

Citizen-Friendly Performance Reporting

ODOT provided a report to the Advisory Committee on Citizen-Friendly Performance Reporting on January 4, 2005. The report indicated that the Oregon DMV would undertake three initiatives in support of the grant from the National Center for Civic Innovation:

1. Pilot/test the proposed new customer satisfaction questions, scale, and methods proposed by the Customer Satisfaction Workgroup.
2. Develop a plan for collecting satisfaction feedback from customers who receive services from DMV via service delivery channels other than field offices (i.e., phone, mail, Internet).
3. Develop a communication plan to share customer satisfaction results more broadly with individuals, businesses, and others that DMV serves.

Enclosed is a status report on the three initiatives. Also included is an update on the performance benchmarking contract involving nine motor vehicle agencies from the United States and Canada (California, District of Columbia, Georgia, Maryland, North Carolina, Ontario, Oregon, Texas, and Virginia).

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DMV Pilot / Test of Customer Satisfaction Survey

DMV prepared a “test” customer satisfaction survey using the five standard questions and a response scale presented in the “Measuring Customer Satisfaction in Oregon State Government” report, prepared last fall by the DAS Customer Satisfaction Workgroup. In addition to the five standard questions, DMV added a sixth question that asked customers for general comments on DMV service.

To achieve a 95% confidence level and a margin of error of +/-5%, DMV required a sample size 384 respondents. To reach this sample size at an approximate return rate of 40% (based on previous surveys) DMV needed to send 961 surveys.

Through a random and systematic sampling procedure, DMV selected 999 customers from all customers who visited a DMV field office during the month of January 2005. DMV then removed 38 customers from the list who were minors. This left the desired 961 customers.

On February 10, 2005, DMV mailed a pre-letter to these customers advising them to expect a survey to arrive the following week. DMV mailed the surveys one week after the pre-letters (February 17). Additionally, DMV sent a Spanish language survey to 94 of these customers with Hispanic surnames.

As of March 11, 2005, (three weeks after mailing) DMV had received 298 responses, 78% of goal. This provides a margin of error of 5.67%. DMV does not plan to mail a follow-up letter to the non-respondents. A follow-up letter would cost approximately \$185 for postage.

DMV has not yet analyzed the returned data to determine satisfaction results.



CUSTOMER SATISFACTION SURVEY

Please answer the following questions regarding your recent transaction with DMV. Rate the service you received during your transaction with DMV as *Poor*, *Below Average*, *Above Average*, or *Excellent* by marking the column that corresponds to your answer.

	Poor	Below Average	Above Average	Excellent
1. How would you rate the timeliness of services provided by DMV?				
2. How would you rate the ability of DMV to provide services correctly the first time?				
3. How would you rate the helpfulness of DMV employees?				
4. How would you rate the knowledge and expertise of DMV employees?				
5. How would you rate the availability of DMV information?				

Is there anything else you would like to say about the services and/or information DMV provides? Please, use the space below to provide feedback and suggestions on DMV interactions, printed materials, and our Website.

Collecting Customer Satisfaction for Multiple Service Channels

A Project Proposal was accepted by DMV managers in February 2005. The project is intended to identify ways to more effectively and efficiently obtain customer satisfaction feedback for DMV services delivered via all current channels (field offices, telephone, mail, and Internet). As a first step, we are evaluating the current methodology used by DMV and OSU to survey customers who are served at DMV field offices.

Our staff reviewed the DAS Customer Satisfaction Workgroup report on *Measuring Customer Satisfaction in Oregon State Government*. It establishes a good foundation for developing recommendations to expand our systems and procedures for measuring customer satisfaction. As a result, the report will be used to guide our efforts to measure customer satisfaction of all DMV service channels.

DMV will meet later this spring with Virginia Lesser, OSU Survey Research Center. We will discuss ways that they could help DMV improve and expand its customer satisfaction survey to include all DMV service channels.

A project report with findings and recommendations is scheduled for completion by June 30, 2005. It will be shared with key stakeholders in July. If the recommendations are approved, an Implementation Plan will be developed and presented to the DMV Management Team.

Communication Plan for Customer Satisfaction Results

A DMV employee is drafting a "Communication Plan" that will recommend various strategies, tactics, and methods/tools to share customer satisfaction results with DMV customers and key stakeholders. The Communication Plan is scheduled for completion by July 11, 2005. A draft will be shared with the Advisory Committee on Citizen-Friendly Performance Reporting.

The final report will be presented to the DMV Management Team in August. No funds or staffing are currently earmarked to implement the findings and recommendations of the Communication Plan.

Performance Benchmarking Project

In late February, Cost Effectiveness Measurement, Inc. (CEM) distributed a motor vehicle benchmarking survey to the nine participating jurisdictions. The 40-page survey (203 questions) is the primary data collection tool to gather transaction volumes, FTE, costs, revenues and procedural information on how each motor vehicle agency delivers service. We're currently answering the questions and on track to return the completed survey by the April 1st. The vendor will send out draft "Benchmarking Reports" in May. Final Benchmarking Reports and a "Best Practices Report" will be distributed in June. On June 21/22, CEM and Virginia DMV will co-host a "peer conference" in Richmond, Virginia. The conference will serve as a forum for discussing the benchmarking results among representatives of the participating jurisdictions. CEM representatives will visit each participating DMV to present the findings of the project during June through October.