Colorado State
Public Opinion Survey 2018
Dear Colorado State Patrol Members,

I am pleased to provide you with some extremely positive feedback about the work you do each day. As you may recall, the Colorado State Patrol recently conducted a public opinion survey that focused on customer attitudes and opinions related to; safety, performance, service, community policing and trust. The final results of our survey are enclosed within this report. Most importantly, you will notice that our customers are very satisfied with the work we do.

We received exceptional ratings from over 3,200 survey respondents. I am once again impressed by the professionalism, dedication and service our members provide the motoring public on a daily basis.

The public continues to perceive a decrease in safety on the roadways and have noted an increase in traffic across the state. The Colorado State Patrol will be taking proactive actions to provide additional safety awareness, efficiently manage traffic through the implementation of traffic incident management, and work with our partners to ensure the highway infrastructure is as safe as possible.

As an agency, we will continue to review survey results and implement proactive actions throughout our communities across Colorado.

These results will be made public on our website and released to the media.

Again, I can’t thank you enough for your dedication to your work.

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 its customers every three calendar years to collect feedback on the Patrol’s ability to provide public safety services.

The objective of the 2018 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 online by OrgVitality, a third-party survey consulting firm, from September 24th to November 6th.

The survey link was posted on the CSP website, and distributed via social media and printed out contact cards.

In total five distinct links were generated in order to track how individuals learned about and accessed the survey: Contact Card, Facebook, Twitter, CSP Website and Generic Link.

Both Troopers and POE personnel were provided with printed out contact cards prompting customers to follow the link to complete the CSP public opinion survey. Both groups were instructed to inform participants that the survey was optional and completely anonymous.

Members distributed 60,000 survey contact cards. The Facebook and Twitter link was disseminated via posts, shares, likes and re-tweets.

Lastly, the CSP Website link was available at the top of the Colorado State Patrol’s homepage. In addition, the survey was also promoted through a public affairs press release and a memo from Chief Packard to all members.

These responses were analyzed and the results are included in this summarized report. Survey results have been made available to Colorado State Patrol members, the public and Colorado State Patrol constituents.

<table>
<thead>
<tr>
<th>Entry to Survey</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2068</td>
<td>64</td>
</tr>
<tr>
<td>CSP Website</td>
<td>534</td>
<td>17</td>
</tr>
<tr>
<td>Contact Card</td>
<td>275</td>
<td>8</td>
</tr>
<tr>
<td>Unknown</td>
<td>223</td>
<td>7</td>
</tr>
<tr>
<td>Twitter</td>
<td>117</td>
<td>4</td>
</tr>
</tbody>
</table>
The overall sample provides opinions of respondents with varied experiences with the Colorado State Patrol.

In 2012, 430 people responded, of which only 46% had experienced contact with the CSP. In 2015, 2091 people responded, 82% of which had one more contacts with the CSP. In 2018, 3217 responded, 61% of which had one more interactions with the CSP.

The most common respondent were those with one interaction with the Colorado State Patrol.
WHO WE HEARD FROM

Entry to survey

64% Facebook (2068)

17% CSP Website (534)

8% Contact card (275)

7% Unknown (223)

4% Twitter (117)

Self Reported Demographic | N |
---|---|
Colorado Resident | 2890 | 90% |
First Responder | 370 | 12% |
CMV Operator | 364 | 11% |
Visitor/Tourist | 165 | 5% |
Partner, School, or Non Profit | 130 | 4% |
Other | 126 | 4% |

Male | 1581 | 49% |
Female | 1521 | 47% |
Decline to Answer/Other Gender | 51 | 2% |

White/Caucasian | 2523 | 78% |
Hispanic or Latino | 197 | 6% |
Multi-Racial | 58 | 2% |
Other Ethnicity | 53 | 2% |
African-American | 30 | 1% |
Asian or Pacific Islander | 28 | 1% |
Native American | 28 | 1% |

The tables above show multiple 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, a contact card, or through the Colorado State Patrol’s website.

Social Media was an important route to the survey, and much more popular than in the previous survey. Clearly, many people have a sense of the State Patrol through their virtual presence, even if they don’t interact with them in person.

Respondents were asked to answer multiple demographic items:

Self selected demographics – respondents were invited to check as many boxes as they felt applied to them.
Overall, the survey sample provided opinions of respondents with varied experiences with the Colorado State Patrol. The previous survey conducted by the Colorado State Patrol in 2015, received 2,091 responses. In contrast, 3,217 people responded in 2018.

The below statements describe the major findings for each interaction type. Overall, most scores are very positive, exceeding 80% favorable.

Safety: Declined meaningfully (16 pts), and consistently across groupings. Decline is ongoing since 2009.

Traffic: Declined meaningfully, as 66% of respondents feel traffic is worse than 2 years ago. CMV and first responders are most stable.

Contacted by Trooper: Respect and clear communication are positive, and stable. Most respondents were contacted for a traffic violation.

Visited POE: Respect, clear communication, and clearance times are positive and stable, both overall and in CMV operators. Most interactions end with no specific result.

Involved in Crash: Communication in what to do next is high, across types of involvement. Those in the crash improved 3 pts.

Dialed CSP: Professionalism and helpfulness are both high and consistent, though respondents reporting aggressive drivers and unsafe road conditions are lower in comparison.

Roadside Assistance: Most respondents were a recipient of assistance. Those involved in roadside assistance rate CSP effectiveness higher, but safety lower than other respondents.

Community Engagement Event: Overall, high and consistent. Those who rarely attend events have improved significantly, suggesting they are now getting a sense of impact from other avenues.
These statements describe findings specific to groups of interest, across different survey items and topics. Importantly, there are no groups that consistently rate the Colorado State Patrol dramatically lower than others. Minority groups tend to rate the Colorado State Patrol especially positively.

Scores remain high, especially across foundational topics of professionalism, respect and treating all fairly under the law.

- Overall effectiveness in enforcement and safety of the roadways have moderate scores in comparison.

- Opinions on safety and traffic have moderate scores in comparison, and have declined.

Impact on the community remains strong. New items assess visibility, engagement, and accessibility.

- Respondents are more positive on understanding what CSP does, and learning about CSP in interactions than they are about whether CSP understands them.

- Member approachability/accessibility varies the most by ethnicity.

Exposure to CSP continues to impact perceptions.

- Respondents with interactions, or social media connections to CSP are more positive, especially about community impact.

- Comments reflect visibility of recent public safety campaigns.

Respondent segmentations are relatively comparable – by gender, ethnicity, and self classifications.

- First Responders and CMV among the most consistent scoring.

- Smaller minority groups, such as multi racial and Native American have lower scores, most are stable.

- Gaps in gender scores (and response counts) have closed substantially.
SUMMARY OF CORE SURVEY RESULTS

Below, are the percent favorable reported—the percent of people who answered positively on each item—across all demographics. Overall, scores are strong, and the public clearly views the CSP as fair, honorable, professional and effective, although there is room for improvement when it comes to two-way engagement and ensuring that the CSP has a good sense of the community. Notably, safety and traffic are areas where there has been notable decline.

94% How satisfied are you with the Colorado State Patrol acting in a professional and honorable manner?
90% How would you rate the Colorado State Patrol on treating everyone fairly under the law?
86% How would you rate the Colorado State Patrol on enforcing the law?
80% How would you rate the Colorado State Patrol on listening to your concerns?
79% How would you rate the impact of the State Patrol's presence in the community (At schools, community events, education programs, on social media, etc.)?
79% Through interactions with the Colorado State Patrol, I learn more about how they work to serve my community.
70% To what extent do members of the Colorado State Patrol demonstrate understanding and support members of the community like you?
69% To what extent are members of the Colorado State Patrol approachable and accessible to members of the community like you?
60% Considering everything, how would you rate Colorado's highways and interstates?
51% of respondents feel safe on Colorado’s highways, though the score varies depending on the respondent’s driving habits.

In 2018, the mean score is 6.2.

This is down from 7.1 in 2015, 7.6 in 2012 and 7.4 in 2009.

While the survey methodology and sample is different across years, opinions from the general safety data support the public’s opinion that safety is declining.
The scores in the red bars underneath the three-part bar refer to percent unfavorable, the percent of respondents who rated traffic as worse than it was two years ago.

Opinions on traffic vary by respondent demographic. Implications of traffic impact respondents’ rating of traffic; residents and first responders are more critical (presumably those most impacted by traffic conditions), while visitors are less critical.
African American respondents are most positive in rating the CSP on community impact and treating everyone fairly under the law. Multi-racial, Native American, and ‘Other’ respondents are more skeptical, especially about community engagement and safety.

While there are some differences to understand, the overall pattern shows more similarity than not.
Female and Male opinions are very close – the small gaps that exist reflect more community connection and impact perceived by female respondents. Those who decline to identify are low across the board, suggesting an overall skepticism from the segment of respondents rather than a specific issue.

Gender responses are much closer than in 2015 – females are slightly higher in community engagement items, whereas safety ratings are the same.

The ‘decline to answer’ group is low across the board, suggesting a general skepticism rather than a specific individual issue.
ADVICE FOR THE CHIEF

All respondents were invited to provide open-ended feedback.  
1,974 respondents provided feedback to the question,  
“If you could give Chief Packard of the Colorado State  
Patrol any advice, what would it be?”

Well everyone sees state patrol and  
freaks out...y’all have a bad rep for  
being jerks. I feel like y’all need  
more positive ways to get people to  
feel comfortable around you...I  
rarely see y’all at community  
events. People need to see CSP as a  
good force in the community.

Work with CDOT to  
expand highways and  
make them safer. Roads  
in CO are grossly under-  
sized and that has made  
them dangerous.

The way that things have been  
worded lately on the highway  
marquis are great. If more ad-  
vertisements/informative ad-  
verts could be shown on the  
consequences of reckless/  
impaired driving, maybe it  
would sink in.

Would like to see more laws  
enforced. No passing over solid  
white line, no “cruising” in left  
lane without passing, commercial  
vehicle safety checks, crack down  
on road rage. We’d love to see  
more community outreach if pos-  
sible. Maybe in the schools.

Respondents also had an opportunity to provide feedback  
on managing traffic, greatest threats to safety, examples for  
their ratings of the Colorado State Patrol, and clarification of  
any times when they selected “other” as an answer.
AREAS FOR MORE EFFORT/ENFORCEMENT

In what areas would you like to see more effort/enforcement by the Colorado State Patrol?

<table>
<thead>
<tr>
<th>Area</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggressive/Reckless Driving</td>
<td>2341</td>
<td>73%</td>
</tr>
<tr>
<td>Distracted Driving</td>
<td>2269</td>
<td>71%</td>
</tr>
<tr>
<td>Impaired Driving</td>
<td>1404</td>
<td>44%</td>
</tr>
<tr>
<td>Speeding</td>
<td>1303</td>
<td>41%</td>
</tr>
<tr>
<td>Traffic Management</td>
<td>679</td>
<td>21%</td>
</tr>
<tr>
<td>Community Outreach Programs</td>
<td>589</td>
<td>18%</td>
</tr>
<tr>
<td>Pedestrian/Bicyclist Safety</td>
<td>440</td>
<td>14%</td>
</tr>
<tr>
<td>Commercial Motor Vehicle Safety</td>
<td>426</td>
<td>13%</td>
</tr>
<tr>
<td>Roadside Assistance</td>
<td>344</td>
<td>11%</td>
</tr>
<tr>
<td>Victims Assistance</td>
<td>200</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>154</td>
<td>5%</td>
</tr>
</tbody>
</table>

too many people are texting and talking on their cell phones I wish the state of Colorado with pass a measure to ban this

Weather with inexperienced or ill-equipped drivers

The high speeds and the impaired drivers. You can smell the marijuana omitting from vehicles when they pass on a two lane highway

Volume of vehicles. Narrow roadways. Poor road conditions year round. Shortage of snow plows and snow plow drivers.

Too much traffic!

wildlife and condition of the road itself
Scores across Troop are most different when relating to the roads/safety, and are most similar when relating to how CSP acts/treats the public.

Respondents were asked to provide their home zip code. Zip codes were aggregated into counties, and then into troop coverage.

The table above displays the scores for all core items across troop coverage areas. The previous scores from the map are repeated here in the second column from the right.

The green numbers represent strengths, with scores 80% favorable or higher, while the red represents areas of opportunity with scores 70% or lower.

Scores are consistent across troop coverage area, indicating that respondents have a consistent experience across troopers and that troopers operate relatively consistently.
INTERACTION: CONTACTED BY TROOPER

860 (27%) said they were contacted by a trooper.

The pie chart above shows the percentage of reasons why respondents were contacted. The table to the right shows the result.

This bar graph shows the scores of items asked specifically of respondents who were contacted by a trooper.

Consistent with the overall items on professionalism and fairness, 19 of 20 respondents contacted by troopers felt respected, with clear communication about their interactions. Scores are extremely positive, and stable from 2015.
Victims are noticeably lower on communication items, though the response group is very small. No groups declined meaningfully.

This shows the interaction specific items with scores specific to reason for contact. No matter why someone was contacted, the ratings of the trooper’s respect and communication are universally high.

The most common reason for contact is a traffic violation. Respondents contacted for violations are among the most favorable. Those who identify as victims are the least favorable, though this response group is much smaller in comparison.
INTERACTION: CONTACTED BY TROOPER

Results vary by the respondent’s result of contact with a trooper. Those who receive a warning are most positive, while those who receive a citation are less positive.

Even those whose interaction resulted in an arrest are positive about respect and communication.
Note that scores for the survey overall vs. those from commercial vehicle operators are essentially identical. Scores are very high, and stable from 2015.
INTERACTION: VISITED POINT OF ENTRY

Scores are high and very stable, both overall and across response groups.
Results vary depending on the result of contact, similar to the pattern seen with respondents who were contacted by a trooper.

Those who receive a warning are more critical. Though the scores are not negative by any means, it breaks a common trend, in which the more serious the consequence, the more skeptical the opinions.
The pie chart shows the percentage of respondents who were involved in vs. witnessed the crash (close to 40/60).

416 (13%) said they were involved in or witnessed a crash.

This bar graph shows the scores of items asked specifically of respondents who were involved in or witnessed a crash. Consistent with results in other parts of the survey, CSP communication is rated as very clear and effective.
Scores of those who were involved in the crash are relatively comparable to those who witnessed the crash. Understandably, both groups rate safety of highways lower than those not exposed to a crash.

Professionalism remains strong – the crash impacts views on safety, but not on CSP as an agency.
The pie chart shows the percentage of respondents who had different types of involvement, with the clear majority receiving assistance.

302 (9%) said they interacted with roadside assistance.

Those who were recipients of roadside assistance are almost equivalent to those who witnessed it.

Those with “other” types of interaction are most positive. The “other” group includes a variety of interactions, yet includes partner agencies and people who helped the Colorado State Patrol deliver the assistance.

Scores for core items were separated by involvement in roadside assistance.
The pie chart shows the percentage of reasons why respondents called in. Interestingly, almost a third are calling to report an aggressive driver, with another quarter reporting a drunk driver.

This bar graph shows the scores of items asked specifically of respondents who dialed the CSP.

- Professionalism of Communications Officer: 90
- Helpfulness of Communications Officer: 85
INTERACTION: DIALED COLORADO STATE PATROL

These graphs show interaction—specific questions cut by the reasons why respondents called in. Across groups, both professionalism and helpfulness are very positive. Helpfulness has improved since 2015 across smaller sub groups.

Those calling to report suspicious activity and aggressive drivers are least satisfied with helpfulness. These may be the conditions under which it is harder to give a clear indication of what happened as a result of the call, and close the feedback loop with the person calling in.
INTERACTION: COMMUNITY ENGAGEMENT EVENT

877 (27%) said they interacted at a community event

The pie chart shows the percentage of respondents that attend community engagement events with different frequencies.

This bar graph shows the scores of the impact question asked specifically of respondents who attended a community engagement event. The more frequent exposure to events a respondent has, the more impact they see. This underscores that community events are seen as important, especially as viewed by those who know them best.

The group who rarely attends community events has improved the most, suggesting that they get a sense of impact from other places, whether from social media, word of mouth, or something similar. The group who rarely attends community events has improved the most, suggesting that they get a sense of impact from other places.
The more frequently a respondent attended a community event, the more positive their ratings are, suggesting a consistent, positive experience. As echoed throughout the survey, the CSP is viewed as professional across all kinds of interactions. Those who attend community events are likely to see the State Patrol as understanding their unique needs – those who don’t attend events don’t feel the same two-way understanding.
New in 2018, respondents were asked if they follow the State Patrol on social media, and if so, where. The pie chart shows how many respondents follow CSP (2234) and the table above shows where they follow. Across core values items, scores of followers are relatively close to those who don’t. Those who follow do tend to be more positive on community understanding but more negative on safety.
New in 2018, respondents were asked if they are interested in a career with CSP, and if so, which type of position.

The pie chart shows how many respondents are interested in a career with CSP (284) and the table shows which position they are interested in.

<table>
<thead>
<tr>
<th>What position are you interested in</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trooper</td>
<td>176</td>
</tr>
<tr>
<td>Other Personnel</td>
<td>83</td>
</tr>
<tr>
<td>Communication Officer</td>
<td>27</td>
</tr>
<tr>
<td>Port of Entry Officer</td>
<td>23</td>
</tr>
<tr>
<td>Security Officer</td>
<td>13</td>
</tr>
</tbody>
</table>

Across core values items, scores are similar. Those interested in careers are slightly more favorable on community items, but close to the same on core values and safety.
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. Public opinion survey is only one method used to measure the quality of services an agency provides as well as the professionalism of the members who provide these services.

As evident by the overall positive survey findings, the CSP already has procedural justice and fair and impartial policing principles embedded in the agency’s culture. Even when the survey respondent received a citation for violating the law, they felt treated with respect and listened to throughout the contact. These important survey findings highlight the very definition of procedural justice:

- 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’s level of honor, duty and respect held by members across the organization is apparent and should be commended. The Colorado State Patrol will continue to work towards securing the safety and security of the motoring public.