emergency situation, it is important that the Police provide a helpful response.

The majority of customers completing our survey rated the helpfulness of the Police Department as either good or excellent. A total of 20% rated helpfulness as excellent, 35% rated it good, 25% fair, 12% poor, and 8% rated helpfulness as very poor.

Exhibit 40



Although all customers responded similarly regarding the helpfulness of the Department, there were significant differences in responses among individuals of different genders, for individuals receiving the survey from different sources, and for individuals in the LBPD's service area as opposed to the contract service area. There were no significant differences in responses for individuals of different ethnic groups, ages, or among the different council districts.

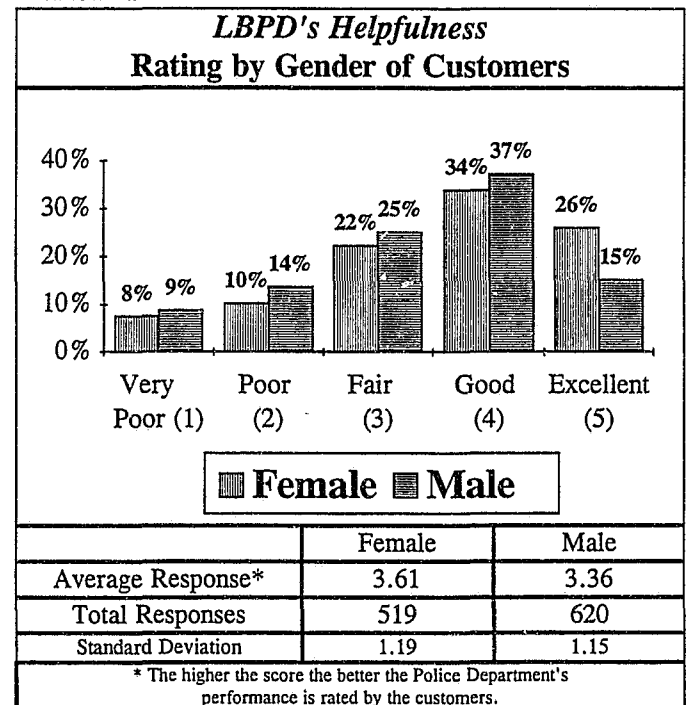
#### Responses by Gender of Customer

Male customers completing our survey were more critical of the helpfulness of the Police Department's than were female customers. A total of 22% of male customers rated the Department's helpfulness as either poor or very poor, with 52% rating it as good or excellent, and 25% rating it as fair.

Of the female customers completing our survey, only 18% rated the Police Department's

helpfulness as either poor or very poor, with 60% rating it as good or excellent, and 22% rating it as fair.

Exhibit 41



#### Responses by Questionnaire Source

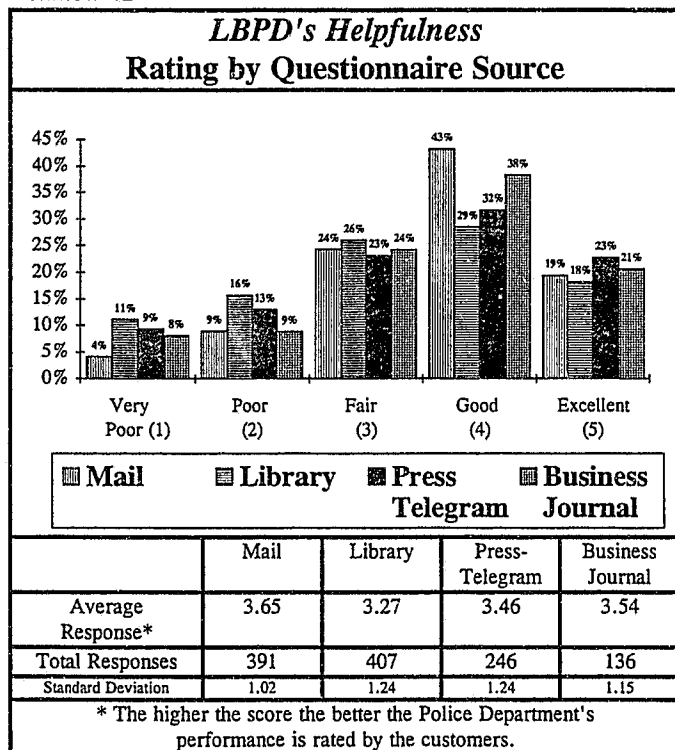
Customers completing the survey questionnaire randomly mailed to their residence or business rated the Department's helpfulness the most favorably. A total of 63% rated the Department's helpfulness as either good or excellent. Only 13% rated it as either poor or very poor, and 24% rated it as fair.

Customers completing the questionnaire published in the Press-Telegram or the Business Journal rated the Department's helpfulness slightly less positively. Of the individuals completing the Business Journal questionnaire, 59% rated the Department's helpfulness as either good or excellent, 17% rated it as either poor or very poor, and 24% rated it as fair. Of the individuals completing the Press-Telegram

survey, 55% rated the Department's helpfulness as either good or excellent, 22% rated it as either poor or very poor, and 23% rated it as fair.

Individuals completing the survey questionnaire they received at one of the City's public libraries rated the Department's helpfulness least positively. A total of 47% rated helpfulness as either good or excellent, 27% rated it as either poor or very poor, and 26% rated it as fair.

Exhibit 42

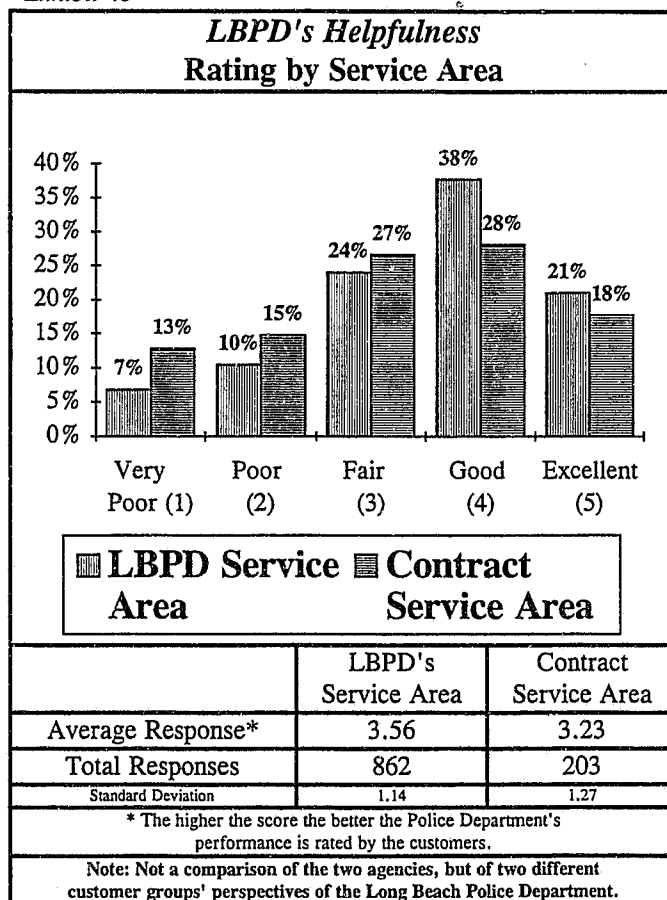


### Responses by Service Area

Customers that were being served by the LA County Sheriff's Department rated the Department's helpfulness more critically than those in the LBPB service area. A total of 27% of customers in the contract service area rated the Department's helpfulness as either poor or very poor, with 46% rating it as either good or excellent, and 27% rating it as fair.

For customers in the LBPB's service area, the rating of the Police Department's helpfulness was significantly more positive. A total of 59% rated the Department's helpfulness as either good or excellent, 17% rated it as either poor or very poor, and 24% rated it as fair.

Exhibit 43



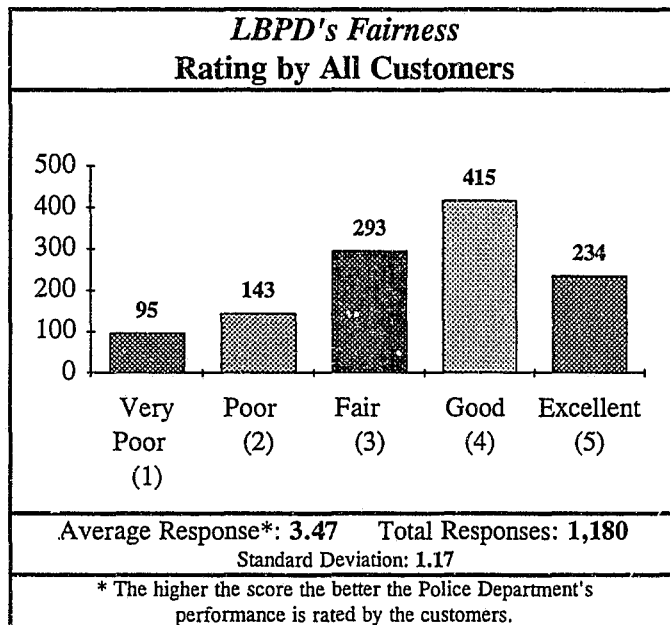
### FAIRNESS

It is important that the Police provide fair treatment of all individuals. We asked customers to rate the fairness of the Police Department on a scale from very poor to excellent.

The majority of customers completing our survey rated the fairness of the Police Department as either good or excellent. A total of 18% rated

fairness as excellent, 35% rate it good, 27% fair, 11% poor, and 9% rated fairness as very poor.

Exhibit 44



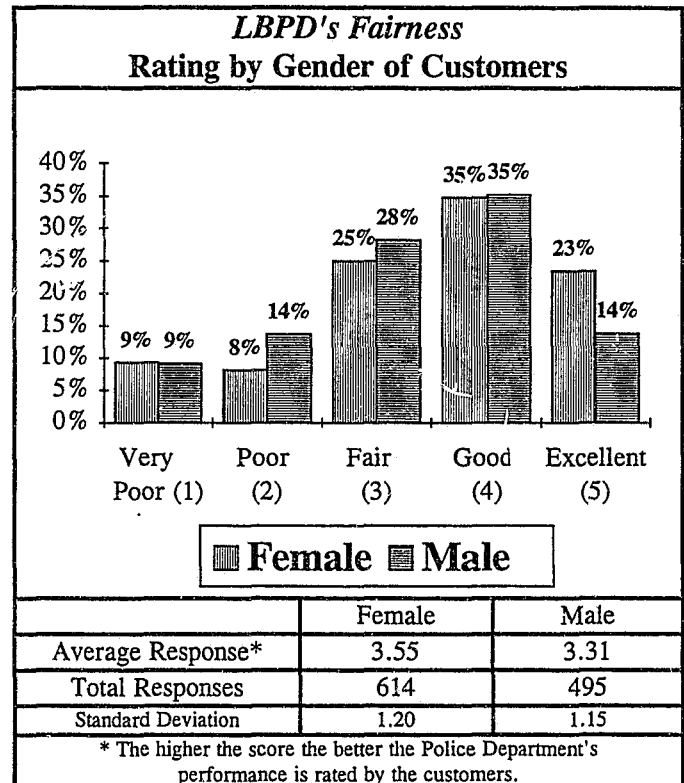
Although all customers responded similarly regarding the fairness of the Department, there were significant differences in responses among individuals of different genders, for individuals receiving the survey from different sources, and for individuals in the LBPD's service area as opposed to the contract service area. There were no significant differences in responses for individuals of different ethnic groups, ages, or among the different council districts.

#### Responses by Gender of Customer

Male customers completing our survey were more critical of the Police Department's fairness than were female customers. A total of 23% of male customers rated the Department's fairness as either poor or very poor, with 49% rating it as good or excellent, and 28% rating it as fair.

Of the female customers completing our survey, 17% rated the Police Department's fairness as either poor or very poor, with 58% rating it as good or excellent, and 25% rating it as fair.

Exhibit 45



#### Responses by Questionnaire Source

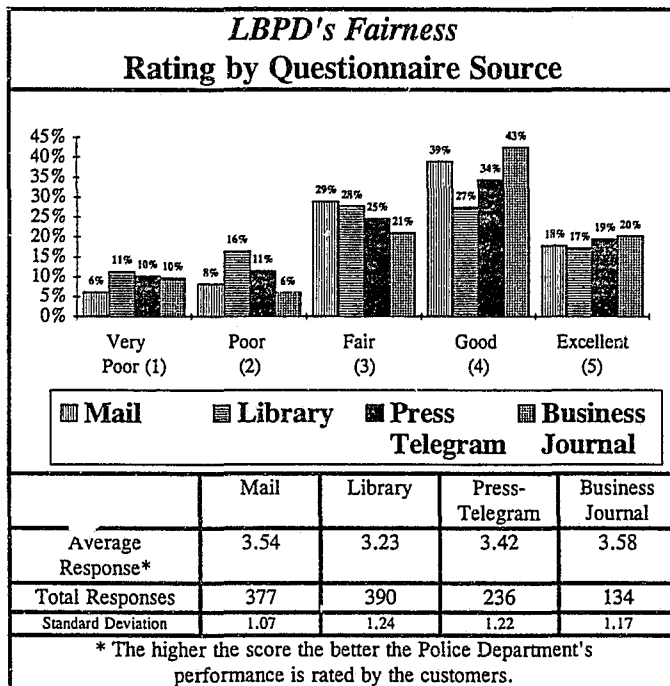
Customers completing the survey questionnaire published in the Business Journal rated the Department's fairness the most favorably. A total of 63% rated the Department's fairness as either good or excellent. Only 16% rated it as either poor or very poor, and 21% rated it as fair.

Customers completing the questionnaire randomly mailed to their residence or business or completing the questionnaire published in the Press-Telegram rated the Department's fairness slightly less positively. Of the individuals completing the mailed questionnaire, 57% rated

the Department's fairness as either good or excellent, 14% rated it as either poor or very poor, and 29% rated it as fair. Of the individuals completing the Press-Telegram survey, 54% rated the Department's fairness as either good or excellent, 22% rated it as either poor or very poor, and 24% rated it as fair.

Individuals completing the survey questionnaire they received at one of the City's public libraries rated the Department's fairness least positively. A total of 45% rated fairness as either good or excellent, 27% rated it as either poor or very poor, and 28% rated it as fair.

Exhibit 46

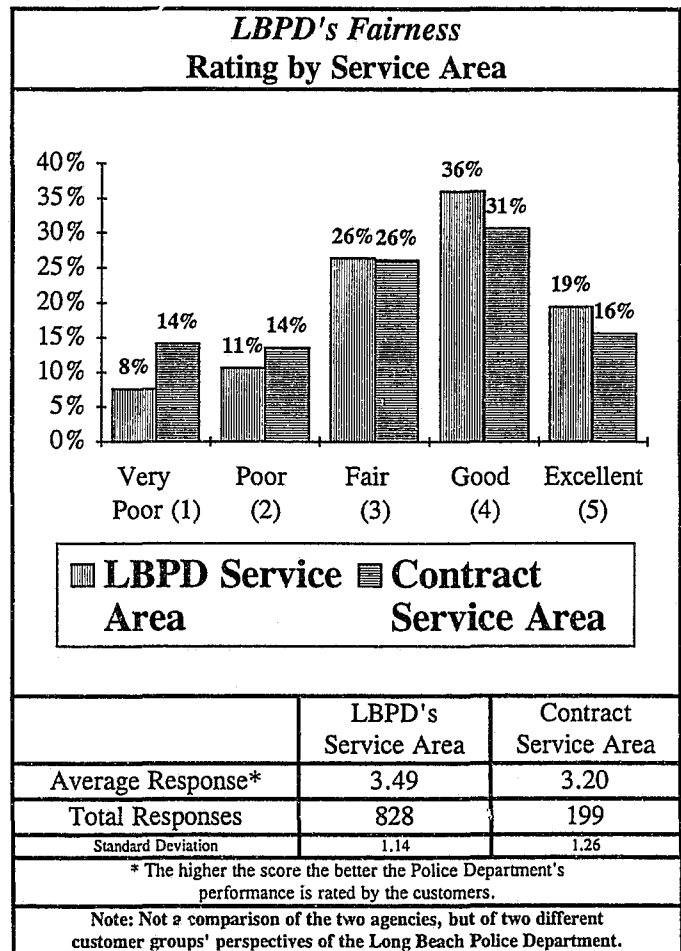


### Responses by Service Area

Customers in the contract service area rated the Police Department's fairness more critically than those in the LBPB service area. A total of 28% of customers in the contract service area rated the Department's fairness as either poor or very poor, with 46% rating it as either good or excellent, and 26% rating it as fair.

For customers in the LBPB's service area, the rating of the Police Department's fairness was significantly more positive. A total of 55% rated the Department's fairness as either good or excellent, 19% rated it as either poor or very poor, and 26% rated it as fair.

Exhibit 47



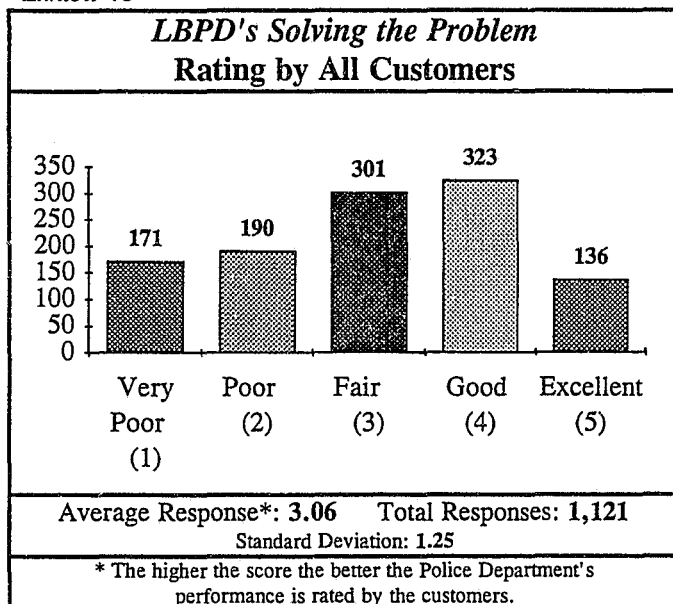
### SOLVING THE PROBLEM

In addition to responding quickly, being helpful, and fair, it is important that the Police Department be perceived as being able to solve the problem.

Less than a majority of customers completing our survey rated the problem solving ability of the Police Department as either good or

excellent. A total of 12% rated the Department's ability to solve the problem as excellent, 29% rated it good, 27% fair, 17% poor, and 15% rated solving the problem as very poor.

Exhibit 48



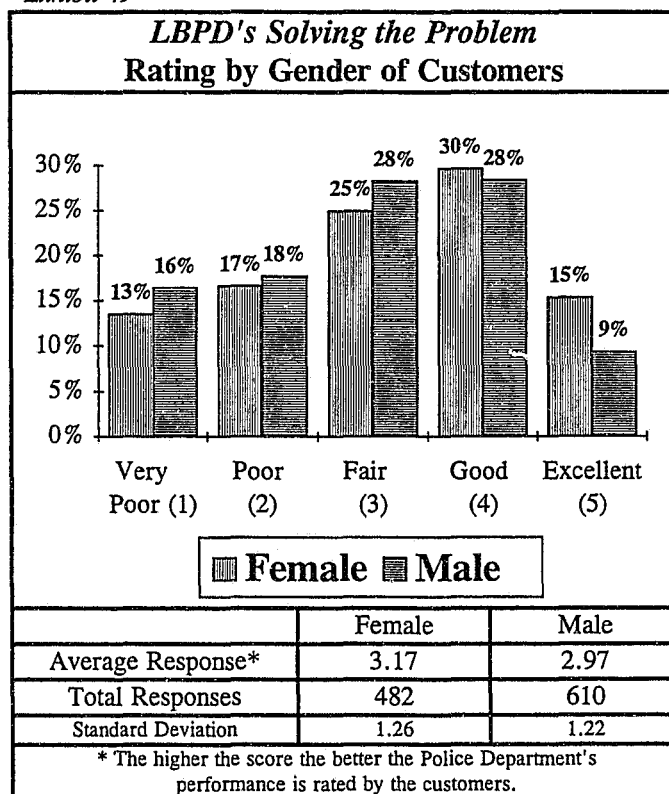
Although all customers responded similarly regarding the Department's ability to solve the problem, there were significant differences in responses among individuals of different genders, ages, and for individuals in the LBPD's service area as opposed to the contract service area. There were no significant differences in responses for individuals of different ethnic groups, for individuals receiving the survey from different sources, or among the different council districts.

### Responses by Gender of Customer

Male customers completing our survey were more critical of the Police Department's problem solving ability than were female customers. A total of 34% of male customers rated the Department's problem solving ability as either poor or very poor, with 38% rating it as good or excellent, and 28% rating it as fair.

Of the female customers completing our survey, 30% rated the Police Department's problem solving ability as either poor or very poor, with 45% rating it as good or excellent, and 25% rating it as fair.

Exhibit 49



### Responses by Age of Customer

Customers completing the survey questionnaire who were under the age of 20 rated the Department's problem solving ability the most

favorably. A total of 58% rated solving the problem as either good or excellent. Only 18% rated it as either poor or very poor, and 24% rated it as fair.

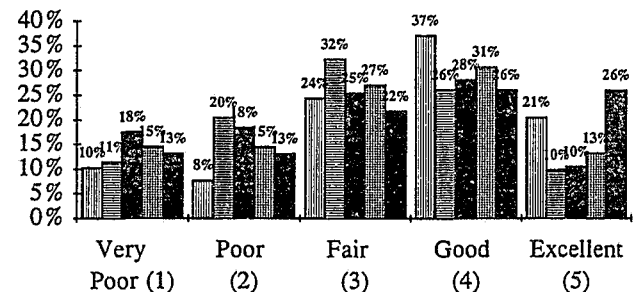
Customers completing the questionnaire that were 75 or more years old rated the Department's problem solving ability slightly less positively. Of these individuals, 52% rated the Department's problem solving as either good or excellent, 26% rated it as either poor or very poor, and 22% rated it as fair.

Customers in the age groups 20 to 34 years of age and 55 to 74 years of age rated the Department's problem solving somewhat more critically. For individuals in the 20 to 34 age group 36% rated the Department's problem solving as either good or excellent, 32% rated it as either poor or very poor, and 32% rated it as fair. For individuals in the 55 to 74 age group 44% rated the Department's problem solving as either good or excellent, 29% rated it as either poor or very poor, and 27% rated it as fair.

Individuals completing the survey questionnaire in the age group 35 to 54 years rated the Department's problem solving ability the most critically. A total of 39% of these individuals rated the Department's problem solving as either good or excellent, 36% rated it as either poor or very poor, and 25% rated it as fair.

Exhibit 50

### LBPB's Solving the Problem Rating by Questionnaire Source



Legend:   
 ■ <20 ■ 20-34 ■ 35-54 ■ 55-74 ■ 75+  
 34 54 74

	<20	20-34	35-54	55-74	75+
Average Response*	3.5	3.02	2.96	3.14	3.39
Total Responses	78	245	440	296	23
Standard Deviation	1.20	1.15	1.26	1.24	1.37

\* The higher the score the better the Police Department's performance is rated by the customers.

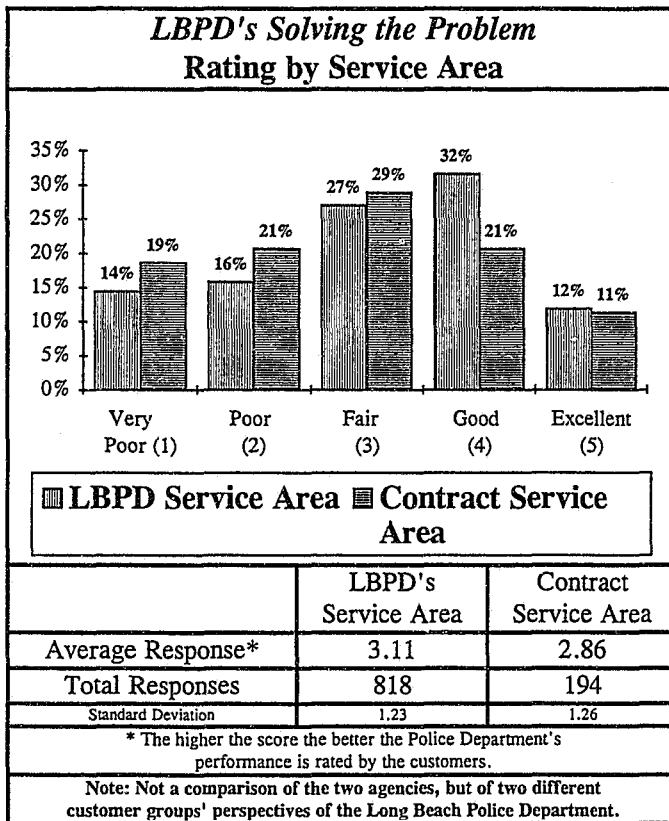
### Responses by Service Area

Customers in the contract service area rated the Police Department's problem solving ability more critically than those in the LBPB service area. A total of 39% of customers in the contract service area rated the Department's problem solving as either poor or very poor, with 32% rating it as either good or excellent, and 29% rating it as fair.

For customers in the LBPB's service area, the rating of the Police Department's problem solving ability was more positive. A total of 43% rated the Department's problem solving as either good or excellent, 30% rated it as either poor or very poor, and 27% rated it as fair.



Exhibit 51

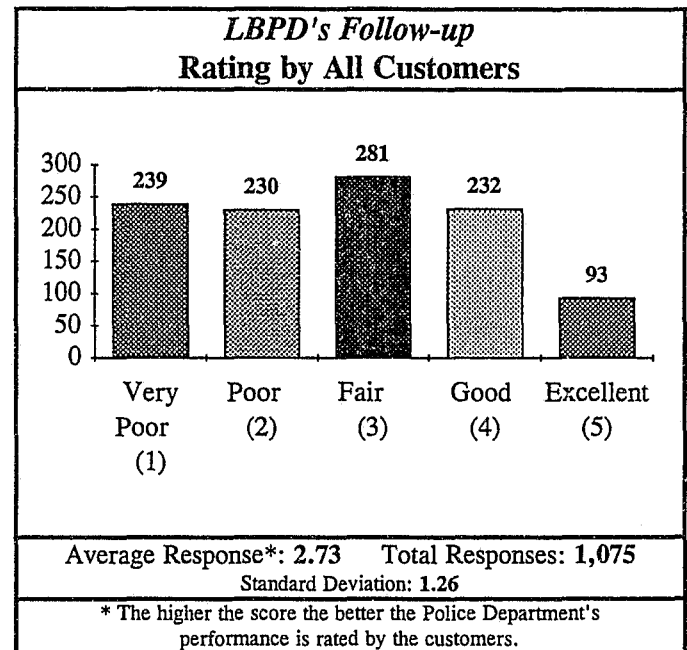


## FOLLOW-UP

It is important not only that the police quickly respond to emergency situations including crimes in progress, but that future action to follow-up on crimes committed be taken. We asked customers to rate the Police Department's follow-up on a scale ranking from very poor to excellent.

The Department's follow-up received the lowest rating of the six factors measured. A much smaller number, only 30%, of customers completing our survey rated the follow-up of the Police Department as either good or excellent. A total of only 9% rated follow-up as excellent, 21% rate it good, 26% fair, 22% poor, and 22% rated follow-up as very poor.

Exhibit 52



Although all customers responded similarly regarding follow-up, there were significant differences in responses among individuals of different ages, for individuals receiving the survey from different sources, and for individuals in the LBPB's service area as opposed to the contract service area. There were no significant differences in responses for individuals of different genders, ethnic groups, or among the different council districts.

## Responses by Age of Customer

Customers completing the survey questionnaire who were under the age of 20 rated the Department's follow-up the most favorably. A total of 45% rated follow-up as either good or excellent. Only 22% rated it as either poor or very poor, and 33% rated it as fair.

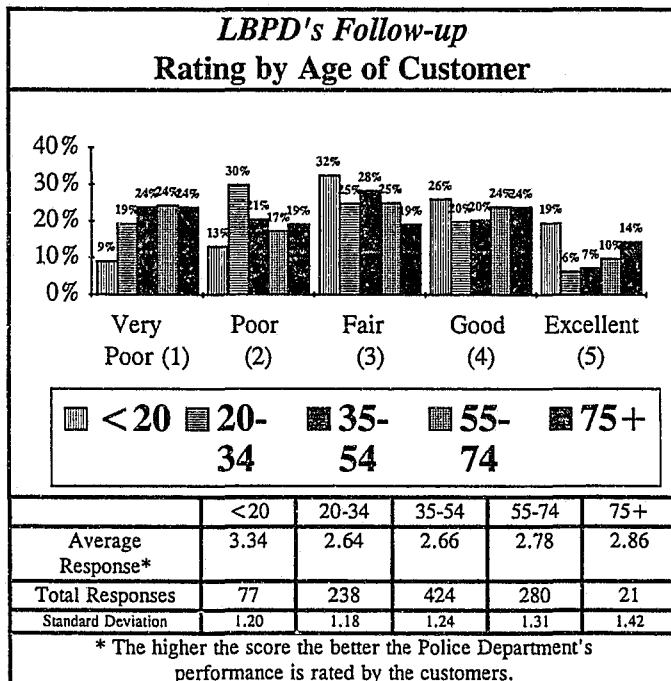
Customers completing the questionnaire that were 75 or more years old rated the Department's problem solving ability much less positively. Of these individuals, 38% rated the

Department's follow-up as either good or excellent, 43% rated it as either poor or very poor, and 19% rated it as fair.

Customers in the age groups 35 to 54 years of age and 55 to 74 years of age rated the Department's follow-up somewhat more critically. For individuals in the 35 to 54 age group 27% rated the Department's follow-up as either good or excellent, 45% rated it as either poor or very poor, and 28% rated it as fair. For individuals in the 55 to 74 age group 34% rated the Department's follow-up as either good or excellent, 41% rated it as either poor or very poor, and 25% rated it as fair.

Individuals completing the survey questionnaire in the age group 20 to 34 years of age rated the Department's follow-up the most critically. A total of 26% of these individuals rated the Department's follow-up as either good or excellent, 49% rated it as either poor or very poor, and 25% rated it as fair.

Exhibit 53



### Responses by Questionnaire Source

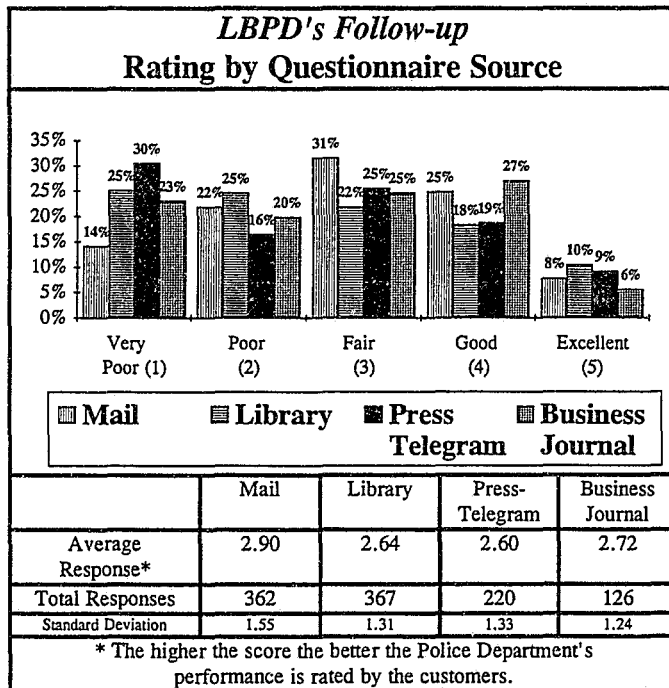
Customers completing the survey questionnaire randomly mailed to their residence or business rated the Department's follow-up the most favorably. A total of 33% rated follow-up as either good or excellent. A total of 36% rated it as either poor or very poor, and 31% rated it as fair.

Customers completing the questionnaire published in the Business Journal rated follow-up slightly less positively. Of the individuals completing the Business Journal questionnaire, 32% rated the Department's follow-up as either good or excellent, 43% rated it as either poor or very poor, and 25% rated it as fair.

Individuals completing the survey questionnaire they received at one of the City's public libraries also rated the Department's follow-up slightly less positively. A total of 28% rated the Department's follow-up as either good or excellent, 50% rated it as either poor or very poor, and 22% rated it as fair.

Individuals completing the survey questionnaire published in the Press-Telegram rated the Department's follow-up least positively. A total of 28% rated follow-up as either good or excellent, 47% rated it as either poor or very poor, and 25% rated it as fair.

Exhibit 54

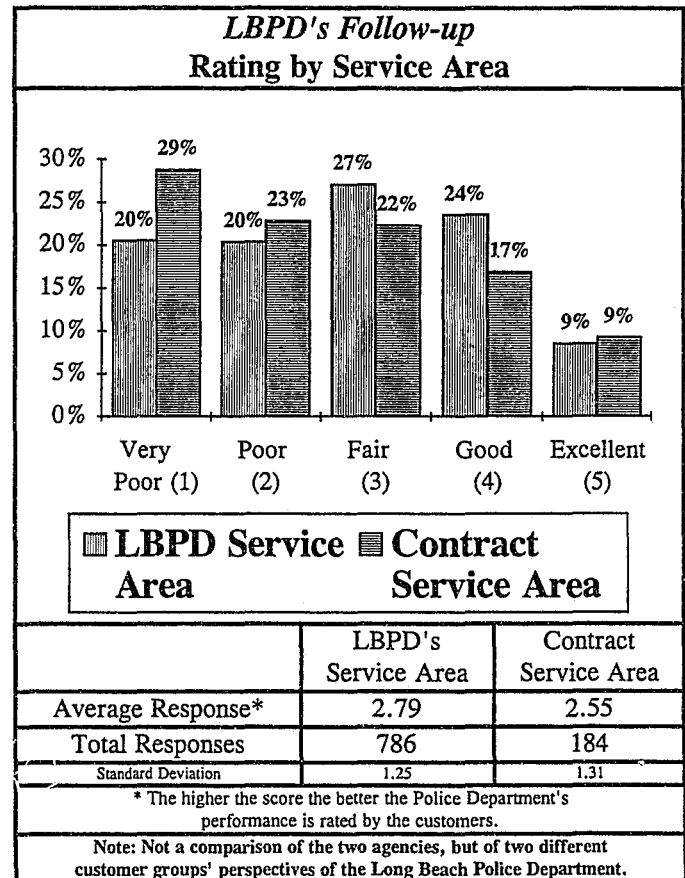


### Responses by Service Area

Customers in the contract service area rated the Department's follow-up more critically than those in the LBPD service area. A total of 52% of customers in the contract service area rated the Police Department's follow-up as either poor or very poor, with 26% rating it as either good or excellent, and 22% rating it as fair.

For customers in the LBPD's service area, the rating of the Police Department's follow-up was more positive. A total of 32% rated the Department's follow-up as either good or excellent, 41% rated it as either poor or very poor, and 27% rated it as fair.

Exhibit 55

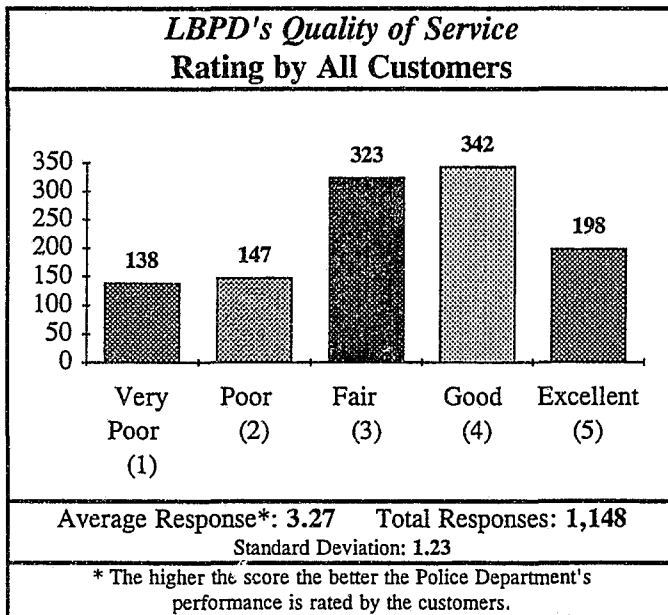


### QUALITY OF SERVICE

We also asked customers to rate the Police Department's overall quality of service on a scale ranking from very poor to excellent.

Fewer than half of the customers completing our survey rated the quality of service of the Police Department as either good or excellent. A total of 17% rated quality of service as excellent, 30% rate it good, 28% fair, 13% poor, and 12% rated quality of service as very poor.

Exhibit 56



Although all customers responded similarly regarding quality of service, there were significant differences in responses among individuals of different genders, for individuals receiving the survey from different sources, and for individuals in the LBPB's service area as opposed to the contract service area. There were no significant differences in responses for individuals of different ethnic groups, ages, or among the different council districts.

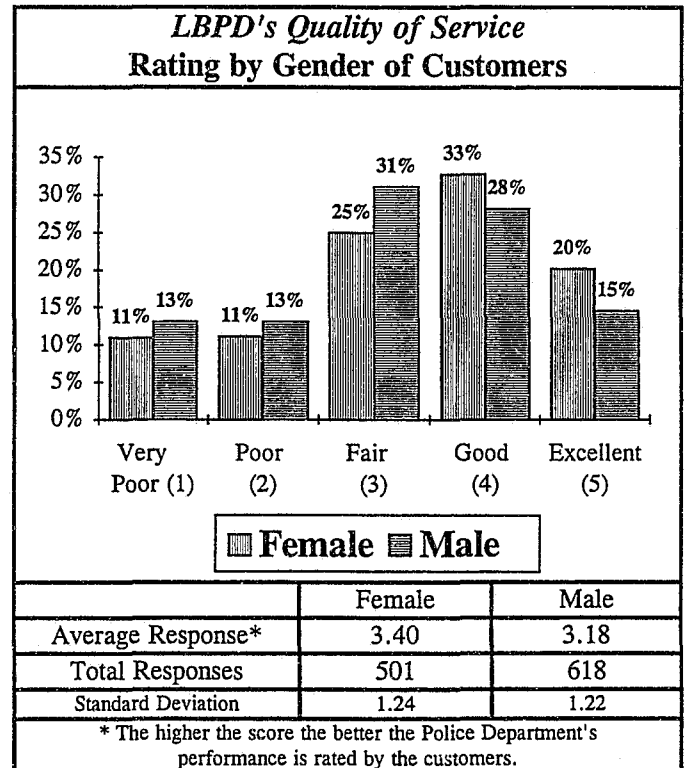
#### Responses by Gender of Customer

Male customers completing our survey were more critical of the Police Department's quality of service than were female customers. A total of 43% of male customers rated the Department's quality of service as either poor or very poor, with 26% rating it as good or excellent, and 31% rating it as fair.

Of the female customers completing our survey, 22% rated the Police Department's quality of service as either poor or very poor, with 53%

rating it as good or excellent, and 25% rating it as fair.

Exhibit 57



#### Responses by Questionnaire Source

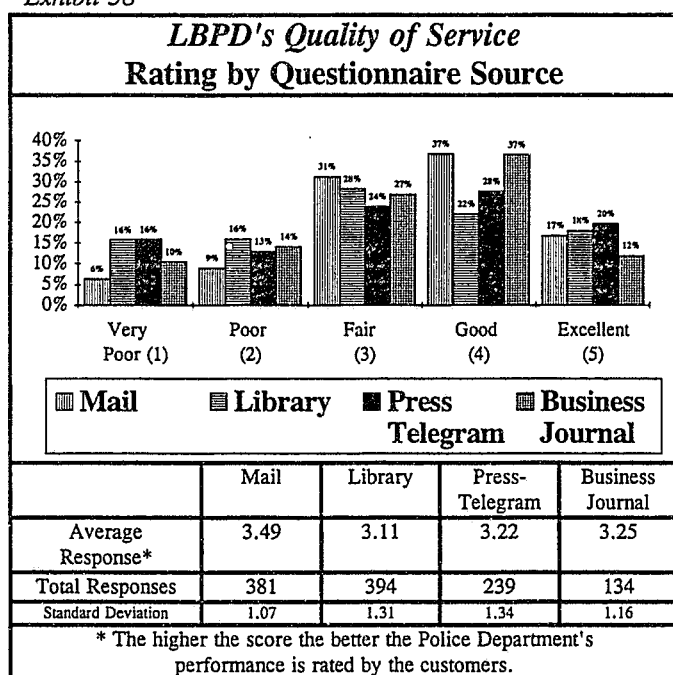
Customers completing the survey questionnaire randomly mailed to their residence or business rated the Department's quality of service the most favorably. A total of 54% rated quality of service as either good or excellent. Only 15% rated it as either poor or very poor, and 31% rated it as fair.

Customers completing the questionnaire published in the Press-Telegram or the Business Journal rated quality of service slightly less positively. Of the individuals completing the Business Journal questionnaire, 48% rated the Department's quality of service as either good or excellent, 25% rated it as either poor or very poor, and 27% rated it as fair. Of the individuals completing the Press-Telegram

survey, 47% rated the Department's quality of service as either good or excellent, 29% rated it as either poor or very poor, and 24% rated it as fair.

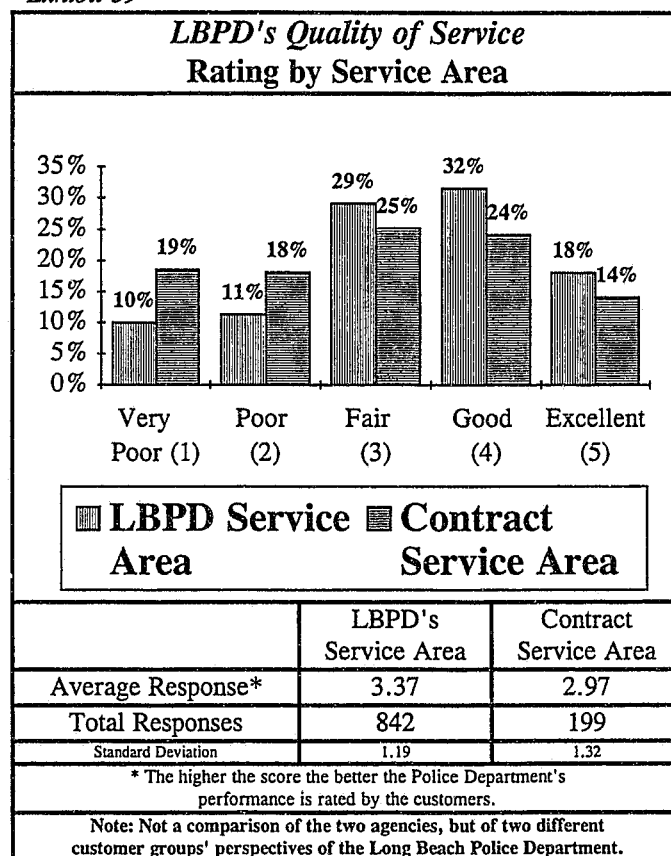
Individuals completing the survey questionnaire they received at one of the City's public libraries rated the Department's response least positively. A total of 40% rated quality of service as either good or excellent, 32% rated it as either poor or very poor, and 28% rated it as fair.

Exhibit 58



For customers in the LBDP's service area, the rating of the Police Department's quality of service was more positive. A total of 50% rated the Department's quality of service as either good or excellent, 21% rated it as either poor or very poor, and 29% rated it as fair.

Exhibit 59



### Responses by Service Area

Customers in the contract service area rated the Police Department's quality of service more critically than those in the LBDP service area. A total of 37% of customers in the contract service area rated the Department's quality of service as either poor or very poor, with 38% rating it as either good or excellent, and 25% rating it as fair.

# IMAGE OF THE POLICE DEPARTMENT

## IMAGE OF THE POLICE DEPARTMENT

The image of the police within the community they serve can have a substantial impact on their ability to effectively perform their duties. Police often must depend on the public to provide assistance or information. If the public has a positive perception of the police individual members are much more likely to cooperate and assist the police.

The image of the police within the community also affects individuals' sense of security and their belief that their environment is reasonably free of crime. A community in which the police department has a positive image is likely to be perceived as a more positive community in which to shop, conduct business, and live.

Many factors contribute to the public's perception of the police, including media coverage, past experience, officer attitudes, and perceptions of friends and neighbors. In addition, the public image of the police is affected by the perception of involvement in the community by the police as well as how well informed the public feels regarding police activities.

To identify how the public perceives the Long Beach Police Department we asked them to respond to statements regarding the Department's image, its community orientation, and how well informed they feel about the Department's activities.

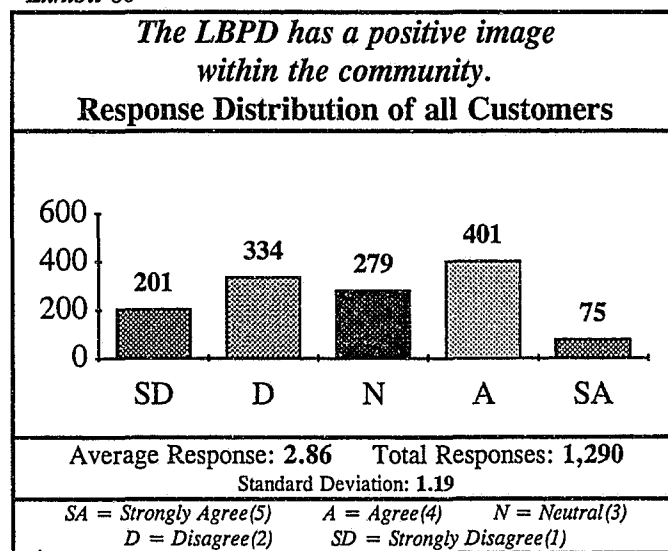
In addition to determining how customers perceive the overall image of the Department, we analyzed the survey results to identify differences in perspectives among different customer groups. These groups include individuals of different races, genders, ages, council districts, and customers in the LBPB service area as opposed

to the contract service area. We also analyzed responses to identify differences based on where the customers obtained the survey questionnaire.

### LBPB's IMAGE WITHIN THE COMMUNITY

In Long Beach, a large percentage of customers surveyed do not believe the Police Department has a positive image within the community. A total of only 37% of the customers completing the survey agreed with the statement; "The Long Beach Police Department has a positive image within the community." A larger number, 41%, disagreed with the statement, with 16% strongly disagreeing. The remaining 22% responded neutrally.

Exhibit 60



Several customers offered comments relating to the image of the Department. A few examples include "They think they are too good to listen to the other side. They should think about the way they treat others;" "Just because they are cops,

they shouldn't exceed speed limits while not in a chase or emergency. Two cars shouldn't block the street because they want to talk to each other;" and "I have called the police three times in the past 40 years, and the services were good, friendly, and helpful."

Although all customers responded similarly concerning the image of the Police Department, there were significant differences in responses among individuals of different ages, for individuals receiving the survey from different sources, and for customers in the LBPB service area as opposed to the contract service area. There were no significant differences in responses for individuals of different genders, races, or among the different council districts.

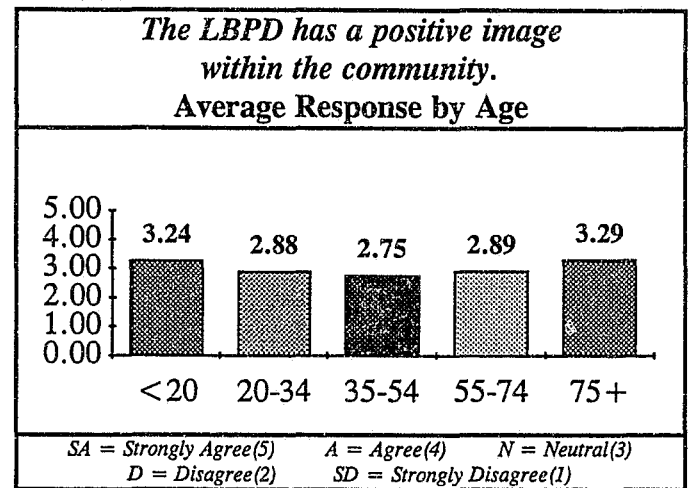
#### Responses by Age of Customer

Customers that are 35 to 54 years of age are the least positive about the image of the Police Department within the community. A total of 47% of customers in this age category disagreed the Department has a positive image. Only 32% agreed the Department has a positive image. The remaining 21% responded neutrally.

Customers 55 to 74 years of age feel similarly but slightly more positively, with 42% disagreeing, 39% agreeing, and 19% responding neutrally.

Customers under 20 years of age, and customers 75 years of age or older responded the most positively regarding the Department's image. For customers younger than 20, 27% disagreed the Department has a positive image in the community. A total of 52% agreed with the statement, and 21% responded neutrally. Customers 75 years and older responded even more positively, with only 26% disagreeing, 63% agreeing, and 11% responding neutrally.

Exhibit 61



#### Responses by Questionnaire Source

Customers completing the survey questionnaire they received at one of the City's public libraries responded the least positively regarding the Department's image with 48% disagreeing the Department has a positive image. A total of 32% agreed with the statement, and 20% responded neutrally.

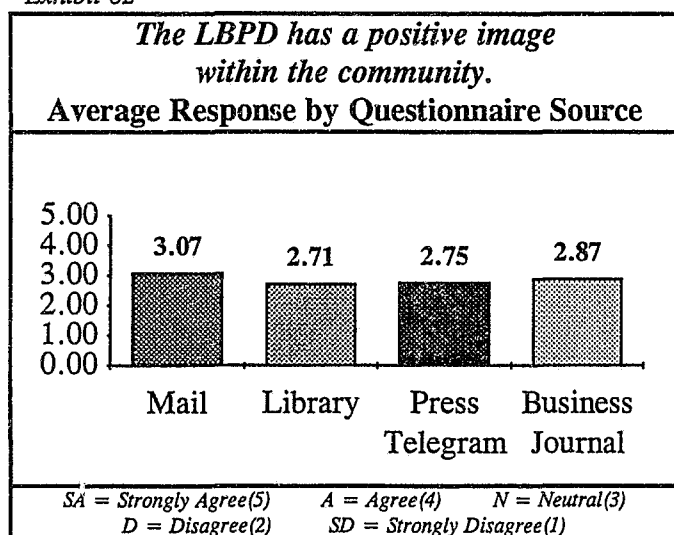
Customers completing the questionnaire published in the Press-Telegram responded similarly but slightly more positively. A total of 47% disagreed with the statement, 38% agreed, and 15% responded neutrally.

Customers completing the survey published in the Business Journal feel somewhat more positive about the Department's image, with 43% disagreeing, 36% agreeing, and 22% responding neutrally.

Customers completing the survey randomly mailed to their residence or business were the most positive about the Department's image within the community. A total of only 31% disagreed the Department has a positive image within the community, 42% agreed, and 27% responded neutrally.



Exhibit 62

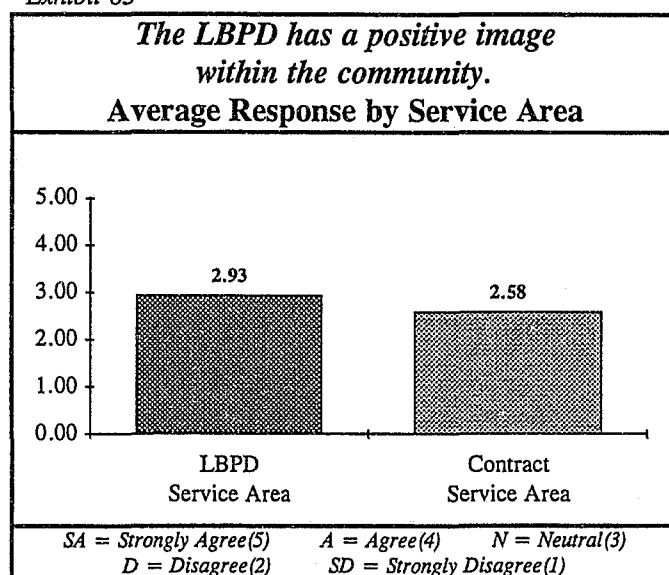


### Responses by Service Area

Customers in the contract service area were less positive about the Police Department's public image than those in the LBPD service area. A total of 50% of customers in the contract service area disagreed the Police Department has a positive image, with only 26% agreeing, and 25% responding neutrally.

For customers in the LBPD service area the response was somewhat more positive, with 40% disagreeing the Department has a positive public image, 39% agreeing, and 21% responding neutrally.

Exhibit 63



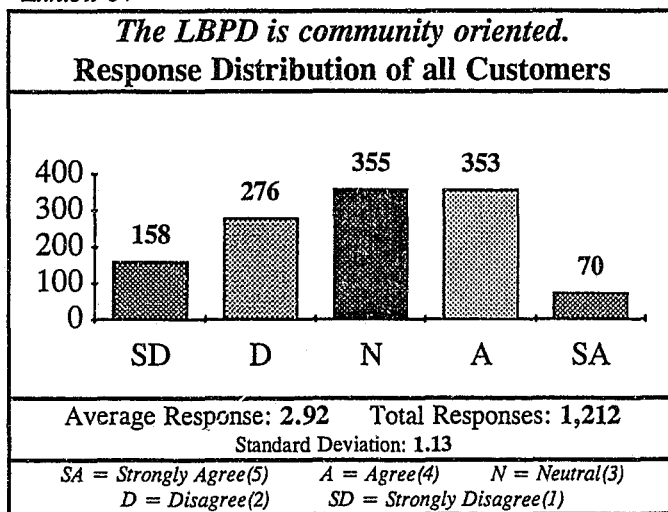
### COMMUNITY ORIENTATION OF THE POLICE DEPARTMENT

Customer attitudes toward the Police Department can be affected by their perception of how committed to and involved in the community the Department and individual officers are. These can include the public's perception of their ability to approach and interact with the Police, their perception of how well the Police Department reflects the community they serve, and the responsiveness of the Department to community concerns and needs.

To identify how the public perceives the Police Department's level of community orientation we asked individuals to respond to the statement: "The Long Beach Police Department is community oriented."

A larger number of customers disagreed the Department is community oriented than agreed. A total of 36% of customers disagreed the Department is community oriented, with 13% strongly disagreeing. Nearly as many, 35%, agreed with the statement, with 29% responding neutrally.

Exhibit 64



Examples of comments offered by customers include "I haven't reported violent acts against me because LBPD does not give a damn. They are too busy giving traffic tickets, so as to avoid the gangs and violent crimes," "The them versus us thinking must change when dealing with the public;" and the Police need to "Do more community work, working more closely with people face to face, not during violations. They need to walk the beat rather than drive a car."

Although all customers responded similarly, there were significant differences in responses among individuals of different genders, for individuals receiving the survey from different sources, and for customers in the LBPD service area as opposed to the contract service area. There were no significant differences in responses for individuals of different ages, races, or among the different council districts.

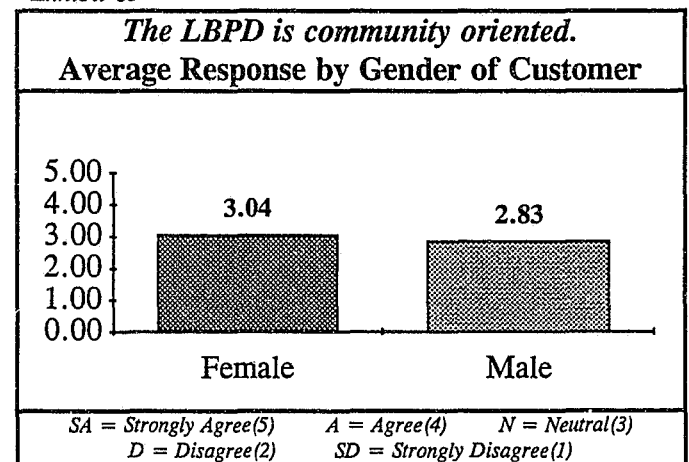
#### Responses by Gender of Customer

Male customers completing the survey feel much less positive about how community oriented the Police Department is than female customers. A total of 39% of male customers disagreed the

Department is community oriented, with 32% agreeing, and 30% responding neutrally.

Female customers responded much more positively, with only 31% of customers disagreeing the Department is community oriented, 40% agreeing, and 29% responding neutrally.

Exhibit 65



#### Responses by Questionnaire Source

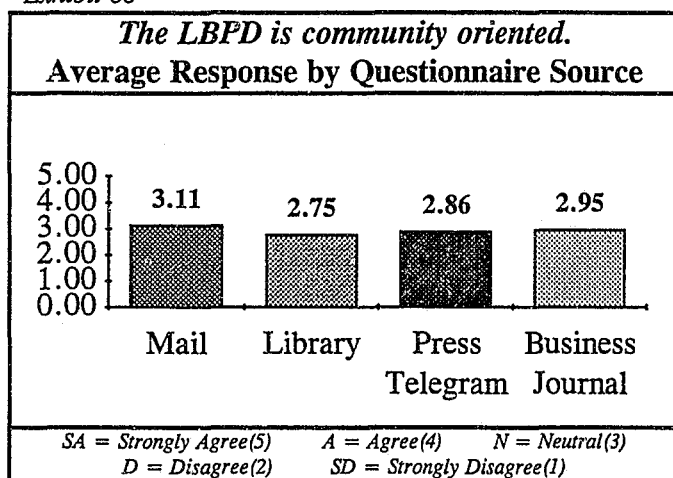
Customers completing the survey questionnaire they received at one of the City's public libraries responded the least positively regarding the Department's community orientation, with 43% disagreeing the Department is community oriented. A total of 30% agreed with the statement, and 27% responded neutrally.

Customers completing the questionnaire published in the Press-Telegram responded similarly but slightly more positively. A total of 40% disagreed with the statement, 38% agreed, and 22% responded neutrally.

Customers completing the survey published in the Business Journal feel somewhat more positive about the Department's community orientation, with 37% disagreeing, 36% agreeing, and 27% responding neutrally.

Customers completing the survey randomly mailed to their residence or business were the most positive about the Department's community orientation. A total of only 25% disagreed the Department is community oriented, 39% agreed, and 36% responded neutrally.

Exhibit 66

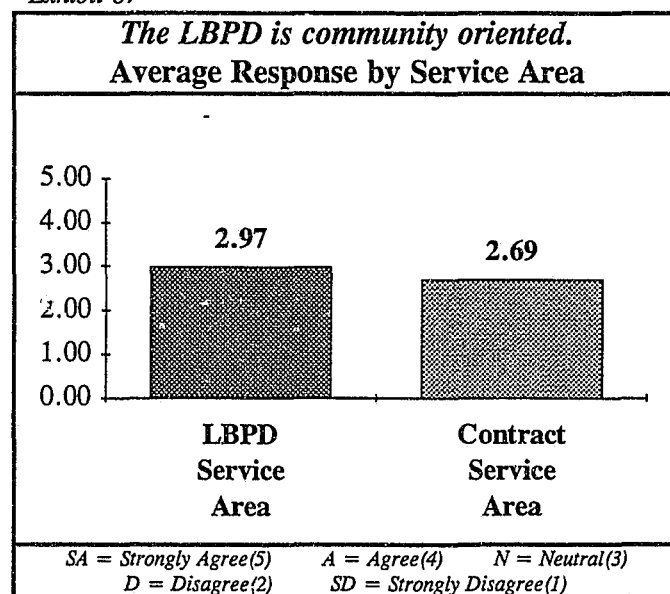


### Responses by Service Area

Customers in the contract service area were much less positive about the Police Department's community orientation than those in the LBPD service area. A total of 42% of customers in the contract service area disagreed the Police Department is community oriented, with only 26% agreeing, and 32% responding neutrally.

For customers in the LBPD service area the response was somewhat more positive, with 34% disagreeing the Department has a positive public image, 37% agreeing, and 29% responding neutrally.

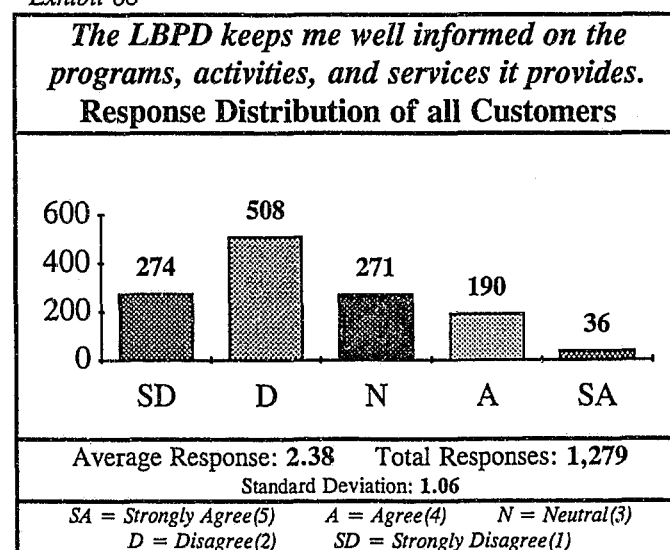
Exhibit 67



### LBPD KEEPING THE PUBLIC WELL INFORMED

Of the areas measured, customers completing the survey feel least positive about being well informed on the Police Department's programs, activities, and services. For all customers, 61% disagreed the Department keeps them well informed. Only 18% agreed they were kept informed, with 21% responding neutrally.

Exhibit 68



Examples of comments and suggestions provided by customers include "Services should be better communicated -- community should be made aware of programs, activities, and services;" "Inform the public on specific goals in reducing crime and what support is needed," "Get more people involved in neighborhood watch;" and we need "More community programs hosted by police."

There were no significant differences in responses for individuals of different genders, ages, races, for individuals receiving the survey from different sources, for customers in the LBPd service area as opposed to the contract service area or among the different council districts.

## PERSPECTIVES ON SPECIFIC SERVICES

## PERSPECTIVES ON SPECIFIC SERVICES

In addition to obtaining customer perspectives on the overall performance of the Police Department we thought it important to obtain the customers' perspectives on specific services provided. These include the customers perspective of the importance of specific services, the level of service they consider acceptable, and their level of satisfaction with the service as delivered.

To obtain this information we developed a comprehensive survey questionnaire. The survey was distributed at fourteen public meetings held throughout the City with various neighborhood, ethnic, and interest groups.

We obtained information on the following services provided by the Police Department:

- ✓ Communications
- ✓ Response to Calls for Service
- ✓ Patrol Services
- ✓ Traffic Accident Investigations
- ✓ Traffic Citation Issuance
- ✓ Investigations of Crimes Against Persons
- ✓ Investigations of Crimes Against Property
- ✓ Investigations of Prostitution and Lewd Behavior
- ✓ Investigations of Illegal Drug Activity
- ✓ Investigations of Illegal Gang Activity
- ✓ Community-Based Policing

The following sections provide the results of the survey in each of these areas.

### COMMUNICATIONS

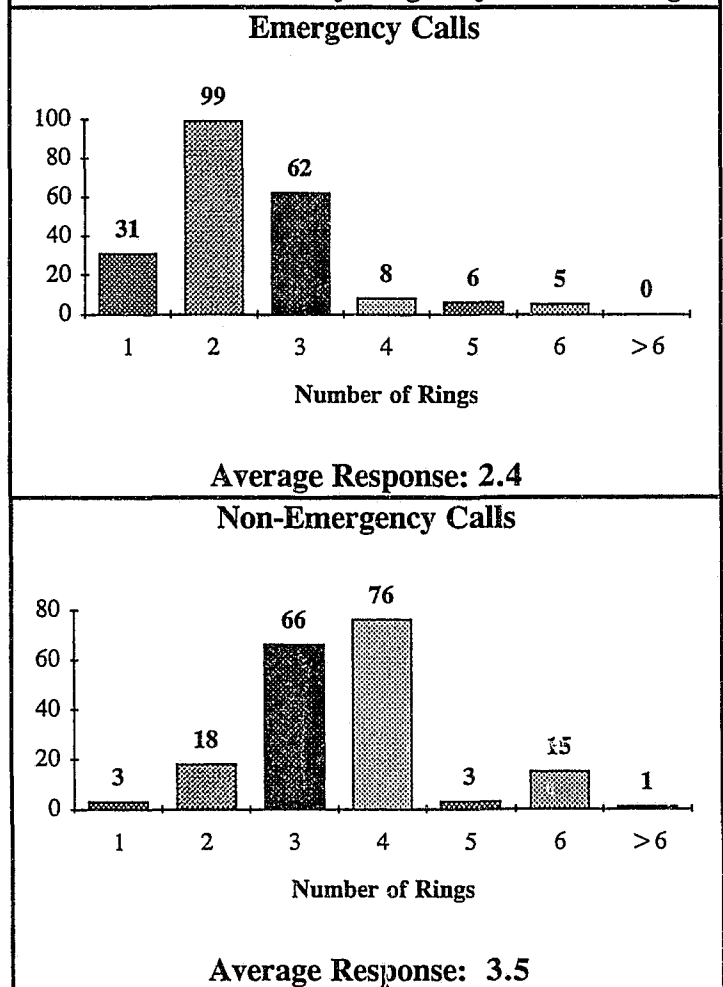
One of the most important services provided by the Police Department is answering emergency calls placed to the City's 911 emergency line.

The Department also answers non-emergency calls to a number specified for non-emergencies.

Customers were asked to identify a reasonable number of rings before a call is answered for both emergency and non-emergency calls. For emergency calls, the majority, 62%, responded that 2 or fewer rings is a reasonable number. The most common response, with 47%, was that 2 rings was a reasonable number.

Exhibit 69

#### Reasonable Number of Rings Before Answering

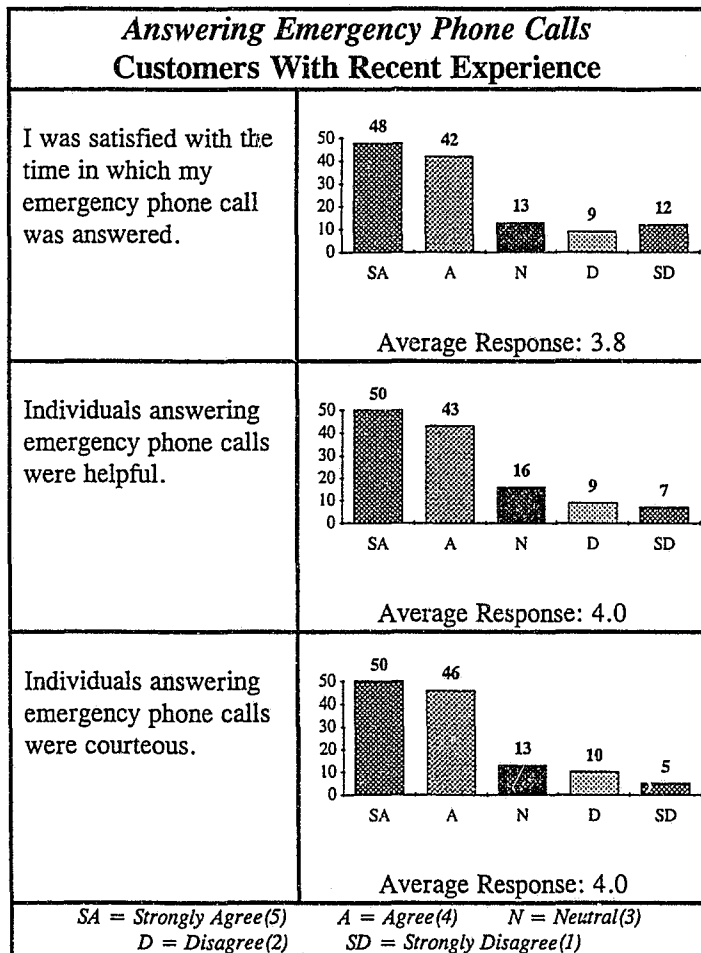


For non-emergency calls, the majority, 78%, responded that 4 or fewer rings was a reasonable number. The most common response, with 36%, was that 4 rings was a reasonable number.

### Communications -- Customers With Recent Experience

If customers called the Long Beach Police Department within the past six months we asked them to respond to statements about their satisfaction with the time it took to answer their calls, and the helpfulness and courteousness of individuals answering the calls. Possible responses ranged from strongly agree to strongly disagree.

Exhibit 70

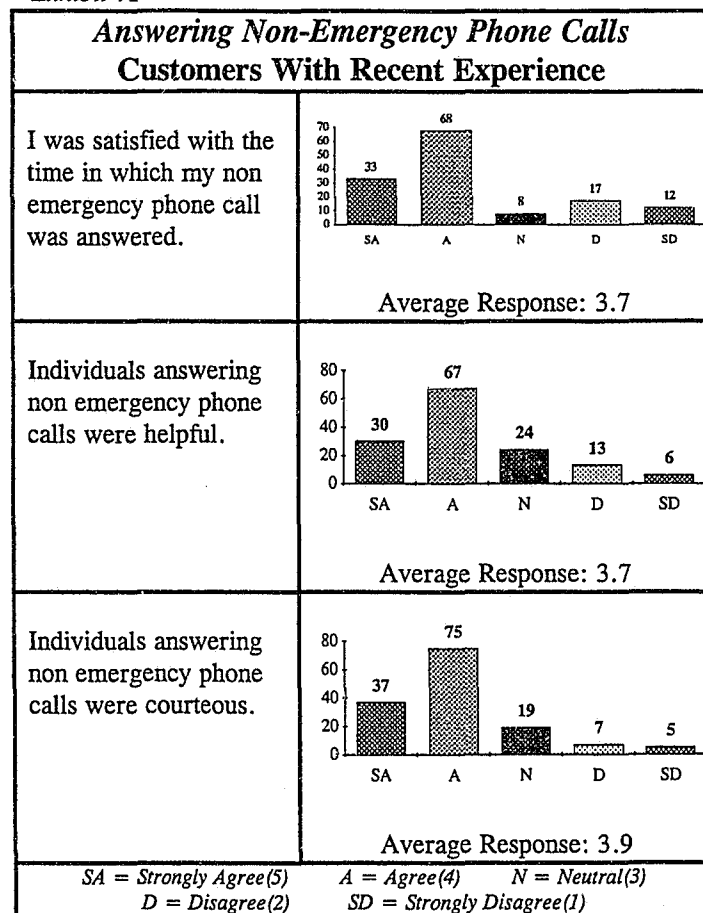


The majority of customers were satisfied with the time in which their emergency calls were answered with 73% of those responding either agreeing or strongly agreeing. Only 17% were not satisfied.

Responses were similar for both the helpfulness and courteousness of individuals answering the phone calls. Seventy percent of those responding agreed they were helpful, with only 13% disagreeing. Similarly, 78% responded they were courteous, with only 9% disagreeing.

The majority of customers were also satisfied with the time in which their non-emergency calls were answered with 73% of those responding either agreeing or strongly agreeing. Only 21% were not satisfied.

Exhibit 71



Responses were similar for both the helpfulness and courteousness of individuals answering the phone calls. Seventy-four percent of those responding agreed they were helpful, with only 13% disagreeing. Similarly, 77% responded they were courteous, with only 12% disagreeing.

## RESPONSE TO CALLS FOR SERVICE

Emergency calls received by the Police Department usually result in a patrol unit being dispatched and responding to the call for service. Calls are dispatched according to priority. These priorities are defined as follows:

**Priority 1** - The life or property of a citizen is in imminent danger (e.g., shooting, burglary in progress, rape in progress.)

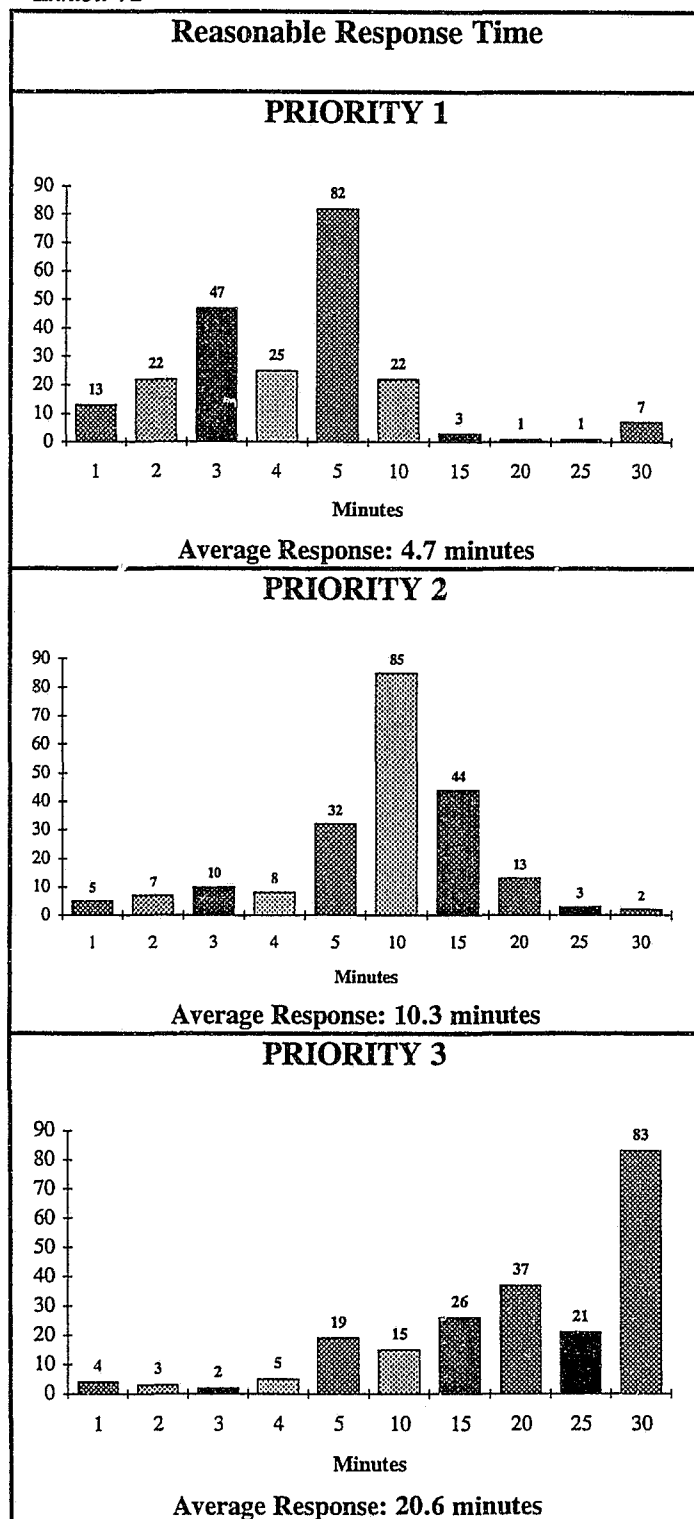
**Priority 2** - Disturbance of the peace or general well-being (e.g., family disputes, gang groups, parties)

**Priority 3** - Reports of crime not in progress and parking problems (e.g., report of a crime in which a substantial amount of time elapsed between the crime and the call reporting the crime, car blocking a driveway)

Customers were asked to identify what they believed to be a reasonable response time for each of these priorities.

For a priority 1 call, the majority, 88%, believed a response time of 5 minutes or fewer was acceptable. The most common response, with 38%, was that 5 minutes was a reasonable response time. The average reasonable response time for priority 1 calls is 4.7 minutes.

Exhibit 72



For a priority 2 call, the majority, 70%, believed a response time of 10 minutes or fewer was



acceptable. The most common response, with 41%, was that 10 minutes was a reasonable response time. The average reasonable response time for priority 2 calls was 10.3 minutes.

For a priority 3 call, the majority, 52%, believed a response time of 20 minutes or fewer was acceptable. The most common, with 17%, was that 20 minutes was a reasonable response time. The average reasonable response time for priority 3 calls was 20.6 minutes.

### *Response to Calls for Service -- Customers With Recent Experience*

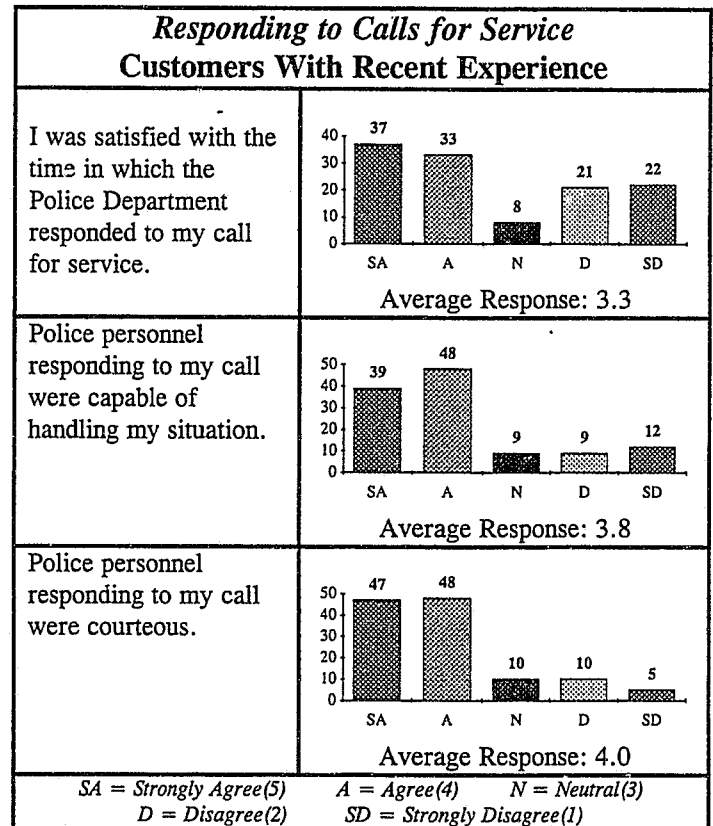
Customers who had called the Long Beach Police Department within the past six months and required a patrol car to be dispatched to their location were asked to respond to statements about their experience. We asked them to rate their satisfaction with the response time, the capability of the personnel responding, and whether officers were courteous.

The majority, 58%, agreed they were satisfied with the time it took to respond to their call for service. However, a large number, 35%, disagreed, with 18% disagreeing strongly. The remaining 7% responded neutrally.

A much higher percentage, 74%, agreed that the police personnel responding were capable of handling their situation. Only 18% disagreed, with 10% strongly disagreeing. The remaining 8% responded neutrally.

The majority, 79%, also agreed the police personnel responding were courteous, with 13% disagreeing. The remaining 8% responded neutrally.

Exhibit 73



### **PATROL SERVICES**

In addition to responding to citizen calls for service, patrol officers provide security in the City by patrolling an area, observing activities, and initiating contact with business owners and citizens. We asked customers to respond to statements about how often they see patrol officers, the priority of patrol services, and their general level of satisfaction with patrol services in the City.

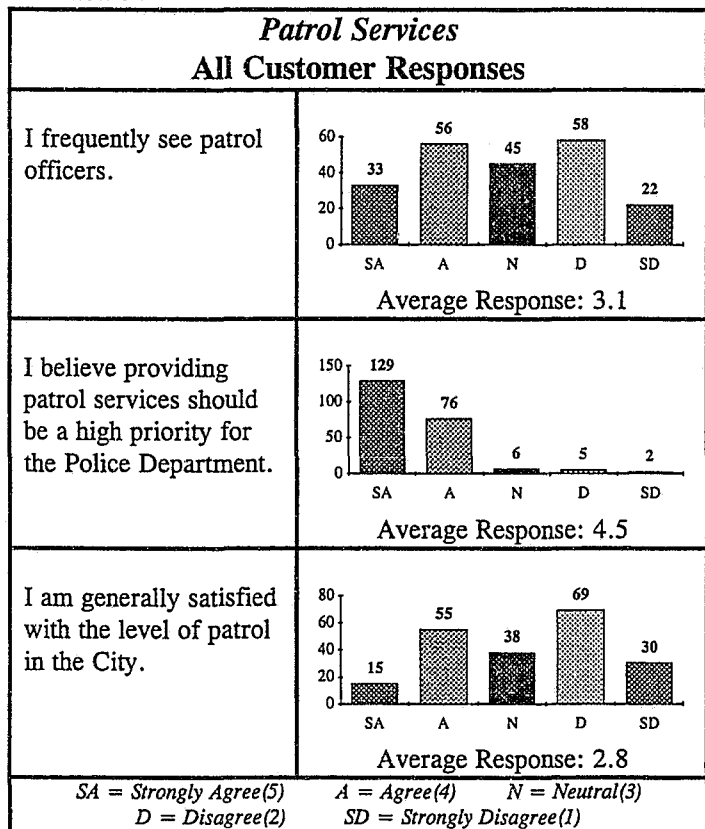
Less than half, 42% of customers agreed they frequently see patrol officers. A total of 37% disagreed, with 21% responding neutrally.

Customers overwhelmingly agreed that providing patrol services should be a high priority of the Police Department with 94% agreeing. A very

small percentage, only 3%, disagreed, with 3% responding neutrally.

Nearly half, 48%, of customers disagreed they are generally satisfied with the level of patrol in the City. Only 34% agreed they are satisfied, with 18% responding neutrally.

Exhibit 74

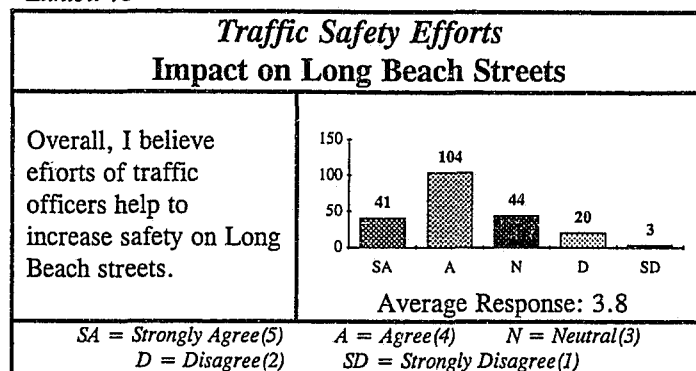


## TRAFFIC

The Police Department is responsible for helping to move traffic safely throughout the City and for enforcing state and local laws and ordinances.

We asked customers if they believed the efforts of traffic officers help to increase safety on Long Beach streets. A majority, 68%, agreed the efforts increase safety. Only 11% disagreed, with 21% responding neutrally.

Exhibit 75



## TRAFFIC ACCIDENT INVESTIGATIONS

The traffic officers of the Department are responsible for responding to and investigating traffic accidents that occur within the City. We asked customers to identify reasonable amounts of time for these officers to respond to traffic accidents.

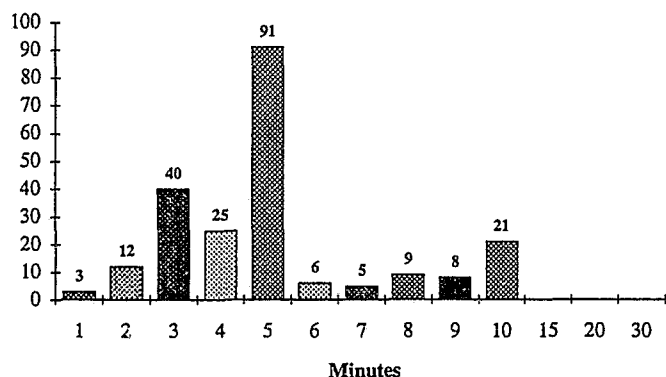
For traffic accidents resulting in injuries, the majority, 78%, responded that 5 minutes or less is a reasonable response time. The most common response, with 41%, was that 5 minutes is a reasonable response time.

For traffic accidents that did not involve injuries a majority, 58%, responded that 10 minutes or less was a reasonable response time. The most common response, with 37%, was that 10 minutes is a reasonable response time.

Exhibit 76

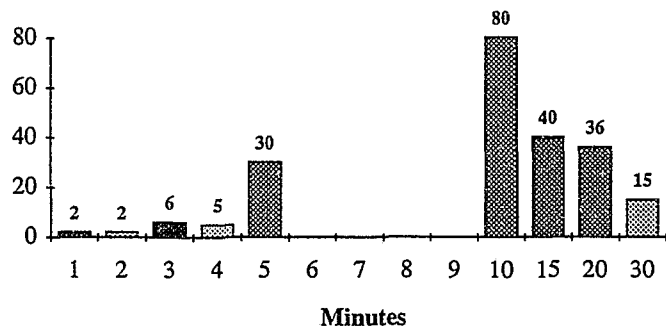
### Reasonable Response Time By Type of Traffic Accident

#### INJURY TRAFFIC ACCIDENTS



Average response: 5.1

#### NON-INJURY TRAFFIC ACCIDENTS



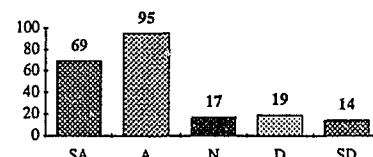
Average response: 12.8

We also were interested if customers were willing to not call the Police, and instead exchange names with the other driver in cases of minor non-injury accidents. A large majority, 77% agreed they would be willing to simply exchange names in these situations. A small number, 15%, disagreed, with 8% responding neutrally.

Exhibit 77

### Willingness to Exchange Names Only In Minor Non-Injury Accidents

For a minor non-injury accident, I am willing to exchange names with the other driver and not call the Police to take a report.



Average Response: 3.9

SA = Strongly Agree(5) A = Agree(4) N = Neutral(3)  
D = Disagree(2) SD = Strongly Disagree(1)

### Traffic Investigations -- Customers With Recent Experience

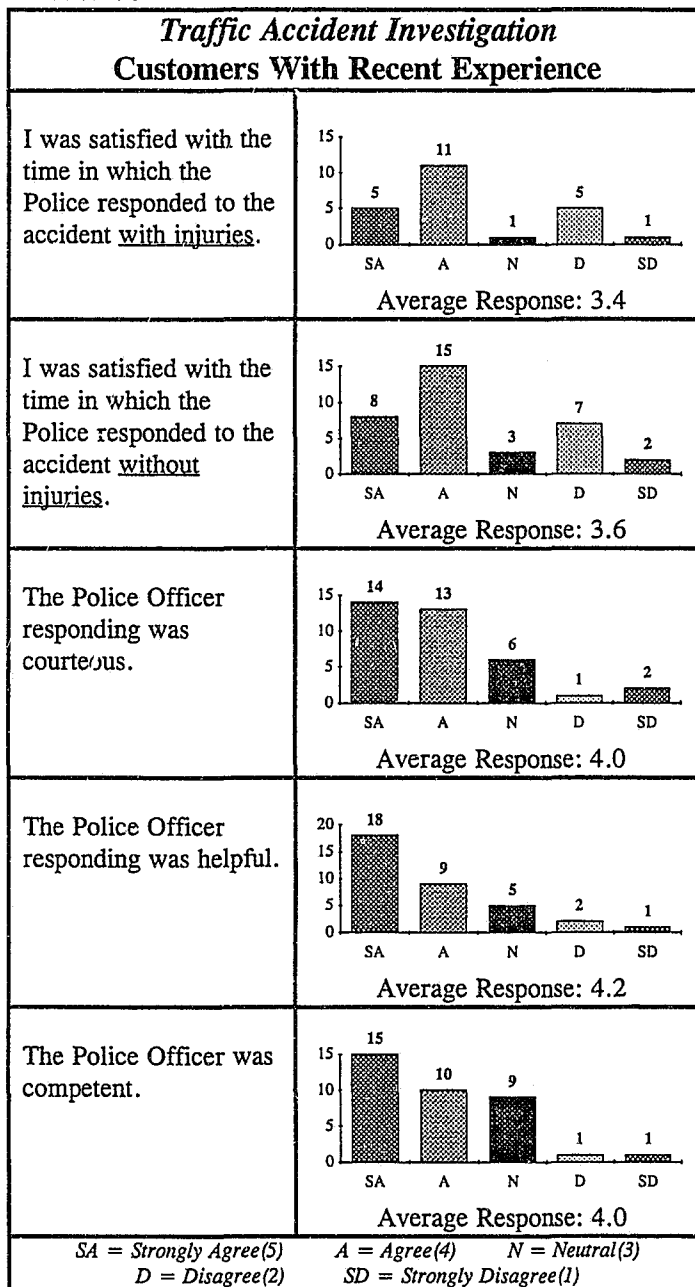
Customers who had been in a traffic accident within the past six months and required a traffic investigator to be dispatched to their location were asked to respond to statements about their experience. We asked them to rate their satisfaction with the response time, and whether the personnel responding were courteous, helpful, and competent.

Half of the customers with recent experience involving a traffic accident with injuries agreed they were satisfied with the time it took to respond. However, 19%, disagreed. The remaining 31% responded neutrally.

A much higher percentage, 66%, of the customers with recent experience involving a traffic accident with no injuries agreed they were satisfied with the time it took to respond. A larger number, 26%, also disagreed. The remaining 8% responded neutrally.

A higher percentage, 75%, agreed that the police personnel responding were courteous. Only 8% disagreed, with the remaining 17% responding neutrally.

Exhibit 78



A large majority, 77%, also agreed the police personnel responding were helpful, with 9% disagreeing. The remaining 14% responded neutrally.

A slightly smaller percentage, 69%, agreed the police personnel were competent. However,

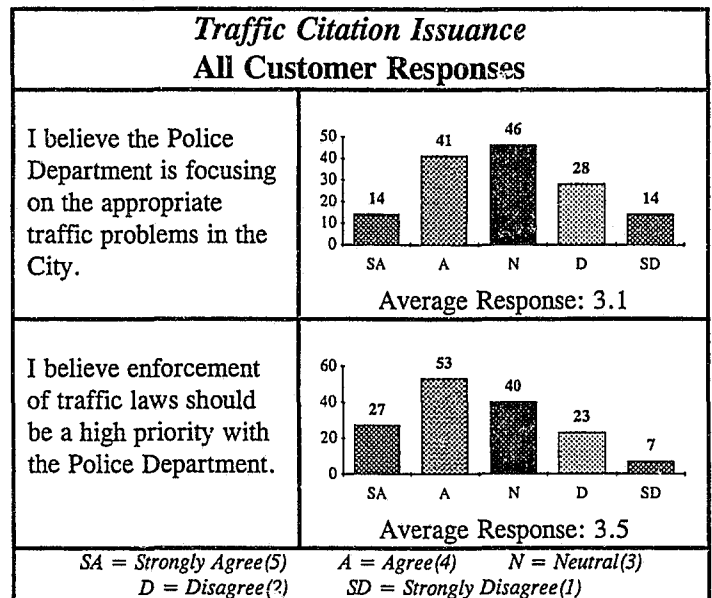
only 6% disagreed, with the remaining 25% responding neutrally.

## TRAFFIC CITATION ISSUANCE

One of the roles of traffic officers is in enforcing state and local traffic laws by issuing traffic citations. We were interested in whether the customers of the Department believe it is focusing on the appropriate traffic problems in the City.

Less than a majority, 38%, agreed the focus is appropriate. Thirty percent disagreed the focus is appropriate, with a large number, 32% responding neutrally.

Exhibit 79



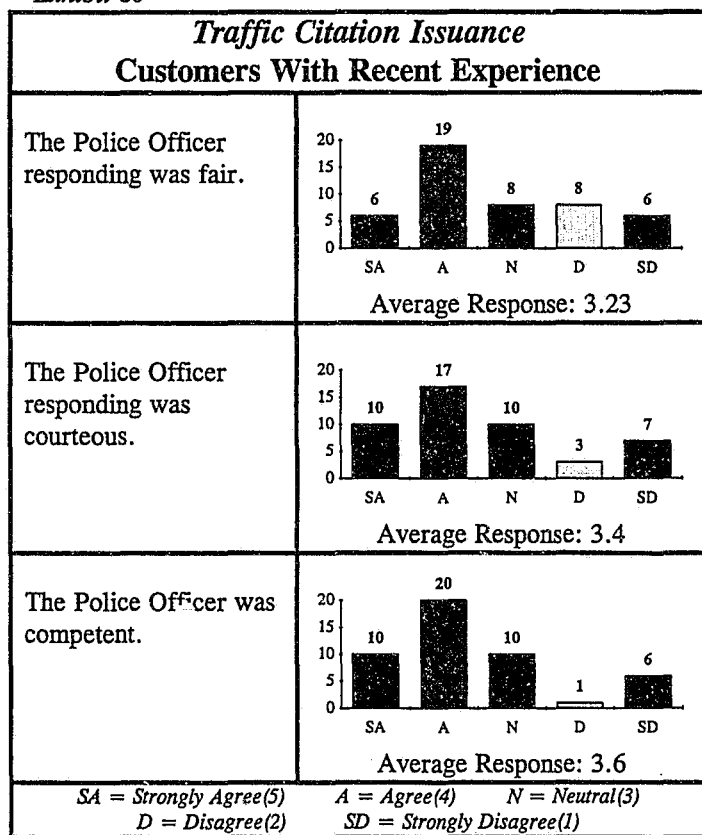
We also were interested if customers believe enforcement of traffic laws should be a high priority for the Police Department. A majority, 53% agreed it should be a high priority, while 20% disagreed and 27% responded neutrally.

### Traffic Citation Issuance -- Customers With Recent Experience

If customers had direct contact with a Long Beach Police Officer issuing a traffic citation within the past six months we asked them to respond to statements regarding the officers' fairness, courteousness, and competence.

A majority, 53%, agreed that the police personnel responding were fair. However, 30% disagreed, with the remaining 17% responding neutrally.

Exhibit 80



A larger majority, 58%, also agreed the police personnel responding were courteous, with 21% disagreeing. The remaining 21% responded neutrally.

A slightly larger percentage, 64%, agreed the police personnel were competent. However, 15% disagreed, with the remaining 21% responding neutrally.

### CRIMES AGAINST PERSONS INVESTIGATIONS

Crimes against persons include homicides, robberies, assaults, and rapes. The Department investigates these crimes by collecting physical evidence, interviewing witnesses, and checking records. When a suspect is identified and/or apprehended the detectives prepare a case and file it with the LA County District Attorney or the City Prosecutor for prosecution.

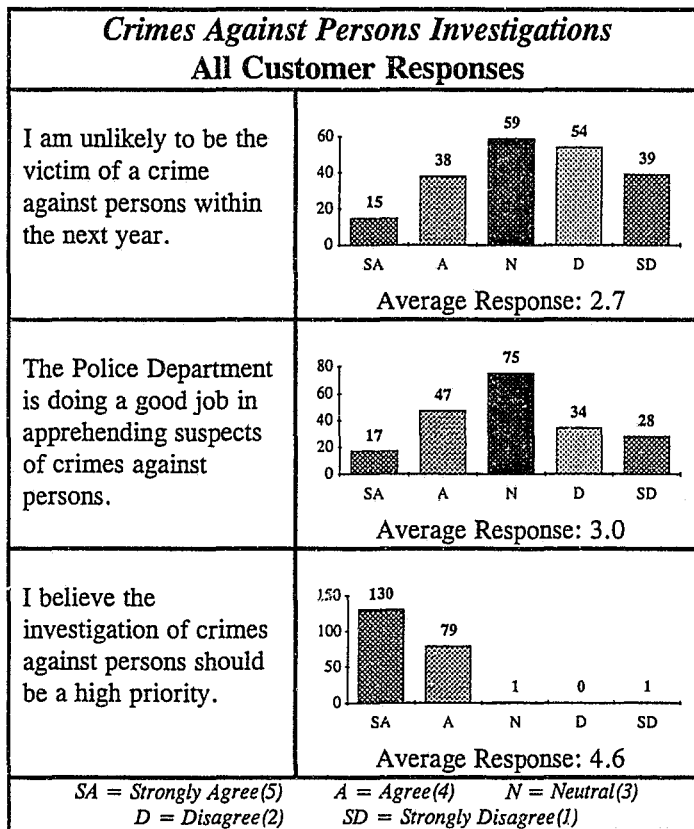
We were interested in whether customers of the Department believe they are likely to be victims of a crime against persons, if they felt the Department is doing a good job in apprehending suspects of these crimes, and whether they feel these investigations should be a high priority.

Only about one-quarter, 26%, of the customers completing the survey agreed they are unlikely to be the victim of a crime against persons within the next year. Nearly half, 45%, disagreed, with the remaining 29% responding neutrally.

Nearly one-third (31%) of the customers completing the survey disagreed the Department is doing a good job apprehending suspects of these crimes; with 32% agreeing, and 37% responding neutrally.

Customers overwhelmingly believe the investigation of crimes against persons should be a high priority for the Police Department. Almost all, 99%, agreed it should be a high priority. The remaining 1% were evenly split between neutral and disagreeing.

Exhibit 81

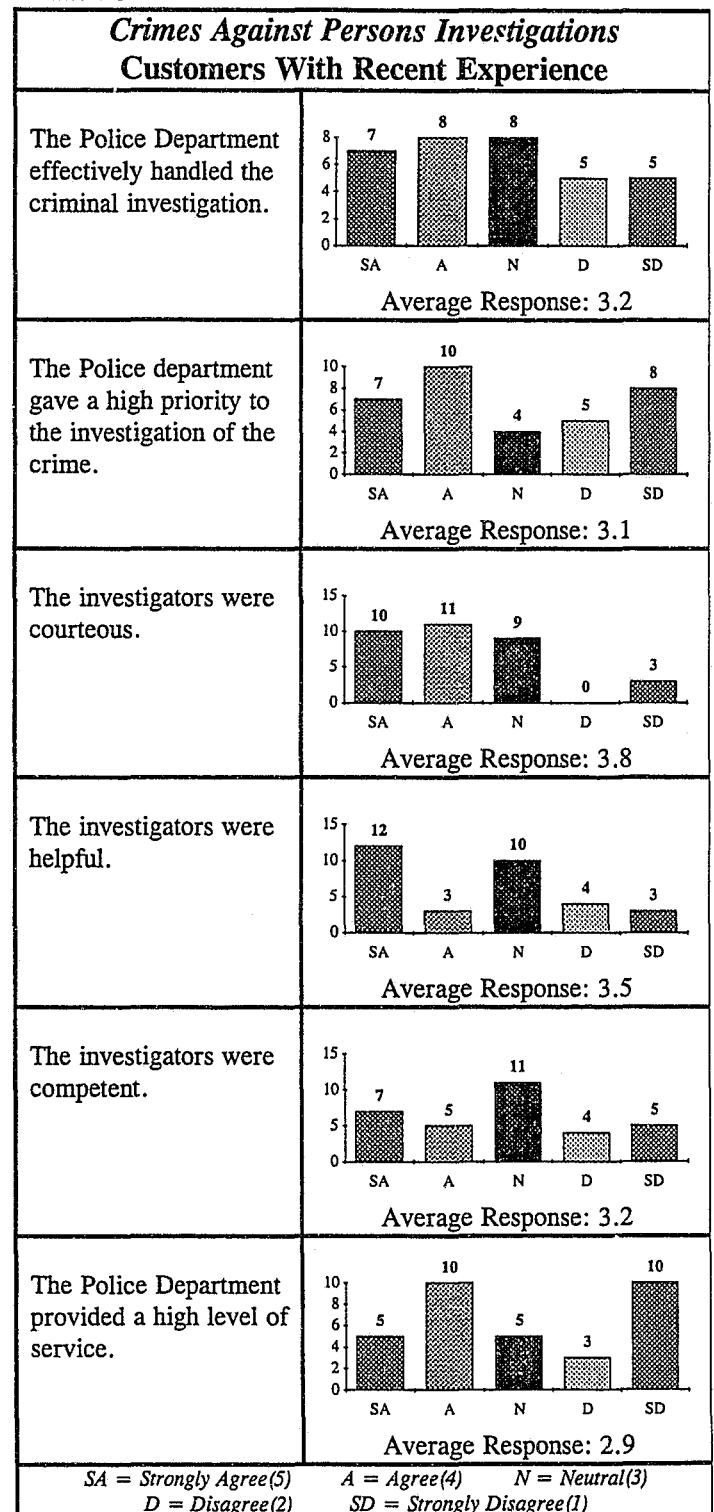


**Crimes Against Persons Investigations --  
Customers With Recent Experience**

If customers were the victim of a crime against persons within the past six months and the crime was investigated by the Police Department we asked them to respond to statements about their experience. We were interested if they felt the Department had given their case a high priority and handled it effectively, if they felt the investigators were courteous, helpful, and competent, and if they felt the Department provided a high level of service.

Less than half, 45%, of the customers completing this section of the survey believed the Department effectively handled the investigation. A total of 30% disagreed, with the remaining 24% responding neutrally.

Exhibit 82



A larger number, and exactly 50%, felt the Department gave their case a high priority.

However, a total of 38% disagreed, with the remaining 12% responding neutrally.

The majority, 64%, felt the investigators handling the case were courteous, with only 9% disagreeing. The remaining 27% responded neutrally.

A smaller number, 47%, believe the investigators were helpful, with 22% disagreeing and 31% responding neutrally.

The smallest percentage, 38%, agreed the investigators were competent, with 28% disagreeing and 34% responding neutrally.

Less than half, 46%, agreed the Department provided a high level of service. A total of 39% disagreed, with the remaining 15% responding neutrally.

### CRIMES AGAINST PROPERTY INVESTIGATIONS

Crimes against property include burglaries, auto thefts, larcenies, forgeries, and frauds. The Department investigates these crimes by collecting physical evidence, interviewing witnesses, and checking records. When a suspect is identified and/or apprehended the detectives prepare a case and file it with the LA County District Attorney or the City Prosecutor for prosecution.

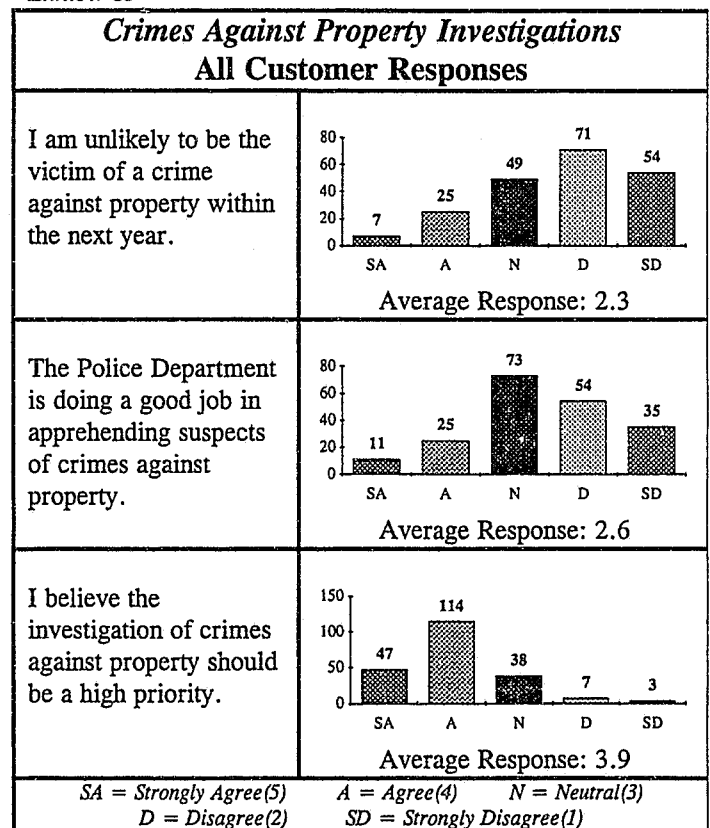
We were interested in whether customers of the Department believe they are likely to be victims of a crime against property, if they feel the Department is doing a good job in apprehending suspects of these crimes, and whether they feel these investigations should be a high priority.

Only 15% of the customers completing the survey agreed they are unlikely to be the victim of a crime against property within the next year.

A majority, 61% disagreed, with the remaining 24% responding neutrally.

Only 18% of the customers completing the survey believe the Department is doing a good job apprehending suspects of these crimes. Forty-five percent disagreed the Department is doing a good job, with the remaining 37% responding neutrally.

Exhibit 83



The majority, 77%, of customers believe the investigation of crimes against property should be a high priority for the Police Department. Only 5% disagreed, with the remaining 18% responding neutrally.

### Crimes Against Property -- Customers With Recent Experience

If customers were the victim of a crime against property within the past six months and the crime was investigated by the Police Department we asked them to respond to statements about their experience. We were interested if they felt the Department had given their case a high priority and handled it effectively, if they felt the investigators were courteous, helpful, and competent, and if they felt the Department provided a high level of service.

Less than half, 40%, of the customers completing this section of the survey believed the Department effectively handled the investigation. A total of 39% disagreed, with the remaining 21% responding neutrally.

Nearly half, 49% of the customers disagreed the Department gave their case a high priority. However, 34% did agree their case was given a high priority, with the remaining 17% responding neutrally.

The majority, 80%, felt the investigators handling the case were courteous, with only 9% disagreeing. The remaining 11% responded neutrally.

A smaller number, 50%, believe the investigators were helpful, with 30% disagreeing and 20% responding neutrally.

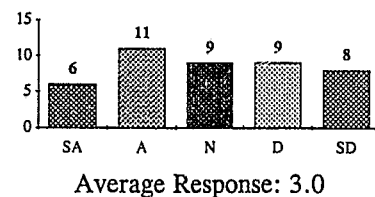
A majority, 55%, agreed the investigators were competent, with 18% disagreeing and 27% responding neutrally.

Less than half, 36%, agreed the Department provided a high level of service. A total of 37% disagreed, with the remaining 27% responding neutrally.

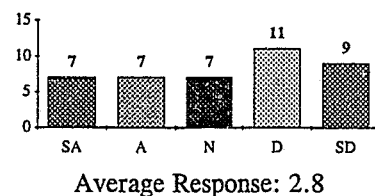
Exhibit 84

### Crimes Against Property Investigations Customers With Recent Experience

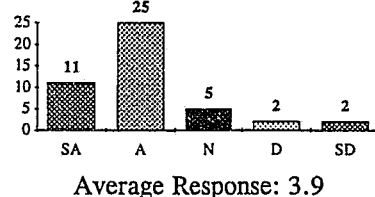
The Police Department effectively handled the criminal investigation.



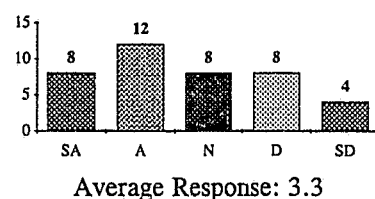
The Police department gave a high priority to the investigation of the crime.



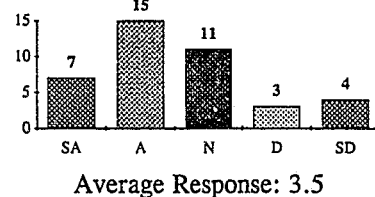
The investigators were courteous.



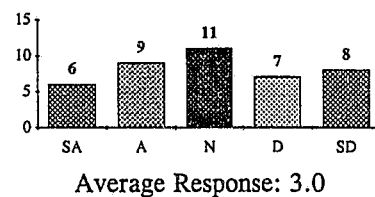
The investigators were helpful.



The investigators were competent.



The Police Department provided a high level of service.



SA = Strongly Agree(5)  
D = Disagree(2)

A = Agree(4) N = Neutral(3)  
SD = Strongly Disagree(1)



## PROSTITUTION AND LEWD BEHAVIOR ABATEMENT

Prostitution is the violation of law prohibiting the exchange of sexual activity for payment. Lewd behavior is the exposure of sexual organs, or participating in a sexual act, in a public location.

We were interested in customers' perspectives on how frequently they observe prostitution activity or lewd behavior in the City, if it negatively affects them, if they believe enforcement should be a high priority, if they are aware of the Police Department's enforcement efforts, and if they are satisfied with those efforts.

Half of the customers completing the survey agreed they have frequently observed prostitution or lewd behavior in Long Beach. Only 34% disagreed, with the remaining 16% responding neutrally.

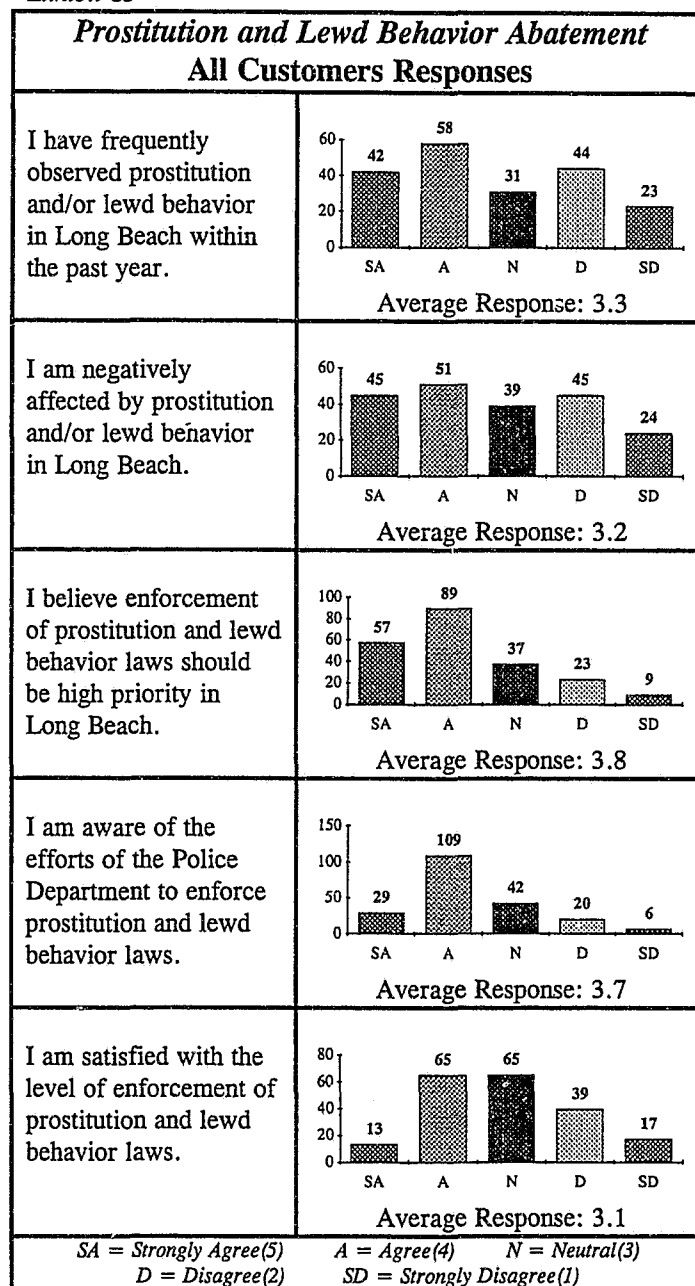
A slightly smaller percentage, 47%, agreed they are negatively affected by prostitution and lewd behavior in Long Beach. Again, 34% disagreed, with the remaining 19% responding neutrally.

A majority, 68%, of customers completing the survey believe enforcement of prostitution and lewd behavior laws should be a high priority for the Police Department. Only 15% disagreed, with the remaining 17% responding neutrally.

A similar majority, 67% agreed they are aware of the efforts of the Police Department to enforce prostitution and lewd behavior laws. Only 13% disagreed, with the remaining 20% responding neutrally.

A smaller number, 39%, agreed they are satisfied with the level of enforcement of prostitution and lewd behavior laws. A total of 28% disagreed, with the remaining 33% responding neutrally.

Exhibit 85



### Prostitution and Lewd Behavior Abatement -- Customers With Recent Experience

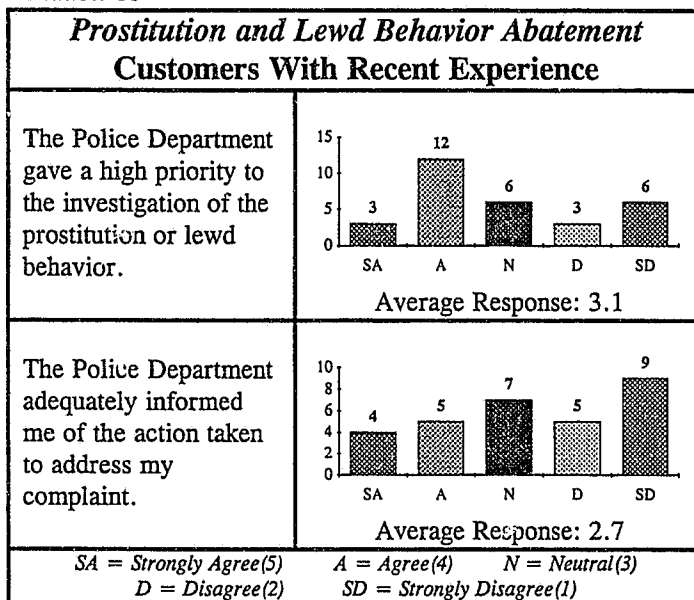
If customers had complained to the Police Department about prostitution or lewd behavior within the past six months we asked them to respond to statements about their experience. We were interested if they felt the Department

had given their complaint a high priority, and if they felt adequately informed of the action taken by the Department.

Half the customers completing this section of the survey agreed the Department had given the investigation a high priority. A total of 30% disagreed, with the remaining 20% responding neutrally.

A smaller number, 30% felt they had been adequately informed of the action taken by the Department to address their complaint. A large number, 47%, disagreed they were adequately informed, with the remaining 23% responding neutrally.

Exhibit 86



## ILLEGAL DRUG ACTIVITY

Possession, distribution, or use of certain drugs is against the law. The Police Department responds to complaints of illegal drug activity, and conducts investigations of drug traffickers.

We were interested in customers' perspectives on how frequently they observe illegal drug activity

in the City, if it negatively affects them, if they believe enforcement should be a high priority, if they are aware of the Police Department's enforcement efforts, and if they are satisfied with those efforts.

Over half, 52%, of the customers completing the survey agreed they have frequently observed illegal drug activity in Long Beach. Only 26% disagreed, with the remaining 22% responding neutrally.

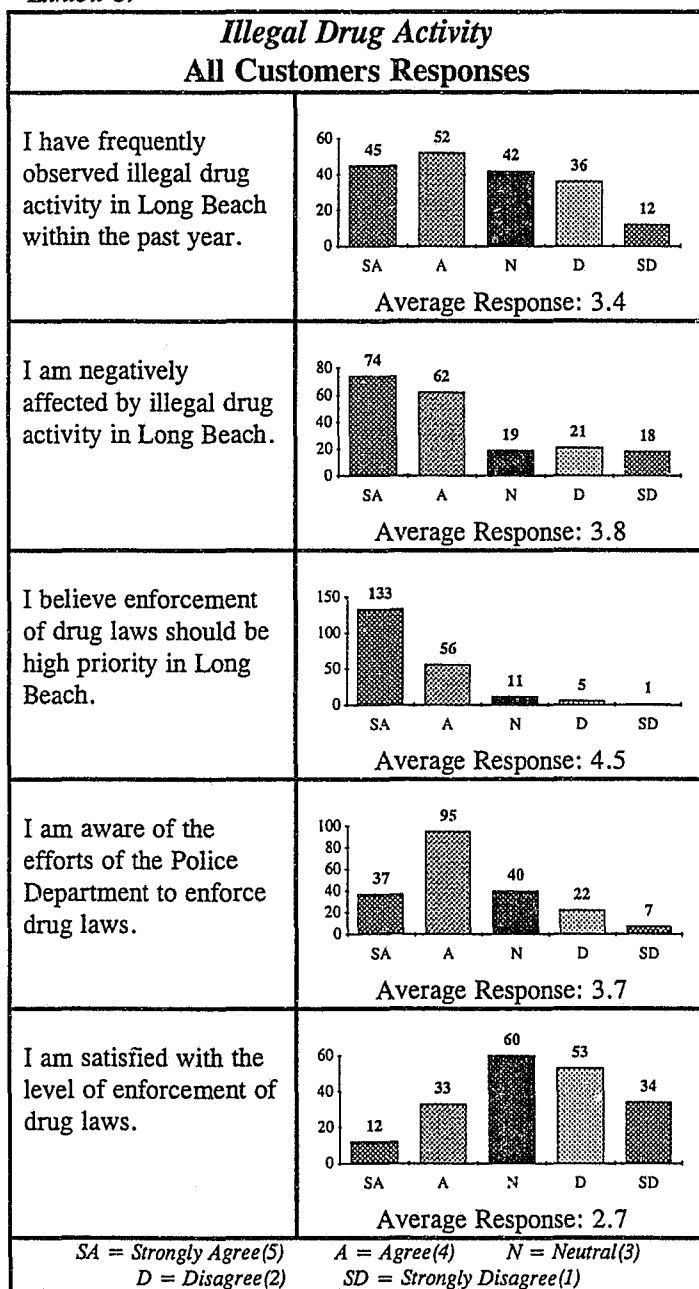
A majority, 70%, agreed they are negatively affected by illegal drug activity in Long Beach. A total of 20% disagreed, with the remaining 10% responding neutrally.

A large majority, 92%, of customers completing the survey believe enforcement of drug laws should be a high priority for the Police Department. Only 3% disagreed, with the remaining 5% responding neutrally.

A majority, 66% agreed they are aware of the efforts of the Police Department to enforce drug laws. Only 14% disagreed, with the remaining 20% responding neutrally.

A much smaller number, 23%, agreed they are satisfied with the level of enforcement of drug laws. A total of 46% disagreed, with the remaining 31% responding neutrally.

Exhibit 87



### Illegal Drug Activity Abatement -- Customers With Recent Experience

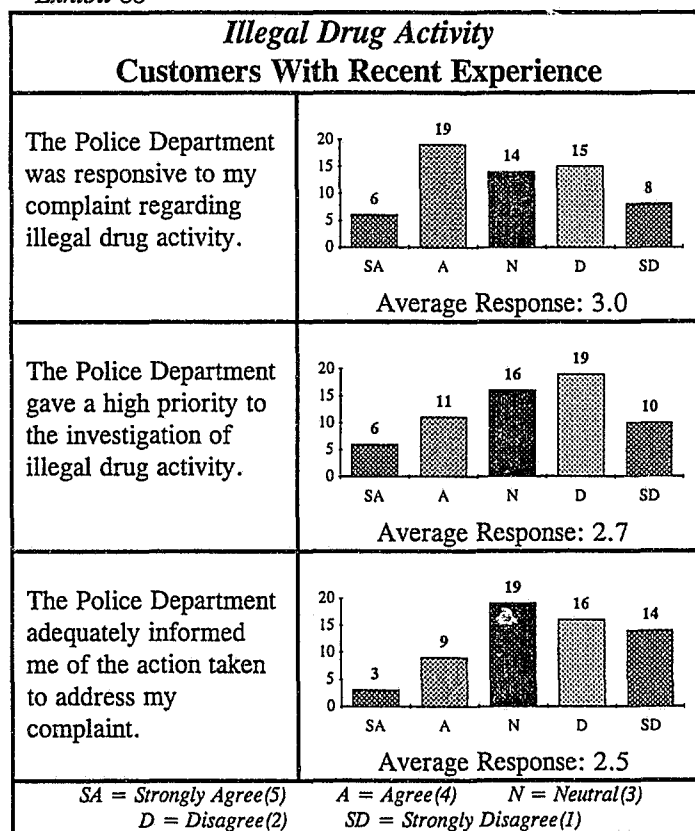
If customers had complained to the Police Department about illegal drug activity within the past six months we asked them to respond to statements about their experience. We were interested if they felt the Department was

responsive to their complaint, had given it a high priority, and if they felt adequately informed of the action taken by the Department.

Less than half, 40%, of the customers completing this section of the survey agreed the Department had been responsive to their complaint. A total of 13% disagreed, with the remaining 22% responding neutrally.

A smaller number, 28%, agreed the Department had given the investigation a high priority. A total of 46% disagreed, with the remaining 26% responding neutrally.

Exhibit 88



An even smaller number, 20% felt they had been adequately informed of the action taken by the Department to address their complaint. A large number, 49%, disagreed they were adequately

informed, with the remaining 31% responding neutrally.

## ILLEGAL GANG ACTIVITY

In recent years, gang related crime has been increasing. The Police Department maintains a database of known gang members, and has patrol and investigative officers who specialize in gang involved crime.

We were interested in customers' perspectives on how frequently they observe illegal gang activity in the City, if it negatively affects them, if they believe enforcement should be a high priority, if they are aware of the Police Department's enforcement efforts, and if they are satisfied with those efforts.

Over half, 58%, of the customers completing the survey agreed they have frequently observed illegal gang activity in Long Beach. Only 22% disagreed, with the remaining 20% responding neutrally.

A majority, 71%, agreed they are negatively affected by illegal gang activity in Long Beach. A total of 20% disagreed, with the remaining 9% responding neutrally.

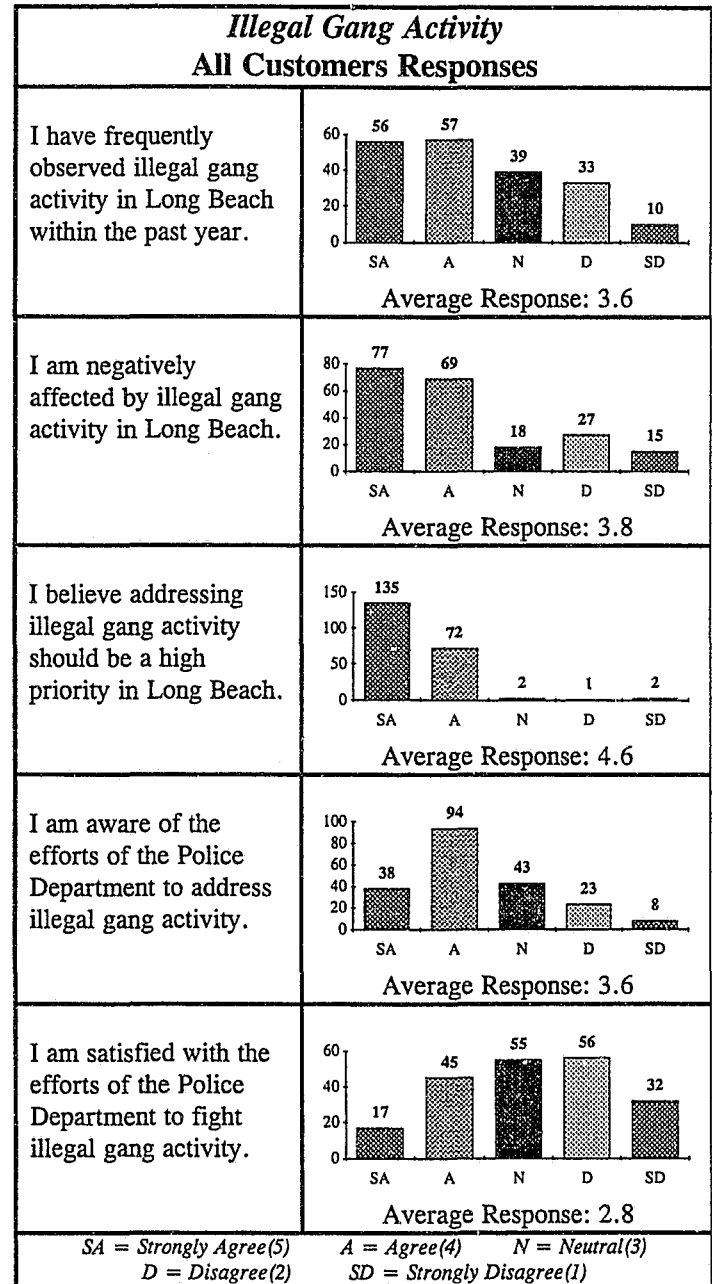
A large majority, 98%, of customers completing the survey believe fighting illegal gang activity should be a high priority for the Police Department. Only 1% disagreed, with the remaining 1% responding neutrally.

A majority, 64% agreed they are aware of the efforts of the Police Department to fight illegal gang activity. Only 15% disagreed, with the remaining 21% responding neutrally.

A much smaller number, 30%, agreed they are satisfied with the efforts of the Police Department to fight illegal gang activity. A total

of 43% disagreed, with the remaining 27% responding neutrally.

Exhibit 89

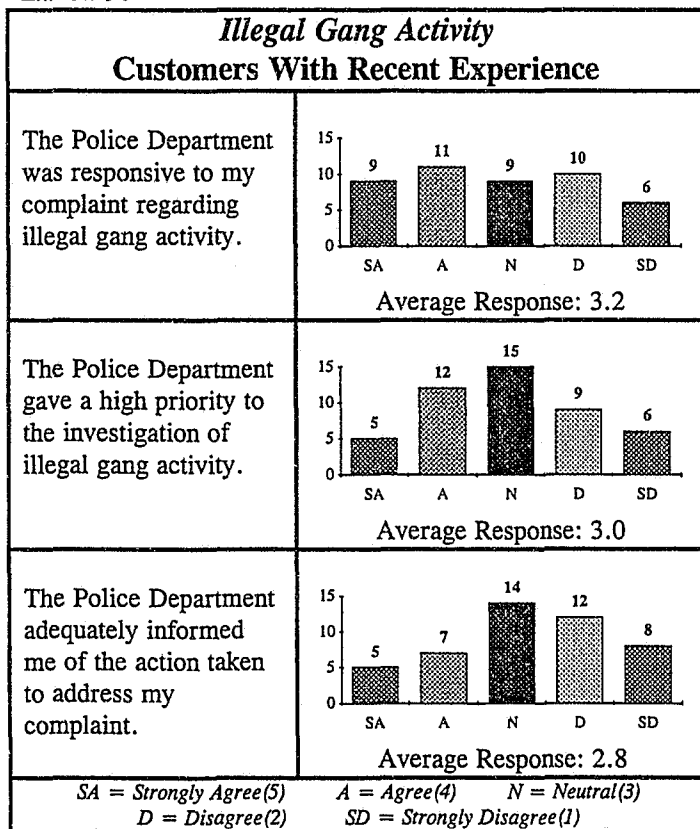


### Illegal Gang Activity Abatement -- Customers With Recent Experience

If customers had complained to the Police Department about illegal gang activity within the past six months we asked them to respond to statements about their experience. We were interested if they felt the Department was responsive to their complaint, had given it a high priority, and if they felt adequately informed of the action taken by the Department.

Less than half, 44%, of the customers completing this section of the survey agreed the Department had been responsive to their complaint. A total of 36% disagreed, with the remaining 20% responding neutrally.

Ex'hibit 90



A smaller number, 36%, agreed the Department had given the investigation a high priority. A

total of 32% disagreed, with the remaining 32% responding neutrally.

An even smaller number, 26% felt they had been adequately informed of the action taken by the Department to address their complaint. A large number, 44%, disagreed they were adequately informed, with the remaining 30% responding neutrally.

### COMMUNITY-BASED POLICING

Community-based policing is both a philosophy and an organizational strategy that allows the police and the community to work together to solve the problems of crime, physical and social disorder, and neighborhood decay. It requires that police officers be freed from the isolation of the patrol car and the demands of the police radio, so that he or she can maintain daily, direct contact with the people within a clearly defined beat.

In community policing, officers must develop and monitor broad-based long-term initiatives that can involve the community in efforts to improve the overall quality of life in the area in addition to responding to calls and making arrests. It also challenges people to accept their share of the responsibility for solving their individual problems, as well as their share of the responsibility for the overall quality of life in the community.

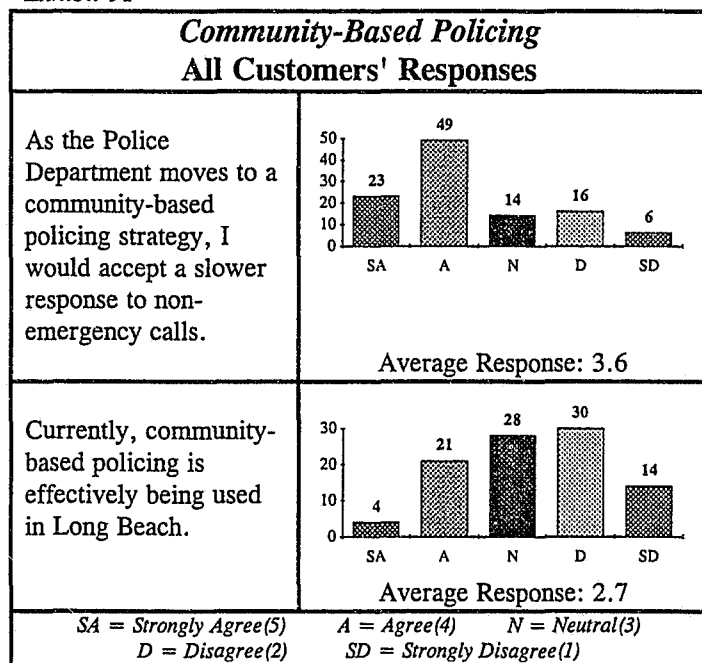
We were interested in finding out if customers would accept a slower response time to non-emergency calls for service as community-based policing is implemented, and if they believe community-based policing is currently being effectively used.

A majority, 67%, of customers completing the survey agreed they would accept a slower response time on non-emergency calls as

community policing is implemented. Only 20% disagreed, with the remaining 13% responding neutrally.

Only 26% agreed community-based policing is currently being effectively used in Long Beach. A larger number, 35%, disagreed, with the remaining 29% responding neutrally.

Exhibit 91



**CHALLENGES AND SUGGESTED  
IMPROVEMENTS**

**CHALLENGES AND  
IMPROVEMENTS**

## CHALLENGES AND SUGGESTED IMPROVEMENTS

We asked customers responding to our survey to identify what they believe to be three major challenges facing the Department and to recommend changes to improve the Police Department. The following presents the most commonly stated challenges and suggested improvements.

### CHALLENGES FACING THE DEPARTMENT

Customers completing the survey provided over 2,400 comments regarding the major challenges facing the Department. Presented below are the categories of challenges identified and the number of times they were included.

Over 60% of the comments made were in the first five categories. Some of the comments made are as follows:

**Gang Problems** -- By far the most frequently recurring challenge identified by customers related to gang problems within the City. A total of 23% of the comments made by customers related to gangs and gang crime. Some examples include: "Gangs are taking over. Law abiding citizens are afraid to live in L.B.; "Gangs must be controlled -- we should not hand over the City to them; and the Department must "Stop the spread of gang related crimes against persons and property."

**Drug Problems** -- Almost as frequently customers identified drug problems as a major challenge facing the Department. A total of 16% of the challenges identified related to drugs or drug crime. Customer comments include "I watch activities in the area of Broadway and Magnolia -- drug dealing is profitable;" the

Police needs to "Stop drug dealing at all levels;" and "Go after drug user first, then the drug dealer."

#### Exhibit 92

What do you believe are the three major challenges facing the Long Beach Police Department? All Customers		
Gang Problems	558	22.87%
Drug Problems	394	16.15%
Department Image	220	9.02%
Crime In General	221	9.06%
Need for More Officers	135	5.53%
Police Presence/Visibility	90	3.69%
Budget Cuts	83	3.40%
Officer Attitudes	73	2.99%
Citizen Involvement and Support	72	2.95%
Slow Response Time	65	2.66%
Internal Problems and Politics	64	2.62%
Homeless Persons	44	1.80%
Race Problems/Riots	40	1.64%
Graffiti Problems	39	1.60%
Indigent/Illegal Residents	38	1.56%
Control of Weapons	37	1.52%
Police Brutality/Racism	36	1.48%
Crimes Against Persons	35	1.43%
Prostitution	32	1.31%
Leniency of the Courts	26	1.07%
Hiring and Training Quality Recruits	24	0.98%
Violence In General	23	0.94%
Support from City Government	20	0.82%
Specific Property Damage/Theft	20	0.82%
POA Involvement	19	0.78%
Bad Press/Media Coverage	15	0.61%
Better Compensation for Officers	7	0.29%
More Representative Work Force	6	0.25%
More/Adequate Equipment	4	0.16%
<b>TOTALS</b>	<b>2,440</b>	<b>100.00%</b>

**Department's Image** -- The image of the Department within the community and its improvement was a frequent challenge identified by customers. Just over 9% of the comments made related to the Department's perceived poor image within the community. Customer comments include: "I haven't reported violent acts against me because the LBPd does not give



a damn. They are too busy giving traffic tickets, so as to avoid the gangs and violent crimes;" "Just because they are cops, they shouldn't exceed speed limits while not in a chase or emergency. Two cars shouldn't block the street because they want to talk to each other;" "They think they are too good to listen to the other side. They should think about the way they treat others;" and "I have called the police three times in the past 40 years, and the services were good, friendly, and helpful."

**Crime in General --** A major challenge frequently identified by customers was crime in general, with 9% of the challenges identified fitting this category. Customers commented that crime in general is on the rise. Comments believe the Department is challenged by "Rising crime in L.B.;" "A general increase in crime;" and "Overwhelming crime in the City."

**Need for Additional Officers --** A major challenge identified by fewer but a significant number of customers was the need for more police officers. Just over 5.5% of the challenges identified related to the need for additional officers. Most customer comments in this area were brief and to the point. Examples include: "We need more officers;" "Not enough officers;" and "Putting more police on the street and out of the office."

## SUGGESTED IMPROVEMENTS

Customers also recommended changes to improve the Department. Customers provided over 1,400 suggested changes to improve the Police Department.

Exhibit 93

What changes would you recommend to improve the Long Beach Police Department? All Customers		
Hiring Additional Police Officers	267	18.49%
Increased Patrol and Visibility	202	13.99%
Respect and Interact With People	127	8.80%
Target Crime Rather Than Traffic and Minor Infractions	107	7.41%
Additional Community Programs	106	7.34%
Alternate Patrol/Walking and Bike Beats	85	5.89%
Target Gangs and Drugs	67	4.64%
Additional Substations	58	4.02%
Continue Contract With LASD	57	3.95%
Improved Officer Attitudes	56	3.88%
Improved Screening and Training of Officers	52	3.60%
Less City Hall & POA Influence on Operations	40	2.77%
Department Reorganization	36	2.49%
More Severe Criminal Penalties	32	2.22%
Faster Response Time	28	1.94%
More Drug and Crime Prevention Programs	26	1.80%
Hire More Minority, Women, Gay/Lesbian Officers	24	1.66%
More Timely Information on Department Activities	19	1.32%
Improved Follow-Up of Investigations	16	1.11%
Improved Dispatch Sensitivity/Responsiveness	10	0.69%
Eliminate Stress/Disability Claims	9	0.62%
More Undercover/Special Units	7	0.48%
One Officer Per Car	5	0.35%
Two Officers Per Car	5	0.35%
Better Pay/Compensation for Personnel	3	0.21%
Totals	1,444	100.00%

Just over 50% of the comments made were in the first six categories. Some of the suggestions made are as follows:

**Hiring Additional Police Officers --** "More police are needed to help deter crime;" "Increase police personnel. If you take off some of the pressure of the work overload, the officer will be able to provide better community service and be able to solve more crime;" and "Hire more officers -- put them on the street and put the criminals on notice that Long Beach is not a city for criminal activity."

**Increased Patrol and Visibility --** "Need more patrol services in 'known' areas downtown that are overrun with gangs and crack dealing activity;" "I would love to see more patrol -- if you parked on my street for five minutes you could make an arrest;" "More patrol at night;" and "Be as visible as possible. One officer to a patrol car so there will be more officers on the street."

**Respect and Interact with People** -- "Walk the streets, shake hands, interact rather than react;" "Get out of the car and talk to people;" and "Each officer should spend 10 minutes a shift talking to people."

**Target Crime Rather Than Traffic and Minor Infractions** -- "Less time checking minors. Assign traffic cops to fight crime. Put motorcycle cops to better use -- they should be looking for real criminals rather than citing;" "Place majority of force to prevent major crimes, not patrolling parking spaces to see who is two feet over the red zone;" and "Stop spending time on traffic citations and get after crime."

**Additional Community Programs** -- "More community programs hosted by police officers;" "More interaction with children in schools talking about community problems and how they can work with the police rather than fear their presence;" and "Better communication between the Department and the public to promote the idea that police are more friend than foe."

**Alternate Patrol/Walking and Bike Beats** -- "We should see more police officers on bikes on the streets;" "Foot patrols in high crime areas -- bike patrols are good -- neighborhood substations in low income, high crime areas;" "More police on foot or bicycle in the neighborhoods;" and "Increased foot patrols -- waste less time on undercover vice and narco."

**APPENDIX I - SHORT SURVEY  
QUESTIONNAIRE**

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

The Police Department is developing a strategic plan with the assistance of the City Auditor. Your input into the development of this plan is important. Please take a few moments to fill-out both sides of the survey and place it in the box at the library. Your opinions will assist us in our continuous effort to improve the quality of our services.

William C. Ellis  
Chief of Police

Gary L. Burroughs  
City Auditor

*Please check those that apply to you (Optional).*

- I am: ☐ Male ☐ Female
- My race is: ☐ Asian ☐ Black ☐ Hispanic ☐ White ☐ Other
- My age is: ☐ Under 20 yrs. ☐ 20 - 34 ☐ 35 - 54 ☐ 55 - 74 ☐ 75 yrs and older
- I am currently served by: ☐ Long Beach Police Department ☐ LA County Sheriff's

*For each statement, please check the box which most closely matches your view.*

1. Generally, I feel safe in my neighborhood.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐ Don't Know

2. I am unlikely to be a victim of a crime within the next year.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐ Don't Know

3. The Long Beach Police Department has a positive image within the community.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐ Don't Know

4. The Long Beach Police Department is community oriented.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐ Don't Know

5. The Long Beach Police Department keeps me well informed on the programs, activities, and services it provides.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐ Don't Know

# CUSTOMER SURVEY

6. Please rank what you believe should be the police priorities for the following services, with 1 as the highest priority and 11 the lowest priority. Please do not use the same number more than once.

<input type="checkbox"/> Injury Traffic Accident Investigations	<input type="checkbox"/> Responding to Non-Emergency Calls for Service	<input type="checkbox"/> Crime Against Persons Investigations
<input type="checkbox"/> Prostitution/Lewd Behavior Abatement	<input type="checkbox"/> Non-Injury Traffic Accident Investigations	<input type="checkbox"/> Crime Against Property Investigations
<input type="checkbox"/> Responding to Emergency Calls for Service	<input type="checkbox"/> Traffic Citation Issuance	<input type="checkbox"/> Illegal Drug Activity Abatement
<input type="checkbox"/> Illegal Gang Activity Abatement	<input type="checkbox"/> Patrol Services	

7. Based on your most recent experience with the Long Beach Police Department, please rate the following areas:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>
Response Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solving the Problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Follow-Up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What do you believe are the three major challenges facing the Long Beach Police Department?

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9. What changes would you recommend to improve the Long Beach Police Department?

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**Thank you for completing this survey**

Office of the City Auditor

**APPENDIX II - LONG SURVEY  
QUESTIONNAIRE**

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

### BACKGROUND INFORMATION (OPTIONAL):

I am: ☐ Male ☐ Female

My race is: ☐ Asian ☐ Black ☐ Hispanic ☐ White ☐ Other

My age is: ☐ Under 20 yrs. ☐ 20 - 34 ☐ 35 - 54 ☐ 55 - 74 ☐ Over 75 yrs.

My zip code is: \_\_\_\_\_ I am currently served by: ☐ LBPD ☐ LA County Sheriff

Please record your answers by circling one of the responses next to each question. The survey takes 15 - 20 minutes to complete if you answer all the questions.

SA - Strongly Agree	N - Neutral	SD - Strongly Disagree
A - Agree	D - Disagree	U - Undecided or Not Applicable

### COMMUNICATIONS

The Long Beach Police Department has telephone lines for non-emergency telephone calls as well as 911 lines for emergency calls. Please answer the following questions regarding the Department's answering of telephone calls.

1. For non-emergency phone calls to the Police Department, a reasonable number of rings before a call is answered is: 1   2   3   4   5   6   More than 6
2. For emergency phone calls to the 911 lines, a reasonable number of rings before a call is answered is: 1   2   3   4   5   6   More than 6

PLEASE ANSWER QUESTIONS 3 THROUGH 8 ONLY IF YOU HAVE CALLED THE LONG BEACH POLICE DEPARTMENT IN THE PAST SIX MONTHS.

- |  |    |   |   |   |    |   |
|--|----|---|---|---|----|---|
| 3. I was satisfied with the time in which my <u>non-emergency</u> phone call was answered. | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |
|  |    |   |   |   |    |   |
| 4. Individuals answering <u>non-emergency</u> phone calls were helpful.                    | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |
|  |    |   |   |   |    |   |
| 5. Individuals answering <u>non-emergency</u> phone calls were courteous.                  | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |
|  |    |   |   |   |    |   |
| 6. I was satisfied with the time in which my 911 <u>emergency</u> phone call was answered. | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |
|  |    |   |   |   |    |   |
| 7. Individuals answering <u>emergency</u> phone calls were helpful.                        | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |
|  |    |   |   |   |    |   |
| 8. Individuals answering <u>emergency</u> phone calls were courteous.                      | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |

### PATROL

Police emergency calls for service are categorized and dispatched according to priority. The following are definitions of dispatch priorities.

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

SA - Strongly Agree  
A - Agree

N - Neutral  
D - Disagree

SD - Strongly Disagree  
U - Undecided or Not Applicable

### PATROL - continued

**PRIORITY 1 -** The life or property of a citizen is in imminent danger (e.g., shooting, burglary in progress, rape in progress).

**PRIORITY 2 -** Disturbance of the peace or general well-being (e.g., family dispute, gang groups, parties).

**PRIORITY 3 -** Reports of crime not in progress and parking problems (e.g., report of a crime in which a substantial amount of time elapsed between the crime and the call reporting the crime, car blocking driveway)

### Patrol - Responses to Calls for Service

Please answer the following questions regarding Police responding to calls for service.

9. I believe a reasonable response time for a priority 1 emergency call (in minutes) is:

1	2	3	4	5	10	15	20	25	30+
---	---	---	---	---	----	----	----	----	-----

10. I believe a reasonable response time for a priority 2 call (in minutes) is:

1	2	3	4	5	10	15	20	25	30+
---	---	---	---	---	----	----	----	----	-----

11. I believe a reasonable response time for a priority 3 call (in minutes) is:

1	2	3	4	5	10	15	20	25	30+
---	---	---	---	---	----	----	----	----	-----

PLEASE ANSWER QUESTIONS 12 THROUGH 15 ONLY IF THE LONG BEACH POLICE DEPARTMENT HAS RESPONDED TO YOUR CALL FOR SERVICE IN THE PAST SIX MONTHS.

12. My call to the Police Department could most accurately be classified as a priority:

1	2	3
---	---	---

13. I was satisfied with the time in which the Police Department responded to my call for service.

SA	A	N	D	SD	U
5	4	3	2	1	0

14. Police personnel responding to my call were capable of handling my situation.

SA	A	N	D	SD	U
5	4	3	2	1	0

15. Police personnel responding to my call were courteous.

SA	A	N	D	SD	U
5	4	3	2	1	0

### Patrol - Patrol Services

In addition to responding to citizen calls for service, patrol officers provide security in the City by patrolling an area, observing activities, and initiating contact with business owners and citizens. Please answer the following questions regarding patrol services.

16. Generally, I feel safe in my neighborhood.

SA	A	N	D	SD	U
5	4	3	2	1	0

17. I frequently see patrol officers.

SA	A	N	D	SD	U
5	4	3	2	1	0

18. I believe providing patrol services should be a high priority for the Police Department.

SA	A	N	D	SD	U
5	4	3	2	1	0



# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

SA - Strongly Agree A - Agree	N - Neutral D - Disagree	SD - Strongly Disagree U - Undecided or Not Applicable
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### Patrol - Patrol Services (continued)

- |  |    |   |   |   |    |   |
|--|----|---|---|---|----|---|
| 19. I am generally satisfied with the level of patrol in the City. | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |

### TRAFFIC

The Police Department assigns several officers to its traffic section which is responsible for helping to move traffic safely throughout the City and for enforcing state and local laws and ordinances. Two major duties of traffic officers are investigating vehicle accidents and issuing citations. Please answer the following questions regarding traffic services.

- |   |    |   |   |   |    |   |
|---|----|---|---|---|----|---|
| 20. Overall, I believe efforts of traffic officers help to increase safety on Long Beach streets. | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |

### Traffic - Accident Investigations

- |   |   |   |   |   |   |   |   |   |   |      |
|---|---|---|---|---|---|---|---|---|---|------|
| 21. For accident investigations <u>with</u> injuries, I believe a reasonable response time (in minutes) is: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 + |
|---|---|---|---|---|---|---|---|---|---|------|

- |  |   |   |   |   |   |    |    |    |     |
|--|---|---|---|---|---|----|----|----|-----|
| 22. For accident investigations <u>without</u> injuries, I believe a reasonable response time (in minutes) is: | 1 | 2 | 3 | 4 | 5 | 10 | 15 | 20 | 30+ |
|--|---|---|---|---|---|----|----|----|-----|

- |   |    |   |   |   |    |   |
|---|----|---|---|---|----|---|
| 23. For a minor non-injury accident, I am willing to exchange names with the other driver and not call the Police to take a report. | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |

PLEASE COMPLETE QUESTIONS 24 THROUGH 28 ONLY IF YOU HAVE HAD DIRECT CONTACT WITH A LONG BEACH POLICE OFFICER CONDUCTING AN ACCIDENT INVESTIGATION IN THE PAST SIX MONTHS.

- |  |    |   |   |   |    |   |
|--|----|---|---|---|----|---|
| 24. I was satisfied with the time in which the Police responded to the accident with <u>injuries</u> . | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |

- |   |    |   |   |   |    |   |
|---|----|---|---|---|----|---|
| 25. I was satisfied with the time in which the Police responded to the accident <u>without injury</u> . | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |

- |  |    |   |   |   |    |   |
|--|----|---|---|---|----|---|
| 26. The Police Officer responding was courteous. | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |

- |                                     |    |   |   |   |    |   |
|-------------------------------------|----|---|---|---|----|---|
| 27. The Police Officer was helpful. | SA | A | N | D | SD | U |
|                                     | 5  | 4 | 3 | 2 | 1  | 0 |

- |                                       |    |   |   |   |    |   |
|---------------------------------------|----|---|---|---|----|---|
| 28. The Police Officer was competent. | SA | A | N | D | SD | U |
|                                       | 5  | 4 | 3 | 2 | 1  | 0 |

### Traffic - Citation Issuance

- |  |    |   |   |   |    |   |
|--|----|---|---|---|----|---|
| 29. I believe the Police Department is focusing on the appropriate traffic problems in the City. | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |

- |   |    |   |   |   |    |   |
|---|----|---|---|---|----|---|
| 30. I believe enforcement of traffic laws should be a high priority with the Police Department. | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

SA - Strongly Agree  
A - Agree

N - Neutral  
D - Disagree

SD - Strongly Disagree  
U - Undecided or Not Applicable

### Traffic - Citation Issuance (continued)

PLEASE COMPLETE QUESTIONS 31 THROUGH 33 ONLY IF YOU HAVE HAD DIRECT CONTACT WITH A LONG BEACH POLICE OFFICER ISSUING A TRAFFIC CITATION IN THE PAST SIX MONTHS.

31. The Police Officer responding was fair.	SA	A	N	D	SD	U
	5	4	3	2	1	0
32. The Police Officer was courteous.	SA	A	N	D	SD	U
	5	4	3	2	1	0
33. The Police Officer was competent.	SA	A	N	D	SD	U
	5	4	3	2	1	0

### INVESTIGATIONS

The Police Department conducts five types of criminal investigations: crimes committed against persons; property crimes; prostitution and lewd behavior; drug activity; and illegal gang activity.

CRIMES AGAINST PERSONS - are crimes such as homicide, robbery, assault and rape. The Department investigates these crimes by collecting physical evidence, interviewing witnesses, and checking records. When a suspect is identified and/or apprehended the detectives will prepare a case and file it with the Los Angeles County District Attorney or the City Prosecutor for prosecution. Please answer the following questions about crimes against persons.

34. I am unlikely to be the victim of a crime against persons within the next year.	SA	A	N	D	SD	U
	5	4	3	2	1	0
35. The Police Department is doing a good job in apprehending suspects of crimes against persons.	SA	A	N	D	SD	U
	5	4	3	2	1	0
36. I believe the investigation of crimes against persons should be a high priority.	SA	A	N	D	SD	U
	5	4	3	2	1	0

PLEASE ANSWER QUESTIONS 37 THROUGH 42 ONLY IF YOU HAVE BEEN INVOLVED IN AN INVESTIGATION OF A CRIME AGAINST PERSONS IN LONG BEACH WITHIN THE PAST SIX MONTHS.

37. The Police Department effectively handled the criminal investigation.	SA	A	N	D	SD	U
	5	4	3	2	1	0
38. The Police Department gave a high priority to the investigation of the crime.	SA	A	N	D	SD	U
	5	4	3	2	1	0
39. The investigators were courteous.	SA	A	N	D	SD	U
	5	4	3	2	1	0
40. The investigators were helpful.	SA	A	N	D	SD	U
	5	4	3	2	1	0
41. The investigators were competent.	SA	A	N	D	SD	U
	5	4	3	2	1	0
42. The Police Department provided a high level of service.	SA	A	N	D	SD	U
	5	4	3	2	1	0

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

SA - Strongly Agree  
A - Agree

N - Neutral  
D - Disagree

SD - Strongly Disagree  
U - Undecided or Not Applicable

### INVESTIGATIONS (continued)

**CRIMES AGAINST PROPERTY** - are crimes such as burglary, larceny, auto theft, forgery, and fraud. The Department investigates these crimes by collecting physical evidence, interviewing witnesses, and checking records. When a suspect is identified and/or apprehended the detectives will prepare a case and file it with the Los Angeles County District Attorney or the City Prosecutor for prosecution. Please answer the following questions about crimes against property.

- |   |    |   |   |   |    |   |
|---|----|---|---|---|----|---|
| 43. I am unlikely to be the victim of a crime against property in Long Beach within the next year.  | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |
|   |    |   |   |   |    |   |
| 44. The Police Department is doing a good job in apprehending suspects of crimes against property.  | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |
|   |    |   |   |   |    |   |
| 45. I believe the investigation of crimes against property should be a high priority in Long Beach. | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |

PLEASE ANSWER QUESTIONS 46 THROUGH 51 ONLY IF YOU HAVE BEEN INVOLVED IN AN INVESTIGATION OF A CRIME AGAINST PROPERTY IN LONG BEACH WITHIN THE PAST SIX MONTHS.

- |   |    |   |   |   |    |   |
|---|----|---|---|---|----|---|
| 46. The Police Department effectively handled the criminal investigation.         | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |
|   |    |   |   |   |    |   |
| 47. The Police Department gave a high priority to the investigation of the crime. | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |
|   |    |   |   |   |    |   |
| 48. The investigators were courteous.   | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |
|   |    |   |   |   |    |   |
| 49. The investigators were helpful.   | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |
|   |    |   |   |   |    |   |
| 50. The investigators were competent.   | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |
|   |    |   |   |   |    |   |
| 51. The Police Department provided a high level of service.                       | SA | A | N | D | SD | U |
|   | 5  | 4 | 3 | 2 | 1  | 0 |

**PROSTITUTION AND LEWD BEHAVIOR** - Prostitution is the violation of law prohibiting the exchange of sexual activity for payment. Lewd behavior is the exposure of sexual organs, or participating in a sexual act, in a public location. Please answer the following questions about crimes of prostitution and lewd behavior.

- |  |    |   |   |   |    |   |
|--|----|---|---|---|----|---|
| 52. I have frequently observed prostitution and/or lewd behavior in Long Beach within the past year. | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |
|  |    |   |   |   |    |   |
| 53. I am negatively affected by prostitution and/or lewd behavior in Long Beach.                     | SA | A | N | D | SD | U |
|  | 5  | 4 | 3 | 2 | 1  | 0 |

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

SA - Strongly Agree  
A - Agree

N - Neutral  
D - Disagree

SD - Strongly Disagree  
U - Undecided or Not Applicable

### INVESTIGATIONS (continued)

54.	I believe enforcement of prostitution and lewd behavior laws should be a high priority in Long Beach.	SA	A	N	D	SD	U
		5	4	3	2	1	0
55.	I am aware of the efforts of the Police Department to enforce prostitution and lewd behavior laws.	SA	A	N	D	SD	U
		5	4	3	2	1	0
56.	I am satisfied with the level of enforcement of prostitution and lewd behavior laws.	SA	A	N	D	SD	U
		5	4	3	2	1	0

PLEASE ANSWER QUESTIONS 57 AND 58 ONLY IF YOU HAVE COMPLAINED TO THE POLICE DEPARTMENT ABOUT PROSTITUTION ACTIVITY OR LEWD BEHAVIOR WITHIN THE PAST SIX MONTHS.

57.	The Police Department gave a high priority to the investigation of the prostitution or lewd behavior.	SA	A	N	D	SD	U
		5	4	3	2	1	0
58.	The Police Department adequately informed me of the action taken to address my complaint.	SA	A	N	D	SD	U
		5	4	3	2	1	0

ILLEGAL DRUG ACTIVITY - Possession, distribution, or use of certain drugs is against the law. The Police Department responds to complaints of illegal drug activity, and conducts investigations of drug traffickers. Please answer the following questions about illegal drug activity.

59.	I have frequently observed illegal drug activity in Long Beach within the past year.	SA	A	N	D	SD	U
		5	4	3	2	1	0
60.	I am negatively affected by illegal drug activity in Long Beach.	SA	A	N	D	SD	U
		5	4	3	2	1	0
61.	I believe enforcement of drug laws should be a high priority in Long Beach.	SA	A	N	D	SD	U
		5	4	3	2	1	0
62.	I am aware of the efforts of the Police Department to enforce drug laws.	SA	A	N	D	SD	U
		5	4	3	2	1	0
63.	I am satisfied with the level of enforcement of drug laws in Long Beach.	SA	A	N	D	SD	U
		5	4	3	2	1	0

PLEASE ANSWER QUESTIONS 64 THROUGH 66 ONLY IF YOU HAVE COMPLAINED TO THE POLICE DEPARTMENT ABOUT ILLEGAL DRUG ACTIVITY WITHIN THE PAST SIX MONTHS.

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

<b>SA - Strongly Agree</b> <b>A - Agree</b>	<b>N - Neutral</b> <b>D - Disagree</b>	<b>SD - Strongly Disagree</b> <b>U - Undecided or Not Applicable</b>
--	---	---

### INVESTIGATIONS (continued)

64. The Police Department was responsive to my complaint regarding illegal drug activity.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

65. The Police Department gave a high priority to the investigation of the illegal drug activity.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

66. The Police Department adequately informed me of the action taken to address my complaint.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

**ILLEGAL GANG ACTIVITY** - In recent years, gang related crime has been increasing. The Police Department maintains a database of known gang members, and has patrol and investigative officers who specialize in gang involved crime. Please answer the following questions regarding gang activity in Long Beach.

67. I have frequently observed illegal gang activity in Long Beach within the past year.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

68. I am negatively affected by illegal gang activity in Long Beach.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

69. I believe addressing illegal gang activity should be a high priority in Long Beach.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

70. I am aware of the efforts of the Police Department to address illegal gang activity.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

71. I am satisfied with the efforts of the Police Department to fight illegal gang activity.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

**PLEASE ANSWER QUESTIONS 72 THROUGH 74 ONLY IF YOU HAVE COMPLAINED TO THE POLICE DEPARTMENT ABOUT ILLEGAL GANG ACTIVITY WITHIN THE PAST SIX MONTHS.**

72. The Police Department was responsive to my complaint regarding illegal gang activity.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

73. The Police Department gave a high priority to the investigation of the illegal gang activity.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

74. The Police Department adequately informed me of the action taken to address my complaint.	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>	<b>U</b>
	5	4	3	2	1	0

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

### RANKING OF LONG BEACH POLICE DEPARTMENT PRIORITIES

Please rank what you believe should be the police priorities for the following services, with 1 representing the highest priority and 11 the lowest priority. Do not use the same number more than once.

<input type="checkbox"/> Injury Traffic Accident Investigations  <input type="checkbox"/> Prostitution/Lewd Behavior Abatement  <input type="checkbox"/> Responding to Emergency Calls for Service  <input type="checkbox"/> Illegal Gang Activity Abatement	<input type="checkbox"/> Responding to Non-Emergency Calls for Service  <input type="checkbox"/> Non-Injury Traffic Accident Investigations  <input type="checkbox"/> Traffic Citation Issuance  <input type="checkbox"/> Patrol Services	<input type="checkbox"/> Crime Against Persons Investigations  <input type="checkbox"/> Crime Against Property Investigations  <input type="checkbox"/> Illegal Drug Activity Abatement
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### RATING DIRECT SERVICE PROVIDED BY THE LONG BEACH POLICE DEPARTMENT

PLEASE ANSWER THE FOLLOWING ONLY IF YOU HAVE HAD DIRECT CONTACT WITH THE LONG BEACH POLICE DEPARTMENT WITHIN THE LAST SIX MONTHS.

Based on your most recent experience with the Long Beach Police Department, please rate the following areas:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>
Response Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solving the Problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# LONG BEACH POLICE DEPARTMENT

## CUSTOMER SURVEY

SA - Strongly Agree  
A - Agree

N - Neutral  
D - Disagree

SD - Strongly Disagree  
U - Undecided or Not Applicable

### COMMUNITY-BASED POLICING

COMMUNITY-BASED POLICING - is both a philosophy and an organizational strategy that allows the police and the community to work together to solve the problems of crime, physical and social disorder, and neighborhood decay. It requires that police officers be freed from the isolation of the patrol car and the demands of the police radio, so that he or she can maintain daily, direct contact with the people within a clearly defined beat. In community policing, officers must develop and monitor broad-based long-term initiatives that can involve the community in efforts to improve the overall quality of life in the area in addition to respond to calls and make arrests. It also challenges people to accept their share of the responsibility for solving their individual problems, as well as their share of the responsibility for the overall quality of life in the community.

75. The Long Beach Police Department has a positive image within the community.

SA	A	N	D	SD	U
5	4	3	2	1	0

76. The Long Beach Police Department is community oriented.

SA	A	N	D	SD	U
5	4	3	2	1	0

77. As the Police Department moves to a community-based policing strategy, I would accept a slower response to non-emergency calls.

SA	A	N	D	SD	U
5	4	3	2	1	0

78. Currently, community-based policing is effectively being used in Long Beach.

SA	A	N	D	SD	U
5	4	3	2	1	0

79. In your opinion, what activities should be included in community-based policing in Long Beach?

PLEASE ANSWER QUESTIONS 79 AND 80 IN THE SPACE PROVIDED. IF YOU REQUIRE ADDITIONAL SPACE, OR IF YOU HAVE ADDITIONAL COMMENTS, WRITE THEM IN THE "OTHER COMMENTS" SECTION ON THE NEXT PAGE.

80. What do you believe are the three major challenges currently facing the Long Beach Police Department?

[illegible]