



City of

Loveland

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LOVELAND POLICE DEPARTMENT PUBLIC SAFETY SURVEY 2009

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May 2009

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Introduction

Purpose

The primary purpose for conducting the Loveland Police Department Public Safety Survey 2009 was to determine Loveland's citizen's perceptions of personal safety as they go about living in Loveland. Loveland Police Department's on-going quest involving Problem Oriented Policing has lead us to try and understand the complicated influence that fear has on the quality of life for citizens of Loveland. "Many would argue that the local government is as obligated to deal with the fear of crime as it is to deal with the actual incident; that it is important, whatever the basis for existing fears, that citizens feel secure in their home and on their streets".¹

We also wanted to learn what methods citizens use themselves to improve their sense of safety at home. In addition, we wanted to assess community opinions and desires regarding possible methods for improving public safety which they would like to see implemented by the Loveland Police Department in the future.

Improving the community's perception of public safety involves implementing and monitoring proactive policing strategies as well as maintaining an acceptable level of police visibility to promote public confidence. The Loveland Police Department exists for the purpose of providing an enhanced level of safety in our community, protecting the rights guaranteed to all people by the Constitution and improving the quality of life of each citizen. We work to protect those in harm's way, assist in the safe and free movement of people and traffic within the community, identify community problems and intervene as problem solvers using available resources. These and many other policing activities are intended to control and reduce crime in the community and assure the public safety of Loveland's citizens. Police Department goals and activities may be modified to meet concerns expressed by citizens in surveys.

Surveys of citizen perceptions of public safety should serve to inform the public as well as the City Council and police administrators who make management decisions regarding priorities, budgets, staffing and general or operational planning. Information obtained from this survey may be used to help identify trends and gauge progress toward meeting the public safety needs of the community.

Methodology

The Loveland Police Department Public Safety Survey 2009 was mailed to a random sample of 1800 residents in March 2009. Names of residents were drawn from the City of Loveland residential utility billing list. A total of 513 completed responses were returned for analysis which was a response rate of 28.5%. Responses from the returned surveys were compiled for analysis with no attempt made to identify respondents from the responses made on the questionnaires. The identity of those Loveland citizens who may have inadvertently made themselves known on the returned survey or envelopes will remain anonymous.

While the number of respondents represents only a small fraction of the total number of households in the City, the random sampling procedure used to select the survey mailing list ensures that results are statistically reliable within $\pm 5\%$ at the 95% confidence level. This means that there is a 95%

¹ Goldstein, H. Policing A Free Society. Cambridge, MA: Ballinger Publishing Co, 1977.