

Customer Satisfaction Surveys 2009-2010



February 2011

Background: FDOT Customer Surveys



Customer Survey Approach

- Customer groups/segments identified by Executive Board:
 - Residential Travelers
 - Commercial
 - Elected/Government Officials
 - Visitors
 - Special Needs
 - Property Owners
- Focus groups in 1999 to identify customer requirements



Survey Methods and Sampling

- Telephone surveys:
 - Florida Residents (statewide, district)
 - Commercial (statewide, district)
- Internet surveys
 - US Visitors to Florida (statewide only)
- Mailed surveys:
 - Government Officials (statewide, district)
 - “Well-Elders” (statewide only – Florida Resident survey)



Surveys Results 2009/2010



General Observations

Year 2009/10 Results

- Comparable results across Districts for maintenance-related questions
 - District results vary for other areas
- Improved satisfaction: congestion, safety
- Exceeded targets for three statewide improvement areas
- Funding: challenges ahead



Improved Satisfaction

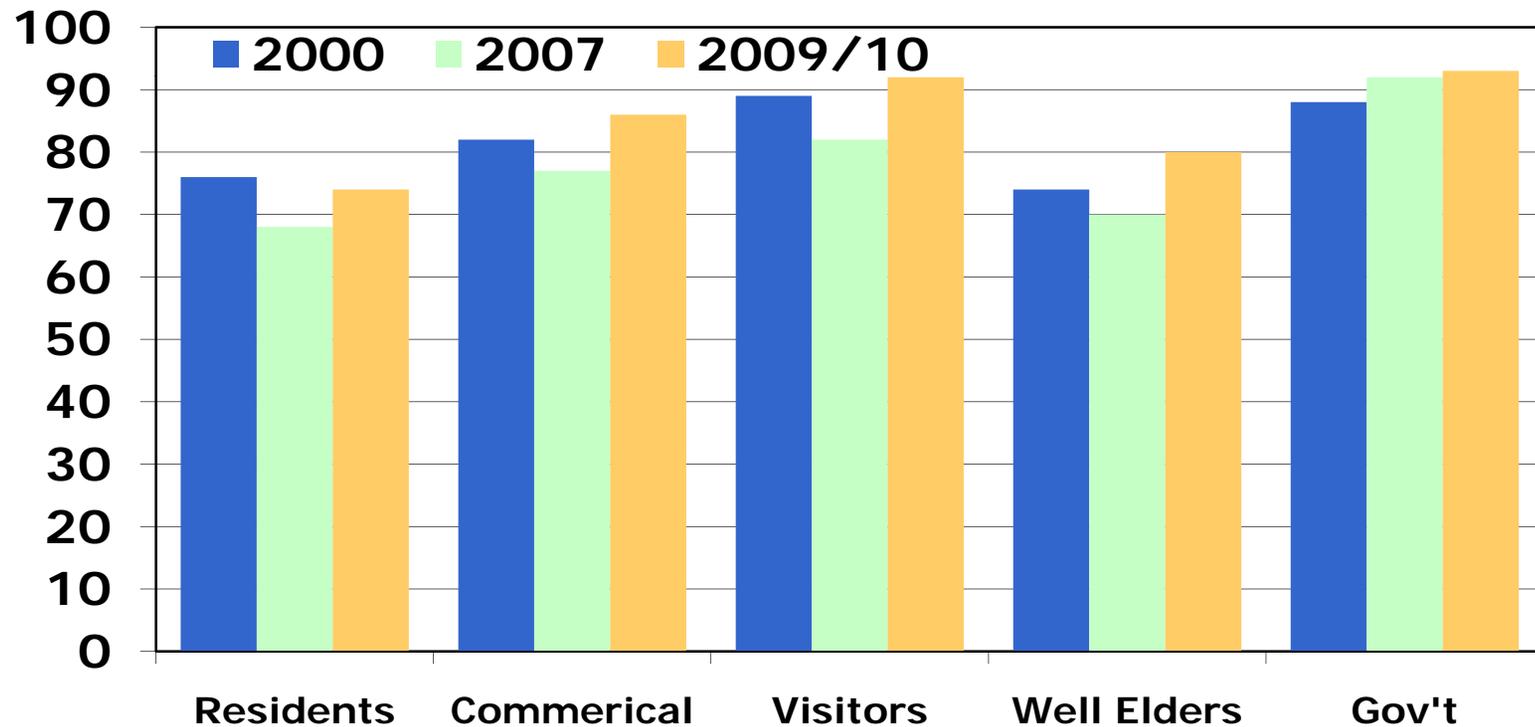
2009/10 results

- Overall safety on state roads
- Construction zones being safe to drive through
- Travel times
 - Within my city/town
 - Between cities/towns
 - Traffic congestion overall
- Overall transportation system

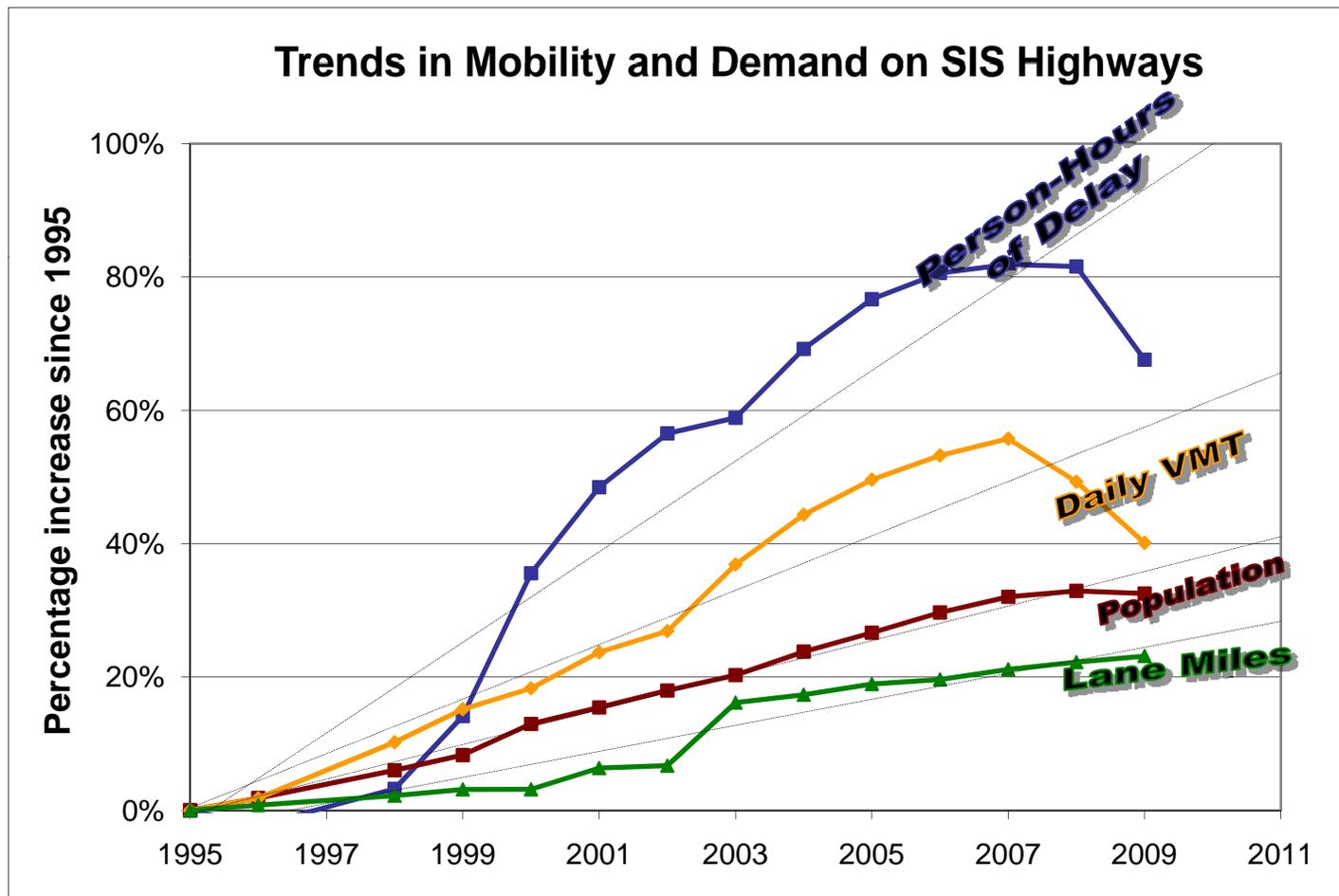


Overall Safety Across Customer Groups

Percent Satisfied



Surveys Results: Consistent with Mobility Trends



Statewide Improvement Areas

- Timeliness of completing construction projects – *target achieved*
- Access to business during construction – *target achieved*
- Input on design plans – *increased satisfaction sustained*
- Input on statewide plans and work program priorities – *target achieved*



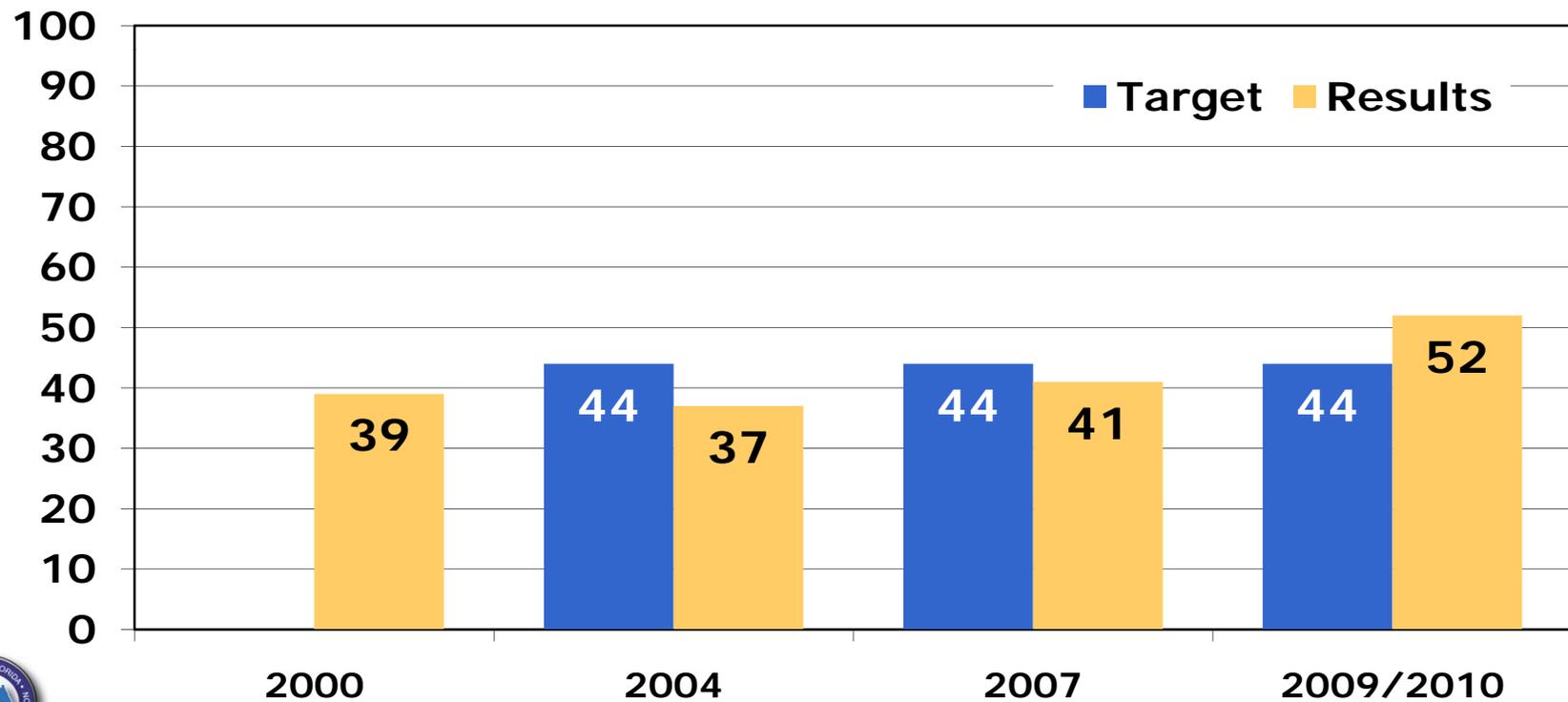
Timeliness of Completing Construction Projects

- Performance target = 44%
- 2009/10 results = 52%
 - First time exceeding the statewide target
 - Increases seen across customer groups, particularly government officials



Statewide Performance Targets and 2009/2010 Results – Construction Completed Timely

Percent Agree/Strongly Agree



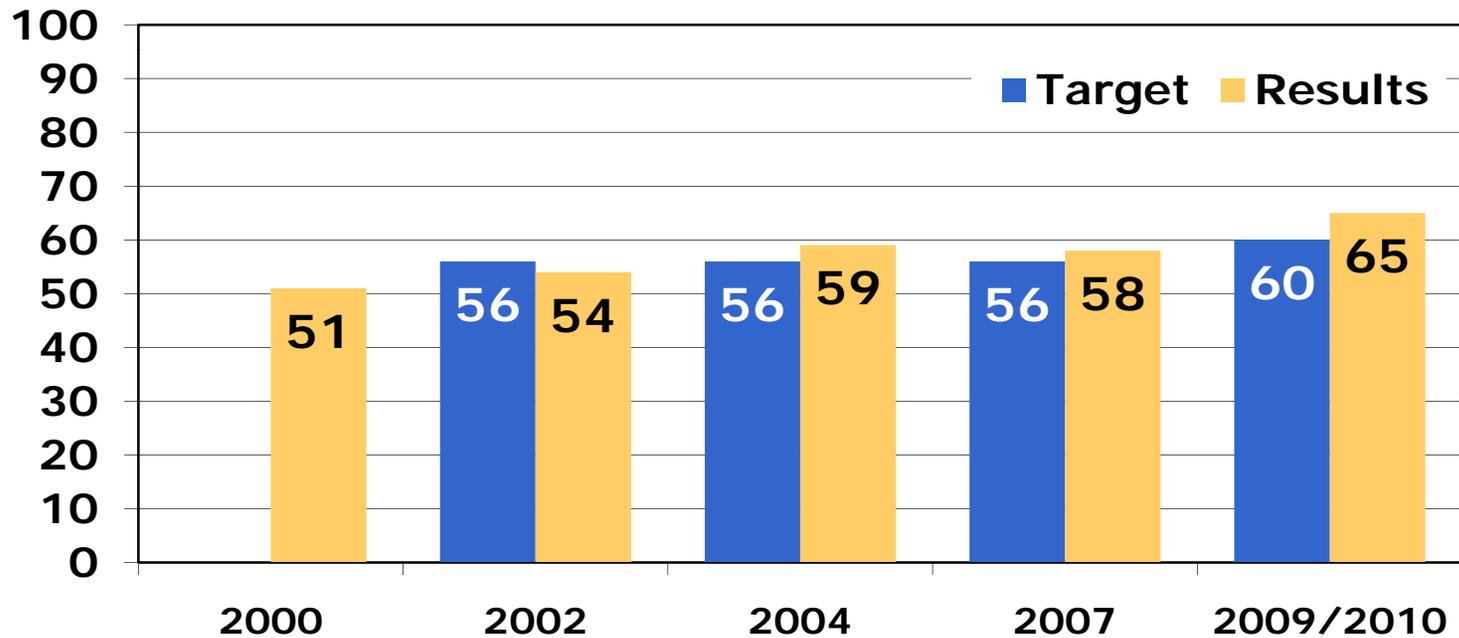
Access to Business During Construction

- Performance target increased from 56% to 60%
- New performance target exceeded
 - 2009/10 results: 65%



Statewide Performance Targets and 2009/2010 Results - Access to Business During Construction

Percent Agree/Strongly Agree



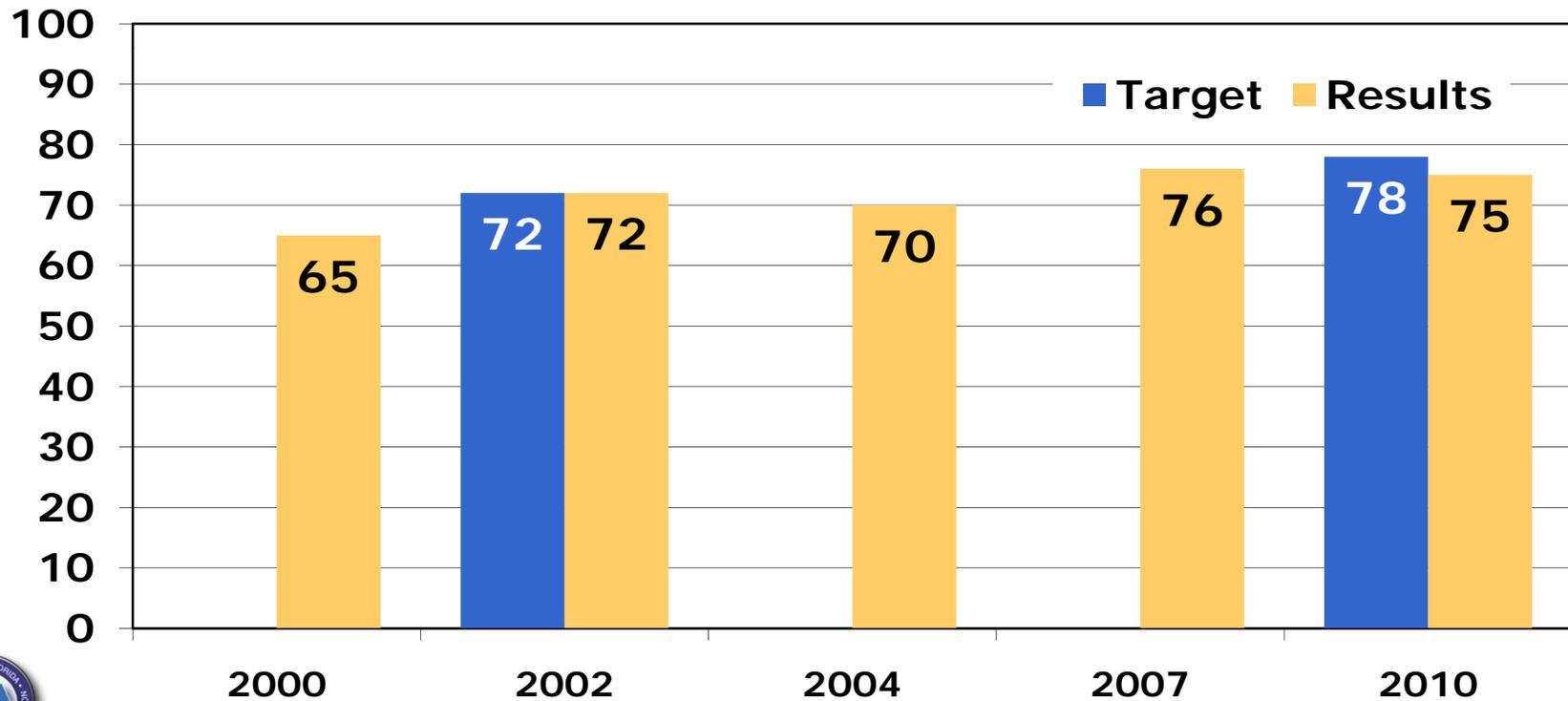
Local Input on Design of Roadway Projects

- Performance target increased from 72% to 78%
- New performance target not met
 - 2009/10 results: 75%



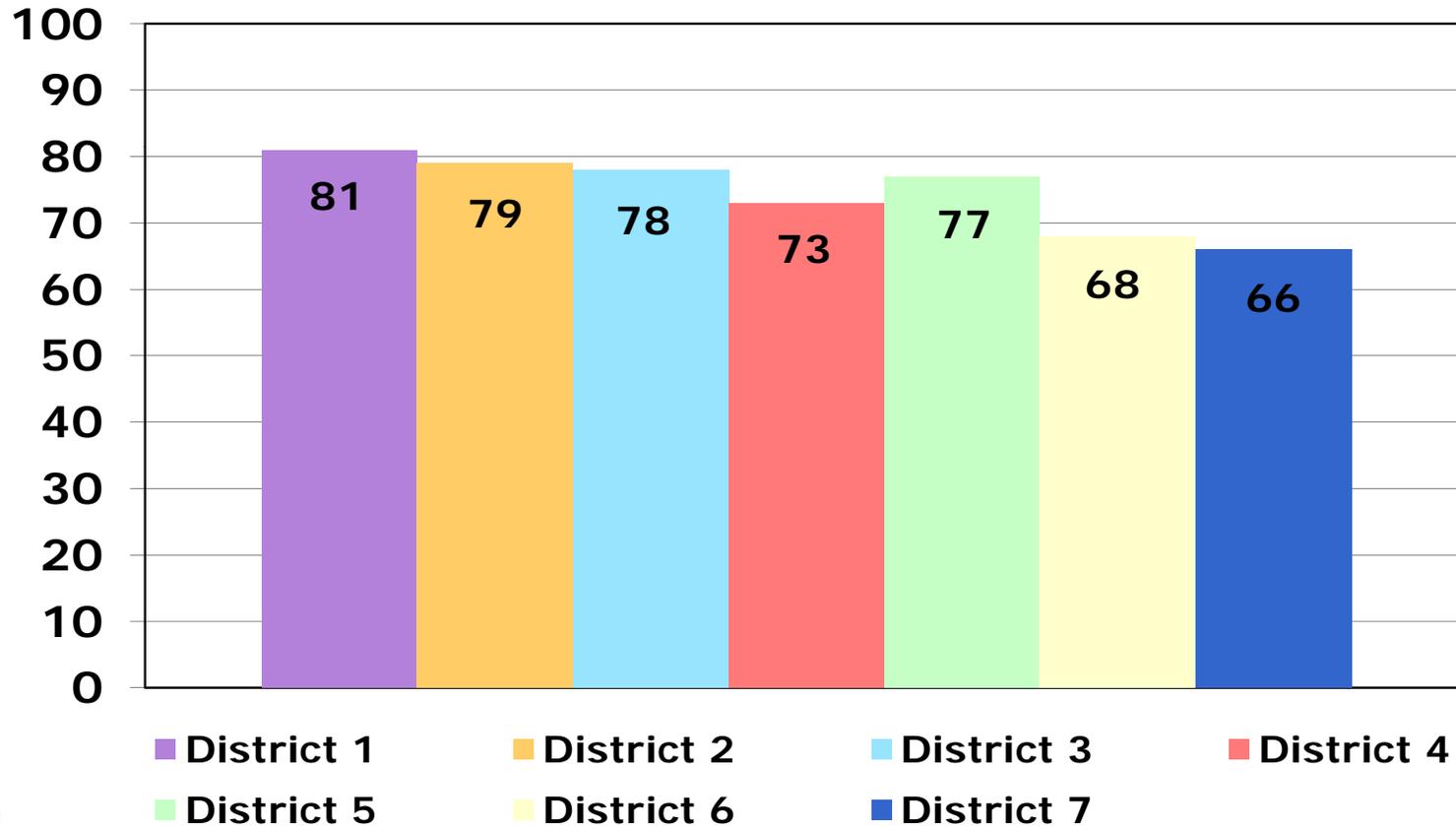
Statewide Performance Targets and 2010 Results – Local Input on Design Plans

Percent Agree/Strongly Agree



Local Input on Design of Roadway Projects

2010 Results by District – Percent Satisfied



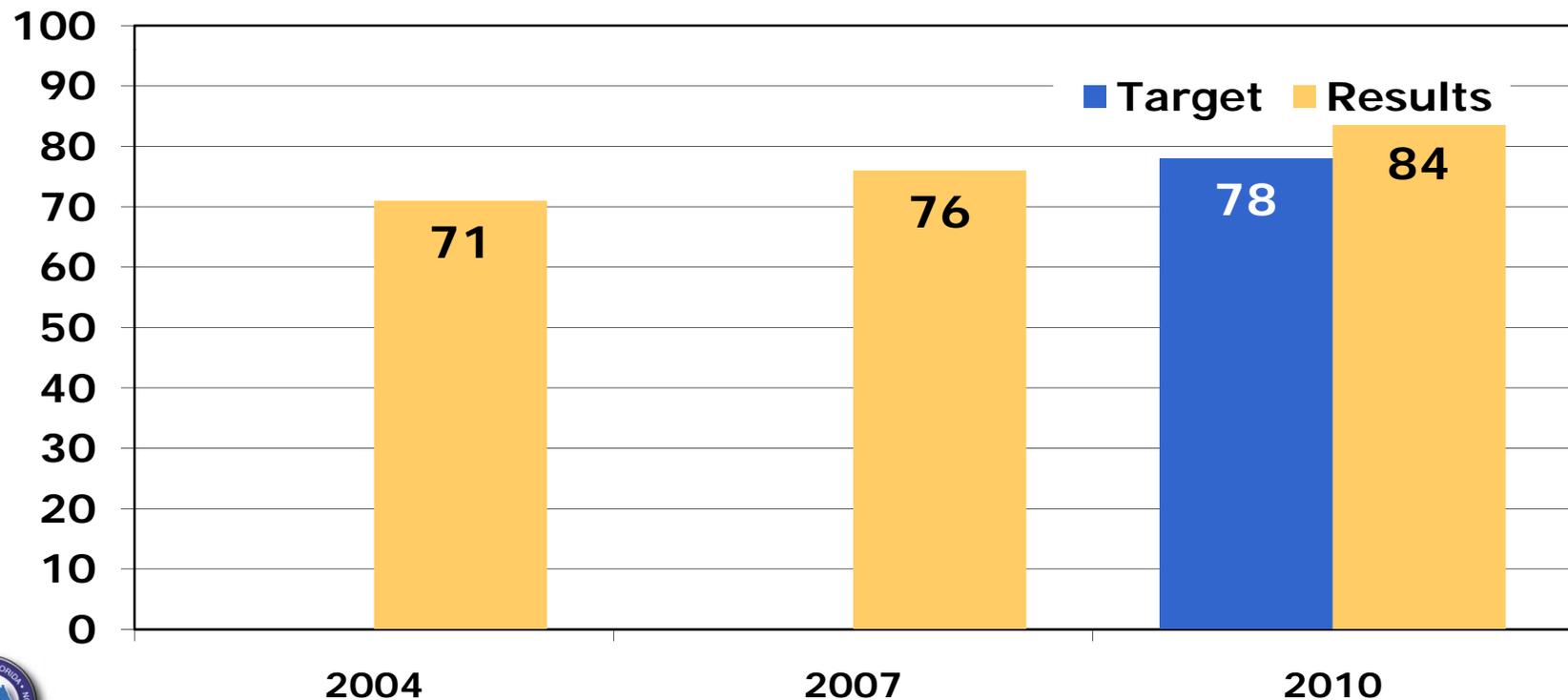
Input on Statewide Plans and Work Program Priorities, Feedback on Input

- New performance targets established:
 - Input on statewide plans = 78%
 - Input on roadway priorities = 74%
 - Informed how input used = 68%
- Improvement seen in 2009/10:
 - Achieved target: all three areas



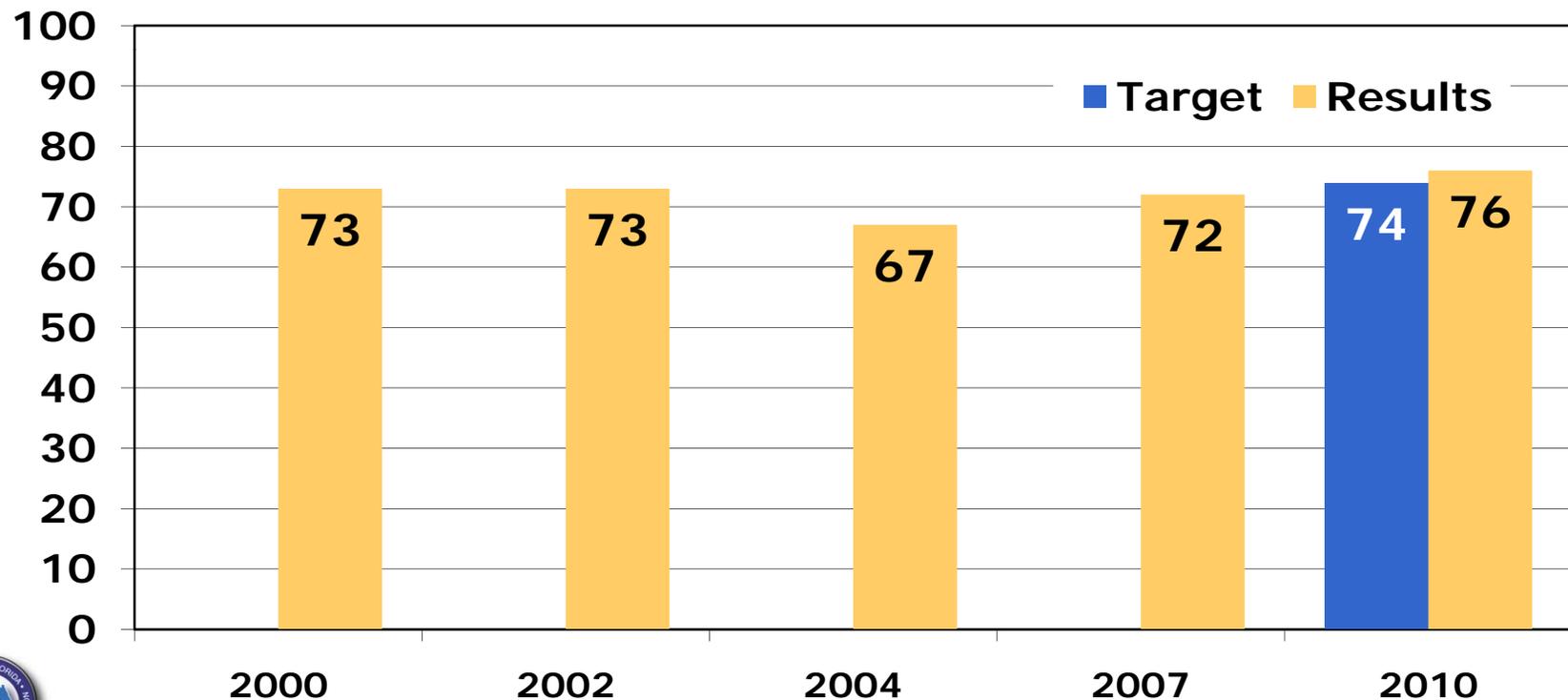
Statewide Performance Targets and 2010 Results – Local Input on Statewide Plans

Percent Agree/Strongly Agree

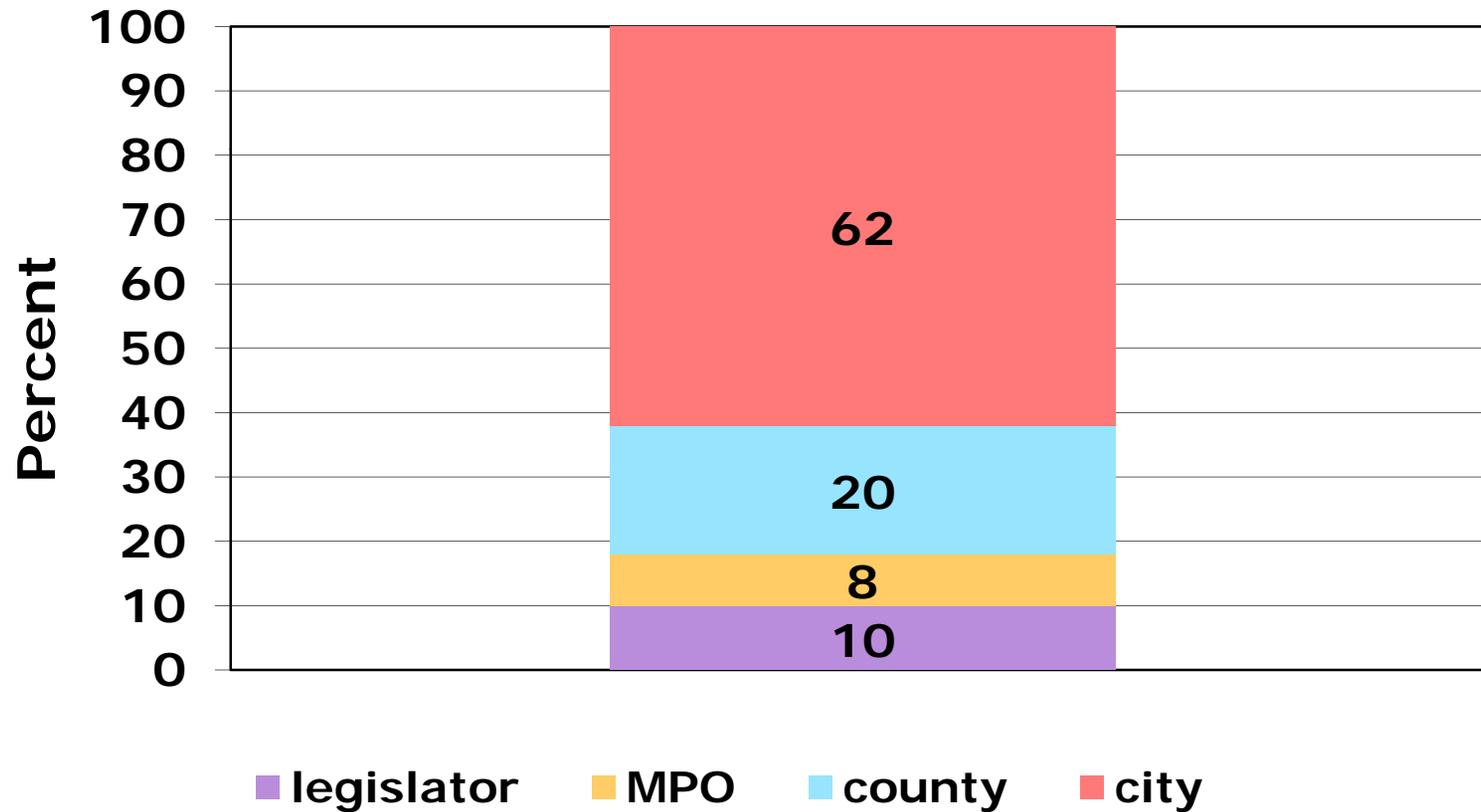


Statewide Performance Targets and 2010 Results – Local Input on Roadway Priorities in the Work Program

Percent Agree/Strongly Agree

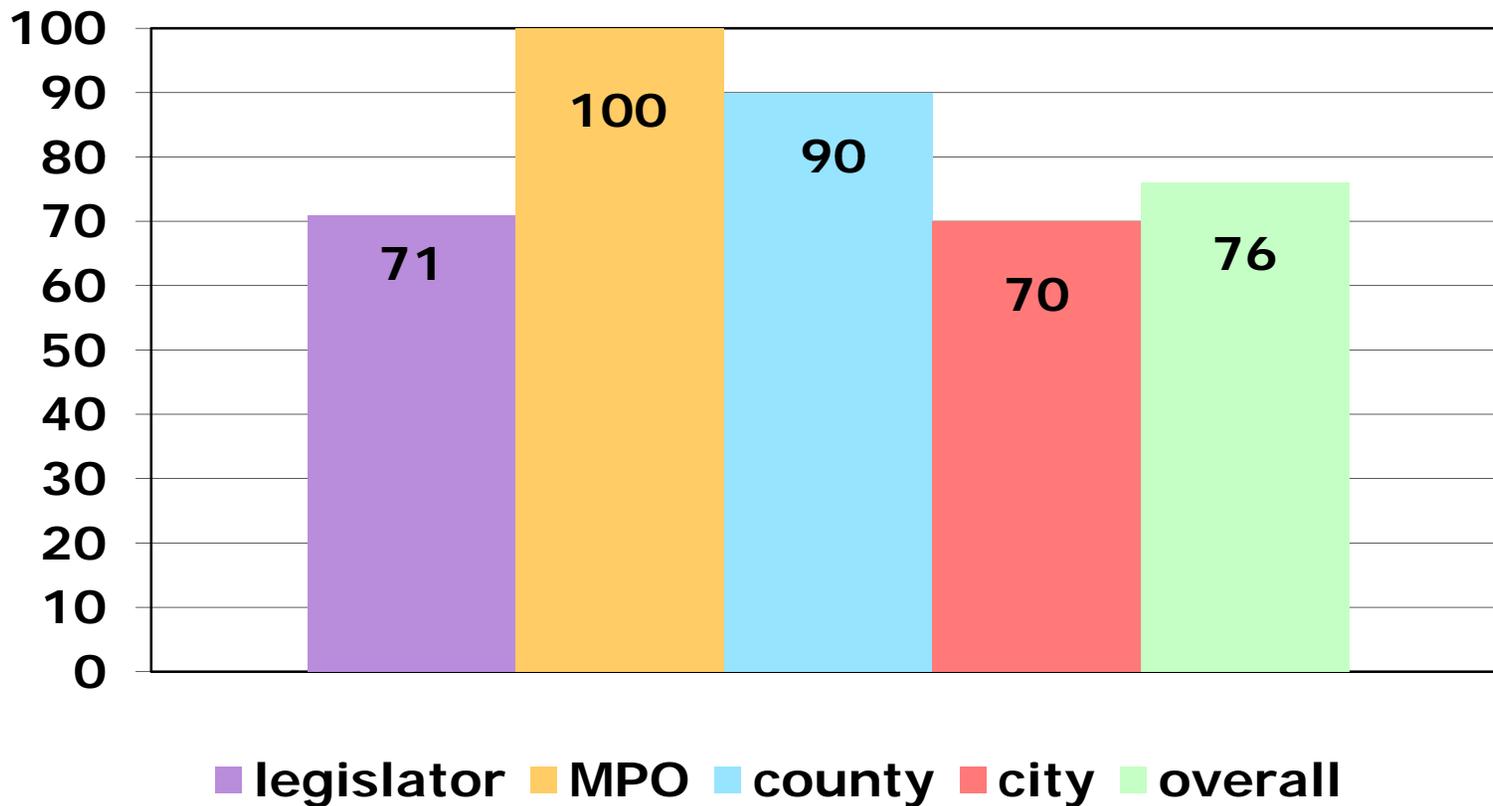


Official Breakout by Official Type - 2010



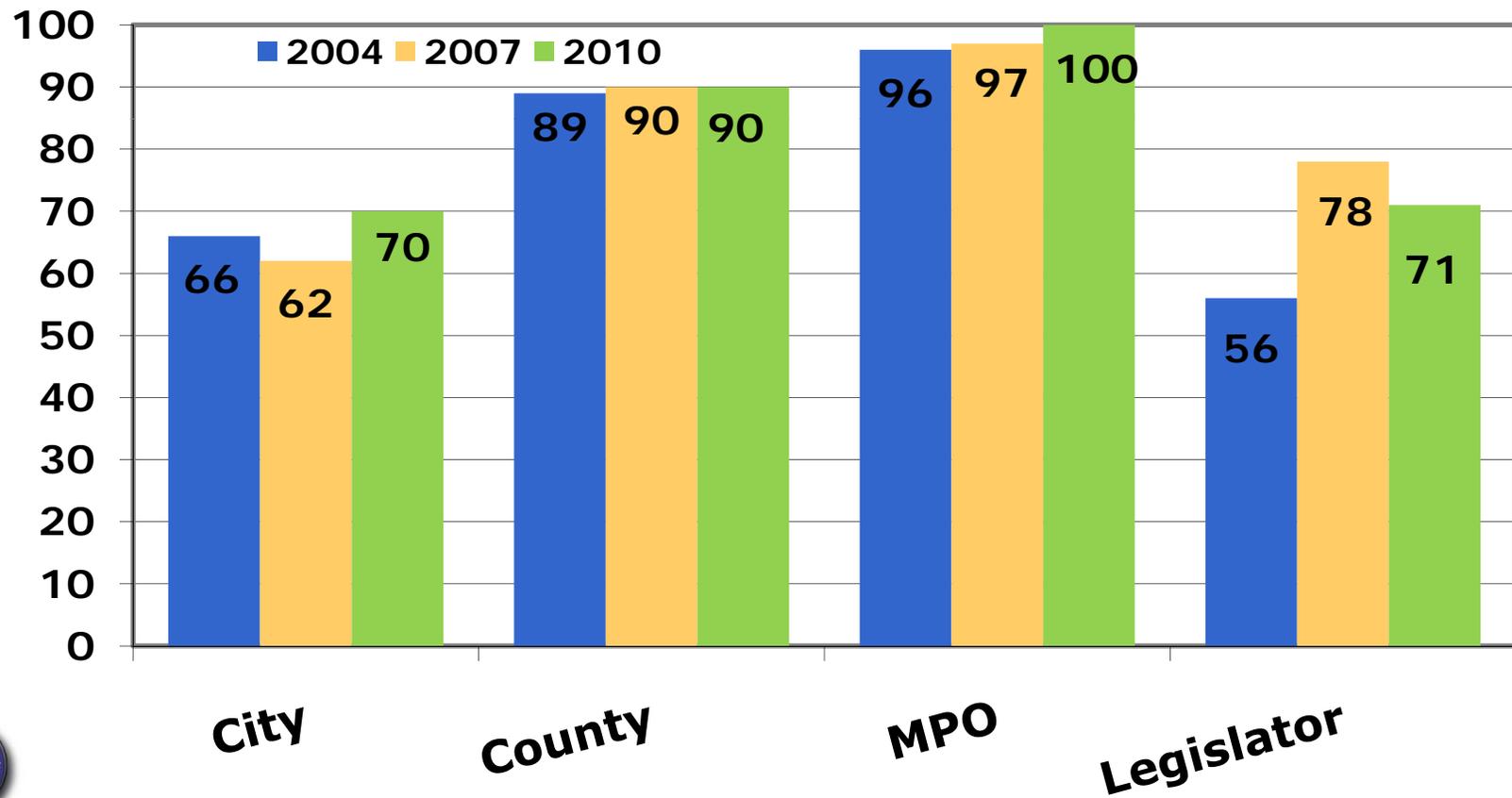
Local Input on Roadway Priorities by Official Type - 2010

Percent agree/strongly agree



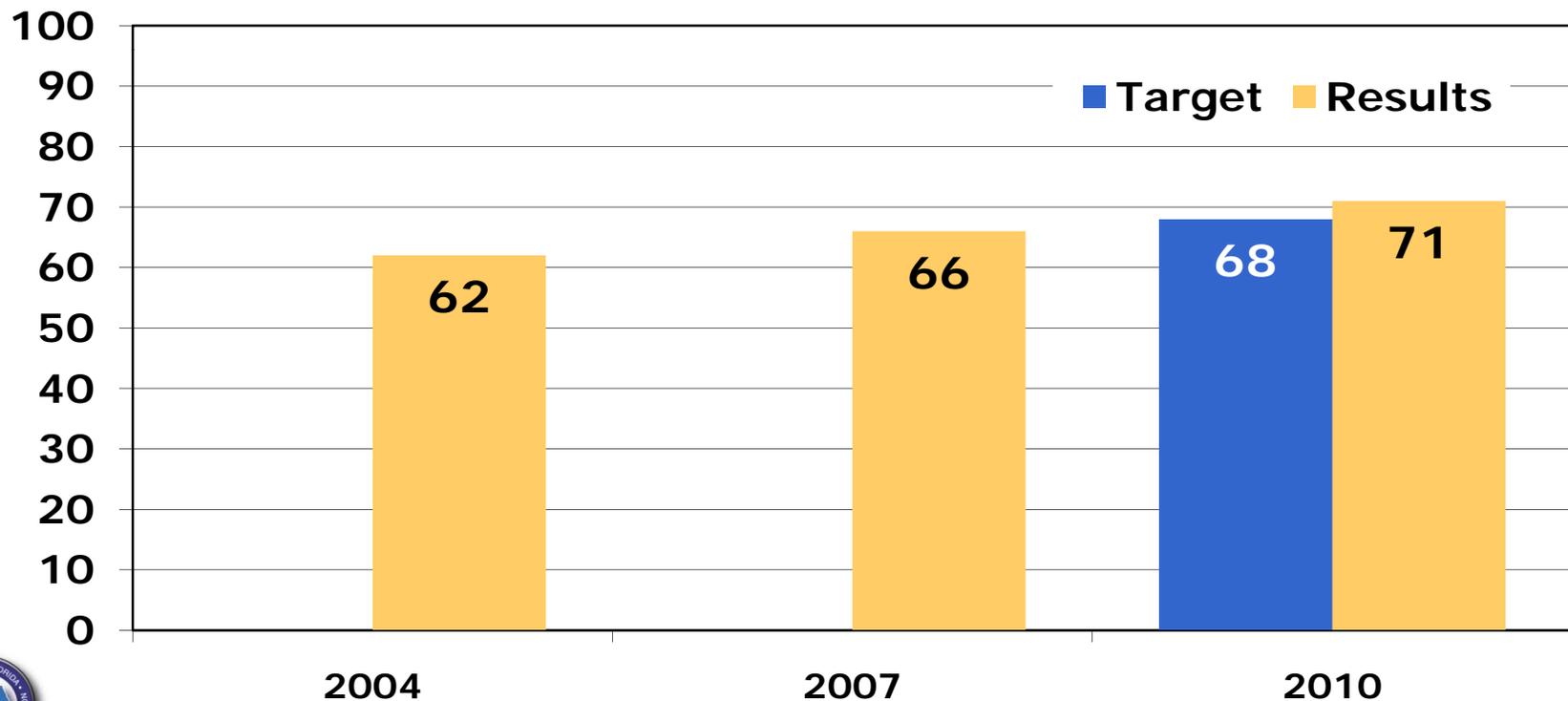
Local Input on Roadway Priorities by Official Type - Trends

Percent Agree/Strongly Agree



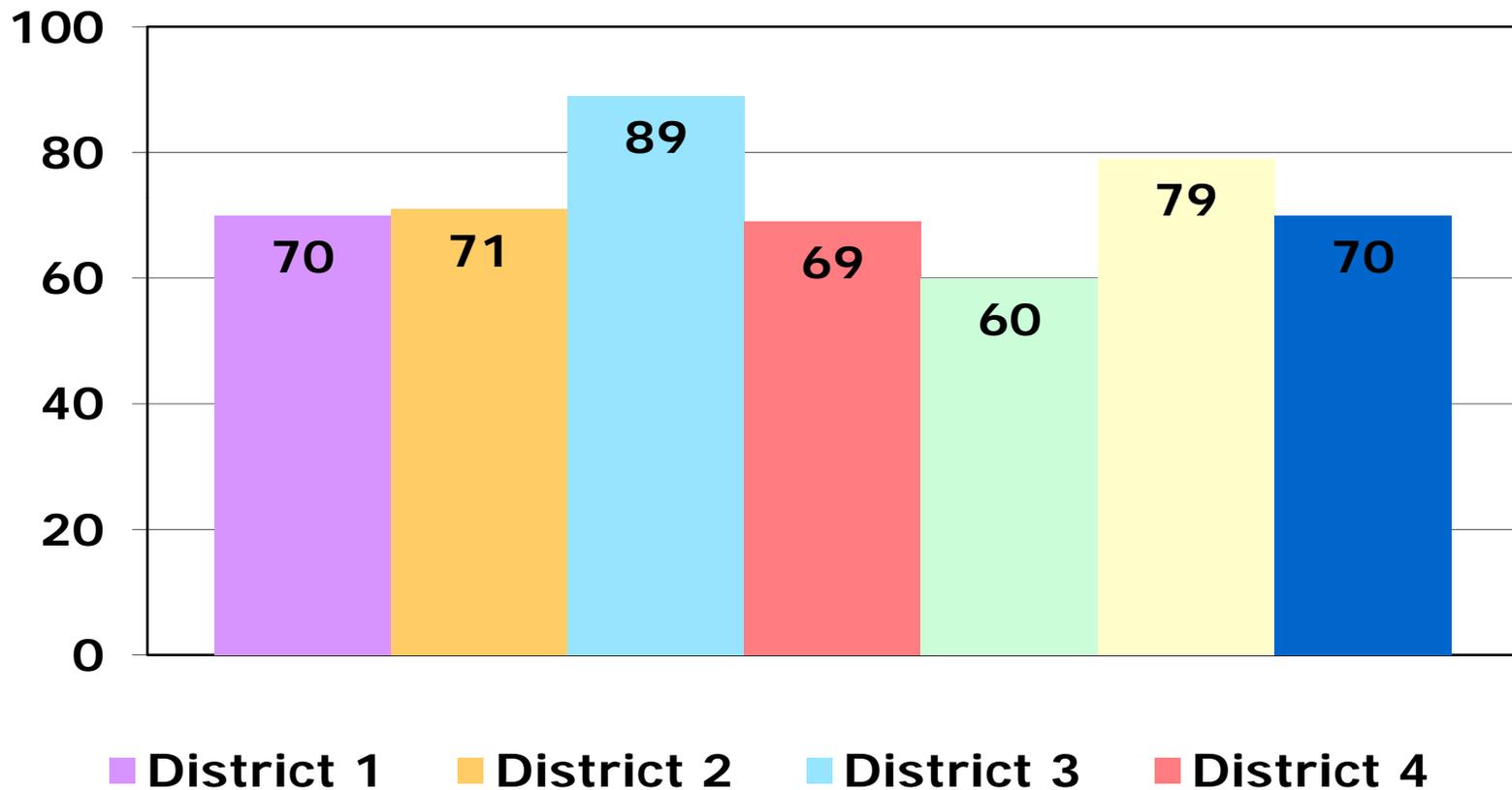
Statewide Performance Targets and 2010 Results – FDOT Feedback on Local Input about Roadway Priorities

Percent Agree/Strongly Agree



Feedback on Local Input re Roadway Priorities

2010 Results by District – Percent Satisfied



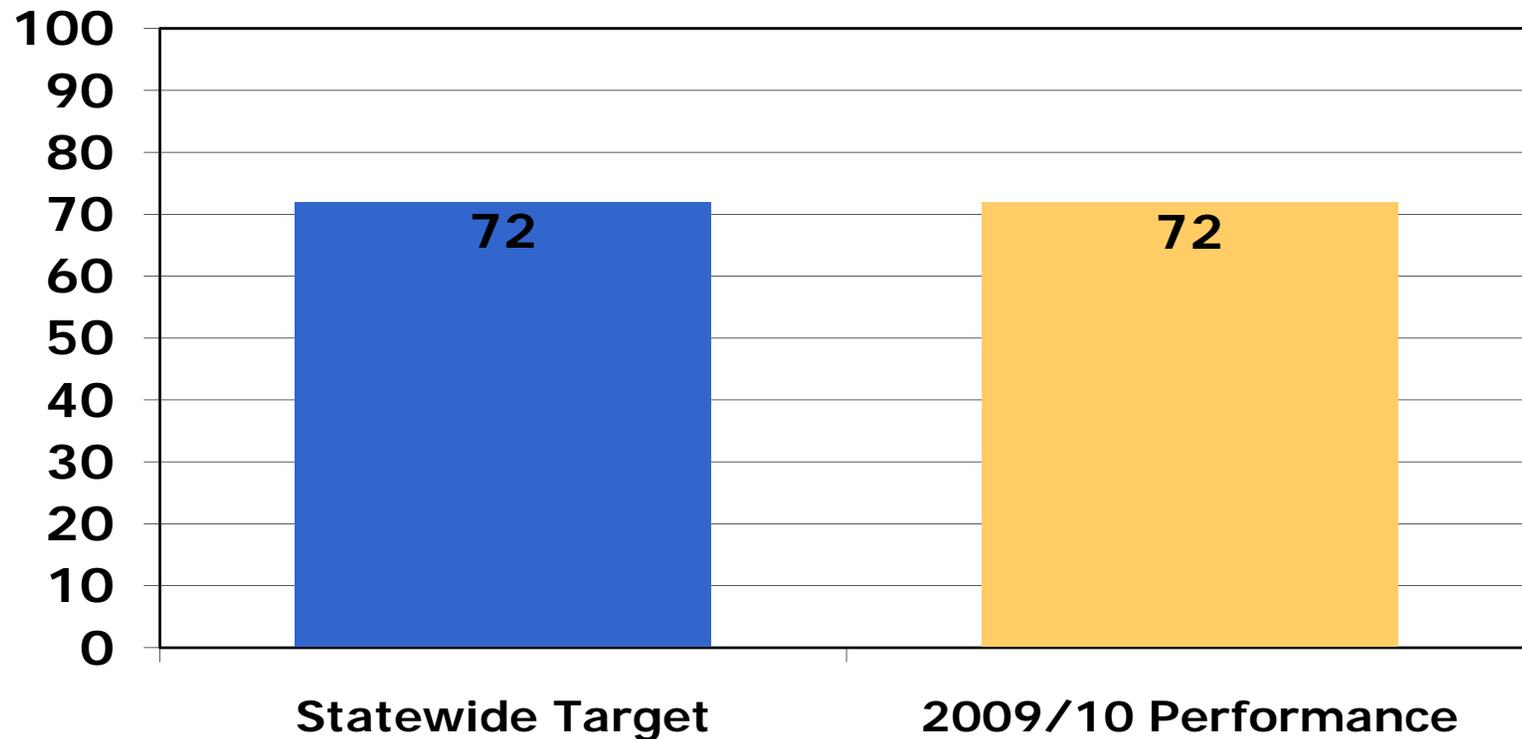
Nighttime visibility of roadway striping and markings

- Dropped as statewide improvement area in 2008, but continued monitoring
- 2009: prior target (72%) achieved for first time
 - Primary driver: increase in commercial driver satisfaction



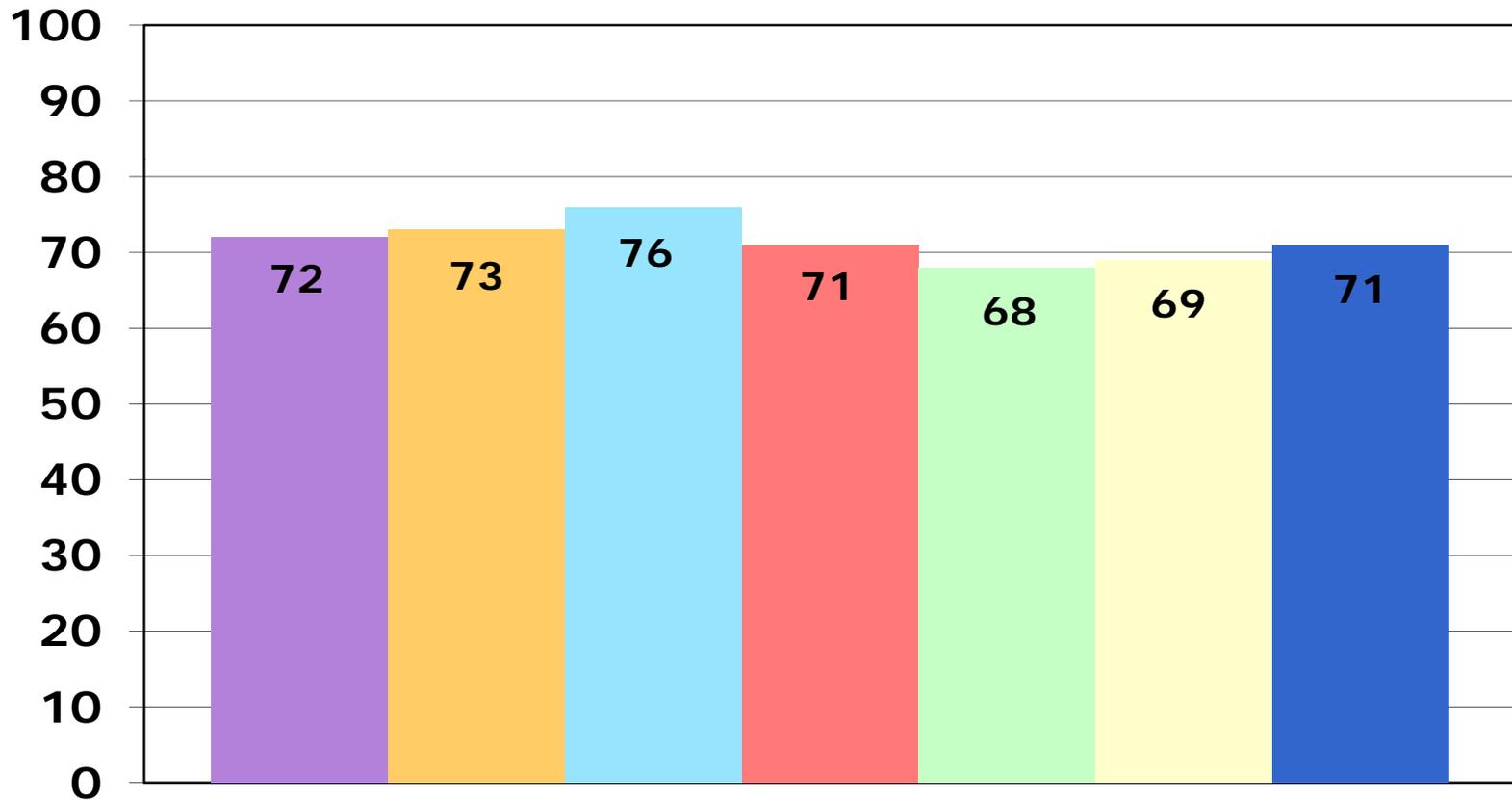
Nighttime Visibility of Striping/Marking

Year 2009/10 Performance vs. old Statewide Target



Nighttime Visibility of Striping/Marking

Percent Satisfied



Piloted New Questions: Transportation Funding



What do the customers say?

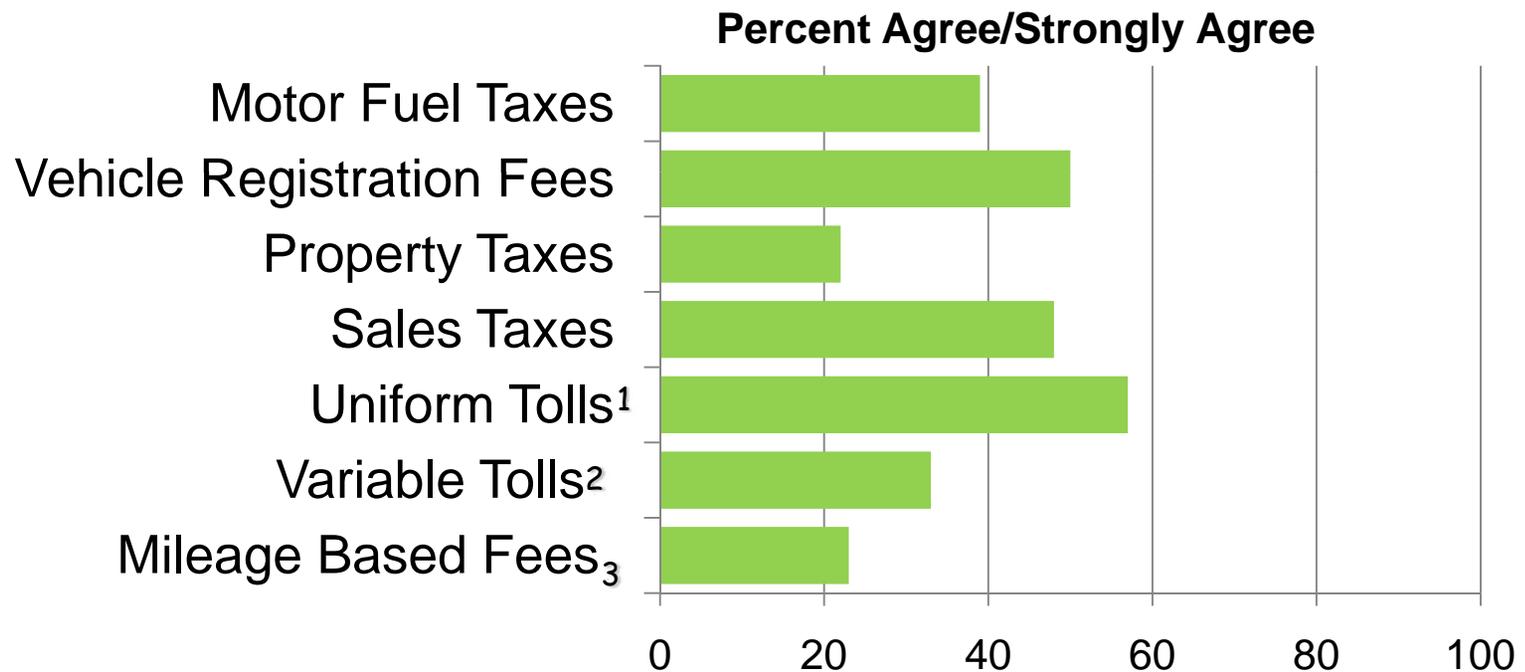
- Prefer tolls to pay for transportation improvements
- Fuel taxes increase when fuel prices increase



Florida Residents

2009 Results

“One of the best ways to pay for transportation improvements”



¹ “Tolls on major roads and bridges that do not change during the day.”

² “Tolls on major roads and bridges that increase during times of high traffic volumes (e.g., rush hour).”

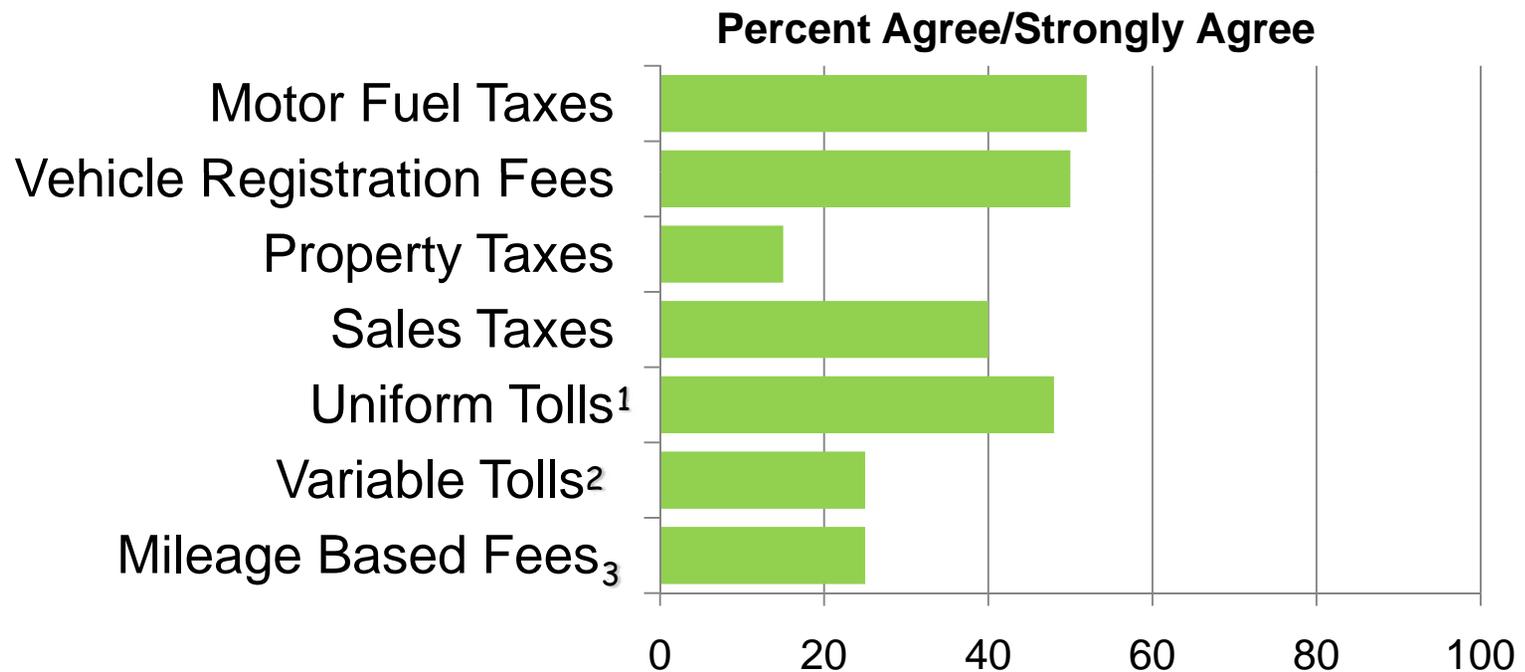
³ “Fees based on the number of miles driven.”



Well Elders

2009 Results

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Florida Residents

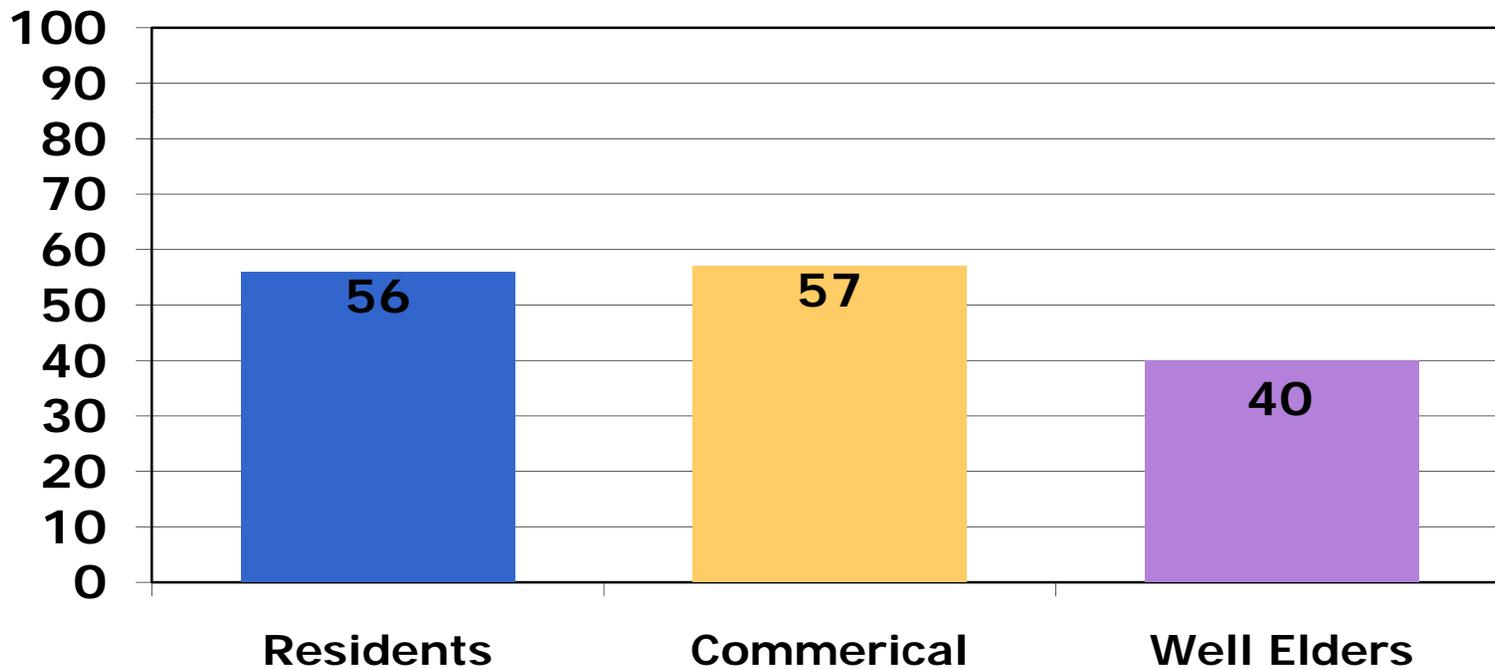
2009 Results

<u>Question</u>	<u>True</u>	<u>False</u>	<u>No Opinion</u>
If less gasoline is sold, funds for transportation will go down.	63%	18%	19%
If the price of gasoline increases, gasoline taxes go up.	56%	26%	18%



Price of Gas Increases, Gasoline Taxes Go Up?

Year 2009/10 Results - True (percent)



What Florida Residents Say

2009 Results

FUNDRAISERS, STATE WIDE YARD SALE,
CONTRIBUTIONS, DONATIONS, USER
FEES AND TOLLS

BRING IN LAS VEGAS-STYLE
GAMBLING. AND START TAXING
FAT PEOPLE.

LEGALIZE MARIJUANA
/DRUGS AND TAX THEM



What Florida Residents Say

2009 Results

A STUPID DRIVER TAX, TAX DRIVERS WHO HAVE DEMONSTRATED THEMSELVES AS IRRESPONSIBLE DRIVERS



ALREADY GETTING MONEY FROM TOLLS IN AREA, THEY ARE GETTING ENOUGH MONEY.



What Florida Residents Say

2009 Results

TAX ON TIRES.
TAX ALCOHOL AND
CIGARETTES MORE.

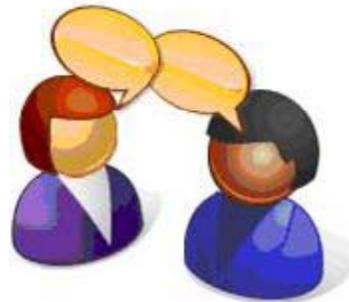
I BELIEVE THAT FUEL IS ONE OF
THE MAJOR SOURCES. THESE
PEOPLE ARE MAKING BILLIONS AND
THEY SHOULD GIVE BACK TO THE
HIGHWAYS.



What Florida Residents Say

2009 Results

I THINK THE ROADS, THE WAY THEY'VE KEPT UP IS FINE. WHEN AREAS GET CONGESTED THEY DO RESPOND TO IT.



Florida highways are among
the top in the U.S.A.



What Florida Residents Say

2009 Results

**Compared to other states,
Florida's roads are great.**

**Thanks for my opinion
being asked!**



Questions



**Buckle Up, Sit Up,
Hang Up and Drive!**

