

Agency Mission: To help local government and businesses increase economic opportunity and help state agencies improve service delivery by focusing on customer service, partnerships and results.

KPMs # 1	CUSTOMER SERVICE Percent of local participants who rank the ERT process as good to excellent.	Measure since: 2002
Goal	CUSTOMER SERVICE: Improve the quality and efficiency of delivering state services to local governments and businesses.	
Oregon Context	OBM 35 – Public Management and ERT Mission	
Data source	2006 ERT Customer Satisfaction Study was developed following the <i>Recommended Statewide Customer Service Performance Measure Guidelines</i> . ERT study was part of a joint customer service survey administered by the Oregon Progress Board. The survey is conducted on a biennial basis. New data will be available for 2008.	
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1. OUR STRATEGY

The five ERT regional coordinators work at the local level with teams of field staff from the following state agencies: OECDD, ODOT, DLCD, DEQ, DSL, ODA, OHCS, and DCBS. Together they provide coordinated state assistance to local jurisdictions and businesses on high priority economic and community development projects, specifically on readying industrially zoned lands for “project ready” certification and/or development.

2. ABOUT THE TARGETS

Targets for customer service were set at 90% to serve as a motivator for improving state agency service delivery to local jurisdictions and businesses.

3. HOW WE ARE DOING

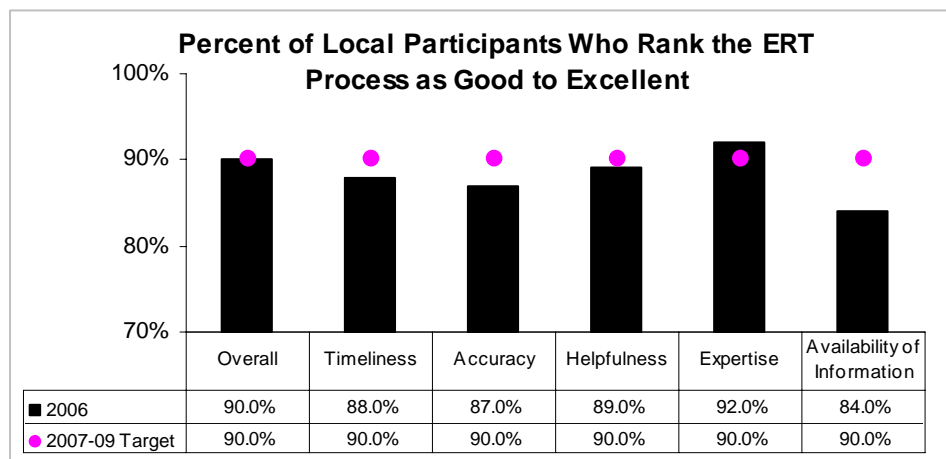
Overall, nine out of ten local participants in ERT projects perceive the service provided as “good” and “excellent.” The ERT received the highest rating in the area of knowledge and expertise which goes a long way toward building trust relationships. At 84%, availability of information received the lowest rating.

4. HOW WE COMPARE

Results from the 2006 survey are in line with customer satisfaction surveys the ERT conducted in 2002 and 2004 when overall ratings of good and excellent were at 84% and 87% respectively. These earlier customer satisfaction surveys preceded the *Recommended Statewide Customer Service Performance Measure Guideline* so survey questions were not the same as the questions asked in 2006.

5. FACTORS AFFECTING RESULTS

For the most part, the local projects the ERT is asked to become engaged in are complex and many have long standing issues that are beyond the scope of traditional and individual state agency processes to resolve. The high ranking of the ERT for customer service may be influenced by the fact that the ERT



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coordinators and the ERT process often play a key role in facilitating resolutions to tough issues and in some instances, bringing a project that's run into problems, to a successful conclusion.

6. WHAT NEEDS TO BE DONE

In the 2006 Customer Satisfaction Study, the ERT received the the lowest rating in availability of information. Since the ERT coordinators often rely on state agencies to provide information to local government partners, the ERT has communicated to the agency directors the need to improve access to information about state programs and processes. In addition, responses to the customer service questions were cross-tabbed for each of the five ERT regions and opportunities for improvement were discussed with each ERT regional coordinator.

7. ABOUT THE DATA

Since the cycle time for ERT projects ranges varies from a few months for siting a business, to a year or more for readying an industrial site for certification (longer if the site requires extensive and expensive infrastructure or transportation fixes), the reporting cycle for customer service is biennially using Oregon fiscal years. The strength of the survey data is a high response rate of 53%. The weakness of the data is a relatively small sample size of 196. A copy of the 2006 Oregon Economic Revitalization Team Customer Satisfaction Study is available by contacting Gabrielle Schiffer at 503-986-6522.