

Seattle Public Utilities 2010 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
								Total Survey Cost	\$191,300
1	One time	02/01/10 - 04/30/10	www.savingwater.org survey Jason Argo (206) 684-0367	Directors Office	Water	To test customers' use and opinions of www.savingwater.org ahead of overhauling the Web site.	City of Seattle and wholesale customer Single-Family Homeowners	Difficulty navigating the site, recommendations on areas of interest	\$500
2	One time	1st Q 2010	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 the products, services and infrastructure provided by the City GIS Program 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.	\$3,500
3	One time	2/19/10	Clear Alleys Program Evaluation George Sidles (206) 233-7903	Utility System Management	Solid Waste	Customer and community feedback on Clear Alleys program as part of over all program evaluation.	Businesses directly impacted by Clear Alleys and their neighbors.	Data regarding customer perceptions of the program, its strengths and weaknesses, and cost impact from the point of view of the customer.	\$7,600
4	once a year	end of February (mailing)	Adopt a Street Gretchen Muller (206) 684-0570	Customer Service	Solid Waste	Annual update form used to determine continuation of volunteer participation, contact information changes, etc. Demographic information to be used to identify upcoming opportunities for additional outreach efforts.	Adopt a Street volunteers	Ensure that database is current and determine appropriate next steps for additional outreach efforts.	\$1,500

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5	every 5 years	Fall -09	Home Organics Survey Jenny Bagby (206) 684-7808	Directors Office	Solid Waste	Update data on home organics program participation for program evaluation and for calculating city recycle rate	Residential "Can" Households	Percent of households composting food and yard waste at home, customer satisfaction with proposed every other week garbage collection and fats, oils and grease behaviors	\$61,200
6	One time	Started March 23rd	Construction Management Division Customer Survey Jeff Fowler (206) 233-2540	Project Development Branch	All	Survey of internal City-wide customers to the Construction Management Division	City Clients of SPU CMD	Data regarding our performance and how we might be able to improve our services. Also to find any discrepancies between our intentions and our customer's perceptions.	\$300
7	On-going survey to track and compare lessons learned & performance of CIP project teams	Starting April 2010	"Project Team Evaluation & Lessons Learned" Keith Ward (206) 615-0734	Project Development Branch	NA	This survey will be used to evaluate various phases of CIP project planning and execution.	CIP project team members and their managers	The intent is to establish a baseline, measure overall team performance, and document lessons learned to improve performance on future projects. The survey will be used prior to convening a formal lessons learned session with the entire project team that will allow for interactive brainstorming and suggestions regarding lessons learned.	\$2,300
8	One time	6/1/10	2009 Drinking Water Quality Report Survey Jason Argo Evelyn Jones (206) 684-0367	Utility Systems Management	Water	Online survey administered by Zoomerang. Readers of report will be invited to take survey online.	SPU Drinking Water Customers	Feed back on the report. Do readers find information interesting and helpful? The basic report is mandatory, but we add more information to educate readers.	\$400
9	One Time	5/1/10	Small restaurants food container cost survey. Dick Lilly (206) 615-0706	Utility Systems Management	Solid Waste	Survey to determine cost impact of July 1 food container regulations and small restaurant interest in possible buying cooperative to keep costs down.	Owners and/or managers of small, typically minority owned ethnic restaurants	Information on cost impacts of food container regulations on these restaurants and owners'/managers' desires for savings through a co-op.	\$3,100

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10	Periodically Currently only plan to field survey in the targeted communities this year, but may use again for other communities in the future.	2010	Solid Waste Practices in Immigrant & Refugee Businesses Veronica Fincher (206) 233-2534	Customer Service	Solid Waste	Contract with two or three community-based organizations to do solid waste outreach to immigrant and refugee businesses. While conducting outreach through one-on-one site visits and group trainings, the consultants will also collect information about awareness of solid waste requirements and services, current waste diversion practices and changes in behavior, challenges to participation, motivations, impacts on businesses, interest in services, and preferred communication methods.	Hispanic and Somali-owned businesses. Possibly some Asian & Pacific Islander businesses, but not certain yet.	Data that will be used to help SPU provide culturally-appropriate solid waste outreach and services to immigrant and refugee businesses, increasing service equity and helping the City meet its recycling and waste reduction goals established in Resolution 30990.	\$11,800
11	One time	Starting June/July 2010	NPDES MS4 Permit, Stormwater Pollution Audit Survey Ellen Stewart (206) 615-0023	Utility Systems Management	Drainage and Waste Water Quality	Post survey of business owners who have received and audit inspection by SPU to determine the business owners knowledge about pollution prevention for source control.	Business owners who have received an pollution prevention audit during 2009 or 2010.	Data regarding the effectiveness of the audit program as a tool to educate business owners about their legal requirements under the City's Stormwater Code	\$14,800
12	Periodically-Per business or organization al need.	Starting July 2010	Supervisor Assessment 2010 Anita Adams (206)733-9913	Human Resource and Service Equity	All	Gain insight into emerging or recurring topics supervisors are impacted by and may need tools to effectively navigate.	SPU Supervisors	Information to help guide development of tools for supervisors	\$600

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13	Ongoing	Throughout year	New Employee Orientation 2010 Anita Adams (206)733-9913	Human Resource and Service Equity	All	To evaluate our current employment and onboarding processes. Gauge exposure and experience with SPU's culture, workplace expectations.	All new employees	Employees rate individual reaction and experience with the process and adjustments are made as a result.	\$1,200
14	One Time	Starting August 16 2010	Doing Business with Seattle Public Utilities Ticiang Diangson (206) 684-7643	Human Resource and Service Equity	All	Assessing needs of small and HUB/WMBE firms for services from the Urban League and SPU	Small and minority businesses in the fields of construction & consulting	Information on small business' interest in doing business with SPU, challenges and recommended strategies for increased participation by small businesses.	\$6,500
15	One Time	9/1/10	Fall is for Planting campaign survey Jason Argo (206) 684-0367	Customer Service	Water	Survey customers to measure awareness of fall planting message and penetration of radio campaign	SPU customers, primarily single-family homeowners with an interest in gardening	Feedback on whether customers heard the radio campaign and their understanding of the benefits of fall planting	\$400
16	One time	9/10/10	N. Transfer Station Recycling Survey Jeff Neuner (206) 684-7693	Utility Systems Management	Solid Waste	Assess need for curbside recycling services at the North Transfer Station	300 North Transfer Station recycling customers	Understand why commercial and residential Seattle customers utilize the station instead of their curbside service.	\$16,800
17	One time	9/1/10	Compost Days Brett Stav (206) 684-5251	Utility Systems Management	Solid Waste	Post survey of participants in a pilot compost promotion. Assess whether participation led to increased awareness, behavior change relating to composting, curbside food waste collection.	2000 Pilot compost days participants.	Correlation between provision of small amounts of free compost and increased compost diversion/use behavior.	\$1,600

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18	One time	Mid-Oct 2010	Stakeholder Interviews on Construction Waste Recycling Issues and New Proposed Recycling Mandates Gabiella Uhlar Heffner (206)	Utility Systems Management	Solid Waste	Interviews of 10 construction companies managers and site supervisors, 5 reuse/salvage companies and 5 C&D processing facilities on current recycling practices and impact of proposed recycling requirements for construction materials	Construction contractors, salvage/reuse industry network, C&D processing facilities	Surveys to inform ordinances on landfill bans, mandatory recycling and facility certification for construction and demolition debris materials being drafted for City Council review in January 2011	\$20,900
19	One time	Starting October 2010	Car Wash Program Evaluation Planning Gretchen Muller (206) 684-0570	Customer Service	Drainage	Survey of groups that were contacted by SPU in April 2010 re: fundraising car wash best management practices. Assess effectiveness of outreach efforts to these groups and potential barriers to the adoption of BMPs	Community groups that conduct fundraising car washes	Data regarding effectiveness of outreach materials and content. Will assist with 2011 program planning.	\$5,100
20	One time	12/1/10	Project Delivery Branch (PDB) Employee Recognition All Employee Survey Maria Brusher (206) 233-1086	Project Development Branch	Cross	Gather input from PDB employees regarding the type of employee recognition they prefer. The survey also captures their current satisfaction with employee recognition practices in the branch	Project Development Branch employees	Use data to inform the development of a new PDB employee recognition program`	\$400

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21	One time	October 2010 & January 2011	32+96-gal Food and Yard Waste Customer Survey Brett Stav (206) 684-5251	Utility System Management	Solid Waste	Gather input from Food and Yard customers on their behavior and attitudes towards service.	32 and 96-gal food and yard customers	In general, customers are: -Very satisfied with their food and yard waste service. -Frequently participating in food waste collection. -Participating because it's good for the environment and they want to cut down on what they send to the landfill. -Those who don't participate feel they lack kitchen storage, don't think they generate enough food waste, or are afraid of attracting pests. -Are using their backyard compost bins less since food waste service began.	\$30,600
22	On-going	Fall -09	Project Support Division Customer Survey Brian Patton (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.	\$200