

IMPACT STATEMENT

187511

Date: November 2, 2015
Council Date: December 9, 2015
Legislation Title: Authorize Intergovernmental Agreement No. 30004757 with Portland State University and provide payment for services rendered for the Key Service Level Customer Survey Project in the amount of \$28,635 (Ordinance)
Contact Name: Jessica Letteney, Senior Management Analyst
Contact Phone: 503-823-7242

Purpose of proposed legislation and background information:

The purpose of this legislation is to authorize an Intergovernmental Agreement (IGA) between the Portland Water Bureau (PWB) and Portland State University (PSU) to survey residential water customers in Portland. The survey will measure attitudes and opinions about topics related to bureau Key Service Levels from a broad cross-section of people.

The Key Service Levels are the performance goals that the bureau strives to meet in providing water. Through its Key Service Levels, PWB measures and improves its performance in reliably delivering high-quality water; serving its customers; stewarding fiscal, natural, and built resources; enhancing public health and safety; and contributing to Portland's economic vitality. Since 2008, the Key Service Levels have informed bureau project, budget, and asset planning. The Water Bureau's strategic plan included a tactic to improve its responsiveness to customer needs and promote engagement of the community. In 2015, the City Budget Office adopted performance measurement reporting as part of the City budget process.

Two stakeholder groups have recommended that the Water Bureau consult with customers on service levels. In 2014, the Portland Utility Oversight Blue Ribbon Commission recommended that City water and sewer/stormwater utilities (1) improve transparency and communications, (2) provide for strong and consistent public involvement in decision-making, and (3) be empowered to engage citizens. In addition, the Office of the City Auditor has recommended that the bureau "clarify the essential required service levels and obtain confirmation from representative customers."

In 2014, the Water Bureau explored whether internal staff could prepare a survey of customers. Bureau managers recommended engaging a qualified survey preparer to most effectively gather information from the public. In 2015, the Water Bureau began discussions with Portland State University's Survey Research Lab to develop a survey and sampling plan that will meet the bureau's research objectives. The goal is to obtain feedback from a random representative

sample of residential customers. The bureau's plan includes outreach communities that have been underrepresented in the past.

In order to reach historically underrepresented customers, the bureau's sampling requirements include providing means for people without Internet access, people who speak Spanish, Russian, Chinese, or Vietnamese, and residents in multi-family housing units to participate in the survey. The bureau plans to provide the survey on the web and make paper copies available. The bureau will translate the survey into Spanish, Russian, Chinese, and Vietnamese.

The bureau plans to use the information from survey respondents to evaluate and refine its Key Service Levels. Obtaining information from the broadest possible spectrum of customers will help the bureau continue to improve its services.

Financial and budgetary impacts:

Approval of this IGA does not create any long-term financial impacts for the City, nor does it amend the Water Bureau budget. Funds have already been allocated for this effort in the Fiscal Year 2015-16 Budget.

This project requests approval to spend \$28,635 for completion of the statement of work attached as Exhibit B of IGA No. 30004757. The funds for this project are in the Requested Budget for Fiscal Year 2015-16 in the Administration and Support Program.

Amendments increasing the total compensation of the IGA may be agreed to and executed by the Water Bureau Administrator up to 25 percent of the total original agreement amount. Any increase exceeding 25 percent of the total original compensation amount would need City Council approval.

Community impacts and community involvement:

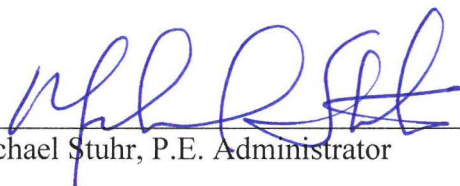
The bureau will use the information as part of an effort to evaluate and refine its service levels. The intent of the survey is to provide another avenue for the people of Portland to share meaningful feedback with the City on their drinking water service.

The bureau anticipates a positive response to its effort to survey customers. In August of 2014, the bureau surveyed customers affected by a Boil Water Notice earlier in the year. The level of response to the survey was good (nearly 3,000 responses in three weeks) and the general tone of the responses indicated general acceptance of the survey process. Through that survey, the bureau gained important information about how to improve customer outreach during a Boil Water Notice. The bureau anticipates gaining equally valuable information from this customer survey on topics related to service levels.

Budgetary Impact Worksheet**Does this action change appropriations?**

- ☐ YES: Please complete the information below.
☒ NO: Skip this section

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount


Michael Stuhr, P.E. Administrator

11/6/15
Date