

Customer Satisfaction Surveys 2011-2012



January 2013

Background: FDOT Customer Surveys



Customer Survey Approach

- Sterling Criteria: How well is FDOT addressing customer “requirements”
- Customer segments identified:
 - Residential Travelers
 - Commercial
 - Elected/Government Officials
 - Visitors
 - Special Needs
 - Property Owners
- Focus groups in 1999 to identify customer requirements, updated in 2005-06



Survey Methods and Sampling

- 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
- Statewide improvement areas: relatively lower customer satisfaction scores



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)



Margin of Error

- Large population: 400 sample = $\pm 5\%$ margin of error (95% confidence interval)
- FDOT Surveys Margin of Error
 - FL Residents ... $\pm 1.9\%$ /statewide, $\pm 5\%$ /district
 - Commercial Drivers ... $\pm 1.9\%$ /statewide, $\pm 5\%$ /district
 - Visitors ... $\pm 5\%$
- Initial performance targets set outside margin of error



Customer Satisfaction Champions

- Jennifer Perry, D1
- Carrie Stanbridge, D2
- Jason Peters, D3
- Benjamin Burton, D4
- Heather Garcia, D5
- Aileen Boucle, D6
- Leo Folsom, D7
- Jennifer Olson, Turnpike
- David Sadler
- Gregory Prytyka
- Martin Markovich
- Monica Zhong



Survey Results 2011/2012



General Observations

Year 2011/12 Results

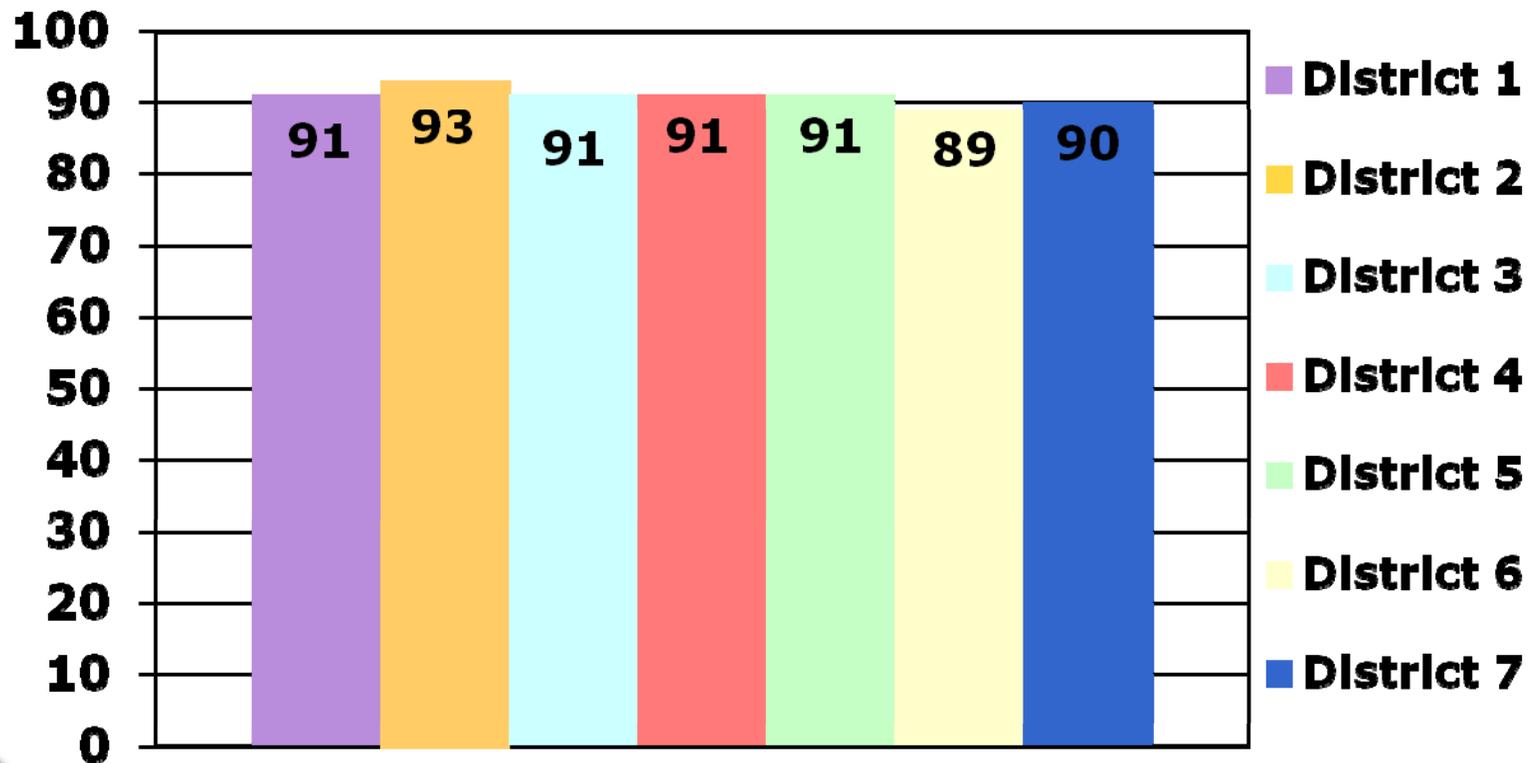
- Generally comparable to prior survey cycles
- Maintenance-related satisfaction similar across Districts
 - District results vary for other topics
- Key trends consistent with other data
- Achieved performance targets for all statewide improvement areas



Road Signs Are Clearly Readable

Year 2011 Results

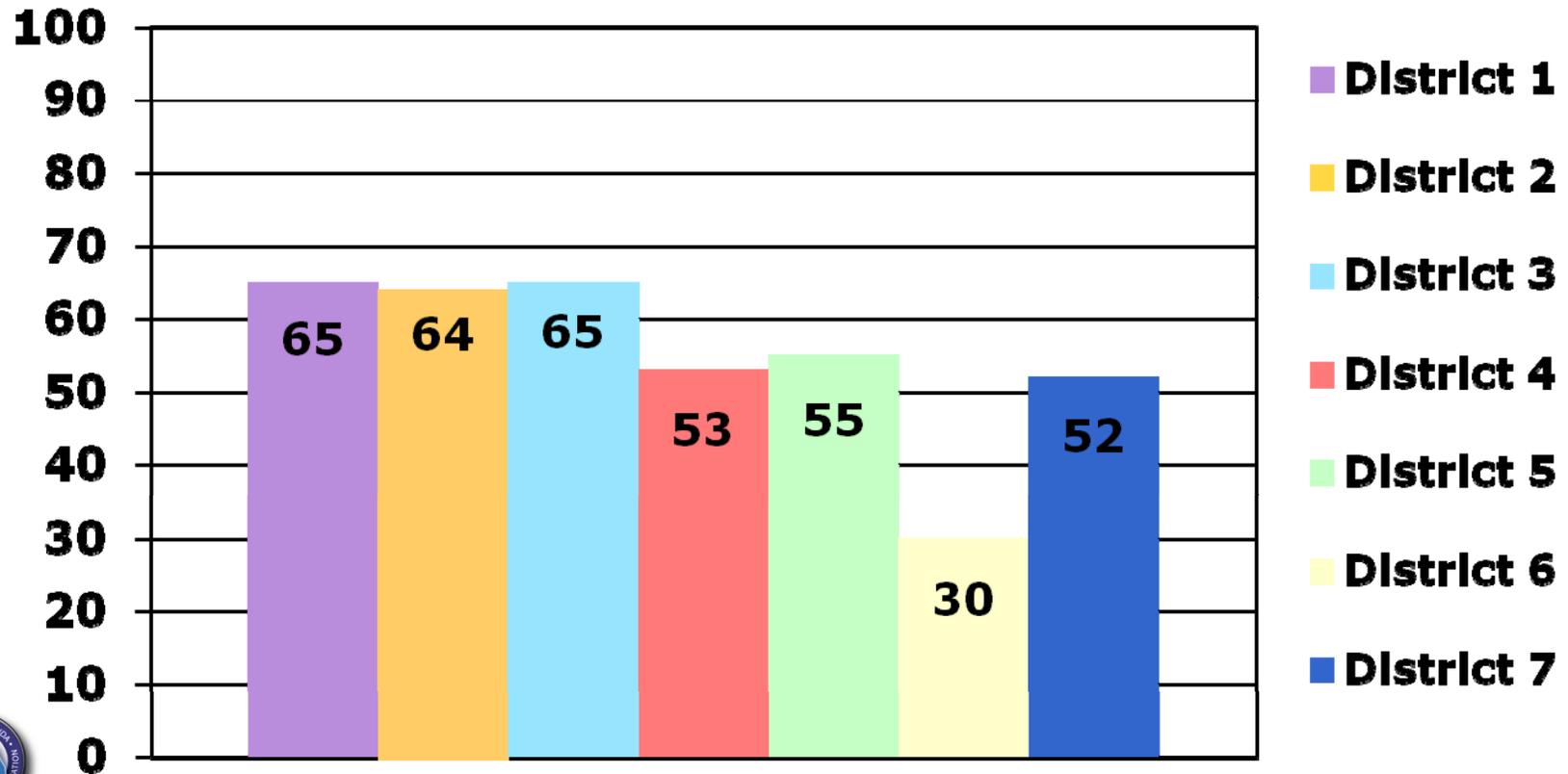
Residential Drivers - Percent Satisfied



Congestion on State Highway System

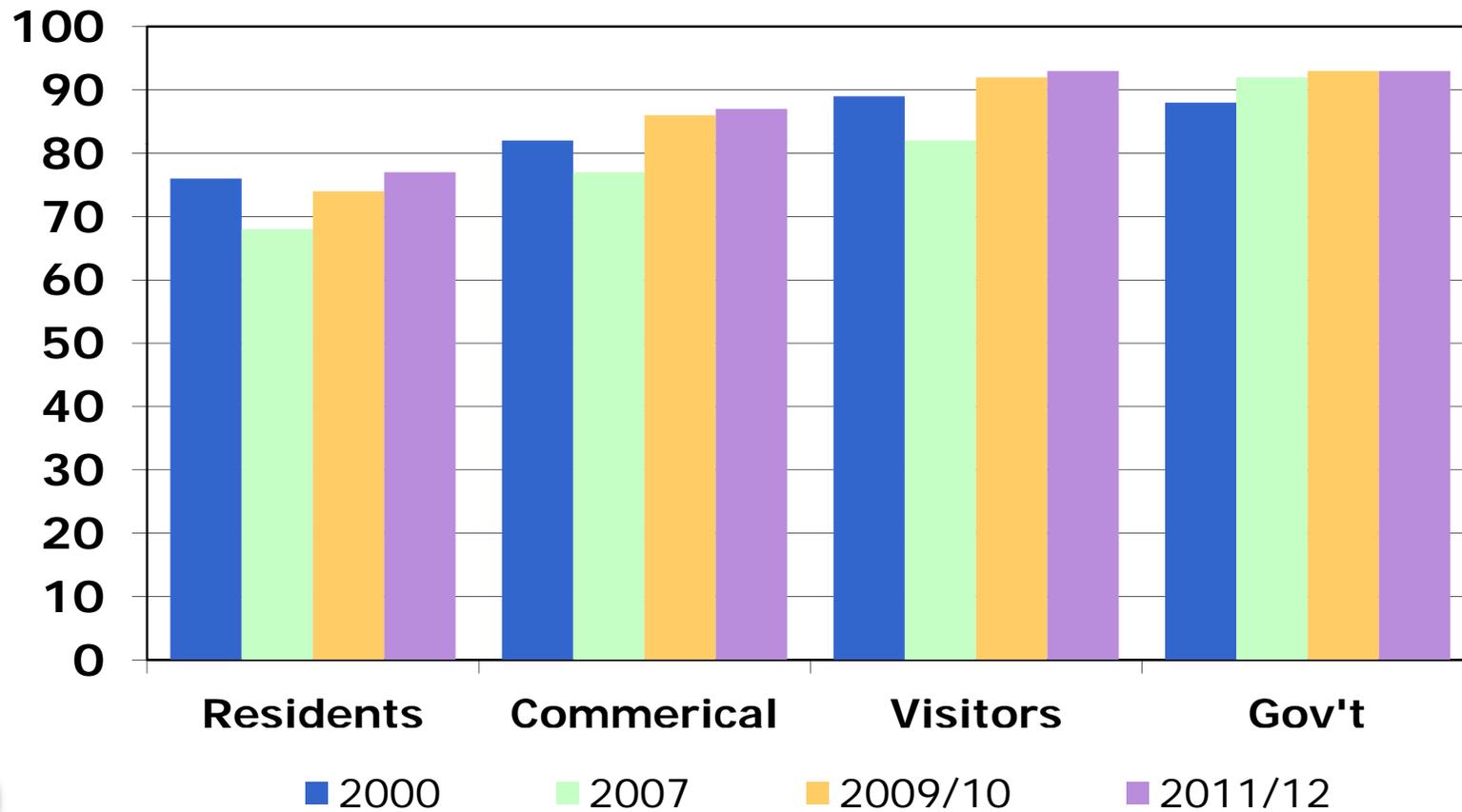
Year 2011 Results

Residential Drivers - Percent Satisfied



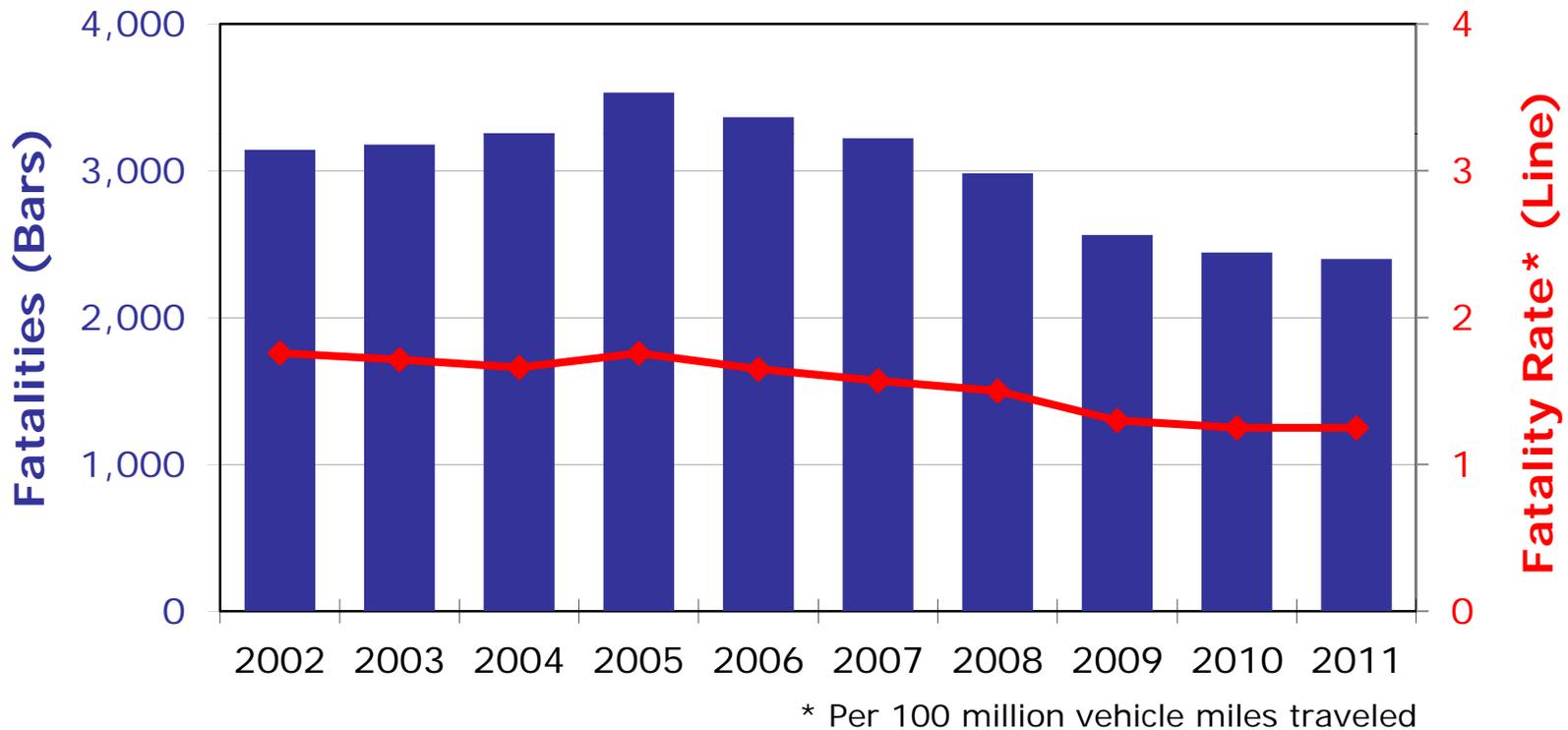
Overall Safety Across Customer Groups

Percent Satisfied



Overall Safety Across Customer Groups

Total Florida Highway Fatalities and Fatality Rate

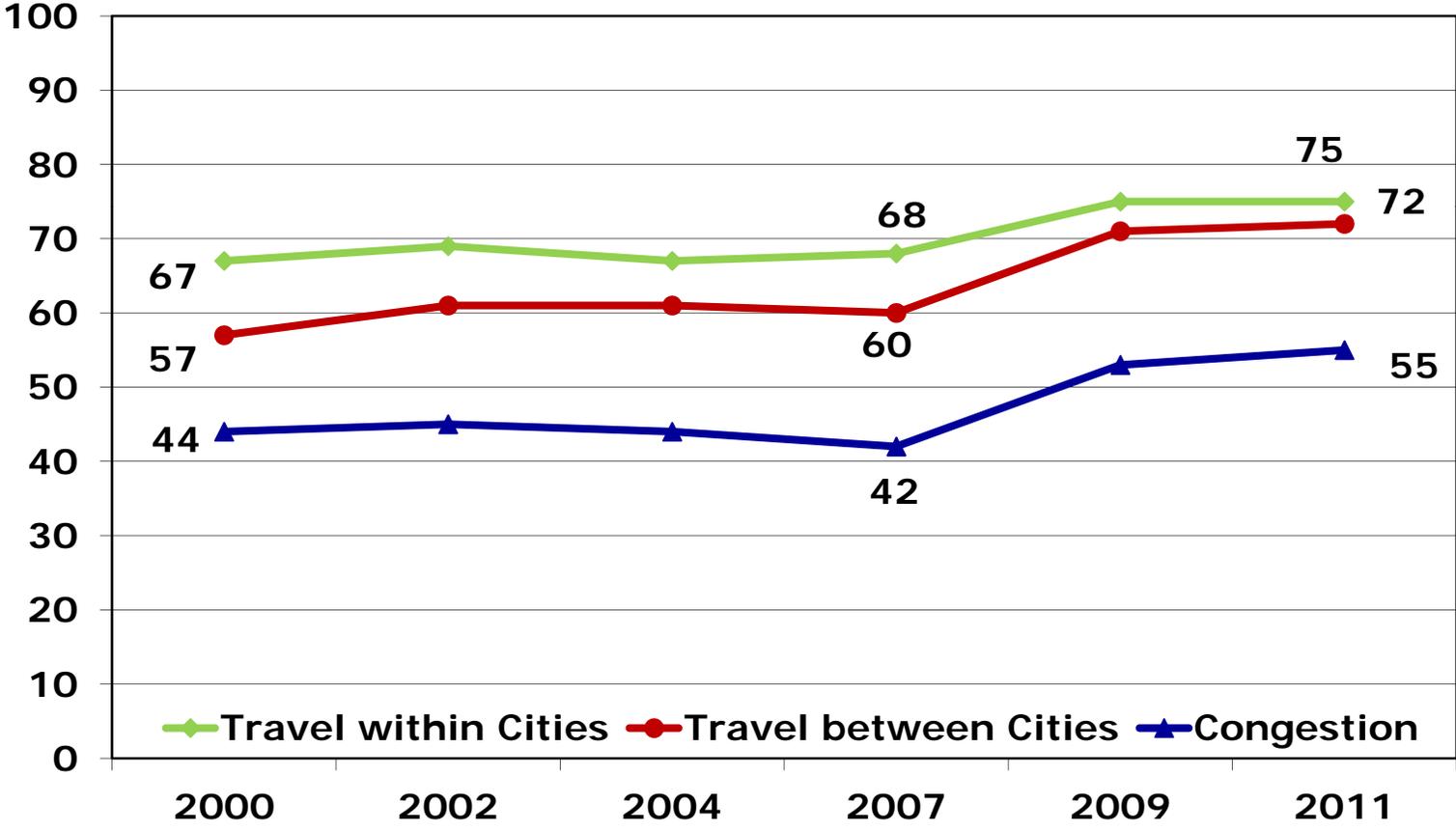


Source: Florida Department of Highway Safety and Motor Vehicles (FHSMV)

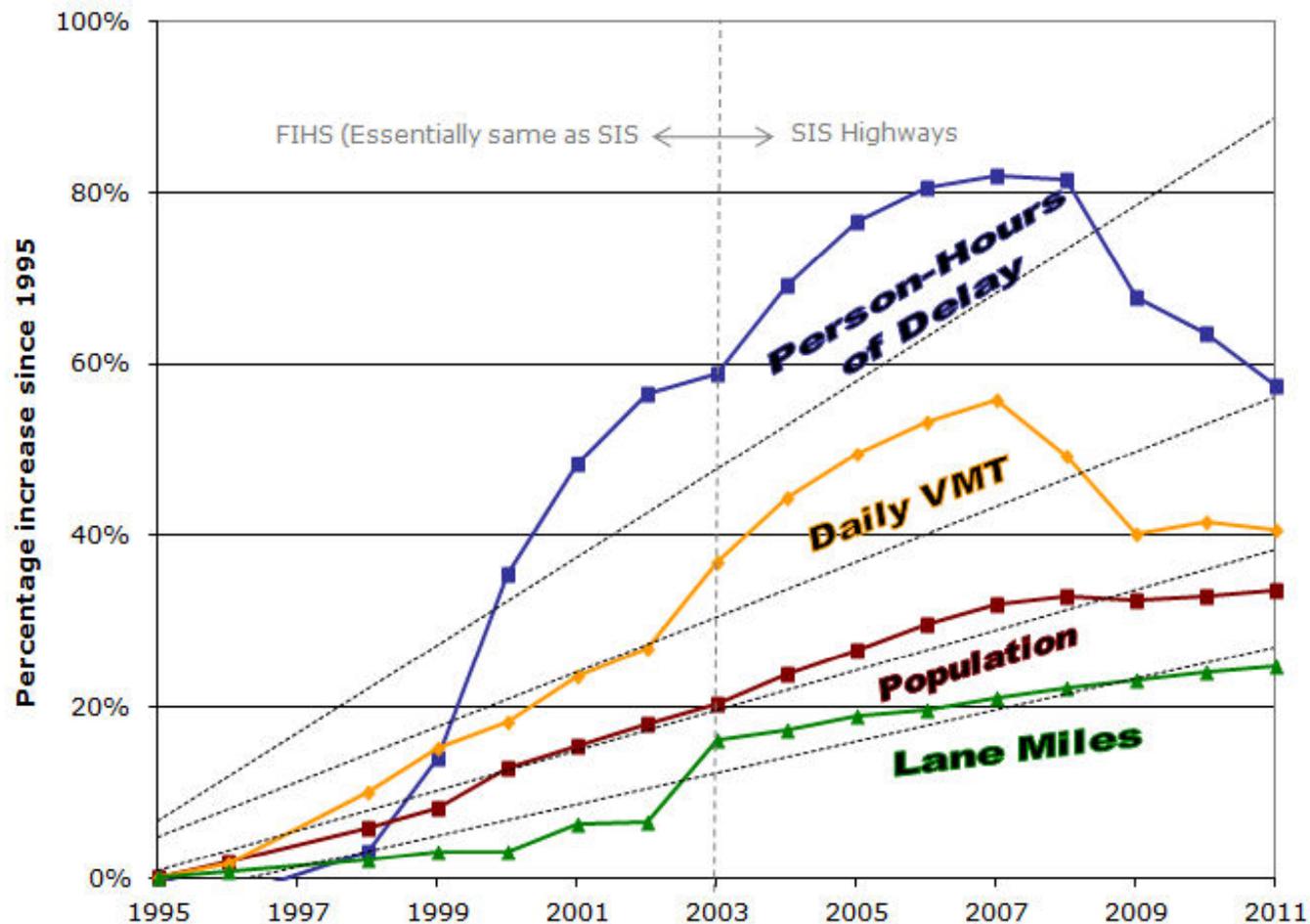


Travel Times and Congestion Levels

Percent Satisfied - Residents



Surveys Results: Consistent with Mobility Trends



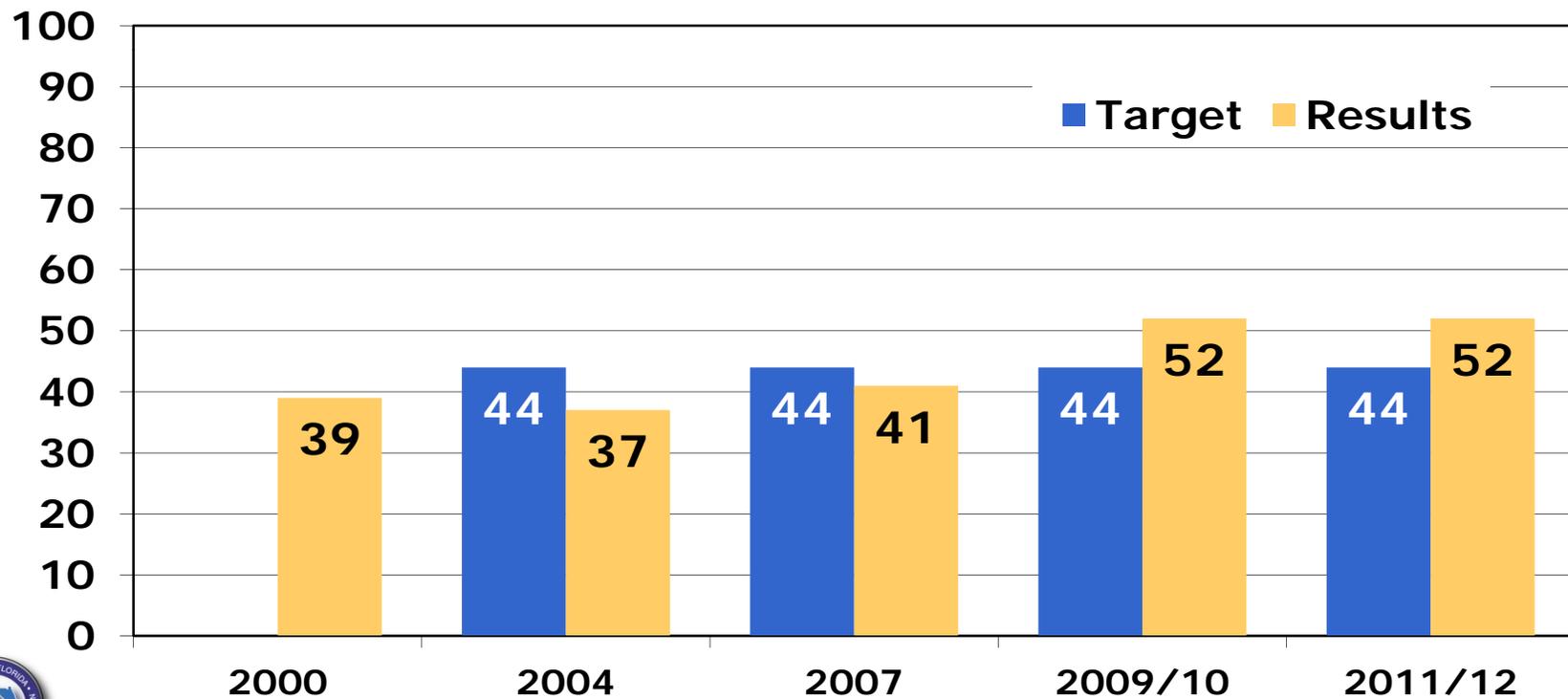
Statewide Improvement Areas

- Timeliness of completing construction projects – *target achieved*
- Access to business during construction – *target achieved*
- Input on design plans – *target achieved*
- Input on statewide plans and work program priorities, and feedback on local priorities – *targets achieved*



Construction Completed Timely – Performance vs. Target

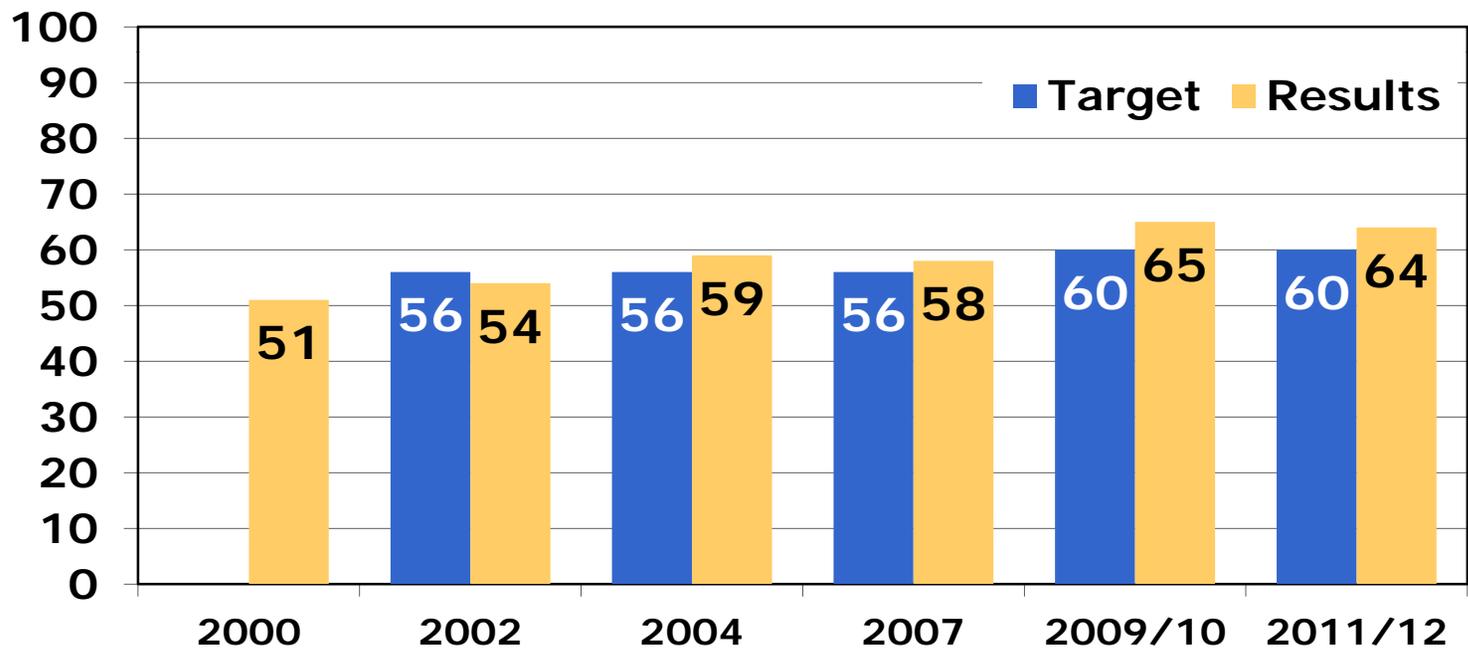
Percent Agree/Strongly Agree



Access to Business During Construction

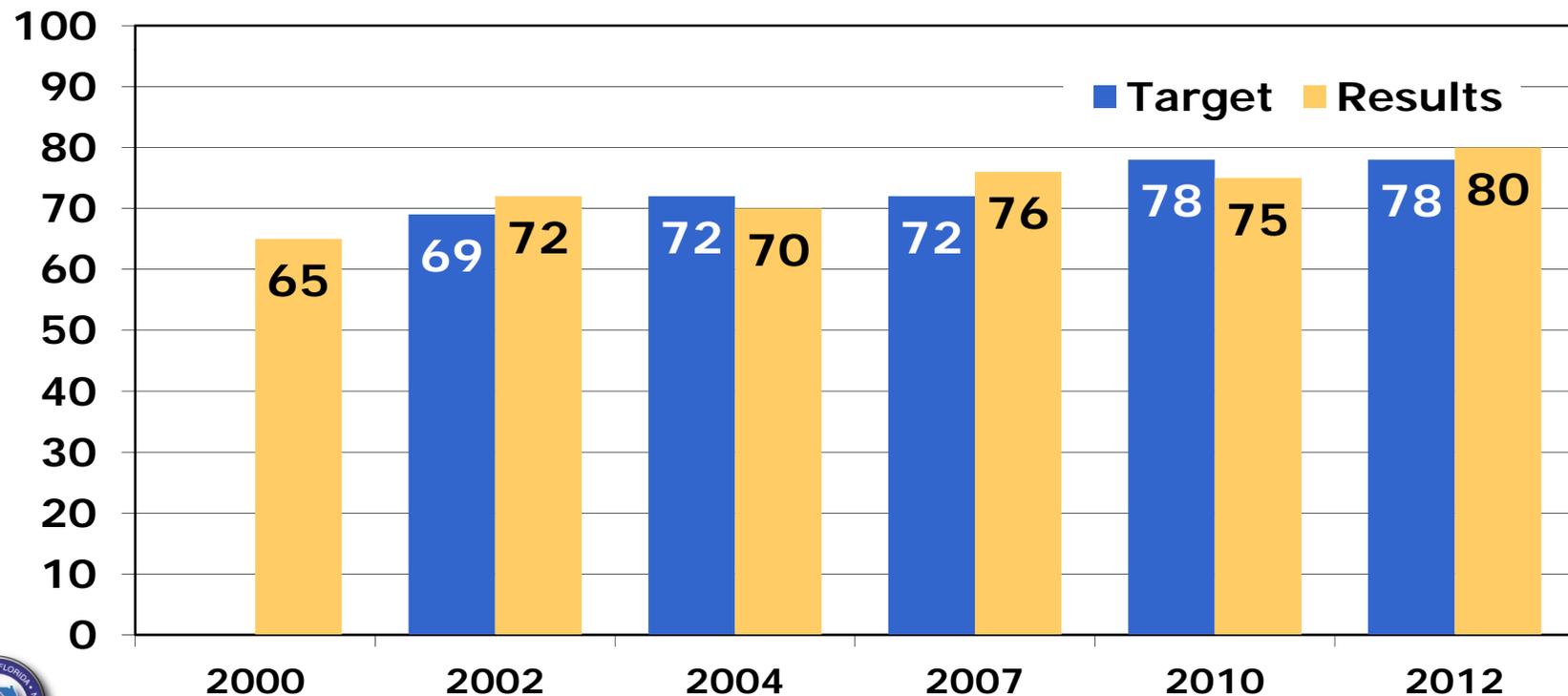
– Performance vs. Target

Percent Agree/Strongly Agree



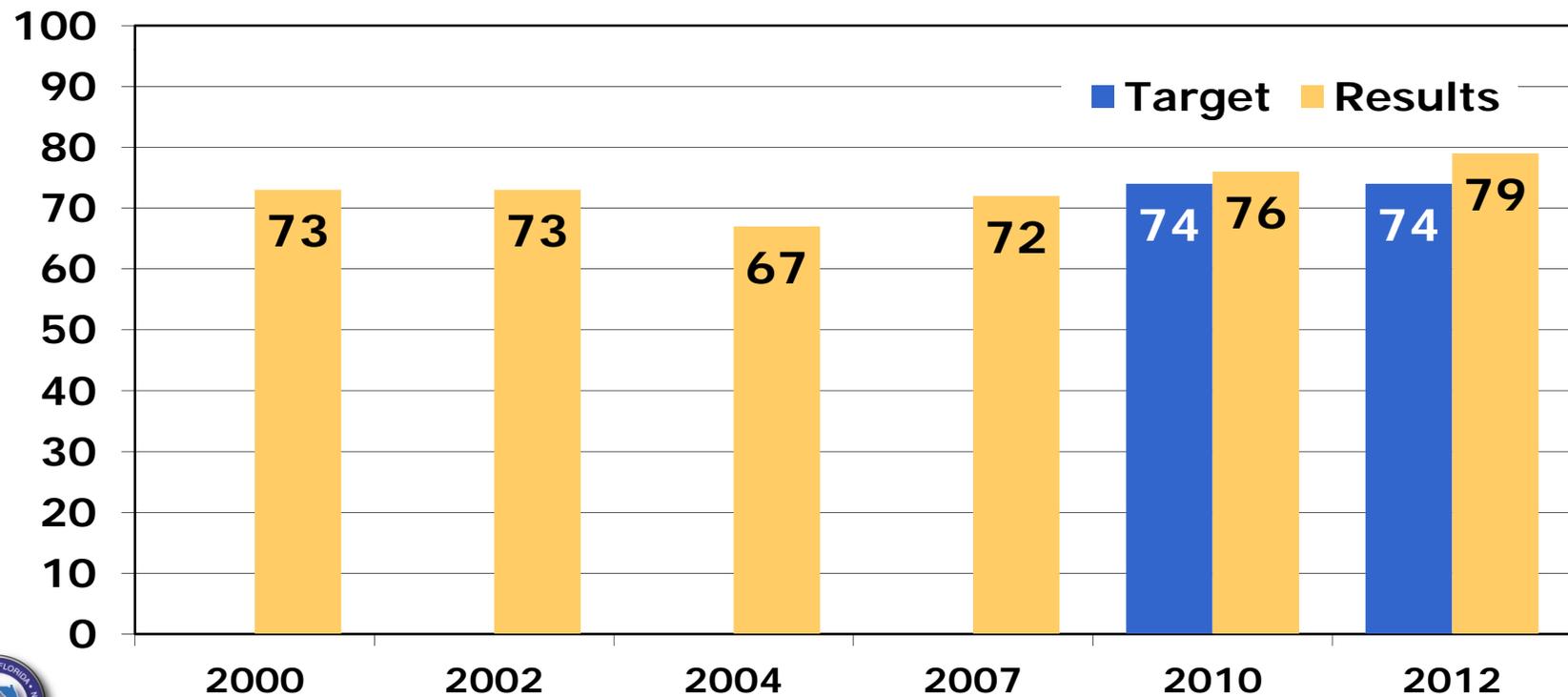
Local Input on Design Plans – Performance vs. Target

Percent Agree/Strongly Agree



Local Input on Roadway Priorities in the Work Program – Performance vs. Target

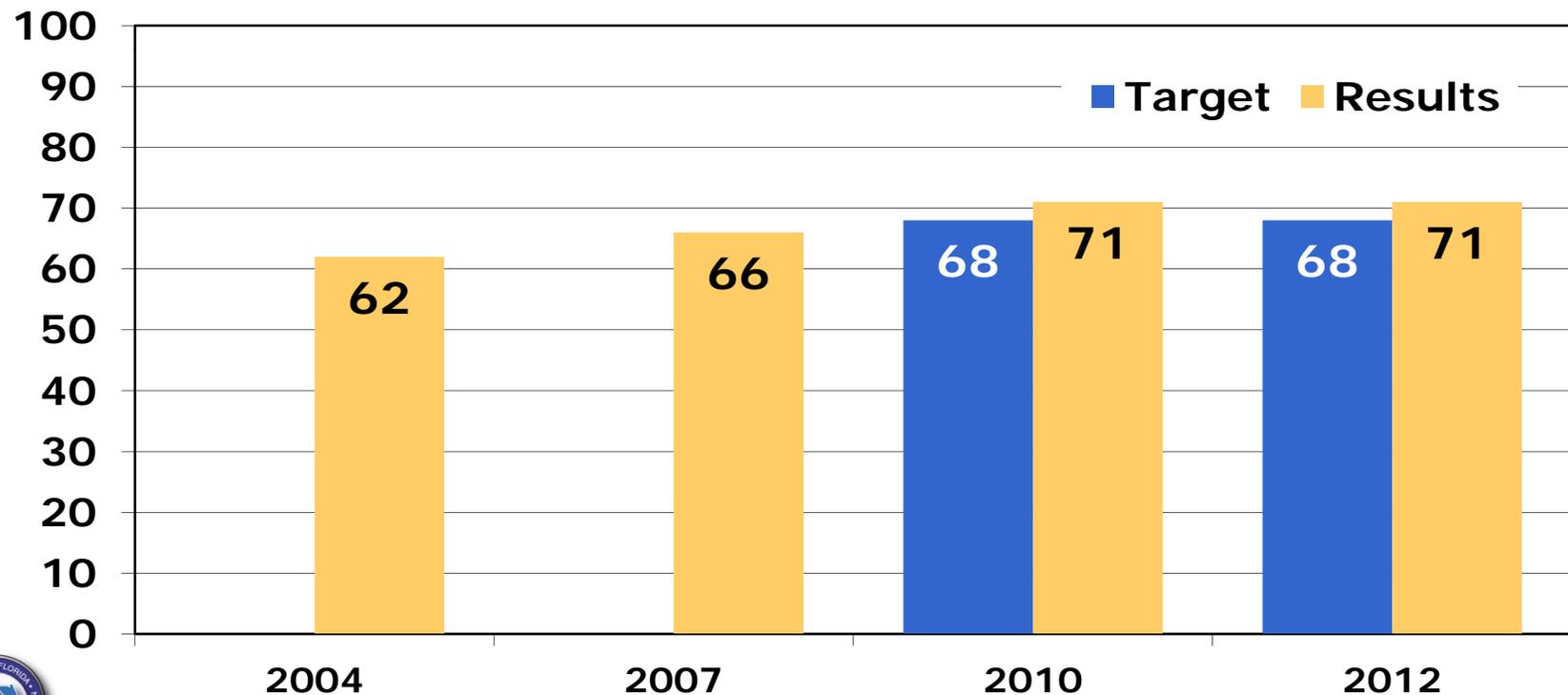
Percent Agree/Strongly Agree



FDOT Feedback on Local Input about Roadway Priorities

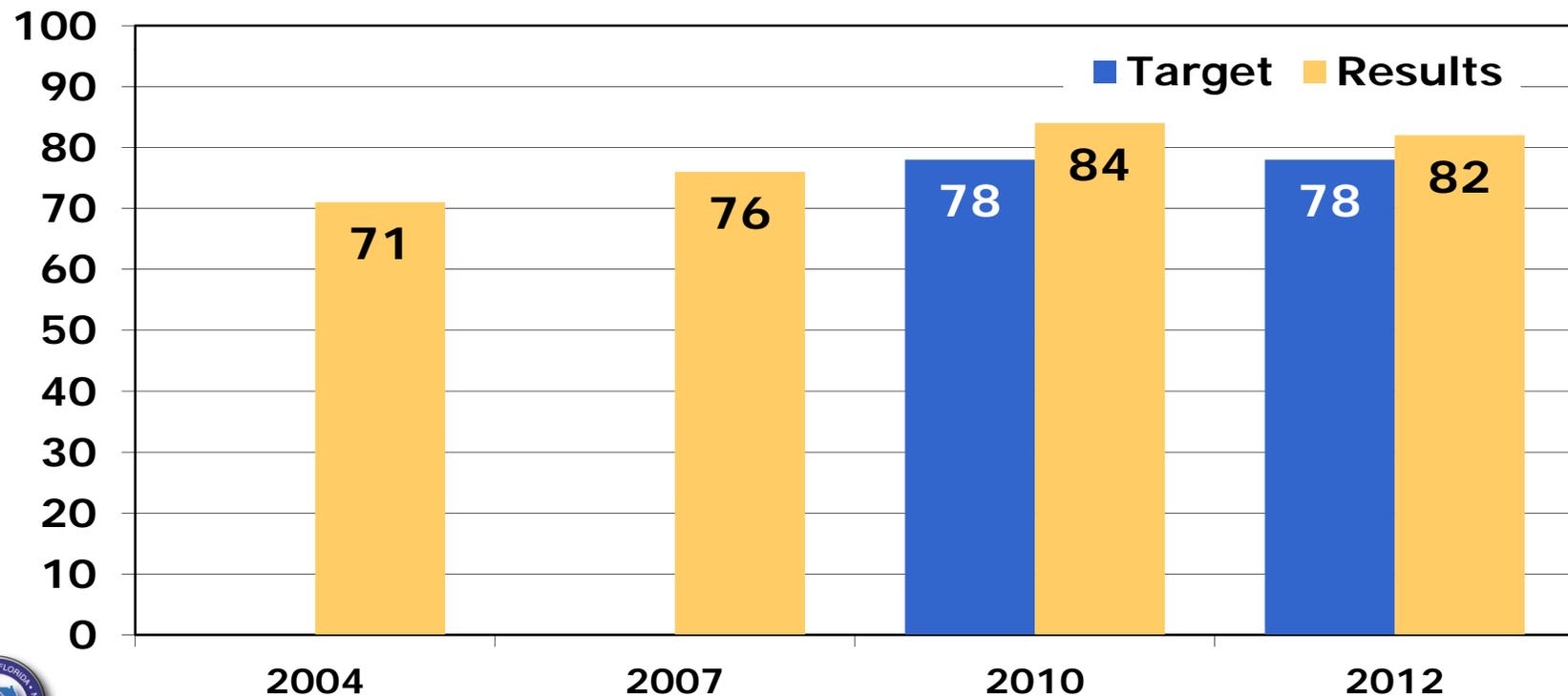
– Performance vs. Target

Percent Agree/Strongly Agree



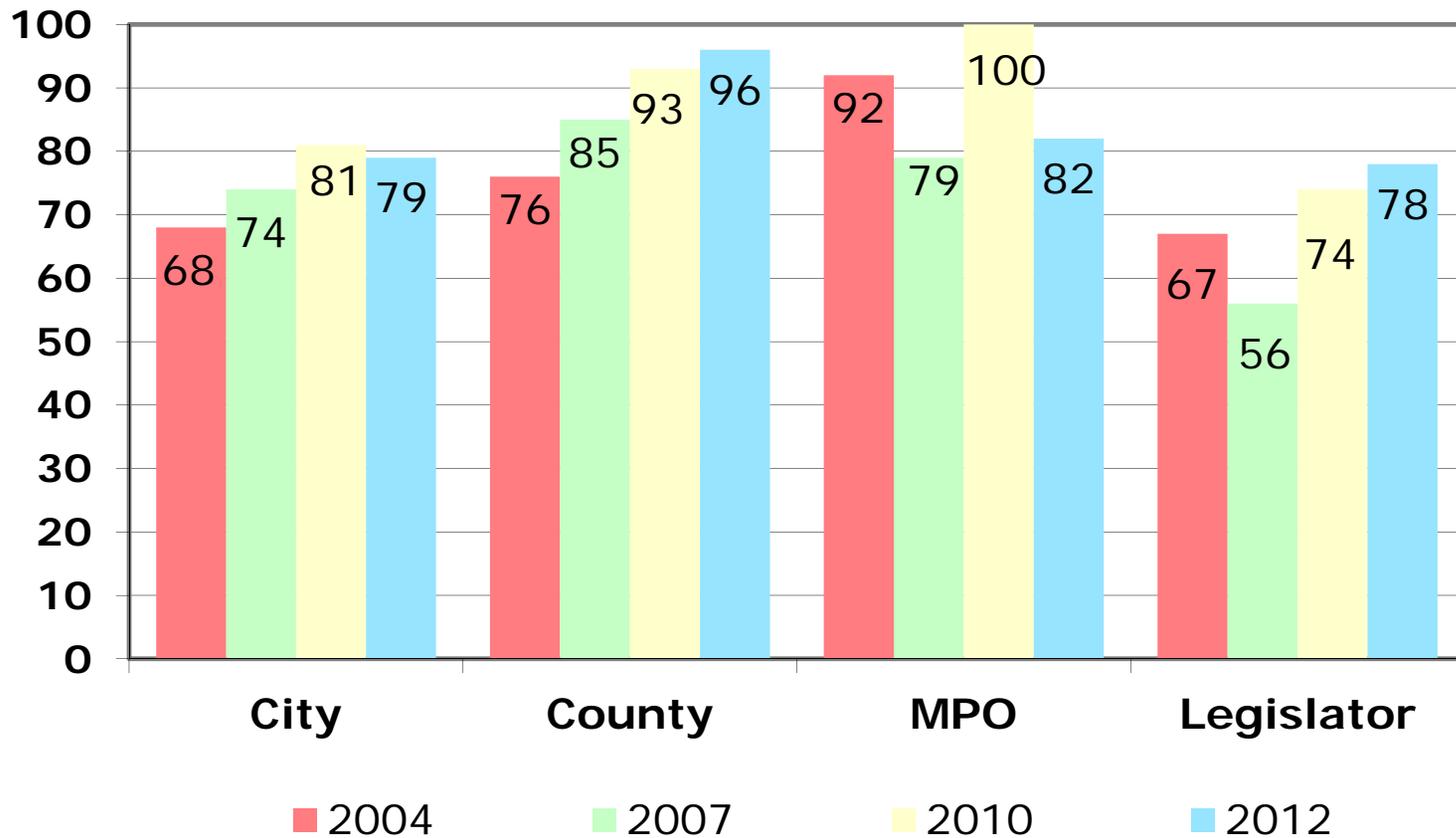
Local Input on Statewide Plans – Performance vs. Target

Percent Agree/Strongly Agree



Input on Statewide Plans by Official Type - Trends

Percent Agree/Strongly Agree



Changes to Statewide Performance Targets



Statewide Improvement Areas

Improvement Areas	Current Target	Performance		New Target Recommendations
		2009/10	2011/12	
Access to business during construction	60	65	64	65
Timeliness of completing construction projects	44	52	52	50
Input on roadway design	78	75	80	78
Input on statewide plans	78	84	82	80
Input on roadway priorities	74	76	79	75
Feedback on local input on roadway priorities	68	71	71	70

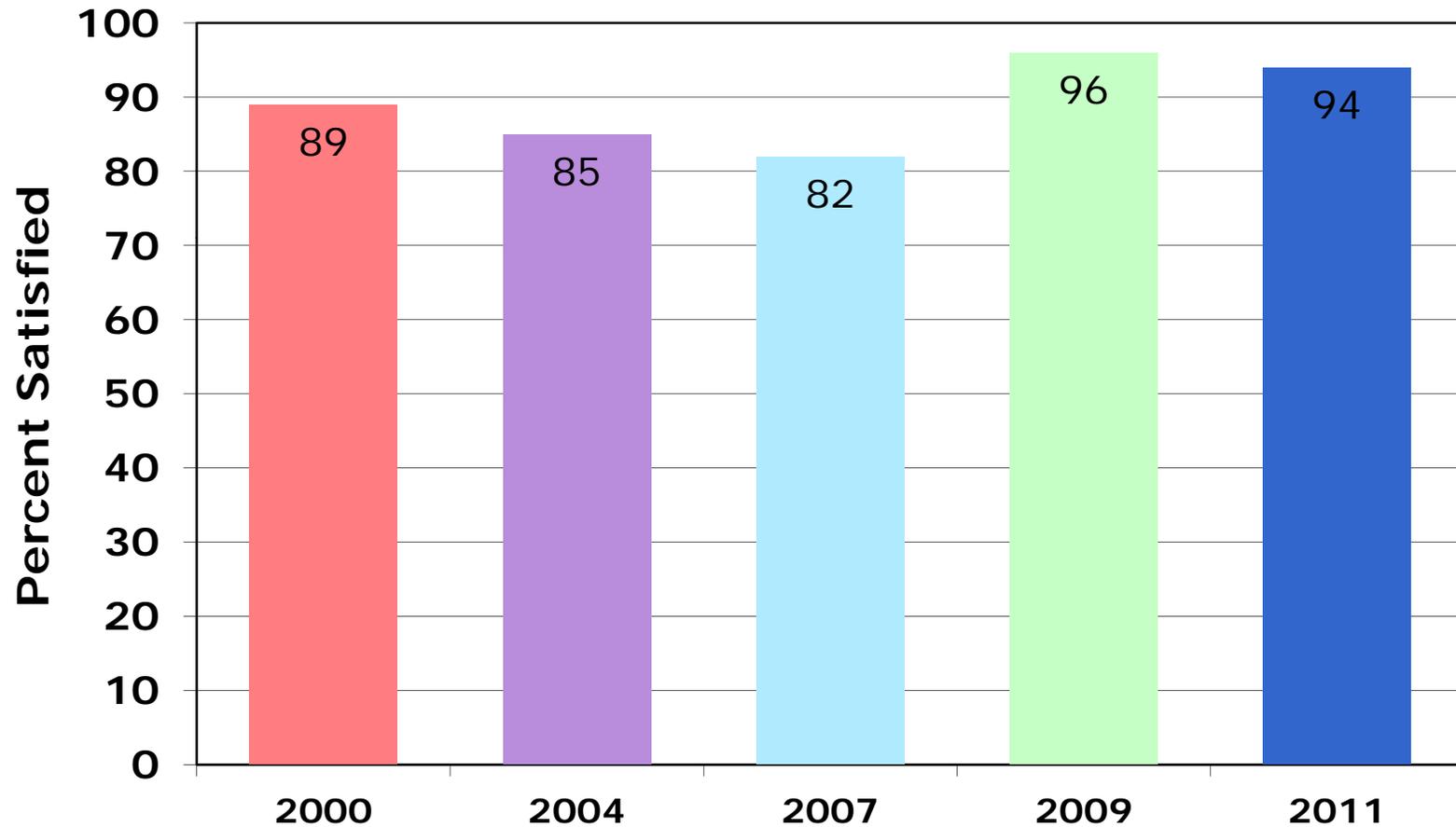


Questions



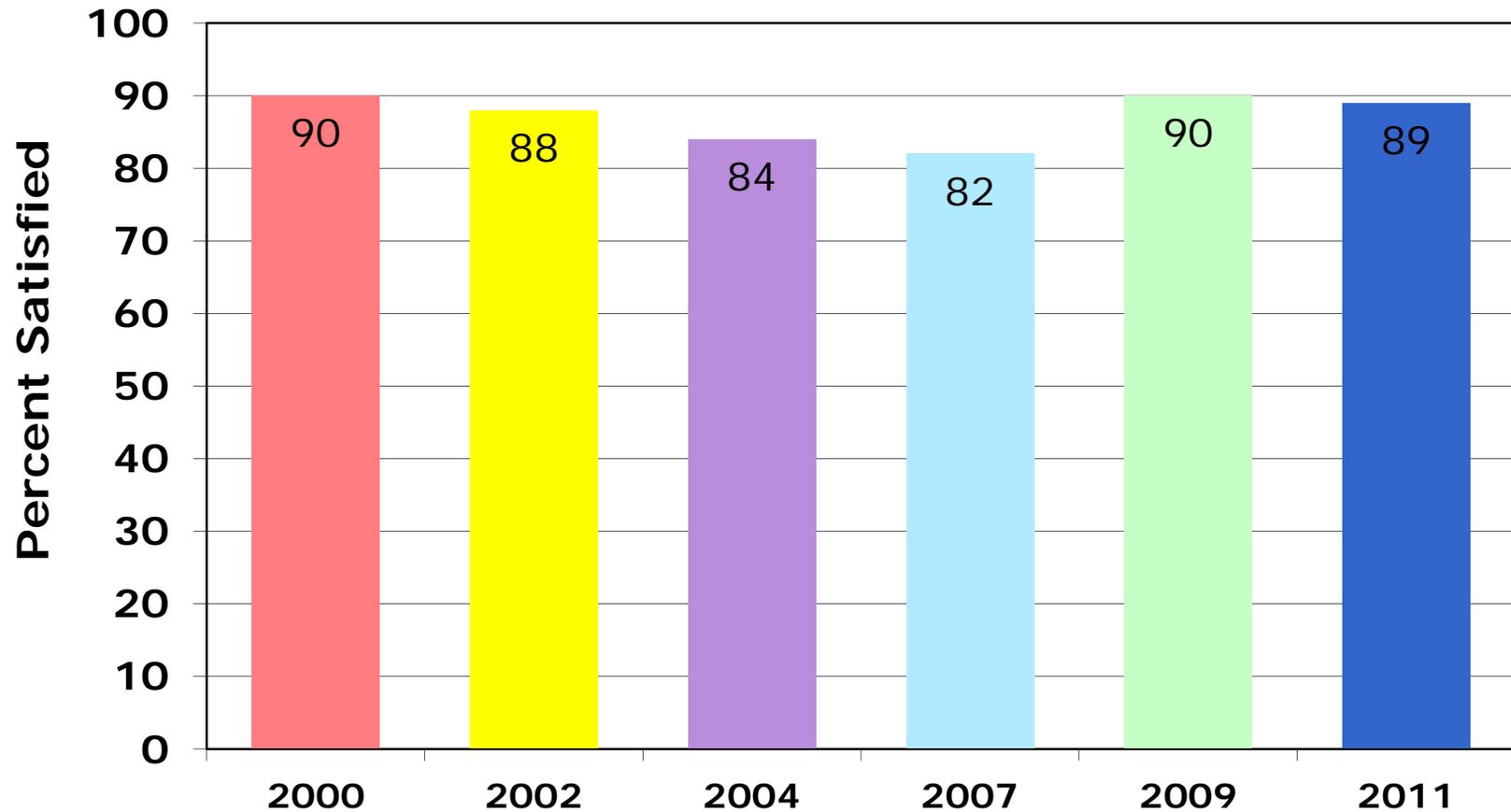
2011 Visitor Survey Results

Overall Safety



2011 Visitor Survey Results

FL Highways Compared to Home State



2011 Visitor Survey Results

Florida's airports compared favorably to airports in my home state

