



Oregon

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FOR IMMEDIATE RELEASE

DLCD's clients rate customer service as 'good' or 'excellent'

SALEM – More than three out of four clients of the Oregon Department of Land Conservation and Development (DLCD) said the department provided “good” or “excellent” customer service in several key areas, according to a recent survey.

The survey was done by Clearwater Research, Inc., which conducted its study in April. Clearwater also surveyed clients of five other Oregon state agencies for the Oregon Progress Board.

“We’re very pleased with the results of this customer service survey,” said Lane Shetterly, DLCD Director since February of 2004. “It establishes a strong base line of satisfaction with our services, and still leaves room and incentive for measurable improvement.”

The survey sought input from a broad range of the department’s clients, including elected officials and planners from cities and counties, representatives from the federal government and other state agencies, legislators and the private sector. It tested opinions in several areas of service, including timeliness, accuracy of information, expertise, availability of information and general overall satisfaction.

The survey concluded that the “largest impact on overall service ratings is the ability of the Department to do the job correctly the first time (accuracy). Over 80 percent of respondents rated the accuracy of the Department as “Good” or “Excellent.” The overall mean rating of 3.04 (out of a possible 4.00) indicates the DLCD is doing a solidly good job of providing services accurately the first time.

“The Department received the highest rating in the area of knowledge and expertise of employees. The overall mean rating of 3.24 suggests that DLCD employees are perceived as being very knowledgeable and having expertise is the subject matter and context in which clients interact with them.”

In general, the survey said: “While the overall mean rating for customer service of 2.98 out of a possible 4.00 points indicated overall service is satisfactory to clients and customers, there is room for improving perceptions of customer service.”

Shetterly said the department would study the results of the survey and focus its efforts on maintaining its strengths, and improving in those areas that show room for improvement. “We

want to keep doing those things we are doing well, and doing better wherever we can,” Shetterly said.

DLCD administers the statewide land use planning program, which was begun in 1973. A seven-member volunteer citizen board known as the Land Conservation and Development Commission (LCDC) guides DLCD.

A 70-page report of the survey can be found on DLCD’s website at:
http://www.oregon.gov/LCD/docs/general/2006_dlcd_customer_satisfaction_study.pdf

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