



**DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS**  
Performance Governance System  
**Measure Profile**



**MEASURE**  
**024**

**What is the measure?**

Client Satisfaction  
Measurement (External Customer  
Satisfaction Survey)

**What strategic objective is the measure aligned?**

Improve public satisfaction on the agency's performance

**What is the rationale behind the measure?**

To establish a harmonized citizen/client satisfaction survey and submit report that characterize the total experience, expectation, and satisfaction in the delivered public service among clients. This support perspective will enhance service delivery as well as adapt to the changing needs of clients. Further, to provide an assessment of the perception on the adequacy and quality of public services provided by DPWH.

**How is the measure calculated? Clarify the terms in the formula**

DPWH Offices will administer the Client Satisfaction Measurement (CSM) to all clients with completed transaction using Customer Satisfaction Survey Application (CuSSA).

**How often is the measure updated/calculated? Indicate policy/law that is applicable.**

Results shall be based on the report generated quarterly and annually

**Indicate policy/law that is applicable**

- **Republic Act 11032** "An Act Promoting Ease of Doing Business and Efficient Delivery of Government Services, Amending for The Purpose Republic Act No. 9485, which amended Republic Act No. 9485 (RA 9485) or the Anti-Red Tape Act of 2007"
- **ARTA Memorandum Circular No. 2022- 05 dated September 20, 2022**, entitled "Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement"
- **ARTA Citizens / Client Satisfaction Survey (CCSS) Report**
- **Department Order number 264, s. 2022** re: Implementing Guidelines on the Use of the Customer Satisfaction Survey Application (or most current version)

**What is the unit?**

Percent (%)

**What data is required in calculating the measure? Where/how will it be acquired? Indicate policy/law that is applicable.**

Respondent/Client who availed the frontline services of the DPWH offices and responded to the Customer Satisfaction Survey Application.

**What is the basis in setting the targets?**

Result of the previous Customer Satisfaction Survey rating submitted to ARTA

**Who is accountable for the targets?**

Stakeholders Relations Service

**Who is responsible for tracking and reporting the annual accomplishments?**

Stakeholders Relations Service, Regional and District Engineering Offices

Baseline	TARGET					
	2023	2024	2025	2026	2027	2028
99.06%	81-85% Very Satisfactory	81-85% Very Satisfactory	81-85% Very Satisfactory	86-95% Outstanding	86-95% Outstanding	86-95% Outstanding



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**MEASURE**  
**025**

**What is the measure?**

Public Awareness and Approval Rating

**How is the measure calculated? Clarify the terms in the formula**

Awareness and approval rating survey result shall be based on the formula being used by the outsourced Third-Party Survey Firm.

The total number of samples/respondents (TBD by the 3rd party Survey Firm), distributed into the four (4) major demographic areas (National Capital Region, Balance Luzon, Visayas and Mindanao) with each area being assigned n number of randomly drawn respondents assessing citizens' expectations of the public service and measuring the level of satisfaction.

**How often is the measure updated/calculated? Indicate policy/law that is applicable.**

Annually, during the Fourth Quarter of the year.

**What is the unit?**

Percent (%)

**What is the basis in setting the targets?**

Result of the previous Net Awareness and Approval Rating Survey

**Who is accountable for the targets?**

Management Committee

**Who is responsible for tracking and reporting the annual accomplishments?**

Stakeholders Relations Service

**What strategic objective is the measure aligned?**

Improve public satisfaction on the agency's performance

**What is the rationale behind the measure?**

To obtain the stakeholders' perception on how the Department delivers its services. This support perspective will measure how the service recipients or general public perceive the Department's role in the government and its mandate. Further, this department-level measure will elicit recommendations stemming from the survey results that could help drive DPWH future communications strategy.

**What data is required in calculating the measure? Where/how will it be acquired? Indicate policy/law that is applicable.**

Survey sampling and statistical methodology as prepared by the Third-Party Survey Firm. The yearly accomplishment will be based from the Public Awareness and Approval Report.

Baseline	TARGET					
	2023	2024	2025	2026	2027	2028
75%	73-75%	73-75%	73-75%	75-77%	75-77%	75-77%