



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: Public Works
Department No.: 054
For Agenda Of: January 16, 2007
Placement: Departmental
Estimated Tme: 30 minutes
Continued Item: No
If Yes, date from:
Vote Required: No Vote Required

TO: Board of Supervisors

FROM: Department Phillip M. Demery, Public Works Director, 568-3010
Director(s)
Contact Info: Scott D. McGolpin, Deputy Director Transportation Division, 568-3064

SUBJECT: Receive and File a Report for the Follow-up Survey of Transportation Division
Customer Satisfaction - All Supervisorial Districts

County Counsel Concurrence

As to form: N/A

Other Concurrence: N/A

As to form: No

Recommended Actions:

That the Board of Supervisors:

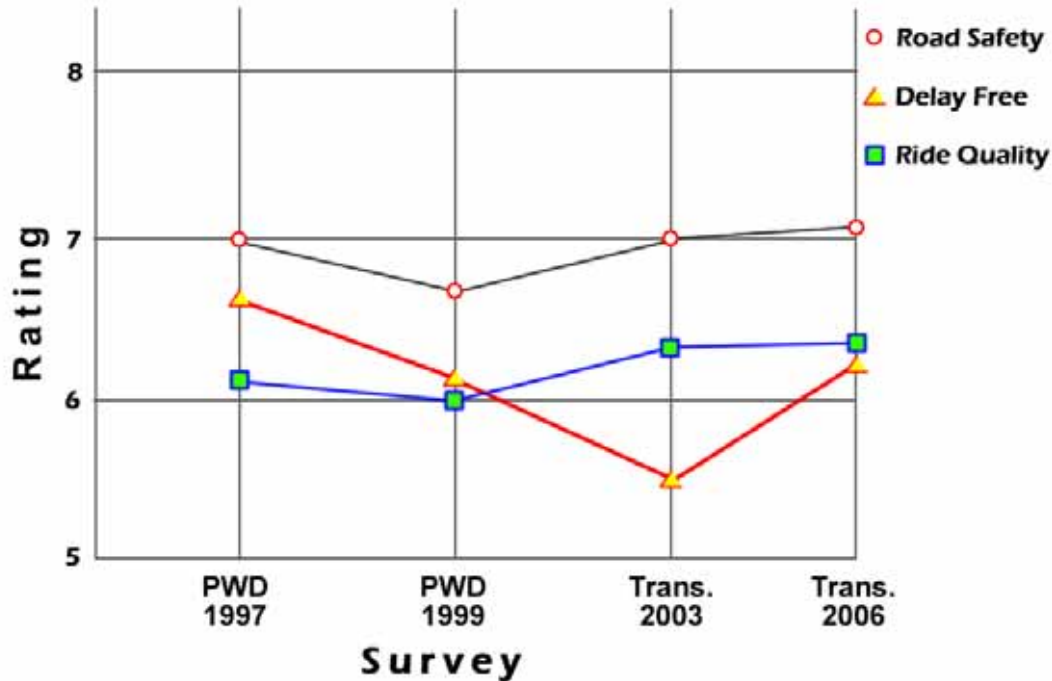
Receive and file a Report for the Public Works Follow-up Survey of Transportation Division Customer Satisfaction.

Summary Text:

As part of the Public Works Department's ongoing effort to improve Customer Service, the Transportation Division has received the results of a Follow-up Customer Service Satisfaction survey conducted by Dr. Anthony Mulac of the University of Santa Barbara in the summer of 2006. The purpose of the survey was to determine how users of County roads evaluated the current Transportation Division services, how the public rates priorities for future services, their knowledge and preferences for funding of these services and whether different demographic groups differ in their judgment of services. In addition, the survey was conducted to determine whether responses to these questions had changed from those of the Benchmark Survey of Transportation Division Customer Satisfaction of 2003.

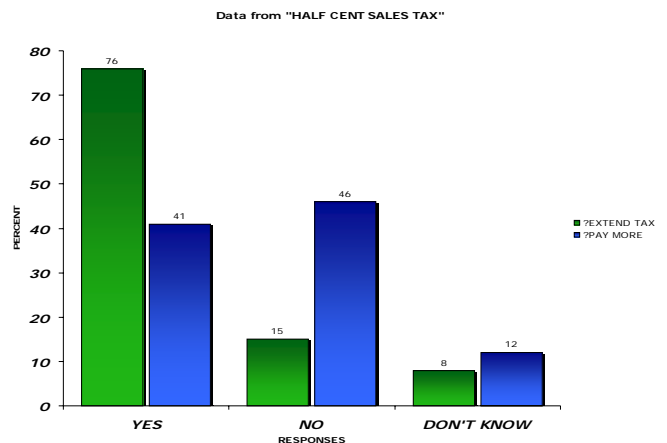
Results

County residents reported a relatively high level of overall satisfaction with Country Transportation Division services compared to the Benchmark Survey of 2003. Participants evaluated all services provided by the Transportation Division as “satisfactory”. The chart below represents data from four surveys of customer opinions conducted since 1997 on three Transportation Division concerns.



Residents of Santa Barbara County indicated that they think the Transportation Division is funded, for the most part, by gasoline taxes and federal and state grants. Less than one-half of the respondents thought that funds are currently collected from property taxes, special assessments, or sales taxes. Likewise, the majority of County residents felt that the Transportation Division “should be” funded by gasoline taxes as well as federal and state grants. However, when informed that part of the funding currently comes from local sales taxes, a large majority favored extending the 1/2 cent local sales tax beyond the 2009 expiration date. At the same time, only 41% were willing to “pay more to improve services,” a result unchanged from the percentage in the Benchmark Survey and one that is not surprising in light of the high level of customer satisfaction with current services.

The opinions on an extension of the ½ cent Local Sales Tax to support the Transportation Division showed 80% of women saying they would support it, whereas 70% of the men said they would. Men and women did not differ on whether they would “pay more for better service” from the Transportation Division.



Respondents rated overall Transportation Division services as very important. Those services rated as highest-priority for the future include Traffic Safety and Maintenance of Bridge Structures and Pavement. Other priorities for our customers included Transit (Bus service), Sidewalk Repair, and Reliable Funding for the Transportation Division, Installation of Innovative Traffic Safety Devices, Construction of Missing Links of Approved Traffic Circulation Plans, Trimming Street Trees, and the Construction of new Bike Paths and Lanes.

Differences between Supervisorial Districts were found for four ratings: Freedom from Traffic Delays at County Road Intersections, current Bike Paths and Lanes, priority for Removing and Replacing Inappropriate Street Trees, and Tree Trimming. The surveys did not indicate any differences in ratings for two demographic groupings based on ownership of residence and their household incomes.

In general, participants in the Follow-up Survey tended to be long-term County residents, with eight out of ten living in the County for 13 years or longer. Roughly one-half of respondents were from unincorporated areas and one-half from incorporated areas. Roughly one-half were from the South Coast, one-third from North County, and the remaining 15% were from Central County. Also, 87% of participants were homeowners, compared to 77% in the Benchmark Survey.

In this current survey, a preliminary effort was made to survey Spanish speaking individuals. Because of the disparity of sample size completed in English and in Spanish (382 in English and 16 in Spanish), direct comparisons of service ratings and priorities were not made. However, a comparison of the order of priorities for future services showed that both groups held similar priorities for future services. Both groups placed Maintenance of Bridge Structures and Traffic Safety in their top three priorities. In addition, both gave Residential Parking Districts the lowest priority.

Overall, the respondents gave the Transportation Division of the Public Works Department high marks for the services that the Division currently provides.

Background:

The Public Works Department has performed surveys in the past as it is a priority of the Department to know how our customers view the services provided. The Public Work Department originally approached Dr. Anthony Mulac during the winter of 2003, requesting that he coordinate a Public Works Transportation Division Benchmark Customer Satisfaction survey as a baseline survey for continued customer satisfaction tracking. As part of this ongoing effort, Dr. Mulac will present the results and methodology used to determine the outcome of the Public Works Follow-up Survey of Transportation Division Customer Satisfaction on January 16th, 2007.

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund			
State			
Federal			
Fees			
Other: Meas "D"	\$ 15,000.00		
Total	\$ 15,000.00	\$ -	\$ -

Narrative: Measure 'D' funding for this project was budgeted in Fund 0015, Department 054, Org Unit 0001, Programs 2050, 2100, 2200, 2300, 2350, 2400, 2500, and 2700.

Staffing Impacts:

Legal Positions:

FTEs:

Special Instructions:

Please return a certified stamped Minute Order approving this action to the Transportation Division, Attn: Gena Valentine Felix, 568-3064.

Attachments: Follow Up Survey of Transportation Division Customer Satisfaction

Authored by: Kevin Donnelly, Staff Analyst, Public Works Transportation, 568-3265

cc: