



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

District 6 Results

The Schapiro Group (TSG), in consultation with Cambridge Systematics, interviewed 400 Florida freeway drivers across District 6 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 Miami-Dade and Monroe 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 five years.

Some research highlights from District 6 include:

Driving Patterns and Traffic Information Services

- There are fewer drivers on District 6 freeways since 2008, particularly during the evening rush and after 7pm.
- Since 2008, more drivers are using television as a source for traffic information, while fewer drivers are using radio. Of the drivers who use these sources, over half see them as "very useful" in aiding their trips.
- Eighteen percent of District 6 drivers use sources other than radio and television to obtain traffic information. The internet and in-car navigation systems are the most commonly used alternative sources. Overall, using the internet for traffic information has remained the same since 2008, but fewer drivers not already using these websites are interested in starting to do so. Over time, the percentage of drivers saying they would *definitely not use* this type of service has jumped from 19% (2006) to 27% (2008) to 47% (2010).
- Most drivers (77%) have a cell phone in their car, although this number has dropped from 89% in 2008. Of those who have a phone in the car, 47% say they are likely to use it to get information from a call-in service, a figure that not changed since 2008.

ITS Services: 511

- Awareness and use of the 511 service have not changed since 2008, and District 6 drivers are most likely to find out about 511 through the internet.

- Drivers are still most likely to call 511 after running into problems (54%), although they are now more likely to call ahead of time than they were in previous years. A majority of drivers (68%) who use 511 are at least “somewhat likely” to change their route based on information received from 511, which is a decline from the 93% likely to do so in 2008.
- Most 511 users (74%) say the voice recognition system works at least “somewhat well.” Nearly half of 511 users (46%) have personalized the service to recognize their phone number and give them customized information, a substantial increase from 2008 when only 3% of users had done so. Additionally, interest in receiving personalized traffic information via email and/or text message has grown since 2008.
- Twenty-three percent of drivers—nearly one-third of those who evacuated from a hurricane—used 511 when doing so. This represents an increase since 2008, when no one reported using 511 during an evacuation.
- Starting in 2010, respondents were asked about how often they use FL511.com. Only 8% reported using it at all, 23% indicated that they did not use it, and 69% had never heard of the site.

ITS Services: Electronic Message Signs

- Over three-quarters of District 6 drivers (77%) read electronic message signs at least once per week. Most users believe the signs are accurate (93%), useful (88%), and easy to read (82%), and 79% are likely to change their route based on information they see posted.
- District 6 drivers do not often integrate various ITS services. For example, very few 511 users (8%) have ever called 511 to get more information about something they saw posted on an electronic message sign.

ITS Services: Road Rangers

- Awareness about the Road Rangers has decreased since 2008, with 61% of drivers knowing about the service. Approximately one in four drivers (24%) have the top-of-mind awareness of how to contact a Road Ranger. However, when prompted with a reminder about *FHP, 52% say they know to call that number to request assistance. Among drivers who say they do not know how to contact a Road Ranger, 54% say they have heard of *FHP
- The number of District 6 drivers who have been assisted by a Road Ranger has decreased over the years from 28% in 2006 to 16% in 2010. Of those who had been assisted, a large majority (71%) described the Road Ranger as “very helpful.” Nearly all drivers (88%) who know about Road Rangers, even those who have not had direct experience with them, believed this service to be at least “somewhat useful.”
- When asked what types of additional information they would like FDOT to provide, half of drivers (52%) said they would like information about alternate routes to help them avoid traffic incidents. A growing contingent of District 6 drivers (29%) said they would like this service to provide all types of information, including information about roads outside their area, other transportation services, local attractions, and automotive services.