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**> Motorola Public  
Safety Survey: 2008**



➤ **What:** Help raise awareness of Government and Public Safety division products

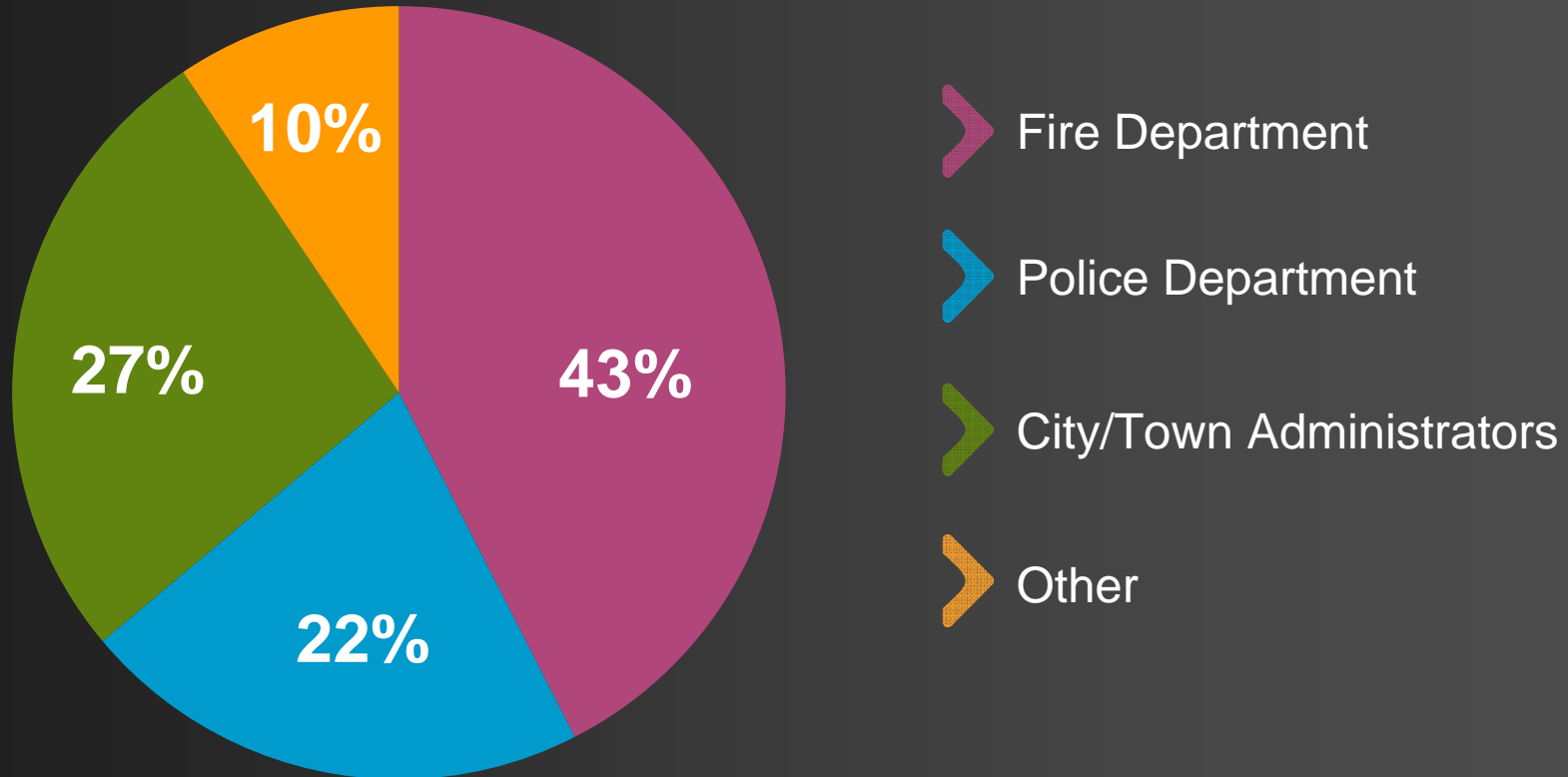
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- **How:** Identify public safety officials':
- › Technology needs
  - › Concerns
  - › Trends

# Background of Public Safety Officials



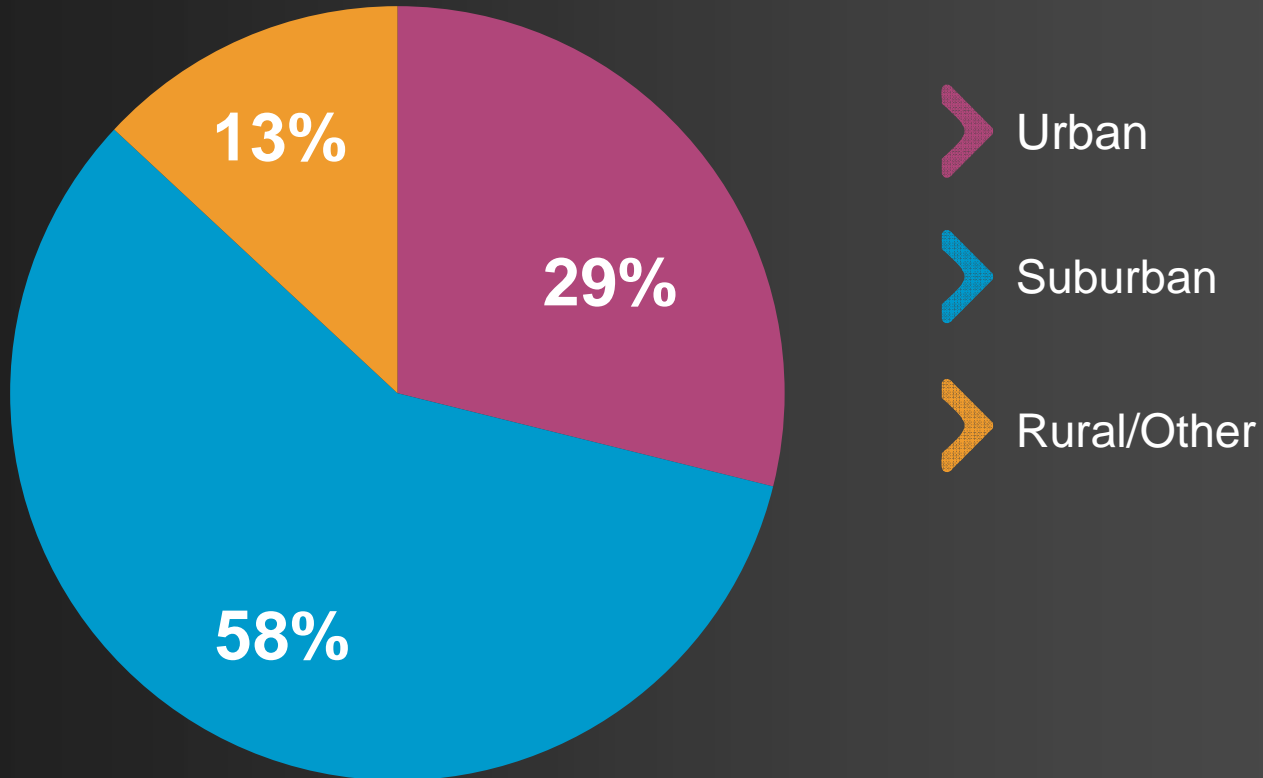
## Type of Organization



# Background of Public Safety Officials



## Where Public Safety Officials Work





## ➤ In-depth phone survey

› Conducted November 2 – December 4, 2007

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## ➤ 200 public safety officials (top 100 MSAs)

- › Fire chiefs
  - › Police officers
  - › Mayors/other public officials
  - › Emergency center officers
  - › EMTs
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## ➤ Margin of error + 7 percentage points



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## > Key Findings



## ➤ Public safety officials identified top three concerns:

- ① Ability to respond to natural disasters (65%)
- ② Crime, including drug-related crime (21%)
- ③ Terrorist attacks (7%)

**Question:** Thinking of your city's or community's level of preparedness to handle certain public safety issues, which of the following are you most concerned about? (n=200)



## ➤ Uncovered top five technologies currently used:

- › Systems that enable seamless cross-departmental communications (72%)
- › Computer mapping technology to enhance response times (72%)
- › PDAs to perform “back-office” work in the field (68%)
- › Traffic light sensors for approaching emergency vehicles (44%)
- › Mobile video systems and video surveillance devices in public places (42% each)

**Question:** I would now like to find out whether any of your community’s public safety organizations currently use, or are interested in using, specific types of technology. Do any of your community’s public safety organizations use this type of technology? (n=200)



## ➤ Public safety officials' top items on wish list:

- Satellite tracking of vehicles (47%)
- Visual identification and recognition capabilities (ALPR, scanning solutions)
  - › Facial recognition (37%)
  - › Automatic license plate recognition (41%)
- Rugged notebook computers (26%)
- GPS (25%)
- Smart transportation navigation systems
  - › Mobile video systems (30%)
  - › Traffic light sensors (31%)

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These all help increase situational awareness, streamline incident coordination, and enhance data access

**Question:** Are you or any of your community's public safety organizations, very, somewhat, or not at all interested in using this type of technology in the next two to three years? (n=200)



## ➤ Technology and communication, more than funding, need improvement:

Better communications (30%)

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Advanced technology (26%)

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Interoperability (25%)

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Availability of equipment (17%)

Question: What, if anything, do you see as the greatest need for improvement from advanced technology in the public safety arena?



## Fire officials more likely than police officials to:

- › Use traffic light sensor technologies (41% versus 35%)
  - › Want more mapping technologies (35% versus 9%)
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## Police officials more likely than fire officials to:

- › Use mobile video systems (63% versus 24%)
- › Say interoperability needs improvement (51% versus 20%)



## Urban/suburban settings more likely than rural to:

- › Use more technologies
- › Say key benefit of technology is improved data availability and access (20% versus 8%)

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## Rural communities more likely than urban/suburban to:

- › Want more access to technologies
- › Say greatest benefit from advanced technology is the range, speed, and availability of equipment (35% versus 10%)

# Urban versus Rural Needs (Cont.)



**Populations <10,000** more likely than larger populations to say that technology has improved interoperability between agencies in their counties

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**Populations of 100,000+** more likely to say that technology has helped provide situational awareness to first responders