

ROCKLIN NEIGHBORHOOD SURVEY REPORT

February 1st, 2012



Executive Summary

The City of Rocklin Police Department surveys residents every 3 years to assess their opinions on the quality of police services, neighborhood concerns, and how the police can best serve community needs. Staff used county tax assessor parcel data for the City of Rocklin as a sampling master list of potential survey participants. The master list was used to randomly select 6,000 Rocklin addresses. In an effort to conserve costs, a letter was sent to addresses discussing the importance of the survey and inviting residents to a website on the Internet to complete it.

The collection period was from October 2011 to January 2012. The Police Department received 469 completed surveys. Many additional comments were provided by respondents highlighting their enthusiasm and appreciation for this type of community outreach involvement as well as specific issues for the Police Department to consider.

This is the second time in a 5 year period that residents were surveyed. Overall, the survey showed that respondents are satisfied with the quality of police services. Residents responding to the survey identified speeding in the neighborhoods, vehicles being broken into, and traffic control violations as their largest concerns.

Satisfaction with Police Services

The first set of questions covered the level and quality of police service in Rocklin.

- 77% of respondents reported contact with the Rocklin Police Department within the past three years.
- When asked to grade the contact with regard to the department's courtesy and professionalism, 78% of the respondents were very satisfied and another twenty-one percent were somewhat satisfied, and 1% responded not at all.
- 64% of respondents were very satisfied with the effectiveness of police in dealing with crime in neighborhoods and another thirty-four percent were somewhat satisfied.
- 64% of respondents were very satisfied with overall police services and another thirty-four percent were somewhat satisfied and 2% not at all.
- Satisfaction with frequency of police patrolling neighborhoods is lower than other quality of service measures. Thirty six percent of them were very satisfied with the frequency of police officers in their neighborhood. Almost half (49%) of all respondents were somewhat satisfied and 15% were not at all satisfied.

Feeling of Safety

Respondents feel Rocklin is a safe place to live. When asked to compare the safety of Rocklin to other cities in the region, 60% of respondents felt Rocklin is much safer than other cities in the region and another 30% feel Rocklin is slightly safer than nearby cities.

Overall, 34% of the survey respondents believe their neighborhoods are much safer than other areas in Rocklin. Another 31% of respondents claim their neighborhood is slightly safer than other neighborhoods in the City.

Several other survey measures highlight respondents feeling of safety.

- 98% of respondents felt their neighborhood was safe enough to walk alone during the daytime.
- 85% felt safe enough to walk alone in their neighborhood during the nighttime.
- Additionally, the majority of respondents (86%) claim they frequently walk, jog, or ride a bicycle in their neighborhood.
- 65% of respondents said they either rarely or never worry about safety in their neighborhood.

Neighborhood Concerns

Citizens were presented a list of potential neighborhood concerns and asked to rate them as a serious problem, moderately serious, no problem, or not sure.

Respondents consistently rated traffic-related issues as more serious than other concerns.

- Speeding is clearly the most serious traffic concern among respondents with 21% of the respondents claiming it is a serious concern and another 39% declaring it moderately serious. Additionally, 37% felt this was not a problem while 3% were not sure.
- Speeding is the only neighborhood concern, in which serious and moderately serious responses (60%) outweighed the ratings of no problem or not sure (40%).
- Vehicles' being broken into was the second greatest concern for citizens with 41% feeling it is a problem. While only 6% thought it was a Serious Problem, 35% felt it was a Moderately Serious problem.
- Traffic control violations, such as running red lights and stops signs, was the third greatest traffic concern with 10% declaring it a serious problem and another 30% claiming it is moderately serious for a total of 40%. Additionally, 49% felt this was not a problem while 11% were not sure.

Noise from loud parties or barking dogs, home's being broken into, and drug use were the next grouping of important issues.

- Noise from loud parties or barking dogs was the largest concern in this category, with 9% of respondents identifying this as a concern claiming it is a serious problem while another 26% maintain the problem is moderately serious. Additionally, 61% felt this was not a problem while 4% were not sure.

- While only 4% of those respondents identifying homes being broken into as a serious problem, 23% claim the problem is moderately serious, 40% felt this was not a problem while 33% were not sure.
- 8% of respondents identifying drug use (not in schools) as a problem thought the concern was serious, while another 22% claim this is a moderately serious problem, 21% felt this was not a problem while 50% were not sure.

Respondent Profile

Demographic information collected from respondents provides insights into the characteristics of individuals participating in the survey.

- 50% of survey respondents were women
- 92% own their home
- 43% of the respondents were between 45 and 64 years of age
- 91% of respondents have lived at their current address for more than two years
- 58% of respondents have lived at their current address for more than 10 years, while 18% have lived at their home for five to ten years, and 14% for two to five years
- 9% have lived at their home for less than two years