

Customer Service Surveys – Racial Profiling

Palo Alto Police Department

October 2004

Agency	Type of Survey	Other information
Buena Park	<ul style="list-style-type: none"> • Community Oriented Policing Neighborhood Survey 	-
Burlingame	<ul style="list-style-type: none"> • Contacts 	<ul style="list-style-type: none"> - Random calls. - Mailed three to four weeks after contact.
Chino	<ul style="list-style-type: none"> • Phone survey 	<ul style="list-style-type: none"> - Conducted by volunteers.
Chula Vista	<ul style="list-style-type: none"> • Resident Opinion Survey 	<ul style="list-style-type: none"> - Conducted in 2003 by the San Diego Association of Governments (SANDAG). - Residents receive a hard copy and the option of doing online. - Survey results document is 58 pages.
Fairfax	<ul style="list-style-type: none"> • Contacts 	<ul style="list-style-type: none"> - Random selection.
Fresno	<ul style="list-style-type: none"> • Citywide survey 	<ul style="list-style-type: none"> - Scantron placed in City's utility bill. - Cost was \$2,500 for 30,000 forms, prefolded. - Fresno Public Works used Business Research Lab for an employee survey. Cost of \$10,000-20,000. Satisfied with service. Will forward information.
Livermore	<ul style="list-style-type: none"> • Customer Satisfaction Survey 	<ul style="list-style-type: none"> - Send out 20, randomly, per week. - Quarterly report.
Los Gatos	<ul style="list-style-type: none"> • Citywide survey 	<ul style="list-style-type: none"> - Conducted in October 2003 by Godbe Research & Analysis. - Survey results document is 75 pages.
Manhattan Beach	<ul style="list-style-type: none"> • Contacts 	<ul style="list-style-type: none"> - Victims, witnesses, reporting parties, etc. - Cited or arrested.
Newark	<ul style="list-style-type: none"> • Contacts 	<ul style="list-style-type: none"> - Send out randomly, every 10 reports or so (no

		<p>5150's, tows, etc). Mailing done through Records by a volunteer.</p> <ul style="list-style-type: none"> - Most of the time they receive positive responses. - Has helped to identify core issues in town and, on occasion, spot a trend that needs correcting.
Oceanside	<ul style="list-style-type: none"> • Administration (2 different surveys) • Investigations • Field Operations • Special Enforcement 	<ul style="list-style-type: none"> - Mailed to contacts by Division Commander.
Pismo Beach	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> - Mailed to residents through a quarterly newsletter from the City.
Twin Cities	<ul style="list-style-type: none"> • Citizens Perceptions of Police Services 	<ul style="list-style-type: none"> -
Vacaville	<ul style="list-style-type: none"> • Police Services • Youth Diversion – Parent • Youth Services – Student • Family Support Worker • Front Counter • Traffic Investigation 	<ul style="list-style-type: none"> - Conducted in 2002. Public was responsive and received very good feedback. - Available in Spanish.
Westminster	<ul style="list-style-type: none"> • General public / residents • Citizens who have received traffic citations 	
Willows	<ul style="list-style-type: none"> • To reporting parties or victims 	<ul style="list-style-type: none"> - Mailed weekly to randomly selected individuals for the past 18 months (10 per week). - Tracking list to identify officers and use a tool to improve their performance. - Not used for disciplinary purposes; only accolades which are more common.