City of Charlotte – Land Development

Fact Sheet for 2012 Customer Satisfaction Survey

Survey Overview – Structure/Response Rate

- Completed in late June, 2012 by CSS, Inc. Survey instrument redesigned from 2010 version to:
  - Create one standard tool for all LD customers
  - Obtain more commentary on successes and issues
  - Gather satisfaction data on Staff, Process, and Service evaluations.
- Received 124 responses (up from 69 in 2010) with a 15.2% response rate (similar to 2010). Increase in total number of responses due largely to improved quality and size of customer database.

Survey Overview – Results

- The highest rated attributes for Satisfaction are: *Commercial pre-submittal meetings help me to submit more complete and accurate plans, City staff are consistently courteous,* and *City staff are consistently professional.*
- The most significant overall concerns based on low ratings for Agreement with the statements were Process-focused: *I am satisfied with the length of time from when we submit plans until when we've heard the results of the review* and *The City has a timely review process.*
- 83% of respondents had been working with the City in permitting situations for more than 5 years.
- Commercial respondents are more satisfied with Land Development than Residential respondents. That satisfaction gap is greatest for two attributes where Commercial respondents are in significantly MORE AGREEMENT with the statements *City staff listen and understand my point of view before making their decision* and *Commercial pre-submittal meetings help me to submit more complete and accurate plans.*

Key Recommendations

- Refer comments relating to potential relationship issues between CDOT and NCDOT to those areas to review and discuss in a collaborative forum.
- Remind staff about the need to be responsive to phone call and e-mail messages, responding no later than one business day. Note that over 60% of respondents request a same day call back, but ensuring at least a next day call back will be perceived as a great improvement to many customers.
- Review the comments about staff being too "black and white" in decision-making, and determine if further research is required into what specifically are the concerns of respondents.
- Research the respondent concern that "reviewers don't look at projects until the end of the stated review timeframe" to determine if this is the case and what – if anything – can be done with processes or communications to address this concern.
- Recognize staff for their great work on the highly-rated Commercial pre-submittal meetings.
- Review timeliness concerns relating to the overall review process and the time from submittal to results as these are the lowest of the 26 rated attributes.
- Share with staff that – based on the Correlation analysis – if they "*listen to and resolve my issues fairly*" and "*listen and understand my point of view before making their decision*" that there is a much greater likelihood that the respondent will be willing to recommend the City as a good jurisdiction with which to work. Listening and patience mean a great deal to the customer base.
- Perform internal benchmarking between Commercial and Residential review processes as ratings were consistently higher from Commercial respondents. Perform a similar evaluation of how the department works with Design Professionals versus others as the Design Professionals are much more satisfied with Land Development Staff, Processes, and Services.