



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: December 19, 2006  
Placement: Set Hearing  
Estimated Tme: 30 minutes on 1/16/07  
Continued Item: No  
If Yes, date from:  
Vote Required: No Vote Required

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**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

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**County Counsel Concurrence**

As to form: N/A

**Other Concurrence:** N/A

As to form: No

**Recommended Actions:**

That the Board of Supervisors:

Set a hearing to receive a Presentation regarding the Follow-up Survey of Transportation Division Customer Satisfaction (Set Hearing for January 16, 2007) (Est. Time: 30 min)

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.

**Background:**

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:			
Total	\$ -	\$ -	\$ -

Narrative:

**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:**

**Authored by:** Scott D. McGolpin, Deputy Director, Public Works Transportation, 568-3064

**cc:**