



**Charlottesville-UVA-Albemarle County
Emergency Communications Center**



2015/2016

Citizen Survey Results



Charlottesville-UVA-Albemarle County Emergency Communications Center



Citizens Survey

2015/2016

In January 2016, 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 to April, 2016. 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 67 (13%) citizens compared to 98 (20%) citizens in 2012/2013.

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 13% 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 be a bit confusing to some citizens. The



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scoring used 1 as unable to remember, 2 as dissatisfied, 3 was considered somewhat dissatisfied, 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:

"Very good service; glad we have people who are pleased to help those in need of medical services."

"I have always gotten great service from the 9-1-1 Center. Very prompt and courteous."

"The person who I spoke to was very knowledgeable and sent service right away."

"The only thing I have to say the squad was very slow about getting my Momma to the hospital but she said they were very helpful in comforting her and mad sue she would be ok."

"I am a little bit disturbed sometimes over how long it takes the police to produce quiet in my neighborhood- for example: The last time I called at 10PM it took 2 ½ hours to get results- also they talk to the wrong people often."

"They were so wonderful and reassuring- Police officer came to follow up. Thank you!!"

"Great Job"

"The officer came by to see the situation- and talked w/me afterwards which I really appreciated thanks!"

"911=Great, thanks"

"The 911 operator was very prompt to answer my call and willing to assist with the problem."

"The 911 operators were always helpful, courteous and reassuring in our emergencies."

"Everyone was fine. She stayed on the line until the officers arrived. So comforting"

"The operator and officer were exemplary in resolving this matter. Thank you!"

"I called about the fire on my way to Charlottesville. As I passed the fire house the fire truck was pulling out."

"Very helpful!"

"Cut and dry, had someone pass out and non-responsive, EMS was here quickly, everyone was professional."

"Outstanding, fast, professional. Exceptional!"

"Thanks for what you all do to keep others safe!"

"Very helpful- I was nervous having to call- but operator was very reassuring to me that help would be there. Thank you"

"Excellent response during a worrying time. Thank you for a thoroughly professional service provided during a period of high stress for us."

"Thanks for being there when I needed help!"



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“The officer responding to the call regarding a mentally ill patient gave her more compassion and respect than I’ve seen in quite some time. I was very impressed w/the entire process from start to finish.”

“Thanks for your assistance”

“If it had not for 911 operator send the EMT so fast, I would not be living. I cannot praise the service any higher. I think the emergency service is the best!”

“I don’t know what the incident # is. Good Job!”

“You all do an incredible job and I appreciate your being there 24/7.”

“Very understanding, seemed very eager to help.”

“I live downtown on the mall, where I have observed mostly late-night altercations with the potential for (more) violence. I call 911 to get an officer to check it out or stop something that could get worse. I’m never sure if I should be calling 911-but maybe the non-emergency # (which I have to lookup). So I call 911- but maybe there should be something in-between?
Thanks”

“As a downtown mall residents, we frequently observe behavior that seems more stupid than dangerous. I call the police non-emergency number in those cases. The most recent case involved somebody we thought might be minimally, a danger to himself.”

“Thanks!!”

“The operator was great. The responding police officer made excused for my ex-husband insinuating I should be sympathetic to his choice (of breaking into my house and banging on the door at 2 am)! ☹”

“I have only good comments about the 911 system in Charlottesville/Albemarle. I use this service often for both my husband and my Father. The 911 operators are quick, supportive and truly listen.”

“There was a slight miscommunication. The officer who arrived thought someone had called about me when I was actually the one who had called about someone else. This was easily clarified with the responding officer. Overall a positive experience.”

Results

The 911 Center received the following percentages for each question:

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

82 %	scored “5”	HIGH
12 %	scored “4”	
3 %	scored “3”	
0 %	scored “2”	LOW
3 %	scored “1”	UNABLE TO RATE



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

79 %	scored "5"	HIGH
18 %	scored "4"	
0 %	scored "3"	
0 %	scored "2"	LOW
3 %	scored "1"	UNABLE TO RATE

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

88 %	scored "5"	HIGH
9 %	scored "4"	
0 %	scored "3"	
0 %	scored "2"	LOW
3 %	scored "1"	UNABLE TO RATE

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

82 %	scored "5"	HIGH
13 %	scored "4"	
2 %	scored "3"	
0%	scored "2"	LOW
3 %	scored "1"	UNABLE TO RATE

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

79 %	scored "5"	HIGH
13 %	scored "4"	
3 %	scored "3"	
0 %	scored "2"	LOW
5 %	scored "1"	UNABLE TO RATE

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

81%	scored "5"	HIGH
12%	scored "4"	
3 %	scored "3"	
0 %	scored "2"	LOW
4 %	scored "1"	UNABLE TO RATE



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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?

84 %	scored "5"	HIGH
10 %	scored "4"	
2 %	scored "3"	
0 %	scored "2"	LOW
4 %	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 were satisfied with their experiences associated with the E911 Center's performance. Eighty-four percent of respondents compared to ninety-three percent in 2012 gave the Center the very highest possible score regarding their overall experience with the center. 2015/2016 survey results showed a decrease in the number of citizens giving the Center a score of "5" on all questions.

If one interprets the combined answers of 5 and 4 as high scores on this survey scale, we find that ninety-four percent of survey respondents were satisfied with their overall experience with 911. There were no questions that received a score of less than 92% if scores of 4 and 5 were combined.

The areas requiring the most improvement from the 12/13/ survey were:

- The interest and desire to help showed by the call taker;
 - This remained at 2% of all respondents were dissatisfied with the promptness their call was answered.
- Callers were confused about how their call would be handled;
 - 3% in 15/16 and 2% in 12/13 were confused about how their call would be handled.

This data would indicate the Center has either remained the same or increased in the dissatisfaction in areas identified for improvement in the last survey.

This survey identified three areas of concern:

- The promptness their calls were answered by the call taker (3%).
- Confusion felt by caller about how their call would be handled (3%).
- The operator understood the type of assistance the caller needed. (3%)



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Next Steps

The results of this survey will be shared with the ECC Management Board and Communications Officers, so they can see what areas the respondents to this survey were most satisfied with and the levels of dissatisfaction. Communications staff will be encouraged to decrease the areas of dissatisfaction identified by this survey.

Data from this survey will be used as a benchmark for future improvements. A follow up survey is planned for 18/19 to determine whether the Center's efforts to increase its effectiveness are successful.

Reviewed by Executive Director: _____

Reviewed by Operations Manager: _____