

III. KEY MEASURE ANALYSIS

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

KPM #11	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.

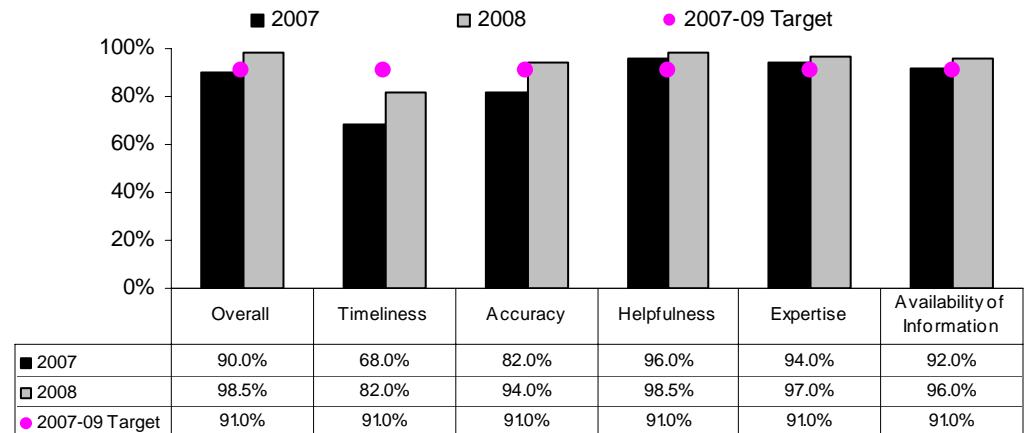
2. ABOUT THE TARGETS

This is the third year OWEB has conducted a customer-service survey. The target is set at 91%, which is derived from the 2006 baseline data.

3. HOW WE ARE DOING

In the 2008 survey, OWEB met the 91% target rating on 5 of the 6 measures. The result for "Overall" satisfaction is well above the target. In 2008, "Timeliness" was the lowest scoring customer service criteria, with 82% of respondents rating it good or excellent. However, this percentage is a significant increase from last year's mark of 68%. During the past year, OWEB focused attention on the timely delivery of service, thus contributing to this improvement. *Helpfulness* and *Expertise* were most highly rated at 98.5% and 97%, respectively, and were consistent with last year's pattern.

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



4. HOW WE COMPARE

In 2007, the Oregon Department of State Lands (DSL) APPR noted that the agency met the 90% target rating on none of the six measures. DSL is the only other natural resources agency that reported 2007 survey results in its 2006-07 APPR. While this statistic provides a representative example of the customer-service performance of another natural resources agency, 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 received an OWEB grant between March 1, 2007 and March 31, 2008. 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**

The 2008 survey results and, specifically, the results for the timeliness, accuracy, and availability of information categories, likely reflect the availability of the new online tool that allows OWEB grantees to view current project and accounting information, as well as upcoming due dates for reporting to OWEB. As was the case for the 2008 survey, future customer-service surveys will include additional clients, thus increasing the target population.

7. **ABOUT THE DATA**

Oregon FY 2008.

OWEB's survey followed the Recommended Statewide Customer Service Performance Measure Guidance provided by the Department of Administrative Services on 8/16/2005. The sample size was 122 grantees who received grants between March 1, 2007 and March 31, 2008 and for whom a current e-mail address was available. Respondents either e-mailed or mailed their response. Sixty-seven grantees responded, resulting in a response rate of 55%.

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: 2008 OWEB Customer Satisfaction Survey
- 2) Surveyor: OWEB staff
- 3) Date Conducted: April 3, 2008 through April 25, 2008
- 4) Population: Consumers and Constituents -- OWEB grant recipients
- 5) Sampling Frame: OWEB awardees granted between March 1, 2007 and March 31, 2008
- 6) Sampling Procedure: Systematic sample (excluding those for which a current e-mail address was not available)
- 7) Sample Characteristics: Population = 168; Sample Size = 122; Responses = 67; Response Rate = 55%
- 8) Weighting: Single survey; no weighting required.

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.

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Strengths of data are that responses were received from a variety of customers including soil and water conservation districts and watershed council staff; federal agency staff and county employees; academic researchers; and non-profit groups.

Information from the DSL APPR is available at http://www.oregon.gov/DAS/OPB/docs/APPR2007/State_Lands.pdf.