



TO: Florida Department of Transportation
FROM: The Schapiro Group, Inc.
DATE: October 21, 2010
RE: Customer Satisfaction Tracking Study

District 2 Results

The Schapiro Group (TSG), in consultation with Cambridge Systematics, interviewed 400 Florida freeway drivers across District 2 as part of a larger statewide survey effort to explore ongoing usage of, attitudes toward, and perceptions of the Florida Department of Transportation's (FDOT) Intelligent Transportation Systems (ITS) services. Data collected in 2006 and 2008, in addition to the 2010 results, allow for changes in usage and attitudes to be tracked over time. During the months of June, July, and August 2010, TSG randomly sampled phone numbers within Clay, Duval, Nassau, and St. John's Counties to obtain scientific telephone survey data. The margin of sampling error for results is $\pm 3.9\%$. This report summarizes key changes in attitudes and behaviors regarding ITS services over the past four years.

Some research highlights from District 2 include:

Driving Patterns and Traffic Information Services

- The number of drivers on the road in District 2 has decreased during each time of day since 2008, returning to 2006 levels.
- Although more than half of drivers still use traditional traffic information sources such as radio and television, their use has declined 13%-20% since 2006. An overwhelming majority of those who get traffic information from radio and television see these resources as at least "somewhat useful."
- More than ever, drivers are turning to resources other than radio and television for traffic information (18%, twice as many as previous periods). In the current study period, internet (52%) and in-car navigation systems (24%) constitute the most common alternative sources of traffic information. Overall internet usage for traffic information has remained stable since 2006, and drivers who do not already use these websites are slightly more interested in starting to do so than previous years. Over time though, the percentage of drivers saying they would *definitely not use* this type of service has jumped from 25% (2006) to 35% (2008) to 51% (2010).
- Most drivers (76%) have a cell phone in their car, although this number has dropped from 91% in 2008. Of those who have a phone in the car, less than half (43%) say they are likely to use it to get traffic information from a call-in service.

ITS Services: 511

- 511 awareness has not changed since 2008, but usage has increased. Of those who have some knowledge of 511, the proportion of drivers who use it has increased from 21% in 2008 to 34% in 2010. Additionally, those who use 511 are now doing so more regularly. District 2 drivers are most likely to find out about 511 through signs on the freeway, radio, and television.
- As in 2008, people are still most likely to call 511 after running into problems (46%), although drivers are now over three times more likely to call ahead of time than they were in 2008. Virtually similar to 2008, 92% of drivers are at least somewhat likely to change their route based on information received from 511, though the percent “very likely” dropped from 71% to 47%.
- Most 511 users (68%) say the voice recognition system works at least “somewhat well,” though this is much lower than the statewide average of 82%. Thirty percent of 511 users have personalized the service to recognize their phone number and give them customized information. This represents a fourfold increase since 2008. Additionally, interest in receiving personalized traffic information via email and/or text message has increased greatly since 2008.
- In 2010, half of those who evacuated from a hurricane used 511 when doing so. This is a substantial increase since 2008, when less than 1 in 5 evacuees used 511.
- Starting in 2010, respondents were asked about how often they use FL511.com. Only 6% reported using it at all, 25% indicated that they did not use it, and 68% had never heard of the site.

ITS Services: Electronic Message Signs

- Most District 2 drivers (86%) read electronic message signs at least once per week – higher than the statewide average of 79%. Most users believe the signs are at least somewhat accurate (96%), useful (91%), and easy to read (88%), and 78% are likely to change their route based on information they see posted.
- District 2 drivers do not often integrate various ITS services; very few 511 users (6%) have ever called 511 to get more information about something they saw posted on an electronic message sign. Further, about one-third of residents who evacuated during a hurricane used information posted on an electronic message sign, similar to 2008.

ITS Services: Road Rangers

- Awareness of Road Rangers has continued to increase since 2006, with 67% of current drivers now aware of the service. Not all drivers who have heard of Road Rangers, however, know how to request their assistance; only 11% have top-of-mind awareness of how to contact one, which is up from 3% in 2008. When prompted with a reminder about *FHP, 63% of drivers say they know to call that number to request assistance (an increase of 18% since 2008). Even among drivers who say they do not know how to contact a Road Ranger, 50% have heard of *FHP.

- The number of District 2 drivers who have been assisted by a Road Ranger has increased slightly over the years to 12%. A majority of those who have been assisted (79%) said that the Road Ranger was “very helpful” or “somewhat helpful,” although the number of individuals saying “not helpful at all” has increased from 0% in 2006 to 15% in 2010. Nearly all drivers (91%) who know about Road Rangers, including those who have not had direct experience with them, believe this service to be at least “somewhat useful,” similar to previous years.
- When asked what types of additional information they would like FDOT to provide, nearly half of drivers (48%) said they would like information about alternate routes to help them avoid traffic incidents. A growing contingent of District 2 drivers (38%) said they would like this service to provide all of the tested types of information, including information about roads outside their area, other transportation services, local attractions, and automotive services.