



Florida Department of
TRANSPORTATION

2014 Customer Satisfaction Surveys

March 2015 / Executive Workshop

Customer Satisfaction Champions

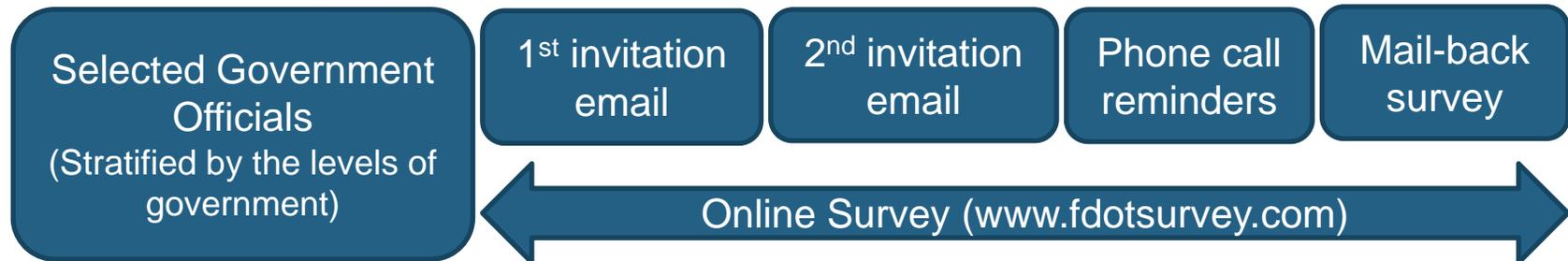
- Jim Wood, Statewide Champion
- Brian Blair, D1
- Carrie Stanbridge, D2
- Jason Peters, D3
- Benjamin Burton, D4
- Heather Garcia, D5
- Aileen Boucle, D6
- Leo Folsom, D7
- Mark Beall, Turnpike
- Andrew Gormley, CO
- Ben Lewis, CO
- Martin Markovich, CO
- Monica Zhong, CO

Survey Methods and Sampling

- Florida Residents Survey (3,189)



- Government Officials Survey (432)



Survey Methods and Sampling

- Visitors Survey (404)

Online panel

- Ages 25 -64 / US residents
- Must Not reside in FL, AK or HI
- Must Have visited FL in the past 12 months

Online Survey
(www.toluna.com)

- Commercial Drivers Survey (2806)

Florida DHSMV
Commercial Drivers DB
(Stratified by FDOT district)

Telephone
Survey

Mail-back
Survey

2014 Surveys Results



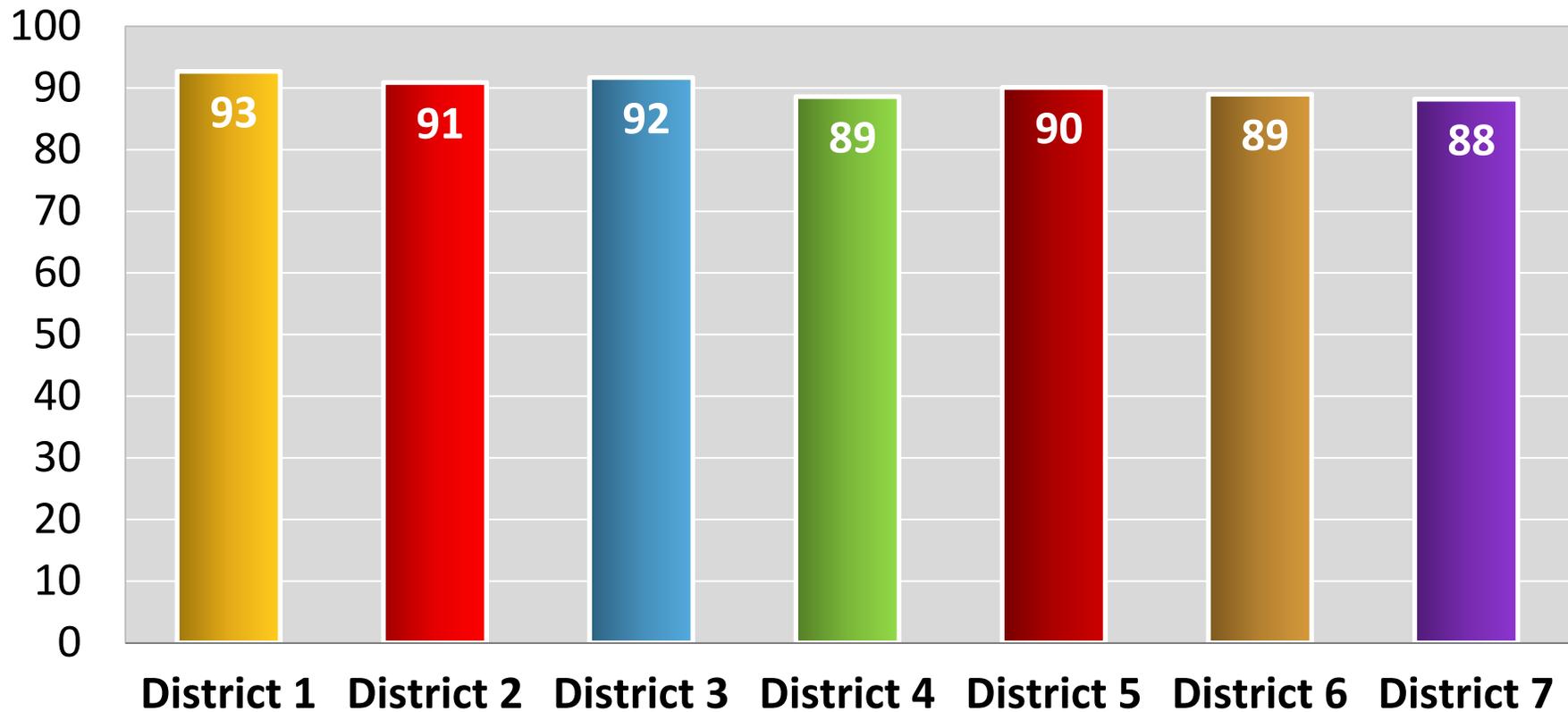
General Observations

- Overall results comparable to prior survey cycles
- Maintenance-related satisfaction similar across Districts
District results vary for other topics
- Common issues appearing on most surveys:
 - Roadway signs and markings
 - Construction projects
 - Travel times/congestion
 - Other roadway issues (e.g., safety, roadway condition)
- Other questions reflected requirements unique to customer groups

Road Signs Are Clearly Readable

Year 2014 Results

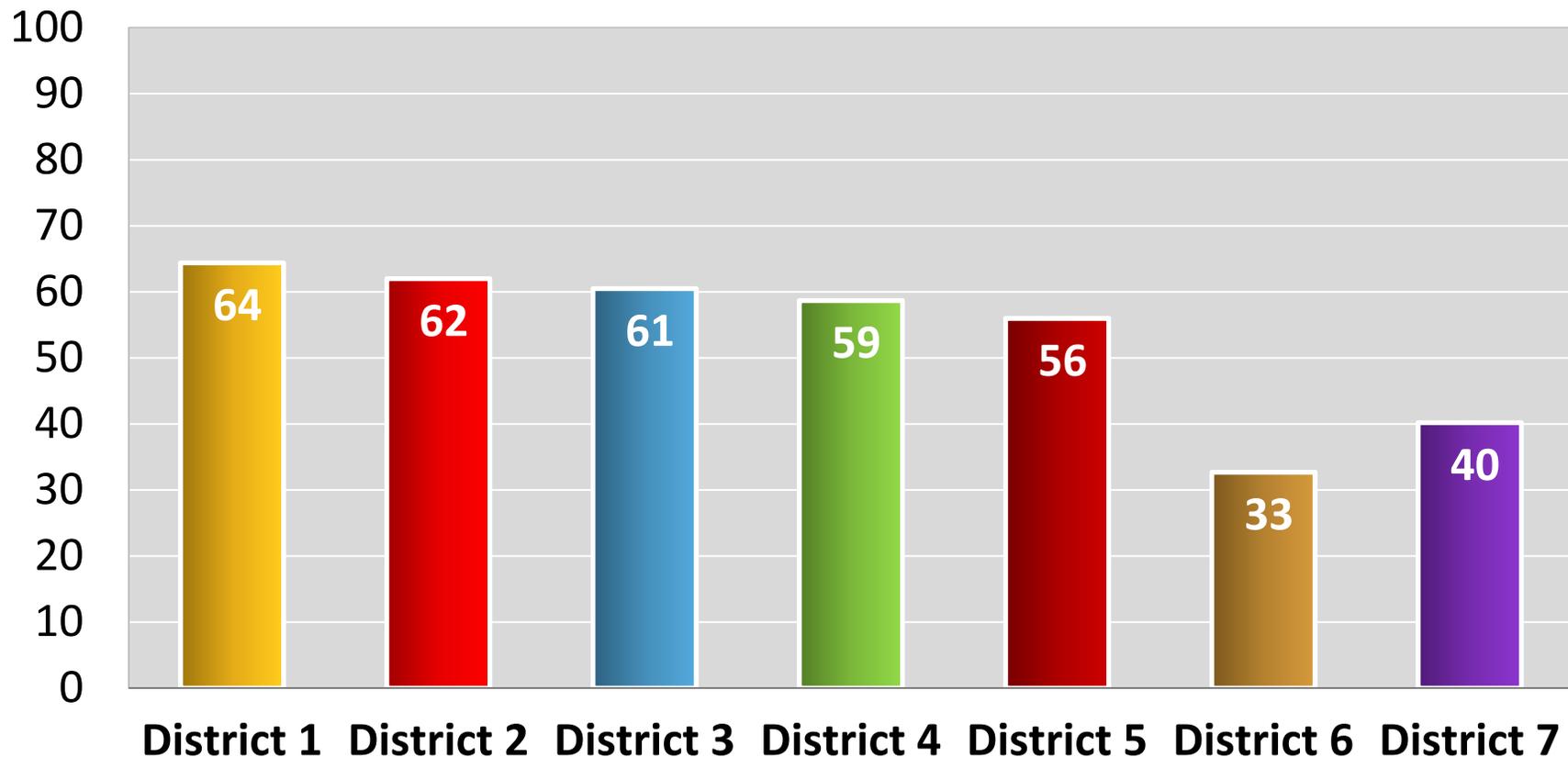
Residential Drivers - Percent Satisfied



Congestion on State Highway System

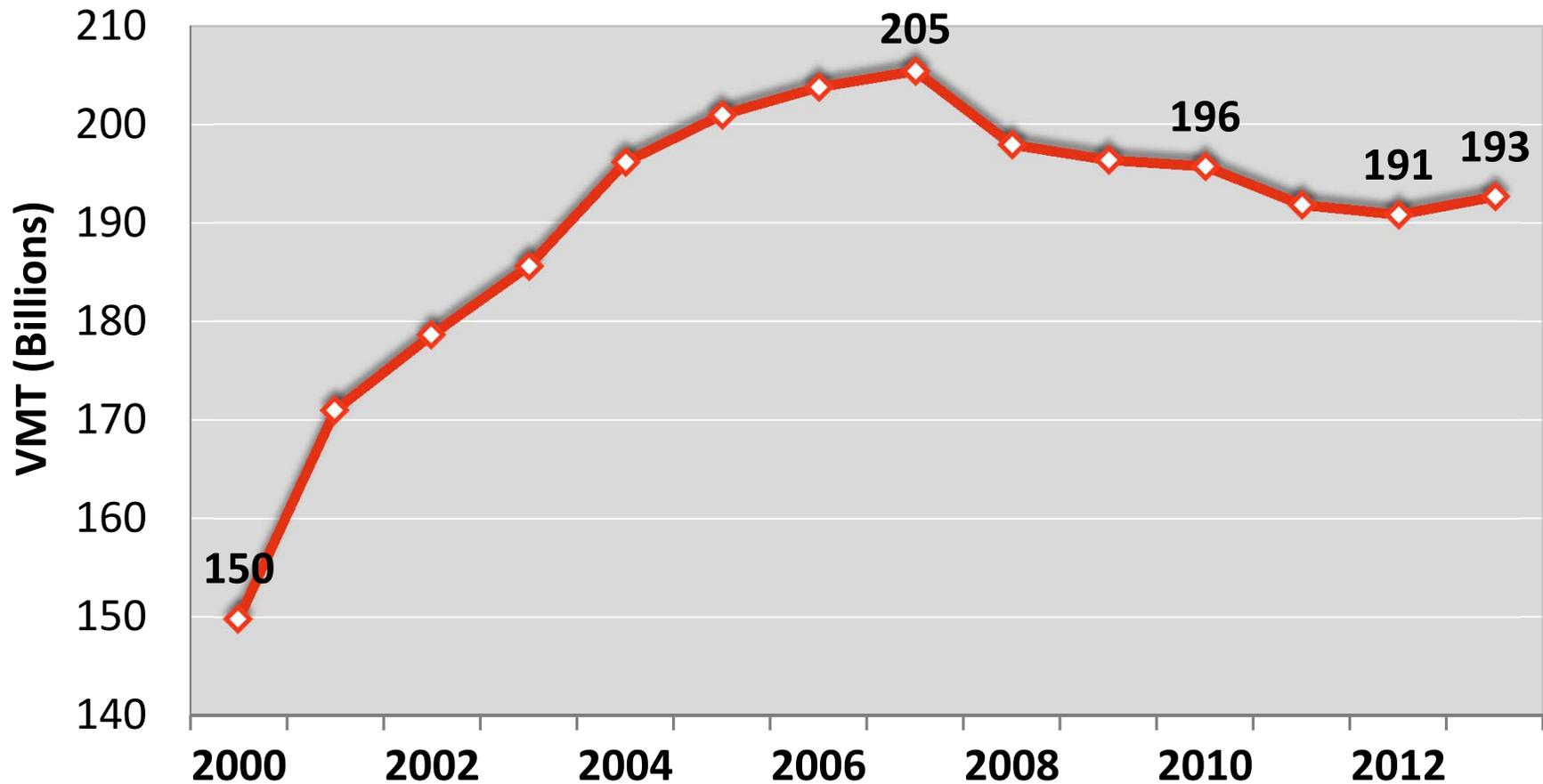
Year 2014 Results

Residential Drivers - Percent Satisfied



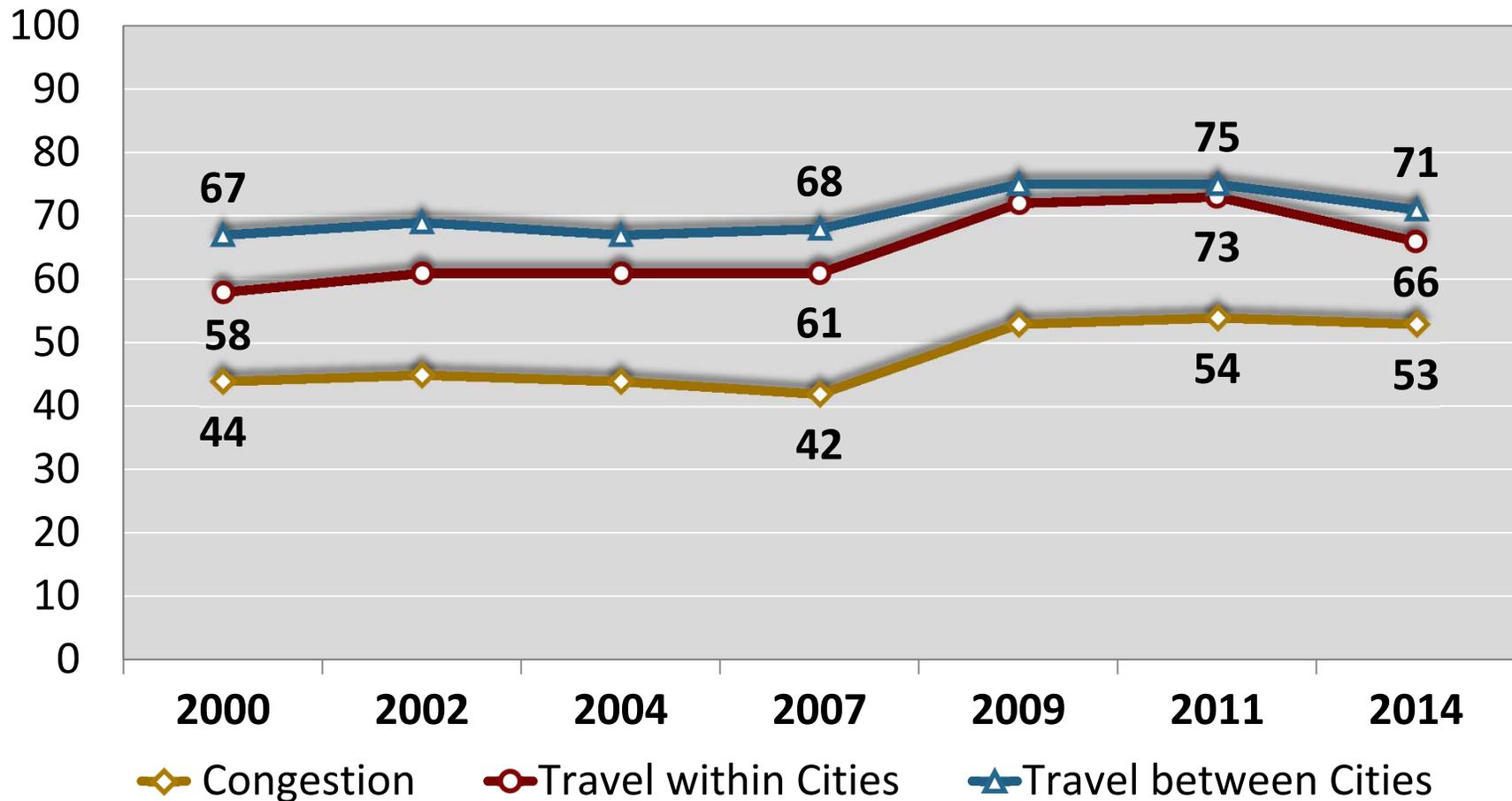
Annual Vehicle Miles Traveled (VMT)

Florida's Public Roads (2000-2013)



Travel Times and Congestion Levels

Percent Satisfied - Residents



Improvement Areas



Statewide Improvement Areas

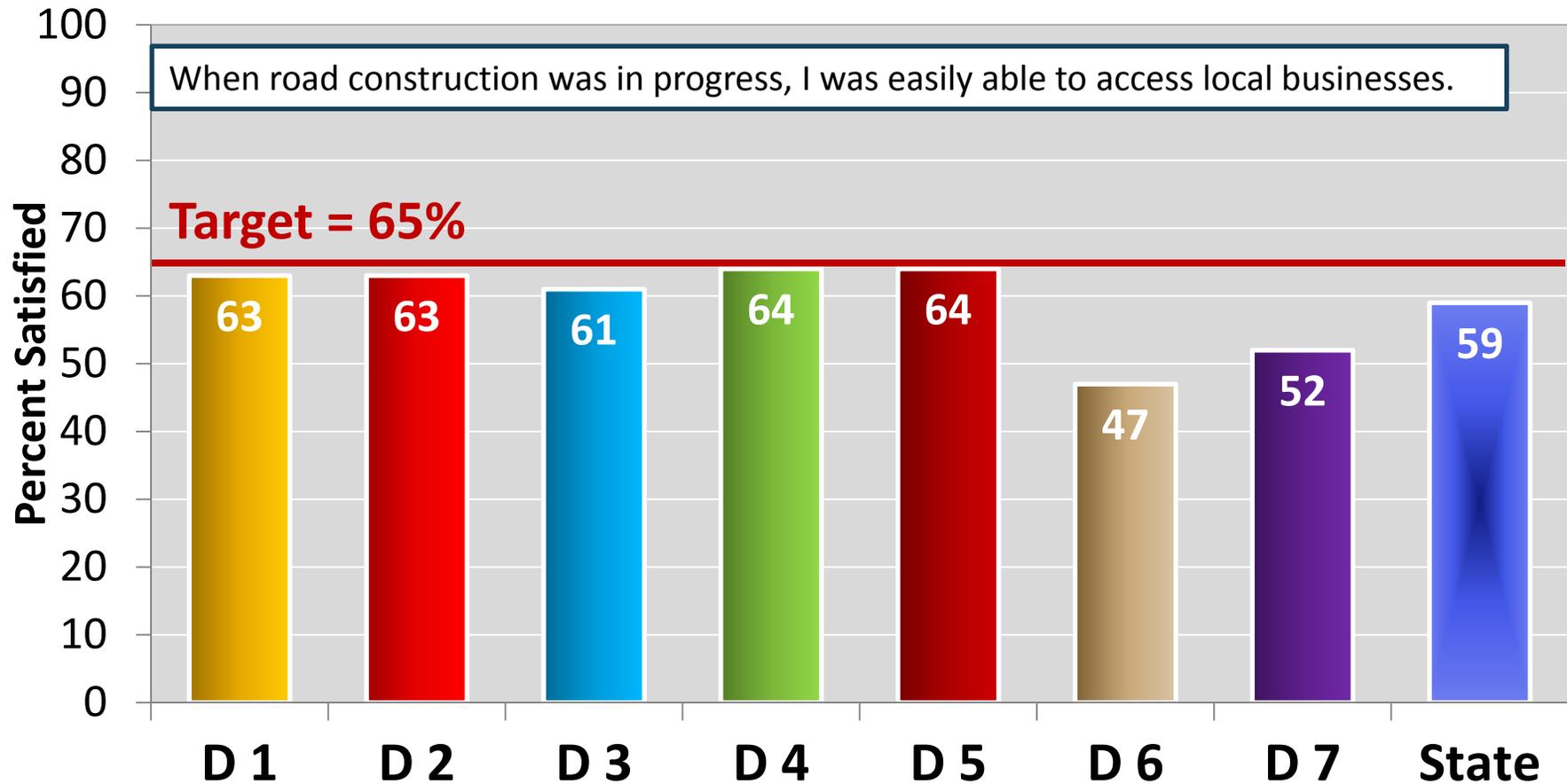
- Access to business during construction
 - Survey results of residents and government officials
- Timely completion of construction projects
 - Survey results of residents, commercial drivers and government officials
- Input on roadway design (Officials)
- Input on statewide plans (Officials)
- Input on work program priorities (Officials)
- Feedback on local priority input (Officials)

Improvement Areas

Improvement Areas	2011/12 Targets	Current Targets
Access to business during construction	60	65
Timeliness of completing construction projects	44	50
Input on roadway design	78	78
Input on statewide plans	78	80
Input on roadway priorities	74	75
Feedback on local input on roadway priorities	68	70

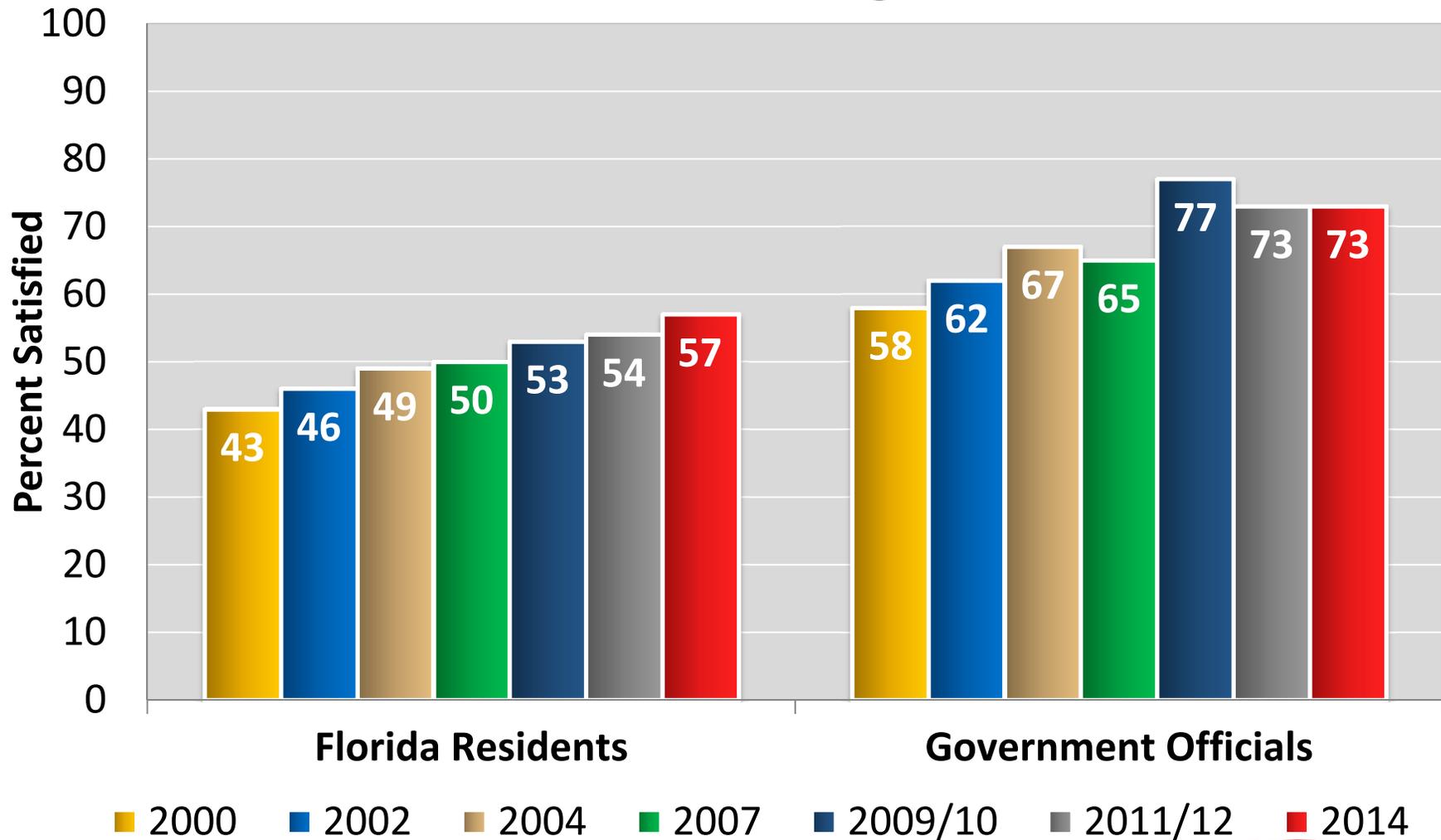
Access to Business During Construction

2014 District Results



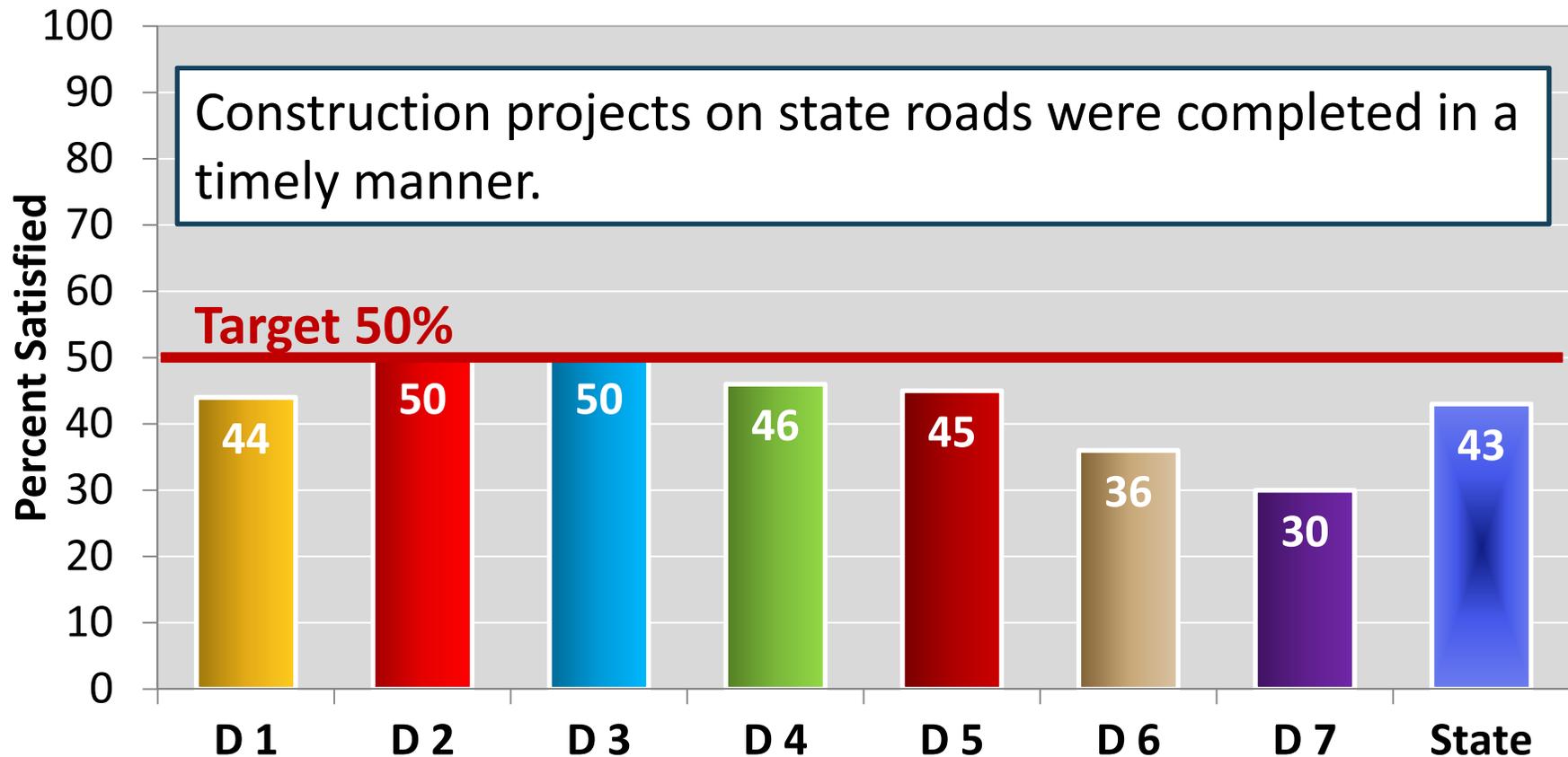
Comparison of Residents to Govt. Officials

Access to Business during Construction



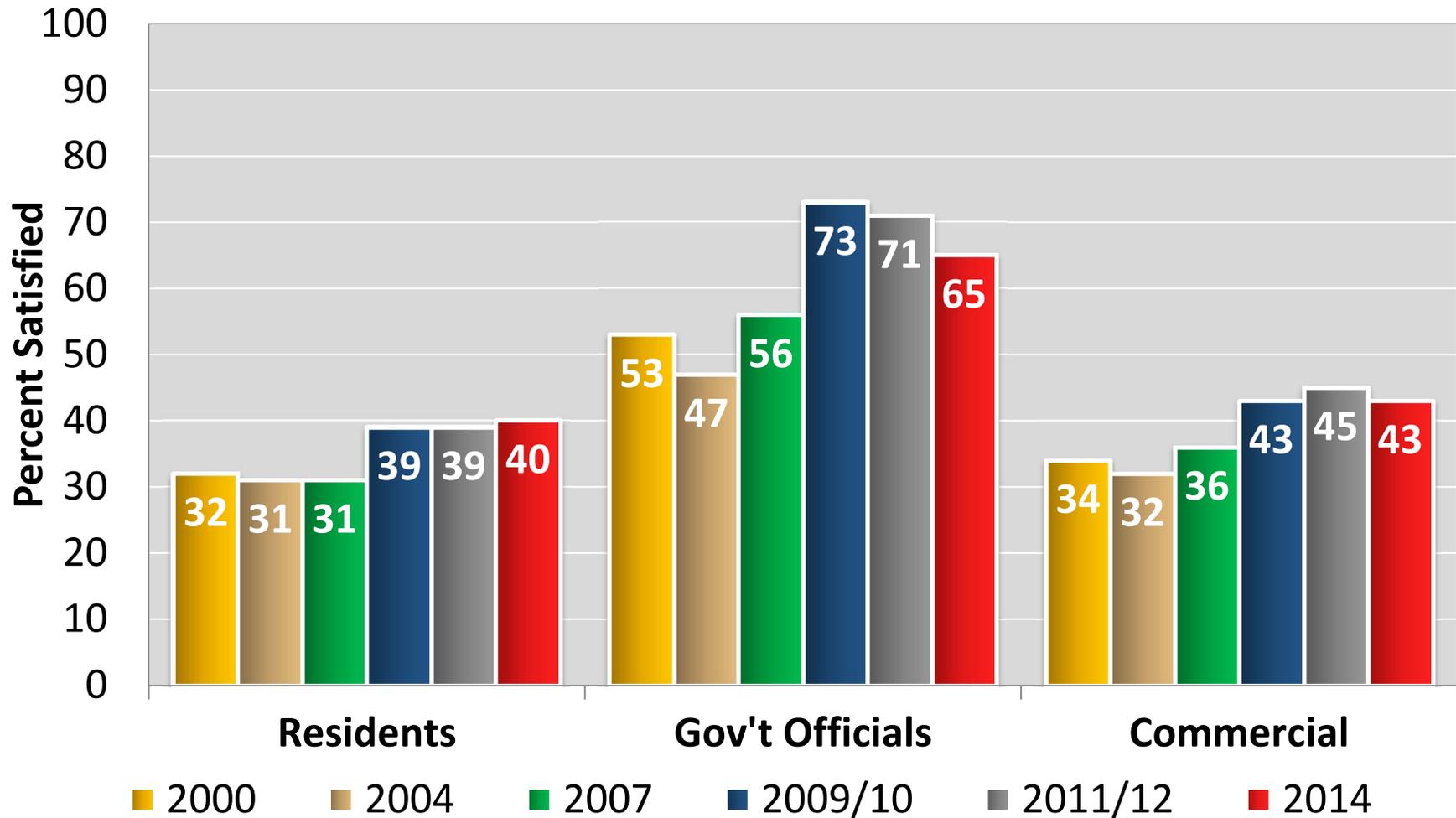
Timely Completion of Construction Projects

District Results



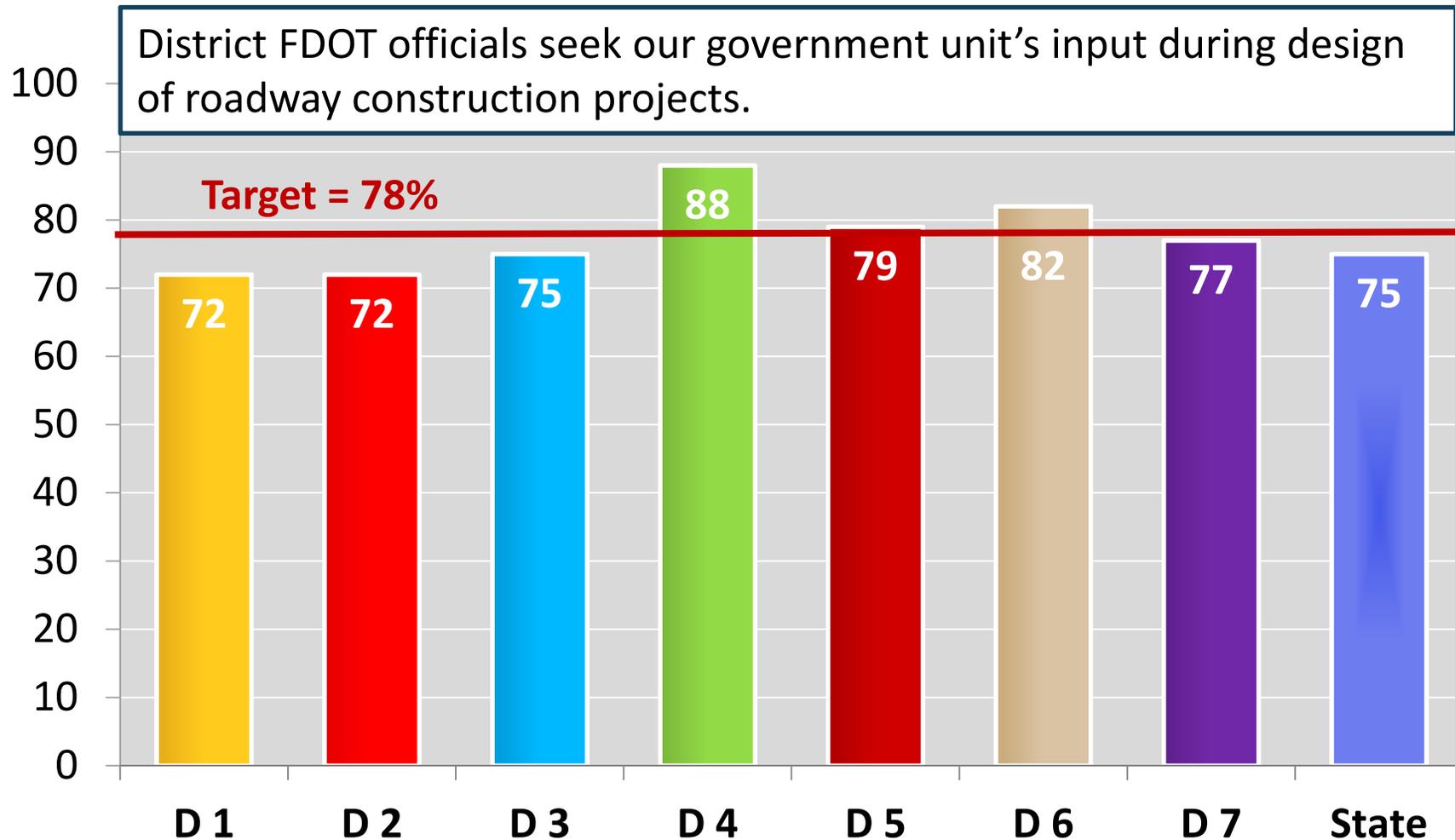
Comparison of Residents, Govt. Officials, Commercial Drivers

Timely Completion of Construction Projects



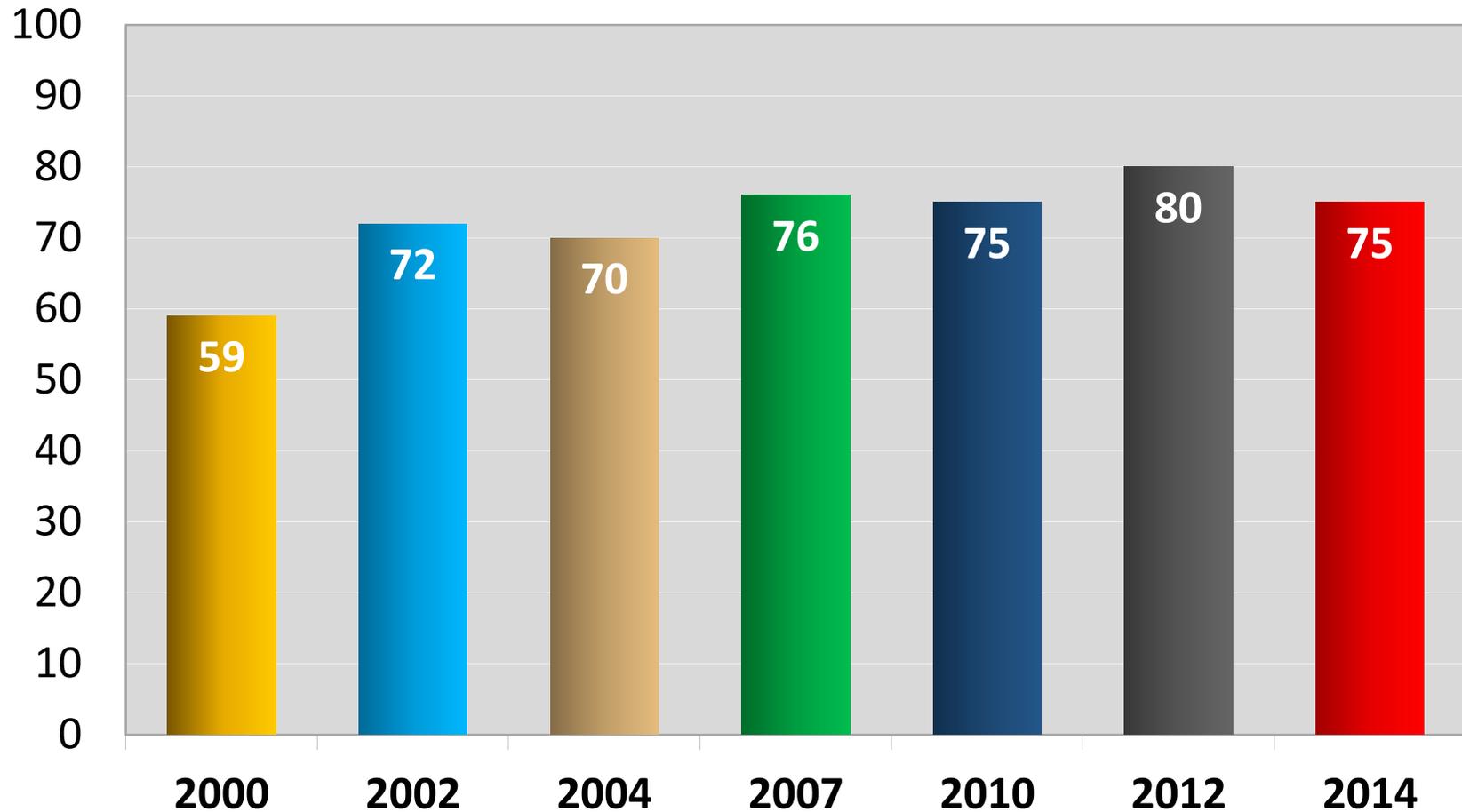
Input on Roadway Design

Percent in Agreement



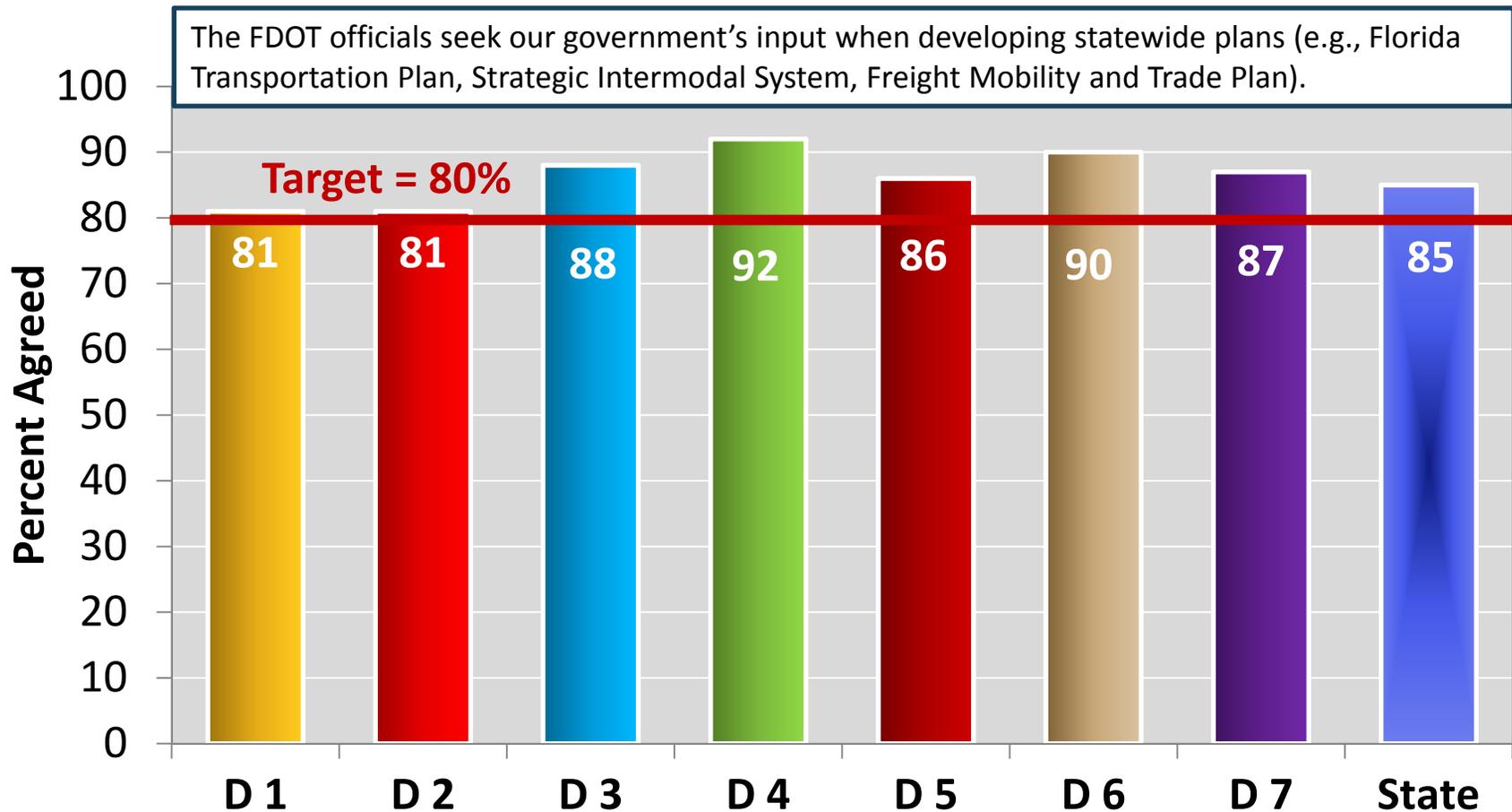
Input on Roadway Design

Percent agree/strongly agree



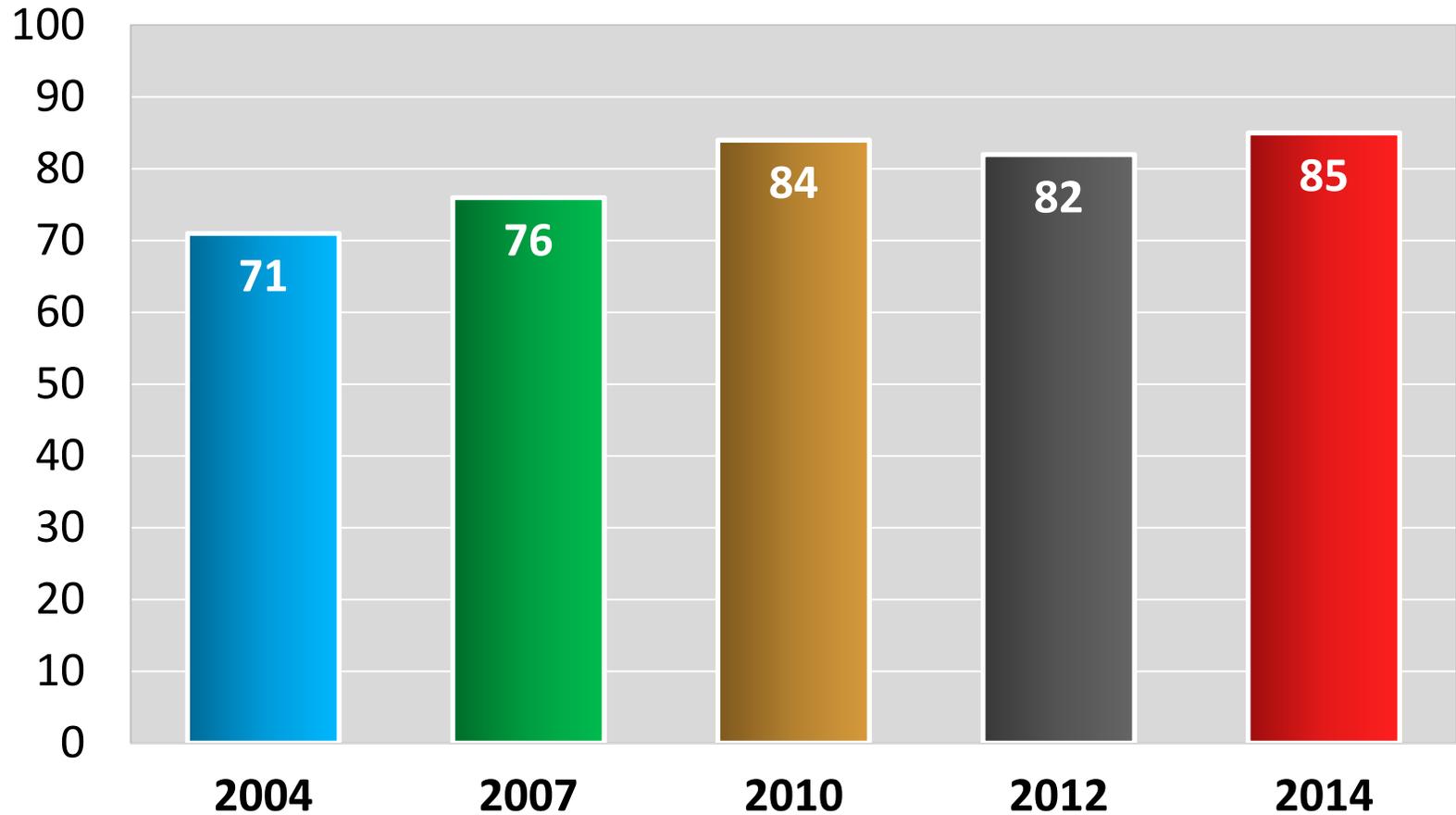
Local Govt. Input on Statewide Plans

District Results



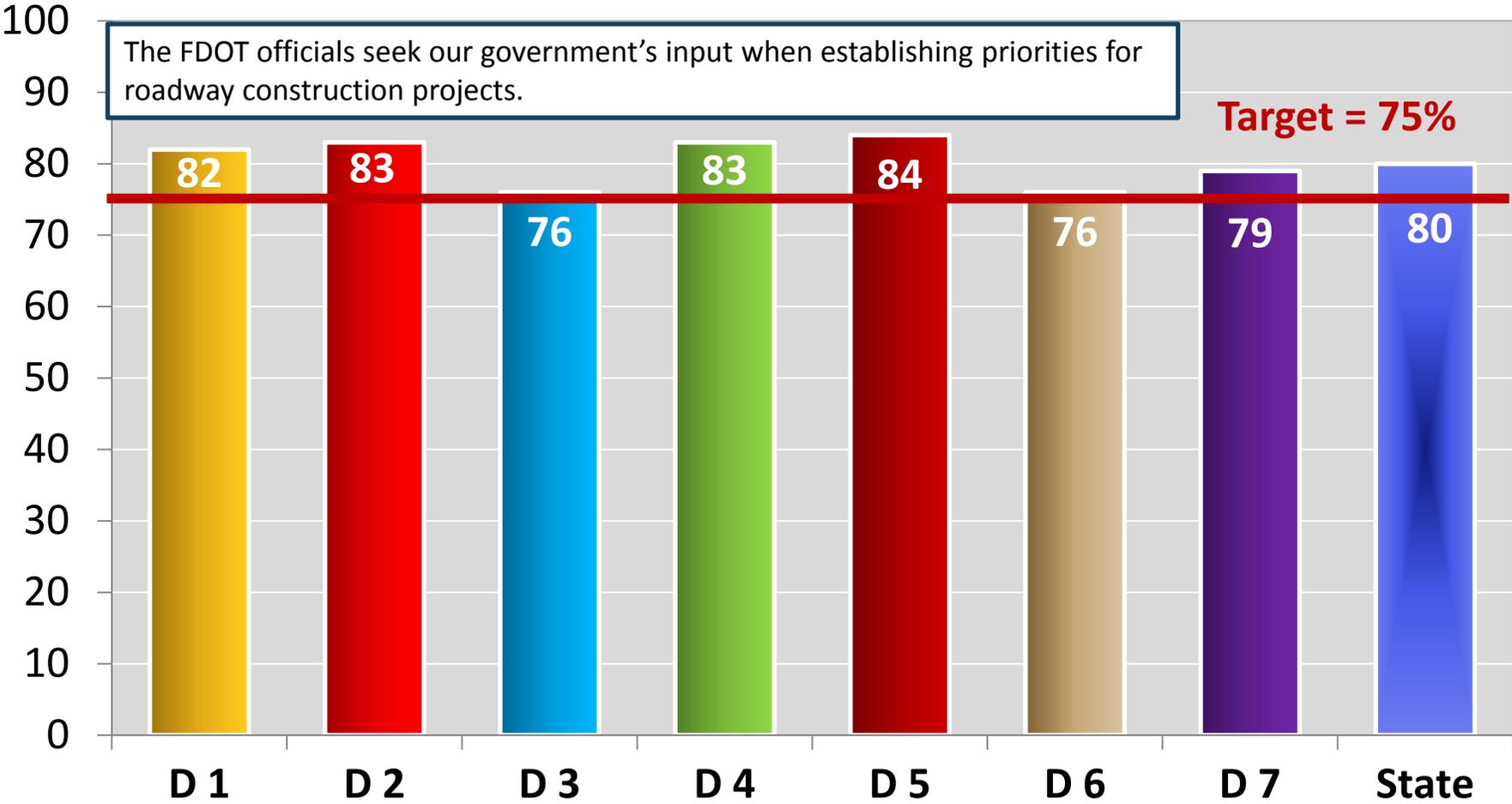
Local Govt. Input on Statewide Plans

Percent Agreed - Trends



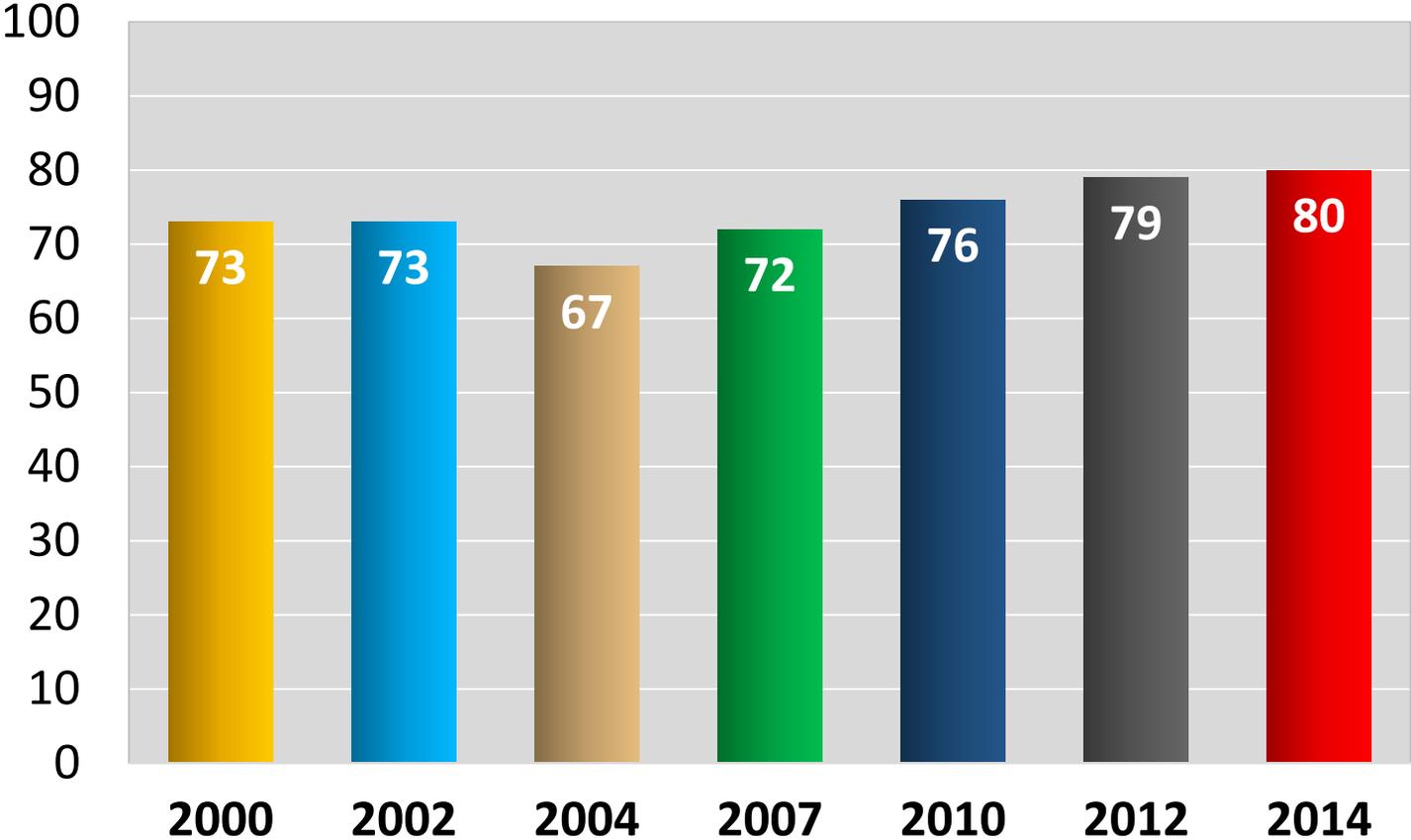
Input on Priorities in the Work Program

Percent Satisfied



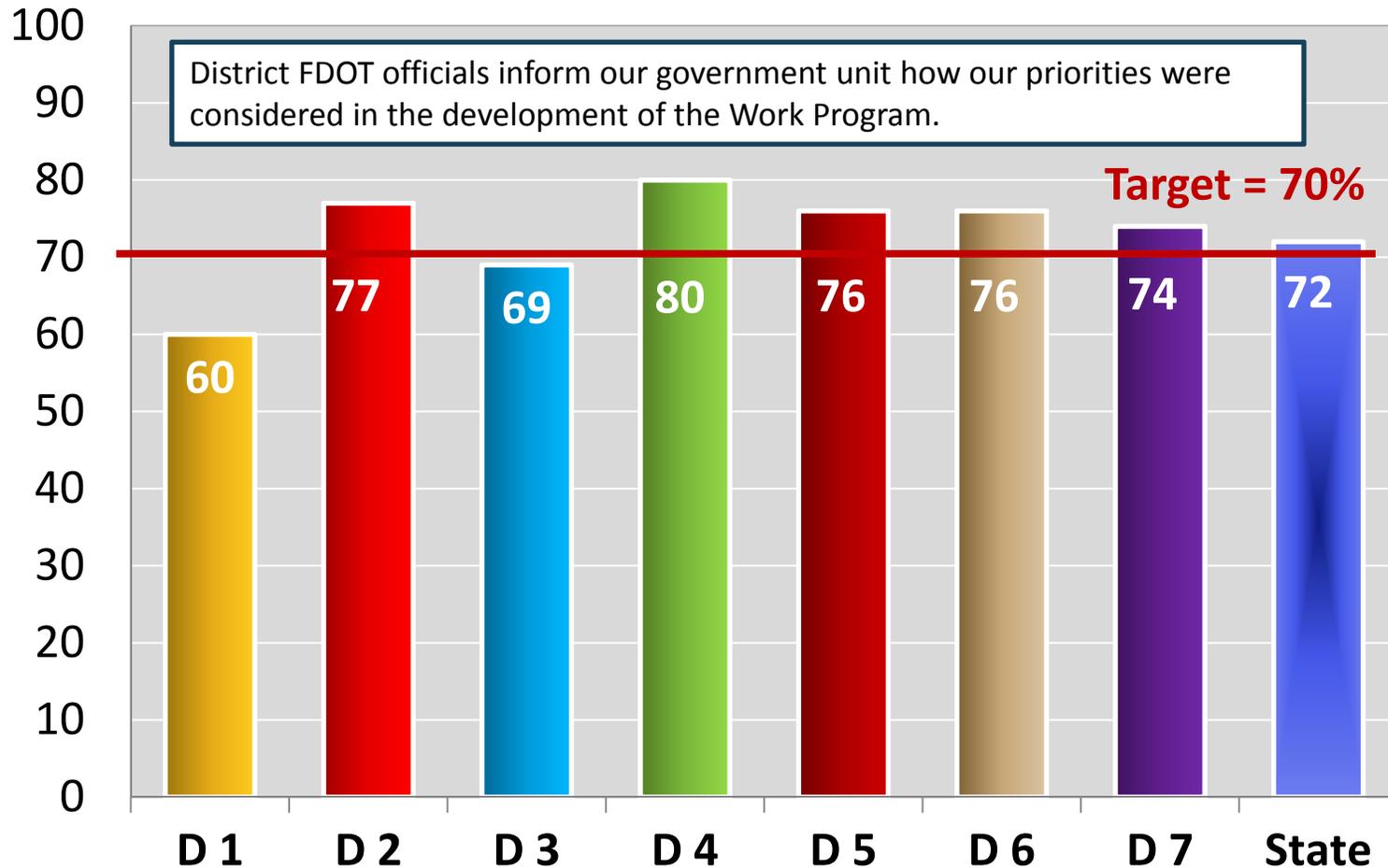
Input on Priorities in the Work Program

Percent Satisfied



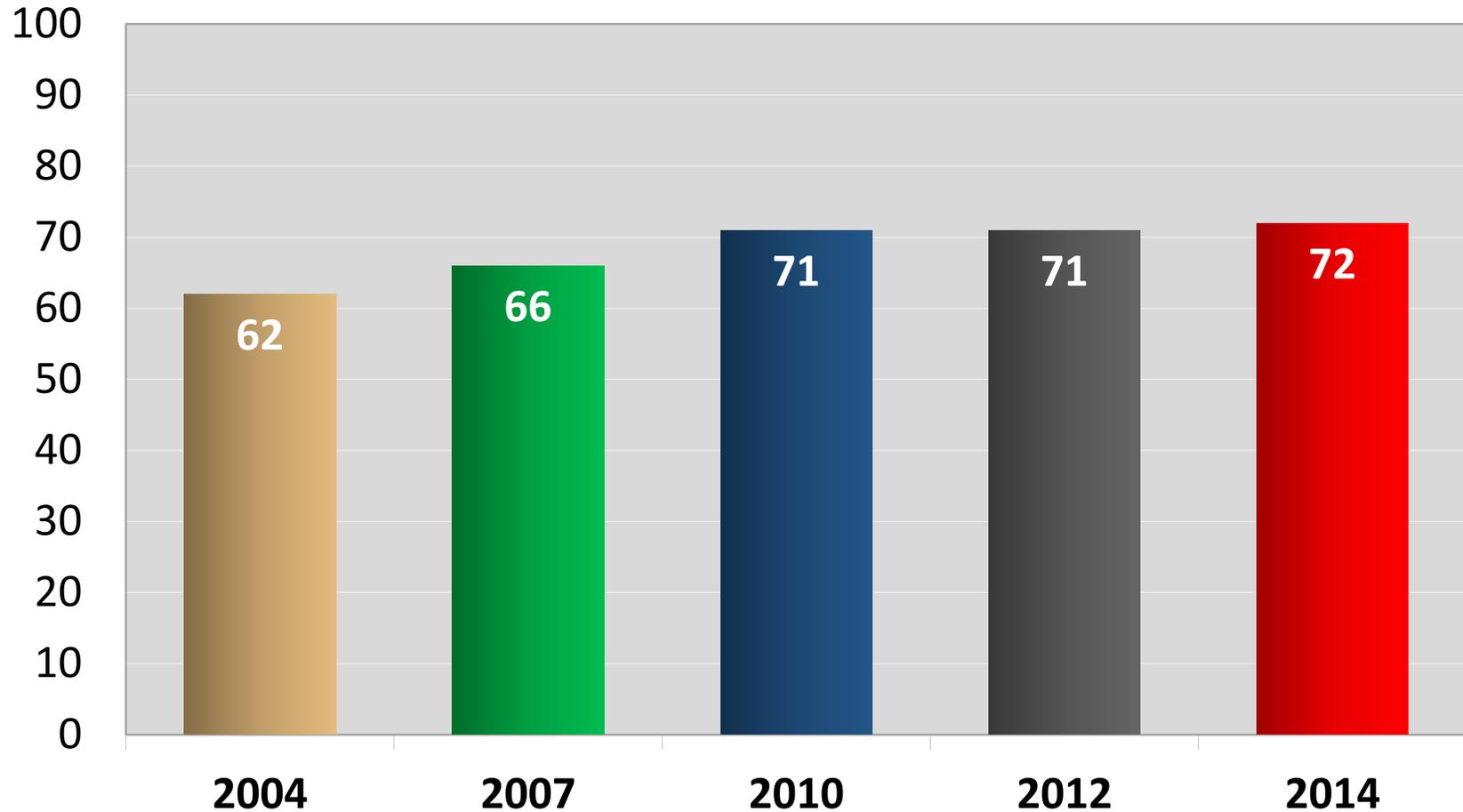
Informed How Priorities Considered

Percent Satisfied



Informed How Priorities Considered

Percent agree/strongly agree



Statewide Improvement Areas

Improvement Areas	Current Target	Performance		New Target Recommendations
		2011/12	2014	
Access to business during construction	65	56	59	Keep
Timeliness of completing construction projects	50	44	43	Keep
Input on roadway design	78	80	75	Keep
Input on statewide plans	80	82	85	Keep
Input on roadway priorities	75	79	80	Keep
Feedback on local input on roadway priorities	70	71	72	Keep

2014 Visitor Survey Results



2014 Visitor Survey Results

Background

- Piggy-back on VISIT FLORIDA summer wave survey (August)
- Full version survey in 2000
- Scaled back till 2007

Methodology

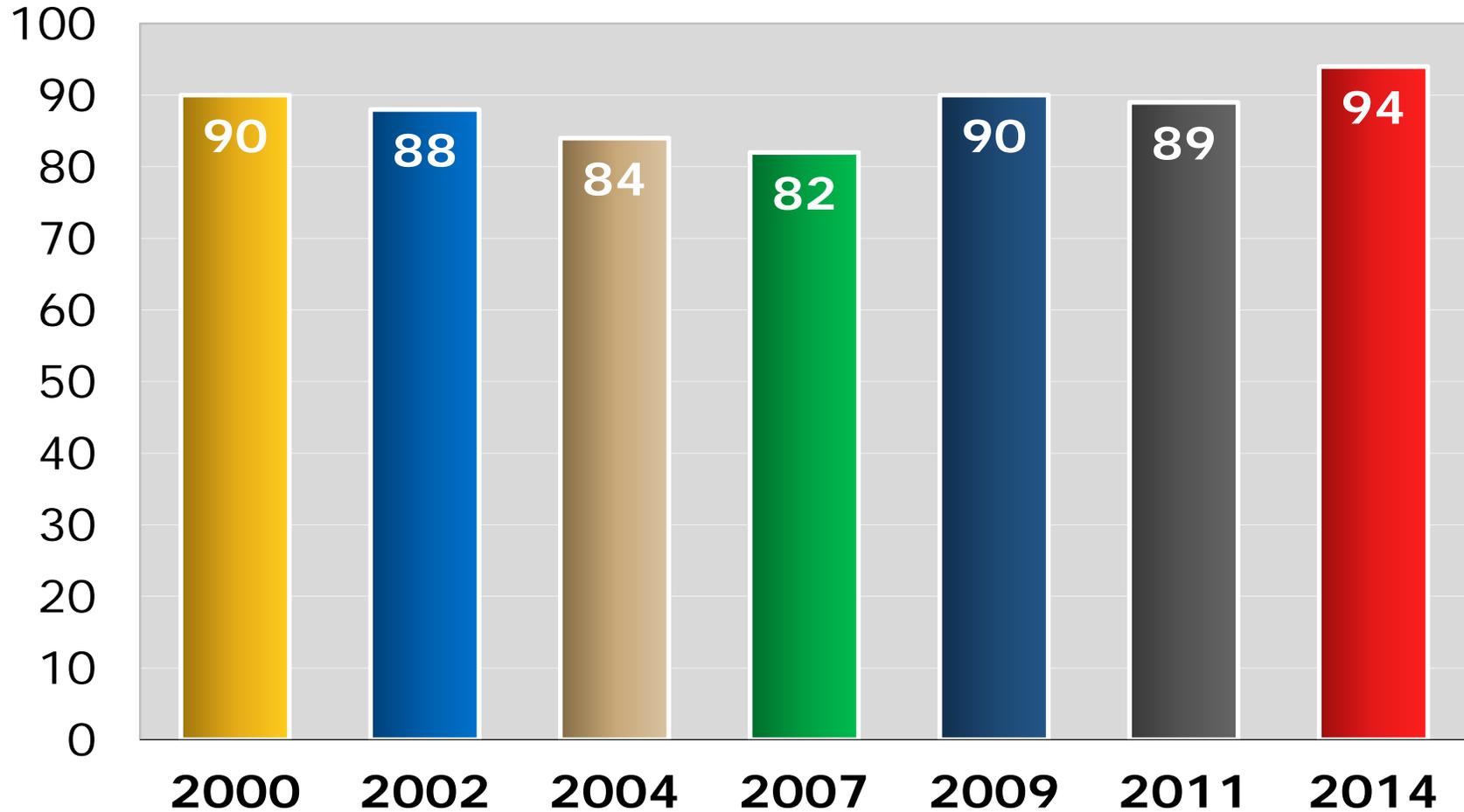
- Telephone survey in 2000, 2002 and 2004
- Internet survey since 2007

2014 Visitor Survey Results

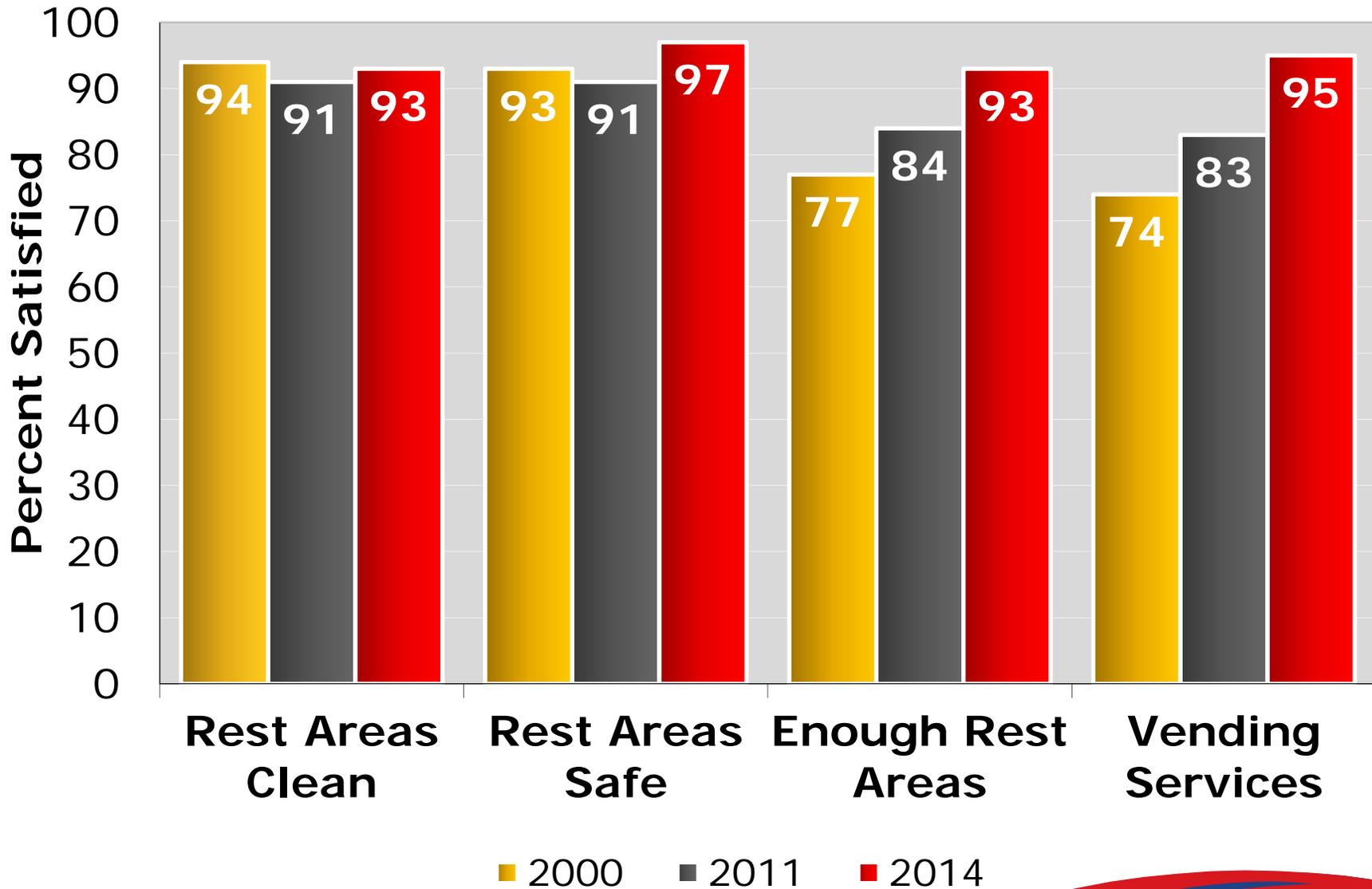
- Overall results are comparable to prior cycles.
- Overall satisfaction is high.
- Visitors view Florida's roads more favorably than Florida residents do.
- Improvement in airport experience is observed.

FL Highways Compared to Home

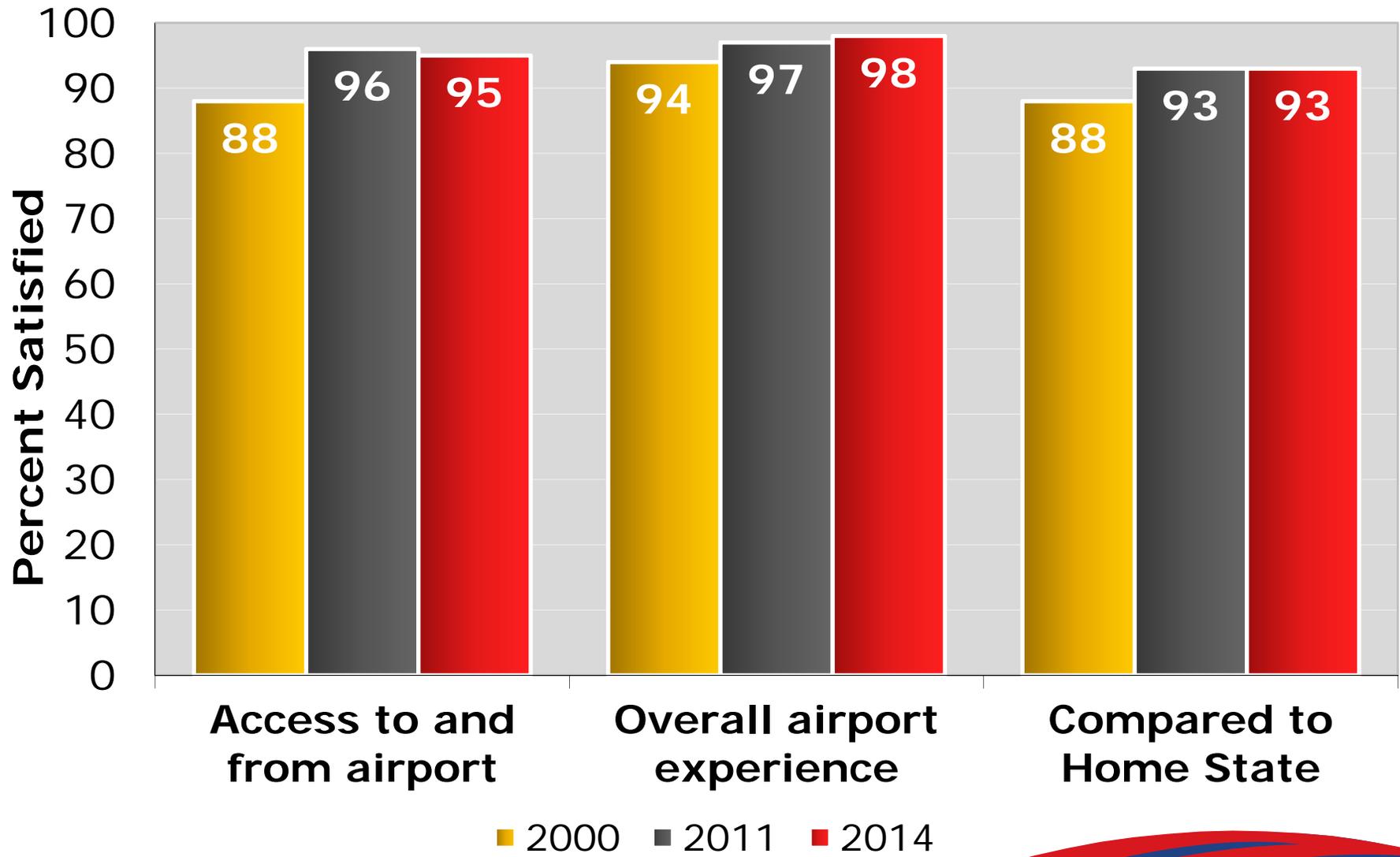
Percent Agree/Strongly Agree



Rest Area Experience



Airport Experiences



Plans for Future Survey Activities

- Districts will review areas where further improvement is needed.
- District champions will work with program area experts on intergovernmental coordination.
- DCEs will communicate with staff/contractors on how to improve access to business during construction and inform the public about the project schedule.