

King Conservation District Customer Satisfaction Survey

Washington State University

Division of Governmental Studies and Services

Michael J. Gaffney, Associate Director

Christina Sanders, Western Washington Project Manager

Joel Benjamin, Student Research Assistant



Division of Governmental Studies and Services

- Created in 1964 to serve as an outreach unit of the Political Science Department providing applied research services to federal, tribal, state and local government agencies active in Washington and the region.
- Since 2000, DGSS has been a *university outreach center* jointly supported by the College of Liberal Arts and WSU Extension.
- DGSS promotes its outreach mission by actively involving undergraduate and graduate students and faculty in grant and contract research, technical assistance and training activities.

DGSS Typical Services

- Survey Research
- Field Observation Research
- Archival Data Processing and Analysis
- Consultation, Technical Assistance and Training
- Policy and Program Evaluation
- Appreciative Inquiry Studies

KCD Project Purpose

- To obtain information from clients regarding their experiences and perceptions concerning services received from KCD, opinions about KCD and its services, and their interactions with KCD staff.
- To serve as a test-bed for the development of procedures and protocols for periodic surveying of KCD clients.

Customer Selection Process for KCD Survey

- King Conservation District provided a list of clients of the Farm Planning Program
- The list included all 400 clients who contacted KCD for Farm Planning Services between March of 2007 and Fall of 2009
 - Computer system update in 2007 allowed the accurate tracking of service request data

Mixed-Method Approach to Survey Administration

- The first delivery methodology involved a stand-alone *Mail Survey* of approximately 225 clients of KCD. 76 responses received (37%)
- The second delivery methodology involved e-mail notification and a self-paced internet survey of approximately 170 KCD clients. 41 responses received (26%)

What Do We Know About the Respondents?

- The respondents are more mature and more homogenously Caucasian than the general population.
- They have lived in King County for an average of thirty-three years.
- By gender: mail survey respondents were 62% female and web survey respondents were 54% female.
- Eighty-eight of the respondents expressed a willingness to participate in and/or provided contact information for follow-up activities.

Future Survey Considerations and Lessons Learned

- Both processes generally successful.
 - Have future invitations to participate in web survey come directly from a KCD email address

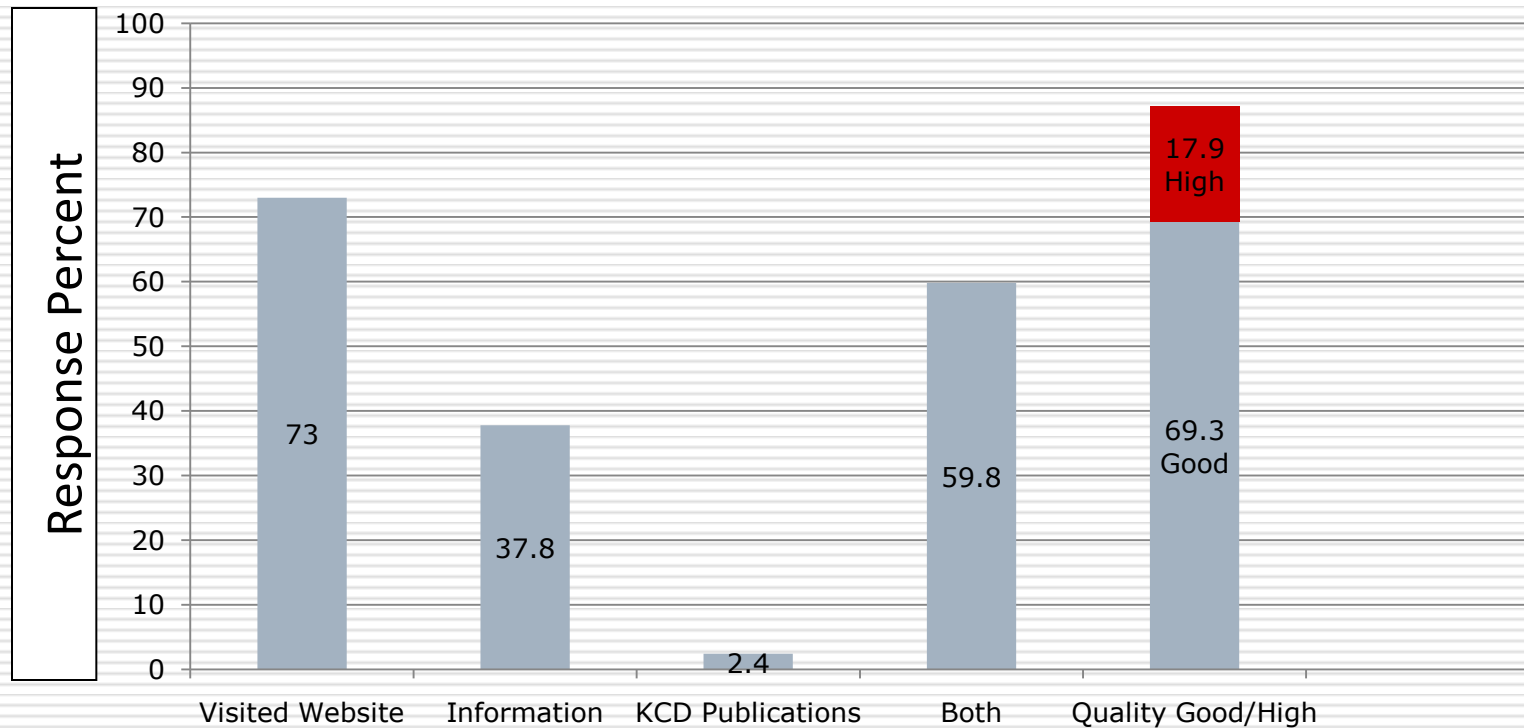
- Surveying procedures provided by DGSS

- Possible plans for surveying clients of other KCD programs

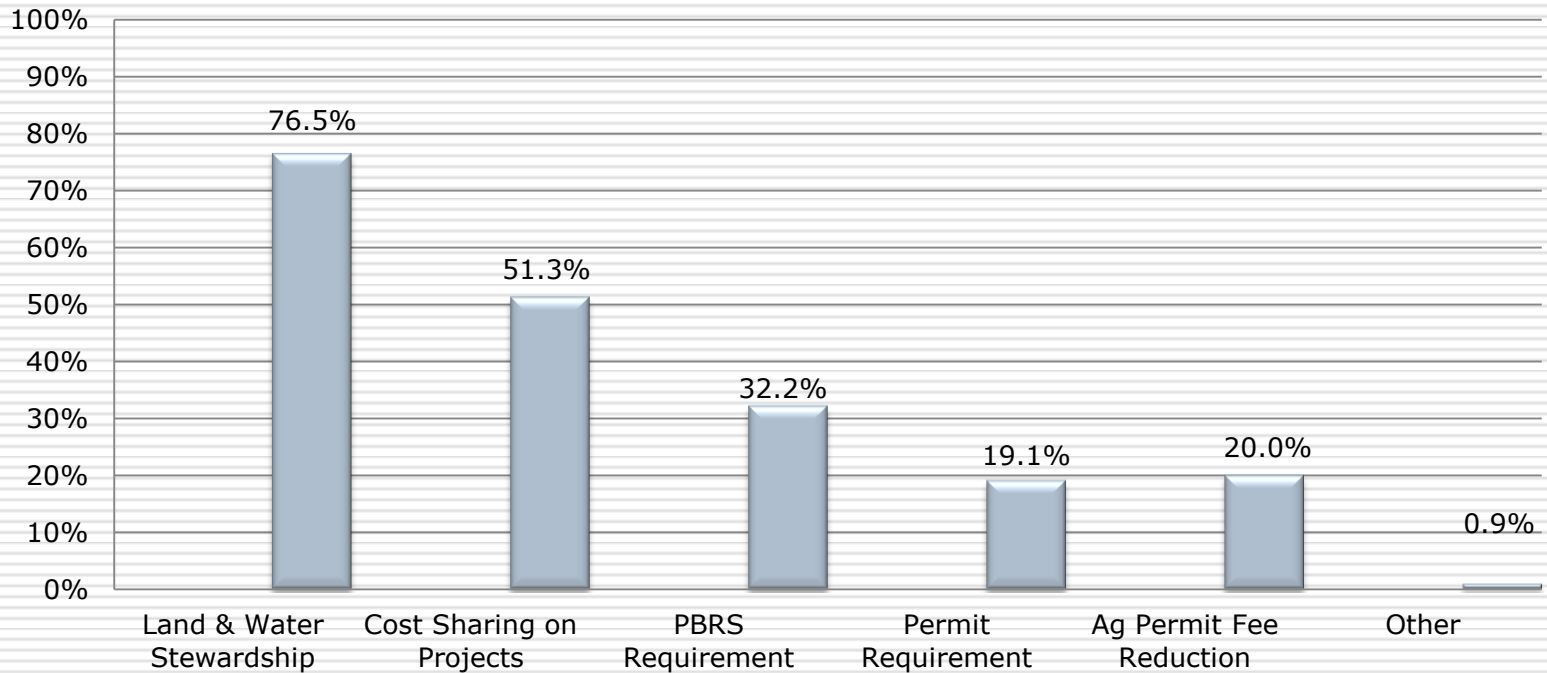
Principal Areas of Inquiry

- Communication and Awareness
- Services Obtained
- Customer Service & Satisfaction
- Issues and Priorities
- Closed and Open-ended Questions

Reported Use and Perceptions of KCD Website

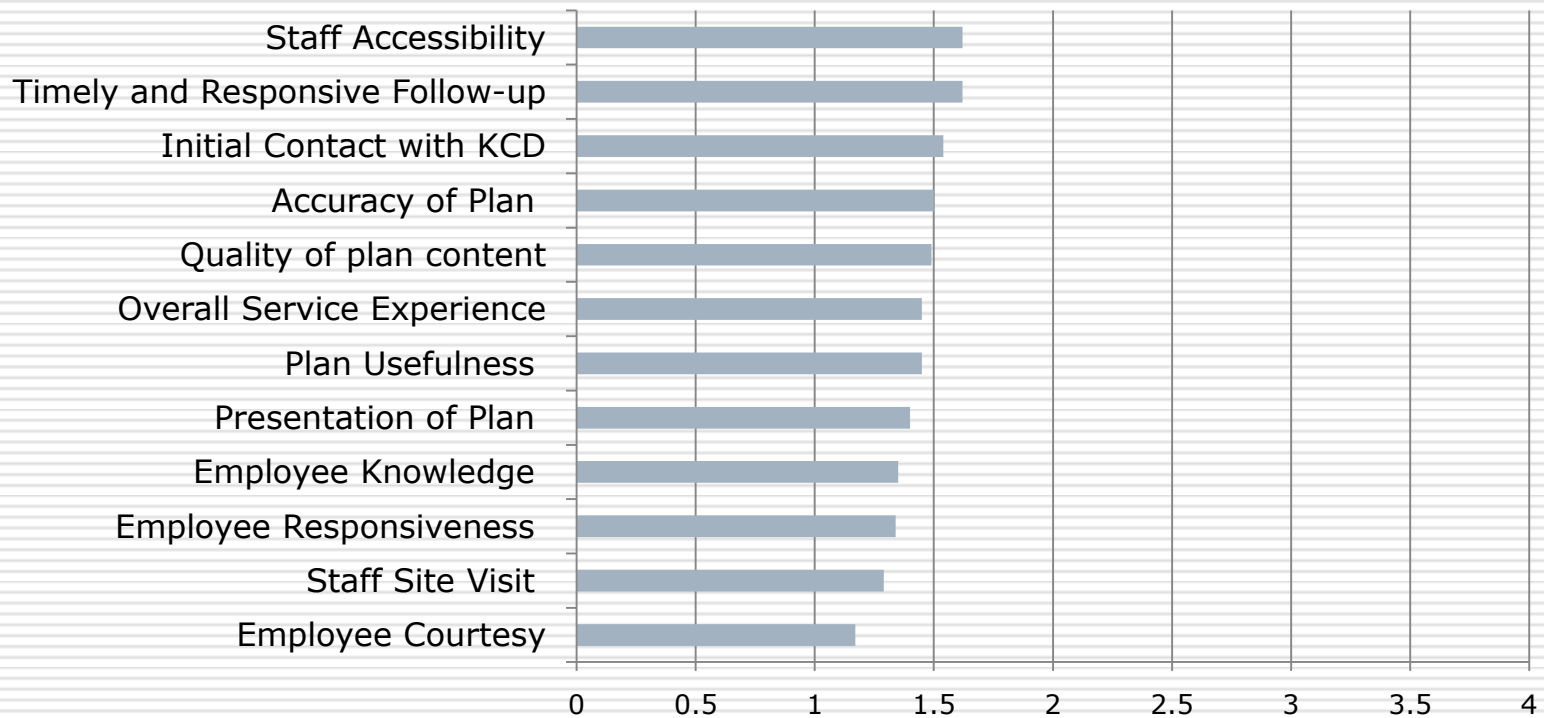


Reasons for Engaging with KCD



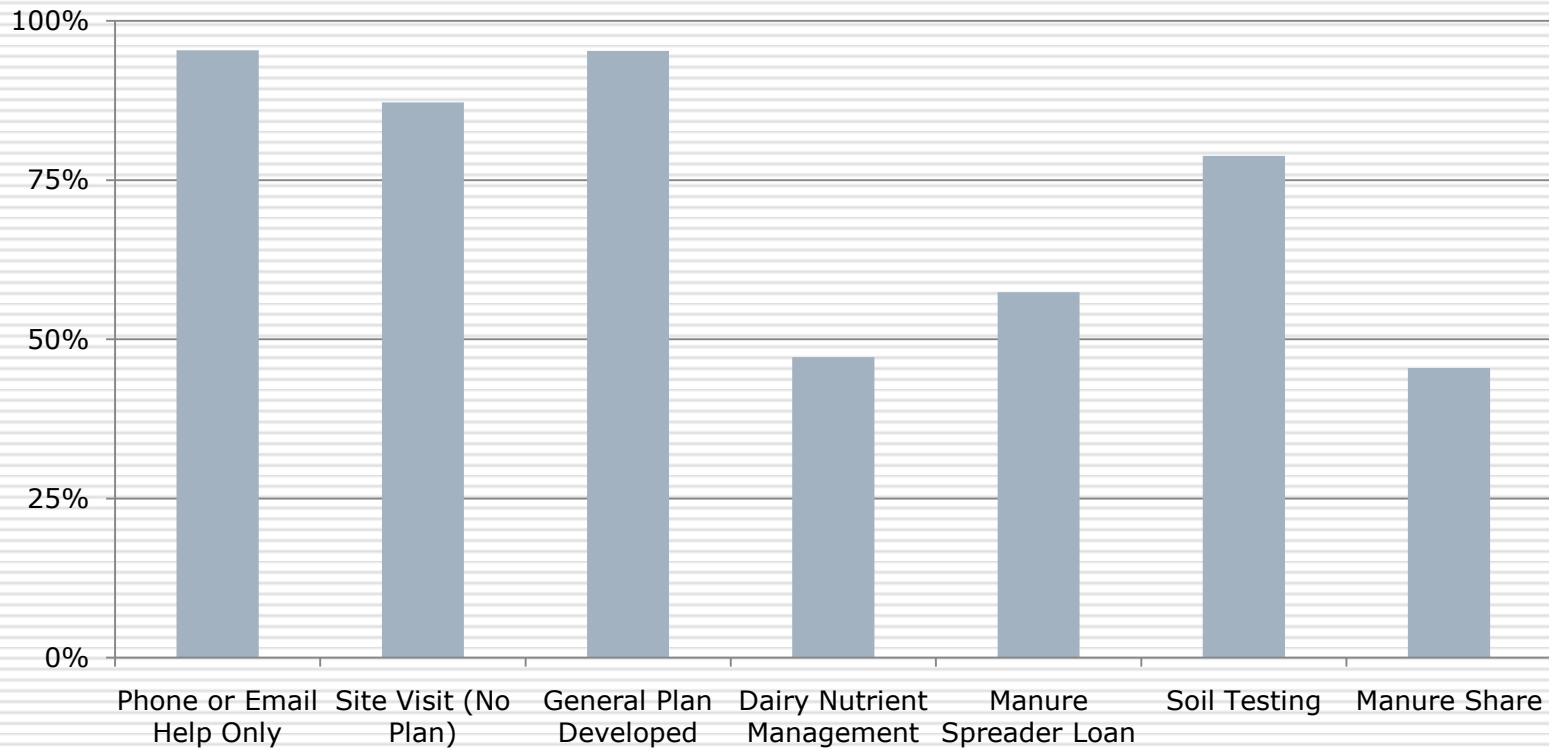
Mean Rankings

1=Excellent 2=Good 3 = Fair 4 = Poor



Perceived Importance of KCD Services

Percent ranking Important or Very Important



What are some critical issues facing King County residents that King Conservation District should address?

Top two critical issue areas, as coded by theme and occurrence:

1. Land use planning impacts and protection of agricultural land.
 - ❑ “Growing restrictions on flood-prone acreage.”
 - ❑ “Inability to use our land fully due to Critical Area Ordinance.”
 - ❑ “Intrusion of suburban development.”

2. Water quality, erosion and mud management.
 - ❑ “Helping farmers restore streamside habitat”
 - ❑ “Mud management for livestock. Reasonable flood control”
 - ❑ “Chemicals that end up in the Sound shouldn’t be sold in public”

Would you recommend King CD services to a friend, neighbor, or colleague?

- ❑ Responses to this question were overwhelmingly favorable.
- ❑ Only one respondent answered “no” to the question and that respondent’s comments actually indicate that their poor experience was with a neighboring county.

Opportunities

- No glaring need for major changes
- “Correction at the margins”
- Targeted improvements
 - Web Site
 - Customer Service

Representative Comments: Would You Recommend KCD?

- Great Service!
- Had a good experience.
- Have recommended to friends.
- Have helped us become better stewards.
- Helped us improve property.
- Helpful & competent people.
- I believe the programs are very good for information on how the things we do affect the animals and land around us.

Representative Final Comments

- ❑ I hope WSU will continue to work with KCD. Loved the harvest celebration.
- ❑ So thankful for the program & support.
- ❑ Try e-mail for notices and newsletter for more timely notice of workshops/events.
- ❑ Staff have been wonderful, dedicated and enthusiastic.
- ❑ KCD does a wonderful job. Very helpful. Workshops and tours are great examples of how to control and create on our properties.