

**CONSUMER AFFAIRS  
CONSUMER PROTECTION ADMINISTRATION**

**Fiscal Year 2008**

**Goal Statement**

To provide consumer protection and education to the public in order to prevent or stop unfair and deceptive trade practices.

<b>Performance Measures</b>	<b>FY06 Actual</b>	<b>FY07 Actual</b>	<b>FY08 Budget</b>	<b>FY08 Actual</b>	<b>% Change FY07-FY08</b>	<b>Variance Number</b>
Number of phone calls/public contacts	82,637	83,065	80,000	81,847	-1%	
Number of written complaints received	2,335	1,950	2,400	1,442	-26%	<b>1</b>
Cases referred to division counsel (Consumer Protection Board)	147	135	175	165	22%	<b>2</b>
Cases referred to division counsel (Citation Hearings) and cases settled prior to hearing	378	N/A	650	569	N/A	<b>3</b>
Dollar value of refunds and services returned to consumers	920,522	868,509	750,000	783,297	-10%	
Number of educational and outreach events	86	101	80	117	16%	<b>4</b>
Average number of written complaints processed per consumer analyst per year	378	278	375	180	-35%	<b>5</b>
Percent of written complaints closed within 30 days	59	63	44	57	-10%	
External customer satisfaction rating	N/A	N/A	N/A	5.00	N/A	<b>6</b>
Cease and Desist Orders and Assurances of Compliance	109	105	130	113	8%	
Volume of internet correspondence	3,503	2,271	2,400	2,494	10%	

**Explanation of variances greater than 15 percent:**

- 1** Number of written complaints is less than last year due to the current economic conditions resulting in less consumer transactions in the marketplace.
- 2** Cases referred to division counsel (Consumer Protection Board) is higher than last year due to an increase in appeals of chauffeur registration denials.
- 3** Cases referred to division counsel (Citation Hearings) and cases settled prior to hearing is a new performance measurement in 2008.
- 4** The number of educational and outreach events was greater than FY2007 due to greater public demand, especially information on ID Theft.
- 5** The average number of written complaints processed per consumer analyst per year was lower than last year due to both reduction in number of complaints and staff's taking additional time to negotiate settlements and close out the written complaints, which is reflected in the amount of refunds and services rendered to consumers.
- 6** The County implemented a new customer satisfaction survey in FY2008 in order to collect more actionable information. Ratings are on a scale of 5.0 (highest) to 1.0 (lowest). Prior year performance and current targets are shown as "N/A" because the survey questions and calculations methodology have changed.

**CONSUMER AFFAIRS  
REGULATORY**

**Fiscal Year 2008**

**Goal Statement**

To regulate auto repair, auto body, and paint shops to ensure the public's health, safety and welfare through compliance with all regulations. To process, prepare and investigate applications for certificates, permits, and chauffeurs' registrations to ensure that the public receives clean, efficient, and safe taxi/limousine service. To protect consumers from unfair and deceptive trade practices when engaging the services of a moving company.

<b>Performance Measures</b>	<b>FY06 Actual</b>	<b>FY07 Actual</b>	<b>FY08 Budget</b>	<b>FY08 Actual</b>	<b>% Change FY07-FY08</b>	<b>Variance Number</b>
Number of auto repair, body, and paint shop applications processed	2,822	2,571	2,400	2,611	2%	
Number of auto repair and auto body shops inspected	4,220	4,834	5,000	5,363	11%	
Number of full and spot inspections conducted on for-hire vehicles	15,370	13,454	15,000	18,808	40%	<b>1</b>
Number of chauffeur registrations processed	2,717	3,503	2,800	3,536	1%	
Number of moving registrations processed	175	120	145	132	10%	
Percent of identifiable auto repair, body and paint shops licensed and in full compliance	57	61	65	82	34%	<b>2</b>
Number of notices of violation issued to auto body/paint shops	2,543	2,253	2,500	2,045	-9%	
Number of taxi/limousine applicants denied permits due to driving or criminal records	145	191	120	329	72%	<b>3</b>
Percent of issued citations upheld at hearings	88	96	90	97	1%	
External customer satisfaction rating	N/A	N/A	N/A	4.50	N/A	<b>4</b>
Number of walk in customers assisted per Consumer Service Representative	1,700	1,888	1,600	1,975	5%	
Number of auto repair, auto body and paint shops inspected per inspector	900	1,204	1,000	1,374	14%	

**Explanation of variances greater than 15 percent:**

- 1 The number of for-hire vehicle inspection was greater than projected due to the increase in older vehicles requiring additional inspections and by the implementation of effective scheduling of inspectors.
- 2 The increase in percent of identifiable auto repair, body/paint shops is due to an increase in inspections and enforcement activities.
- 3 The increase in the number of taxi/limo applicants denied permits was due to an increase in the number of individuals applying for a chauffeur's registration.
- 4 The County implemented a new customer satisfaction survey in FY2008 in order to collect more actionable information. Ratings are on a scale of 5.0 (highest) to 1.0 (lowest). Prior year performance and current targets are shown as "N/A" because the survey questions and calculations methodology have changed.