

Nashua Police Department Business Survey Results

COMPILED BY: CRIME ANALYSIS. NASHUA POLICE DEPARTMENT.



Chief Executive Officer

Chief Donald Conley

Deputy Chief of Operations

Deputy John Seusing

Deputy Chief of Uniform Operations

Deputy Scott Howe

Mission

The Nashua Police Department strives to improve the quality of life in our community and to protect people and property in partnership with the citizens of Nashua.

Nashua Police Department

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PURPOSE: Downtown Nashua is a diverse area as it houses numerous restaurants, retail shops, banks, barber shops, and service vendors, as well as hosts a variety of cultural community activities such as symphony orchestra shows, theater performances, visual entertainment events, farmer's markets, festivals, and much more. In addition, many Nashua residents also call downtown their home.

Given its blend of retail, artistic events, and dwellings, the needs in the downtown area are rather distinct as compared to the rest of the community. As such, the Nashua Police Department spent the month of July 2011 reaching out to each business owners in the downtown area via hand-delivered surveys in an effort to:

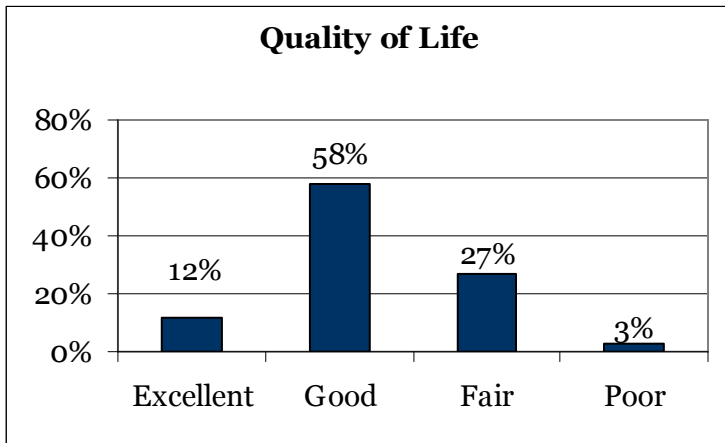
1. Enhance the Department's relationship with local business owners
2. Identify the unique needs of downtown area
3. Develop and implement non-traditional strategies to address those needs

This report will assist police in developing strategies directly related to the needs identified by the community. Follow up over the next two years will help determine progress towards the goals identified above.

TARGET POPULATION: 100 business owners in the downtown area (Main St., Franklin St., Water St., and surrounding area).

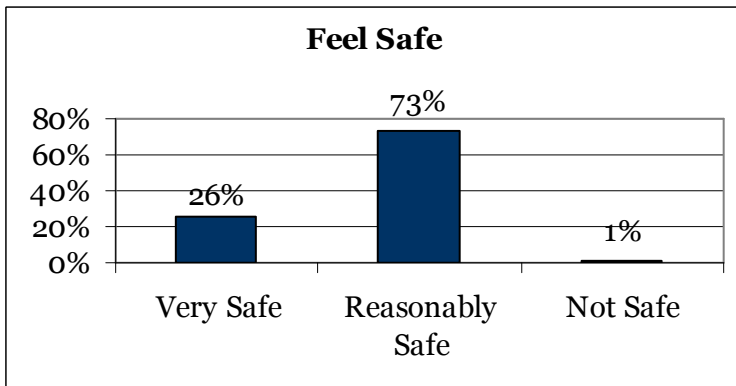
METHODOLOGY: Chief Conley, Deputy Seusing, and Deputy Howe hand-delivered all surveys to business owners in the downtown area in July 2011. They briefed the owners on the goals of the survey and then returned a short time later to pick up each completed survey. 5 surveys were mailed back to the department. 99% of surveys distributed were returned.

PLEASE RATE THE QUALITY OF LIFE IN THE AREA OF YOUR BUSINESS.



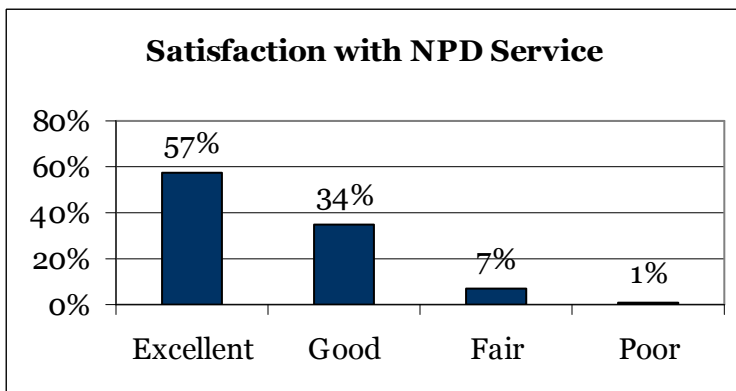
58% of all respondents agreed that the quality of life in the area of their business is “Good”. Many (12%) believed the quality of life is excellent.

HOW SAFE DO YOU FEEL YOUR BUSINESS IS IN THE CITY OF NASHUA?



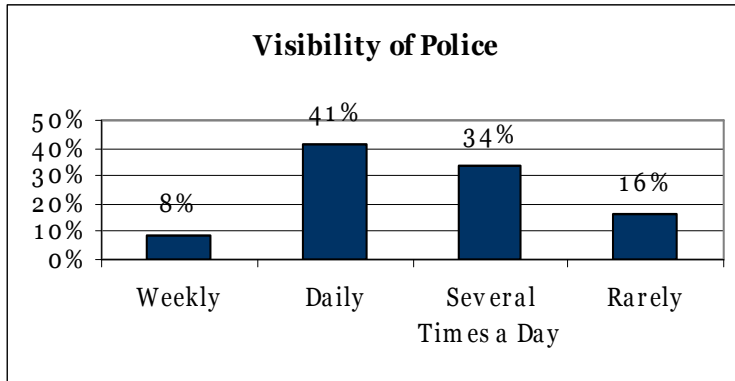
Over a quarter of all business owners who responded to the survey indicated that they felt that their business is “Very Safe” in the City of Nashua. 73% felt they are “Reasonably Safe”. One owner felt that the business is not safe.

HOW SATISFIED ARE YOU WITH THE SERVICE PROVIDED BY THE NASHUA POLICE DEPARTMENT WHEN CALLED UPON?



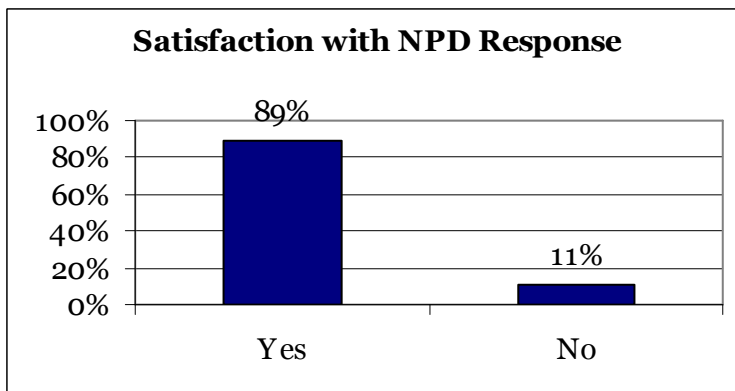
The majority of respondents indicated that their satisfaction with NPD service when called is “Excellent”.

HOW OFTEN DO YOU SEE A POLICE OFFICER PATROLLING NEAR YOUR BUSINESS?



75% of business owners see police officers patrolling near their business “Several Times a Day” or “Daily”.

IF AN OFFICER RESPONDED TO YOUR BUSINESS FOR A CALL, WERE YOU SATISFIED?



Of the business owners who responded to this question (47), 89% (42) indicated that they were satisfied with NPD response and 11% (5) responded that they were not satisfied.

Comments include:

“The Police have always been quick to respond to any problems we have ever had. We appreciate the service that you give the community very much.”

Responding officers are “prompt, respectful, and professional.”

“Officers respond in a timely manner to calls. Not satisfied with follow-up after initial call.”

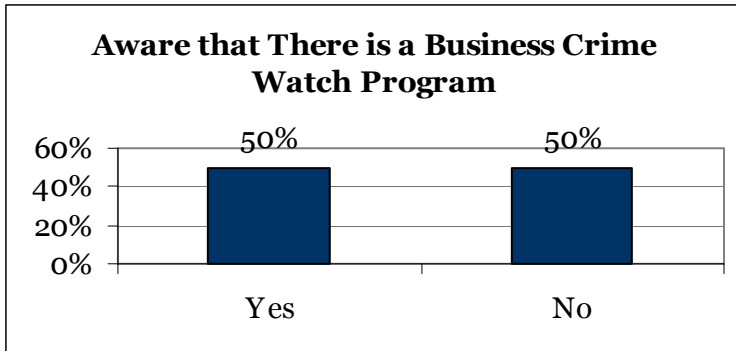
Officers are “quick and efficient”.

“Good response and professionalism.”

“Slow response time when called for security issues.”

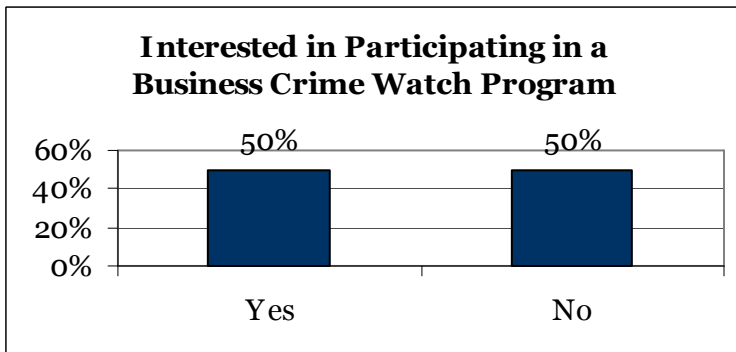
Not satisfied with response during break of windows.

ARE YOU AWARE THAT THERE IS A RAIL ROAD SQUARE BUSINESS CRIME WATCH PROGRAM?



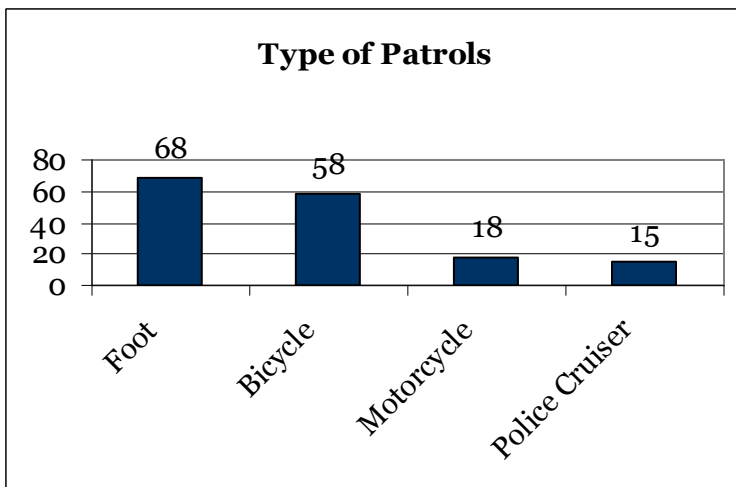
There is an even split between business owners who are aware that there is a Rail Road Square Business Crime Watch Program and those who are not aware.

WOULD YOU BE INTERESTED IN PARTICIPATING IN A BUSINESS CRIME WATCH PROGRAM?



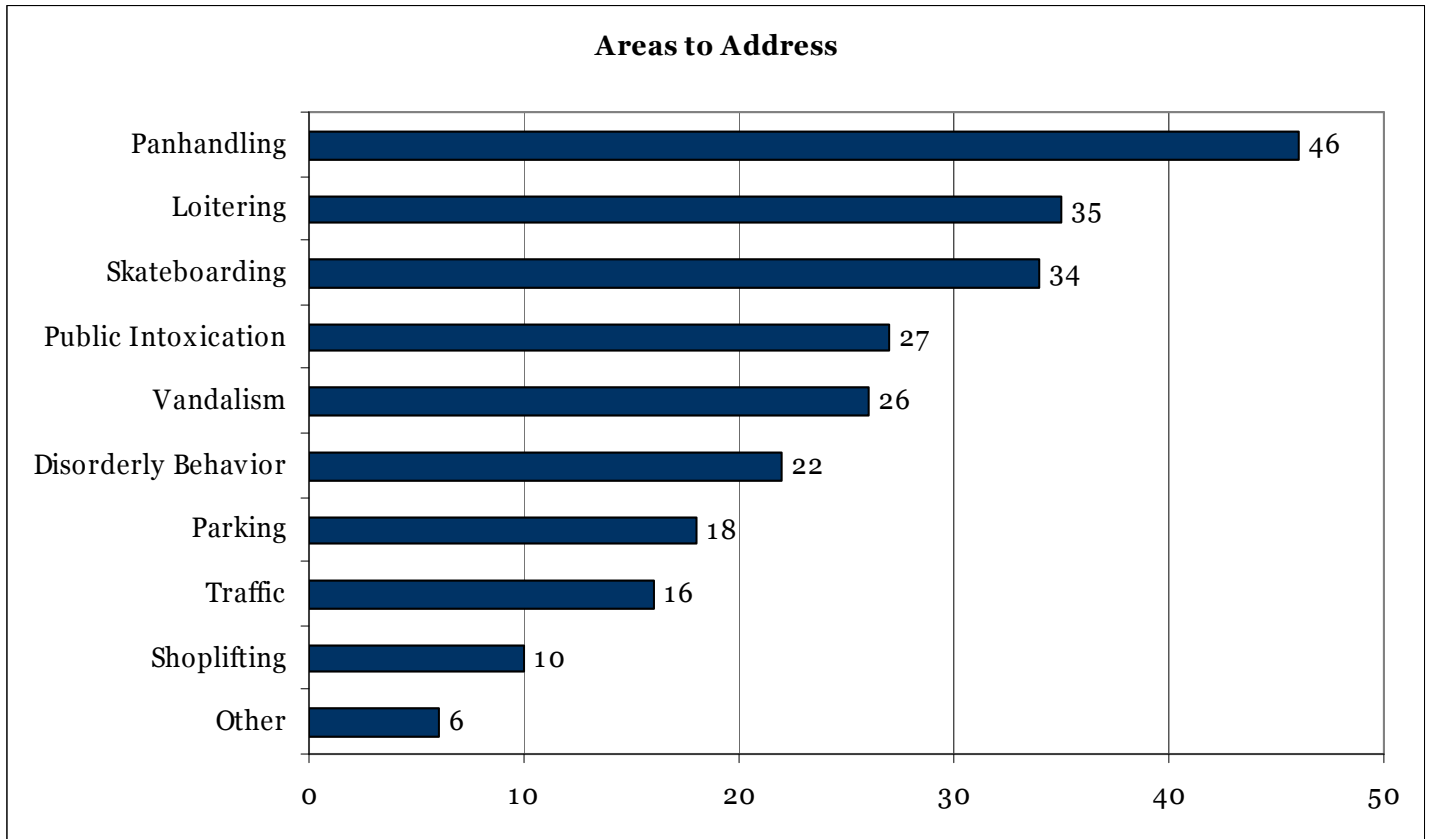
Half of business owners are interested in participating in a Business Crime Watch Program.

WHAT TYPE OF PATROLS WOULD YOU LIKE TO SEE IN YOUR AREA?



Many respondents indicated that they want to see a combination of different types of patrols, mostly foot patrol combined with either a bicycle patrol or police cruiser.

IDENTIFY ANY SPECIFIC PROBLEMS IN YOUR AREA YOU WOULD LIKE THE POLICE TO ADDRESS.



The top five problems in which business owners requested police to address include:

- Panhandling (46)
- Loitering (35)
- Skateboarding (34)
- Public Intoxication (27)
- Vandalism (26)

Participants were provided a section in the survey to write comments. Notable points include:

1. Pay attention to panhandling and loitering on the bench at the corner of Main and Factory Streets.
2. Drivers do not pay attention at cross walks and are going too fast (3 comments).
3. Need a crossing guard on Main Street where the kids cross when they get out of Elm Street School.
4. Focus on the Temple Street area (2 comments).
5. Sometimes there is drug dealing going on.
6. There are problems in the alley in the back of Alec's Shoe Store.
7. Need police presence in the garage.
8. It is always improving, which is wonderful.