



## City Council Agenda Item Staff Report

CITY OF SAN BRUNO

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**DATE:** April 11, 2023

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Jovan D. Grogan, City Manager

**PREPARED BY:** Peter Gilli, Community and Economic Development Director

**SUBJECT:** Receive the Building Division Customer Service Survey Results for Quarter 2 and 3 of Fiscal Year 2022-23

**BACKGROUND:**

On July 16, 2022, a customer service survey was posted on the City's website for customers to give feedback to the City about their experience working with the Building Division. This feature was posted in response to a City Council funded consultant analysis of the Community and Economic Development Department. One of the recommendations was for an annual customer satisfaction survey of building permit applicants.

The survey webpage was presented to City Council on July 26, 2022. The survey includes identifying questions and ratings on the building permit experience. Per the City Council's feedback, staff added optional fields for respondents to provide building permit numbers and contact information for the Building Division to contact the participant if needed to follow up. From all responses where feedback was requested, staff has followed up with the customer. In addition, City Council requested results be brought forward on a quarterly basis.

A summary of survey responses for Fiscal Year 2022-2023 Quarter 1 was provided to City Council on October 25, 2022. Quarter 2 was delayed due to the onboarding of the new Community and Economic Development Director and a relatively high number of City Council agenda items for the department in January 2023.

This report presents the Fiscal Year 2022-2023 Quarter 2 (Q2) and 3 (Q3) Building Division customer service survey results.

**DISCUSSION:**

Since the survey was launched, a total of 28 responses have been received. The October 25, 2022 report stated 16 survey responses were received in Q1. After further review, two of those surveys were received in the month of October, which is Q2. As a result, the Q1 survey count is 14, and the Q2 had 4 surveys and Q3 had 10.

|                                       | Q1        | Q2        | Q3      | FY 22-23<br>Running Total |
|---------------------------------------|-----------|-----------|---------|---------------------------|
| Number of Surveys                     | 14        | 4         | 10      | 28                        |
| Question 6 – Experience for Customers | 4.5 stars | 3.8 stars | 5 stars | 4.6 stars                 |
| Permits Issued                        | 446       | 366       | 455     | 1,267                     |
| Inspections Completed                 | 3,305     | 3,725     | 2,972   | 10,002                    |

The running total the customer's experience with the Building Division for the fiscal year is a weighted average of 4.6 stars out of 5, with 86% of responses providing 5 stars. More detailed information is provided in Attachment 1.

#### **Improving Participation**

In that same time period, the Building Division issued 1,267 permits and completed 10,002 inspections. This shows very few customers filled out a survey, 2% of those that received a permit. The Building Division has taken steps to encourage customers to fill out the survey, including verbally asking customers and providing a QR code on the back of business cards to allow easy access to the survey. Despite these efforts, most feedback the Building Division receives remains verbal.

Staff understands that the average customer may not want to take the extra steps of accessing the survey online. A new online permitting system is being prepared for public launch in July 2023. Embedding customer response opportunities within this system is being explored. That should increase feedback because it will be "one click away" for customers that are already in a computer application.

#### **FISCAL IMPACT:**

There is no fiscal impact for receiving this Report.

#### **ENVIRONMENTAL IMPACT:**

The City Council's receipt of this Report is not considered a "Project" by the California Environmental Quality Act (CEQA); therefore, no further environmental analysis is required.

#### **RECOMMENDATION:**

It is recommended that the City Council receive and file the Report.

#### **ATTACHMENTS:**

1. Summary Table of Building Division Customer Service Survey Responses for FY 22-23