



City of La Quinta

CITY / SA/ HA/ FA MEETING DATE: March 3, 2015

ITEM TITLE: UPDATE ON CRIME TREND AND POLICE SERVICE STUDY RELATING TO COMMUNITY INPUT

AGENDA CATEGORY:

BUSINESS SESSION:

CONSENT CALENDAR:

STUDY SESSION: 1

PUBLIC HEARING:

RECOMMENDED ACTION:

None. This is an informational item only.

EXECUTIVE SUMMARY:

- On January 6, 2015, the City Council approved a professional services agreement (PSA) with Matrix Consulting Group ("Matrix") to perform a crime trend analysis and review police services.
- A major component of the study is to seek input from residents, businesses, and visitors regarding police services in the community.
- On February 16, 2015, the City posted an online survey (Attachment 1), which has received 234 responses to date.
- In addition, three focus groups will be held at City Hall and facilitated by Matrix on March 10 and March 11 to garner additional public input regarding police services.

FISCAL IMPACT:

None.

BACKGROUND/ANALYSIS:

The City contracts with Riverside County Sheriff's Department for police services. The approved PSA with Matrix will provide for police services review and a crime trend analysis. The scope of the PSA with Matrix includes:

- Analysis of crime trends for the creation of a crime profile;
- Review of services delivered with focus on resource allocation;
- Public input through survey and focus groups; and
- A series of recommendations based on Matrix's work.

Since the contract was awarded, Matrix has met extensively with representatives of the Sheriff's department and City staff. The bulk of Matrix's efforts to date have focused on first-person interviews and data collection. Staff will bring forth another update to the Council at the second meeting of April when preliminary findings from the study will be available.

The purpose of this update is to outline the public input component. The online survey was made available via press release to local media, has been posted on the City's website in the 'Making Headlines' section, and on Facebook. To date, the City has received 234 responses. The survey will conclude on March 13. Staff will continue to promote the survey to garner the most responses in this two-week period.

In addition, three focus groups are scheduled: March 10 (4:30 p.m. to 6:00 p.m. and 6:30 p.m. to 8:00 p.m.) and March 11 (8:30 a.m. to 10:00 a.m.). The purpose of the focus groups is to gain insight from participants about their current opinion of the level of police services provided in La Quinta. Matrix will be gauging the participants to see what they would like to see more or less of, in the way of police services. Matrix recommended the focus group because smaller groups tend to garner more detailed input by allowing participants to share their perspective in a more intimate setting. To encourage greater participation, meeting times have been set for morning, late afternoon and evening. Staff will be sending out invitations. Should a greater number of responses be received than expected, a fourth meeting will be scheduled. The public is strongly encouraged to attend.

The meetings will be set up and attendance confirmed through Eventbrite, which is an online invitation and registration service. In addition to asking survey participants if they would be interested in attending a focus group, a letter has been sent to community, neighborhood and business stakeholder groups. These groups include: the Cove Association, Nextdoor La Quinta, La Quinta Arts Foundation, Chamber of Commerce, Historical Society, Friends of the Library and other community and business stakeholder groups. Once the focus group process is completed, Matrix will fold that information into their overall findings and include it in their final report to the City.

ALTERNATIVES:

As this is an information item, staff does not recommend an alternative.

Report prepared by: Chris Escobedo, Assistant to City Manager

Report approved for submission by: Frank J. Spevacek, City Manager

Attachment: 1. Online Survey



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The City of La Quinta has retained the Matrix Consulting Group to conduct a crime trend and police services study for the City. This study is a comprehensive evaluation of the service provided by the La Quinta Police Department. This questionnaire has been developed to provide residents of the City with an opportunity to have input into the study. Please take advantage of this opportunity to provide your views on Police Services in your community. In reviewing this survey, please note that it is anonymous – there are no identifiers. The results will be reviewed and tabulated only by our firm.

If you have any questions about completing the survey, please feel free to contact our project manager, Richard Brady, at 650.858.0507 or via e-mail at rbrady@matrixcg.net.

Please complete your survey by Monday, March 9, 2015.

While the survey is confidential we would like to know:

How long (in whole years) have you lived in La Quinta _____

I live in a gated community (Y/N) _____

I live in "The Cove" residential area (Y/N) _____

During the past year have you had any contact with Police staff in La Quinta? (Y/N) _____

Was the contact in the past year relating to a traffic offense? (Y/N) _____

Please evaluate each of the statements, below. If you have no opinion, check "No Response."

	No Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I feel safe in my daily activities in the City.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I feel safe in the neighborhood where I live.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The La Quinta PD provides high levels of law enforcement services to the La Quinta community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	No Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
4. The level of law enforcement provided by the La Quinta PD improves the quality of life in La Quinta.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Residents and merchants have a high opinion of the work done by La Quinta PD.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. La Quinta PD staff are responsive to our law enforcement needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The La Quinta PD does a good job anticipating and responding to service needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. La Quinta PD staff effectively communicate with the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I am aware of crime prevention information and programs offered to La Quinta residents and businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Crime prevention programs in La Quinta are effective.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Deputies are prompt in responding to complaints and problems made by residents and those working in the City.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Answer only if you have had contact with LQPD staff: I have had contact with the LQPD in the last year and appropriate action and/or follow-up was completed on my incident or issue.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Deputies are approachable / easy to talk to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Contract law enforcement is cost effective for our City.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Is there a particular kind of crime or service need in La Quinta that concerns you? (check all that apply)

Violent Crime	
Burglary (home, business)	
Theft from Vehicles	
Traffic Accidents	
Graffiti	
Speeding on residential streets	
Other:	

16. Please use this space to provide additional explanation to any question:

Community Focus Group Information

The City and Matrix Consulting Group will be conducting several community focus groups for residents and businesses to attend and provide their opinions as part of the community input phase of this study. The focus groups will be held the week of March 9th. If you would like to participate in a focus group please contact the Matrix Consulting Group at 650.858.0507 or e-mail you name, address, phone number to bzuniga@matrixcg.net. You will be contacted before March 6th with the focus group meeting information.

Thank you for completing this survey.

