

Appendix 4.
Customer Satisfaction Initiative Services and Products for 2012 Evaluation

WLRD Section/ Program	Service/ Product	Direct Customers	Survey type	Existing or New Data	Comments
Science & Lab	Environmental data sets	WA Dept of Ecology	Electronic, e.g., Survey Monkey	New	Focusing on subset of Science and Lab customers for first year of survey
Science & Lab	Environmental data sets, web pages	Users of WLRD science websites	Web-based survey	New	
Stormwater Services	Complaint Response	Residential Complainants	Mailer	Revise existing	Revise the current complaint response survey so that results can be rolled into similar reports
Stormwater Services	Water Quality Audits	Businesses	Mailer	New	Develop a mail survey to measure how satisfied businesses are with Stormwater's water quality site audits. Again, results would tally into larger division customer satisfaction reporting.
Noxious Weeds	Implementation of the State Noxious Weed Law	Property owners with regulated noxious weeds	Mailer and online survey	Revise existing	Revise the current customer satisfaction survey to target subgroup, fit county guidelines, and incorporate 2010 results and feedback
Noxious Weeds	Community Outreach and Technical Assistance	People requesting information or outreach services	Mailer and online survey	Revise existing	Revise the current customer satisfaction survey to target subgroup, fit county guidelines and incorporate 2010 results and feedback
Rivers	Flood Warning Services	Floodplain residents/ businesses	Online survey	New	
Rivers	Elevation Program	Grant recipients	Online survey	New	
Rivers	KCFCD ILA	Executive Director, Advisory Committee, Basin Technical Committees	Online survey	New	

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Hazardous Waste	Enviro Stars	Businesses designated as Enviro Stars	In-person contact	New	Potential for survey bias: Asking questions about service satisfaction when giving an award to interviewee
Hazardous Waste	Vouchers	Businesses receiving vouchers up to \$500 that encourage good hazardous waste management practices	In-person contact	New	Potential for survey bias: Asking questions about service satisfaction when giving money to interviewee
Rural & Regional Services	Regional Watershed Forum planning, plan implementation, and facilitation	WRIAs 7, 8, and 9 ILA partners	Online	Revise existing	Revise current survey so that results can be rolled into similar reports for WLRD
Rural & Regional Services	WSU Extension training, for forest stewardship technical assistance	Foresters, forest land owners, general public, and other local government staff	Paper evaluations handed to class attendees	Revise existing	Revise current survey so that results can be rolled into similar reports for WLRD