

TOP-LINE REPORT

2009
First Nations Client Survey

Prepared for:

BC Assessment

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SECTION 1: INTRODUCTION

1.1 Project Background

In spring 2009, BC Assessment commissioned R.A. Malatest & Associates Ltd. (Consultant) to conduct a survey of clients, including Provincial Government clients, Local Government clients, First Nations clients, and Residential and Non-residential property owners throughout British Columbia. The purpose of the research is to assess the level of customer satisfaction with services and products offered by BC Assessment.

As a public agency, BC Assessment is responsible for surveying customer satisfaction on a regular basis. Residential and non-residential property owners are surveyed annually, while other BC Assessment client groups are surveyed every 2 years. This report encompasses the 2009 results of the First Nations Client Survey, with comparisons to 2007 where applicable.

Representatives of BC Assessment and originally developed the survey instrument in 2004, with modifications in subsequent years. The main objective of the survey is to build on baseline measures of client satisfaction established in the original survey. To this end, the survey instrument incorporates a series of standardized questions related to various aspects of service delivery. The survey instrument was streamlined in 2009 and includes a “composite score” designed to measure overall satisfaction with the quality of service provided by BC Assessment.

In previous surveys, data collection was conducted by telephone with follow-up as necessary. For 2009, the survey was administered using a “mixed mode” approach involving both telephone and online administration. A “mixed mode” approach is considered effective in optimizing the number of completions among well-defined response cohorts.

1.2 Survey Objectives

This research was undertaken to measure how well BC Assessment’s service performance is meeting the needs of its First Nation clients in BC. The specific objectives of the research were to:

- determine client satisfaction with the Assessment Rolls;
- measure agreement that client needs are being met with the products and services provided by BC Assessment;
- gauge client satisfaction with the quality of service provided by BC Assessment;
- solicit suggestions as to how BC Assessment might improve or expand the product and service offerings to First Nation clients;
- determine the extent to which BC Assessment’s levy-related information is clear and easy to understand;
- measure the use of, and satisfaction with, the BC Assessment website; and

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- where applicable, compare the results to those obtained in the 2006 survey of First Nation clients.

1.3 Survey Highlights

The survey consisted of 41 telephone (38) and online (3) completions from a random sample of 55 First Nation clients served by BC Assessment throughout the province. The margin of error for a sample size of 41 is at most $\pm 7.4\%$, 19 times out of 20. It is important to note that the margin of error will increase as the number of respondents providing a usable response declines.

Customer Service

- Nearly 9 in 10 respondents (88% vs. 75% in 2007) contacted BC Assessment at least once in the past year. While more First Nations clients contacted BC Assessment in 2009, the overall frequency of contact dropped among those who made contact more than once in the past year.
- First Nations representatives with more than 50 folios contacted BC Assessment more frequently than those with less than 50 folios. For example, 38% of respondents with 50 or more folios indicated that they contacted BC Assessment 10 or more times in 2009, compared to 4% of respondents with less than 50 folios.
- BC Assessment staff received at least a 97% agreement rating for each of the nine (9) quality performance indicators from First Nations clients in 2009. With few exceptions, agreement levels were somewhat higher among respondents who have been in their positions for less than 3 years.
- Nearly all First Nations clients (97% vs. 96% in 2007) expressed satisfaction with the quality of service they received in 2009, including 72% (vs. 58% in 2007) who said they were “very satisfied”.
- First Nations clients unanimously agreed (100% vs. 97% in 2007) that BC Assessment provides the quality of service their Band requires.
- Other than keeping pace with technology, agreement levels in 2009 increased for all product and service quality indicators in 2009. Strong increases were reported for both being responsive to clients’ assessment needs (88% vs. 81% in 2007) and being informed of available products and services (95% vs. 88% in 2007).
- In 2009, BC Assessment achieved a composite satisfaction score of **98.3%** based on the responses of 41 First Nations representatives.

Communication

- More than 9 in 10 (93% vs. 97% in 2009) of First Nations clients expressed satisfaction with the Assessment Rolls in 2009.

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- More than 3 in 5 (62%) respondents indicated their preference for receiving Assessment Roll data over the Internet, nearly double the 2007 result (34%).
- Preference for electronic delivery over the Internet was significantly higher among those respondents with less than 3 years experience (73%), as compared to those with more than 3 years experience (56%) in 2009.
- Nearly all respondents (98% vs. 97% in 2007) expressed their satisfaction with the information and/or Assessment Notices provided by BC Assessment in 2009.
- Two-thirds (67% vs. 66% in 2007) of those surveyed recalled receiving a letter from BC Assessment explaining its levy. Nearly 9 in 10 respondents (89% vs. 90% in 2007) agreed that letter was clear and easy to understand.

Web Services

- In 2009, 43% of survey participants said they had visited the BC Assessment website, down sharply from 2007 (53%).
- Respondents with 3 or more years of experience (48% vs. 41% in 2007) were more likely to visit the website than those with less than 3 years experience (33% vs. 80% in 2007) in 2009.
- Among those who visited the website in 2009, 44% (vs. 6% in 2007) were most interested in information on the Assessment process. This increase may, in part, be explained by the change in policy governing property assessments in 2008.
- Respondents in search of BC Assessment Fact sheets also experienced a sharp increase in 2009 (28% vs. 6% in 2007).
- Visitors to the website overwhelmingly agreed that the site had the information they needed (100%, the same as 2007), it was easy to find what they were looking for (100% vs. 88% in 2007), and that the site was easy to navigate (94%, same as 2007).

1.4 Conclusions

The results of the 2007 First Nation client survey again indicate that BC Assessment is performing very well in serving this client group. For those who had contacted BC Assessment, satisfaction with the service provided by BC Assessment representatives remains high. Additionally, agreement levels were consistently positive with the quality indicators used to measure how well BC Assessment staff are performing in the provision of products and services.

In its 2008-2010 Service Plan, BC Assessment established a performance target of greater than 95% satisfaction with the level of customer service provided all local government, provincial government and First Nation clients. Using the newly established composite satisfaction measure, BC Assessment has exceeded its target (98.3%) for First

SECTION 1: INTRODUCTION

Nations clients in 2009. First Nations clients overwhelmingly agree that BC Assessment is providing the quality of service their Band requires.

While First Nations clients remain satisfied with the Assessment Rolls in 2009, many expressed a stronger desire to have this information delivered electronically over the Internet. One of the more common themes to emerge from this survey is the need to stay current with changing technologies. Interest in new information technologies came largely from those First Nations representatives with less than 3 years experience on the job.

Finally, while use of the website dropped quite significantly in 2009, respondents nevertheless view the website favourably. Many indicate that they simply do not have time to use the website or that they are not aware of its benefits. Somewhat surprising was the increased interest in the Assessment process in 2009, which may have been sparked by the change in policy governing property assessments in 2008. Perhaps more surprising was the absence of any interest in Assessed sales of properties, which was the most sought after information item in 2007.

SECTION 2: METHODOLOGY

2.1 Survey Design and Sample Development

The survey design consisted of an online and telephone survey with First Nations representatives responsible for tax administration on behalf of their Band council. The database for the survey was provided by BC Assessment and included 55 eligible randomly selected clients from among the 55 First Nation Bands served by BC Assessment that regularly use BC Assessment services and information.

2.2 Questionnaire Design and Survey Implementation

The questionnaire was originally designed by BC Assessment in 2004, with modifications in subsequent years. New in 2009 was the introduction of a composite satisfaction score designed to measure overall satisfaction with the quality of service and information provided by BC Assessment. A survey field test was conducted April 6 and 7, 2009 to measure timing and effectiveness of the survey. Full survey administration was undertaken April 13 – 27, 2009.

All clients were sent an introductory email advising them of the BC Assessment survey, and inviting their participation. Within one week of the initial email, each client was sent another email that included a link to the survey. BC Assessment's toll-free number and the contact information for the Manager, Audit and Performance were listed at the end of the survey for reference should clients have any questions. A total of 41 (up from 32 in 2007) telephone and online completions were achieved in 2009.

The survey was conducted using a Computer Assisted Telephone Interviewing (CATI) system. Data were automatically entered into the computer as each interview progressed and an audit of the data was carried out to ensure accuracy. At the end of the survey, all respondents were given BC Assessment's toll-free number for reference should they have any questions. Coding categories for open-ended questions were determined based upon all of the completed questionnaires, similar to previous surveys.

All of those surveyed were asked if they would like someone from BC Assessment to follow-up with them about any specific customer service concerns they might have. A total of 7 survey participants indicated they would like to be contacted.

2.3 Data Analysis and Reporting

The margin of error for a sample size of 41 is at most $\pm 7.4\%$, 19 times out of 20. In reporting the survey findings, unless otherwise stated, all percentages used in the report are based on calculations excluding "Don't know / Not applicable" responses. As well, throughout the survey, respondents were asked to rate their level of agreement or satisfaction with a number of issues. In each instance, the rating system used was a four-point scale, with 4 representing the highest positive rating and 1 the lowest rating. Percentages that are used to summarize the ratings are the sum of the positive ratings (4

SECTION 2: METHODOLOGY

+ 3). Calculations of percentages may not add to 100% due to rounding to the nearest whole percentage.

2.4 Sample Characteristics

Table 1 details the demographic profile of BC Assessment’s First Nations clients who responded to the survey in 2009 and 2007. A total of 41 surveys were completed in 2009 for a valid response rate of 75% and a margin of error of ±7.4%, based on a 95% confidence level. The majority (64%, vs. 69% in 2007) of respondents indicated they had been in their current position for more than 3 years, while the balance had been there for 3 years or less. Similar to 2007, over half (61%, vs. 56% in 2006) of respondents had fewer than 50 folios on their Assessment Roll.

Table 1: Sample Characteristics				
	Total		Number of Folios on Assessment Roll	
	2009	2007	<50	50+
Length of Time in Current Position	n=41	n=32	n=25	n=16
Less than a year	7%	9%	8%	6%
1 - 3 years	29%	22%	32%	25%
4 - 6 years	20%	22%	16%	25%
7 - 10 years	20%	13%	28%	6%
More than 10 years	24%	34%	16%	38%
Number of Properties/Folios on Assessment Roll	n=41	n=32	n=25	n=16
Less than 50	61%	56%	100%	0%
50 -250	15%	16%		38%
251-500	7%	16%		19%
More than 500	17%	13%		44%

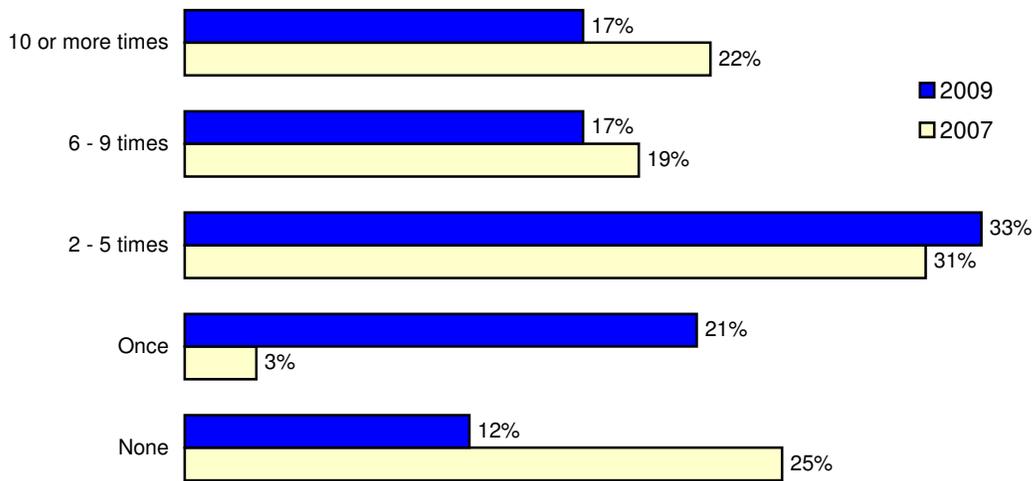
SECTION 3: CUSTOMER SERVICE

3.1 Contact with BC Assessment (Q4)

Nearly 9 in 10 First Nations clients surveyed had contact with a BC Assessment representative in the past year

As shown in Figure 1, nearly 9 in 10 respondents (88% vs. 75% in 2007) contacted BC Assessment at least once in the past year. While more First Nations clients contacted BC Assessment in 2009, the overall frequency of contact dropped among those who made contact more than once in the past year. Significant decreases in contact were reported among those who contact BC Assessment at least 6 times in the past year.

Figure 1: Frequency of Contact with BC Assessment in the Past Year



- First Nations representatives with more than 50 folios on their Assessment Roll contact BC Assessment more frequently than those with less than 50 folios. For example, 38% of respondents with 50 or more folios indicated that they contacted BC Assessment 10 or more times in 2009, compared to 4% of respondents with less than 50 folios.
- Similarly, respondents with more than 50 folios are less likely to contact BC Assessment once (0%) than those with less than 50 folios (36%).

SECTION 3: CUSTOMER SERVICE

3.2 Quality of Staff Service (Q5 – Q13)

BC Assessment staff received at least a 97% rating for each quality performance indicator from First Nations clients in 2009

As shown in Table 2, BC Assessment staff received at least a 97% agreement rating for each quality performance indicator from among those First Nations clients who contacted BC Assessment in 2009. With few exceptions, agreement levels were higher for most staff performance indicators in 2009.

Table 2: Agreement* with BC Assessment Staff Service Quality Indicators by Number of Folios**				
Quality Indicator	Total		Number of Folios on Assessment Roll	
	2009	2007	<50	50+
Staff promptly return your phone calls or emails	100%	100%	100%	100%
Staff were knowledgeable about BC Assessment products and services	100%	96%	100%	100%
Staff were helpful in explaining BC Assessment data	100%	96%	100%	100%
The quality of the advance you received was very good	100%	96%	100%	100%
Staff were responsive to your enquiries	97%	100%	100%	94%
Staff informed you of everything you had to do to get the service or product you needed	97%	100%	95%	100%
Staff went the extra mile to make sure you got what you needed	97%	96%	100%	93%
Staff were knowledgeable about your particular needs	97%	92%	100%	94%
You were able to get through to a staff member without difficulty	97%	91%	94%	100%

* Combined agreement (4 + 3), where 4="Strongly agree" and 1="Strongly disagree"
 ** Among Those Who Contracted BC Assessment in the Past Year

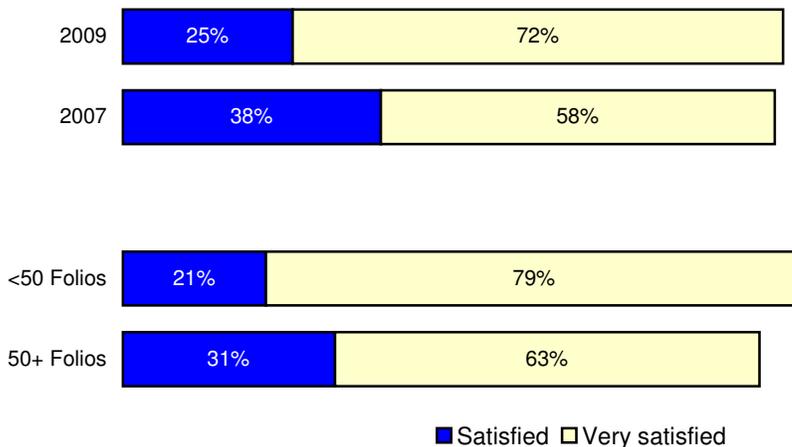
- Agreement levels among those who had contract with BC Assessment staff were very high, regardless of the number of folios on their Assessment Roll.
- With few exceptions, agreement levels were somewhat higher among First Nations clients who have been in their positions for less than 3 years.

SECTION 3: CUSTOMER SERVICE

97% of First Nations clients expressed satisfaction with the quality of service they received from BC Assessment staff in 2009

Each respondent who had made contact with a staff person at BC Assessment was asked to rate their satisfaction with all aspects of the quality of service provided during their most recent contact. As shown in Figure 2, most (97% vs. 96% in 2007) expressed satisfaction with the service they had received, including 72% (vs. 58% in 2007) who said they were “very satisfied”. Respondents who indicated they were “very satisfied” increased sharply among those with less than 50 folios on their Assessment Roll in 2009.

Figure 2: Satisfaction with Quality of Service from BC Assessment Staff by Number of Folios



- When asked what could be done to improve satisfaction among those who had contact with BC Assessment, one respondent commented, “...the problem was a change over in staff with BC Assessment. There were many errors on the Assessment Roll”.

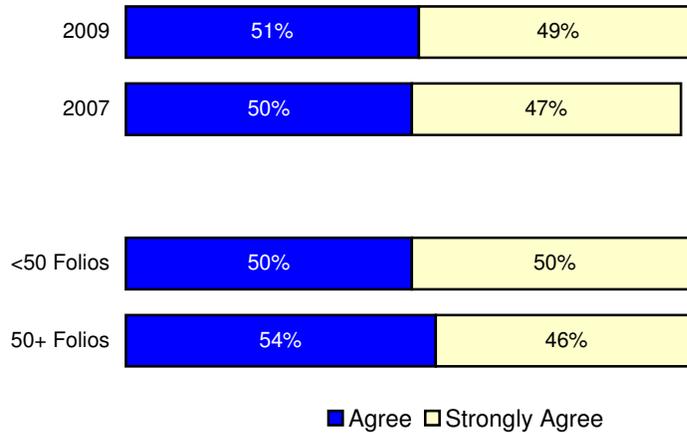
Respondents unanimously agreed that BC Assessment provides the quality of service their Band requires

When asked to take all things into account and indicate the extent to which BC Assessment provides their Band with the quality of service they require, First Nations

SECTION 3: CUSTOMER SERVICE

clients unanimously expressed their agreement (100% vs. 97% in 2007), including 49% (vs. 47% in 2007) who said they “strongly agree” (see Figure 3).

Figure 3: Agreement that Quality of Service Needs are Being Met by Number of Folios



First Nations clients were given the opportunity to offer suggestions and/or comments that might assist BC Assessment in better providing services and products to their Band. Below is a selection of those comments:

- *I prefer email information.*
- *I suggest training for First Nations on how to do taxation and assessments. It is badly needed across the province.*
- *I want more information and communication about what all the products and services are offered by BC Assessment via email on an ongoing basis rather than regular mail.*
- *I would like a CD format.*
- *I would like to know who the contact person would be regarding another community that I will need information regarding assessments.*
- *I would like to see the exemptions value for each year included in the assessment.*
- *In the past I have requested that BC Assessment not send to me what I already have. I would receive the whole roll and not just the changes I was looking for.*
- *Sometimes I do need to have BC Assessment come out and assess properties more often than once a year.*
- *The pace of technology needs to be improved.*
- *There seems to be a range of service between different Bands across the province. We would like to see more consistency with the services provided and offered.*

SECTION 3: CUSTOMER SERVICE

- We need to update addresses for BC Assessment and property improvements in order that we deliver this information to BC Assessment correctly.

**3.3 Satisfaction with BC Assessment Products & Services
(Q16 – Q22)**

With one exception, agreement levels in 2009 increased for all product and service quality indicators in 2009

As detailed in Table 3, agreement levels in 2009 increased for all service quality indicators, other than keeping pace with technology, which decreased to 83% (vs. 93% in 2007). Strong increases were reported for both being responsive to clients’ assessment needs (88% vs. 81% in 2007) and being informed of available products and services (95% vs. 88% in 2007). With few exceptions, agreement levels were somewhat higher among those First Nations representatives with less than 50 folios on their assessment roll.

Table 3: Agreement with BC Assessment Product and Service Quality Indicators by Number of Folios *				
Quality Indicator	Total		Number of Folios on Assessment Roll	
	2009	2007	<50	50+
Provides good public information	100%	97%	100%	100%
Provides good value for the dollar	97%	94%	96%	100%
Offers the productions and services that are helpful to your Band	97%	90%	96%	100%
Provides a high quality Assessment Roll	95%	94%	96%	94%
Is responsive to all your assessment needs	95%	88%	96%	93%
Informs you of its available products and services	88%	81%	95%	85%
Keeps pace with Changing technology	83%	93%	85%	80%

* Combined agreement (4 + 3), where 4=“Strongly agree” and 1=“Strongly disagree”

Respondents who disagreed with any of the above statements were asked their reasons why. The following are the select comments provided for each statement, many of which concern the use of various technologies to communicate information.

SECTION 3: CUSTOMER SERVICE

BC Assessment provides a high quality Assessment Roll

- *There have been mistakes on our assessment roll. Data entry was incorrect two years in a row.*

BC Assessment offers the products and services that are helpful to your Band

- *...I am not too sure if the information was helpful. Although we have a tax administrator here, we also have a person that deals with tax bylaws. We are going to be using a third party to deal with BC Assessment for now.*

BC Assessment keeps pace with changing technology

- *BC Assessment's website rate tables for the different areas takes much effort to get to the correct pages.*
- *Every year I still get floppy disks that are archaic and cannot be opened. I have asked BC Assessment several times to stop this, to no avail. It is a waste of money and time.*
- *I prefer to use email. Everything we receive is from snail mail and telephone.*
- *We need everything on electronic internet and have not been receiving the supplementaries that way.*
- *We were still getting Assessment Rolls on floppy disc and our computer does not even accommodate this method.*

BC Assessment informs you of its available products and services

- *I do not seem to get information that I have requested. I think we do not have a good contact person because we are in Creston and we are caught in the middle between Cranbrook and Nelson. I don't know who the contact person is for my area.*
- *I may have only received four items in the entire year aside from the Assessment Rolls.*
- *I was referred to the website to obtain Assessment Rolls; but I never received the information I requested.*
- *We are kept up to date automatically on what is available from BC Assessment. We find out from other means.*

BC Assessment is responsive to all of your assessment needs

- *I do not know how often BC Assessment representatives come to visit or even the protocol of how and when they come out to visit to update the log book.*

SECTION 3: CUSTOMER SERVICE

3.4 Composite Score (Q5 – Q14)

BC Assessment achieved an overall composite score of 98.3% in 2009!

As part of the 2009 survey, BC Assessment identified a “composite score” designed to measure overall client satisfaction with BC Assessment. The measure is an aggregated total of all positive responses (4 + 3) divided by the total number of responses (1...4) for Questions 5 – 14. In 2009, the composite score based on the responses of 41 First Nations representatives was **98.3%**.

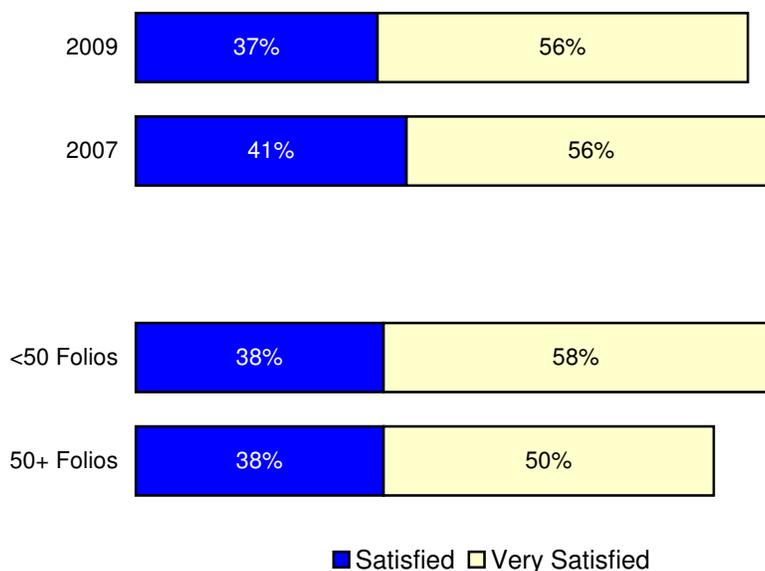
SECTION 4: COMMUNICATION

4.1 Assessment Rolls (Q1 – Q3)

93% of First Nations clients surveyed expressed satisfaction with the Assessment Rolls provided by BC Assessment

As illustrated in Figure 4, when asked to rate their satisfaction with the Assessment Rolls provided by BC Assessment, 93% (vs. 97% in 2007) of those surveyed expressed satisfaction, including 56% (same as 2007) who were “very satisfied”. Consistent with other 2009 results, respondents from First Nations Bands with less than 50 folios on their Assessment Roll are generally more satisfied (96% vs. 94% in 2007) than respondents from Bands with larger Assessment Rolls (88% vs. 100% in 2007).

Figure 4: Satisfaction with the Assessment Roll by Number of Folios



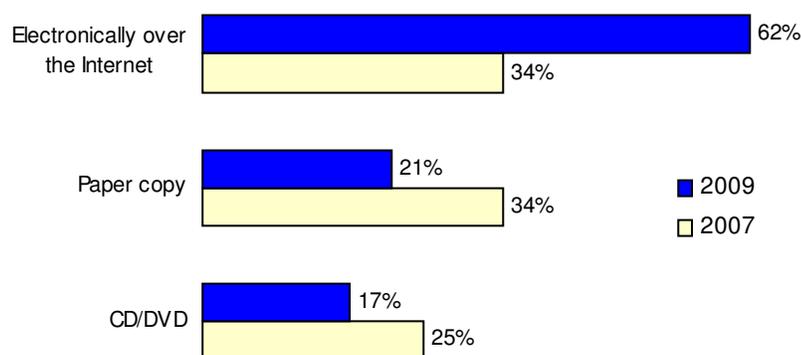
More than 3 in 5 respondents indicated their preference for receiving Assessment Roll data over the Internet

Of the three primary methods for delivering Assessment Roll data, respondents in 2009 indicated their preference for receiving roll information electronically over the Internet (62% vs. 34% in 2007), whereas their preference for other methods of delivery decreased

SECTION 4: COMMUNICATION

significantly since 2007. This is consistent with a number of comments and suggestions made previously supporting increased use of this information technology. (As in 2007, survey participants were asked to indicate their preference for either the Internet or CD/DVD, with the option of providing any other communication method, such as paper).

Figure 5: Preferred Method for Receiving Assessment Roll Data



- Overall, preference for the three delivery methods was similarly distributed by number of folios, with some variation with respect to CD/DVD and paper copy delivery.
- Preference for electronic delivery over the Internet was significantly higher among those respondents with less than 3 years experience (73%), as compared to those with more than 3 years experience (56%) in 2009.

Respondents were asked to provide any suggestions or comments as to how the Assessment Roll could be improved, including how the information is delivered.

- *Internet is the only way we want information.*
- *Sending them via Internet would be greatly appreciated.*
- *Supplementary rolls to be also sent electronically over the Internet.*
- *The information should be available both electronically and by hard copy. They need a system for clients and owners. They also need a system for storage of the information without glitches.*
- *They could contact us before the rolls are sent out to find out if there are any changes such as leases. I wish there was more communication via phone or website.*
- *We have had a problem downloading directly from the site. Therefore, I would like the CD directly. I did request it, but I did not receive CD.*

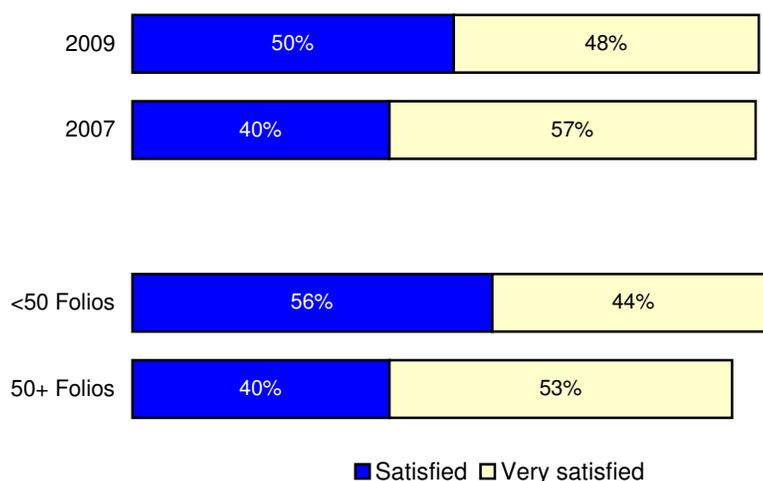
SECTION 4: COMMUNICATION

- *We would like two forms of delivery. First is paper. Second method of delivery would be CD or DVD.*

4.2 Assessment Notices and Levy Correspondence (Q23 – Q26)

Similar to 2007, nearly all respondents (98% vs. 97% in 2007) expressed their satisfaction with the information and/or Assessment Notices provided by BC Assessment, including 100% satisfaction rating (vs. 94% in 2007) from among respondents with less than 50 folios on their Assessment Roll (see Figure 6).

Figure 6: Satisfaction with Information and/or Assessment Notices Provided by BC Assessment by Number of Folios



- In 2009, respondents with more than 3 years experience reported 100% satisfaction (same as 2007) with the information and/or Assessment Notices provided by BC Assessment.

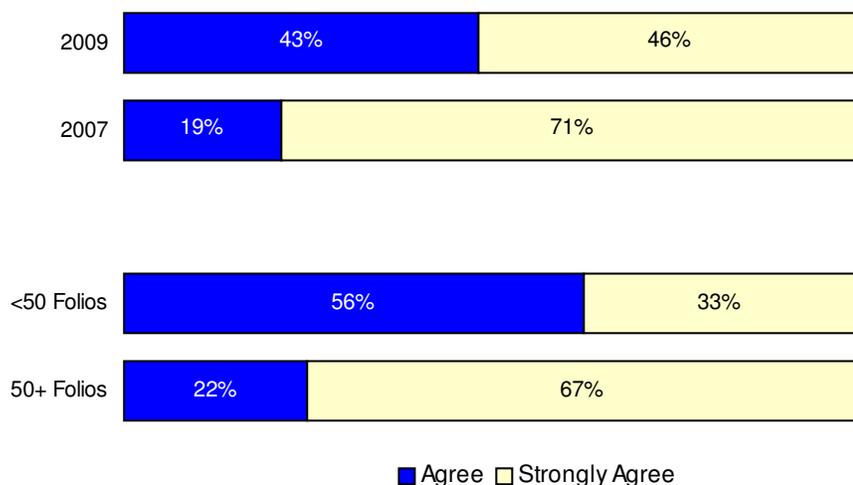
Two-thirds of First Nations clients recalled receiving a letter from BC Assessment explaining its levy

In 2009, two-thirds (67% vs. 66% in 2007) of those surveyed recalled receiving a letter from BC Assessment explaining its levy, including 72% of First Nations representatives with less than 50 folios on their Assessment Roll.

SECTION 4: COMMUNICATION

As illustrated in Figure 7, among those who recalled receiving the letter, nearly 9 in 10 respondents (89% vs. 90% in 2007) agreed that letter was clear and easy to understand, including 46% (vs. 71% in 2007) who said they “strongly agree”. Results were similar regardless of number of folios or experience on the job.

Figure 7: Agreement that the Levy Letter is Clear and Easy to Understand by Number of Folios



Respondents who disagreed (n=3) that the BC Assessment letter about the levy was clear and easy to understand were asked to provide suggestions as to how it could be improved. These comments are provided below:

- *I didn't know what it was and how to apply it to my budget.*
- *I had to phone for more information, but the letter was not entirely clear.*
- *It wasn't as clear as it could be in the wording of the letter.*

More than three-quarters (76% vs. 81% in 2007) of First Nations clients recalled receiving a letter and spreadsheet stating the amount owing for assessment services in 2009

- Of those who recalled receiving a letter and accompanying spreadsheet from BC Assessment, 97% (vs. 100% in 2007) agreed that the information was clear and easy to understand.

SECTION 5: BC ASSESSMENT WEB SERVICES

5.1 Use of BC Assessment Website (Q29 – Q30)

43% of survey participants said they had visited the BC Assessment website in 2009

In 2009, 43% of survey participants said they had visited the BC Assessment website, down sharply from 2007 (53%). Those respondents with 3 or more years of experience (48% vs. 41% in 2007) were more likely to visit the website than those with less than 3 years experience (33% vs. 80% in 2007) in 2009. The decline in website visits in 2009 is largely attributed to those respondents with less than 3 years experience.

As detailed in Table 4, among those who visited the website in 2009, 44% (vs. 6% in 2007) were most interested in information on the Assessment process. This is a significant increase over 2007, which may be attributed, in part, to the change in policy governing property assessments in 2008. However, it may also be partly explained by the survey design or administration, where information pertaining to Assessed values of properties was not even mentioned in 2009. And although not specifically identified in either the 2007 or 2009 survey instrument, Assessed values of properties was the most sought after information item in 2007 (44%). Respondents in search of BC Assessment Fact sheets also experienced a sharp increase in 2009 (28% vs. 6% in 2007), particularly from among First Nations representatives with more than 50 folios on their Assessment Roll.

Table 4: Information Sought Most Often on the BC Assessment Website by Number of Folios*

Information	Total**		Number of Folios on Assessment Roll	
	2009	2007	<50	50+
Assessment process	44%	6%	40%	50%
BC Assessment contact information	28%	38%	30%	25%
Fact Sheets	28%	6%	20%	38%
Assessment legislation	17%	13%	20%	13%
Appeal information	11%	19%	10%	13%
Assessment policies	11%	13%	10%	13%
Product information	11%	13%	0%	25%
Related links	11%	13%	0%	25%
Corporate information	0%	0%	0%	0%
Careers	0%	0%	0%	0%

* Among Those Who Contracted BC Assessment in the Past Year

** Totals may exceed 100% due to multiple responses

SECTION 5: BC ASSESSMENT WEB SERVICES

And when asked what other type of information they were looking for on the BC Assessment website, the following information items were identified:

- *Rate tables, homeowner's grants.*
- *Browsing to see what was on the website.*
- *Downloading assessment roll.*
- *I am looking to find rates of assessment per region to compare to all the areas surrounding us.*
- *I was looking for data for the Band.*

5.2 Service Measures for the BC Assessment Website (Q31 – Q33A)

As detailed in Table 5, users of the website overwhelmingly agreed that the site had the information they needed (100%, the same as 2007), it was easy to find what they were looking for (100% vs. 88% in 2007), and that the site was easy to navigate (94%, the same as 2007).

Table 5: Agreement with Attributes of the BC Assessment Website by Number of Folios * (Among Those Who Had Visited the BC Assessment Website)				
Quality Indicator	Total		Number of Folios on Assessment Roll	
	2009	2007	<50	50+
Had the information you needed	100%	100%	100%	100%
Easy to find what you were looking for	100%	88%	100%	100%
Easy to navigate	94%	94%	90%	100%

* Combined agreement (4 + 3), where 4="Strongly agree" and 1="Strongly disagree"

** Among those who visited the website in the past year

- One (1) respondent indicated it was not easy to find what they were looking for and suggested "a quick link to rate tables" as a suggested improvement.

A number of respondents provided final comments and suggestions about the services and products provided by BC Assessment. Comments have been organized by service, information and technology.

Service

SECTION 5: BC ASSESSMENT WEB SERVICES

- *I am very satisfied with the service.*
- *The staff are competent, very approachable and friendly.*
- *We talk to representatives one on one over the phone about concerns we have encountered.*
- *Sometimes I do need to have BC Assessment come out and assess properties more often than once a year.*

Information

- *There seems to a range of services between different Bands across the province. We would like to see more consistency with the services provided and offered.*
- *I would like to know who the contact person would be regarding another community that I will need information regarding assessments.*
- *I suggest training for First Nations on how to do taxation and assessments. It is badly needed across the province.*
- *In the past I have requested that BC Assessment not send to me what I already have. I would receive the whole roll and not just the changes I was looking for.*
- *I would like to see the exemptions value for each year included in the assessment.*
- *We need to update addresses for BC Assessment and property improvements in order that we deliver this information to BC Assessment correctly.*
- *I want more information and communication about what all the products and services are offered by BC Assessment via email on an ongoing basis rather than regular mail.*

Technology

- *I prefer email information.*
- *I would like a CD format.*
- *The pace of technology needs to be improved.*

Appendices

APPENDIX A: STATISTICAL TABLES (pdf)
APPENDIX B: SURVEY INSTRUMENT (pdf)