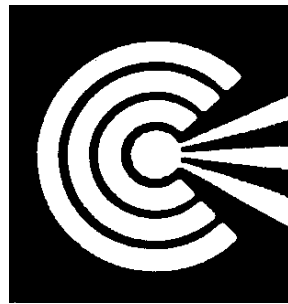


**SANTA CRUZ CONSOLIDATED  
EMERGENCY COMMUNICATIONS CENTER**



**ANNUAL REPORT**

**FISCAL YEAR 2000/2001**

**Submitted July 26, 2001**

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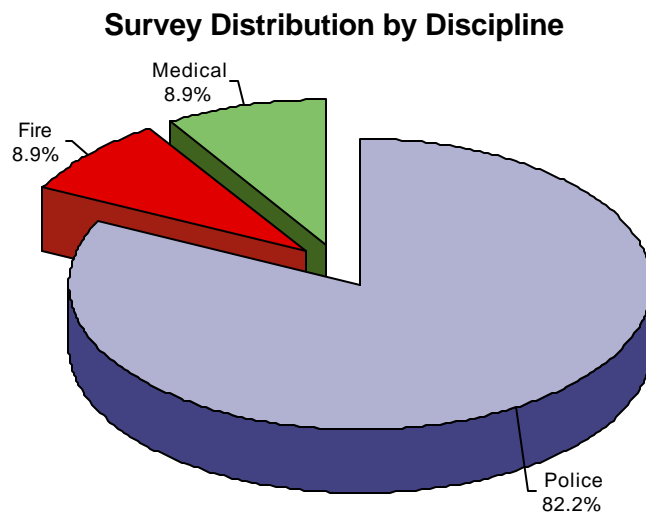
## IV. SUPPORT SERVICES DIVISION

The Support Services Division includes the Quality Unit, Training Unit and the Records Unit. Personnel assigned to the Support Services Division include the Support Services Manager, Training Supervisor, and a half-time Administrative Senior position.

**Quality Unit:** The Quality Unit is responsible for assessing the quality of the agency's performance. In previous years, the Quality Unit measured the agency's performance using time-based criteria contained within the *Standards of Excellence* program. In previous Annual Reports, dramatic improvements were displayed in average call taking and dispatching times. Agency performance in these criteria has stabilized at the improved levels and the focus has shifted to content based performance measurements. High performance dispatch centers are fast *and* thorough.

During this fiscal year, our *Standards of Excellence* team members gathered data regarding the agency's performance from our community. Customer satisfaction surveys were mailed to randomly selected callers representing the same agency and discipline ratio as our calls for service. Survey recipients responded by mailing the completed survey or by completing the survey on our web site, [www.sccecc.org](http://www.sccecc.org). The survey is available in English and Spanish language versions. Our initial goal was to receive five hundred (500) completed surveys and analyze the data to determine what, if any, improvements need to be made to our customer service. To date one thousand seventy-one (1,071) surveys have been mailed and two hundred forty-nine (249) were returned (a 23.3% return rate). A sample survey is provided as Attachment 'A' on page 26.

The following charts and diagrams illustrate the results of our community survey. We are continuing the survey process and anticipate reaching our initial goal of five hundred (500) returned surveys by December 2001.

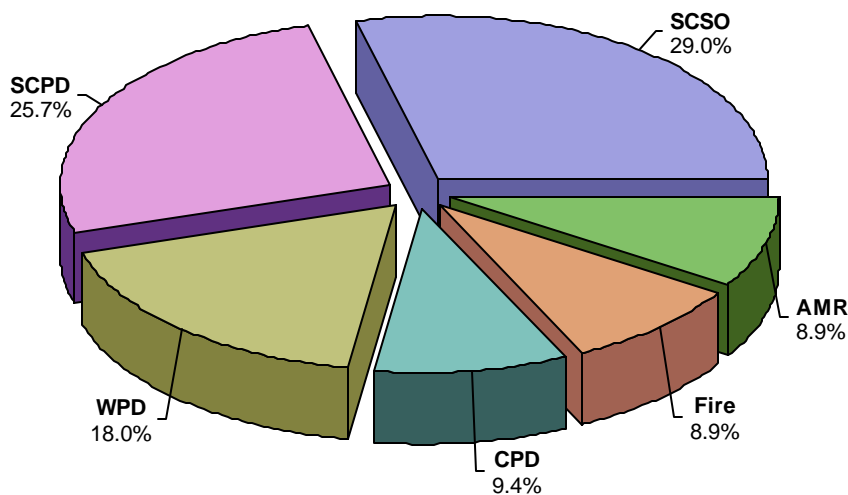


### Community Surveys Distributed and Returned

English language surveys sent	1,036	96.7%
Spanish language surveys sent	35	3.3%
<b>Total surveys sent</b>	<b>1,071</b>	
English language surveys returned	248	23.9%
Spanish language surveys returned	1	2.9%
<b>Total surveys returned</b>	<b>249</b>	<b>23.3%</b>
Sheriff's Office surveys sent	309	28.9%
Santa Cruz Police surveys sent	278	25.6%
Watsonville Police surveys sent	192	17.9%
Capitola Police surveys sent	101	9.4%
Fire surveys sent	95	8.9%
AMR surveys sent	96	8.9%

The community survey form and process were developed by the Standards Team in November and December 2000. The database used for collecting the survey data was constructed in January 2001 and survey distribution began in February 2001. Surveys are mailed to a random sampling of our callers at a 5:2 ratio of E9-1-1 callers to 7-digit callers and distributed between our User Agency's communities in direct proportion to their calls for service. Survey recipients are identified two or three times each week so they can better recall their interaction with our staff while completing the survey. Returned surveys are entered into the database, a copy made for the archives and the original is forwarded to the dispatcher that spoke with that caller. After some initial anxiety about the survey process, our dispatchers quickly came to appreciate the unfiltered, first hand comments about how they were perceived from the other end of the phone.

### Survey Distribution by Agency



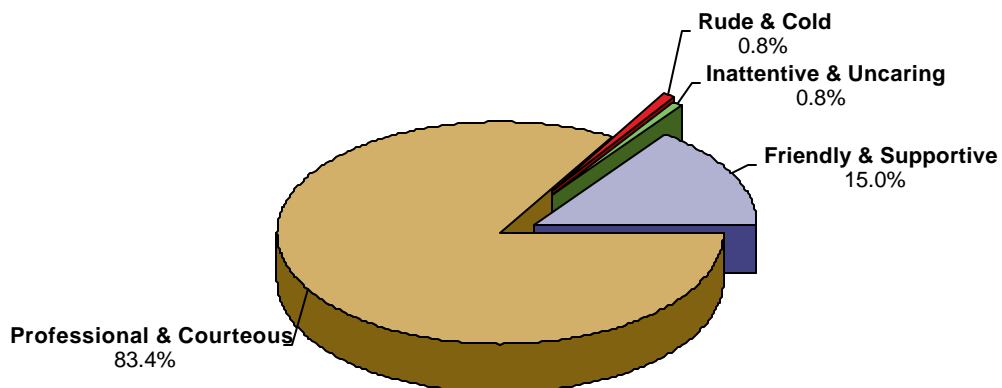
As completed surveys were received, the captured data was periodically summarized and reviewed. As exciting as this process is, it is tempting to overanalyze the preliminary responses. It is important to remember that this data is only half of the initial five hundred (500) returned surveys needed to represent a fair sampling of our workload. At five hundred (500) returns, the sampling represents 3.5% of our E9-1-1 workload; at two hundred forty-nine (249) returns, the sampling is not significant enough to base any permanent conclusions or performance goals upon. This half way mark is an excellent benchmark for reporting and to begin to look for trends, as long as more data is collected before conclusions are drawn and performance goals are set.

The survey questions are designed to provide three types of information: demographic, community satisfaction, and suggestions for improvement. Responses to all questions are available as Attachment 'B' on page 27.

When evaluating the agency's customer service performance, two questions are examined: #3, *From the following phrases, please select the one that best describes the dispatcher you spoke to;* and #4, *How satisfied were you in your dealings with the dispatcher?*

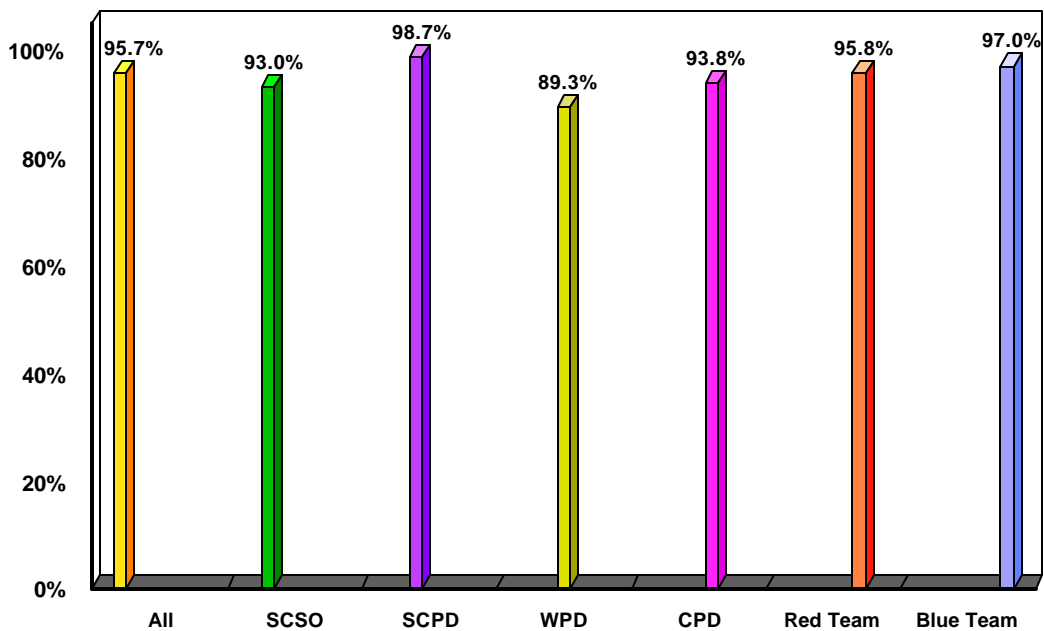
As illustrated by the following chart, 98.4% of respondents (242 individuals) felt our dispatchers were "professional & courteous" or "friendly & supportive". Two individuals each felt that our dispatchers had been "inattentive & uncaring" or "rude & cold". All surveys with one of the latter two responses are forwarded to an Operations Supervisor for review.

### Community Survey Results Phrase That Best Describes the Dispatcher



Survey question #4, “How satisfied were you in your dealings with the dispatcher?” is the second question examined when evaluating the agency’s customer service performance. Information provided by survey question #7, “What could we have done better?” is used to illustrate the “unsatisfied” and “partially satisfied” responses. Reviewing the answers to these and other questions, it is clear that some respondents confuse the service provided by the dispatcher with the service provided by the first responders.

**Community Survey Results  
Satisfaction by Agency**



When comparing the lower satisfaction for WPD survey respondents with all others, the most significant discrepancy is the number of respondents who felt there should have been a faster field response, 15.8% (3 individuals) in Watsonville as compared to 10.3% for all respondents. At this halfway point in data gathering, this is an interesting observation and will bear watching as a more significant sampling is compiled.

When the community survey process is completed, all of the data will be summarized and presented to our User Agencies including our analysis of our customer service and our improvement plans.

# ATTACHMENT 'B'

## Community Survey Responses by Questions

<b>1. When you called, what type of phone did you use?</b>		
a. Regular phone	129	96.3%
b. Cellular phone	5	3.7%
<b>2. When you called, how did you reach us?</b>		
a. 9-1-1	211	84.7%
b. Phone book listing	27	10.8%
c. Transferred from another Department	5	2.0%
d. Other	6	2.4%
<b>3. From the following phrases, select the one that best describes the dispatcher you spoke to.</b>		
a. Professional and courteous	205	83.3%
b. Friendly and supportive	37	15.0%
c. Inattentive and uncaring	2	0.8%
d. Rude and cold	2	0.8%
<b>4. How satisfied were you in your dealings with the dispatcher?</b>		
a. Very satisfied	170	68.8%
b. Satisfied	67	27.1%
c. Partially satisfied	8	3.2%
d. Unsatisfied	2	0.8%
<b>5. What was your relationship to the incident you were calling about?</b>		
a. Witness	68	28.2%
b. Involved party	43	17.8%
c. Victim	56	23.2%
d. Other	74	30.7%
<b>6. What part of our dispatch service did you appreciate the most?</b>		
The dispatcher	85	42.5%
The field response	69	34.5%
Calling one number	16	8.0%
The officers/field personnel	12	6.0%
Fast dispatch	8	4.0%
All of it	4	2.0%
Nothing	3	1.5%
EMD	2	1.0%
E9-1-1 call back	1	0.5%

**7. What could the dispatcher have done better?**

Nothing	110	63.2%
Faster field response	18	10.3%
Better follow up by officers/field	10	5.8%
Been better informed	9	5.2%
Keep doing more of the same	9	5.17%
Less time on the phone	6	3.5%
Been more supportive	5	2.9%
Explained the next step	2	1.2%
Field should contact RP	1	0.6%
Sent help to right location	1	0.6%
Traced my cell phone call	1	0.6%
Officers should have been nicer	1	0.6%
Call went to CHP first	1	0.6%