

TOP-LINE REPORT

# 2011 Local Government Client Survey

Prepared for:

*BC Assessment*

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## Table of Contents

<b>SECTION 1: INTRODUCTION .....</b>	<b>3</b>
1.1 Project Background.....	3
1.2 Survey Objectives.....	3
1.3 Survey Highlights .....	4
1.4 Conclusions .....	7
<b>SECTION 2: METHODOLOGY .....</b>	<b>8</b>
2.1 Survey Design and Sample Development.....	8
2.2 Questionnaire Design and Survey Implementation .....	8
2.3 Data Analysis and Reporting.....	8
2.4 Sample Characteristics.....	9
<b>SECTION 3: CUSTOMER SERVICE .....</b>	<b>11</b>
3.1 Assessment Roll Information (Q1 – Q10) .....	11
3.2 Assessment Roll Information Codes (Q11 – Q28) .....	13
3.3 Other Product and Service Satisfaction (Q46 – Q52) .....	14
3.4 Contact with BC Assessment (Q66 – Q 71).....	15
3.5 Quality of Staff Service (Q72 – Q81).....	16
3.6 Quality of Service vs. Client Expectations (Q85 – Q86).....	18
3.7 Composite Score (Q72 – Q81) .....	20
<b>SECTION 4: OTHER PROPERTY-RELATED INFORMATION .....</b>	<b>22</b>
4.1 Awareness, Use and Satisfaction (Q29 – Q38, Q41 – Q45).....	22
4.2 Use of Assessment LinkBC Features (Q39A – Q40C) .....	23
<b>SECTION 5: COMMUNICATION .....</b>	<b>26</b>
5.1 Risk Communication Information (Q53 – Q54) .....	26
5.2 Answer Book (Q56 – Q60) .....	28
<b>SECTION 6: BC ASSESSMENT WEB SERVICES.....</b>	<b>29</b>
6.1 Use of BC Assessment Website (Q61 – Q65).....	29
6.2 Service Measures for the BC Assessment Website .....	30
<b>SECTION 7: INFORMATION SHARING &amp; CUSTOMER SERVICE .....</b>	<b>31</b>
7.1 Information Sharing & Customer Service Options .....	31

APPENDIX A: SURVEY INSTRUMENT (pdf)

APPENDIX B: STATISTICAL TABLES (pdf)

## SECTION 1: INTRODUCTION

### 1.1 Project Background

In January 2011, BC Assessment commissioned R.A. Malatest & Associates Ltd. to conduct a survey of clients, including Local Government clients, Provincial 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 to meet service plan requirements. Residential and non-residential property owners are surveyed annually, while other BC Assessment client groups are surveyed every 2 years. This report encompasses the 2011 results of the Local Government Client Survey, with comparisons to 2009 where applicable.

Representatives of BC Assessment originally developed the survey instrument in 2004, with modifications in subsequent years. For 2011, additional questions were added for the purpose of exploring opportunities for information sharing between BC Assessment and local agencies. A copy of the survey instrument is found in Appendix A.

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. In 2009, the survey was modified to include a “composite score” designed to measure overall satisfaction with the quality of service provided by BC Assessment. For 2011, composite scores have also been calculated for each assessment region.

As in 2009, the survey was administered using a “mixed mode” approach involving both telephone and online administration. A field test was conducted in early February 2011 to measure timing and effectiveness of the survey. Full survey administration was completed March 1, 2011.

### 1.2 Survey Objectives

The main goal of this research was to measure the level of satisfaction among local government clients with the services and information provided by BC Assessment. The specific objectives of the research were to:

- measure client satisfaction with specific aspects of the Assessment Roll;
- discover client perceptions of the various information codes of the Assessment Roll, including how accurate, easy to understand, and how useful they are;
- identify the level of awareness of clients with other property-related information that BC Assessment provides to local governments;
- determine how many clients use other property-related information, and measure their level of satisfaction with the information they use;

## SECTION 1: INTRODUCTION

- discover the levels of agreement among clients with the usefulness of the specific features of the Assessment LinkBC online service, as well as determine how easy it is to navigate, find what you are looking for, and whether it contains needed information;
- measure client satisfaction with other products and services provided by BC Assessment;
- measure the importance and satisfaction of the risk communication information provided by BC Assessment;
- measure client use of, and perceptions of, the Answer Book, as well as test preference for an online web-based version;
- gather information relating to client perceptions of the BC Assessment website, including ease of use, and type of information that clients seek from the website;
- identify the number of times per year that clients contact BC Assessment, methods of contact used, and whether the amount of contact is sufficient to meet client needs;
- identify partnership opportunities for information sharing with local governments;
- measure client satisfaction with the level of service provided by BC Assessment staff;
- determine the overall level of satisfaction that clients have with the service provided by BC Assessment; and
- where applicable, compare the results to those obtained in the 2009 survey of local government clients.

### 1.3 Survey Highlights

The 2011 survey returned a total of 192 online and telephone completions (vs. 210 in 2009) with local government officials, representing 144 local governments and taxation authorities (down from 161 in 2009). Of the 192 completed surveys, 60% were completed online and 40% over the telephone. The margin of error for this sample size is at most  $\pm 5.2\%$ , 19 times out of 20.

#### **Customer Service**

- On the whole, satisfaction ratings with the Assessment Roll were up for five of the eight features in 2011, including sharp increases for both Accuracy of Mailing Addresses (81% vs. 67% in 2009) and Up-to-Date Ownership Changes (88% vs. 79% in 2009). Ease of Access to the Database was the only feature to experience a notable decline in 2011 (77% vs. 82% in 2009).
- Satisfaction with the overall quality of the Assessment Roll increased again in 2011 from 93% to 96%, including a significant jump among those who were “very satisfied” with the Assessment Roll (32% vs. 19% in 2009). Compared to other assessment regions, local government officials in South Fraser were generally less satisfied with the Assessment Roll than others.
- With the exception of the Neighbourhood Code, agreement levels with quality attributes for the other five codes were generally higher in 2011. Use of the codes was consistent with that experienced in 2009, with the Neighbourhood Code witnessing the largest increase (25% vs. 19% in 2009).

## SECTION 1: INTRODUCTION

- Respondents from jurisdictions with less than 5,000 residents generally found the Information Codes “easier to understand” and more “accurate”, while respondents from larger jurisdictions expressed stronger agreement that the Information Codes were “useful”. Agreement that the Information Codes were “useful” increased for all six codes in 2011, each achieving a rating of at least 94%.
- Satisfaction levels for Other Products and Services provided by BC Assessment were 92% or higher in 2011, including notable increases for Grant/PILT Rolls (92% vs. 87% in 2009) and Data Advice (97% vs. 90% in 2009). Results did not vary significantly by jurisdiction size.
- As in 2009, the number of local government officials who contacted BC Assessment “10 or more times” decreased (36% vs. 44% in 2009). Nearly all respondents (98% vs. 97% in 2009) said “yes” when asked whether the amount of contact with BC Assessment was sufficient to meet their needs.
- In terms of method of contact, 57% of respondents (down from 62% in 2009 and 80% in 2007) indicated that they used the telephone when communicating with BC Assessment, followed by email at 42%. Similarly, when asked which method they most preferred when communicating with BC Assessment, half of respondents (49% vs. 35% in 2009) identified email.
- Clients who had contacted BC Assessment at least once in the past year (n=180) were asked to recall the last time that they made contact, and to rate their level of agreement with a series of staff service measures (9). The results show very high levels of agreement (at least 96%) with each of the nine quality indicators, slightly higher than 2009 results.
- Almost all local government officials (98% vs. 96 % in 2009) were satisfied with the quality of service provided by BC Assessment staff in 2011. Similarly, local government officials were nearly unanimous in their agreement (98% vs. 97% in 2009) that the service provided by BC Assessment met their needs.
- In 2011, based on the responses of 192 local government officials, BC Assessment achieved a “composite score” of **98.0%**, up from 95.4% in 2009. Both the North Fraser and South Fraser assessment regions achieved composite satisfaction scores of 100%.

### ***Other Property-related Information***

- Similar to 2009, the highest levels of awareness of Other Property-related Information products were for Assessment LinkBC online (92%), Data Advice Website (88%), and the Weekly Data Website (83%). While awareness declined marginally for each of these products, awareness of Custom Reports (75%) and the Assessment Roll (75%) experienced increases in 2011.
- Usage increased for four of the five Other Property-related Information products in 2011, including notable increases in Custom Reports (57% vs. 48% in 2009) and Assessment LinkBC (81% vs. 72% in 2009). Apart from Assessment LinkBC (76% vs. 81% in 2009), user satisfaction was 93% or higher for all Other Property-related Information products in 2011.

## SECTION 1: INTRODUCTION

- With respect to Assessment LinkBC, usage increased for five of the eight features associated with this product in 2011. Roll Total Reports is the most widely used feature (76% vs. 65% in 2009), while use of the Online Training Module experienced the largest decline in 2011, falling to 30% from 36% in 2009. Usage is generally higher among jurisdictions with more than 5,000 residents, particularly with respect to Roll Detail, Table Lookup and Residential Inventory reports.
- As in 2009, local government clients indicated a high level of agreement (at least 83%) that all features of the Assessment LinkBC online service were “useful”, and that it contained the information that they needed. However, similar to previous studies, a much smaller percentage of respondents agreed the site was “easy to navigate” (55% vs. 64% in 2009) and that they were able to “find what they were looking for” (63% vs. 64% in 2009).

### **Communication**

- More than 9 in 10 respondents (91% vs. 84% in 2009) agreed that it was important BC Assessment keep them informed about the risks to roll stability. Similarly, more than nine in 10 local government officials (92% vs. 88% in 2009) were satisfied with the risk communication information provided by BC Assessment in 2011.
- In 2011, usage of the Answer Book fell to 30%, down from 35% in 2009 and 43% in 2007. Among those who used it (n=175), 100% (vs. 94% in 2009) agreed that the Answer Book is “useful”, while 96% agreed that it was “easy to understand”. When asked if they preferred a hard copy of the Answer Book or an online version, more than three in five respondents (62% vs. 66% in 2009) said that they preferred a hard copy version.

### **Web Services**

- More than nine in 10 local government officials (92% vs. 89% in 2009) indicated that they had visited the BC Assessment website in 2011. Despite the increase, the percentage of respondents seeking information on the website declined for eight of the 11 information products in 2011.
- Contact information (56% vs. 60% in 2009) and information on e-Value BC (51% vs. 58% in 2009) were the two most sought after information products on the website. Appeal information (32%) and requests for the Online Appeal Form (18%) were two categories that experienced increased search activity in 2011.
- About nine in 10 website visitors (at least 89%) agreed that BC Assessment’s website “contained the information they needed” (94%), that is was “easy to navigate” (91%), and that it was “easy to find what they were looking for (89%).

### **Information Sharing & Customer Service Options**

- For the 2011 survey, BC Assessment was interested in identifying additional information sharing opportunities with local governments. Building permit data (60%) followed by civic address updates (51%) were identified as the top two information



## SECTION 1: INTRODUCTION

sharing opportunities. When asked to gauge their interest in developing a shared database of residential property addresses, 90% of local government officials supported the concept.

- In 2011, BC Assessment was also interested in determining the extent to which local governments have implemented innovative customer service solutions for residents. Among the four service options identified, more than one-half (52%) of respondents indicated that their local government currently provides Geographic Information Services (GIS), while less than one-in-five indicated that they provide either e-Permitting, e-Delivery or Citizen Authentication. Expanding GIS and e-Delivery service options was supported by more than one-half of respondents.

### 1.4 Conclusions

The results of the 2011 survey of local government officials reinforce the trend that the vast majority of respondents are satisfied with the overall level of service provided by BC Assessment. Satisfaction with the quality of the Assessment Roll increased again in 2011, as did agreement levels with respect to quality attributes associated with the Information Codes. Similarly, the vast majority of local government officials were satisfied with Other Products and Services provided by BC Assessment in 2011.

BC Assessment staff continued to receive very favourable ratings for their customer service. The survey examined nine aspects of customer service provided by staff, and each of these aspects received a rating of at least 96%. More importantly, agreement among local government officials was nearly unanimous that the services BC Assessment provides were meeting their needs. These results contributed to achieving an overall composite satisfaction score of 98.0% in 2011, up from 95.4% in 2009.

Similar positive results were also reported for BC Assessment's Other Property-related Information services. Awareness and usage of these product categories was similar to 2009, as were satisfaction levels among local government officials. Although usage increased for the Assessment LinkBC online service in 2011, satisfaction levels declined from the previous study. Nevertheless, respondents felt strongly that Assessment LinkBC is very "useful" and that the site contains the information they needed, though sometimes difficult to find.

Usage of BC Assessment's Answer Book continued its downward trend in 2011, yet still received very high marks for its "usefulness" and "ease of understanding". Local government officials also found BC Assessment's website "easy to navigate" and contained the "information they needed". Local government officials expressed interest in developing new information sharing opportunities with BC Assessment in 2011. With few exceptions, interest was very high across assessment regions in developing a shared database of residential mailing addresses. Local governments are also interested in expanding GIS and e-Delivery service options.

## SECTION 2: METHODOLOGY

### 2.1 Survey Design and Sample Development

The survey design consisted of telephone interviews and online responses based on a random sample of 647 local government and taxation authority officials. Unlike 2009, the sample included individuals who may or may not have conducted business with BC Assessment in 2011. Respondents were screened to ensure that they either used data and/or information provided by BC Assessment or were otherwise qualified to respond to the survey.

A total of 490 local government officials were contacted to participate in the 2011 survey. Accounting for non-qualifiers, duplicates and telephone numbers not-in-service, the valid sample for 2011 was 412 clients, representing 144 local government and taxation authorities. The survey returned a total of 192 completed surveys (down from 210 in 2009), yielding a 47% response rate.

### 2.2 Questionnaire Design and Survey Implementation

The objective of the survey is to build on baseline measures of client satisfaction established in previous surveys. Representatives of BC Assessment originally developed the survey instrument in 2004, with modifications in subsequent years. For 2011, the survey was modified to include a range of questions to explore the potential for further information sharing opportunities between BC Assessment and Local Government agencies, as well as additional questions pertaining to performance measurement.

The survey instrument was pre-tested before commencing the full survey, with interviews conducted in early February 2011. The full survey was conducted during the month of February using a Computer Assisted Telephone Interviewing (CATI) system. Respondents received an email notification inviting them to participate in the survey, and included the option of completing the survey either online or with a telephone surveyor. Three in five surveys (60%) were completed online.

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. To enhance the response, follow-up emails were forwarded to outstanding respondents, as well as personal telephone follow-up. Survey targeting was also implemented to ensure the broadest participation from among all local government and taxation authorities.

### 2.3 Data Analysis and Reporting

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



**SECTION 2: METHODOLOGY**

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 + 3). Calculations of percentages may not add to 100% due to rounding to the nearest whole percentage. Since the survey questionnaire included some skip patterns, the number of respondents may vary from one question to another.

The report groups BC Assessment’s 16 area offices into 10 assessment regions. In previous years, reporting was conducted using a combined regional classification (5) due to limitations of the sample. Improved sampling techniques have enabled analysis by assessment region. Results for 2009 have been similarly aggregated to allow for comparisons to current results.

Assessment Region (10)	Area Offices (16)
1. Vancouver Island	<ul style="list-style-type: none"> <li>• Nanaimo</li> <li>• Courtenay</li> </ul>
2. Capital	<ul style="list-style-type: none"> <li>• Greater Victoria/Gulf Islands</li> </ul>
3. Vancouver Sea-to-Sky	<ul style="list-style-type: none"> <li>• Vancouver/North Shore/Squamish</li> </ul>
4. North Fraser	<ul style="list-style-type: none"> <li>• Burnaby</li> </ul>
5. South Fraser	<ul style="list-style-type: none"> <li>• Richmond/Delta</li> <li>• Surrey/White Rock</li> </ul>
6. Fraser Valley	<ul style="list-style-type: none"> <li>• Abbotsford</li> </ul>
7. Okanagan	<ul style="list-style-type: none"> <li>• Kelowna</li> </ul>
8. Kootenays	<ul style="list-style-type: none"> <li>• Cranbrook</li> <li>• Nelson/Trail</li> </ul>
9. Thompson/Cariboo	<ul style="list-style-type: none"> <li>• Kamloops</li> <li>• Williams Lake</li> </ul>
10. The North	<ul style="list-style-type: none"> <li>• Northwest</li> <li>• Peace River</li> <li>• Prince George</li> </ul>

**2.4 Sample Characteristics**

Table 1 describes the demographic profile of the local government and taxation authority officials who responded to the survey in both 2011 and 2009. A total of 192 officials responded to the survey in 2011, down from 210 in 2009.

- In 2009, close to one-half (49%) of respondents were located in municipalities with less than 5,000 residents, an increase from 40% in 2009. The survey attempts to secure representation from across all municipalities, regardless of population size.
- More than two-thirds of respondents (68%) in 2011 were employed in their organization’s Finance department, similar to previous years.

**SECTION 2: METHODOLOGY**

- In terms of work experience, just over one-quarter (26%) of respondents had at least 10 years of experience in their current position, compared to 32% in 2009.
- For the most part, local government representatives from smaller assessment regions were more likely to respond to the survey.

**Table 1: Sample Characteristics by Jurisdiction Size**

Demographic	Total		Jurisdiction Size			
			< 5000		> 5000	
	2011	2009	2011	2009	2011	2009
<b>Size of Jurisdiction</b>	<b>n=188</b>	<b>n=207</b>	<b>n=92</b>	<b>n=82</b>	<b>n=96</b>	<b>n=125</b>
Less than 5,000 residents	49%	40%	100%	100%	--	--
5,000 - 9,999 residents	10%	9%	--	--	19%	14%
10,000 - 29,999 residents	15%	21%	--	--	29%	35%
30,000 - 49,999 residents	7%	8%	--	--	14%	14%
50,000 - 99,999 residents	10%	11%	--	--	19%	18%
100,000 residents or more	10%	11%	--	--	20%	18%
<b>Department</b>	<b>n=192</b>	<b>n=210</b>	<b>n=93</b>	<b>n=82</b>	<b>n=99</b>	<b>n=128</b>
Administration	21%	16%	34%	35%	8%	3%
Finance	68%	71%	65%	63%	72%	76%
Engineering/ Planning	11%	13%	1%	1%	20%	21%
<b>Experience in Current Position</b>	<b>n=191</b>	<b>n=210</b>	<b>n=93</b>	<b>n=82</b>	<b>n=98</b>	<b>n=128</b>
Less than a year	9%	8%	9%	7%	10%	8%
1 - 3 years	30%	27%	31%	32%	29%	23%
4 - 6 years	23%	19%	25%	15%	21%	22%
7 - 10 years	12%	15%	13%	13%	10%	16%
More than 10 years	26%	32%	23%	33%	30%	31%
<b>Assessment Region</b>	<b>n=192</b>	<b>n=210</b>	<b>n=93</b>	<b>n=82</b>	<b>n=99</b>	<b>n=128</b>
Capital	7%	8%	3%	1%	11%	13%
Vancouver Island	15%	18%	12%	13%	17%	21%
Vancouver Sea to Sky	8%	11%	3%	4%	12%	16%
North Fraser	4%	3%	2%	1%	6%	5%
South Fraser	4%	1%	0%	0%	7%	2%
Fraser Valley	4%	7%	1%	2%	7%	9%
Okanagan	14%	12%	15%	17%	12%	9%
Kootenay	16%	12%	23%	17%	9%	9%
Thompson/ Cariboo	9%	9%	12%	12%	7%	6%
The North	20%	20%	29%	32%	11%	12%

## SECTION 3: CUSTOMER SERVICE

### 3.1 Assessment Roll Information (Q1 – Q10)

*Satisfaction ratings with the quality of the Assessment Roll continued to increase in 2011*

Respondents were questioned about their level of satisfaction with various features and aspects of the Assessment Roll that were applicable to them. More than four-in-five respondents indicated that they were “satisfied” or “very satisfied” with seven of eight Assessment Roll features in 2011. Satisfaction levels increased sharply for two of the features, including “accuracy of property and mailing addresses” and “up-to-date property ownership changes”. The one noticeable decline in client satisfaction involved the “ease of access to information in the database”, which fell to 77% in 2011. Respondents from larger jurisdictions were also more inclined to report lower satisfaction levels with this feature, as well as for “accuracy of property and mailing addresses”.

**Table 2: Satisfaction with Assessment Roll Features by Jurisdiction Size and Region \***

Feature	Satisfaction		Size		Assessment Region – 2011									
	2011	2009	<5000	>5000	C	VI	S-S	NF	SF	FV	O	K	T/C	N
Providing sufficient information	96%	97%	99%	93%	86%	100%	93%	100%	83%	100%	88%	100%	100%	97%
Being easy to understand	90%	88%	92%	88%	100%	89%	87%	88%	83%	100%	88%	90%	83%	92%
Accuracy of assessment of property values	93%	95%	91%	95%	100%	100%	100%	86%	75%	100%	87%	90%	100%	89%
Timeliness for internal purposes	94%	93%	93%	95%	86%	93%	93%	100%	83%	100%	92%	97%	100%	94%
Ease of access to information in the database	77%	82%	81%	74%	77%	65%	64%	75%	40%	75%	83%	86%	75%	87%
Accuracy of information in the database	91%	88%	92%	90%	69%	92%	93%	100%	60%	86%	96%	100%	88%	92%
Accuracy of property and mailing addresses	81%	67%	84%	77%	71%	82%	64%	100%	83%	100%	72%	83%	75%	89%
Up-to-date property ownership changes	88%	79%	88%	87%	69%	84%	73%	100%	80%	100%	92%	86%	94%	92%

\* Combined satisfaction (4 + 3), where 4=“Very satisfied” and 1=“Very dissatisfied”

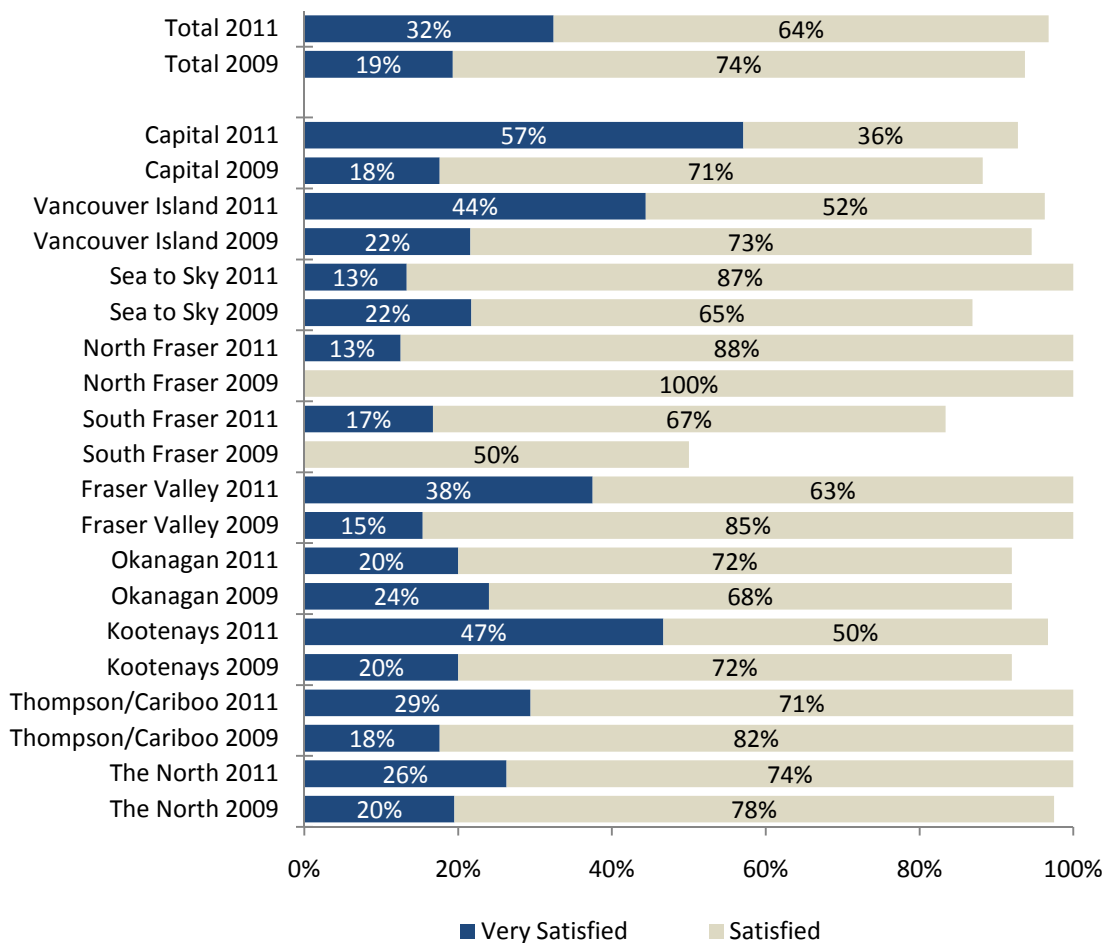
- Compared with other assessment regions, respondents in South Fraser were generally less satisfied overall with Assessment Roll features in 2011. This was particularly the case with respect to the “ease of access” and “accuracy of the information in the database”, where 40% and 60% of local government officials were satisfied with these features, respectively.
- Conversely, representatives of the North Fraser and Fraser Valley assessment regions were generally more satisfied with Assessment Roll features than other respondents in 2011.

## SECTION 3: CUSTOMER SERVICE

- Respondents from the Capital and Sea-to-Sky assessment regions were considerably less satisfied with “up-to-date property ownership changes” than local government representatives from other regions.

As illustrated in Figure 1, satisfaction with the overall quality of the Assessment Roll increased from 93% in 2009 to 96% in 2011, building on a substantial improvement beginning in 2007. Respondents who indicated they were “very satisfied” with the quality of the assessment roll in 2011 increased in all assessment regions, with the exception of Sea-to-Sky and Okanagan. Among the 10 assessment regions, South Fraser witnessed the largest increase in satisfaction in 2011.

**Figure 1: Satisfaction with the Quality of the Assessment Roll**



With satisfaction levels continuing to increase through 2011, just six local government representatives (vs. 13 in 2009) indicated they were “dissatisfied” with the quality of the Assessment Roll. When asked what needed to be done to increase their satisfaction, the following select comments were offered:

## SECTION 3: CUSTOMER SERVICE

- Provide the roll earlier and include some statistical data, such as average increase/decrease, average home price...
- Property ownership data updates are poor. Often the reports look like ownership mailing address changes when actually the reports reflect out-of-date mailing address info...
- Property descriptions, such as lots 1-12 are not in any order. You have to go through every property. The properties are now measured in hectares and are very confusing.
- Improve the process, not enough staff to deal with large geographical areas.
- Address the problem of mixed up and confusing legal descriptions that are a result of the new system implemented a few years ago.

### 3.2 Assessment Roll Information Codes (Q11 - Q28)

**Overall, agreement levels for each Information Code were stronger in 2011 than 2009**

Table 3 summarizes the use of the various Information Codes contained in the Assessment Roll, along with respondent perceptions of their “ease of understanding”, “accuracy” and “usefulness”. Note that the use of these codes varies by jurisdiction, with Property Class and Exemption/Taxation codes having the broadest application.

- Apart from the Neighbourhood code, use of the other five information codes remained consistent with 2009 results.
- Agreement levels for each code were generally higher in 2011, with the exception of the Neighbourhood code where fewer respondents (87%) indicated it was “easy to understand”.
- Agreement that the information codes were “accurate” increased for all six codes in 2011, with the Equity code experiencing the most significant increase.
- Similarly, agreement that the information codes were “useful” increased for all six codes in 2011, with each achieving an agreement rating of at least 94%.

Information Code	Usage		Easy to Understand		Accurate		Useful	
	2011	2009	2011	2009	2011	2009	2011	2009
Property Class	87%	86%	94%	95%	96%	95%	99%	97%
Exemption/ Taxation	65%	66%	88%	82%	93%	89%	98%	96%
Actual Use	42%	42%	90%	85%	87%	84%	98%	94%
Equity	13%	15%	92%	89%	96%	84%	100%	100%
ALR	24%	22%	90%	91%	97%	92%	98%	95%
Neighbourhood	25%	19%	87%	97%	93%	89%	94%	87%

\* Combined agreement (4 + 3), where 4=“Strongly Agree” and 1=“Strongly Disagree”

## SECTION 3: CUSTOMER SERVICE

- With the exception of the ALR and Neighbourhood codes, respondents from jurisdictions with less than 5,000 residents generally found the codes “easier to understand” and more “accurate” than respondents from larger jurisdictions.
- Conversely, respondents from larger jurisdictions generally expressed stronger agreement that the information codes were “useful”, as compared to those from smaller jurisdictions.

### 3.3 Other Product and Service Satisfaction (Q46 – Q52)

*Satisfaction with “other” products and services provided by BC Assessment was at least 92% or higher in 2011*

Survey participants were asked about their satisfaction with a number of additional roll reports and services provided by BC Assessment. As detailed in Table 4, the vast majority of respondents were satisfied with all “other” products and services provided by BC Assessment in 2011. As in 2009, results did not vary significantly by jurisdiction size. Satisfaction with Data Advice provided by BC Assessment increased most significantly in 2011. Other notable increases in satisfaction were identified for Grant/PILT Rolls and Non-Market Change Reports among jurisdictions with less than 5,000 residents, and Data Advice among jurisdictions with more than 5,000 residents.

Product/ Service	Satisfaction		<5,000 Residents		>5,000 Residents	
	2011	2009	2011	2009	2011	2009
Completed Roll	99%	100%	99%	100%	99%	99%
Statutory Reports	99%	99%	98%	100%	100%	97%
Revised Roll	98%	99%	98%	99%	99%	98%
Supplementary Rolls	98%	96%	98%	99%	97%	94%
Grant/ PILT Rolls	92%	87%	94%	86%	90%	88%
Data Advice	97%	90%	96%	93%	98%	88%
Non-Market Change Reports	93%	92%	97%	87%	90%	95%

\* Combined satisfaction (4 + 3), where 4=“Very satisfied” and 1=“Very dissatisfied”



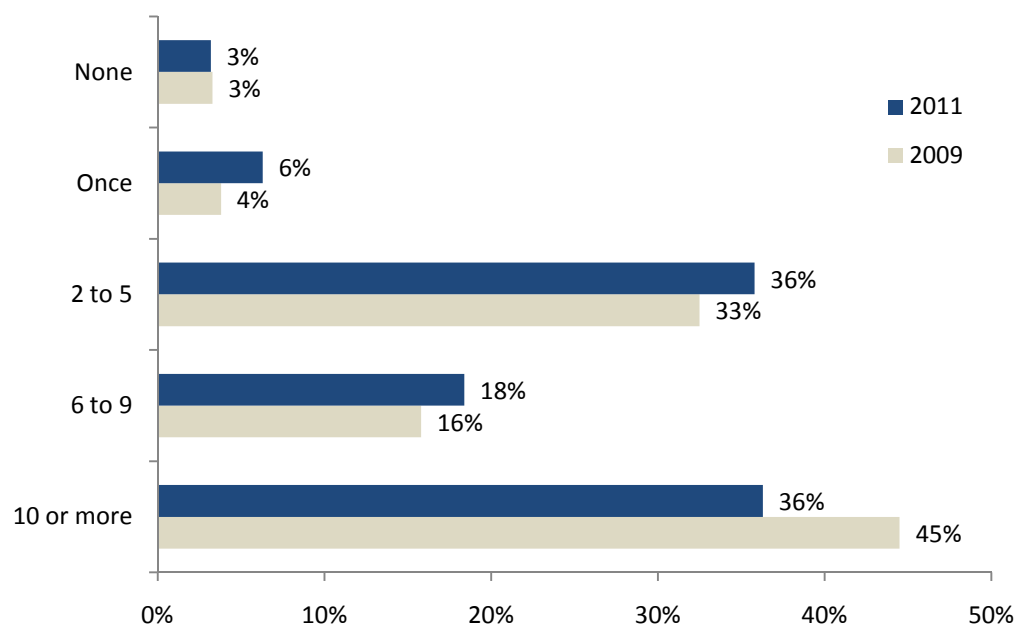
## SECTION 3: CUSTOMER SERVICE

### 3.4 Contact with BC Assessment (Q66 – Q 71)

*When asked whether the amount of contact with BC Assessment is sufficient to meet their needs, nearly all respondents (97% vs. 98% in 2009) agreed*

Figure 2 shows the number of times that respondents have contacted a representative from BC Assessment over the past year. While the number who have contacted BC Assessment 10 or more times continued to decrease in 2011 (36% vs. 45% in 2009), the number who contacted BC Assessment less than 10 times increased for all other segments in the past year.

**Figure 2: Number of Contacts with BC Assessment in the Past Year**



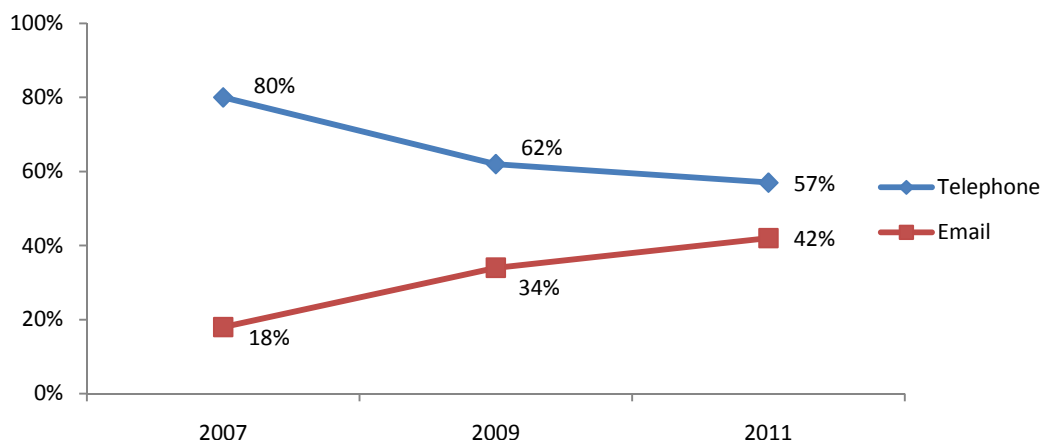
- Similar to previous years, larger jurisdictions with more than 5,000 residents were more likely to contact BC Assessment at least 10 times (48% vs. 59% in 2009) than were smaller jurisdictions (24% vs. 22% in 2009).
- Respondents in Fraser Valley (63%) and North Fraser (63%) assessment regions were the most likely to contact BC Assessment at least 10 times, while respondents from Vancouver Island were the least likely (21%).
- The largest decline among assessment regions in contacting BC Assessment at least 10 times was experienced in South Fraser, which fell from 100% in 2009 to 43% in 2011. Note that only 2 officials from South Fraser responded to the survey in 2009, compared to 7 in 2011.

## SECTION 3: CUSTOMER SERVICE

### *Email communication between local government officials and BC Assessment continues to increase in popularity*

In terms of method of contact with BC Assessment, 57% of respondents indicated that they used the telephone when communicating with BC Assessment, followed by email at 42%. Similarly, when asked which communication method they most preferred, half of respondents (49% vs. 62% in 2009) identified the telephone, while the other half (49% vs. 35% in 2009) identified email. Email communication is becoming a method of choice among local government officials and BC Assessment.

**Figure 3: Method of Contact between Local Government Officials and BC Assessment 2007 – 2011**



### 3.5 Quality of Staff Service (Q72 – Q81)

Local government officials who had contacted BC Assessment at least once in the past year (n=180) were asked to recall the last time that they made contact, and to rate their level of agreement with a series of staff service measures (9). The results in Table 5 show very high levels of agreement (at least 96%) with each of the nine service quality indicators. In all cases, overall results are slightly higher than those achieved in 2009. As well, the 2011 results are similarly positive between small and large jurisdictions, though agreement (on average) is slightly higher among jurisdictions with less than 5,000 residents.

As detailed in Table 5, some variation emerged in the Sea-to-Sky and Fraser Valley assessment regions. Sea-to-Sky respondents were less likely to agree that “staff promptly return calls” and that “staff go the extra mile”. Fraser Valley respondents were less inclined to agree that they were “able to get through [to staff] without difficulty”, and that they were “informed of everything they had to do”.

## SECTION 3: CUSTOMER SERVICE

**Table 5: Agreement\* with BC Assessment Staff Service Quality Indicators by Jurisdiction Size and Region\*\***

Service Quality Indicators	Satisfaction		Size		Assessment Region									
	2011	2009	<5000	>5000	C	VI	S-S	NF	SF	FV	O	K	T/C	N
Staff were knowledgeable about products and services	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	96%	100%	100%	100%
Staff were responsive to your enquiries	99%	98%	99%	99%	100%	96%	100%	100%	100%	100%	96%	100%	100%	100%
Quality of advice you received was very good	100%	96%	100%	99%	100%	100%	100%	100%	100%	100%	96%	100%	100%	100%
Staff were helpful explaining BC Assessment data	99%	97%	100%	98%	100%	100%	93%	100%	100%	100%	96%	100%	100%	100%
You were able to get through without difficulty	97%	95%	98%	97%	100%	96%	92%	100%	100%	88%	96%	100%	94%	100%
Staff promptly returned your phone calls or emails	98%	96%	98%	98%	93%	96%	87%	100%	100%	100%	100%	100%	100%	100%
You were informed of everything you had to do	97%	93%	98%	97%	100%	92%	100%	100%	100%	88%	96%	100%	100%	97%
Staff were knowledgeable about your particular needs	97%	94%	97%	98%	100%	96%	93%	100%	100%	100%	91%	96%	100%	100%
Staff went the extra mile	96%	92%	95%	96%	100%	89%	87%	100%	100%	100%	96%	96%	100%	97%

\* Combined agreement (4 + 3), where 4="Strongly Agree" and 1="Strongly Disagree"

\*\* Among those who had contacted BC Assessment in the past year

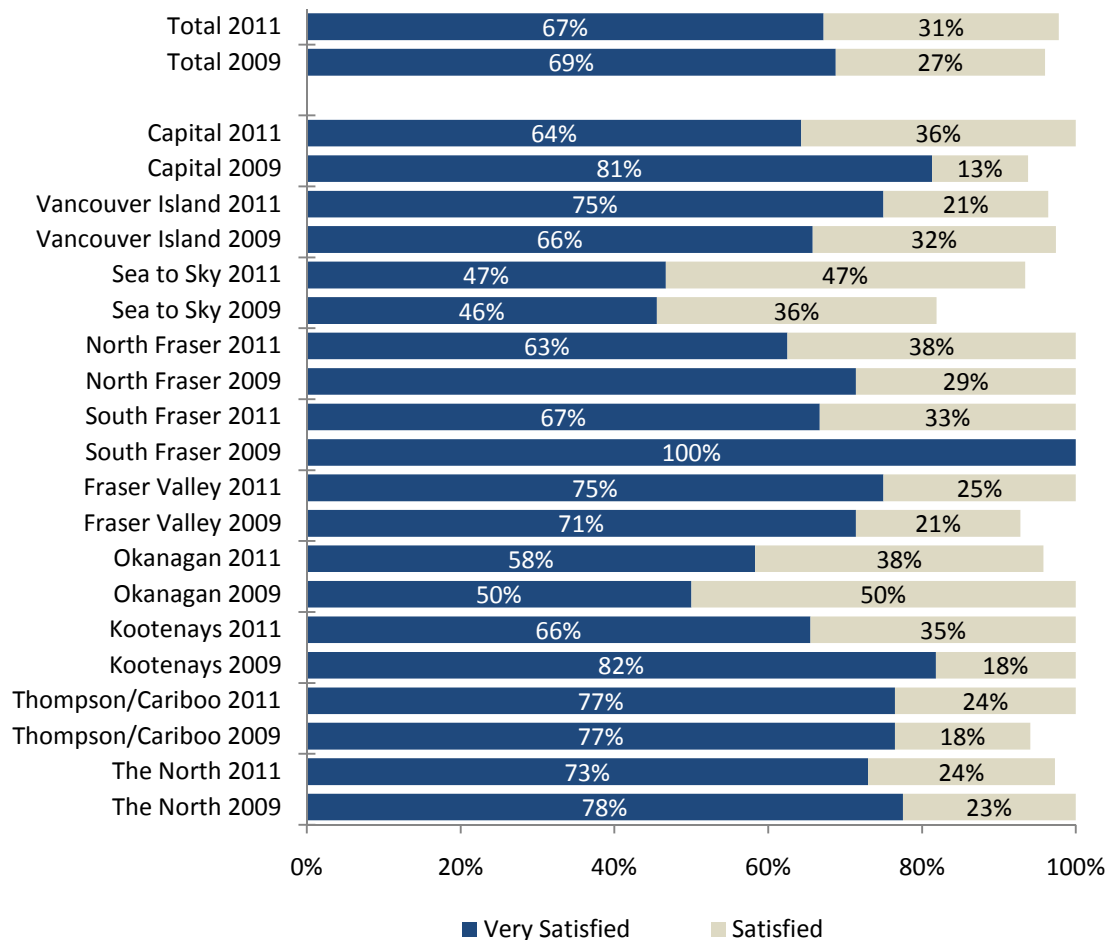
**Similar to previous years,  
satisfaction with the quality of BC Assessment service was near unanimous**

As illustrated in Figure 4, 98% (vs. 96% in 2009) of local government officials were either "satisfied" or "very satisfied" with the quality of service provided by BC Assessment staff. Satisfaction scores of 100% were achieved in six of 10 assessment regions, with Sea-to-Sky reporting the lowest score of 93%. Results were consistent between both small and large jurisdictions. Although overall satisfaction with the quality of service was higher in 2011, the percentage of respondents who were "very satisfied" declined from 69% to 67%, with the largest decline experienced in the South Fraser assessment region. Among the 186 local government officials who responded to this question, just 4 indicated that they were "dissatisfied" with BC Assessment service.

Overall, one-quarter of local government officials (vs. 15% in 2009) indicated that they have regular meetings with BC Assessment area staff. Of those respondents, 98% (vs. 97% in 2009) found them to be "useful" or "very useful". Local government officials from the North assessment region (89%) were the only ones not to provide a 100% usefulness score.

## SECTION 3: CUSTOMER SERVICE

Figure 4: Satisfaction with the Most Recent Service



### 3.6 Quality of Service vs. Client Expectations (Q85 – Q86)

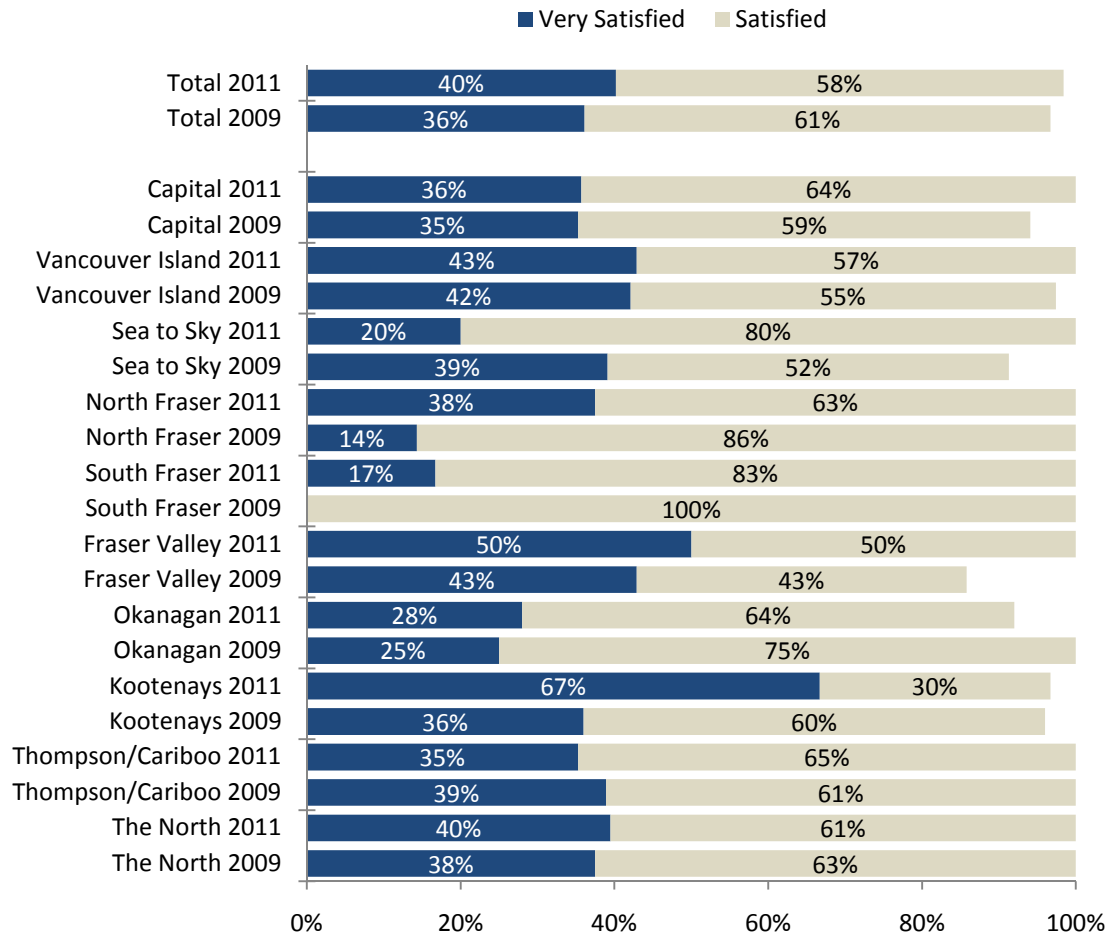
***Nearly all local government officials agreed  
that the service provided by BC Assessment met their needs***

Respondents were asked to indicate the extent to which they agreed that BC Assessment provides them with the quality of service their taxation authority requires. As illustrated in Figure 4, nearly all respondents agreed that the service provided by BC Assessment met their needs, including 40% (vs. 36% in 2009) who said they “strongly agree”. With the exception of Sea-to-Sky and Thompson/Cariboo assessment regions, respondents who indicated they were “very satisfied” that the quality of service is meeting their needs increased in all other assessment regions in 2011. The largest increase in the percentage of respondents who were

## SECTION 3: CUSTOMER SERVICE

“very satisfied” was expressed by those in the Kootenays assessment region, followed by South Fraser.

**Figure 5: Agreement that Quality of Service Needs are being Met**



- With the exception of the Okanagan and Kootenays assessment regions, all other regions reported 100% satisfaction that their service needs were being met. The most significant increase in overall satisfaction in 2011 was experienced in the Fraser Valley assessment region, up from 86% in 2009.
- Satisfaction was evenly distributed between large (98% vs. 95% in 2009) and small jurisdictions (99% vs. 100% in 2009) in 2011.

Among the 189 (vs. 210 in 2009) local government officials who responded to this question, just three (vs. 7 in 2009) disagreed that their needs were not being met. When asked what BC Assessment would need to change to meet the service expectations the following comments were provided:

## SECTION 3: CUSTOMER SERVICE

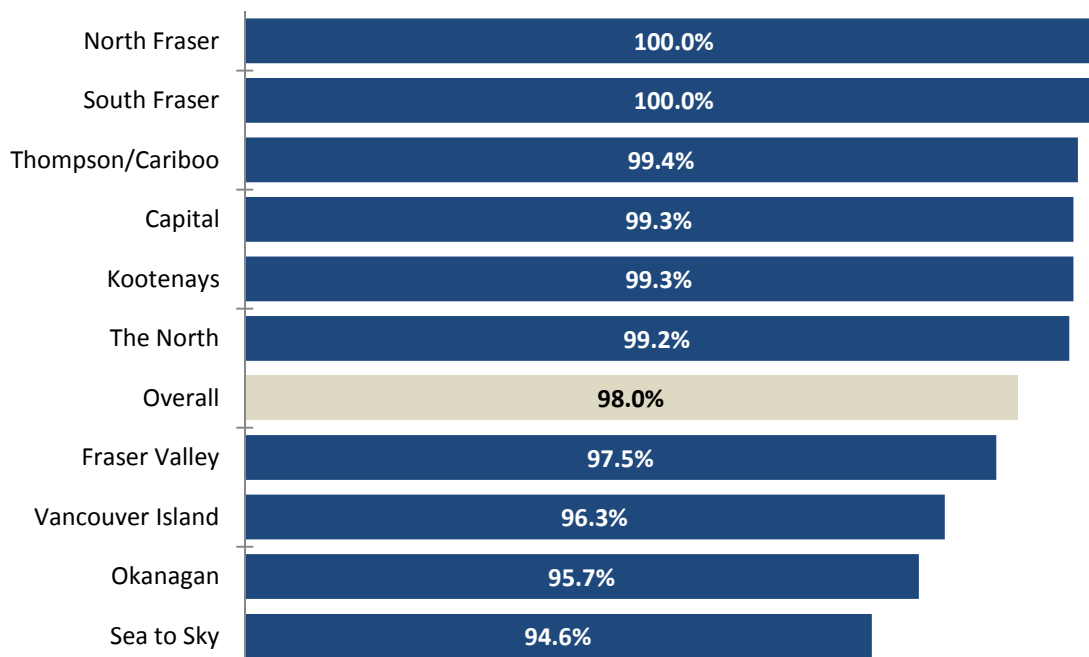
- *Revised roll needs to be published by early March or local government budgets need to be authorized by Boards one month later. It is ridiculous that our Board has to approve a budget before we have the final assessments on the revised assessment roll.*
- *The quality of service that I relied on and received in my first 25 years dealing with BC Assessment was remarkable. During that time I frequently sang their praises to elected officials and other staff. That has changed markedly over the last 4-7 years...*

### 3.7 Composite Score (Q72 – Q81)

**BC Assessment achieved an overall composite score of 98.0% in 2011, up from 95.4% in 2009**

As part of the 2009 survey modifications, BC Assessment developed 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 72 - 81. Based on the responses of 192 local government officials, BC Assessment achieved a “composite score” of 98.0%, exceeding the organization’s performance target of ≥95%. All scores by assessment region met or exceeded BC Assessment’s performance target.

**Figure 6: 2011 Composite Score – Local Government**



For the 2011 survey, BC Assessment was interested in determining whether any local governments measure the service performance it receives from BC Assessment. Among the



## SECTION 3: CUSTOMER SERVICE

159 respondents, a total of seven (4.4%) indicated that their local government measures BC Assessment performance, including three respondents from the Kootenays assessment region. When asked which metrics they use to measure BC Assessment's performance, one respondent identified the "availability and accuracy of reports and communications". Respondents from five of the 10 assessment regions indicated that they did not measure BC Assessment performance, including Sea to Sky, North Fraser, South Fraser, Fraser Valley and the North.

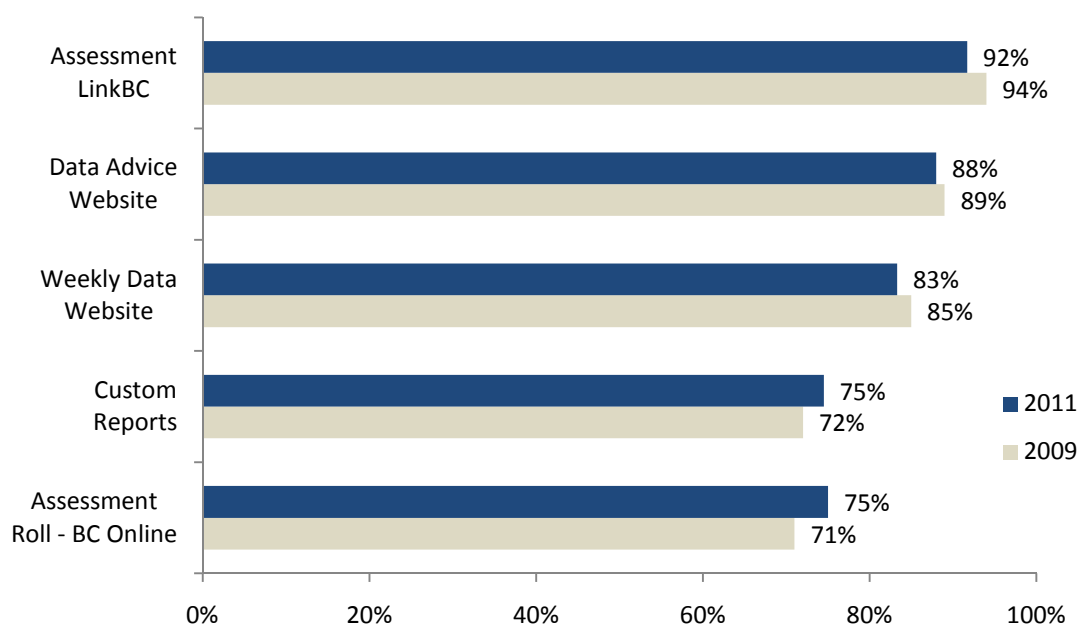
## SECTION 4: OTHER PROPERTY-RELATED INFORMATION

### 4.1 Awareness, Use and Satisfaction with Other Property-Related Information (Q29 – Q38, Q41 – Q45)

***Client awareness of BC Assessment's Other Property-related Information increased for 2 of the 5 products in 2011***

Survey participants were asked about their awareness of Other Property-related Information products as provided by BC Assessment. Similar to 2009, the highest levels of awareness were for the Assessment LinkBC online service and the Data Website. Compared to 2009 awareness among local government officials increased for two of the five information products, while remaining relatively constant for the other three.

**Figure 7: Awareness of Other Property-related Information**



- Awareness of Other Information products does not vary significantly by size of jurisdiction.
- In contrast, awareness by assessment region varies widely, with respondents from South Fraser reporting particularly low awareness levels for the Data Advice Website (43%) and Weekly Data Website (57%). Note that a total of 7 local government officials from South Fraser assessment region responded to these questions.

## SECTION 4: OTHER PROPERTY-RELATED INFORMATION

**Four of the five Other Property-related Information products achieved satisfaction ratings of 93% or higher in 2011**

Use of, and satisfaction with, Other Property-related Information products and services are identified in Table 6. In 2011, usage increased for four of the five products, including notable increases in Custom Reports and Assessment LinkBC. With the exception of Assessment LinkBC, user satisfaction was 93% or higher for all Other Property-related Information products in 2011.

**Table 6: Usage\* and Satisfaction\*\* with Other Property-related Information**

Other Information Products	Usage		Satisfaction		Satisfaction by Assessment Region – 2011									
	2011	2009	2011	2009	C	VI	S-S	NF	SF	FV	O	K	T/C	N
Data Advice Website	81%	81%	94%	94%	100%	100%	90%	100%	100%	100%	86%	94%	92%	92%
Assessment LinkBC – Online	81%	72%	76%	81%	77%	71%	77%	50%	60%	100%	83%	72%	69%	87%
Assessment Roll Access – BC Online	56%	54%	93%	93%	100%	90%	100%	80%	100%	100%	100%	89%	100%	89%
Custom Reports	57%	48%	93%	99%	100%	85%	100%	100%	100%	83%	89%	92%	100%	100%
Weekly Data Advice	69%	66%	98%	96%	100%	100%	83%	100%	100%	100%	100%	93%	100%	100%

\* Usage figures are expressed as a percentage of all survey respondents

\*\* Combined user satisfaction (4 + 3), where 4="Very satisfied" and 1="Very dissatisfied"

- Satisfaction with the information products was fairly consistent by assessment region. Considering all five products, the Kootenays generally reported lower overall satisfaction levels among the 10 assessment regions.
- However, in this case of Assessment LinkBC, satisfaction ranged from 50% in North Fraser to 100% in Fraser Valley. Note that the number of local government officials who responded to these questions was 8 in both cases.
- The Weekly Data Advice achieved 100% satisfaction ratings from eight of 10 assessment regions.

### 4.2 Use of Assessment LinkBC Features (Q39A – Q40C)

**Usage increased for five of the eight features of Assessment LinkBC in 2011**

A total of 139 respondents (vs. 140 in 2009) indicated that they used the Assessment LinkBC service in 2011. Local government officials were asked a series of questions about their use, and how useful they felt each feature was to them. Usage increased for five of the eight features, including a notable increase in Roll Total Reports from 65% in 2009 to 76% in 2011.

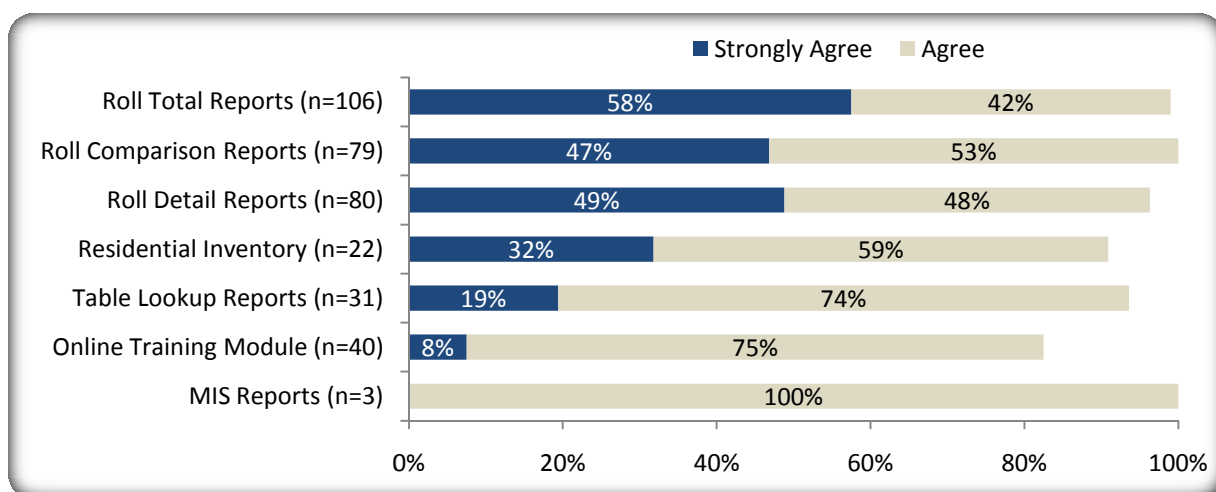
Conversely use of the Online Training Module experienced the largest decrease among the eight features in 2011. Table 7 details the use of the specific Assessment LinkBC features by jurisdiction size and assessment region. Usage is generally higher among jurisdictions with more than 5,000 residents, particularly with respect to Roll Detail, Table Lookup and Residential Inventory reports. Similar to 2009, usage by assessment region was uneven, with no particular feature exhibiting any consistency across the 10 regions.

Table 7: Use* of Assessment LinkBC Features by Jurisdiction Size and Region														
Information	Usage		Jurisdiction		Usage by Assessment Region – 2011									
	2011	2009	<5,000	>5,000	C	VI	S-S	NF	SF	FV	O	K	T/C	N
Roll Total Reports	76%	65%	75%	77%	77%	75%	86%	83%	60%	75%	83%	71%	79%	71%
Non-Market Change Reports	65%	64%	64%	65%	69%	80%	64%	83%	80%	75%	83%	52%	50%	46%
Roll Detail Reports	58%	59%	48%	67%	85%	75%	71%	50%	80%	50%	44%	48%	43%	50%
Roll Comparison Reports	58%	52%	57%	58%	46%	40%	71%	50%	80%	75%	50%	62%	71%	58%
Online Training Module	30%	36%	31%	30%	39%	15%	29%	33%	0%	50%	28%	29%	43%	38%
Table Lookup Reports	22%	21%	16%	27%	31%	20%	29%	17%	0%	0%	39%	14%	14%	25%
Residential Inventory	16%	19%	8%	22%	31%	25%	7%	33%	0%	50%	22%	10%	14%	0%
MIS Reports	2%	1%	2%	3%	0%	0%	14%	0%	0%	0%	0%	5%	0%	0%

\*Among those who used Assessment LinkBC

Respondents who used the Assessment LinkBC service in 2011 were asked to what extent they agreed that the specific features were “useful”. As seen in Figure 8, respondents indicated a high level of agreement that all features of Assessment LinkBC were useful. These results are consistent with those achieved in 2009. Note that only 3 local government officials responded to the question pertaining to MIS reports.

Figure 8: Agreement with Usefulness of Assessment LinkBC Features



## SECTION 4: OTHER PROPERTY-RELATED INFORMATION

Table 8 details the level of agreement with certain attributes of the Assessment LinkBC service. The vast majority of respondents (92% vs. 94% in 2009) who used this service in 2011 (n=134) agreed that the site “had the information they needed”. However, similar to previous years, a much smaller percentage of respondents agreed the site was “easy to navigate” (55%) and that they were able to “find what they were looking for” (63%). Respondents from among the large jurisdictions were somewhat less inclined to agree with these attributes than their counterparts in smaller jurisdictions.

Attribute	Agreement		Jurisdiction		Assessment Region – 2011									
	2011	2009	<5,000	>5,000	C	VI	S-S	NF	SF	FV	O	K	T/C	N
Had the information you needed	92%	94%	89%	93%	85%	89%	86%	83%	100%	100%	89%	100%	93%	96%
Easy to find what you were looking for	63%	64%	67%	59%	62%	44%	64%	67%	40%	100%	61%	67%	57%	75%
Easy to navigate	55%	64%	53%	55%	62%	44%	57%	67%	40%	100%	44%	56%	57%	54%

\* Combined agreement (4 + 3), where 4=“Strongly Agree” and 1=“Strongly Disagree”

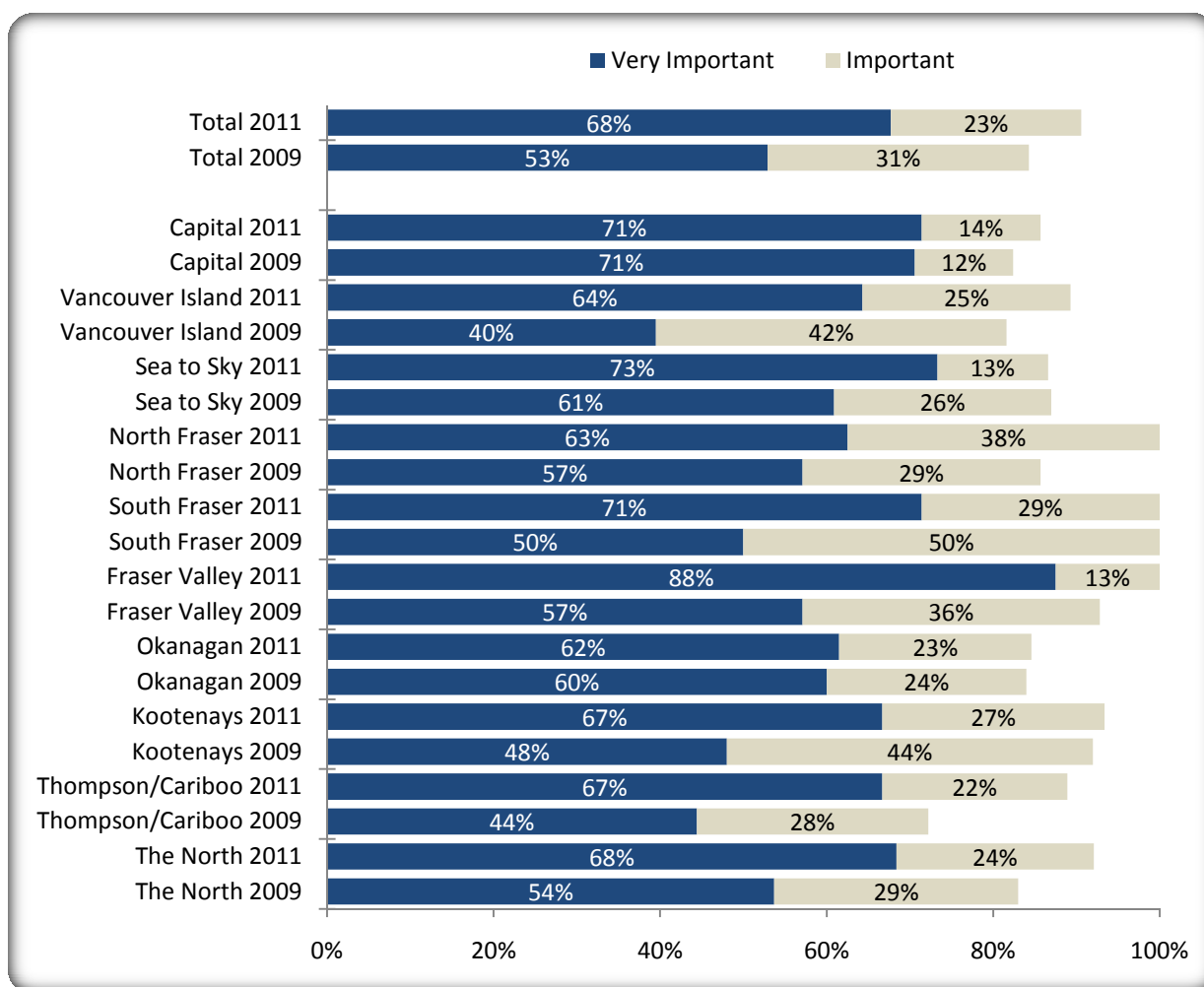
\*\*Among Those Who Used Assessment LinkBC

- At least four-in-five respondents from across the 10 assessment regions agreed that the Assessment LinkBC service “had the information they needed”.
- Agreement was much lower and varied with respect to whether the service was “easy to navigate” and whether they could “find what they were looking for”.
- Respondents from the Fraser Valley (n=4) unanimously agreed with all three attributes. The number of local government officials who responded to these questions was similarly small for North Fraser (n=6) and South Fraser (n=5) assessment regions in 2011.

## 5.1 Risk Communication Information (Q53 - Q54)

More than 9 in 10 respondents (91% vs. 84% in 2009) agreed that it was important BC Assessment keep them informed about the risks to roll stability associated with supplementary assessments and appeals to the Property Assessment Appeal Board. As illustrated in Figure 9, respondents who indicated it was “very important” to be informed of these risks increased in all 10 assessment regions in 2011. This is a significant turnaround from 2009, particularly in the case of the Fraser Valley assessment region.

**Figure 9: Importance of Being Informed of Risks to Roll Stability**

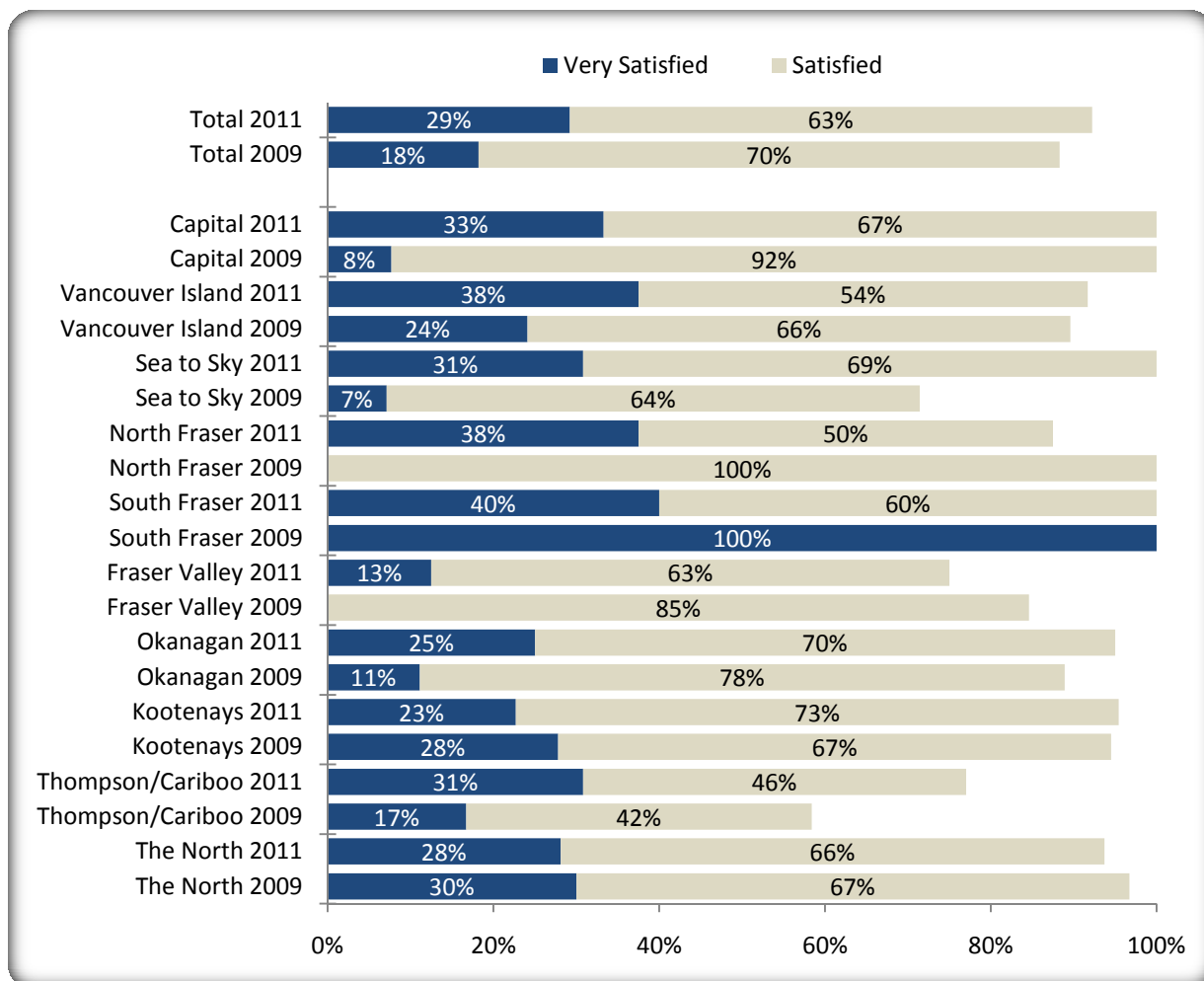


As a corollary to this question, Figure 10 illustrates the level of satisfaction with the risk communication information provided by BC Assessment. Overall, more than nine in 10 respondents (92% vs. 88% in 2009) indicated they were satisfied with the risk communication information provided by BC Assessment in 2011.



Despite high levels of satisfaction, the percentage that indicated they were “very satisfied” declined in 2011. Overall satisfaction was nevertheless up in five of the 10 assessment regions in 2011, including a 29% increase in Sea to Sky.

**Figure 10: Satisfaction with Risk Communication Information**



When asked what BC Assessment could do to improve satisfaction with the risk communication information, the most common suggestions for improvement among the 12 (vs. 18 in 2009) respondents who expressed dissatisfaction were (more than one response was permitted):

- “Improve timeliness of information/ frequent updates/ more communications with local offices” (7 respondents in 2011 and 2009);
- “Provide more background information” (1 vs. 4 respondents in 2009);
- “Offer education / seminars (1 vs. 0 respondents in 2009); and
- “Provide more risk communication information/ analysis of risk” (1 vs. 2 respondents in 2009).

## SECTION 5: COMMUNICATION

### 5.2 Answer Book (Q56 – Q60)

*In 2011, usage of the Answer Book fell to 30% – continuing a decline that began in 2007*

BC Assessment publishes an Answer Book to assist clients in understanding the role of the organization and how it conducts its business. In 2011, 30% of respondents indicated that they use the Answer Book, down from 35% in 2009 and 43% in 2007. Answer Book usage was highest in the North Fraser (71%) and lowest in Sea to Sky (7%). Usage of the document was equal in both large (30%) and small jurisdictions (29%) in 2011.

As detailed in Table 9, the large majority of respondents who use the document agreed it is “easy to understand”, with just two assessment regions reporting less than 100% agreement. In terms of usefulness, all assessment regions unanimously agreed the document is “useful”, up from 94% in 2009.

**Table 9: Answer Book Usage and Agreement with Attributes by Region  
2009 & 2011**

Region	Usage		Easy to Understand		Usefulness	
	2011 (n=175)	2009 (n=210)	2011 (n=51)	2009 (n=68)	2011 (n=51)	2009 (n=68)
Capital	46%	44%	100%	100%	100%	100%
Vancouver Island	30%	39%	100%	93%	100%	93%
Sea to Sky	7%	26%	100%	100%	100%	100%
North Fraser	71%	67%	80%	100%	100%	100%
South Fraser	60%	50%	100%	100%	100%	100%
Fraser Valley	63%	62%	100%	100%	100%	100%
Okanagan	17%	28%	75%	100%	100%	100%
Kootenays	29%	26%	100%	100%	100%	100%
Thompson/Cariboo	47%	38%	100%	100%	100%	100%
The North	13%	26%	100%	89%	100%	70%
<b>Total</b>	<b>30%</b>	<b>35%</b>	<b>96%</b>	<b>97%</b>	<b>100%</b>	<b>94%</b>

- When asked if they preferred a hard copy of the Answer Book or an online web-based version, of those who expressed a preference (n=45 vs. 68 in 2009), more than three in five (62% vs. 66% in 2009) said that they preferred a hard copy version.

## SECTION 5: COMMUNICATION

### 6.1 Use of BC Assessment Website (Q61 – Q65)

**More than 9 in 10 local government officials indicated that they had visited the BC Assessment website in 2011**

More than 9 in 10 local government officials (92% vs. 89% in 2009) indicated that they had visited the BC Assessment website in 2011. Similar to previous years, information most often searched on the website included Contact information and information on e-Value BC, where more than one-half of respondents (n=168) searched this information. Despite the increase, the percentage of respondents seeking information on the website declined for eight of the 11 information products in 2011. Appeal information and requests for the Online Appeal Form were two categories that experienced increased search activity in 2011.

**Table 10: Type of Information Sought Most Often on the BC Assessment Website by Jurisdiction Size and Assessment Region**

Type of Information	Percent*		Jurisdiction		Assessment Region – 2011									
	2011	2009	<5,000	>5,000	C	VI	S-S	NF	SF	FV	O	K	T/C	N
BC Assessment contact information	56%	60%	59%	53%	55%	61%	73%	14%	29%	86%	65%	57%	41%	55%
e-Value BC	51%	58%	42%	59%	64%	52%	47%	43%	71%	57%	55%	54%	35%	48%
Appeal information	32%	25%	33%	30%	27%	26%	60%	57%	43%	29%	10%	36%	24%	30%
Fact Sheet	30%	29%	27%	33%	36%	30%	53%	43%	14%	43%	35%	21%	29%	21%
Assessment process	29%	32%	31%	28%	18%	17%	47%	43%	29%	29%	40%	29%	24%	27%
Products and services information	24%	28%	22%	26%	55%	26%	20%	14%	14%	43%	10%	29%	12%	24%
Related Links	24%	25%	27%	21%	36%	17%	33%	14%	14%	14%	35%	25%	12%	24%
Online Appeal Form	18%	10%	22%	14%	18%	4%	53%	14%	14%	0%	30%	14%	12%	15%
BC Assessment legislation	16%	19%	10%	21%	0%	22%	33%	43%	14%	43%	15%	14%	12%	3%
Tax Levy Bylaw	14%	17%	19%	9%	18%	17%	13%	29%	0%	14%	15%	14%	6%	12%
BC Assessment policies	11%	16%	13%	10%	0%	17%	40%	0%	14%	0%	10%	11%	0%	9%

\* Among those who had visited the BC Assessment website

- Interest in information contained on BC Assessment's website is wide ranging. Table 10 highlights both the *high* and *low* search activity for the various information types by assessment region. The range of activity might suggest the property-related information requirements are unique to each assessment region.

## SECTION 5: COMMUNICATION

### 6.2 Service Measures for the BC Assessment Website

Local government officials who used the website in 2011 (n=172) are in broad agreement that the site contains the “information they need”, that it was “easy to navigate”, and that they “found what they were looking for”. Overall agreement was up for all three attributes in 2011. Respondents from jurisdictions with less than 5,000 residents were less inclined to agree that it was “easy to find what they were looking for”.

Attribute	Agreement*		Jurisdiction		Assessment Region – 2011									
	2011	2009	<5,000	>5,000	C	VI	S-S	NF	SF	FV	O	K	T/C	N
Had the information you needed	94%	93%	95%	92%	82%	96%	93%	100%	86%	100%	90%	90%	94%	100%
Easy to navigate	91%	87%	90%	91%	100%	88%	93%	100%	86%	100%	86%	89%	76%	97%
Easy to find what you were looking for	89%	88%	84%	93%	91%	88%	100%	100%	86%	100%	86%	79%	82%	94%

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

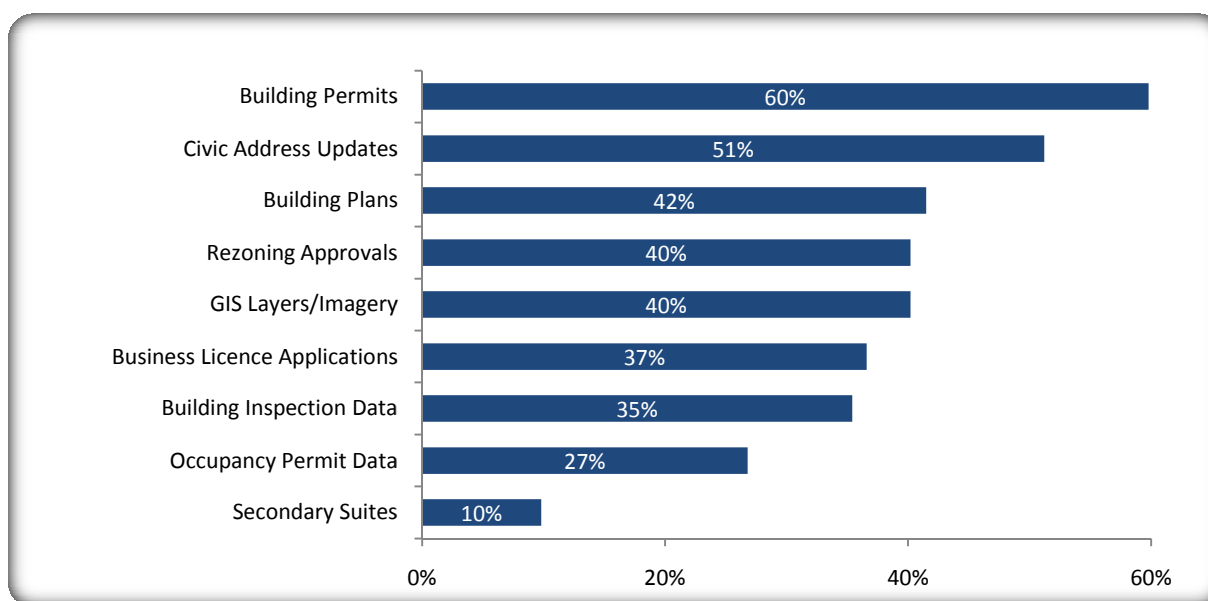
- Local government officials from North Fraser and Fraser Valley assessment regions unanimously agreed with the website’s three attributes in 2011. Note that seven (7) local government officials responded to these questions from each of these regions.
- Respondents from the Capital were the least likely to agree that the website “had the information they needed”, while those from Thompson/Cariboo reported the lowest percentage of respondents who “found it easy to navigate”, and those from the Kootenays most challenged to “find what they were looking for”.

## 7.1 Information Sharing & Customer Service Options

***Building permit data (60%) followed by civic address (51%) updates were identified as the top two information sharing opportunities***

For the 2011 survey, BC Assessment included a number of questions to help determine the level of interest in sharing additional local government information to assist BC Assessment in maintaining current residential property information. A total of 82 local government officials identified opportunities for information sharing, with the large majority of respondents (79%) located in assessment regions outside of the Lower Mainland. Building permit data (60%) followed by civic address (51%) updates were identified as the top two information sharing opportunities. Respondents from jurisdictions with more than 5,000 residents were generally more receptive to the idea of pursuing information sharing opportunities with BC Assessment.

**Figure 11: Local Government Information\* Information Sharing Opportunities**



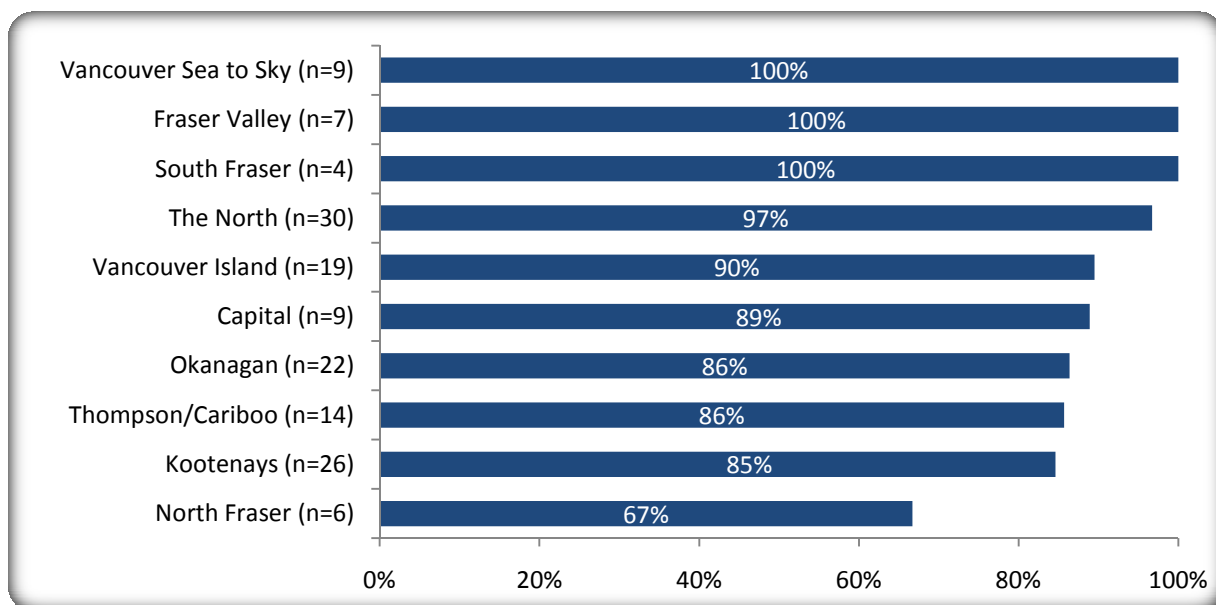
\* Results include multiple responses.

Sharing residential property information with BC Assessment is not without challenges for local governments, as 29% of respondents indicated there were limitations to information sharing. Most concerns identified by respondents (n=66) centered around two limitations, including resource requirements to enabling information sharing and legislation governing freedom of information. These concerns were general in nature and did not relate specifically to any one type of information.

In an effort to gauge local government interest in specifically developing a shared database of current residential property addresses, local government officials overwhelmingly (90%) supported the concept. While interest in the concept was solid across the 10 assessment

regions (with the possible exception of North Fraser), the majority of the responses (n=146) came from regions outside the Lower Mainland. Figure 12 below illustrates the level of support for a shared database of residential mailing addresses by assessment region.

**Figure 12: Interest in Developing Shared Database of Residential Mailing Addresses**



***Local government officials are mostly interested in developing GIS (57%) and e-Delivery (50%) service options***

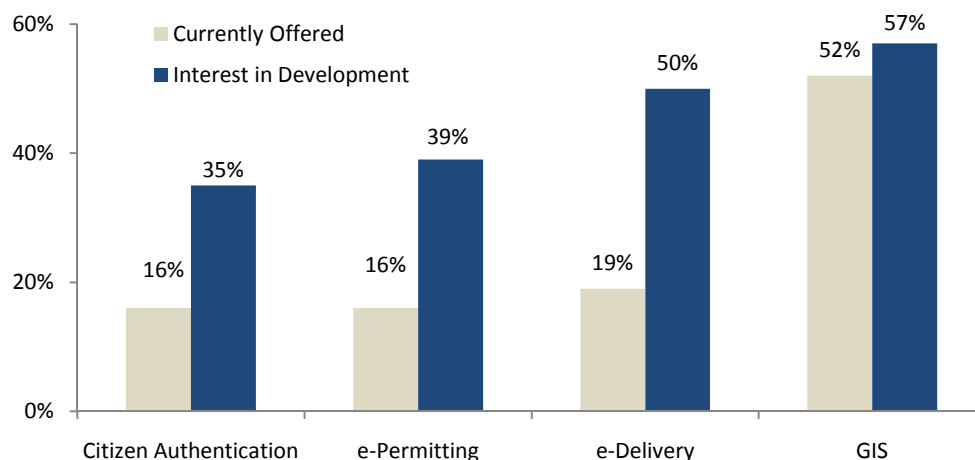
In addition to identifying information sharing opportunities, BC Assessment was also interested in determining the extent to which local governments have implemented innovative customer service solutions for residents. Respondents were asked to indicate whether their local governments currently provide a range of customer service options and/or whether they would be interested in partnering with BC Assessment in their development.

Among the four service options identified, more than one-half (52%) of respondents indicated that their local government currently provides Geographic Information Services (GIS), while less than one-in-five indicated that they provide either e-Permitting, e-Delivery or Citizen Authentication. As illustrated in Figure 12 below, interest in joint development of these services was highest for GIS and e-Delivery. Results would suggest that broad opportunity exists to develop innovative customer service solutions amongst most local governments.



## SECTION 6: BC ASSESSMENT WEB SERVICES

**Figure 13: Customer Service Solutions – British Columbia**



Current use and interest in the development of innovative customer service options varies widely across assessment regions, including some areas where e-Permitting and Citizen Authentication are not available (e.g., Fraser Valley) and others where interest in developing certain options does not yet exist (e.g., South Fraser). Among the 10 assessment regions, local governments in North Fraser and the Capital would appear to be the most progressive in terms of providing the range of options, while those in the Fraser Valley, Okanagan and Thompson/Cariboo lag this development trend.

**Table 12: Customer Service Options  
Current Services & Interest in Joint Development**

	e-Delivery		e-Permitting		Citizen Authentication		GIS	
	Currently Offered	Interest in Development	Currently Offered	Interest in Development	Currently Offered	Interest in Development	Currently Offered	Interest in Development
Capital	17%	60%	50%	80%	67%	75%	88%	80%
Vancouver Island	22%	42%	24%	46%	25%	36%	52%	53%
Sea to Sky	43%	56%	15%	38%	13%	43%	100%	86%
North Fraser	43%	60%	40%	60%	40%	50%	67%	50%
South Fraser	25%	50%	33%	0%	0%	0%	100%	100%
Fraser Valley	13%	100%	0%	50%	0%	50%	71%	33%
Okanagan	10%	17%	0%	9%	5%	18%	50%	28%
Kootenays	15%	56%	5%	25%	23%	27%	31%	47%
Thompson/ Cariboo	13%	58%	13%	44%	8%	25%	33%	56%
The North	17%	50%	18%	44%	7%	40%	39%	72%
<b>Total</b>	<b>19%</b>	<b>50%</b>	<b>16%</b>	<b>39%</b>	<b>16%</b>	<b>35%</b>	<b>52%</b>	<b>57%</b>

## Appendices

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