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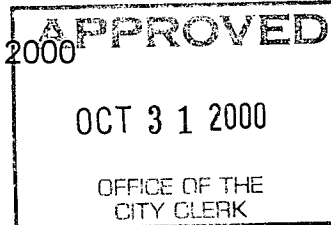
OFFICE OF THE  
CITY MANAGER

CITY OF SACRAMENTO  
CALIFORNIA

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SACRAMENTO, CA  
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October 11, 2000



City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: CONCEPTUAL APPROVAL OF THE CITY OF SACRAMENTO'S  
2000/2001 CUSTOMER SATISFACTION SURVEY**

**LOCATION AND COUNCIL DISTRICT:**

Citywide.

**RECOMMENDATION:**

This report recommends that the City Council provide conceptual approval for the City Manager's Office to conduct the third biannual Customer Satisfaction Survey to provide an updated ongoing measure of the community's perception of the City of Sacramento's operations and services. Staff will utilize the consultant services expertise of MetaResearch. This report further requests City Council input on suggested changes to the survey.

**CONTACT PERSON:** Reina J. Schwartz, Strategic Planning Director, 264-7195

**FOR COUNCIL MEETING:** October 31, 2000

**SUMMARY:**

The City of Sacramento conducted a Customer Satisfaction Survey in 1996 to develop a baseline against which the Mayor, City Council, City Manager and staff could measure progress with respect to community satisfaction. This statistical survey also identified areas of concern to residents as well as reactions to specific City initiatives. A follow-up survey was conducted in 1998 to determine whether any changes had occurred in residents' perceptions and to assess reactions to additional City initiatives. In order to continue to serve our community in the best possible way, the City Manager's Office desires to conduct the third biannual Customer Satisfaction Survey.

City Council  
2000/2001 Customer Satisfaction Survey  
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**COMMITTEE/COMMISSION ACTION:** None.

**BACKGROUND:**

The City Manager's Office initiated the first Citywide Customer Satisfaction Survey in 1996 as part of its continuous improvement efforts. The City wanted to evaluate public services and customer satisfaction in order to begin establishing baseline public service levels. The City was also able to integrate the results into other improvements in progress including benchmarking, development of performance measures, and public response/customer service.

This first survey also measured citizens' reactions to 1996 initiatives in such areas as neighborhood safety, economic development and downtown revitalization.

The City commissioned a follow-up survey in 1998 in order to determine whether any changes had occurred in residents' perceptions. In addition, a series of questions focusing on neighborhoods was included in the 1998 survey.

Both surveys utilized a research consultant to provide 400 completed random telephone surveys (400 is considered the minimum number required to be statistically accurate with a  $\pm 4.8$  percent margin of error). In both cases the respondents were largely satisfied with the delivery of City services. Further, the 1998 respondents felt that conditions in Sacramento had improved, concerns about crime and safety had decreased, there were improvements in their neighborhoods and the City was listening more. Results were presented to the City Council for the City as a whole as well as by Neighborhood Areas. The samples were too small to provide statistically accurate data by City Council district.

The City Manager's Office is preparing to conduct the third biannual Customer Satisfaction Survey. The survey will be conducted by MetaResearch, a well-established local firm who has conducted several surveys for the City's Utilities Department as well as for numerous other public agencies including SMUD and the State library system.

MetaResearch will complete 800 telephone interviews (100 per City Council district). This increased number will enable the results to be analyzed at the Council district level (with a margin error of  $\pm 10$  percent) as well as citywide and by Neighborhood Areas.

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The City is currently in the planning stages of developing a long-range Strategic Plan. The Customer Satisfaction Survey will enable the City to better understand our residents' current attitudes with regard to the City and its programs and services. The survey will assess resident's satisfaction with the City and its management, services and programs and will compare the results with previous research to measure progress and identify any areas for improvement. The survey will use the same methodology as the baseline and 1998 surveys and will ask consistent questions. (A copy of the 1998 survey is attached for reference.)

The survey also will focus on gaining input in to the City's strategic planning process by seeking to identify the reasons people make the choice to live, work and play in Sacramento. Areas recommended for additional survey questions include livability, transportation, recreation, education and safety. Staff is seeking City Council input regarding these additional areas of questioning.

The actual survey will be conducted over a two-week period, either after the November election but before the holidays or after the first of the year.

**POLICY CONSIDERATIONS:**

Conducting the third biannual Customer Satisfaction Survey is consistent with the Mayor and City Council's goals of 1) developing a vision for the City and a Strategic Plan for the organization, and 2) continuing to provide and enhance quality City services and facilities.

**FINANCIAL CONSIDERATIONS:**

The cost for MetaResearch to conduct the third City of Sacramento Customer Satisfaction Survey will not exceed \$35,000. Funds are available in the Strategic Planning Unit's budget. Strategic Planning staff will provide staff support.

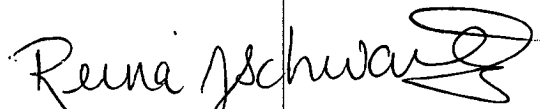
**ENVIRONMENTAL CONSIDERATIONS:** Not applicable.

City Council  
2000/2001 Customer Satisfaction Survey  
October 11, 2000

**ESBD:**

MetaResearch is registered with the City's Emerging and Small Business Development Office.

Respectfully Submitted,



Reina J. Schwartz, Director  
Strategic Planning Unit

RECOMMENDATION APPROVED:

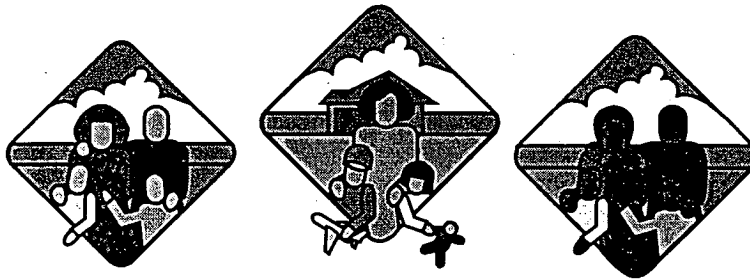


ROBERT P. THOMAS  
City Manager

Interviewer:	Checked by:	Re-checked by:	Corrected by:	Correction Checked by:	Coded by:	Coding Checked by:
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JDFR #808  
FINAL

## CITY OF SACRAMENTO



### CITIZEN CUSTOMER SERVICE SURVEY

#### Introduction

Hello, this is \_\_\_\_\_ calling for the City of Sacramento. We are doing a survey this (morning) (afternoon) (evening) to find out what residents would like the City to consider as we plan for Sacramento's future.

#### Screening

A. Is this household in the City of Sacramento?

YES - Are the street signs where you live green or white? (Do you pay your garbage bill to the City of Sacramento?)

GREEN/YES - SKIP TO QUESTION B  
WHITE/NO - THANK AND TERMINATE

NO - THANK AND TERMINATE

DON'T KNOW - Are the street signs where you live green or white? (Do you pay your garbage bill to the City of Sacramento?)

GREEN/YES - SKIP TO QUESTION B  
WHITE/NO - THANK AND TERMINATE

B. I would like to interview the youngest male adult aged 18 or older who is at home now.

IF NO MALE ADULT OR MALE ADULT NOT AVAILABLE, SAY:

Then I would like to interview the youngest female adult aged 18 or older who is at home now.

WHEN YOU HAVE ELIGIBLE ADULT, CONTINUE. IF NO ADULT AVAILABLE, OBTAIN AND RECORD CALLBACK TIME. IF NO ADULT IN HOUSEHOLD, THANK AND TERMINATE.

Interview

⌚ Time Started: \_\_\_\_\_

1. First, would you say that conditions in the City of Sacramento in the past two years have generally. . . START WITH STATEMENT CHECKED .

- gotten better ..... 3
- gotten worse ..... 1
- or stayed about the same? ..... 2
- NOT APPLICABLE/TOO NEW TO AREA..... 7
- INSISTS ON DEPENDS ..... 8

2. How about conditions in your neighborhood? (Have they...? START WITH SAME STATEMENT.)

- GOTTEN BETTER ..... 3
- GOTTEN WORSE..... 1
- STAYED ABOUT THE SAME..... 2
- NOT APPLICABLE/TOO NEW TO AREA..... 7
- INSISTS ON DEPENDS..... 8

3. And what do you feel are the three **biggest** problems *the City of Sacramento* will have to deal with in the next two to three years? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR UP TO THREE: What else? DO NOT ACCEPT MORE THAN THREE. RECORD VERBATIM.

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4. And what do you feel are the three **biggest** problems *your neighborhood* will have to deal with in the next two to three years? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR UP TO THREE: What else? DO NOT ACCEPT MORE THAN THREE. RECORD VERBATIM.

IF RESPONDENT VOLUNTEERS THAT HE/SHE WAS REFERRING TO HIS/HER NEIGHBORHOOD IN QUESTION 3, CODE HERE: .....1

THEN ASK: Are there any other problems you feel your neighborhood will have to deal with in the next two to three years? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHERS: What else? RECORD UP TO THREE VERBATIM.

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5. Now I am going to ask you about some of the services the City of Sacramento provides. I am going to read you a list of these services, and as I read each one, please tell me **first** whether you feel that service is very important, somewhat important, not too important, or not at all important. Then please tell me **second** whether you believe the City is doing an excellent, good, fair, or poor job of providing that service overall. Here's the first one. . . **START WITH STATEMENT CHECKED** .

	<u>VERY</u> <u>IMPT</u>	<u>SMWHT</u> <u>IMPT</u>	<u>NOT</u> <u>IMPT</u>	<u>NOT AS</u> <u>IMPT</u>	<u>DK</u>	<u>EXCEL</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>DK</u>
<input type="checkbox"/> neighborhood policing	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> fire services	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> youth programs	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> cultural and arts programs	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> maintenance of parks	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> tree maintenance	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> garbage collection	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> garden refuse pick-up	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> library services	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> management of traffic	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> traffic enforcement	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> street maintenance and repair	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> land use and zoning	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> economic and job development	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> downtown development	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> building inspection	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> drinking water quality	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> nuisance abatement, such as removal of old cars and alley clean-up	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> graffiti removal	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> repair or demolition of dangerous and substandard buildings	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> stormwater drainage	4	3	2	1	9	4	3	2	1	9
<input type="checkbox"/> animal control services	4	3	2	1	9	4	3	2	1	9

6. Now I would like to ask you about just a few of these services in terms of how well they are being provided in your neighborhood. Would you say that the City is doing an excellent, good, fair, or poor job of providing \_\_\_\_\_ in your neighborhood? How about \_\_\_\_\_? **START WITH SAME STATEMENT CHECKED OR WITH NEXT CLOSEST STATEMENT** .

IF RESPONDENT VOLUNTEERS THAT HE/SHE WAS REFERRING TO HIS/HER NEIGHBORHOOD IN QUESTION 5, ACCEPT THAT, CODE QUESTION 6 "N/A RE: Q #5" (CODE 7), AND CONTINUE WITH QUESTION 7.

	Excellent	Good	Fair	Poor	N/A RE: Q #5	DK
<input type="checkbox"/> neighborhood policing	4	3	2	1	7	9
<input type="checkbox"/> youth programs	4	3	2	1	7	9
<input type="checkbox"/> maintenance of parks	4	3	2	1	7	9
<input type="checkbox"/> tree maintenance	4	3	2	1	7	9
<input type="checkbox"/> management of traffic	4	3	2	1	7	9
<input type="checkbox"/> street maintenance and repair	4	3	2	1	7	9
<input type="checkbox"/> nuisance abatement, such as removal of old cars and alley clean-up	4	3	2	1	7	9
<input type="checkbox"/> graffiti removal	4	3	2	1	7	9
<input type="checkbox"/> repair or demolition of dangerous and substandard buildings	4	3	2	1	7	9
<input type="checkbox"/> animal control services	4	3	2	1	7	9

7. In general, would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe in Sacramento?

- VERY SAFE ..... 4
- SOMEWHAT SAFE ..... 3
- SOMEWHAT UNSAFE..... 2
- VERY UNSAFE..... 1
- INSISTS ON DEPENDS ON AREA..... 8
- NO OPINION ..... 9

8. How about in your neighborhood? (Would you say you feel very safe, somewhat safe, somewhat unsafe, or very unsafe in your neighborhood?)

- VERY SAFE ..... 4
- SOMEWHAT SAFE ..... 3
- SOMEWHAT UNSAFE..... 2
- VERY UNSAFE..... 1
- NO OPINION ..... 9

9. In general, over the last two to three years, would you say that the City of Sacramento has been listening to the public ... START WITH STATEMENT CHECKED .

- (or)  much more than before (?) ..... 5
- somewhat more than before ..... 4
- about the same as before ..... 3
- somewhat less than before ..... 2
- (or)  much less than before (?) ..... 1
- NOT APPLICABLE/TOO NEW TO AREA ..... 8
- DON'T KNOW/NO OPINION ..... 9

10. Now I am going to read you a list of ways some people get information about City activities. As I read each one, please tell me whether you use that source always, often, sometimes, rarely, or never.

	Always	Often	Some	Rare	Never	DK
a. attending City Council meetings	5	4	3	2	1	9
b. watching City Council meetings on television	5	4	3	2	1	9
c. listening to talk radio shows	5	4	3	2	1	9
d. reading <i>The Sacramento Bee</i>	5	4	3	2	1	9
e. reading weekly newspapers such as the <i>News and Review</i>	5	4	3	2	1	9
f. reading neighborhood association newspapers or newsletters	5	4	3	2	1	9
g. reading inserts in utility bills	5	4	3	2	1	9
h. using the Internet	5	4	3	2	1	9

11. Are you aware that the City has a City Operator Program that you can call 24 hours a day to get general information, find out what department you need to talk to about an issue, or make a non-emergency complaint?

YES .....1  
 NO .....2  
 NOT SURE .....9

12. Now suppose the City were to publish a newsletter that was sent to your home. Would you definitely, probably, probably not, or definitely not be interested in reading articles about \_\_\_\_\_? START WITH STATEMENT CHECKED . How about \_\_\_\_\_?

	Definitely	Probably	Probably Not	Definitely Not	DK
<input type="checkbox"/> upcoming special events	4	3	2	1	9
<input type="checkbox"/> how City government works	4	3	2	1	9
<input type="checkbox"/> how you could get involved in City issues	4	3	2	1	9
<input type="checkbox"/> community accomplishments	4	3	2	1	9
neighborhood accomplishments	4	3	2	1	9
<input type="checkbox"/> human interest	4	3	2	1	9
<input type="checkbox"/> major policy issues such as flood control and storm drainage	4	3	2	1	9
<input type="checkbox"/> editorial opinions	4	3	2	1	9
<input type="checkbox"/> how to access City services	4	3	2	1	9

13. In the past year, have you called, written, or gone to see any City employee or official about an issue or problem?

YES (CONTINUE)..... 1  
NO (SKIP TO Q #19) ..... 2

IF YES, ASK:

14. Did you have any difficulty finding out who to call or write or where to go?

YES ..... 1  
NO ..... 2  
DON'T KNOW ..... 9

15. Would you say that the employee or official you communicated with was...

very helpful ..... 4  
somewhat helpful ..... 3  
not very helpful ..... 2  
or not helpful at all? ..... 1  
NO OPINION ..... 9

16. And was the employee or official...

very courteous ..... 4  
somewhat courteous ..... 3  
not very courteous ..... 2  
or not courteous at all ..... 1  
NO OPINION ..... 9

17. Has the matter you brought to the employee or official's attention been resolved to your satisfaction, is it in the process of being resolved to your satisfaction, or was it closed without being resolved to your satisfaction?

- RESOLVED (SKIP TO Q #19)..... 1
- IN PROCESS (SKIP TO Q #19)..... 2
- CLOSED (CONTINUE)..... 3
- DON'T KNOW (CONTINUE) ..... 9

**IF CLOSED WITHOUT BEING RESOLVED, OR DON'T KNOW ASK:**

18. And could you please tell me what that matter was? PROBE FOR CLARITY AND SPECIFICS. RECORD VERBATIM.

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19. Now thinking about downtown Sacramento ... Over the past two years, would you say that the condition of downtown Sacramento has improved greatly, improved somewhat, stayed about the same, deteriorated somewhat, or deteriorated greatly?

- IMPROVED GREATLY (CONTINUE)..... 5
- IMPROVED SOMEWHAT (CONTINUE)..... 4
- STAYED ABOUT THE SAME (CONTINUE)..... 3
- DETERIORATED SOMEWHAT (CONTINUE)..... 2
- or DETERIORATED GREATLY (CONTINUE) ..... 1
- INSISTS ON DEPENDS (CONTINUE) ..... 7
- NOT APPLICABLE / TOO NEW TO AREA (SKIP TO Q #21) .. 8
- DON'T KNOW / NOT SURE (SKIP TO Q #21)..... 9

20. And why would you say that it (has) \_\_\_\_\_? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER REASONS: Why else? RECORD VERBATIM.

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Now in order to classify your responses along with others, I need to ask a few questions about you... IF REFUSES DEMOGRAPHICS, SKIP TO Q #30, PAGE 11.

21. First, how long have you lived in the Sacramento area? \_\_\_\_\_  
(ROUND TO NEAREST YEAR TO CODE.)

22. And what is the ZIP Code where you live? \_\_\_\_\_

23. Do you own your home, or do you rent?

- OWN ..... 1
- RENT ..... 2
- DON'T KNOW ..... 9
- REFUSED ..... 0

24. What was the last grade you completed in school?

- LESS THAN HIGH SCHOOL ..... 1
- HIGH SCHOOL ..... 2
- SOME COLLEGE/TECHNICAL TRAINING ..... 3
- COLLEGE GRADUATE ..... 4
- POST-GRADUATE WORK/DEGREE ..... 5
- REFUSED ..... 0

25. What is your age, please? \_\_\_\_\_

26. We would also like to know your racial or ethnic background. Are you Caucasian, African-American, Asian-American, Latino or Hispanic, or some other ethnicity? (And what would that be?)

CAUCASIAN/WHITE.....	1
AFRICAN-AMERICAN.....	2
ASIAN-AMERICAN.....	3
LATINO/HISPANIC.....	4
OTHER.....	8
REFUSED.....	0

27. Was your total annual household income before taxes in 1997 under or over \$30,000?

UNDER (\$0-\$29,999) (ASK 28).....	1
OVER (\$30,001+) (ASK 29).....	2
EXACTLY \$30,000 (SKIP TO Q #30).....	6
DON'T KNOW (SKIP TO Q #30).....	99
REFUSED (SKIP TO Q #30).....	10

➡ IF UNDER \$30,000 ASK:

28. And was it under or over \$15,000?

UNDER (\$0-14,999).....	03
OVER (\$15,000-29,999).....	05
EXACTLY \$15,000.....	04
DON'T KNOW.....	99
REFUSED.....	20

➡ IF OVER \$30,000 ASK:

29. Was it under or over \$45,000?

UNDER (\$30,001-44,999).....	07
EXACTLY \$45,000.....	08
OVER (\$45,001+).....	09
DON'T KNOW.....	99
REFUSED.....	30

30. One final question ... Could you please tell me how you felt about participating in this survey? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER FEELINGS: How else? RECORD VERBATIM.

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**>NOTE:**

WE ARE NOT INTERESTED IN THEIR OPINIONS OF THE INTERVIEWER, SO POLITELY STEER THEM AWAY FROM THAT. WE ARE INTERESTED IN HOW THEY FELT ABOUT THE INTERVIEW ITSELF, OR ABOUT BEING ASKED TO BE INTERVIEWED, OR ABOUT THE CITY CONDUCTING THE SURVEY. PLEASE USE ALL THREE AS PROBES. THIS WILL BE TRANSCRIBED VERBATIM, SO PLEASE WATCH YOUR HANDWRITING! THANK RESPONDENT!

31. RECORD GENDER:

MALE.....1  
FEMALE.....4

TIME ENDED: \_\_\_\_ : \_\_\_\_

ELAPSED TIME: \_\_\_\_\_

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**RESOLUTION NO.**

*2000-637*

**APPROVED**  
OCT 31 2000  
OFFICE OF THE  
CITY CLERK

**ADOPTED BY THE SACRAMENTO CITY COUNCIL**

**ON DATE OF** \_\_\_\_\_

**RESOLUTION APPROVING IMPLEMENTATION OF THE THIRD BIENNIAL CITY  
OF SACRAMENTO CUSTOMER SATISFACTION SURVEY**

**Be it hereby resolved by City Council:**

That the City Manager's Office conducts the third biennial City of Sacramento Customer Satisfaction Survey.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

**FOR CITY COUNCIL USE ONLY**

**RESOLUTION NO.:** \_\_\_\_\_

**DATE ADOPTED:** \_\_\_\_\_