



Department of Land Use & Transportation



URMD

URBAN ROAD MAINTENANCE DISTRICT

2019 URMD Customer Satisfaction Report

October 16, 2019 URMDAC Meeting

I. URMD Surface Treatment Customer Satisfaction Results

- **2019 URMD overlay: 6.9 miles of URMD roads treated; budgeted cost: \$1,100,000**
- **Outreach includes**
 - ✓ Postcard mailing #1 (initial notification, re: trimming vegetation): 761 postcards sent.
 - ✓ Postcard mailing #2 (before work begins): 1,586 postcards sent.
 - ✓ “Doorhangers” left at doorsteps immediately before work begins: approximately 2,500 were used. Were distributed between July 20th thru October 7th as streets became ready for paving.
 - ✓ Website (for scheduling and other information).
 - ✓ Notification on WC-Roads.
- **Postcards received (from doorhangers)**
 - ✓ In 2019: 11 postcards were received.
 - ✓ In 2018, when the surface treatment was slurry seal, 45 postcards were received .
 - ✓ In 2017, when the surface treatment was overlay, 10 postcards and one letter were received.
 - ✓ Traditionally, more responses are received in years when the surface treatment is slurry seal work versus overlay work, since (1) slurry seal treatment is applied to more miles of road than overlay work (2018 slurry seal work was on 19.2 miles of road), and (2) slurry seal work is more “messy” than overlay work.
 - ✓ Comment from one admin support staff who answers phones: *“I have gotten positive feedback for the most part. Not many green cards might indicate that folks had little to complain about.”*
- **Postcard results**

	Excellent	Good	Average	Needs Work	Poor	N.A.
Adequate notification of scheduled road work	3	3	2		3	
Access to information about the work, schedules	3	3	1	1	2	
Appropriate advance warnings signs, work zone marked clearly	3	5		2		
Feeling safe moving through work zone	5	4	1			
Professional actions and appearance of road workers	7	2	1			
Comments [9 people left written comments]						

- **Report from the lead inspector (who is out in the field, overseeing the work)**
 - ✓ “A lot of people are as happy as can be to see the road work being done”; he never gets asked why the work is being done.
 - ✓ All postcards received are read by the lead inspector and project manager, who follow-up.
 - ✓ Most frequent complaint received: notification regarding when specifically the work will take place.
 - ✓ One follow-up for next year: inspector will work with contractors on the timing of when they put out the signage with anticipated dates of road work (that the contractors put out).
- **Calls Received**
 - ✓ For the second year in a row, the Urban Road Services Coordinator did not receive a single call about the URMD surface maintenance work.

II. Other URMD Comment Opportunity

Featured at the bottom of [URMD](#) and [URMD Pedestrian and Biking Improvement Projects](#) websites is: *“Let us know how we're doing! Send your comments to [URMD Customer Satisfaction](#).”*

No responses were received in 2019.

Perhaps 2-3 times this year Steve received an unsolicited call or email from someone thanking the County for an URMD service – a completed Pedestrian and Biking Improvement Project or some road service.

III. Other Outreach: for URMD Ped and Biking Improvements Top Candidates

- **Comments received electronically about top candidates via website/interactive map is growing:**
 - ✓ 2019: 670 comments were received
 - ✓ 2017: 410 comments were received
 - ✓ 2016: 303 comments were received
- **Other feedback received: In 2019, Urban Road Services Coordinator received approximately 44 calls or emails about the top candidates**
- **Significant expenditure of URMD funds for direct postcard notification**
 - ✓ In 2019: Sent 30,236 postcards; cost: approximately \$8,000 total (not counting staff time).
 - ✓ In 2017: Sent 35,241 postcards; cost: \$8,531.64 total (not counting staff time).