

CITY OF NORMAN, OKLAHOMA
CITY COUNCIL
BUSINESS AND COMMUNITY AFFAIRS COMMITTEE
AGENDA

Municipal Building Conference Room
201 West Gray

FRIDAY, AUGUST 9, 2013

8:30 A.M.

- 1. DISCUSSION REGARDING CONDUCTING A CUSTOMER SERVICE SURVEY FOR DEVELOPMENT SERVICES.**
- 2. MISCELLANEOUS DISCUSSION.**



TO: Council Business and Community Affairs Committee
THRU: Steve Lewis, City Manager *SL*
FROM: Terry Floyd, Development Coordinator *TF*
DATE: August 1, 2013
SUBJECT: Updates Regarding Customer Service Survey Research for Development Services

Staff presented information regarding the development and distribution of a customer service survey for customers who utilize City permitting, planning, inspection and property development services to BACA at the March 7th and April 4th, 2013, meetings. From discussions at those meetings, staff has done further research regarding the potential development and implementation of this type of survey.

Staff will be reviewing the processes and information presented to the committee, along with updates to the project for committee discussion and direction at the August 9th BACA meeting. A preliminary example of what this type of survey may look like is included in this memo as Attachment A.

Please feel free to contact me if you have any questions.

Attachment A
(on the following page)

CITY MANAGER'S OFFICE
CUSTOMER SATISFACTION SURVEY
DEVELOPMENT SERVICES DIVISION

DRAFT

The City of Norman Development Services Division is responsible for reviewing and issuing building permits, along with building and trade inspections associated with the final certificate of occupancy for the project. Property and business owners in Norman, along with the project managers, contractors, subcontractors and other professionals that they hire are an important part of the customer base we serve. We continually strive to foster and maintain working relationships with the private sector that encourage and support further development within the City of Norman.

You have been selected to participate in this survey. According to our records, either you or your company have recently completed a project or performed other work in the city that required contact with the Development Services Division. Your voluntary participation in this survey, which asks you to rate your experiences with the Development Services staff and services, will help ensure that we can accurately assess our performance and your experience. Please take a few minutes to answer our survey.

This survey is not marked or coded in any way that will reveal your identity. Obtaining your input is more important to us than knowing your identity. If you would like to provide further details regarding your experience utilizing the City of Norman's development services, please feel free to call or e-mail anytime me using the contact information below. We appreciate you taking time to complete our survey and thank you for your assistance in improving our service.

Sincerely,

Terry Floyd
Development Coordinator
Office of the City Manager
City of Norman, Oklahoma
405-366-5446
terry.floyd@normanok.gov

DRAFT

CUSTOMER SATISFACTION SURVEY DEVELOPMENT SERVICES DEPARTMENT

INSTRUCTIONS FOR COMPLETING THE SURVEY

In this survey, we would like to hear about your experience with the Development Services Division while you (or your firm) were working on a specific “project.” Please answer the survey with the experience of that **PROJECT** in mind. Mark the answer that best describes your opinion. Thank you, again, for participating in our Customer Satisfaction Survey

1. How many years have you been performing work in the City of Norman?
 - 0 – 4 years
 - 5 – 9 years
 - 10 – 14 years
 - 15 – 19 years
 - 20 or more years

2. Which of the following best describes your role during this project?
 - General contractor
 - Sub-contractor
 - Project owner
 - Other _____

3. Please indicate which inspections were performed on your **PROJECT** (mark all that apply)
 - Building
 - Electrical
 - Plumbing
 - Mechanical
 - All of the above

4. Please indicate if your project was a residential or commercial/non-residential project.
 - Commercial/Non-Residential
 - Residential

DRAFT

FOR THIS PROJECT:	VERY SATISFIED	SATISFIED	DON'T KNOW	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT APPLICABLE
a) Helpfulness and Professionalism of the front counter Permit Technicians	5	4	3	2	1	0
b) Helpfulness and professionalism of the Plan Examiners	5	4	3	2	1	0
c) Speed of the permit application review process	5	4	3	2	1	0
d) Reasonableness of permit fees	5	4	3	2	1	0
e) Overall experience with the building permitting process	5	4	3	2	1	0
f) Ease of scheduling an inspection by telephone	5	4	3	2	1	0
g) Ease of scheduling an inspection online	5	4	3	2	1	0
h) Timeliness of inspections	5	4	3	2	1	0
i) Inspectors' knowledge of applicable codes and ordinances	5	4	3	2	1	0
j) Consistent interpretation of codes by the Inspectors	5	4	3	2	1	0
k) Thoroughness of the Inspectors	5	4	3	2	1	0

FOR THIS PROJECT:	VERY SATISFIED	SATISFIED	DON'T KNOW	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT APPLICABLE
l) Overall helpfulness of the Inspectors	5	4	3	2	1	0
m) Ease in obtaining a Certificate-of-Occupancy	5	4	3	2	1	0
n) Overall experience with the Inspection process	5	4	3	2	1	0

5. During the course of your **PROJECT**, did any of your work initially fail to pass an inspection?

- Yes
 No

If “Yes,” did the inspector explain verbally or in writing the reasons why the work failed to pass?

- Yes No

6. If the **PROJECT** was *commercial/non-residential* in nature, did you pass the initial final inspection that leads to issuance of a Certificate-of-Occupancy?

- Yes
 No
 Not applicable (project was residential in nature)

If “No,” did the inspector discuss with you the conditions for receiving a Temporary Certificate-of-Occupancy?

- Yes No

7. Do you engage in construction work in other Oklahoma cities in addition to the City of Norman?

- Yes
 No (please skip to Question #9 and continue the survey)

8. Considering similar jobs that you have performed in other cities, how would you rate the **inspections experience** you received in the City of Norman during the course of your **PROJECT** compared to your experiences in other cities, according to each of the following characteristics:

	As to the characteristics in the left-hand column, the inspection experience on my project in the City of Norman was:		
	Better than most other cities	About the same as other cities	Worse than most other cities
(a) Promptness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Thoroughness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Flexibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Consistency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Fairness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Please consider all of your experiences, whether in the City of Norman or elsewhere. Please rank the **top three** factors, which you feel do the most to affect the quality of the building inspection process. Use a "1" to indicate the most important factor, "2" for the second most important factor, and "3" for the third most important factor. Please mark ONLY three answers.

- ___ Timely feedback on problems during the permit application process
- ___ Consistent interpretation of the codes
- ___ Ability to access inspection results online
- ___ Reasonableness of permit fees
- ___ Thorough inspections that identify problems the first time
- ___ Willingness of the inspector to consider alternative methods
- ___ Reduction in paperwork
- ___ Speed of the plan review process
- ___ Knowing the rules before the project starts
- ___ Definite times when requested inspections will take place

DRAFT

We are always looking for ideas to improve our services. If you have additional thoughts or comments to share, please share them in the space below. Thank you for taking the time to complete our survey.

Contact Terry Floyd-Development Coordinator, with additional comments or concerns at (405)-366-5446 or terry.floyd@normanok.gov



City of Norman Development Services Survey Research

**Council Business and Community
Affairs Committee**

August 9, 2013



Review of March/April 2013 BACA Committee Meetings

- At the March 7 and April 4, 2013, Business and Community Affairs (BACA) meetings, staff presented research regarding the development and distribution of a customer service survey for customers who utilize City permitting, planning and inspection services.
- The committee decided to not explore the option of hiring a third party to help develop and distribute a comprehensive development survey.
- The committee wanted to develop a survey, in-house, that could be sent to developers, contractors and others associated with a building permit project upon its completion.
- Options for surveying those that have completed the platting/property development process may be explored at a later date.



Review of March/April 2013 BACA Committee Meetings

- From committee input out of those meetings, staff has begun working on the development of a “follow-up” survey to be conducted after a building project is complete
- Information will be utilized to: 1) identify areas for improvement, 2) areas of success and 3) to gauge the effectiveness of changes that are made as a result of the City’s efforts



Reasons for Conducting a Customer Service Survey

- Needs Assessments
- Gather Targeted Input
- Build Goodwill
- Create Awareness or Excitement for a Topic
- Monitoring Performance
- Program Evaluation
- Policy Exploration/Study
- Measurement of Survey Participants'
 - knowledge
 - attitudes
 - intentions
 - skills
 - behaviors



Items Included in Surveys from Other Cities

- Type/Role of Survey Participant
- Friendliness/Accessibility/Knowledge of Staff
- Staff Promptness to Customer Inquiries
- Consistency of Staff Review/Interpretation
- Timeline for Review
- Suggestions for Improvement
- Contact Information (optional if customer wanted to follow-up)
- Overall Satisfaction
- “Additional Comments” Section
- Use of Rating Scale (i.e. 1-10 or 1-5)



Implementation of Follow- Up Survey

- The Development Coordinator will contact the general contractor or other representative(s) involved in utilizing inspection and permitting services after a CO is issued to gather contact information (if needed) and distribute the survey.
- The survey will be issued online or sent in a pdf format via email.
- Minimal cost if developed in-house and distributed via email/online.
- The survey results will be reviewed by the Development Coordinator and then shared with management staff in the appropriate departments and the City Manager for evaluation.
- Survey information could include: 1) role of survey participant, 2) years performing work in the City of Norman, 3) building permitting & inspections performed, 4) helpfulness of staff, 5) overall experience with inspection process, 6) inspection thoroughness, 7) consistency of inspections, 8) comments and 9) contact information for additional comments or concerns.



Process Moving Forward

- Could initially focus on permitting & inspections portions of non-residential projects and later implemented for residential and platting/ property development projects.
- Question topics and ideas can be gathered through input from the Chamber of Commerce, BASCO, the Norman Developers Council and the Norman Economic Development Coalition (NEDC) as the project begins so that an assessment of topics that are of interest to owners, contractors, trades and developers are identified and incorporated into the survey.
- Implementation could begin following finalization of the survey topics.



Questions?
