



Colorado Division of Local Government

Customer Satisfaction Survey

Executive Summary

2012

Executive Summary

The Division of Local Government (DLG), within the Colorado Department of Local Affairs, serves municipalities, counties and special districts in Colorado as well as state agencies, businesses, non-profit organizations and residents at large. DLG contracted with National Research Center, Inc. (NRC) to conduct a survey of its customers in these user groups. The 2012 Customer Satisfaction Survey provided customers the opportunity to rate their familiarity with and use of the range of DLG's services, as well as the quality of customer service and the services themselves. This summary presents an overview of key findings regarding customer characteristics, overall perceptions of DLG, specific DLG programs and services, the quality of customer service and the DLG website. This summary profiles the survey results from DLG customers known to have significantly engaged DLG staff in the 12 months prior to the survey, as collected in the division's Technical Assistance tracking system; hereafter referred to as "TA tracking". For more information on methodology please refer to the Survey Administration and Response section.

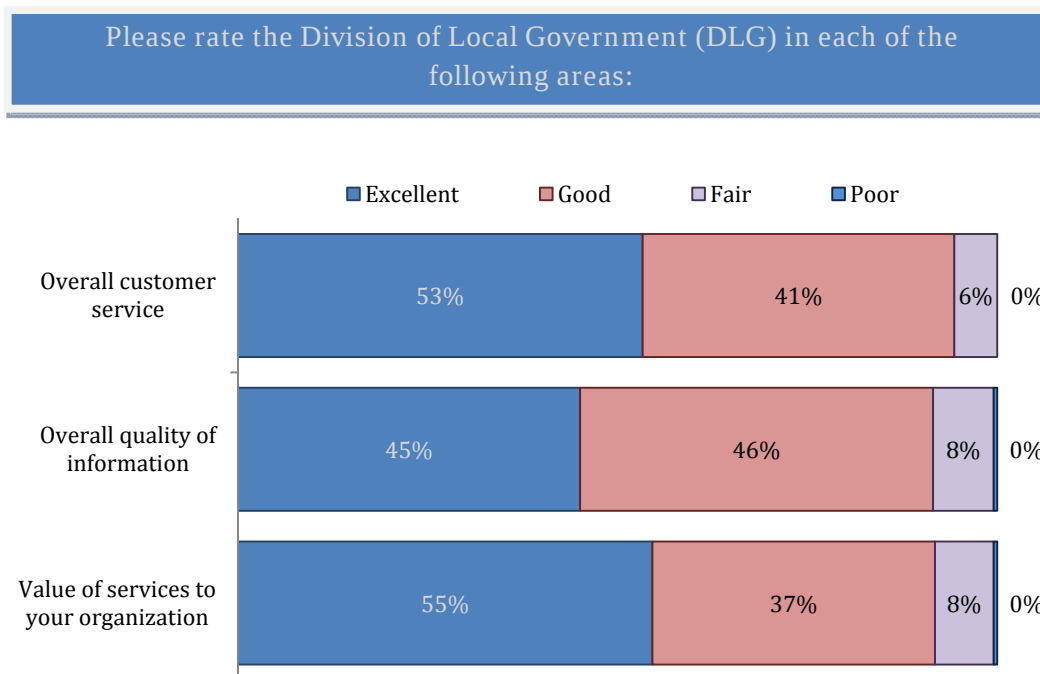
Customer Characteristics

While DLG serves a wide variety of local governments and other organizations as discussed above, the majority of responses came from municipalities and counties, with the smallest percent coming from citizens and regional organizations:

- More than two-thirds of the survey respondents represented local governments, including municipalities (33%), counties (22%) and special districts (14%)
- Half of the local government customers were managers or administrators (51%), while one-third (34%) were staff and 7% were elected officials
- Local governments serving populations under 25,000 comprise the bulk (74%) of DLG's local government customer base
- DLG's non-local government customers, though significant in number (30%), are highly fragmented, including state agencies and universities (10%), private sector businesses (6%), regional organizations (3%), individual citizens (3%), and various others (9%)

Perceptions of DLG

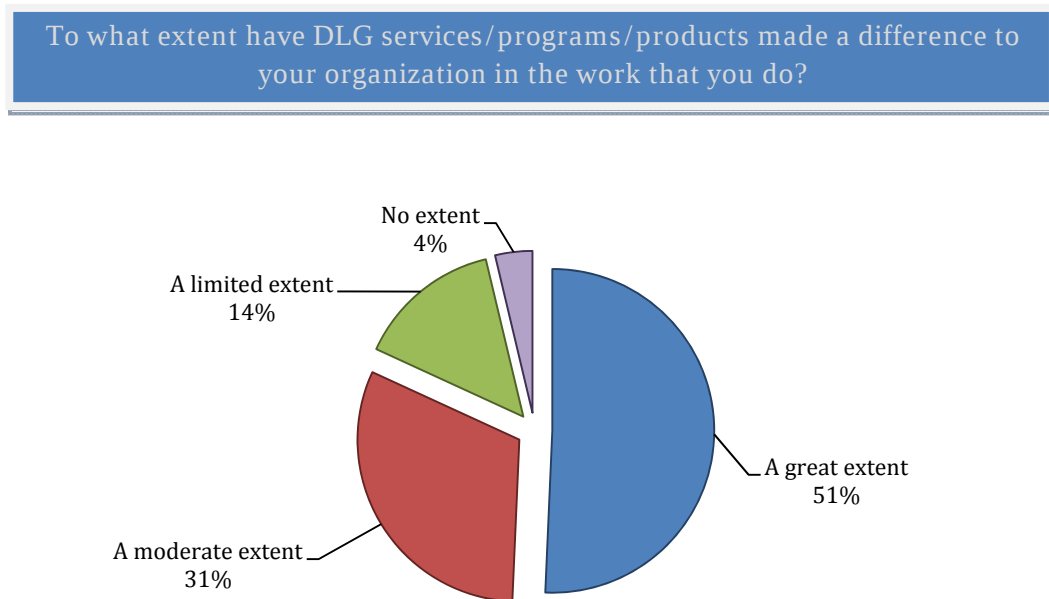
Figure 1: Overall Quality of DLG Services



Overall, customers held highly favorable views of the quality of DLG services and feel that DLG has made a difference to their organizations, as shown in **Figure 1** and **Figure 2**.

- Overall customer service was rated “excellent” (53%) or “good” (41%) by 9 in 10 customers
- About 9 in 10 customers rated the division’s “overall quality of information” (91%) and the “value of services to their organization” (92%) as “excellent” or “good”
- Over 8 in 10 customers said that DLG services had made a difference to their organizations to either a “great” (51%) or “moderate extent” (31%)
- “Quality of information” (27%), “financial assistance” (23%), and “interactions with personnel” (21%) were the top reasons for customers’ ratings

Figure 2: Overall Impact of DLG Services



Programs & Services

Respondents were asked to indicate their level of familiarity with 21 DLG services, programs and products, and to rate the quality of each one. Respondents not providing “excellent” ratings to all programs in a particular service area were asked how that service area could improve its ratings. The highlights are arranged by DLG’s three service areas, including the State Demography Office, the Grants/Financial Assistance Team and the Technical Assistance Team.

State Demography Office

- Roughly 9 in 10 customers rated all Demography Office services as “excellent” or “good”
- The highest customer rating was awarded to “GIS data, maps & technical assistance” (93%), although Demography’s other programs received high ratings as well
- The most heavily used Demography Office services are “population and housing unit estimates” (32% used in past year) and “population and economic forecasts & analyses” (29%) ”
- Respondents are not as familiar with “value-added Census products” and “GIS data, maps, & assistance” as they are with other Demography Office services
- Top suggestions for improving the State Demography Office ratings include “provide more publications, trainings, and assistance” (43%) and “improve access to information and data on the website” (41%)

Grants/Financial Assistance Team

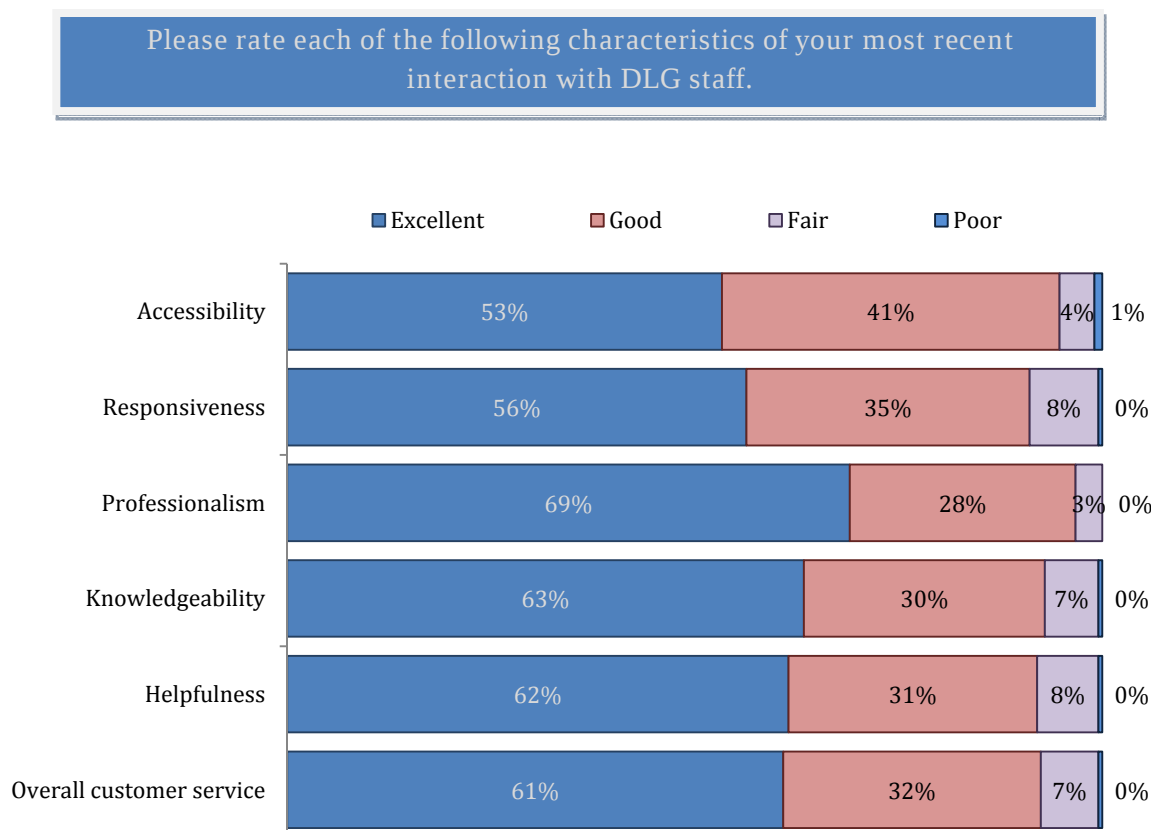
- 8 out of 10 customers, or more, rated most Grants and Financial Assistance services as “excellent” or “good”
- The highest customer ratings were given to the “Conservation Trust Fund” (95%) and the “Energy and Mineral Impact Grant Program” (93%)
- Somewhat lower percentages of “excellent” or “good” ratings were assigned to the “Volunteer Firefighter Pension Fund” (79%), the “Search & Rescue Program” (76%), and the “Limited Gaming Impact Program” (71%). These programs were also much less familiar to respondents compared to other Grants and Financial Assistance programs
- The most heavily used Grant and Financial Assistance programs are the “Conservation Trust Fund” (17% used in past year), the “Severance Tax/Mineral Lease Direct Distribution Program” (16%), the “Energy and Mineral Impact Grant Program” (14%) and the “Community Development Block Grant Program” (14%)
- To improve ratings, customers suggest “providing more publications, trainings/workshops, and assistance” (47%), “improving access to information and data on the website” (32%), and “providing more in-depth assistance” (27%)

Technical Assistance Team

- More than 8 in 10 customers rated all Technical Assistance services as “excellent” or “good”
- The highest ratings were awarded to the Team’s “special district and elections program” (90%) and the “local government budgeting and finance program (89%)
- The most heavily used Technical Assistance services include “local government budgeting and finance” (23% used in the past year), “local government research and analyses” (21%), “special district elections and administration” (20%), and “local government files and records” (19%)
- Customers are not as familiar with the “water and wastewater management program” as they are with other Technical Assistance programs
- Improving Technical Assistance ratings can be accomplished by “improving access to information and data on the website” (45%) and “providing more publications, trainings/workshops, and assistance” (40%)

Customer Service

Figure 3: Ratings of DLG Staff



Respondents were asked to rate the quality of customer service they receive from DLG personnel across the division generally and within each of DLG's three service areas. Customers evaluated DLG staff on five dimensions of customer service, including accessibility, responsiveness, professionalism, knowledgeability, and helpfulness, and were asked to focus on their most recent interaction with DLG staff. **Figure 3** shows how highly rated DLG was across the board.

- Most respondents (93%) rated DLG's overall customer service as either "excellent" or "good," with the percentage of "excellent" ratings outnumbering "good" ratings by almost a 2-to-1 margin
- More than 9 in 10 customers rated DLG staff "excellent" or "good" on every dimension of customer service they considered. Staff was rated particularly high on "professionalism" (97%)

Division of Local Government 2012 Customer Satisfaction Survey

Customers also lauded the performance of DLG staff in the division's three service areas, including the State Demography Office, the Grants/Financial Assistance Team and the Technical Assistance Team.

- Virtually all respondents felt that the overall customer service provided by the Demography Office (97%), the Technical Assistance Team (95%) and the Grants/Financial Assistance Team (94%) was “excellent” or “good”
- Within each service area, more than 9 in 10 customers rated staff as “excellent” or “good” on all dimensions of customer service

Website

More than two-thirds (69%) of DLG customers had accessed the division's website at least “sometimes” within the last year, and most gave it high marks.

- About 9 in 10 rated the site's “usefulness” (90%), the “speed of accessing information” (90%), the “accuracy” (92%) and “timeliness” (87%) of information, as well as the “overall quality of the site” (85%) as “excellent” or “good”
- Customers from state agencies and universities were especially approving of many of the website's qualities

Although respondents lauded the high quality of many aspects of the site, they often mentioned “ease of access to information and data” as a potential area for improvement.

- Over a quarter of respondents (27%) felt that the “ease of finding information” on the site was either “fair” or “poor”
- Customers often cited “improving access to information and data” as a way to improve program ratings for the Demography Office and Technical Assistance Team

Overall, customer ratings suggest that DLG's website is a valued resource among its customers but that enhancements can be made. When making improvements to the website, DLG can use customers' survey responses to prioritize web accessibility while maintaining the quality of other aspects of the site, such as the usefulness and timeliness of information.

Survey Administration and Response

The survey instrument for the Customer Satisfaction Survey was developed through an iterative process by starting with the 2010 survey instrument, which was developed by and administered in-house by DLG staff, and then generating questions and refining them until a final questionnaire was created. All contacts in the TA tracking system were targeted for the survey.

A total of 814 individuals were identified as customers and contacted three times via email with each survey invitation occurring about one week apart during September and October 2012. Of the 814 unique emails in the TA tracking list, 149 were undeliverable. Of the 665 TA tracking participants that received a survey, 250 completed the survey (either fully or partially),

Division of Local Government 2012 Customer Satisfaction Survey

providing a response rate of 38%. The 95% confidence interval (or “margin of error”) is no greater than plus or minus six percentage points around any given percent for the TA tracking sample (250 completed surveys).

The survey was also made available to potential customers (those affiliated with the various entities served by the division; hereafter referred to as “Opt-in”). This summary focused on the findings for the TA tracking group (those known to have most recently had contact with DLG).

Survey Follow-up

DLG staff is analyzing survey results with a view toward improving customer service. An action plan is being developed to identify specific areas where service delivery can be improved (such as the website, training, outreach and marketing) and to identify specific strategies to improve services in these areas.