

Seattle Public Utilities 2012 Survey Matrix

Frequency of Survey	Date Survey to be fielded	Project Name/Manager	Branch	Line of Business	Survey Scope or Lost Opportunity	Target Audience	Results or Expected Results	Cost
							<b>Total Survey Cost</b>	<b>\$249,500</b>
Twice (before and after the project) 1	Jan 2012 (1st), Dec 2013 (2nd)	I-Scada Pre and Post Project Users Survey Mark Schiller (206) 684-8205	Utility Systems Management	DWW	Pre and post IT project implementation to assess familiarity with tool, use of tool, knowledge of other related tools.	USM - DWW (primary)	Use of and awareness of new IT tools being developed via this project is higher post project implementation.	\$400
2 One time	1st Q 2012	City GIS Program Strategic Plan Charlie Spear (206) 684-0628	Finance and Administration	Information Technology	To gather information SPU can use to improve its GIS service to City departments, such as: whether and how city GIS program is, and is not meeting department needs; current and future needs for central GIS services.	City staff who use products, services and infrastructure provided by City GIS Prog and who know enough to distinguish the City GIS Program from other GIS service providers. Primarily GIS professionals and people who manage them.	The information compiled from the survey will guide spending plan and workplan decisions.	\$2,400
3 Ongoing	Starting in January 2012	Stage Gates Systems Kim Serwold (206) 733-9340 Keith Ward (206) 615-0734	Corporate Program-Project Management Office	All	Process improvement for the new Stage Gates Program.	All Stakeholders involved with any of the 5 Gate approvals.	Data collected will be used to improve operation of the Stage Gate System.	\$2,200
4 2011 and 2012	2012 survey will launch in mid to late March	Find A Leak Survey Arece Hampton (206) 684-5883	Customer Service	Water	Gain information about how customers determine if they have issues center around leaks.	Single family home owners.	results from 2011 survey was, customers were unaware of the importance of finding and fixing leaky fixtures. I'm expecting to have the same outcome .	\$13,700
5 One time	Dec 21 - Jan 10	Interagency Preferred Pumper Proposal Survey of Pumper Feedback Julie Howell (206) 684-3244	Utility Systems Management	DWW	To evaluate if the respondent was or was not working with the Portland area Preferred Pumper Program or using an online reporting service, what they thought about those programs, and their openness to a Puget Sound area program and online reporting.	Pumpers who attended OnlineRME Preferred Pumper Proposal meeting on Dec 9, 2011	Data regarding pumpers participation in existing Preferred Pumper Program and feedback on proposed Puget Sound area Preferred Pumper Program	\$600
6 Monthly for five months	Mar-12	Temperature Guage Cornell Amaya (206) 386-1170	Directors Office	All	A survey of 200 residents from different parts of the city that allow SPU to do a temperature check of attitudes and feelings. Not meant to elicit a scientific analysis.	City Residents	a quick ongoing temperature check	\$6,500
7 One time	Second week of April 2012	Productivity Improvement Initiative - Attendance Management Tom Griffith (206) 615-1454	Human Resource and Service Equity	Internal	Input to frame the problem statement - issue assessment	SPU's L-Team	Collect insights into the scope and issues surrounding managing employee attendance/availability and impact on productivity	\$6,900
8 Twice 1 year apart	Mid April 2012/ & 1 yr later	Downtown Retail Core Perceived Cleanliness Tim Croll (206) 684-7934	Utility Systems Management	Solid Waste	SPU is implementing a special focussed cleaning of the downtown retail core (Stewart to Union, First to Fourth), responding to a Council mandate. Pre and post survey of businesses/residents will measure effectiveness of investment.	Businesses, residents and property owners in the downtown retail core. Plan to use e-mail list of property owners from Metropolitan Improvement District, and ask them to forward to their tenants.	Changes in perceived cleanliness of area after increased cleaning activity.	\$900

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9: One time	Starting September 2011	South Park Flooding and Sewer Issues Survey Sahba Mohandessi (206) 684-7592	Utility Systems Management	DWW	Survey of residents, property owners and businesses in the vicinity of 14th and Concord, re: their historical flooding and sewer backups. Assess knowledge of previously unreported problems with flooding and back-ups.	For basic survey: residents, owners and business tenants on 180 parcels near 14th & Concord. For in-depth survey: 29 parcels that are a subset of the 180 and have been identified as most at risk due to low elevations	Gain historical data not previously attained, to better inform the selection of preferred alternative solutions for the DWW improvements project	\$22,400
10: One Time	Sept. 12	One Less Truck Awareness Survey Brett Stav (206) 684-5251	Utility Systems Management	All	Assess awareness, initial satisfaction and participation levels of participants of the One Less Truck Project.	One Less Truck participants	Awareness, satisfaction of project, types of outreach that were most effective in educating population.	\$3,400
11: Annual	May	Drinking Water Quality Report Survey Cornell Amaya (206) 386-1170	Utility Systems Management & Directors Office	Water	Reader survey of Drinking Water Quality Report	All water customers	Feedback on if people read the report, found the information helpful, etc.	\$200
Every 1-2 years	Summer/early fall 2012.	Garden Hotline Customer Evaluation Survey David McDonald (206) 684-7650	Customer Service	All	The Garden Hotline is the primary public outreach presence for Seattle Public Utilities' resource conservation programs in the solid and hazardous waste reduction, water conservation, and drainage business areas. Seattle Tilth Garden Hotline staff assess residential customer's level of satisfaction with Hotline services through a web-based survey. The survey is designed to determine whether or not residents feel the information they are receiving from the Garden Hotline enables them to change their practices to more sustainable methods.	Residents who have requested information from SPU's Garden Hotline in the last year.	Customer satisfaction, and effectiveness of Hotline-supplied information in changing individual behaviors with respect to all SPU lines of business. This survey is required and funded by a Dept. of ecology CPG grant and the Local Hazardous Waste Management Program funding.	\$1,100
13: Annual	May-12	Compostable Bag Survey Brett Stav (206) 684-5251	Utility Systems Management	Solid Waste	Assess effectiveness of direct-to-home distribution of compostable bags on single-family food waste diversion	15,000 single-family residents	Use and satisfaction with bags, change in food waste diversion behavior	\$2,500
14: One time	Sep-12	One Less Truck Adult Day and Child Care Homes Steve Hamai & Luis Hillon (206) 233 8734	Cross	Solid Waste	To better understand the impacts on a specific set of customers that could be impacted with the every other week garbage collection implementation due to constraints to reducing garbage related to use of materials that are hard to recycle and possible difficulties to change their actual behaviour	Adult day homes and in-home childcare centers	The level of satisfaction or dissatisfaction and the principal concerns that the target audience could have and other unintended consequences if the Every Other Week garbage collection is implemented.	\$7,300
15: One time	October 15 - 26, 2012, completed by October 26, 2012	Strategic Communications Plan Cornell Amaya (206) 386-1170	Directors Office	All	Focus groups will follow up with the research conducted five years ago to assess the branding and messaging efforts to educate our customers and to assess their knowledge of our business	Residential customers from representative areas of the City. Small, medium and key business customers. Hispanic customers	In depth data regarding how our customers see us	\$112,400

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16	One time	Oct-12	Food waste educational booth survey Compost Container Use Brett Stav (206) 684-5251	Utility Systems Management	Solid Waste	Assess satisfaction and participation levels of visitors to our educational booth.	Visitors to our educational booth	Satisfaction and usage statistics with compostable and educational materials they received at our education booth.	\$1,500
17	One time	Nov-12	Plastic Bag Ban Impacts Survey Dick Lilly (206) 615-0706	Utility Systems Management	Solid Waste	Survey of retail businesses to learn how they handled the plastic bag ban, changed products or procedures and what problems remain.	Owners and managers of retail stores ranging from major grocery to small specialty shops.	Information on the reduction in plastic bag use and the increase in reusable bag use based on retail data. A report is required by ordinance.	\$11,100
18	One time	Nov-12	L-Forum Group of 11 Recommendations Diane Clausen (206) 684-8151	Directors Office	Internal	Gather L-Forum opinions on Group of 11 recommendations; teamwork in SPU; suggestions for next steps	L-Forum	Use this data to (1) adjust the One Team concept; (2) help inform the implementation phase;(3) benchmark opinions re: teamwork in SPU.	\$1,200
19	Annual	Dec-12	Trees for Neighborhoods Jana Dilley (206) 615-1668	Utility Systems Management	DWW	Evaluation of the Trees for Neighborhoods program	2012 Trees for Neighborhoods participants	Feedback on how the Trees for Neighborhoods program operates and suggestions for future management adjustments.	\$200
20	One time	Dec-12	Get on the Map Survey Philip Paschke (206) 684-5883	Customer Service	All	Survey GOTM participants and some non-participants. Program is in it's second year and we need to assess the participants experience, measure adopted conservation practices, ask about improvements	GOTM participants which are mostly small ethnic owned businesses in targeted neighborhoods; U District, Othello, South Rainier Valley, Lake City.	What impressions businesses have on the program, benefits, possible improvements to make to the program, what businesses have achieved such as saving money, more customers etc	\$16,000
21	New in 2012, but every 2-3 years	December 2012	2012 Commercial Customer Survey-Focus Groups with Historically Underserved Customers Emiko Takahashi (206) 615-1695	Director's Office	Water, Solid Waste, Drainage/Wastewater	Follow-up to larger 2011 Commercial customer survey. Subset of longer commercial customer survey conducted in Cantonese, Vietnamese and Spanish.	Non-English speaking Commercial Customers	Insight into LOS and expectation of underserved customers.	\$30,500
22	Ongoing	Started January 2011	Special Assist Transfer Station Coupon Program Idris Beauregard (206) 684-3056	Customer Programs	Water	Pre Survey for LIRA eligible customers when requesting transfer coupons. Assess age, race, income, gender, and spoken language at home.	LIRA eligible transfer station coupon requesting participants.	Data will provide a clear picture of the audience served. The results would help determine outreach and marketing strategies to ensure inclusive	\$900
23	On-going	throughout year	Project Support Division Customer Survey Joyce Hildebrandt (206) 684-7607	Project Delivery Branch	All in SPU, SDOT, SCL	Assess our client satisfaction with our services	internal service requestors	Data regarding the performance that can be used to evaluate and improve service delivery.	\$3,000
24	Ongoing as participants receive assistance.	Ongoing	Resource Venture Customer Satisfaction Survey Phil Paschke (206) 684-5883	Customer Service	Solid Waste, Water, and Drainage and Wastewater	Post survey of business participants that receive assistance through Resource Venture. Assess satisfaction with assistance, whether action was taken, challenges experiences, and basic business demographics.	Businesses that received assistance through Resource Venture	Data regarding satisfaction with assistance received, whether businesses took or plan to take action, and main challenges faced by businesses plus demographic information for service equity.	\$2,200