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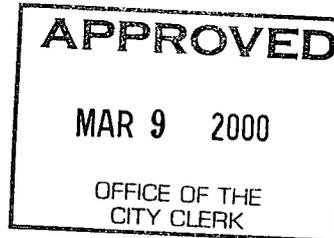
JACK CRIST
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February 23, 2000

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: APPLICANT CUSTOMER SATISFACTION SURVEY

LOCATION AND COUNCIL DISTRICT: Citywide

RECOMMENDATION:

This report transmits the Executive Summary of the February 2000 building permit and inspection Applicant Customer Satisfaction Survey (Survey) to the City Council for informational purposes only.

CONTACT PERSON: Michael L. Medema, Special Projects Manager, 264-1915

FOR COUNCIL MEETING OF: March 9, 2000

SUMMARY:

On July 20, 1999, the City Council accepted the Mayor's Commission on Development (Commission) Report to the Mayor, City Council and City Manager that recommended the City conduct an annual building permit and inspection customer satisfaction survey. In February 2000, the City contracted with Jenkins Associates (JA) to conduct the second annual building permit and inspection Survey. The Survey provides a benchmark to measure satisfaction with the City's processes and procedures for building permits and inspections. Overall results indicate a marked improvement in operations and staff efficiency.



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BACKGROUND:

The Commission found that the City did not have adequate objective information to evaluate customer satisfaction with the City's processes and procedures for building permits. The Commission encouraged staff to have an independent party conduct an applicant customer satisfaction survey to provide a factual base for evaluating the City's processes and procedures for building permits and inspections. The first Survey was conducted in February 1999. That Survey indicated a significant general dissatisfaction with the City's processes and procedures and highlighted specific areas of concern. The information was extremely beneficial for the development of the Commission's recommendations for change and improvement.

One of the specific recommendations of the Commission was for the City to conduct an annual customer satisfaction survey. In February 2000 the City contracted with JA, the independent party that conducted the 1999 Survey, to conduct the second annual survey. The attached Executive Summary of the 2000 Survey provides the Mayor and City Council with information regarding the improvements that have been implemented and highlights areas for further improvement.

The 2000 Survey noted significant improvement in every category surveyed. In 1999, not a single attribute tested achieved over 50 per cent positive evaluation. In marked contrast, every attribute exceeded 50 per cent positive in 2000. Overall 74 per cent of the responses rated the City staff positively compared to only 36 per cent in 1999.

The most pronounced improvement was in the perception of the efficiency of City staff. The mean average improved one whole evaluation category from less than fair to between fair and good. The rating of the City's process also improved from less than fair to between fair and good.

The 2000 Survey reinforces the Commission's recommendation for continued objective oversight by noting opportunities for additional improvement. These include access to accurate and complete fee information and further improvement in the field inspection process.

Overall, respondents were pleased with the process changes the City had instituted over the last year. The majority (61%) hailed Saturday field inspections as an excellent improvement to the City's process. The fax permit program was also viewed as a positive improvement.

POLICY CONSIDERATIONS:

The annual Survey is in accordance with the recommendations of the Commission accepted by the City Council in August 1999.

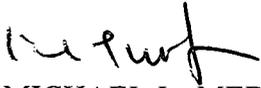
ENVIRONMENTAL CONSIDERATIONS:

Ongoing administrative and maintenance activities which are not for purposes of a public works construction project do not constitute a "project" and are exempt from the California Environmental Quality Act (CEQA). CEQA Guidelines, Sections 1506(b)(1), 15378(b)(3).

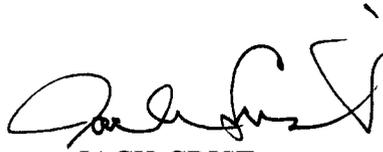
ESBD CONSIDERATIONS:

Not applicable.

Respectfully submitted,



MICHAEL L. MEDEMA
Special Projects Manager



JACK CRIST
Deputy City Manager

APPROVED FOR TRANSMITTAL BY:



ROBERT P. THOMAS
City Manager