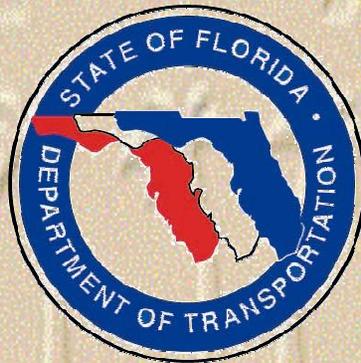


Customer Satisfaction Surveys 2004 Results



Executive Workshop Meeting
July 2005

Florida Department of Transportation



Customer Surveys

- Background: FDOT Surveys
- General Survey Research
- 2004 Survey Results
- Next Steps



Background: FDOT Customer Surveys



Background

- Sterling Criteria
 - Customer and Market Focus
 - Identifying customers
 - Determining customer requirements
 - Measuring customer satisfaction
 - Process Management
 - Customer Focused Results
- Goal of FDOT surveys: Assess how well FDOT is addressing customer requirements for State Highway System



Customer Survey Approach

- Customer groups/segments identified by Executive Board:
 - Residential Travelers
 - Commercial
 - Elected/Government Officials
 - Visitors
 - Special Needs
 - Property Owners



Customer Survey Approach

- Focus groups to identify customer requirements:
 - 9 locations: 3 urban, 3 transitioning, and 3 rural areas
 - 6 customer groups in each location
 - Groups identified requirements, relative importance, and need to improve



Customer Survey Approach

- Surveys based on identified customer requirements, State Highway System
- Surveys edited based on:
 - FDOT staff comments
 - Feedback from CUTR, FSU, Visit Florida, Dept. of Elder Affairs, TD Comm., AARP, AAA
 - Consultant hired to review survey for validity, clarity issues
 - Pretest with customers



Survey Methods and Sampling

- Telephone surveys:
 - Florida Residents (statewide, district)
 - Commercial (statewide, district)
 - US Visitors to Florida (statewide only)
- Mailed surveys:
 - Government Officials (statewide, district)
 - “Well-Elders” (statewide only – Florida Resident survey)
- Hand-delivered and picked-up surveys:
 - Property/Business Owner (statewide, district)



FDOT Survey Activities

- Surveys administered:
 - 2000
 - 2002
 - 2004
- Conducting focus groups in FY2005-06 to update "customer requirements"



General Survey Research



Margin of Error

- Indicates how precise the data is re: reflecting population's true opinions
- Calculation based on:
 - Amount of variability in sample (50% conservative estimate)
 - Degree of precision (confidence interval – e.g., 95%)
 - Population size
 - Sample size



Margin of Error

- Large population: 400 sample = 5% margin of error (95% confidence interval)
- FDOT surveys margin of error
 - FL Residents ...
1.9%/statewide, 5%/district
 - Commercial Drivers ...
2.3%/statewide, 6.3%/district
 - Visitors, Well Elders ... 5%



Margin of Error -- Example

- Satisfaction = 65%
- Resulting margin of error by customer group
 - FL Residents ... 63-67%/statewide, 60-70%/district
 - Commercial Drivers ... 62-68%/statewide, 71-59%/district
 - Visitors, Well Elders ... 60-70%



Surveys Results Year 2004



Customer Surveys

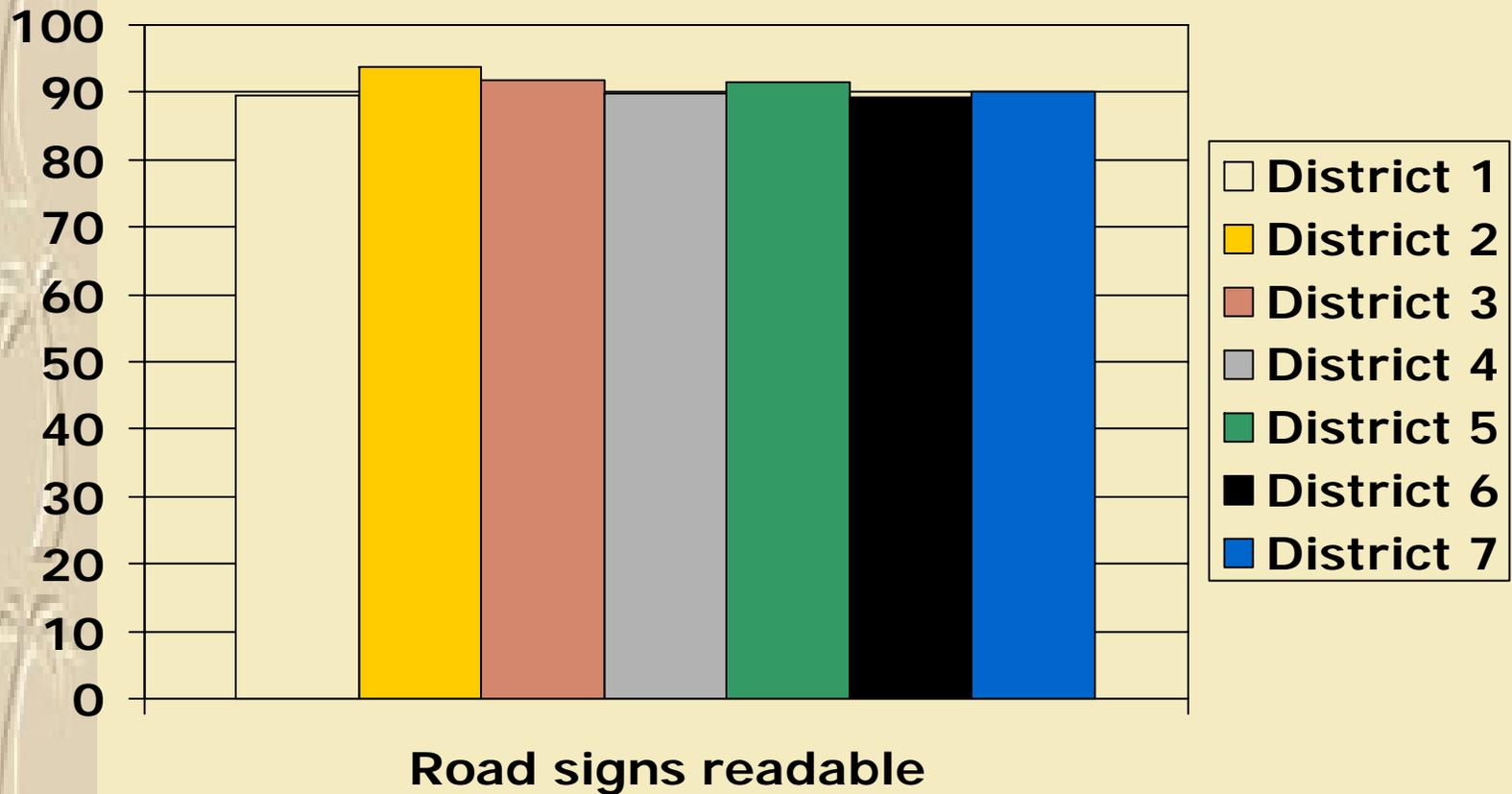
Year 2004 Results

- Overall Observations:
 - Overall the survey results are similar to results from prior survey cycles
 - Results comparable across Districts for maintenance-related questions
 - District results vary for other areas



Surveys Completed Year 2004 Results

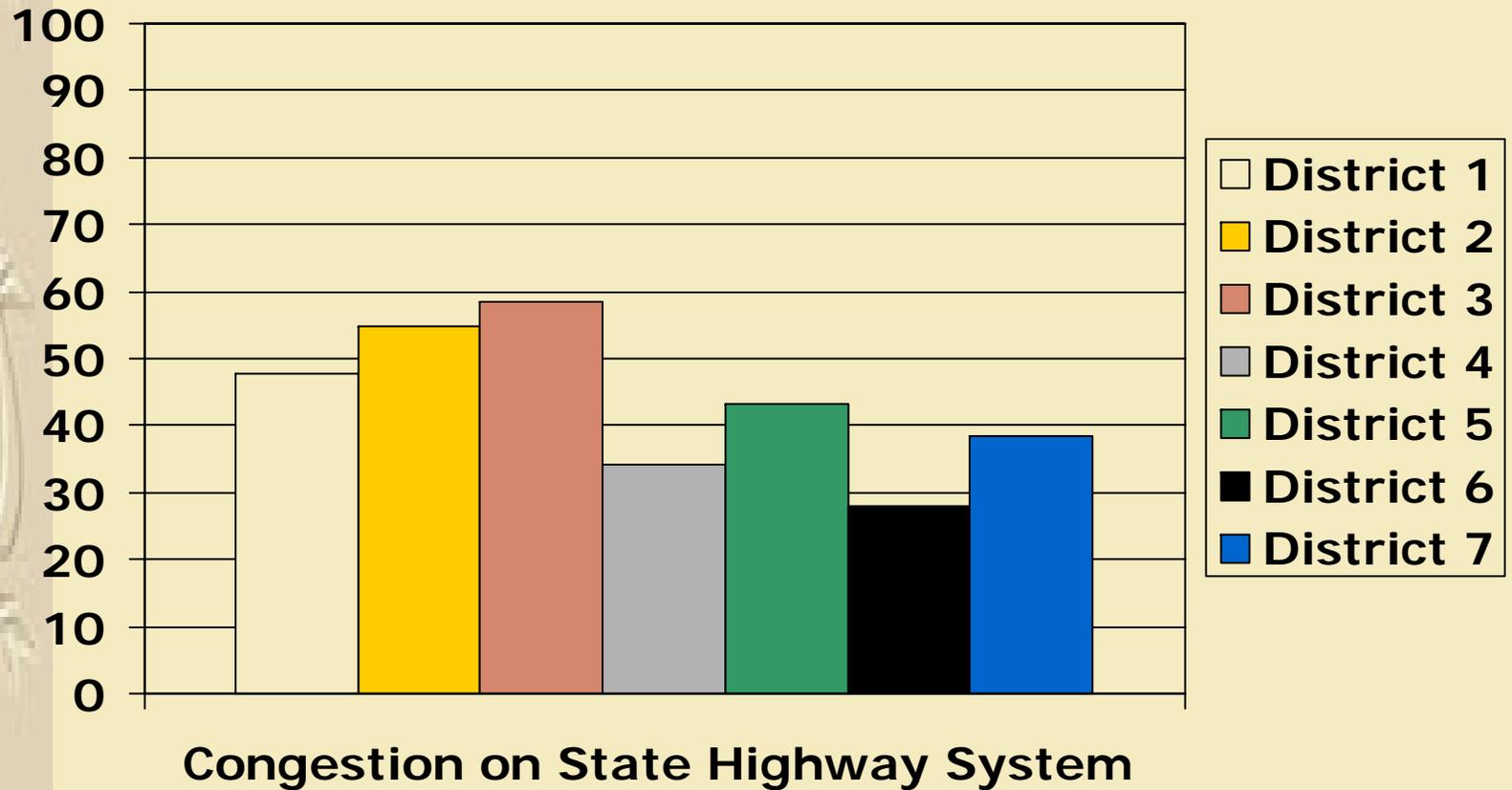
Florida Residents - Percent Satisfied





Surveys Completed Year 2004 Results

Florida Residents - Percent Satisfied





Surveys Results Year 2004

Statewide
Improvement
Areas



Customer Surveys

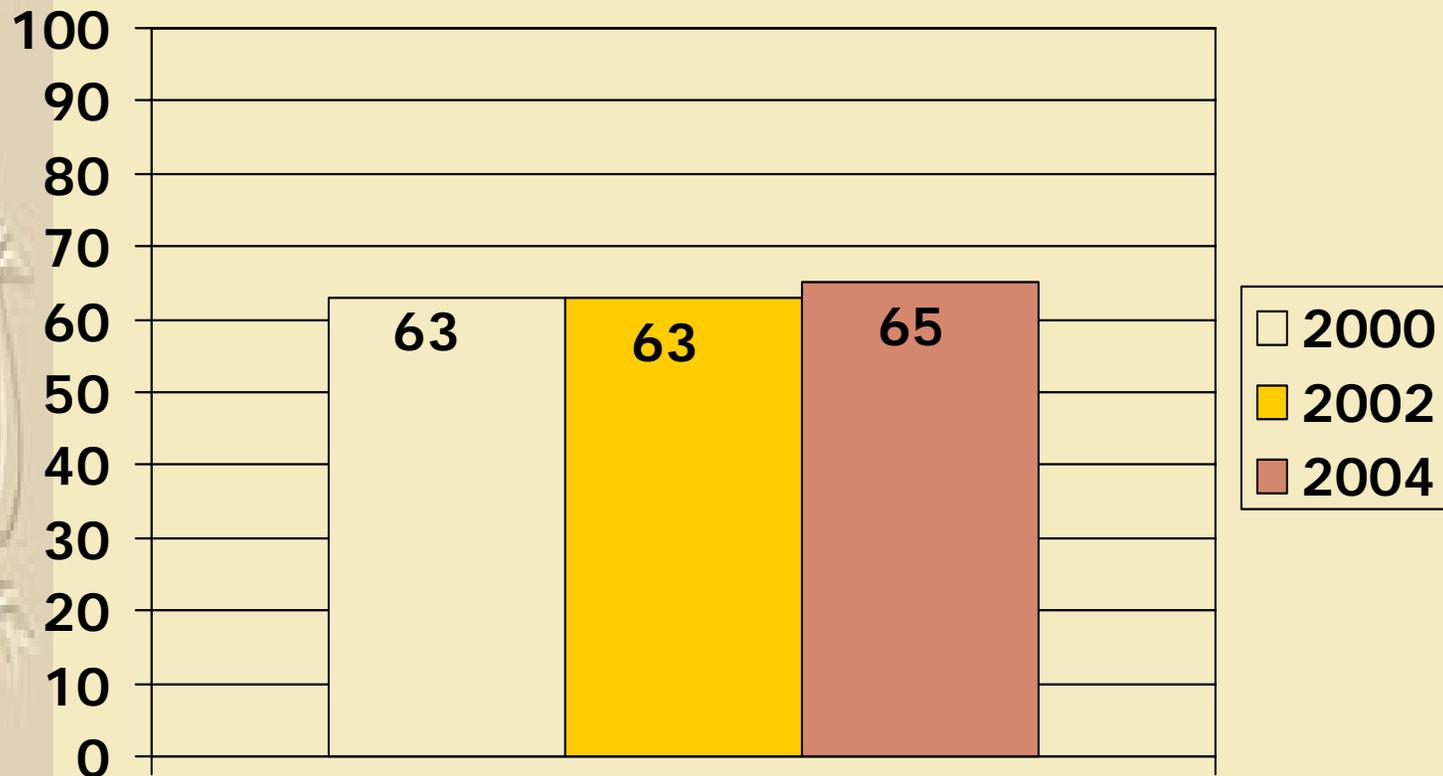
Year 2004 Results

- Statewide Improvement Areas:
 - Nighttime visibility of roadway striping and markings – *no significant change*
 - Timeliness of completing construction projects -- *no significant change*
 - Access to business during construction
 - *improvement target achieved!*
 - Input on design plans – *2002 improvements sustained*



Comparison of 2000, 2002 and 2004 Results

Percent Satisfied – Nighttime Visibility Striping/Marking

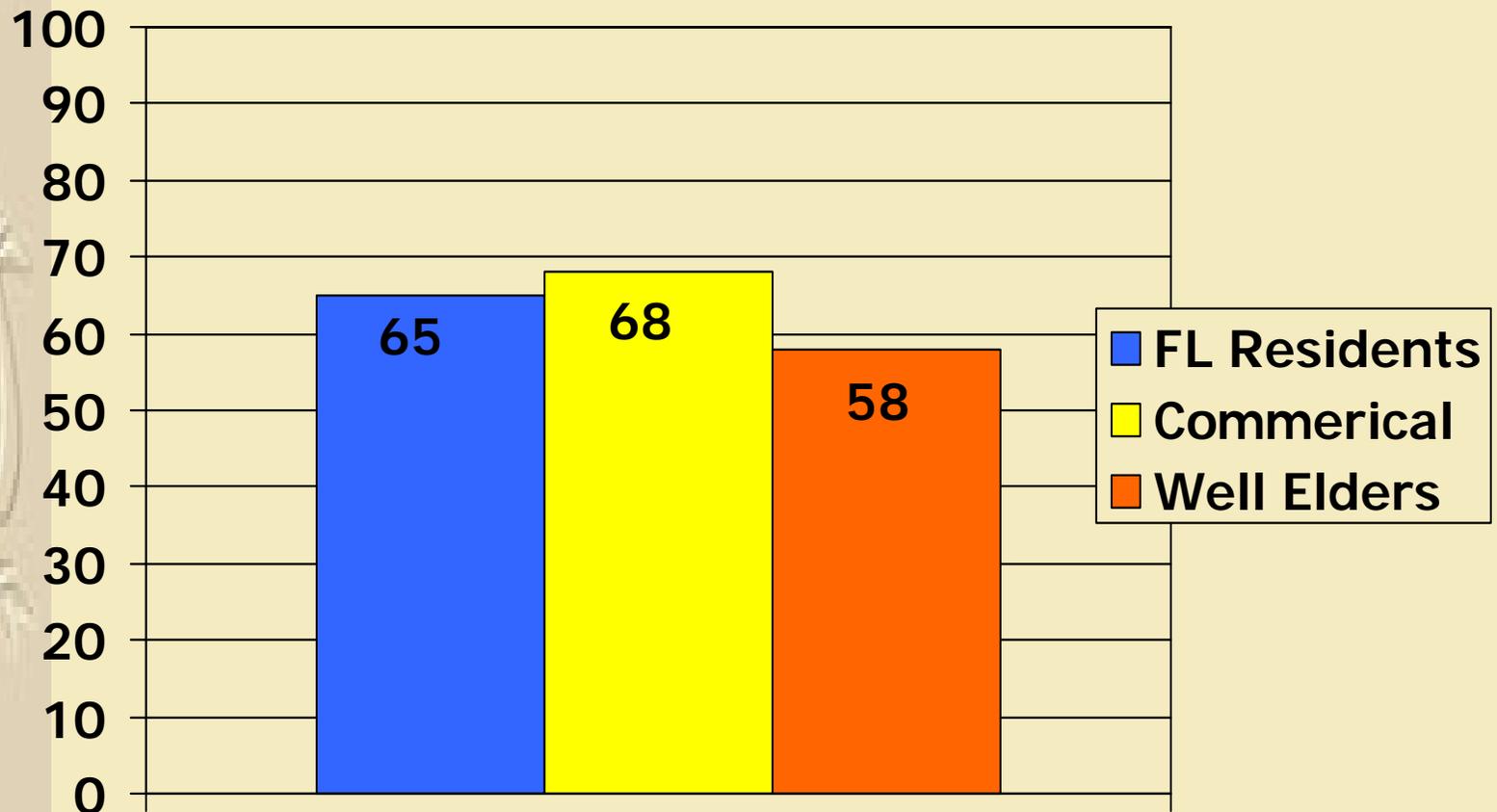


Florida Residents



Surveys Completed Year 2004 Results

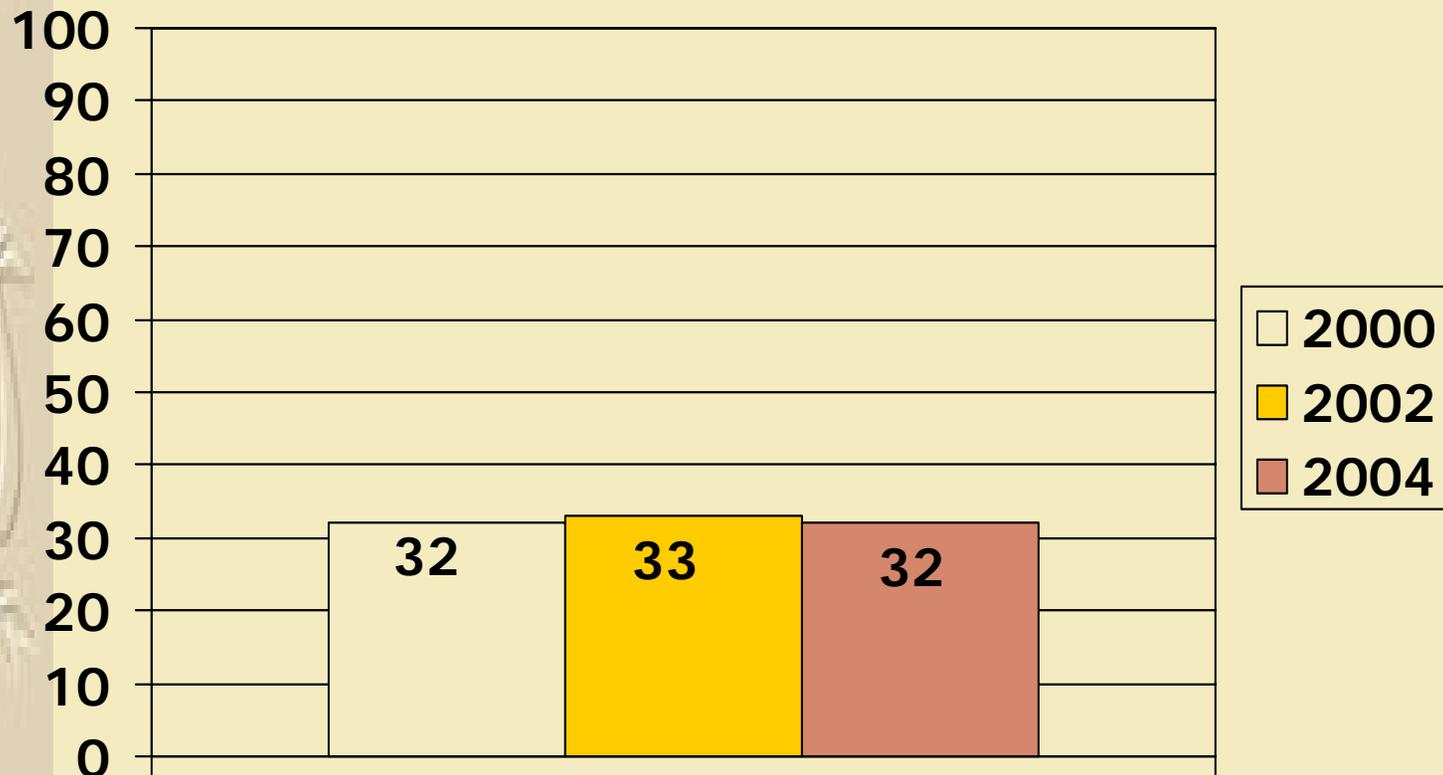
Percent Satisfied – Nighttime Visibility Striping/Marking





Comparison of 2000, 2002 and 2004 Results

Percent Satisfied – Timeliness of Completing Construction



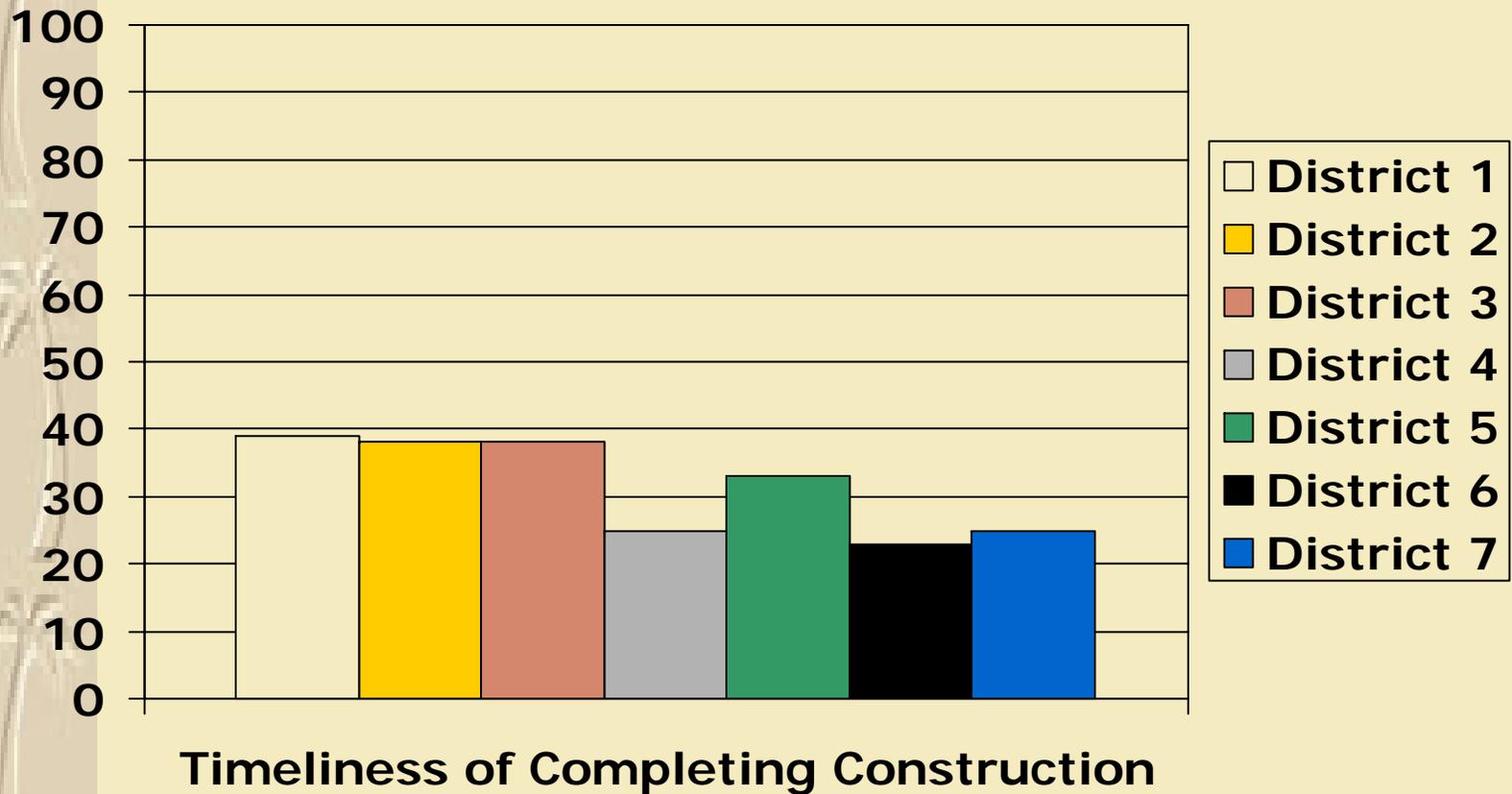
Florida Residents



Surveys Completed

Year 2004 Results

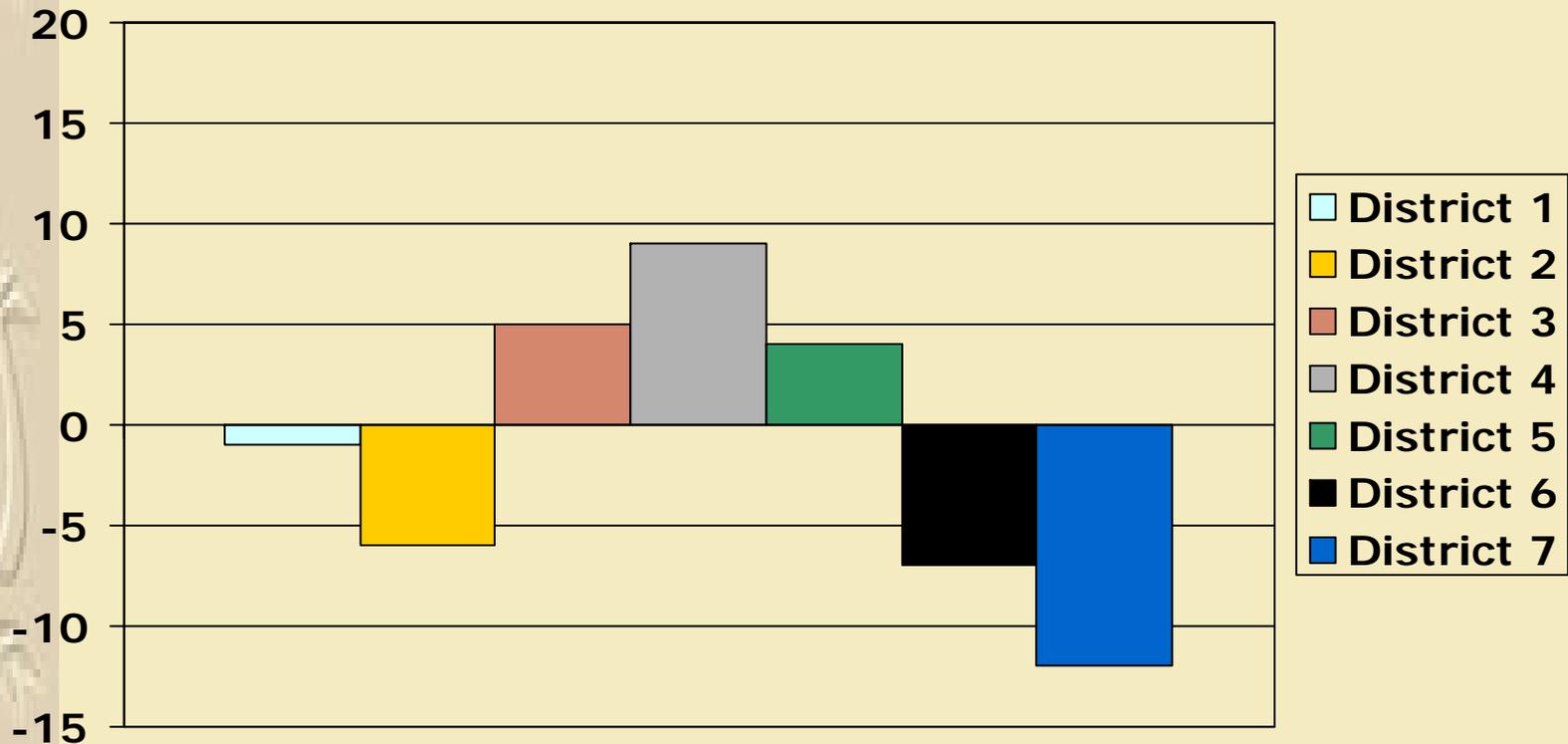
Florida Residents - Percent Satisfied





FL Resident Survey Year 2004 Results

Percent Change in Satisfaction since 2002

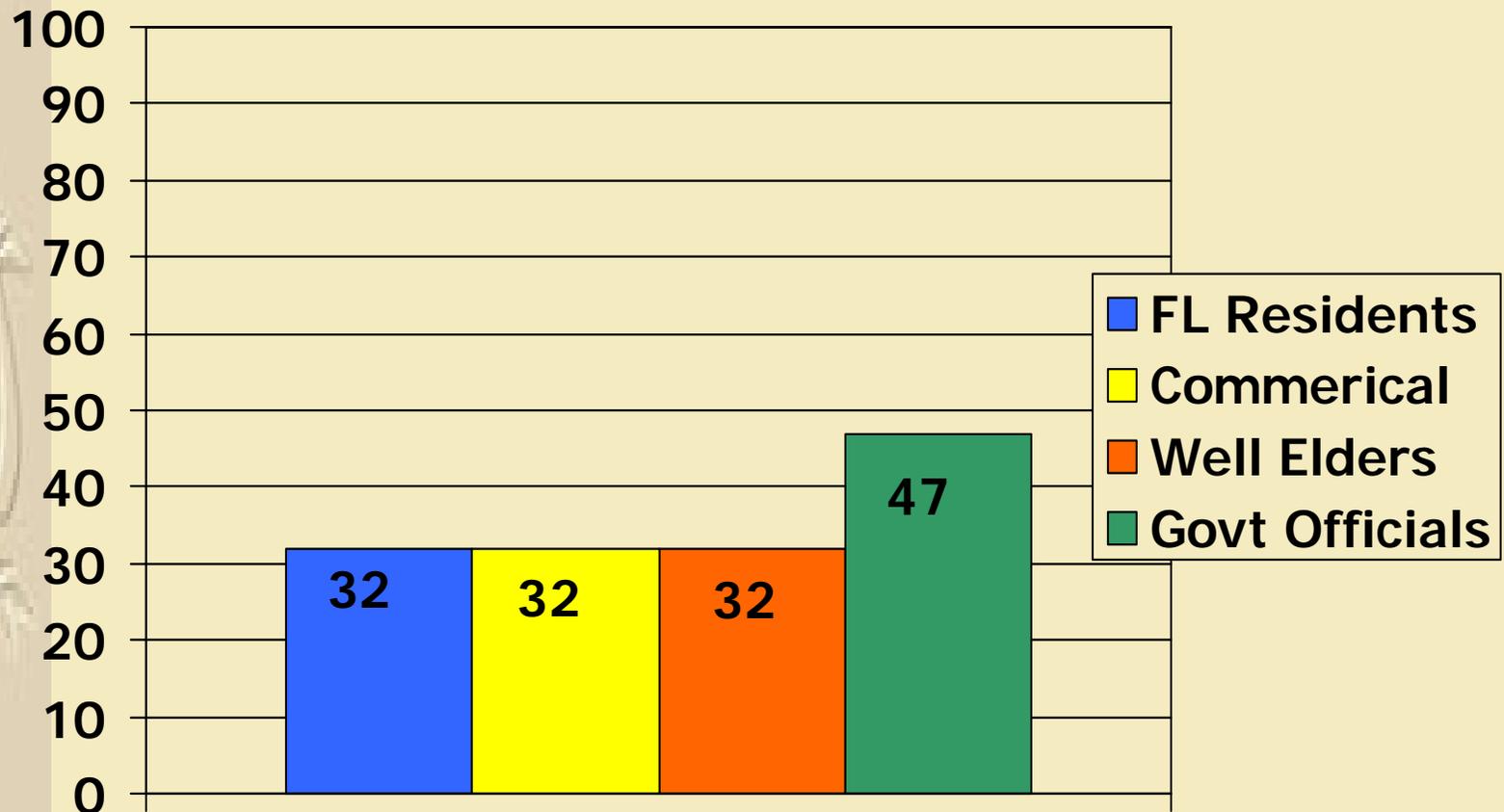


Timeliness of Completing Construction



Surveys Completed Year 2004 Results

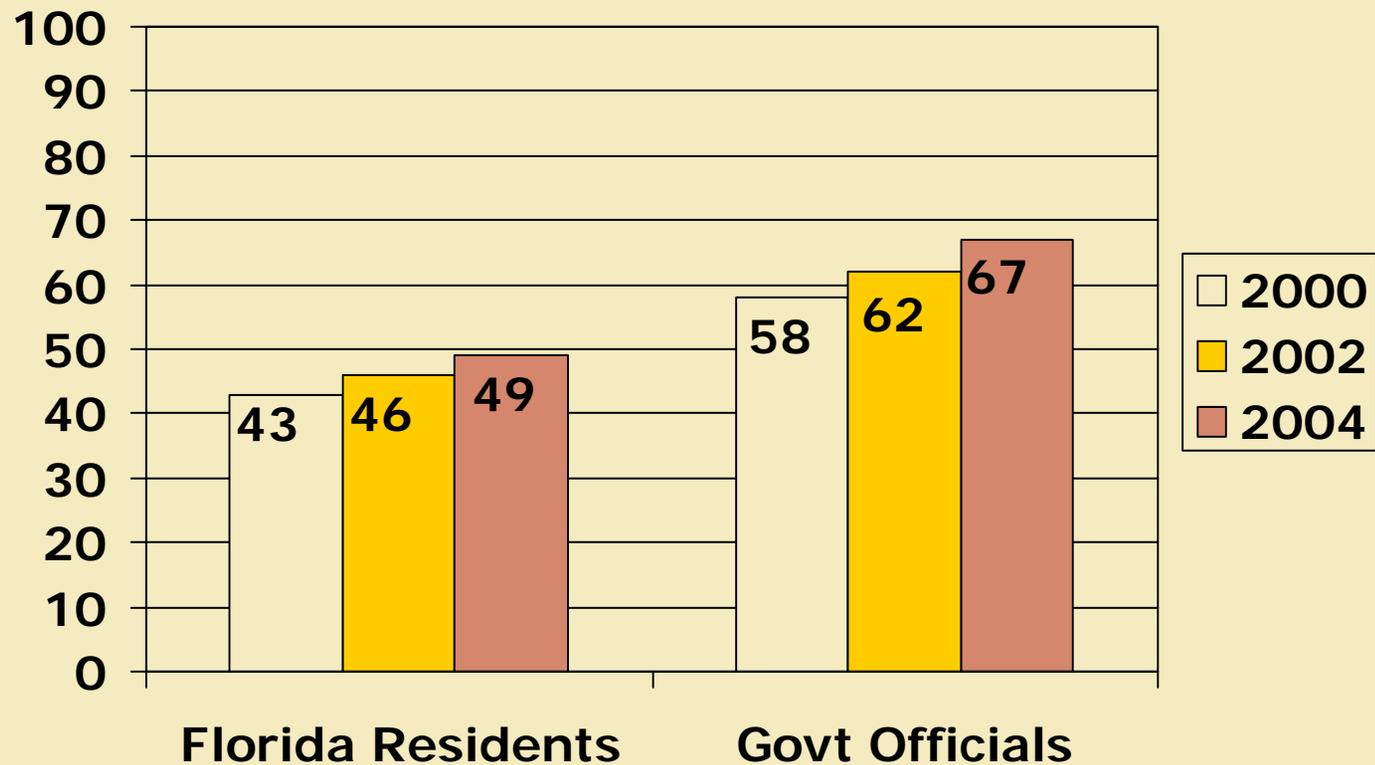
Percent Satisfied – Timeliness of Completing Construction





Comparison of 2000, 2002 and 2004 Results

Percent Satisfied – Access to Business During Construction

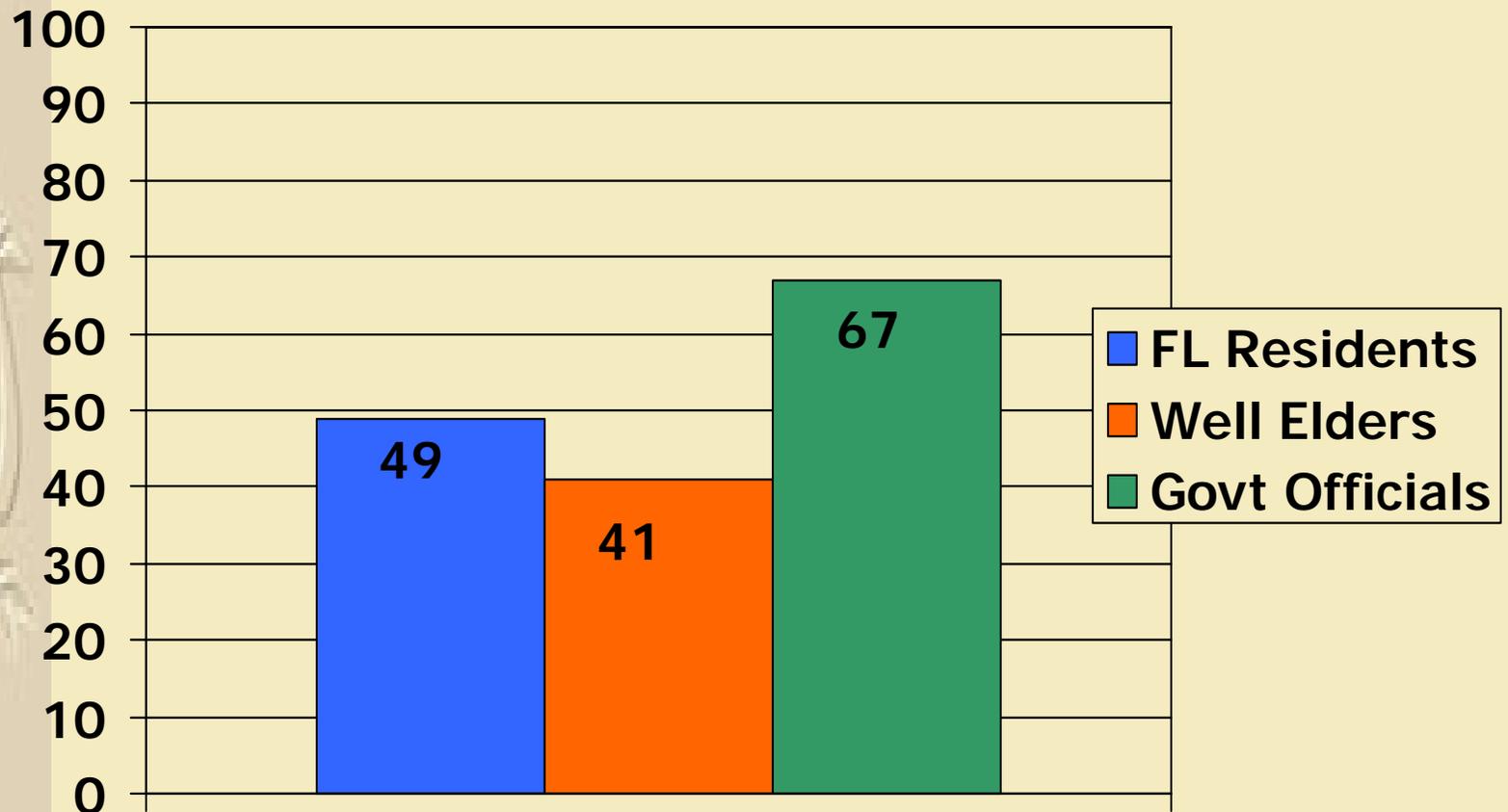


Target = 56% 2004 = **58%** (exceeds target)



Surveys Completed Year 2004 Results

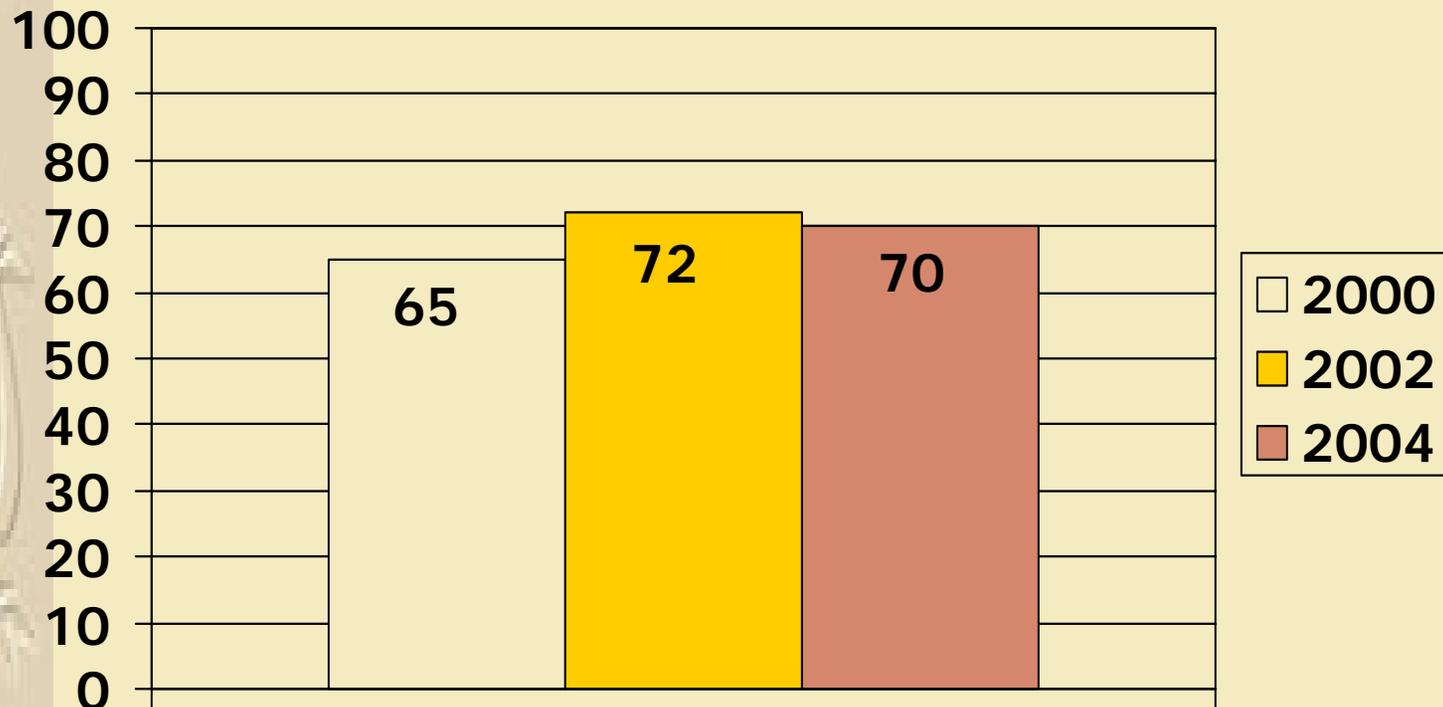
Percent Satisfied – Access to Business During Construction





Govt. Official Survey Year 2004 Results

Percent Agree/Strongly Agree

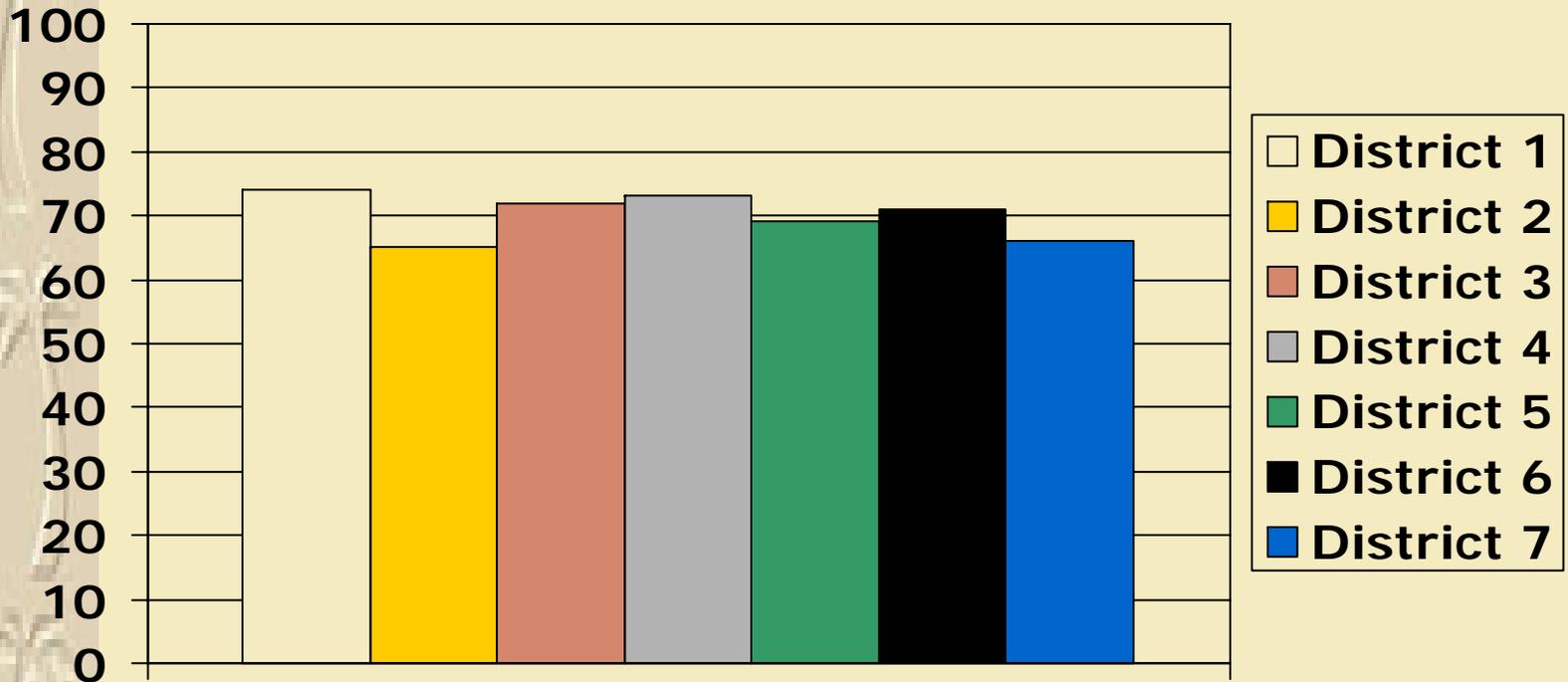


**FDOT seeks government unit input
during design of construction projects**



Govt. Official Survey Year 2004 Results

Percent Agree/Strongly Agree

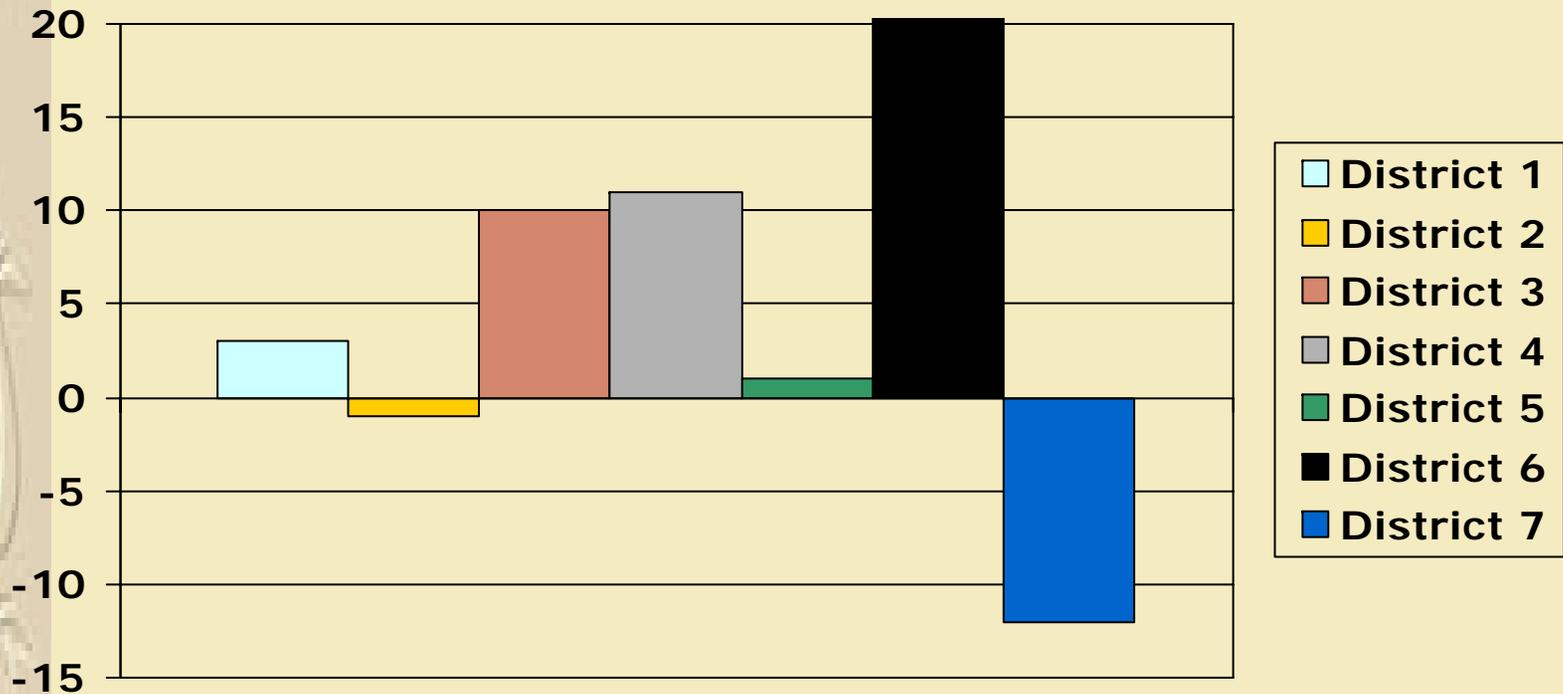


**FDOT seeks government unit input
during design of construction projects**



Govt. Official Survey Year 2004 Results (2004 vs.2000)

Percent Change in Satisfaction



FDOT seeks government unit input during design of construction projects



Surveys Results Year 2004

Government Officials



Customer Surveys

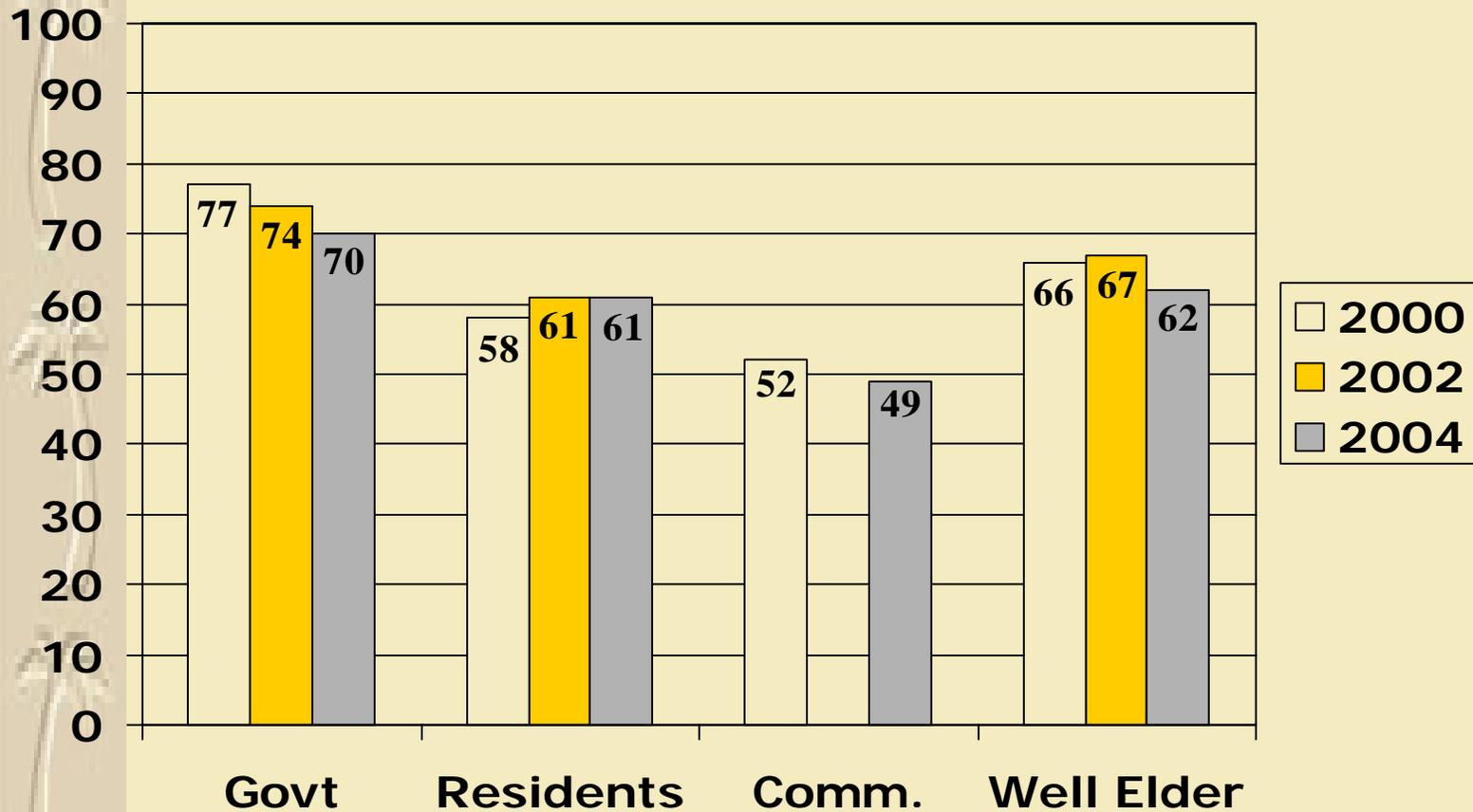
Year 2004 Results

- Results generally comparable to prior years – Changes observed in Govt. Officials satisfaction – *SIS effects?*
 - Satisfaction with input on roadway priorities dropped somewhat
 - From 72% in 2000 to 67% in 2004
 - Travel time within cities dropped
 - From 77% in 2000 to 70% in 2004
 - No comparable drop from other customer groups
 - Congestion on State Highway System
 - From 51% in 2000 to 44% in 2004
 - No comparable drop from other customer groups



Comparison of 2000, 2002 and 2004 Results

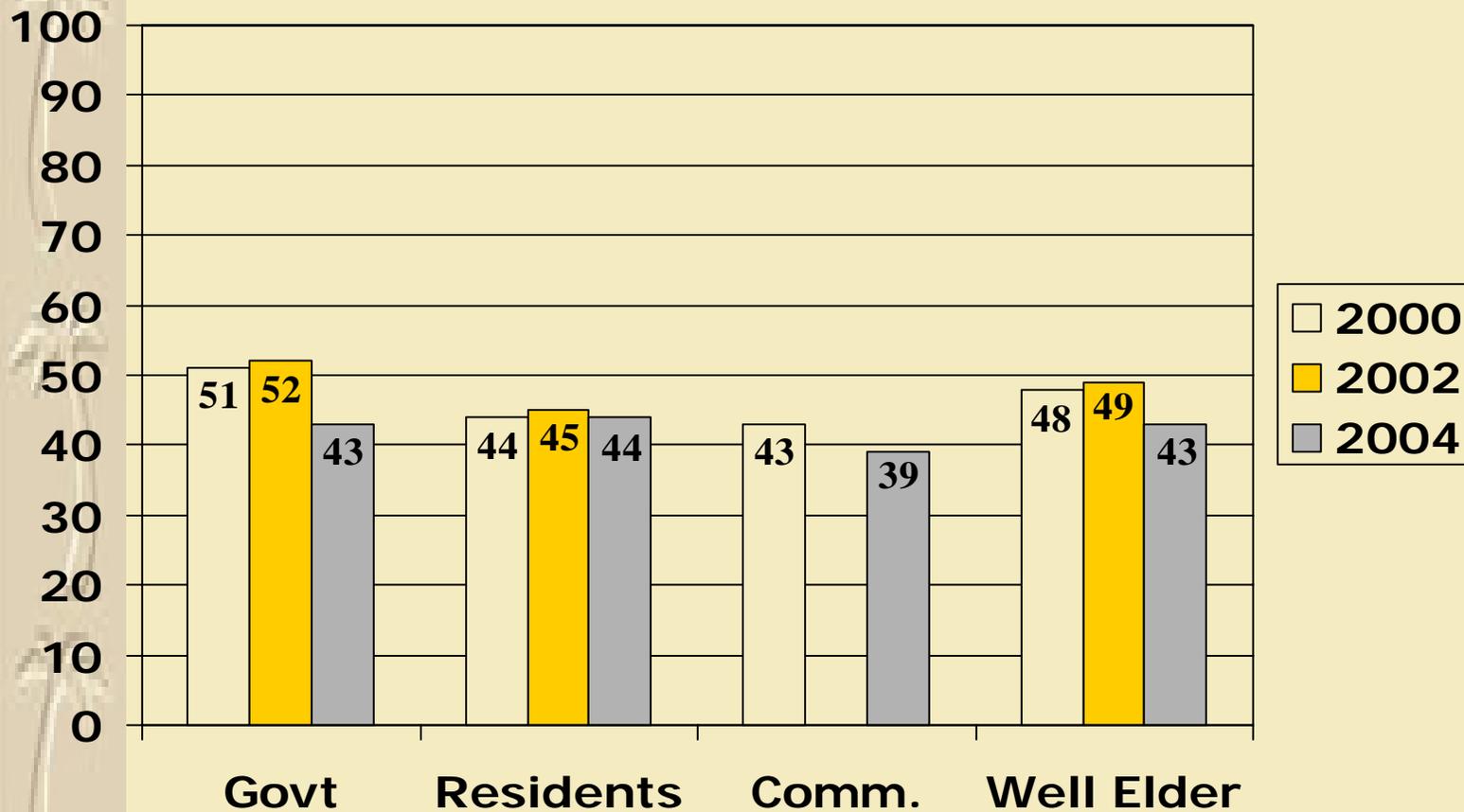
Percent Satisfied – Travel Times Within Cities





Comparison of 2000, 2002 and 2004 Results

Percent Satisfied – Traffic Congestion





Customer Surveys

Year 2004 Results

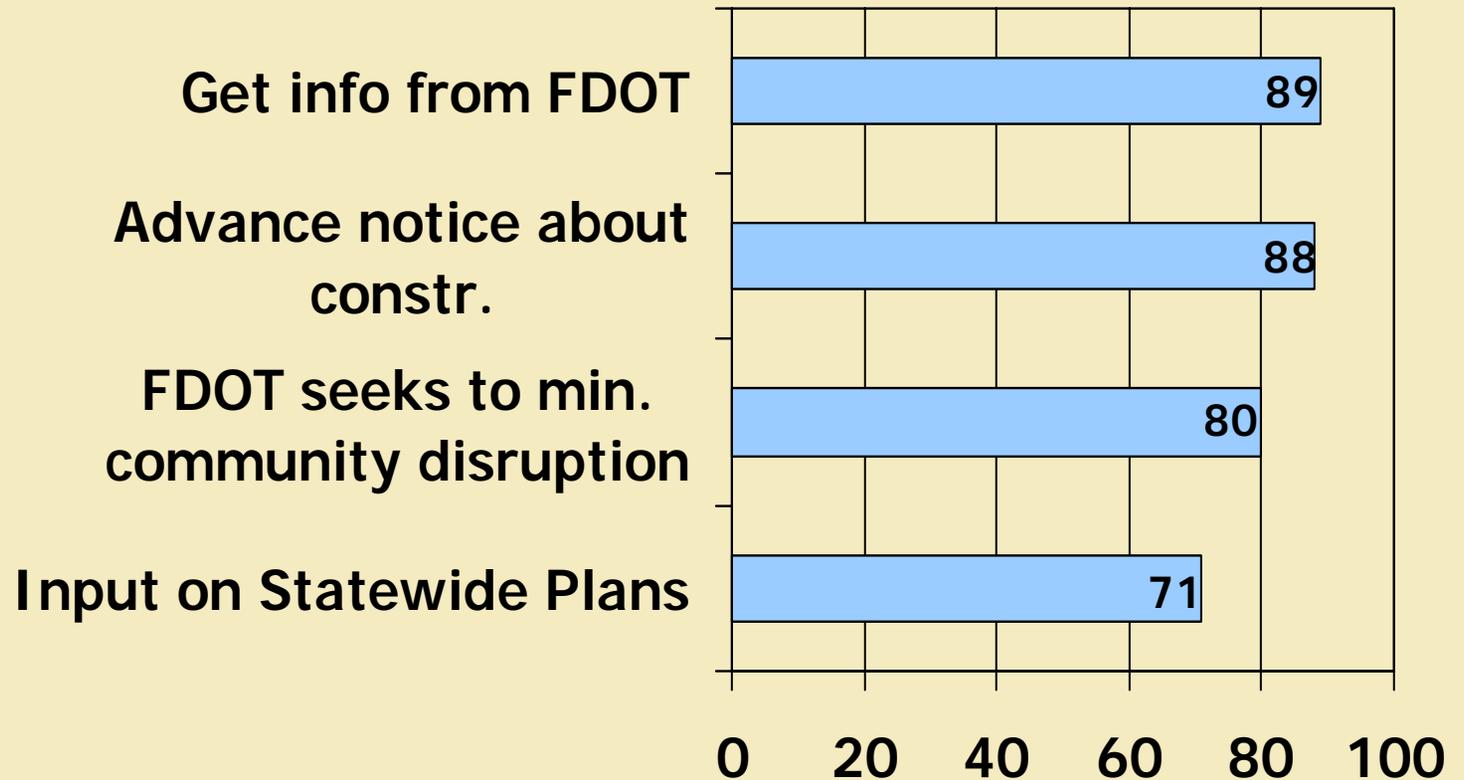
- New Questions
 - Input sought on statewide plans
 - Informed on how priorities considered in Work Program
 - FDOT seeks to balance community values and mobility needs
- Satisfaction of officials in rural vs. urbanized areas
- Some District variability in results



Government Official Survey

Year 2004 Results

Percent Satisfied

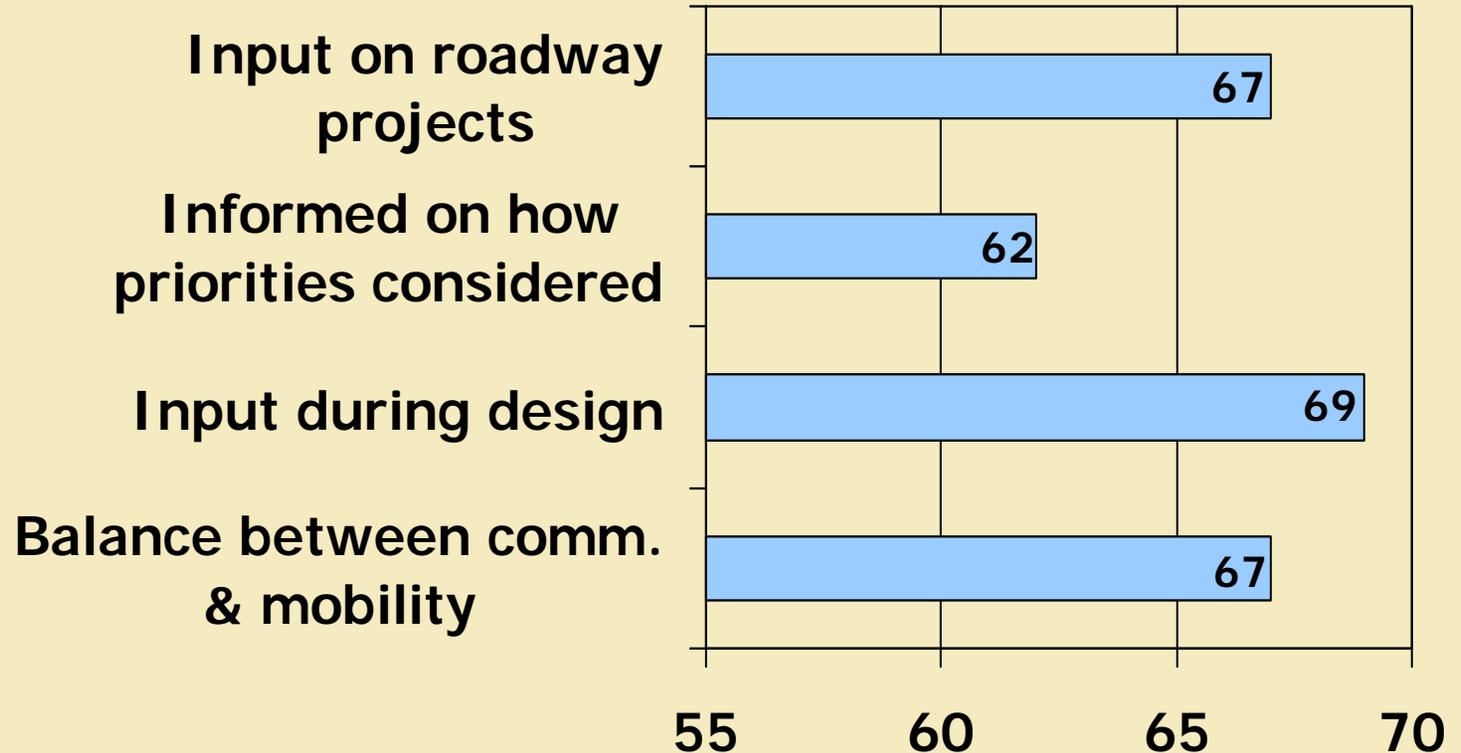




Government Official Survey

Year 2004 Results

Percent Satisfied





Customer Surveys

Year 2004 Results

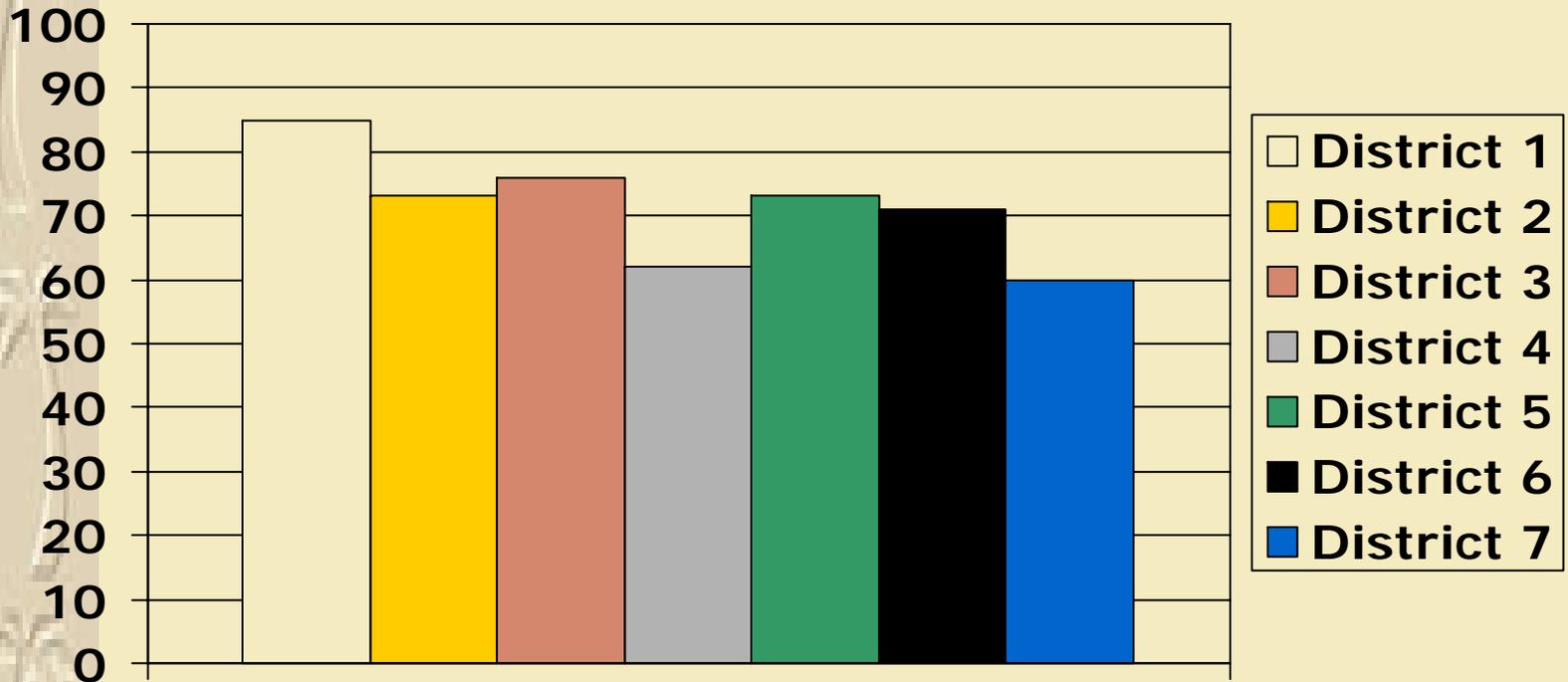
- Rural officials results generally comparable to urban, except higher*:
 - Input on statewide plans (77% vs 69%)
 - Input on highway priorities (72% vs 67%)
 - Informed on how priorities considered in Work Program (67% vs 61%)

* Net of State Legislators and “both” officials.



Govt. Official Survey Year 2004 Results

Percent Agree/Strongly Agree

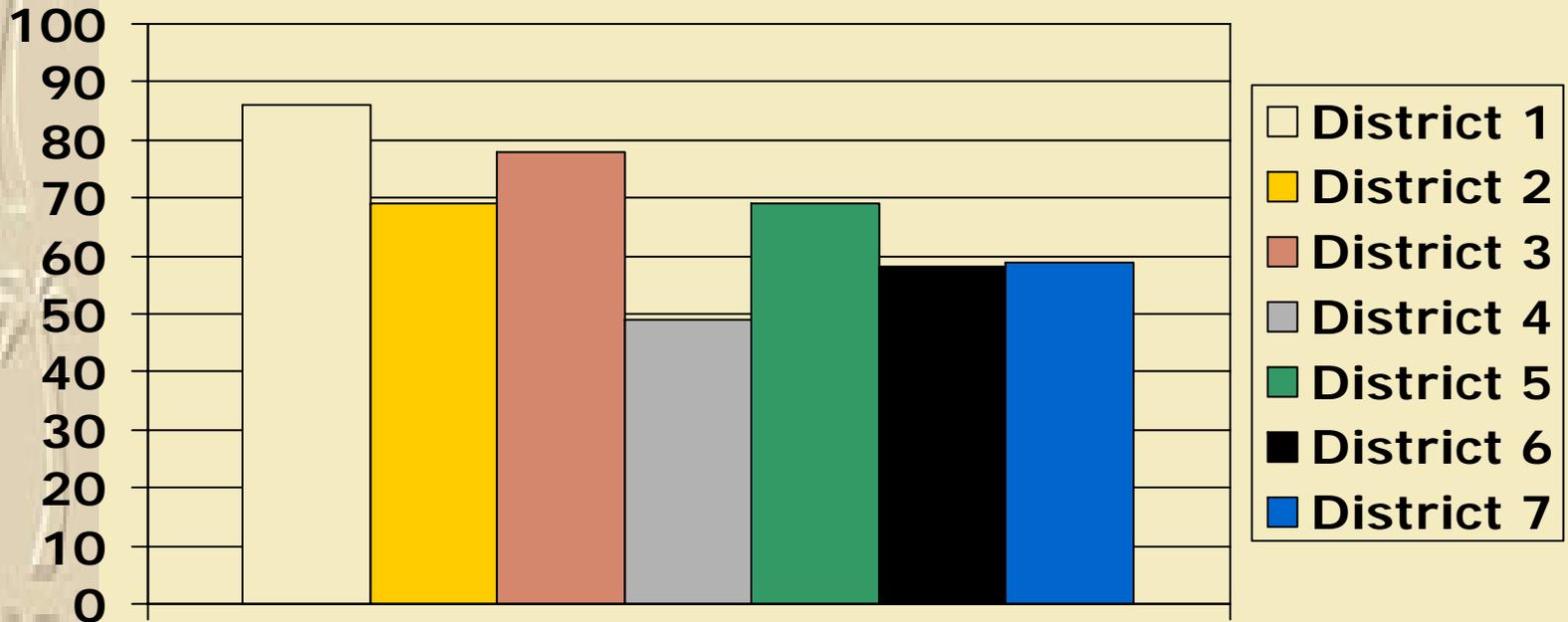


**FDOT seeks government unit input
during development of statewide plans**



Govt. Official Survey Year 2004 Results

Percent Agree/Strongly Agree

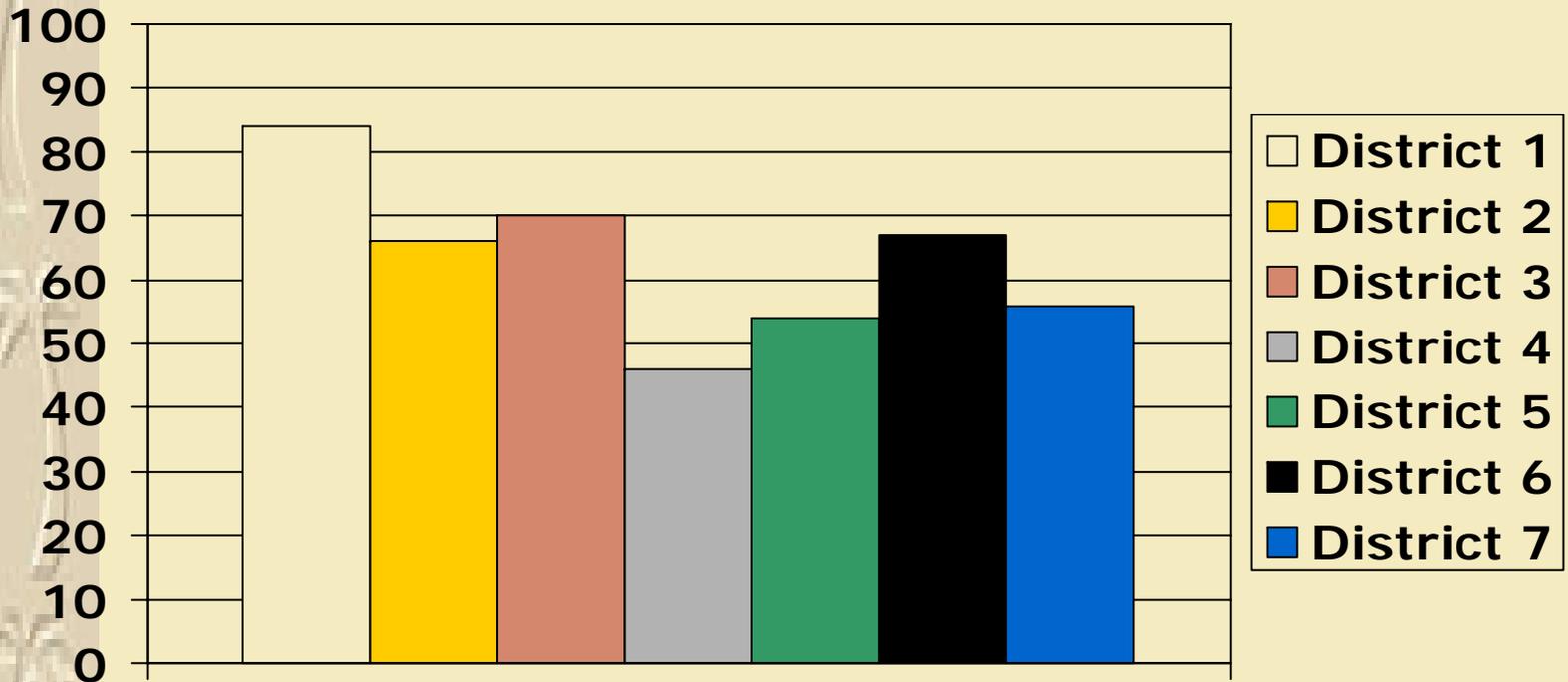


**FDOT seeks government unit input
establishing priorities for roadway
projects**



Govt. Official Survey Year 2004 Results

Percent Agree/Strongly Agree

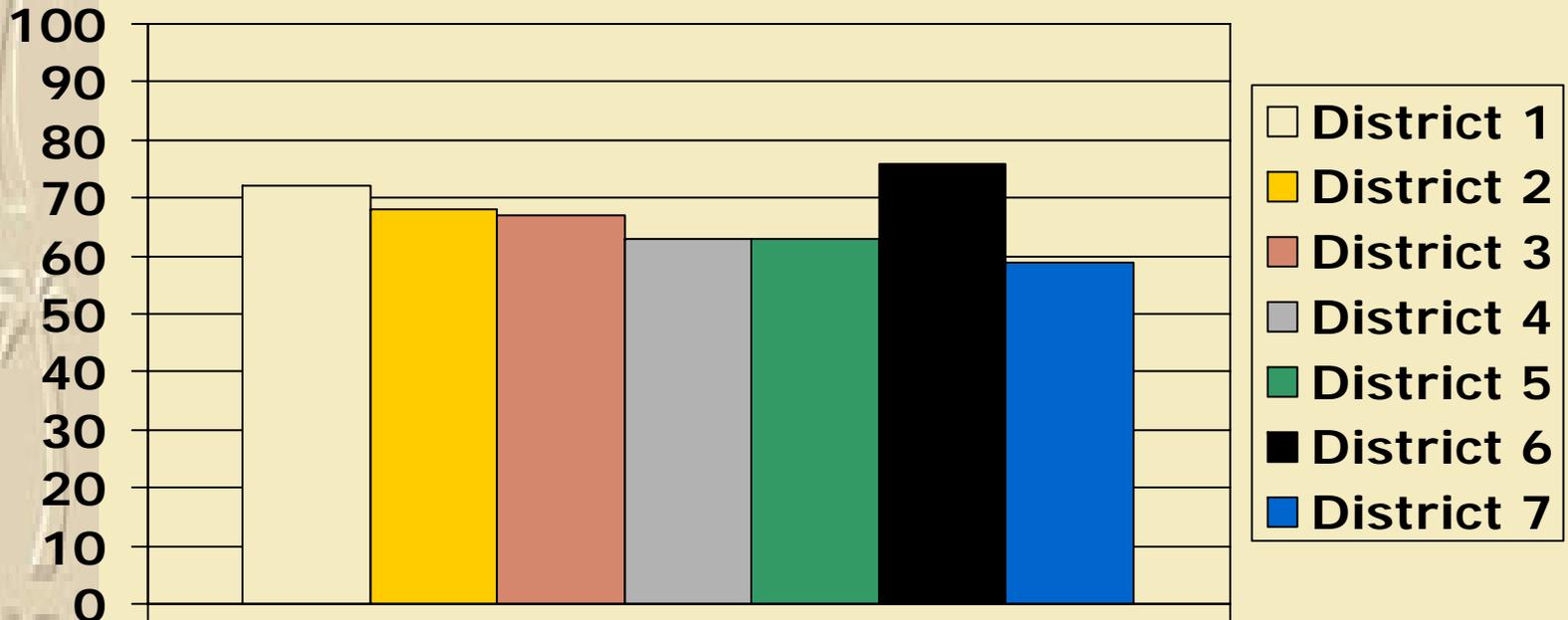


**FDOT informs how priorities considered
in Work Program**



Govt. Official Survey Year 2004 Results

Percent Agree/Strongly Agree



**FDOT seeks to balance comm. values
with mobility needs in design of
projects**



Next Steps



Next Steps

- Executive Board:
 - Continue four statewide improvement areas
 - New emphasis on timeliness of construction (e.g., PR)?
 - Increase target for access to business?
 - Additional statewide improvement area(s) re: Govt. officials
 - Invest in follow-up research/pilot projects on ID problem areas



Next Steps

- Districts:
 - Districts review data to identify areas of potential concern & additional research
 - Continue to address statewide improvement areas (if District has not achieved target)
 - Develop action plans, as needed, in cooperation with improvement area champion



Next Steps

- Report back:
 - Status of District/Statewide improvement area plans
 - Progress on 2005 customer focus group efforts
 - Anything else?