

SAN FERNANDO POLICE DEPARTMENT

MEMORANDUM

TO: Mayor Nury Martinez and City Councilmembers
Jose E. Pulido, City Administrator

FROM: Anthony P. Alba, Chief of Police

DATE: March 23, 2006

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 current issues and discourage future criminal activity in San Fernando. This survey will also help the Police Department determine how our employees are viewed by those who call us for service in a variety of situations.

The survey results and analysis presented in this report will provide the City Council and Police Department staff with information that will be used to make strategic decisions in a variety of areas including service improvements, personnel staffing levels, budgeting and future planning.

BACKGROUND:

The Police Department conducted a telephonic Customer Satisfaction Survey from November 28, 2005 through December 25, 2005. A total of 130 recipients of police services were surveyed by a civilian supervisor of the Department. Survey participants had been involved in traffic accidents, were victims of crime, people who endured extended response time to calls for service, and others who had experienced adverse life events causing them to request the services of San Fernando Police Department sworn and civilian staff. Even in this negative environment, the citizens surveyed rated the Police Department and the performance of our personnel very favorably.

Note: Our surveyor received valuable information about possible criminal activity from many of those who responded to the survey.

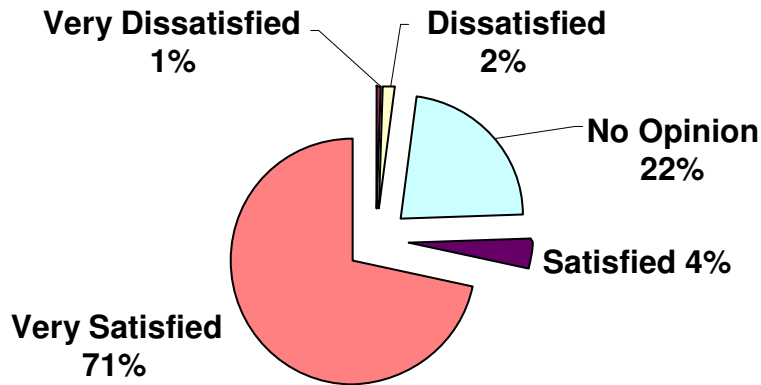
METHOD / DATA COLLECTION:

The method used to conduct the survey was a written customer satisfaction survey consisting of a Likert-type scale to determine the respondent's opinion of the Police Department, and its

personnel, as it relates to customer service and overall satisfaction. The interviews were conducted via telephone during weekday evenings and on weekends. The respondents verbally completed the customer satisfaction survey by providing the facilitating surveyor with rankings of the six survey questions ranging from (1) Very Satisfied, (2) Satisfied, (3) No Opinion, (4) Dissatisfied, and (5) Very Dissatisfied.

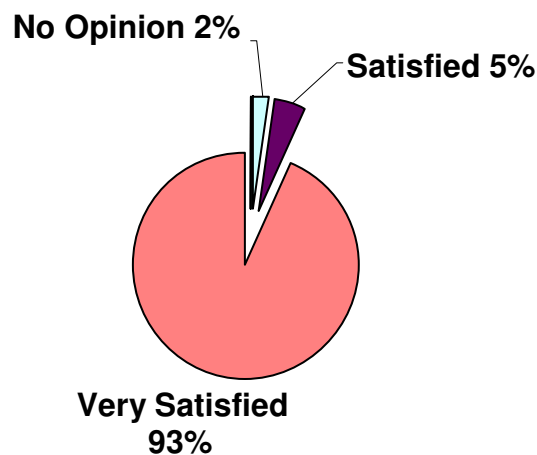
SURVEY RESULTS IN PERCENTAGES:

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



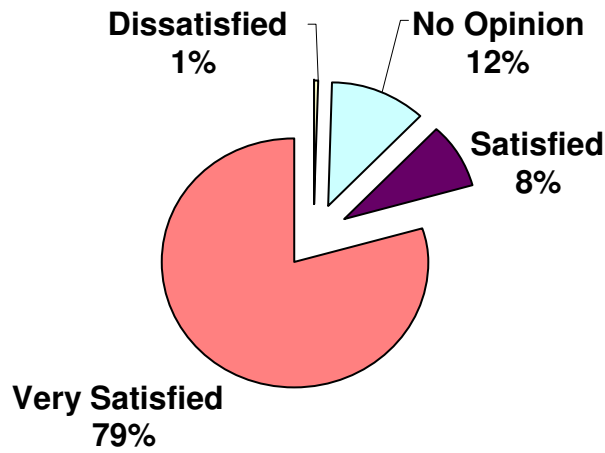
| <u>Actual Response Results</u> | | | | |
|--------------------------------|------------------|-------------------|---------------------|--------------------------|
| <i>Very Satisfied</i> | <i>Satisfied</i> | <i>No Opinion</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> |
| 93 | 5 | 29 | 2 | 1 |

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



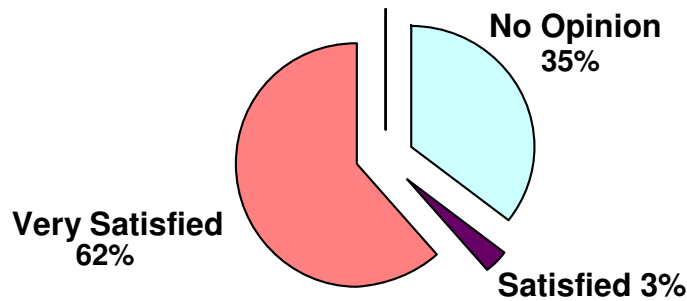
| <u>Actual Response Results</u> | | | | |
|--------------------------------|------------------|-------------------|---------------------|--------------------------|
| <i>Very Satisfied</i> | <i>Satisfied</i> | <i>No Opinion</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> |
| 121 | 6 | 3 | 0 | 0 |

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



| <u>Actual Response Results</u> | | | | |
|--------------------------------|------------------|-------------------|---------------------|--------------------------|
| <i>Very Satisfied</i> | <i>Satisfied</i> | <i>No Opinion</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> |
| 103 | 11 | 15 | 1 | 0 |

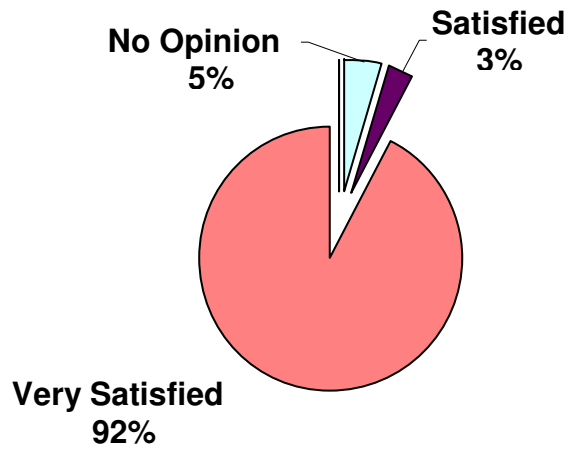
4. Was the police officer who handled your call professional and courteous?



| <u>Actual Response Results</u> | | | | |
|--------------------------------|------------------|-------------------|---------------------|--------------------------|
| <i>Very Satisfied</i> | <i>Satisfied</i> | <i>No Opinion</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> |
| 80 | 4 | *46 | 0 | 0 |

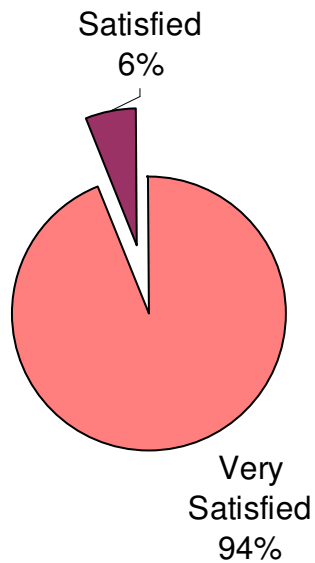
* The 46 surveyed citizens made contact with the Police Department's Communications Division to report incidents, however, they did not have direct contact with the handling police officers due to the nature of the call(s), i.e., loud music calls, etc

5. Were you satisfied with the service the police officer provided?



| <u>Actual Response Results</u> | | | | |
|--------------------------------|------------------|-------------------|---------------------|--------------------------|
| <i>Very Satisfied</i> | <i>Satisfied</i> | <i>No Opinion</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> |
| 120 | 4 | 6 | 0 | 0 |

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



| <u>Actual Response Results</u> | | | | |
|--------------------------------|------------------|-------------------|---------------------|--------------------------|
| <i>Very Satisfied</i> | <i>Satisfied</i> | <i>No Opinion</i> | <i>Dissatisfied</i> | <i>Very Dissatisfied</i> |
| 122 | 8 | 0 | 0 | 0 |

RESPONDENT'S COMMENTS:

The following is a summary of the comments made by some of the citizens responding to the survey:

- ✓ *"I refuse to move away from San Fernando because I enjoy the quick police response time!"* (CAD Incident Report 051201-0041);
- ✓ *"I feel safer and more at ease after the incident because the Police Department responded so quickly!"* (CAD Incident Report 051201-0027);
- ✓ *"I will keep my business in the City because of the quick police response!"* (CAD Incident Report 05-1221-0045);
- ✓ *"Twenty years in the City because of the Police Department!"* (CAD Incident Report 051231-0032);
- ✓ *"I called the San Fernando Police Department for a courtesy report because the LAPD Devonshire Division would not help me!"* (CAD Incident Report 051220-0048);
- ✓ *"I believe that the Police Department is the best Police Department in the United States!"* (CAD Incident Report 051218-0002);
- ✓ *"I use to live in Sylmar, but the Police Department service is nothing compared to San Fernando Police!"* (CAD Incident Report 051215-0051);
- ✓ *"This was my first time calling the Police Department for service...I'm very happy!"* (CAD Incident Report 051211-0033);
- ✓ *"I've been in the City for 16 years and will stay because of the police services!"* (CAD Incident Report 051208-0019);
- ✓ *"I moved to San Fernando instead of Northridge because of the Police Department!"* (CAD Incident Report 051130-0028);
- ✓ *"Honesty and professional treatment was what I received from the Police Department!"* (CAD Incident Report 051130-0031);
- ✓ *"If I could give the Police Department a 10, I would! I'm extremely happy because the Police Department located my sister (critical missing person) in 20 minutes! I prefer dealing with the San Fernando Police Department rather than the LAPD."* (CAD Incident Report 051128-0053); and
- ✓ *"I live in San Fernando because of the Police Department!"* (CAD Incident Report

051215-0002).

CONCLUSION / FINDINGS:

Over the years, the dedicated men and women of the Police Department have intertwined themselves with the citizens, merchants, visitors, churches, schools and community based organizations with the common goal of providing exemplary service. This 2005 Police Department Customer Satisfaction Survey was administered to measure overall customer satisfaction and it took great fortitude to actively solicit feedback in this manner.

Common sense may have suggested that persons involved in accidents, various crime victims, and others that had experienced unfortunate life events that required police services would look at the survey as a venue for venting personal anguish and frustration. However, the Police Department believes in the quality of its personnel and with the service provided (service often provided under exceptionally challenging circumstances that are not within the control of the Police Department or its personnel). The Police Department's personnel is overwhelmed by the positive response from the community members, as evidenced by all of the respondents (130) rating their overall satisfaction with the Police Department as "satisfied (8) to very satisfied (122)."

ATTACHMENTS:

Customer Satisfaction Survey Form