

City of Burlington
Office of Public Information
425 South Lexington Avenue
Burlington, North Carolina 27215



MEDIA RELEASE

For Immediate Release
Date: June 23, 2014

Contact: Rachel Hawley Kelly
(o) 336-222-5076 or (c) 336-516-1532

Burlington Police Department to Ask for Input after Interactions

The Burlington Police Department (BPD) has rolled out a new program through which it will ask for feedback after every interaction an individual has with the Department. The BPD is committed to delivering exceptional service to the community and is, therefore, continually in search of ways to improve. By collecting feedback regarding their performance, the Department hopes to identify successes and room for improvement in service provision.

BPD staff members are now equipped with business cards that display a link to www.BurlingtonNC.gov/BPDFeedback. They will give this business card to community members with whom they have had an interaction. This link directs individuals to a website listing multiple categories of interactions that an individual may have experienced with the Department. These categories include: Traffic Incident, Arrest, Victim of a Crime, Called 911, Digital Communications, etc.

Individuals are then asked to visit this website after having contact with the BPD and to select the category that best describes that contact. Each category contains a tailored survey asking the individual to rate their experience and to provide some basic demographic information.

Of the new program, Police Chief Jeffrey Smythe says “We strive to provide the highest level of service to our community. We need to know where we are meeting that expectation and in what areas we may need to improve.” He added that “the best way to recognize deficits is to ask.”

Executive staff will review survey responses regularly and act upon comments in order to improve the Department's performance. Please contact Burlington Police Captain Chad Slaughter at 336-229-3551 regarding any questions you may have.

###