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16. Abstract

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Interviews were completed with 1,600 DOTD customers between May 19 and June 9, 2003. Customers were defined as Louisiana registered voters who hold a valid Louisiana driver's license and have driven on the state highway system within the past year.

Overall, DOTD received a C+ grade based on an 84% satisfactory rating among customers. Customer satisfaction levels ranged from a high of 89% on major bridges (B-) and safety (C+) to a low of 69% (C) on pavement conditions. Communications, congestion (traffic flow), and maintenance were the other components receiving a letter grade of C+ based on satisfaction ratings of 84%, 86% and 82%, respectively. An overall grade of C was given to the work zone component (satisfaction rating of 76%) and to the state highway system overall (64% satisfaction rating).

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DOTD Customer Satisfaction Survey

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State Project Number: 736-99-1158
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ABSTRACT

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Lawrence S. "Buster" McKenzie, III

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INTRODUCTION

Customer satisfaction surveys provide data which can help an agency such as the Louisiana Department of Transportation and Development (DOTD) determine the level of satisfaction with services and products provided and also furnish insight into the basis for dissatisfaction, i.e., problem identification. The findings from a customer satisfaction survey can be used to develop communication messages and strategies intended to improve an agency's standing with its customer base. The findings can also be assessed by the agency to identify internal and operational practices that need to be revised in order to improve customer satisfaction.

DOTD undertook this project to determine a measure of customer satisfaction and, more importantly, the basis for both positive and negative impressions customers may have toward the department. By learning why the department's customers feel they way the do, the department can take action to address customers' concerns.

OBJECTIVE

The overall objective of the project was to collect and analyze primary data from a statistically representative sample of Louisiana citizens who are defined as DOTD customers. This process addressed Objective 2.3 of the DOTD Strategic Plan, which is to "improve DOTD image and credibility by exceeding and responding to customer expectations and attaining a 60% customer satisfaction level by FY 05. Specifically, the survey was conducted to assist DOTD in assessing customer satisfaction overall and for the following components of the state maintained highway system: 1) bridges 2) pavement conditions) 3) safety 4) congestion (traffic flow) 5) maintenance 6) work zones and 7) communications.

SCOPE

The project was undertaken to meet DOTD's need to develop, conduct, and analyze a customer satisfaction survey.

The project involved the development of a survey instrument (questionnaire) that could be used to obtain data necessary to assess customer satisfaction with system preservation, safety, congestion, maintenance, and operations, and communications. The survey instrument was to be based, in part, on other relevant surveys developed for DOTD's Customer Service Manual, federal and other state DOTs, private organizations such as the American Automobile Association and American Road and Transportation Builders Association, and the contractor's experience.

A draft survey instrument was prepared for DOTD's review and comment. The draft survey instrument contained both open-ended and closed-ended questions. Although more complex to deliver, code, and analyze than closed-ended questions, open-ended questions allow respondents to state their views or basis for opinions in their own words. In this regard, open-ended questions provide an excellent means of capturing information that helps explain why people feel the way they do. Comments on the draft survey instrument were reviewed, and a revised survey instrument prepared. The survey instrument review and modification cycle continued until both DOTD and the consultant were in agreement as to the length and content of the instrument. A pretest of the final draft questionnaire was conducted among a small group of respondents. Several recommended changes to improve the questionnaire were made upon completion of the pretest and subsequently incorporated into the final questionnaire.

The final questionnaire contained appropriate queries for obtaining measures of satisfaction of select highway system components and elements using a grading scale of A representing excellent, B for good, C for fair, D for poor, and F for failing (Appendix A). The questionnaire also contained queries to determine customers' experiences with highway conditions and DOTD employees, customers' perceptions of priorities for DOTD attention and resources, perceived trends in the job being done by DOTD, and opinions on willingness to pay more for highway improvements and reasons for those opinions.

Asking people to make distinctions between the state-maintained highway system and locally-maintained streets and roads was an issue of concern. One of the screening questions (question 3) contained language describing the state highway system as including interstate highways, four-lane highways, two-lane highways, and many major thoroughfares.

The survey was to be administered to a statistically representative sample of DOTD customers. Identifying the population of concern, or customers in this case, was one of the first steps in the survey research development process. DOTD has set forth an objective intended to "improve DOTD image and credibility by exceeding and responding to customer expectations and attaining a 60% customer satisfaction level by FY 05." The need to identify the DOTD customer population is implicit in this objective. To have a customer, an entity must have a product. The state-maintained highway system was proposed as a simple but

operational definition of DOTD's product. It is at least one of DOTD's major products– DOTD also provides products in the areas of intermodal transportation, public transportation, aviation, ports, and water resources. The state-maintained highway system was accepted as the product of interest and, the customer was described, in the most general context, as the people who use or otherwise avail themselves to the state-maintained highway system. For purposes of the survey, DOTD customers were defined as Louisiana voters who hold a valid Louisiana driver's license and have driven on the state highway system within the past year.

A sample plan was developed to provide an unbiased, statistical representation of DOTD customers. The sample plan was designed to provide appropriate geographic and demographic stratification consistent with DOTD's interest and within the fiscal parameters of the project. At a minimum, DOTD needed data to establish customer satisfaction at a generally acceptable degree of precision for the statewide customer base. Optimally, the project will have a sample size sufficient to provide for subpopulation analysis based on geography, i.e., regions of the state.

A sample size of 1,600 was used on the project. The design provided for a random start, interval sample to select 1,600 primary households from a sample frame of telephone numbers for registered voter households. The selected households formed the basis for the creation of 1,600 clusters based on sequential geographic address of each respective selected household.

Data were collected through telephone interviews and processed using SPSS (Statistical Package for the Social Sciences) software. The SPSS analytical software was employed to generate frequencies, cross-tabulations, and tables.

An A, B, C, D, and F grading scale was used to determine level of satisfaction. Respondents were told that the letter grades represented varying degrees of satisfaction as follows: A=excellent, B=good, C=fair, D=poor, and F=failing. Prior to the collection of data, it was determined that customers would be considered "satisfied" if they rated the highway system component with a grade of A, B or C. Using this approach, the percentage of customers considered as being satisfied would be calculated by summing the percentage responding A, B, and C.

The grading scale was used to calculate an overall numeric grade based on a ten point scale where A=90-100, B=80-89, C=70-79, D=60-69, and F=59 or below. Point values were then assigned to the grading scale responses as follows: A representing excellent=95 points, B for good=85 points, C for fair=75 points, D for poor=65 points, and F for failing=55 points. Respondents who did not provide a response on a particular question were excluded from the calculation of the numeric grade for that question. The overall numeric score was calculated by summing the products of points times number of responses associated with an alphabetic grade corresponding to that point value and dividing the sum by the number of respondents. Letter grades were then assigned from the numeric grades using the following scale: A+=97-100, A=93-96, A-=90-92, B+=87-89, B=83-86, B-=80-82, C+=77-79, C=73-76, C-=70-72, D+=67-69, D=63-66, D-=60-62, F=59 or lower.

METHODOLOGY

A series of meetings were held between the DOTD project team and the consultant to develop the survey design and survey instrument. The survey instrument pretests were performed on May 8 and May 10, 2003.

Interviews for the statewide poll were completed by telephone with 1,600 DOTD customers between May 19, 2003, and June 9, 2003.

The overall margin of error for the statewide statistics obtained from the survey of 1,600 DOTD customers is not greater than plus or minus 2.5% at the 95% level of confidence. In other words, there is a 95% certainty that the statistics presented from the results obtained in this survey of 1,600 DOTD customers statewide are not be more than 2.5% above or below the figure that would have been obtained if all of the DOTD customers in the state had been interviewed. DOTD customers were defined as Louisiana voters who hold a valid Louisiana driver's license and have driven on the state highway system within the past year.

The sample error is larger for subgroup responses, such as those based on respondents by geographic area, and other demographic and attitudinal variables. The sample errors associated with the statistics by geographic area are Southeast Louisiana (n=380), 5.0%; Florida-River Parishes (n=447), 4.6%; Southwest-Acadiana (n=330), 5.4%; and North Louisiana (n=443), 4.7%. There are other sources of potential error that cannot be calculated including question wording and order of question presentation.

Respondents were assigned to one of four geographic areas based on their parish of residence. The four geographic areas along with the DOTD districts and parishes comprising those areas are (Figure 1):

Southeast Louisiana: District 2 - Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, and Terrebonne Parishes;

Florida-River Parishes: District 61 - Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Pointe Coupee, St. James, West Baton Rouge, and West Feliciana Parishes; and **District 62** - Livingston, St. Helena, St. John the Baptist, St. Tammany, Tangipahoa, and Washington Parishes;

Acadiana-Southwest: District 3 - Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary, and Vermilion Parishes; and **District 7** - Allen, Beauregard, Calcasieu, Cameron, and Jefferson Davis Parishes;

North Louisiana: District 4 - Bienville, Bossier, Caddo, Claiborne, DeSoto, Red River, and Webster Parishes; **District 5 -** East Carroll, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Union, and West Carroll Parishes; **District 8 -** Avoyelles, Grant, Natchitoches, Rapides, Sabine, and Vernon Parishes; **District 58 -** Caldwell, Catahoula, Concordia, Franklin, LaSalle, and Tensas Parishes.

A random start, interval sample design was used to select 1,600 primary households from a sample frame of telephone numbers for registered voter households. The primary numbers selected formed the basis for the creation of 1,600 clusters based on sequential geographic addresses from the primary number. The clusters were proportionate to voter household by race. A quota ensuring nominal male voter participation in the study was imposed.

Figure 1 The four geographic areas and the DOTD districts comprising those areas

DISCUSSION OF RESULTS

The findings from the survey are presented in this section. The presentation of findings, for the most part, correspnds with the order of questions posed to the respondents. A facsimile of the questionnaire with frequency responses is presented in Appendix B.

State Highway System Overall

In an early measure of customer satisfaction, slightly more than six in ten (64%) DOTD customers gave the state highway system a grade of C or better (table 1 and figure 2). This early measure is viewed as a curiosity. Of interest is the fact that the lowest grade was given to the first general item, question 6 on the survey, which referred to the state highway system overall. However, none of the individual system components rated after that received any lower grade. In other words, the components of the state highway system included in the survey were all graded higher than the initial assessment of the overall system.

Table 1 Satisfaction with the state highway system overall and with select components of the state highway system

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
23	major bridges	**overall grade for (major) bridges**	B-	80	89
16	safety	**overall grade for safety of state highway system**	C+	79	89
29	communications	**overall grade for communications**	C+	79	84
19	traffic flow	**overall grade for traffic flow**	C+	78	86
31	overall system	**overall grade for job done by DOTD on the state system**	C+	78	84
25	maintenance	**overall grade for maintenance**	C+	77	82
27	work zones	**overall grade for work zones**	C	76	76
21	road surfaces	**overall grade for pavement conditions**	C	74	69
6	overall system	**state highway system**	C	73	64

A plurality of respondents gave the state highway system a grade of C (figure 3). The percentage of customers giving the state highway system a grade of C or better decreases with number of miles driven per year.

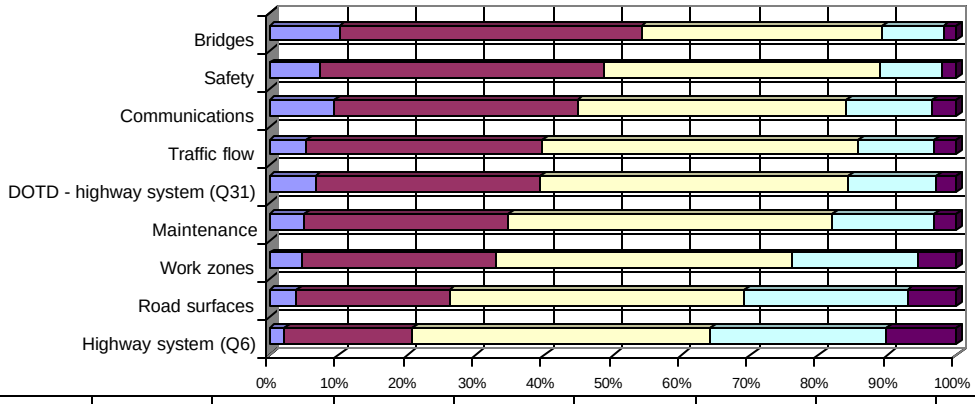
Over half (58.7%) of the respondents professed to having had an unsatisfactory experience with conditions on the state highway system (figure 4). The proportion of customers who experienced an unsatisfactory highway condition increases with greater exposure on the highway as measured by miles driven per year. When asked to describe the unsatisfactory condition experienced, slightly less than half (42.4%) of the customers responded "pot holes" (figure 5). The other unsatisfactory experiences in the top five mentioned included: rough

roads (36.1%), damage to vehicle (19.0%), traffic congestion (13.3%), and construction activity (7.8%).

Many customers (45.3%) are of the opinion that the condition of state highways today is better than five years ago (figure 6). Only 11.8% hold the opinion that the condition of state highways has gotten worse over the past five years.

Figure 2

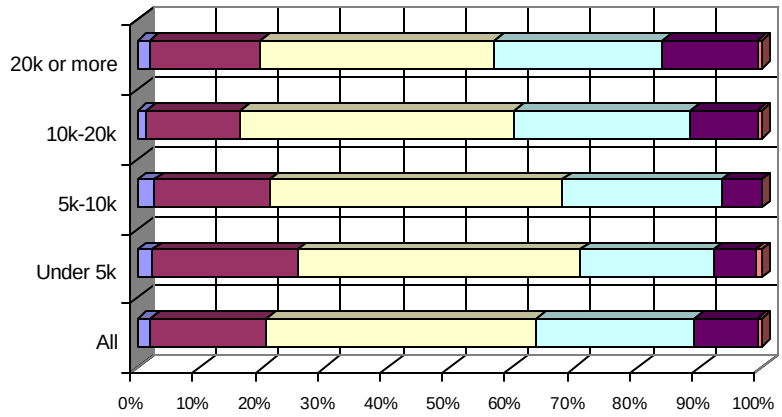
DOTD Customers' ratings of the state highway system and components of the system.



	Highway system (Q6)	Road surfaces	Work zones	Maintenance	DOTD - highway system (Q31)	Traffic flow	Communications	Safety	Bridges
F	10.1	7.1	5.4	3.1	2.9	3.1	3.5	2.1	1.8
D	25.6	23.8	18.5	14.9	12.8	11.2	12.5	9.1	9
C	43.4	42.9	43.2	47.1	44.8	45.9	39.1	40.2	35.1
B	18.7	22.3	28.1	29.8	32.8	34.4	35.3	41.2	43.9
A	2.1	3.9	4.8	5	6.6	5.4	9.5	7.4	10.2

Figure 3

Grade given to the state highway system overall by number of miles driven per year.

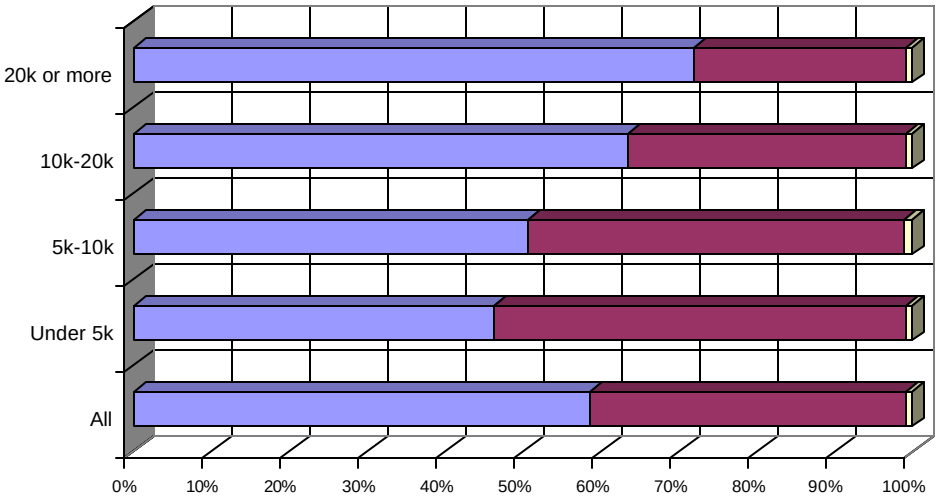


	All	Under 5k	5k-10k	10k-20k	20k or more
Don't know	0.6	1	0	0.6	0.6
F	10.1	6.7	6.4	10.9	15.2
D	25.4	21.2	25.4	28.2	26.9
C	43.2	45.5	47.1	44	37.6
B	18.6	23.3	18.3	15	17.7
A	2.1	2.3	2.8	1.5	1.9

A B C D F Don't know

Figure 4

Responses to the question: "Have you ever had an unsatisfactory experience with conditions on the state highway system?" by miles driven per year.

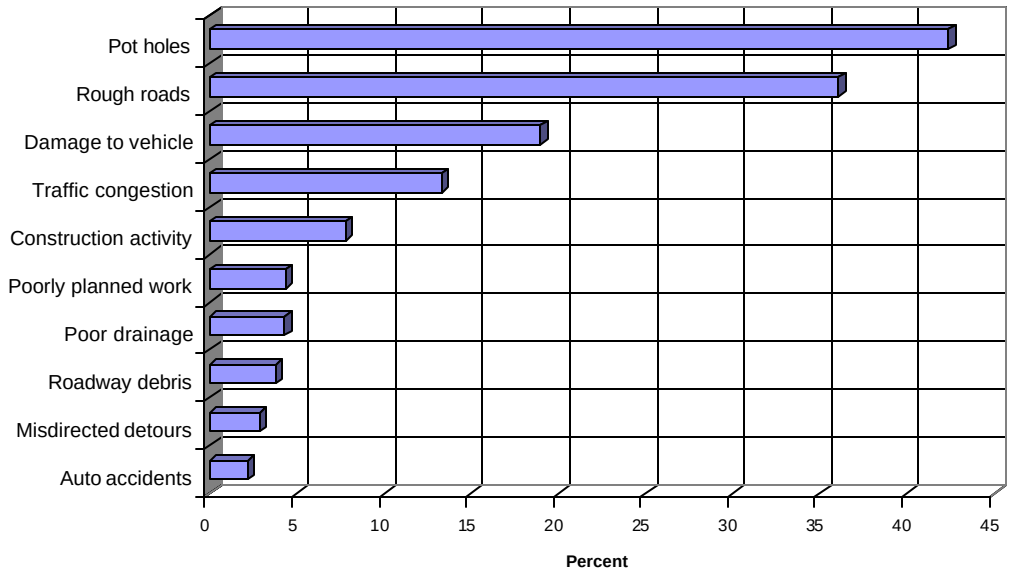


	All	Under 5k	5k-10k	10k-20k	20k or more
Don't know	0.9	0.8	1	0.9	0.8
No	40.4	53	48.3	35.5	27.3
Yes	58.7	46.3	50.6	63.6	71.8

Yes No Don't know

Figure 5

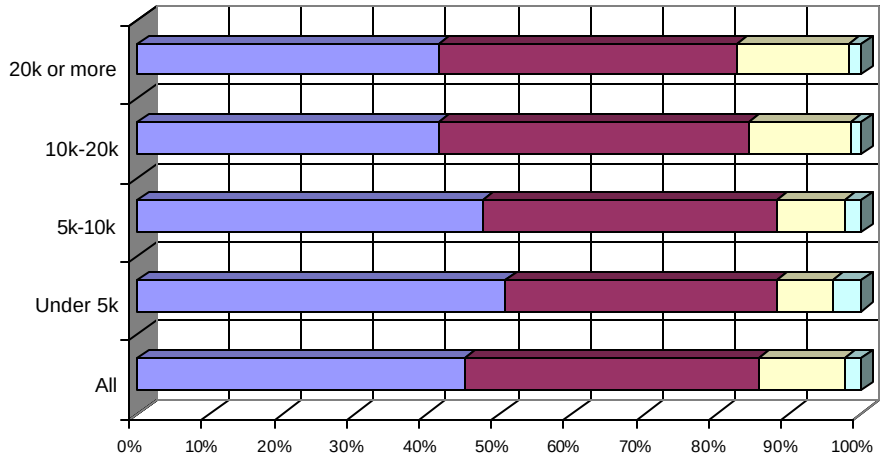
Description of the unsatisfactory experience(s); n=938; multi-responses accepted.



	Auto accidents	Misdirected detours	Roadway debris	Poor drainage	Poorly planned work	Construction activity	Traffic congestion	Damage to vehicle	Rough roads	Pot holes
Percent responding	2.2	2.9	3.8	4.3	4.4	7.8	13.3	19	36.1	42.4

Figure 6

Perceived condition of the state highway system in comparison to five years ago.



	All	Under 5k	5k-10k	10k-20k	20k or more
Don't know	2.3	3.9	2.3	1.5	1.7
Worse	11.8	7.8	9.4	14.1	15.4
Same	40.6	37.5	40.7	42.8	41.3
Better	45.3	50.9	47.6	41.6	41.5

DOTD's Job on the State Highway System

Few customers (2.4%) profess to ever having had an unsatisfactory experience with a DOTD employee (Figure 7). Based on responses to a follow-up question administered to those customers who say they had an unsatisfactory experience, many (57.9%) of the encounters were with non-DOTD personnel including law enforcement personnel or Department of Motor Vehicles personnel. Of the unsatisfactory encounters with DOTD employees, most involved flagmen or construction workers (figure 8).

Respondents were asked their opinion on how important it was to them for DOTD to give attention and resources to projects for specified purposes. Performing routine maintenance received the highest proportion (93.0%) of "very important" responses (figure 9). Projects for improving safety ranked second (90.6%), and making road surfaces last longer ranked third (89.8%).

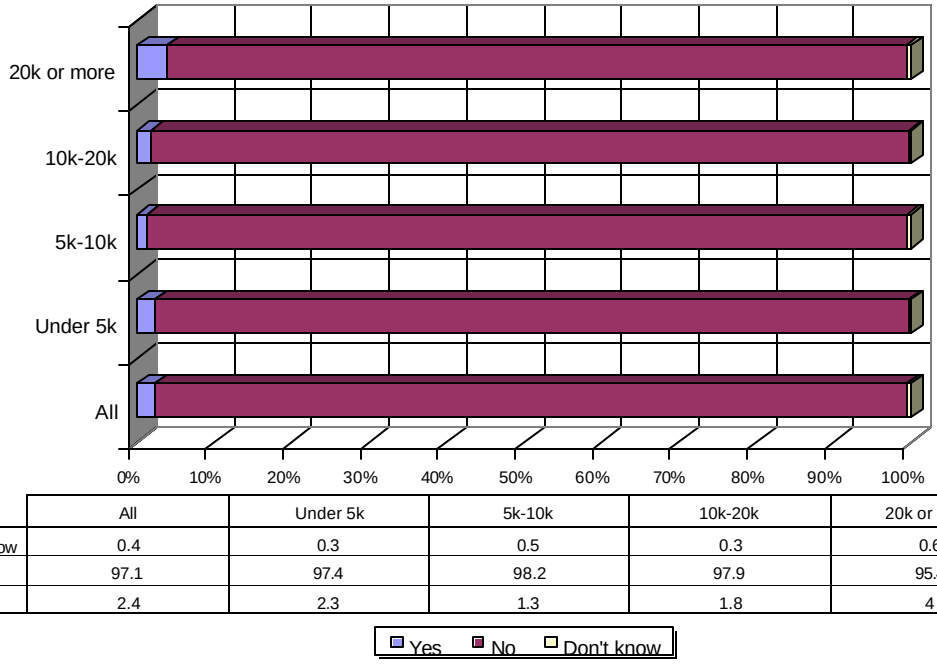
When asked which of the projects was most important to them personally, a strong plurality (41.4%) responded improving safety (figure 10). Performing routine maintenance was second and reducing congestion third.

Slightly less than half (44.6%) are of the opinion that the job being done by DOTD has improved over the past five years (figure 11). Fewer than one in ten (9.2%) feel the work being done by DOTD has gotten worse. The percentage of customers who feel DOTD has gotten worse increases with miles traveled.

When asked to grade the job being done by DOTD on the state highway system, over eight in ten customers gave the department a grade of A, B or C (figure 12).

Figure 7

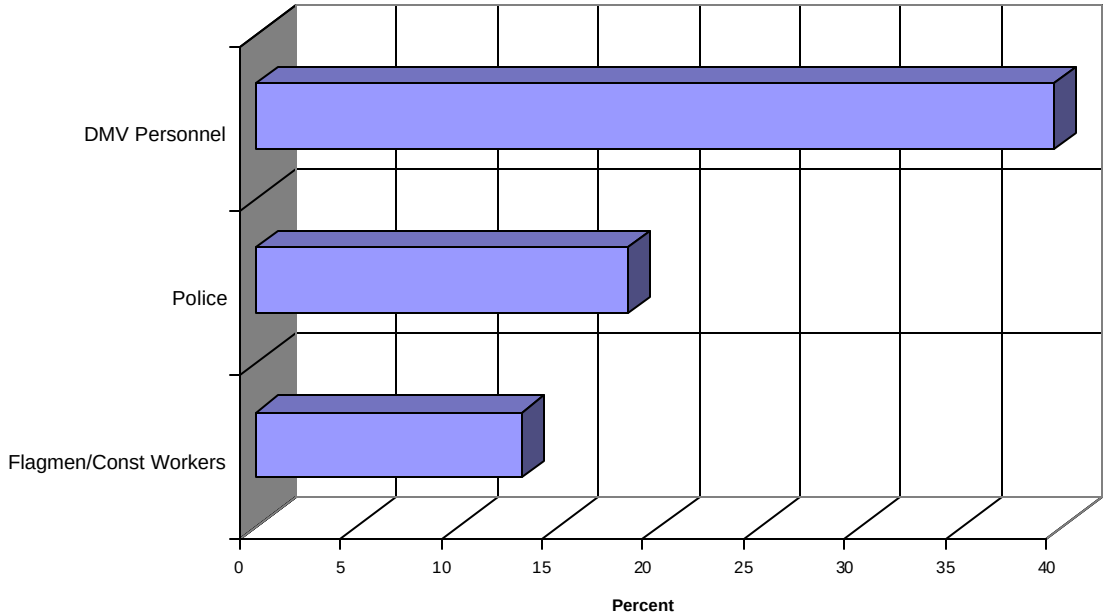
Responses to the question: "Have you ever had an unsatisfactory experience with a DOTD employee?" by miles driven per year.



	All	Under 5k	5k-10k	10k-20k	20k or more
Don't know	0.4	0.3	0.5	0.3	0.6
No	97.1	97.4	98.2	97.9	95.4
Yes	2.4	2.3	1.3	1.8	4

Figure 8

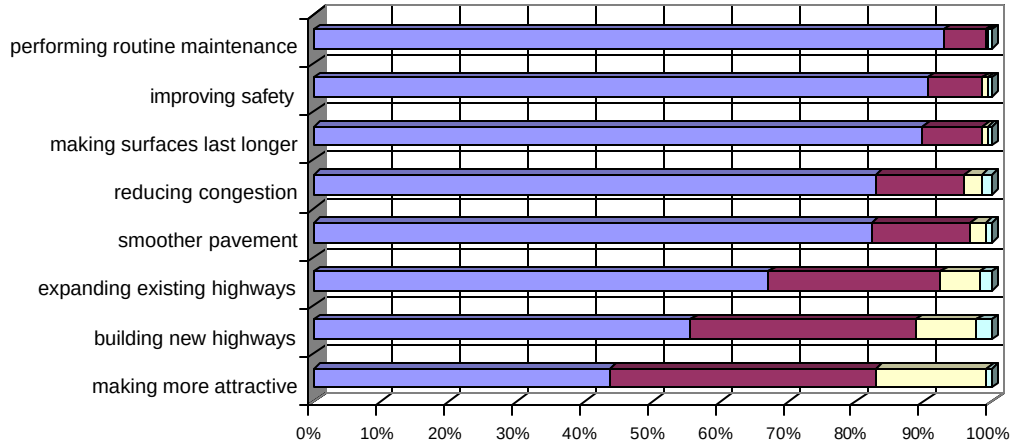
Description of the unsatisfactory experience(s) with a DOTD employee; n=38.



	Flagmen/Const Workers	Police	DMV Personnel
Percent responding	13.2	18.4	39.5

Figure 9

Perceived importance for DOTD attention and resources.

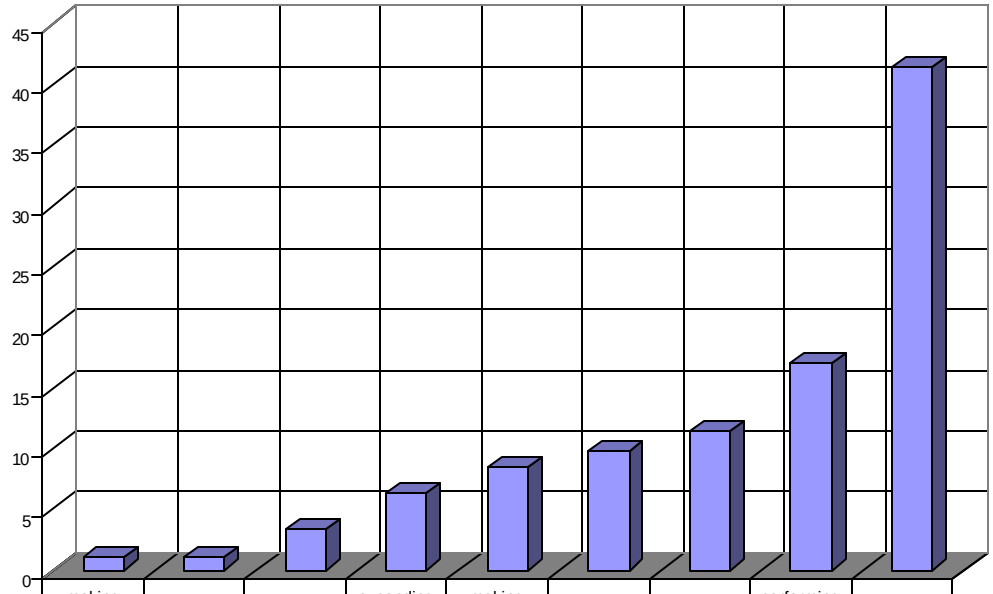


	making more attractive	building new highways	expanding existing highways	smoother pavement	reducing congestion	making surfaces last longer	improving safety	performing routine maintenance
Don't know	0.7	2.2	1.8	0.8	1.4	0.6	0.5	0.4
Not important	16.4	9	5.7	2.3	2.6	0.7	0.8	0.5
Somewhat important	39.3	33.2	25.4	14.6	13	8.9	8.2	6.1
Very important (%)	43.6	55.6	67.2	82.4	83	89.9	90.6	93

Very important (%) Somewhat important Not important Don't know

Figure 10

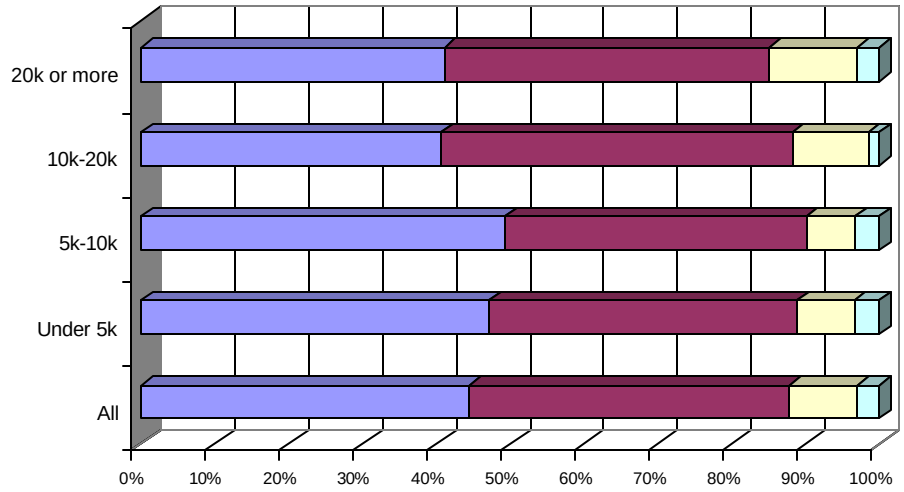
Which one is most important to you personally?



	making more attractive	don't know	building new highways	expanding existing highways	making surfaces last longer	smoother pavement	reducing congestion	performing routine maintenance	improving safety
Most important	1.1	1.1	3.4	6.3	8.5	9.8	11.4	17.1	41.4

Figure 11

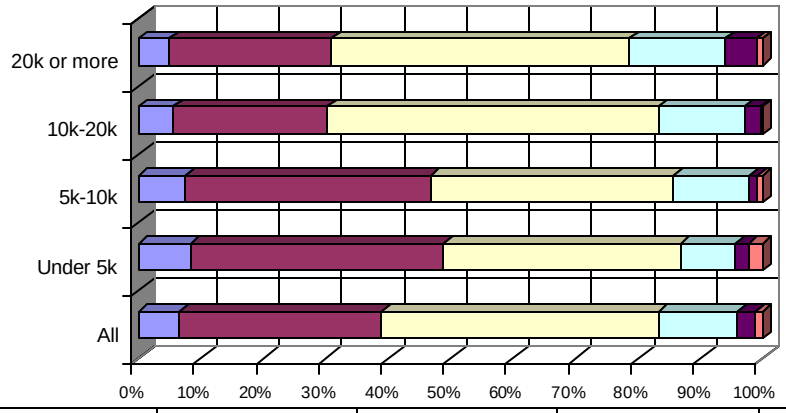
Perception of job being done by DOTD over the past five years.



	All	Under 5k	5k-10k	10k-20k	20k or more
Don't know	2.9	3.4	3.3	1.5	3.1
Gotten worse	9.2	7.8	6.6	10.3	11.7
Stayed same	43.4	41.6	40.7	47.5	44.1
Improved	44.6	47.3	49.4	40.8	41.1

Figure 12

Grade given to job being done by DOTD on the state highway system by miles driven per year.



	All	Under 5k	5k-10k	10k-20k	20k or more
Don't know	1.1	2.3	0.8	0.3	1
F	2.9	2.1	1.3	2.6	5
D	12.7	8.8	12.2	13.8	15.4
C	44.3	38	38.9	53.1	47.6
B	32.4	40.6	39.2	24.6	25.9
A	6.6	8.3	7.6	5.6	5

Safety

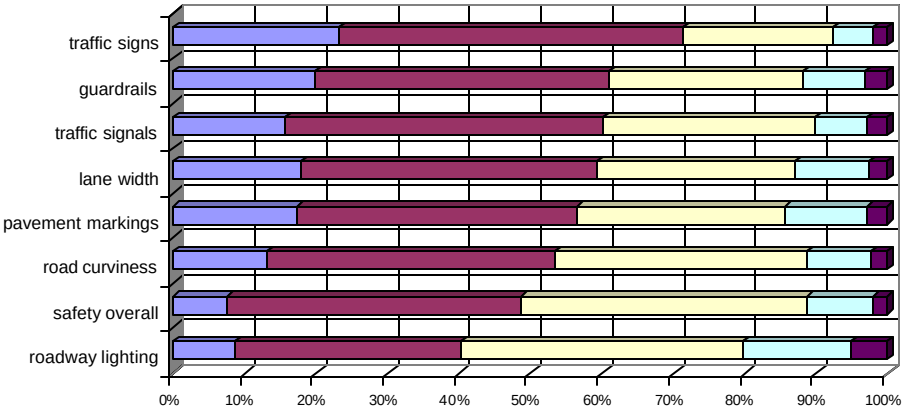
Each of the safety components measured for satisfaction had a higher letter grade than did safety overall (table 2 and figure 13). It appears that this inconsistency is due to customers' concerns about the threat posed by other drivers on the state highways. Over half of the customers think other drivers pose the greatest threat to their safety (figure 14). Fewer than one in three think that highway conditions, which include inclement weather, pose the greatest threat to their safety.

Table 2 Satisfaction with select components of safety and safety of the state highway system overall

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
15d	safety	traffic signs	B	84	92
15f	safety	guardrails and crash cushions	B-	82	88
15b	safety	traffic signals	B-	81	90
15c	safety	width of lanes	B-	81	87
15e	safety	pavement markings, striping, and reflectors	B-	81	86
15g	safety	road curviness or curves in the road	B-	80	89
16	safety	**overall grade for safety of state highway system**	C+	79	89
15a	safety	roadway lighting	C+	77	80

Figure 13

Grade given to safety topics and safety overall.

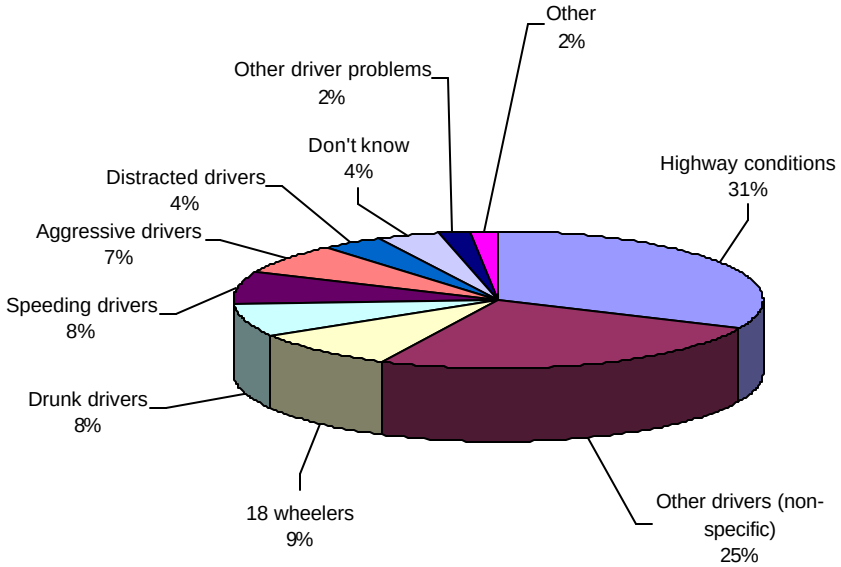


	roadway lighting	safety overall	road curviness	pavement markings	lane width	traffic signals	guardrails	traffic signs
F	5.2	2.1	2.5	3	2.7	2.9	3.2	2.1
D	15	9.1	8.7	11.5	10.3	7.4	8.6	5.6
C	39.5	40.2	35.3	28.9	27.8	29.6	27.1	21.1
B	31.7	41.2	40.5	39.4	41.2	44.4	41.3	48.1
A	8.6	7.4	13	17.2	18	15.7	19.7	23.2

A B C D F

Figure 14

Perceived greatest threat to safety when driving on the state highways.



Traffic Flow (Congestion)

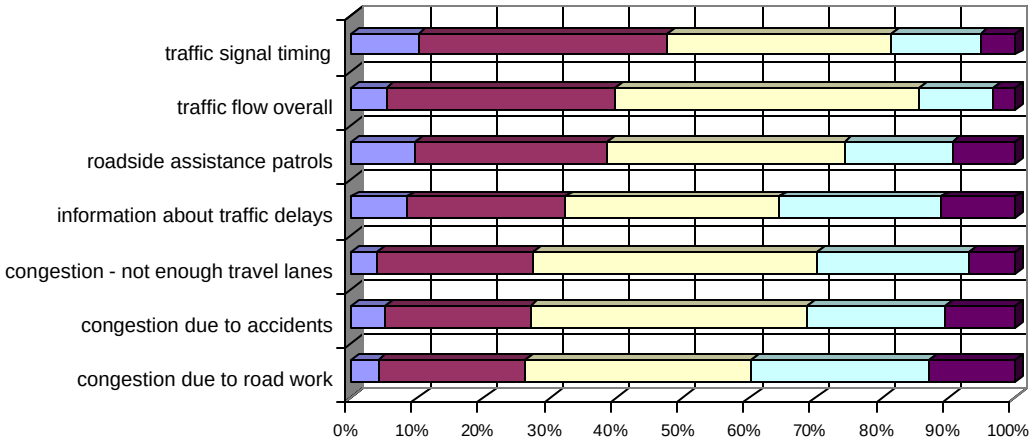
All components of traffic flow received a letter grade of C or C+ (table 3). Several components (congestion due to road work, availability of information about traffic delays, and congestion due to accidents) had relatively low satisfaction scores (sum of percent A, B and C). These relatively low satisfaction scores were due in part to a comparatively high amount of F letter grades (figure 15).

Table 3 Satisfaction with select components of traffic flow (congestion) and traffic flow on the state highway system overall

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
18c	traffic flow	traffic signal timing	C+	78	81
19	traffic flow	**overall grade for traffic flow**	C+	78	86
18f	traffic flow	patrols for roadside assistance	C	76	76
18b	traffic flow	availability of information about traffic delays	C	75	65
18e	traffic flow	congestion due to not having enough travel lanes	C	75	70
18a	traffic flow	congestion due to accidents	C	74	69
18d	traffic flow	congestion due to road work	C	73	60

Figure 15

Grade given to traffic flow topics and traffic flow overall.



	congestion due to road work	congestion due to accidents	congestion - not enough travel lanes	information about traffic delays	roadside assistance patrols	traffic flow overall	traffic signal timing
F	12.9	10.5	6.9	11	9.6	3.1	5.2
D	26.8	20.7	22.9	24.4	16.5	11.2	13.4
C	33.9	41.7	42.6	32.2	36.4	45.9	33.7
B	22.1	21.9	23.6	23.8	29.5	34.4	37.5
A	4.2	5.2	4	8.6	9.9	5.4	10.2

A B C D F

Pavement Conditions

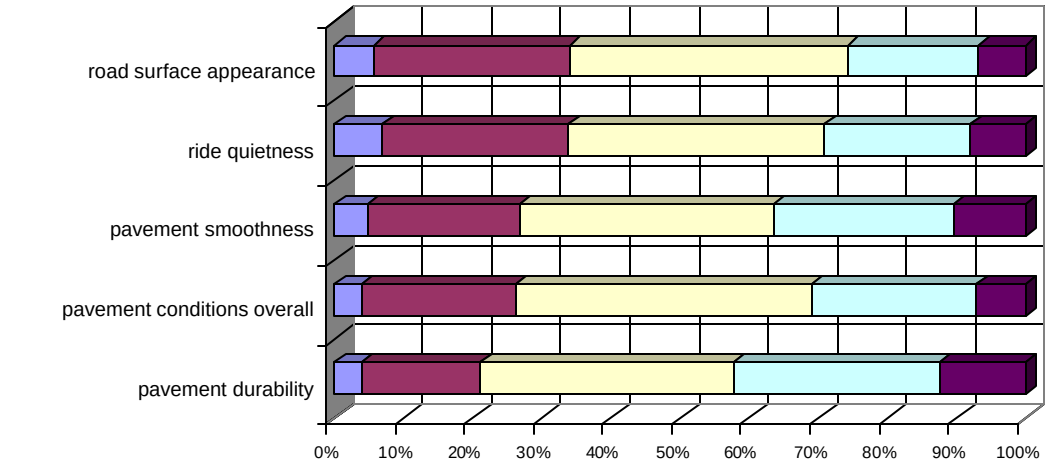
With the exception of the durability of the pavement component which received a C- grade, the other pavement condition components received grades of C. Road surface appearance and ride quietness received satisfaction ratings over 70% (table 4 and figure 16).

Table 4 Satisfaction with select components of road surfaces and road surfaces of the state highway system overall

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
20d	road surfaces	appearance of the road surface	C	76	74
20c	road surfaces	quietness of the ride	C	75	71
21	road surfaces	**overall grade for pavement conditions**	C	74	69
20a	road surfaces	smoothness of the pavement	C	74	64
20b	road surfaces	durability of the pavement (how well it holds up over time)	C-	72	58

Figure 16

Grades given to road surface topics and pavement conditions overall.



	pavement durability	pavement conditions overall	pavement smoothness	ride quietness	road surface appearance
F	12.4	7.1	10.4	8	6.8
D	29.8	23.8	26	21.1	19
C	36.6	42.9	36.9	37.1	40.1
B	17.2	22.3	21.9	26.9	28.3
A	3.9	3.9	4.8	6.9	5.7

A B C D F

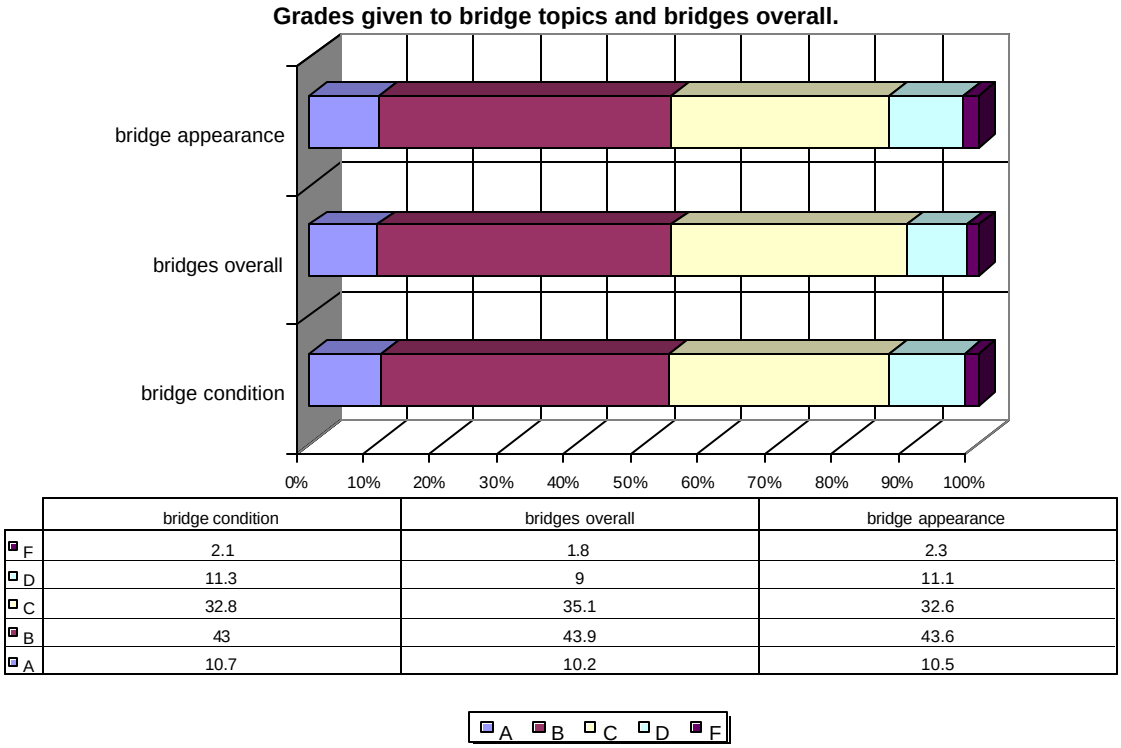
Bridges

All of the components for major bridges received the same letter grade, B- (table 5). The ratings given for each component were highly consistent (figure 17).

Table 5 Satisfaction with select components of bridges and bridges of the state highway system overall

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
23	major bridges	**overall grade for (major) bridges**	B-	80	89
22a	major bridges	condition of (major) bridges	B-	80	87
22b	major bridges	appearance of (major) bridges	B-	80	87

Figure 17



	bridge condition	bridges overall	bridge appearance
F	2.1	1.8	2.3
D	11.3	9	11.1
C	32.8	35.1	32.6
B	43	43.9	43.6
A	10.7	10.2	10.5

Maintenance

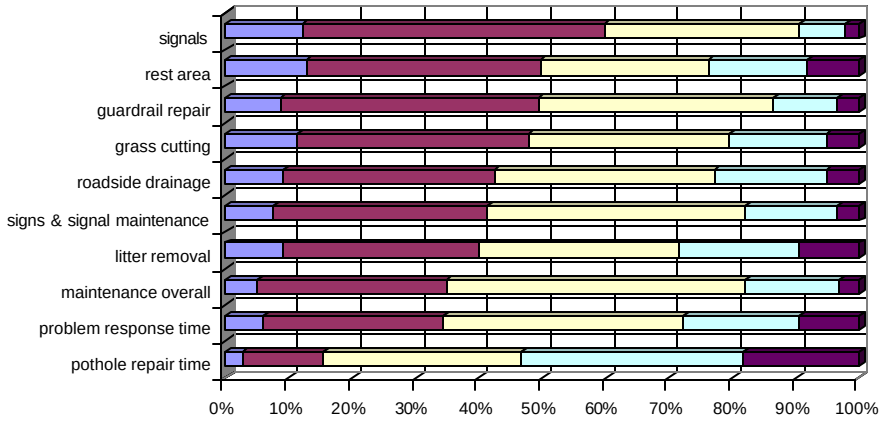
Signals received the highest letter grade of the maintenance components tested and time it takes to repair potholes received the lowest (table 6). The relatively low grades received on litter removal, time it takes to respond to a problem and time it takes to repair potholes is due to relatively high F grades (figure 18).

Table 6 Satisfaction with select components of maintenance and maintenance of the state highway system overall

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
24i	maintenance	signals	B-	81	91
24h	maintenance	guardrail repair	C+	79	86
24f	maintenance	grass cutting	C+	78	80
24e	maintenance	rest areas	C+	78	76
24d	maintenance	maintenance of signs and striping	C+	78	82
24b	maintenance	roadside drainage	C+	77	77
25	maintenance	**overall grade for maintenance**	C+	77	82
24a	maintenance	litter removal	C	76	71
24g	maintenance	time it takes to respond to a problem	C	75	72
24c	maintenance	time it takes to repair potholes	C-	70	47

Figure 18

Grade given to maintenance topics and maintenance overall.



	pothole repair time	problem response time	maintenance overall	litter removal	signs & signal maintenance	roadside drainage	grass cutting	guardrail repair	rest area	signals
F	18.3	9.5	3.1	9.5	3.4	5.1	5.2	3.5	8.2	2.1
D	35	18.3	14.9	19.1	14.5	17.7	15.2	10.1	15.6	7.3
C	31.1	37.9	47.1	31.5	40.9	34.8	31.7	36.9	26.4	30.8
B	12.9	28.3	29.8	30.7	33.8	33.3	36.4	40.7	36.9	47.6
A	2.6	6	5	9.2	7.5	9.1	11.4	8.7	12.8	12.2

A B C D F

Work Zones

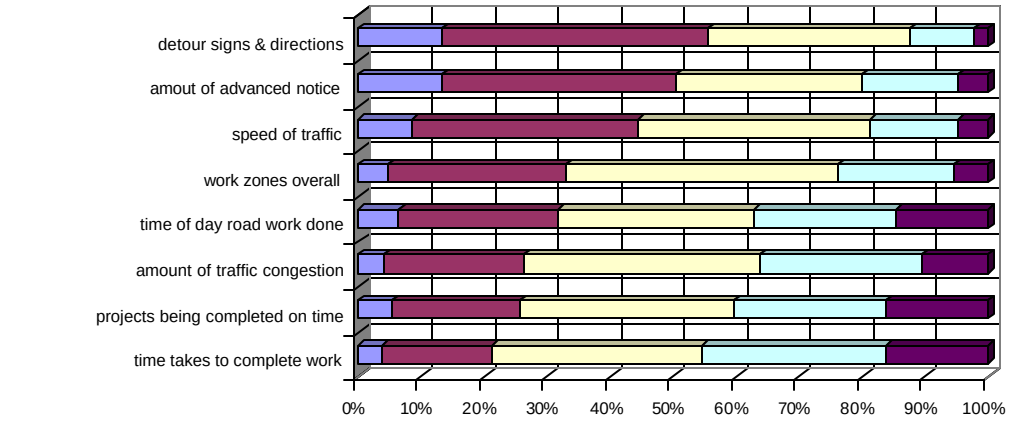
When it comes to work zones, customers appear most concerned about time issues: time it takes to complete work, projects being completed on time, and time of day road work is done (table 7). Three work zone components (detour signs and directions, amount of advanced notice, and speed of traffic) ranked above the work zone overall rating (figure 19).

Table 7 Satisfaction with select components of work zones and work zones on the state highway system overall

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
26a	work zones	detour signs and directions	B-	80	88
26c	work zones	amount of advanced notice	C+	79	80
26b	work zones	speed of traffic	C+	78	81
27	work zones	**overall grade for work zones**	C	76	76
26g	work zones	time of day road work is done	C	74	63
26d	work zones	amount of traffic congestion in work zones	C	73	64
26f	work zones	projects being completed on time	C-	72	60
26e	work zones	time it takes to complete work	C-	71	55

Figure 19

Grade given to work zone topics and work zones overall.



	time takes to complete work	projects being completed on time	amount of traffic congestion	time of day road work done	work zones overall	speed of traffic	amout of advanced notice	detour signs & directions
F	16.1	16.1	10.6	14.5	5.4	4.8	4.9	2.2
D	29.3	24.2	25.8	22.7	18.5	14.1	15.3	10.2
C	33.5	34.1	37.3	31.1	43.2	36.8	29.3	32.2
B	17.5	20.3	22.2	25.2	28.1	35.9	37.3	42.2
A	3.6	5.3	4.1	6.4	4.8	8.5	13.3	13.2

Communications

Customers acknowledge DOTD communications as being courteous to the people who contact them (table 8). Communicating on when and where public hearings will be held received the lowest ratings among communication components. Other components ranked below communications overall included: providing enough information about road projects, providing information needed to make travel plans and keeping people informed about upcoming construction projects and lane closures (figure 20).

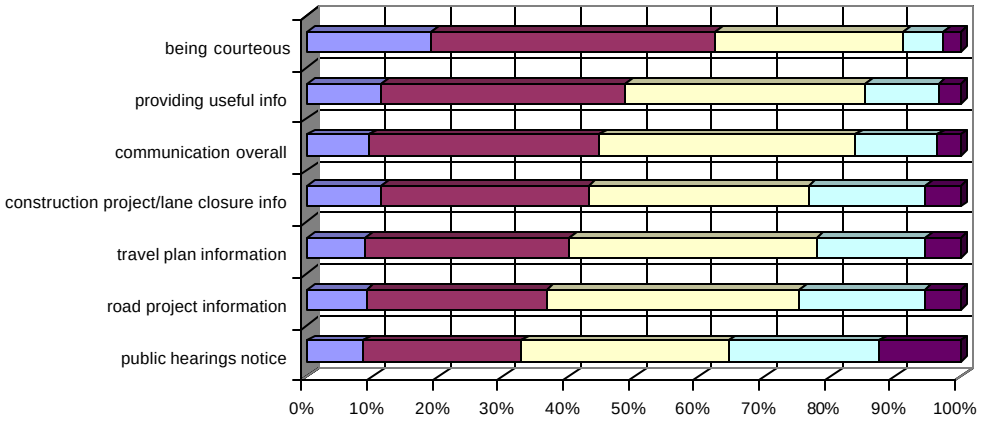
According to customers, television is by far the preferred medium for getting road information. When asked to identify the best way for DOTD to get road information to you, nearly half (47%) of the respondents answered television. Radio came in second at 24%, and newspaper was third at 21%. Only 4% of the customers indicated posting the information on the Internet would, in their opinion, be the best way to get information to them (figure 21).

Table 8 Satisfaction with select components of communications and communications by the Louisiana Department of Transportation and Development overall

DOTD Customer Satisfaction Survey, 2003					
Report Card					
Question	Component	Description	Letter Grade	Numeric Grade	Sum (%A+%B+%C)
28e	communications	being courteous to people who contact them	B-	82	91
28f	communications	trying to provide useful information to the public (trying to communicate with the public)	C+	79	86
29	communications	**overall grade for communications**	C+	79	84
28b	communications	keeping people informed about upcoming construction projects and lane closures	C+	78	77
28d	communications	providing information that you need to make travel plans	C+	77	78
28c	communications	providing enough information about road projects	C+	77	75
28a	communications	letting people know when and where public hearings will be held	C	74	65

Figure 20

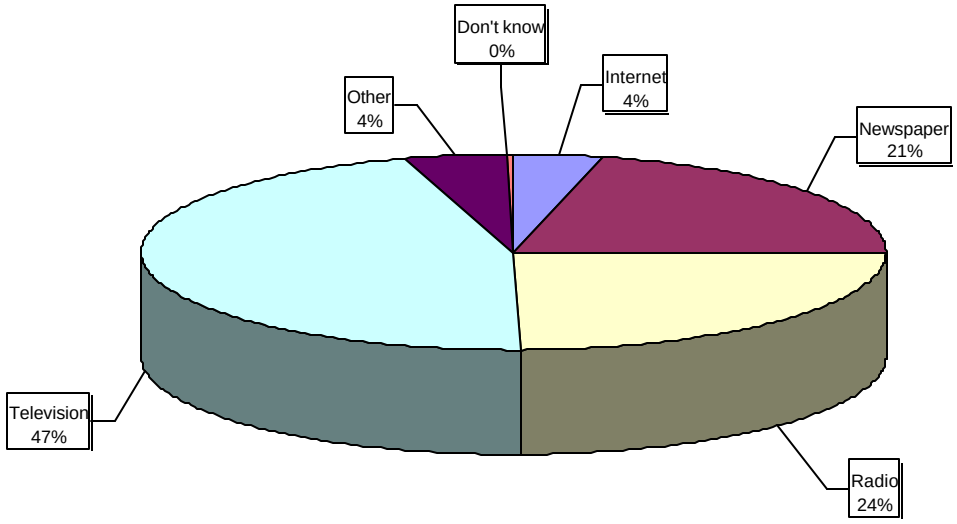
Grade given to communication topics and communications overall.



	public hearings notice	road project information	travel plan information	construction project/lane closure info	communication overall	providing useful info	being courteous
F	12.3	5.5	5.3	5.3	3.5	3.3	2.6
D	23.2	19.2	16.7	18	12.5	11.2	6
C	31.8	38.6	37.8	33.6	39.1	36.8	28.8
B	24	27.6	31.1	31.8	35.3	37.3	43.5
A	8.7	9.1	9	11.3	9.5	11.4	19.1

Figure 21

What is the best way for DOTD to get road information to you?"



Willingness to Pay More Money for Highway Improvements

Although no mention was made of amount or means, a majority (59.3%) of customers say they would be willing to pay more if the money was dedicated to highways (figure 22). The proportion expressing a willingness to pay more was rather consistent across annual miles traveled categories and among females and males.

Customers who expressed an opinion on the willingness to pay more question were asked why they held that opinion. Of those who stated they were willing to pay more, the highest proportion (29.4%) indicated they felt there was a need to improve the roads and to repair potholes. As one respondent stated, "The roads need to be fixed." Safety was second in frequency of mention (25.1%) by those willing to pay more. Concern for safety was expressed in terms of the customer and the customer's family; "I use the roads often and want my family to be safe on the roads." Some of those professing to be willing to pay more (15.2%) have conditional support: "Only if they're honest and spend the money where it is supposed to be spent." Other reasons given by those willing to pay more:

- travel daily/would improve travel (14.3%)--"It's a resource that I need to travel everyday."
- provide necessary funding (9.3%)--"I don't mind paying for things that are being taken care of."
- reduce wear and tear on vehicles (7.4%)--".....would save me money in the long run."
- ease traffic conditions (4.7%)--"....relieve traffic congestion, I get real aggravated at traffic."
- make it better/benefit all (4.7%)--"So we could have better roads."
- improve the quality of our state (3.0%)--"I want the roads to be a source of pride for my state."

Of those who stated they were not willing to pay more, the highest proportion (30.3%) indicated they felt funds had been misused and they do not see results. Comments related to the misuse/no results rationale included: "They have enough money that they waste," and "I haven't seen much improvement." Another 27.7% of those who said they would not pay more felt that they pay enough taxes now or that taxes are too high: "Already paying enough taxes." Other reasons given by those not willing to pay more:

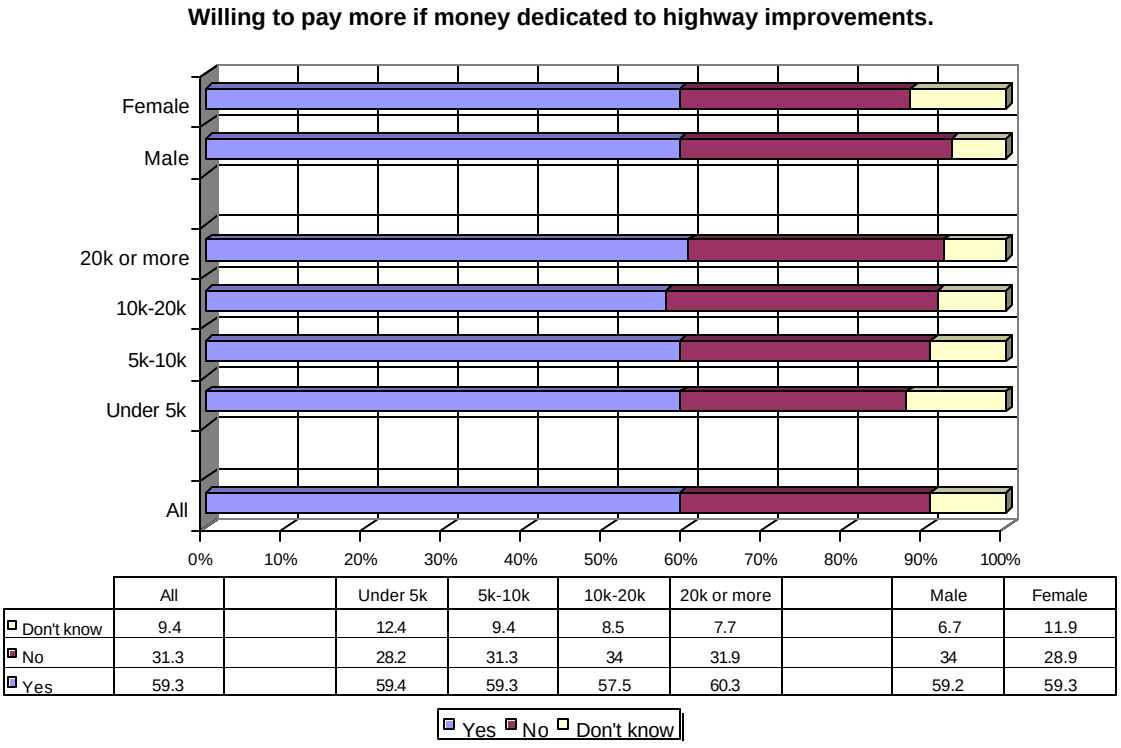
- funds go to administration (12.2%)--"....DOTD is very top heavy on administration and management financing compared to other states."
- have sufficient funds now (10.4%)
- poor and/or on fixed income (9.6%)--"I cannot afford it due to retirement." "We are retired and on a fixed income."
- projects not done timely or work is substandard (5.8%)
- distrust (4.0%)--"I've heard dedications before and they just don't do what they say they will."
- other priorities (3.2%)--"Highways are not the first thing I'd give money to improving."
- no personal gain (2.6%).

There is a correlation between customers' rating of the job being done by the DOTD on the state highway system (question 31) and the willingness to pay more money (table 9).

Table 9 Willingness to pay more if the money was dedicated to highways by rating of the job being done by DOTD

Rating of the job being done by DOTD	Percent willing to pay more if the money was dedicated to highways
A (Excellent)	70.5%
B (Good)	66.3%
C (Fair)	56.7%
D (Poor)	51.7%
F (Failing)	41.3%

Figure 22



	All		Under 5k	5k-10k	10k-20k	20k or more		Male	Female
Don't know	9.4		12.4	9.4	8.5	7.7		6.7	11.9
No	31.3		28.2	31.3	34	31.9		34	28.9
Yes	59.3		59.4	59.3	57.5	60.3		59.2	59.3

CONCLUSIONS

DOTD's customers make distinctions when expressing satisfaction with various components of the state maintained highway system. Overall, DOTD received a C+ grade based on an 84% satisfactory rating among customers. Customer satisfaction levels ranged from a high of 89% on major bridges (B-) and safety (C+) to a low of 69% (C) on pavement conditions. Communications, congestion (traffic flow), and maintenance were the other components receiving a letter grade of C+ based on respective satisfaction ratings of 84%, 86%, and 82% respectively. An overall grade of C was given to the work zone component (satisfaction rating of 76%) and to the state highway system overall (64% satisfaction rating).

Improving safety ranks highly among DOTD customers as a priority and as a personal concern. The implications of improving safety on the highways extend beyond DOTD's traditional realm of responsibility. When asked what poses the greatest threat to safety when driving on state highways, 63% of DOTD customers responded other drivers in one way or another while only 31% identified a specific highway condition. The identification of driver behavior as the main perceived threat to safety indicates the need for improvements in driver training, education and re-education, and traffic law enforcement.

DOTD customers acknowledge improvement in both the condition of state highways and DOTD job performance. Many (45%) say the state highway system is better now than it was five years ago, 12% say it is worse, and 9% say it has not changed.

Appendix A. Survey instrument

2003-157 LA DOTD ID __ __ __
Customer Satisfaction Survey
Post Pretest Version 5.12.03 INTERVIEWER __ __

Hello, my name is (interviewer's name) calling for PARISH __ __
the Louisiana Department of Transportation and Development,
formerly known as the highway department. We are conducting a customer
satisfaction survey to get people's opinions about the state highway system.

Screening (If response to any question is "no", ask to speak with a person who is registered to vote and has a driver's license; if none available, schedule call-back; if no one in household meets the screening criteria then terminate the interview)

1. Are you registered to vote in Louisiana? YES..... 1 __
(ASK TO SPEAK WITH A REGISTERED VOTER)

2. Do you have a valid Louisiana driver's license? YES..... 1 __
(ASK TO SPEAK WITH A LICENSED DRIVER WHO IS REGISTERED TO VOTE)

3. In the past year, have you driven on Louisiana's state highway system which includes interstate highways, 4-lane highways, two-lane highways and many major thoroughfares? YES..... 1 __
(ASK TO SPEAK WITH A LICENSED DRIVER WHO IS REGISTERED TO VOTE AND HAS DRIVEN ON THE SYSTEM)

4. About how many miles do you drive per year? _____ __ __ __ __

5. How often would you say you drive on the state highway system--very often, sometimes, seldom or never? VERY OFTEN..... 1 __
SOMETIMES..... 2
SELDOM..... 3
NEVER..... 4

6. The Louisiana Department of Transportation and Development, or DOTD, is responsible for building and maintaining the state highway system. Using a grading scale of A, B, C, D or F where A is excellent, B is good, C is fair, D is poor and F is failing, what overall grade would you give the state highway system? A=EXCELLENT..... 1 __
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6

7. Have you ever had an unsatisfactory experience with conditions on the state highway system? YES..... 1 __
NO **(SKIP TO Q9)** 2
(DNK/WS) **(SKIP TO Q9)** 3

8. Please describe (that experience/those experiences)

_____ __ __

_____ __ __

_____ __ __

9. Have you ever had an unsatisfactory experience with a Louisiana Department of Transportation and Development employee?

YES..... 1 __
NO **(SKIP TO Q11)** 2
(DNK/WS) **(SKIP TO Q11)** 3

10. Please describe (that experience/those experiences).

_____ __ __

_____ __ __

_____ __ __

11. In your opinion, is it very important, somewhat important or not important that the Louisiana DOTD (Louisiana Department of Transportation and Development) give attention and resources (spend money on) to projects that are for:

(ROTATE)	VERY IMPORT	SOMEWHAT IMPORT	NOT IMPORT	(DNK /WS)	
a. improving safety	1	2	3	4	__
b. reducing traffic congestion (traffic flow)	1	2	3	4	__
c. making pavement smoother	1	2	3	4	__
d. making the highways more attractive	1	2	3	4	__
e. performing routine maintenance like pothole repair	1	2	3	4	__
f. expanding existing highways by building more lanes	1	2	3	4	__
g. building brand new highways	1	2	3	4	__
h. making road surfaces last longer	1	2	3	4	__

12. Which one of these is most important to you personally?
(Read complete list again if necessary)

	(Q12) MOST IMPORTANT	**(Q13)** SECOND MOST	**(Q14)** THIRD MOST	
improving safety	1	1	1	__
reducing traffic congestion (traffic flow)	2	2	2	
making pavement smoother	3	3	3	
making the highways more attractive	4	4	4	__
performing routine maintenance like pothole repair	5	5	5	
expanding existing highways by building more lanes	6	6	6	
building brand new highways	7	7	7	
making road surfaces last longer	8	8	8	__
(DNK/WS) **(SKIP TO 15)**	9	9	9	

13. Which one of these is second most important?

14. Which one of these is third most important?

15. In thinking about safety on the state highway system in general, what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)	
a. roadway lighting	1	2	3	4	5	6	__
b. traffic signals	1	2	3	4	5	6	__
c. width of lanes	1	2	3	4	5	6	__
d. traffic signs	1	2	3	4	5	6	__
e. pavement markings, striping and reflectors	1	2	3	4	5	6	__
f. guardrails and crash cushions	1	2	3	4	5	6	__
g. road curviness or curves in the road	1	2	3	4	5	6	__

16. Overall, what grade would you give to safety of the state highway system? __

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6

17. When driving on state highways, what do you think is the **greatest** threat to your safety? **(DO NOT READ)(CHECK ONLY ONE RESPONSES)** __ __

CONDITION OF THE HIGHWAY PAVEMENT..... 01
ACTIVITY IN WORK ZONES..... 02
LACK OF ENFORCEMENT..... 03
OTHER DRIVERS (NON-SPECIFIC)..... 04
AGGRESSIVE/RECKLESS DRIVERS..... 05
DISTRACTED DRIVERS..... 06
DRUNK DRIVERS..... 07
SPEEDING DRIVERS..... 08
LARGE TRUCKS/18 WHEELERS..... 09
OTHER: (SPECIFY)
_____ XX
(NOT FAMIL/DNK/WS)..... 00

18. In thinking about traffic flow on the state highway system in general, what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)	
a. congestion due to accidents	1	2	3	4	5	6	__
b. availability of information about traffic delays	1	2	3	4	5	6	__
c. traffic signal timing	1	2	3	4	5	6	__
d. congestion due to road work	1	2	3	4	5	6	__
e. congestion due to not having enough travel lanes	1	2	3	4	5	6	__
f. patrols for roadside assistance	1	2	3	4	5	6	__

19. Overall, what grade would you give to traffic flow on the state highway system?

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6 __

20. In thinking about road surfaces on the state highway system, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)	
a. smoothness of the pavement	1	2	3	4	5	6	__
b. durability of the pavement meaning how well it holds up over time	1	2	3	4	5	6	__
c. quietness of the ride	1	2	3	4	5	6	__
d. appearance of the road surface	1	2	3	4	5	6	__

21. Overall, what grade would you give to pavement conditions of the state highway system?

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6 __

22. In thinking about major bridges on the state highway system in general, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)	
a. condition of bridges	1	2	3	4	5	6	__
b. appearance of bridges	1	2	3	4	5	6	__

23. Overall, what grade would you give to bridges on the state highway system?

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6 __

24. In thinking about maintenance of the state highway system in general, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)	
a. litter removal	1	2	3	4	5	6	__
b. roadside drainage	1	2	3	4	5	6	__
c. time it takes to repair potholes	1	2	3	4	5	6	__
d. maintenance of signs and striping	1	2	3	4	5	6	__
e. rest areas	1	2	3	4	5	6	__
f. grass cutting	1	2	3	4	5	6	__
g. time it takes to respond to a problem	1	2	3	4	5	6	__
h. guardrail repair	1	2	3	4	5	6	__
i. signals	1	2	3	4	5	6	__

25. Overall, what grade would you give to maintenance of the state highway system? __

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6

26. In thinking about work zones on the state highway system in general, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)	
a. detour signs and directions	1	2	3	4	5	6	__
b. speed of traffic	1	2	3	4	5	6	__
c. amount of advanced notice	1	2	3	4	5	6	__
d. amount of traffic congestion in work zones	1	2	3	4	5	6	__
e. time it takes to complete work	1	2	3	4	5	6	__
f. projects being completed on time	1	2	3	4	5	6	__
g. time of day road work is done	1	2	3	4	5	6	__

27. Overall, what grade would you give to work zones on the state highway system? __

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6

28. In thinking about communications from the Louisiana DOTD (Department of Transportation and Development), please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)	
a. letting people know when and where public hearings will be held	1	2	3	4	5	6	__
b. keeping people informed about upcoming construction projects and lane closures	1	2	3	4	5	6	__
c. providing enough information about road projects	1	2	3	4	5	6	__
d. providing information that you need to make travel plans	1	2	3	4	5	6	__
e. being courteous to people who contact them	1	2	3	4	5	6	__
f. trying to provide useful information to the public (trying to communicate with the public)	1	2	3	4	5	6	__

29. Overall, what grade would you give to communications by the Louisiana Department of Transportation and Development? __

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6

30. What is the best way for DOTD to get road information to you: posting it on their Internet web site, announcements in newspapers, radio announcements, television announcements, or some other way? __

INTERNET WEB SITE..... 1
NEWSPAPER..... 2
RADIO..... 3
TELEVISION..... 4
OTHER: (SPECIFY)
_____ X
(DNK/WS)..... 0

31. Overall, what grade would you give to the job being done by the Louisiana Department of Transportation and Development on the state highway system? __

A=EXCELLENT..... 1
B=GOOD..... 2
C=FAIR..... 3
D=POOR..... 4
F=FAILING..... 5
(DNK/WS)..... 6

32. Would you say the state highway system is better now than it was five years ago, is it about the same or is it worse than it was five years ago? __

BETTER NOW..... 1
ABOUT THE SAME..... 2
WORSE..... 3
(DNK/WS)..... 4

33. Do you think the job being done by the Louisiana Department of Transportation and Development has improved, stayed about the same or gotten worse over the past five years? __

IMPROVED..... 1
STAYED ABOUT THE SAME... 2
GOTTEN WORSE..... 3
(DNK/WS)..... 4

34. Would you be willing to pay more if the money was dedicated to highway improvements?

YES..... 1
NO..... 2
(DNK/WS) **(SKIP TO Q36)** 3

__

35. Why? **(ASK IF RESPONDED YES OR NO TO Q34)**

_____ __ __

36. Would you describe the place where you live as being urban, suburban or rural?

URBAN..... 1
SUBURBAN..... 2
RURAL..... 3
(DNK/WS)..... 4

__

37. Do you commute to work, school or for any other reason?

YES..... 1
NO **(SKIP TO Q40)** 2
(DNK/WS) **(SKIP TO Q40)** 3

__

38a. Does your commute take you into an urban area?

YES..... 1
NO..... 2
(DNK/WS)..... 3

__

38b. Does your commute take you into a suburban area?

YES..... 1
NO..... 2
(DNK/WS)..... 3

__

39. To which parish do you generally commute? _____. __ __

(INSERT LOOK-UP LIST)
(IN ADDITION TO INDIVIDUAL PARISHES, PROVIDE CODES FOR: varies, more than one parish, Texas, Arkansas, Mississippi, other state(s)

40. Do you have Internet access at home?

YES..... 1
NO..... 2
(DNK/WS)..... 3

__

41. Are there any comments or concerns you would like to make about the state highway system or the Louisiana Department of Transportation and Development?

_____ __ __

_____ __ __

_____ __ __

That concludes our survey, thank you for your cooperation!

DATE __ __ __ __

TIME: ___ ___:___ ___

TELEPHONE NUMBER: (__ __ __) - __ __ __-__ __ __ __

Appendix B. Facsimile of survey instrument with frequency responses.

FREQUENCY RESPONSES
SAMPLE SIZE (n=1600)

2003-157 LA DOTD ID
Customer Satisfaction Survey

INTERVIEWER

Hello, my name is (interviewer's name) calling for PARISH
the Louisiana Department of Transportation and Development,
formerly known as the highway department. We are conducting a customer
satisfaction survey to get people's opinions about the state highway system.

Screening (If response to any question is "no", ask to speak with a person who is registered to vote and has a driver's license; if none available, schedule call-back; if no one in household meets the screening criteria then terminate the interview)

1.	Are you registered to vote in Louisiana? **(ASK TO SPEAK WITH A REGISTERED VOTER)**	YES.....	100.0
2.	Do you have a valid Louisiana driver's license? **(ASK TO SPEAK WITH A LICENSED DRIVER WHO IS REGISTERED TO VOTE)**	YES.....	100.0
3.	In the past year, have you driven on Louisiana's state highway system which includes interstate highways, 4-lane highways, two-lane highways and many major thoroughfares? **(ASK TO SPEAK WITH A LICENSED DRIVER WHO IS REGISTERED TO VOTE AND HAS DRIVEN ON THE SYSTEM)**	YES.....	100.0
4.	About how many miles do you drive per year?	UNDER 5,000.....	24.2
		5K – 10K.....	24.6
		BETWEEN 10K & 20K.....	21.3
		20K OR MORE.....	29.9
5.	How often would you say you drive on the state highway system--very often, sometimes, seldom or never?	VERY OFTEN.....	77.2
		SOMETIMES.....	15.4
		SELDOM.....	6.9
		NEVER.....	0.5
6.	The Louisiana Department of Transportation and Development, or DOTD, is responsible for building and maintaining the state highway system. Using a grading scale of A, B, C, D or F where A is excellent, B is good, C is fair, D is poor and F is failing, what overall grade would you give the state highway system?	A=EXCELLENT.....	2.1 2.1
		B=GOOD.....	18.6 18.7
		C=FAIR.....	43.2 43.4
		D=POOR.....	25.4 25.6
		F=FAILING.....	10.1 10.1
		(DNK/WS).....	0.6 (M)
7.	Have you ever had an unsatisfactory experience with conditions on the state highway system?	YES.....	58.7
		NO **(SKIP TO Q9)**	40.4
		(DNK/WS) **(SKIP TO Q9)**	0.9

8. Please describe (that experience/those experiences)
(TOP TEN RESPONSES)

POT HOLES	42.4
ROUGH ROADS/UNEVEN SURFACES/SHORT SHOULDER SPACE	36.1
DAMAGE TO VEHICLE	19.0
TRAFFIC CONGESTION	13.3
LOT OF CONSTRUCTION/NARROW LANES/ONE LANE	7.8
POOR PLANNING OF MAINTENANCE/CONSTRUCTION	4.4
POOR DRAINAGE	4.3
DEBRIS ON ROADWAY/OBSTACLES/DEER/RABBIT	3.8
MISDIRECTED DETOURS/CONSTRUCTION ZONES NOT MARKED	2.9
AUTO ACCIDENTS	2.2

9. Have you ever had an unsatisfactory experience with a Louisiana Department of Transportation and Development employee?

YES	2.4
NO **(SKIP TO Q11)**	97.1
(DNK/WS) **(SKIP TO Q11)**	0.4

10. Please describe (that experience/those experiences).
(n=38)

DMV COMPLAINT	39.5
PROBLEM WITH POLICE DURING TRAFFIC STOP/ACCIDENT	18.4
PROBLEM WITH CONSTRUCTION ZONES/FLAGMEN/NO DETOUR	13.2
OTHER	7.9
LACK OF FUNDS TO FIX ROADS	5.3
DAMAGE TO VEHICLE/FLAT TIRE	2.6
INVOLVED IN LAWSUIT	2.6
BAD PHONE SYSTEM	2.6
TRAFFIC CONGESTION	2.6
WORKERS STANDING AROUND	2.6
MOWED OVER NEWSPAPER	2.6

11. In your opinion, is it very important, somewhat important or not important that the Louisiana DOTD (Louisiana Department of Transportation and Development) give attention and resources (spend money on) to projects that are for:

(ROTATE)	VERY IMPORT	SOMEWHAT IMPORT	NOT IMPORT	(DNK /WS)
a. improving safety	90.6	8.2	0.8	0.5
b. reducing traffic congestion (traffic flow)	83.0	13.0	2.6	1.4
c. making pavement smoother	82.4	14.6	2.3	0.8
d. making the highways more attractive	43.6	39.3	16.4	0.7
e. performing routine maintenance like pothole repair	93.0	6.1	0.5	0.4
f. expanding existing highways by building more lanes	67.2	25.4	5.7	1.8
g. building brand new highways	55.6	33.2	9.0	2.2
h. making road surfaces last longer	89.8	8.9	0.7	0.6

12. Which one of these is most important to you personally?
(Read complete list again if necessary)

	(Q12) MOST IMPORTANT	(Q13) SECOND MOST (n=1583)	(Q14) THIRD MOST (n=1536)
improving safety	41.4	15.4	12.4
reducing traffic congestion (traffic flow)	11.4	14.8	18.3
making pavement smoother	9.8	11.7	10.6
making the highways more attractive	1.1	4.4	8.0
performing routine maintenance like pothole repair	17.1	26.7	19.1
expanding existing highways by building more lanes	6.3	10.8	11.8
building brand new highways	3.4	4.6	6.1
making road surfaces last longer	8.5	8.6	9.0
(DNK/WS) **(SKIP TO 15)**	1.1	3.0	4.8

13. Which one of these is second most important?

14. Which one of these is third most important?

15. In thinking about safety on the state highway system in general, what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)
a. roadway lighting	8.4	30.9	38.5	14.6	5.1	2.5
	8.6	31.7	39.5	15.0	5.2	(M)
b. traffic signals	15.4	43.6	29.1	7.3	2.8	1.8
	15.7	44.4	29.6	7.4	2.9	(M)
c. width of lanes	17.8	40.7	27.5	10.1	2.6	1.3
	18.0	41.2	27.8	10.3	2.7	(M)
d. traffic signs	23.0	47.8	20.9	5.6	2.1	0.7
	23.2	48.1	21.1	5.6	2.1	(M)
e. pavement markings, striping and reflectors	17.1	39.2	28.8	11.4	3.0	0.5
	17.2	39.4	28.9	11.5	3.0	(M)
f. guardrails and crash cushions	19.1	40.1	26.3	8.4	3.1	3.1
	19.7	41.3	27.1	8.6	3.2	(M)
g. road curviness or curves in the road	12.8	39.6	34.6	8.6	2.4	2.1
	13.0	40.5	35.3	8.7	2.5	(M)

16. Overall, what grade would you give to safety of the state highway system?

A=EXCELLENT	7.3	7.4
B=GOOD	40.9	41.2
C=FAIR	39.9	40.2
D=POOR	9.1	9.1
F=FAILING	2.1	2.1
(DNK/WS)	0.7	(M)

17. When driving on state highways, what do you think is the **greatest** threat to your safety? **(DO NOT READ)(CHECK ONLY ONE RESPONSES)**

HIGHWAY CONDITIONS	32.0
OTHER DRIVERS (NON-SPECIFIC)	25.4
LARGE TRUCKS/18 WHEELERS	9.1
DRUNK DRIVERS	7.7
SPEEDING DRIVERS	7.6
AGGRESSIVE/RECKLESS DRIVERS	7.1
DISTRACTED DRIVERS	3.8
(NOT FAMIL/DNK/WS)	3.8
OTHER DRIVER PROBLEMS	1.8
OTHER	1.8

18. In thinking about traffic flow on the state highway system in general, what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)
a. congestion due to accidents	4.9	20.9	39.7	19.7	10.0	4.8
	5.2	21.9	41.7	20.7	10.5	(M)
b. availability of information about traffic delays	8.1	22.4	30.3	22.9	10.3	6.1
	8.6	23.8	32.2	24.4	11.0	(M)
c. traffic signal timing	10.0	36.8	33.1	13.2	5.1	1.9
	10.2	37.5	33.7	13.4	5.2	(M)
d. congestion due to road work	4.1	21.6	33.0	26.1	12.6	2.6
	4.2	22.1	33.9	26.8	12.9	(M)
e. congestion due to not having enough travel lanes	3.9	22.8	41.2	22.1	6.6	3.4
	4.0	23.6	42.6	22.9	6.9	(M)
f. patrols for roadside assistance	8.8	26.3	30.8	14.7	8.6	10.9
	9.9	29.5	36.4	16.5	9.6	(M)

19. Overall, what grade would you give to traffic flow on the state highway system?

A=EXCELLENT	5.4	5.4
B=GOOD	34.3	34.4
C=FAIR	45.7	45.9
D=POOR	11.1	11.2
F=FAILING	3.1	3.1
(DNK/WS)	0.4	(M)

20. In thinking about road surfaces on the state highway system, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)
a. smoothness of the pavement	4.8	21.7	36.6	25.8	10.3	0.9
	4.8	21.9	36.9	26.0	10.4	(M)
b. durability of the pavement meaning how well it holds up over time	3.8	16.5	35.1	28.6	11.9	4.3
	3.9	17.2	36.6	29.8	12.4	(M)
c. quietness of the ride	6.8	26.4	36.4	20.7	7.8	1.8
	6.9	26.9	37.1	21.1	8.0	(M)
d. appearance of the road surface	5.6	28.0	39.7	18.8	6.8	1.1
	5.7	28.3	40.1	19.0	6.8	(M)

21. Overall, what grade would you give to pavement conditions of the state highway system?

A=EXCELLENT	3.9	3.9
B=GOOD	22.2	22.3
C=FAIR	42.8	42.9
D=POOR	23.8	23.8
F=FAILING	7.1	7.1
(DNK/WS)	0.3	(M)

22. In thinking about major bridges on the state highway system in general, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)
a. condition of bridges	10.4	41.8	31.9	11.0	2.1	2.9
	10.7	43.0	32.8	11.3	2.1	(M)
b. appearance of bridges	10.3	42.8	32.0	10.9	2.3	1.8
	10.5	43.6	32.6	11.1	2.3	(M)

23. Overall, what grade would you give to bridges on the state highway system?

A=EXCELLENT	10.0	10.2
B=GOOD	43.1	43.9
C=FAIR	34.4	35.1
D=POOR	8.8	9.0
F=FAILING	1.8	1.8
(DNK/WS)	1.8	(M)

24. In thinking about maintenance of the state highway system in general, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)
a. litter removal	9.1	30.6	31.3	19.0	9.4	0.6
	9.2	30.7	31.5	19.1	9.5	(M)
b. roadside drainage	8.9	32.5	33.9	17.3	4.9	2.4
	9.1	33.3	34.8	17.7	5.1	(M)
c. time it takes to repair potholes	2.5	12.3	29.7	33.7	17.4	4.7
	2.6	12.9	31.1	35.0	18.3	(M)
d. maintenance of signs and striping	7.4	33.3	40.3	14.3	3.3	1.5
	7.5	33.8	40.9	14.5	3.4	(M)
e. rest areas	11.4	32.8	23.5	13.9	7.3	11.1
	12.8	36.9	26.4	15.6	8.2	(M)
f. grass cutting	11.3	36.1	31.5	15.1	5.2	0.8
	11.4	36.4	31.7	15.2	5.2	(M)
g. time it takes to respond to a problem	4.4	20.6	27.7	13.4	6.9	27.0
	6.0	28.3	37.9	18.3	9.5	(M)
h. guardrail repair	7.4	34.9	31.6	8.7	3.0	14.4
	8.7	40.7	36.9	10.1	3.5	(M)
i. signals	11.6	45.1	29.1	6.9	2.0	5.3
	12.2	47.6	30.8	7.3	2.1	(M)

25. Overall, what grade would you give to maintenance of the state highway system?

A=EXCELLENT	5.0	5.0
B=GOOD	29.6	29.8
C=FAIR	46.8	47.1
D=POOR	14.8	14.9
F=FAILING	3.1	3.1
(DNK/WS)	0.7	(M)

26. In thinking about work zones on the state highway system in general, please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)
a. detour signs and directions	12.9	41.3	31.6	9.9	2.1	2.1
	13.2	42.2	32.2	10.2	2.2	(M)
b. speed of traffic	8.3	35.2	36.1	13.8	4.8	1.9
	8.5	35.9	36.8	14.1	4.8	(M)
c. amount of advanced notice	12.8	36.0	28.3	14.8	4.7	3.4
	13.3	37.3	29.3	15.3	4.9	(M)
d. amount of traffic congestion in work zones	4.0	21.6	36.4	25.2	10.4	2.4
	4.1	22.2	37.3	25.8	10.6	(M)
e. time it takes to complete work	3.4	16.6	31.7	27.7	15.2	5.4
	3.6	17.5	33.5	29.3	16.1	(M)
f. projects being completed on time	4.4	16.9	28.4	20.1	13.4	16.7
	5.3	20.3	34.1	24.2	16.1	(M)
g. time of day road work is done	6.1	23.9	29.5	21.6	13.8	5.2
	6.4	25.2	31.1	22.7	14.5	(M)

27. Overall, what grade would you give to work zones on the state highway system?

A=EXCELLENT	4.7	4.8
B=GOOD	27.6	28.1
C=FAIR	42.6	43.2
D=POOR	18.3	18.5
F=FAILING	5.3	5.4
(DNK/WS)	1.6	(M)

28. In thinking about communications from the Louisiana DOTD (Department of Transportation and Development), please tell me what grade would you give to: **(repeat scale as necessary: A=excellent, B=good, C=fair, D=poor, and F=failing)**

	A EXCELL	B GOOD	C FAIR	D POOR	F FAIL	(DNK /WS)
a. letting people know when and where public hearings will be held	7.4	20.3	26.9	19.6	10.4	15.5
	8.7	24.0	31.8	23.2	12.3	(M)
b. keeping people informed about upcoming construction projects and lane closures	10.8	30.3	31.9	17.1	5.1	5.0
	11.3	31.8	33.6	18.0	5.3	(M)
c. providing enough information about road projects	8.5	25.8	36.1	17.9	5.2	6.5
	9.1	27.6	38.6	19.2	5.5	(M)
d. providing information that you need to make travel plans	8.3	28.4	34.6	15.3	4.9	8.5
	9.0	31.1	37.8	16.7	5.3	(M)
e. being courteous to people who contact them	13.3	30.3	20.0	4.2	1.8	30.4
	19.1	43.5	28.8	6.0	2.6	(M)
f. trying to provide useful information to the public (trying to communicate with the public)	10.3	33.6	33.1	10.1	3.0	9.9
	11.4	37.3	36.8	11.2	3.3	(M)

29.	Overall, what grade would you give to communications by the Louisiana Department of Transportation and Development?	A=EXCELLENT	9.1	9.5
		B=GOOD	33.7	35.3
		C=FAIR	37.3	39.1
		D=POOR	11.9	12.5
		F=FAILING	3.4	3.5
		(DNK/WS)	4.7	(M)
30.	What is the best way for DOTD to get road information to you: posting it on their Internet web site, announcements in newspapers, radio announcements, television announcements, or some other way?	INTERNET WEB SITE	4.0	
		NEWSPAPER	21.4	
		RADIO	24.2	
		TELEVISION	45.7	
		OTHER: (SPECIFY)	4.3	
		(DNK/WS)	0.4	
31.	Overall, what grade would you give to the job being done by the Louisiana Department of Transportation and Development on the state highway system?	A=EXCELLENT	6.6	6.6
		B=GOOD	32.4	32.8
		C=FAIR	44.3	44.8
		D=POOR	12.7	12.8
		F=FAILING	2.9	2.9
		(DNK/WS)	1.1	(M)
32.	Would you say the state highway system is better now than it was five years ago, is it about the same or is it worse than it was five years ago?	BETTER NOW	45.3	
		ABOUT THE SAME	40.6	
		WORSE	11.8	
		(DNK/WS)	2.3	
33.	Do you think the job being done by the Louisiana Department of Transportation and Development has improved, stayed about the same or gotten worse over the past five years?	IMPROVED	44.6	
		STAYED ABOUT THE SAME	43.4	
		GOTTEN WORSE	9.2	
		(DNK/WS)	2.9	
34.	Would you be willing to pay more if the money was dedicated to highway improvements?	YES	59.3	
		NO	31.3	
		(DNK/WS) **(SKIP TO Q36)**	9.4	

35. Why? **(ASK IF RESPONDED YES OR NO TO Q34)**
(TOP TEN RESPONSES) YES (n=948)

IMPROVE ROAD SURFACE/FIX POT HOLES/CONTINUE IMPROVEMENT	29.4
INCREASE SAFETY	25.1
CONDITIONAL—FUNDS USED FOR PURPOSE INTENDED	15.2
TRAVEL EVERYDAY/IMPROVE TRANSPORTATION/EASY ACCESS	14.3
PROVIDE NECESSARY FUNDING	9.3
REDUCE WEAR & TEAR ON VEHICLES/REDUCE AUTO REPAIR	7.4
EASE TRAFFIC CONDITIONS	4.7
MAKE IT BETTER/BENEFIT ALL	4.7
IMPROVE QUALITY OF OUR STATE	3.0
WORK DONE TIMELY/PROJECTS COMPLETED/USE PROPER MATERIALS	2.1

(TOP TEN RESPONSES) NO (n=501)

MISAPPROPRIATION OF HIGHWAY FUNDS/DON'T SEE RESULTS 30.3
PAY ENOUGH/TAXES TOO HIGH 27.7
FUNDS GO TO DOTD ADMIN. NOT TO ROADS/BETTER USE OF FUNDS 12.2
ALREADY HAVE SUFFICIENT HIGHWAY FUNDS 10.4
POOR/ON FIXED INCOME/RETIRED 9.6
PROJECTS NOT DONE TIMELY/MONEY WASTED/SUBSTANDARD WORK 5.8
DON'T TRUST POLITICIANS 4.0
OTHER BUDGET ITEMS SHOULD BE FUNDED/OTHER PRIORITIES 3.2
OTHER 2.8
JUST WOULDN'T/NO PERSONAL GAIN 2.6

36. Would you describe the place where you live as being urban, suburban or rural?

URBAN..... 27.4
SUBURBAN..... 30.2
RURAL..... 40.2
(DNK/WS)..... 2.3

37. Do you commute to work, school or for any other reason?

YES..... 56.8
NO **(SKIP TO Q40)** 42.3
(DNK/WS) **(SKIP TO Q40)** 0.9

(n=909)

38a. Does your commute take you into an urban area?

YES..... 71.7
NO..... 27.7
(DNK/WS)..... 0.6

(n=909)

38b. Does your commute take you into a suburban area?

YES..... 64.0
NO..... 34.1
(DNK/WS)..... 1.9

39. To which parish do you generally commute? _____

(INSERT LOOK-UP LIST)
(IN ADDITION TO INDIVIDUAL PARISHES, PROVIDE CODES FOR: varies, more than one parish, Texas, Arkansas, Mississippi, other state(s)

40. Do you have Internet access at home?

YES..... 64.0
NO..... 35.9
(DNK/WS)..... 0.1

Gender recorded by observation

MALE..... 47.4
FEMALE..... 52.6

41. Are there any comments or concerns you would like to make about the state highway system or the Louisiana Department of Transportation and Development?