

SANTA BARBARA COUNTY

PUBLIC WORKS

DEPARTMENT

3rd CUSTOMER

SATISFACTION

SURVEY

Research Design, Statistical Analysis, and Report by:

Anthony Mulac, Ph.D.
University of California, Santa Barbara
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EXECUTIVE SUMMARY

This survey, conducted from July 10 to September 19, 2007, provides a follow up to the Public Works Department's Second Customer Satisfaction Survey of 1999 and its Benchmark Customer Satisfaction Survey of 1997. The purpose of this 3rd survey was to provide answers to seven research questions:

- (1) What was the demographic group makeup of the respondents in the current survey?
- (2) Was the demographic group makeup in this current survey sufficiently similar to that of the 1st and 2nd surveys to make comparisons between the three meaningful?
- (3) Has customers' knowledge of the services provided by the Public Works Department changed in the 10 years from the 1st to the 3rd survey?
- (4) How do customers currently rate the Public Works Department services, compared to the 1st and 2nd surveys?
- (5) Currently, how important is the environment to customers?
- (6) On what basis do customers form their impressions of the Department?
- (7) Do different demographic groups differ in their ratings of the services provided by the Public Works Department?

The methodology employed to answer these questions was identical to that of the Second and Benchmark Surveys: For each survey, a different group of customers was called by telephone, using randomly drawn numbers from a commercially available database, in proportion to the individuals living in each predominantly unincorporated area of the County. A 39-item questionnaire, in nearly all ways identical to that of the 1st and 2nd surveys, was used to measure customer knowledge and attitudes. The Survey Researchers were 6 University of California, Santa Barbara, graduate teaching assistants

from the Department of Communication, who were trained to administer the questionnaire. A total of 1,886 individuals were reached, of whom 527 (28%) agreed to complete the survey. This 28% compliance rate is considered relatively high for telephone surveys, although it is somewhat lower than the 43% and 41% compliance rates attained in the Second and Benchmark Surveys. The customers' responses were analyzed statistically by the Principal Investigator.

A comparison of the three groups of respondents, for the Second and Benchmark Surveys versus the current survey, showed that no differences existed for the 8 demographic characteristics (such as community area, age, and income level). This facilitated the meaningful comparison of responses from the three surveys.

Results demonstrated that many of the customers served by the Department did not know which services are provided by the Department and which are not. Their accuracy of identification was 53%, a modest improvement over the 47% and 48% of the two earlier surveys.

However, when asked to rate specific services that the Department does provide, customers were able to report evaluations of Department services, ones that were generally positive. On a 1-to-10-point scale, with 10 being highest, customers gave an Overall rating of 7.4 points to the Department, a rating that was marginally higher than the Second and Benchmark surveys (7.1 and 7.0 respectively).

Their lowest ratings were for Ride Quality of County roads (6.4) and Freedom from Delays at County road intersections (6.3), although these were above the scale mid-point of 5.5 points. Customers' highest evaluations were for Convenience of curbside waste

Recycling (9.1). During the ten years of polling, these evaluations of Department services has remained virtually unchanged.

Responses to two questions regarding the importance of the environment indicated an exceptionally high degree of concern. Both the Importance of the Environment (8.8), and the Importance of improving the water quality of our Creeks and Ocean (8.6), were among the highest ratings given. Fifty percent of the respondents gave a “perfect 10” to their assessment of the Importance of the Environment and that has not changed across the nine years between the Second and current surveys. In addition, one of the best predictors of respondent ratings of the Overall effectiveness of the Department was their rating of the Department’s current efforts to protect the environment.

When asked how they formed their impressions of the Department, customers said that personal observation was most important, whereas local television and radio were least important.

Finally, several differences were found in the ratings for different demographic groups. Respondents living in different communities differed in their evaluations of four services: County Road Safety, Freedom from Delays at County road intersections, Effectiveness of County Flood Control maintenance, and personal Importance of Environmental Protection. How many years respondents had lived in the County affected their judgment of Ride Quality of County roads and their Overall rating of the Public Works Department. In addition, homeowners generally gave lower ratings than non-owners for Ride Quality, Importance of Environmental Protection, and County Flood Control Maintenance. Respondents of different age ranges differed in their evaluation of Ride Quality, with older individuals giving lower ratings. Finally, women gave lower ratings than men for Freedom from Traffic Congestion Delays at County road intersections, but

higher ratings for Personal Importance of Environmental protection and Improving the Water Quality of our Creeks and Ocean.

The Public Works Department's effort to determine their customers' evaluations of their services was lauded by the Santa Barbara County Board of Supervisors when the Principal Investigator presented the Benchmark Survey report to in July 1997. The current Third Survey demonstrates the Department's continuing commitment to learning everyday citizens' evaluations of services, as opposed to those of special interest group members. This serious resolve to "take the pulse of the people" can serve as a model for other agencies and can lead to more responsive, more effective government at any level.

INTRODUCTION

During the spring of 1997, the Principal Investigator and 8 of his doctoral students conducted the first, or “Benchmark,” Customer Satisfaction Survey for the Santa Barbara County Public Works Department (March 31 to April 4). This was followed in 1999 by the Second Customer Satisfaction Survey (October 11 to October 19). The primary purpose of both surveys was to determine the customers’ knowledge regarding the services offered by the Department and their evaluations of those services. The results of both surveys were presented by the Principal Investigator to the Santa Barbara County Board of Supervisors. The current survey was intended to replicate the first two surveys in order to determine the extent to which customers’ knowledge and ratings of departmental service have changed over the ten years from the Benchmark Survey.

It was clear from the outset of the 1997 survey that the Public Works Department wanted to learn the “unvarnished truth” about what their customers thought about the Department’s services. In order to provide a proper benchmark for comparison with survey information to be collected in the future, it was necessary to do everything possible to assure complete accuracy of the information gathered.

In social scientific research such as this survey, it is axiomatic that:

We can trust the results of an investigation, to the extent that we trust the methodology used to achieve those results.

What follows is a description of the methodology employed in the current survey, the results obtained, and their comparison with those of the Benchmark and Second Surveys.

PURPOSE OF SURVEY

For the Third Customer Satisfaction Survey, reported herein, 7 research questions were posed, many of them involving a comparison with results of the Benchmark and Second Surveys:

RQ#1. What was the demographic group makeup of the respondents in the current survey?

RQ#2. Was the demographic group makeup in the current survey sufficiently similar to that of the 1st and 2nd surveys to make comparisons among them meaningful?

RQ#3. Has customers' knowledge of the services provided by the Public Works Department improved in the ten years from the 1st to the current survey?

RQ#4. How do customers currently rate the Public Works Department services, compared to the 1st and 2nd surveys?

RQ#5. How important is the environment to customers?

RQ#6. On what basis do customers form their impressions of the Department?

RQ#7. Do various demographic groups differ in their ratings of the services provided by the Public Works Department?

Besides the primary purpose of providing accurate information about customer knowledge and evaluations, the secondary purpose was to demonstrate to the individuals contacted during the survey that the Public Works Department is, as a matter of policy, interested in obtaining feedback from their customers in order to improve services.

The Department's interest in what their customers know about their services, and what kind of "marks" they give those services, represents a substantial change from the "head in the sand" approach followed by some governmental agencies.

RESEARCH METHOD

Approach and Rationale

The telephone survey method was chosen to answer the 7 research questions. This approach has several advantages over other commonly used techniques, such as mail questionnaires and in-person interviews. First, telephone surveys are capable of gaining a substantially higher rate of completed questionnaires than are mail surveys. Second, compared to mail questionnaires, telephone surveys have higher validity because the researchers can determine that a customer is actually completing the survey (as opposed to the customer's children) and whether they are taking the process seriously. Third, telephone surveys permit a skilled professional researcher, such as those employed in the current study, to make a positive and meaningful connection with the individuals contacted. Mail surveys cannot bring about personal contact between individuals representing the Public Works Department and customers. Fourth, although in-person interviews have many of the advantages of phone interviews, they cannot properly canvas an area as large as the unincorporated portions of Santa Barbara County. Finally, in-person interviews cannot poll customers chosen at random, as can be done in telephone surveys. The negative side of using telephone surveys is that many people have an aversion to being called at home, because so many product telemarketing and political campaign calls invade their domicile. Therefore, trained researchers who are interpersonally sensitive and effective communicators are required for an effective telephone survey.

Target Population

The individuals who were targeted for this survey live predominately in unincorporated areas of the County. Postal zip codes for which 50% or more lived in unincorporated areas were selected for inclusion. This meant that, for example, Goleta residents were included in the pool of telephone numbers but Santa Barbara residents were not. In addition, those called for the current survey were not on the list of phone numbers called for the Second or Benchmark Surveys during the last ten years. The goal was that for each geographical area, for example Montecito, the number of respondents polled would be proportional to that area's population.

Demographics for which information was requested included the following: (a) whether the respondent, or a member of their family, worked for the Santa Barbara County (and for the Public Works Department), (b) how long they had lived in the county, (c) their zip code, (d) whether they owned their place of residence, (e) their age range, (f) their household income, (g) their gender and (h) their community (based on their zip code). However, no attempt was made to balance the respondents (across the three surveys) for any of these demographics other than postal zip code.

Questionnaire

The questions that formed the basis for the present questionnaire were initially proposed by Phillip Demery, then Director of the Public Works Department. These were modified and reworded by the Principal Investigator, in consultation with the Public Works Department. Among the sources of information used in the revision of the questionnaire

were the responses given by individuals during the two-phase pilot test conducted before the Benchmark Survey. The 46-item questionnaire for the present survey (see Appendix I) was identical to the Benchmark and Second Surveys, with two minor exceptions.

Telephone Lists

In order to facilitate the enactment of the survey, telephone lists were prepared containing numbers that could be called by the Survey Researchers. These were provided by Gilbert Malcolm of the Public Works Department, following guidelines established by the Principal Investigator. The three criteria for inclusion in the lists were as follows: (a) No telephone number called in the Benchmark or Second Surveys was available for calling in this survey; all were excluded from the current list. (b) The number of telephone numbers from each postal zip code area was to be proportionally representative of the population living in that geographical area. Zip codes that were exclusively from incorporated areas (such as Santa Barbara) were excluded. (c) Every listed number from that area was to have an equal likelihood of being drawn. The procedure by which this was accomplished is called stratified randomization and represents the best way of establishing a representative pool of telephone numbers.

The potential telephone numbers were drawn from a commercial database. Using a computer program written by Gilbert Malcolm of the Public Works Department, more than 10,000 phone numbers were printed, with potential responses that the Survey Researchers could circle (see Appendix II for an example).

The greatest disadvantage of using a database of listed numbers, as was done here, is that unlisted numbers were not part of the pool and therefore could not be called. Although

use of a random telephone number generator would have included unlisted numbers, it also would have brought about an intrusion into the homes of individuals who had made a real effort not to be subjected to telephone campaigns of any kind. Such an intrusion would have reflected badly on the Public Works Department and would therefore have been counter-productive. In addition, random number generators would have reached businesses and a substantial number of individuals in the incorporated areas, because zip codes cannot be used as a screening device with that equipment.

Survey Researchers

Six women in their late 20s and early 30s served as Survey Researchers. They are Teaching Assistants in the Department of Communication, University of California, Santa Barbara, and were working on their Doctor of Philosophy degree. All received training from the Principal Investigator and practiced conducting the survey with each other. They each worked 20 to 73 hours making telephone inquiries, for a total of **215 person/hours** of telephoning.

Procedure

The survey was conducted predominantly on weekday evenings (5:00 until 9:00 pm) from July 10 to September 19. Telephone calls were made by the Survey Researchers from the their homes using their own land lines and County cell phones.

Survey Researchers used the telephone lists for their individual targeted areas. When they reached a person (as opposed to an answering machine, a busy signal, etc.), they gave the following introduction:

“Hello, this is _____ and I’m calling on behalf of the Santa Barbara County Public Works Department. We’re conducting a brief survey to improve the services we provide. Would you be willing to spend 5 minutes to provide us with some important customer feedback?”

The Survey Researchers were informed that if the respondents had pressing questions about the services, the Public Works Department phone number (568-3000), as well as the Public Works website, could be given out. In addition, if anyone asked how they might contact the person running the survey, they were told to give the Principal Investigator’s name and home phone number (899-3228). Although there is no way to determine whether any customer called the Public Works Department at 568-3000 as a result of having participated in the survey, none contacted the Principal Investigator.

Summary of Telephone Call Outcomes

An estimated **10,101** telephone calls were placed during the survey, the vast majority reaching answering machines, no answer, busy signals, and discontinued numbers. A total of **1,886** individuals were reached, with **527** of them willing to complete the survey (**28% success rate**). This is considered reasonably high for a telephone survey, but is somewhat lower than the **43%** and **41%** compliance rates achieved in the Second and Benchmark Surveys.

Data Coding and Entry

In order to maintain the anonymity of the respondents, the telephone numbers of customers who completed questionnaires were not noted on the surveys. The completed questionnaires were assigned arbitrary respondent numbers (for example, "Respondent 132." In addition, the 11 factual questions regarding PWD services offered, were scored in terms of the number of correct responses, rendering an "Accuracy Score" of 0-to-100 percent for each respondent.

Each customer's data for the 46 questions were entered into an SPSS (Statistical Package for the Social Sciences) Version 11 spreadsheet and verified by a Data Entry Specialist. This 527 x 46 data matrix, totaling **24,242 data points**, was then ready for statistical analysis by the Principal Investigator.

Statistical Analysis

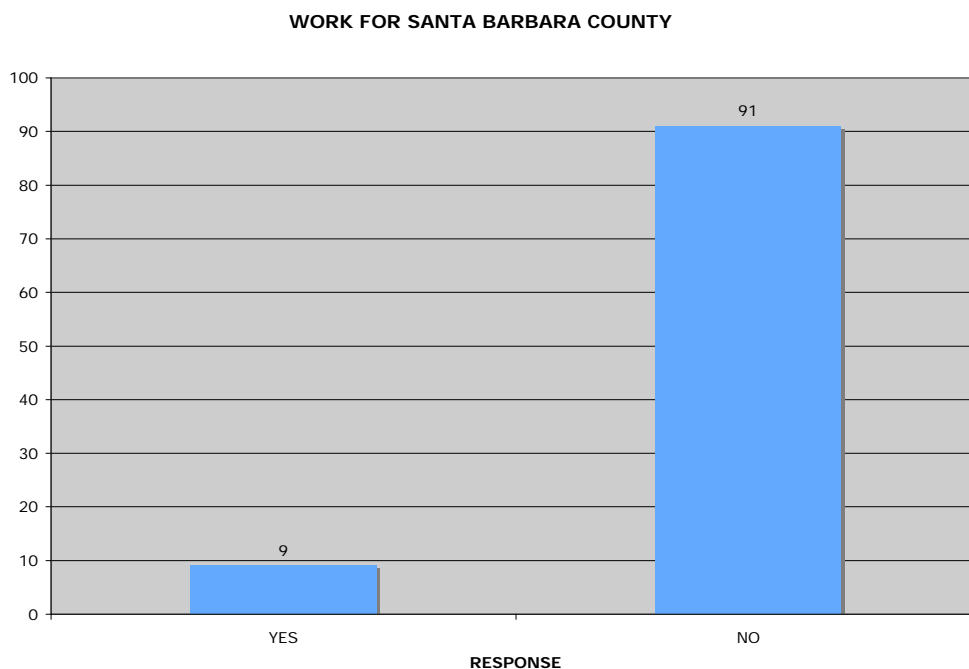
Various statistical analyses were conducted by the Principal Investigator, using the commercially available **Statistical Package for the Social Sciences**. Procedures used included: (a) frequency counts and percentages, (b) chi-square analysis, (c) summary statistics, (d) Analysis of Variance (ANOVA), (e) Multiple Regression Analysis (MRA), and (f) Factor Analysis. Results are presented in the following sections, in the form of answers to the research questions posed earlier.

RESULTS

Research Question #1. What was the demographic group makeup of the respondents in the current survey?

The demographic group questions were asked at the end of the questionnaire, after knowledge and service rating questions had been posed. The questions, and the responses, are given below:

18. Do you or anyone in your family work for the Santa Barbara County? Yes/No

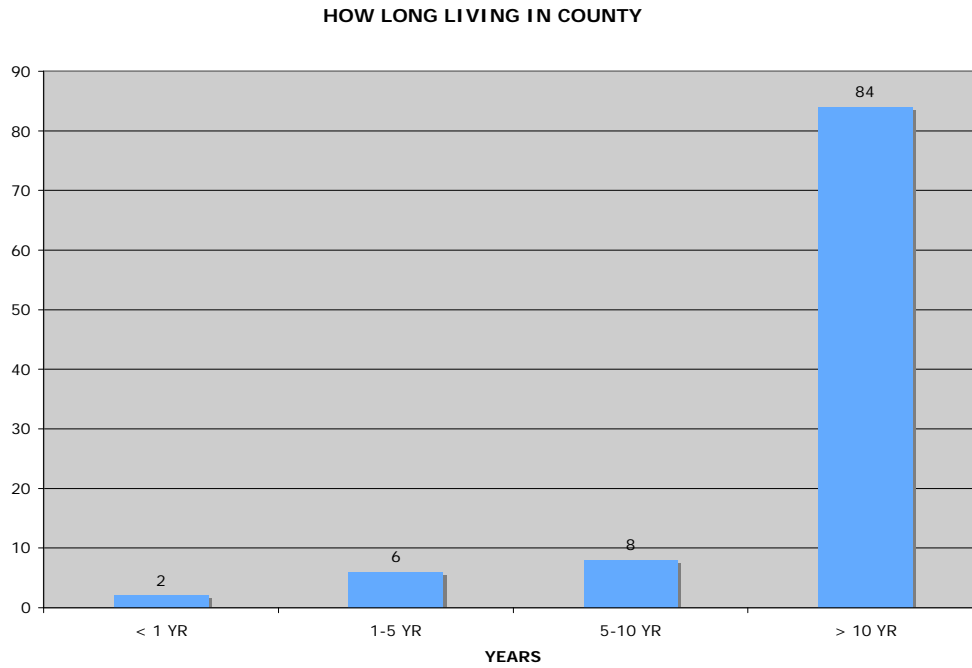


(If “yes”) Do they work for the Public Works Department?

Yes No

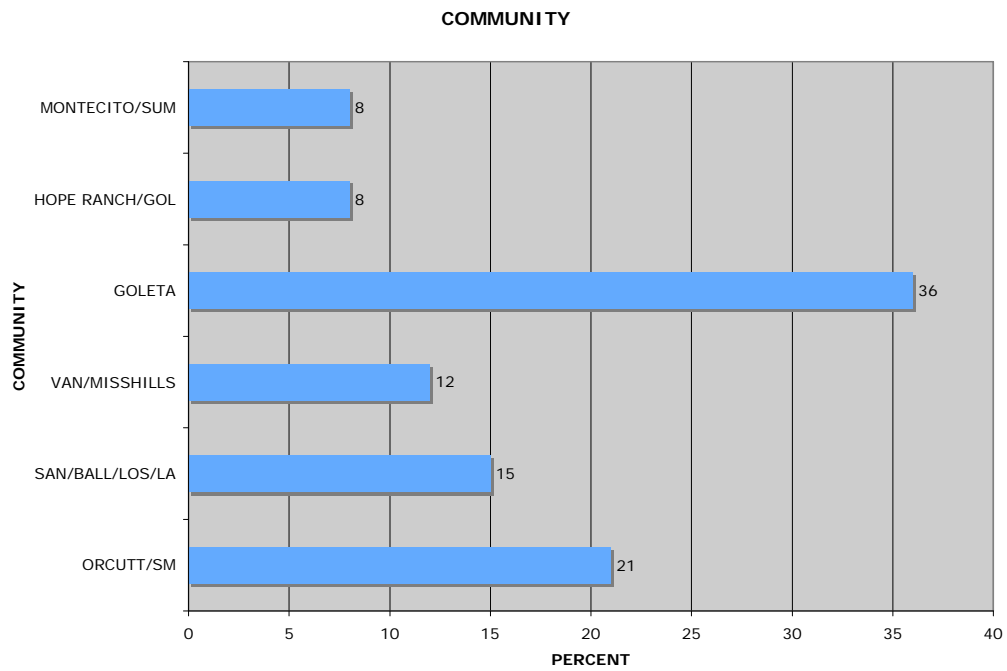
Of the 45 respondents (9% of the total 527) who said they worked for the County of Santa Barbara, four (10%) indicated they worked in the Public Works Department.

19. How long have you lived in the County?



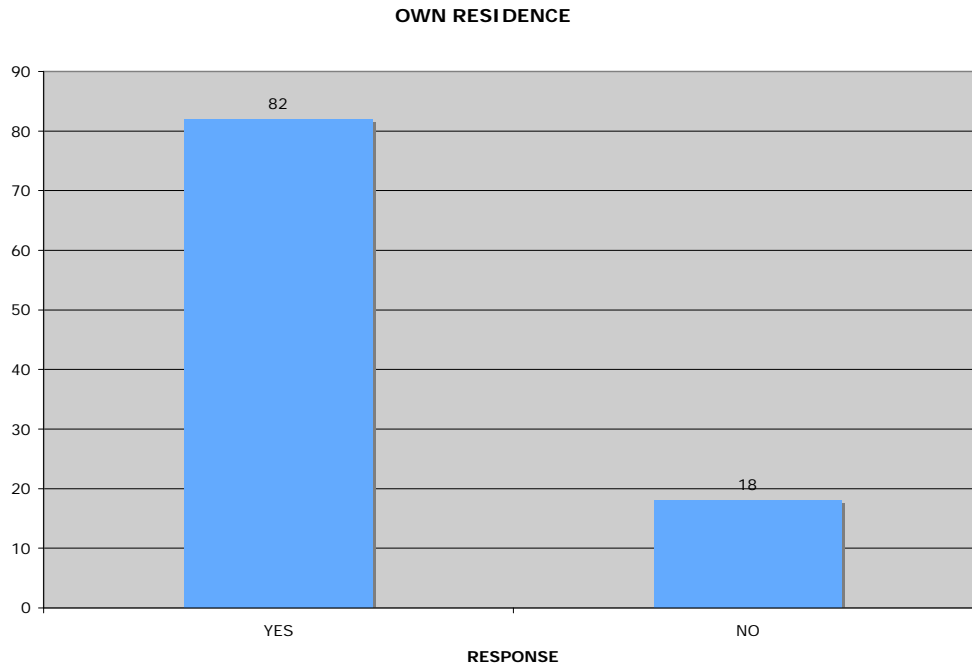
Eighty-four percent indicated that they had lived in the County for more than 10 years.

Based on the **zip code** given, the respondents' **Community** was determined as follows:

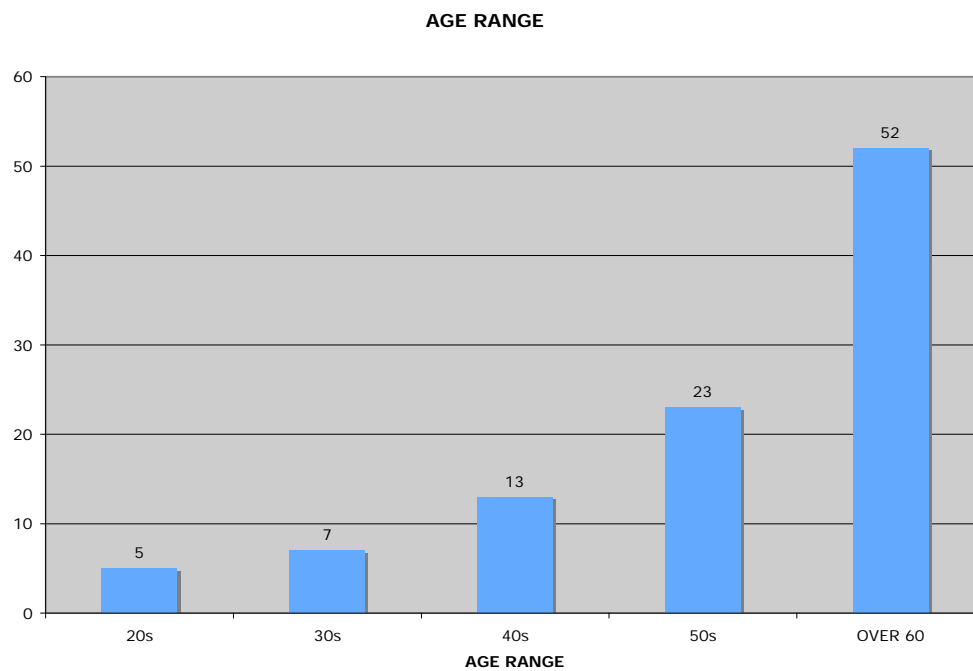


Over 1/3 of the respondents were from Goleta.

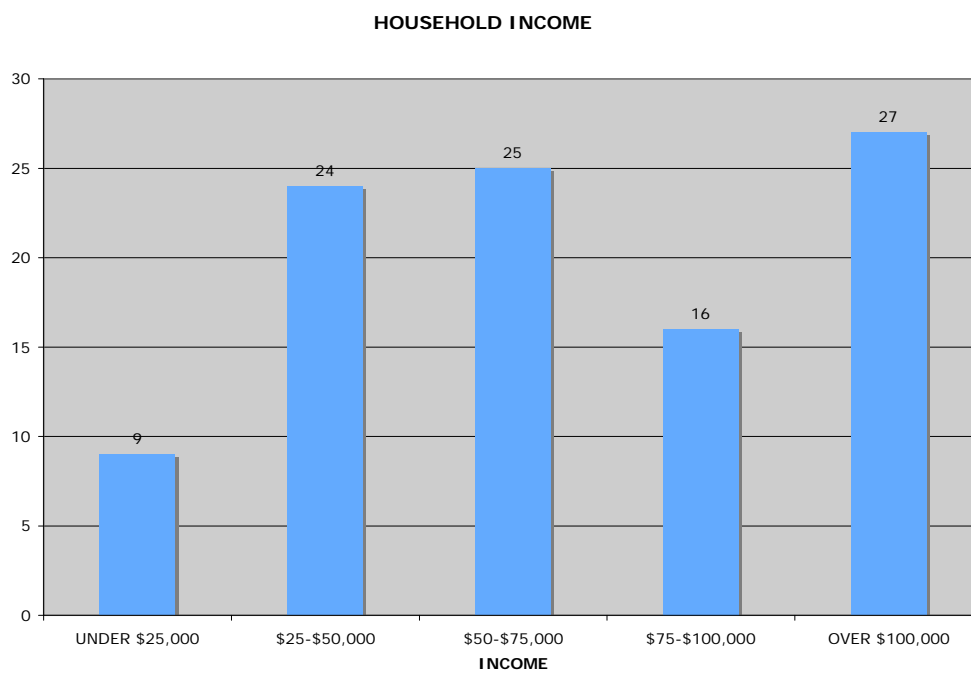
21. Do you own your place of residence? Yes No



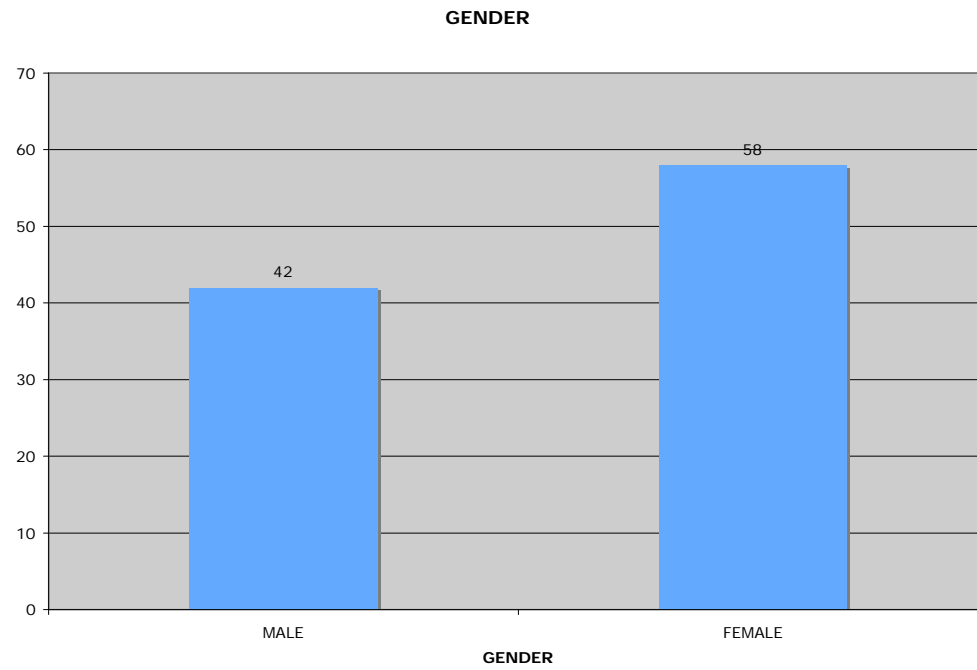
Fully 82% of the respondents said they owned their place of residence.

22. May I ask your age range?

Over one-half of the customers responding said they were over 60 years of age.

23. May I ask your household income range?

Over one-quarter of the customers gave their family income as being over \$100,000.
Fewer than one-tenth gave family income as under \$25,000.

24. Gender? (Not to be asked)

Women made up 58% of the respondents in this survey.

Research Question #2. Was the demographic group makeup in the current survey sufficiently similar to that of the 1st and 2nd surveys to make comparisons among the groups meaningful?

The second question addressed asked whether the demographic group representation in the three surveys was sufficiently similar to permit useful comparisons among them. The three samples were randomly drawn from commercially available databases of telephone numbers, balanced only for zip code representation. In addition, the telephone numbers called in the third survey could not have been dialed in the Second or Benchmark Surveys.

The demographic questions, placed at the end of the questionnaire, included the following: (a) whether the respondent, or a member of the family, worked for the Santa Barbara County or for the Public Works Department, (b) how long the customer had lived in the County, (c) their zip code community area, (d) whether they owned their place of residence, (e) their age range, (f) their household income range, (g) their zip code, and (h) their gender (not asked).

On each of these demographic characteristics, comparisons were made among the 1st, 2nd, and current surveys. The criterion used to determine whether the groups represented a “statistically significant difference” was the social science standard of “95% level of confidence.” That is, were the groups sufficiently different that they could have been drawn from the same population less than 5 times in 100 on the basis of chance. If they meet this criterion, we can say that they are “different.” In terms of the second researcher

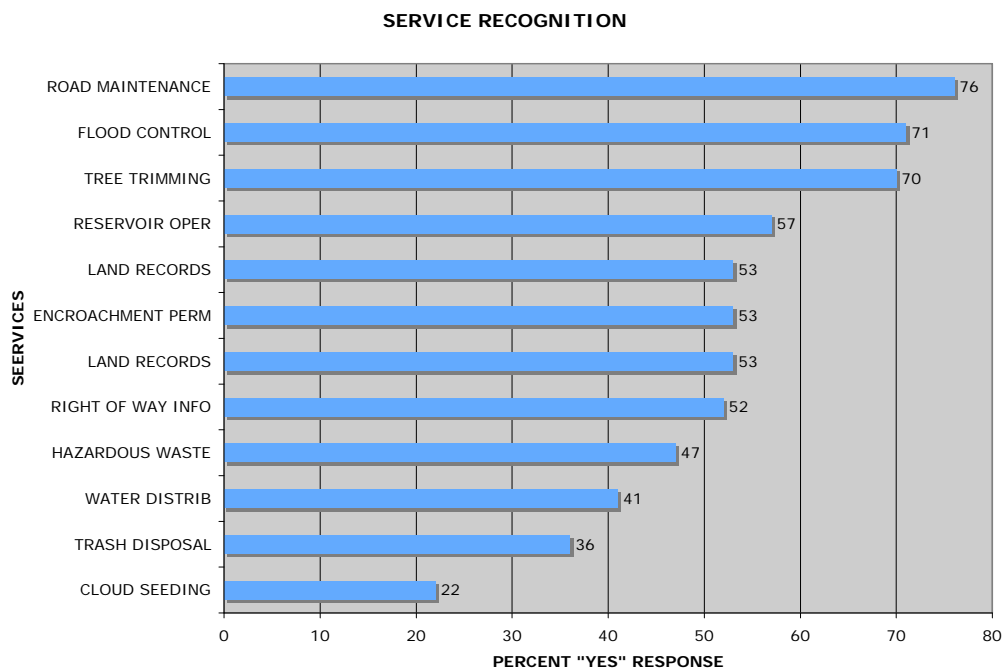
question, the respondent groups for the three surveys were not found to differ. This permitted the meaningful comparison of opinions expressed in the three surveys.

RQ #3. Has customers' knowledge of the services provided by the Public Works Department changed in the 10 years from the 1st to the 3rd survey?

The following question was asked at the beginning of the survey:

1. We find that many people are not aware of which services the County Public Works Department provides. Please answer "yes" or "no" for each of the following services. (Don't worry if you're right or wrong.) Do you think the County Public Works Department provides _____

A) Road Maintenance?	Yes	No	(Don't Know)
B) Road Right of Way information?	Yes	No	(Don't Know)
C) Street Tree Trimming?	Yes	No	(Don't Know)
D) Flood Control Maintenance?	Yes	No	(Don't Know)
E) Road Encroachment Permits?	Yes	No	(Don't Know)
F) Trash Disposal?	Yes	No	(Don't Know)
G) Water Distribution?	Yes	No	(Don't Know)
H) Household Hazardous Waste, Electronic Waste or Recycling services?	Yes	No	(Don't Know)
I) Reservoir Operation?	Yes	No	(Don't Know)
J) Cloud Seeding?	Yes	No	(Don't Know)
K) Land Records?	Yes	No	(Don't Know)



Note that all services listed above are provided by the Public Works Department.

Over 3/4s of the customers knew that the Department provides road maintenance and over 2/3 knew it dealt with creek clearing for flood control and tree trimming. However, only 1/3 thought the Department was involved with recycling, trash disposal, and 20% acknowledged involvement in cloud seeding.

The mean percent accuracy of respondents in the current survey was 53%, representing a modest improvement over the accuracy in the earlier surveys (48% for the Second and 47% for the Benchmark Survey).

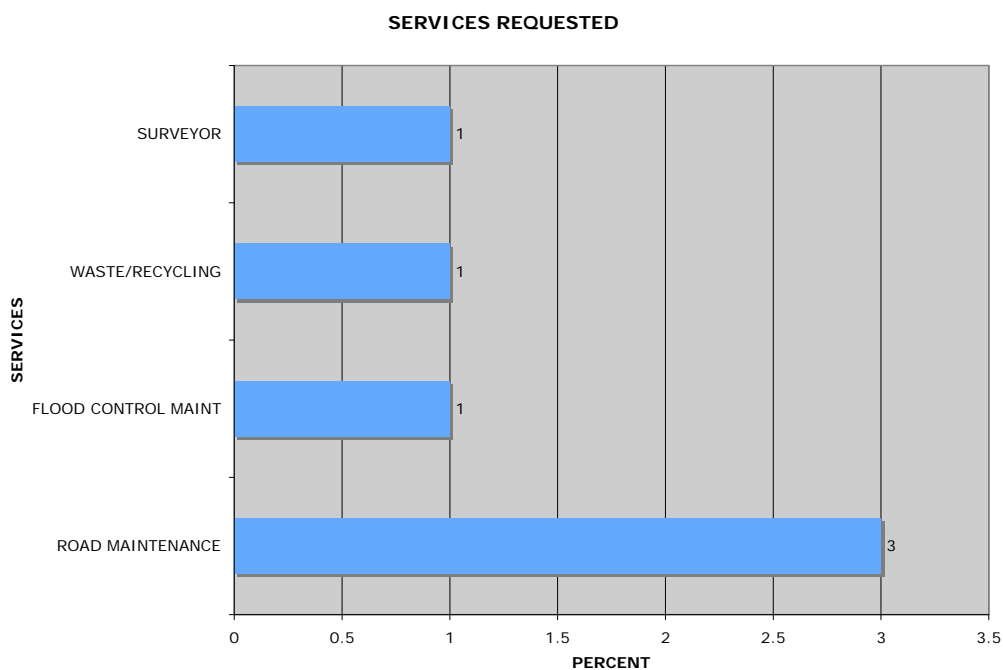
However, this lack of knowledge did not stand in the way of customers' evaluating services provided by the Department. As the Results section demonstrates, respondents had no difficulty rating specific Department services when those were identified (for example, "ride quality of County roads").

Customer Requests for Services

2. Have you requested any services from the County Public Works Department during the past 12 months? Yes No

Forty-four respondents (6%) indicated they had requested services during the past year.

The services requested are shown in the graph below.



The percent of respondents requesting services in the preceding 12 months (6%) has stayed constant across the three surveys.

Research Question #4. How do customers currently rate the Public Works Department services, compared to the 1st and 2nd surveys?

Nine questions were posed that required customers to evaluate various services actually provided by the Public Works Department. For each, the customer was asked to evaluate a given service, “on a scale of 1 to 10, 10 being highest.” Respondents generally exhibited no difficulty in using this 10-point scale to rate the services. For each of these questions, summary statistics are presented below, with graphs displaying the frequency of responses. In addition, a comparison is made between the current survey’s mean rating on that question compared to the Second and Benchmark Survey’s rating on the same question.

Ratings of PWD by Customers Requesting Services within the Past 12 Months

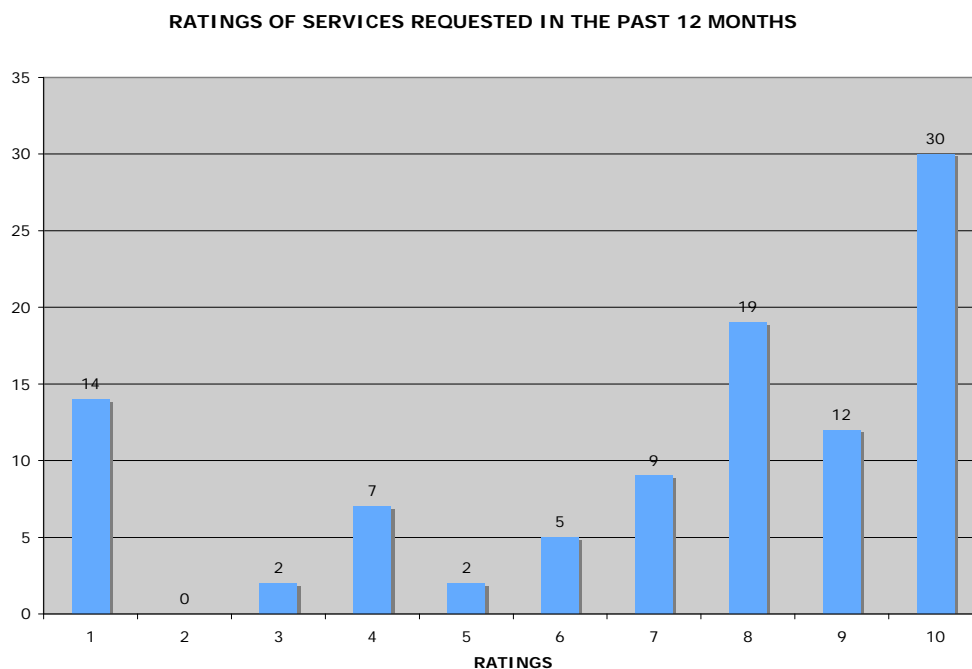
4. (If “Yes” on question 2-- Have you requested any services from the County Public Works Department during the past 12 months?):

On a scale of 1 to 10, 10 being highest, how would you rate your past year’s experience with the County Public Works Department?

Unfavorable 1 2 3 4 5 6 7 8 9 10 Favorable

Responses by the 44 individuals (6%) who answered “yes” to Question 2, indicated that the service they had requested was: (a) Road Maintenance (Number of customers requesting this = 17), (b) Creek Maintenance (N = 6), (c) Refuse or Waste Recycling

(N = 6), or (d) Surveyor (N = 5). (Note that the number of respondents who requested each of the services was too small to meaningfully analyze the ratings in terms of possible differences between the services.) The ratings by these 44 customers with recent experience requesting PWD services are summarized below:

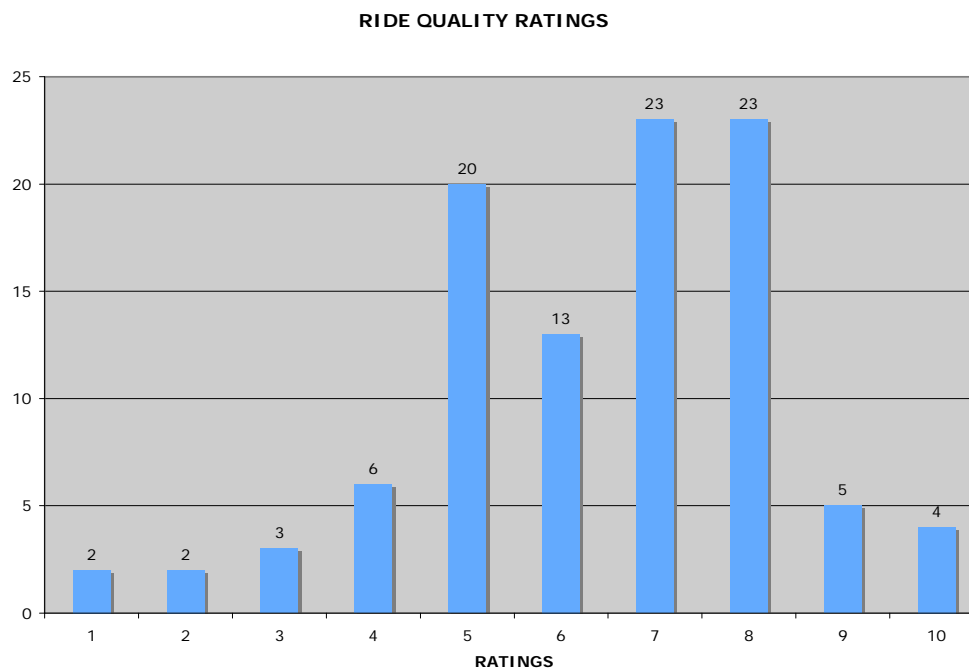


The mean rating by these individuals was **7.1** (with a margin of error of **1** point). The mid-point of this 1-to-10-point scale is 5.5. What is most striking about these ratings is the substantial variability of scores (standard deviation = **3.1 points**). Clearly, a substantial number of these customers were very happy with the treatment they believe they received, and small percent were very unhappy. The shape of the distribution was bimodal, rather than the normal distribution that often occurs. If we use the scale mid-point to separate “favorable” from “unfavorable” ratings, fully 75% rated their service request experience as “favorable.” This mean rating of 7.1 was higher than that of the Second or Benchmark Surveys (5.9 and 6.0 respectively) showing good improvement.

Ratings of the Ride Quality of County Roads

5. On a scale of 1 to 10, 10 being highest, how would you rate the ride quality of County roads? (Those are roads that are not city streets, and not state highways.)

Poor 1 2 3 4 5 6 7 8 9 10 Good



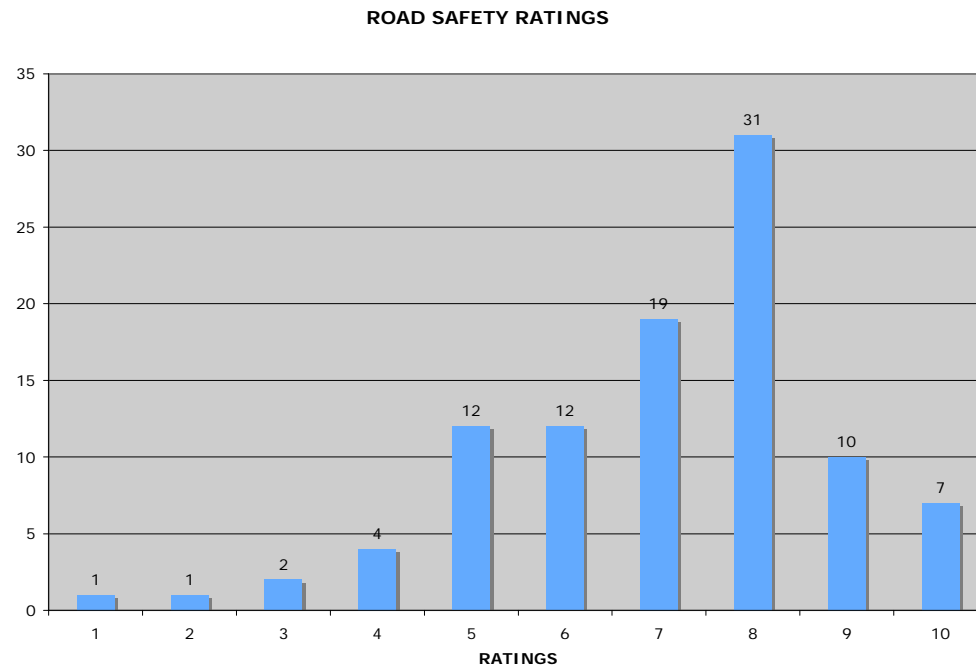
The mean rating for Ride Quality was **6.4** (with a margin of error of plus or minus **1/5** of a point). The variability of scores, given in the form of the standard deviation was **1.9**, and the general shape of the distribution was reasonably close to that of a normal distribution.

This rating of 6.4 was marginally higher than that of the Second and Benchmark surveys (6.0 and 6.0 respectively).

Ratings of the Safety of County Roads

6. On a scale of 1 to 10, how safe do you feel the County road system is?

Unsafe 1 2 3 4 5 6 7 8 9 10 Safe



Respondents judged the Road Safety of County roads to be slightly higher (mean = **7.0**) than they did the Ride Quality (mean = 6.4). The margin of error for the safety ratings was **1/5** of a point and the standard deviation was **1.8** points. The distribution was skewed in such a way that positive ratings were the most common response.

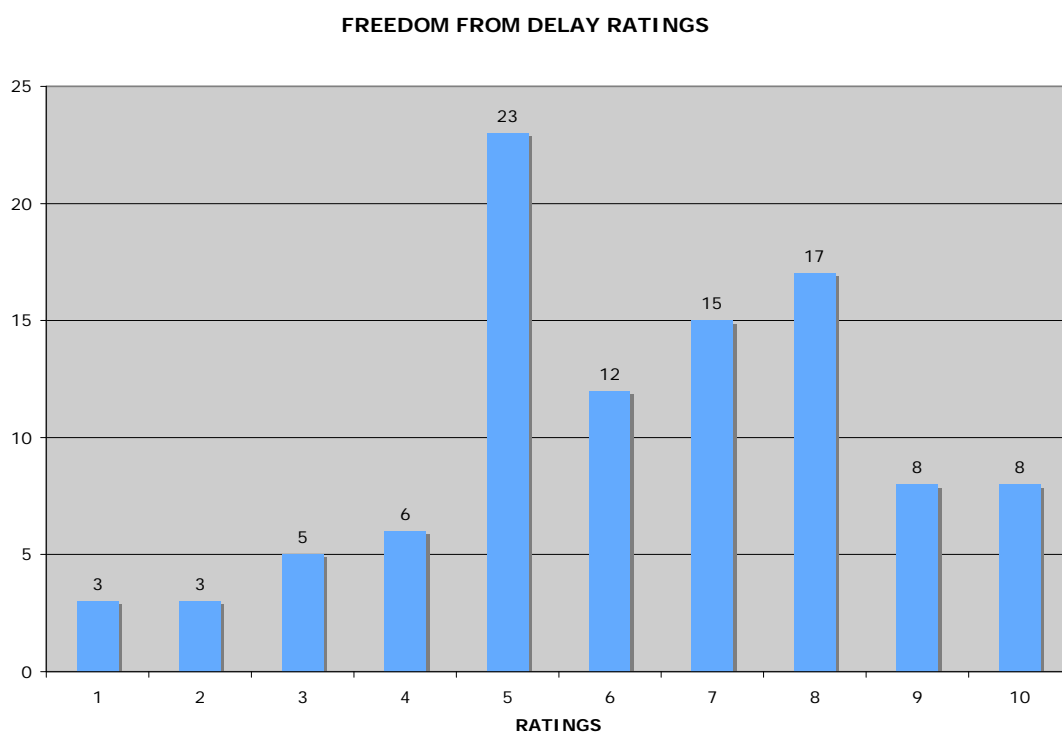
This rating was marginally higher than that of the Second Survey (6.7) and the same as the Benchmark Survey (7.0).

Ratings of Freedom from Traffic Congestion Delays at County Road

Intersections

7. How would you rate traffic congestion delays at County road intersections? (10 being no delays.)

Significant Delays 1 2 3 4 5 6 7 8 9 10 No Delays



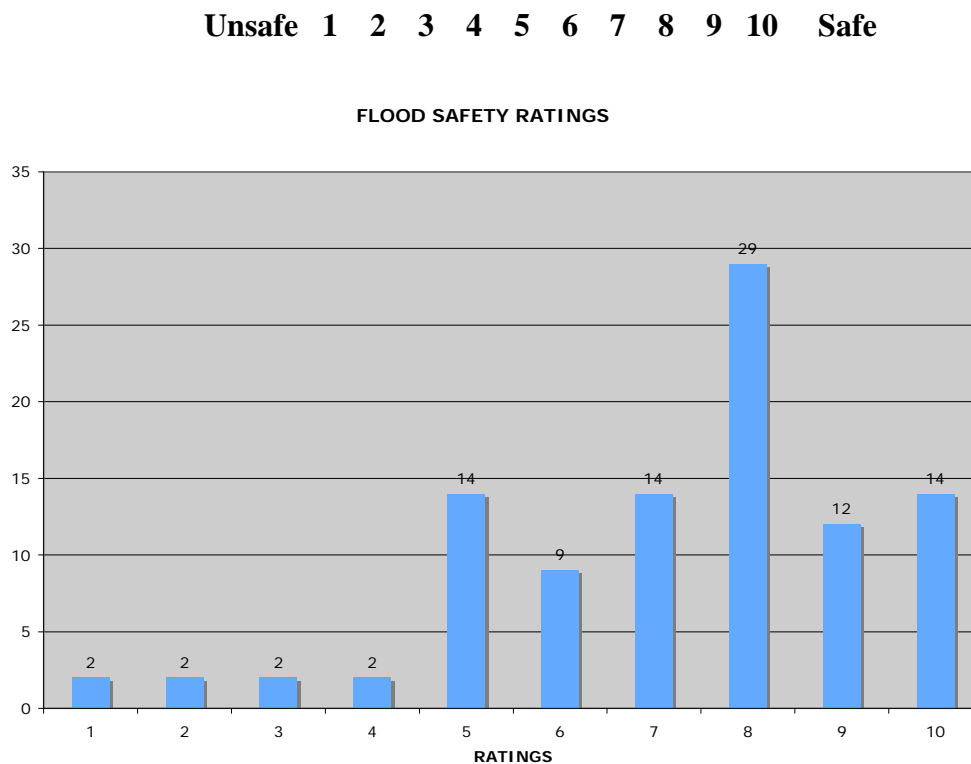
Respondents seemed to feel that the Freedom from Traffic Congestion Delays they experienced at County road intersections (mean = **6.3**) was only slightly better than the mid-point of the scale (5.5). The margin of error was again plus or minus **1/5** of a point. The standard deviation was similar to that for other road service ratings (**2.2** points).

Respondents are experiencing **similar delays** compared to the two earlier surveys.

Ratings of Community Safety from Devastating Floods

Ratings of Community Safety from Devastating Floods

8. How safe do you feel our community, as a whole, is from devastating floods? (10 being safe.)



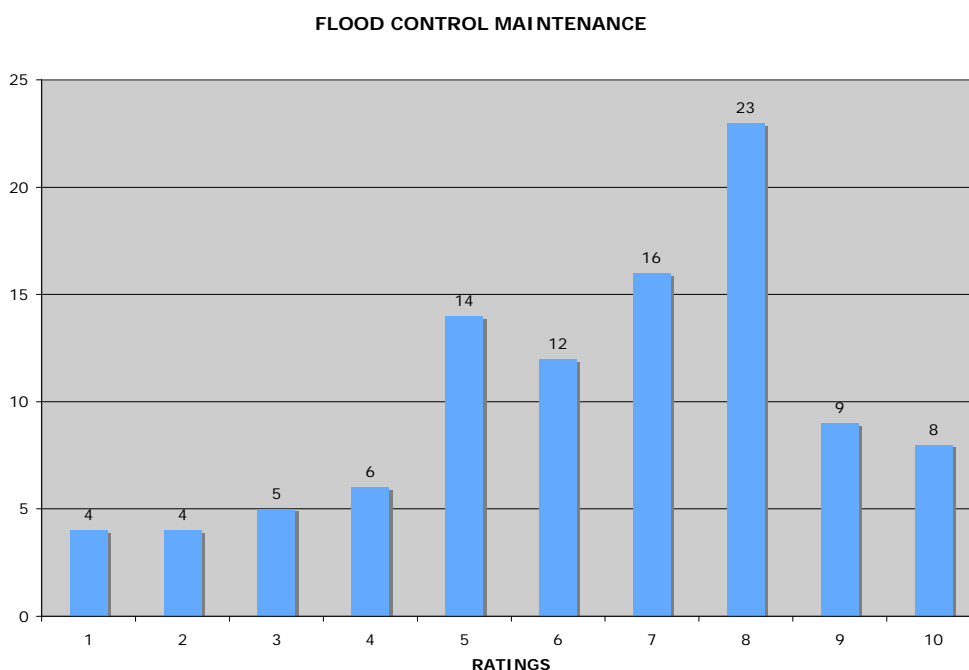
Respondents rated the community in general as being safe from devastating floods (mean rating = **7.2**, margin of error = **1/5** of a point). The standard deviation was **2.1** points.

This rating on Flood Safety is between those of the past two surveys (6.7 and 7.4 points). Three-quarters of the respondents rate their safety above the scale mid-point (5.5) or “safe.”

Ratings of the County's Annual Flood Control Maintenance Program

9. How effective do you feel the County's annual Flood Control maintenance program is in preventing floods? (That includes clearing brush from creek beds.)

Ineffective 1 2 3 4 5 6 7 8 9 10 Effective



The mean rating for the Flood Control Maintenance Program was **7.2** with a margin of error of **1/5** of a point. Consistent with other service ratings, the standard deviation of the ratings was **2.1** points.

Respondents rated the Department's Flood Control measures (7.2) as marginally higher than they did in the Second Survey (6.7) or the Benchmark Survey (7.0), and two-thirds rated it above the mid-point (5.5) as "effective."

Ratings of the Convenience of Curbside Waste Recycling

10. Do you participate in curbside waste recycling where you live?

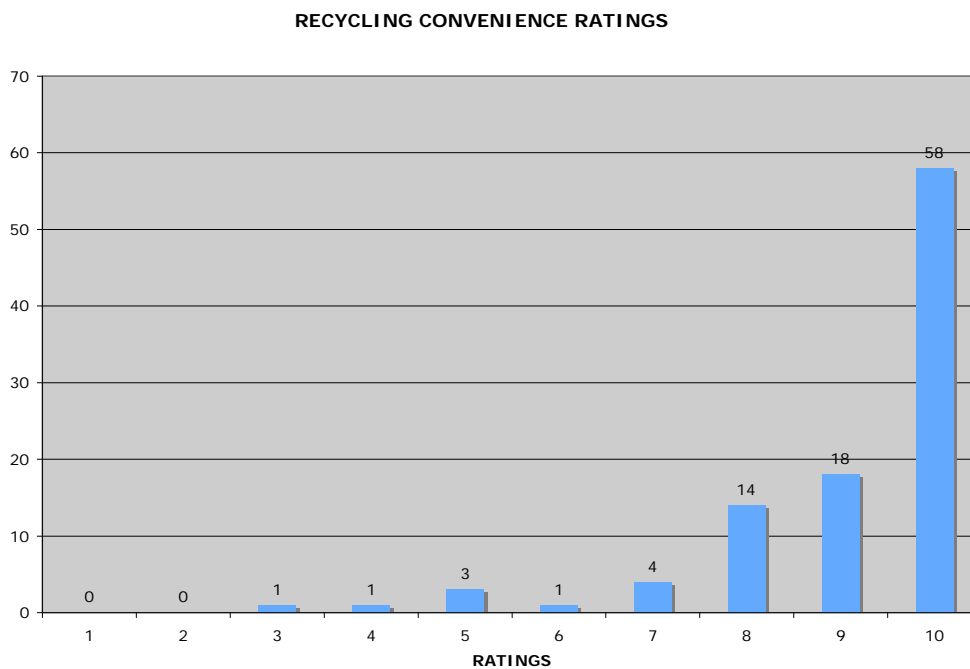
Yes No (Don't know)

If "No," go to Quest 13

Of the 523 customers responding to this question, 433 (or **82%**) answered "Yes," an **increase** from the two earlier surveys (71% for the Second and 64% for the Benchmark Survey). Those answering in the affirmative were then asked the following two questions:

11. (If "Yes"): On a scale of 1 to 10, how would you rate its convenience?

Inconvenient 1 2 3 4 5 6 7 8 9 10 Convenient



Customers gave stunningly high marks (mean = **9.1** points, with a margin or error of **1/5** of a point) for the Convenience of the Curbside Waste Recycling Program. The standard

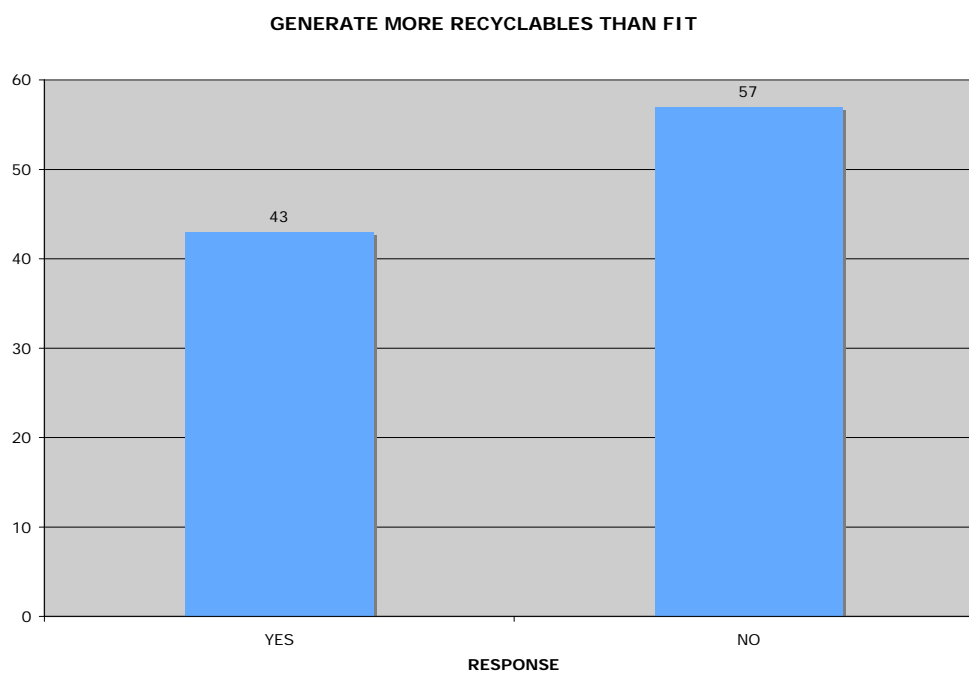
deviation was **1.4** points. Fifty-eight percent of the respondents gave it a “perfect 10” on convenience.

These high convenience ratings (9.1) were marginally higher than those of the Second and Benchmark Surveys (8.8 and 8.7 points respectively).

Determination of Whether Recycling Containers are Large Enough

12. (If “Yes”): Do you generate more recyclables than fit in your recycling container?

Yes No (Don’t Know)

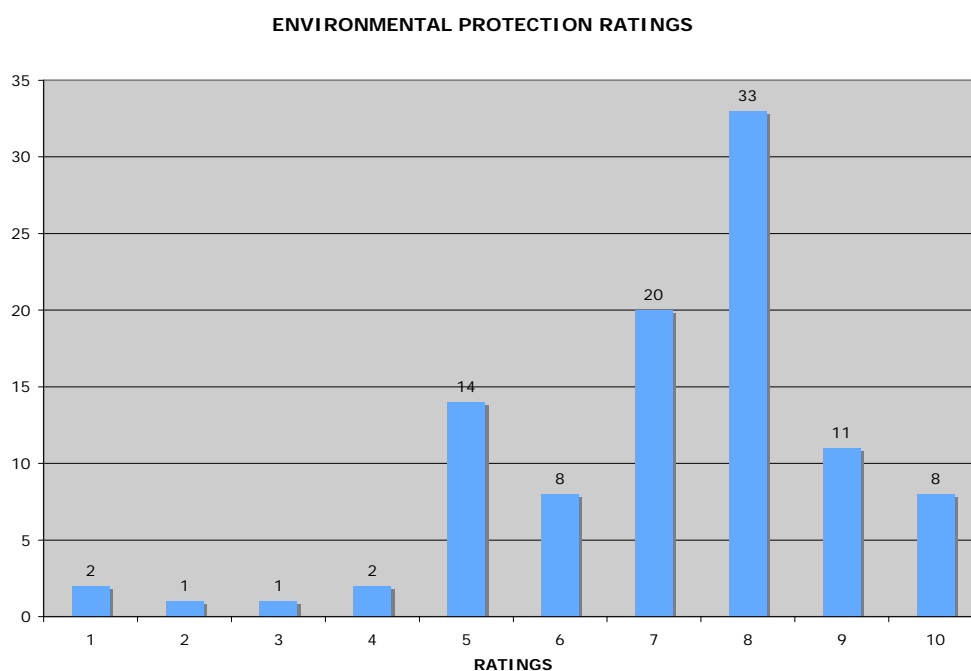


Over forty percent said they generate more recyclables than fit in their recycling container. This question was not asked in the Second and Benchmark Surveys.

Ratings of the County Public Works Department's Current Efforts to Protect the Environment

14. How would you rate the County Public Works Department's current efforts to protect the environment?

Ineffective 1 2 3 4 5 6 7 8 9 10 Effective



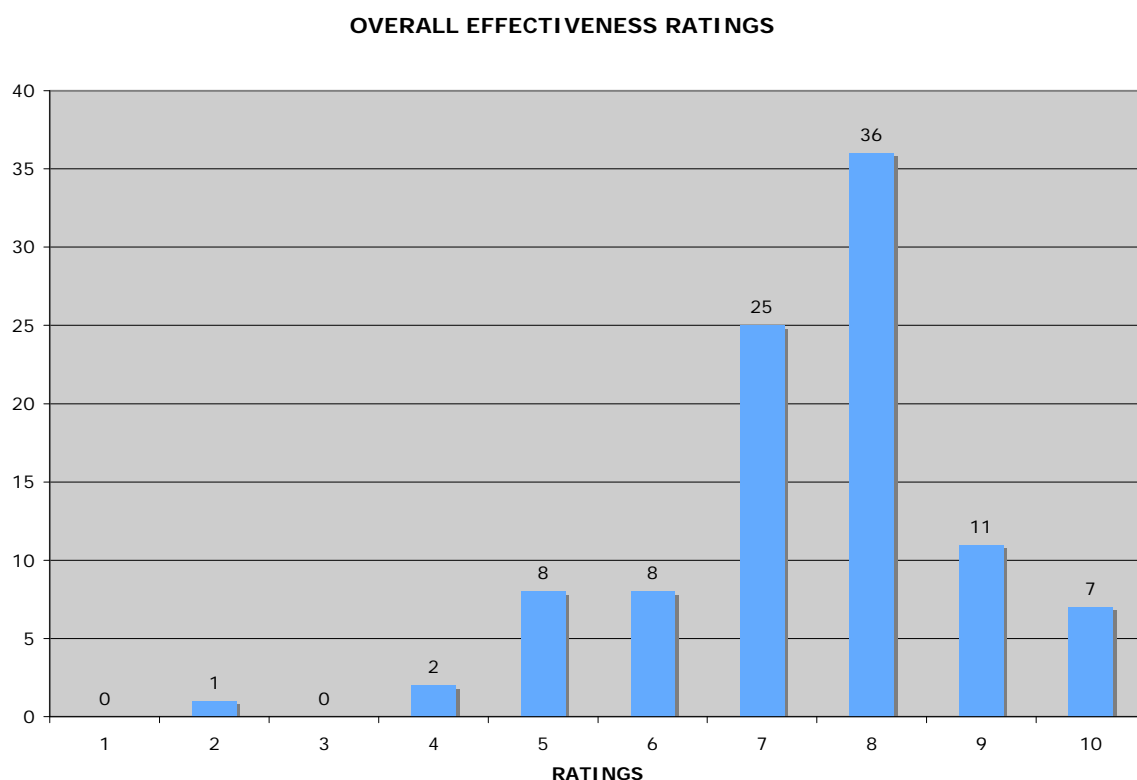
The mean rating for the County Public Works Department's current efforts in Environmental Protection was **7.2** points (margin of error = **1/5** points, standard deviation = **1.8**).

This evaluation did not differ markedly from that of the Second Survey (7.1) and was marginally higher than the Benchmark Survey (6.9).

Overall Ratings of the County Public Works Department

15. Overall, how would you rate the County Public Works Department?

Ineffective 1 2 3 4 5 6 7 8 9 10 Effective



Customers gave the County Public Works Department a high Overall effectiveness rating of **7.4 points** on the 1-to-10 point scale with 5.5 the mid-point. The most frequent rating (the mode) was **8.0 points** with over 1/3 of the respondents giving that Overall score.

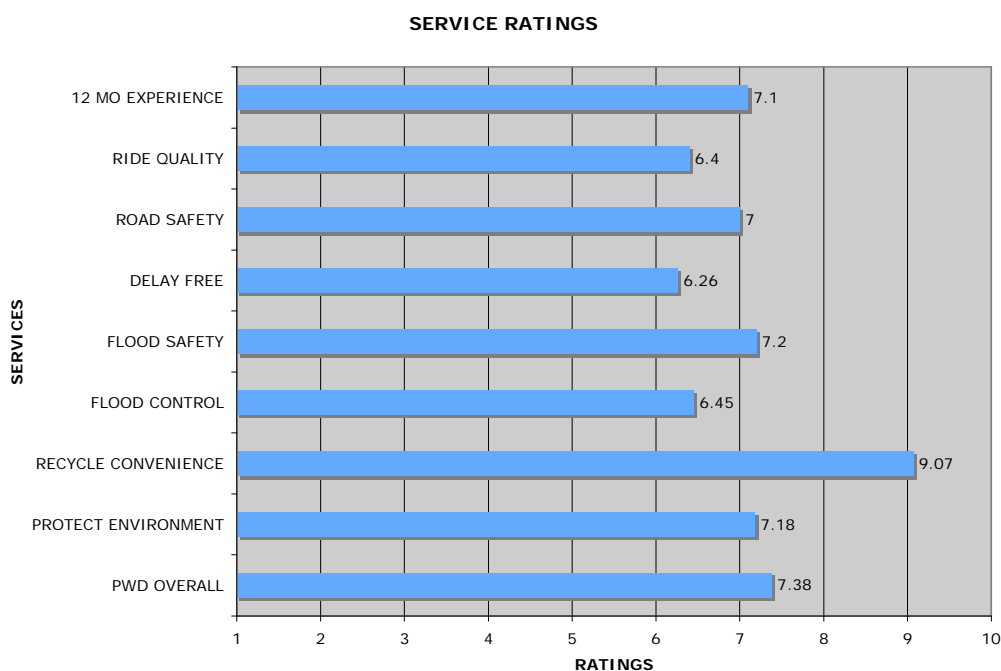
The standard deviation for the overall ratings was **1.6 points**. The margin of error for this overall question was less than **1/5 of a point (0.14)**. This 8.0 is slightly higher than for the Second or Benchmark Surveys (7.1 and 7.4). Using the scale mid-point as the break point, we can see that 87% of the respondents rate the department as “Effective.”

Predicting “Overall” Ratings of the Public Works Department on the Basis of Individual Service Ratings

It was reasonable to assume that not all Public Works Department services are equally important in terms of influencing the customers’ **Overall** ratings of the Department (Question 15). In order to get some sense of the relative importance of the services in this regard, a Multiple Regression Analysis (MRA) was run with “Overall” ratings being predicted by the most effective weighted combination of the service ratings. Results were similar to those of the Second Survey, indicating that the most important predictors of the overall ratings were, in order of importance, Ride Quality of County Roads and Public Works’ current efforts to Protect the Environment. Of less predictive value, but still important, were County Road Safety, Freedom from Delays at County Road Intersections, and Convenience of Curbside Waste Recycling.

Comparison of Mean Ratings of Individual Departmental Services

The mean ratings for departmental services are presented graphically below:



By far the highest service ratings were given for Curbside Recycling Convenience.

However, several cautions should be raised about making comparisons between these ratings of services. First, these ratings represent the public's perception of each service or issue. They do not provide an objective measure of actual quality. Second, some of the services are more important to the public than others, as was demonstrated by the Multiple Regression Analysis reported above. Third, the various services may differ in terms of funds available to them. Finally, some services may be more difficult to provide at a high level of effectiveness than others.

Validity Assessment for Service Ratings

To be meaningfully interpreted, the data from a survey must be valid--that is, it must measure what it purports to measure. Although there can be no direct check on the validity of the service ratings described above, the best indirect method is accomplished through conducting a factor analysis of the service data. This multivariate procedure checks the construct, or “structural,” validity by assessing the degree to which the ratings “hold together” to form meaningful patterns. If meaningful patterns, or interrelationships, exist for the data, we can be confident that it is valid, at least from a structural point of view. If no such patterns exist, then the data lacks validity and can be seen as without value.

A factor analysis was conducted on the service ratings given in response to the 7 questions dealing with specific services and the one overall department rating. Standard procedures and criteria were employed.

Three underlying factors of judgment were yielded by this analysis:

Factor I, **ROADS**: Ride Quality (correlation = **.63**) and Road Safety (correlation = **.89**).

Factor II, **ENVIRONMENTAL PROTECTION**: Public Works Overall Rating (correlation = **.88**), Environmental Protection (correlation = **.66**)

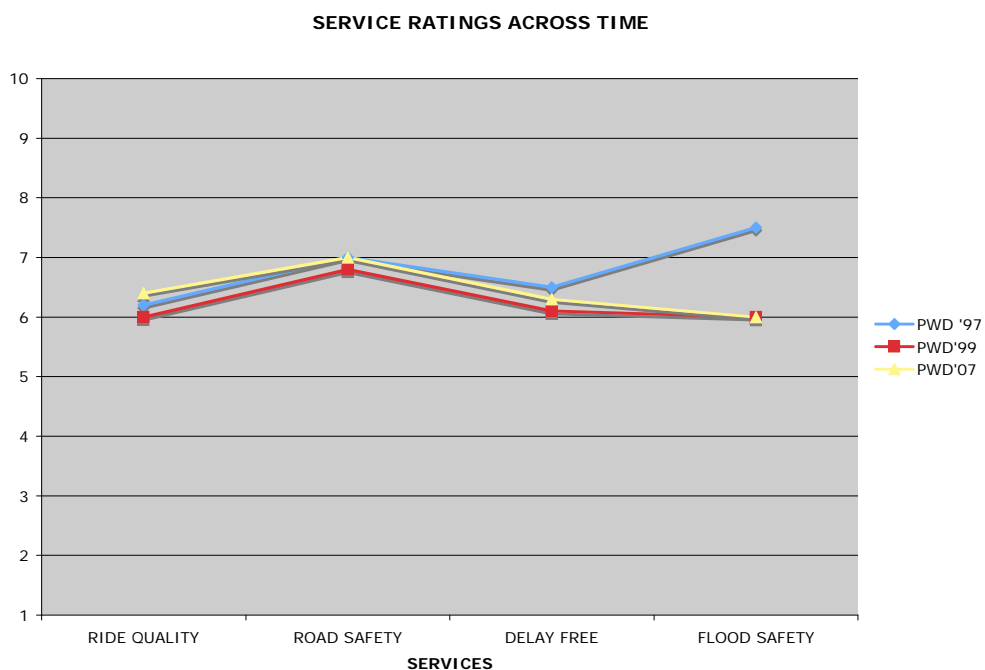
Factor III, **FLOOD CONTROL**: Flood Safety (correlation = **.88**) and Flood Control Efforts (correlation = **.82**).

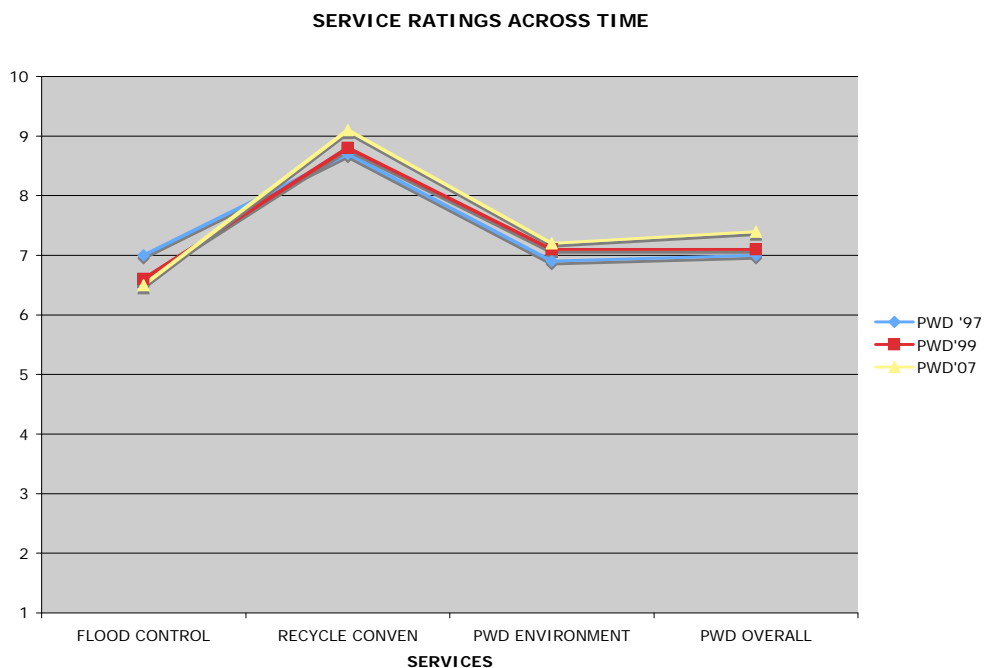
These results provide substantial support for the validity of the ratings. In a practical sense, their coherence could not be greater. This demonstrates that respondents were

answering these rating questions in a logically coherent manner. Results of this factor analysis are also **consistent** with those undertaken in the Second and Benchmark Surveys.

Comparison of Service Ratings Across Time

It is possible to compare the ratings of eight Public Works Department services across time, because the same rating questions were asked in three Public Works Customer Satisfaction Surveys: (a) the Current Survey ((2007), (b) the Second Survey (1999), and (c) the Benchmark Survey (1997). Services rated on these three surveys were: (a) Ride Quality of County Roads, (b) Road Safety, (c) Freedom from Delays at County Road Intersections, (d) Flood Safety, (e) Flood Control Maintenance, (f) Curbside Waste Recycling Convenience, (g) PWD Protection of the Environment, and (h) PWD Overall Effectiveness.





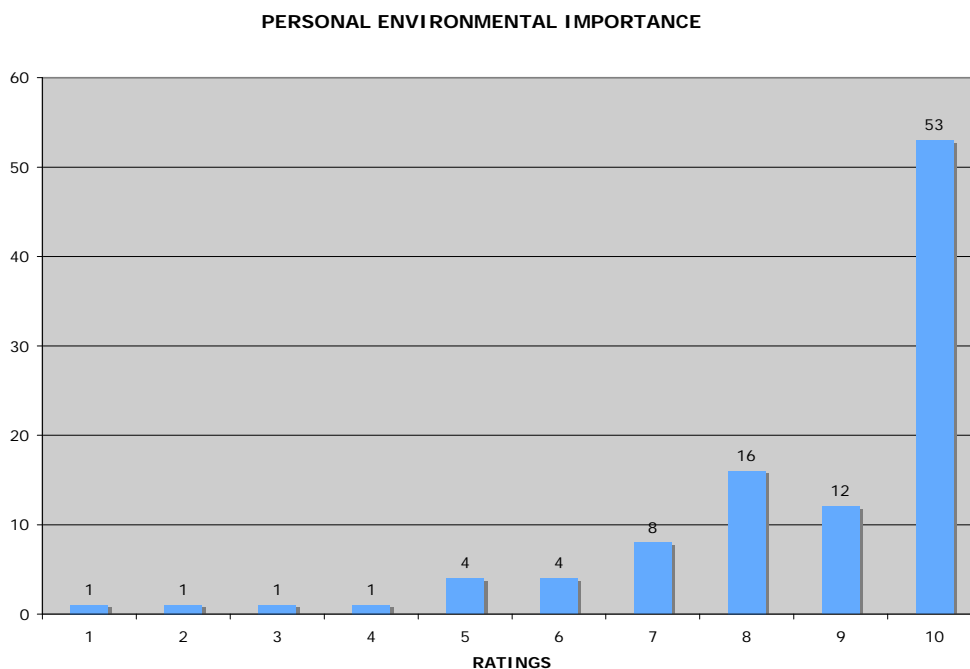
These graphs demonstrate virtually identical ratings of each service across the ten years such surveys have been given. For example, Recycling Convenience was rated 8.7 in 1997, 8.8 in 1999, and 9.1 in 2007. In addition, Road Safety was rated 7 in 1997, 6.8 in 1999, and 7 in 2007.

Research Question #5. How important is the environment to customers?

In the first two surveys, one question was posed regarding the importance people place on the environment. That question was again asked in the present survey:

13. How important is environmental protection to you?

Not Important 1 2 3 4 5 6 7 8 9 10 Important

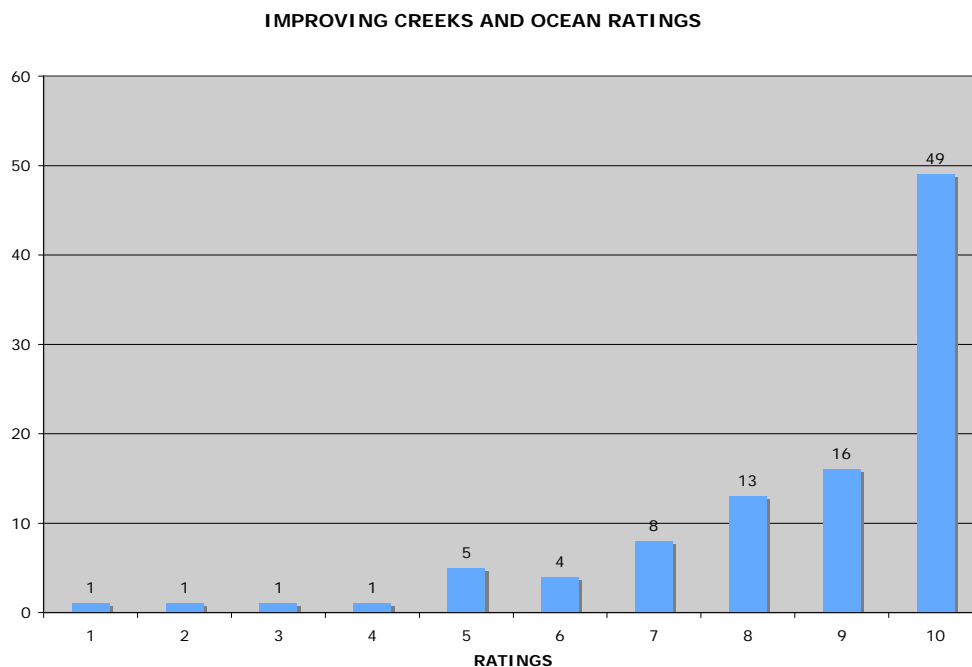


Clearly, the customers of the Public Works Department espouse an overwhelming belief in the Importance of Environmental Protection. The mean rating of this Personal value was an astonishingly high **8.8** points (margin of error = plus or minus **1/5** point, standard deviation = **1.8**). **Fifty-three percent** (274 individuals) gave personal importance of environmental protection a “**perfect 10**” for personal importance. This strong statement

on the Importance of the Environment (8.8) was similar to the Second (8.5) and Benchmark Surveys (8.6).

16. How would you rate the importance of improving the water quality of our creeks and ocean? (10 being important)

Not Important 1 2 3 4 5 6 7 8 9 10 Important



As was the case for the overall importance of environmental protection, respondents indicated an overwhelming affirmation of the Importance of Improving the Water Quality of our Creeks and Ocean. The mean rating of this personal value was a remarkably high **8.6** points (margin of error = plus or minus **1/5** point, standard deviation = **2.0**. Virtually one-half of the respondents rated the Importance of Improving the Water Quality of our Creeks and Ocean a “perfect 10.”

This 8.6 mean rating is exactly the same as the response in the Second Survey (8.6). However no comparison with the sentiment of 10 years ago is possible because the Benchmark Survey did not ask this question.

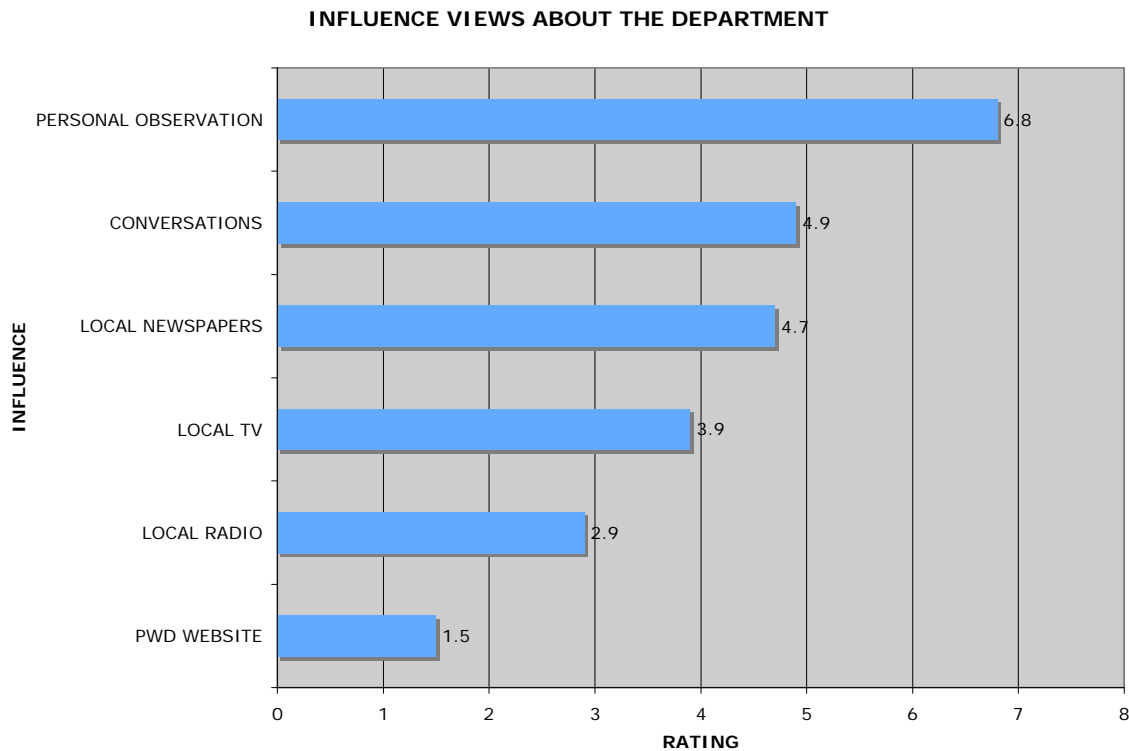
Research Question #6. On what basis do customers form their impressions of the Department?

Respondents were asked to indicate the basis on which they form impressions of the Public Works Department. This was accomplished by asking them to rate the relative importance of the media and personal experience in forming impressions of the Department:

17. What do you think has influenced your views about the County Public Works Department? (Again 10 being “influenced you the most.”)

- | | | | | | | | | | | | | |
|---|------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-------------|
| A) Local television? | Low | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | High |
| B) Local radio? | Low | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | High |
| C) Local newspapers? | Low | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | High |
| D) Personal observation? | Low | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | High |
| E) Conversations with others | Low | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | High |
| F) Interaction with the Public Works website | Low | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | High |

The graph below displays the comparative ratings for these six sources of influence for the current survey.



A comparison of the current survey results for this question with those of the Second and Benchmark Surveys indicates that the public has **not changed** in their perception of the relative importance of various sources of information. Personal Observation still is viewed as more important in influencing the views of respondents than any of the indirect sources of information.

Research Question #7. Do various demographic groups differ in their ratings of the services provided by the Public Works Department?

Analyses of the ratings of various demographic groups were conducted. Demographic groups were constituted in terms of the following respondent characteristics:

- (a) Community based on zip code,
- (b) Length of time they had lived in the county,
- (c) Ownership of their place of residence,
- (d) Age range,
- (e) Household income range, and
- (f) Gender.

The analytical procedure employed was One-Way Analysis of Variance (ANOVA). For each demographic variable (for example, age range), analyses were conducted on each of the service ratings:

- (a) Ride Quality of County Roads,
- (b) Safety of the County Road System,
- (c) Freedom From Traffic Delays at County roads,
- (d) Safety of the community, as a whole, from Devastating Floods,
- (e) Effectiveness of County's annual Flood Control Maintenance program,
- (f) Convenience of Curbside Waste Recycling,
- (g) Effectiveness of the County Public Works Department's current efforts to Protect the Environment,
- (h) Overall ratings of the County Public Works Department,

- (i) How Important Environmental Protection is to the customer, and
- (j) The Importance of Improving the Water Quality of our Creeks and Ocean.

Effects of Customers' Community

The postal zip codes given by the respondents were grouped into six Geographical areas representing unincorporated communities: (a) Montecito/Summerland, N (Number of respondents) = 43, (b) Hope Ranch/Goleta, $N = 41$, (c) Goleta, $N = 184$, (d) Vandenberg Village/Mission Hills, $N = 64$, (e) Santa Ynez/Ballard/Los Olivos/Los Alamos, $N = 77$, and (f) Orcutt/Santa Maria, $N = 110$. These six areas served as the six groups for the Analyses of Variance. Note that the analyses took into account, and were not adversely influenced by, the fact that group size ranged from 41 individuals to 110.

Community differences were found for 3 of the service ratings: (a) Safety of County Road System, (b) Freedom from Traffic Delays at County Road Intersections, and (c) Personal Importance of Environmental Protection. Only differences that met the 95% confidence level (i.e. those that could have occurred less than 5 time in 100 by chance) are reported. Mean ratings for each service, broken down by community, are given below.

County Road System Safety

6. On a scale of 1 to 10, how safe do you feel the County road system is?

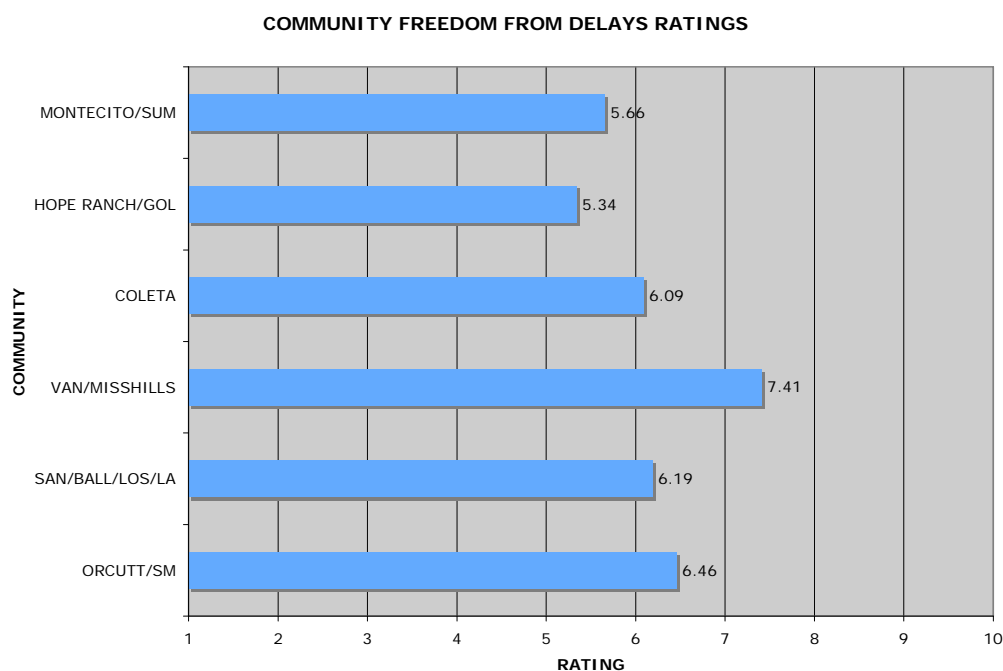
Unsafe 1 2 3 4 5 6 7 8 9 10 Safe



Respondents living in Goleta gave the highest ratings for County Road Safety (7.36) whereas those in the Orcutt/Santa Maria area gave the lowest (6.62).

Freedom from Traffic Congestion Delays

Respondents were asked: **How would you rate traffic congestion delays at County road intersections? (10 being no delays.)**

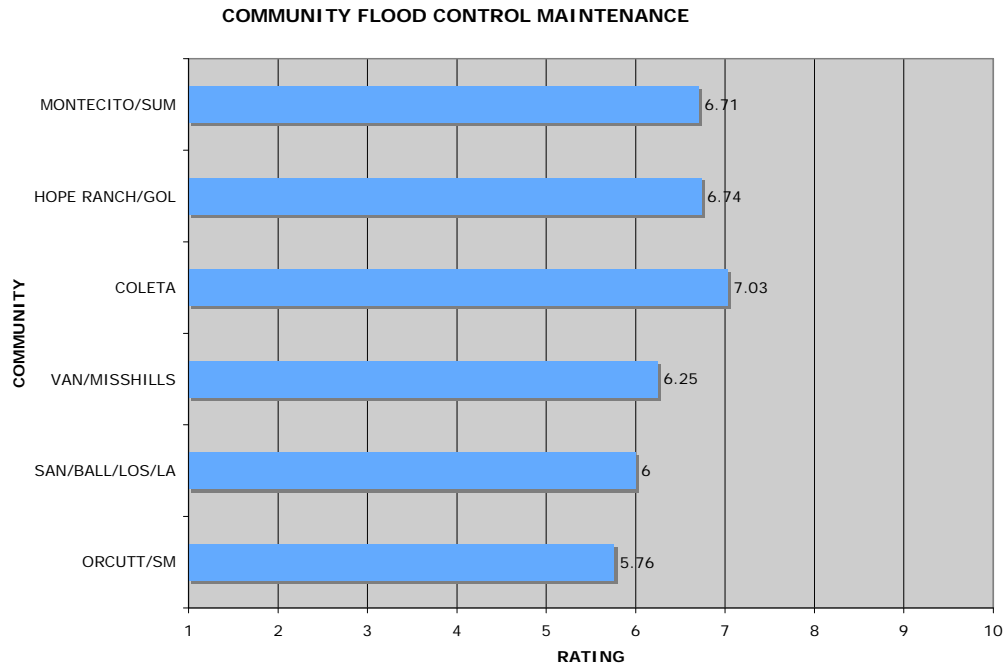


Those living in the South Coast perceived greater Delays at County Road Intersections than those in the North. That is, respondents from Hope Ranch/Goleta (mean = 5.34) and Montecito/Summerland (5.66) rated the problem of delays as greater than those from Vandenberg Village/Mission Hills whose Freedom from Delays was more positive (7.41).

Flood Control Maintenance

9. How effective do you feel the County's annual Flood Control maintenance program is in preventing floods? (That includes clearing brush from creek beds.)

Ineffective 1 2 3 4 5 6 7 8 9 10 Effective

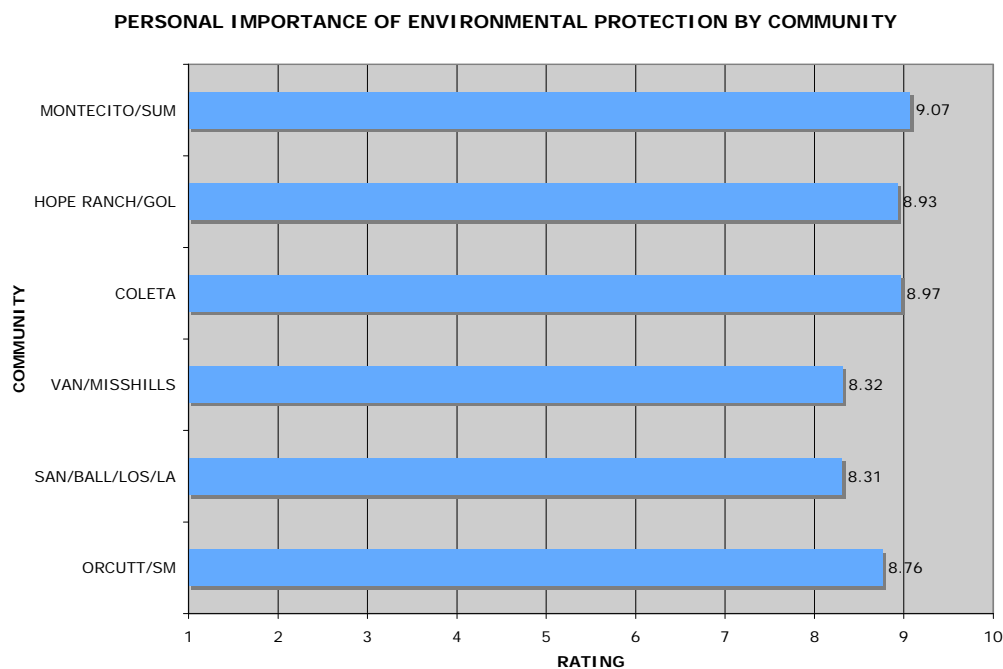


Goleta gave the highest ratings for Flood Control Maintenance (7.03) whereas Orcutt/Santa Maria gave the lowest (5.76).

Personal Importance of Environmental Protection

13. How important is environmental protection to you?

Not Important 1 2 3 4 5 6 7 8 9 10 Important



Montecito, Hope Ranch, and Goleta residents provided the highest ratings for Personal Importance of Environmental Protection whereas those from Vandenberg Village, Mission Hills, Santa Ynez Los Olivos, and Las Alamos gave it the lowest.

No other differences in service ratings were found among residents living in the various communities.

Service Rating Differences based on How Long the Customer has Lived in the County

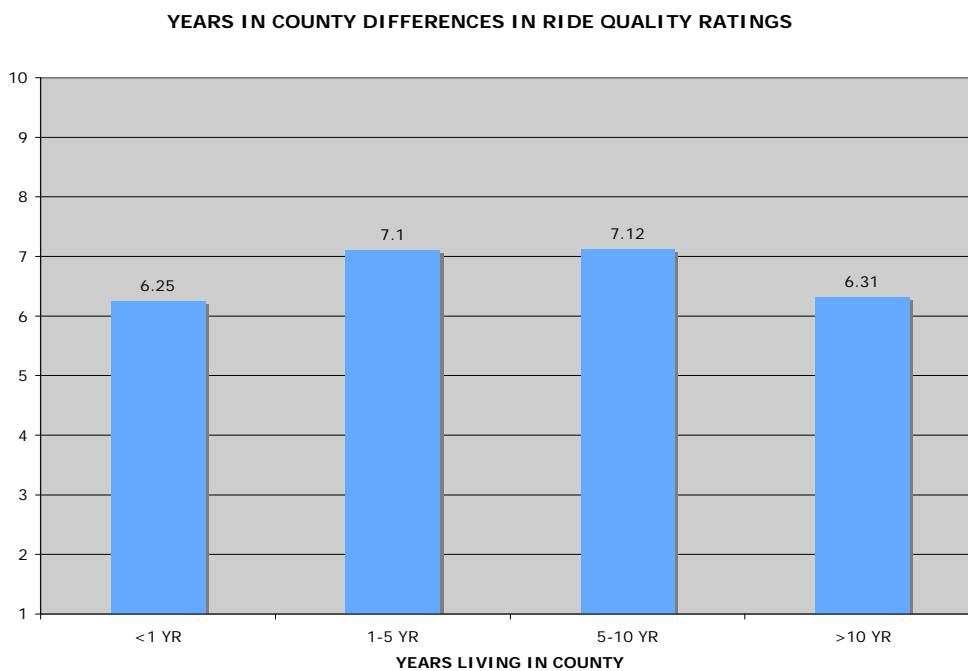
19. How long have you lived in the County?

- (1) < 1 year
- (2) 1-5 years
- (3) 5-10 years
- (4) > 10 years

Differences were found on two service ratings: (a) Ride Quality of County roads and (b) Overall rating of the Public Works Department.

5. On a scale of 1 to 10, 10 being good, how would you rate the ride quality of County roads? (Those are roads that are not city streets, and not state highways.)

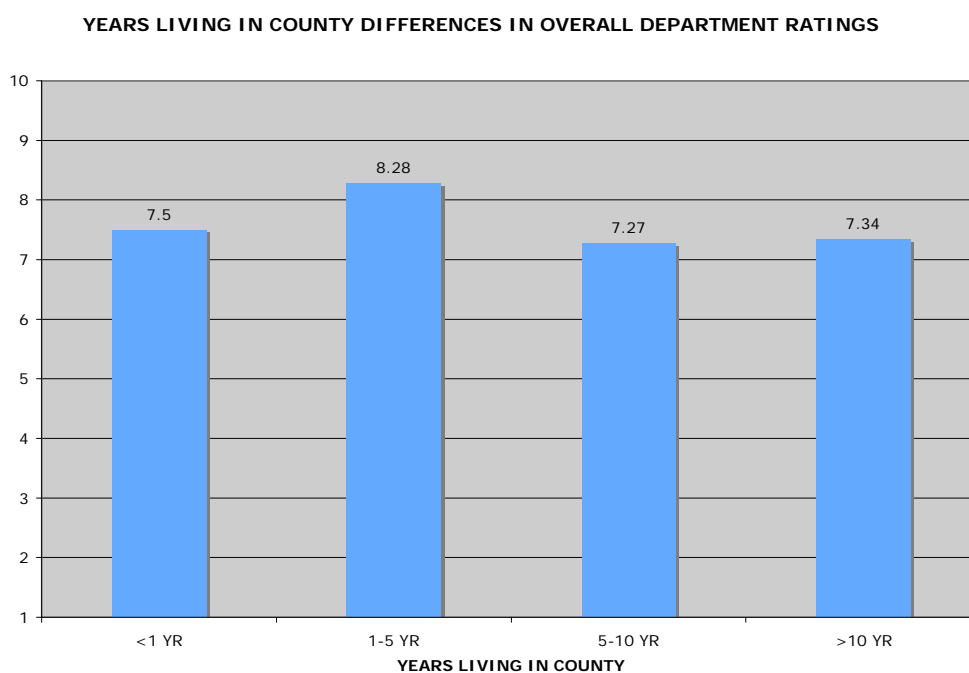
Poor 1 2 3 4 5 6 7 8 9 10 Good



Residents who have lived in the County between one and ten years gave Ride Quality higher ratings than did newcomers and those living here for more than ten years.

15. Overall, how would you rate the County Public Works Department? (10 being effective)

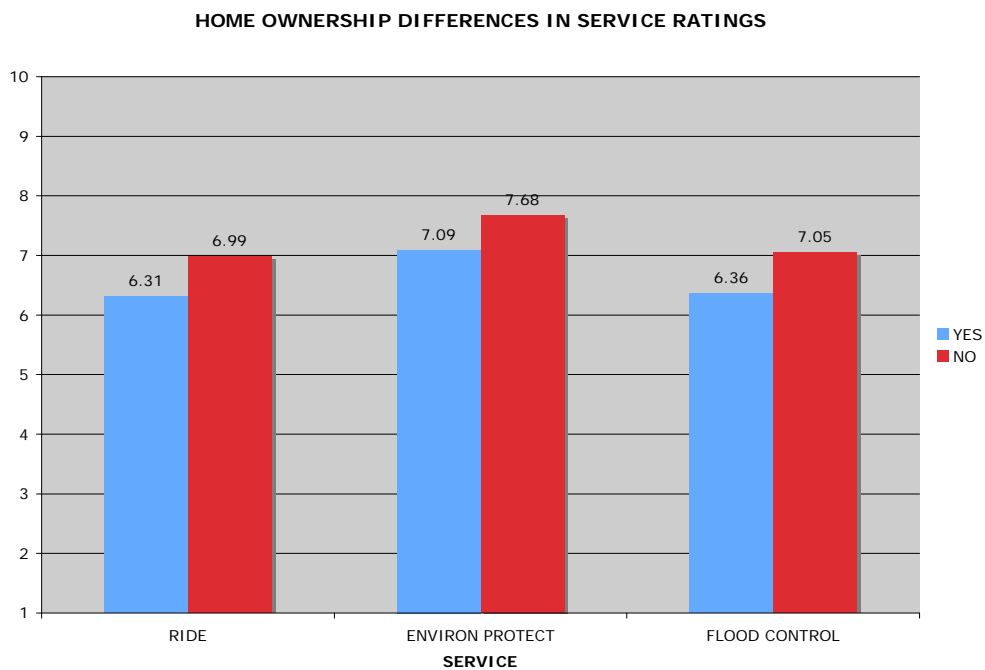
Ineffective 1 2 3 4 5 6 7 8 9 10 Effective



By a narrow margin, customers living in the County for 1-5 years rate the Overall Effectiveness of the Public Works Department higher than those living here more than five years.

Home Ownership Differences on Service Ratings

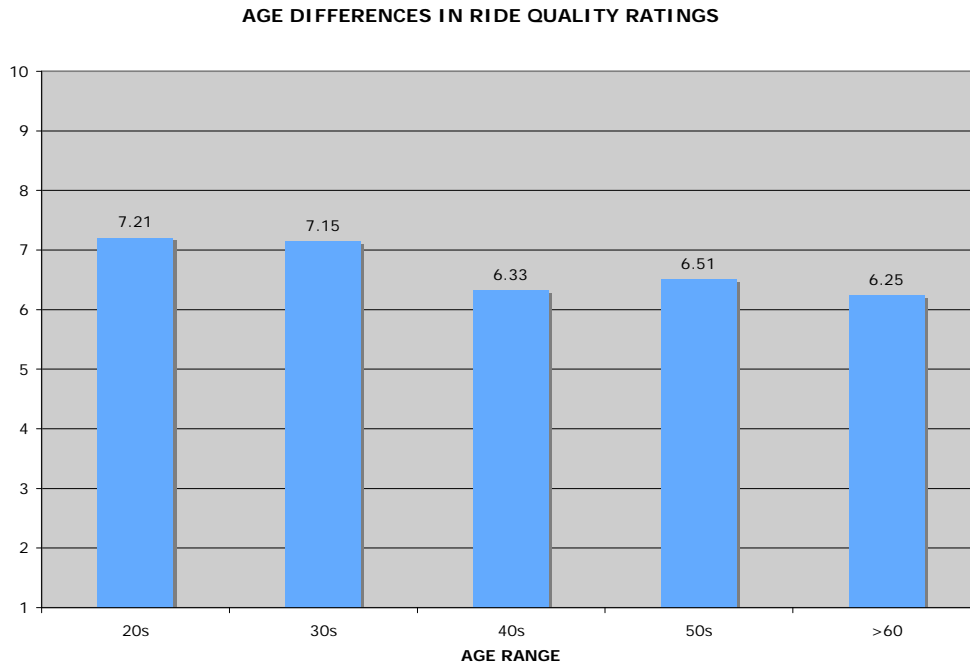
Differences were found on three service ratings based on whether the customer owned their place of residence: (a) Ride Quality of County Roads, (b) Environmental Protection, and (c) Flood Control Maintenance.



Respondents who own their place of residence gave lower ratings on all three services than those who do not.

Age Range Differences

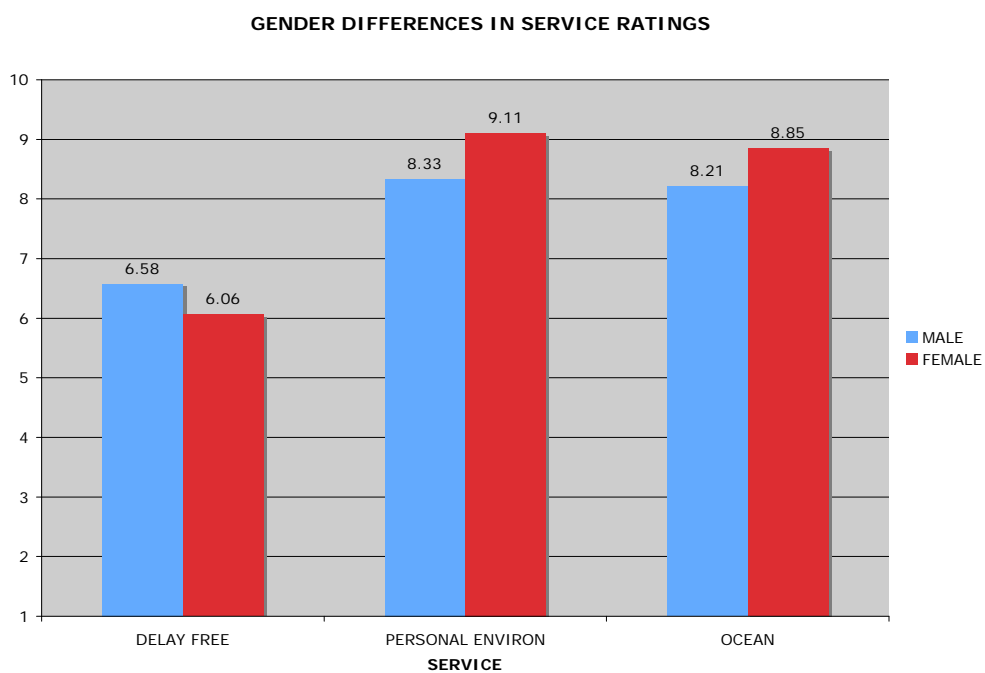
Only one difference was found in the responses of customers of different age: Ride Quality of County roads.



Younger customers thought the Ride Quality of County /Roads to be better than did the older respondents.

Gender of Respondents

Gender differences in ratings were found for three issues: (a) Freedom from Delays at County Road Intersections, (b) Personal Importance of the Environment, and (c) Importance of Improving the Water Quality of our Creeks and Ocean.



Women gave lower ratings for Freedom from Delays at County Road Intersections than did men. In addition, women placed greater importance on Personal Environmental Protection and Improving the Water Quality of our Creeks and Ocean.

SUMMARY OF FINDINGS

Research Question #1. What was the demographic group makeup of the respondents in the current survey?

Analyses were conducted for the 8 demographic characteristics: (a) whether the respondent had requested any services from the Department during the past 12 months, (b) whether the respondent, or a member of the family, worked for the Santa Barbara County or for the Public Works Department, (c) how long they had lived in the County, (d) their community area, (e) whether they owned their place of residence, (f) their age range, (g) their household income range, and (h) their gender. Percentages of each demographic category were presented above.

RQ#2. Was the demographic group makeup in the current survey sufficiently similar to that of the 1st and 2nd surveys to make comparisons among them meaningful?

Comparisons of demographics across the three surveys showed that the respondents did not differ substantially in terms of any of the demographic characteristics. This similarity of characteristics made possible the meaningful comparison of responses collected across this ten-year period.

RQ#3. Has customers' knowledge of the services provided by the Public Works Department improved in the ten years from the 1st to the current survey?

No improvement was found in customer knowledge of which services the Department provides. When asked whether the Public Works Department provides 12 specific services (such as Road Maintenance), customers were not able to identify the services actually provided with anything better than chance accuracy. They scored a dismal 53% mean accuracy, only marginally better than the 47% in the Second Survey and 48% in the Benchmark Survey. However, this lack of knowledge did not keep them from providing evaluations of specific Department services when those services were identified.

RQ#4. How do customers currently rate the Public Works Department services, compared to the 1st and 2nd surveys?

A basically positive picture of the Public Work Department was given by the 527 customers rating the specific Department services. Respondents were asked to rate services actually provided by the Department, such as the safety of County Roads and Convenience of Curbside Waste Recycling. Using a scale of 1-to-10 points, 10 being highest, the respondents generally gave the Department positive marks.

The lowest ratings were given for the ride quality of County roads (6.4 points) and Freedom from Traffic Delays at County Road Intersections (6.3 points). However, even these ratings were higher than the mid-point of 5.5 points on the 10-point scale. Several other services received slightly higher ratings: County Road Safety (7.0), Flood Safety (7.2), and the Department's current efforts to Protect the Environment (7.2). By far the highest ratings were for the Convenience of the Curbside Recycling Program (9.1).

In comparison to the Second and Benchmark Survey results, most of the current survey ratings were unchanged across the ten years of questioning. Convenience of Curbside Recycling remains the highest, whereas County Road Ride Quality and Freedom From Delay at County Road Intersections remains the lowest. However satisfaction ratings of the customers who had requested specific services of the Department (7.1) has improved compared to the Second and Benchmark Surveys (5.9 and 6.0). This shows a dramatic improvement in satisfaction of customers who have had direct contact with the Department during the past 12 months.

The Overall ratings given the County Public Works Department, after all the specific services had been rated, was a positive 7.4 points. Overall, the customers feel that the Department is doing a credible job of providing services to County residents. Analysis indicated that the most important predictor of customers' Overall Evaluation of the Department was the Ride Quality of County Roads and what kind of job customers thought the Department was doing currently to Protect the Environment. These two services were also important predictors of Overall ratings in the Second and Benchmark Surveys.

The validity of these customer ratings was demonstrated by the results of the factor analysis that yielded three meaningful dimensions of judgment: Roads, Flood Control, and Recycling. These three dimensions combined to demonstrate the conceptual integrity of the way in which the customers responded to the individual rating questions. These results were completely consistent with those of the Second and Benchmark Surveys, where the same three factors were found for these 8 services.

RQ#5. How important is the environment to customers?

Respondents made it clear that the Protecting the Environment was highly important to them (8.8), with 53% rating it a “10” on the 10-point scale. This level of importance had not changed appreciably from the Second and Benchmark Surveys. They were similarly outspoken in terms of the Importance of Improving the Water Quality of our Creeks and Ocean (8.6), a question that had not been asked 10 years ago.

Customers’ environmental concerns are also shown by their responses to two other questions. When respondents were asked whether they participate in curbside waste recycling, 82% answered in the affirmative. This marks an increase from the Second (71%) and Baseline (64%) Surveys. In addition, fully 35% acknowledged that they “generate more recyclables than fit in [their] recycling container.” Customers’ evaluation of “the Public Works Department’s current efforts to protect the environment” was one of the two most important predictors of how high or low they rated the Department’s overall effectiveness.

RQ#6. On what basis do customers form their impressions of the Department?

When asked to rate sources of information that influence their view of the County Public Works Department, customers gave their highest ratings to their own personal observation. They placed conversations with others and local newspapers as substantially less important influences. Finally, they said that local television and radio coverage was even less influential when it came to their views about the Public Works

Department. These ratings of relative influence were completely consistent with those expressed over the 10 years beginning with the Benchmark Survey.

RQ#7. Do various demographic groups differ in their ratings of the services provided by the Public Works Department?

Comparisons of the rating data, in terms of demographic groupings of the respondents, were undertaken. Demographic characteristics for which information was obtained included the following: (a) Community area, (b) Whether they, or a member of their family, worked for the County, (c) How long they had lived in the county, (d) Whether they owned their place of residence, (e) Age range, (f) Household income range, and (g) Gender.

Differences among the 6 geographical areas were found for 4 service ratings: (a) County Road Safety, (b) Freedom from Traffic Delays, (c) Flood Control Maintenance, and (c) Personal Importance of Environmental Protection.

Specifically, customers living in Goleta felt the County Road System was safer than those living elsewhere. Orcutt and Santa Maria gave the lowest Traffic Safety ratings. Similarly, residents of Goleta gave the County the highest Flood Control Maintenance ratings, whereas Orcutt and Santa Maria customers gave the lowest ratings for this service. Montecito, Hope Ranch, and Goleta gave Personal Importance of Environmental Protection the highest marks, whereas those from Vandenberg Village, Mission Hills, Santa Ynez, Los Olivos, and Las Alamos gave it the lowest ratings.

Several other demographic rating differences showed in the analysis of the data. For example, residents who have lived in the County for 1-10 years gave higher ratings for County Road Ride Quality than did newcomers or those who have lived here more than

10 years. In addition, homeowners gave lower ratings for County Road Ride Quality, County Environmental Protection, and Flood Control Maintenance than did non-owners. Ride Quality of County roads was rated lower by older individuals than by younger ones. Finally, gender differences were found for three items: women gave lower ratings for Freedom From Delay at County Road Intersections, but higher ratings for Personal Importance of Environmental Protection, and Importance of Improving the Water Quality of our Creeks and Ocean than did men.

In conclusion, the demographic characteristics of the 527 respondents in the current survey were proportionally identical to those of the Second and Benchmark Survey respondents, facilitating the comparison of the results of the two surveys. It was clear in the first two surveys that customers did not know which services are provided by the Department and which are not. This knowledge has improved only marginally in the present survey. However customers have a generally high regard for the quality of work that is actually provided. Respondents gave the Department an overall rating of 7.4 points on a 10-point scale, an improvement over the two earlier surveys.

The most important contributor to respondents' Overall evaluation of the Department is County Road Ride Quality and their appraisal of how well the Department is doing currently to Protect the Environment. In addition, they place great Personal Importance on Protecting the Environment and Improving the Water Quality of our Creeks and Ocean. Respondents indicate that the most important source of information for their forming impressions of the Department comes from personal observation as opposed to the media.

With these three surveys over a period of 10 years, the Public Works Department has sought to determine what their customers really think about the kind of job the

Department is doing and how that perception is changing over time. This can be seen as an important step toward making government more responsive to the needs of its customers.

APPENDIXES

I. Survey Questionnaire

II. Sample Telephone List

I. Survey Questionnaire

Date: _____ **County Public Works Department** Interviewer: _____

1. We find that many people are not aware of which services the County Public Works Department provides. Please answer “yes” or “no” for each of the following services. (Don’t worry if you’re right or wrong.) Do you think the County Public Works Department provides _____

A) Road Maintenance?	Yes	No	(Don’t Know)
B) Road Right of Way information?	Yes	No	(Don’t Know)
C) Street Tree Trimming?	Yes	No	(Don’t Know)
D) Flood Control Maintenance?	Yes	No	(Don’t Know)
E) Road Encroachment Permits?	Yes	No	(Don’t Know)
F) Trash Disposal?	Yes	No	(Don’t Know)
G) Water Distribution?	Yes	No	(Don’t Know)
H) Household Hazardous Waste, Electronic Waste or Recycling services?	Yes	No	(Don’t Know)
I) Reservoir Operation?	Yes	No	(Don’t Know)
J) Cloud Seeding?	Yes	No	(Don’t Know)
K) Land Records?	Yes	No	(Don’t Know)

2. Have you requested any services from the County Public Works Department during the past 12 months?

	Yes	No
		If “No,” go to <u>Quest # 5</u> .

3. (If “Yes”): Did you request services associated with _____?

A) Road maintenance?	Yes	No
B) Flood Control maintenance?	Yes	No
C) Household Hazardous Waste, Electronic Waste, or Recycling services	Yes	No
D) County Surveyor’s Office?	Yes	No

4. (If “Yes”): On a scale of 1 to 10, 10 being favorable, how would you rate your past year’s experience with the County Public Works Department? (10 being favorable)

Unfavorable 1 2 3 4 5 6 7 8 9 10 Favorable

5. On a scale of 1 to 10, 10 being good, how would you rate the ride quality of County roads? (Those are roads that are not city streets, and not state highways.)

Poor 1 2 3 4 5 6 7 8 9 10 Good

6. On a scale of 1 to 10, how safe do you feel the County road system is?

Unsafe 1 2 3 4 5 6 7 8 9 10 Safe

7. How would you rate traffic congestion delays at County road intersections? (10 being no delays.)

Significant Delays 1 2 3 4 5 6 7 8 9 10 No Delays

8. How safe do you feel our community, as a whole, is from devastating floods? (10 being safe.)

Unsafe 1 2 3 4 5 6 7 8 9 10 Safe

9. How effective do you feel the County's annual Flood Control maintenance program is in preventing floods? (That includes clearing brush from creek beds.)

Ineffective 1 2 3 4 5 6 7 8 9 10 Effective

10. Do you participate in curbside waste recycling where you live? Yes No
(Don't Know)

If "No" go to Quest 13

11. (If "Yes") On a scale of 1 to 10, how would you rate its convenience? (10 being convenient)

Inconvenient 1 2 3 4 5 6 7 8 9 10 Convenient

12. (If "Yes"): Do you generate more recyclables than fit in your recycling container?

Yes No (Don't Know)

13. How important is environmental protection to you?

Not Important 1 2 3 4 5 6 7 8 9 10 Important

14. How would you rate the County Public Works Department's current efforts to protect the environment? (10 being effective)

Ineffective 1 2 3 4 5 6 7 8 9 10 Effective

15. Overall, how would you rate the County Public Works Department?
(10 being effective)

Ineffective 1 2 3 4 5 6 7 8 9 10 Effective

16. How would you rate the importance of improving the water quality of our
creeks and ocean? (10 being important)

Not Important 1 2 3 4 5 6 7 8 9 10 Important

17. What do you think has influenced your views about the County Public
Works Department? (10 being “influenced you the most.”)

A) Local television? Low 1 2 3 4 5 6 7 8 9 10 High

B) Local radio? Low 1 2 3 4 5 6 7 8 9 10 High

C) Local newspapers? Low 1 2 3 4 5 6 7 8 9 10 High

D) Personal observation? Low 1 2 3 4 5 6 7 8 9 10 High

E) Conversations with others? Low 1 2 3 4 5 6 7 8 9 10 High

F) Interaction with the
Public Works website Low 1 2 3 4 5 6 7 8 9 10 High

Finally I have several demographic questions about you:

18. Do you or anyone in your family work for the Santa Barbara County? Yes No
(If “yes”) Do they work for the Public Works Department? Yes No

19. How long have you lived in the County?

- (1) < 1 year
(2) 1-5 years
(3) 5-10 years
(4) > 10 years

20. What is your (postal) zip code: _____

21. Do you own your place of residence? Yes No
(Other _____)

22. May I ask your age range?

- (1) 20s
- (2) 30s
- (3) 40s
- (4) 50s
- (5) Over 60

23. May I ask your household income range?

- (1) Under \$25,000
- (2) \$25,000 - \$50,000
- (3) \$50,000 - \$75,000
- (4) \$75,000 - \$100,000
- (5) Over \$100,000

Thank you for participating in this survey!

24. Gender? (Not to be asked)

- (1) Male
- (2) Female
- (3) (Cannot tell)

II. Sample Telephone List