



Minimize King County's Footprint

Objective:

Improve our customers' satisfaction with King County

How is our performance?

There are two different ways King County assesses customer satisfaction with County products and services. The first is customer satisfaction feedback directly related to a customer experience, such as receiving a specific product or service from the County. Gathering this information is complex, and is not yet currently available for County-wide reporting (see below). The second is capturing overall resident satisfaction with County services and products. Although their satisfaction is likely not influenced by a specific customer experience, resident satisfaction is valuable. Residents are voters and taxpayers, and will be impacted by King County products and services.

Resident satisfaction with the quality of King County services is moderately strong, based on the 2012 King County Resident Survey results. Overall satisfaction rates remained stable in the interim since 2009, even during a period of economic tumult that resulted in budget restrictions for King County services. King County rates significantly higher than comparative large U.S. communities in terms of customer satisfaction of services (see technical note two for details).

There is not a significant difference in satisfaction between different residents of different ethnicities or income levels. This suggests that there is no systemic equity issue in quality of services. However there are significant changes in satisfaction when comparing different regions and infrastructure types. Unincorporated areas experience significantly lower satisfaction than incorporated areas. This suggests that both the location of the resident and the type of services a resident receives from the county impacts overall perceptions of satisfaction.

The King County Resident Survey included comparisons with national benchmarks. The Composite Resident Satisfaction Index was created by the ETC Institute in 2012 for King County and large U.S. communities with populations above 500,000. While the Composite Resident Satisfaction Index for King County improved by one point from 2009, the large U.S. communities average decreased by 1 point.

Moving forward

Customer satisfaction ratings of our products and services are currently assessed and gathered in diverse ways across the County. As we gather this information in one place, our next steps will be to move towards a more unified and standardized way of collecting customer satisfaction ratings. Using the King County Customer Service Measurement Guide and current practices to inform standardization, work groups will be trained and encouraged to apply the same parameters in gathering customer satisfaction data so that future reporting can include comparable customer satisfaction ratings across County products and services.

Ensuring work groups have the right tools to accurately capture customer satisfaction data will improve the accuracy of customer input and help improve products and service delivery, which will in turn improve customer satisfaction. Additional resources and training in Lean, a continuous improvement philosophy that emphasizes looking to the customer to inform product design and improvement, will further build capacity within work groups to improve the elements of County products and services that will increase customer satisfaction.

Related Links

[King County Customer Satisfaction Guide](#)

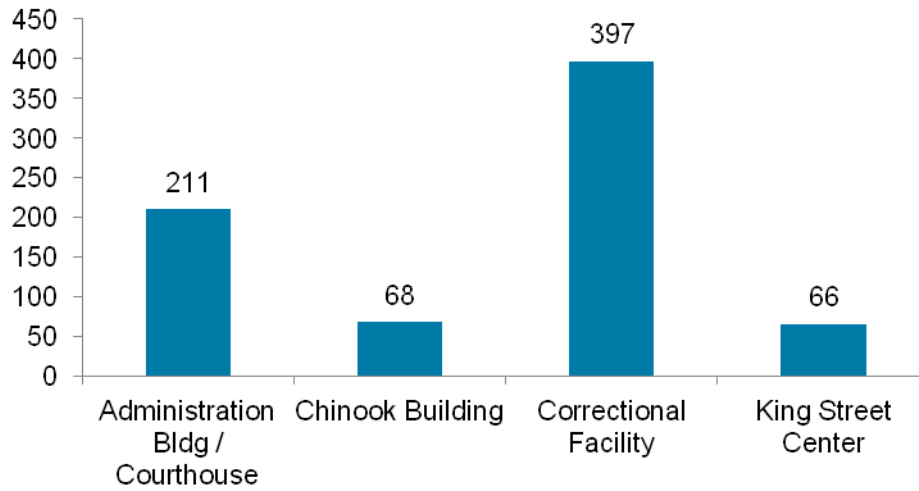
[King County 2012 Resident Survey](#)

Technical Notes

1. The 2012 King County Resident Survey was conducted in April and May of 2012. Surveys were administered in English, Spanish, and Mandarin. Of the 3,000 households that were selected to receive the survey, 266 completed the survey by mail and 759 completed the survey by phone for a total of 1,025 completed surveys (King County's population is about 1.9 million people). There were at least 250 respondents from Seattle and 125 surveys from each of six other areas. The overall results of the survey were weighted to reflect the actual population of each of the seven geographic areas of the County. The overall results of the survey have a precision of at least +/-3.0% at the 95% level of confidence. The results for the City of Seattle have a precision of at least +/- 6.2% at the 95% level of confidence and the results for each of the other six areas have a precision of at least +/- 8.7% at the 95% level of confidence. All results include "Don't Know" responses in calculations.
2. 50% of King County residents report satisfaction with the overall quality of services provided by the County, compared to a national average of 42% satisfaction for communities with populations greater than 500,000. 2012 King County Resident Survey Final Report, Page 8 of Natural Resources and Parks

Charts and Maps

2011 Solid Waste Produced at King County Buildings (tons)



Data Source: Cleanscapes and Wright Runstad