

TOP-LINE REPORT

Final

2011

First Nations Client Survey

Prepared for:

BC Assessment

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SECTION 1: INTRODUCTION

1.1 Project Background

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 two years. This report encompasses the 2011 results of the First Nations Client Survey, with comparisons to 2009 where applicable.

Representatives of BC Assessment originally developed the survey instrument in 2004, with modifications in subsequent years. The main objective of this 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.

Prior to 2009, data collection was conducted by telephone with follow-up as necessary. Beginning in 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;

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- 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
- where applicable, compare the results to those obtained in the 2009 survey of First Nation clients.

1.3 Survey Highlights

The survey consisted of 28 telephone (16) and online (12) completions from a random sample of 57 First Nation clients served by BC Assessment throughout the province. The margin of error for a sample size of 28 is at most $\pm 13.3\%$, 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

- 86% (vs. 88% in 2009) of First Nations clients surveyed contacted BC Assessment at least once in the past year. Among those who did contact BC Assessment in the past year, the frequency of contact increased over 2009 levels.
- First Nations representatives with more than 50 folios on their Assessment Roll contacted BC Assessment more frequently than those with less than 50 folios. For example, 43% of respondents with 50 or more folios indicated that they contacted BC Assessment 10 or more times in 2009; no respondents with less than 50 folios contacted BC Assessment 10 or more times.
- BC Assessment staff received at least an 83% agreement rating for each quality performance indicator from among those First Nations clients who contacted BC Assessment in 2011. With few exceptions, agreement levels were lower for most staff performance indicators in 2011.
- Most (88% vs. 97% in 2009) expressed satisfaction with the service they had received, including 38% (vs. 72% in 2009) who said they were “very satisfied”.
- Nearly all First Nations clients (96% vs. 100% in 2009) expressed agreement that BC Assessment provides the quality of service their First Nation requires.
- There were few significant changes in agreement levels for any service quality indicator. The indicator with the largest decline (81% vs. 88% in 2009) was keeping respondents informed of available products and services.
- BC Assessment achieved a composite satisfaction score of 89.74%, down from 98.29% in 2009. This decline was consistent regardless of the number of folios within each Assessment Roll.

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Communication

- More than nine in 10 (93% unchanged from 2009) First Nations clients expressed satisfaction with the Assessment Rolls.
- More than three in five (62%, unchanged from 2009) respondents indicated their preference for receiving Assessment Roll data over the Internet.
- Preference for electronic delivery over the Internet was significantly higher among those respondents with less than three years experience (80%), as compared to those with more than three years experience (50%) in 2009.
- Nearly nine in 10 respondents (88% vs. 98% in 2009) expressed satisfaction with the information and/or Assessment Notices provided by BC Assessment.
- Three-quarters (75% vs. 67% in 2009) of those surveyed recalled receiving a letter from BC Assessment explaining its levy. Nine in 10 respondents (90% vs. 89% in 2009) agreed that letter was clear and easy to understand.

Web Services

- In 2011, 61% (vs. 43% in 2009) of survey participants said they had visited the BC Assessment website, reversing the decline noted from 2007 to 2009.
- Respondents with three or more years of experience (72% vs. 48% in 2009) were much more likely to visit the website than those with less than three years experience (40% vs. 33% in 2009).
- In 2011, 38% (vs. 44% in 2009) of respondents were most interested in information on the assessment process.
- The proportion of respondents in search of information on assessment policies also increased in 2011 (31% vs. 11% in 2009).
- Most visitors to the website agreed that the site had the information they needed (100%) and that the site was easy to navigate (94%). Both these values remain unchanged since 2007. The proportion of respondents who agreed that it was easy to find what they were looking for declined (81% vs. 100% in 2009).

1.4 Conclusions

The results of the 2011 First Nation client survey indicate that BC Assessment is still performing well in serving this client group; however, there were declines in a number of areas. For those who had contacted BC Assessment, agreement with most service quality indicators declined from the near perfect levels found in 2009, but remains above 80% for all indicators.

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,

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provincial government and First Nation clients. Using the composite satisfaction measure, BC Assessment's 2011 score of 89.74% fell below this target for First Nations clients. While there were consistent declines across most indicators and a lower composite satisfaction score with BC Assessment's products and services, it is important to keep in mind the small sample size on which these results are based. The margin of error ($\pm 13.3\%$) associated with a sample size of 28 means that the direction, rather than the magnitude of the change, is likely a more accurate reflection of customer satisfaction among First Nations clients of BC Assessment.

Use of the BC Assessment website increased substantially in 2011, reversing the trend of declining use noted in 2009. The main topics of interest for website visitors continue to center around the assessment process and policies.

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 57 clients from among the First Nations 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. A composite satisfaction score was introduced in 2009. This measure is designed to measure overall satisfaction with the quality of service and information provided by BC Assessment.

Survey administration was undertaken April 8 – May 9, 2011. 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 28 (down from 41 in 2009) telephone and online completions were achieved in 2011.

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 six survey participants indicated they would like to be contacted.

SECTION 2: METHODOLOGY

2.3 Data Analysis and Reporting

The margin of error for a sample size of 28 is at most $\pm 13.3\%$, 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 + 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 2011 and 2009. A total of 28 surveys were completed in 2011 for a valid response rate of 49% and a margin of error of $\pm 13.3\%$, based on a 95% confidence level. The majority (64%, unchanged from 2009) of respondents indicated they had been in their current position for more than three years, while the balance had been there for three years or less. Just under half (48% vs. 61% in 2009) of respondents had fewer than 50 folios on their Assessment Roll.

Table 1: Sample Characteristics				
	Total		Number of Folios on Assessment Roll	
	2011	2009	<50	50+
Length of Time in Current Position	n=28	n=41	n=13	n=14
Less than a year	4%	7%	8%	0%
1 - 3 years	32%	29%	23%	36%
4 - 6 years	21%	20%	23%	21%
7 - 10 years	18%	20%	23%	14%
More than 10 years	25%	24%	23%	29%
Number of Properties/Folios on Assessment Roll	n=27	n=41	n=13	n=14
Less than 50	48%	61%	100%	0%
50 -250	4%	15%		7%
251-500	22%	7%		43%
More than 500	26%	17%		50%

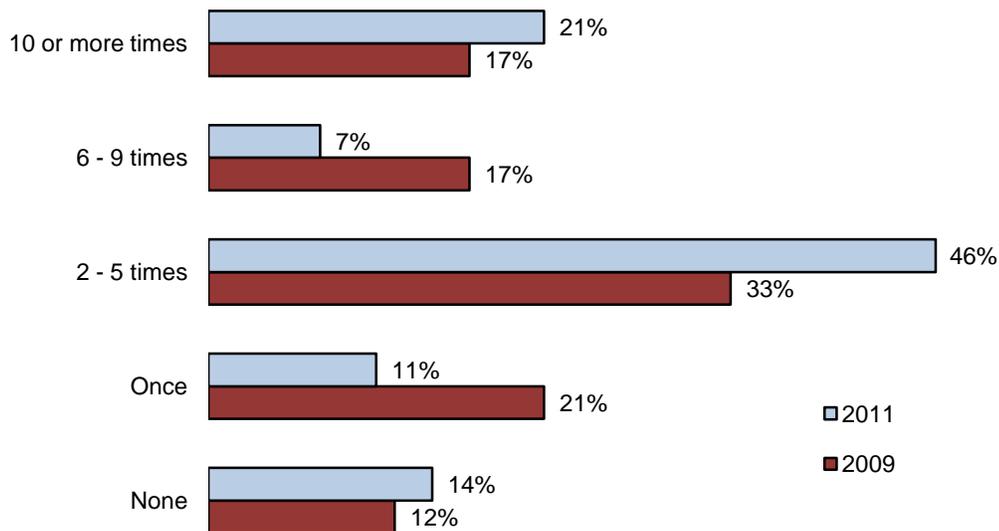
SECTION 3: CUSTOMER SERVICE

3.1 Contact with BC Assessment (Q4)

86% of First Nations clients surveyed had contact with a BC Assessment representative in the past year

As shown in Figure 1, 86% (vs. 88% in 2009) of First Nations clients surveyed contacted BC Assessment at least once in the past year. Among those who did contact BC Assessment in the past year, the frequency of contact increased over 2009 levels.

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



- First Nations representatives with more than 50 folios on their Assessment Roll contacted BC Assessment more frequently than those with less than 50 folios. For example, 43% of respondents with 50 or more folios indicated that they contacted BC Assessment 10 or more times in 2009; no respondents with less than 50 folios contacted BC Assessment 10 or more times.
- Similarly, respondents with more than 50 folios are less likely to contact BC Assessment only once (0%) than those with less than 50 folios (23%).

SECTION 3: CUSTOMER SERVICE

3.2 Quality of Staff Service (Q5 – Q15, Q34, Q35)

BC Assessment staff received at least an 83% rating for each quality performance indicator from First Nations clients in 2011

As shown in Table 2, BC Assessment staff received at least an 83% agreement rating for each quality performance indicator from among those First Nations clients who contacted BC Assessment in 2011. With few exceptions, agreement levels were lower for most staff performance indicators in 2011.

Table 2: Agreement* with BC Assessment Staff Service Quality Indicators by Number of Folios**

Quality Indicator	Δ	Total		Number of Folios on Assessment Roll	
		2011	2009	<50	50+
You were able to get through to a staff member without difficulty	↓	83%	97%	82%	85%
Staff promptly return your phone calls or emails	↓	88%	100%	82%	92%
Staff were knowledgeable about BC Assessment products and services	↓	91%	100%	90%	92%
Staff were knowledgeable about your particular needs	↓	83%	97%	82%	83%
Staff were helpful in explaining BC Assessment data	↓	92%	100%	91%	92%
Staff informed you of everything you had to do to get the service or product you needed	↓	91%	97%	91%	92%
Staff were responsive to your enquiries	↑	100%	97%	100%	100%
The quality of the advice you received was very good	–	100%	100%	100%	100%
Staff went the extra mile to make sure you got what you needed	↓	83%	97%	82%	83%

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

** Among Those Who Contracted BC Assessment in the Past Year

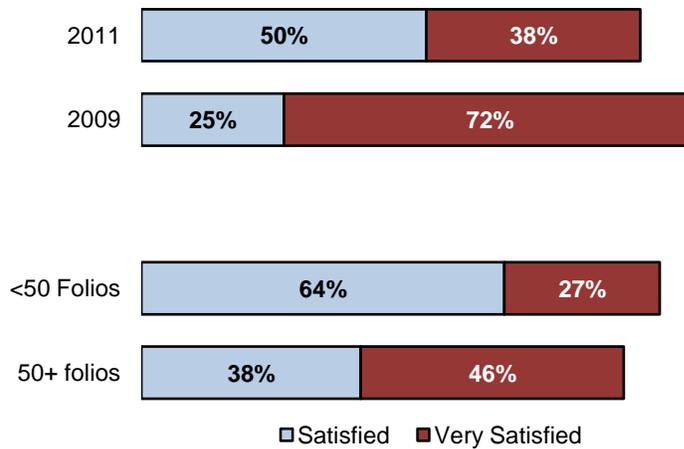
Agreement levels among those who had contact with BC Assessment staff were very high, regardless of the number of folios on their Assessment Roll. With few exceptions, agreement levels were somewhat higher among First Nations clients who have been in their positions for less than three years.

SECTION 3: CUSTOMER SERVICE

88% of First Nations clients expressed satisfaction with the quality of service they received from BC Assessment staff in 2011

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 (88% vs. 97% in 2009) expressed satisfaction with the service they had received, including 38% (vs. 72% in 2009) who said they were “very satisfied.” Respondents with 50 or more folios were more likely to indicate they were “very satisfied” while overall satisfaction was slightly higher among those with fewer than 50 folios.

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



When asked what could be done to improve satisfaction among those who had contact with BC Assessment, suggestions included:

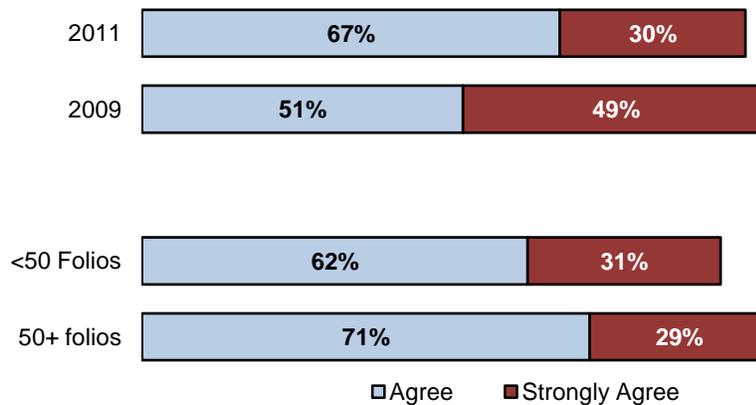
- *BC Assessment staff could provide better contact information and provide a single contact that is familiar with our needs and situation.*
- *It would be helpful if the documents were formatted in a way that corresponds with Excel.*
- *Staff could be more knowledgeable with Assessment Rolls in order to better answer questions.*
- *Faster updates when a change in address occurs.*
- *Have an annual meeting.*

SECTION 3: CUSTOMER SERVICE

More than nine in 10 respondents agreed that BC Assessment provides the quality of service their First Nation requires

When asked to take all things into account and indicate the extent to which BC Assessment provides their First Nation with the quality of service they require, nearly all First Nations clients (96% vs. 100% in 2009) expressed agreement, including 30% (vs. 49% in 2009) who said they “strongly agree” (Figure 3).

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



Respondents who disagreed that their quality of service needs are being met were offered the opportunity to suggest what BC Assessment could change to improve the situation. The only suggestion given for improving service was to “send an assessor more frequently.”

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

Agreement levels were mostly consistent with 2009 results for most product and service quality indicators in 2009

As detailed in Table 3, there were few significant changes in agreement levels for any service quality indicators. The indicator with the largest decline (81% vs. 88% in 2009) was keeping respondents informed of available products and services. Responses were generally similar between the First Nations with less than 50 folios versus those with 50 or more folios. The one exception was for the indicator regarding keeping pace with changing technology; 92% of First Nations with 50 or more folios agreed with this statement, compared to 71% of those with fewer than 50 folios.

SECTION 3: CUSTOMER SERVICE

Table 3: Agreement with BC Assessment Product and Service Quality Indicators by Number of Folios *					
Quality Indicator	Δ	Total		Number of Folios on Assessment Roll	
		2011	2009	<50	50+
Provides a high quality Assessment Roll	↑	96%	95%	92%	100%
Provides good public information	↓	95%	100%	100%	92%
Offers the productions and services that are helpful to your Band	↓	96%	97%	100%	92%
Keeps pace with changing technology	↑	85%	83%	71%	92%
Informs you of its available products and services	↓	81%	88%	89%	75%
Is responsive to all your assessment needs	↓	93%	95%	92%	93%
Provides good value for the dollar	↓	96%	97%	91%	100%

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

Respondents who disagreed with any of the above statements were asked to provide reasons why. The following are the selected comments provided for each statement, many of which concern the use of various technologies to communicate information. The concerns regarding the media used for provision of Assessment Roll data (i.e. floppy discs) expressed in 2009 are echoed in the 2011 results, though many seem to refer to past practices.

BC Assessment provides a high quality Assessment Roll

- *Cannot recall the last time an assessor came to the Band to assess it. Assessments need to be more frequent.*

BC Assessment provides good public information

- *There is not enough information about appealing assessments, and though they have it on the back of the assessment, it would be nice if they could send out a pamphlet.*
- *There seems to be confusion about the time lines and what they can appeal.*

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

- *Improved communication between BC Assessment and First Nations. Have assessors contact us and provide the information that we need*
- *Provide a First Nations portal on the BC Assessment Website.*

SECTION 3: CUSTOMER SERVICE

BC Assessment keeps pace with changing technology

- *BC Assessment attempts to keep pace, but appears to be a little behind.*
- *BC Assessment kept sending floppy disks with the roll data for years, despite these being out of date. These should be sent in a more up to date format, but they were not as BC Assessment did not check with us about changing the format until this year.*
- *I received floppy disks last year and I was trying to find someone who had a floppy drive. I had to phone BC Assessment and get an electronic version.*

BC Assessment informs you of its available products and services

- *I have to find my own products and services and really do research to find out things that will match our needs.*
- *We do not receive very much correspondence from BC Assessment that notifies us of products and services. We do not receive mail outs and notifications to look on the website so we are not very aware of the services and products available.*

BC Assessment is responsive to all of your assessment needs

- *BC Assessment information was unable to be compatible with our Excel system and was difficult to operate with regards to tax roll numbers. A copy/paste format would be easier to work with.*
- *Data advice files are files that contain the Assessment Rolls. I did not know this and then I saw this guide to the data advice files and it says on the front page that I should have received various rolls and items that I could request from BC Assessment. I did not realize this until I had already received the hard copy but I had two new people. I did not know that I had to get a revised roll. Once the data advice file was discovered to be missing, BC Assessment jumped in right away to help. I assumed they would have called and let me know what I needed to do.*

BC Assessment provides good value for dollar

- *We only receive a print out and call for about \$2000; there should be more service provided.*

3.4 Composite Score

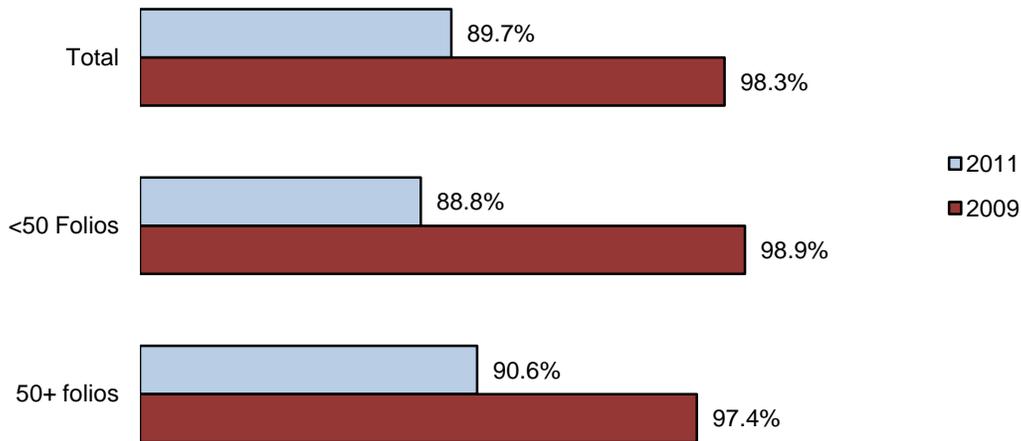
BC Assessment achieved an overall composite score of 89.74% in 2011

Beginning with 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 2011, the composite score based on the responses of 28 First Nations

SECTION 3: CUSTOMER SERVICE

representatives was 89.74% (vs. 98.29% in 2009). The decline in composite score was roughly the same, regardless of the number of folios within each Assessment Roll (Figure 4). While this appears to be a substantial decline from the previous survey, it is still within the margin of error for this small sample size.

Figure 4: Composite Measure of Satisfaction



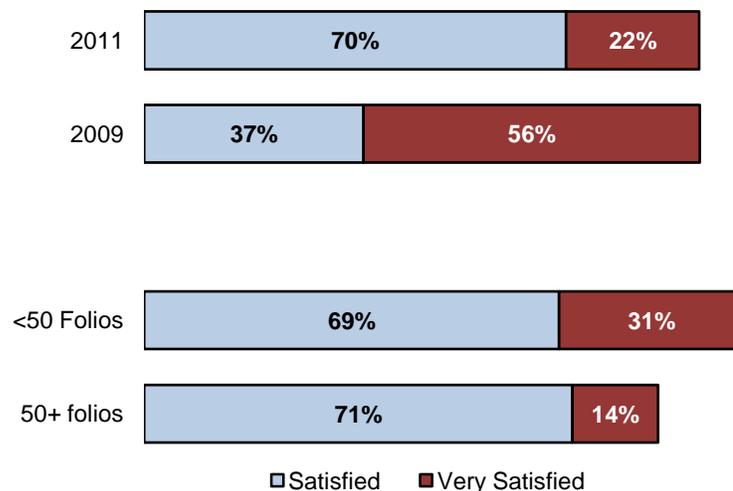
SECTION 4: COMMUNICATION

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 5, when asked to rate their satisfaction with the Assessment Rolls provided by BC Assessment, 93% (unchanged from 2009) of those surveyed expressed satisfaction, including 22% (vs. 56% in 2009) who were “very satisfied”. Respondents from First Nations with less than 50 folios on their Assessment Roll were unanimous in their satisfaction with the Assessment Rolls, compared to 86% of respondents from First Nations with larger Assessment Rolls.

Figure 5: Satisfaction with the Assessment Roll

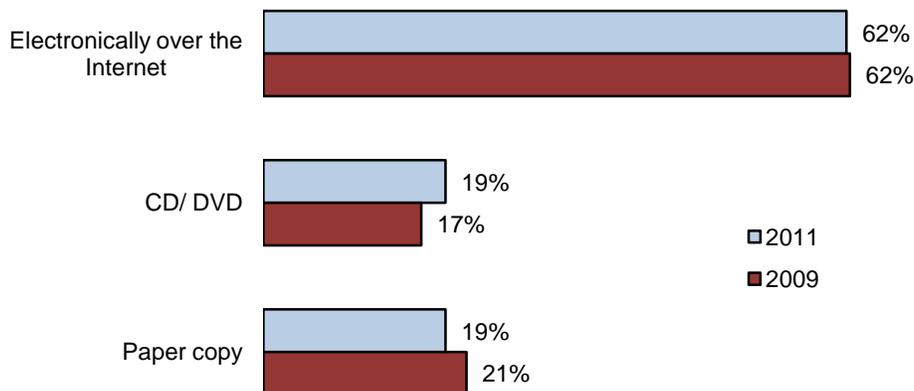


More than three in five respondents indicated their preference for receiving Assessment Roll data over the Internet

Of the three primary methods for delivering Assessment Roll data, 62% (unchanged from 2009) of respondents prefer to receive roll information electronically over the Internet (Figure 6). This is consistent with a number of comments and suggestions made previously supporting increased use of this information technology. Two respondents also noted a preference to receive both electronic and paper copies of the data.

SECTION 4: COMMUNICATION

Figure 6: Preferred Method for Receiving Assessment Roll Data



- Respondents from First Nations with 50 or more folios showed the greatest preference for receiving the Assessment Roll data over the internet (67%), while those with smaller numbers of folios were more evenly split between internet (54%) and CD/DVD (31%) delivery.
- Preference for electronic delivery over the Internet was significantly higher among those respondents with less than three years experience (80% vs. 73% in 2009), as compared to those with more than three years experience (50% vs. 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.

- *Assessment Roll was received, but individual assessments copies were not available. This could be because of a move.*
- *I was given a floppy disk but did not have a way to open it. I had to call to ask for an electronic version.*
- *With the address updating, I would prefer to meet with someone to go over the addresses with someone from BC Assessment.*
- *Clarify information gathered on Assessment. Include information for tax administrators regarding deadlines and timelines for updating client information.*
- *Email notification to administrators when new information is posted.*
- *If a building's total value could be broken down when there is more than one.*

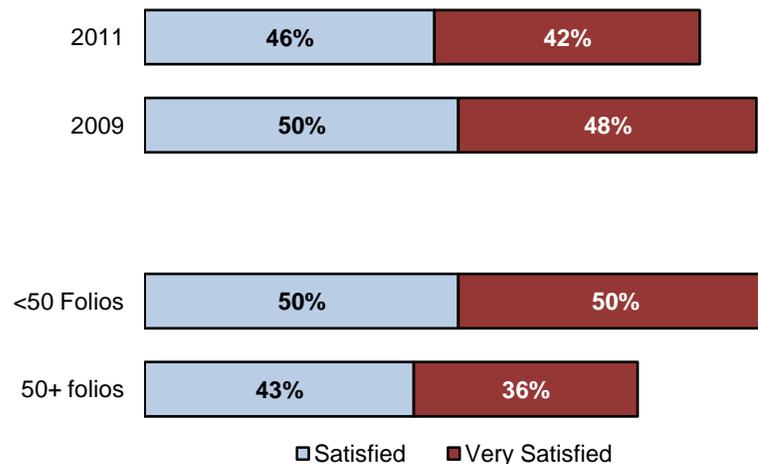
SECTION 4: COMMUNICATION

- *Include back-up disks as problems can occur when receiving them electronically.*
- *Include contact information of assessor so they can be directly contacted.*
- *Provide notification for when the assessment will be undertaken.*
- *Provide a breakdown of Assessment Roll for different jurisdictions within a single First Nation.*
- *Allow for easier export of information to TAS taxation program.*

4.2 Assessment Notices and Levy Correspondence (Q23 – Q26)

Nearly nine in 10 respondents (88% vs. 98% in 2009) expressed their satisfaction with the information and/or Assessment Notices provided by BC Assessment (Figure 7). The decline relative to 2009 results is entirely attributable to respondents from First Nations with 50 or more folios (79% vs. 93% in 2009), as satisfaction among those with fewer than 50 folios remained at 100%.

Figure 7: Satisfaction with Information and/or Assessment Notices Provided by BC Assessment



- Respondents with more than three years experience reported higher levels of satisfaction (94%) with the information and/or Assessment Notices provided by BC Assessment than those with less than three years experience (78%).

SECTION 4: COMMUNICATION

In response to the follow-up question on how the Assessment Notices could be improved, respondents offered the following suggestions:

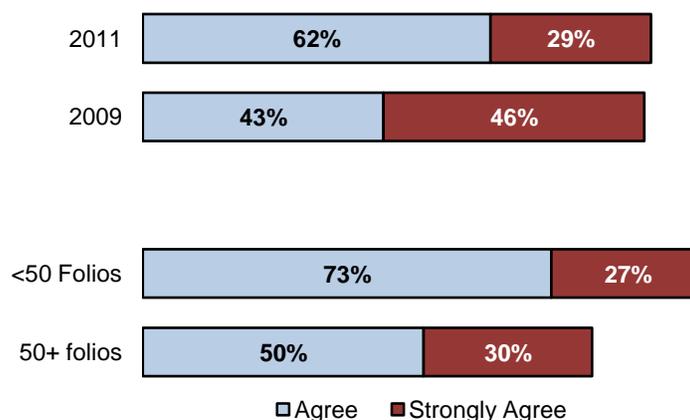
- *It would be nice to have access to the Notices for when a Homeowner requests a notice. I first have to contact BCA, and then the request is put in, and then emailed to me. It would be better if I had access first. Also, a homeowner can't make the request directly – must go through my office first.*
- *I would like to see more information put on it and more customized to our specific Reserve*

Three-quarters of First Nations clients recalled receiving a letter from BC Assessment explaining their levy

In 2011, three-quarters (75% vs. 67% in 2009) of those surveyed recalled receiving a letter from BC Assessment explaining their levy, including 85% of First Nations representatives with less than 50 folios on their Assessment Roll.

As illustrated in Figure 8, among those who recalled receiving the letter, nine in 10 respondents (90% vs. 89% in 2009) agreed that letter was clear and easy to understand, including 29% (vs. 46% in 2009) who said they “strongly agree”. Respondents with more than three years experience and those from First Nations with fewer than 50 folios were more likely to agree than those with less experience or those from larger First Nations.

Figure 8: Agreement that the Levy Letter is Clear and Easy to Understand



SECTION 4: COMMUNICATION

Respondents who disagreed (n=2) 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:

- *It was not very clear in terms of the scaling; providing an example that explains things step by step would be helpful.*
- *It should provide the amount that we should have, so that when we calculate it, we know we are getting it correct.*

Almost two-thirds (64% vs. 76% in 2009) of First Nations clients recalled receiving a letter and spreadsheet stating the amount owing for assessment services in 2011. Of those who recalled receiving a letter and accompanying spreadsheet from BC Assessment, there was unanimous agreement (vs. 97% in 2009) that the information was clear and easy to understand.

SECTION 5: BC ASSESSMENT WEB SERVICES

5.1 Use of BC Assessment Website (Q29 – Q30)

61% of survey participants said they had visited the BC Assessment website in 2011

In 2011, 61% (vs. 43% in 2009) of survey participants said they had visited the BC Assessment website, reversing the decline noted from 2007 to 2009. Those respondents with three or more years of experience (72% vs. 48% in 2009) were much more likely to visit the website than those with less than three years experience (40% vs. 33% in 2009) in 2011.

As detailed in Table 4, among those who visited the website in 2011, 38% (vs. 44% in 2009) were most interested in information on the assessment process. This was followed closely by information on assessment policies (31% vs. 11% in 2009), particularly among those respondents with fewer than 50 folios.

Table 4: Information Sought Most Often on the BC Assessment Website by Number of Folios*				
Information	Total**		Number of Folios on Assessment Roll	
	2011	2009	<50	50+
Assessment process	38%	44%	60%	27%
Assessment policies	31%	11%	80%	9%
BC Assessment contact information	25%	28%	20%	27%
Fact Sheets	19%	28%	0%	27%
Appeal information	19%	11%	0%	27%
Assessment legislation	13%	17%	20%	9%
Product information	13%	11%	0%	18%
Related links	13%	11%	0%	18%
Corporate information	6%	0%	20%	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

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

- *Accessing Assessment Roll*
- *Data advice*
- *Home owner grant*
- *Tax rates for municipalities*
- *The overall indicators, the general statements per area*

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

As detailed in Table 5, agreement that the BC Assessment website had the information respondents needed (100%), and was easy to navigate (94%) was unchanged from 2009. Agreement with the statement that it was easy for respondents to find what they were looking for declined in 2011 to 81% (vs. 100% in 2009).

Quality Indicator	Δ	Total		Number of Folios on Assessment Roll	
		2011	2009	<50	50+
Had the information you needed	–	100%	100%	100%	100%
Easy to find what you were looking for	↓	81%	100%	80%	82%
Easy to navigate	–	94%	94%	100%	91%

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

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

- Three respondents indicated it was not easy to find what they were looking for and suggested the following improvements.
 - *The website could be improved by making it more user friendly.*
 - *The website could be improved if it was possible to attain a list of all properties comprehensively rather than individually by roll number.*
 - *The website made it harder to find the data advice we were looking for.*

SECTION 5: BC ASSESSMENT WEB SERVICES

Among those respondents who did not access the BC Assessment website (n=11), the reasons for not visiting the website are summarized in the following list.

- *All required information is already provided / No need for additional information.*
- *Prefer to contact BC Assessment directly via email or telephone.*
- *Prefer hard copies versus following guides on a website.*

5.3 Final Comments (Q36)

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

- *I am very pleased in working with our BC Assessment representative; they are very helpful and always good at responding to messages and emails.*
- *People need to be more educated on products and services in a broader range. Front line workers should be able to know something, even if it is about little things like data advice files. The front line person should have knowledge of the First Nations taxes.... We have to send our by-laws to First Nations Tax Commission and we are all connected. It would be just fantastic if front line workers had a little bit of knowledge about these activities.*
- *First Nations do not have to contract out to BC Assessment. I would like to see BC Assessment really make an effort to work with First Nations and learn about us. They should know which reserves want to take on taxing authority, and especially for the new ones, make sure they have all the tools and resources they need. It would be good if BC Assessment knew who was new and provided a special package for the newbies.*
- *To be aware of and meet with the First Nations Tax Commission and the First Nations Tax Administrators Association regarding our comprehensive and individual needs.*
- *We have had issues about speed with regards to name changes and other changes. For example, it took three years to change a deceased person's name from the property title. Family members become upset regarding this.*

Technology

- *Assessment link BC is hard to navigate; require some one-on-one tutorials as to specific needs.*
- *The automated machine is difficult to navigate.*
- *Delays in getting emails, though apologized to for delay.*

SECTION 5: BC ASSESSMENT WEB SERVICES

Information

- *I am not sure why we receive, or what you do with, the statutes manual. We have a dozen residential and about 15 utility folios and are not sure of the purpose of the statutes.*
- *Make sure that after the Roll is completed and delivered, that we get two copies because the taxation officer needs one and so does the surveyor of taxes (myself).*

APPENDIX A: STATISTICAL TABLES

APPENDIX B: SURVEY INSTRUMENT