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## **> Motorola Public Safety Survey**

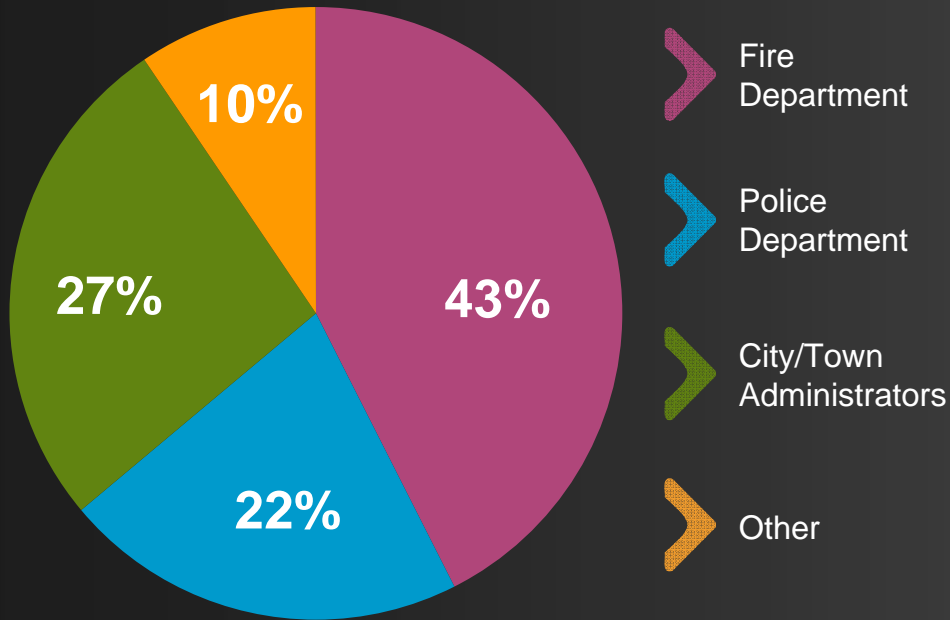


- Fielded November 2 – December 4, 2007
- In-depth phone survey (~20 minutes per interview) with sample of 200 public safety officials, pulled from the largest 100 MSAs
- Among those included in the sample are fire chiefs, police officers, mayors and other public officials, emergency center officers, and EMTs
- Quotas set for the following:
  - › 100 “**first responders**”: *A professional responsible for overseeing or managing first responders*
  - › 100 “**public administrators**”: *A professional who works in a public administration position and is responsible for budgets or planning purchases of technology used by first responders*
- Overall margin of error for the total sample is  $\pm 7$  percentage points

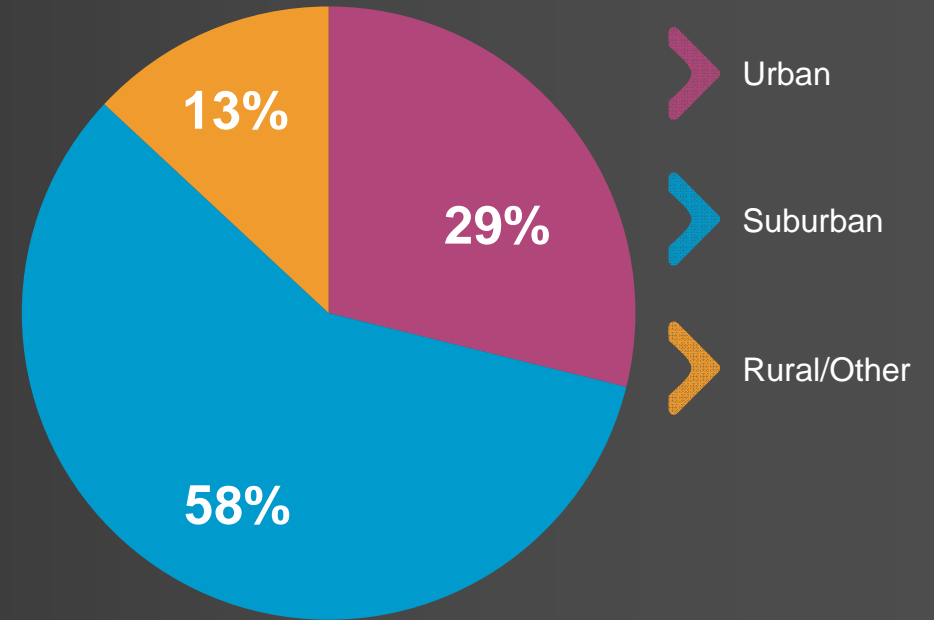
# Participant Background



## Type of Organization



## Population Setting in Which Respondent Works





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## **> Executive Summary**

# Research Objectives



- This survey of public safety officials, including first responders and public administrators, is designed to identify key audiences' current and future technology needs, concerns, and perceptions of trends



## ➤ Public Safety Preparedness Priorities

- › When it comes to public safety, officials are most concerned about natural disasters, more so than other crimes or even terrorist attacks.

## ➤ Fire Departments Versus Police Departments

- › Those who work for fire departments and police departments have differing opinions when it comes to the funding, use, and future desire for public safety issues and technologies.
- › Those working for fire departments tend to be more concerned than those working for police departments about technology that is obsolete or difficult to use and low levels of interoperability.
- › Those working for fire departments, perhaps as a result, are also more likely to say they want improved and advanced technologies available to them in the future.
- › However, when it comes to allocating funds, those working for fire departments are less likely to want to put funds toward technologies or equipment and more likely to want to put funds toward the hiring and training of first responders.



## › Interoperability

- › A majority of public safety officials agree that technology has helped with interoperability between agencies in their cities, counties, and states, but less so at the federal level.

## › Public Administrators Versus First Responders

- › Public administrators and first responders are greatly aligned in most opinions.
- › However, regarding budgets, first responders want to see a larger proportion of funds allocated to human resources objectives, while public administrators are more likely to say they would direct funding toward equipment and technology purchases.

## › Urban Versus Rural

- › Rural public safety officials do not use as many technologies as urban officials, but they do have a desire for access to more in the future – particularly mobile devices and GPS/mapping technologies.
- › Rural public safety officials are also more likely to have concerns about the clarity of their communications via technologies and equipment that are difficult to use.



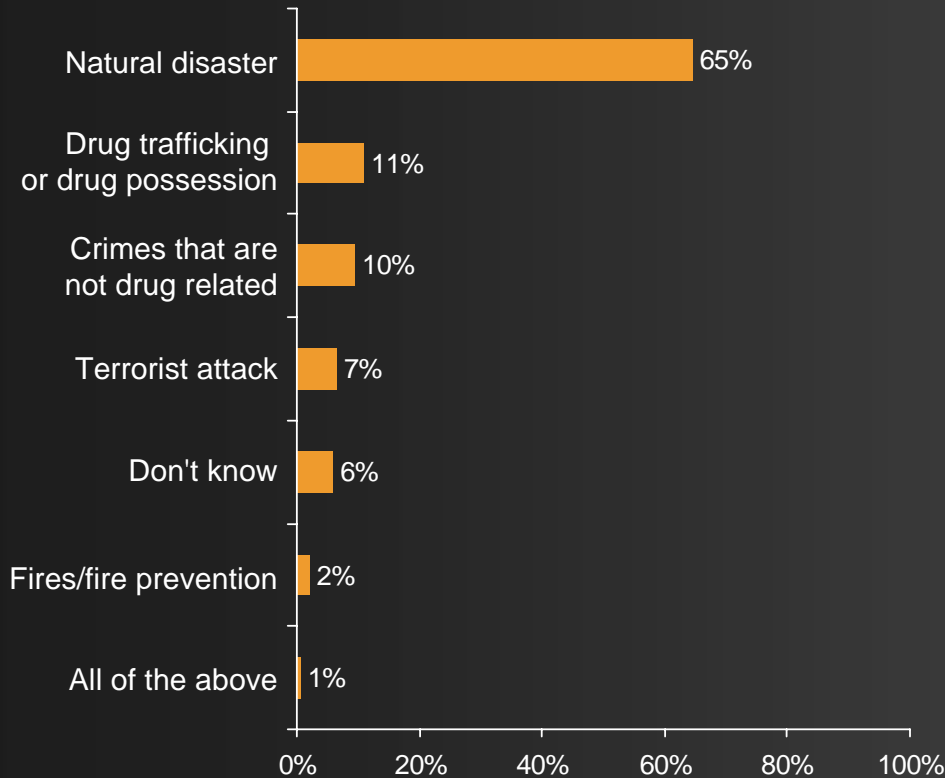
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## **Detailed Findings**

# What are their concerns about preparedness?



## All Public Safety Officials

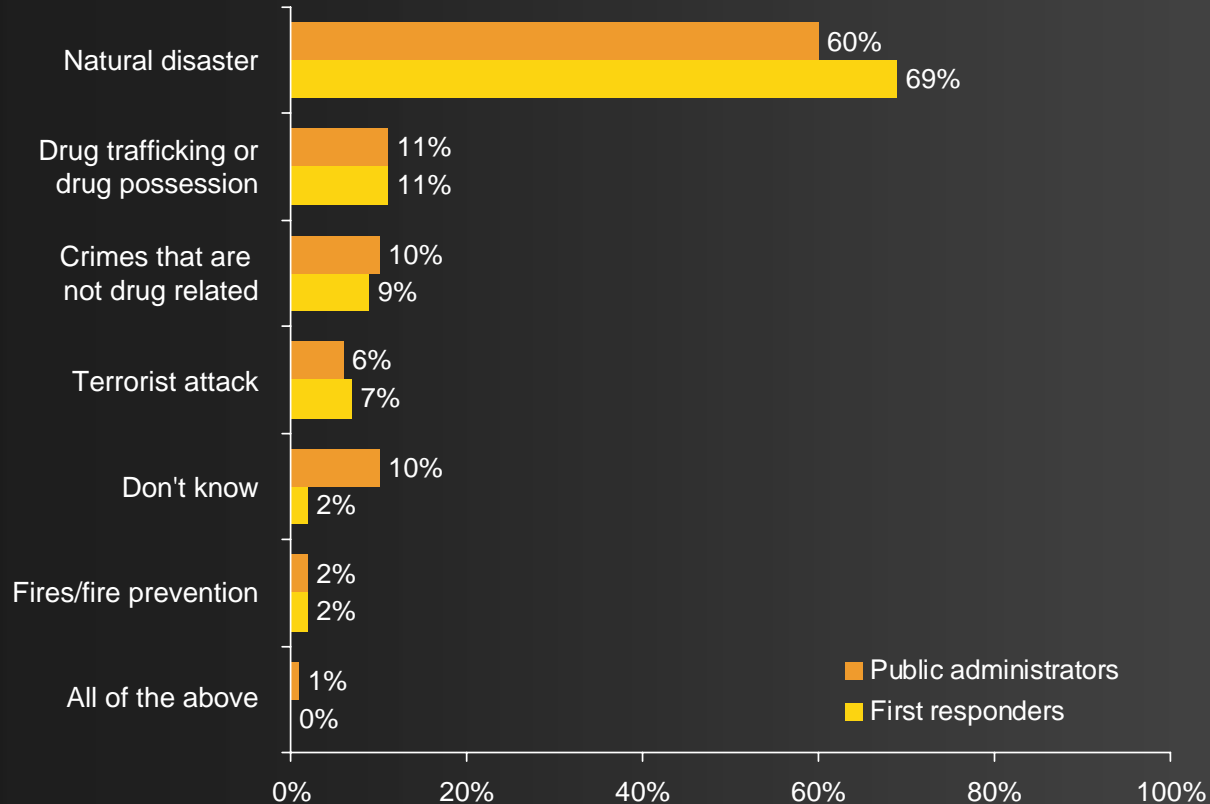


➤ Public safety officials are more concerned about preparing for natural disasters than for terrorist attacks.

# What are their concerns about preparedness?



## Public Administrators vs. First Responders

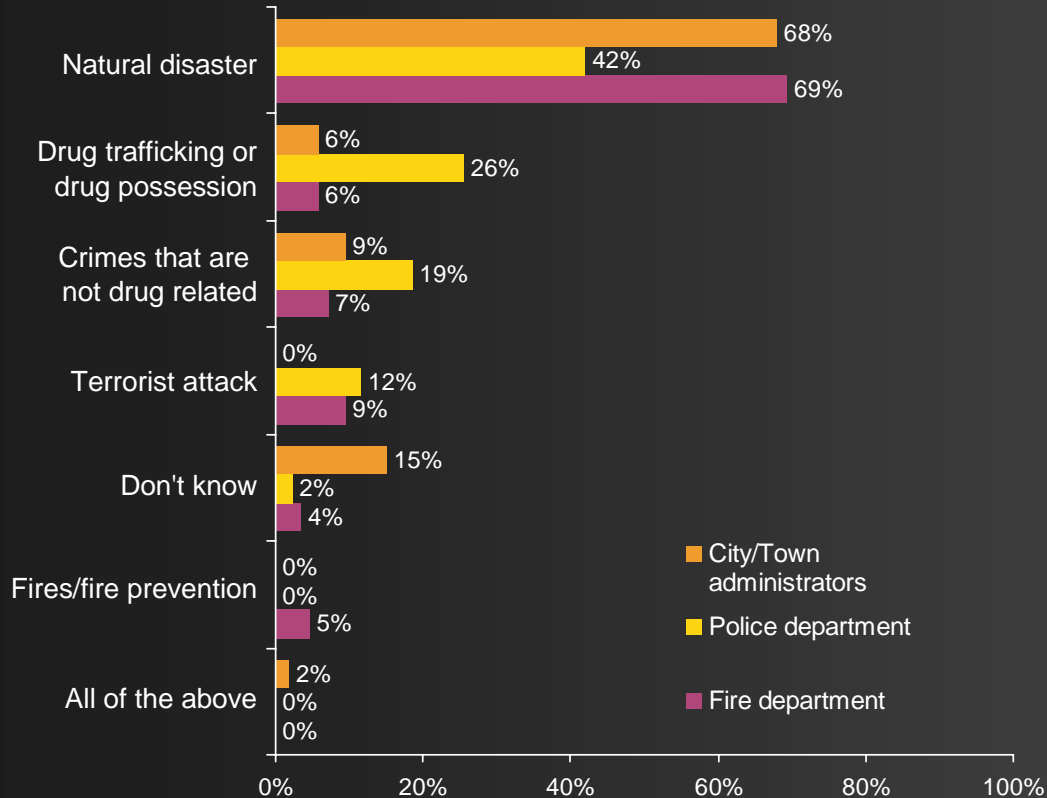


**Question:** Thinking of your city's or community's level of preparedness to handle certain public safety issues, which of the following are you most concerned about?

# What are their concerns about preparedness?



## City/Town Administration vs. Fire and Police Departments



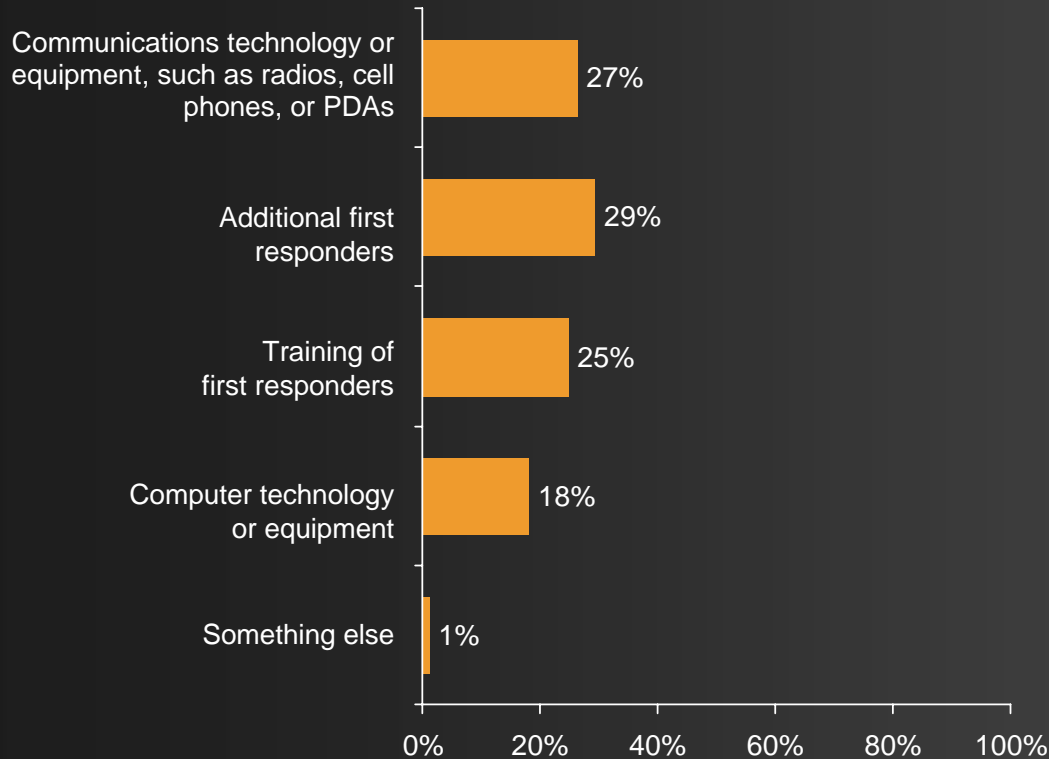
- Those working for fire departments are more likely to be concerned about natural disasters than those working for police departments.
- As expected, those working for police departments are more concerned with being prepared for crime.
- Interestingly, none of the city or town administrators interviewed say a terrorist attack is their greatest public safety concern.

# Funding priorities: Desired budget allocation across four areas



## All Public Safety Officials

(Reported Mean Score)

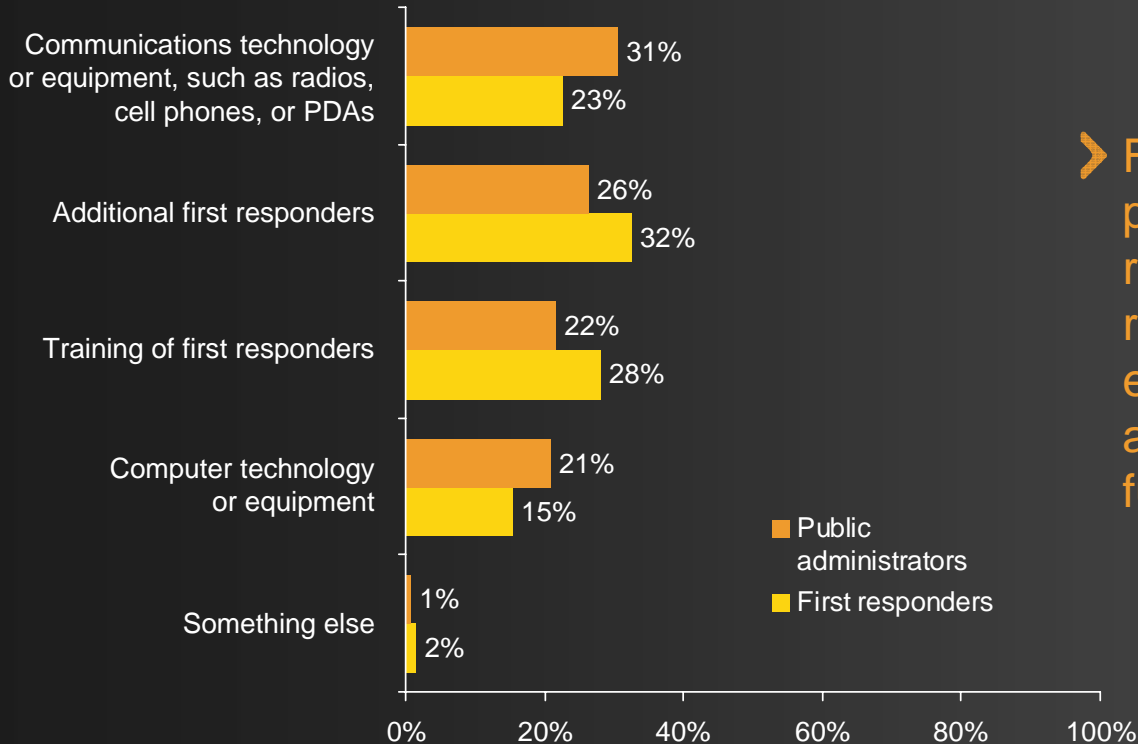


➤ On a collective basis, public safety officials somewhat equally divide a hypothetical funding increase between equipment and personnel.

# Funding priorities: Desired budget allocation across four areas



## Public Administrators vs. First Responders

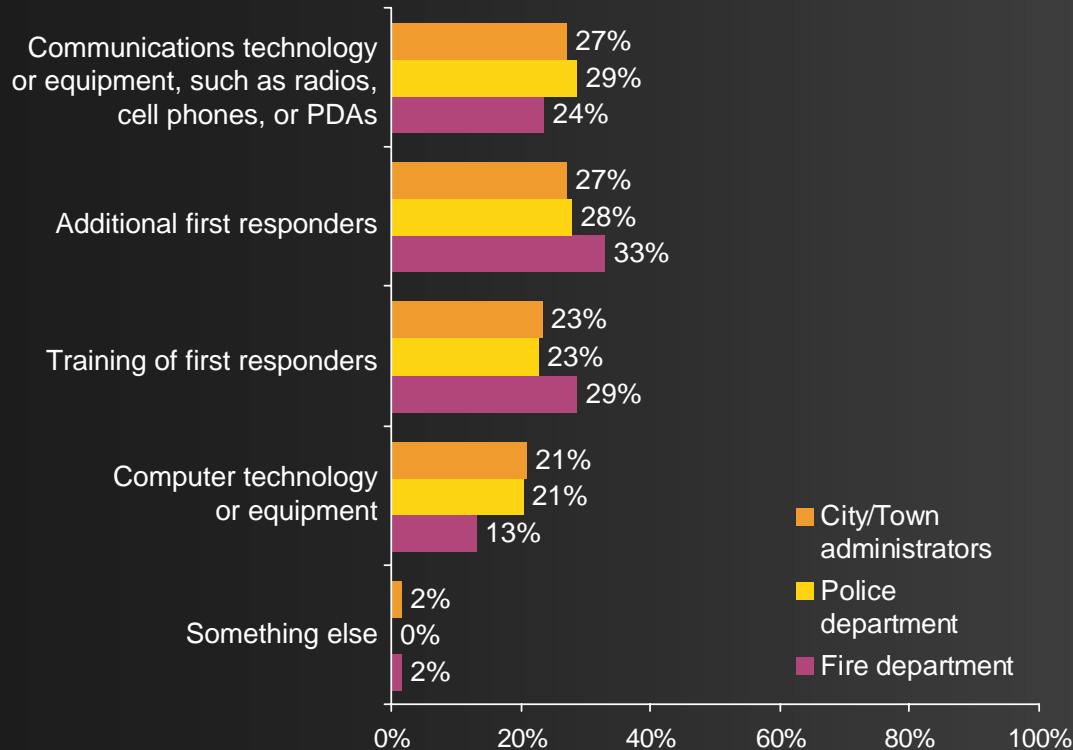


➤ First responders want to see a larger proportion of funds allocated to human resources, such as training of first responders, than purchasing more equipment. Conversely, public administrators are more likely to direct funding toward equipment purchases.

# Funding priorities: Desired budget allocation across four areas



## City/Town Administration vs. Fire and Police Departments

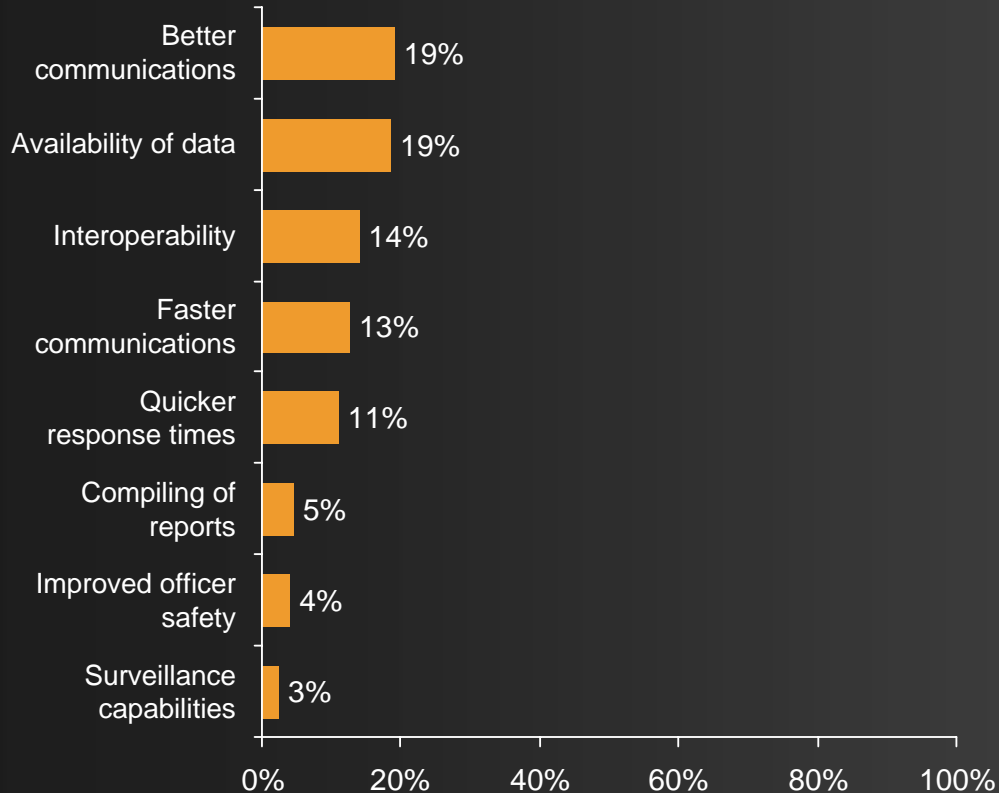


➤ Fire department employees, collectively, want to see a larger proportion of the funds allocated to human resources rather than equipment.

# What is the greatest benefit for public safety officials from advanced technology?



## All Public Safety Officials



› Improvements in communication and availability of data are the benefits that public safety officials most frequently associate with advanced technology.

- › The responses coded as “better communications” include the following types of descriptions:
  - › *Improved communications with other departments in surrounding areas*
  - › *Improvements in communications equipment and technology*
- › The responses coded as “availability of data” include the following types of descriptions:
  - › *Easy access to data when mobile*
  - › *Access to greater amounts of data through technologies*

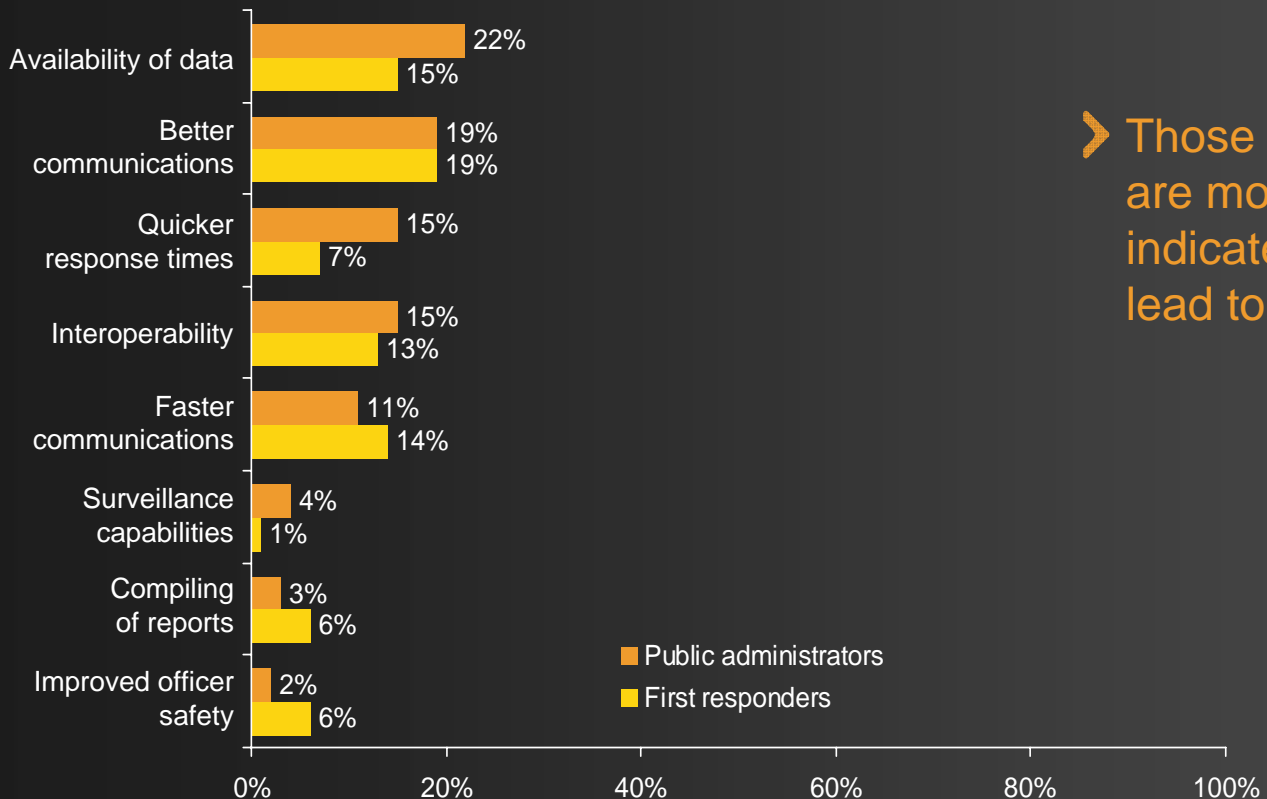
**Question:** Thinking of your own career as someone who is responsible for overseeing public safety, what is the single greatest benefit that you have seen from advanced technology in the public safety arena?

**Note:** This is a truncated list of coded responses, based on relevance.

# What is the greatest benefit for public safety officials from advanced technology?



## Public Administrators vs. First Responders



➤ Those who are public administrators are more likely than first responders to indicate that advanced technology has led to quicker response times.

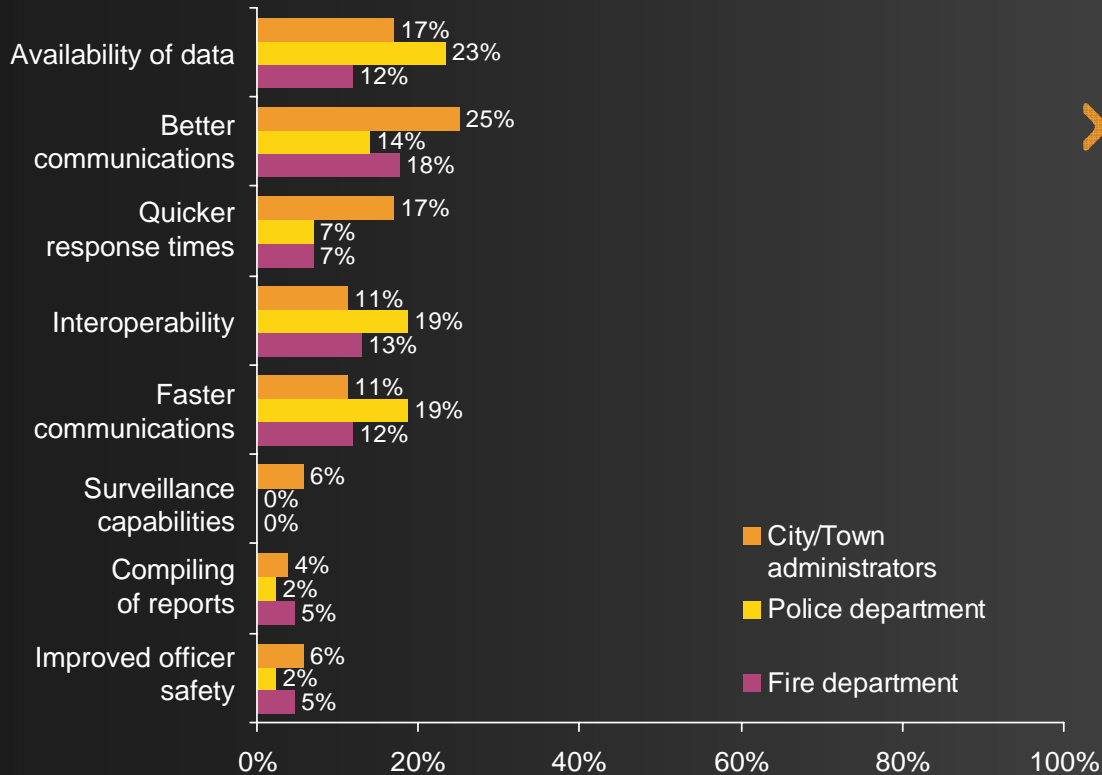
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**Note:** This is a truncated list of coded responses, based on relevance.

# What is the greatest benefit for public safety officials from advanced technology?



## City/Town Administration vs. Fire and Police Departments



➤ Those who work in police departments are more likely than their counterparts in fire departments to believe that advances in technology have led to a greater availability of data.

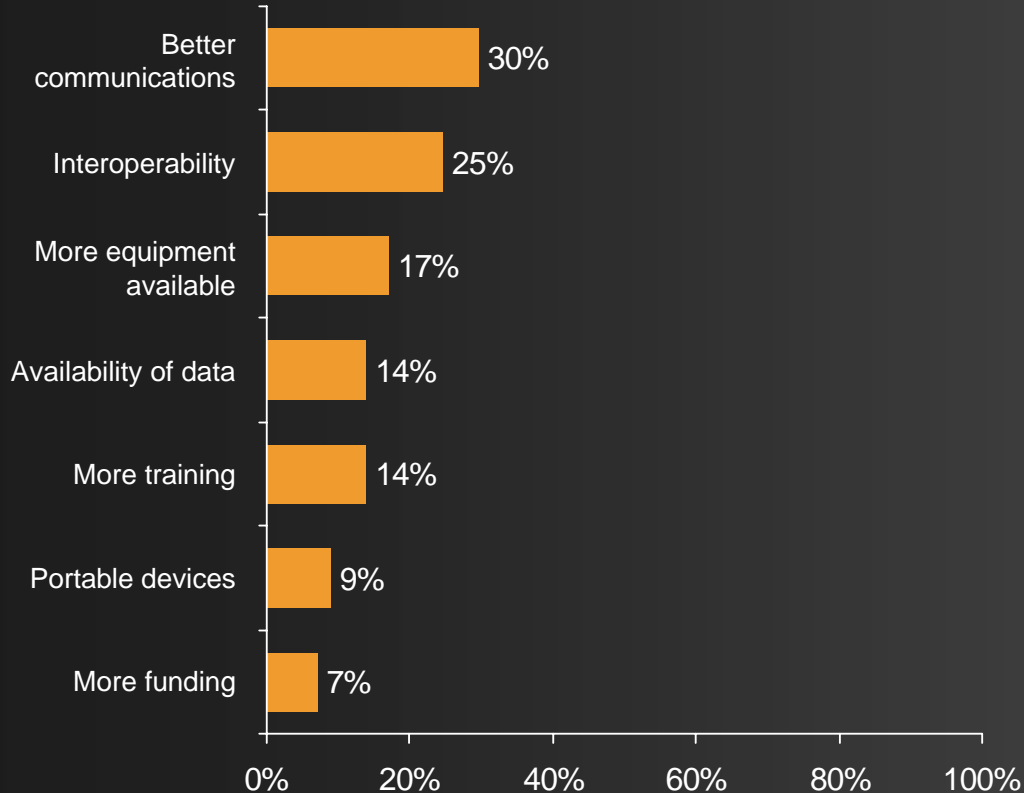
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**Note:** This is a truncated list of coded responses, based on relevance.

# What is the greatest need for improvement from technology?



## All Public Safety Officials



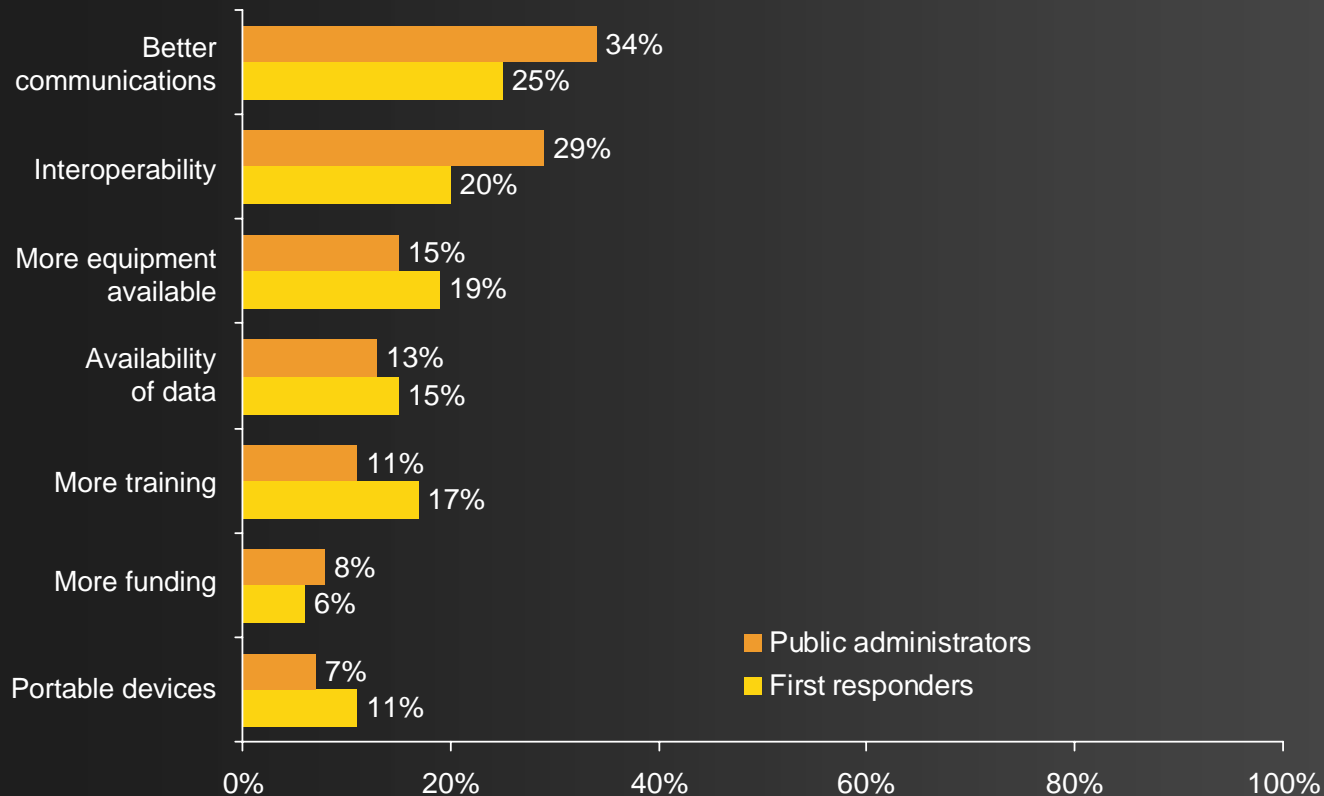
➤ While public service officials believe advances have been made in technology that have improved equipment and communication, they are also still concerned that improvements need to be made to communications and interoperability.

- › The responses coded as “better communications” include the following types of descriptions:
  - › *Improved communications with other departments in surrounding areas*
  - › *Improvements in communications equipment and technology*
- › The responses coded as “availability of data” include the following types of descriptions:
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# What is the greatest need for improvement from technology?



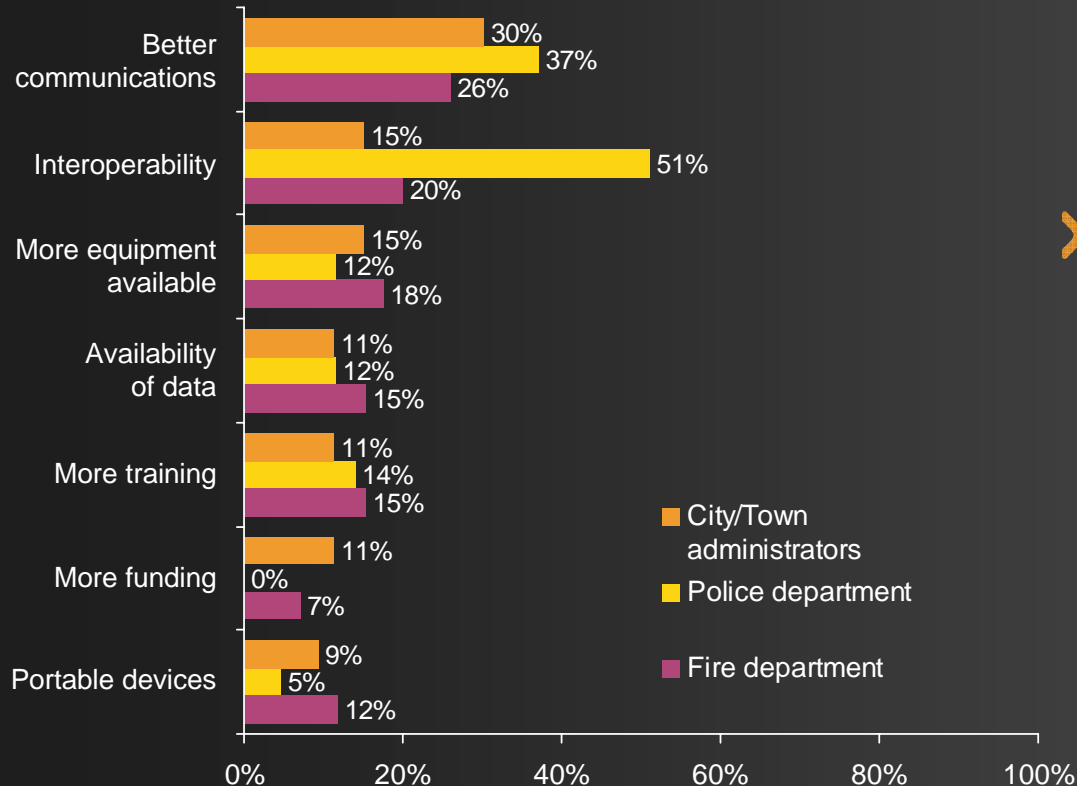
## Public Administrators vs. First Responders



# What is the greatest need for improvement from technology?



## City/Town Administration vs. Fire and Police Departments

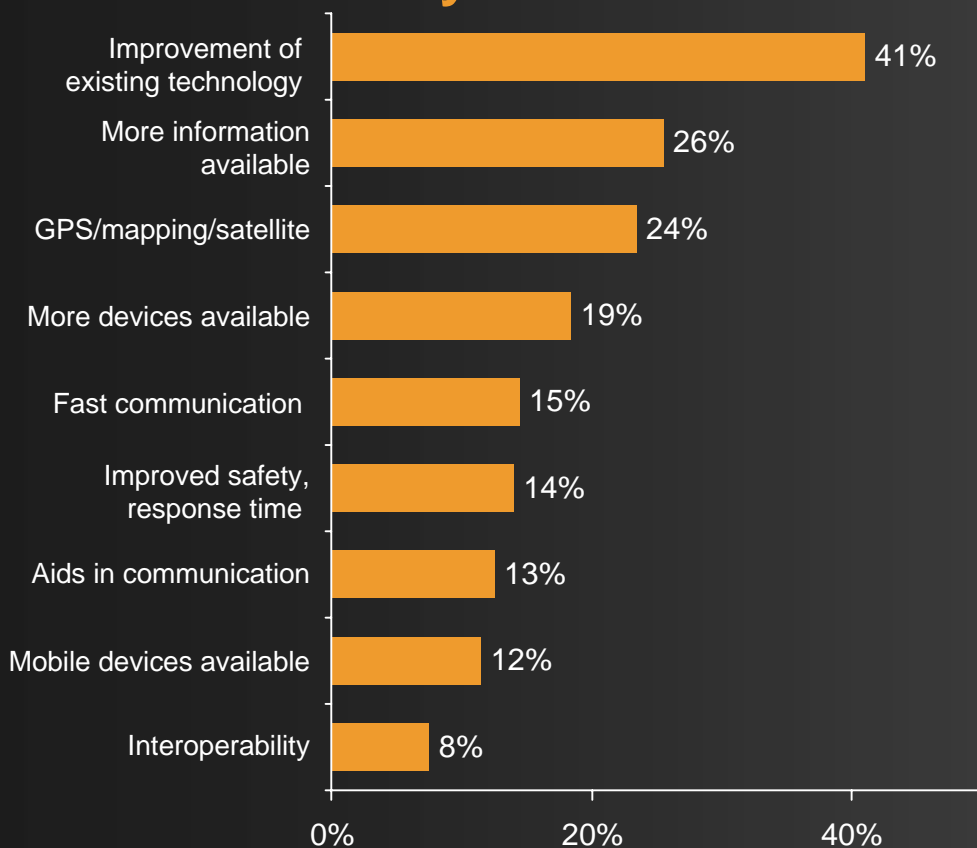


➤ Those who work for police departments are more likely than those in fire departments or city/town administration to see a need for improvement in interoperability.

# How would public safety officials like to see their use of technology evolve in the future?



## All Public Safety Officials



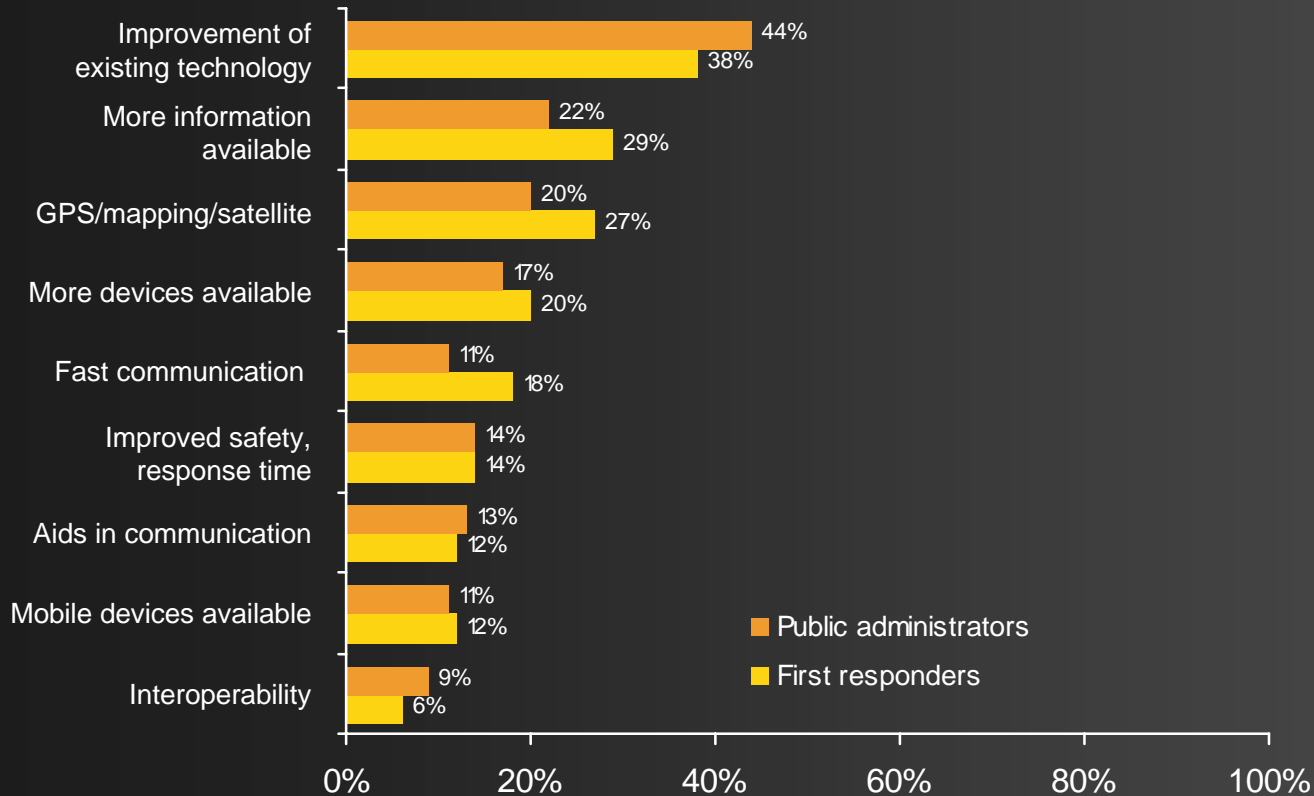
➤ The 41% of responses coded as “improvement of existing technology” include the following types of descriptions:

- › Increased speed of broadband networks
- › Specific technology ideas and “wish lists,” such as “mesh networking,” fire detection technologies, specialized software, facial recognition technologies, and satellite phones
- › Larger storage devices
- › Continued advances/improvements of existing technologies, such as sound quality of radios, mapping software, and wireless Internet

# How would public safety officials like to see their use of technology evolve in the future?



## Public Administrators vs. First Responders

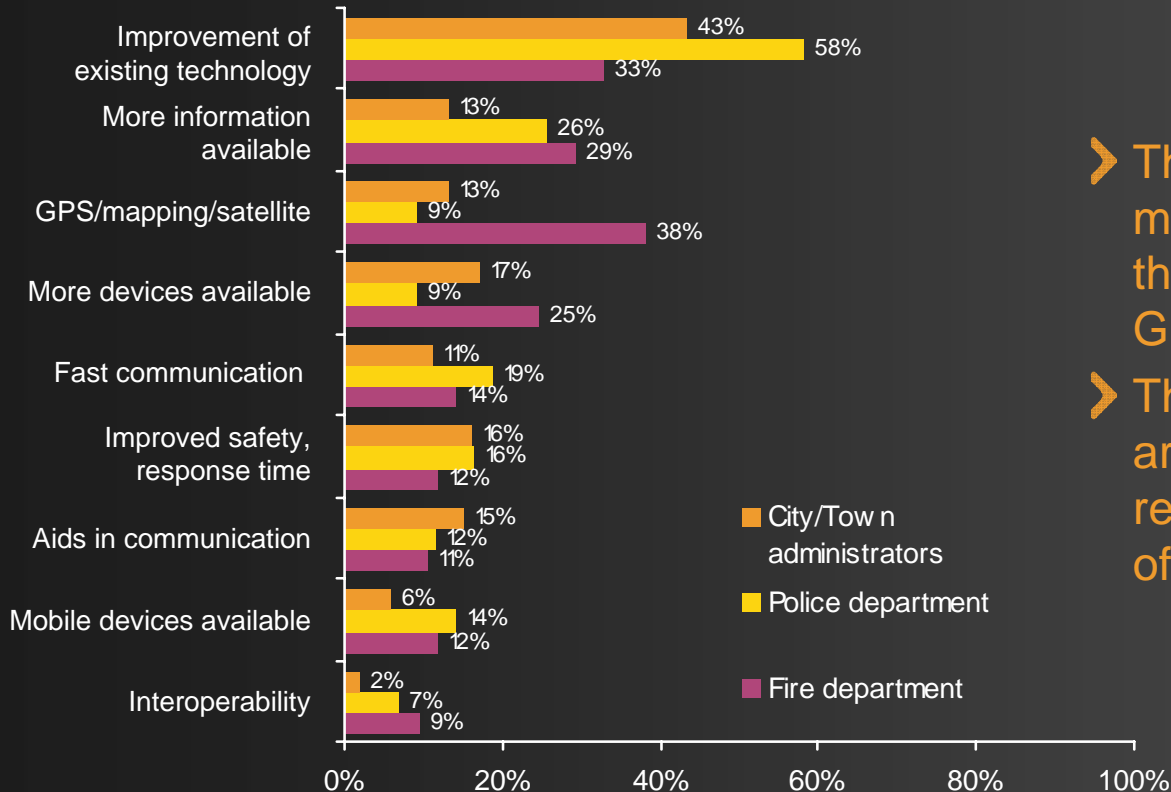


**Question:** Thinking of your city's or community's level of preparedness to handle certain public safety issues, which of the following are you most concerned about?

# How would public safety officials like to see their use of technology evolve in the future?



## City/Town Administration vs. Fire and Police Departments



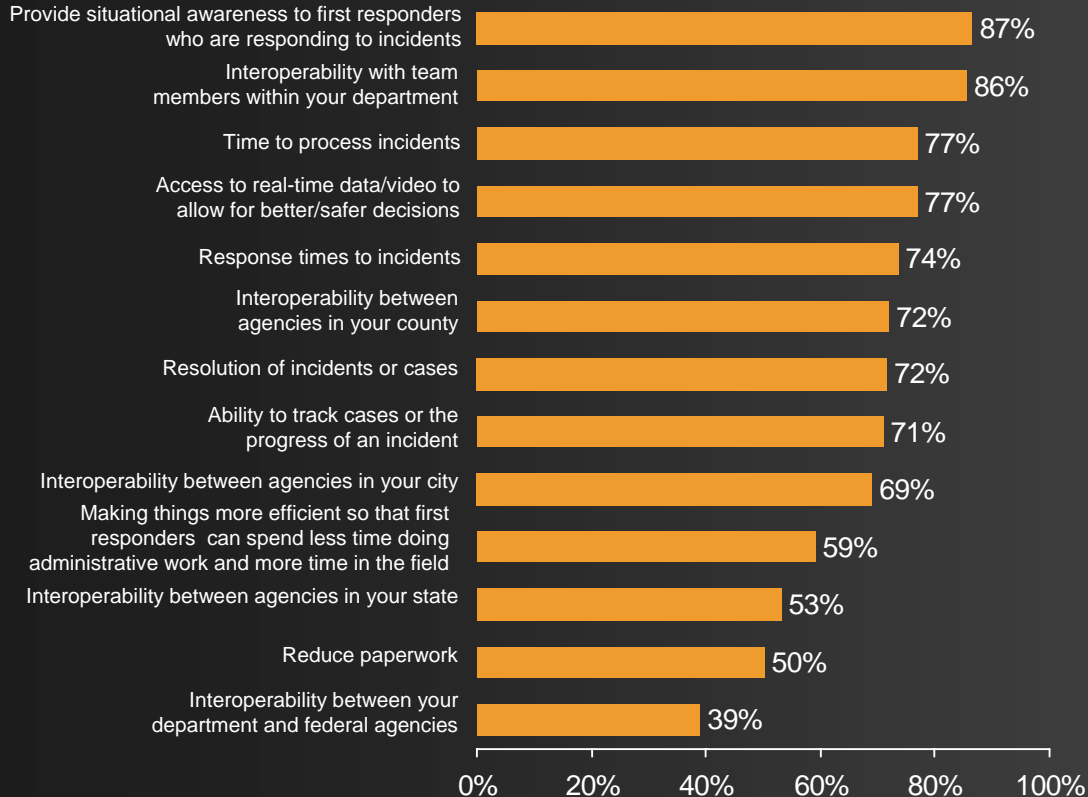
- Those working in fire departments are more likely than others to volunteer that they'd like to see more GPS/mapping technologies.
- Those working in police departments are far more likely to offer opinions related to the needed improvement of existing technologies in the future.

# How has technology helped in key areas?

\*(Net Helped = Helped – Hindered)



## All Public Safety Officials



➤ Public safety officials believe that interoperability with team members and situational awareness are the top ways in which technology has most significantly helped public safety in their communities.

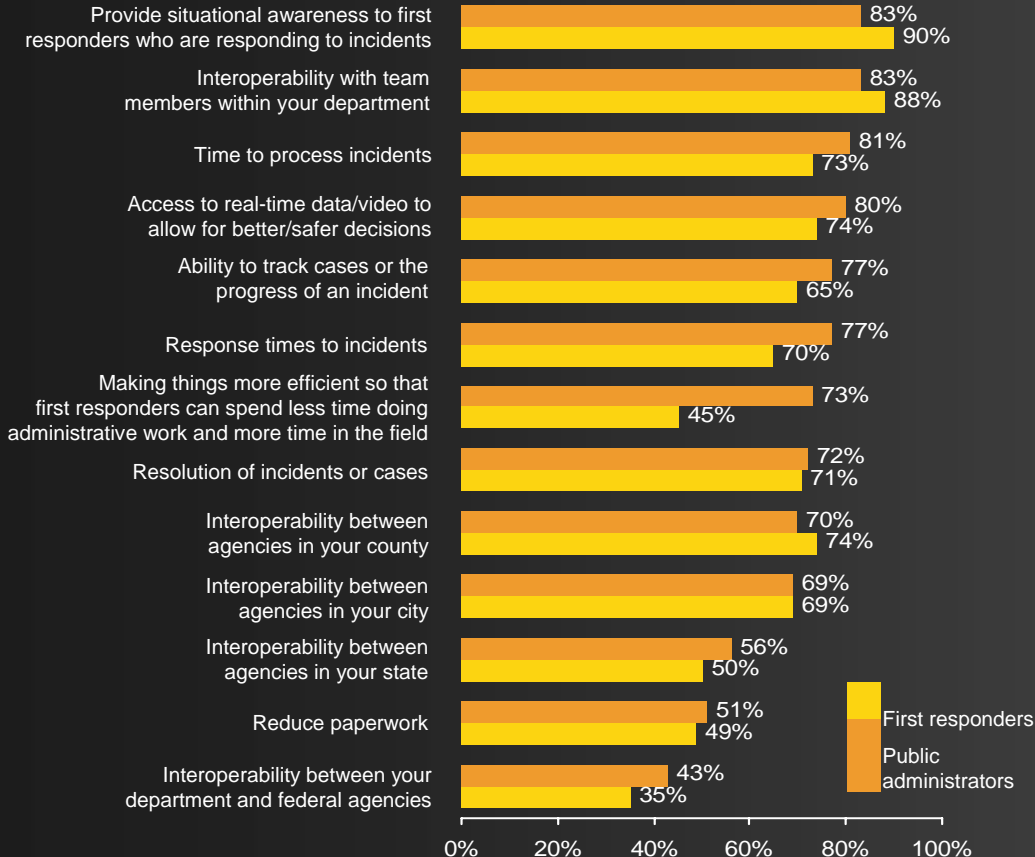
➤ One area where technology has not been as helpful is in providing interoperability between local and federal levels.

# How has technology helped in key areas?

\*(Net Helped = Helped – Hindered)



## Public Administrators vs. First Responders



➤ Perhaps not surprisingly, public administrators are more likely than first responders to feel that technology has helped their community's public safety organizations by making things more efficient so that first responders can spend less time doing administrative work and more time in the field.

➤ First responders are less likely than public administrators to believe that technology has improved response times to incidents.

**Question:** I would like to get more specific about technology's impact on public safety during the past five years. I am going to read a short list of items. Please rate whether you think technology has helped or hindered your community's public safety organizations in each of the following areas.

**\*Note:** Percentages represent the net help provided in each area by subtracting hindrance from helping.

# How has technology helped in key areas?

\*(Net Helped = Helped – Hindered)



## City/Town Administration vs. Fire and Police Departments



➤ Generally, those working in police departments are more likely than those working in fire departments to see benefits from technology across many areas.

**Question:** I would like to get more specific about technology's impact on public safety during the past five years. I am going to read a short list of items. Please rate whether you think technology has helped or hindered your community's public safety organizations in each of the following areas.

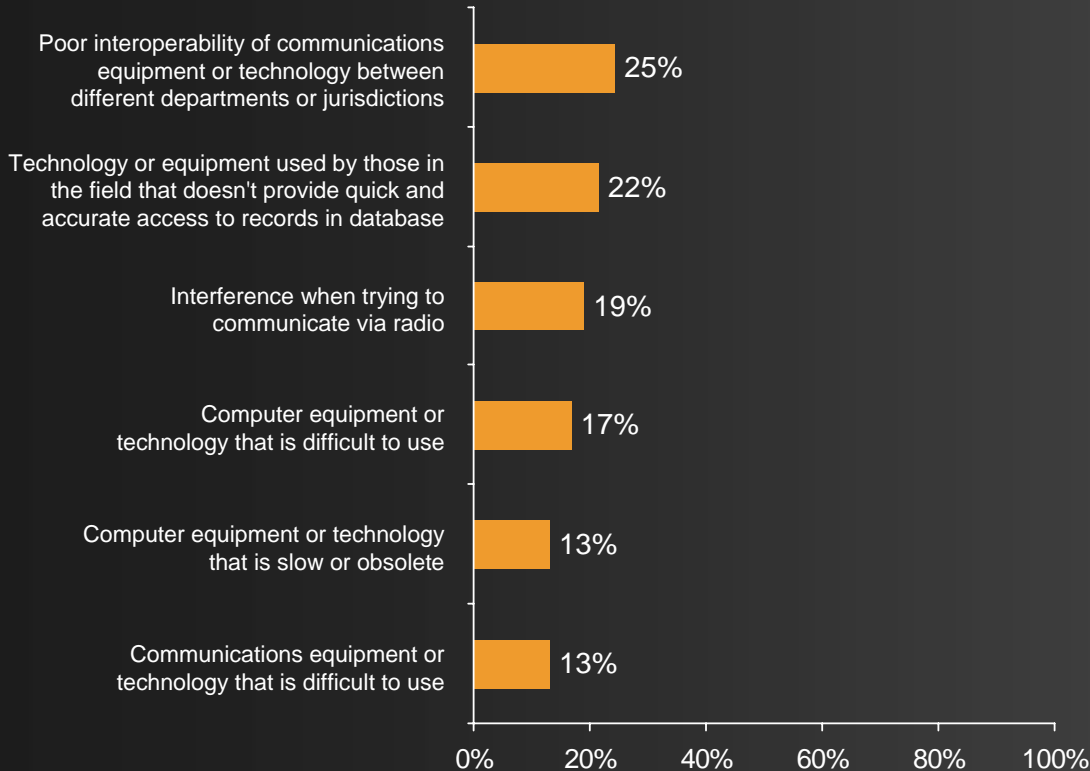
**Note:** Percentages represent the net help provided in each area by subtracting hindrance from helping.

# What concerns do they have about technology?

\*(Net Concern = Concerned – Not Concerned)



## All Public Safety Officials



➤ The top two concerns regarding technology are “technology equipment in the field not providing quick and accurate access to database records” and “poor interoperability of communications equipment between departments/jurisdictions.”

**Question:** For my next question, I would like to get more specific about what concerns you may have regarding the technologies your community's public safety organizations currently use. I am going to read a short list of potential concerns. At the present time, how concerned are you that each of the following may reduce the effectiveness of your community's first responders?

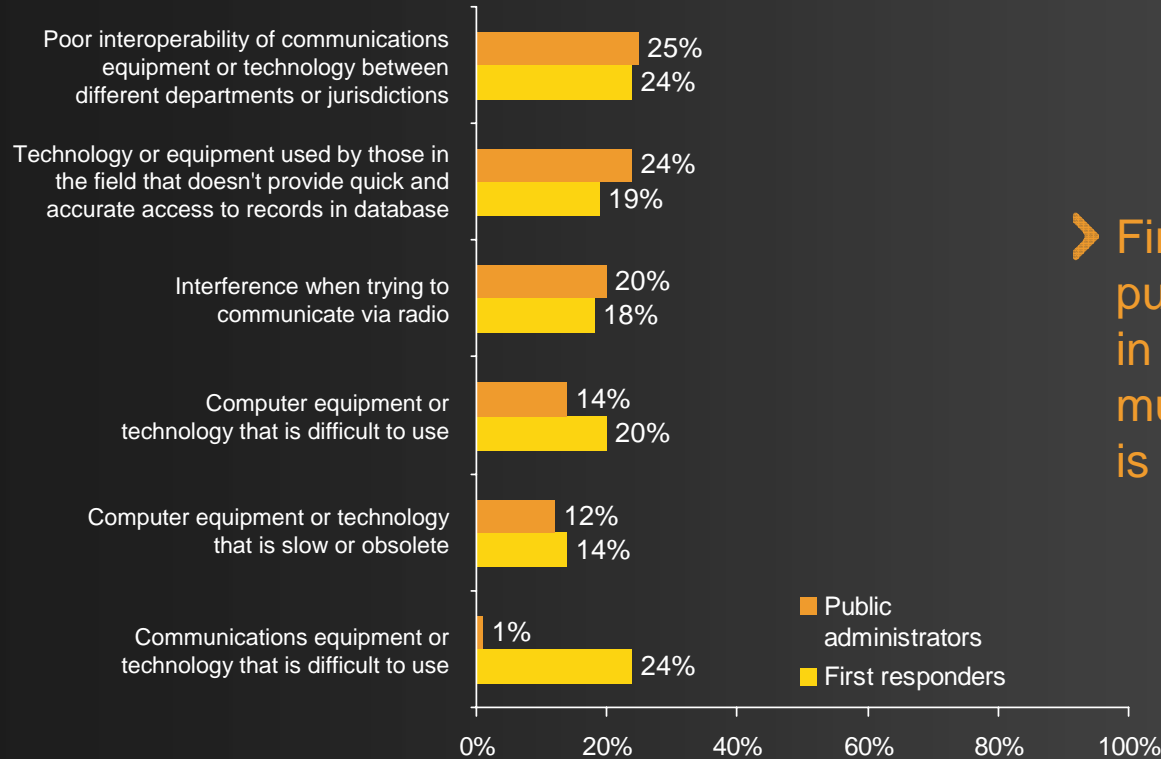
**\*Note:** Percentages represent the net level of concern regarding each area by subtracting the not concerned responses from concerned responses.

# What concerns do they have about technology?

\*(Net Concern = Concerned – Not Concerned)



## Public Administrators vs. First Responders



➤ First responders, who are more likely than public administrators to have experience in the field with technology products, are much more concerned that the technology is not easy to use.

**Question:** For my next question, I would like to get more specific about what concerns you may have regarding the technologies your community's public safety organizations currently use. I am going to read a short list of potential concerns. At the present time, how concerned are you that each of the following may reduce the effectiveness of your community's first responders?

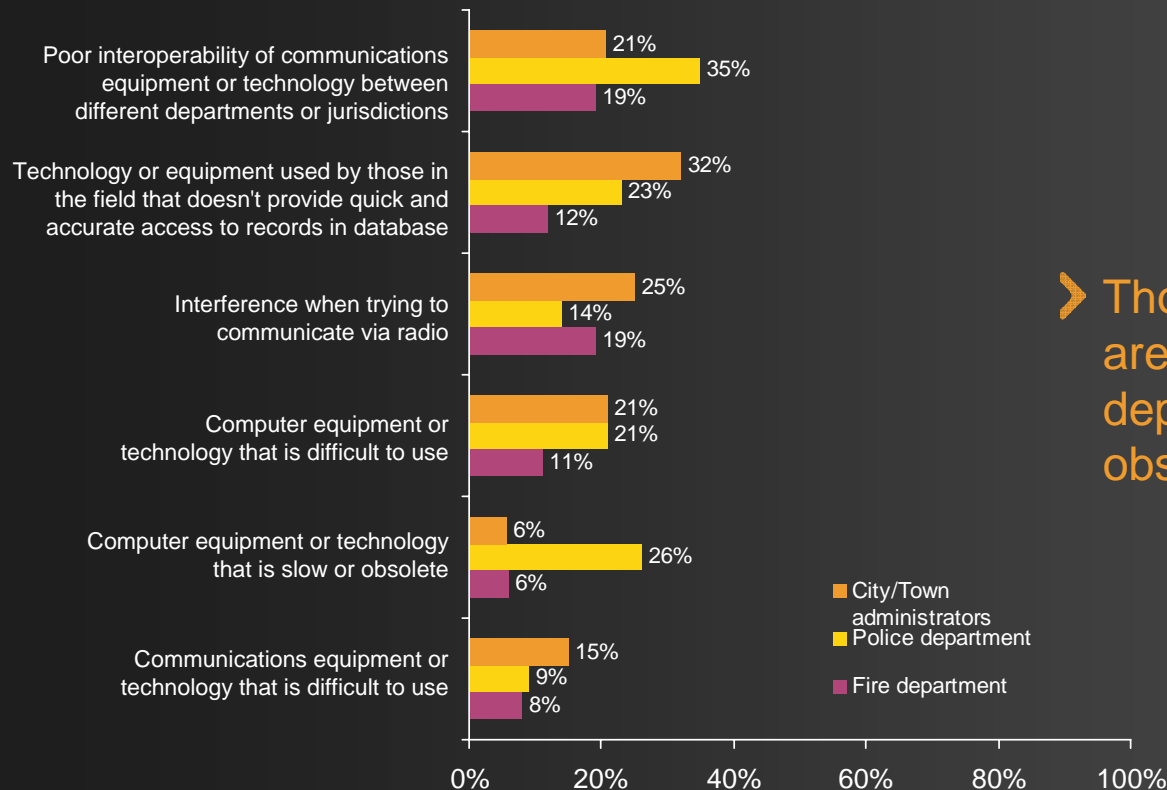
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# What concerns do they have about technology?

\*(Net Concern = Concerned – Not Concerned)



## City/Town Administration vs. Fire and Police Departments



➤ Those working in police departments are much more concerned than fire departments regarding technology being obsolete or low levels of interoperability.

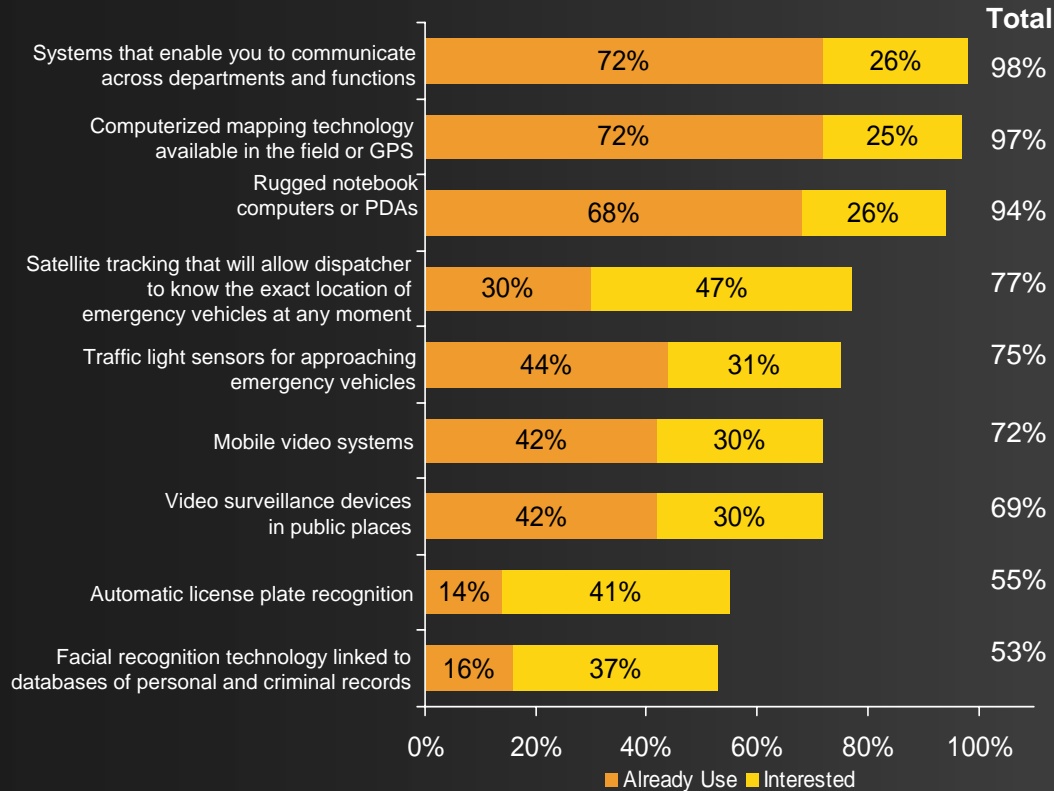
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**\*Note:** Percentages represent the net level of concern regarding each area by subtracting the not concerned responses from concerned responses.

# What technology is currently being used, and what is the interest if it is not being used?



## All Public Safety Officials



Among nine different types of technologies measured, communities are most likely to use:

- ① Systems that enable them to communicate across departments/functions
- ② Computerized mapping technology
- ③ Rugged notebook computers or PDAs.

Interest in adopting new technologies is highest for:

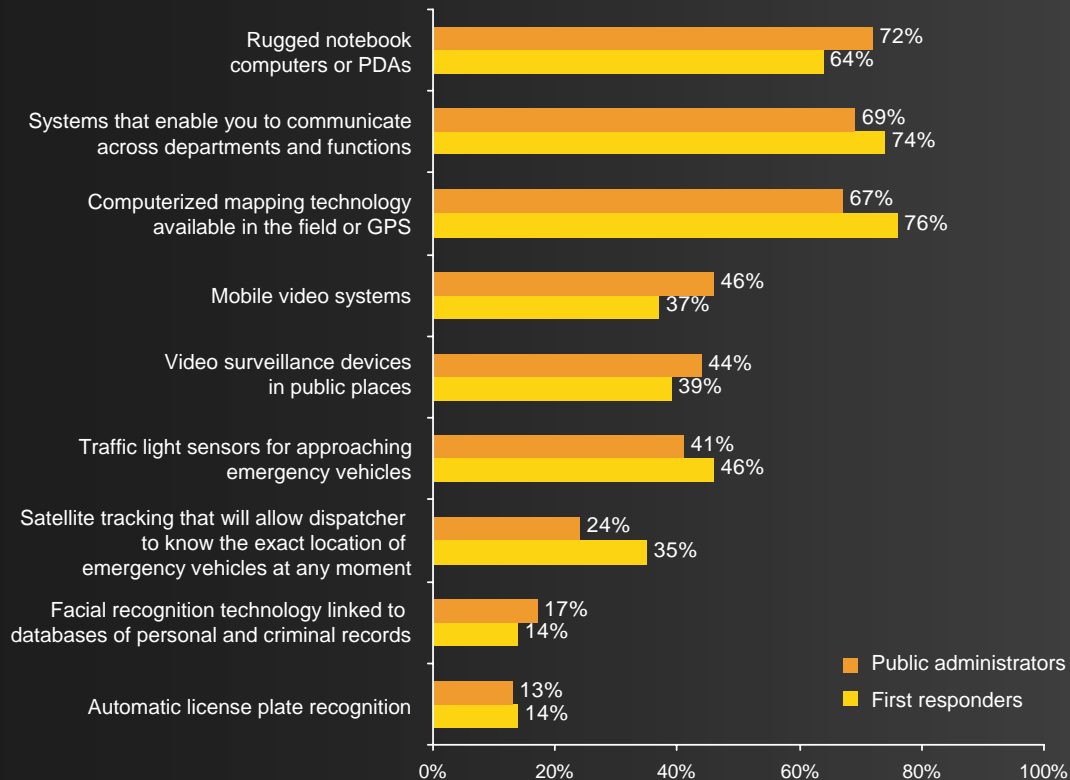
- ① Satellite tracking technology
- ② Automatic license plate recognition
- ③ Facial recognition technology

**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? 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?

# What technology is currently being used?



## Public Administrators vs. First Responders

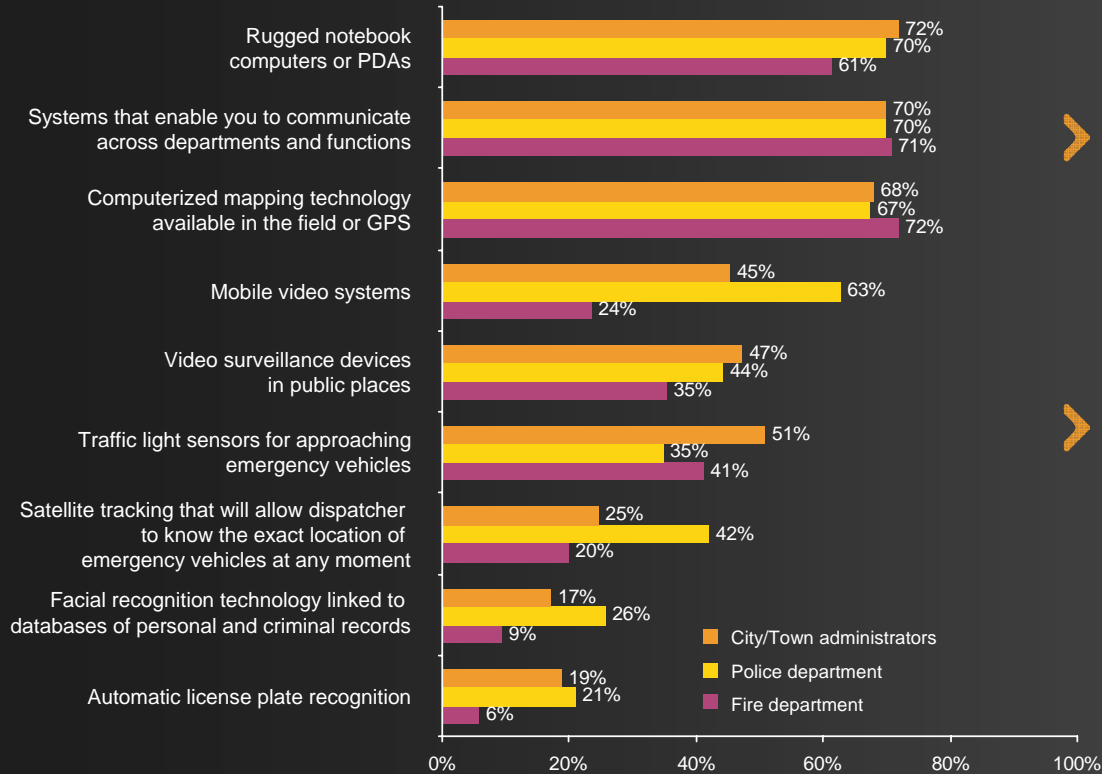


➤ First responders are more likely than public administrators to believe that their communities use mapping and satellite tracking technologies.

# What technology is currently being used?



## City/Town Administration vs. Fire and Police Departments



➤ Those working in fire departments are more likely than those working in police departments to say their communities do not use many of the advanced computer and communication technologies.

➤ Those working in police departments are more likely than those working in fire departments to say their communities use satellite tracking technology.