

SAN FERNANDO POLICE DEPARTMENT

MEMORANDUM

TO: Mayor Mario F. Hernandez and City Councilmembers

FROM: Robert R. Ordelheide, Chief of Police

DATE: April 30, 2010

SUBJECT: Customer Satisfaction Survey - Police Services

EXECUTIVE SUMMARY:

The mission of the San Fernando Police Department is to improve the quality of life for everyone who lives, works or visits the City of San Fernando. This mission will be accomplished by providing effective and efficient police services that address and discourage future criminal activity in San Fernando. This survey will also assist the Police Department with determining how our employees are viewed by those who call upon the department for police services in a variety of situations.

The survey results and analysis presented in this report will provide the City Council and Police Department Command Staff with useful information that can be used to make a variety of strategic decisions, including;

- ✓ Gain a better understanding of citizen perception regarding the services provided by the uniformed men and women of the police department
- ✓ Make strategic decisions in areas of service improvements, personnel staffing levels, budget and future planning
- ✓ Continue to align the internal focus of the organization to recognize the valuable and crucial consequences of positive citizen interaction

BACKGROUND:

The Police Department conducted a telephonic Customer Satisfaction Survey from calls for service dated between November 1, 2009 through January 31, 2010. A total of 130 recipients of police services were surveyed by both sworn and civilian personnel. The survey participants had been involved in a variety of situations, including adverse life events causing them to request services from the San Fernando Police Department. All calls for service were dispatched from civilian employees assigned to the Communications Division and were prioritized in the order of importance. As a result, some of the respondents received service in a matter of minutes, while others may have had a delayed response time. Nevertheless, all of the 130 respondents who had experienced adverse life events and contacted the Police Department for intervention,

agreed to participate in this survey. The vast majority of respondents provided detailed explanations regarding the professional services they received from the Police Department personnel. The respondents were asked their opinion regarding contact with the Police Department employee(s) in an attempt to identify key drivers of satisfaction and dissatisfaction. The survey instrument covered various aspects of the contact;

- ✓ How easy they found it to make contact with the Police Department
- ✓ How quickly the Police Department responded to the call for service
- ✓ The professionalism / politeness of the officers and / or support staff
- ✓ Overall customer satisfaction with the department and its personnel

Note: Similar to the previous *Customer Satisfaction Surveys*, several respondents made valuable disclosures regarding potential criminal activity within the community. Any disclosures were disseminated to the appropriate police divisions and Community Action Plan for Neighborhood Protection & Preservation (CAPP) when applicable.

METHOD / DATA COLLECTION:

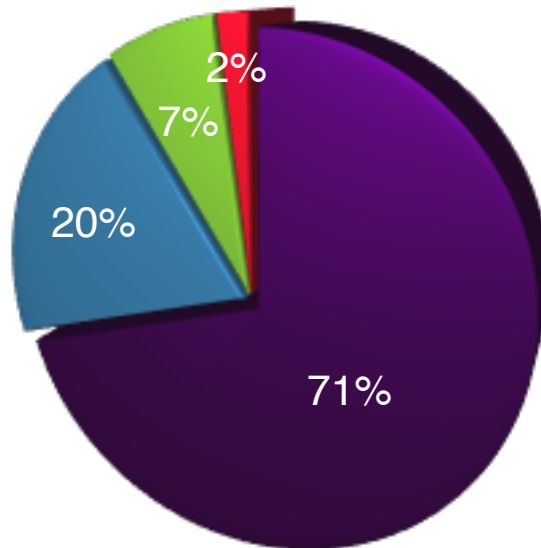
The method used to conduct the survey was with a written Customer Satisfaction Survey instrument consisting of a Likert-type scale to determine the respondent's opinion of the Police Department and its personnel as it relates to customer satisfaction/dissatisfaction and overall satisfaction/dissatisfaction. The survey contained six questions, all of which were designed to assess the respondent's satisfaction with the police department's employees and their services. The interviews were conducted via telephone during weekdays and weekends. The respondents verbally completed the Customer Satisfaction Survey by providing the facilitating surveyor with rankings of the six survey questions ranging from, Very Satisfied, Satisfied, No Opinion, Dissatisfied and Very Dissatisfied. All completed surveys are archived in a three-ring-binder and housed within the police department's Records Bureau. A sample of the survey instrument is available upon request.

It should also be noted that some citizens/informants reporting certain types of calls, i.e., loud music calls, neighborhood disturbances and others, may not have had direct contact with the responding officers as they preferred their identity to be anonymous. In those situations, the respondents were offered the opportunity to provide a response of "No Opinion" to questions relating to the individual officers courtesy and professionalism while providing service.

SURVEY RESULTS IN PERCENTAGES:

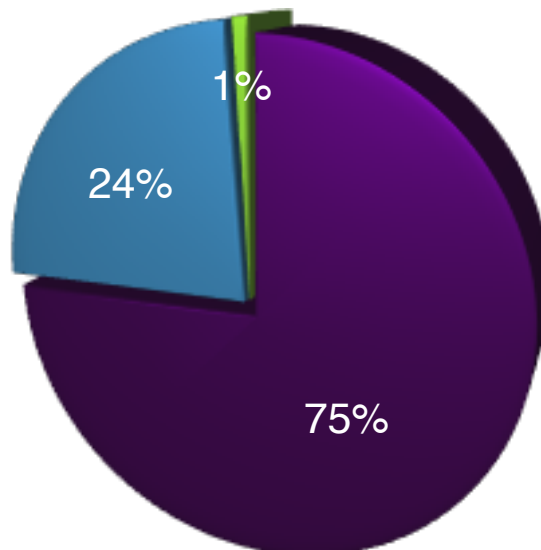
1. Were you satisfied with your ability to contact the Police Department?

● Very Satisfied ● Satisfied ● No Opinion ● Dissatisfied



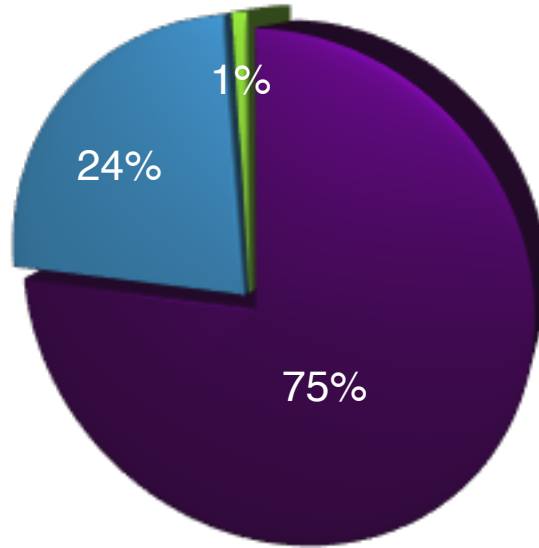
2. Were you satisfied with the dispatcher's ability to assist you with your needs?

● Very Satisfied ● Satisfied ● No Opinion



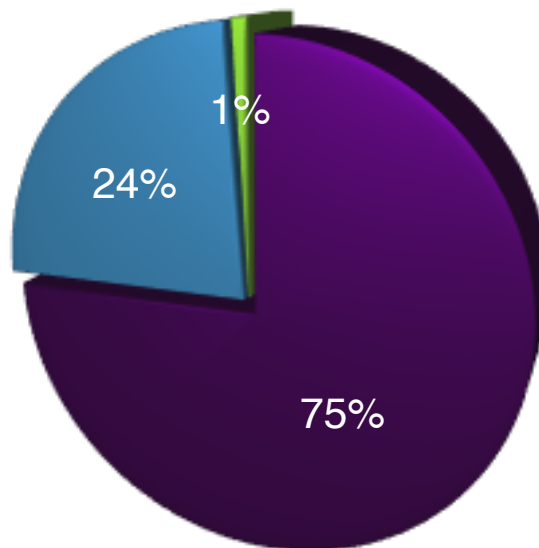
3. Did the Police Department respond in a timely manner?

● Very Satisfied ● Satisfied ● No Opinion



4. Was the Police Officer who handled your call professional and courteous?

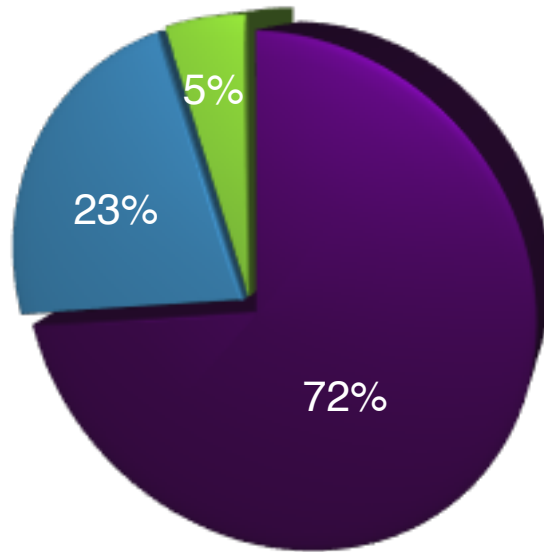
● Very Satisfied ● Satisfied ● No Opinion ● Dissatisfied



NOTE: Some of the respondents (2%) explained that due to the nature of the call they did not have direct contact with the responding officers, consequently they provided a response of "No Opinion."

5. Were you satisfied with the service the Police Officer provided?

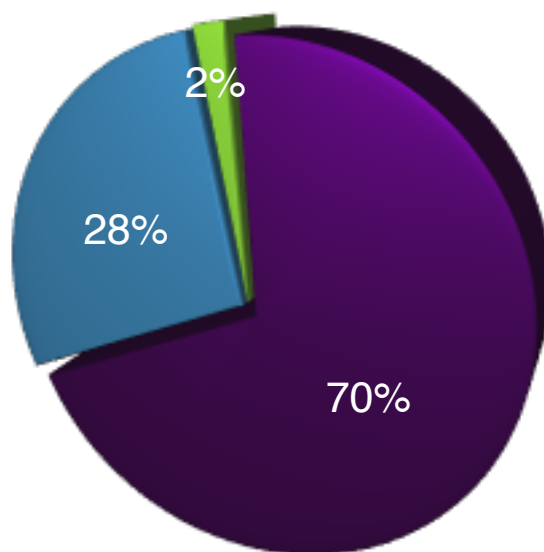
● Very Satisfied ● Satisfied ● No Opinion



NOTE: Several of the respondents (5%) explained that due to the nature of the call they did not have direct contact with the responding officers, consequently they provided a response of "No Opinion."

6. Overall, how satisfied are you with the Police Department?

● Very Satisfied ● Satisfied ● No Opinion



RESPONDENTS' COMMENTS:

The following is a summary of the comments made by some of the respondents who responded to the survey:

- ★ *"The police department is doing a great job!" (CAD Report 091227-0006)*
- ★ *"I have all the respect for the San Fernando Police Officers!" (CAD Report 100103-0024)*
- ★ *"I am extremely satisfied; I have nothing but good things to say about the police department!" (CAD Report 090101-0035)*
- ★ *"I'm very satisfied and give the police department an A+!" (CAD Report 100122-0046)*
- ★ *"We are very glad that we live in the City of San Fernando!" (CAD Report 100102-0054)*
- ★ *"We are very happy with the officers and they were very courteous!" (CAD Report 100108-0020)*
- ★ *"The San Fernando Police Department is great and do a great job!" (CAD Report 091106-0053)*
- ★ *"The service is great and the police officers respond quickly!" (CAD Report 091101-0027)*
- ★ *"SFPD is great, I have always had excellent service from (SFPD) and the response time is very quick!" (CAD Report 091101-0011)*
- ★ *"The police department is outstanding...high marks to all officers and the support staff...excellent service, always!" (CAD Report 091110-0023)*
- ★ *"SFPD is the very best police department...I have had to deal with other police departments and SFPD is by far the best, bar none!" One time my assistant manager had a heart attack and the police officers beat the fire department by ten minutes!" (CAD Report 091119-0044)*
- ★ *"The patrol cars stop to check on residents and anything suspicious, simply, SFPD is the best!" (CAD Report 091110-0049)*
- ★ *"I love living in San Fernando, the police department does an awesome job!" (CAD Report 091214-0041)*

CONCLUSION:

Over the years, the dedicated men and women of the Police Department have intertwined themselves with the citizens, merchants, visitors, churches, schools, medical facilities and community based organizations with the common goal of providing exemplary service. Despite the current economic recession, it is critical for the Police Department to understand the preferences and expectations of the community members for which we served. With that, a potential pitfall for the organization would be to become complacent about the needs of the community and not placing a critical emphasis fostering a “relationship-based” approach.

As a result of this Customer Satisfaction Survey, the Command Staff and front-line leadership of the Police Department will aggressively move forward to reinforce the department’s commitment to positive customer service, keeping the following strategies in mind.

- ✓ Recognize and reward exemplary performance
- ✓ Improve the effectiveness of recruitment, training and professional development
- ✓ Enhance the organizational structure with the most effective placement of personnel and continue open lines of communication between the department and the community
- ✓ Reinforce that all calls for service have priority and that the employees will respond in a timely manner while exhibiting professionalism and empathy when dealing with the calls and public stakeholders

The economic tide will turn again and the police department’s leadership understands and realizes that to survive and thrive as an organization we must continue to value the opinions and needs of the community through these customer satisfaction surveys. The leadership of the Police Department firmly attributes the success of this fourth customer satisfaction survey to its professional and motivated personnel. Additionally, the favorable remarks and rankings from the survey respondents reaffirms the necessity to recruit and train the best qualified individuals, as well as, provide ongoing professional development opportunities and perishable skills training for the police department’s personnel.