

# Santa Barbara County Public Works Department



Accountability

Customer Focused

Efficiency

Summer  
2007

## 3<sup>rd</sup> Customer Satisfaction Survey



Research Design,  
Statistical Analysis,  
and Report by:

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California,  
Santa Barbara



## Introduction

- The Public Works Department is **committed** to Santa Barbara County's core values of Accountability, Customer Focused, and Efficiency.
- With these core values in mind, Public Works chose to run a third Departmental customer survey this year as a follow up to two previous Departmental surveys:
  - Benchmark Survey in the spring of 1997
  - Second Customer Satisfaction Survey fall 1999
- Public Works Department conducts Customer Surveys to determine:
  - Customers Knowledge of the services provided
  - How Customers rate the services provided
  - How impressions of our Department are formed
  - Importance of Environmental issues



- Determining what our Customers “Really” think about the jobs we do, as well as how that perception changes over time is of key importance to us.
- This is a vital step toward making our Government more responsive to the needs of our Customers.
- As in years past, the Public Works Department has been very fortunate to commission Anthony Mulac Ph.D. to run this independent survey for us, as well as report his findings.



## Purpose of Survey

- *Seven **R**esearch **Q**uestions asked:*

*(note – Complete wording of Research Questions available in the results section of this presentation)*

- ***RQ1** What was the demographic makeup?*
- ***RQ2** Was the demographic sufficiently similar to previous surveys to make comparisons?*
- ***RQ3** Has the customer knowledge of Public Works services changed?*
- ***RQ4** How do customers rate Public Works services?*
- ***RQ5** How important is the environment to customers?*
- ***RQ6** How do customers form their impressions of Public Works?*
- ***RQ7** Are ratings different between various demographic groups in regard to Public Works services?*



## Research Method

- **Approach and Rationale** – *Telephone survey method used*
- **Target Population** – *Individuals who live predominately in unincorporated areas of the County.*
- **Questionnaire** – *virtually identical questionnaire to the two previous surveys (2 minor exceptions)*
- **Telephone Lists** – *No telephone number was repeated from previous surveys, and numbers were excluded from zip codes that were exclusively from incorporated areas.*
- **Survey Researchers** – *Teaching Assistants in the Communications Department, UCSB*



## Research Method

- **Procedure** – Conducted predominantly on weekday evenings 5-9 PM from July 10, 2007 to September 19, 2007
- **Survey 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?”
- **Summary of Telephone Call Outcomes**
  - Estimated 10,101 calls placed
  - 1886 individuals reached with 527 completing the survey (28% success rate)
  - Considered reasonably high but still lower than the 43% and 41% of previous surveys



## *Research Method*

- **Data Coding and Entry** – A 527 X 46 data matrix was produced totaling 24,242 data points.
  
- **Statistical Analysis** – Conducted by the Principal Investigator using the commercially available **Statistical Package for the Social Sciences**.

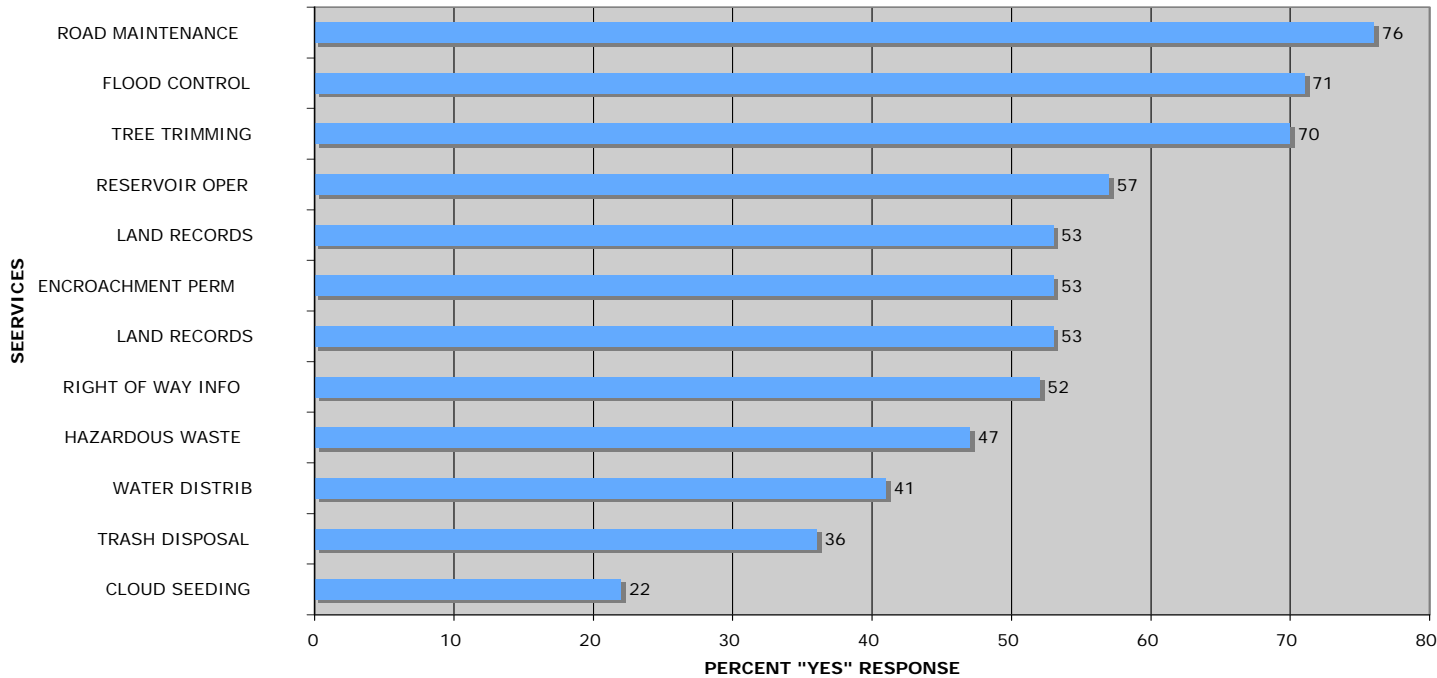


- **RQ #1** - *In the interest of brevity, the results for Research Question 1 are not displayed here, but they are available upon request.*
- **RQ #2** – *Was the demographic group makeup in the current survey sufficiently similar to that of the 1st and 2nd surveys to make comparisons among the groups meaningful?*
  - *In terms of the second research 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.*





SERVICE RECOGNITION

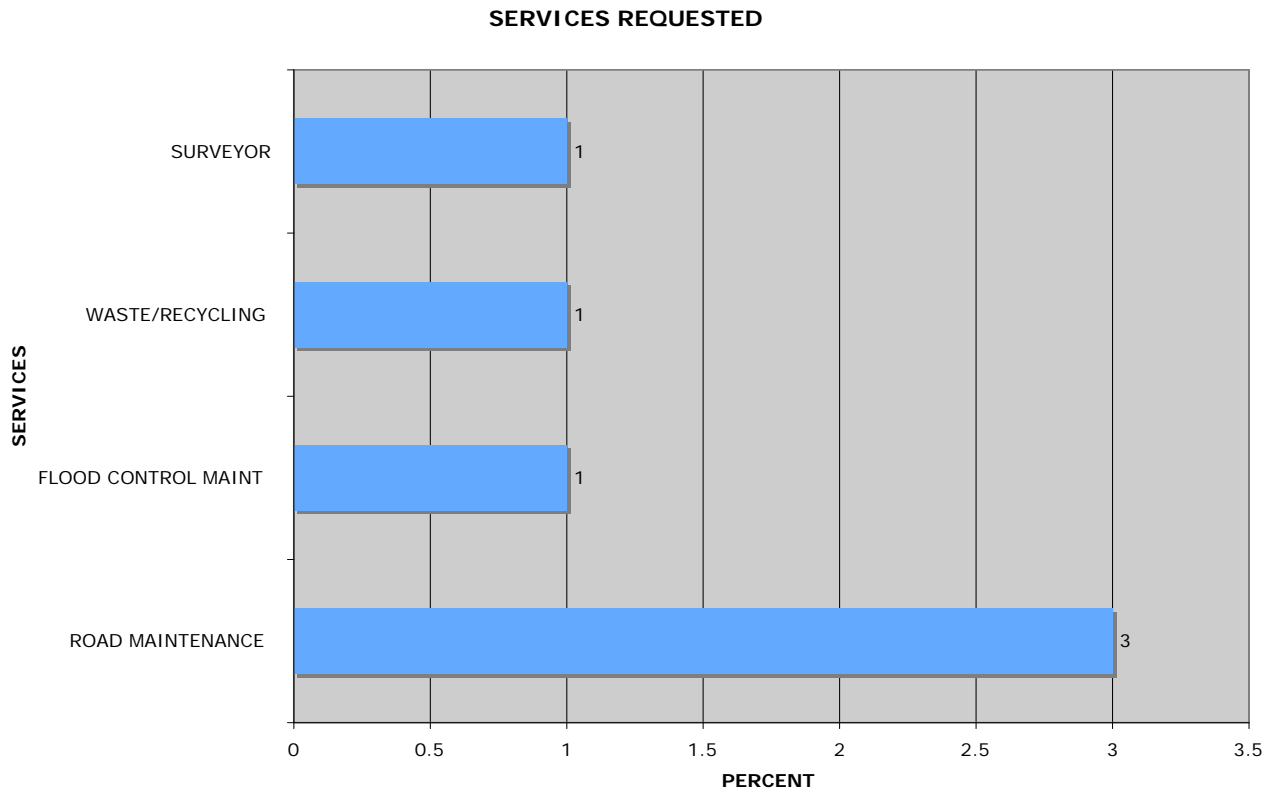


Mean Percent Accuracy 53%

Up from 47% & 48% of the previous surveys respectively

**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?

... 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 \_\_\_\_\_



*The percent of respondents requesting services has stayed constant across the three surveys.*

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

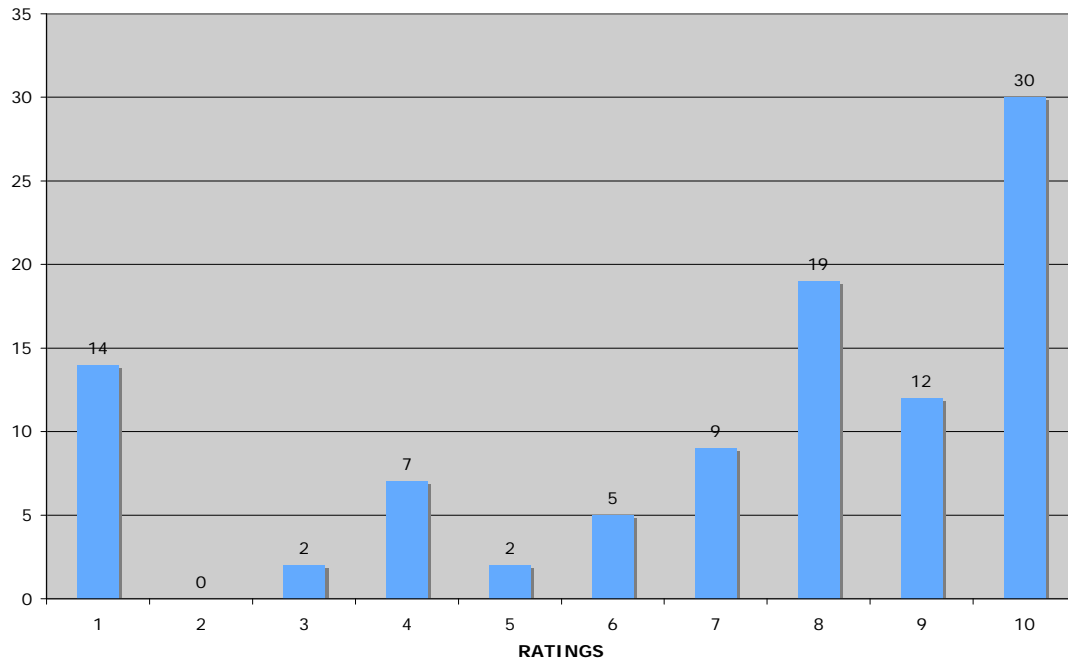
**Yes No**

***Forty-four respondents (6%) indicated they had.***

# Results RQ #4



RATINGS OF SERVICES REQUESTED IN THE PAST 12 MONTHS



The mean rating was 7.1

**75% rated their experience as “Favorable”**

Higher mean than that of the Second or Benchmark Surveys (5.9 and 6.0 respectively)

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

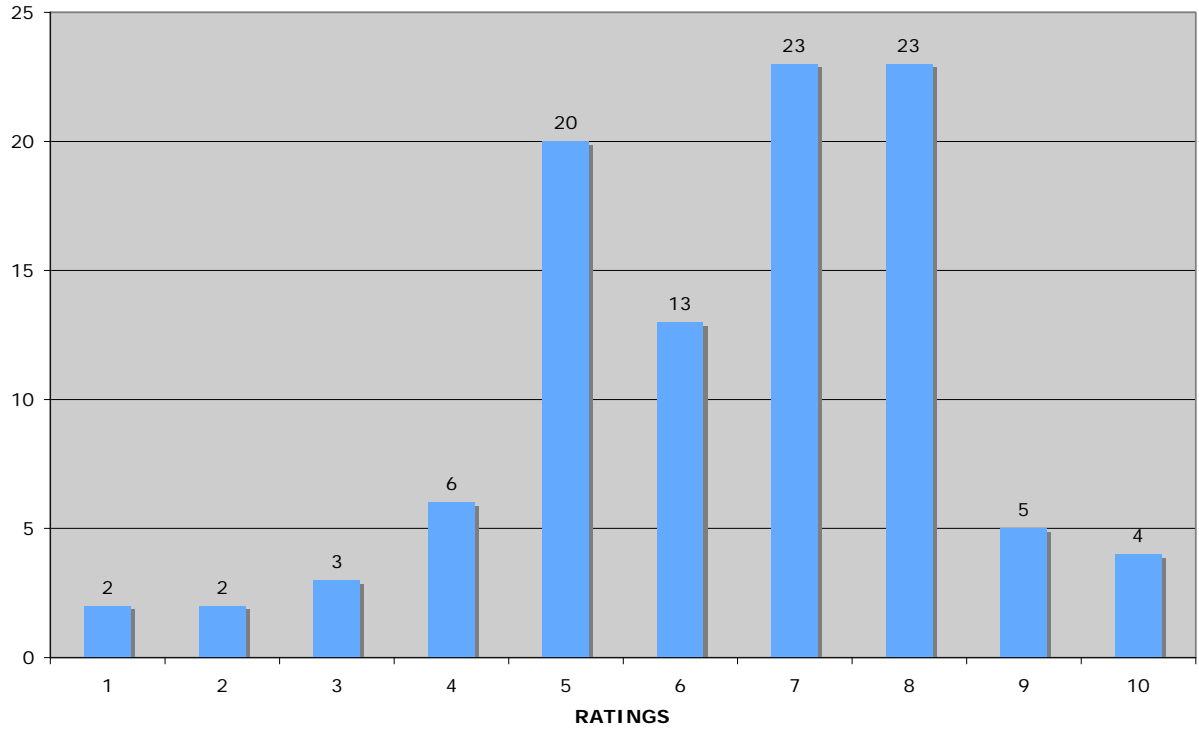
- Ratings of PWD by Customers Requesting Services within the Past 12 Months

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



RIDE QUALITY RATINGS



The mean rating was **6.4**

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

**Ratings of the Ride Quality of County Roads**

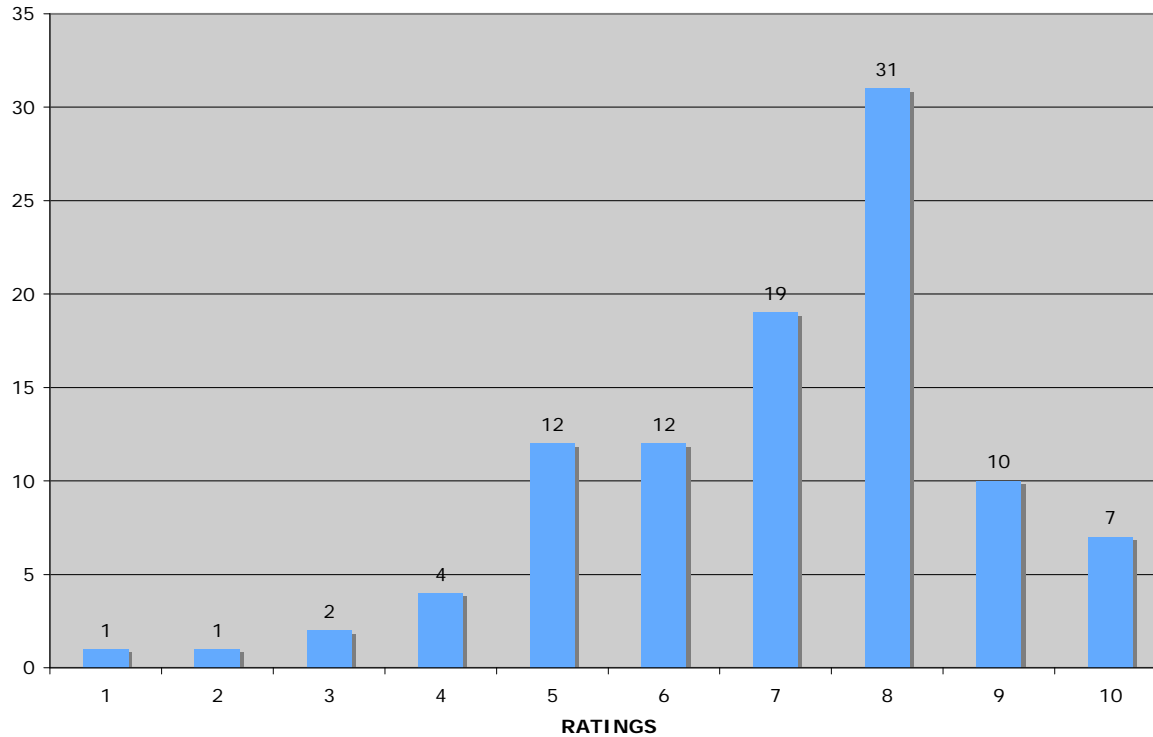
On a scale of 1 to 10, 10 being highest, how would you rate the ride quality of County roads? (Those are roads that are not city streets, and not state highways.)

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



# Results – RQ #4 cont.

ROAD SAFETY RATINGS



The mean was 7.0

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

## Ratings of the Safety of County Roads

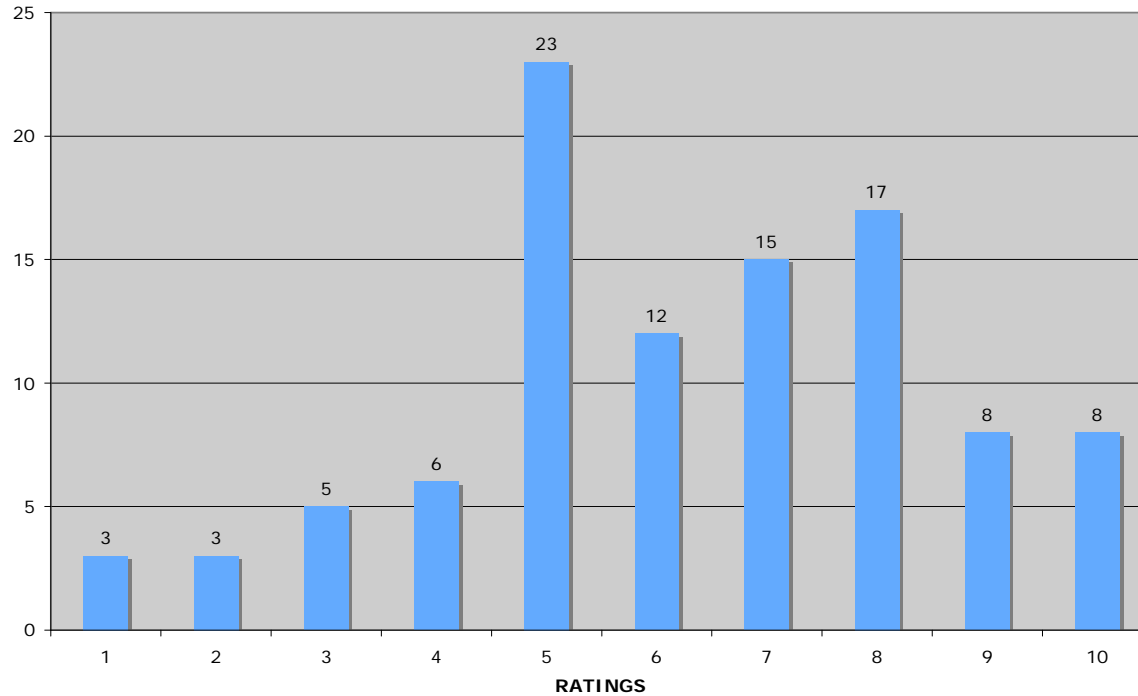
On a scale of 1 to 10, how safe do you feel the County road system is?

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



# Results – RQ #4 cont.

FREEDOM FROM DELAY RATINGS



The mean was 6.3

**similar delays**  
compared to the two  
earlier surveys

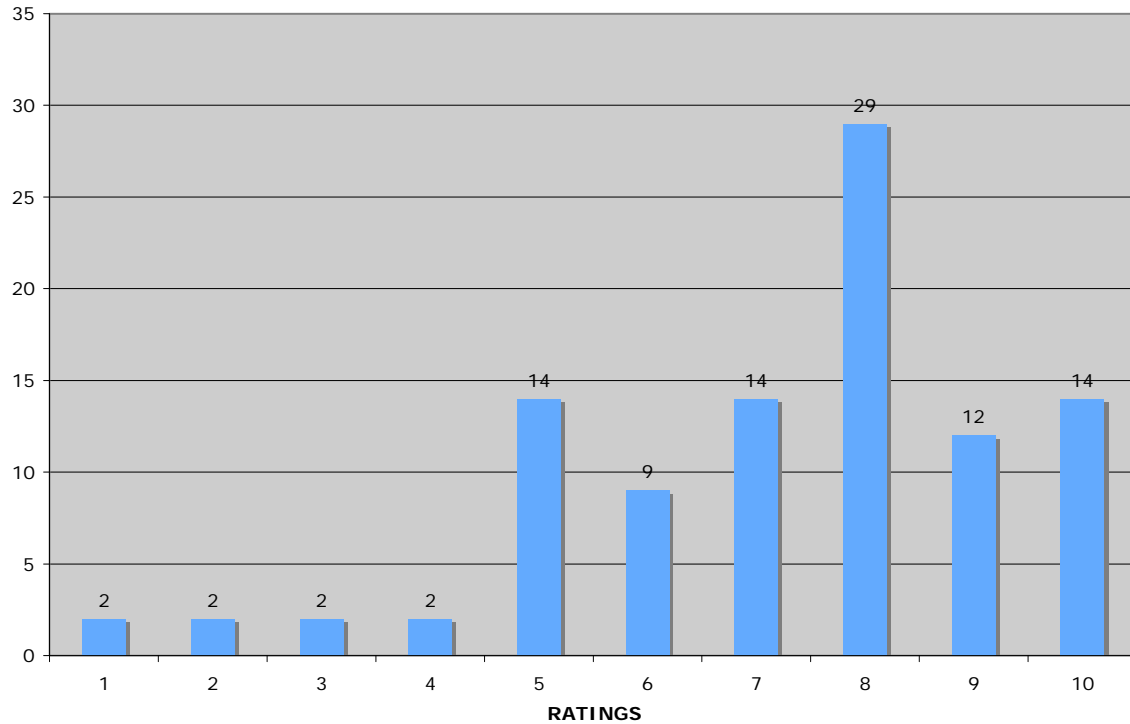
## Ratings of Freedom from Traffic Congestion Delays at County Road Intersections

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



FLOOD SAFETY RATINGS



The mean was 7.2

This mean is between those of the past two surveys (6.7 and 7.4 points).

**75% rate their community safety from flooding “safe”**

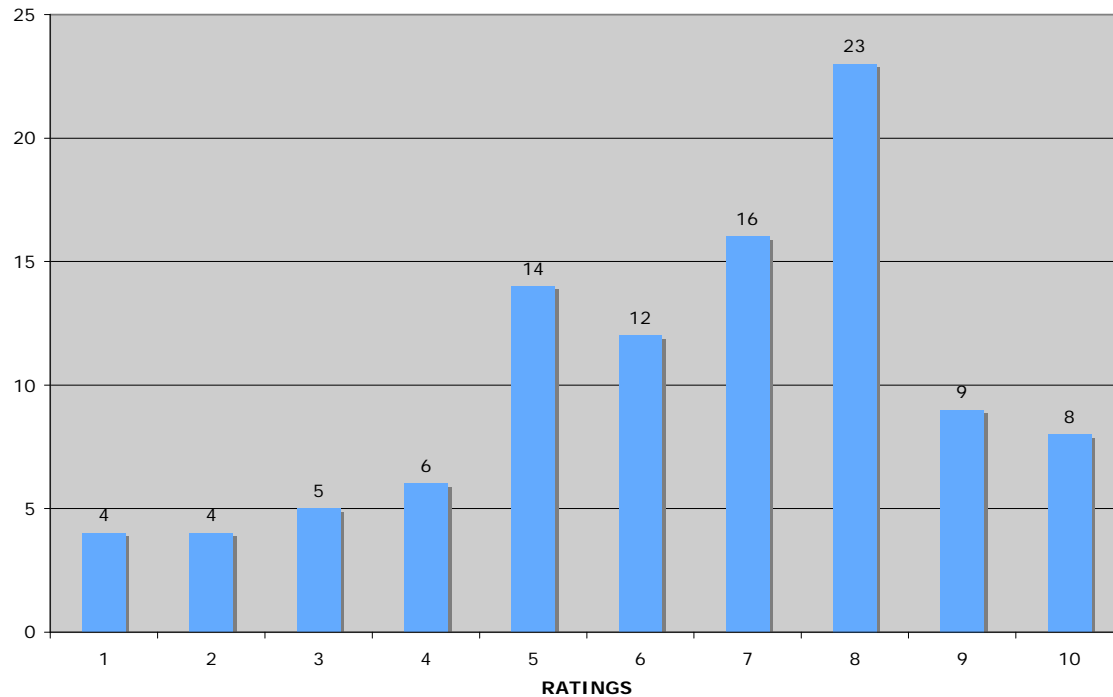
### Ratings of Community Safety from Devastating Floods

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



FLOOD CONTROL MAINTENANCE



The mean rating was **7.2**

marginally higher than the Second Survey (6.7) or the Benchmark Survey (7.0)

two-thirds rated it as “effective.”

**Ratings of the County’s Annual Flood Control Maintenance Program**

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





## ***Ratings of the Convenience of Curbside Waste Recycling***

*Do you participate in curbside waste recycling where you live?*

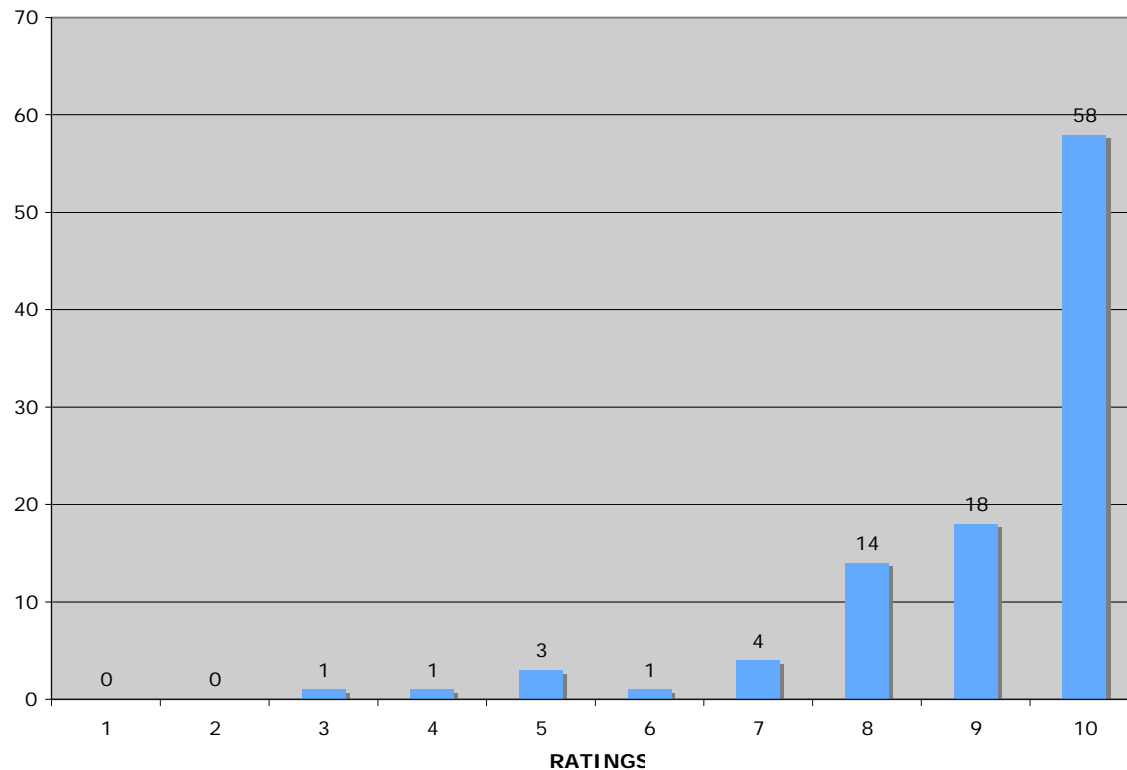
*Yes      No      (Don't know)*

*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).*



RECYCLING CONVENIENCE RATIN



The mean was 9.1

It is marginally higher than those of the Second and Benchmark Surveys (8.8 and 8.7 points respectively)

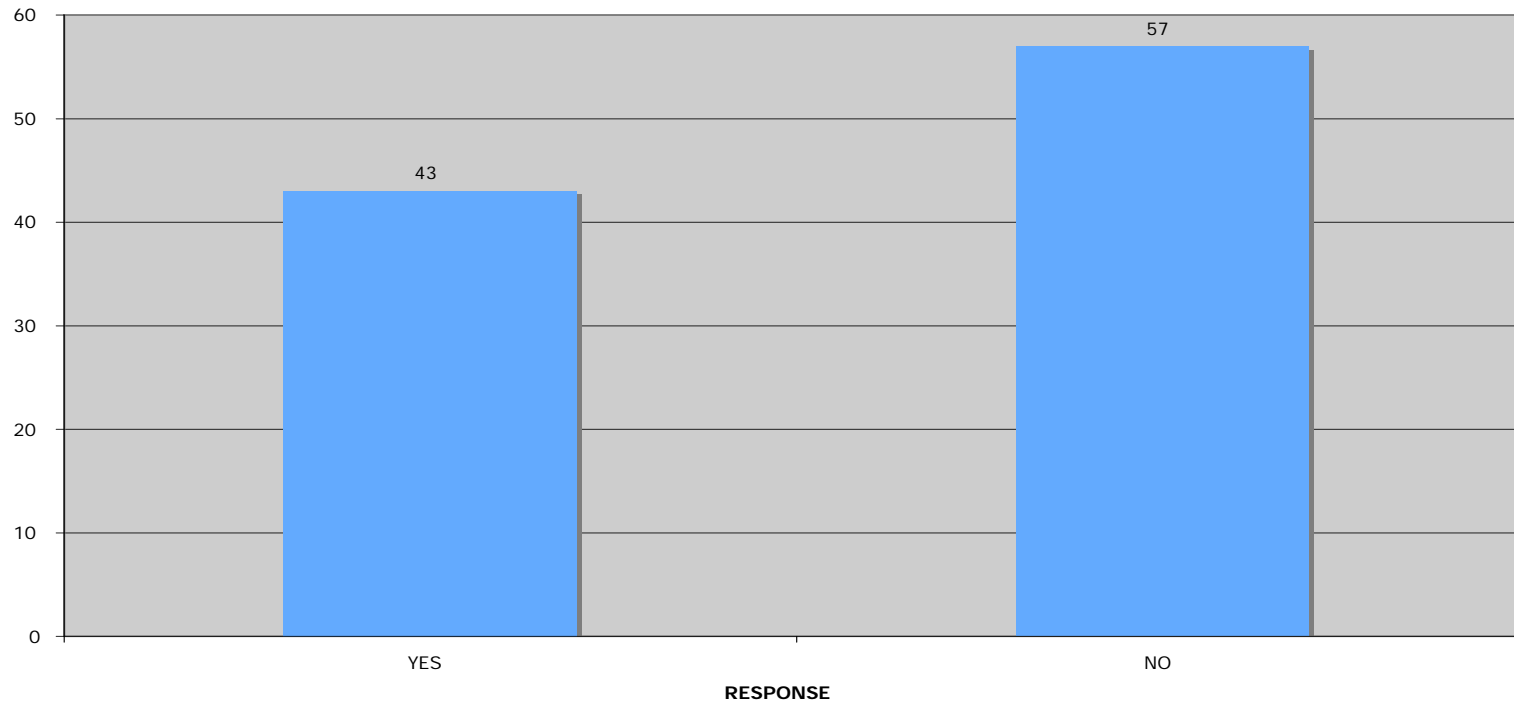
### Ratings of the Convenience of Curbside Waste Recycling

(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



GENERATE MORE RECYCLABLES THAN FIT



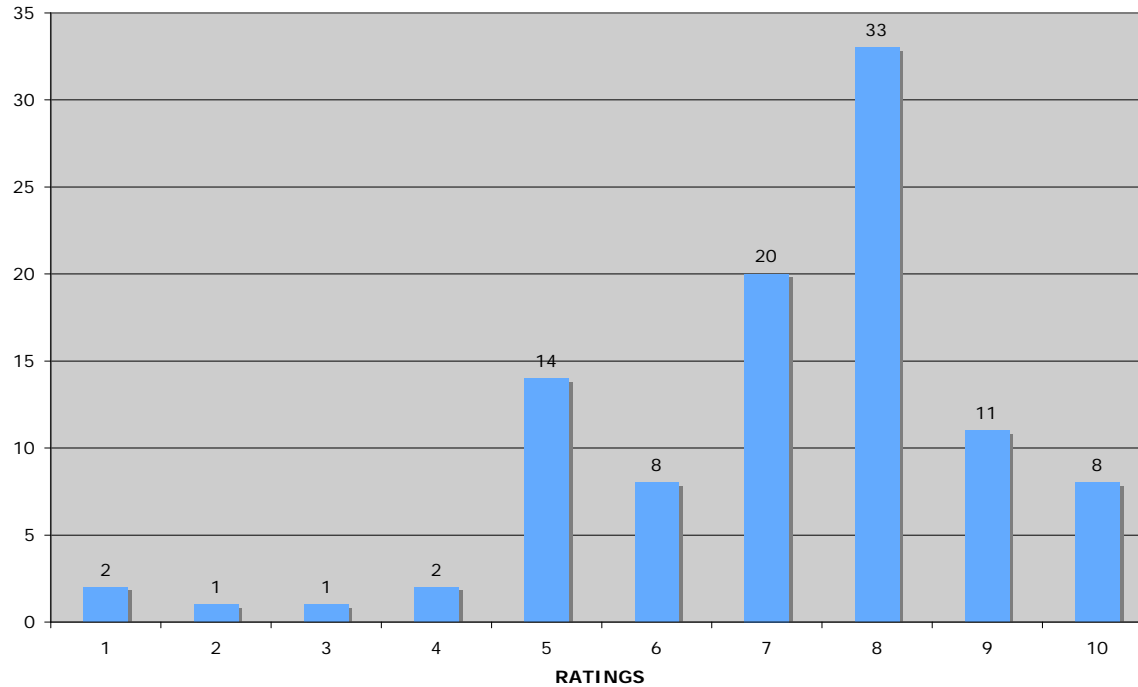
**Determination of Whether Recycling Containers are Large Enough**

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

Yes      No      (Don't Know)



ENVIRONMENTAL PROTECTION RATINGS



The mean rating was **7.2**

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

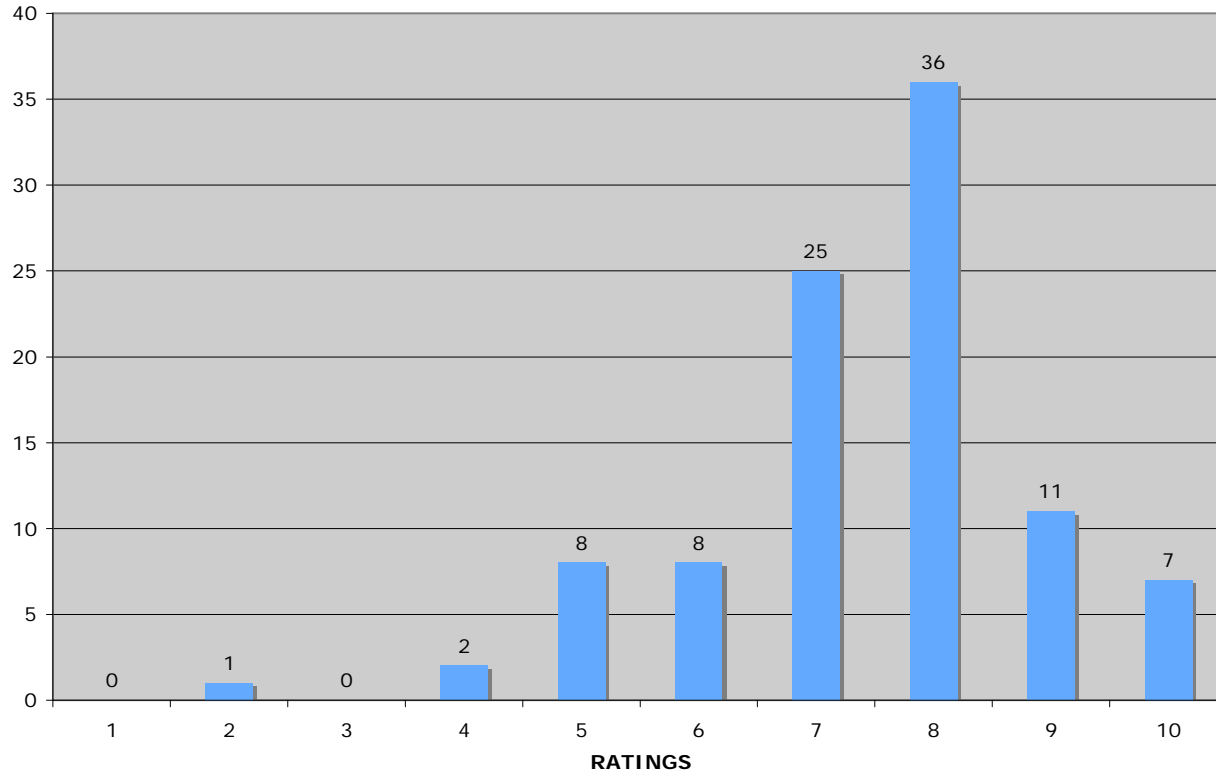
**Ratings of the County Public Works Department’s Current Efforts to Protect the Environment**

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



OVERALL EFFECTIVENESS RATINGS



The mean was 7.4

**87%** of the respondents rate the department as **“Effective.”**

**Overall Ratings of the County Public Works Department**

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

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

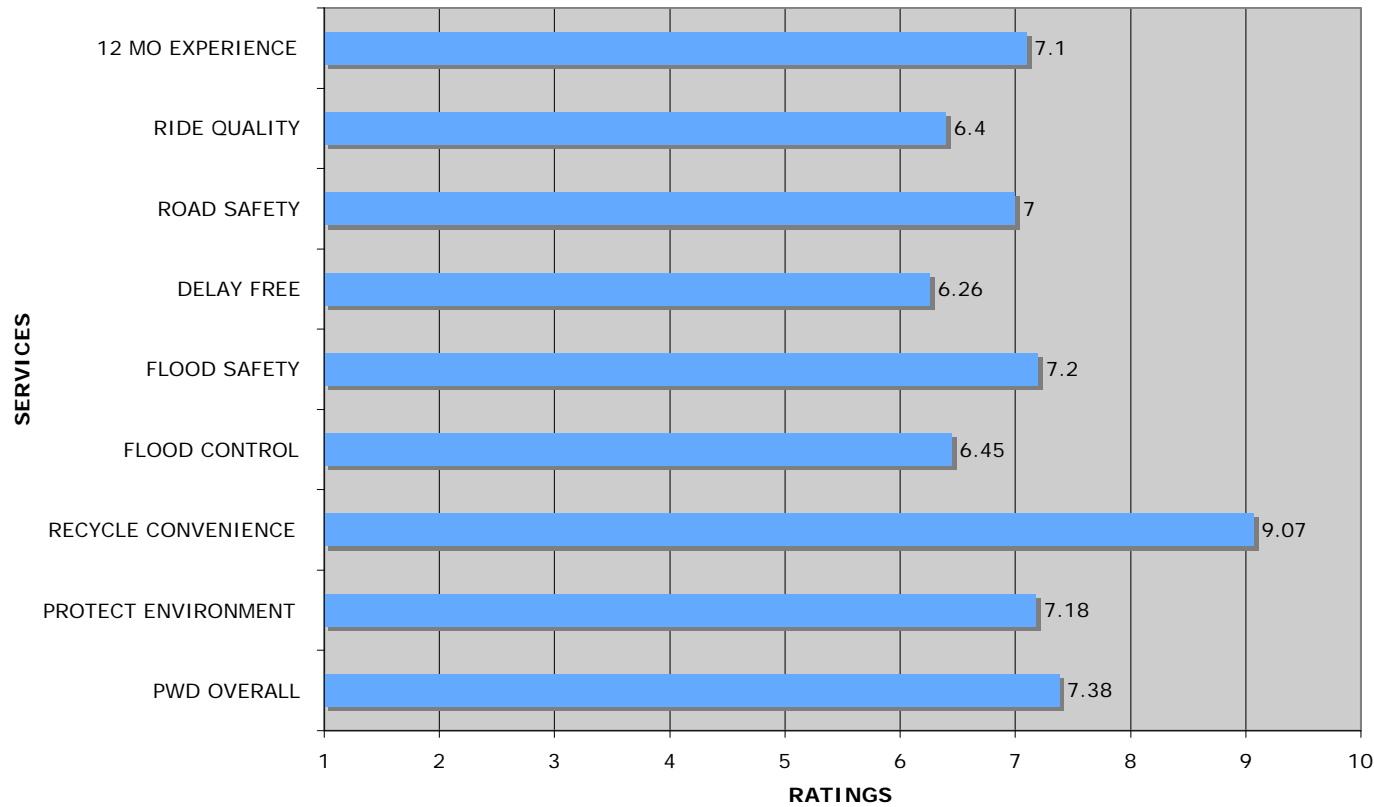


***Predicting “Overall” Ratings of the Public Works Department on the Basis of Individual Service Ratings***

- *Multiple Regression Analysis (MRA)*
- *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, County Road Safety, Freedom from Delays at County Road Intersections, and Convenience of Curbside Waste Recycling.*



SERVICE RATINGS



**Comparison of Mean Ratings of Individual Departmental Services**



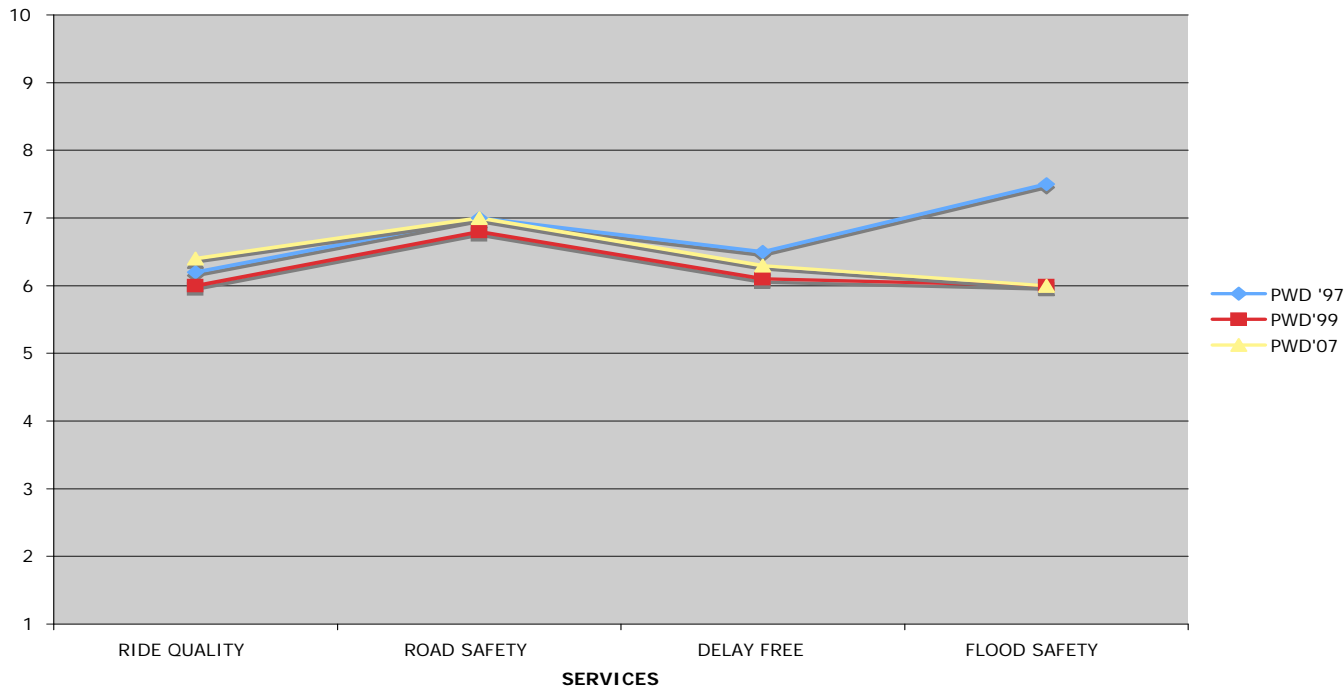
## ***Validity Assessment for Service Ratings***

- *A factor analysis was conducted.*
- *Three underlying factors of judgment were yeilded:*
  - *Factor I, **ROADS**: Ride Quality and Road Safety*
  - *Factor II, **ENVIRONMENTAL PROTECTION**: Public Works Overall Rating and Environmental Protection*
  - *Factor III, **FLOOD CONTROL**: Flood Safety and Flood Control Efforts*
- *These results provide substantial support for the validity of the ratings.*





SERVICE RATINGS ACROSS TIME

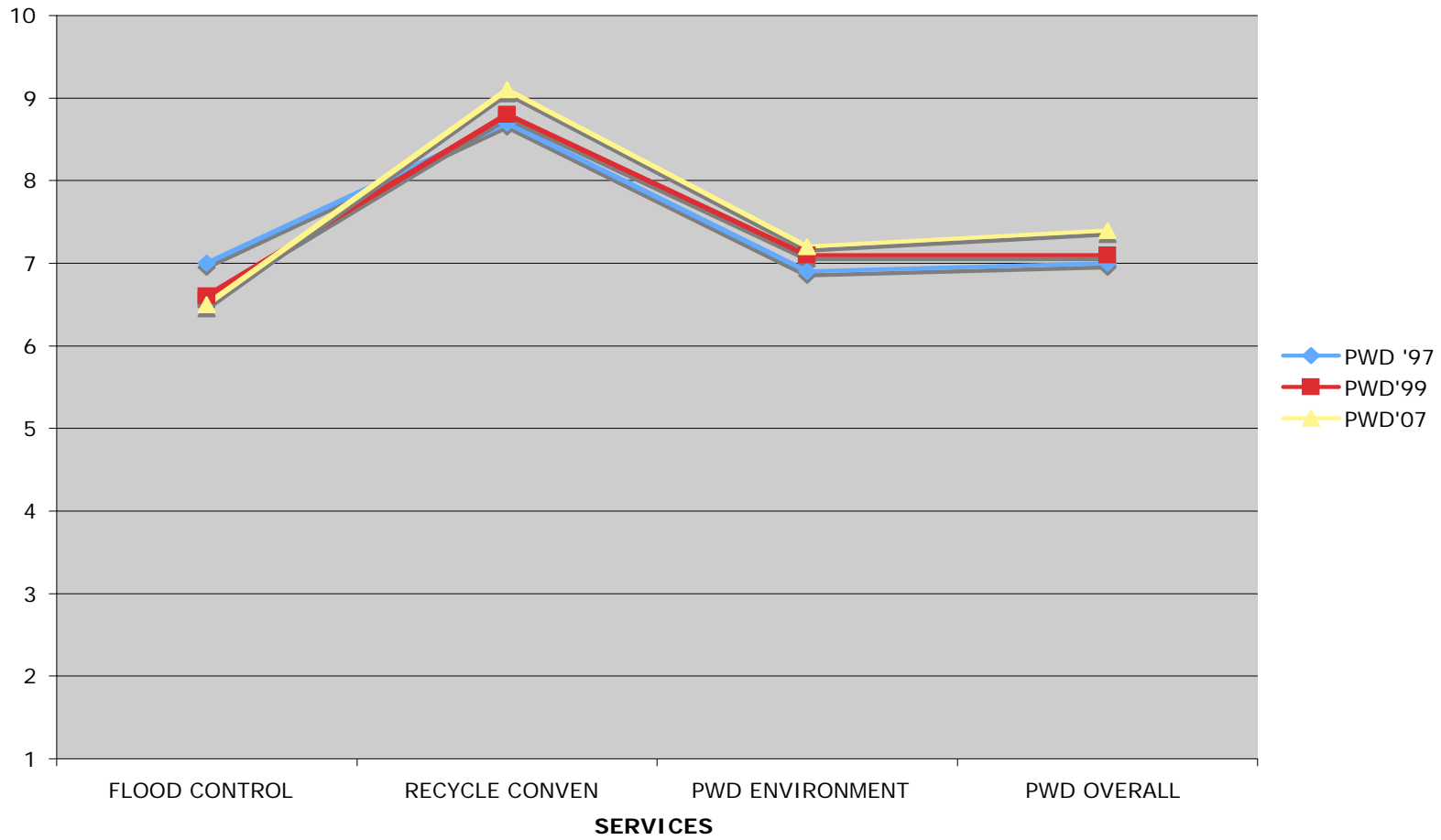


### Comparison of Service Ratings Across Time

- *Current Survey (2007)*
- *The Second Survey (1999)*
- *The Benchmark Survey (1997)*

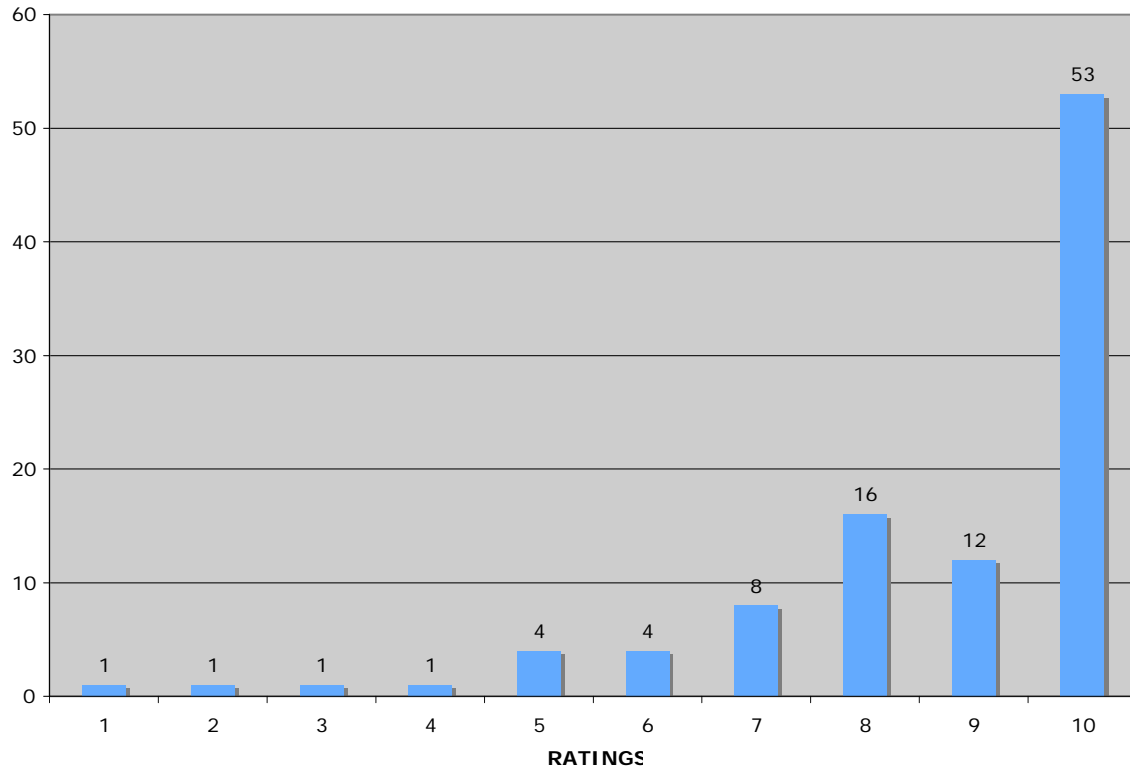


SERVICE RATINGS ACROSS TIME





PERSONAL ENVIRONMENTAL IMPORTANCE



The mean rating was **8.8**

Fifty-three percent a “perfect 10”

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

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

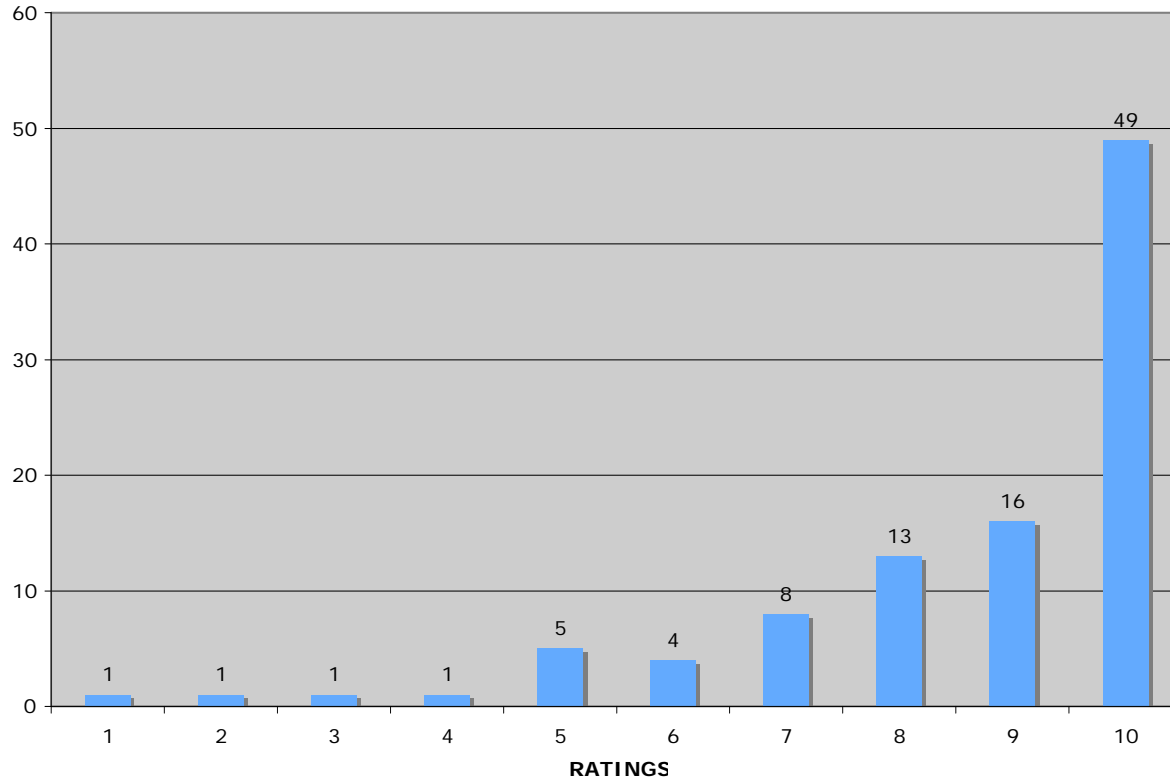
*How important is environmental protection to you?*

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

# Results RQ #5 cont.



## IMPROVING CREEKS AND OCEAN RATING



*Virtually one-half rated the Importance a “perfect 10.”*

*exactly the same as the response in the Second Survey (8.6)*

*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*



**Research Question #6.**

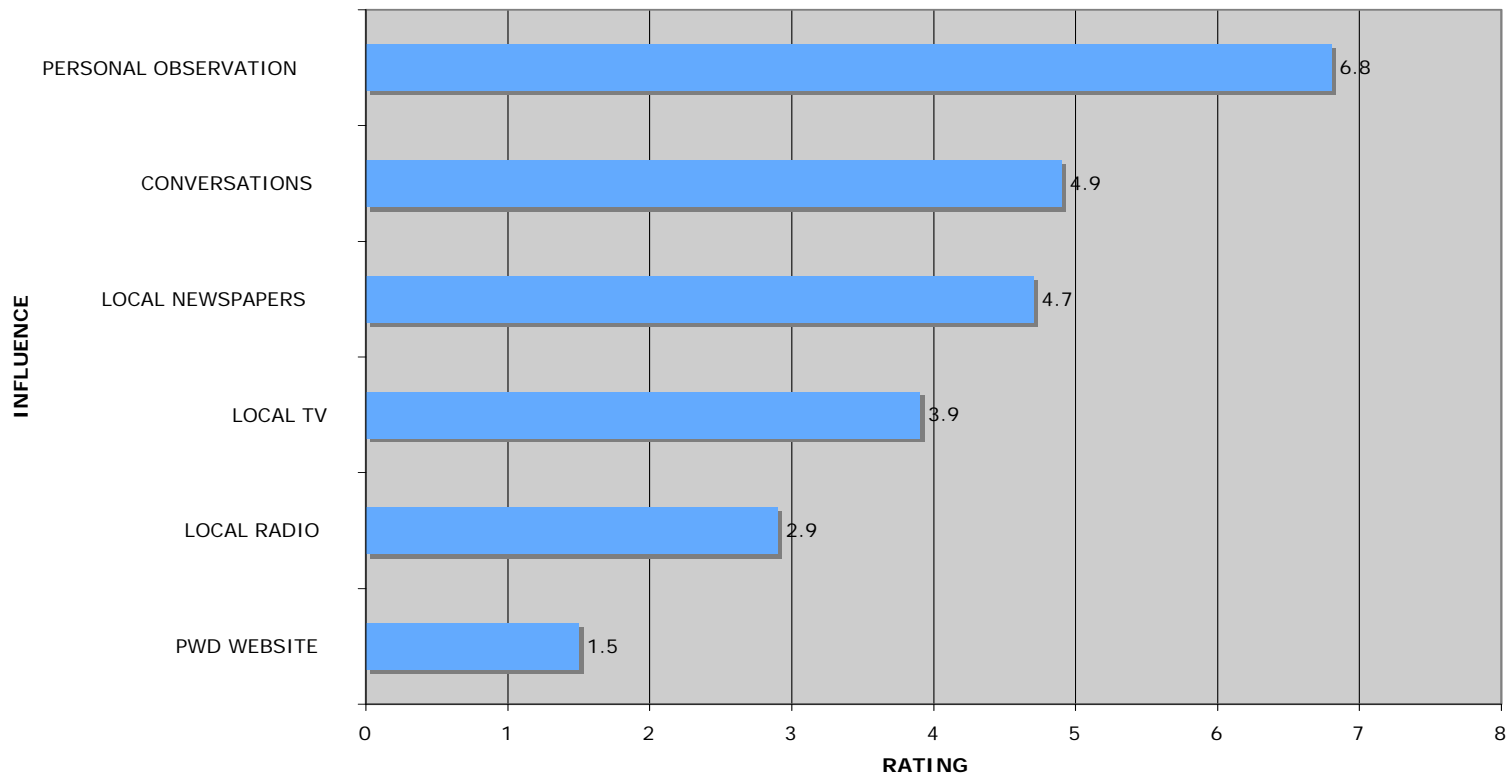
**On what basis do customers form their impressions of the Department?**

**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**



INFLUENCE VIEWS ABOUT THE DEPARTMENT



*The public has not changed in their perception of the relative importance of various sources of information.*



## SUMMARY OF FINDINGS

- **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?*
  - *This similarity of characteristics made possible the meaningful comparison of responses*
- **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?*
  - *53% mean accuracy, still marginally better than the 47% in the Second Survey and 48% in the Benchmark Survey.*



## Summary Of Findings cont.

- **RQ#4.** How do customers currently rate the Public Works Department services, compared to the 1st and 2nd surveys?
  - 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).
  - Several other services received slightly higher ratings: County Road Safety (7.0), Flood Safety (7.2), and efforts to Protect the Environment (7.2).
  - 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.
  - **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).**
  - The **Overall ratings** given to the County Public Works Department, after all the specific services had been rated, was a **positive 7.4 points**.





## Summary Of Findings cont.

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

- *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 has not changed appreciably from the Second and Benchmark Surveys.*
- **82% participate in curbside waste recycling.**
- *43% acknowledged that they “generate more recyclables than fit in [their] recycling container.”*



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

- *Customers gave their highest ratings to their own personal observation.*
- *These ratings of relative influence were completely consistent with those expressed over the 10 years beginning with the Benchmark Survey.*



- With these three surveys over a period of 10 years, the Public Works Department has taken an important step toward making government more responsive to the needs of its customers.***

# Santa Barbara County Public Works Department



Accountability

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Efficiency

Summer  
2007

## 3<sup>rd</sup> Customer Satisfaction Survey

Thank You

Questions?

Research Design,  
Statistical Analysis,  
and Report by:

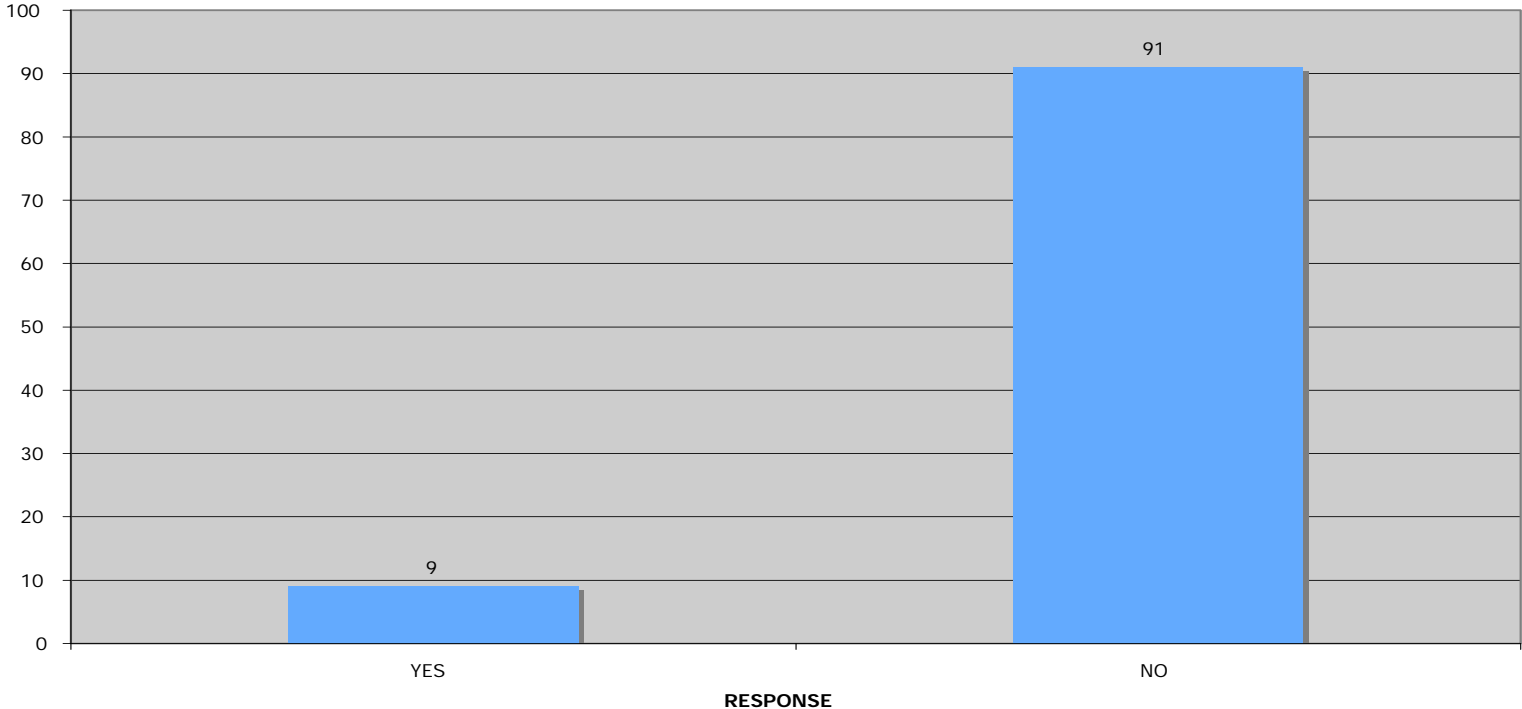
Anthony Mulac,  
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# Results RQ #1

WORK FOR SANTA BARBARA COUNTY



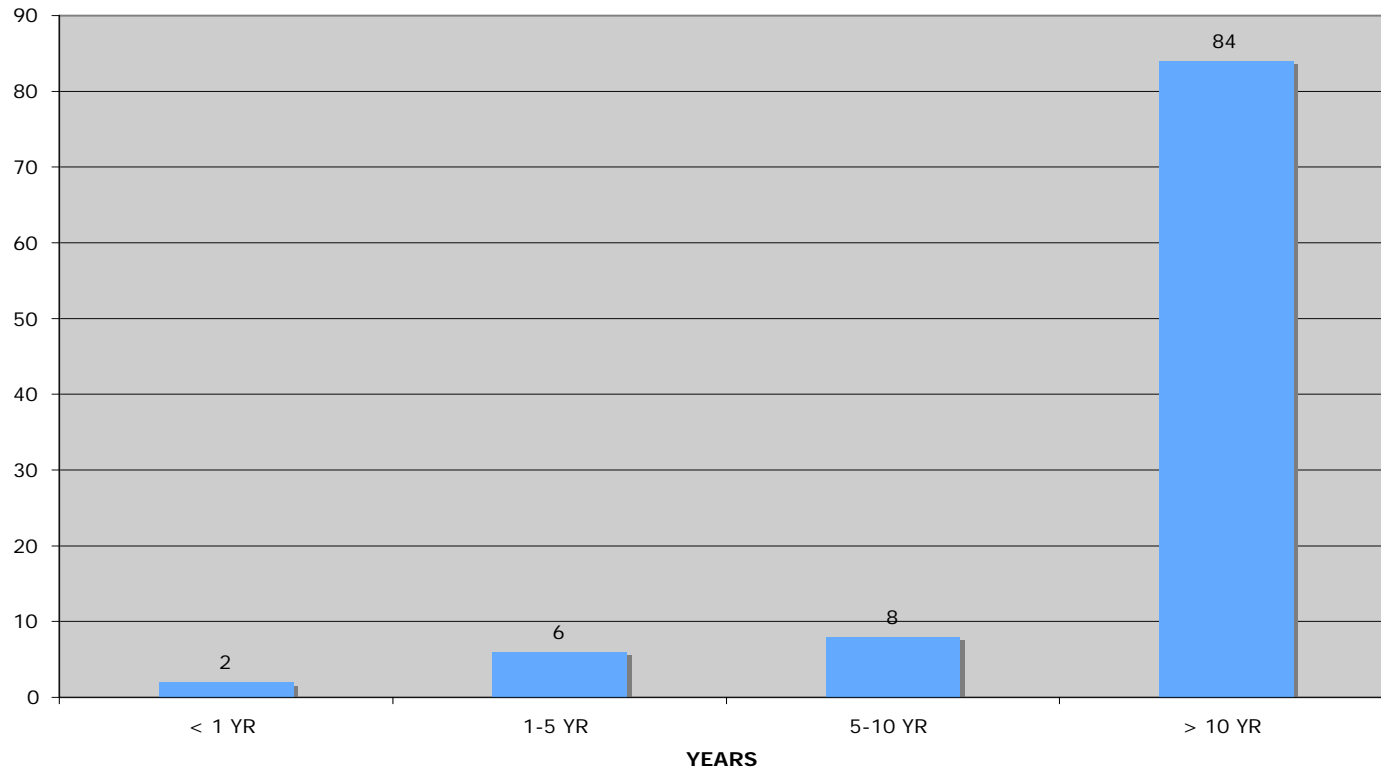
**Research Question #1. What was the demographic group makeup of the respondents in the current survey?**

**Do you or anyone in your family work for the Santa Barbara County?**

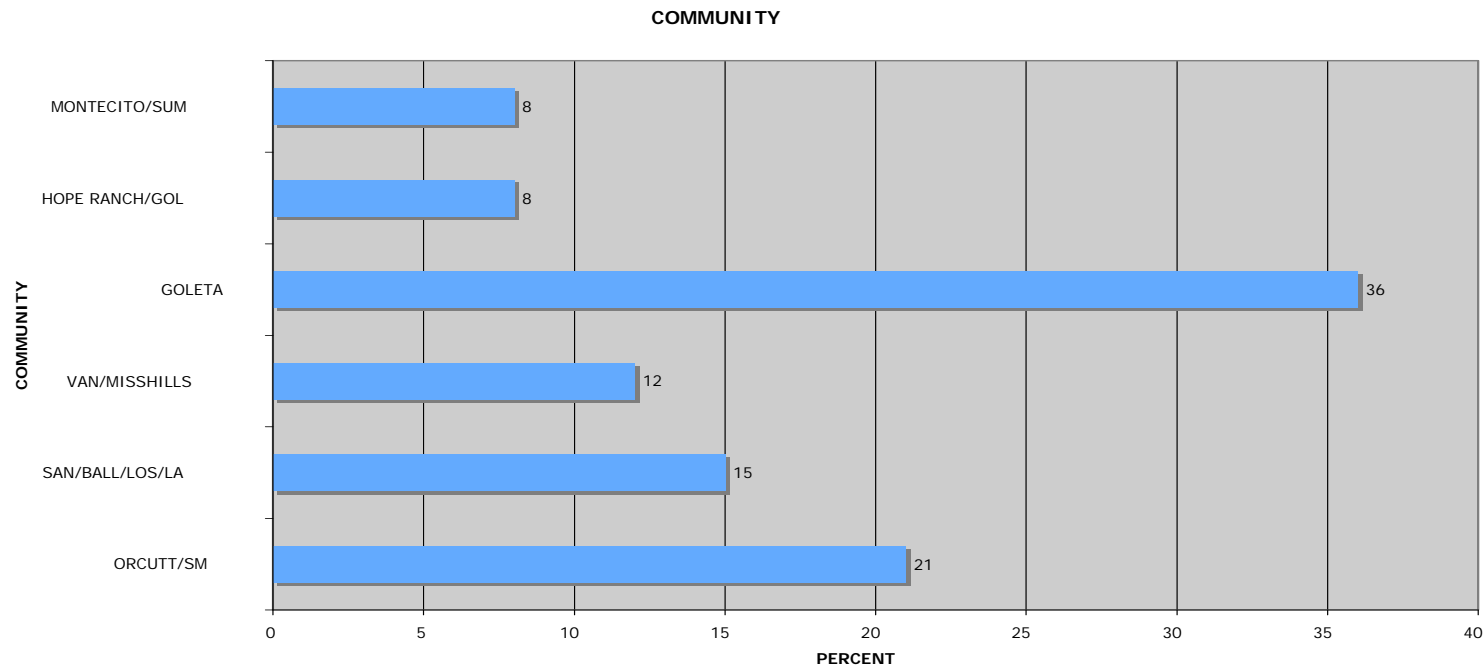
**Yes/No**



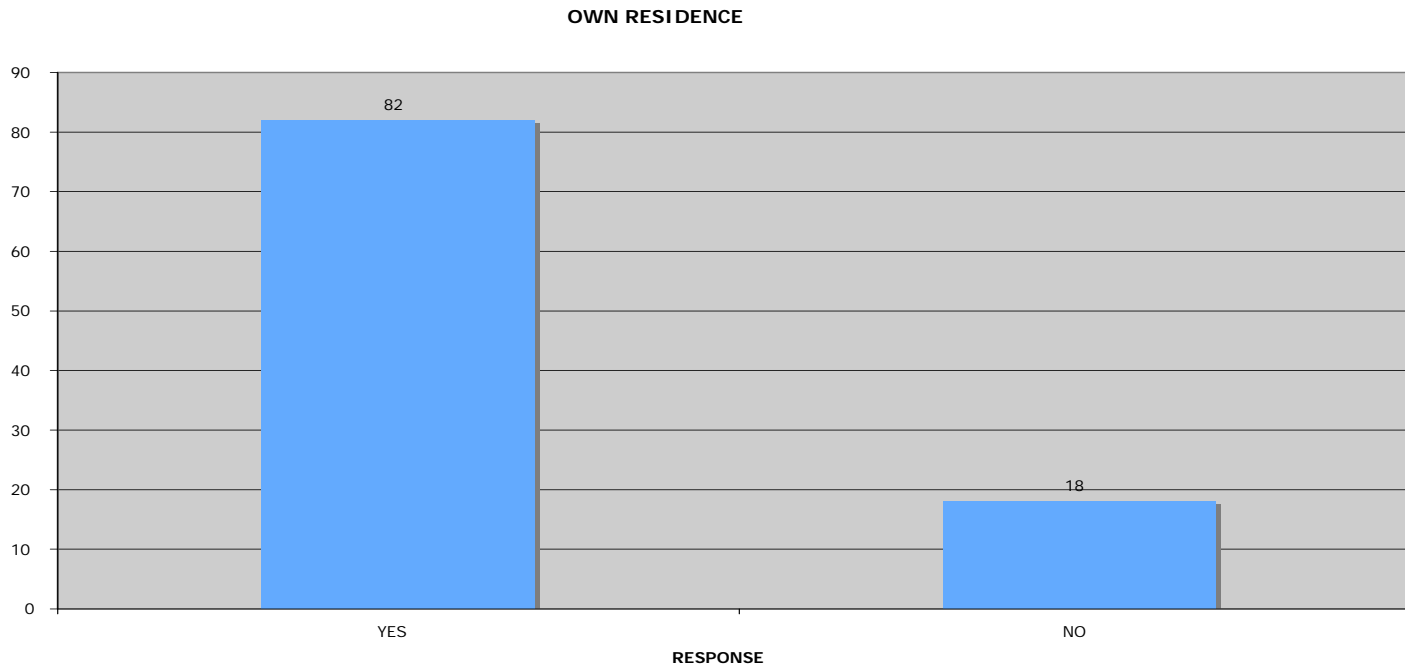
HOW LONG LIVING IN COUNTY



How long have you lived in the County?



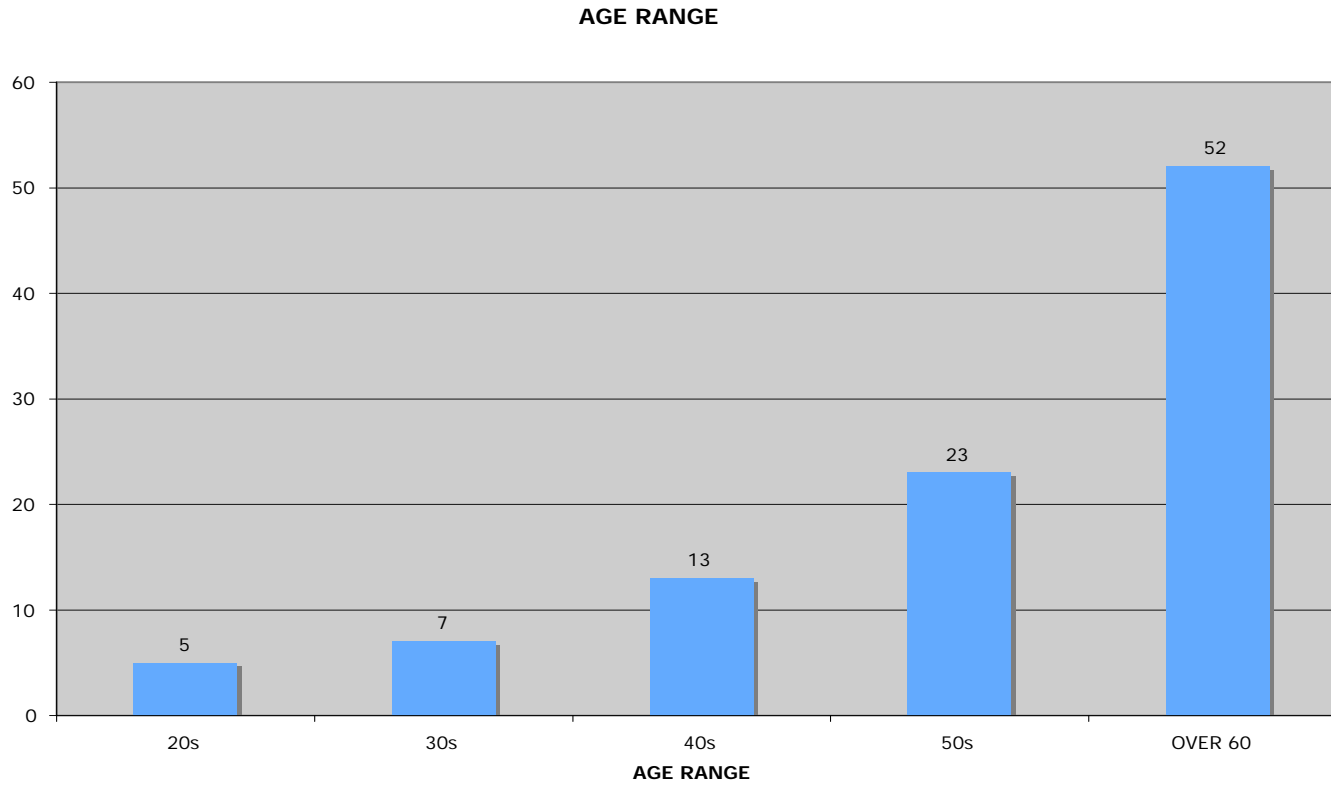
*Based on the zip code given, the respondents' Community was determined as follows:*



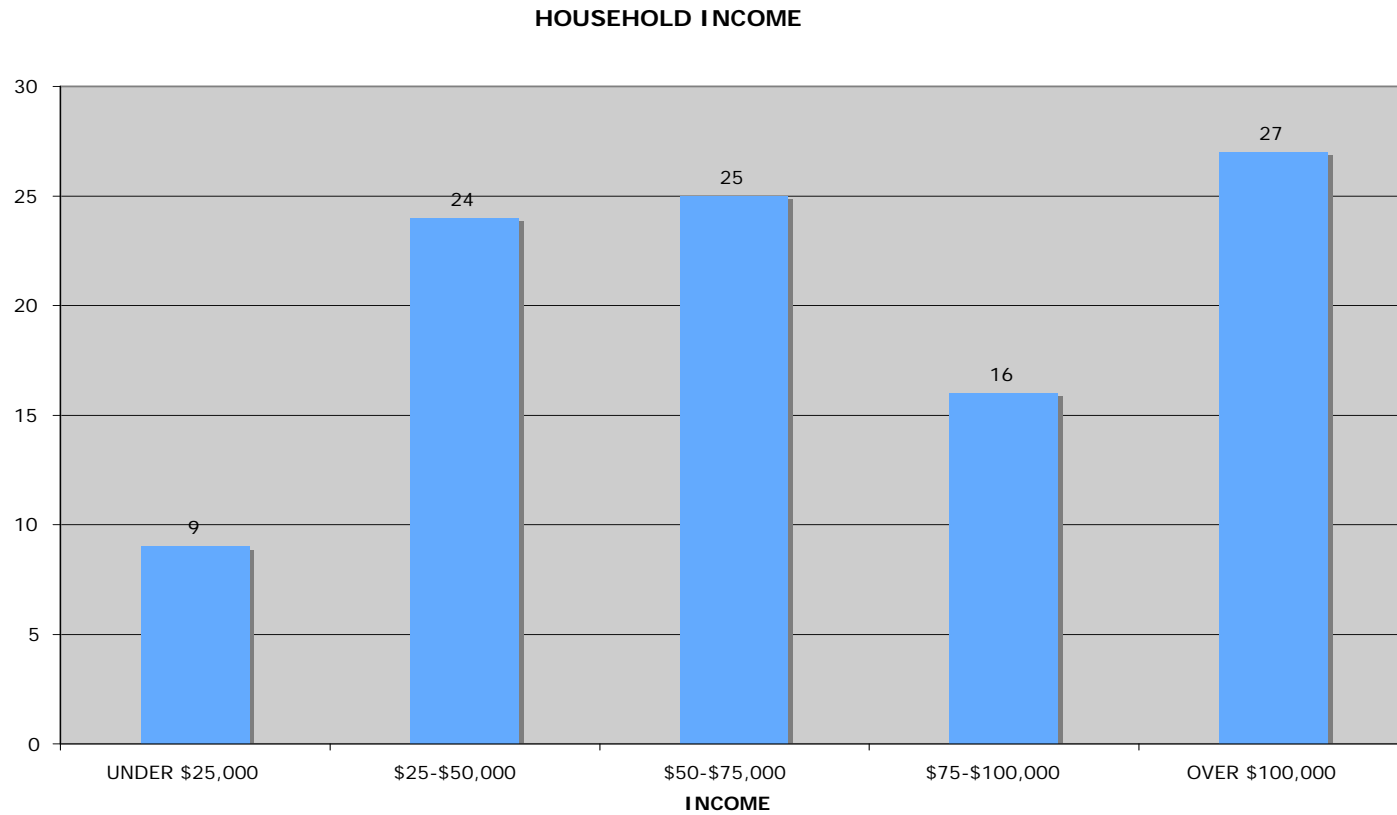
***Do you own your place of residence?***

***Yes/No***





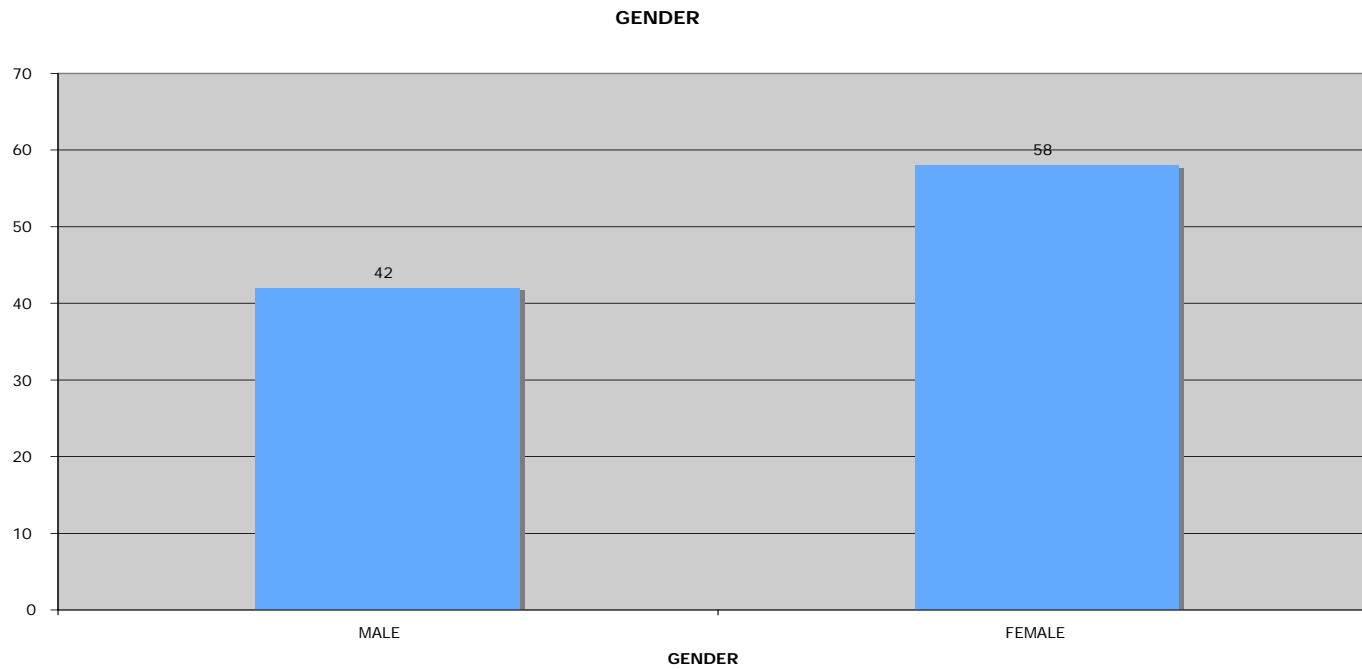
*May I ask your age range?*



***May I ask your household income range?***



# Results RQ #1 cont.



*Gender? (Not to be asked)*



## *Results RQ #7*

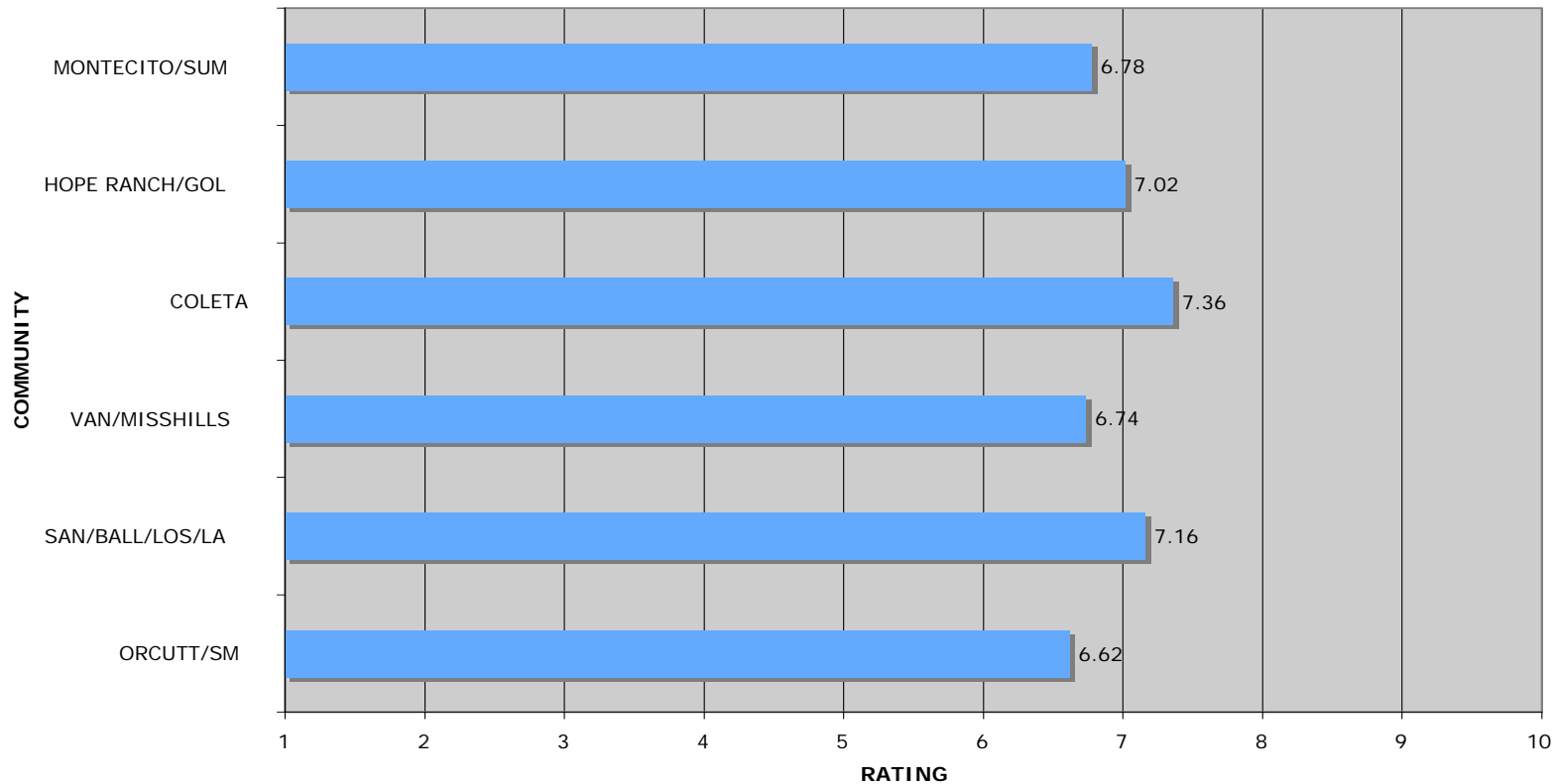
### ***Research Question #7.***

***Do various demographic groups differ in their ratings of the services provided by the Public Works Department?***

***Effects of Customers' Community***



COMMUNITY ROAD SAFETY RATINGS



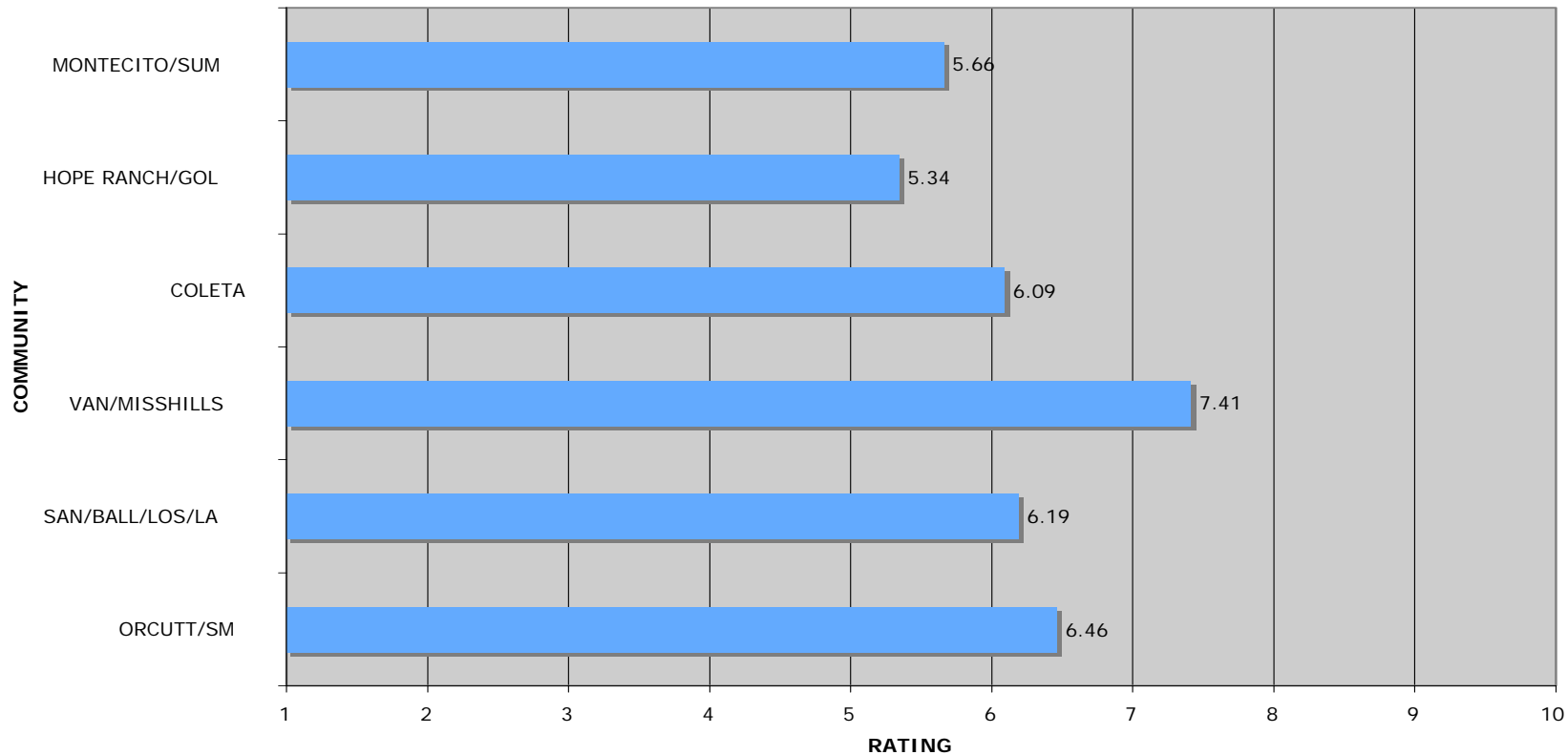
**County Road System Safety**

**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**



COMMUNITY FREEDOM FROM DELAYS RATINGS

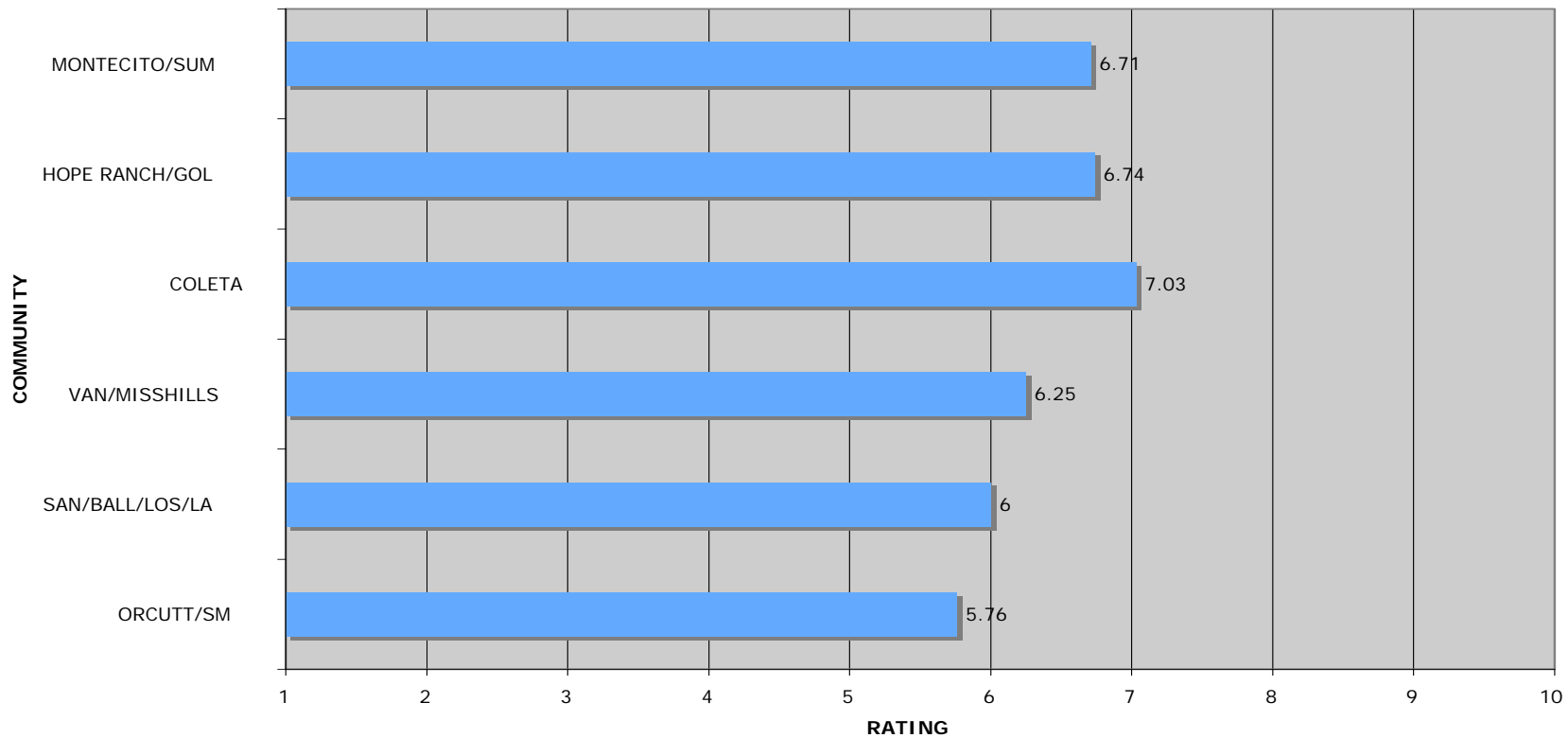


**Freedom from Traffic Congestion Delays**

Respondents were asked: How would you rate traffic congestion delays at County road intersections? (0 – 10, 10 being no delays.)



COMMUNITY FLOOD CONTROL MAINTENANCE

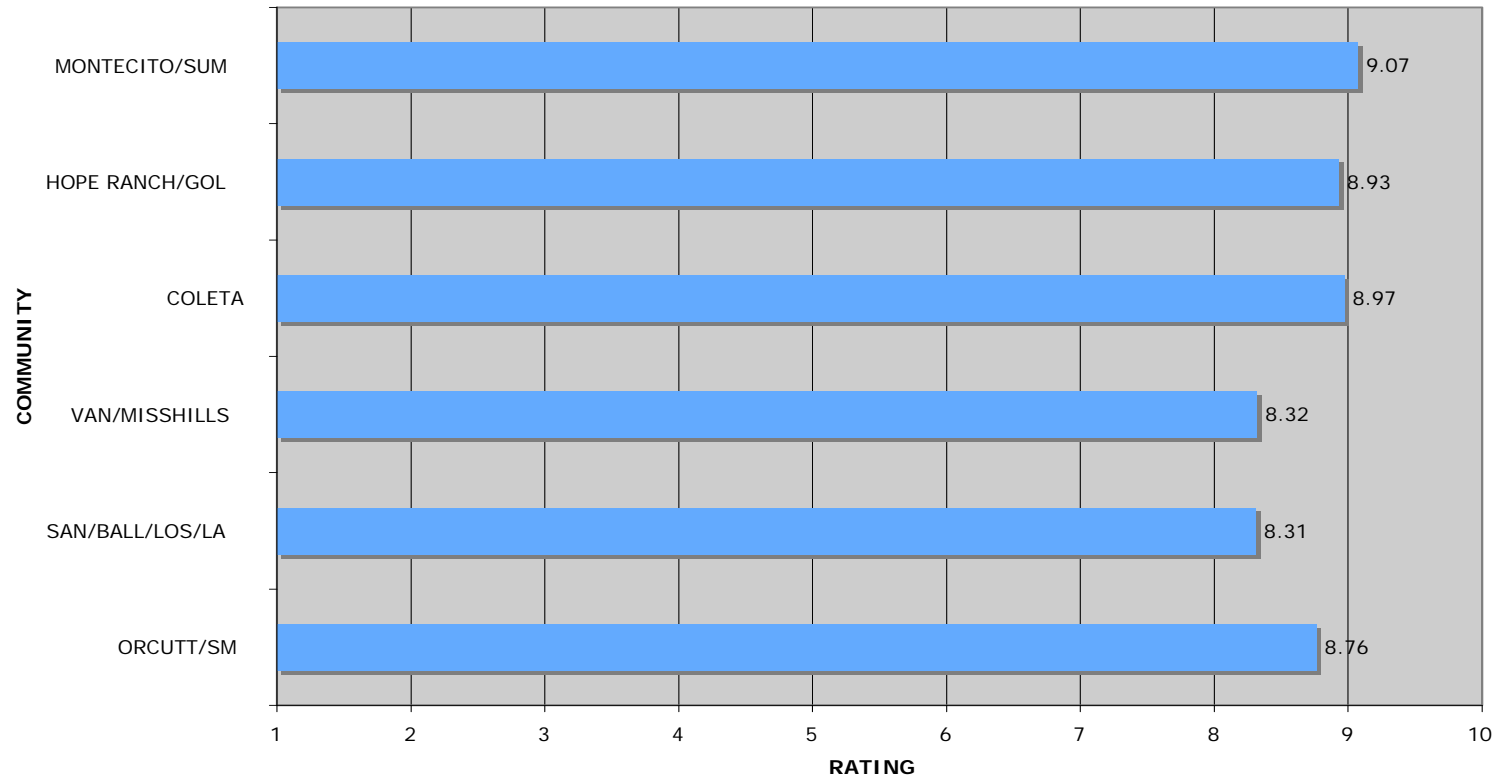


**Flood Control Maintenance**

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



PERSONAL IMPORTANCE OF ENVIRONMENTAL PROTECTION BY COMMUNITY



**Personal Importance of Environmental Protection**

*How important is environmental protection to you?*

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





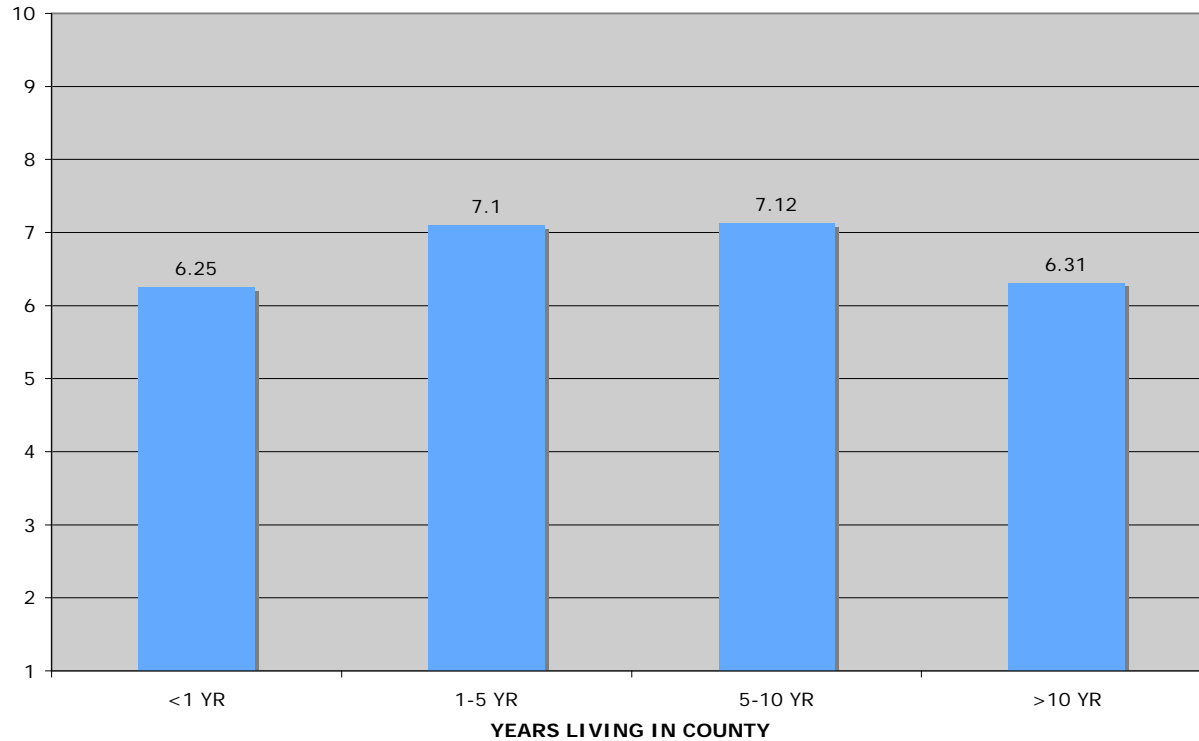
***Service Rating Differences based on How Long the Customer has Lived in the County***

*How long have you lived in the County?*

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



YEARS IN COUNTY DIFFERENCES IN RIDE QUALITY RATINGS



< 1 year

1-5 years

5-10 years

> 10 years

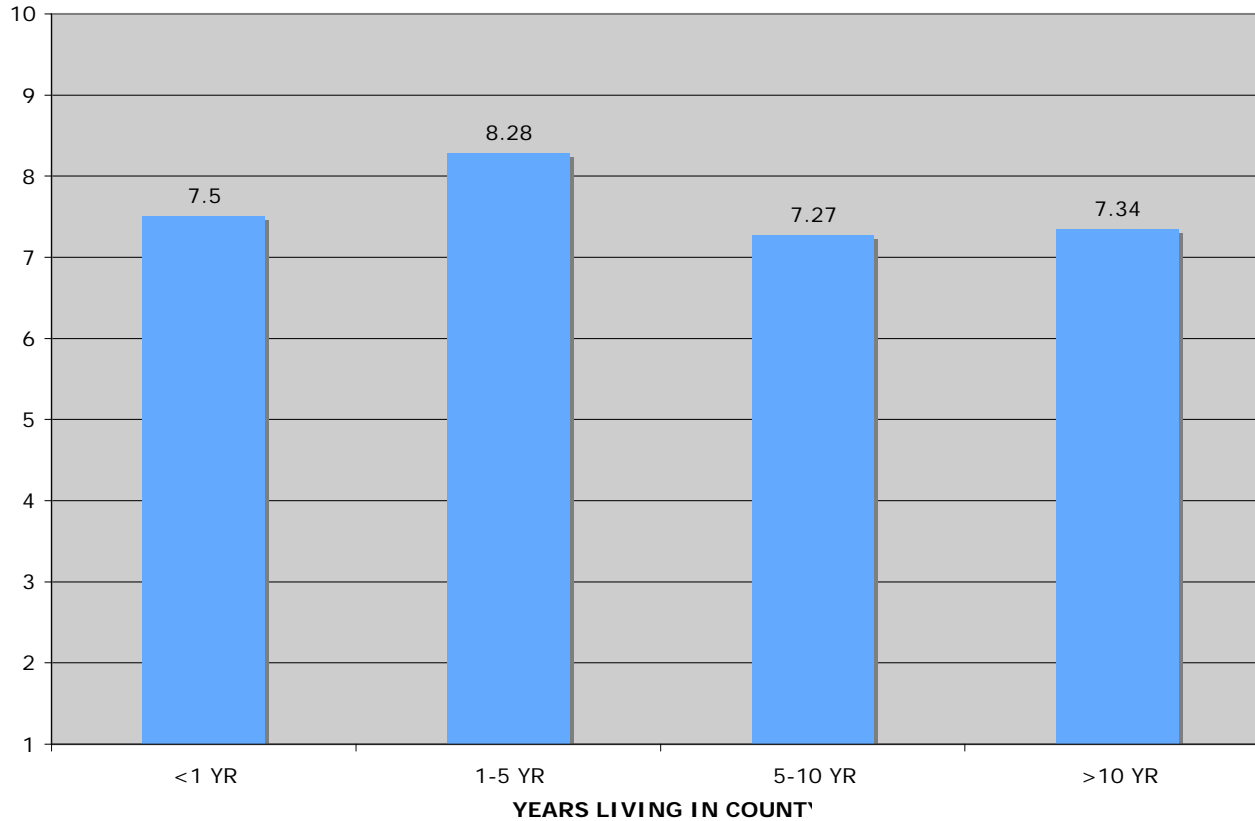
On a scale of 1 to 10, 10 being good, how would you rate the ride quality of County roads? (Those are roads that are not city streets, and not state highways.)

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



# Results RQ #7 cont.

YEARS LIVING IN COUNTY DIFFERENCES IN OVERALL DEPARTMENT RATING



< 1 year  
1-5 years  
5-10 years  
> 10 years

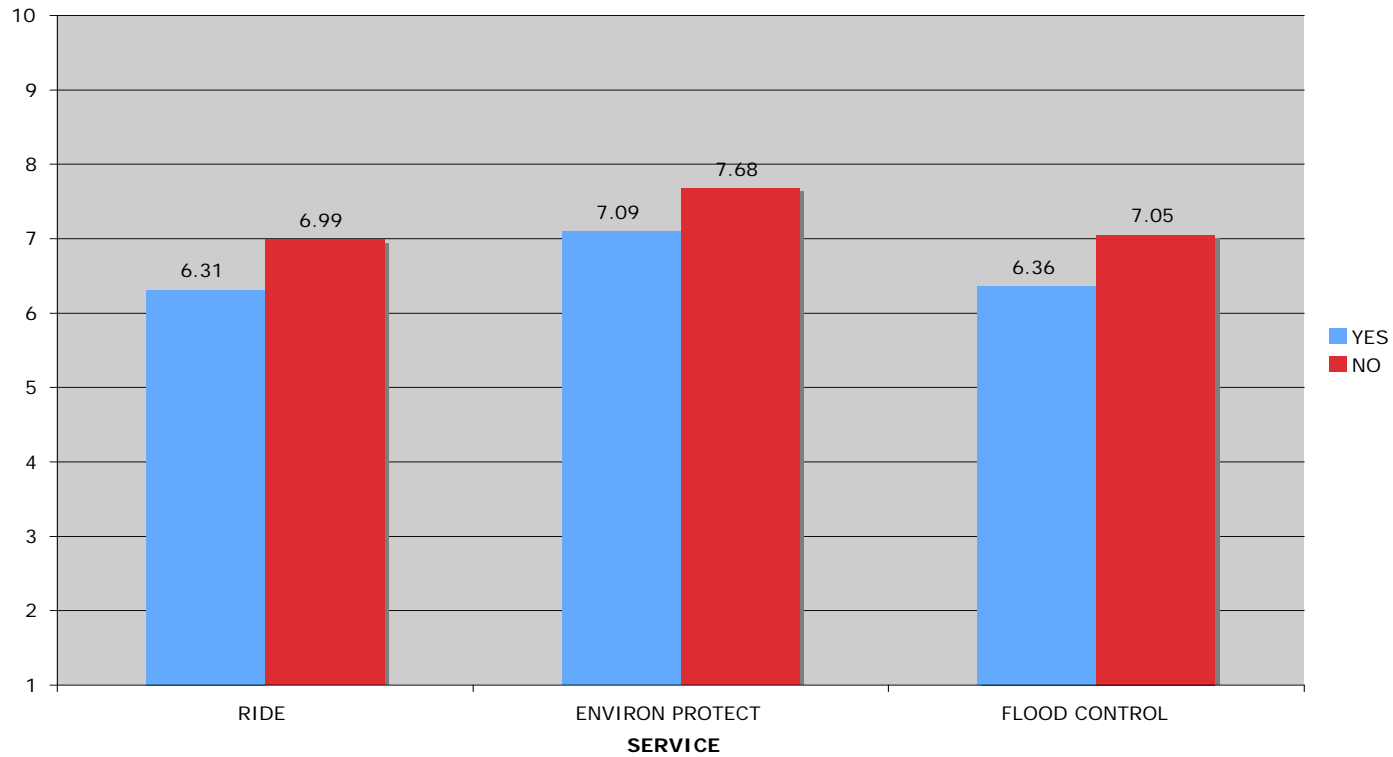
**Overall, how would you rate the County Public Works Department? (10 being effective)**

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



# Results RQ #7 cont.

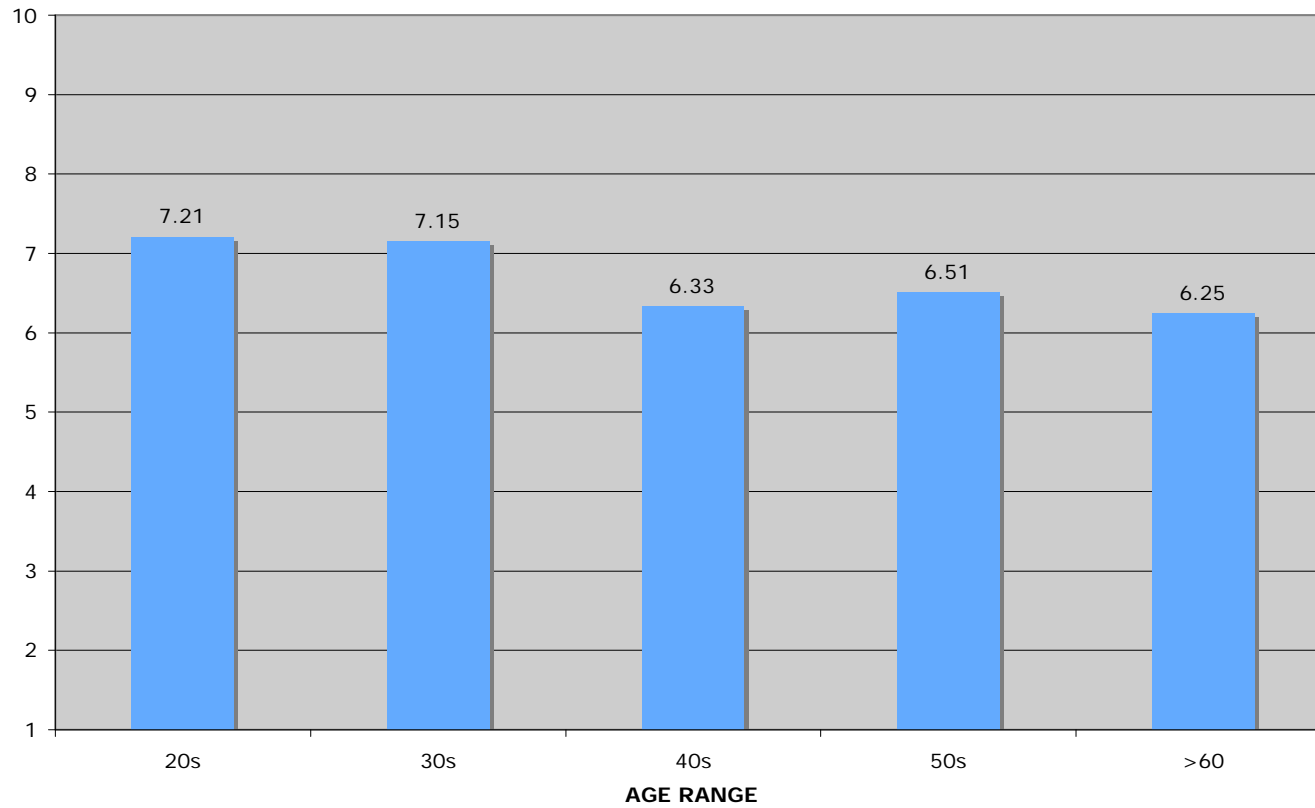
HOME OWNERSHIP DIFFERENCES IN SERVICE RATINGS



**Home Ownership Differences on Service Ratings**



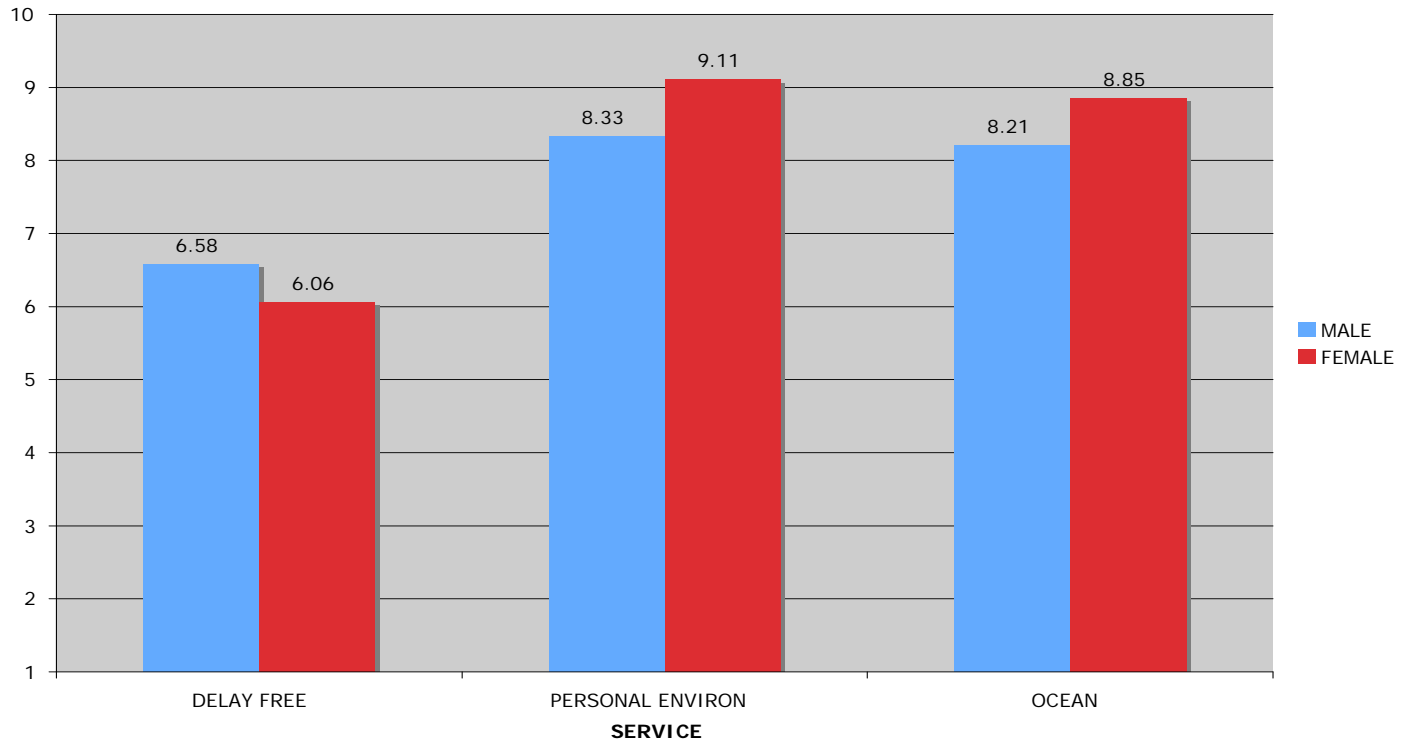
AGE DIFFERENCES IN RIDE QUALITY RATINGS



**Age Range Differences**



GENDER DIFFERENCES IN SERVICE RATINGS



**Gender of Respondents**