

June 2014

911 Satisfaction Survey

- 2014 Report of Findings -



THE CITY OF
CALGARY
PUBLIC SAFETY COMMUNICATIONS



Prepared for The City of Calgary by:



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THE CITY OF
CALGARY

Table of Contents

911 Satisfaction Survey

Slide 3.....	➤ Context and Objectives
Slide 4.....	➤ Methodology
Slide 5.....	➤ Survey Highlights
Slide 9	➤ Strategic Observations
Slide 10.....	➤ Detailed Findings
Slide 11.....	➤ Overall Satisfaction
Slide 26.....	➤ Emergency Communications Officers' Ratings
Slide 42.....	➤ Call Centre Structure
Slide 49.....	➤ Information Sharing
Slide 52.....	➤ Confidence in 911 Services
Slide 57.....	➤ Suggested Improvements
Slide 59.....	➤ Profile of Respondents

CONTEXT: 911 SATISFACTION SURVEY

Context:

- The City of Calgary's Public Safety Communications (PSC) receives, evaluates and dispatches emergency and non-emergency calls for the Calgary Police Service (CPS), Calgary Fire Department (CFD) and for emergency medical services (EMS) on behalf of Alberta Health Services.
- This centralized access to help processes almost one million calls each year, the majority of which result in immediate dispatch to fire, police and emergency medical services. Services provided by PSC are an essential link for Calgarians to receive the help they need.
- The PSC mandate involves enhancing public value and customer service by streamlining 911 calls and dispatching emergency personnel more efficiently and effectively.
- The three emergency dispatch services were merged in 2006.

Objectives:

- The core objectives of the 2014 - 911 satisfaction survey are to:
 - Assess overall satisfaction with telephone call experiences with Emergency Communications Officers (ECOs);
 - Identify reasons for satisfaction and/or dissatisfaction;
 - Evaluate service attributes of the Emergency Communications Officers;
 - Determine Calgarians' preferred Call Centre structure and identify the reasons behind it;
 - Assess the level of information Calgarians' are willing to share when calling via a mobile phone;
 - Measure confidence levels in The City of Calgary's Public Safety Communications;
 - Track any notable differences from previous survey waves.

911 SURVEY RESEARCH METHODS

Who

- 404 randomly selected respondents who recently made calls to 911:
 - 180 who received services from CPS
 - 199 who received services from EMS
 - 50 who received services from CFD
- (some respondents report multiple dispatch units)

How

- Computer Assisted Telephone Interviewing (CATI)
- Four new questions added to the survey in 2014

Interview Dates

- May 28th – June 7th 2014

Margin of Error

- Overall margin of error: $\pm 4.9\%$, 19 times out of 10. The margin of error is larger for the sub-segments: Police $\pm 7.3\%$; EMS $\pm 6.9\%$; Fire $\pm 13.9\%$

The reader should note that calls of a highly sensitive nature, including calls related to the Brentwood stabbings, were excluded from this sample frame. Also, the key driver analysis conducted in 2014 did not result in a stable output for analysis and is not included in the report this year.



SURVEY HIGHLIGHTS

911 SATISFACTION SURVEY HIGHLIGHTS

Overall Satisfaction with 911 Services

- Overall satisfaction with 911 services remains very high, with virtually all callers reporting a positive experience. Overall satisfaction among callers who required fire services is very strong; however, is slightly lower among this subset of survey respondents than it is among those who required medical services.
- Callers explain that they are satisfied with their experience because of the quick response, professional and courteous service, and reassuring nature of the Emergency Communications Officers with whom they spoke.

First Call Resolution

- First call resolution remains the norm for all three emergency services, with a large majority of callers reporting that they had their issue resolved on the first call. First call resolution has slightly improved among callers requiring police dispatch this past year and has remained strong and stable among those requiring medical or fire services.

911 SATISFACTION SURVEY HIGHLIGHTS

Satisfaction with Emergency Communications Officers

- The Emergency Communications Officers (ECOs) are highly rated on every aspect of their interaction with 911 callers. Almost every caller feels that ECOs answered their call quickly, and that they were professional, respectful and courteous. With respect to communications, ECOs are providing 911 callers with clear instructions and are asking appropriate questions to help resolve issues. Respondents are also highly satisfied with ECOs' knowledge, ability to listen, timeliness in resolving issues, and with sympathy shown for callers' situations.
- Respondents who required fire services are slightly less satisfied in several areas (professionalism, courteousness, the ability to listen, and the provision of clear instructions), albeit, the scores on these measures are very strong.

Call Centre Structure

- There is a clear preference for the one-call resolution model that is currently being employed, rather than a call-transfer model, particularly among those who required medical services. Callers see the one-call resolution model as offering a more timely service in which they do not have to repeat themselves to more than one ECO. Among those who prefer the call-transfer model, many feel that it would provide for more accurate information being passed onto the relevant emergency service.
- As a NET total, respondents feel that the quality of the service would slightly decline if the system moved to a call-transfer model, particularly, among those who required fire services.

911 SATISFACTION SURVEY HIGHLIGHTS

Information Sharing

- There is strong support for the automatic provision of both location data and caller contact information when 911 calls are made from wireless devices.

Confidence in 911 Services

- Respondents express high degrees of confidence in 911 to deliver the services needed to make Calgary a safe place to live.

Suggested Improvements

- Few callers offer suggestions for improvement for the 911 Emergency Centre, underscoring their high degree of satisfaction with their experiences calling 911. Suggestions for improvement focus on timeliness, the ability of dispatchers to know the location of the situation, and better training for ECOs, including the types of questions that they ask callers.

STRATEGIC OBSERVATIONS

- Without question, PSC's 911 services are continuing to deliver value to Calgarians. Overall, callers report high levels of satisfaction with the ECOs they encountered on the call and the services they provided. As well, respondents' confidence in the Emergency Centre's ability to deliver needed emergency services remains very strong.
- While still very high, certain measures are lower among those who required fire services and should be monitored.
- There is a strong preference among callers to maintain the one-call resolution model for the call centre's structure, and the intensity of overall satisfaction is notably higher among those who had their issue resolved on their first call. First call resolution, therefore, does impact overall satisfaction.
- There is solid support for automatically sharing information related to the physical location and contact information from calls made from wireless devices.
- Selected verbatim comments from respondents show appreciation for the 911 services provided.

"They did everything I needed."

"They did a wonderful job."

"We've had some emergencies ourselves and have always been very satisfied."

"They're doing a marvelous job."

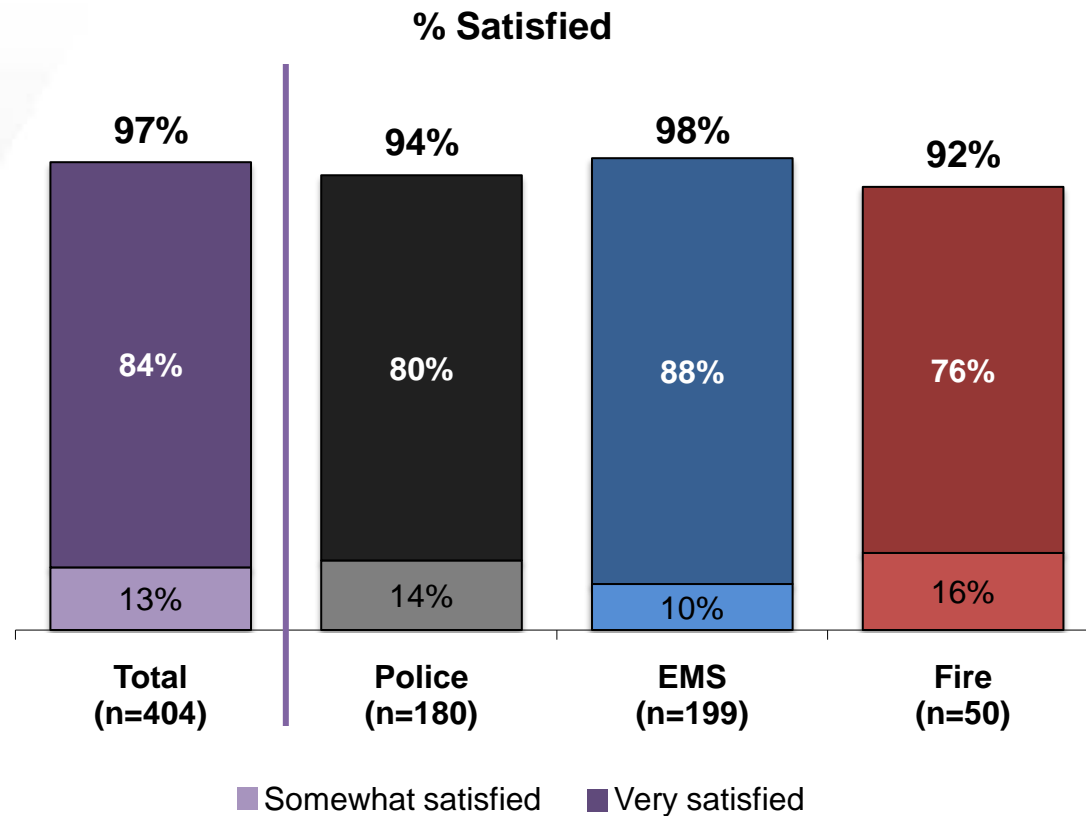


DETAILED ANALYSIS OF RESULTS



Overall Satisfaction

OVERALL SATISFACTION



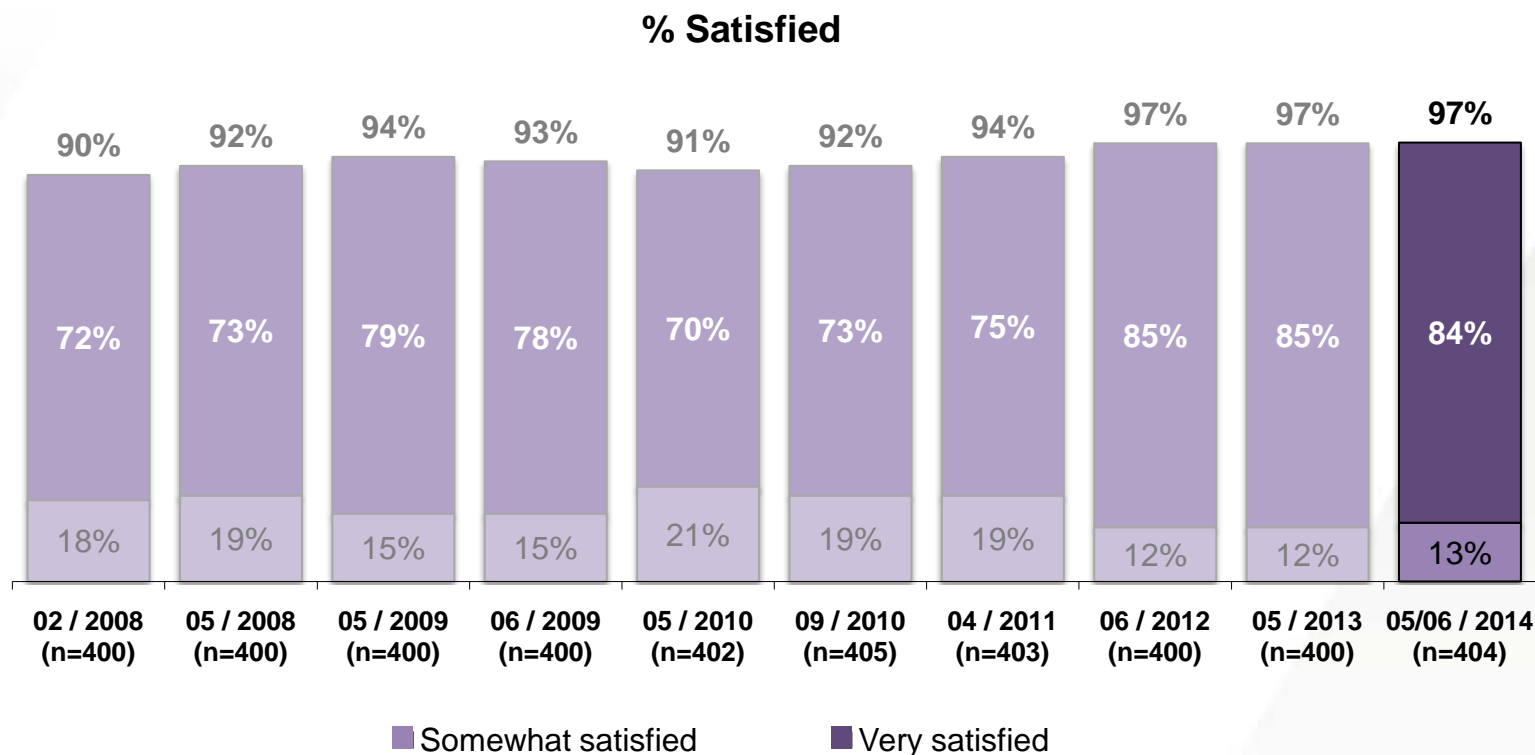
- Nearly all respondents (97%) are satisfied with the overall experience with their interactions with 911 ECOs, including 84% who are very satisfied.

Base: All respondents

Note: remaining %'s are dissatisfied

Q1. To what extent are you satisfied or dissatisfied with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with over the phone?

OVERALL SATISFACTION Tracking



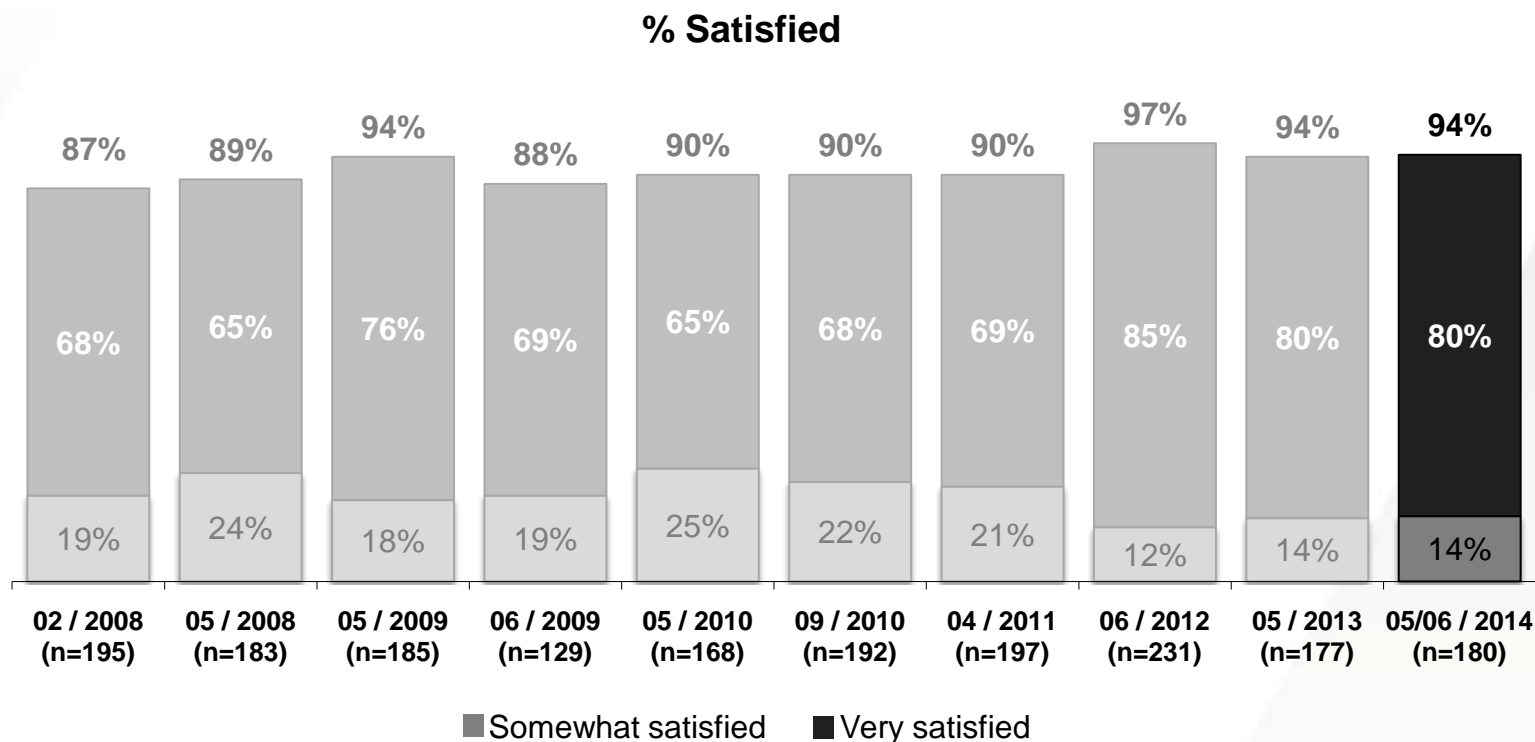
Overall satisfaction remains at the highest levels seen over the past few years, maintaining the increase in “very” satisfied ratings gained in 2012.

Base: All respondents

Note: remaining %'s are dissatisfied

Q1. To what extent are you satisfied or dissatisfied with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with over the phone?

OVERALL SATISFACTION: POLICE



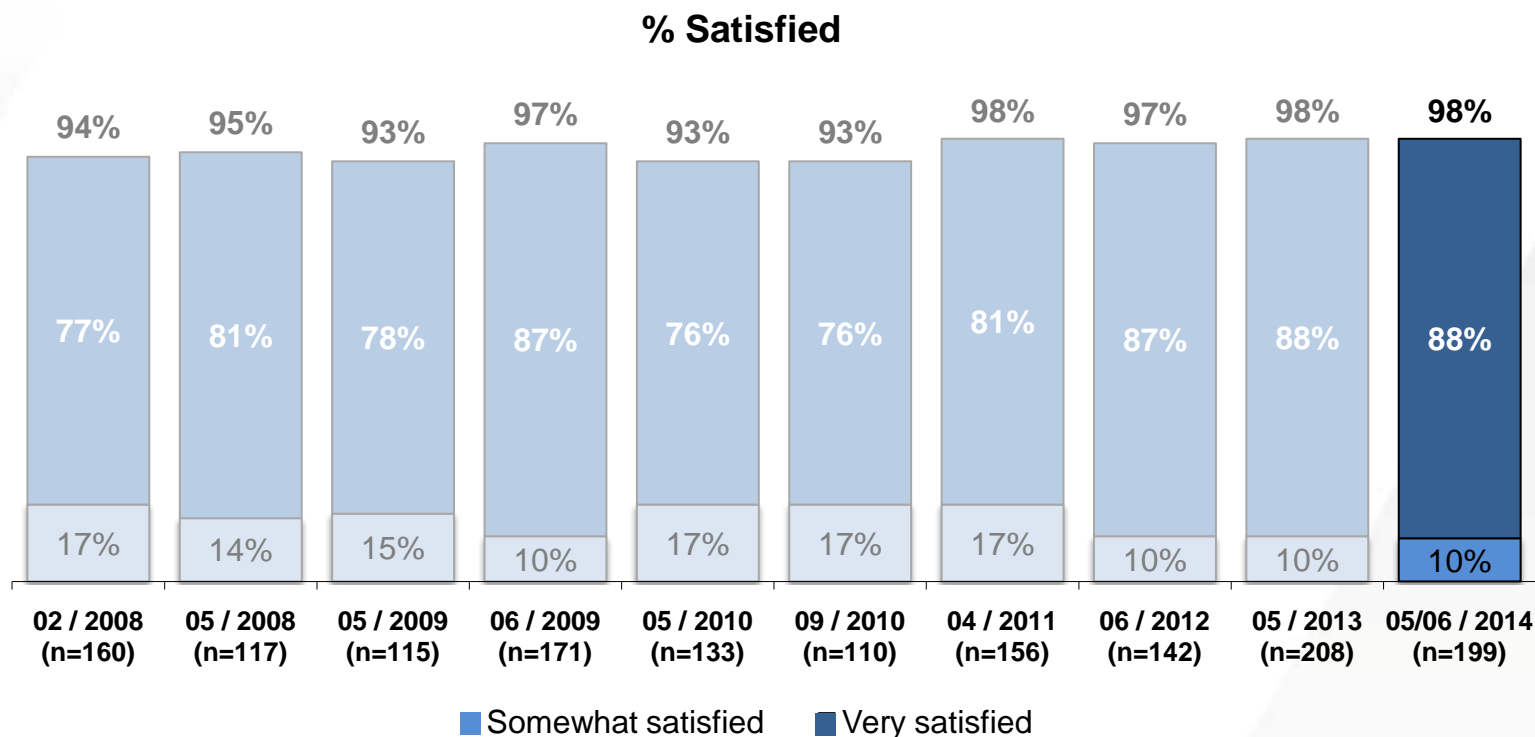
Overall satisfaction with ECOs is very strong with callers who required a police dispatch and has remained constant since last year (2013).

Base: Respondents who contacted the Police

Note: remaining %'s are dissatisfied

Q1. To what extent are you satisfied or dissatisfied with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with over the phone?

OVERALL SATISFACTION: MEDICAL



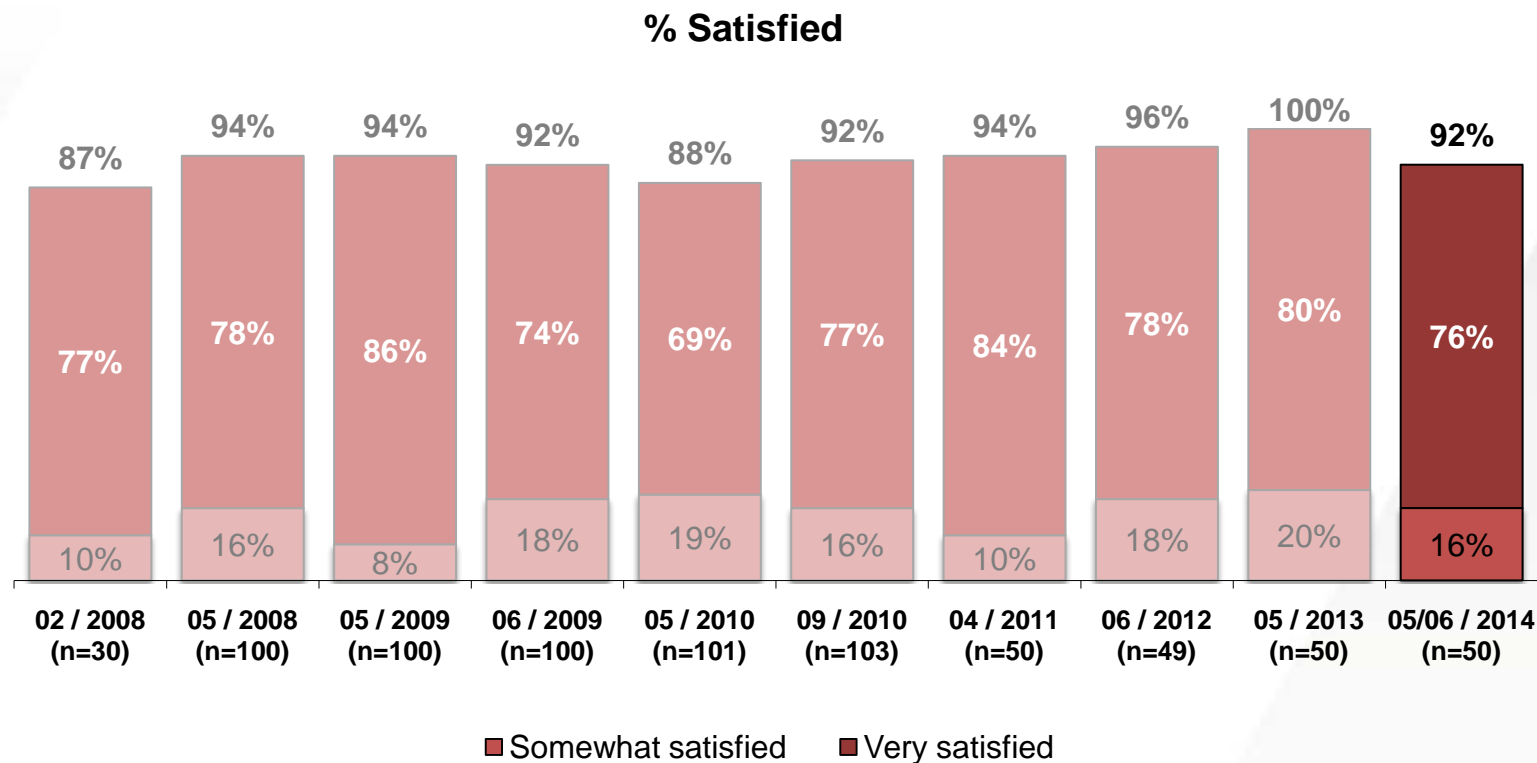
Among callers who required a medical dispatch, overall satisfaction with ECOs is exceptional and has remained at consistently high levels since 2011.

Base: Respondents who contacted the EMS

Note: remaining %'s are dissatisfied

Q1. To what extent are you satisfied or dissatisfied with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with over the phone?

OVERALL SATISFACTION: FIRE



Overall satisfaction among callers requiring fire services has slightly declined from a record high of 100% in 2013 to 92% in 2014.

Base: Respondents who contacted the Fire department

Note: remaining %'s are dissatisfied

Q1. To what extent are you satisfied or dissatisfied with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with over the phone?

REASONS FOR BEING VERY OR SOMEWHAT SATISFIED

Major Themes

Reason for Being Satisfied with the 911 Emergency Communications Officer - Multiple Responses Allowed -	(n=390)
Addressed the issue quickly / fast service / fast response	27%
They were polite, courteous, friendly, reassuring, etc.	27%
They were professional / efficient / thorough	19%
They were helpful	17%
Provided me with the appropriate/needed information / answered all my questions	15%
They were not dismissive / took the time to listen	10%
Were knowledgeable / well informed / understood well	7%
They did their job / did what I asked them to do	6%
They were easy to understand / clear	5%
Handled the situation well / did their job well	5%
They were great / good / excellent, etc.	4%
<i>They didn't address the issue quickly / slow service / slow response</i>	3%
There were no issues / everything was resolved / no complaints	3%
Good service	2%
They followed-up afterwards / got back in touch with me	1%
<i>They were not polite, courteous, friendly, reassuring, etc. (rude, etc.)</i>	1%
It was easy / simple	1%
<i>Were not knowledgeable / poorly informed / didn't understand well</i>	1%
<i>They were not helpful</i>	1%
<i>They were dismissive / didn't take the time to listen</i>	1%
Other	3%
Don't Know / Refused	1%

- Satisfaction with ECOs stems from ECOs' ability to quickly address and resolve the issue at hand in a polite and reassuring manner.
- Satisfaction with ECOs is also grounded in ECOs' professionalism and helpfulness.
- Callers further explain that they are satisfied because ECOs provided them with the information they needed, and that ECOs listened to their needs.

Answers in *Italics* were from responses containing both satisfied and dissatisfied remarks.

Base: Respondents who are satisfied with their phone interaction with a 911 Emergency Communication Officer

Q2. And why do you say you are SATISFIED with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with?

REASONS FOR BEING VERY SATISFIED

Verbatim Examples

"The person was friendly and she stayed on the line until the ambulance came."

"They were empathetic and directed us on how to deal with the situation well. They were very calm and supportive, and they helped us through a difficult situation."

"He asked all the right questions, was patient and spoke clearly."

"He answered the question, asked me about the medication and seemed knowledgeable."

"She did a good job, got the medical services going and gave me advice on what to check for."

"They followed up and they were professional."

"It was just an easy experience. The responding officer understood what I was saying very well. They dispatched people accordingly, and she was pleasant and friendly, and asked all the right questions."



Base: Respondents who are satisfied with their phone interaction with a 911 Emergency Communication Officer
Q2. And why do you say you are very satisfied with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with?

REASONS FOR BEING SOMEWHAT SATISFIED

Verbatim Examples



Base: Respondents who are satisfied with their phone interaction with a 911 Emergency Communication Officer
Q2. And why do you say you are somewhat satisfied with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with?

REASONS FOR BEING DISSATISFIED

"I didn't feel like the person was patient and I was in shock so it wasn't very helpful."

"She insisted on getting information that I wasn't ready to give up... and she kept asking unnecessary questions which eventually annoyed me."

"When I called I was shocked. It took 20 seconds for them to get me transferred and time is essential during an emergency."

"When I first called, it took a long time for the call to get answered. When it did get answered they said they had to transfer me and while the call was getting transferred, the call got disconnected. I had to repeat the situation a few times to multiple officers."

"My daughter was choking so I called 911, but while we were on the phone, her choking cleared. I wanted to cancel the EMS because I didn't want to get billed, but the woman told me that I wouldn't get billed and the paramedics would just make sure my daughter was OK, but I ended up getting billed."

"It took too long for them to resolve the issue."

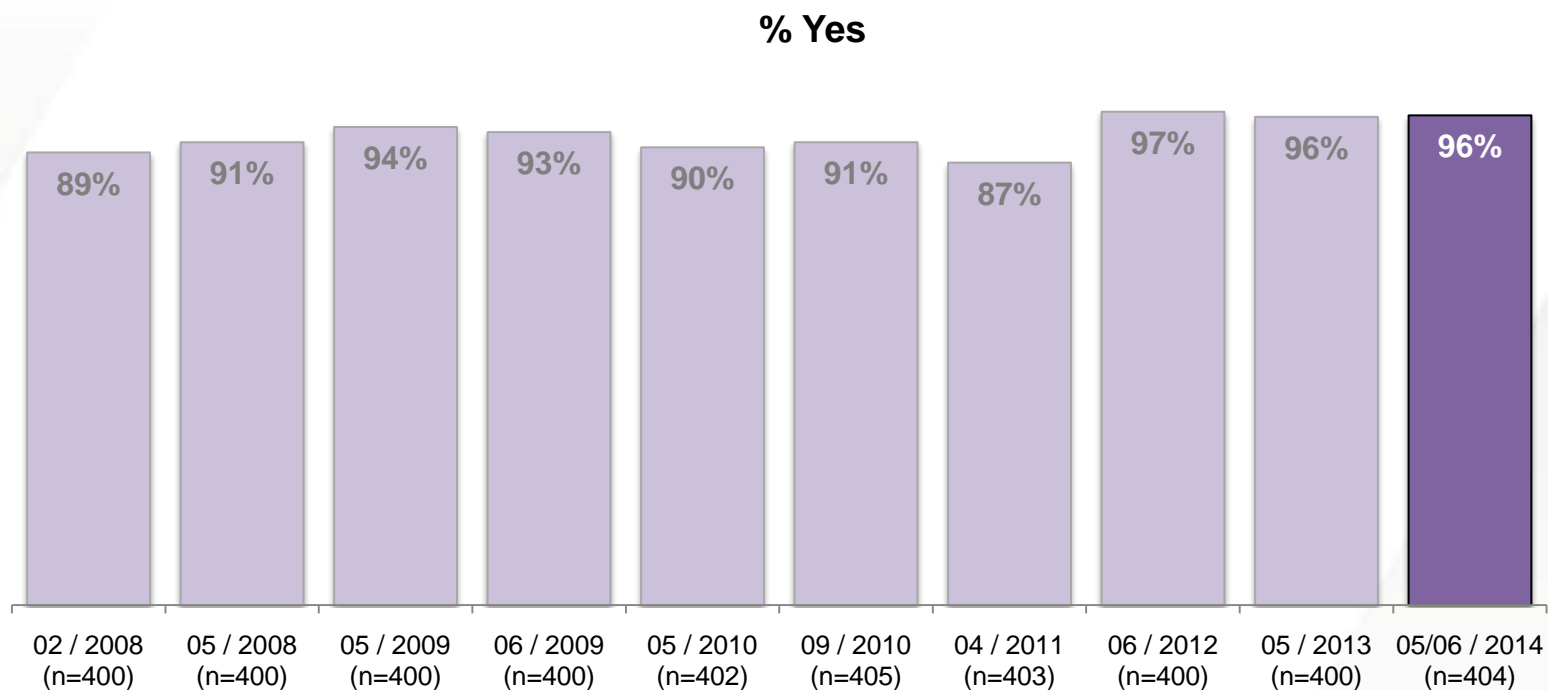
- Reasons for dissatisfaction among the very few callers (3%, n=14) who said they were dissatisfied include themes related to a lack of timeliness, ECOs not being knowledgeable or polite, ECOs not listening, and not having the situation resolved.

Base: Respondents who are dissatisfied with their phone interaction with a 911 Emergency Communication Officer

*Small sample, interpret with caution

Q2. And why do you say you are DISSATISFIED with your overall experience with your interaction with the 911 Emergency Communications Officer that you spoke with?

FIRST CALL RESOLUTION: TOTAL

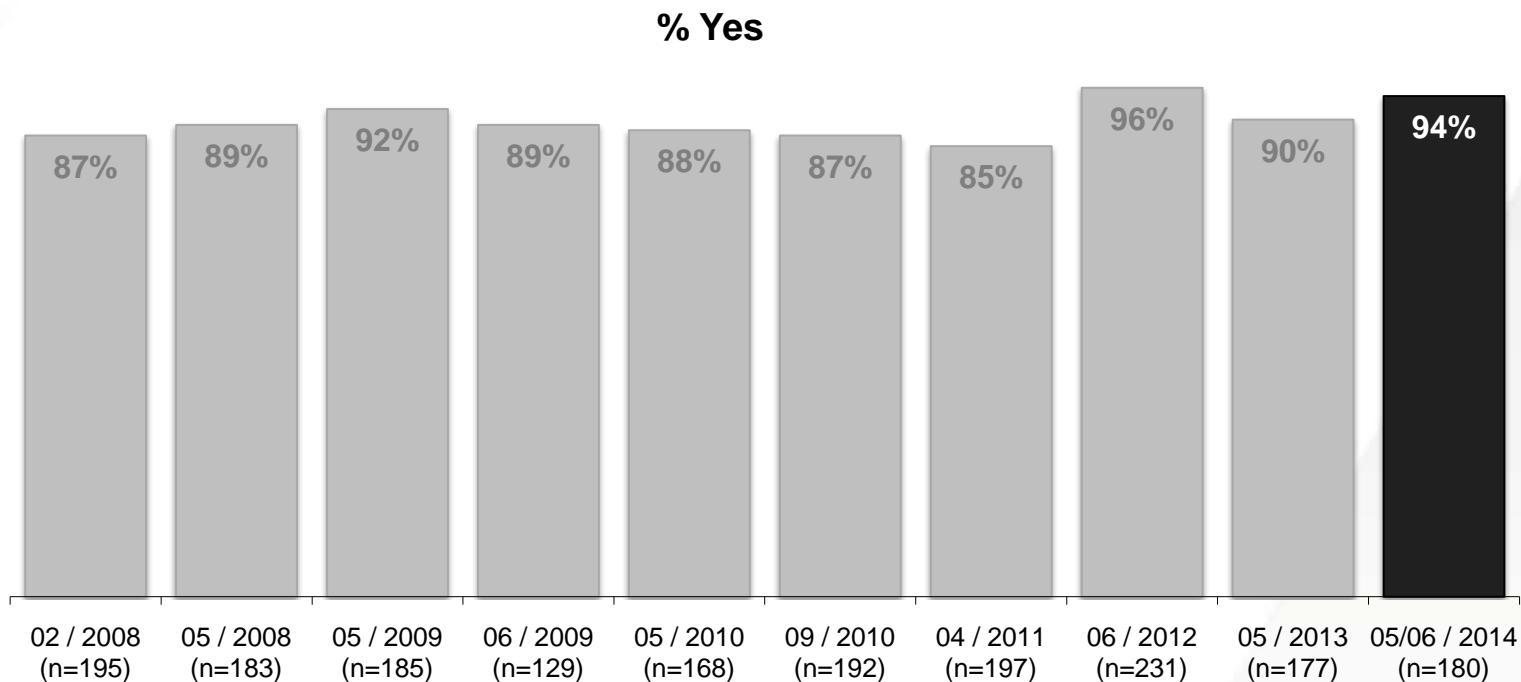


First call resolution is very high (96%) and has maintained excellent performance since 2012.

Base: All respondents

Q3. Did the 911 Emergency Communications Officer resolve your issue on your first call? This includes transferring you to the appropriate department for your emergency.

FIRST CALL RESOLUTION - POLICE

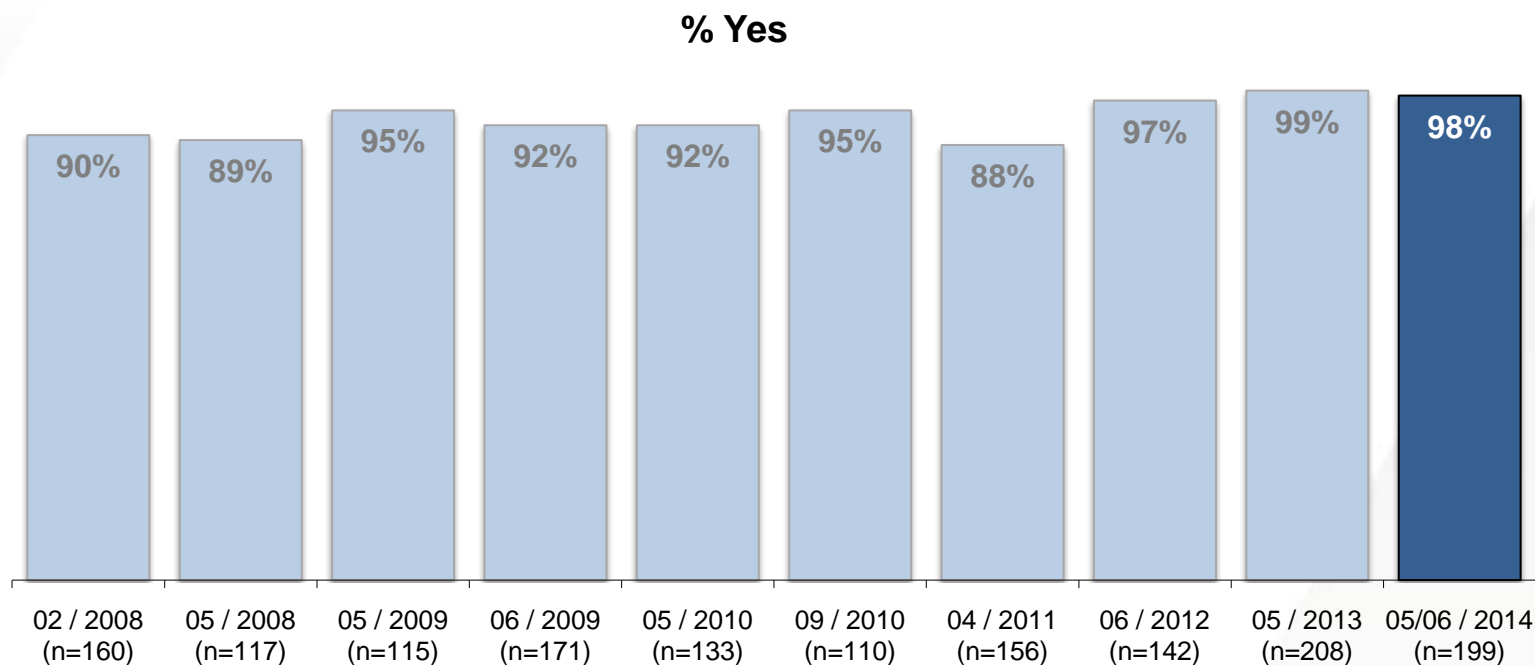


First call resolution related to police dispatches has slightly increased from 90% in 2013 to 94% this year.

Base: Respondents who contacted the Police

Q3. Did the 911 Emergency Communications Officer resolve your issue on your first call? This includes transferring you to the appropriate department for your emergency.

FIRST CALL RESOLUTION - MEDICAL

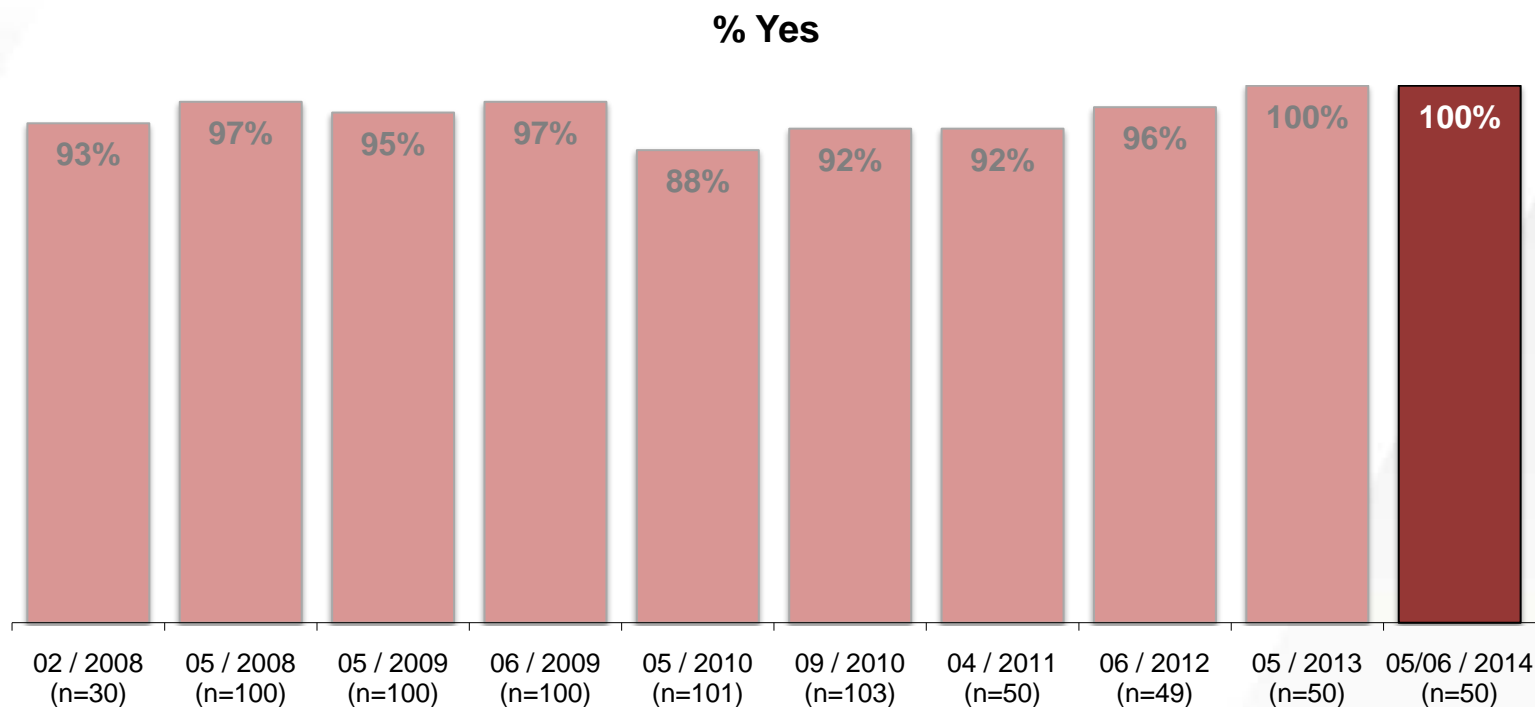


Nearly all (98%) issues related to medical dispatches were resolved on the first call, remaining constant since 2012.

Base: Respondents who contacted the EMS

Q3. Did the 911 Emergency Communications Officer resolve your issue on your first call? This includes transferring you to the appropriate department for your emergency.

FIRST CALL RESOLUTION – FIRE



All (100%) emergency calls requiring fire services were resolved on the first call, retaining perfect performance since last year.

Base: Respondents who contacted the Fire department

Q3. Did the 911 Emergency Communications Officer resolve your issue on your first call? This includes transferring you to the appropriate department for your emergency.

SELECTED VERBATIM REASONS FOR NOT RESOLVING ISSUES ON FIRST CALL

"The call got disconnected so there was a bit of confusion."

"They wanted us to make a statement in person."

"I had to call back. No one was sent out to help right away so I had to call again once they realized it was a little more serious."

"It was a technical problem and I never talked to anybody on my first call. I called with a City of Calgary work phone and it didn't work. Once I tried with my regular cell phone, the call went through and the problem was resolved."

"I didn't end up needing the emergency services. My friend seemed to be having a seizure and the seizure ended while I was still on the phone so I did not end up using the services. I said I would call back if further help was required."

"After the attack, this incident was in the news. The police showed the guy who attacked me pictured on the news and said if anyone knew this person to call 911... One day I was with a friend and we ended up seeing the guy again. We called 911 3 times. They said they were unable to dispatch police. I was very, very mad about that."

"I reported a drunk driver and I never got a call back... But I'm sure they got the driver."

Very few 911 callers did not have their issue resolved on their first call to a 911 Emergency Communications Officer (4%, n=15).

Reasons for the issue not being resolved on the first call involve:

- The call was disconnected;
- The issue was resolved on its own;
- There was no immediate response; and,
- A lack of follow up.

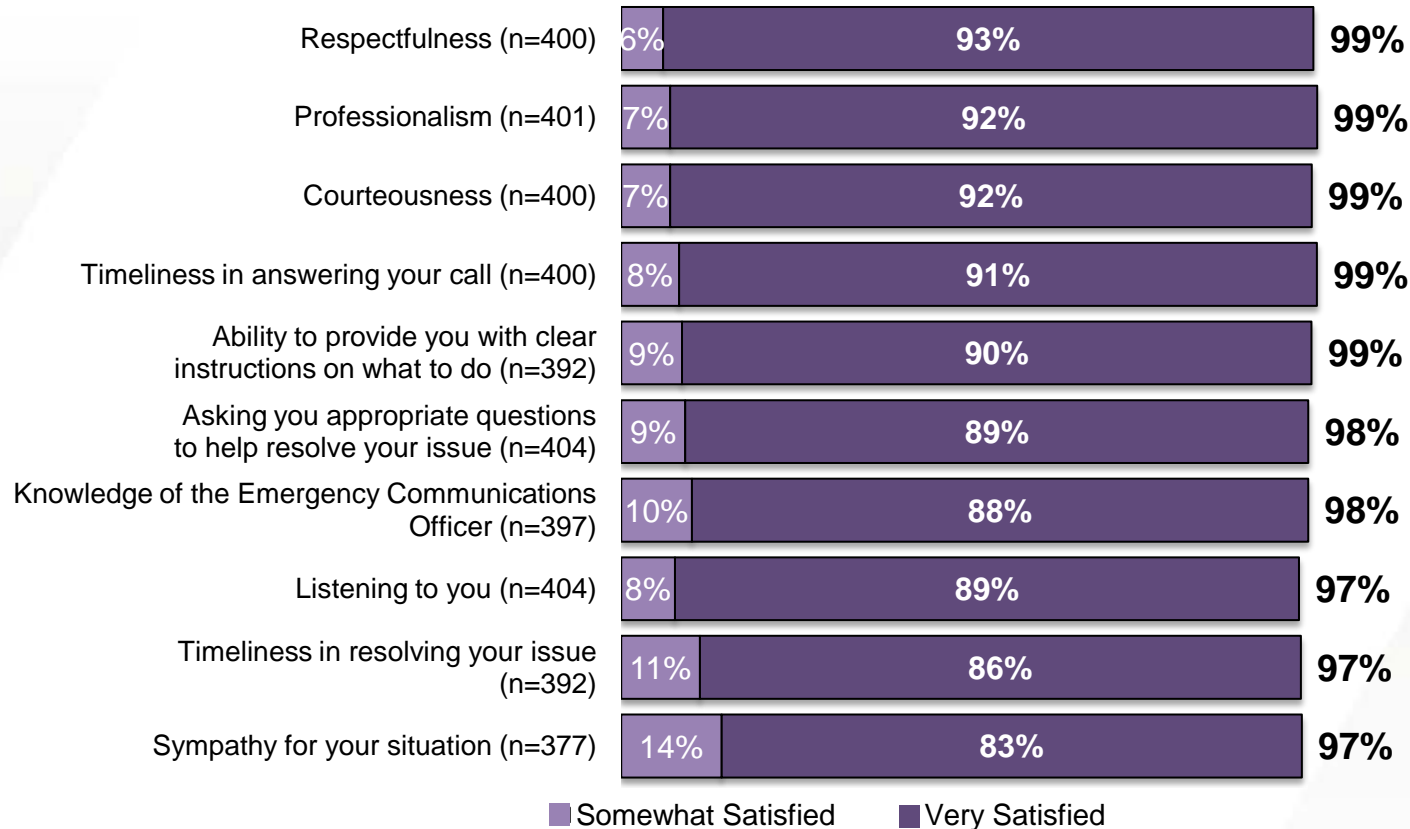
Base: Respondents whose issue was not resolved on their first call to a 911 Emergency Communication Officer
Q4. To the best of your recollection, why was the 911 Emergency Communications Officer you spoke with unable to resolve your issue during that first call?



Emergency Communications Officer Ratings

SATISFACTION WITH ECOs

Service Elements



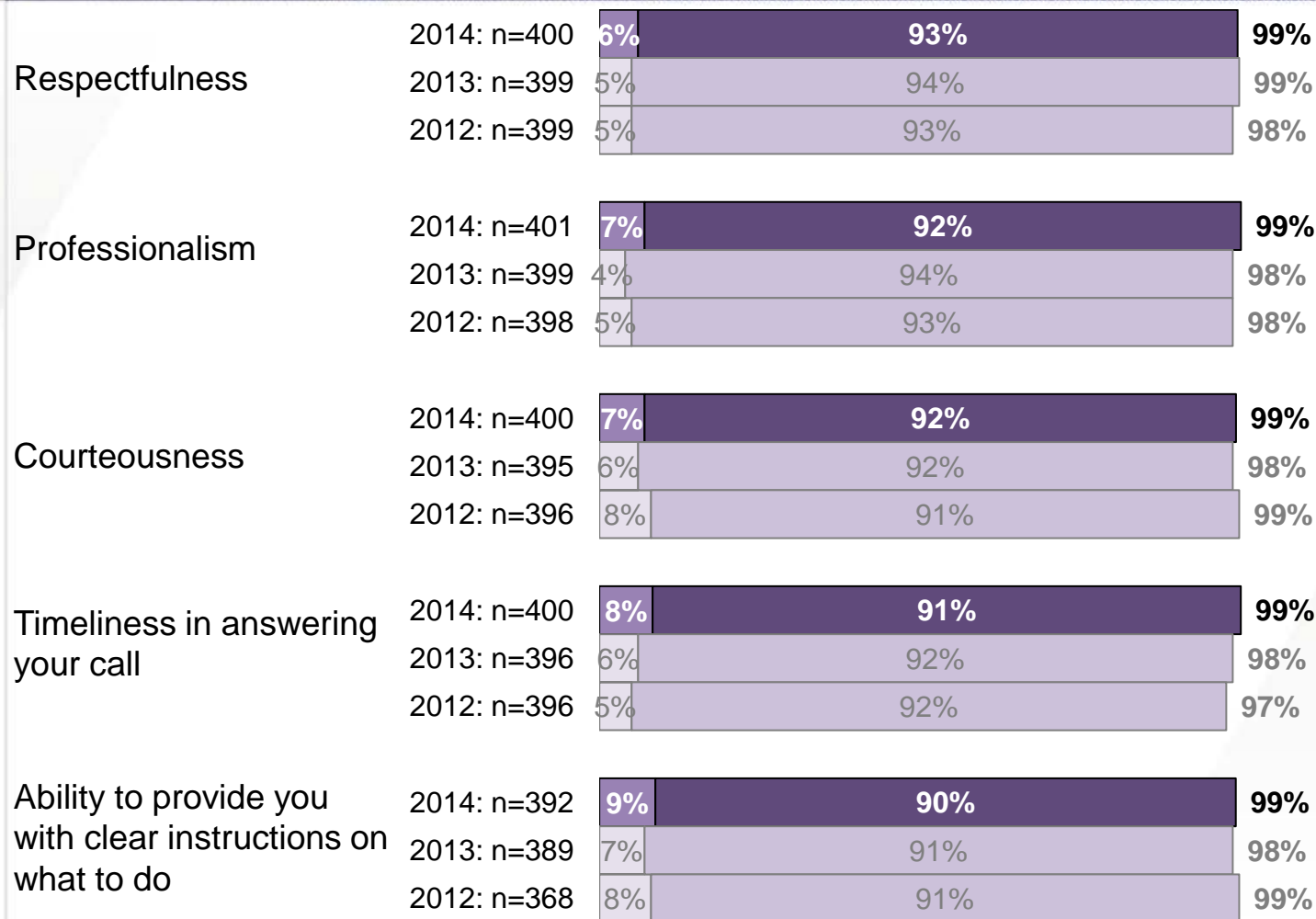
Callers' satisfaction with all elements of ECOs' services is extremely high ranging from 97% - 99%. The intensity of satisfaction is also strong across all service attributes, yet relatively lower (83%) for showing sympathy for callers' situations.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied

Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Service Elements – Tracking (1 of 2)



➤ Over the past three years, satisfaction with the elements of ECOs service provision has not wavered, maintaining very strong degrees of satisfaction in the areas assessed.

■ Somewhat Satisfied ■ Very Satisfied

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied

Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Service Elements – Tracking (2 of 2)

Asking you appropriate questions to help resolve your issue	2014: n=404	9%	89%	98%
	2013: n=392	7%	91%	98%
	2012: n=396	8%	89%	97%
Knowledge of the Emergency Communications Officer	2014: n=397	10%	88%	98%
	2013: n=392	9%	88%	97%
	2012: n=389	9%	88%	97%
Listening to you	2014: n=404	8%	89%	97%
	2013: n=396	6%	92%	98%
	2012: n=399	7%	91%	98%
Timeliness in resolving your issue	2014: n=392	11%	86%	97%
	2013: n=384	9%	88%	97%
	2012: n=382	9%	88%	97%
Sympathy for your situation	2014: n=377	14%	83%	97%
	2013: n=374	13%	84%	97%
	2012: n=353	13%	84%	97%

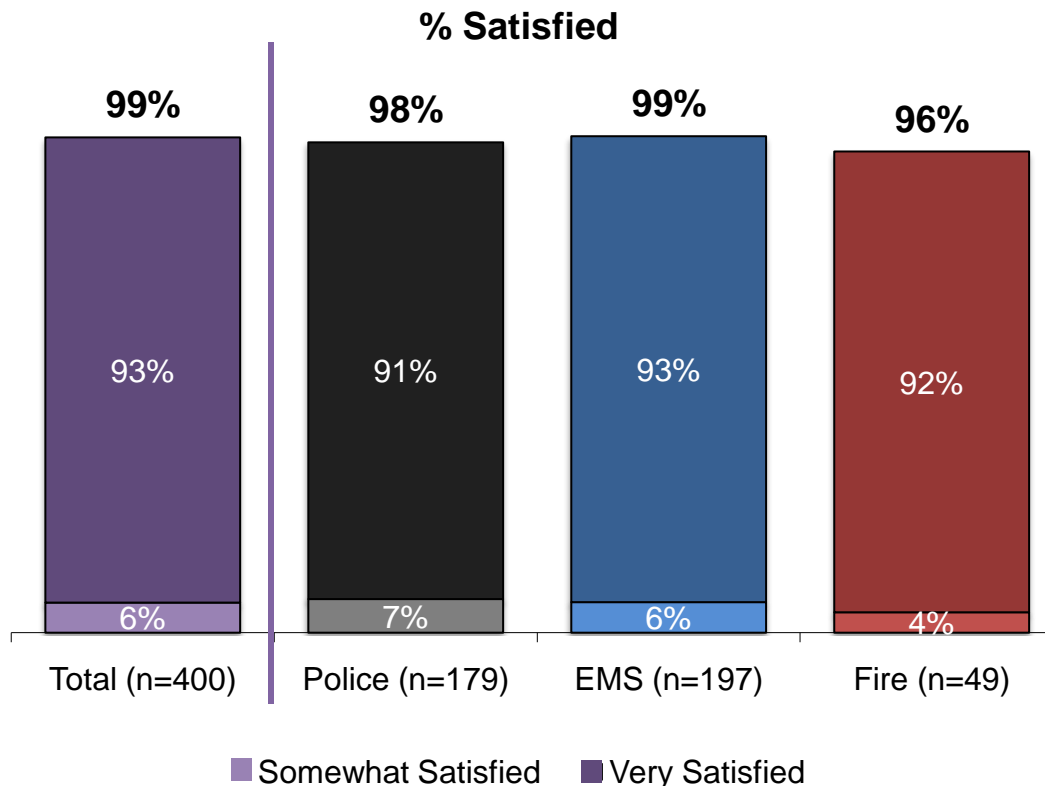
■ Somewhat Satisfied ■ Very Satisfied

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied

Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Respectfulness

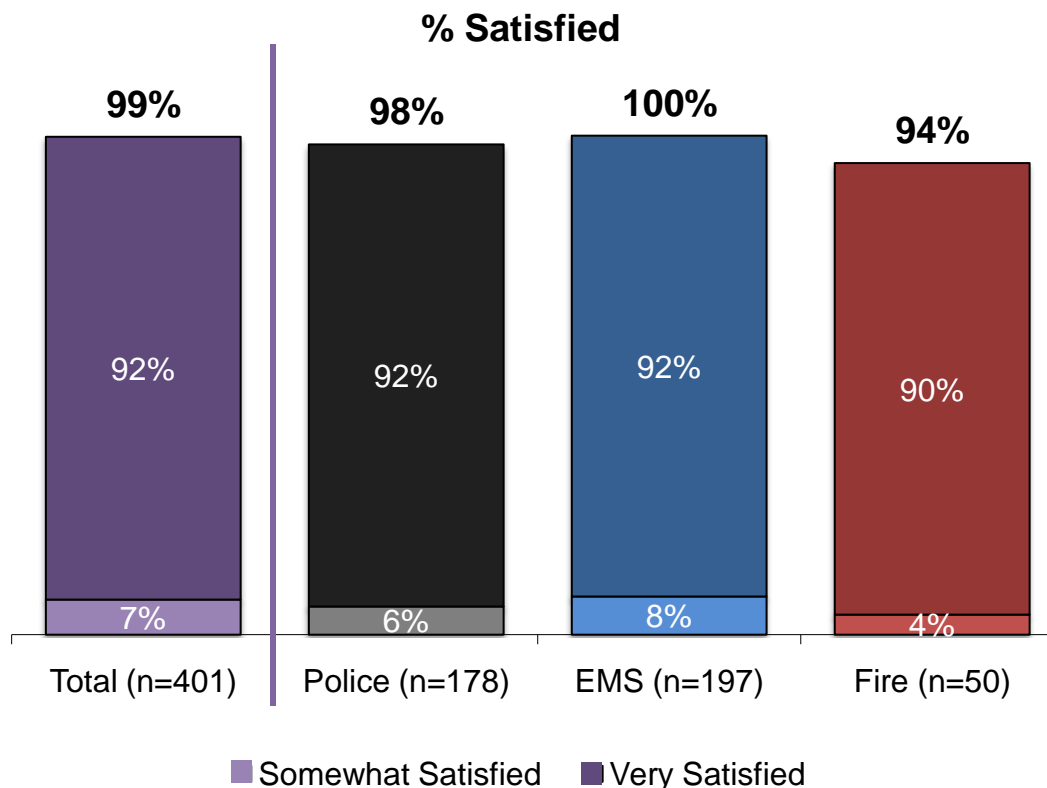


- Nearly all 911 callers are satisfied with the respectfulness of ECOs.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Professionalism

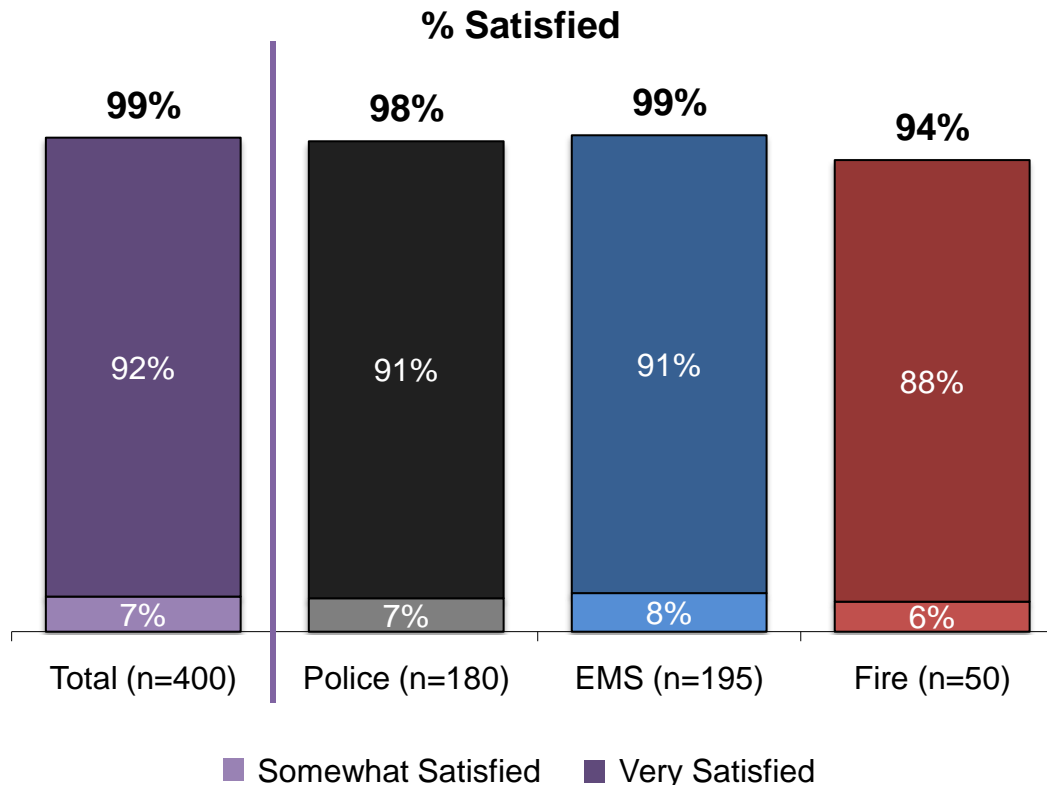


- While still very high, callers requiring fire services are slightly less satisfied with ECOs' professionalism than are callers who required police or medical assistance.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Courteousness

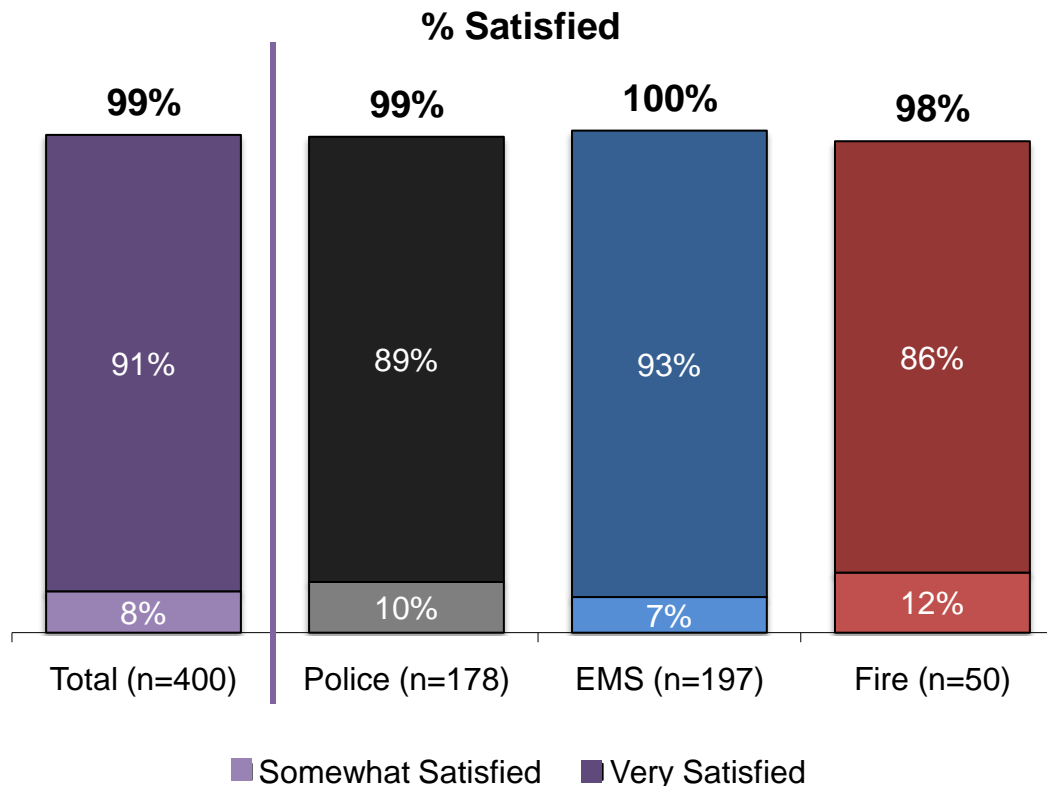


- Almost all 911 callers feel they are being treated in a courteous manner by ECOs.
- Those requiring fire services are slightly less likely to be satisfied than are those who required a police or medical dispatch.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Timeliness in Answering Your Call

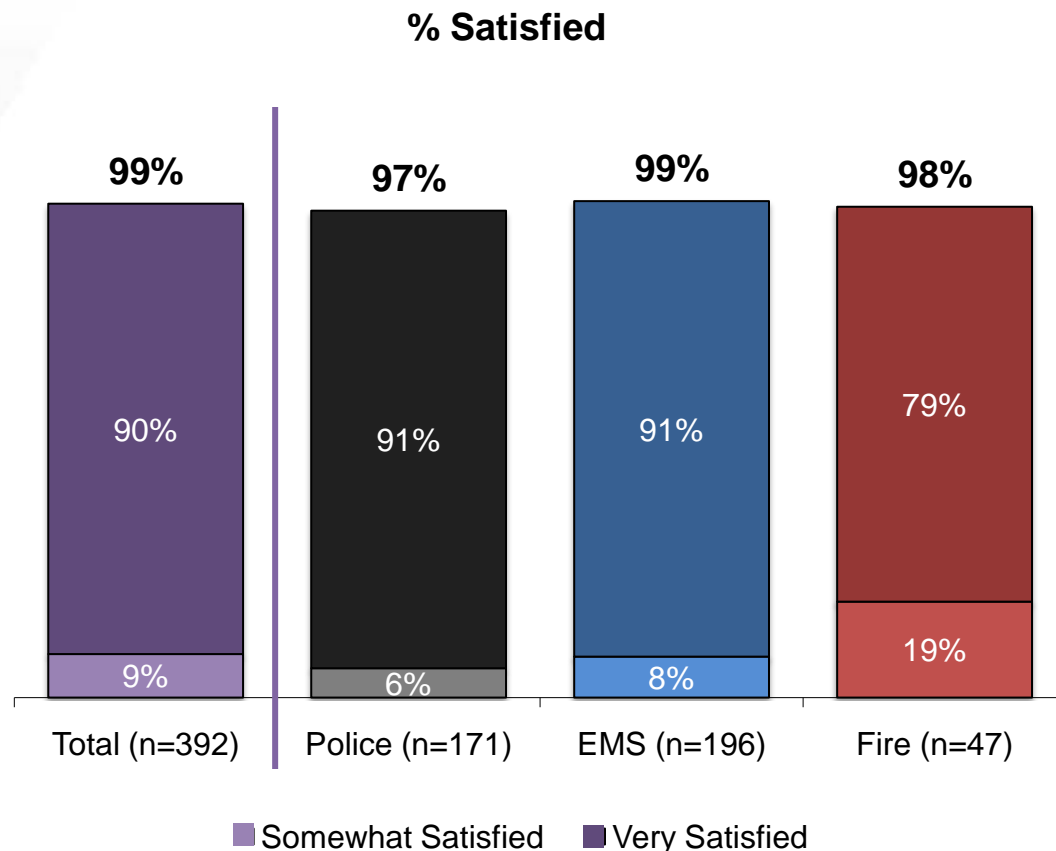


➤ Very strong satisfaction scores emerge for ECOs' timeliness in answering calls.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Ability to Provide Clear Instructions on What to Do

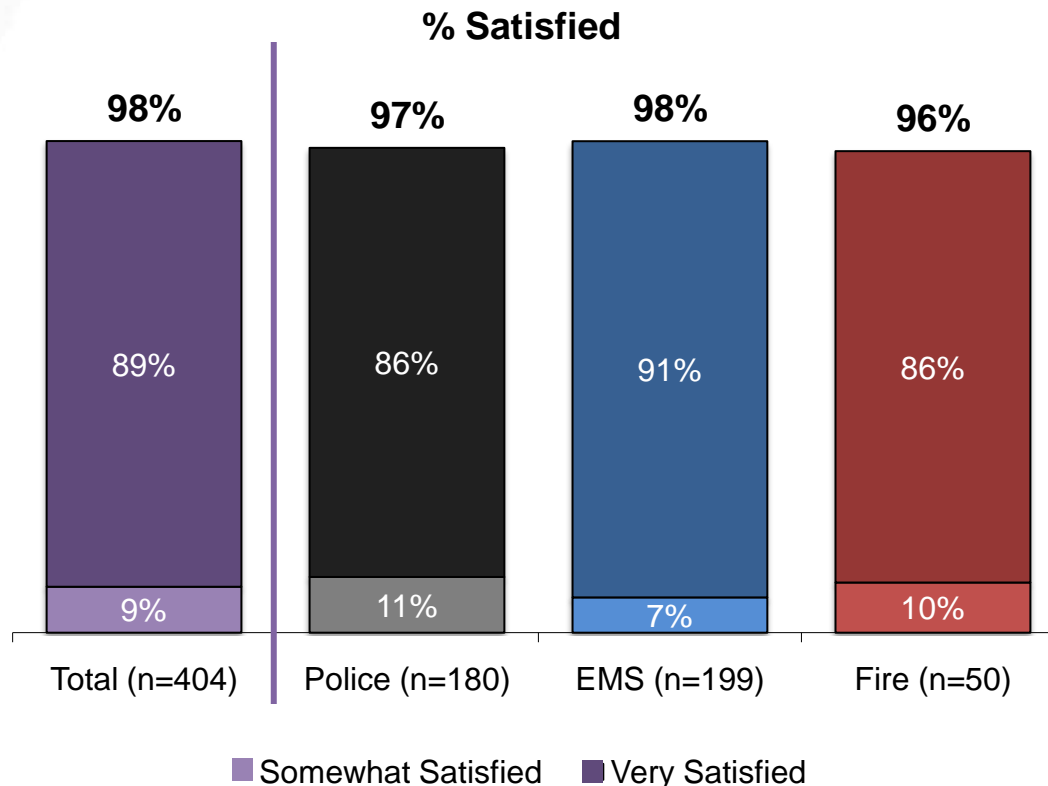


- Callers are highly satisfied with ECOs' ability to provide clear instructions.
- However, the intensity of satisfaction among callers who required fire services is somewhat lower vs. those who required police or medical assistance.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Asking Appropriate Questions to Help Resolve Your Issue



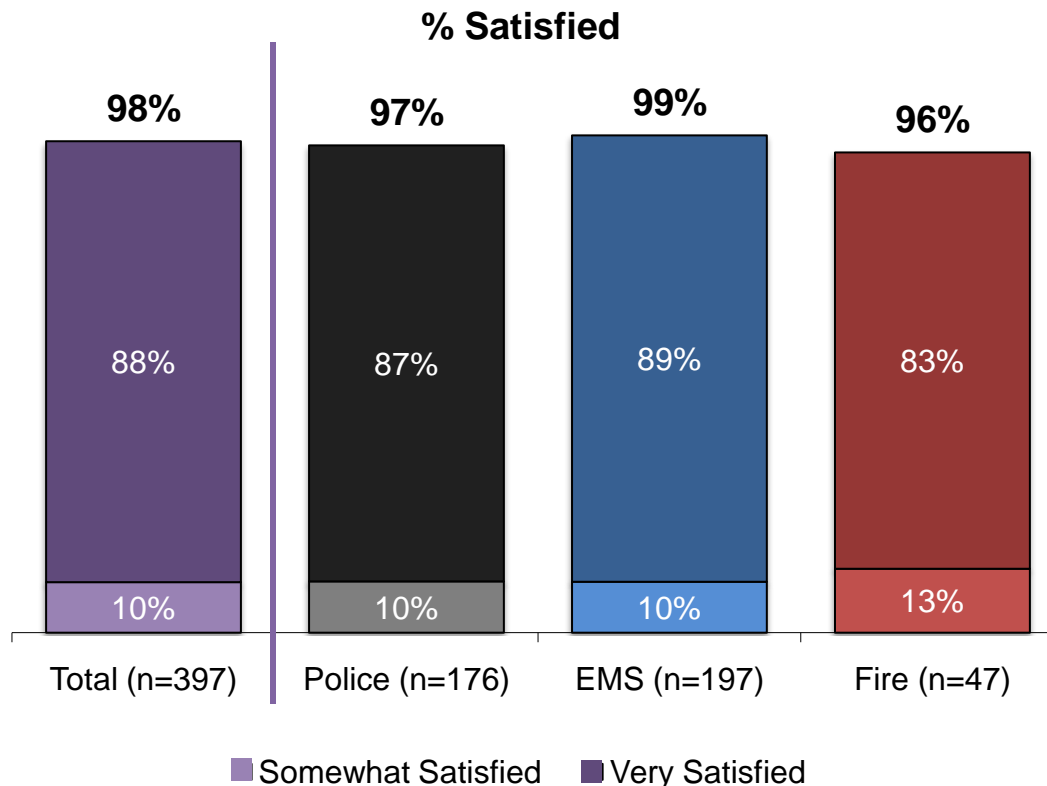
➤ 911 callers are very satisfied with ECOs' use of appropriate questions to help them resolve their issue.

Base: All respondents. The remaining % are dissatisfied

Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Knowledge of the ECO

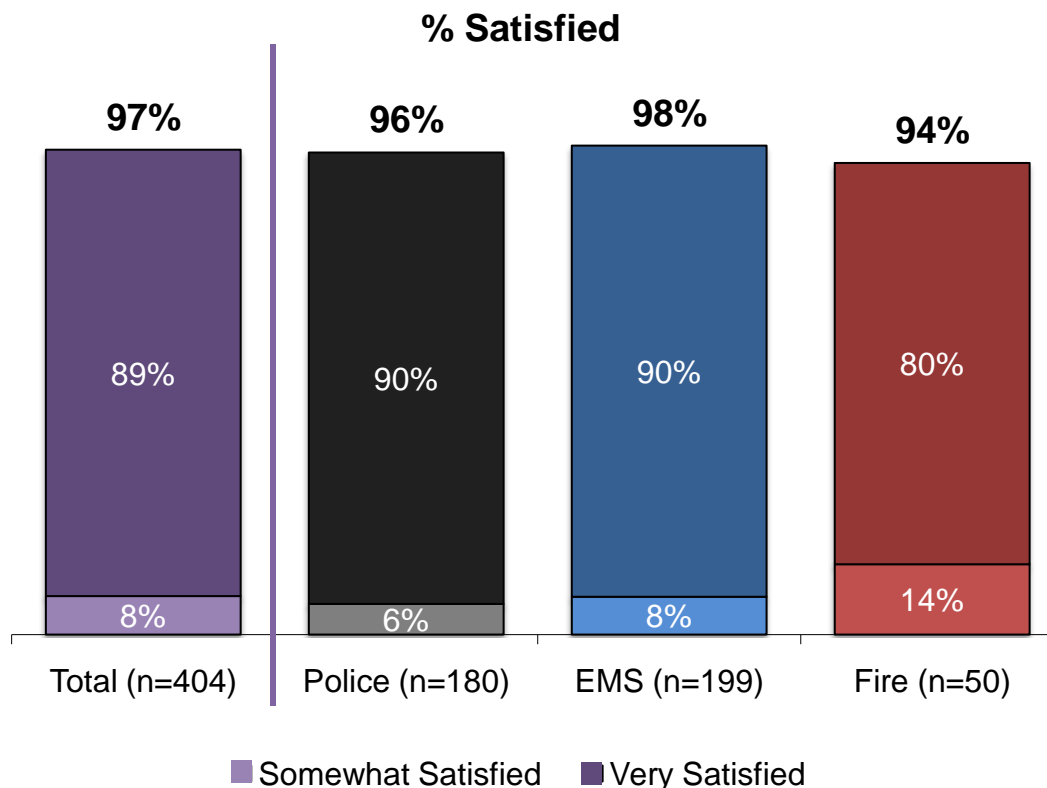


➤ Respondents' satisfaction is widespread for the knowledge exhibited by ECOs.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Listening to You



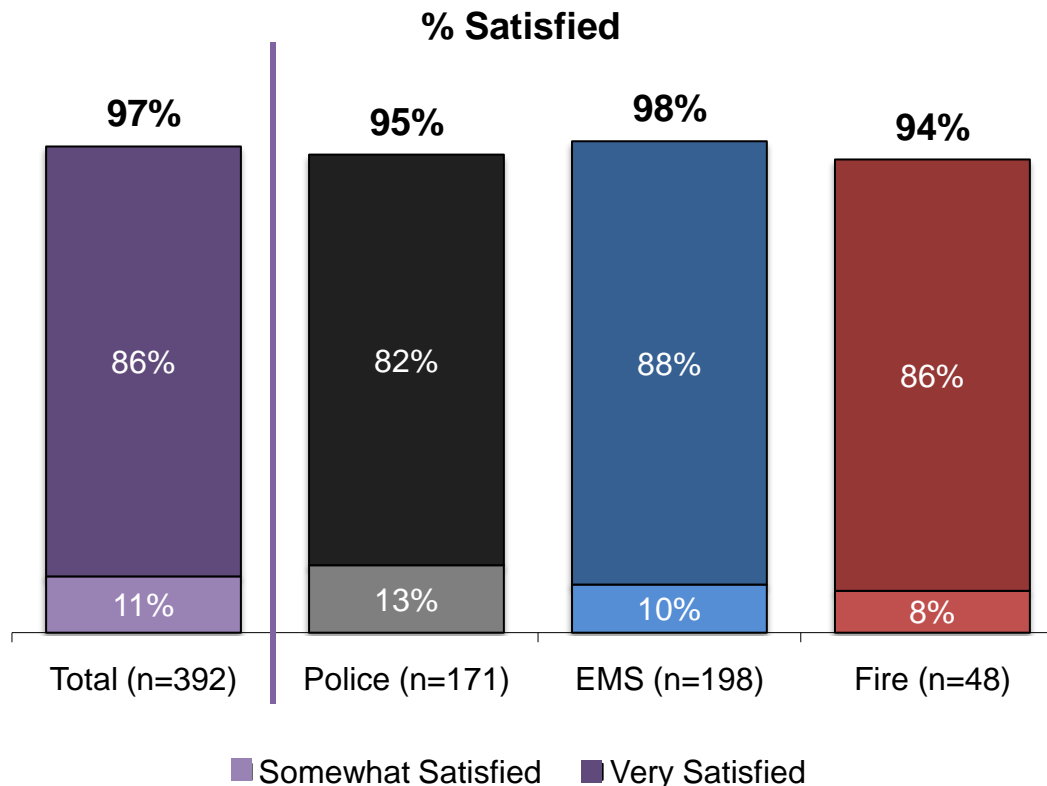
- Callers are very satisfied with ECOs' listening skills.
- The proportion of callers who are "very" satisfied is slightly lower among those who required fire services.

Base: All respondents. The remaining % are dissatisfied

Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Timeliness in Resolving Your Issue

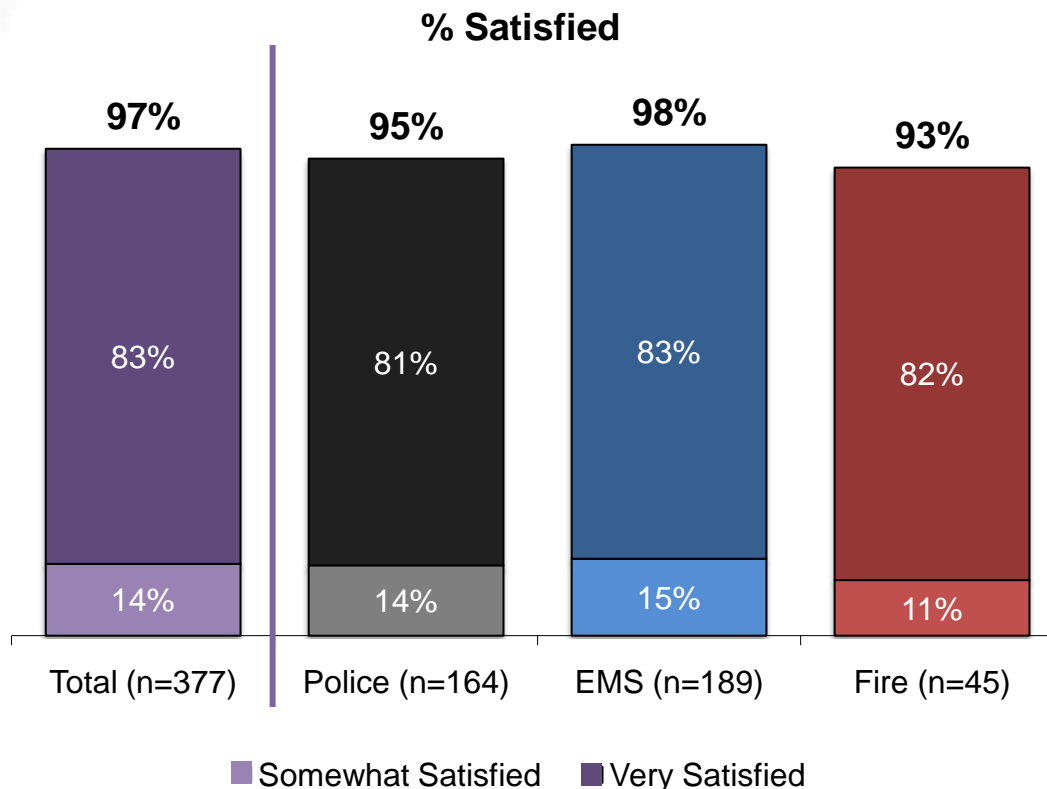


- 911 callers are very satisfied with ECOs resolving issues in a timely manner, regardless of the type of dispatch services they required.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

SATISFACTION WITH ECOs

Sympathy for Your Situation



- ECOs are clearly seen as being sympathetic to callers' situations.
- Of all ECO service elements evaluated, the proportion of those who are "very" satisfied is relatively lower for the sympathy shown for callers' situations.

Base: All respondents excluding "don't know" responses. The remaining % are dissatisfied
Q5. To what extent are you satisfied or dissatisfied with each of the following features of the 911 Emergency Communications Officer's service to you?

MOST IMPORTANT ATTRIBUTES OF ECOs

Major Themes

Most Important Attributes of Emergency Communications Officers - Multiple Responses Allowed -	n=404
Calm / patience	21%
Attentiveness / capacity to listen / active listening	17%
Clear / capacity to communicate in a clear manner	17%
Capacity to assess the situation / redirect call if needed	15%
Knowledgeable	15%
Timeliness in reacting / resolving issues	12%
Compassion / empathy / understanding	12%
Ability to provide clear instructions on what to do	12%
Asking appropriate questions to help resolve issue	10%
Courteousness / politeness	8%
Willingness to help	8%
Capacity to resolve the issue / efficiency	6%
Professionalism	6%
Respectfulness	5%
Reassuring	4%
Timeliness in answering	3%
Direct / to the point	3%
Other	2%
I don't know	5%

- Callers expect ECOs to remain calm and patient, to be attentive listeners, and to be able to communicate clearly.
- Callers also feel that it is important that ECOs have the ability to assess the situation and that ECOs be knowledgeable in their role.
- Timeliness, compassion and the ability to provide clear instructions are also seen as important traits of 911 ECOs.

Base: All respondents

Q6. In your opinion, what are the most important attributes of an emergency communications officer?

MOST IMPORTANT ATTRIBUTES OF ECOs

Selected Verbatim Comments

"That they listen and try and help the person relax even though the situation can be intense at times."

"Courteousness, efficiency in getting appropriate information, and a willingness to get all of the information."

"They need to be able to listen effectively to determine what the needs are for the situation."



"They should be courteous and respectful and tell us to stay calm. They should not waste any time."

"Timeliness and knowledge of how to handle specific situations."

"Someone who is knowledgeable, respectful, calm and patient during a situation."

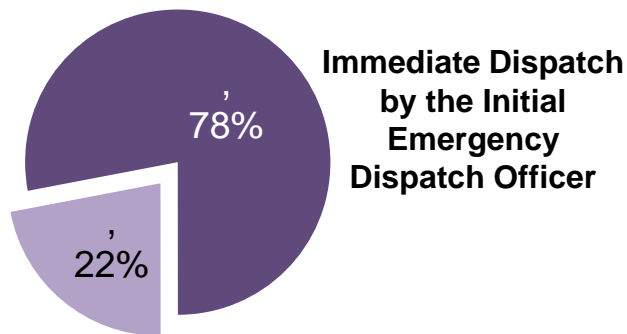
"Patience and a willingness to explain something again if the caller does not understand what is being asked. Respectfulness of the type of client that needed the assistance."



Call Centre Structure

CALL CENTRE STRUCTURE PREFERENCE

Which of these two options do you feel would be most effective?

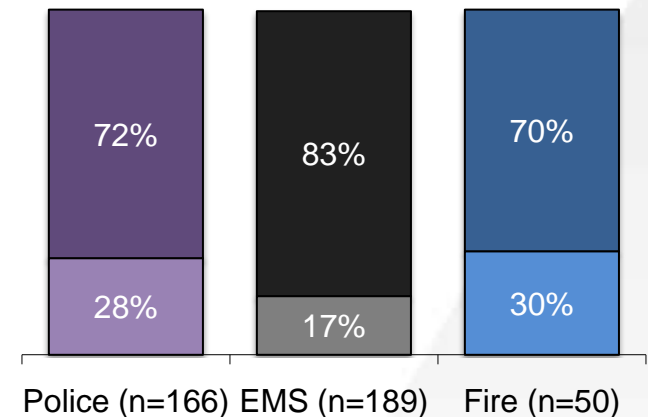


Transfer to the Appropriate Dispatcher to Arrange Correct Dispatch Service

Immediate

Transfer

- By Dispatch Service -



A sizeable majority (78%) of respondents would prefer that 911 call centres' ECOs be able to immediately dispatch services, particularly among callers who required medical services. In comparison, 22% of respondents would prefer that 911 call centres transfer the call to the appropriate dispatcher to arrange the required services.

Base: All respondents excluding "don't know" responses, (n=380)

Q7. Some/Other 911 call centres take initial 9-1-1 calls, listen to the callers, and then transfer the caller to the appropriate emergency services dispatcher needed, such as Police, Fire or Emergency Medical Services, to have the required services dispatched. This can result in the caller needing to tell his/her story more than once. Other/Some 911 call centres take the initial calls and emergency communications officer who answers the call dispatches the required emergency services needed.

Which of these two options do you feel would be the most effective?

You call 9-1-1 and the Emergency Communications Officer who initially answers your call can dispatch whatever emergency response is required. / You call 9-1-1 and the Emergency Communications Officer who initially answers your call determines what sort of help you need and then transfers your call to the appropriate dispatcher in order to arrange the emergency services required.?

IMMEDIATE DISPATCH BY ECO

Reasons for Preferring Immediate Dispatch - Multiple Responses Allowed -	n=295
Saves time / Faster	63%
Not having the need to repeat myself	28%
More efficient / Works better this way	9%
More accurate / Better qualified dispatchers	7%
The caller will know what services they require	4%
Better / easier to deal with just one person	4%
The caller may not know what services they require	1%
Other	2%
Don't know / Refused	2%

- Callers see the one-call resolution model as offering a more timely service in which they do not have to repeat themselves to more than one ECO.
- Overall, the one-call resolution model is perceived as more efficient.

Base: Respondents who would prefer immediate dispatch

Q8. And why do you say that you would prefer to see 911 call centre dispatch whatever emergency response is required?

REASONS FOR PREFERRING IMMEDIATE DISPATCH

Selected Verbatim Comments

"It saves time. If it is a real emergency, you don't want to waste time telling your story a second time."

"It saves time and is better for the caller in case they pass out."

"It would be a waste of time to have to repeat the story more than once. When I call 911, I know what service I need and am calling for."



"The 911 communications operators being well trained should have the skill to determine which emergency service the caller requires."

"If there was a serious emergency, the transfer would take too long. Some people might not be able to tell a second person what happened. A trained dispatcher should be able to decide what should be sent. It shouldn't be up to the caller."

"Less opportunity of being disconnected or being put on hold."

"It would be easier rather than telling everyone that comes along. It would be easier to tell one person."

Base: Respondents who would prefer immediate dispatch

Q8. And why do you say that you would prefer to see 911 call centre dispatch whatever emergency response is required?

TRANSFERRING TO APPROPRIATE DISPATCHER

Reasons for Preferring Transferring to the Appropriate Dispatcher to Arrange Correct Dispatch Service - Multiple Responses Allowed -	n=85
More accurate / Better qualified dispatchers	52%
Saves time / Faster	15%
More efficient / Works better this way	13%
The caller may not know what services they require	9%
Not having the need to repeat myself	2%
The caller will know what services they require	1%
Better / easier to deal with just one person	1%
Other	5%
Don't know / Refused	5%

- Among those who prefer the call-transfer model, most feel that it would provide for more accurate information being passed onto the relevant emergency service.
- Others believe that the transfer model would be faster or more efficient.

Base: Respondents who would prefer being transferred to the appropriate dispatcher
Q8. And why do you say that you would prefer to see 911 call centre determine what sort of help you need and then transfer your call to the appropriate dispatcher in order to arrange the emergency services required?

REASONS FOR PREFERRING A TRANSFER STRUCTURE

Selected Verbatim Comments

"Because I don't have to waste my time to explaining my situation to the operator."

"When people are transferred to another department, they will be more knowledgeable about the issue."

"They could determine what the problem is more accurately."



"It is faster and there is less time wasted on the phone."

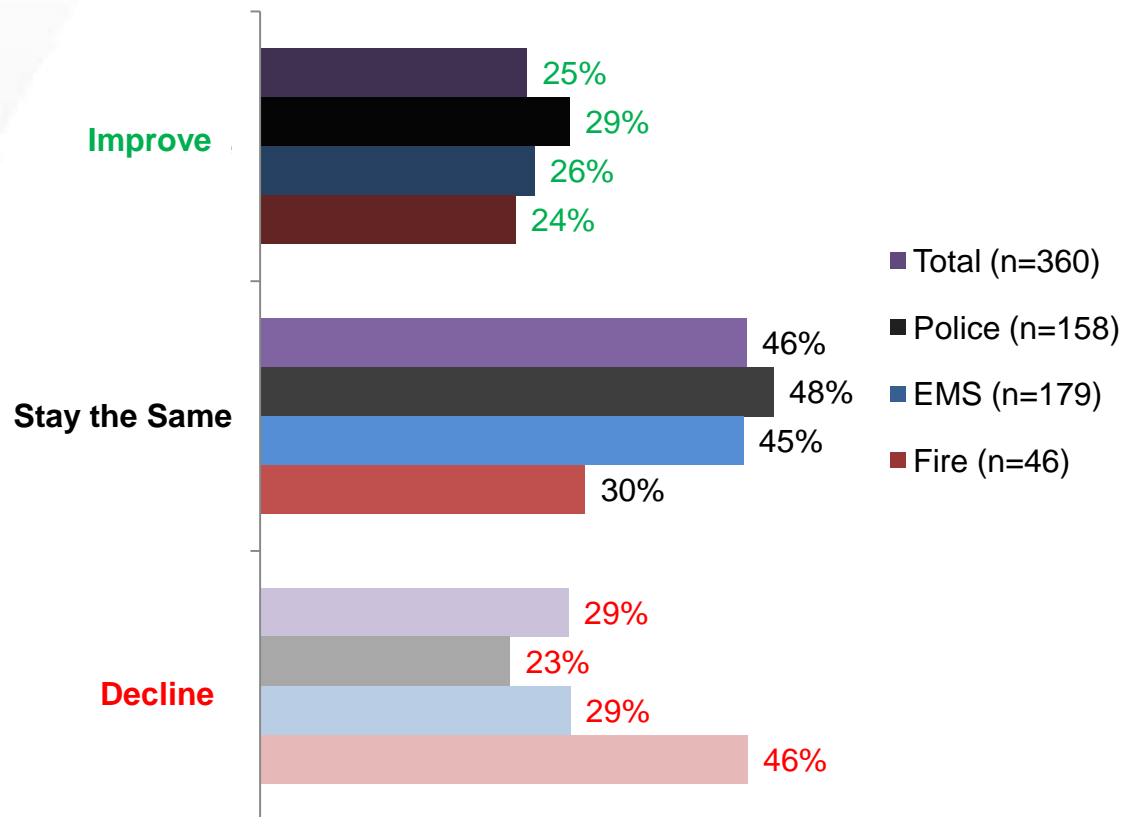
"The dispatcher needs to be aware of the problem as the person calling may not be able to determine the necessary emergency group and the ECO is best able to understand what emergency services are best available. I think they need to be able to ask a fewer number of questions in order to dispatch the number of appropriate service. 911 has become a catch all."

"Because sometimes the call centre can't determine what you exactly need."

"In a panic situation, you may not know what you need."

Base: Respondents who would prefer being transferred to the appropriate dispatcher Q8. And why do you say that you would prefer to see 911 call centre determine what sort of help you need and then transfer your call to the appropriate dispatcher in order to arrange the emergency services required?

ANTICIPATED CHANGE IN SERVICE IF CALLS ARE TRANSFERRED FIRST



- The plurality of respondents believes that customer service would stay the same if 911 calls were transferred to each department to arrange dispatch services.
- As a NET total, respondents feel that the quality of the service would slightly decline if the system moved to a call-transfer model ~ particularly, among those who required fire services.

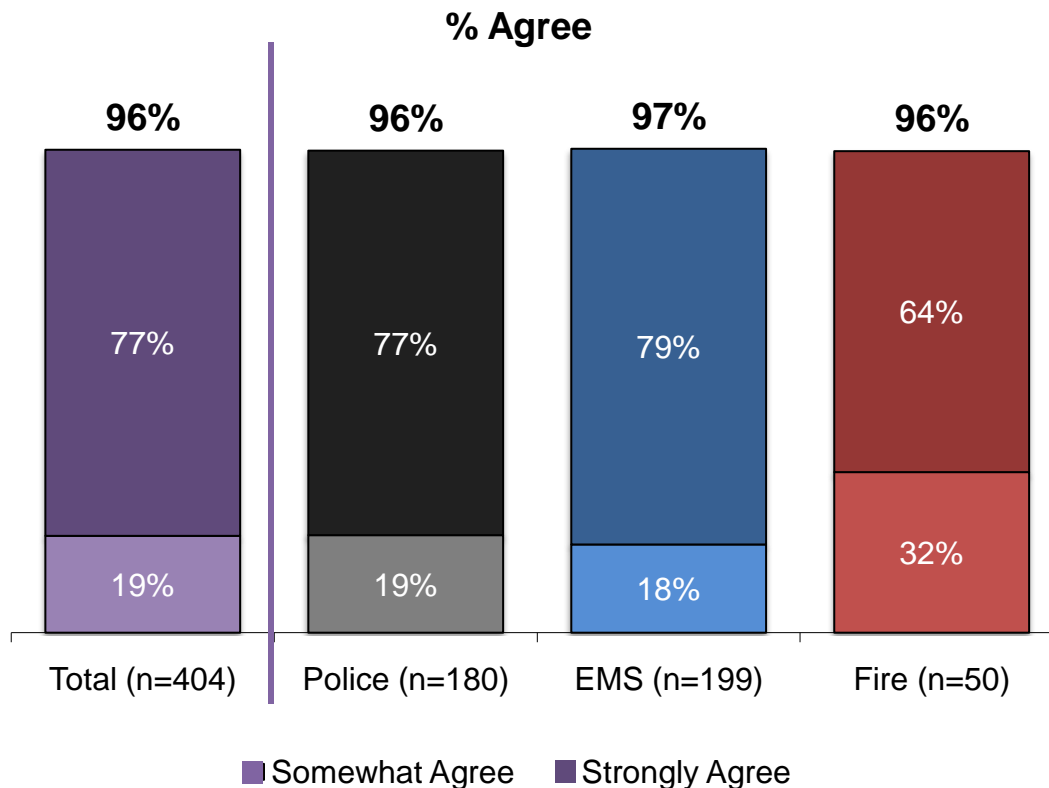
Base: All respondents, excluding "don't know" responses

Q9. Currently, The City of Calgary's 911 call centre dispatches emergency services for Fire, Police and Emergency Medical Services. If any of these emergency service providers decided to have calls transferred to their department so that they could dispatch services themselves, would you expect 911 customer service to: (New in 2014)



Information Sharing

SHARING THE LOCATION OF CELL PHONE CALLS



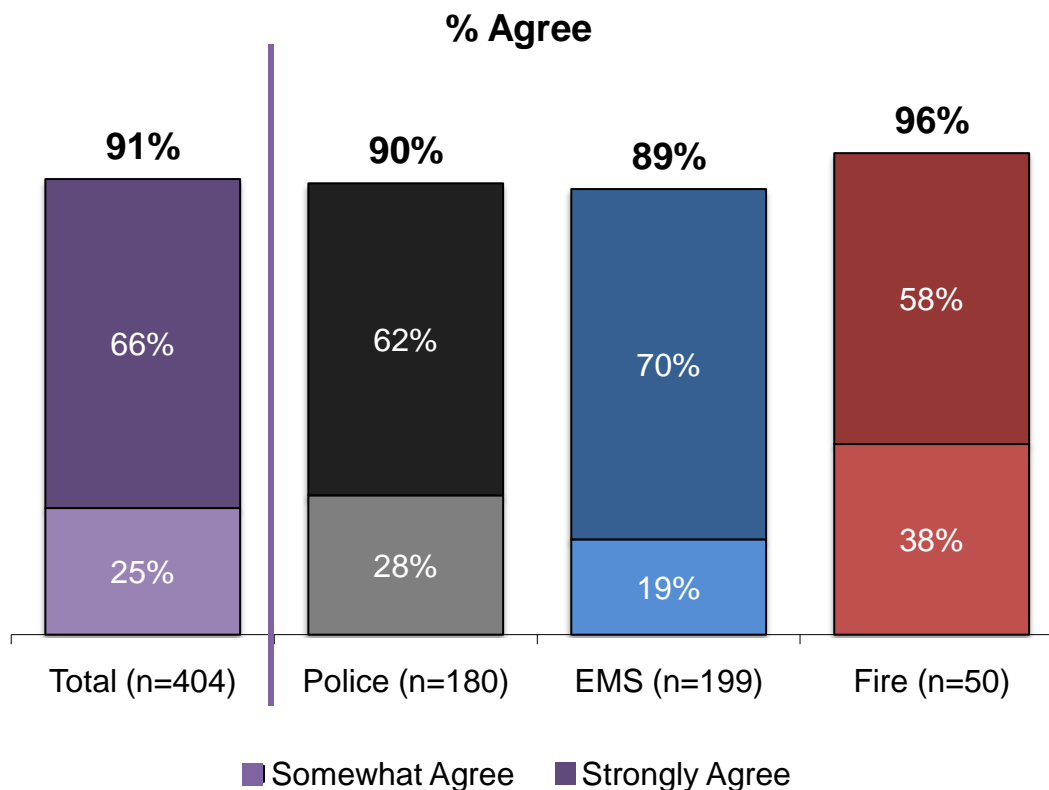
- There is strong support that wireless providers should automatically share the location from which 911 calls originate.
- The intensity of support is somewhat lower among those who required fire services.

Base: All respondents

*Note: Small base: only 15 respondents did not have their issue resolved during the first call

Q10A: To what extent do you agree or disagree that when an emergency call is placed to 911 from a cellular telephone, that 911 Emergency Communications Officers should: Automatically receive information from the wireless service provider about the physical location from which the call originated. (New in 2014)

SHARING CONTACT INFORMATION OF CELL PHONE CALLS



- Respondents express solid support for wireless providers to automatically share the contact information for 911 calls made from cell phones.

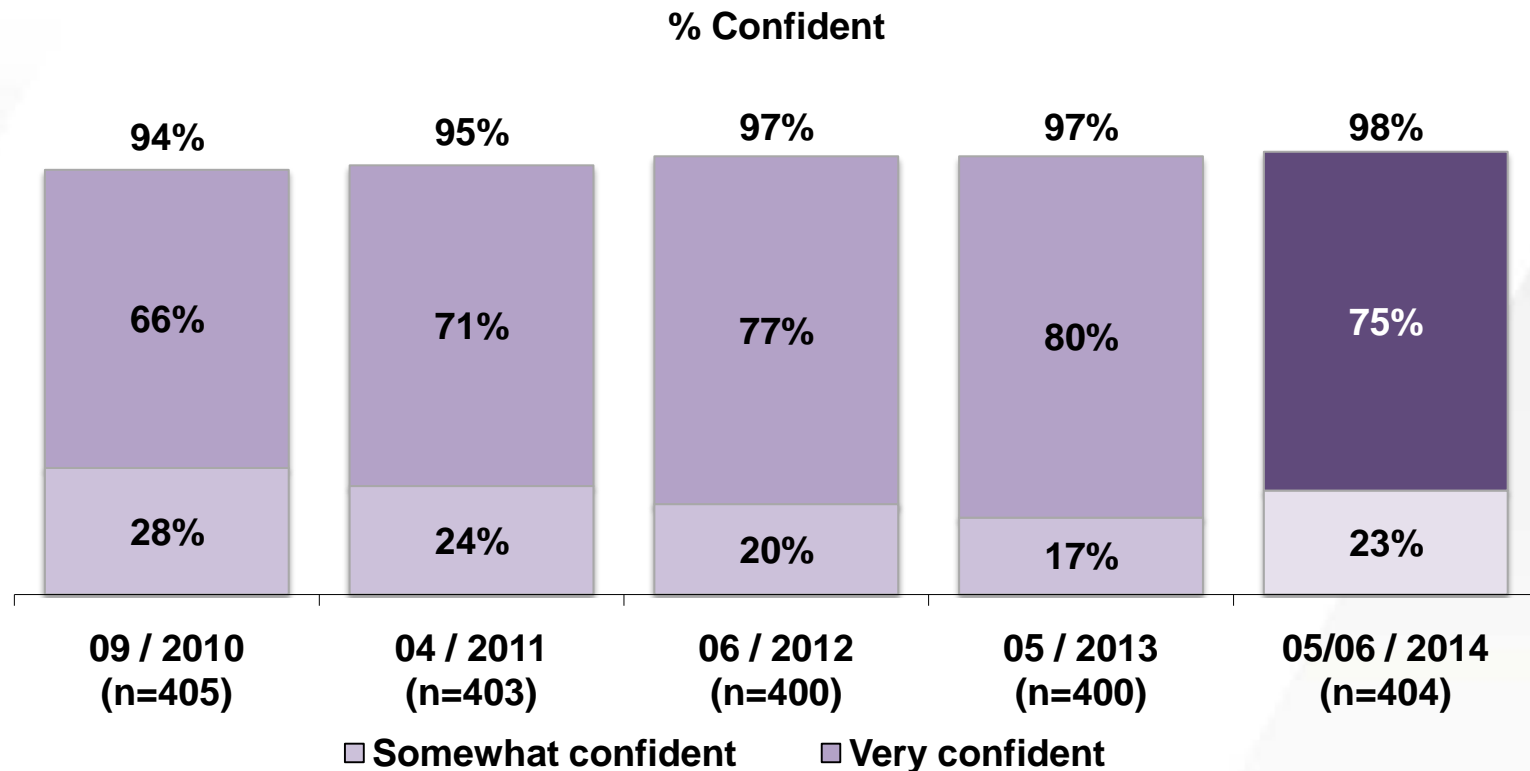
Base: All respondents

Q10B: To what extent do you agree or disagree that when an emergency call is placed to 911 from a cellular telephone, that 911 Emergency Communications Officers should: Automatically receive contact information for the caller, such as their name and address. (New in 2014)



Confidence in 911 Services & Suggested Improvements

CONFIDENCE IN 911 SERVICES



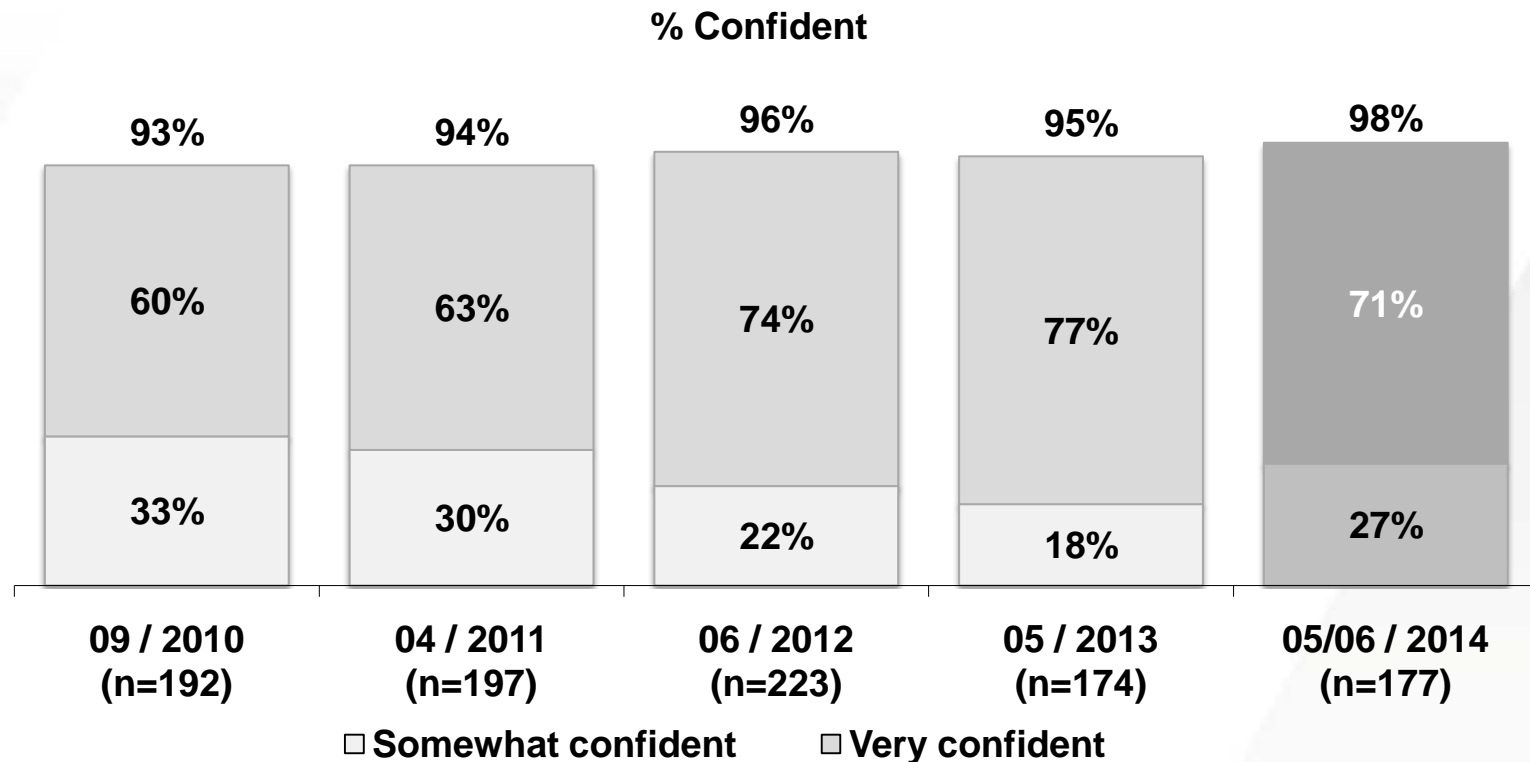
Caller confidence is extremely high with respect to Public Safety Communications' being able to deliver the services needed to make Calgary a safe place to live. However, the proportion who are "very" confident has slightly declined since last year.

Base: 2010, 2011, All respondents

*Base: 2012 - 2014, All respondents excluding "don't know" responses. The remaining % are dissatisfied

Q11. How confident are you that Calgary's 911 Emergency Centre can deliver the services needed to make sure Calgary is a safe place to live? (previously Q7)

CONFIDENCE IN 911 SERVICES: POLICE



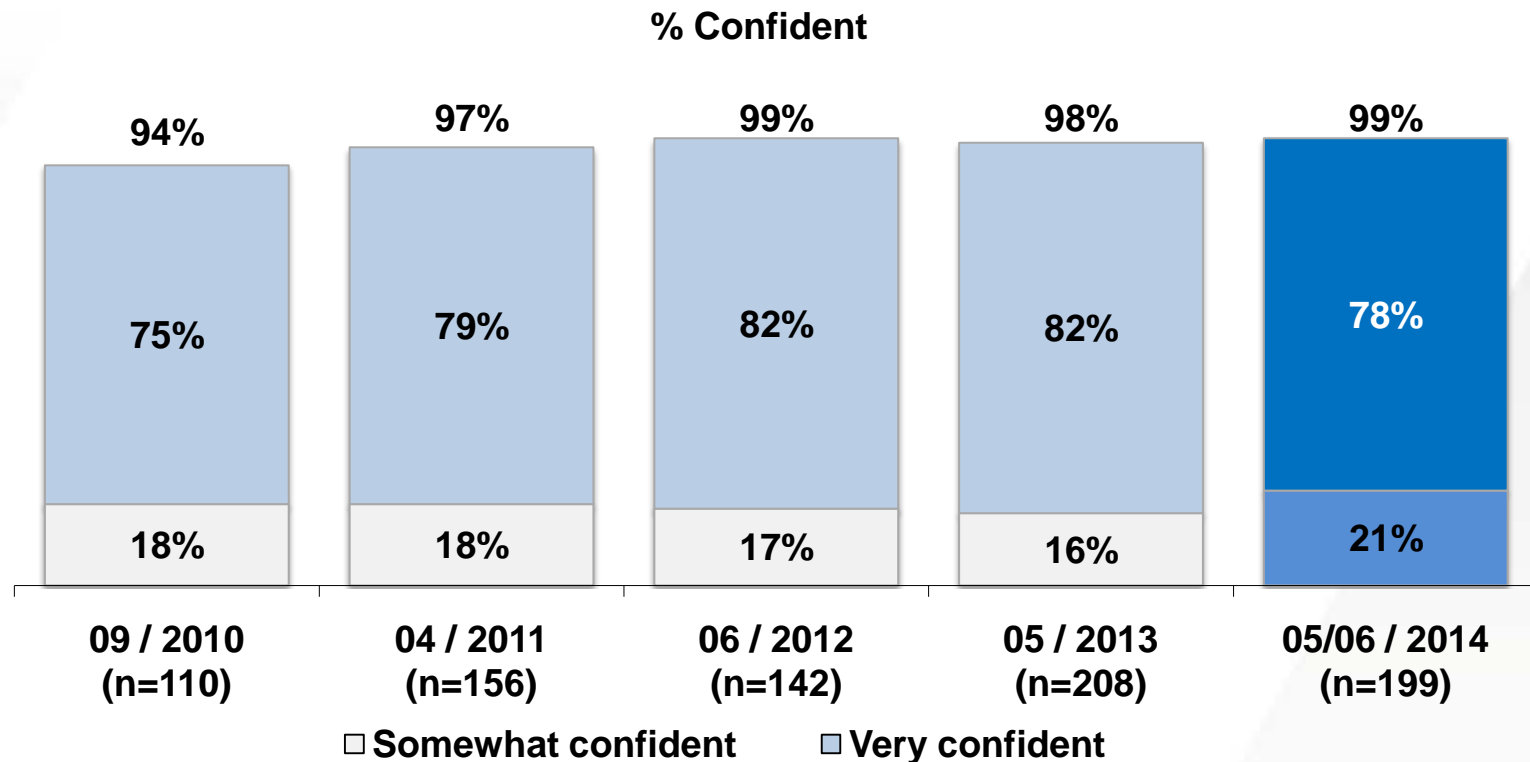
Overall caller confidence in PSC delivering services needed to make Calgary a safe place to live is high among those who required police dispatch. However, the intensity of confidence shown is lower among this subset of respondents versus respondents who required medical or fire services.

Base: 2010, 2011, All respondents

*Base: 2012 - 2014, All respondents excluding "don't know" responses. The remaining % are dissatisfied

Q11. How confident are you that Calgary's 911 Emergency Centre can deliver the services needed to make sure Calgary is a safe place to live? (previously Q7)

CONFIDENCE IN 911 SERVICES: MEDICAL



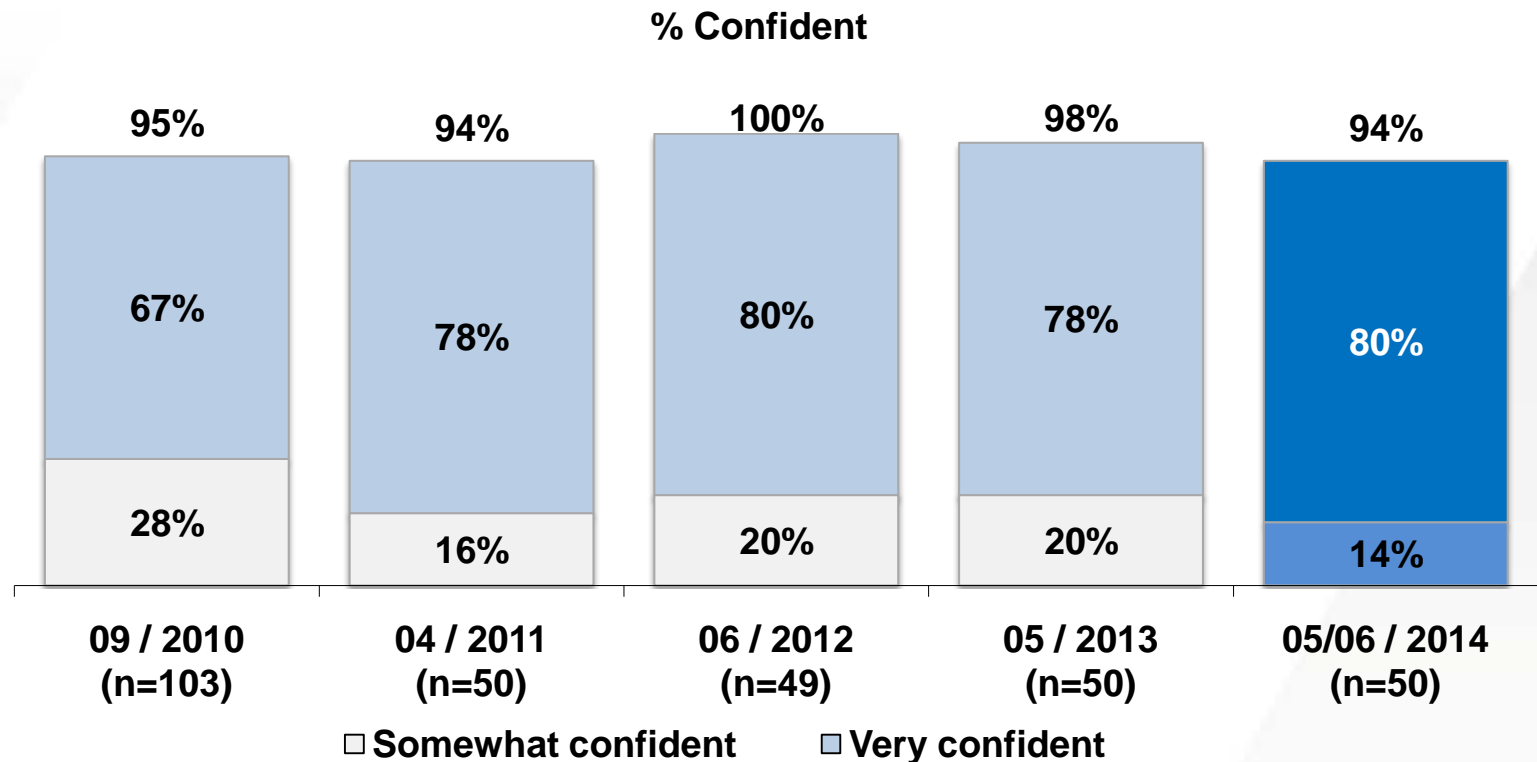
Those who required medical services express widespread confidence in PSC delivering services needed to make Calgary a safe place to live, showing consistency over the past several years.

Base: 2010, 2011, All respondents

*Base: 2012 - 2014, All respondents excluding "don't know" responses. The remaining % are dissatisfied

Q11. How confident are you that Calgary's 911 Emergency Centre can deliver the services needed to make sure Calgary is a safe place to live? (previously Q7)

CONFIDENCE IN 911 SERVICES: FIRE



Confidence in 911 services is robust among those who required fire services, yet has slightly declined since 2012.

Base: 2010, 2011, All respondents

*Base: 2012 - 2014, All respondents excluding "don't know" responses. The remaining % are dissatisfied

Q11. How confident are you that Calgary's 911 Emergency Centre can deliver the services needed to make sure Calgary is a safe place to live? (previously Q7)

SUGGESTED IMPROVEMENTS TO 911 SERVICES

Suggested Improvements - Multiple Responses Allowed -	n=404
Faster response / Quicker service	6%
Ability for dispatchers to see the location	4%
Better trained staff	2%
Ask more relevant questions	2%
Better menu / Better organized menu options	1%
Answer the phone	1%
Better options / Wider variety of options	1%
More staff	1%
Be more polite/courteous/friendly	1%
Provide follow-ups / Provide timely follow-up	1%
Other	4%
I don't know / Refusal	7%
Nothing / Everything was fine	73%

- Most respondents do not have any additional suggestions for improvement for 911 services.
- Suggestions for improvement focus on timeliness, the ability of dispatchers to know the location of the situation, and better training for ECOs, including the types of questions that they ask callers.

Base: All Respondents

Q12. What, if anything, could the Calgary 911 Emergency Centre do to improve your overall satisfaction with the service that you received?

SUGGESTED IMPROVEMENTS

Verbatim Examples

"Faster response time. Better phone connection."

"With cell phone numbers they should be able to see where the call came from."

"They need a quick response on every emergency, not wasting half an hour or more. Every emergency is important."

"They already seem really good. No improvements needed. I was very satisfied with the call."

"I would like them not to ask me all my personal information right away. I was more worried about the person who was injured at that moment. They should ask personal information about the caller at the end of the call. They should focus on the injured person first."

"Improvements on transferring calls and getting help on time."

"Remain consistent, since they are doing fine as far as I am concerned."

"There's nothing more that they can do to improve. It all depends on the situation."

"Just internal education and training."





Profile of Respondents

DEMOGRAPHICS

Calgarians surveyed who have recently interacted with a 911 Emergency Communication Officer	n=404
AGE	
18-30 years	26%
31-50 years	42%
51-69 years	22%
70 years or older	10%
REGION	
NW	17%
NE	17%
SE	28%
SW	30%
Other (Outside City limits)	5%
Prefer not to answer	3%
GENDER	
Male	47%
Female	53%

Base: All Respondents

Q13. Which one of the following age groups best applies to you personally?

Q14. Could you please tell me the first 3 digits of your postal code?

Q15. Record gender (do not ask)

TRACKING 911 RESEARCH RESULTS

Historical Methodological Profile

SURVEYING DATES	TOTAL INTERVIEWS		CPS		EMS		CFD	
	n=	m/e	n=	m/e	n=	m/e	n=	m/e
2014: May 28-June 7	404	4.9%	180	7.3%	199	7.0%	50	13.9%
2013: May 22-26	400	4.9%	177	7.4%	208	6.8%	50	13.9%
2012: June 14-23	400	4.9%	231	6.4%	142	8.2%	49	13.9%
2011: April 18-27	403	4.9%	197	7.0%	156	7.9%	50	13.9%
2010: Sept. 29-Oct. 7	405	4.9%	192	7.1%	110	9.3%	103	9.7%
2010: May 3-7	402	4.9%	168	7.5%	133	8.5%	101	9.7%
2009: June 23-26	400	4.9%	129	8.6%	171	7.5%	100	9.8%
2009: May 6-8	400	4.9%	185	7.2%	115	9.1%	100	9.8%
2008: May 20-30	400	4.9%	183	7.2%	117	9.1%	100	9.8%
2008: Feb 19-25	400	4.9%	195	7.0%	160	7.8%	30	17.9%

Note: Margin of error is 19 times out of 20



911 Satisfaction Survey
Report
June 2014

Detached Appendices:
Cross-tabulation data tables
Data file
Questionnaire

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