



Charlottesville-UVA-Albemarle County Emergency Communications Center



Citizens Survey

2012/2013

In January 2013, Charlottesville/UVA/Albemarle County ECC started its annual citizen survey designed to measure citizen satisfaction with the service they received from the 911 Center. The survey was created to gather information on overall agency performance, overall competency of agency personnel, communications officer's attitude and behavior towards citizens, and to identify concerns while gathering recommendations and suggestions for improvement.

Summary of Method

The survey was conducted for the timeframe of January and February, 2013. 500 citizens received surveys that were self-addressed and stamped for their convenience. The surveys were mailed out to select citizens based on calls for service records. Measures were taken to ensure the surveys covered all public safety providers. Citizen participants were chosen based on the percentage of total calls handled by ECC for each responder agency.

Any surveys returned due to address issues were sent out one more time. The criteria used for collecting mailing address for the returned survey was to replace it with the same type responder call from the listed timeframe.

Survey questionnaire included 7 specific questions and a rating scale.

To limit confusion, each survey included a letter requesting all surveys be completed to evaluate the service they actually received while talking to the 9-1-1 Operator on the phone. It was not intended to evaluate the service they received from the police, fire, or rescue responders.

The Center survey was returned by 98 (20%) citizens compared to 106 (21%) citizens in 2010/2011.

Survey Design Challenges

As with all surveying techniques, there are challenges in the design that should be acknowledged. First, while the return rate for mail in surveys are not as high as other methods, it is acknowledged the return rate was only 20% and we would have liked for it to be higher for a more accurate reflection of citizen perceptions. Second, even though we pulled more recent calls for service to cut down on the length of time between the citizen making the call to the 9-1-1 Center and the receipt of the survey it may still affect a person's response. The timeframe may have caused issues with survey respondents remembering how the call was handled by the Communications Officer. Third, the rating scheme may have been a bit confusing to some. The scoring used 1 as unable to remember, 2 as dissatisfied, 3 was considered somewhat dissatisfied,



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4 was somewhat satisfied, and 5 was considered the highest satisfaction level. The survey categories may have been affected by an individual's self interpretation of what the numbers of each category represented. The fourth challenge is some citizens rated the responders not the communications officer even though we explained the purpose of the survey.

Nevertheless, the comments citizens put on the surveys leads us to believe they understood the rating scheme to the level adequate for useful feedback and interpretation.

Comments:

"When taking my number/info down they got a digit wrong and I had to call back- also did not advise me on action while waiting for call to be addressed."

"Operator just seemed unclear of location I was trying to provide despite it being a well know place on grounds."

"It is great to have 9-1-1 because this service saves a lot of lives. (Very Helpful) Quick response."

"I called regarding a home invasion in my home and due to the fact that it took me a little while to get it together to call I was no longer seen as a priority. I found and find that very disturbing."

"The operator was fine, able to be compassionate and patient. I'm confused that I remember her saying she'd stay on the line with me until the officers arrived but I remember calling back to say, where are the police?!"

"The response was adequate for given the fact someone (Perp) was not supposed to be in the house. Thank you."

"Thank you"

"A return call would be most appreciated by the officer who responded to the call and let us know if/when situation was resolved."

"I have had numerous occasions to need 9-1-1 and have had only positive experience with the operators-they do a fine job. I hope they are well paid because their role in dispatch is critical to the correct routing of the call."

"I did not call 9-1-1 for the police."

"Easy and Good"

"My whole experience with Emergency Services has been good, in fact, Excellent. The caller was clear and supportive."

"I have used 9-1-1 service a few times due to MS and have always had no problems. Thanks very much."

"This call was made trying to reach game warden to report illegal shooting/hunting at night. Was routed to 9-1-1 since at time game warden was not available."

"They responded very fast and took care of the problem right away."

"We were very satisfied and thankful for the assistance we received."

"I was unsure of what help I needed or if I was even calling the right place but the operator knew just what and who I needed to speak to and was very helpful and understanding."



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“To begin I am 91 years of age. I was here alone my son and daughter in law were in Puerto Rico- had a peaceful and fulfilling day went to bed at 10:00 pm. At one fifteen in the morning my alarm went off. I was so frightened that I just picked up the phone and dialed 9-1-1 and told them what was happening within minutes 2 fire fighters were at my door- just seeing them there coming as quickly I started to cry. They were so kind and did their job real well. Each day in the morning as I do my prayer and Bible study I pray and give thanks to that two fire men.”

“This call was made to have a PV8 classroom unlocked. Security had left ground and did not unlock. In the past, we have made calls for the same reason and have received much resistance. This time was great in every way. Thank you!”

“9-1-1 Operator and Center Professional, efficient, and caring. Excellent response for 9-1-1 Center.”

“Excellent and reassuring!”

“I have found it necessary to utilize your services on three occasions. I believe at least 2 for cardiac problems and recently on a nose bleed that we could not stop. The crew on all cases were knowledgeable as well as courteous and caring.”

“Everything went very quickly and smoothly! Squad was here in less than 5 minutes! Excellent job by all.”

“The entire rate was, I thank you all for coming to see about me so I was able to take my medicine.”

“The operator has always been helpful and the rescue responds promptly. Thanks for all the help.”

“I received the assistance I needed. The operator did have to call back to confirm address and instructions to get to the house.”

“Your services are very good here. All 9-1-1 services here.”

“Thank you for being there to help in that situation we were the neighbors calling for a woman involved in a domestic dispute who needed help and who came to our house.”

“Excellent immediate response.”

“She did a great job.”

“9-1-1 always respond when they gets a call for to come for me. You see I am very ill and on a lot of medications. I’m very thankful for them because they are always on time and they hurry up to make sure I get to the hospital in a hurry. Thank you all for your response to me. God Bless ALL.”

“I was very impressed by how fast the assistance came. I was going to give directions because our home is rural and hare to find. The operator said, “I have it here.” which was very comforting. The paramedics came just a short time later. Thanks so much.”

“I was so upset when I made the call, I don’t remember much about it. I’m sure the person was O.K. fine that I talked to.”

“The calm demeanor of the 9-1-1 operator helped me to calm down during a very stressful situation.”

“I work in a facility (Laurels) and we require rescue squads to be dispatched to us frequently and 9-1-1 is very courteous and knowledgeable. We really appreciate you. Thanks, Brenda. Highly Professional.”



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“Person did a great job.”
“Very excellent service and response!!”
“Good job all around”
“You guys do a great job and thank you so much for all you do.”
“Excellent and friendly service- very satisfied- thanks!”
“They were very understanding and helpful. I can’t think of anything to change. Thanks for your prompt help.”
“Thanks for doing a great job.”
“Very nice and helpful!”
“They were quick, polite, and understanding!”
“Excellent call experience. Prompt, considerate response from Officer/Patrolman? Dudley too.”
“I have always had exceptional help when I have had to call 9-1-1.”
“Keep up the great work.”

Results

The 911 Center received the following percentages for each question:

Question 1: Rate the promptness with which your call was answered.

92 %	scored “5”	HIGH
6 %	scored “4”	
1 %	scored “3”	
0 %	scored “2”	LOW
1 %	scored “1”	UNABLE TO RATE

Question 2: Rate the knowledge demonstrated by the Communications Officer.

93 %	scored “5”	HIGH
6 %	scored “4”	
0 %	scored “3”	
0 %	scored “2”	LOW
1 %	scored “1”	UNABLE TO RATE

Question 3: The 911 operator responded in a tactful, courteous and professional manner.

95 %	scored “5”	HIGH
3 %	scored “4”	
1 %	scored “3”	
0 %	scored “2”	LOW
1 %	scored “1”	UNABLE TO RATE



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Question 4: Rate the interest and desire to help demonstrated by the Communications Officer.

91 %	scored "5"	HIGH
6 %	scored "4"	
2 %	scored "3"	
0 %	scored "2"	LOW
1 %	scored "1"	UNABLE TO RATE

Question 5: The operator understood the type of assistance I required.

90 %	scored "5"	HIGH
9 %	scored "4"	
0 %	scored "3"	
0 %	scored "2"	LOW
1 %	scored "1"	UNABLE TO RATE

Question 6: I experienced no confusion about how my call would be handled.

92%	scored "5"	HIGH
5%	scored "4"	
2 %	scored "3"	
0 %	scored "2"	LOW
1 %	scored "1"	UNABLE TO RATE

Question 7: On a scale of 1-5, with 5 being the highest and 1 being the lowest possible score, how would you rate your experience with 911?

93 %	scored "5"	HIGH
5 %	scored "4"	
1 %	scored "3"	
0 %	scored "2"	LOW
1 %	scored "1"	UNABLE TO RATE

Findings and Interpretation of Results

Overall, the majority of responding citizens who used ECC's services during the survey time period are satisfied with their experiences associated with the E911 Center's performance. Ninety-three percent of respondents gave the Center the very highest possible score regarding their overall experience with the center. If one interprets the combined answers of 5 and 4 as high scores on this survey scale, we find that ninety-eight percent of survey respondents were satisfied with their overall experience with 911. In fact, over ninety percent of the respondents rated the Center the highest possible score (5) on all survey questions.



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The areas requiring the most improvement from last year's survey were:

- The call takers promptness in answering their calls;
 - 2% in 10/11 and 1% in 12/13 were dissatisfied with the promptness their call was answered.
- Conveying to callers the Center is interested and has the desire to assist;
 - 4% in 10/11 and 2% in 12/13 were dissatisfied with the interest and desire to help shown by the call takers
- And the knowledge displayed by the call takers.
 - 4% in 10/11 and 0% in 12/13 were dissatisfied with the knowledge demonstrated by the call takers.

This data would support the statement the Center has shown improvement in all areas identified in last year's survey.

While low scores were minimal, the survey identified the two areas of concern identified in this survey were:

- The interest and desire to help shown by the call taker (2%).
- Confusion felt by caller about how their call would be handled (2%).

Next Steps

The results of this survey will be shared with the Communications Officers, so they can see what areas the respondents to this survey were most satisfied with and the levels of dissatisfaction. Monthly shift meetings will be used to share these results and discuss ways the Center can improve the low scores categories listed above. Data from this survey will be used as a benchmark for future improvements. A follow up survey is planned for 13/14 to determine whether the Center's efforts to increase its effectiveness are successful.