SDDOT 2006 Statewide Customer Satisfaction Assessment
Study SD2006-03

Appendix A
Charts and Graphs

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Appendix A

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SDDOT
2006 External Customer Satisfaction Survey
Final Results
by ETC Institute

Study Objectives

• Objective ONE: To assess the opinions of the public and key customer groups regarding the composition, importance, and quality of the Department’s key products and services.

• Objective TWO: To assess the Department’s progress in addressing customer concerns.

• Objective THREE: To identify actions that the Department can take to improve its performance and the perception its customers have of the Department.

  • THIS IS OUR PURPOSE FOR BEING HERE TODAY
Project Approach – Key Tasks

- **Task 1:** Conduct an initial meeting with the project’s technical panel (May)
- **Task 2:** Conduct interviews (June)
- **Task 3:** Conduct focus groups (July)
- **Task 4:** Summarize findings of focus groups/interviews (Aug)
- **Task 5:** Develop survey instruments (Sept)
- **Task 6:** Conduct surveys (Oct)
- **Task 7:** Summarize the survey results (Nov)
- **Task 8:** Conduct a workshop with the Department’s Executive Team (Dec)
- **Task 9:** Develop actions and recommendations (Jan)
- **Task 10:** Prepare a final report (Feb)
- **Task 11:** Submit Final Report to SDDOT’s Research Review Board (Feb)

Stakeholder Interviews and Focus Groups

- **Stakeholder Interviews conducted in June**
  - Internal (SDDOT Executive Team)
  - External (Leaders of Key Customer Groups)

- **Focus Groups conducted July**
  - 131 participants in a total of 12 meetings
    - 4 meetings with residents
    - 2 meetings with seniors
    - 2 meetings with truckers/shippers
    - 2 meetings with emergency vehicle operators
    - 2 meetings with ranchers/farmers
Analytical Methods

• Crosstabs by Group
• GIS Mapping
• Importance Satisfaction Assessment
• Benchmarking Comparisons
• Trend Analysis

Location of Survey Respondents
Major Findings

1. Highway Maintenance
2. Highway Design and Capital Improvement Priorities
3. Safety
4. Communication
5. Customer Service

**Major Finding #1**
SDDOT has made substantial progress in the overall maintenance of the State’s highway system.
What Is Your Level of Satisfaction with the Following Highway Maintenance Activities? 2006
by percentage of respondents who rated the item as a 1 to 10 on a 10-point scale

- Maintaining guard rails: 87% satisfied, 11% neutral, 2% dissatisfied
- Visibility of signs: 85% satisfied, 13% neutral, 2% dissatisfied
- Cleaning rest areas: 82% satisfied, 13% neutral, 2% dissatisfied
- Maintaining bridges: 82% satisfied, 14% neutral, 2% dissatisfied
- Roadside mowing: 80% satisfied, 14% neutral, 2% dissatisfied
- Center line striping: 77% satisfied, 16% neutral, 7% dissatisfied
- Posting of speed zones: 76% satisfied, 17% neutral, 7% dissatisfied
- Frequency of signs: 75% satisfied, 18% neutral, 7% dissatisfied
- Maintaining shoulders: 74% satisfied, 20% neutral, 6% dissatisfied
- Snow removal: 74% satisfied, 17% neutral, 8% dissatisfied
- Striping sides of roads: 73% satisfied, 18% neutral, 9% dissatisfied
- Maintaining road surface: 69% satisfied, 22% neutral, 9% dissatisfied
- Removing debris: 62% satisfied, 22% neutral, 17% dissatisfied

Source: ETC Institute Survey (2006)

What Is Your Level of Satisfaction with the Following Highway Maintenance Activities? 2004 vs 2006
by percentage of respondents who rated the item as a 1 to 10 on a 10-point scale

- Maintaining guard rails: 86% satisfied, 11% neutral, 3% dissatisfied
- Visibility of signs: 85% satisfied, 13% neutral, 2% dissatisfied
- Cleaning rest areas: 81% satisfied, 8% neutral, 2% dissatisfied
- Maintaining bridges: 81% satisfied, 8% neutral, 1% dissatisfied
- Posting of speed zones: 76% satisfied, 16% neutral, 7% dissatisfied
- Frequency of signs: 75% satisfied, 17% neutral, 8% dissatisfied
- Maintaining shoulders: 74% satisfied, 20% neutral, 6% dissatisfied
- Snow removal: 74% satisfied, 17% neutral, 8% dissatisfied
- Striping sides of roads: 71% satisfied, 18% neutral, 9% dissatisfied
- Maintaining road surface: 67% satisfied, 22% neutral, 9% dissatisfied
- Removing debris: 61% satisfied, 22% neutral, 17% dissatisfied

Source: ETC Institute Survey (2006)
Satisfaction with Highway Maintenance Activities
South Dakota vs. North Central U.S.
by percentage of respondents who rated the item as a 7 to 10 on a 10-point scale
where 10 was "extremely satisfied" and 1 was "not satisfied at all"

Maintaining guard rails
Visibility of signs
Cleaning rest areas
Maintaining bridges
Posting of speed zones
Frequency of signs
Center line striping
Roadside mowing
Maintaining shoulders
Snow removal
Striping sides of roads
Maintaining road surface
Removing debris

Source: ETC Institute Survey (2006)

TRENDS: What Is Your Overall Level of Satisfaction with the Maintenance of State Roadways This Past Year?
1997 to 2006
by percentage of respondents who rated the item as a 1 to 10 on a 10-point scale

1997
1999
2002
2004
2006

Source: ETC Institute Survey (2006)
Maintenance Services Residents Think Should Receive the Most Emphasis Over the Next Two Years 2006

by percentage of respondents who selected the item as one of their top three choices

- Removing debris: 39%
- Maintaining road surface: 36%
- Snow removal: 35%
- Maintaining shoulders: 23%
- Striping sides of roads: 22%
- Posting of speed zones: 15%
- Frequency of signs: 15%
- Center line striping: 15%
- Roadside mowing: 14%
- Visibility of signs: 13%
- Maintaining bridges: 8%
- Cleaning rest areas: 7%
- Maintaining guard rails: 6%
- Posting of speed zones: 6%

Source: ETC Institute Survey (2006)

2006 SDDOT Performance-Needs Assessment Matrix

Highway Maintenance Issues

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)

<table>
<thead>
<tr>
<th>Exceeding Expectations</th>
<th>Continued Emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Center line striping</td>
<td>- None</td>
</tr>
<tr>
<td>- Roadside mowing</td>
<td></td>
</tr>
<tr>
<td>- Visibility of signs</td>
<td></td>
</tr>
<tr>
<td>- Maintaining bridges</td>
<td></td>
</tr>
<tr>
<td>- Cleaning rest areas</td>
<td></td>
</tr>
<tr>
<td>- Maintaining guard rails</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Less Important</th>
<th>Areas of Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Posting of speed zones</td>
<td>- Removing debris</td>
</tr>
<tr>
<td>- Frequency of signs</td>
<td>- Maintaining road surface</td>
</tr>
<tr>
<td></td>
<td>- Snow removal</td>
</tr>
<tr>
<td></td>
<td>- Maintaining shoulders</td>
</tr>
<tr>
<td></td>
<td>- Striping sides of roads</td>
</tr>
</tbody>
</table>

Source: ETC Institute (April 2007) Appendix A
Major Finding #2
SDDOT’s capital improvement program has generally been responsive to the needs of residents, but the Department will need to continue assessing customer expectations to ensure future investments are targeted in the appropriate areas.

| Has the SDDOT Completed Construction of a Highway You Regularly Use In the Past Five Years? |
|---------------------------------------------------------------|-----------------|
| 2004                           | 2006                          |
| Don’t know                      | Don’t know                    |
| No                               | No                            |
| 34%                              | 24%                           |
| Yes                             | Yes                           |
| 61%                              | 69%                           |

Source: ETC Institute Survey (2006)
Since Construction Was Completed, Has the Overall Quality of Transportation in Your Area Improved?

by percentage of respondents who regularly travel on a highway constructed during the past five years

Source: ETC Institute Survey (2006)

What Is Your Level of Satisfaction with the Following Features of South Dakota Highways? 2006

by percentage of respondents who rated the item as a 1 to 10 on a 10-point scale

Source: ETC Institute Survey (2006)
What Is Your Level of Satisfaction with the Following Features of South Dakota Highways? 2004 vs 2006

by percentage of respondents who rated the item as a 1 to 10 on a 10-point scale

Overflow of traffic on highways
Shoulders on Interstate
Lighting at urban Interstate interchanges
Frequency of Interstate rest areas
Stormwater runoff from highways
Regulation of billboards along highways
Smoothness on Interstate
Lighting at rural Interstate interchanges
Landscaping/snow fences along highways
Smoothness on rural two-lane highways
Shoulders on rural two-lane highways
Frequency of rest areas on other highways

Source: ETC Institute Survey (2006)

What Is Your Level of Satisfaction with the Following Features of Your State Highways?

by percentage of respondents who rated the item as a 7 to 10 on a 10-point scale where 10 was “extremely satisfied” and 1 was “not satisfied at all” (excluding don’t knows)

Overflow of traffic on highways
Shoulders on Interstate
Lighting at urban Interstate interchanges
Frequency of Interstate rest areas
Stormwater runoff from highways
Regulation of billboards along highways
Smoothness on Interstate
Lighting at rural Interstate interchanges
Landscaping/snow fences along highways
Smoothness on rural two-lane highways
Shoulders on rural two-lane highways
Frequency of rest areas on other highways

Source: ETC Institute Survey (2006)
Highway Features Residents Think Should Receive the Most Emphasis Over the Next Two Years - 2006

by percentage of respondents who selected the item as one of their top three choices

- Shoulders on rural two-lane highways: 42%
- Smoothness on rural two-lane highways: 40%
- Lighting at rural Interstate interchanges: 31%
- Frequency of rest areas on other highways: 22%
- Smoothness on Interstate: 22%
- Regulation of billboards along highways: 17%
- Lighting at urban Interstate interchanges: 12%
- Landscaping/snow fences along highways: 12%
- Shoulders on Interstate: 11%
- Overflow of traffic on highways: 10%
- Frequency of Interstate rest areas: 10%
- Stormwater runoff from highways: 9%

Source: ETC Institute Survey (2006)

Highway Features Residents Think Should Receive the Most Emphasis Over the Next Two Years - 2004 vs. 2006

by percentage of respondents who selected the item as one of their top three choices

- Shoulders on rural two-lane highways: 48% vs. 42%
- Smoothness on rural two-lane highways: 48% vs. 40%
- Lighting at rural Interstate interchanges: 31% vs. 27%
- Smoothness on Interstate: 25% vs. 22%
- Lighting at urban Interstate interchanges: 17% vs. 14%
- Regulation of billboards along highways: 18% vs. 12%
- Landscaping/snow fences along highways: 12% vs. 12%
- Shoulders on Interstate: 11% vs. 11%
- Overflow of traffic on highways: 10% vs. 8%
- Frequency of Interstate rest areas: 10% vs. 7%
- Stormwater runoff from highways: 5% vs. 7%

Smoothness Much Less Important
Rural Lighting Much More Important

Source: ETC Institute Survey (2006)
2006 SDDOT Performance-Needs Assessment Matrix

Design of Highway Features

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)

**Satisfaction Rating**

- **Exceeding Expectations** (lower importance/higher satisfaction)
  - Shoulders on Interstate
  - Overflow of traffic on highways
  - Frequency of Interstate rest areas
  - Stormwater runoff from highways
  - Regulation of billboards along highways
  - Lighting at urban Interstate interchanges

- **Continued Emphasis** (higher importance/higher satisfaction)
  - Smoothness on Interstates

- **Less Important** (lower importance/lower satisfaction)
  - Shoulders on rural two-lane highways
  - Smoothness on rural two-lane highways
  - Lighting at rural Interstate interchanges
  - Frequency of rest areas on other highways

**Importance Ratings**

Areas of Concern (higher importance/lower satisfaction)

- **Lowest Importance** (lower importance/lower satisfaction)
  - Smoothness on Interstates

- **Highest Importance** (higher importance/higher satisfaction)
  - Shoulders on Interstate

**Transportation Priorities Residents Think Should Receive the Most Emphasis Over the Next Five Years**

by percentage of respondents who selected the item as one of their top three choices

<table>
<thead>
<tr>
<th>Priority</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining existing highways</td>
<td>48%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>Widening highways</td>
<td>31%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Expanding services for seniors/disabilities</td>
<td>31%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Adding shoulders</td>
<td>28%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Adding passing lanes</td>
<td>28%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Building new highways</td>
<td>17%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Relieving congestion in urban areas</td>
<td>17%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Expanding public transportation</td>
<td>14%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Improving bus service</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Improving freight rail service</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Providing pedestrian &amp; bike facilities</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: ETC Institute Survey (2006)
Transportation Priorities that Were More Important to Specific Customer Groups

- **Seniors**
  - Expanding transportation services for seniors and persons with disabilities (38% vs. 31% among residents)

- **Farmers**
  - Widening Highways (38% vs. 32% among residents)
  - Adding passing lanes (34% vs. 26% among residents)

- **Truckers/Shippers**
  - Widening Highways (42% vs. 32% among residents)
  - Adding Shoulders (37% vs. 28% among residents)

- **Emergency Vehicle Operators**
  - None

How Do You Think the Current Level of Funding for State Highways Should Change Over the Next Five Years? 2006

By percentage of respondents:

- Increased: 39%
- Stay Same: 44%
- Reduced: 3%
- Don’t know: 14%

**Ratio of Increase to Reduce: 13 to 1**
**Major Finding #3**
SDDOT has enhanced perceptions of highway safety, but there are opportunities to enhance traffic safety.

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Which TWO of the Following Do You Think Contribute Most to Accidents?

*Source: ETC Institute Survey (2006)*

![Chart showing percentage of respondents for each factor contributing to accidents.

- Lack of traffic law enforcement: 19% in 2004, 18% in 2006.
- Allowing residents too young to drive: 28% in 2004, 28% in 2006.
- Inadequate inspection of commercial vehicles: 3% in 2004, 2% in 2006.
- Drinking and driving: 5% in 2004, 4% in 2006.
- Driver education requirements inadequate: 6% in 2004, 3% in 2006.
- Don't know: 0% in 2004, 20% in 2006.*
Compared to Five Years Ago, Do You Think South Dakota Highways Are:
% “SAFER” for key customers
- Seniors – 48%
- Emergency – 48%
- Truckers – 40%
- Farmers – 40%
- Contractors – 71%

Source: ETC Institute Survey (2006)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don’t knows)

Source: ETC Institute Survey (2006)
Many Highway Improvement Priorities Relate to Safety

- Removal of Debris
- Roadside Striping
- Lighting a rural interchanges
- Shoulders on rural two-lane highways

**Major Finding #4**
SDDOT efforts to communicate with the public have improved, but there is a need to do more and target informational to specific customer groups.
TRENDS: Level of Agreement with the Statement that "The SDDOT Considers and Values the Opinions of the Public" from 1997 to 2006

by percentage of respondents who rated the item 1 to 5 on a 5-point scale (excluding don’t knows)

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree (5)</th>
<th>Agree (4)</th>
<th>Neutral (3)</th>
<th>Disagree (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>20%</td>
<td>38%</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>2002</td>
<td>28%</td>
<td>32%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>2004</td>
<td>26%</td>
<td>41%</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>2006</td>
<td>26%</td>
<td>45%</td>
<td>21%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: ETC Institute Survey (2006)

Did SDDOT Adequately Involved Your Community During the Planning of Highway Improvements in Your Area?

by percentage of respondents who regularly travel on a highway constructed during the past five years

<table>
<thead>
<tr>
<th>Year</th>
<th>Don't know</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>13%</td>
<td>68%</td>
</tr>
<tr>
<td>2006</td>
<td>12%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: ETC Institute Survey (2006)
Familiarity with the SDDOT Website

by percentage of respondents

Did You Know About Website?

Yes 49%
No 51%

Have You Used SDDOT Website in Past Year?

Yes 39%
No 61%

% of Residents Who Have Used the Website is up 7% since 2004

Source: ETC Institute Survey (2006)

Are You Familiar with 511?

by percentage of respondents

Are You Familiar with 511?

Yes 81%
No 19%

Have You Ever Called 511?

Yes 47%
No 53%

% of Residents Who Have Called 511 is up 11% since 2004

Source: ETC Institute Survey (2006)
Have You Seen Variable Message Boards Along Interstate Highways in South Dakota?

by percentage of respondents

Yes 74%
Don’t know 4%
No 22%

Source: ETC Institute Survey (2006)

How Would You Like to Get or Receive Information from the South Dakota DOT?

multiple responses accepted

Source: ETC Institute Survey (2006)
Methods of Communication that Were Significantly More Desirable to Specific Customer Groups

**Truckers/Shippers**
- Variable message boards (29% vs. 12% among residents)
- E-mail (19% vs. 4% among residents)
- Internet (19% vs. 14% among residents)

**Emergency Vehicle Operators**
- Variable message boards (31% vs. 12% among residents)
- E-mail (28% vs. 4% among residents)
- Public meeting (18% vs. 3% among residents)
- Internet (32% vs. 14% among residents)

**Major Finding #5**
Most customer groups think SDDOT is easy to contact and responsive to their needs.
How Easy Was It to Contact the Right Person the Last Time You Contacted SDDOT?

by percentage of respondents who have contacted a SDDOT employee during the past two years

- Very easy: 61%
- Fairly easy: 23%
- Somewhat difficult: 8%
- Very difficult: 3%
- Don't remember: 5%

"Easy" for key customers:
- Seniors – 91%
- Emergency – 81%
- Truckers – 91%
- Farmers – 83%

Source: ETC Institute Survey (2006)

Where You Able to Get Your Question Answered the Last Time You Contacted SDDOT?

by percentage of respondents who have contacted a SDDOT employee during the past two years

- Yes: 80%
- No: 14%
- Don't remember: 6%

"YES" for key customers:
- Seniors – 88%
- Emergency – 93%
- Truckers – 93%
- Farmers – 83%

Source: ETC Institute Survey (2006)