



Bureau of Development Services 2018 Customer Survey

Background & Methodology

The Portland State University Survey Research Lab conducted a survey of Bureau of Developmental Services (BDS) customers. The purpose of the survey was to gather feedback about customer experiences with BDS, including opinions regarding the quality, timeliness, and effectiveness of programs and services. The results will be used by BDS to gauge customer satisfaction levels, identify areas for improvement, help set operations priorities, and make decisions regarding programs and services.

The achieved sample size of 1,362 completed surveys and the population of 8,278 BDS customers invited to participate resulted in a sampling error of $\pm 2.43\%$. With a sampling error below the commonly accepted $\pm 5\%$ sampling error, the findings of this survey can be generalized to the entire population of BDS customers.

Additional study was undertaken to understand differences based on respondents' demographics. This work was performed by the BDS Budget & Finance Section. All data provided to BDS by PSU and BDS Budget & Finance Section has been in aggregate form at a level that cannot be distilled into personally identifiable information.

Please refer to the Tableau dashboard for a guided visual analytics tour of survey results:

<https://public.tableau.com/profile/kathy.lyndon#!/vizhome/CustomerSurveyWorkingDraft2/BDSCustomerSurveyStory?publish=yes>

Summary of Key Findings

Preface: Approximately 22% of respondents provided no demographic information by leaving no answer or selecting "prefer not to answer". With an overall response rate of 17%, identifiable demographics characteristics exist for approximately 13% of the BDS customers invited to participate in the survey. This dynamic poses a challenge to drawing conclusions, cross-sectionally, based on demographics.

1. Utilization of Services: Respondents were asked to identify the BDS services with which they have had experience (*figure 1*). The most utilized services were Applying for a Building Permit (68.4%), Getting General Information about Permitting In-Person (66.2%) or by Phone (64.2%), and Receiving a Permit Inspection (55.7%).

2. Average Customer Satisfaction:

For each of the BDS services listed, respondents were asked to rate how satisfied they were on a scale from 1 (very dissatisfied) to 5 (very satisfied).

- Across all demographics respondents reported higher relative satisfaction with "self-service" services (Applying for

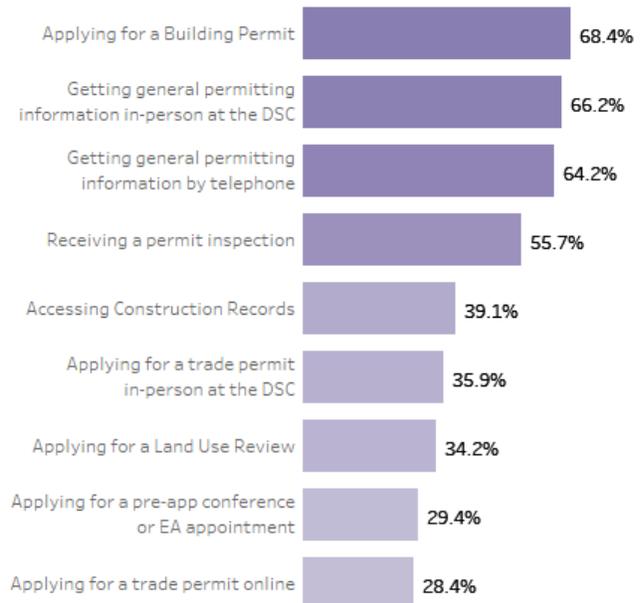


Figure 1

* 1,362 total survey respondents

trade permits online, accessing construction records, and requesting inspections) and relatively lower satisfaction with services reliant on collaborating with BDS staff (Applying for a Building Permit, Applying for a review and/or appointment with Land Use Services, or obtaining general permitting information).

- Services provided by Land Use Services had the highest relative ambivalence ratings
- Comments indicate relative satisfaction levels may be, at least in part, correlated to cost, complexity, and time requirements of service delivery.



Figure 2

3. Satisfaction by Customer Characteristics:

- Survey respondents whose most frequent reason for interacting with BDS was to obtain a commercial building permit were the least satisfied (2.9 average score), while those most frequently seeking trades permits reported the highest satisfaction levels (3.5 average score).
- Respondents identifying as Developers and Consultants combined for the lowest average satisfaction score (2.9), comparatively the highest average satisfaction score (3.2) came from respondents identifying as Property Owners.
- Survey respondents indicating “Weekly” interaction with BDS over the last 12 months reported the lowest average satisfaction score (2.9), whereas respondents signifying only 1 interaction with BDS over the last 12 months had the highest (3.3).
- Survey participants reporting an average value of work permitted or reviewed by Land Use over \$100,000 had the lowest average satisfaction score (2.9), while respondents whose average value was under \$1,000 reported the highest average satisfaction score (3.6).
- With a few exceptions, respondents in demographic groups with smaller numbers of respondents reported lower relative satisfaction.

4. **Service Satisfaction vs. Importance:** For each of the BDS services listed, respondents were asked to rate importance on a scale from 1 (Not at all important) to 5 (Very Important) and satisfaction on a scale from 1 (Very Dissatisfied) to 5 (Very Satisfied).

- DSC Wait Times had the largest variance between reported importance and satisfaction
- Scheduling an inspection within 24 hours received the highest average satisfaction score while receiving the lowest importance score.

(Note: Figure 3 shows Agreement scores superimposed over Importance scores.)

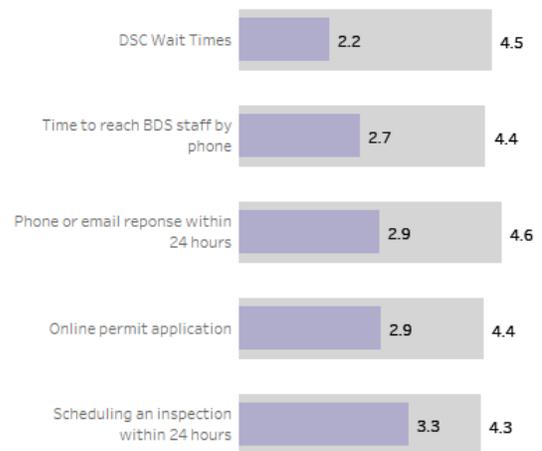


Figure 3

5. **Frequency of Select Terms in Comments:** The below illustration (Figure 4) represents an informal count of the frequency of terms based on customer comments to the question “Is there anything else you would like to share with BDS?”

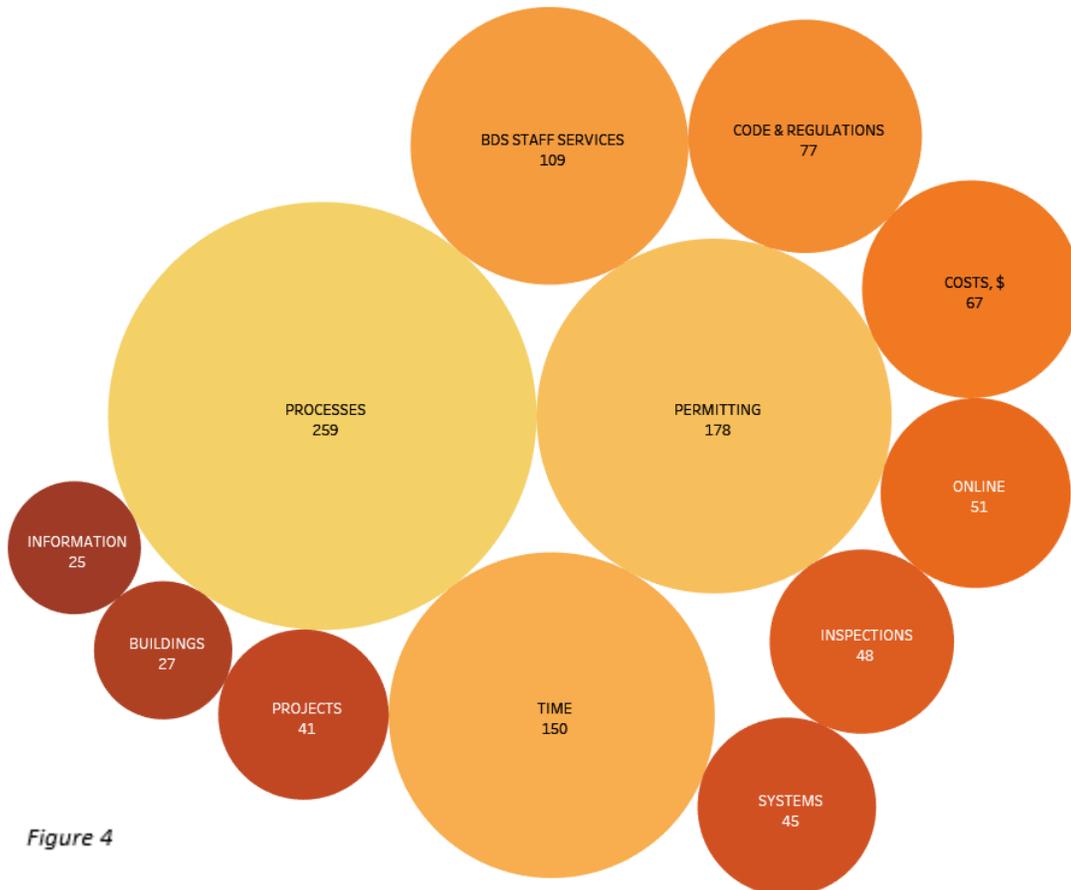


Figure 4

- Approximately 400 survey respondents (30%) commented
- This data is unscientific and simply a count of certain recurring words
- Word usage may not be the best measure in identifying areas of concern or satisfaction in the development review process, but it can provide additional context to the overall survey findings.
- **Processes, permitting and time** are the terms respondents referred to most

6. **Conclusions:** Overall, the data reflects lower satisfaction ratings with service characteristics indicating higher levels of process complexity, higher cost, and longer timelines.

- Applying for a Building Permit consistently had the lowest reported satisfaction scores
- Respondents with characteristics indicating higher complexity service needs reported the lowest satisfaction
- Increased frequency of customer interaction with BDS resulted in lower relative satisfaction scores
- As average valuation of work increased, reported relative satisfaction decreased
- Services provided online and more “self-service” in nature were rated higher in relative satisfaction
- In general, respondents in demographic groups with smaller numbers of respondents reported lower relative satisfaction.