

VII. KERN COUNTY CUSTOMER SURVEY RESULTS

A. OVERVIEW AND METHODOLOGY

In order to determine any issues not covered by other means (including the public meetings) as well as to provide an additional forum for public input, an Internet-based customer/citizen survey was made available between May 26th and June 23rd 2005. Kern County staff was involved in reviewing and approving the content of the survey.



An announcement of the availability of the survey was made in the News and Information section of the Kern County website along with a computer link to the beginning of the survey. Citygate worked with the County's public information representative to ensure adequate awareness of the survey both before it was launched and during the time it was open for citizen input. The initial Internet page and the survey instrument can be found in **Appendix XI**.

Shown below are the details of the deployment of the survey.

Launch Date	05/26/2005 - 5:11 PM
Close Date	06/23/2005 - 9:25 AM
Visits ¹	528
Partials ²	95
Completes ³	272

B. ANALYSIS OF THE SURVEY RESULTS

The survey began with a mandatory question asking whether the respondent had business with Kern County Animal Control in the past 12 months. The results are shown below.

During the past 12 months have you or anyone in your household had contact with the Kern County's Animal Control Services staff?			
1. You must answer this question.		Number of Responses	Response Ratio
Yes 		199	73%
No 		73	27%
Total		272	100%






Respondents answering *Yes* were taken to the next question to explore their experience in more depth. Those answering *No* were taken to question 9 to continue.

¹ "Visits" – the total number of people who visited the survey site during the open period.

² "Partials" – the number of surveys that were begun but not completed.

³ "Completes" – the number of surveys that were completed and successfully added to the database.

Those who answered *Yes* to Question 1 were asked the reasons for their contact with Animal Control. The results are shown below.

2. Purpose of contact (Check all that apply.)		Number of Responses	Response Ratio
Information		61	31%
Service request		58	30%
Complaint		37	19%
 Other, Please Specify		82	42%

82 people chose to make an entry in the *Other* category. Their responses have been summarized below and sorted by frequency, high to low. Note that some answers covered more than one area; therefore, total responses may exceed 82. Many of the responses fit into one of the 3 categories provided: *Information*, *Service Request*, or *Complaint*.

<u>Response</u>	<u>Frequency</u>
To adopt a pet	21
Lost animal/pound visit	15
Animal rescue	9
Drop off animal	8
Licensing/Permits	8
Pet was picked up/quarantined	7
Volunteer	3
Report dog/cat bite	3
Report concern for animal cruelty/neglected animals	2
Reclaim a litter	1
Make a donation	1
Kennel inspection	1
Request pickup of dead animal	1
Rabies clinic	1
Miscellaneous other responses, not categorized	5

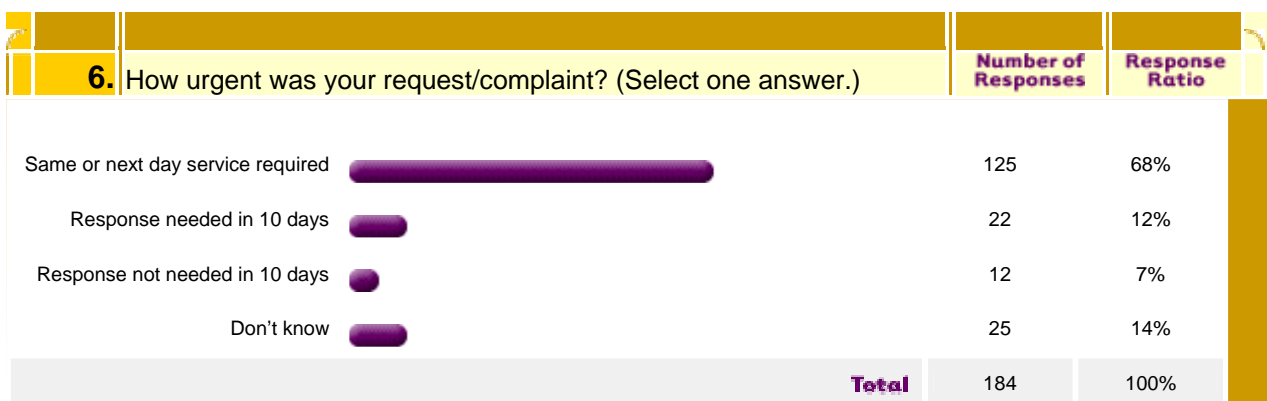
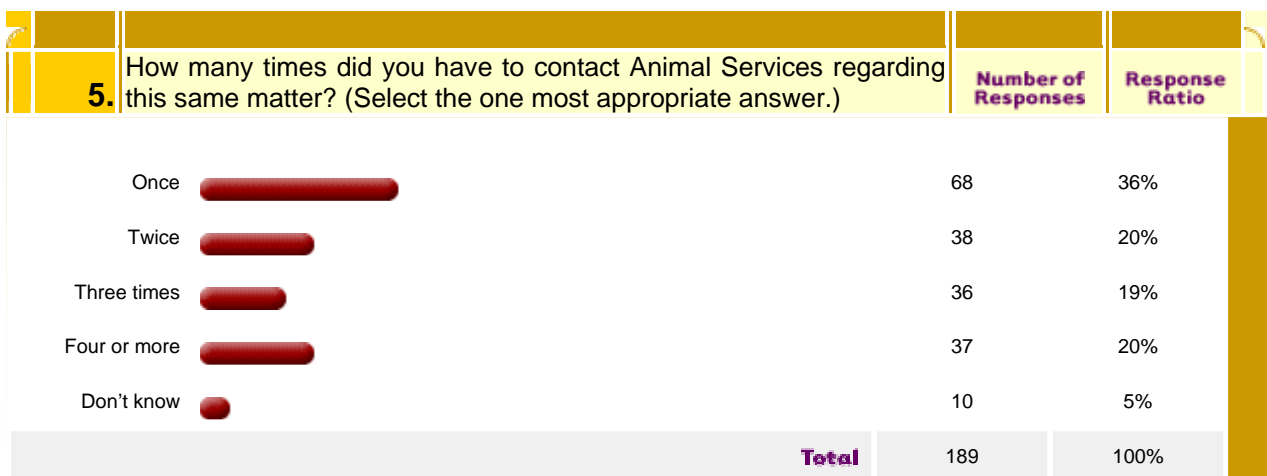
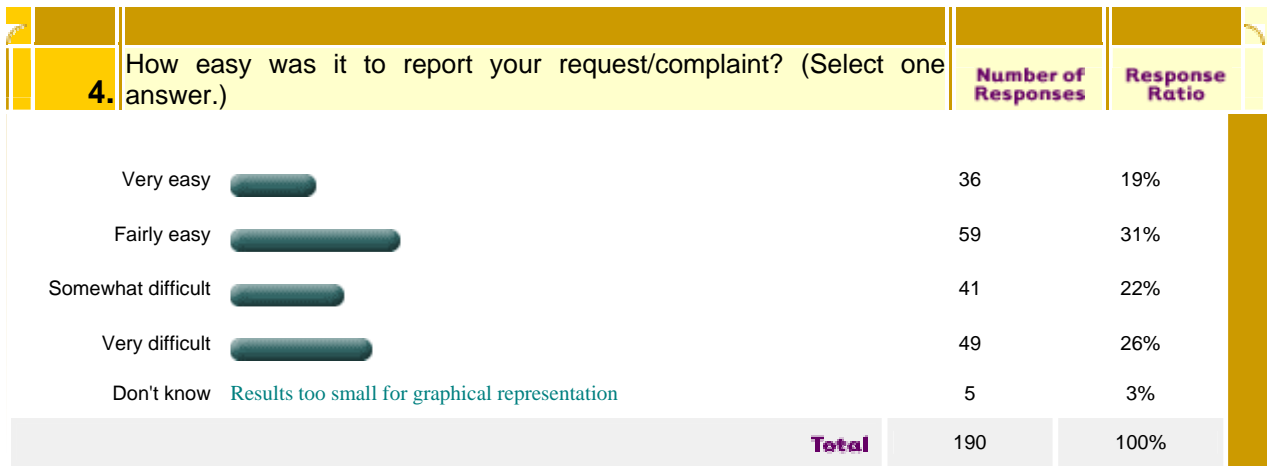
The respondents were then asked to specify the nature of the contact. The results are summarized graphically below along with the percentages.








37 people chose to make an entry in the *Other* category. Their responses have been summarized below and sorted by frequency from high to low. Note that some answers covered more than one area and that many of the responses actually fit into the categories provided in the question.












<u>Response</u>	<u>Frequency</u>
Dropped off animals/Arrange to have animals picked up	8
Report dead or injured animal	6
Report animal abuse or violations by others	5
Volunteer	4
Animal rescue	2
Monitor/check abuse and problems at KC shelter	2
Get information (shot clinics, permits, licenses, etc.)	2
Looking for lost/stolen animals	2
Donations	1
Responding to a complaint against the respondent	1
Miscellaneous other responses	4

Note that those responding “*Somewhat Difficult*” and “*Very Difficult*” to this question comprise almost half of all responses.



Note that 41 percent of all respondents felt *Very Dissatisfied* with the outcome of their request/complaint.

		Number of Responses	Response Ratio
7.	How satisfied were you with the final outcome of your request/complaint? (Select one answer.)		
	Very satisfied 	34	18%
	Satisfied 	36	19%
	Somewhat dissatisfied 	30	16%
	Very dissatisfied 	78	41%
	Don't know 	11	6%
	Total	189	100%

		Number of Responses	Response Ratio
8.	What was unsatisfactory about the outcome? (Check all that apply.)		
	Told they had no authority to deal with the matter 	29	19%
	Referred me to another office or organization 	15	10%
	Never responded 	23	15%
	Response never completed 	18	12%
	Response not timely 	26	17%
	Problem not corrected 	38	24%
	No follow-up on status of request/complaint 	29	19%
	Too much red tape involved 	26	17%
	Staff were not courteous or helpful 	45	29%
	Don't know 	8	5%
	VIEW Other, Please Specify 	59	38%

59 people chose to make an entry in the *Other* category. Their responses have been summarized below and sorted by frequency from high to low. Many of the responses actually fit into the categories provided in the question.

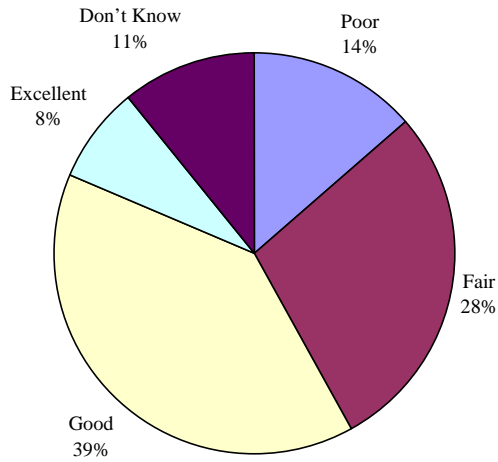
<u>Response</u>	<u>Frequency</u>
Keep getting unsatisfactory results/wrong info/"computer problems"	6
Told ACS unable to change policy/rules	4
Staff not interested in addressing problems/concerns	4
Took too long	4
Sick animals released (for adoption/from quarantine)	4
Phone not answered, voice response inadequate	4
Problem was not solved	2
Miscellaneous other responses, too specific to categorize	31

All survey respondents, regardless of whether they had business with ACS over the past 12 months, were asked to rate the following 6 specifics of Animal Services.

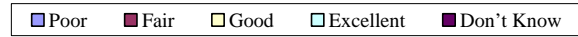
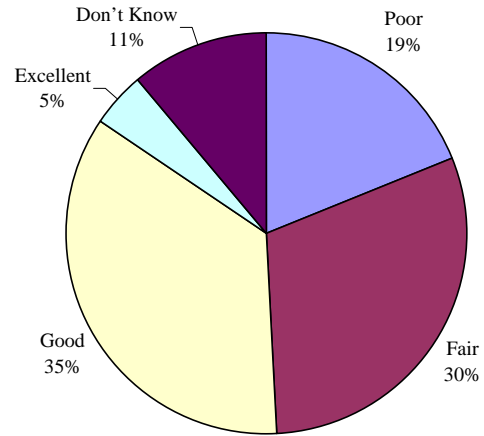
9. Based on your own experience or your perception, please rate the following specifics of animal services. (You may check only one box per line.)					
<i>The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option</i>	1 Poor	2 Fair	3 Good	4 Excellent	Don't Know
1. Days of operation	14% 36	28% 75	40% 105	8% 20	11% 29
2. Hours of operation	19% 50	30% 80	35% 93	5% 12	11% 29
3. Variety of programs offered	34% 90	24% 62	20% 53	3% 9	19% 49
4. Availability of information on services and programs	36% 94	24% 63	21% 54	5% 13	14% 37
5. Skill and helpfulness of staff	34% 90	25% 67	22% 59	9% 24	9% 23
6. Availability of information on animal regulations	29% 75	27% 70	24% 63	5% 13	16% 41

A pie chart showing the results of the rating of each of these 6 specifics is shown graphically on the next page. (Note that due to rounding, the percentage results may not be exactly the same.)

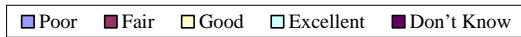
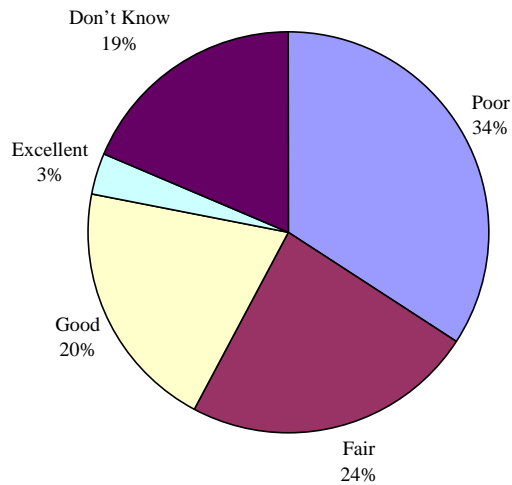
Days of Operation



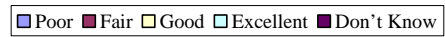
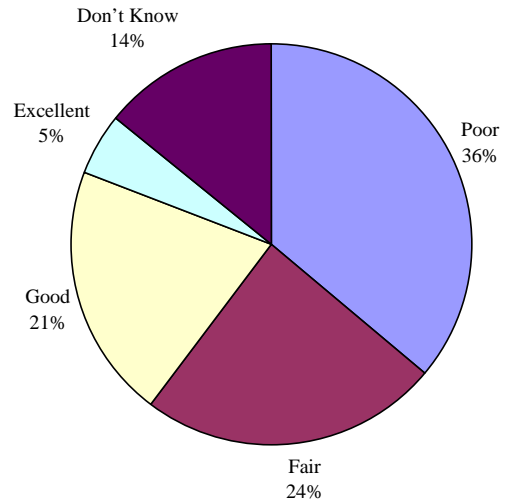
Hours of Operation



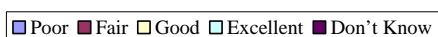
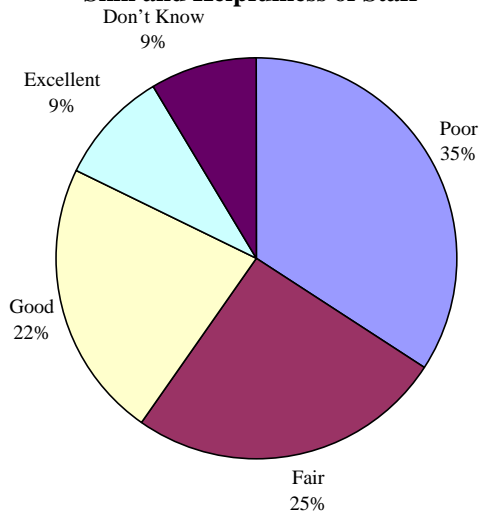
Variety of Programs Offered



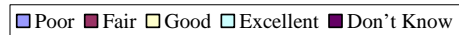
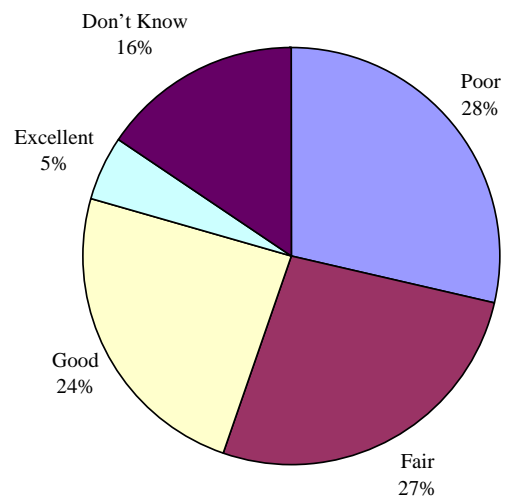
Availability of Information on Services and Programs



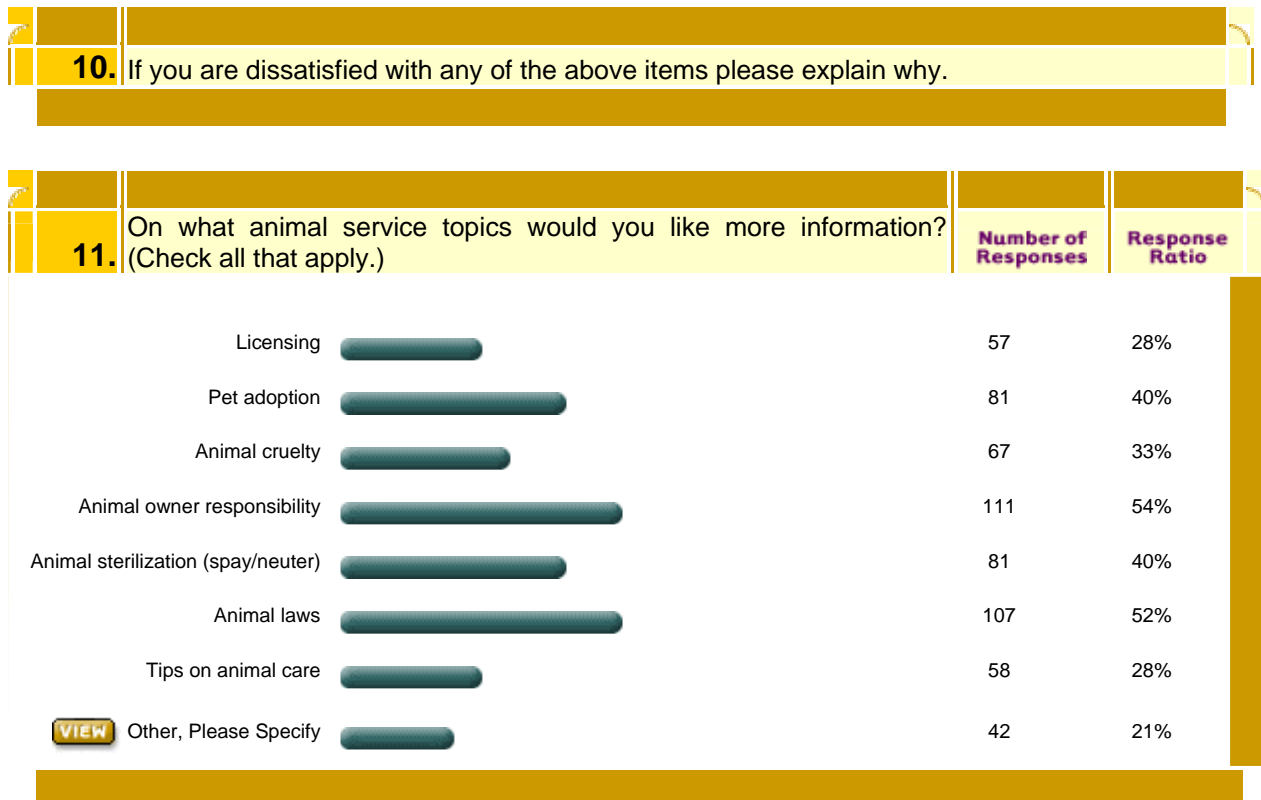
Skill and Helpfulness of Staff



Availability of Information on Animal Regulations



The following statement received 137 responses. See **Appendix XII** for a complete listing exactly as entered by the respondents with no editing or corrections of spelling, grammar, etc.



42 people chose to make an entry in the *Other* category. Their responses have been summarized below and sorted by frequency from high to low. Many of the responses actually fit into the categories provided in the question.

<u>Response</u>	<u>Frequency</u>
Shot clinics, vaccinations in general	3
Rescue groups	3
Responsibilities of Animal Control	3
How to help the animals in the shelter	2
Timeframes for keeping/placing animals	2
Hobby breeder permits/licenses	2
Rescuing without being a non-profit 501c(3)	1
Trapping and containing animals	1
Euthanasia statistics	1
PSAs on animal neglect/cruelty and consequences	1
How to control the animal population	1
How to find your lost pet	1
Miscellaneous other responses, too specific to categorize	28

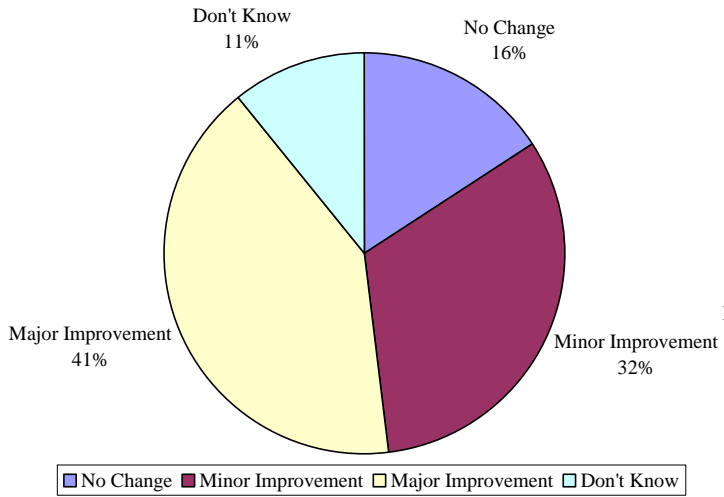
The following 2 statements contain ratings of possible improvements to Animal Services. The respondents were asked to select whether changes to an area would produce *No Change*, a *Minor Improvement*, or a *Major Improvement*. Provision was made for *Don't Know* as well. Here are the results.

12. Following are some possible areas where animal services could be improved. Please rate each area according to its importance to you. (You may check only one box per line.)				
The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option	1	2	3	Don't Know
	No Change	Minor Improvement	Major Improvement	
1. a. Increase hours shelters are open	16% 40	32% 81	41% 104	11% 27
2. b. Increase days shelters are open	17% 44	33% 84	39% 99	10% 26
3. c. Expand number of locations where licenses are sold	15% 38	27% 68	46% 114	12% 30
4. d. Expand number of locations where pets are available for adoption	14% 35	21% 53	56% 143	9% 24

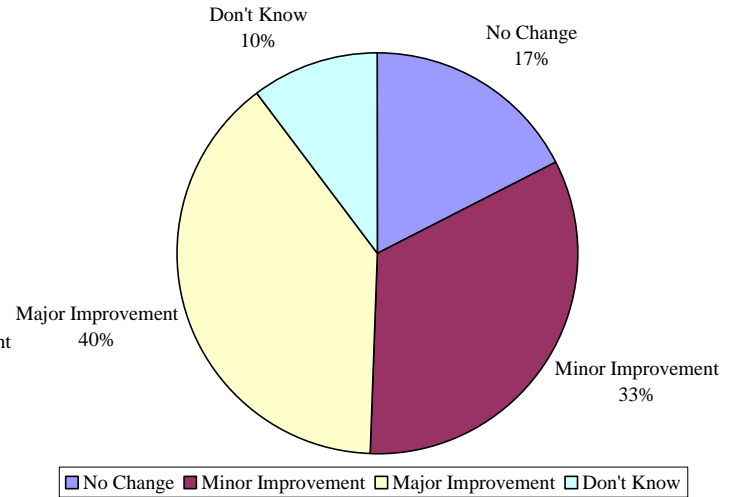
13. Here are some additional areas where animal services could possibly be improved. Please rate each area according to its importance to you. (You may check only one box per line.)				
The top percentage indicates total respondent ratio; the bottom number represents actual number of respondents selecting the option	1	2	3	Don't Know
	No Change	Minor Improvement	Major Improvement	
1. a. Increase hours for adoption	15% 37	29% 72	46% 115	10% 26
2. b. Increase days for adoption.	17% 42	28% 71	44% 111	11% 27
3. c. Expand education and information programs.	7% 18	20% 51	65% 161	8% 19
4. d. Additional assistance with spaying, neutering, or vaccinating animals.	8% 19	15% 37	72% 181	6% 16

More respondents thought that changes in each area would produce *Major Improvements*. This is depicted graphically on the following two pages. (Note that due to rounding, percentages may vary slightly from the tables above.)

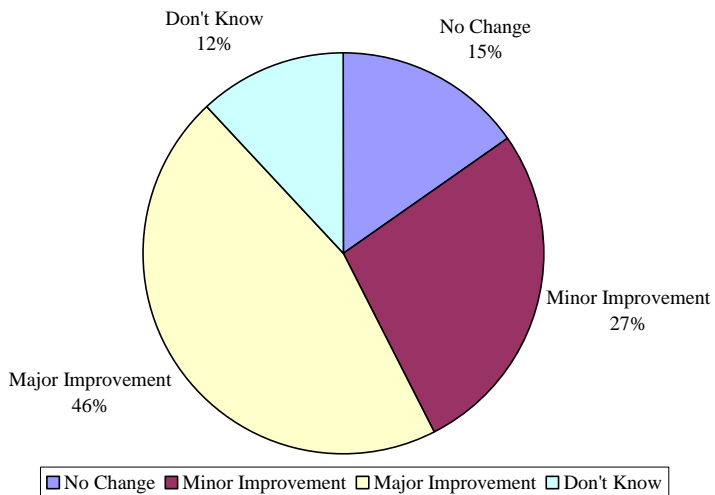
Increase Hours Shelters are Open



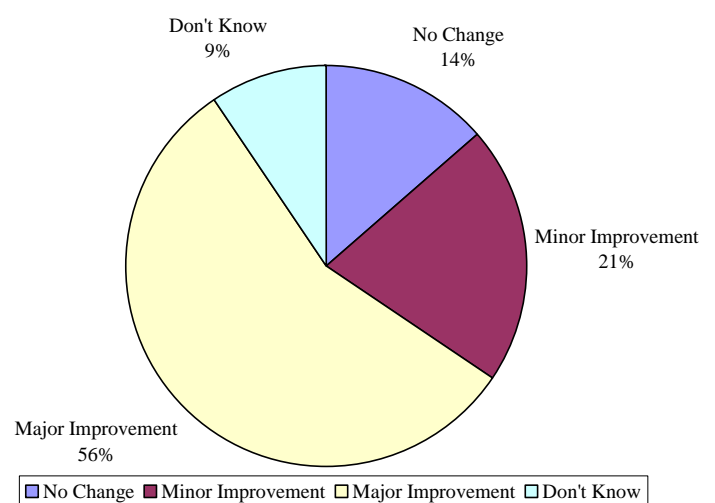
Increase Days Shelters are Open



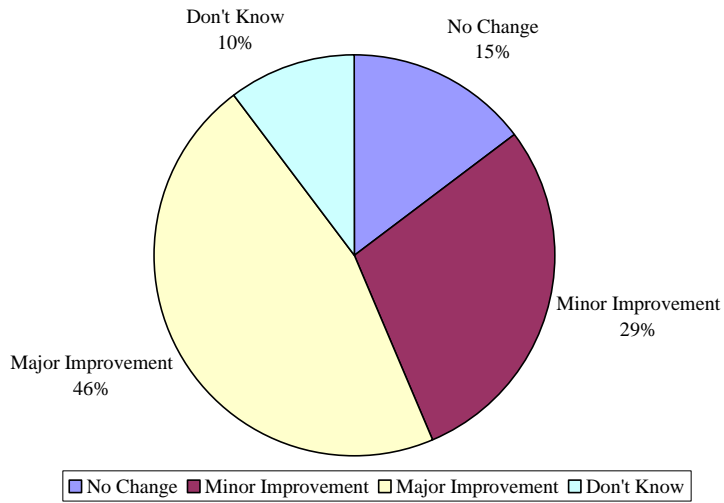
Expand No. of Locations Where Licenses are Sold



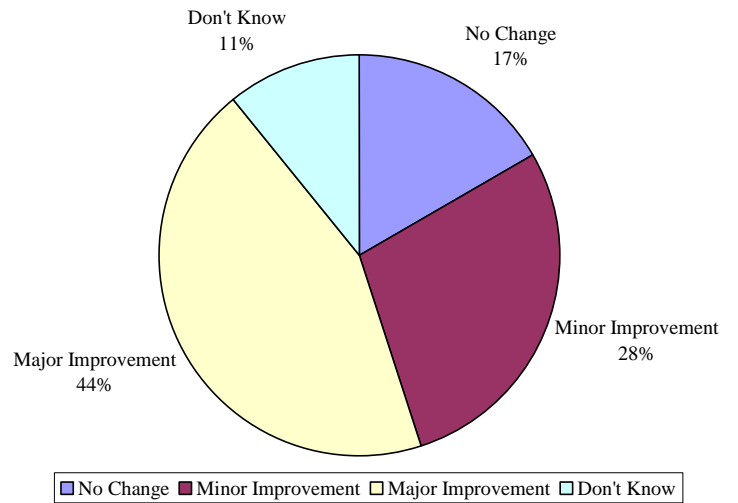
Expand No. of Locations Where Pets are Available for Adoption



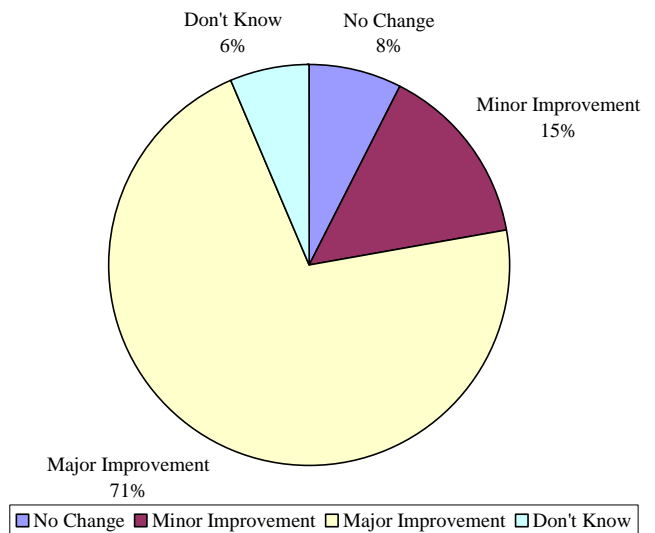
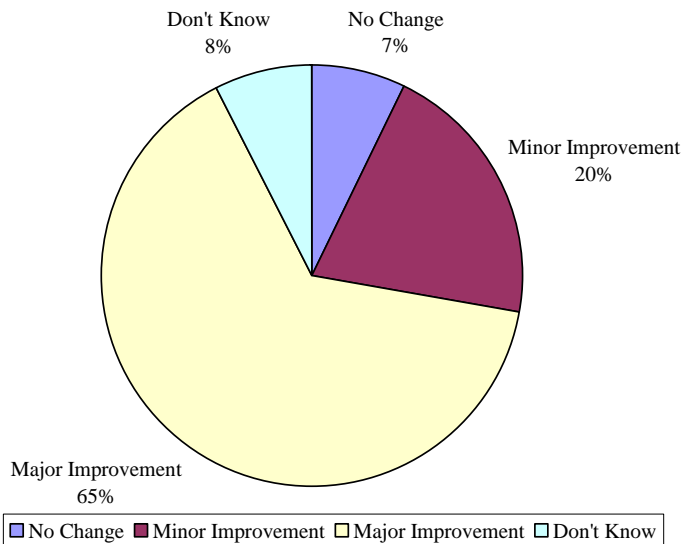
Increase Hours for Adoption





Increase Days for Adoption



Expand Education and Information Programs Additional Assistance with Spaying, Neutering, or Vaccinating Animals






Next, a mandatory question was asked to gauge the public's willingness to tax themselves for improvements to Animal Control Services.

Would you be willing to pay additional taxes or fees for improved animal services?			
14.	<i>You must answer this question.</i>	Number of Responses	Response Ratio
Yes 		205	75%
No 		67	25%
Total		272	100%

A large majority (75 percent) indicated their willingness to pay for additional services.

To follow-up, those who answered *Yes* to Question 14 were then required to specify the types of increases they would support.

What types of taxes or fees would you support? (Check all that apply.)			
15.	<i>You must answer this question.</i>	Number of Responses	Response Ratio
Property taxes 		108	53%
User fees or charges 		132	65%
VIEW	Other, Please Specify 	56	27%

56 people chose to make an entry in the *Other* category. Their responses have been summarized below and sorted by frequency from high to low. Many of the responses actually fit into the categories provided in the question.

<u>Response</u>	<u>Frequency</u>
A sales tax/fee on every resident in Kern County	9
Increase pet license fees and service fees	8
Increased/heavy fines for violations	6
Tax on pet food/animal product purchases	4
Tax/Levy directly to ACS – not into the General Fund	4
Fundraisers/donations	3

<u>Response</u>	<u>Frequency</u>
Property tax	2
Spay-neuter/animal care license plate	2
Donations from community/businesses	1
Income tax	1
Fines directly to ACS for increased services for animals	1
Charge for spay/neuter on adoption	1
Allocate funds from other County programs	1
Miscellaneous other responses, too specific to categorize	13

All respondents, regardless of how they answered the additional fee question, ended on the following statement:

16.	Please provide any additional comments or suggestions in the space below.
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There were 173 responses to this final statement in the survey. These responses have been reprinted in **Appendix XII** exactly as entered by the respondents. There was no editing of any kind. In summary, they repeat and perhaps expand upon themes already described above.