
APPENDIX XI:

CUSTOMER SURVEY INSTRUMENT

CUSTOMER/CITIZEN SURVEY INSTRUMENT

Respondents began the survey by clicking on the following Kern County home page “News and Information” item:

5/27/05 [Customer Survey: Kern County Animal Control Services Division](#)
Make your opinions count. The survey is available from now until June 22nd.

Clicking on this link took them to the introductory information below.

Customer Opinion Survey

As a part of an operational review of the Kern County Animal Control Services (ACS) Division, Citygate Associates, the consultant selected by the County, is conducting this survey of customer/citizen opinions.

Your responses will be kept confidential.

When you are ready to begin, please click on the button below to be directed to the survey. We ask that you answer the questions thoughtfully, for your observations may assist us in identifying areas where the Division is strong and areas where improvements can be made.

Note: The survey software will work with most standard Internet browsers and operating systems. Before beginning the survey, please confirm that your operating system and browser are on the following list.

Supported Operating Systems	Supported Browsers
Windows XP, 2000, ME, NT, 98	Internet Explorer 5 and above
MAC OS X and OS 9	Netscape 4.78 and above
	Safari 1.0
<i>Note: Web TV is not supported, and Firefox has not been tested.</i>	

To begin the survey, click on the button below.



Clicking on the arrow above
linked the respondent to the
beginning of the survey.

Customer Survey: Kern County Animal Control Services Division



Thank you for taking the time to complete this important survey. We ask that you answer the following questions based upon your experiences with the Kern County Animal Control Services Division over the past year.

Note that a few questions **REQUIRE** an answer. These questions are marked *"You must answer this question."*

At various points in the survey you will be asked to press a **"SUBMIT"** button to move to the next part of the survey. Generally, this is followed by a quick transition. However, if there is excessive Internet traffic, it may take a few additional seconds. Please be patient.

1

During the past 12 months have you or anyone in your household had contact with the Kern County's Animal Control Services staff?

You must answer this question.

If YES, go
on to the
next page.

If NO, go
to question
9.

Customer Survey: Kern County Animal Control Services Division

2

Purpose of contact (Check all that apply.)

- ☐ Information
- ☐ Service request
- ☐ Complaint
- ☐ Other, Please Specify

3

Nature of contact (Check all that apply.)

- ☐ Licensing
- ☐ Injured animal
- ☐ Dog/cat running at large
- ☐ Dog/cat bite
- ☐ Barking dog
- ☐ Dog/cat sterilization (spay/neuter)
- ☐ Pet adoption
- ☐ Lost dog/cat

- ☐ Animal cruelty
- ☐ Wild animal
- ☐ Animal rescue
- ☐ Picking up a dog/cat that you own
- ☐ Other, Please Specify

4

How easy was it to report your request/complaint? (Select one answer.)

- ☐ Very easy
- ☐ Fairly easy
- ☐ Somewhat difficult
- ☐ Very difficult
- ☐ Don't know

5

How many times did you have to contact Animal Services regarding this same matter? (Select the one most appropriate answer.)

- ☐ Once
- ☐ Twice
- ☐ Three times
- ☐ Four or more
- ☐ Don't know

6

How urgent was your request/complaint? (Select one answer.)

- ☐ Same or next day service required
- ☐ Response needed in 10 days
- ☐ Response not needed in 10 days
- ☐ Don't know

7

How satisfied were you with the final outcome of your request/complaint? (Select one answer.)

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know

8

What was unsatisfactory about the outcome? (Check all that apply.)

- ☐ Told they had no authority to deal with the matter
- ☐ Referred me to another office or organization
- ☐ Never responded
- ☐ Response never completed
- ☐ Response not timely

- ☐ Problem not corrected
- ☐ No follow-up on status of request/complaint
- ☐ Too much red tape involved
- ☐ Staff were not courteous or helpful
- ☐ Don't know
- ☐ Other, Please Specify



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.)

1 Poor	2 Fair	3 Good	4 Excellent	Don't Know
Days of operation				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of operation				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of programs offered				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of information on services and programs				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skill and helpfulness of staff				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of information on animal regulations				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10

If you are dissatisfied with any of the above items please explain why.

11

On what animal service topics would you like more information? (Check all that apply.)

- ☐ Licensing
- ☐ Pet adoption
- ☐ Animal cruelty
- ☐ Animal owner responsibility
- ☐ Animal sterilization (spay/neuter)
- ☐ Animal laws
- ☐ Tips on animal care
- ☐ Other, Please Specify

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.)

1	2	3	
No Change	Minor Improvement	Major Improvement	Don't Know

a. Increase hours shelters are open

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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b. Increase days shelters are open

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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c. Expand number of locations where licenses are sold

☐ 1 ☐ 2 ☐ 3 ☐

d. Expand number of locations where pets are available for adoption

☐ 1 ☐ 2 ☐ 3 ☐

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.)

1 2 3
No Change Minor Improvement Major Improvement Don't Know

a. Increase hours for adoption

☐ 1 ☐ 2 ☐ 3 ☐

b. Increase days for adoption.

☐ 1 ☐ 2 ☐ 3 ☐

c. Expand education and information programs.

☐ 1 ☐ 2 ☐ 3 ☐

d. Additional assistance with spaying, neutering, or vaccinating animals.

☐ 1 ☐ 2 ☐ 3 ☐

14

Would you be willing to pay additional taxes or fees for improved animal services?

You must answer this question.

☐ YES ☐ NO

If YES, go
on to the
next page.

If NO, go to
question 16.

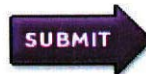
SUBMIT

15

What types of taxes or fees would you support? (Check all that apply.)

You must answer this question.

- ☐ Property taxes
- ☐ User fees or charges
- ☐ Other, Please Specify



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Please provide any additional comments or suggestions in the space below.

This concludes the survey. Please press the button below to **SUBMIT** the final part of your survey and record your responses.

