

III. KEY MEASURE ANALYSIS

Agency Mission: To help create and maintain healthy watersheds and natural habitats that support thriving communities and strong economies.

KPM #15	CUSTOMER SERVICE--Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall customer service, timeliness, accuracy, helpfulness, expertise, and availability of information.	Measure since: 2006
Goal	Make effective and accountable investments in watershed health.	
Oregon Context	#35: Public Management Quality	
Data source	Survey of grant recipients	
Owner	Greg Sieglitz, Monitoring and Reporting Program Manager, (503) 986-0194	

1. OUR STRATEGY

OWEB strives for "good" to "excellent" ratings for each aspect of customer service. A positive experience will help ensure active public involvement which advances the Oregon Plan's goals of voluntary participation in making improvements in watershed health.

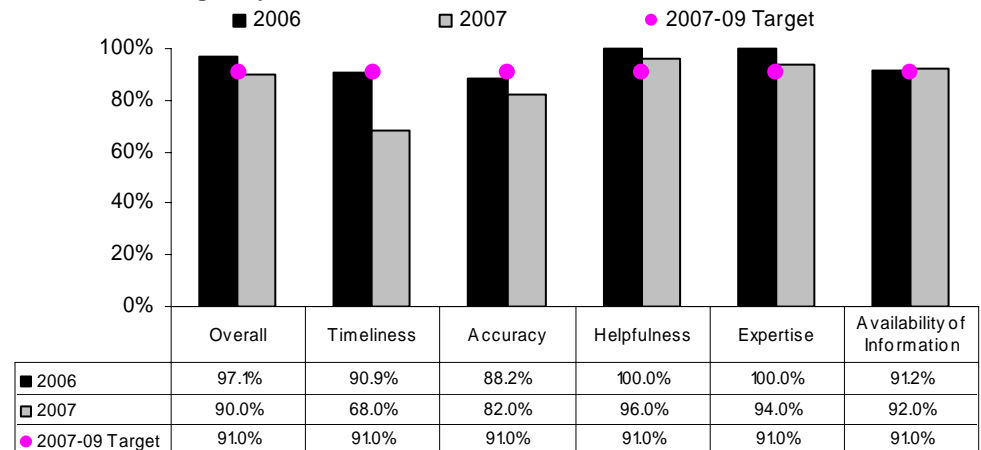
2. ABOUT THE TARGETS

This is only the second year OWEB has conducted a customer-service survey. Targets are set at 91% which is derived from the 2006 baseline data.

3. HOW WE ARE DOING

In the 2007 survey, OWEB met the 91% target rating on 3 of the 6 measures. The result for "Overall" satisfaction is within one percentage point of achieving the target. In 2007, "Timeliness" was the lowest scoring customer service criteria, with 68% of respondents rating it good or excellent. While this is a low mark and a significant decline from last year, it is anticipated this will "self correct" with additional customer-service surveys through time. Attention will be given to this aspect of customer service to ensure that the delivery of service does not lag. *Helpfulness* and *Expertise* were most highly rated at 96% and 94% respectively.

Percent of customers rating their satisfaction with the agency's customer service as "Good" or "Excellent."



4. HOW WE COMPARE

In 2006, the Oregon Water Resource Department (OWRD) APPR noted that the agency met the 85% target rating on none of the six measures. During the same year, the Oregon Department of Fish and Wildlife (ODFW) reported customer-service scores of 85.6% to 91.9%, although targets had not yet been defined. While these statistics provide representative examples of the customer service performance of other natural resource agencies, it may be difficult to compare OWEB to these as OWEB is a non-regulatory granting agency.

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5. FACTORS AFFECTING RESULTS

The survey targets a specific set of clients and, therefore, a small base of the general population. The target clients are customers who were grant recipients between June 2006 and March 2007. This population is the group of customers working most closely with OWEB during the timeframe for this report. The data did not assess those who applied for, but were not awarded a grant.

6. WHAT NEEDS TO BE DONE

In July 2006, OWEB introduced a new on-line tool that allows grantees (i.e., grantees) to view current project and accounting information, as well as upcoming due dates for reporting to OWEB. This tool is intended to improve timeliness, accuracy, and availability of information, specifically.

Future customer-service surveys will include additional clients, thus increasing the target population.

7. ABOUT THE DATA

Oregon FY 2007.

OWEB's survey followed the Recommended Statewide Customer Service Performance Measure Guidance provided by the Department of Administrative Services on 8/16/2005. The population size was 106 grantees who received grants between June 2006 and March of 2007. Each grantee either e-mailed or mailed their response. Fifty-one grantees responded, resulting in a response rate of 48%.

The survey included the following questions:

- 1) How do you rate the timeliness of the services provided by OWEB?
- 2) How do you rate the ability of OWEB to provide services correctly the first time?
- 3) How do you rate the helpfulness of OWEB employees?
- 4) How do you rate the knowledge and expertise of OWEB employees?
- 5) How do you rate the availability of information at OWEB?
- 6) How do you rate the overall quality of service provided by OWEB?

Additional information about the report follows:

- 1) Survey Name: OWEB Customer Satisfaction Survey
- 2) Surveyor: OWEB staff
- 3) Date Conducted: March through April, 2007
- 4) Population: Consumers and Constituents -- OWEB grant recipients
- 5) Sampling Frame: OWEB awardees granted between June 2006 and March 2007
- 6) Sampling Procedure: Systematic sample
- 7) Sample Characteristics: Population=106; Sample Size=106; Responses=48; Response Rate=48%
- 8) Weighting: Single survey; no weighting required.

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Weaknesses of the data include the fact that customers surveyed were grant recipients for this fiscal year, but the survey did not assess feedback from those who applied, but were not awarded a grant.

Strengths of data are that responses were received from a variety of customers including Soil and Water Conservation Districts and watershed council staff; city, county and tribal employees; and non-profit groups.

Information from OWRD and ODFW APPRs is available at http://www.oregon.gov/DAS/OPB/docs/APPR06/WatRes_APPR06.doc and http://www.oregon.gov/DAS/OPB/docs/APPR06/FishWL_APPR06.doc, respectively.