



2011 911 Annual Report



2011 The Pursuit of Excellence

There is no higher honor than human service. To work for the common good is the greatest deed. For 2011, the men and women of Dyersburg 911 strived each day to do better than the last.

Welcome to Our 2011 Annual Report

Mark Grant
Dyersburg 911 Manager

Welcome to our 2011 annual report. For 2011, our staff focused on the pursuit of excellence. A proud accomplishment for the year is a letter we received from Power Phone, who is a national provider of 911 training and call guides. This letter is an external validation of the progress we made in our commitment. The letter also demonstrates that our "team philosophy" has played a significant role in achieving our internal goals. The Dyersburg 911 Team, will continue to work together at providing a first class service to our customers.

Letter from Power Phone to Dyersburg 911

Happy Holidays,

I wanted to take a moment to tell you how much I enjoyed the training at your agency this week. I am truly impressed with the QA/QI processes you already have in place. I also wanted to tell you how much I appreciated your staff. Their opinions, comments, and obvious knowledge of QI were very beneficial and greatly added to the training for the other students. They were very supportive of the other class members and offered ideas to help them with the challenges they will face in implementing QA/QI in their agencies.

I have trained at numerous agencies, large and small, across the United States. Dyersburg 911 is one of the best, if not THE best center I have had the pleasure to visit. Your staff obviously feels valued and supported. They are professional and exemplify what quality customer service should be. I hope the citizens of your community are aware of how fortunate they are to have such a professional organization serving them. I look forward to working with you and your staff in the future.













Best,

*Cory Friend
Accreditation Coordinator
PowerPhone, Inc.*


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Awards - Recognizing Excellence

DATE	AWARD	NAME	DESCRIPTION
1-20-11		Gloria Spence	Maintaining exceptional annual QI score 2010 rating term
1-20-11		Pamela McKelvy	Maintaining exceptional annual QI score 2010 rating term
1-20-11		Leaha Garrison	Maintaining exceptional annual QI score 2010 rating term
1-20-11		Debbie Ware	Maintaining exceptional annual QI score 2010 rating term
1-20-11		Gloria Spence	Exceptional performance during a 45% staff shortage and a historic flood 2010
1-20-11		Pamela McKelvy	Exceptional performance during a 45% staff shortage and a historic flood 2010
1-20-11		Leaha Garrison	Exceptional performance during a 45% staff shortage and a historic flood 2010
1-20-11		Debbie Ware	Exceptional performance during a 45% staff shortage and a historic flood 2010
1-20-11		Jennifer Myer	Exceptional performance during a 45% staff shortage and a historic flood 2010
1-20-11		Cathy Cavness	Exceptional performance during a 45% staff shortage and a historic flood 2010
1-27-11		Sherry Butler	Achieved agency Full Compliance score during the 2010 TBI TIES Audit
1-27-11		Cathy Cavness	Achieved agency Full Compliance score during the 2010 TBI TIES Audit
4-28-11	LOC	Tiffany DeSpain	Outstanding performance while handling a suicidal call.
7-06-11	LOC	Tiffany DeSpain	Outstanding performance during call overload on July 4
7-06-11	LOC	Sherry Butler	Outstanding performance during call overload on July 4

KEY

 Distinguished Service

Awarded for meritorious service where professional performance was exceptional either with respect to a specific situation or project, or through sustained superior performance over a long period of time

 911 Merit

For excellence in 911 communications work, including support activities and civic involvement

What is Quality Improvement ?

In no other place is high quality service more significant than in the 911 communications center, there is so much on the line. Peoples lives, potential for liability, and our image. Operators must possess a unique combination of skills: communication, listening, problem solving, multi-tasking, a good attitude, and patience. So how do we make sure our operators meet the highest standards of quality service? Quality improvement.

At Dyersburg 911 it is the process of verifying or determining whether the service provided by our operators meet or exceed the required expectations. It's a process-driven approach

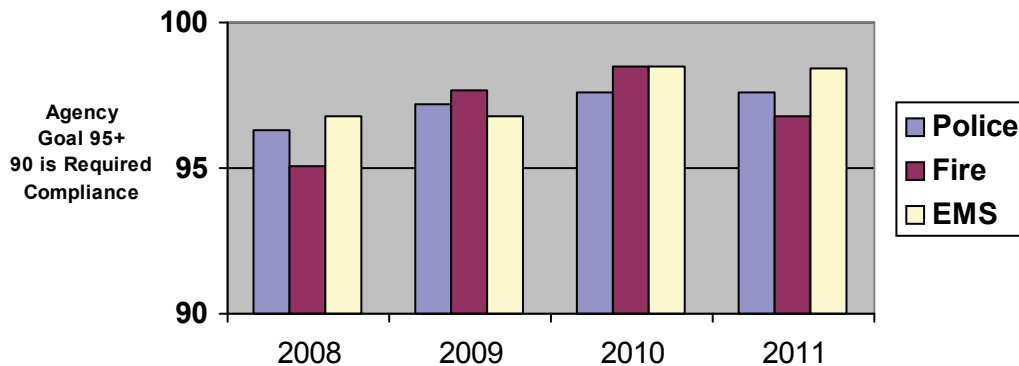
with specific steps to help define and attain goals. This process considers **intention** where there are set objectives and processes required to get the needed information for the desired outcome, **training** so each operator can deliver the highest level of customer service, **evaluation** so we can monitor the implemented process, and **assessment** to apply action necessary for improvement if the results require change.

QI also helps determine whether steps used to provide the service are appropriate for the time and conditions. It helps improve internal efficiency, problem areas, and tracks trends. .

The goal is to ensure that excellence is inherent in every component of the process.

"If workers at any level believe they are doing what they are supposed to be doing, why should it occur to them to do anything different? Because lack of specific and frequent feedback is one of the most common causes of inappropriate performance!"

QI AVERAGE



Community Education and Outreach



Employee Welfare

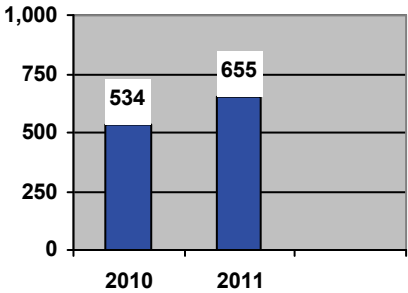


"take care of your employees, as they are the greatest asset your business has"

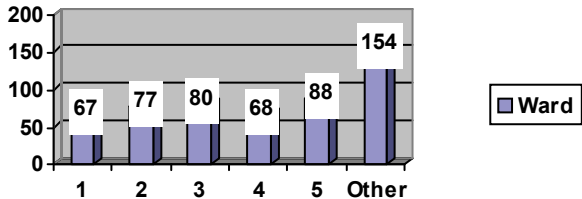
311 Call Center Statistics for City Services other than Public Safety



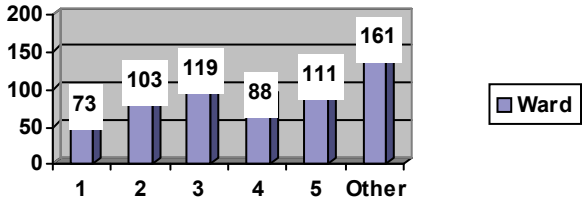
311 Service Request



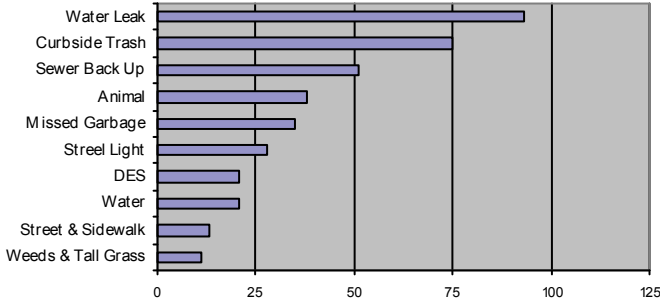
2010 311 Service Request by Ward



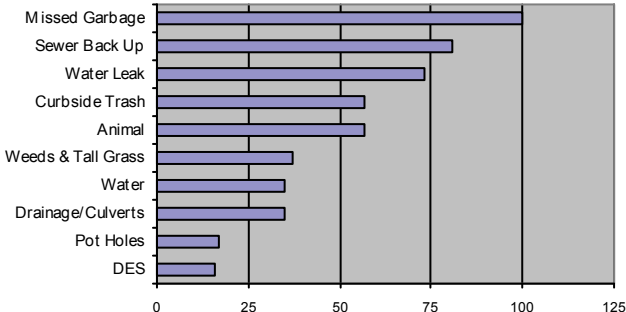
2011 311 Service Request by Ward



2010 Top Ten Service Request by Type



2011 Top Ten Service Request by Type



Public and Responder Satisfaction

All complaints are thoroughly investigated. Employees who have allegations which are substantiated receive remedial training and corrective action. The agency tracks complaints to ensure that inadequate performance trends are identified and addressed.

Our standard is “ZERO Complaints”. The goal is to be perfect. Realistically, mistakes will be made.

Based on industry practices, the agency has established a complaint benchmark of 1% or less.

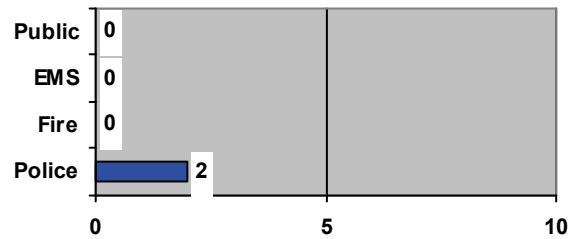
The percentage is determined using the following formula:

External Customer Complaint %
 = substantiated allegations by public divided by inbound telephone calls

Internal Customer Complaint %
 = substantiated public safety allegations divided by public safety CAD events

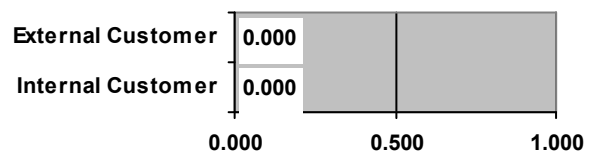
Note - there is a difference in a allegation vs a complaint. A single complaint may contain 3 allegations.

Total Complaints by Customer



Total Complaints: 2
 Substantiated: 0
 Unsubstantiated: 2

Complaint Rate
 Goal is less than 1%



The Staff of Dyersburg 911



Mark Grant (Manager)

28 years of service

Cathy Cavness (Supervisor)

25 years of Service

Pam McKelvy (Standards)

15 years of service

Debbie Ware (Dispatcher)

14 years of service

Gloria Spence (Senior Team Leader)

14 years of service

Jennifer Meyer (Dispatcher)

2 year of service

Chuck Byrd (Dispatcher)

1 year of service

Randi Winstead (Team Leader)

1 year of service

Sherry Butler (Team Leader)

1 year of service

Tiffany DeSpain (Dispatcher)

1 year of service

Emily Deal

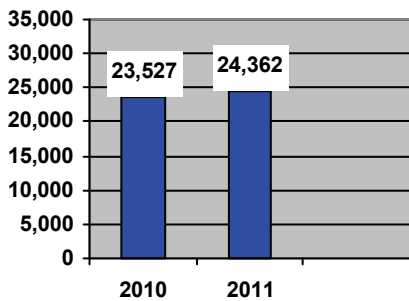
8 months of service

Emily Runions

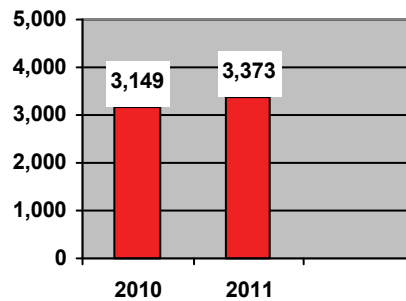
New employee

Emergency and Non Emergency Request for Police Fire EMS

Dyersburg Police Events

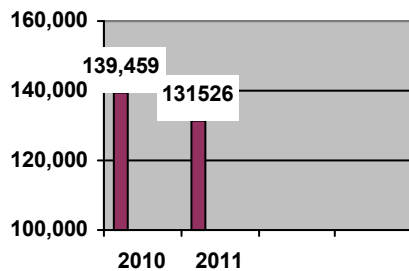


Dyersburg Fire/EMS Events

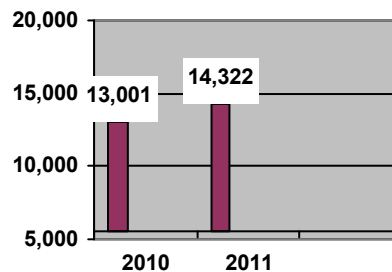


Call Center Telephone Statistics

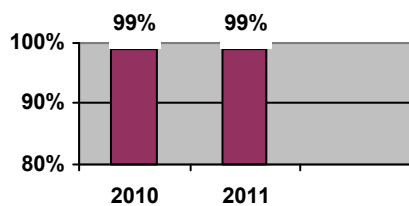
Total Telephone Calls Processed



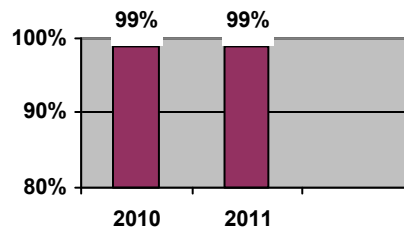
Total 911 Emergency Telephone Calls



Percentage of 311 Calls Answered in 20 Secs or Less (Agency Standard 90%)



Percentage of 911 Calls Answered in 20 Secs or Less (NENA Standard 95%)



Our Commitment to Excellence

The staff of Dyersburg 911 will continue to pursue excellence. Our guiding principles are our Customer Bill of Rights and our Agency Mission Statement.

Excellence - n: the state or quality of excelling or being exceptionally good; extreme merit;

Dyersburg 911 Customer Bill of Rights

We the people, of the Dyersburg 911 Center, in order to provide quality customer service, do ordain and establish these Customer Bill of Rights.

Article One

Answer and process our customer calls as quickly as possible.

Article Two

Treat our customers impartially, courteously and respectfully.

Article Three

We will listen to our customers; we will give them a chance to speak.

Article Four

We will have empathy for our customers; we will have tolerance for a lack of understanding.

Article Five

We will provide an explanation of our processes.

Done by the unanimous consent of the employees during the month of May in the year of our Lord two thousand and nine.

Dyersburg 911 Vision Statement

The Dyersburg Public Safety Communications Center exists to serve the community by answering request for police, fire and medical services; coordinating response for those requests; and assisting our local emergency service providers in protecting life and property. **Our vision is to provide the highest possible customer service.** Central to our vision are the values that guide our work and decisions. Our values are characteristic of worth. They are non-negotiable. Although we may need to balance them, we will never ignore them for the sake of expediency or personal preference. We hold our values constantly before us to teach and remind us, and the community we serve, of our ideals.

We, the men and women of the Dyersburg Public Safety Communications Center, value:

Human Life; Excellence; Problem Solving; Integrity; Accountability; Cooperation; Ourselves; Each Other; Our Customer; Our Community.

