



AGENCY: Planning Commission
MEETING DATE: June 10, 2015
PREPARED BY: J. Lemos
PRESENTED BY: J. Lemos

AGENDA ITEM SUMMARY REPORT

TITLE:
RECEIVE REPORT ON RESULTS OF CUSTOMER SATISFACTION IMPROVEMENT EFFORTS

ISSUE:

On April 28, 2014, the Fort Bragg City Council approved the 2014-2019 Economic Development Strategy. Included in that strategy was a four-part Business Retention and Expansion (BRE) Program. Part 2 of the BRE Program, Customer Service Focus, set goals for strengthening customer service by efficiently and expeditiously providing services and streamlining processes. The Customer Satisfaction Survey program was developed to monitor the public's satisfaction with the service they receive at the City's Community Development Department (CDD). Regular updates on the results of these efforts are provided to the Planning Commission, the Community Development Committee (CDC) and the City Council.

RECOMMENDED ACTION:

Receive report and provide direction regarding customer satisfaction strategies, if required.

ALTERNATIVE ACTION(S):

None.

ANALYSIS:

CDD staff initiated a customer satisfaction survey in April 2014 via the online tool, Survey Monkey. After a planning permit is approved or a building permit receives its final inspection, a link to the customer satisfaction survey (Attachment 1) is sent to the applicant by email or mailed to the applicant's mailing address. Additionally, paper copies of the survey are available at the CDD planning counter for counter customers to fill out and confidentially put in a customer satisfaction survey box.

As shown in the tables below, virtually all CDD customers are very satisfied with the level of staff courtesy and the quality of technical assistance received from the Community Development Department. They are also very satisfied with the time to process permits and the outcome of the permit process. They are a little less satisfied with the cost of fees and the actually zoning regulations, though these still receive relatively high marks. The results of the survey are summarized in the tables below.

1. Please rate your level of satisfaction with:	Very Satisfied	Somewhat Satisfied	Somewhat Disappointed	Very Disappointed
Staff courtesy	95.83%	4.17%		
How well staff explained the process to you	91.30%	8.70%		
How well staff explained technical or policy issues relevant to your project	91.67%	8.33%		
How long the process took	81.82%	9.09%	9.09%	
The final outcome for your application	95.45%	4.55%		
City fees for the review	57.14%	28.57%	9.52%	4.76%
The City's zoning regulations as they relate to your project	77.27%	13.64%	9.09%	

2. Who assisted you with your application?	Marie Jones	Sean O'Rourke	Teresa Spade	June Lemos	Tom Varga
(Check all that apply)	58.33%	29.17%	41.67%	41.67%	12.50%

3. Please provide any other comments or suggestions for the Community Development Department that you think would improve service.

Need to assert local priorities over CA Coastal Commission dogma.

Great people.

Working with Marie during the process was great. She is very knowledgeable and one of the best if not the best that I have ever worked with. She knows her stuff and is committed to the success of the project. She deserves a lot of credit for the success in getting the project through a very difficult process. Kudos to Marie Jones.

Employees were great. The zoning policies in place are somewhat difficult to work with.

I am not sure why our Final was sitting so long on someone's desk, but it all got sorted quickly once I became aware of it.

The City Permit process was quick with no issues however, the County is another story. I hope I will NEVER again have to deal with the folks in the County office at Fort Bragg.

One stop service, NOT City Hall & Building Department, back & forth numerous times to copy & deliver plans.

So helpful and friendly. Thank you!

I dealt with Michael Oliphant who was very professional and helpful throughout the whole project.

Amazing! Such personalized service. Friendly, helpful, patient. We are very fortunate to have such a great Community Development team!

We really appreciate the supportive attitude your department always shows us.

The City & County fees for this foundation cost over \$600.00. A bit too expensive! It seems like the fee schedule is a moving target. We had not factored that much into our bid for permit fees. It also took longer than expected to get the permit because we were digging a little dirt for the footings.

Good information provided that I could share with others.

Sean O'Rourke was and is great to work with. He was very thorough and very pleasant to work with. Although June Lemos I felt was very short and somewhat rude in her emails. As if I was bothering while asking simple questions. I actually saved the emails. Otherwise with the exception of June your staff is the best.

4. Type of Application		5. Are You:	
Building Permit	78.95%	The applicant?	36.36%
Sign Permit	21.05%	The agent?	22.73%
Business License Approval	0.00%	The contractor?	18.18%
Use Permit	15.79%	The owner?	22.73%
Minor Use Permit	10.53%		
Coastal Development Permit	21.05%		
Environmental Document (CEQA)	5.26%		
Design Review	26.32%		
Subdivision/Lot Line Adjustment	0.00%		

Staff will continue to implement the Customer Satisfaction Survey program and provide updates to the Planning Commission, CDC and City Council on an ongoing basis.

FISCAL IMPACT:
None.

ATTACHMENTS:

1. Customer Satisfaction Survey
2. Sample Customer Service Survey Cover Letter
3. Customer Satisfaction Survey Raw Data