



**OUR FAMILY
PROTECTING
YOURS** SINCE
1935

COLORADO STATE

PUBLIC OPINION SURVEY 2020

This report was written and prepared by

Org**Vitality**



MESSAGE FROM THE CHIEF



Dear Colorado State Patrol Members,

The Colorado State Patrol (CSP) mission is predicated upon making Colorado a safe place to live, work, and play. It is our responsibility to set organizational direction and goals that support the achievement of our mission of protecting life and property. It is extremely important that we provide our communities an opportunity to provide their feedback on how well we are accomplishing our goals. To that end, the CSP recently conducted a public opinion survey that focused on customer attitudes and opinions related to; safety, performance, service, community policing, and trust.

I am pleased to provide you with the final results of our survey. We received some very positive feedback regarding the service we provide. Although some scores have decreased compared to our 2018 survey results, it is to be expected given the scrutiny the law enforcement profession has received over the past year. This is not an excuse, but an opportunity to get feedback from the public and evaluate how we provide services to our communities. Now, more than ever, we must listen and consider these results. We received more than 4,400 responses and I am impressed by the professionalism, dedication and service our members provide the motoring public on a daily basis.

Some key items of note include a positive rating regarding clear communication and being treated respectfully. Most of these respondents were contacted for a traffic violation. Additionally, those who attend events are particularly positive about CSP's impact and connection – especially those at education and safety events. These results suggest the more community interaction CSP members have, the more positive the public views the organization.

As an agency, we will continue to review survey results and implement proactive actions throughout our communities. These results will be made available on our website.

Again, I can't thank you enough for your service to Colorado.

Sincerely,

Colonel Matthew C. Packard

Chief, Colorado State Patrol



INTRODUCTION

The mission of the Colorado State Patrol (CSP) is to ensure a safe and secure environment for all persons utilizing the strengths of our members to provide professional law enforcement services that reflect our Core Values of Honor, Duty and Respect. In order to measure the success in accomplishing our mission, the CSP surveys the public every two calendar years to collect feedback on the Patrol's ability to provide public safety services.

The objective of the 2020 Colorado State Patrol Public Opinion Survey was to conduct a survey of consumer attitudes and opinions related to; safety, performance, service, community policing, and trust. Through a comprehensive review of the broad pillars of the 21st century policing report and the Colorado State Patrol's Strategic Plan, a survey composed of core agreement items, demographic questions, open ended questions, and eight interaction based survey modules was created.

These eight modules are: contact initiated by a trooper, community engagement event, involved in or witnessed a traffic crash, visited a port of entry, roadside assistance, called CSP, other, and don't know/no interactions. Survey responders were prompted to select all interactions or modules they were personally involved in. Depending on which modules were selected different survey items would appear to the respondent.

Additionally, each respondent answered questions on traffic and safety. For a detailed view of the survey, please refer to Appendix A. Overall, the results from the survey provide a useful platform for organizational learning and change for the Colorado State Patrol in relation to public service.



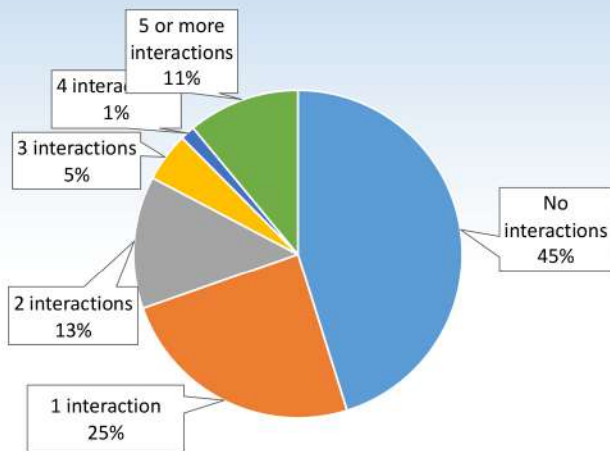
SURVEY APPROACH

The survey was administered on line by OrgVitality, a third-party survey consulting firm, from October 27 - November 24, 2020. The survey link was posted on the CSP website, and distributed via social media, traditional news media and printed out contact cards. In total four distinct links were generated in order to track how individuals learned about and accessed the survey, which was available in English and Spanish.

Entry to Survey	N	%
cspsurvey.com	3054	69
Facebook	1107	25
Twitter	175	8
Instagram	71	2

WHO DID WE HEAR FROM?

4407 INDIVIDUALS!



The most common respondent were those who were contacted by a trooper. The second common “other” includes working with CSP in some capacity (other first responder, DOT) or encountered CSP out in public.

The overall sample provides opinions of respondents with varied experiences with the Colorado State Patrol.

Each year, survey response has increased. In 2012, 430 people responded; in 2015, 2097 people responded; in 2018, 3277 responded, and in 2020, 4407 individuals responded. The chart to the left shows the percent of interactions between troopers and survey respondents in 2020.

Kinds of Interactions Reported	N	%
Contacted by Trooper	1141	26%
Other	1107	25%
Dialed Colorado State Patrol	899	20%
Community Engagement Event	865	20%
Involved in/Witnessed Traffic Crash	697	16%
Roadside Assistance	472	11%
Visited a Port of Entry	351	8%

Percentages may total > 100% where can check all that apply.

Percentages may total < 100% where respondents skipped item.

ORIGIN OF SURVEY ENTRIES?

69%
CSP WEBSITE

25%
FACEBOOK

4%
TWITTER

2%
INSTAGRAM

Self Reported Demographic	N	
Colorado Resident	4190	95%
Commercial Motor Vehicle Operator	479	11%
First Responder	451	10%
Partner, School or Non-Profit Organization	200	5%
Other	192	4%
Visitor/Tourist	106	2%
Gender		
Male	2597	59%
Female	1594	36%
Decline to Answer/Other Gender	101	2%
Ethnicity		
White/Caucasian	3397	77%
Hispanic or Latino	260	6%
Other	127	3%
Multi-Racial	81	2%
Native American	40	1%
African-American	34	1%
Asian or Pacific Islander	23	1%

The tables show multiple self-identified descriptors.

Entry to the survey refers to which link the respondent used to access the survey, which can be mapped to how they heard about the survey - through social media, or through the Colorado State Patrol's website.

GENERAL SURVEY FINDINGS



Overall, the survey sample provided opinions of respondents with varied experiences with the Colorado State Patrol. The below statements describe the major findings for each interaction type.

Community Engagement Event

Those who attend events are especially positive about CSP impact and connection – especially those at education and safety events. Comments suggest more educational events at the high school and middle school level.

Career with CSP

241 respondents are interested in a career with CSP. These respondents are more positive than others on community engagement/connection, but very similar on safety.

Contacted by Trooper

Scores are positive on clear communication and being treated respectfully. Most were contacted for a traffic violation and received a warning.

Visited POE

Scores are positive on clear communication and clearance times, though clearance time scores have declined 7 pts with CMV Operators. Most visited for port clearance or inspections.

Involved in Crash

Scores are high on clear communication of what to do next, but more moderate on safety – especially in those that witnessed a crash.

Dialed CSP

Those who dialed CSP rate professionalism and helpfulness of Communication Officers highly. Those reporting issues with drivers (distracted, drunk, aggressive) are lowest.

Roadside Assistance

Witnesses of roadside assistance are among the most positive on safety.

Other

'Other' interactions generally come from those who work with CSP or witness them in the community – these tend to be positive interactions.

ACROSS TOPICS

These statements describe findings specific to groups of interest, across different survey items and topics. Scores declined across the board, which is not surprising given the general climate surrounding law enforcement, as well as less opportunities to connect at community events due to the pandemic.

- Scores are strong on areas of enforcement, achieving the mission of protecting lives, and treating all people fairly under the law, and moderate in areas of connecting with the community.
- Across topics, scores have declined an average of 6 pts from 2018 and 10 pts from 2015. Declines are relatively evenly distributed across sample groups.
- The sample is mostly proportional to prior years, though there are fewer respondents who attended a community event (likely COVID related) and far fewer female respondents. Both groups had been especially positive in prior surveys.
- Questions on community – adapting to the current climate, as well as citizens feeling listened to, understood have room to improve. The more respondents are familiar with CSP, whether through direct interactions or social media, the more positive they are.
- Minority groups have declined on community based items, though with very small sample size, overall sentiment is difficult to distinguish.
- Victims of a crime are most negative across items.

RESULTS OVERVIEW

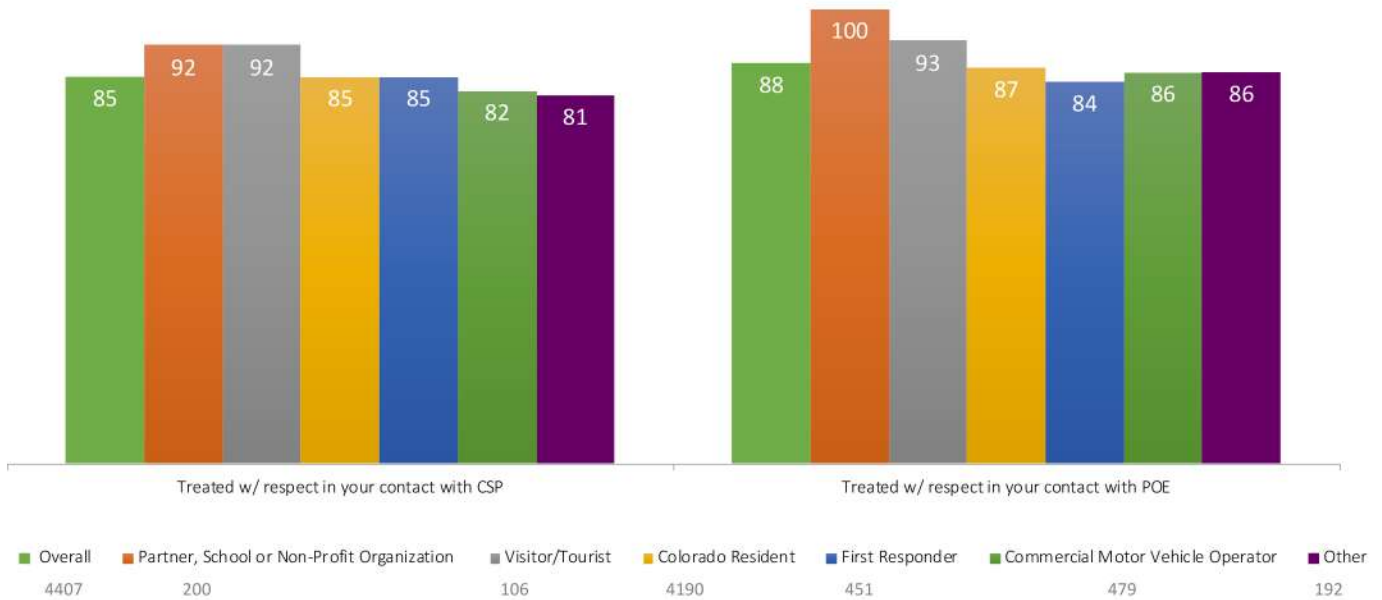
CORE ITEMS

	% Fav	Vs. 2018	Vs. 2015
How satisfied are you with the Colorado State Patrol acting in a professional and honorable manner?	87	-7	-5
How would you rate the Colorado State Patrol on treating everyone fairly under the law?	85	-5	-5
How would you rate the Colorado State Patrol on servicing their mission of protecting lives on Colorado's roadways?	81	--	--
How would you rate the Colorado State Patrol on enforcing the law ?	81	-5	-9
How would you rate the Colorado State Patrol on adapting to current needs and concerns of the community ?	73	--	--
How would you rate the impact of the State Patrol's presence in the community (e.g. at schools, community events, education programs, on social media, etc.)	71	-8	-11
How would you rate the Colorado State Patrol on listening to your concerns ?	71	-9	-12
Through interactions with the Colorado State Patrol, I learn more about how they work to serve my community .	71	-8	--
Considering everything, how would you rate Colorado's highways and interstates ?	64	-2	-16
To what extent are members of the Colorado State Patrol approachable and accessible to members of the community like you?	63	-6	--
To what extent do members of the Colorado State Patrol demonstrate understanding and support members of the community like you?	63	-7	--

Notes:

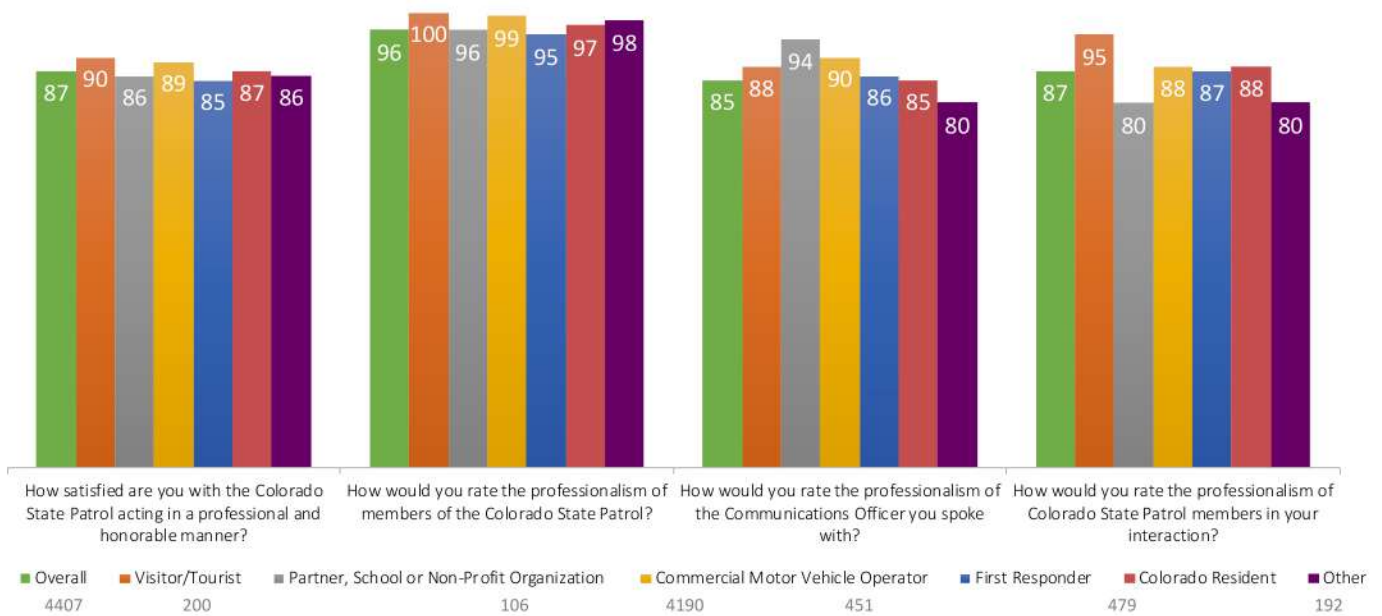
CSP scores high on areas that relate to serving the mission, such as enforcing the law, treating people fairly under the law and acting professionally. CSP is more moderate on items that relate to connecting to the community, such as listening to concerns, being accessible, and demonstrating understanding.

RESPECT IN INTERACTION



Notes: Levels of respect are high – patterns are mostly typical to previous years, except Partner/School/Non Profit is higher in relative ranking. Other remains most skeptical, perhaps due to unique needs.

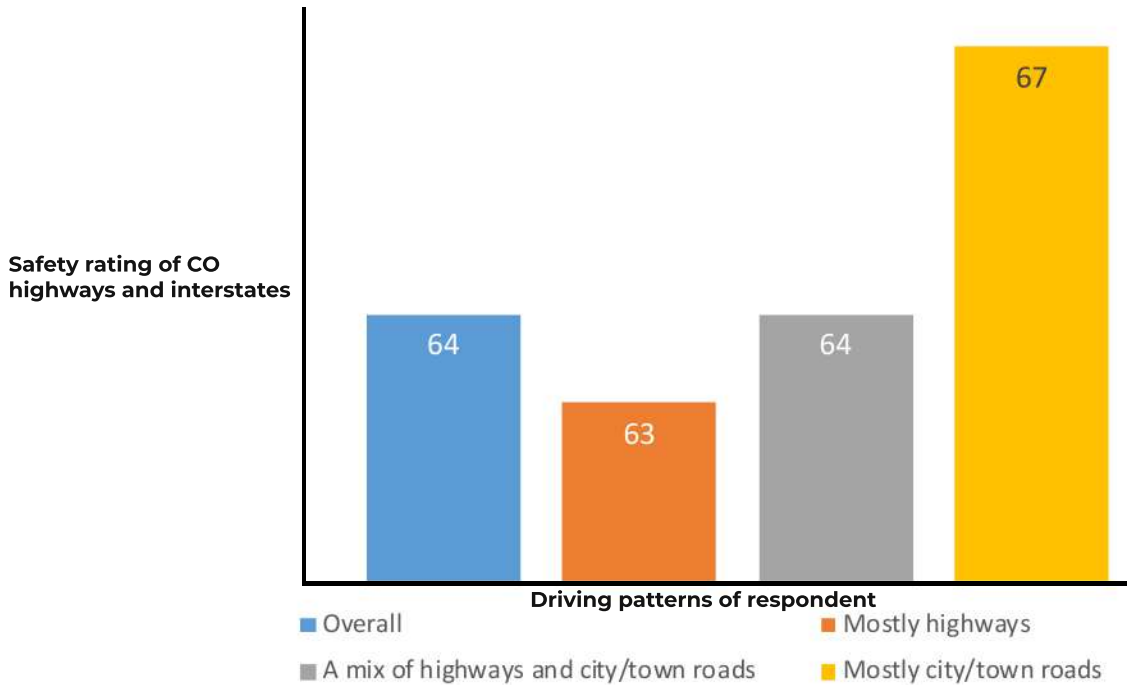
PROFESSIONALISM



Notes: Professionalism broadly is high across the board, while more variable in specific interactions.

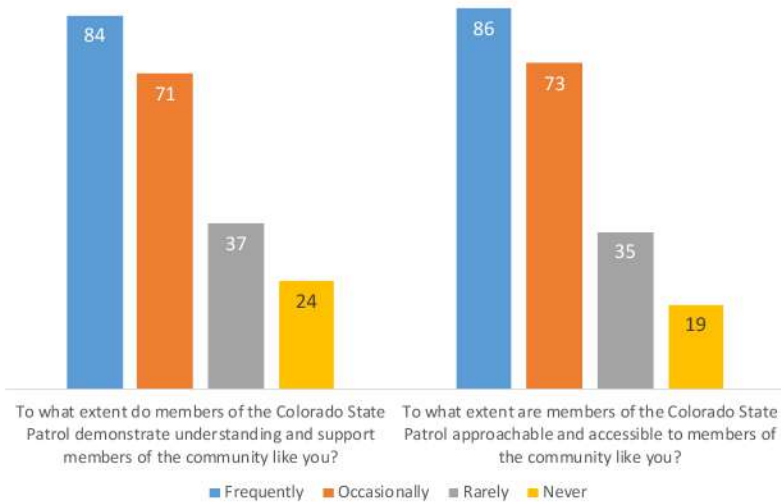
CSP EFFORT/ENFORCEMENT

Considering everything how would you rate the safety of Colorado's highways and interstates?



In what areas would you like to see more effort/enforcement by the Colorado State Patrol?	N	%
Aggressive/Reckless Driving	3091	70
Distracted Driving	2558	58
Speeding	1928	44
Impaired Driving	1901	43
Traffic Management	899	20
Community Outreach Programs	848	19
Roadside Assistance	765	17
Commercial Motor Vehicle Safety	735	17
Pedestrian/Bicyclist Safety	595	14
Victims Assistance	465	11
Other	286	7

CONNECTION TO COMMUNITY



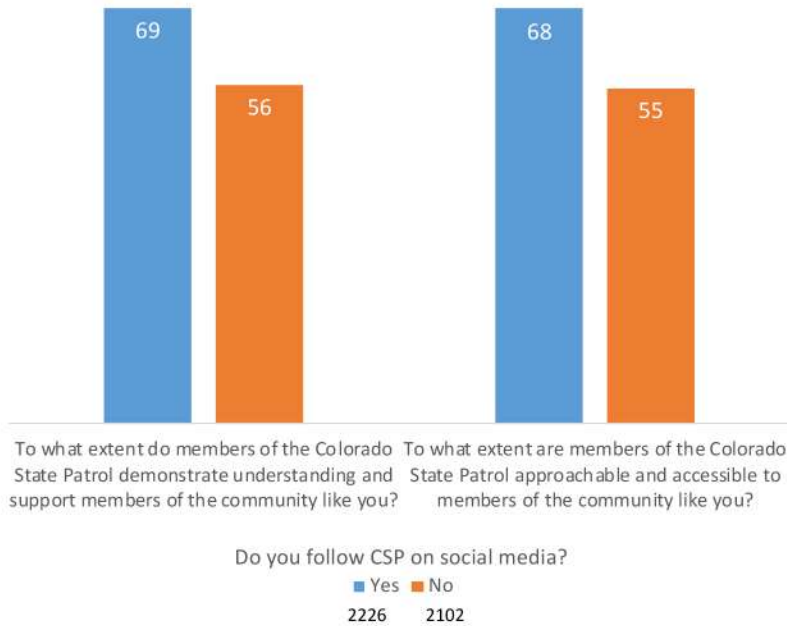
Legend is based on how often people have seen CSP (see box below)

How many times have you seen members of the Colorado State Patrol in the past two years -- not on the roadways, but at community events, educational sessions, or other events?

	N
Frequently	675
Occasionally	1259
Rarely	648
Never	536

Notes: The more the public sees and interacts with CSP, the more connected they feel.

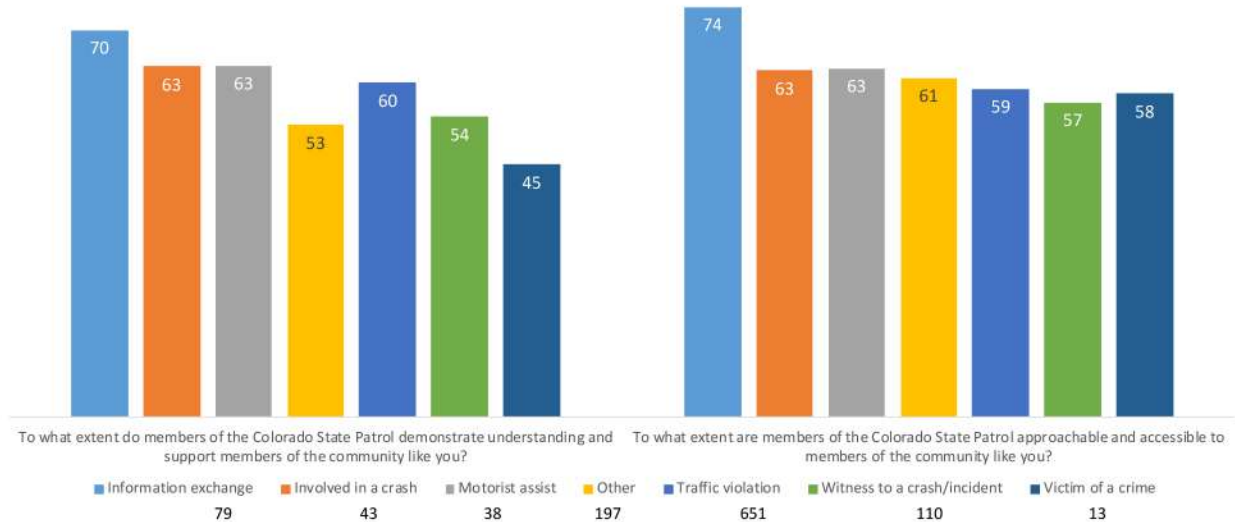
CONNECTION TO COMMUNITY (CONTINUED)



Where do you follow CSP?	N
Facebook	1889
Twitter	501
Instagram	378
Youtube	115
Flickr	5

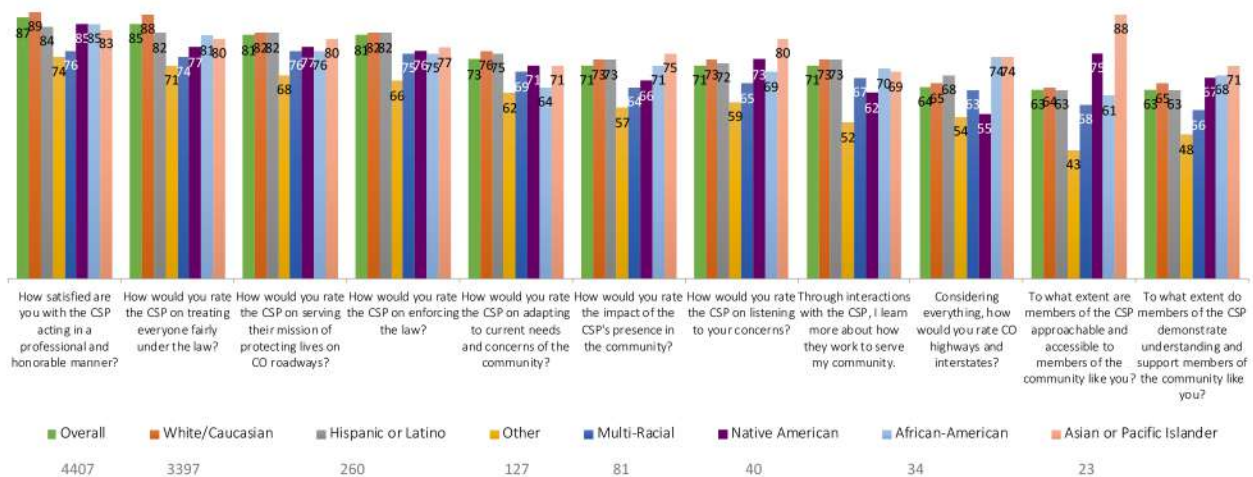
Notes: Exposure to CSP on social media adds to the connection and feeling of community.

CONNECTION TO COMMUNITY (CONTINUED)



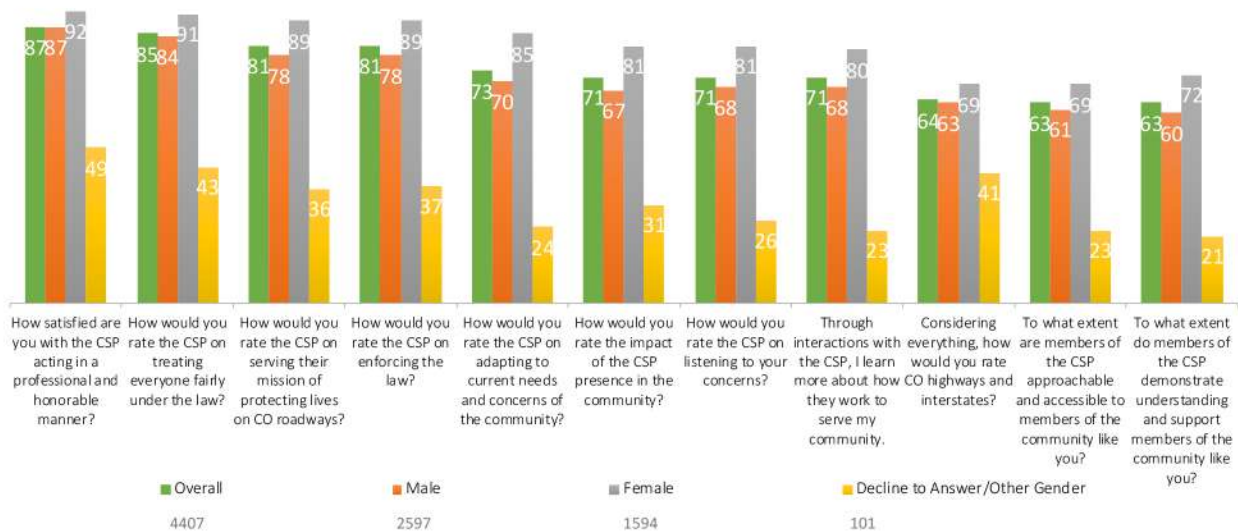
Notes: Victims and witnesses to a crime feel less connected.

OPINIONS BY ETHNICITY



Notes: Population sizes are highly variable, though core items on mission, fairness and enforcing the law are fairly consistent (with the exception of 'other'). Items on connection – accessibility, understanding, and support are more varied.

OPINIONS BY GENDER



Notes: The proportion of gender is much more heavily male compared to 2018. The female population is especially high, whereas the Other gender population is especially low. In previous years, scores have been closer together.

ADVICE TO BETTER ENGAGE W/COMMUNITY

They are doing great! Almost Every event that our community has, CSP makes an appearance and engages with all.

Be involved with the community in positive ways. If you volunteer at food drives and serve food to the homeless instead of closing Lincoln Memorial Park, the community would perceive you differently.

Not sure due to Covid restrictions. Perhaps some educational events or lunch and learn type of things to help people understand everything the CSP does

More age appropriate interaction with grade school and middle school students. Kids get to learn "hands on" about Law Enforcement and a great way to lessen fear.

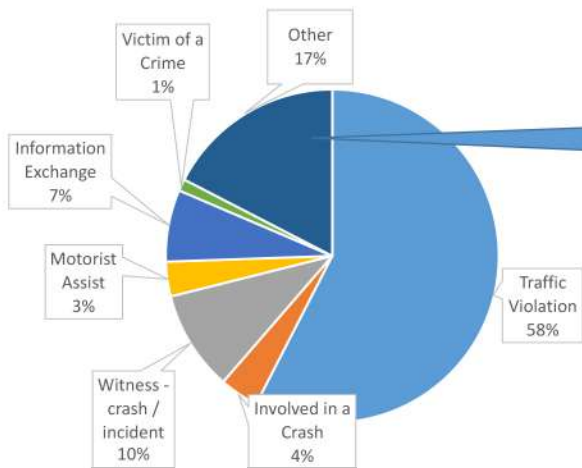
Have someone monitor local social media groups and respond to law enforcement related enquiries on a real time basis.

Enforcement of traction laws is critical to our community, but I have only encountered proactive monitoring 1 time since the current law was enacted. It appears the only enforcement takes place once there has been an incident. Incidents could be reduced with proactive enforcement.

FEEDBACK BASED ON DIFFERENT KINDS OF INTERACTIONS

INTERACTION: CONTACTED BY TROOPER

1141 (26%) said they were contacted by a trooper

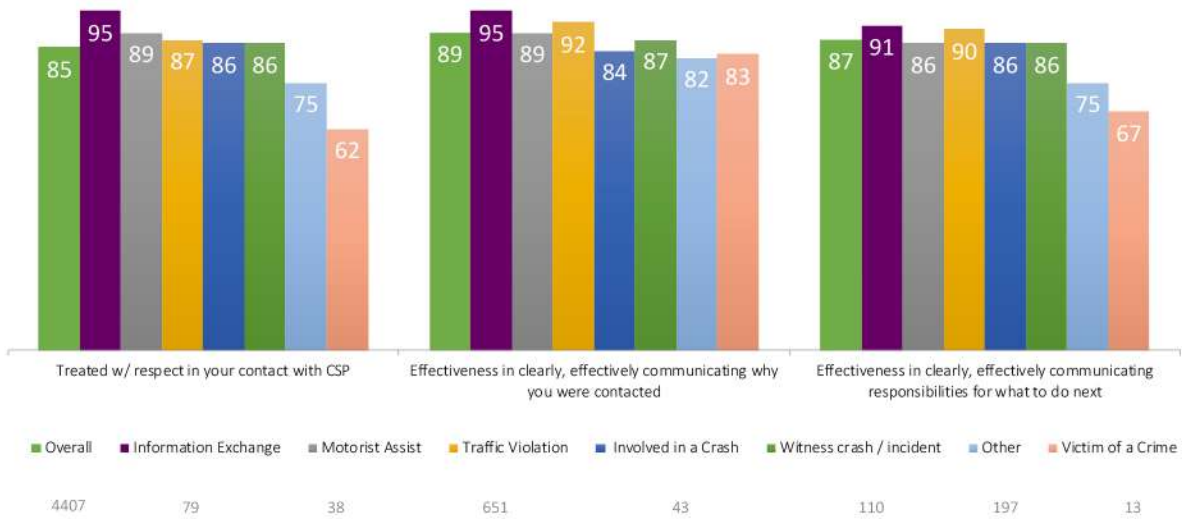


Examples:

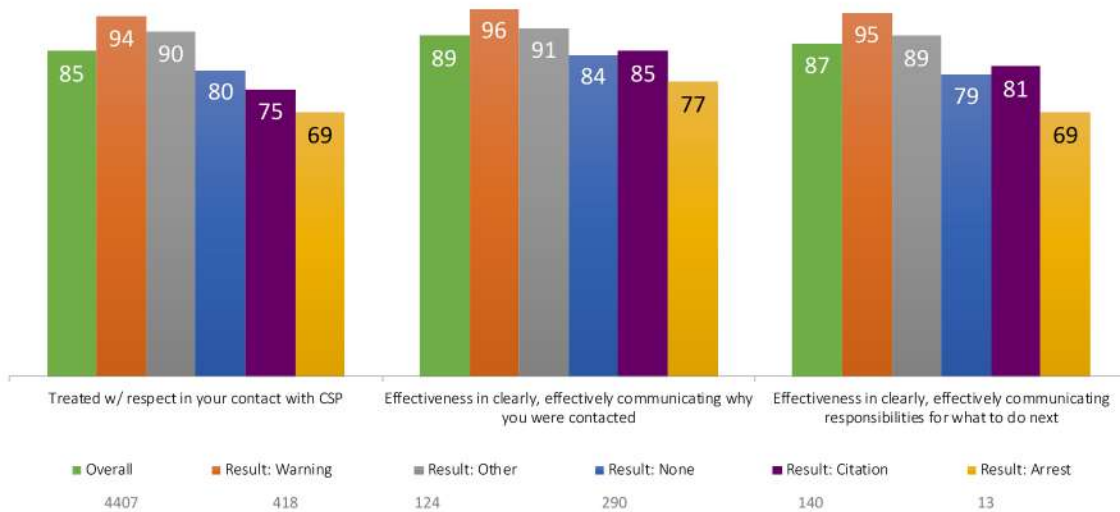
- Family member involved in incident
- Roadside inspection, weigh station
- Warning / info provided unrelated to traffic violation
- Work with CSP – CDOT, Fire, etc.

Result	N	%
Warning	418	37%
None	290	26%
Citation	280	25%
Other	124	11%
Arrest	13	1%

INTERACTION: CONTACTED BY TROOPER (CONTINUED)



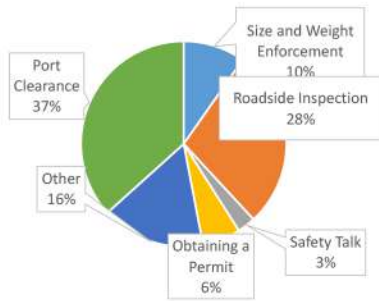
Notes: Proactive reasons, such as info exchange are especially positive, while victims are least positive.



Notes: As in prior years, the more severe the consequence, generally the more skeptical the respondent.

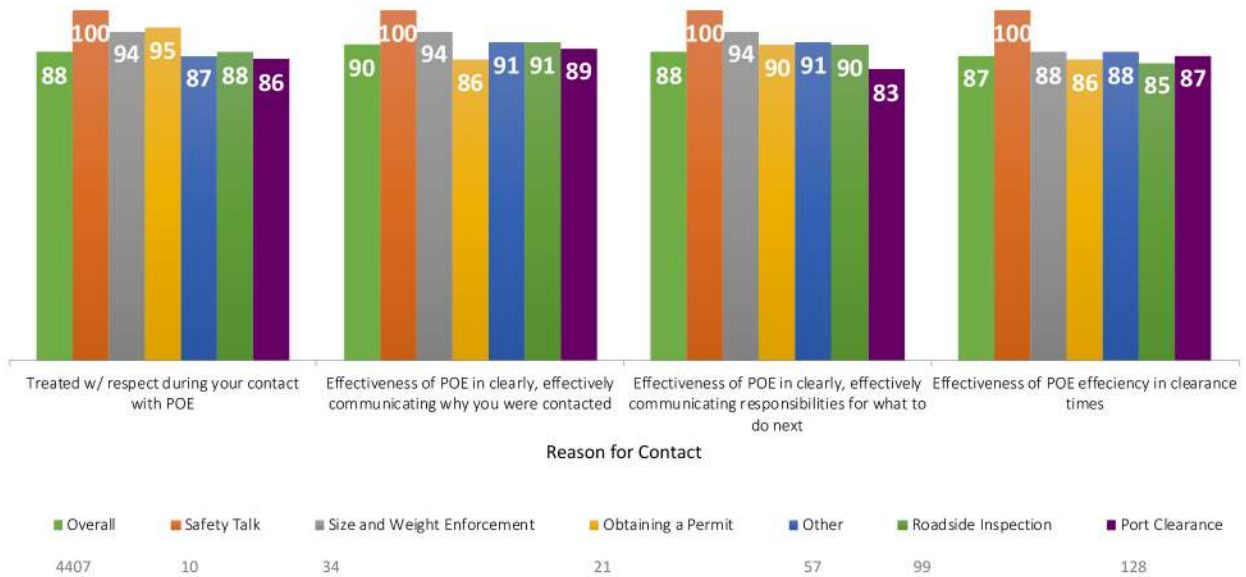
INTERACTION: VISITED A PORT OF ENTRY

351 (8%) said visited a Port of Entry



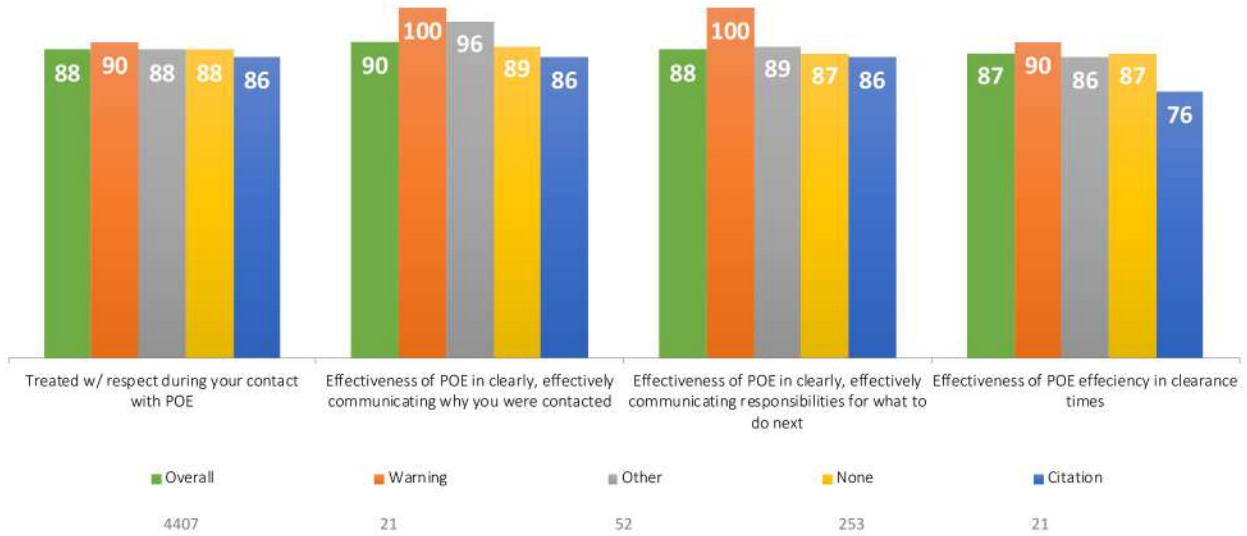
Result	N	%
Warning	21	6%
Citation	21	6%
None	253	72%
Other	52	15%

- Examples:
- Vin Inspection
 - Received Permit
 - Other Inspection



Notes: Scores are strong across the board, reflecting a positive and consistent experience.

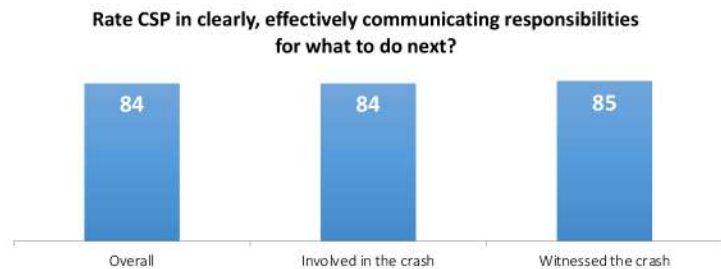
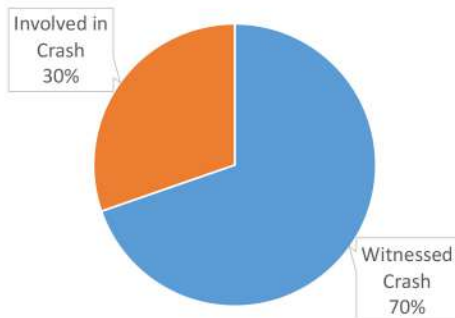
INTERACTION: VISITED A PORT OF ENTRY (CONTINUED)



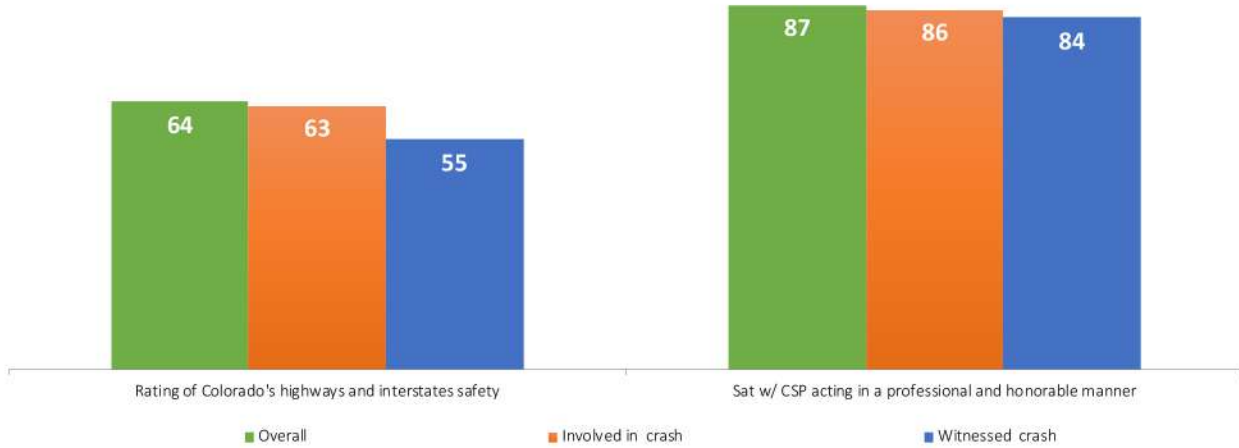
Notes: Similar to contact with a Trooper, the more significant the consequence, the lower the score, although scores here are relatively close together.

INTERACTION: INVOLVED IN/WITNESSED CRASH

697 (16%) said they were involved in or witnessed traffic crash



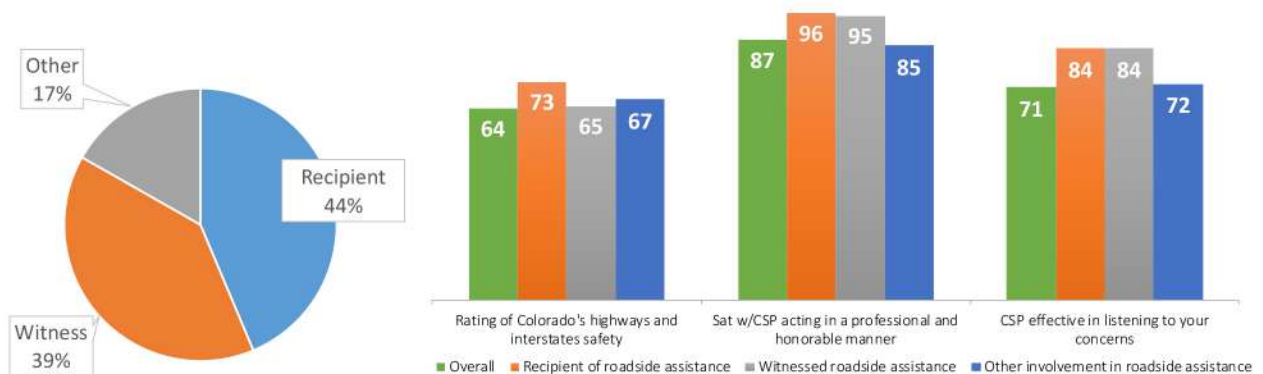
INTERACTION: INVOLVED IN/WITNESSED CRASH (CONTINUED)



Notes: Those who witness a crash are notably lower on safety compared to those involved in the crash, though just as positive on professionalism.

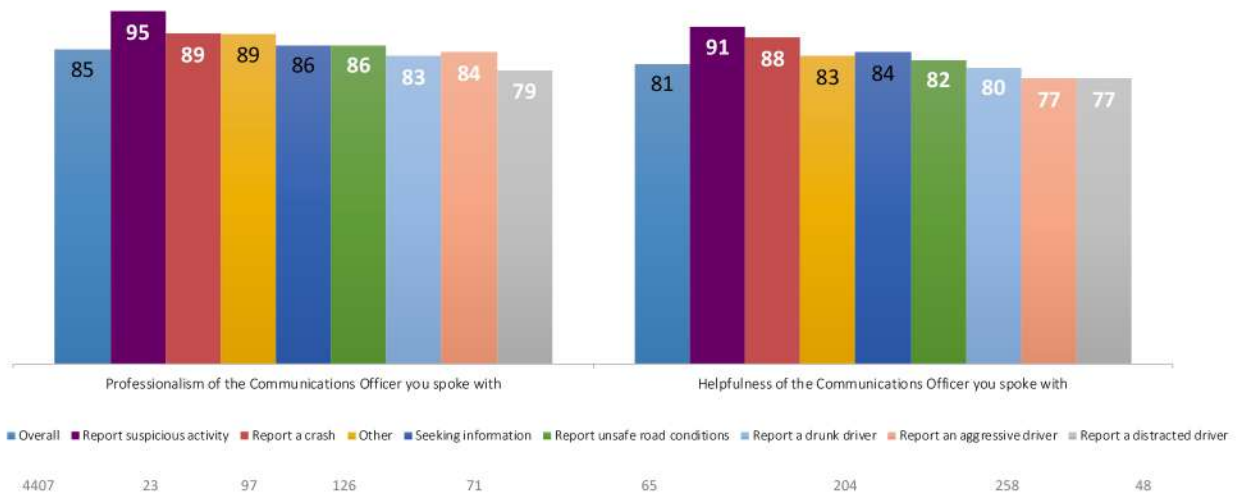
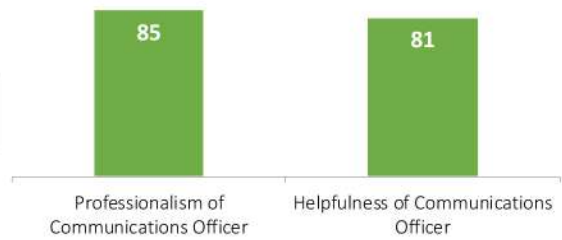
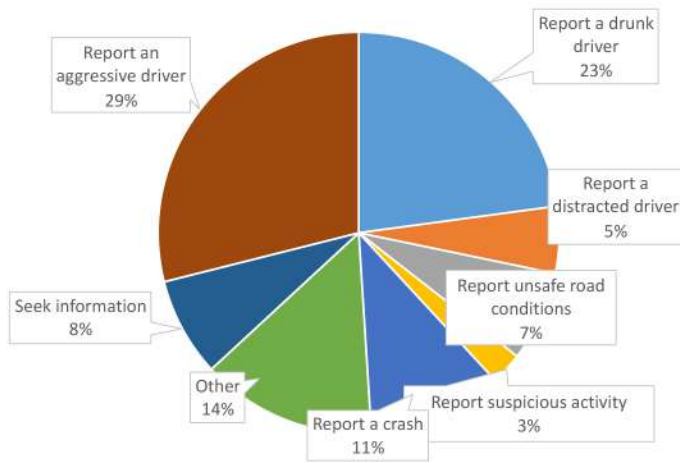
INTERACTION: ROADSIDE ASSISTANCE

472 (11%) said they interacted with Roadside Assistance



INTERACTION: DIALED COLORADO STATE PATROL

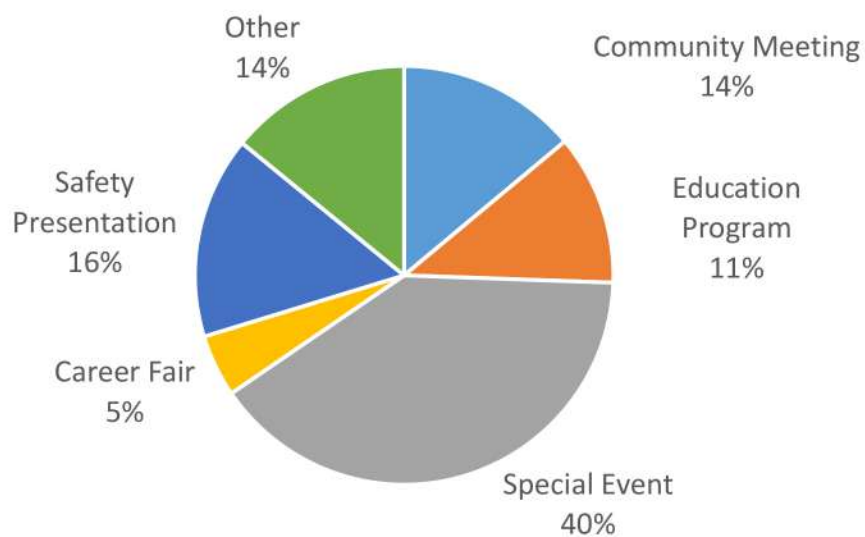
899 (20%) said they dialed CSP to:



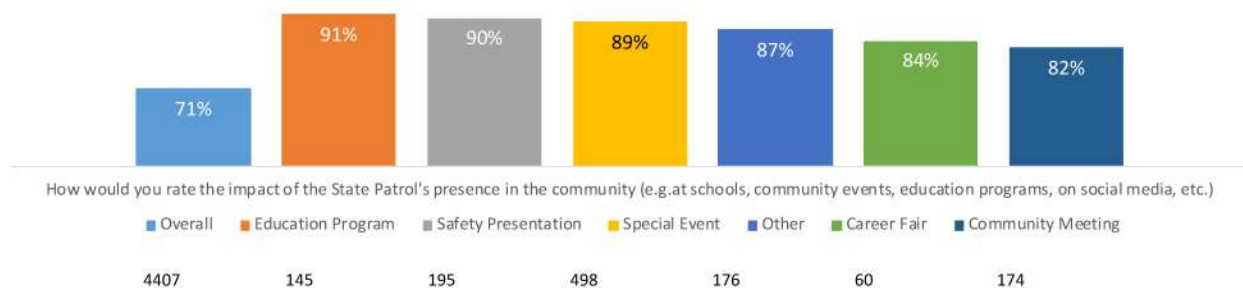
Notes: Those reporting issues with drivers are least satisfied, as in prior years.

INTERACTION: COMMUNITY ENGAGEMENT EVENT

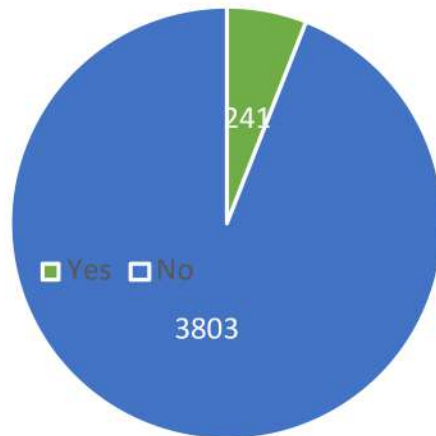
865 (20%) said they interacted at a Community Engagement Event



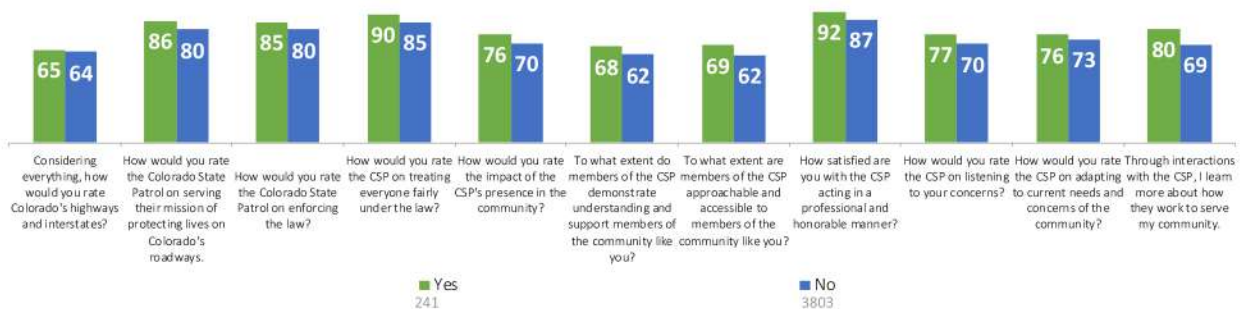
How would you rate the impact of the State Patrol's presence in the community?



INTERACTION: CAREER WITH CSP

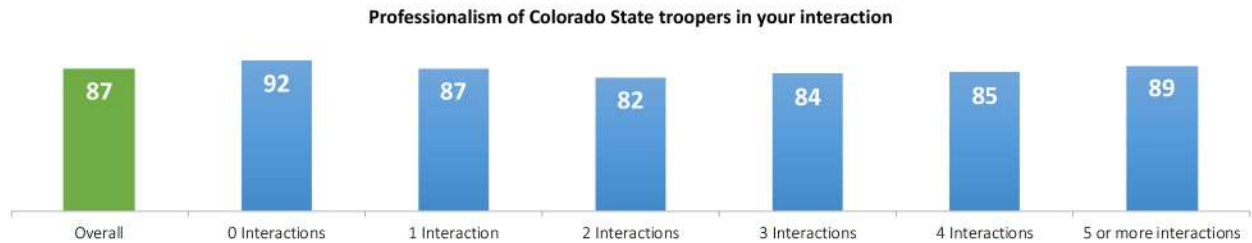


What position are you interested in	N
Trooper	144
Other Personnel	54
Communication Officer	31
Port of Entry Officer	21
Security Officer	13



Notes: Similar to prior years, respondents interested in a career with CSP are more positive about the agency and their effectiveness within the community, but comparable on safety of highways and interstates.

INTERACTION: OTHER



Interaction Examples:

- Working with them – National Guard, Forest Service, Sheriff’s Office, CDOT, other agencies
- Witnessed accident or interaction in public

Interaction Examples:

- Working with them – National Guard, Forest Service, Sheriff’s Office, CDOT, other agencies
- Witnessed accident or interaction in public



CONCLUSION

The Colorado State Patrol is a national leader in law enforcement and strives to constantly evaluate the progress and success of its mission while identifying areas for improvement. The public opinion survey is only one method used to measure the quality of services the agency provides as well as the professionalism of the members who provide these services.

We take the decline in scores seriously, and renew our commitment to procedural justice and fair and impartial policing principles embedded in the agency's culture. This is the definition of procedural justice that we try to abide by in our encounters with the public:

- Treating people with dignity and respect
- Giving individuals "voice" during encounters
- Being neutral and transparent in decision making
- Conveying trustworthy motives

After analyzing the results of the survey, the Colorado State Patrol will continue to work towards securing the safety and security of the motoring public, while working towards increased community connections.

**PRODUCED FOR COLORADO
STATE PATROL BY:**

OrgVitality

www.OrgVitality.com