

Public Safety Commission

#6 - Customer Satisfaction Survey

March 2018 Meeting

Agenda Item no. 6

Topic: Customer satisfaction surveys of ATCEMS, AFD, and APD

Speakers: APD Asst. Chief Gay, AFD Asst. Chief Davis, ATCEMS Chief of Staff Brown

Sponsored by: Rossmo

Estimated time: 20 minutes

Description: Departmental efforts to solicit customer feedback, mechanisms for addressing and responding to solicited and unsolicited feedback, most recent 5 years of results data, and cost/budget for soliciting and tracking customer satisfaction.

Overall Answer: Customer satisfaction with service quality is measured using data from the City's annual community survey, which obtains a representative sample of Austin residents. Overall, Fire receives between 83% and 89% positive ratings (very satisfied or satisfied), but the overall score contains a combination of responses from those who had contact with AFD and those who did not. Additional questions reveal that customers who had direct contact with AFD have historically reported 90% satisfaction.

1. Departmental efforts to solicit customer feedback & most recent 5 years of results data

AFD utilizes the City's annual community survey to gain insight into customer satisfaction. The City of Austin's Office of Performance Management manages the survey. AFD incorporates the results of the survey into two performance measures, 7061 and 7068:

- 7061 – (KPI) Percent of customers satisfied with the quality of AFD services (who had contact with AFD).
- 7068 – (Combat Ops) Percent of customers satisfied with the timeliness of AFD Emergency Response (with direct AFD contact)

Measure ID	Name	2018 Target	2017	2016	2015	2014	2013	2012
7061	Percent of customers satisfied with the quality of AFD services	90	90	89.4	90	92	90	92
7068	Percent of customers satisfied with the timeliness of AFD emergency response	90	90	88.1	89	90	90	92

2. Mechanisms for addressing and responding to solicited and unsolicited feedback

AFD reviews our responses from the annual customer survey and works to improve those areas that necessitate such action whenever possible. We keep in mind that how the customer ‘feels’ about our services is not always in line with department response times. Even though AFD’s result is usually around 90% satisfaction, we know our response times across the city are not equal or adequate in many cases. For example, the periphery of the city is experiencing significantly longer response times than the core (core = 7-8 mins, periphery = 9-13 mins). Meeting our goal of 8 mins (emergency incidents, 8 mins from call-receipt to arrival of first unit, 90 percent of the time) has direct correlation to limiting fire impact to the structure and providing medical care.

To address the increasing response times, AFD has asked for five new fire stations. We have not received funding as of yet, but are hopeful that the 2018 Bond and the FY19 Budget process will allow us to fund these critically necessary fire stations. The areas these stations would serve are as follows:

1. Travis Country
2. Del Valle/Moore’s Crossing
3. Davenport/Loop 360
4. Goodnight Ranch
5. Canyon Creek

In addition, AFD receives public input via Public Information Requests (PIR), Citizen Action Forms (CAF), media/News requests, and social media. The number of requests for information have increased in recent years.

**Public Information
Requests**

2017	2,436
2016	2,335
2015	2,770
2014	948
2013	887

3. Cost/budget for soliciting and tracking customer satisfaction

The City of Austin Office of Performance Management oversees the administration and review of the Annual Community Survey. AFD does not spend additional funds specific to tracking customer satisfaction.

To manage the PIR/CAFs/Media requests, AFD has 4 employees distributed among the Records Management, Public Information, and Planning & Research sections. Since each of these sections have other responsibilities, it is hard to obtain an exact amount specific to customer satisfaction.