



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

2018 Police Department Customer Service Assessment

Prepared by:

The Office of Institutional Research & Assessment

University of North Carolina at Chapel Hill

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Table of Contents

PROJECT BACKGROUND	1
METHODOLOGY	1
PRELIMINARY FINDINGS	2
DEMOGRAPHICS	2
POLICE VISIBILITY	5
CAMPUS SAFETY	6
KNOWLEDGE OF SAFETY MEASURES	7
TRANSPORTATION	9
COMMUNICATIONS/WEB-SITE	11
OUTREACH PROGRAMS	14
CUSTOMER SATISFACTION	17
APPENDIX A. ANALYSIS OF OPEN-ENDED RESPONSES	20
APPENDIX B: UNC-CHAPEL HILL POLICE DEPARTMENT CUSTOMER SERVICE SURVEY	22

Project Background

The UNC-Chapel Hill Police Department at the University of North Carolina at Chapel Hill conducts a Customer Service Survey roughly every three years as part of their continuous improvement process and for certification purposes. The survey is managed by the Office of University Communications and the Office of Institutional Research and Assessment (OIRA). It was last conducted in 2015.

In the fall of 2018, OIRA worked with the University Police Department in updating and administering the Customer Service Survey to faculty, staff, and students. Faculty and staff from the UNC Health Systems also participated in the survey.

Methodology

The survey instrument was developed by DPS and OIRA (see Appendix B). The survey contains five demographic questions and 22 questions regarding respondents' feedback along six aspects including:

- 1) Police visibility and interaction with campus (item 6)
- 2) Campus safety, including items on Alert Carolina (items 7-15)
- 3) Transportation (item 16)
- 4) Communications/website, including items on Social Media (items 17-21)
- 5) Outreach Programs (items 22-24)
- 6) Customer service (items 25-27)

The survey was distributed using the Qualtrics software to faculty and staff at the university as well as the hospital. OIRA sent an initial email invitation to all faculty and staff on September 11, 2018. An email reminder was sent on September 25, 2018.

As of November 15, 2018, 6,317 responses were received from the population of 23,372 for a response rate of approximately 27%. Among employee respondents, 644 self-identified as faculty (24.7%), 1,219 self-identified as staff (56.7%), and the rest identified as EHRA non-faculty, "other" or did not provide a response (18.6%). A total of 313 participants also expressed interest in participating in the follow-up focus groups.

To protect confidentiality, responses were collected on a secure server in OIRA. All contact information provided by respondents and any other potential identifiers were separated from the survey responses to prevent subsequent linkages. As an additional precaution, staff reviewed responses to the open-ended questions in order to redact any information that might reveal the identity of respondents.

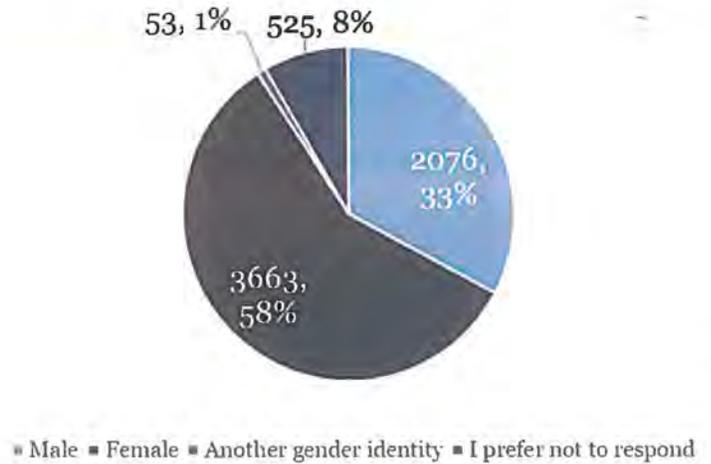
Preliminary Findings

Demographics

Gender

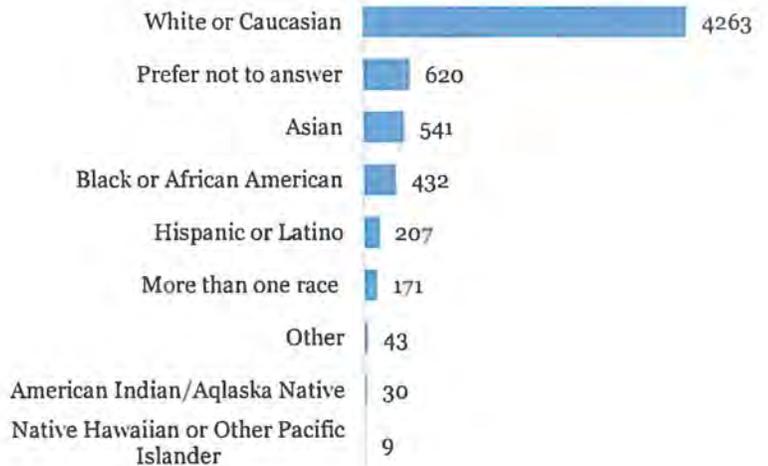
	N	%
Male	2076	32.86
Female	3663	57.99
Another Gender	53	0.84
Prefer not to answer	525	8.31
Total	6317	

Of those who completed this survey, approximately 33% of respondents (N=2076) were male while 58% of respondents (N=3663) were female. The remainder of respondents either indicated being another gender or preferred not to answer.



Race

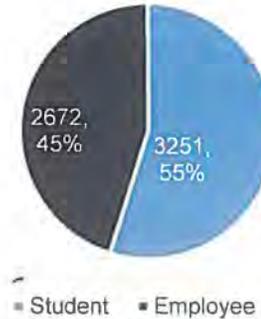
	N	%
Native Hawaiian	9	0.14
American Indian/Alaska Native	30	0.47
Other	43	0.68
More than one race	171	2.71
Hispanic or Latino	207	3.28
Black or African American	432	6.84
Asian	541	8.57
Prefer not to Answer	620	9.82
White or Caucasian	4263	67.5
Total	6316	



Over two-thirds of the respondents self-identified as White or Caucasian (N=4263, 67.5%).

Respondent Role at UNC

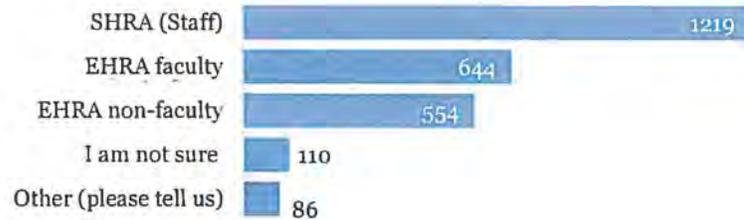
	N	%
Students	3251	54.89
Employees	2672	45.11
Total	5923	



Of all respondents, students comprised of approximately 55% and employees represented approximately 45%.

Employee Classification

	N	%
SHRA (Staff)	1219	56.65
EHRA Faculty	644	24.65
EHRA non-faculty	554	21.20
I am not sure	110	4.21
Other	86	3.29
Total	2613	



When evaluating all employee respondents it is notable that the majority of employee respondents identified as staff (N=1219), followed by EHRA faculty (N=644).

Student Classification

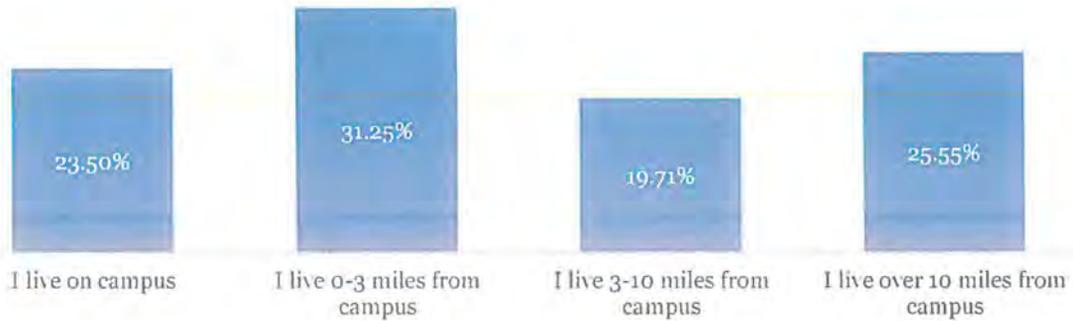
Undergraduate Student	2239
Graduate Student (Masters, Doctoral)	951
Other (please tell us)	19
Post-Doctoral Scholar	6
I am not sure	3

	N	%
Undergraduate	2339	69.58
Graduate	951	29.55
Other	19	0.59
Post-Doctoral Scholar	6	0.19
Not sure	3	0.09
Total	3218	

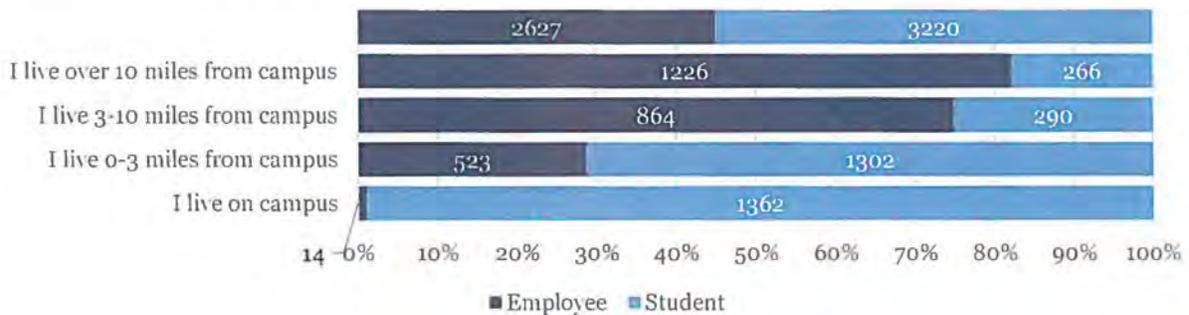
It is noticeable that out of all student respondents, undergraduates represented approximately 70% of the population.

Distance to Campus

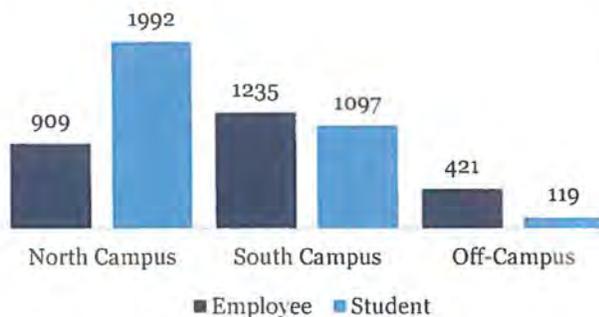
A total of 5,856 respondents responded to the question regarding how far they live from campus. Over 50% of the respondents either live on campus (N=1376, 23.5%) or live within 0-3 miles from campus (N=1830, 31.5%).



It is important to note that students represented 98.9% (1362 versus 14) of respondents who indicated living on campus, whereas 82% (N=1226) of those who indicated living over 10 miles from campus were employees.



Facility Use



When exploring where all respondents primarily use UNC facilities, it is apparent most are located on North Campus (50%), followed by South Campus (40.3%).

	N	%
North Campus	2901	50.1
South Campus	2332	40.3
Off-Campus	540	9.3
Other	13	0.2
Total	5786	

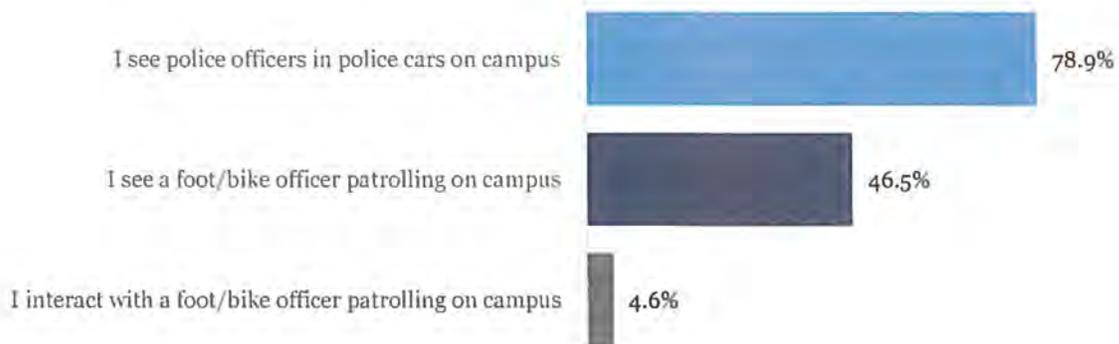
However, it is notable that more employees (48%) use facilities on south campus than on north campus or off-campus.

Police Visibility

One fifth of the respondents (N=1194, 21.7%) reported “never” when asked about how often they saw or interacted with foot/bike officers patrolling on campus. Only 5% of respondents (N=280) stated “never” when asked how frequently they saw officers in police cars on campus.

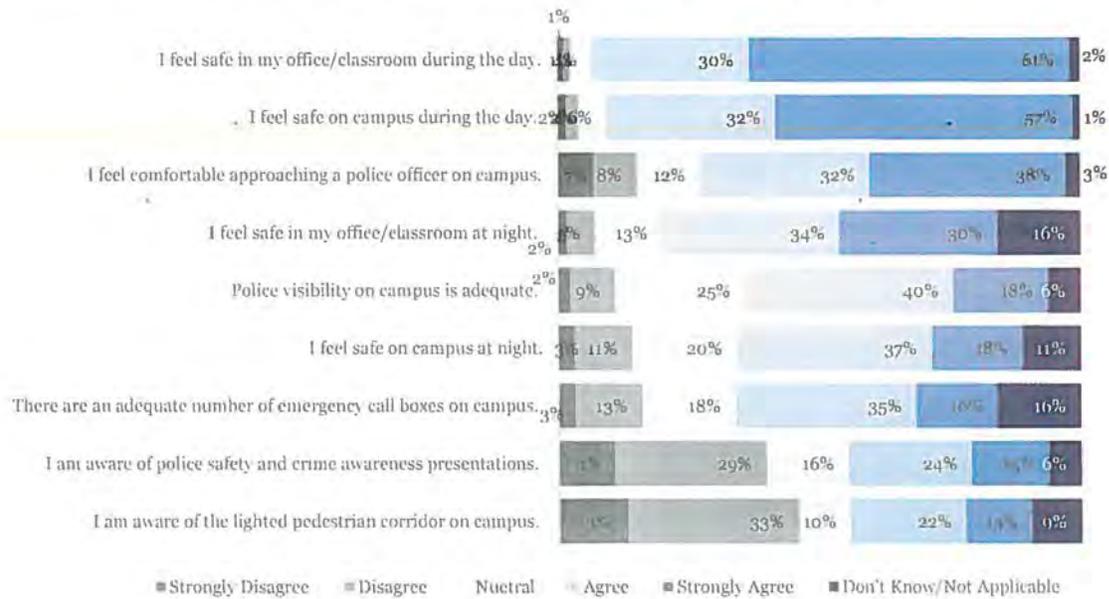
	Never		Daily		Weekly		Monthly		Less often than monthly	
	N	%	N	%	N	%	N	%	N	%
I see a foot/bike officer patrolling on campus	1194	21.7	783	14.2	1781	32.3	1085	19.7	664	12.06
I interact with a foot/bike officer patrolling on campus	3958	72	80	1.5	168	3	624	11.4	670	12
I see police officers in police cars on campus	280	5	2288	41.4	2072	37.5	566	10.2	320	5.8

Among respondents who reported seeing police officers “daily” and “weekly”, more respondents indicated seeing police officers in police cars on campus than seeing and interacting with them when they patrolled campus on foot/bike.



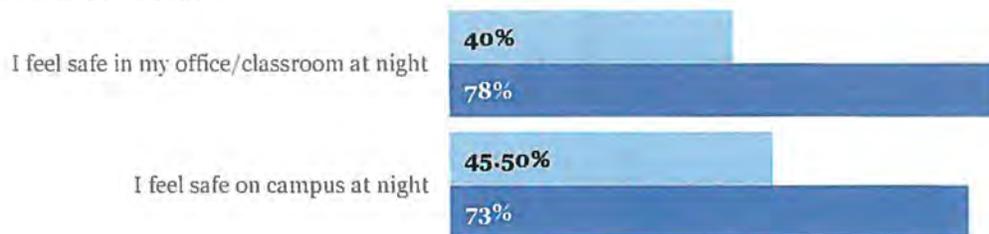
Campus Safety

Ninety-one percent of respondents (N=4660) agreed or strongly agreed that they feel safe on campus and in their classrooms during the day. Over 64% reported feeling safe in their offices or classrooms at night, and more than half indicated feeling safe at night in general.

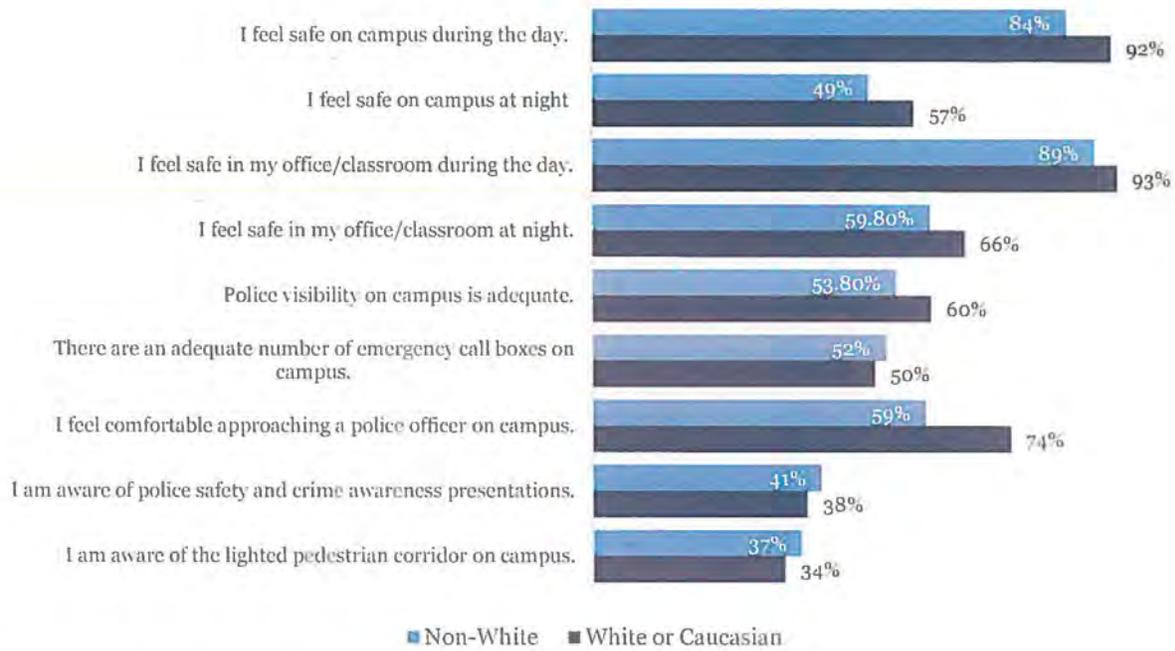


A larger percentage of male respondents than female respondents agreed or strongly agreed feeling safe on campus at night. It was also noted that 50% female respondents (versus 38% male respondents) disagreed or strongly disagreed that they are aware of pedestrian corridors.

■ Female ■ Male



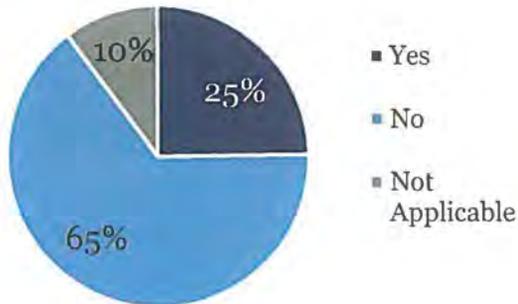
The majority of the respondents reported feeling safe on campus during the day. Higher percentage of those reported as White or Caucasian reported feeling safe on campus during the day or at night, and reported feeling comfortable approaching a police officer on campus.



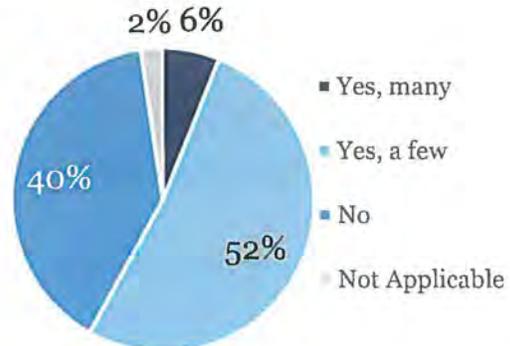
Knowledge of Safety Measures

Most respondents (65%) are not aware of the location of the closest call box to their work place. However, over half (52%) of all respondents indicated knowing locations of at least a few call boxes across campus.

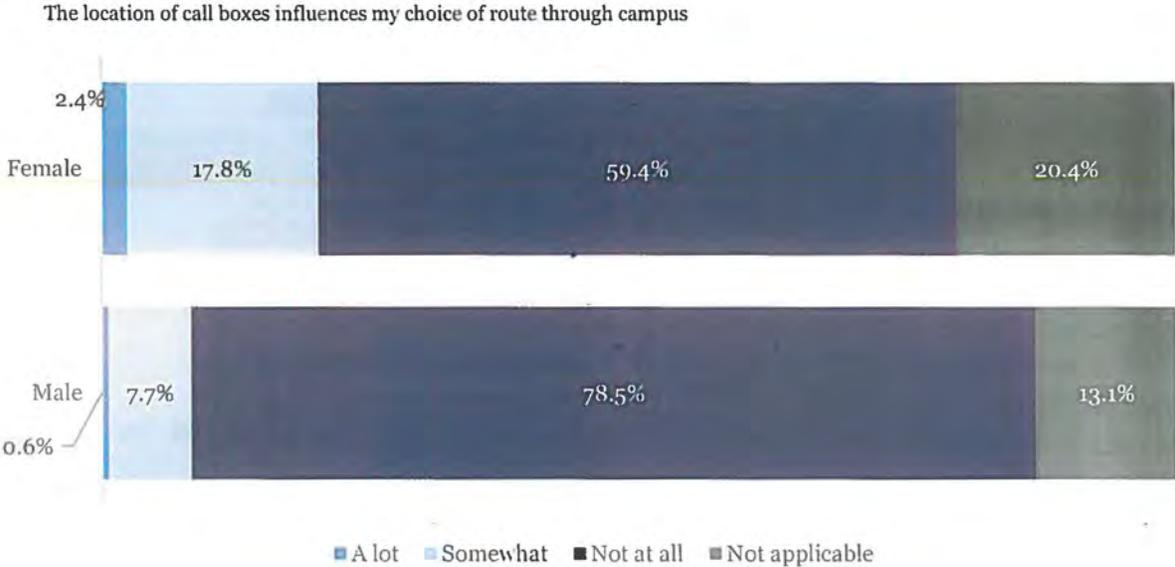
I know the location of the closest call box to my work.



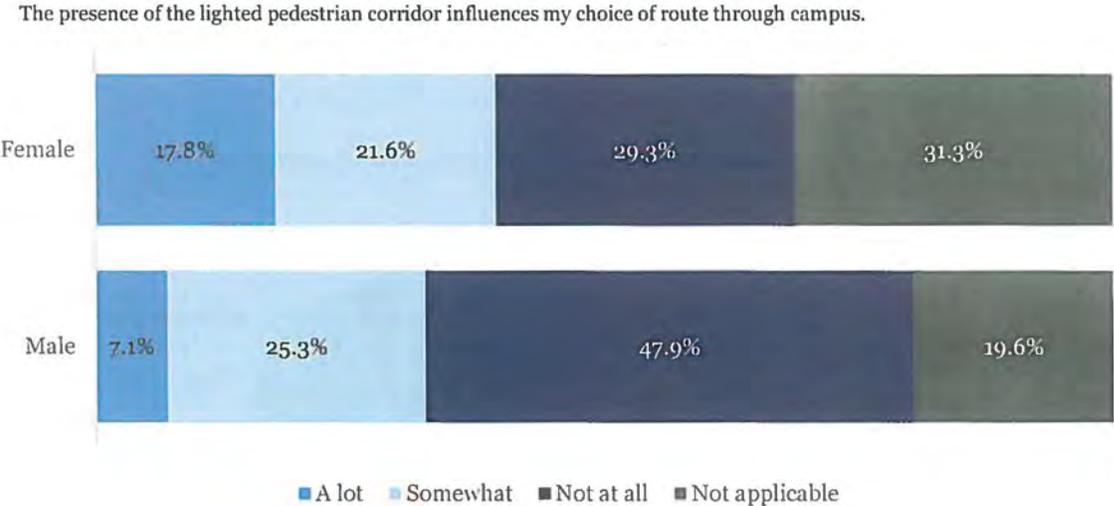
I know the location of call boxes across campus.



Though most respondent routes in general are not influenced by the location of call boxes, it was observed that a larger percentage of female respondents than male respondents indicated there is at least somewhat influence.

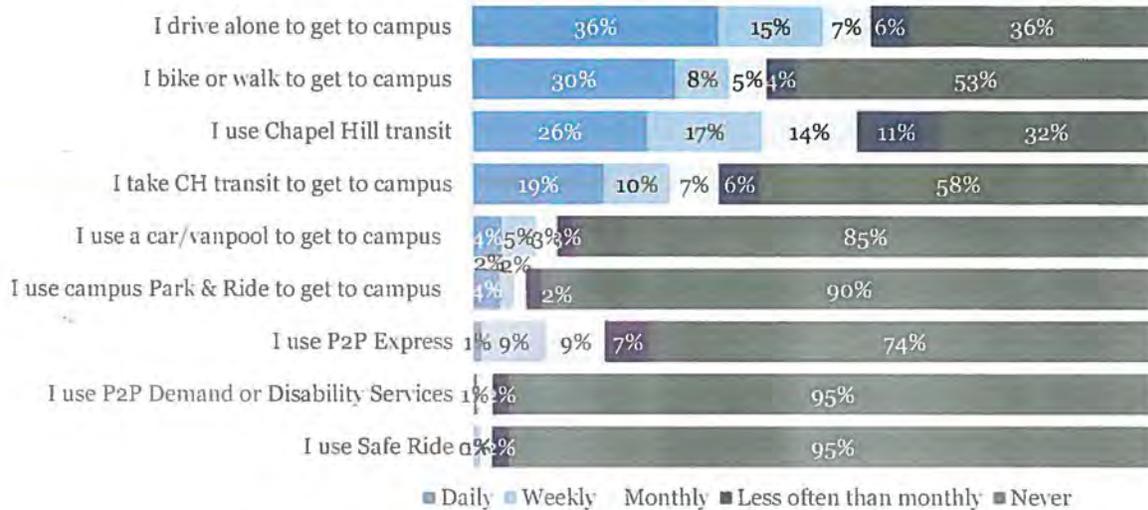


It was also observed that a larger percentage of female respondents than male respondents indicated the influence of the presence of lighted pedestrian corridor on their choice of route through campus.

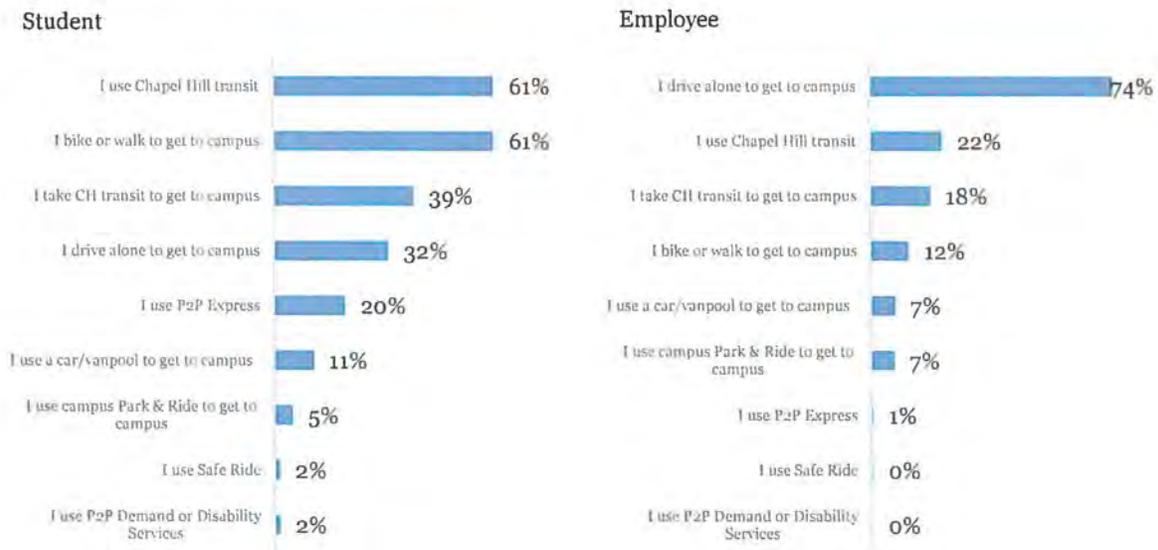


Transportation

Overall, more respondents indicated driving alone to get to campus on a daily basis than any other method of transportation.

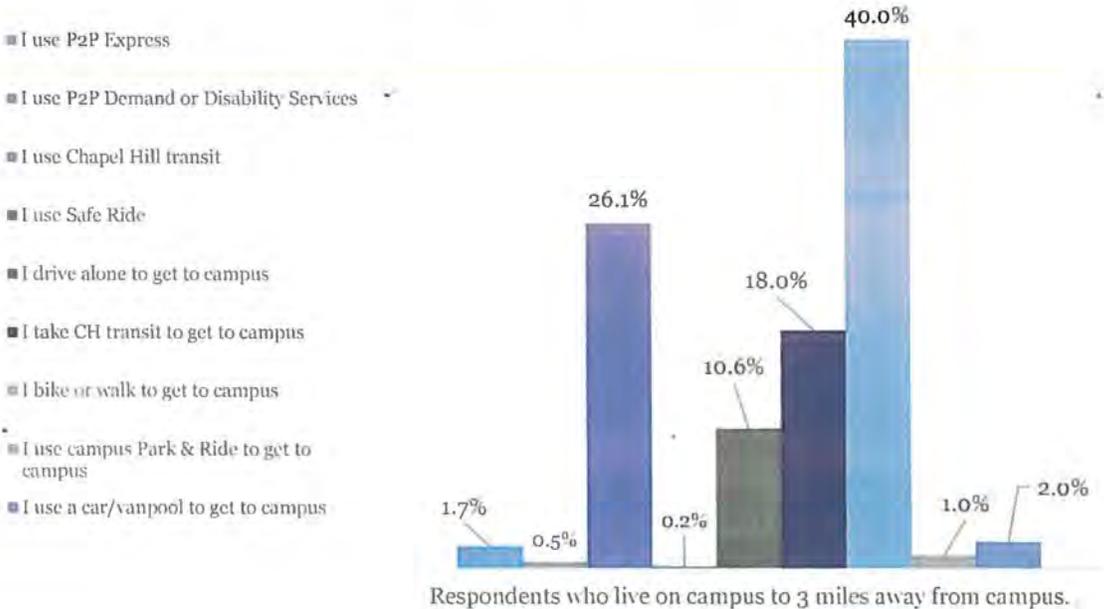


When exploring differences in methods of transportation between employees and students, it is noted that students are more likely to rely on transportation services to get to campus whereas employees are more likely to drive alone.



Campus members living on campus and zero to three miles from campus are much more likely to bike or walk than take public transportation.

Respondent Transportation Methods (Daily)



Communications/Web-site

Website

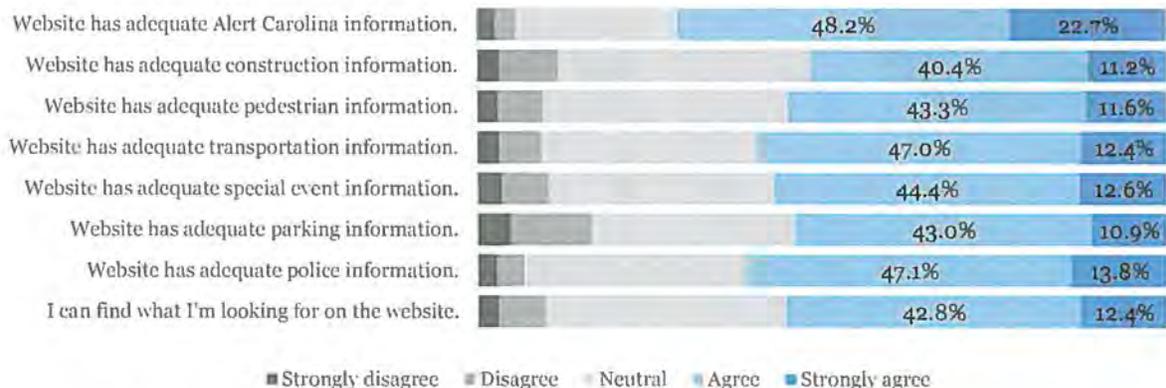
More than 75% of respondents reported not using the UNC-Chapel Hill Police Department's website. Of those who have used it, they did so monthly or less often than monthly.

Use of UNC-Chapel Hill's Police Department Website



	Never		Daily		Weekly		Monthly		Less often than monthly	
	N	%	N	%	N	%	N	%	N	%
I use the UNC-Chapel Hill Police Department's website (police.unc.edu).	3780	78.6	9	.2	30	.6	463	9.6	530	11
I access the UNC-Chapel Hill Police Department's website for emergency alert information.	3738	77.8	16	.3	48	1.0	472	9.8	529	11
I use a UNC-Chapel Hill Police Department map/brochure/other publication.	4028	83.9	21	.4	36	.8	312	6.5	403	8.4

Of those respondents who have used the website before, and excluding respondents who answered "Not Applicable/Don't Know", approximately 60% agreed/strongly agreed that the website was adequate in finding the information they were looking for. Notably, approximately 71% of respondents agreed that the website had adequate Alert Carolina information, 60.9% indicated it had adequate police information, and more than 50% of respondents in all other categories indicated adequacy.



Students and employees both would like more information on parking as about 16.7% of respondents indicated disagreeing/strongly disagreeing that the website has adequate parking information.

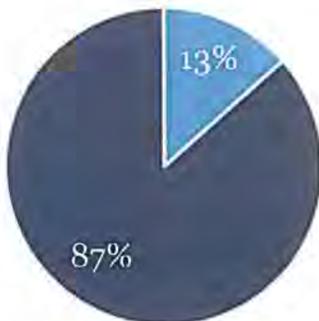
	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
I can find what I'm looking for on the website.	35	3.1%	77	6.7%	399	34.9%	489	42.8%	142	12.4%
Website has adequate police information.	32	2.9%	43	3.9%	357	32.3%	520	47.1%	153	13.8%
Website has adequate parking information.	59	4.9%	143	11.8%	359	29.5%	523	43.0%	132	10.9%
Website has adequate special event information.	40	3.6%	74	6.7%	358	32.6%	487	44.4%	138	12.6%
Website has adequate transportation information.	37	3.3%	69	6.1%	353	31.2%	532	47.0%	140	12.4%
Website has adequate pedestrian information.	32	3.1%	69	6.6%	370	35.4%	452	43.3%	121	11.6%
Website has adequate construction information.	33	3.2%	89	8.7%	374	36.5%	415	40.4%	115	11.2%
Website has adequate Alert Carolina information.	33	2.7%	37	3.0%	290	23.5%	595	48.2%	280	22.7%
Total:	301	3%	601	7%	2860	32%	4013	45%	1221	14%

Social Media

Most respondents (87%) indicated they do not use social media to keep up with UNC-Chapel Hill's Police Department.

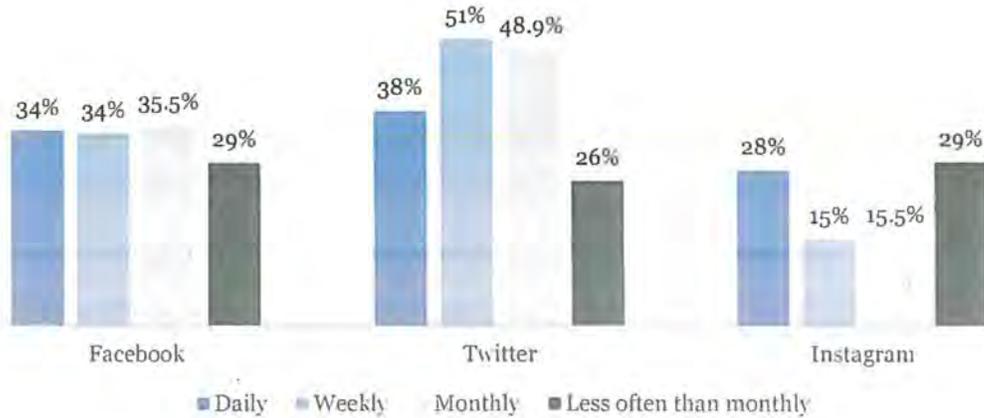
Do you use social media to keep up with UNC-Chapel Hill's Police Department?

■ Yes ■ No



	Student		Employee	
	N	%	N	%
Yes	317	13.4%	294	13.5%
No	2050	86.6%	1890	86.5%
Total	2367	100%	2184	100%

Among respondents who reported using social media to keep up with UNC-Chapel Hill’s Police Department, 38% of respondents who indicated daily use of social media for updates indicated using Twitter, while 34.4% indicated using Facebook, and 27.5% using Instagram. It is also noticeable that twitter was used more often both monthly and weekly.



	Daily		Weekly		Monthly		Less often than monthly	
	N	%	N	%	N	%	N	%
Facebook	144	34.4%	138	34.0%	167	35.5%	182	28.8%
Twitter	159	38.0%	206	50.7%	230	48.9%	205	25.6%
Instagram	115	27.5%	62	15.3%	73	15.5%	105	29.0%
Total	418	100%	406	100%	470	100%	489	100%

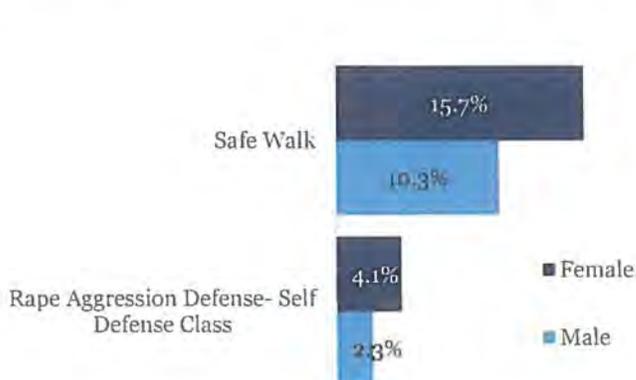
*Percent's are based on frequency rates (Daily, Weekly, Monthly, and Less often than monthly), and not on percentage of users on a specific platform

Outreach Programs

While the majority of respondents indicated not being familiar with any outreach programs mentioned, it is notable that they were more familiar with Safe Walk than all other programs with 31.2% indicating at least moderate familiarity.



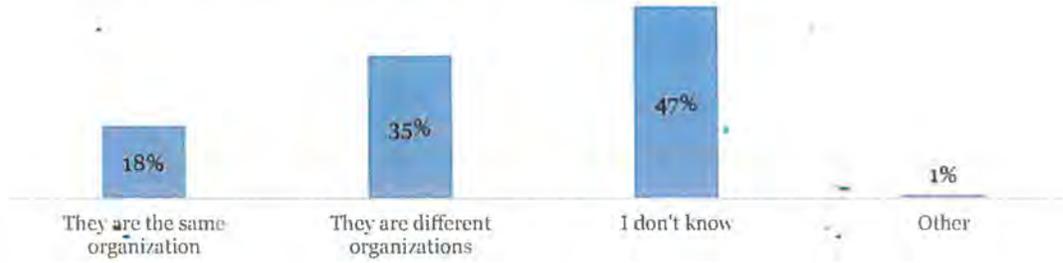
	Not familiar at all		Slightly familiar		Moderately familiar		Very familiar		Extremely familiar	
	N	%	N	%	N	%	N	%	N	%
Citizen's Police Academy	4071	88.5%	324	7.0%	137	3.0%	41	0.9%	25	0.5%
The Community Safety Partnership	3976	86.4%	428	9.3%	135	2.9%	48	1.0%	16	0.3%
Watch for Me NC	3891	84.8%	372	8.1%	221	4.8%	74	1.6%	30	0.7%
Rape Aggression Defense- Self Defense Class	3358	73.0%	690	15.0%	392	8.5%	114	2.5%	49	1.1%
Paws for People assistance dog program	3470	75.5%	660	14.4%	298	6.5%	118	2.6%	52	1.1%
Safe Walk	2276	49.5%	889	19.3%	805	17.5%	461	10.0%	171	3.7%



There was a slight difference in familiarity in Safe Walk and RAD between males in females. While males reported being either very familiar/extremely familiar at a rate of 2.3% and 10.3% about Rape Aggression and Safe Walk respectively, females indicated rates of 4.1% and 15.7%, respectively.

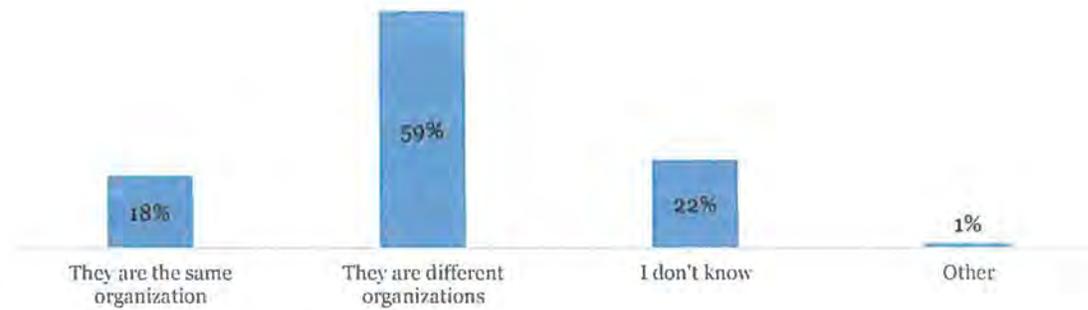
Almost half of the respondents (47%) indicated not knowing whether UNC Police and UNC Security are the same or different organizations.

UNC-Chapel Hill Police vs. UNC-Chapel Hill Security



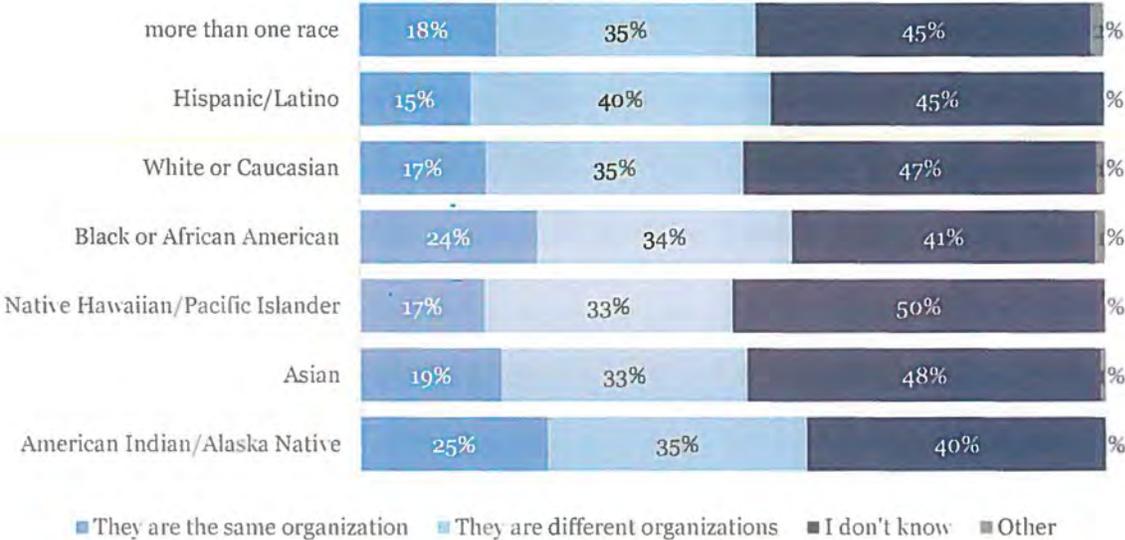
When asked about the difference between UNC-Police and Chapel Hill Police, 59% of respondents indicated that they were different.

UNC-Chapel Hill Police vs. Chapel Hill Police

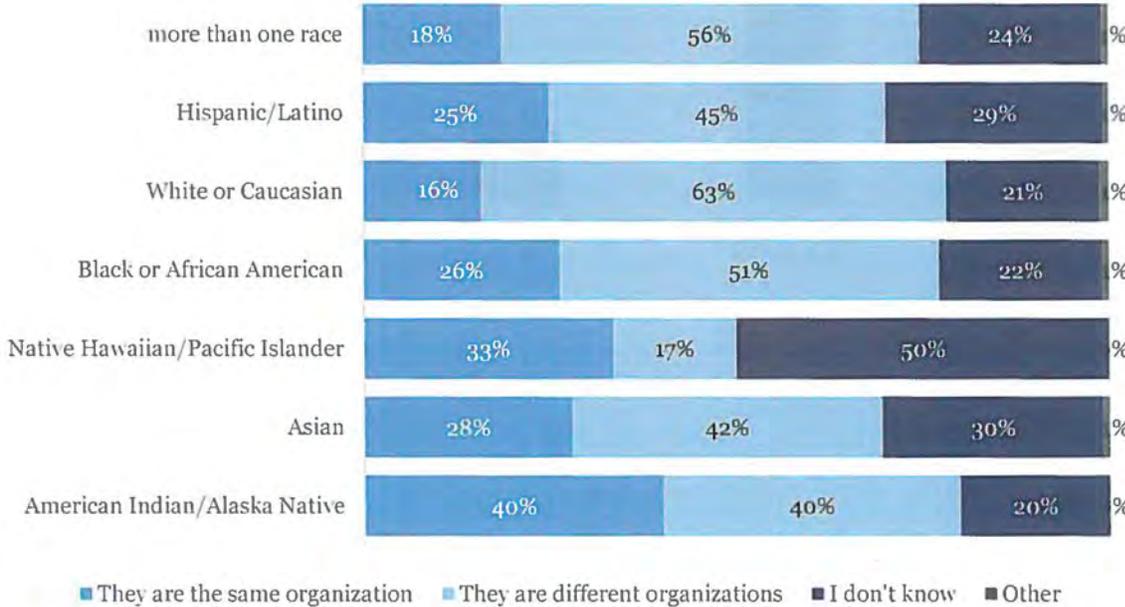


It was noted that 23.8% of African American and 25% of American Indian/Alaska Native respondents indicated that UNC Police and UNC Security were the same organization.

UNC Police vs. UNC Security

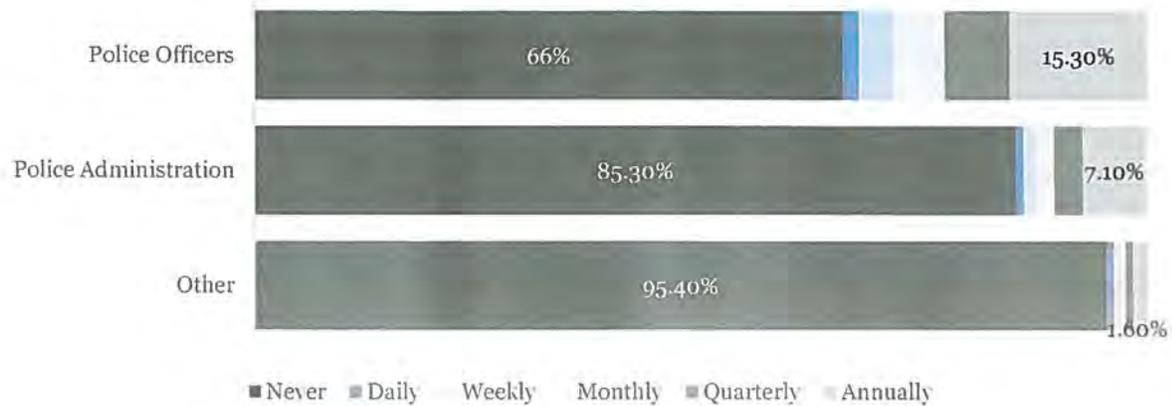


UNC- Police vs. Chapel Hill Police



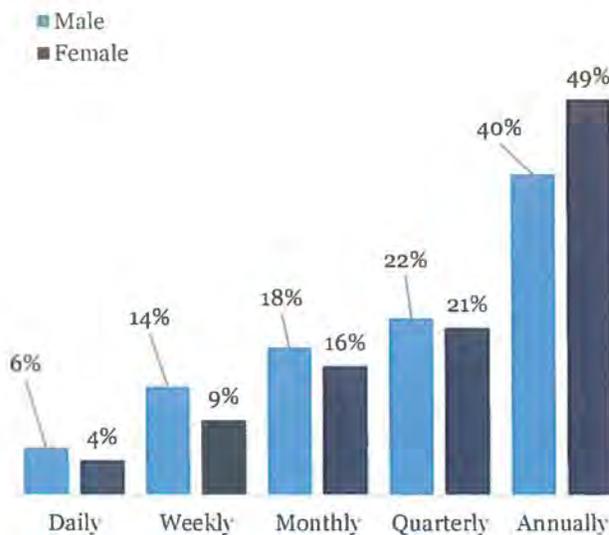
Customer Satisfaction

When respondents were asked about their personal interactions with UNC-Police affiliates, over two-thirds (66%) indicated never interacting with UNC Police.



When respondents did interact with UNC Police and affiliates, they did so more on an annual basis than any other rate (daily, weekly, monthly or quarterly).

	Never		Daily		Weekly		Monthly		Quarterly		Annually	
	N	%	N	%	N	%	N	%	N	%	N	%
Police Officers	2929	66%	80	1.8%	172	3.9%	253	5.7%	324	7.3%	681	15.3%
Police Administrators	3756	85.3%	41	0.9%	55	1.2%	99	2.2%	141	3.2%	311	7.1%
Other	1735	95.4%	17	0.9%	15	0.8%	9	0.5%	14	0.8%	29	1.6%

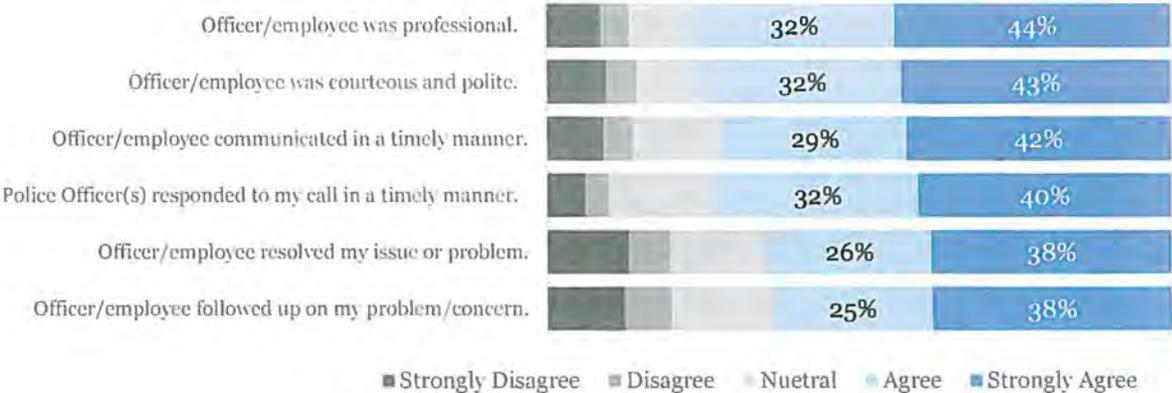
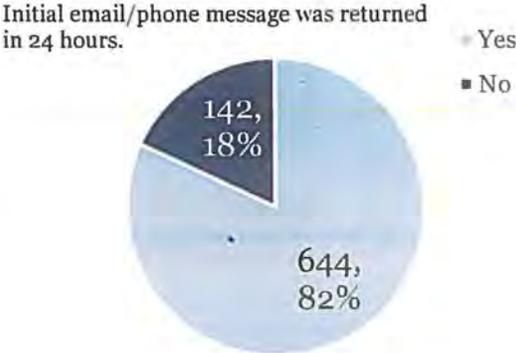


Most female respondents (N=1985, 70.9%) indicated never interacting with UNC Police and affiliates, while 57% of male respondents reported never interacting with UNC Police and affiliates.

When exploring gender differences between respondents who did not indicate “never” it was noted that of those respondents, males were more likely to interact with UNC Police Officers than females on daily, weekly, monthly, and quarterly rates. Females were more likely to interact annually (49.4% vs. 40.1%).

Respondents were also asked about their most recent email/phone interaction with UNC’s Police Department. They were asked to indicate whether their message was addressed within 24 hours. Of the 4441 respondents to this question, 3634 participants selected “Not applicable”, indicating that they may not have had a recent email/phone interaction. Evaluating the remaining 786, it was noted that 82% of those respondents received a return message within 24 hours.

Respondents were asked more specific questions on their most recent personal interactions with UNC Police Department Employees. Of those respondents who did not select “not sure” as an answer, more than 60% of respondents agreed or strongly agreed to the following constructs that measure employee service.

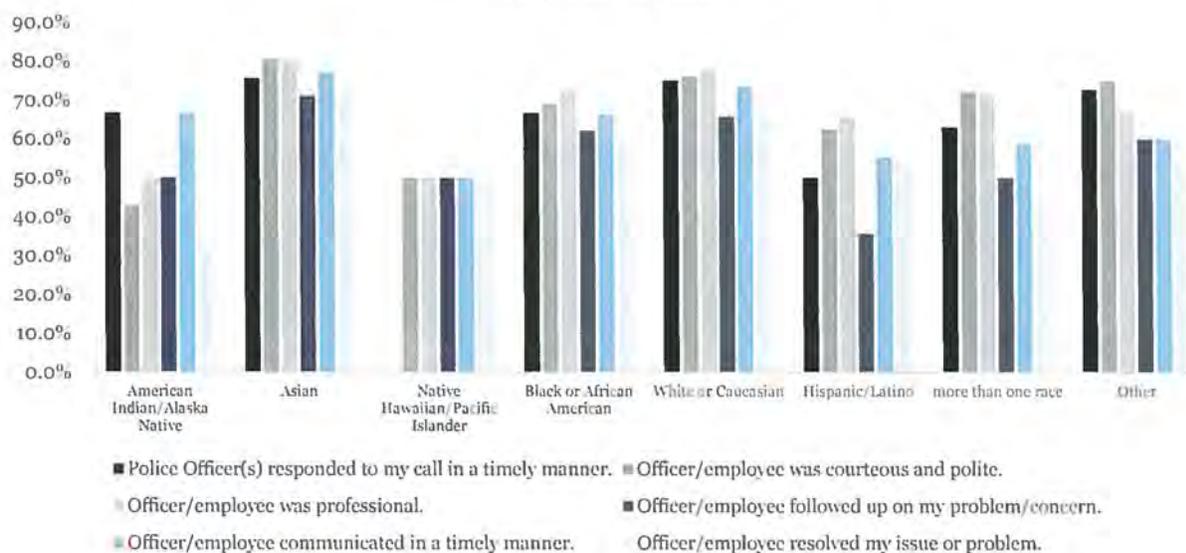


It was also noted that respondents agreed/strongly agreed that Officers/employees were professional (76.24%), followed by mannerism (74.72%) and time efficiency (72.65%)

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Police Officer(s) responded to my call in a timely manner.	71	6.13%	45	3.88%	201	17.34%	373	32.18%	469	40.47%
Officer/employee was courteous and polite.	172	9.56%	87	4.83%	196	10.89%	570	31.67%	775	43.06%
Officer/employee was professional.	157	8.76%	80	4.46%	189	10.54%	576	32.12%	791	44.12%
Officer/employee followed up on my problem/concern.	158	12.34%	95	7.42%	211	16.48%	326	25.47%	490	38.28%
Officer/employee communicated in a timely manner.	125	9.10%	65	4.73%	200	14.57%	402	29.28%	581	42.32%
Officer/employee resolved my issue or problem.	178	13.01%	91	6.65%	215	15.72%	358	26.17%	526	38.45%

There were subtle to no ethnic/race differences in interaction satisfaction. Responses from all racial groups suggest that the majority of respondents from each respective racial group agreed-strongly agreed to most statements.

Percent of those who indicated Agree-Strongly Agree from their respective Race



Appendix A. Analysis of Open-Ended Responses

The open-ended responses from this survey were analyzed using thematic analysis, which involves the systematic reading, interpreting, and categorizing of qualitative data into theme-based patterns (Miles, Huberman, & Saldaña, 2014). This iterative coding process involves each researcher exploring and coding themes from the data independently first and then engaging in regular meetings to discuss and finalize the coding scheme. NVivo qualitative data analysis software was used to manage the data analysis process.

Throughout the survey, many open-response questions were asked to either clarify a closed-response answer, or to ask for insight on a specific topic/resource. In this analysis, the qualitative (open-response) portion of the survey was thoroughly analyzed and responses were coded into categories per question to better capture the opinions of a large population set in a concise yet explanatory manner. A total of 2,916 open-responses were categorized.

The primary qualitative questions asked assessed the following topics:

- Use of the LiveSafe App (Resource)
 - Respondents provided 227 comments pertaining to the LiveSafe App.
 - Among those respondents who provides comments, nearly a quarter (23%) indicated they used Alert Carolina messages.
 - 22% indicated that they used the “Safe Walk” feature.

- Alert Carolina Feedback (Resource)
 - Respondents made 1,258 comments regarding Alert Carolina.
 - About a third of comments indicated that information provided through Alert Carolina seemed delayed.
 - 18% commented that they were satisfied with the tool and had no additional recommendations.
 - Nearly 16% of comments suggested that there needed to be some method of indicating the seriousness of each alert (i.e., weather reports versus bomb threats).
 - An additional 15% suggested that the frequent messages seemed repetitive and/or unnecessary.

- Police Communications through Social Media (Community Outreach)
 - 1,134 comments were offered regarding the use of social media.
 - Twitter was recommended most frequently as the most effective way of police communications through social media (29%).
 - 12% of comments recommended using Facebook.
 - 6% of respondents indicated they prefer email; among these respondents interest in daily emails was preferred over weekly emails.
 - About 18% of respondents suggested that social media was not necessary or would not be used by them personally.

- Recommendations/Advice for the Department
 - 164 comments were received in regard to the open-ended question “Please provide any additional comments or recommendations.”
 - Nearly half of the comments expressed satisfaction with police support and appreciation with the work that the police department does (46%).
 - About 29% of comments addressed police involvement regarding protests that occurred on campus during the period of time in which the survey was administered. These comments reflected both concern and support toward how University police managed the protests.
 - About 24% of comments provided specific recommendations. The most common was increasing community outreach efforts, comprising 8% of all comments.

Appendix B: UNC-Chapel Hill Police Department Customer Service Survey

Start of Block: Intro

Intro Thank you for your willingness to provide your insights and opinions about your experience with UNC-Chapel Hill's Police Department and the resources they provide. The purpose of this brief survey is to collect your feedback regarding your interactions with UNC-Police, UNC-Police Department resources, perceptions of campus safety, and overall customer service. It takes about 10-12 minutes to complete this survey. This survey is administered by UNC-Chapel Hill's Office of Institutional Research and Assessment (OIRA), so your responses will be kept confidential and will only be reported in summary form to UNC-Chapel Hill's Police Department.

The results of this survey will be used to improve your experiences with UNC-Chapel Hill Police Department resources and your safety on campus! Thanks again.

End of Block: Intro

Start of Block: Demographics



What gender do you identify with?

- Male
 - Female
 - Another gender identity (please specify)

 - I prefer not to respond
-



To which race or group(s) do you most identify? Select one

- American Indian/Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Black or African American
- White or Caucasian
- Hispanic or Latino
- More than one race
- Other (please tell us) _____
- Prefer not to answer

Which of the following describes your role at UNC?

- Employee
- Student

Display This Question:

If Which of the following describes your role at UNC? - Employee

What appointment type do you hold?

- EHRA non-faculty
- EHRA faculty
- SHRA (Staff)
- I am not sure
- Other (please tell us) _____

Display This Question:

If Which of the following describes your role at UNC? - Student

What type of student are you at UNC?

- Undergraduate Student
- Graduate Student (Masters, Doctoral)
- Post-Doctoral Scholar
- I am not sure
- Other (please tell us) _____

How far do you live from campus?

- I live on campus
- I live 0-3 miles from campus
- I live 3-10 miles from campus
- I live over 10 miles from campus

The UNC facilities that I use are primarily located

- North Campus
- South Campus
- Off-Campus

End of Block: Demographics

Start of Block: Police Interaction and Visibility



Please rate the following frequencies...

	Never	Daily	Weekly	Monthly	Less often than monthly
I see a foot/bike officer patrolling on campus	<input type="radio"/>				
I interact with a foot/bike officer patrolling on campus	<input type="radio"/>				
I see police officers in police cars on campus	<input type="radio"/>				

End of Block: Police Interaction and Visibility

Start of Block: Campus Safety



Please rate your feelings about the following statements

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know/Not applicable
I feel safe on campus during the day.	<input type="radio"/>					
I feel safe on campus at night.	<input type="radio"/>					
I feel safe in my office/classroom during the day.	<input type="radio"/>					
I feel safe in my office/classroom at night.	<input type="radio"/>					
Police visibility on campus is adequate.	<input type="radio"/>					
There are an adequate number of emergency call boxes on campus.	<input type="radio"/>					
I feel comfortable approaching a police officer on campus.	<input type="radio"/>					
I am aware of police safety and crime awareness presentations.	<input type="radio"/>					
I am aware of the lighted pedestrian corridor on campus.	<input type="radio"/>					



I know the location of the closest call box to my work.

- Yes
 - No
 - Not Applicable
-



I know the location of call boxes across campus.

- Yes, many
 - Yes, a few
 - No
 - Not Applicable
-



The UNC-Chapel Hill Police Department's website (police.unc.edu) is useful in locating call boxes across campus.

- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
 - Don't know/Not applicable
-



The location of call boxes influences my choice of route through campus.

- A lot
 - Somewhat
 - Not at all
 - Not applicable
-

The presence of the lighted pedestrian corridor influences my choice of route through campus.

- A lot
 - Somewhat
 - Not at all
 - Not applicable
-



How often did you interact/use the following resources in the past 24 months?

	Never	Daily	Weekly	Monthly	Quarterly	Annually
911 center	<input type="radio"/>					
Callboxes	<input type="radio"/>					
UNC-Chapel Hill Police Department's (UNC Police) non-emergency line	<input type="radio"/>					
The LiveSafe App	<input type="radio"/>					

Display This Question:

- If How often did you interact/use the following resources in the past 24 months? - 911 center [Daily]*
- Or How often did you interact/use the following resources in the past 24 months? - 911 center [Weekly]*
- Or How often did you interact use the following resources in the past 24 months? - 911 center [Monthly]*
- Or How often did you interact/use the following resources in the past 24 months? - 911 center [Quarterly]*
- Or How often did you interact use the following resources in the past 24 months? - 911 center [Annually]*

Please indicate the extent to which you agree or disagree with the following statements regarding the 911 center...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
My call was answered promptly.	<input type="radio"/>				
The call center operator was courteous and professional.	<input type="radio"/>				
Information and directions provided by the call center operator were clear and easy to understand.	<input type="radio"/>				
My conversation with the call center operator was reassuring.	<input type="radio"/>				

Display This Question:

- If How often did you interact/use the following resources in the past 24 months? - Callboxes [Daily]*
- Or How often did you interact/use the following resources in the past 24 months? - Callboxes [Weekly]*
- Or How often did you interact/use the following resources in the past 24 months? - Callboxes [Monthly]*
- Or How often did you interact/use the following resources in the past 24 months? - Callboxes [Quarterly]*
- Or How often did you interact/use the following resources in the past 24 months? - Callboxes [Annually]*

Please indicate the extent to which you agree or disagree with the following statements regarding the *Callboxes*...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
My call was answered promptly.	<input type="radio"/>				
The call center operator was courteous and professional.	<input type="radio"/>				
Information and directions provided by the call center operator were clear and easy to understand.	<input type="radio"/>				
My conversation with the call center operator was reassuring.	<input type="radio"/>				

Display This Question:

If How often did you interact/use the following resources in the past 24 months? - UNC-Chapel Hill Police Department's (UNC Police) non-emergency line | Daily |

Or How often did you interact/use the following resources in the past 24 months? - UNC-Chapel Hill Police Department's (UNC Police) non-emergency line | Weekly |

Or How often did you interact/use the following resources in the past 24 months? - UNC-Chapel Hill Police Department's (UNC Police) non-emergency line | Monthly |

Or How often did you interact/use the following resources in the past 24 months? - UNC-Chapel Hill Police Department's (UNC Police) non-emergency line | Quarterly |

Or How often did you interact/use the following resources in the past 24 months? - UNC-Chapel Hill Police Department's (UNC Police) non-emergency line | Annually |

Please indicate the extent to which you agree or disagree with the following statements regarding the *UNC-Chapel Hill Police Department's non-emergency line...*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
My call was answered promptly.	<input type="radio"/>				
The call center operator was courteous and professional.	<input type="radio"/>				
Information and directions provided by the call center operator were clear and easy to understand.	<input type="radio"/>				
My conversation with the call center operator was reassuring.	<input type="radio"/>				

Display This Question:

If How often did you interact use the following resources in the past 24 months? - The LiveSafe App [Daily]

Or How often did you interact use the following resources in the past 24 months? - The LiveSafe App [Weekly]

Or How often did you interact use the following resources in the past 24 months? - The LiveSafe App [Monthly]

Or How often did you interact use the following resources in the past 24 months? - The LiveSafe App [Quarterly]

Or How often did you interact use the following resources in the past 24 months? - The LiveSafe App [Annually]

How have you used the LiveSafe App?

Display This Question:

If How often did you interact/use the following resources in the past 24 months? - The LiveSafe App / Daily /

Or How often did you interact use the following resources in the past 24 months? - The LiveSafe App / Weekly /

Or How often did you interact/use the following resources in the past 24 months? - The LiveSafe App / Monthly /

Or How often did you interact/use the following resources in the past 24 months? - The LiveSafe App / Quarterly /

Or How often did you interact/use the following resources in the past 24 months? - The LiveSafe App / Annually /

How satisfied are you with the LiveSafe App?

- Extremely dissatisfied
- Moderately dissatisfied
- Slightly dissatisfied
- Neither satisfied nor dissatisfied
- Slightly satisfied
- Moderately satisfied
- Extremely satisfied

End of Block: Campus Safety

Start of Block: Alert Carolina

How satisfied are you with UNC's Alert Carolina system?

- Extremely dissatisfied
 - Moderately dissatisfied
 - Slightly dissatisfied
 - Neither satisfied or dissatisfied
 - Slightly satisfied
 - Moderately satisfied
 - Extremely satisfied
-

Do you have any comments about Alert Carolina? If so, please provide your feedback below.

End of Block: Alert Carolina

Start of Block: Transportation



Please rate the following frequencies...

	Never	Daily	Weekly	Monthly	Less often than monthly
I use P2P Express	<input type="radio"/>				
I use P2P Demand or Disability Services	<input type="radio"/>				
I use Chapel Hill transit	<input type="radio"/>				
I use Safe Ride	<input type="radio"/>				
I drive alone to get to campus	<input type="radio"/>				
I take CH transit to get to campus	<input type="radio"/>				
I bike or walk to get to campus	<input type="radio"/>				
I use campus Park & Ride to get to campus	<input type="radio"/>				
I use a car/vanpool to get to campus	<input type="radio"/>				

End of Block: Transportation

Start of Block: Communication/Web Site



Please rate the following frequencies...

	Never	Daily	Weekly	Monthly	Less often than monthly
I use the UNC-Chapel Hill Police Department's website (police.unc.edu).	<input type="radio"/>				
I access the UNC-Chapel Hill Police Department's website for emergency alert information.	<input type="radio"/>				
I use a UNC-Chapel Hill Police Department map/brochure/other publication.	<input type="radio"/>				

Display This Question:

If Please rate the following frequencies... - I use the UNC-Chapel Hill Police Department's website (police.unc.edu). [Daily]

Or Please rate the following frequencies... - I use the UNC-Chapel Hill Police Department's website (police.unc.edu). [Weekly]

Or Please rate the following frequencies... - I use the UNC-Chapel Hill Police Department's website (police.unc.edu). [Monthly]

Or Please rate the following frequencies... - I use the UNC-Chapel Hill Police Department's website (police.unc.edu). [Less often than monthly]



Please rate your feelings about the following statements...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know/Not applicable
I can find what I'm looking for on the website.	<input type="radio"/>					
Website has adequate police information.	<input type="radio"/>					
Website has adequate parking information.	<input type="radio"/>					
Website has adequate special event information.	<input type="radio"/>					
Website has adequate transportation information.	<input type="radio"/>					
Website has adequate pedestrian information.	<input type="radio"/>					
Website has adequate construction information.	<input type="radio"/>					
Website has adequate Alert Carolina information.	<input type="radio"/>					

End of Bble's Communication/Web Site

Scan of Bble's Social Media



Do you use social media to keep up with UNC-Chapel Hill's Police Department?

- Yes
- No
- Not applicable/I prefer not to respond.



How often do you use the following platforms of social media to get information on UNC-Chapel Hill's Police Department?

	Never	Daily	Weekly	Monthly	Less often than monthly
Facebook	<input type="radio"/>				
Twitter	<input type="radio"/>				
Instagram	<input type="radio"/>				

In terms of social media, how would you like to receive information? (Ex. I would like daily updates on twitter about what the UNC Police Department is focusing on that certain day)

End of Block: Social Media

Start of Block: Outreach Programs



How familiar are you with the following outreach programs led by the UNC-Chapel Hill Police Department?

	Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
The Community Safety Partnership	<input type="radio"/>				
Paws for People assistance dog program	<input type="radio"/>				
Rape Aggression Defense- Self Defense Class	<input type="radio"/>				
Citizen's Police Academy	<input type="radio"/>				
Safe Walk	<input type="radio"/>				
Watch for Me NC	<input type="radio"/>				

End of Block: Outreach Programs

Start of Block: UNC Police vs Other Groups

What are your perceptions of UNC-Chapel Hill police vs. UNC-Chapel Hill security?*

- They are the same organization.
- They are different organizations.
- I don't know.
- Other _____

What are your perceptions of UNC-Chapel Hill police vs. Chapel Hill police?

- They are part of the same organization.
- They are part of different organizations.
- I don't know.
- Other _____

End of Block: UNC Police vs. Other Groups

Start of Block: Economic Services

How frequently do you have personal interactions with the following members of UNC-Chapel Hill's Police Department?

	Never	Daily	Weekly	Monthly	Quarterly	Annually
Police Officers	<input type="radio"/>					
Police Administration	<input type="radio"/>					
Other	<input type="radio"/>					

For my MOST RECENT interaction with UNC's Police Department, my initial email/phone message was returned within 24 hours.

- Yes
 - No
 - Not Applicable
-

Rate your most recent personal interaction with UNC Police Department employees on each of the following criteria...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Don't know/Not applicable
Police Officer(s) responded to my call in a timely manner.	<input type="radio"/>					
Officer/employee was courteous and polite.	<input type="radio"/>					
Officer/employee was professional.	<input type="radio"/>					
Officer/employee followed up on my problem/concern.	<input type="radio"/>					
Officer/employee communicated in a timely manner.	<input type="radio"/>					
Officer/employee resolved my issue or problem.	<input type="radio"/>					

Thank you!

Thanks again for completing this survey. If you have any additional comments or recommendations, please provide them here.

End of Block: Customer Service

