

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

**SUBJECT: Update on the 2015
Development Services Customer Service
Survey**

STAFF PRESENTERS: Christopher Baker,
Development Services Director; Michelle
Lawrie, Economic Development Director; and
Rebecca Zook, Engineering Director
COMPANY
CONTACT: N/A

RECOMMENDATION:

Council will receive a joint presentation from Development Services, Economic Development, and Engineering on the 2015 Development Services Customer Service Survey.

PURPOSE:

Provide background regarding the survey, review the survey results, and advise the Council on the cross-departmental service improvement action plan.

BACKGROUND AND COMMUNITY BENEFIT:

In March 2014, as the City began to recover from the recession, Development Services staff began updating a customer service survey on the City's website that was out of date and underutilized. The effort stalled due to staff changes but was resuscitated in early 2015 through the activation of the development continuum.

In August 2015, the three divisions in the continuum developed questions they believed would provide some insight on the City's development practices. The new survey utilized Survey Monkey which was sent via email and consisted of both multiple choice and open-ended questions. The new survey was sent to a total of 772 confirmed email addresses provided by Development Services, Economic Development, and Engineering based on customers that regularly interacted with all three departments. Between August 18 and September 3rd, a total of 55 surveys were received, providing a response rate of about 7%.

The survey results revealed that while City staff provides a high quality of customer service, there are opportunities for improvement. We are committed to improving the quality of service delivered to our customers.

PREVIOUS ACTIONS AND DISCUSSION:

The 2015 survey effort and results are new. There has not been any previous action or discussion.

FISCAL ANALYSIS:

Not applicable at this time.

ATTACHMENTS:

None