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16. Abstract and Update The year 2009 represents the third and last year of a time series analysis of customer satisfaction with the Louisiana Department of Transportation and Development (DOTD). The results for the 2009 survey were remarkably similar to previous years – indicating a consistency of opinion across the three samples in all three years. In general, public opinion about DOTD was stable in terms of priorities, satisfaction and dissatisfaction. Regarding priorities, for each of the three years -- safety, congestion relief, faster repair/construct of roads, and road maintenance improvement led the list. In terms of perception of the highway system in Louisiana, wasted tax dollars and congestion/delays were “top of the mind” for all three years. Overall level of congestion and the speed/efficiency of carrying out road repairs were in the top five list of “most dissatisfied” in all three years. Respondents were most satisfied with warning signs for construction, and detour signs and directions during road construction/repairs. The responses to the DOTD innovations (satisfaction, awareness and use) were relatively consistent from one year to the next with the percentages varying little. Further, there was no “best” year for satisfaction, awareness or use. A “favorite” innovation all three years was the Interstate Message Signs. Regarding customer service, few contacted DOTD from one year to the next. The vast majority, that contacted DOTD, agreed that it was easy to contact the right person and that they received the information/help that they needed. Very few were dissatisfied with the courteousness, knowledge, professionalism or helpfulness of the DOTD customer service staff in any of the years included in this analysis.			
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ABSTRACT

The year 2009 represents the third and last year of a time series analysis of customer satisfaction with the Louisiana Department of Transportation and Development (DOTD). The results for the 2009 survey were remarkably similar to previous years – indicating a consistency of opinion across the three samples in all three years. In general, public opinion about DOTD was stable in terms of priorities, satisfaction, and dissatisfaction.

Regarding priorities, for each of the three years, safety, congestion relief, faster repair/construct of roads, and road maintenance improvement led the list. In terms of perception of the highway system in Louisiana, wasted tax dollars and congestion/delays were “top of the mind” for all three years. Overall level of congestion and the speed/efficiency of carrying out road repairs were in the top five list of “most dissatisfied” in all three years. Respondents were most satisfied with warning signs for construction, detour signs, and directions during road construction/ repairs.

The responses to the DOTD innovations (satisfaction, awareness, and use) were relatively consistent from one year to the next with the percentages varying little. Further, there was no “best” year for satisfaction, awareness, or use. A “favorite” innovation all three years was the interstate message signs.

Regarding customer service, few contacted DOTD from one year to the next. The vast majority who contacted DOTD agreed that it was easy to contact the right person and that they received the information/help they needed. Very few were dissatisfied with the courteousness, knowledge, professionalism, or helpfulness of the DOTD customer service staff in any of the years included in this analysis.

IMPLEMENTATION STATEMENT

In general, the respondents were aware of the Louisiana Department of Transportation and Development innovations; however, the respondents were more aware of some (for example, interstate message boards and Adopt-a-Road) but mostly unaware of others (for example, the voice-activated 511 travelers information service and the DOTD Web site). Further, with few exceptions, respondents were no more aware of the innovations in 2009 than they were in 2007. DOTD should enhance efforts to publicize the organization's innovations.

Few of the respondents (approximately one-fifth) had used the DOTD Web site, but over 85 percent had Internet access at home. The Web site provides a golden opportunity to communicate with the public. DOTD should assure that the site is easy to navigate and provides the information essential to the public.

Of those who have used the Web site, there were various reasons for doing so. In fact, the major reason was "other" followed by "gain information on road conditions." There should be a follow-up analysis as to why individuals are accessing the Web site to assure the public's needs are being met.

Further, the Web site should showcase the transparency of the organization. Increased transparency will enhance public satisfaction. See http://www.foreseeresults.com/research-white-papers/_downloads/ForeSeeResults_OnlineTransparencyStudy_2009.pdf for more information on the indicators of Web site satisfaction.

Some organizations are expanding their Web sites to include more detailed information on funding and enhanced tools that allow the public to track the progress of projects electronically. DOTD does provide basic information on projects via its Web site with updates formatted more as news items (not an uncommon approach among the states). Variations of electronic tracking include, for example: Shawnee County/Topeka, Kansas (http://maps.topeka.org/website/pims_public/viewer.htm), state of Hawaii (<https://cip.ehawaii.gov/public/welcome.html>), New York City Metropolitan Transportation Agency ([http://www.mta.info/capitaldashboard/10_14/CapitalDash Board7.html](http://www.mta.info/capitaldashboard/10_14/CapitalDashBoard7.html)), Texas Department of Transportation (http://www.dot.state.tx.us/project_information/project_tracker.htm), and Missouri Department of Transportation (see, in particular, the graphics, maps, and photo updates) <http://www.modot.mo.gov/plansandprojects/>.

The respondents were very satisfied with customer service. In fact, in 2009 approximately 80 percent agreed that it was easy to contact the right person and that they received the information they needed. In reverse, for one of five respondents, the service received was

less than exceptional or unmemorable. These results can be used as a benchmark for improving customer service efforts in the future. Additionally, a sample of customer service calls can be selected, on a regular basis, as a follow up to identify problems and areas needing improvement.

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INTRODUCTION

The performance of public organizations can and should be measured in multiple ways. One method for evaluating the performance of state transportation agencies is through an investigation of data on road and bridge conditions and safety. According to an analysis of highway and bridge conditions, congestion, and safety, Louisiana funding for roads was graded as a “D,” bridges a “D-,” and state roads an “F” (Poor, 2007). In 2008, the report *Performance of State Highway Systems* (Hartgen, Karanam, Fields & Kerscher, 2010), ranked Louisiana 49th for fatality rates and 36th in overall ratings of road performance and cost effectiveness. The good news is that this 36th ranking was an increase of seven spots from the previous year.

Another method of evaluating performance is a survey of public opinion. Early in 2010, *Overdrive*'s poll of owner-operators ranked I-10 in Louisiana at the top of the list of worst roads (Kvidera, 2010). Louisiana has been ranked among the top five for worst roads by *Overdrive* for the past several years. *Overdrive*'s national survey differed somewhat with a 2009 opinion poll of Louisiana residents in which approximately 46 percent rated Governor Bobby Jindal's progress in improving roads and highways in the state as good or even excellent (*Public Opinion Survey*, 2009, p. 17). While the *Public Opinion Survey Louisiana Voters* (2009) examined citizen opinion on a variety of different topics, only one question narrow in scope, investigated public opinion about roads and highways. In contrast, this survey of customer satisfaction of the Louisiana Department of Transportation and Development is dedicated solely to one state agency. Citizen satisfaction has been a key government performance indicator since 1999 (Freed, 2009) and customer satisfaction assessment was mandated in Louisiana by Executive Order 97-39 in 1997.

OBJECTIVE

The year 2009 represents the third and last year of a time series analysis of customer satisfaction with DOTD. Additionally, this study investigated the awareness, use, and satisfaction with DOTD's innovations. The findings of this study were compared to the first and second years in this time series analysis, and recommendations were offered. The goal of the research was to provide information useful for benchmarking and service improvement.

SCOPE

This study examined public satisfaction with the Louisiana Department of Transportation and Development and determined the awareness, use, and satisfaction with DOTD innovations. The research was designed as a time series analyses for the years 2007, 2008, and 2009. Participants were selected through a randomized list of phone numbers current each year. The respondent demographics provided a close match for the general population in Louisiana. For example, 37 percent of the 2008 and 2009 sample was African American and 56.6 percent female (compared to, respectively, 31.7 percent and 51.4 percent in the general population – according to the 2000 Census Data). The greatest mismatch between the samples and the general population was in educational attainment. Our samples were more highly educated than the general population. While 27 percent of Louisiana working adults, 25-64, held at least a two-year college degree (*A Stronger*, 2010), 38.6 percent of the combined 2008-2009 samples and 27 percent of the 2007 sample were college graduates.

There are several limitations of this study. First, the instrument was lengthy and included multiple satisfaction indicators. Nonetheless, the list of questions was not exhaustive of all possible aspects of DOTD and the highway system in Louisiana. Second, as is true for other such studies, this research measured attitudes/opinion, and while attitudes are powerful and help predict behavior, they are not the same as behavior. In a similar vein, respondent dissatisfaction with the speed and efficiency of road repairs/construction, for example, may be a valid concern – it may honestly be taking too long or the opposite may be true and repairs and construction may be advancing quickly – however, this study does not endeavor to measure that opinion against actual progress. Third, responses about the use of DOTD innovations, for example, are dependent on memory, which is fallible. Last, although this was a time series analyses, it is unlikely that there will be a significant change in awareness of any DOTD innovation from one year to the next, within such a short time span, unless there has been significant campaign on the part of the agency.

METHODOLOGY

To determine the level of satisfaction of Louisiana residents with DOTD, a customer satisfaction survey was constructed in 2007. The same instrument, with minor modifications, was used in 2008 and 2009. The questionnaire contained the following sets of questions: 29 questions measuring general satisfaction, eight measuring image, one measuring opinion about priorities, five assessing support for DOTD and knowledge, seven measuring awareness about and satisfaction with innovations, and six examining contact with DOTD and level of satisfaction with customer service. Finally, four questions were dedicated to transportation use, five investigated access to information, and four were dedicated to general demographics. The survey was primarily closed-ended using a yes/no format; a five-point Likert-like scale (A = excellent, B = good, C = neutral, D = needs improvement, and F = fail); a three-point Likert scale (satisfied, neutral, and dissatisfied); and various multiple choice options.

One goal of this research was to assure the findings were representative of the general population of Louisiana residents. From a randomized list of 5,000 phone numbers representative of Louisiana population, a sample of 348 Louisiana residents was selected with a 5.25 margin of error and a 95 percent confidence level. This response rate was smaller than the 2007 and 2008 samples. Because of the smaller sample size, the data analysis was not split by region (telephone area codes). Thirty-eight percent (132) of the respondents were male and 56 percent (197) were identified as white. The mean age was 46. The plurality (130) was high school graduates and 35 percent were college graduates. The vast majority of the respondents (75 percent, 258) were native residents of Louisiana and 95 percent (324) were licensed drivers. Few had used a bus (20), train (8), or ship/ferry (47) in the past 12 months. More respondents had used public transportation (63), ridden a bicycle (78), or flown on a plane (99).

The plurality of the respondents (38.2 percent, 133) lived in the 225 telephone area code. The next largest group of respondents (22 percent) lived in the 318 area code and the remaining lived in the following telephone area codes: 337 (17.2 percent), 504 (12.9 percent), and 985 (8.9 percent).

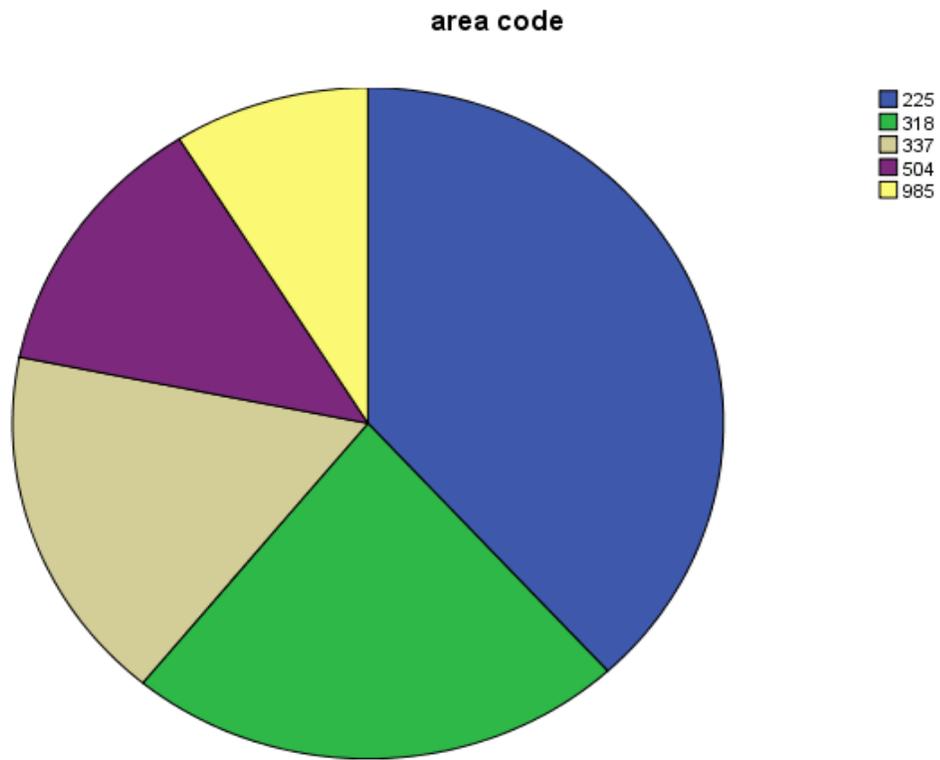


Figure 1
Telephone area codes

DISCUSSION OF RESULTS

Overall Level of Satisfaction

When asked their opinion about DOTD, a slight majority (53.2 percent) indicated that they were neutral (“speak neutral about DOTD if asked”). Twenty-two percent would be critical if asked their opinion and only 2 percent (7) would be critical of DOTD without being asked. Approximately 21 percent would speak highly of DOTD if asked their opinion and 1.4 percent (5) would speak highly of DOTD without being asked.

Approximately one-third of the respondents gave an “A” (8.2 percent, 28) or “B” (25.1 percent) to DOTD’s accountability with citizen tax dollars. Nineteen percent graded DOTD’s accountability as needing improvement (14.6 percent) or “F” (4.4 percent). Regarding their confidence in DOTD, 40 percent graded it as an “A” (8.4 percent, 29) or “B” (31.6 percent) and slightly more than 15 percent were dissatisfied (“D” 12.5 percent and “F” 2.6 percent).

When asked to rate the overall value provided by DOTD for the transportation needs of state residents, 55.7 percent (191) agreed that it was an “okay value for the money.” Twenty-seven percent considered it to be a low value for the money and 17.2 percent perceived it to be a good value. How supportive was the sample of an increase in funding for transportation in the state over the next two years? A little less than half the sample, 47.7 percent, agreed that funding should be increased and 47.5 percent wanted the funding to remain the same. Only 5 percent of the sample thought the funding should be reduced (Table 1).

Table 1
Overall satisfaction 2009

	A = Excellent	B = Good	C = Neutral	D = Needs Improvement	F = Fail	Total
Accountability of DOTD with citizen tax dollars	8.2% (28)	25.1% (86)	47.7% (164)	14.6% (50)	4.4% (15)	343
Citizen's level of confidence in DOTD	8.4% (29)	31.6% (109)	44.9% (155)	12.5% (43)	2.6% (9)	345
	Speak highly without being asked	Speak highly if asked	Neutral if opinion is asked	Speak critical if opinion is asked	Speak critical without opinion being asked	
Which of the following best describes your opinion of DOTD?	1.4% (5)	21.4% (74)	53.2% (184)	22.0% (76)	2.0% (7)	346
	It should be increased	It should stay about the same	It should be reduced	Total		
How do you think the current level of funding for transportation in LA should change over the next two years?	47.7% (163)	47.5% (162)	5.0% (17)	342		
	Good value for your money	OK value for your money	Low value for your money	Total		
Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	17.2% (59)	55.7% (191)	27.1% (93)	343		

An equally important measure of satisfaction was a follow-up question in which the respondents were asked to rate the importance (1 = not important, 2 = somewhat and 3 = most important) of a variety of issues (see Table 2). The results are presented in percentages. In the opinion of the respondents, given the limitations of funding, DOTD should focus more of its resources on the following:

1. Focus more on safety – 69.5 percent (the most important)
2. Congestion relief – 62.6 percent
3. Faster repair/construct of roads – 59.9 percent
4. Road maintenance improvement – 56.1 percent
5. Focus more on local roads – 53.2 percent

Table 2
DOTD focus 2009

Given the limitations of funding, what would you like DOTD to focus more of its resources on?	Most important
Congestion relief	62.6%
Safety	69.5%
Road maintenance improvement	56.1%
Bridge maintenance improvement	49.4%
New construction	39.1%
Faster repair/construct of roads	59.9%
Interstate/major highways	47.4%
Local roads	53.2%
Passenger rail system	16.7%
Public transit system	22.3%

“Given the limitations of funding, what would you like DOTD to focus more of its resources? How important is each of the following to you?” (Valid) PERCENTAGES

Next, the perception about the general image of DOTD/the highway system was analyzed and captured in Table 3. What came to mind, when the respondents thought about the

highway system in Louisiana, was congestion and delays (2.38), wasted tax dollars (2.15), poor planning (2.13), hard working road maintenance crew (2.11), and lots of litter (2.04).

Table 3
Thinking about DOTD

When you think of the highway system in Louisiana, which of the following comes to mind?*	Mean
Green and attractive landscaping	2.02
Wasted tax dollars	2.15
Lots of litter	2.04
Hard working road maintenance crews	2.11
Congestion and delays	2.38
Poor planning	2.13
Lots of innovation & new ideas	1.95
Idle road construction workers	1.92

*“When you think of the highway system in Louisiana, which of the following comes to mind?” (key: 1 = not at all, 2 = sometimes, and 3 = often)

Level of Satisfaction

The respondents were most pleased with: availability of roadside assistance (2.42) and signage pertaining to road construction/repair (the lower the mean, the more satisfied) – hazard warning signs (2.43), detour signs and directions during road construction and repairs (2.43), and warning signs indicating ongoing road construction and repairs (2.47). This is the first time in three years that the availability of roadside assistance topped the list.

The sample was most dissatisfied with the following:

1. Alternative modes of transportation along highways, such as biking lanes (2.86)
2. The job DOTD does compared to transportation departments in other states (2.86)
3. Smoothness of highway surfaces (2.86)
4. Overall level of congestion (2.85)

Satisfaction with Customer Service

This section presents the results on contact with DOTD. Fifty of the respondents (14.8 percent) had contacted DOTD in the past two years. Among them, 36 contacted the DOTD headquarters and 12 contacted a district office. The 29 contacting DOTD were referred to the customer service headquarters.

In response to the question “how easy was it to contact the right person?” the majority (79.6 percent) agreed that it was very easy or easy. Six were neutral and only four reported that it was difficult or very difficult. The majority of the respondents were satisfied with the service they received, with 80.4 percent agreeing that they received the information they needed. A vast majority of those who had been helped agreed that the DOTD employee was courteous (74 percent, 37; only two responded “no”). A majority also agreed that the employee who helped them was knowledgeable (72 percent, 36; four responded “no”), professional (72 percent, 36; three responded “no”), and helpful (68 percent, 34; three responded “no”).

Satisfaction with Innovations

Several questions were asked about seven DOTD innovations (see Table F Appendix C). The favorite from 2008 to 2009 continued to be interstate messaging boards. The respondents were most aware of the interstate message boards and Adopt-a-Road programs and least aware of the voice-activated 511 Travelers Information Service.

1. Interstate message board signs (89.5 percent)
2. Adopt-a-Road (80.2 percent)
3. Safety Awareness Campaign (73.5 percent)
4. Motorist Assistant Patrol Service (68.9 percent)
5. Statewide traffic camera coverage (64.8 percent)
6. DOTD Web site (48 percent)
7. Voice-activated 511 Travelers Information Service (34.1 percent)

Respondents were also asked their level of satisfaction with the innovations, regardless of their experience with or exposure to each; respondents were just as likely to be neutral as satisfied with a few exceptions. The respondents were most satisfied with interstate message board signs (72.6 percent), safety awareness campaign (61.1 percent), Adopt-a-Road (59.2 percent), statewide traffic camera coverage (56.3 percent), followed by Motorist Assistance Patrol Service (56 percent). They were more neutral about the voice-activated 511 Travelers Information Services (63.6 percent) and the DOTD Web site (66.7 percent). Very few reported being dissatisfied with any of the innovations.

1. Voice-activated 511 Travelers Information Services (3 percent, 10 dissatisfied)
2. Motorist Assistance Program (2.4 percent, 8 dissatisfied)
3. Safety Awareness Campaign (5.3 percent, 18 dissatisfied)
4. DOTD Web site (3.9 percent, 12 dissatisfied)
5. Interstate message board signs (1.8 percent, 6 dissatisfied)
6. Adopt-a-Road (4.7 percent, 16 dissatisfied)
7. Statewide traffic camera coverage (4.5 percent, 15 dissatisfied)

The last question in this section of the survey asked about use. Less than 50 percent had used (or had seen) the services, other than interstate message board signs and safety awareness campaign.

1. Interstate message board signs (81.9 percent)
2. Safety Awareness Campaign (60.4 percent)
3. Statewide traffic camera coverage (47.1 percent)
4. Adopt-a-Road program (24.4 percent)
5. DOTD Web site (18.4 percent)
6. Voice-activated 511 Travelers Information Services (17.9 percent)
7. Motorist Assistant Patrol Service (15.4 percent)

Specific to the DOTD Web site, the vast majority perceived the Web site to be very easy (50.9 percent) or easy to use (28.1 percent). Ten (17.5 percent) rated it as “okay” and only two individuals considered the Web site to be difficult or very difficult to use. The respondents who accessed the Web site did so for a variety of reasons.

1. Other reason (51.4 percent, 18)
2. Gain information about road conditions (35 percent, 14)
3. Contact DOTD (24.4 percent, 10)
4. Gain information about a project (22.5 percent, 9)
5. Gain response to a specific questions (13.5 percent, 5)
6. Gain detour or work zone information (8.1 percent, 3)

Last, several questions were added to the instrument that examined respondents’ access to information. Over 85 percent (258 of 309) of the respondents stated that they did have internet access at home. Further, 29.4 percent (73 of 248) accessed the internet at a library, and 27 percent (69 of 256) accessed the Internet at the home of friends/family.

The following percentages of respondents were aware that DOTD communicated through Twitter (9 percent, 31), Facebook (14.6 percent, 50), email (42.6 percent, 148), and the newspaper (49.4 percent, 170). Approximately 54 percent (184) were unaware that DOTD held public meetings. Only 29 (8.4 percent) had attended a DOTD informational/public hearing.

While few had a Twitter account (12 percent, 41), more had a Facebook account (33.6 percent, 115), and the vast majority (76.5 percent, 264) had email accounts. More than half of the respondents (54.4 percent, 185) receive a newspaper. Thirty-one percent (107) would sign up to receive emails from DOTD about projects.

Comparison of 2007, 2008, and 2009

In general, public opinion about DOTD in 2007, 2008, and 2009 was stable in terms of priorities, satisfaction, and dissatisfaction. Regarding priorities, for each of the three years, safety, congestion relief, faster repair/construct of roads, and road maintenance improvement led the list. In terms of perception of the highway system in Louisiana, wasted tax dollars and congestion/delays were “top of the mind” for all three years. Third on the list in 2009 was poor planning.

Overall level of congestion and the speed/efficiency of carrying out road repairs were in the top five list of “most dissatisfied” in all three years. Respondents in 2007, 2008, and 2009 were most satisfied with warning signs for construction and detour signs and directions during road construction/repairs. Roadside assistance joined the list of top satisfiers in 2009.

The responses to the DOTD innovations (satisfaction, awareness, and use) were relatively consistent from one year to the next with the percentages varying little. Further, there was no “best” year for satisfaction, awareness, or use. A “favorite” innovation all three years was the interstate message signs. Across the innovations, respondents in 2009 were no more aware of the innovations than in 2007 (with the notable exception of the safety awareness campaign). The majority in 2009 had seen the interstate message board signs (81.9 percent) and heard/seen the safety awareness campaigns (60.4 percent), and a near majority had used the statewide traffic camera coverage (47.1 percent). The biggest jump in awareness was from 2007 to 2008 for 511 Traveler’s Information Services.

Speaking in very general terms, the 2008 data seemed to be a “high” point for the three-year evaluation of the satisfaction with Louisiana DOTD, while the 2009 results are more closely aligned with the 2007 results. About a third of the 2007 and 2009 respondents were satisfied

with the accountability of DOTD. In 2008, 43.5 percent were satisfied with the accountability of DOTD. Nearly half (48.3 percent) of the 2008 sample was satisfied with the level of confidence in DOTD, compared to approximately 40 percent in 2007 and 2009. In 2008, a somewhat larger percentage (24.7 percent) would “speak highly” of DOTD if asked (16.7 percent in 2007 and 21.4 percent in 2009). Only 18.6 percent in 2008 would speak critically of DOTD (21.6 percent in 2007 and 22 percent in 2009). Twenty-seven percent in 2008 agreed that DOTD was good value for the money, as compared to 23.5 percent in 2007 and only 17.2 percent in 2009. It should be noted that even though there were a few differences in the 2007, 2008, and 2009 data results, it is unlikely that most of those differences were statistically significant. In contrast, 2007 was the high point in the perception about DOTD funding; a little over three-fourths (76.6 percent) of the respondents agreed that the funding should be increased. Only 53.8 percent agreed in 2008 and even fewer (47.7 percent) believed the same in 2009.

Regarding customer service, few had contacted DOTD from one year to the next (low of 13.5 percent in 2007 to a high of 18.1 percent in 2008). A larger percentage was referred to customer service headquarters in 2007 (82.1 percent in 2007; 56 percent in 2008; 58 percent in 2009). The vast majority agreed that it was easy to contact the right person (low of 79.6 percent in 2009 to a high of 86.9 percent in 2007) and agreed that they received the information/help that they needed (low of 72 percent in 2008 and a high of 89.7 percent in 2007). Very few were dissatisfied with the courteousness, knowledge, professionalism, or helpfulness of the DOTD customer service staff in any of the years included in this analysis. Although few were dissatisfied with the services provided, the degree of satisfaction modestly declined from 2007 to 2008 and 2009.

“Yes” courteous: 2007 = 94.9%; 2008 = 88%; 2009 = 74%

“Yes” knowledgeable: 2007 = 94.9%; 2008 = 72%; 2009 = 72%

“Yes” helpful: 2007 = 94.8%; 2008 = 85.3%; 2009 = 68%

“Yes” professional: 2007 = 87.9%; 2008 = 82.7%; 2009 = 72%

CONCLUSIONS AND RECOMMENDATIONS

This report is the third and last in a time series analysis of customer satisfaction with the Louisiana Department of Transportation and Development (DOTD). The sample size for the third year was sufficient for the general analysis but insufficient to produce findings by telephone area code. Almost 40 percent of the respondents in the 2009 sample resided in the 225 (Baton Rouge) area.

Stepping back from the three-year data, a certain picture of the public's perspective of the Louisiana Department of Transportation and Development and the highway system emerges. There is a public weariness with the congestion and the speed/efficiency of carrying out road repairs. While the 2009 analysis does not include findings by telephone area code, the "weariness" was statewide (as confirmed by crosstabular analysis of the area codes and the variables: congestion and speed/efficiency of road repairs/construction). Further, over three-fourths of the respondents in 2007 supported an increase in DOTD funding, but that percentage dropped to less than 50 percent in 2009.

This image of the Louisiana Department of Transportation and Development is probably not any more cynical, and possibly more positive, than the public's view of other state or federal agencies. In the last 50 years, according to the Pew Research Center, public trust in the federal government has declined since the high at the end of the Kennedy administration – with moderate peaks (around 2002) and deep valleys (most recent – 2010) from 1965 to the current year. This "democratic malaise" (Tanguay, 1999, as cited in Blind, 2006) is not just endemic to the United States, but public trust has been decreasing in all of the advanced industrialized democracies since 1965 (Dalton & Wattenberg, 2000, as cited in Blind, 2006).

While some federal organizations in the United States are viewed with more trust (with the U.S. Postal Service topping the list in 2010 according to the Ponemon Institute's Report), generally speaking, a low level of trust in one institution tends to seep into other public organizations (Christensen & Laegreid, 2002). Therefore, it is not surprising that a pessimistic view of the federal government would negatively affect perception about state governments. A Gallup poll in 2009 found that only 51 percent of Americans trusted state government (Jones, 2009).

In a 2010 study by the LSU Public Policy Research Lab, less than half (47.5 percent) of the sample agreed that the state of Louisiana was headed in the right direction and just 54 percent were confident that state government would effectively address the most important problem

(*The 2010 Spring Louisiana Survey*, 2010). Over 37 percent gave Louisiana government an “F” or “D” for transparency (*The 2010 Spring Louisiana Survey*, 2010).

Although a “certain degree of suspicion on the part of the citizenry is a necessary condition for a healthy democracy” (Blind, 2006), public trust, confidence, and satisfaction are important in the relationship between government and the citizens served. A more positive view of government increases the likelihood that people will comply with laws and that citizens will support reform and policy innovation (Kelleher & Wolak, 2007). As a side note, the public’s evaluation of government organizations also depends on certain service characteristics. Some services are usually rated higher, for example, fire departments, than other services, for example, road repair services (Miller & Miller, 1991, as cited in Bouchaert & Walle, 2003).

What can the Louisiana Department of Transportation and Development do to increase citizen satisfaction? One obvious place to start is by addressing congestion and the speed of road repairs/construction. Second, a lesson can be learned from the high ranking of the US Postal Service. The reason for the ranking is that postal services have direct employee to public contact; almost daily, mail is delivered to a home or business, typically by the same person. While this kind of day-to-day employee to citizen relationship has a poor fit with the service characteristics of Louisiana Department of Transportation and Development, there are methods to narrow the perceived gap between DOTD and individuals in the public.

One method currently in use is the customer service department. Note how few were dissatisfied with the services received. Further, an analysis of the relationship between contacting DOTD (yes or no) and four key issues (congestion, accountability, confidence, and efficiency in carrying out repairs/construction) revealed that those who contacted DOTD graded the agency higher; however, the only relationship that was statistically significant was between contacting DOTD and confidence in DOTD – those who had contacted DOTD had a greater level of confidence in the agency. The reason for this is simple – at the point of contacting DOTD, the agency was no longer a “faceless” bureaucracy. Extending this logic, the popularity of the roadside assistance program is, in part, because DOTD is visible in that service. And, it is a service that travelers can see and perceive that someone is being helped. Motorists are apparently also grateful for the interstate message signs.

We recommend that DOTD continue to identify opportunities to brand itself so that the services perceived as helpful are associated with the agency. Although we do not expect that increased customer service contact and the use and branding of DOTD innovations can

change the image of the agency from “congestion and delays” overnight, incrementally DOTD can strategically remind the public of the services it provides.

Last, maximizing the use of electronic communication will have definite benefits and some additional challenges. As one challenge, only 31 percent of the respondents exhibited an interest in receiving emails about project updates, even though 85 percent stated that they had Internet access at home. However, a fourth of the respondents (2007 and 2008) had already used the DOTD Web site.

Recent e-government studies affirm the benefits of transparent government Web sites as the “most efficient channel” for serving the public (Freed, 2009). Online transparency can increase trust, participation, satisfaction, and collaboration. Citizens who are satisfied with Web sites are more likely to return to the site, recommend it to others, and utilize the Web site as a primary resource (Freed, 2009). As a word of caution: as the popularity and use of governmental Web sites grow, citizen expectations grow. “Individuals who use government Web sites are not only critical consumers but demanding citizens.” (Welch, Hinnant & Moon, 2005).

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APPENDIX

- Appendix A Survey Instrument 2009
- Appendix B 2007, 2008, and 2009 Comparisons
- Appendix C Report on Customer Satisfaction: The Louisiana Department of
Transportation and Development 2008
- Appendix D Report on Customer Satisfaction: The Louisiana Department of
Transportation and Development 2007

APPENDIX A

Survey Instrument 2009

The Louisiana Department of Transportation and Development (DOTD) is conducting a brief survey to assure that the services provided meet the needs of Louisiana residents. The survey will take a few minutes of your time and we would like to include the opinion of a member of your household who is at least 18 years old and does not work for DOTD. All responses will be confidential.

phone number _____ **Person making the call** _____ **date** _____

1. We are interested in your experience traveling on Louisiana’s state highways, interstates, roads, and other means of transportation. How would you grade each of the following, using the following options: A = excellent, B = good, C = neutral, D = needs improvement, and F = fail		A	B	C	D	F
A.	The safeness of the Louisiana highway system	A	B	C	D	F
B.	Availability of emergency road assistance	A	B	C	D	F
C.	Overall level of congestion	A	B	C	D	F
D.	Smoothness of highway surfaces	A	B	C	D	F
E.	Lighting and striping on highways	A	B	C	D	F
F.	Shoulder width	A	B	C	D	F
G.	Hazard warning signs (e.g., sharp curves, lane ends, narrow bridges, etc.)	A	B	C	D	F
H.	Repair and maintenance of interstates and US and state highways	A	B	C	D	F
I.	The speed and efficiency of carrying out road repairs	A	B	C	D	F
J.	The speed and efficiency of carrying out new construction projects	A	B	C	D	F
K.	Warning signs indicating ongoing road construction/repair	A	B	C	D	F
L.	Detour signs & directions during road constructions/repairs	A	B	C	D	F
M.	Amount of time you are delayed in work zones	A	B	C	D	F
N.	DOTD’s consideration for your time & frustration regarding road repairs or new road construction projects	A	B	C	D	F
O.	The advance notice provided by DOTD when projects are initiated in your area	A	B	C	D	F
P.	The cleanliness and safety of rest areas along the highway system.	A	B	C	D	F
Q.	The availability of rest areas.	A	B	C	D	F
R.	Maintenance of bridges	A	B	C	D	F
S.	Amount of litter or trash	A	B	C	D	F
T.	Ferries	A	B	C	D	F

(continued)

U.	Alternative modes of transportation along highways, such as biking lanes	A	B	C	D	F
V.	The accountability of DOTD with citizens tax dollars	A	B	C	D	F
W.	The job DOTD does as compared to transportation departments in other states.	A	B	C	D	F
X.	The decisions made by DOTD officials about the State's future transportation system	A	B	C	D	F
Y.	Your level of confidence in DOTD.	A	B	C	D	F
Z.	DOTD's prioritizing of highway improvements in Louisiana	A	B	C	D	F
AA.	DOTD's support for local transportation projects for the city and local government parishes	A	B	C	D	F
BB.	DOTD's responsiveness to the concerns of local communities	A	B	C	D	F
CC.	The degree that the transportation system contributes to your community's economic well being	A	B	C	D	F

The following questions ask your opinion on a variety of issues.

2. When you think of the highway system in Louisiana, which of the following comes to mind? (key: 1 = not at all, 2 = sometimes, and 3 = often)

- | | | | |
|---|---|---|---|
| (a) green and attractive landscaping | 1 | 2 | 3 |
| (b) wasted tax dollars | 1 | 2 | 3 |
| (c) lots of litter | 1 | 2 | 3 |
| (d) hard working road maintenance crews | 1 | 2 | 3 |
| (e) congestion and delays | 1 | 2 | 3 |
| (f) poor planning | 1 | 2 | 3 |
| (g) lots of innovation and new ideas | 1 | 2 | 3 |
| (h) idle road construction workers | 1 | 2 | 3 |

3. Which of the following best describes your opinion of DOTD? (check one)

- _____ I speak highly of DOTD without being asked
_____ I speak highly of DOTD if asked my opinion
_____ I speak neutral of DOTD if asked my opinion
_____ I speak critical of DOTD if asked my opinion
_____ I speak critical of DOTD without being asked my opinion

4. How do you think the current level of funding for transportation in Louisiana should change over the next two years? (check one)

- ___(1) It should be increased ___(2) It should stay about the same
___(3) It should be reduced

5. Overall, how would you rate the value provided by DOTD for the transportation needs of Louisiana residents? (check one)
 ___(1) Good value for your money ___(2) OK value for your money
 ___(3) low value for your money
6. Based on the information you have, what do you think is the major source of funding for the Louisiana Department of Transportation and Development (DOTD)? (choose all that apply)
 _____(1) gas tax _____(2) general sales _____(3) property tax
 _____(4) vehicle sales tax _____(5) other
7. Given the limitations of funding, on what would you like DOTD to focus more of its resources? How important is each of the following to you? (select one answer for each of the following)
- | | | |
|--------------------------------------|---|---|
| (a) congestion relief | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (b) safety | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (c) road maintenance improvement | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (d) bridge maintenance improvement | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (e) construct new highways | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (f) faster repair/construct of roads | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (g) interstate/major highways | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (h) local roads | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (i) passenger rail system | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |
| (j) public transit system | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important |
| | <input type="checkbox"/> most important | |

8. Innovations: Now I am going to read to you a list of several projects (innovations) DOTD has implemented over the past few years. Please describe your level of satisfaction with the following recent innovations.		Satisfied	Neutral	Dissatisfied
A.	Motorist Assistance Patrol Service Level of satisfaction (describe as follows: Free services to stranded motorists. Services such as: one gallon of fuel, change a flat tire, jump start a car, fill radiator with water, and provide a free phone call).	1	2	3
	Were you aware of this program before this survey? (Circle One)	Yes	No	
	Have you used this service? (Circle One)	Yes	No	
B.	Adopt-a-Road program (level of satisfaction) (describe as follows: It consists of removing litter and debris from state and federal roadsides).	1	2	3
	Were you aware of this program before this survey?(Circle One)	Yes	No	
	Have you participated in this program (as a part of an organization)? (Circle One)	Yes	No	
C.	Interstate Message Board Signs (level of satisfaction) (describe it as follows: An advanced warning system to motorists about road conditions such as blocked lanes, roadwork or emergency).	1	2	3
	Were you aware of this program before the survey? (Circle One)	Yes	No	
	Have you seen this service? (Circle One)	Yes	No	
D.	Statewide Traffic Camera Coverage (level of satisfaction) (describe it as follows: helps the driving public avoid traffic congestion with online services that provide access to live traffic views from desktop computers, Web-enabled cell phones and PDAs, and local TV news programs).	1	2	3

(continued)

	Were you aware of this service before the survey? (Circle One)	Yes	No	
	Have you ever used this service? (Circle One)	Yes	No	
E.	New Voice-activated 511 Travelers Information Services (level of satisfaction) (describe as follows: Available around-the-clock, it provides real-time traffic and road conditions updates).	1	2	3
	Were you aware of this of this service before the survey? (Circle One)	Yes	No	
	Have you used this service? (Circle One)	Yes	No	
F.	Safety Awareness Campaign service (level of satisfaction) (describe as follows: It provides new radio, television and prints Public Service Announcements that promotes driver safety and awareness on Louisiana’s roadways).	1	2	3
	Were you aware of this of this service before the survey? (Circle One)	Yes	No	
	Have you heard or seen any of these announcements? (Circle One)	Yes	No	
G.	DOTD Web site..... (level of satisfaction) (If asked – The site address is (www.dotd.la.gov)	1	2	3
	Were you aware of this service before the survey? (Circle One)	Yes	No	
	Have you used this service? (Check One)	Yes	No	
	What was your purpose for visiting the Web site? (Check One) <input type="checkbox"/> To get information about a project <input type="checkbox"/> To obtain road condition information <input type="checkbox"/> To get detour or work zone information <input type="checkbox"/> To contact a DOTD employee <input type="checkbox"/> To get a response to a specific question <input type="checkbox"/> Other			

(continued)

<input type="checkbox"/> Very easy <input type="checkbox"/> Easy <input type="checkbox"/> Okay <input type="checkbox"/> Difficult <input type="checkbox"/> Very difficult			
How satisfied are you with this service?	1	2	3

Customer Information Services: DOTD want to provide you with the best possible service. Your input is vital to our success. Please help us better serve you by providing us with the following information.

9. Have you contacted a DOTD office during the past two years? ___ Yes ___ No

10. **[If Yes to above]** Did you contact DOTD headquarters or a District Office? (Check One) ___ DOTD headquarters ___ District Office _____
(Name of Office)

11. **[If Yes to above]** Were you referred to the customer service headquarters?
___ Yes ___ No

12. If you have contacted DOTD during the past two years, how easy was it to contact the right person the last time you contacted the DOTD? (check one) ___ Very easy
___ Easy ___ Neutral ___ Difficult ___ Very difficult

13. **[If Yes to above]** Were you able to get your questions answered or get the information you needed the last time you contacted the DOTD? (check one)
___ Yes ___ No ___ Don't remember/don't know

14. The DOTD employee who helped me was: (circle one each)

(a) Courteous	Yes	Somewhat	No	Don't remember
(b) Knowledgeable	Yes	Somewhat	No	Don't remember
(c) Helpful	Yes	Somewhat	No	Don't remember
(d) Professional	Yes	Somewhat	No	Don't remember

15. Where do you access the internet? (check all that apply)
- home
 - library
 - friends/family
 - other
 - do not access the internet at all
16. Are you aware that DOTD communicates/provides information/updates through the following?
- | | | |
|--------------------|------------------------------|-----------------------------|
| a. Twitter | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Facebook | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. email | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. news releases | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. public hearings | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
17. Do you have any of the following accounts?
- | | | |
|--------------|------------------------------|-----------------------------|
| a. Twitter | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Facebook | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. email | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. newspaper | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
18. Do you receive information from DOTD on any of the following?
- | | | |
|-------------|------------------------------|-----------------------------|
| a. Twitter | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Facebook | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. email | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
19. Have you attended a DOTD public hearing/informational meeting? Yes No

DEMOGRAPHICS: Last, to help us understand the needs of different communities, please provide the following information. Individual responses will remain completely confidential. To help us ensure that we are reaching all segments of Louisiana’s diverse population, please tell us a little bit about yourself.

20. In which parish do you live? _____
21. How many years have you been a resident of Louisiana? (check one)
 ___ Less than 1 year ___ 1 to 5 years ___ 6-10 years ___ 11-20 years ___ all your life

22. Are you a licensed driver? (circle one) Yes No
23. During the past 12 months, have you used any of the following types of transportation?
- | | | |
|--|-----|----|
| (a) Public transportation such as a bus | Yes | No |
| (b) Automobile, sport utility vehicle, pickup truck, van, taxi or motorcycle | Yes | No |
| (c) Bus (e.g., Greyhound) | Yes | No |
| (d) Train (e.g., AMTRAK) | Yes | No |
| (e) Plane | Yes | No |
| (f) Ship or ferry | Yes | No |
| (g) Riding a bicycle | Yes | No |
24. What is your gender? _____ Male _____ Female
25. How old are you? (fill in the blank) _____
26. What is the highest grade you have completed? (check one)
- _____ 10th grade or less _____ 12th grade/GED _____ some college/technical school
- _____ college graduate
27. With which racial or ethnic group do you best identify?
- _____ White
- _____ African American, Jamaican, or other Caribbean Islanders
- _____ Hispanic, Mexican, Puerto Rican, Central or South American, Cuban, or other Spanish origin
- _____ Asian & Asian American, Pakistanis, Indian, and Pacific Islanders
- _____ Other

We welcome any comments regarding our services or transportation issues that are important to you.

APPENDIX B

2007, 2008, and 2009 Comparison Tables

Table 1
General Satisfaction

		Satisfied		Neutral	Dissatisfied	
Accountability of DOTD with citizen tax dollars	2009 ¹	33.3% (114)		47.7% (164)	19% (65)	
	2008 ¹	43.5% (185)		38.0% (162)	18.6% (79)	
	2007 ²	34.2% (153)		40.6% (182)	25.2% (113)	
Citizen's level of confidence in DOTD	2009 ¹	40% (138)		44.9% (155)	15.1% (52)	
	2008 ¹	48.3% (203)		38.1% (160)	13.6% (57)	
	2007 ²	39.5% (176)		48.4% (216)	12.1% (54)	
		Speak highly of DOTD without being asked	Speak highly if asked	Speak neutral of DOTD if asked	Speak critical if asked	Speak critical without being asked
Which of the following best describes your opinion of DOTD?	2009 ¹	1.4% (5)	21.4% (74)	53.2% (184)	22.0% (76)	2.0% (7)
	2008	3.1% (13)	24.7% (105)	53.6% (228)	16.0% (68)	2.6% (11)
	2007	.4% (2)	16.7% (75)	61.2% (274)	20.3% (91)	1.3% (6)

NOTE: ¹5 point Likert-like scale with A & B = satisfied, C = neutral, D & F = dissatisfied;

²3 point Likert-like scale with 1 = satisfied, 2 = neutral and 3 = dissatisfied

**Table 2
Funding**

		It should be increased	It should stay about the same	It should be reduced
How do you think the current level of funding for transportation in LA should change over the next two years?	2009	47.7% (163)	47.5% (162)	5.0% (17)
	2008	53.8% (228)	36.6% (155)	9.7% (41)
	2007	76.6% (343)	17.9% (80)	5.6% (25)
		Good value for your money	OK value for your money	Low value for your money
Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	2009	17.2% (59)	55.7% (191)	27.1% (93)
	2008	27% (114)	50% (211)	23% (97)
	2007	23.5% (105)	54.8% (245)	21.7% (97)

**Table 3
Priorities**

Given the limitations of funding, What would like DOTD to focus more of its resource on?	Most important 2007 (N= 450)	Most important 2008 (N= 432)	Most important 2009 (N=343)
Passenger rail system	17.7%	27.8%	16.7%
Public transit system	21.3%	33%	22.3%
Congestion relief	66.7%	59.7%	62.6%
Safety	84.3%	75%	69.5%
Road maintenance improvement	70.7%	57.9%	56.1%
Bridge maintenance improvement	60.6%	51.7%	49.4%
New construction	42.3%	48.1%	39.1%
Faster repair/construct of roads	68.9%	57.1%	59.9%
Interstate/major highways	53.2%	56%	47.4%
Local roads	48.4%	51.9%	53.2%

Key: 1 = not important, 2 = somewhat important, 3 = most important. Only most important (3) noted.

Table 4
Thinking about DOTD 2007, 2008, and 2009

When you think of the highway system in Louisiana, which of the following comes to mind?	Mean		
	2007	2008	2009
Green & Attractive landscaping	2.04	1.96	2.02
Wasted tax dollars	2.31	2.13	2.15
Lots of Litter	2.31	2.03	2.04
Hard working road maintenance crews	2.16	2.08	2.11
Congestion and Delays	2.40	2.19	2.38
Poor planning	1.97	1.97	2.13
Lots of Innovation & new ideas	1.79	1.89	1.95
Idle road construction workers	1.69	1.84	1.92

Key: 1 = not at all, 2 = sometimes, and 3 = often

Table 5
Level of satisfaction 2007, 2008, and 2009

	Mean		
	2007 ¹	2008 ²	2009 ²
Safeness of Louisiana's highways system	1.7216	2.6186	2.5230
Availability of road assistance	1.6429	2.5383	2.4265
Overall level of congestion	2.1786	2.8009	2.8522
Smoothness of the highway surfaces	2.2282	2.7726	2.8609
Lighting and striping on the highway	1.6808	2.3666	2.5661
Shoulder width	1.7181	2.4639	2.6657
Hazard warning signs	1.4922	2.3859	2.4335
Repair and maintenance of the highway	1.9621	2.8213	2.6493
Speed and efficiency of carrying out road repairs	2.0670	2.8009	2.8006
Speed and efficiency of carrying out new construction	1.9933	2.8333	2.7471
Warnings signs indicating ongoing construction/repairs	1.4698	2.3882	2.4752
Detour signs and directions during road construction/repairs	1.4576	2.4567	2.4373
Amount of time you are delayed in work zones	2.0067	2.6939	2.7238
DOTD's consideration for your time/frustration regarding road construction/repair	1.7696	2.6256	2.6416
Advance notice provided by DOTD when projects are initiated in your area	1.5393	2.5690	2.5275
Cleanliness and safety of rest areas along the highway system	1.7684	2.6071	2.5101
Availability of rest areas	1.9310	2.7687	2.6395
Maintenance of bridges	1.7639	2.6518	2.5389
Amount of litter and trash	2.1849	2.6588	2.6408
Ferries	1.7366	2.6331	2.5412
Alternative modes of transportation along highways, such as biking lanes	1.9577	2.9041	2.8634
Job DOTD does as compared to transportation departments in other states	1.8725	2.6422	2.8613
Decision made by DOTD officials about the state's future transportation system	1.7092	2.5346	2.7018
DOTD's prioritizing of highway improvements in Louisiana	1.7562	2.6024	2.7262
DOTD's support for local transportation projects for the city and local government parishes	1.6726	2.5012	2.6879
DOTD's responsiveness to the concerns of local communities	1.6928	2.5321	2.7197
Degree the transportation system contributes to your community's well being	1.6413	2.4868	2.6734

NOTE: ¹3 point Likert-like scale with 1 = satisfied, 2 = neutral and 3 = dissatisfied;

²5 point Likert-like scale with 1 = excellent and 5 = failed

Table 6
Innovations

DOTD Innovations		Satisfied		Satisfied
		2007	2008	2009
A.	Motorist assistance patrol service Level of satisfaction “Yes” -----□	(satisfied) 45% (199)	(satisfied) 59.6% (254)	(satisfied) 56% (186)
	Were you aware of this program before this survey? (Circle One)	Yes 66% (295)	Yes 70.1% (300)	Yes 68.9% (235)
	Have you used this service? (Circle One)	Yes 16% (71)	Yes 32.3% (135)	Yes 15.4% (52)
B.	Adopt-a-Road program (level of satisfaction = “Yes”) □	56% (248)	47.3% (195)	59.2% (200)
	Were you aware of this program before this survey? (Circle One)	Yes 80% (359)	Yes 65.8% (271)	Yes 80.2% (275)
	Have you participated in this program (as a part of an organization)? (Circle One)	Yes 18% (82)	Yes 21.8% (90)	Yes 24.4% (83)
C.	Interstate message board signs (level of satisfaction – “Yes”)□	73% (382)	70.2% (299)	72.6 (247)
	Were you aware of this program before the survey? (Circle One)	Yes 88% (391)	Yes 79.6% (339)	Yes 89.5% (308)
	Have you seen this service? (Circle One)	Yes 77% (342)	Yes 73.5% (313)	Yes 81.9% (280)

(continued)

D.	Statewide traffic camera coverage (level of satisfaction) “Yes” ---- <input type="checkbox"/>	51% (226)	51.2% (219)	56.3% (187)
	Were you aware of this service before the survey? (Circle One)	Yes 74% (329)	Yes 68.9% (295)	Yes 64.8% (223)
	Have you ever used this service? (Circle One)	Yes 47% (209)	Yes 48.8% (209)	Yes 47.1% (161)
E.	New voice-activated 511 Travelers Information Service (level of satisfaction) “Yes” ---- <input type="checkbox"/>	26% (115)	37.9% (159)	33.4% (111)
	Were you aware of this of this service before the survey? (Circle One)	Yes 34% (153)	Yes 45.3% (191)	Yes 34.1% (117)
	Have you used this service? (Circle One)	Yes 12% (53)	Yes 27.3% (115)	Yes 17.9% (61)
F.	Safety Awareness Campaign service (level of satisfaction) “Yes” ---- <input type="checkbox"/>	54% (239)	55% (232)	61.1% (209)
	Were you aware of this of this service before the survey? (Circle One)	Yes 66% (294)	Yes 67.1% (282)	Yes 73.5% (235)
	Have you heard or seen any of these announcements? (Circle One)	Yes 49% (221)	Yes 61.4% (259)	Yes 60.4% (206)
G.	DOTD Web site (level of satisfaction) “Yes” ---- <input type="checkbox"/>	32% (142)	28.9% (119)	29.4% (91)
	Were you aware of this service before the survey? (Circle One)	Yes 56% (248)	Yes 45.3% (192)	Yes 48% (157)
	Have you used this service? (Check One)	Yes 26% (112)	Yes 26.2% (111)	Yes 18.4% (59)

Table 7
Customer Service

	2007		2008		2009	
	Yes	No	Yes	No	Yes	No
Those who contacted DOTD in past 2 years	13.5% (60)	86.5	18.1 (75)	81.9	14.8 (50)	85.2
Of those who contacted DOTD, the number which contacted the district office	31.6 (19)	68.4	50.7 (38)	49.3	24.0 (12)	76.0
Of those who contacted DOTD, the number which contacted DOTD headquarters	70 (42)	30.0	69.3 (52)	30.7	72.0 (36)	28.0
Of those who contacted DOTD, the number that was referred to the customer service headquarters	82.1 (46)	17.9	56 (42)	44	58.0 (29)	42.0

Table 8
Customer Service: Information Received

	2007			2008			2009		
	Yes	No	D/K	Yes	No	D/K	Yes	No	D/K
Able to get the information you needed	89.7% (26)	3.4	6.9	72% (54)	10.7	17.3	80.4 (37)	6.5	13

Table 9
Customer Service: Ease of Contacting the Right Person

	2007			2008			2009		
	Easy	Neut	Hard	Easy	Neut	Hard	Easy	Neut	Hard
How easy was it to contact the right person? ¹	86.9% (53)	13.1		85.3 (64)	6.7	8.0	79.6 (39)	12.2	8.1

Key: "How easy was it to contact the right person?" (1 = very easy and easy, 2 = neutral, 3 = difficult and very difficult).

APPENDIX C

Report on Customer Satisfaction: The Louisiana Department of Transportation and Development 2008

Report Presented: May 7, 2009

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**Louisiana Department of Transportation and Development
Customer Satisfaction Study – 2008
Executive Summary**

This report is the second in a time series analysis of customer satisfaction with the Louisiana Department of Transportation and Development (DOTD). For the 2008 study, a random sample of 432 Louisiana residents was surveyed, by phone. The instrument, used for both 2007 and 2008, investigated public opinion on general satisfaction, image, support for DOTD, awareness about and use of DOTD innovations, contact with DOTD, and respondent characteristics.

The results for both the 2007 and 2008 surveys were remarkably similar – indicating a consistency of opinion across the two samples. The results were also comparable from region to region, for both years, with few exceptions.

In general, public opinion about DOTD was stable in terms of priorities, satisfaction, and dissatisfaction. Perception about DOTD’s accountability and the public’s confidence in the agency was somewhat improved from 2007 to 2008. Very few were dissatisfied with DOTD’s customer service both years, but the rating of the quality of that service was slightly greater in 2007.

The most notable finding is that there was little change from the 2007 to the 2008 sample in terms of awareness about and use of the DOTD innovations. Interstate messaging boards were the most popular innovation both years. It is recommended that DOTD explore avenues to better communicate with the public and increase awareness of the agency and its services. DOTD should assure that the logo is branded on all of its means of communicating with and providing services to the public (for example, the DOTD logo should be prominent on the motorist assistance patrol trucks and the messaging boards – particularly as these services gain attention and use).

➤ **Overall level of satisfaction:**

- Regarding citizen confidence in DOTD, less than 14 percent of both samples (2007 and 2008) rated their confidence as poor.
- Similarly, a larger percentage in 2008 (43.5 percent) compared to 34.2 percent in 2007 reported that they were satisfied with the accountability of DOTD. A smaller percentage in 2008 (17.6 percent) were dissatisfied with the accountability of DOTD with tax dollar use than in 2007 (25 percent).

- Regarding their opinion of DOTD, slightly fewer respondents would speak critically about DOTD in 2008 (18.6 percent) compared to 2007 (21.6 percent), and a larger percentage would speak highly of DOTD in 2008 (27.8 percent in 2008 and 17.1 percent in 2007).

➤ **Support for funding:**

- The majority of respondents in both 2007 and 2008 stated that DOTD funding should be increased.
 - However the support for that funding increase was substantially greater in 2007 (76.6 percent) than in 2008 (53.8 percent).
- When asked to rate the overall value provided by DOTD, there was little difference in the results in 2007 and 2008.
 - Approximately half of the respondents both years indicated that it was “okay value for your money” with the remaining fairly split between “good value” and “low value.”

➤ **Priorities:**

- In both 2007 and 2008, (road/highway) safety was the major priority of the respondents.
- In both surveys: road maintenance improvement, faster repair/construct of roads, and congestion relief were among the top five priorities.

➤ **Image:**

- There was no significant change in the public’s perception about the highway system in Louisiana from 2007 to 2008. The major image was one of “congestion and delays.” Wasted tax dollars (tied with “lots of litter” in 2007) was the second most prominent view of the highway system both years.
 - While the view of wasted tax dollars might seem inconsistent with the majority support for an increase for highway funding, there are a few logical explanations for this. First and foremost, the public is prone to think negatively about government. More than likely, the same “wasted tax dollars” results would have been obtained had this been a survey of any other state department. It is also possible that the public would have been more favorable about a budget increase for DOTD because the product of the agency is (in the view of the citizens) tangible (roads, better roads) and not a part of the government’s safety net.

➤ **The level of satisfaction with 29 highway/DOTD issues:**

- There was only a small variance between the 29 issues of greatest satisfaction and dissatisfaction in both the 2007 and 2008 surveys. Most of the means hovered near the mid-point (neutral).
- Among the top five DOTD issues of *dissatisfaction* for both 2007 and 2008 were the smoothness of highway surfaces, congestion, and the speed/efficiency of carrying out road repairs/new construction.
 - The amount of litter and trash dropped out of the top five list of issues of greatest dissatisfaction in 2008 (it was second on the list in 2007), and alternative modes of transportation, such as biking lanes, joined the top five list of greatest dissatisfaction in 2008.
- Respondents in both 2007 and 2008 were most *satisfied* with the attempts to make road repair/construction more manageable and safe for motorists (road signage for road construction/repairs, warning signs, detour signs/directions) even if they were generally dissatisfied with the efficiency/speed of that construction/repair. Also, “the advance notice provided by DOTD when projects are initiated in your area” was among the issues of greatest satisfaction in 2007 and 2008.
 - While the top areas of satisfaction in 2007 were exclusively about road construction/repair, in the 2008 survey road-side assistance and lighting/striping were items added to the list of most satisfied.

➤ **Innovations:**

- Those sampled in 2008 were no more aware of the DOTD innovations than those surveyed in 2007, with the exception of the voice-activated 511 Travelers Information Service and the statewide camera coverage.
 - However, it would be unreasonable to expect a significant change in one year without a full blitz targeting public awareness of those innovations.
- Very few in 2007 or 2008 were dissatisfied with any of the innovations.
- Of all the innovations, interstate messaging boards were viewed the most favorably in both 2007 and 2008. The motorist assistance patrol service was ranked 2nd in 2008.

- The use of the DOTD innovations did not vary much from one year to the next with the exception of a much larger use of the motorist assistance patrol and the safety awareness campaign.

➤ **Customer Service:**

- The number of those contacting DOTD increased from 60 in 2007 to 75 in 2008.
- In 2008, more respondents contacted the DOTD district office (38 compared to 19 in 2007) and the DOTD headquarters (52 compared to 42 in 2007). Slightly fewer (42 compared to 46 in 2007) were referred to the customer service headquarters in 2008.
- About the same percentage in 2008 as in 2007 (85.3 percent and 86.9 percent respectively) agreed that it was easy to contact the right person. A somewhat smaller percentage in 2008 indicated that they were able to get the help/information they needed (89.7 percent in 2007 and 72 percent in 2008).
- In general, the sample in 2008, as compared to 2007, was slightly less positive about the customer service they received (“yes” courteous: 2007 = 94.9%; 2008 = 88%, “yes” knowledgeable: 2007 = 94.9%; 2008 = 72%, “yes” helpful: 2007 = 94.8%; 2008 = 85.3%, and “yes” professional: 2007 = 87.9%; 2008 = 82.7%). However, very few in 2007 and 2008 were dissatisfied with the customer service they received. In fact only two of 75 in 2008 indicated that the DOTD employee was not helpful and knowledgeable.

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Purpose

This report presents the findings of the second year of the three-year time series analyses of customer satisfaction DOTD conducted in late 2008 and early 2009. The data for this report were collected from a random sample of Louisiana residents. Based upon these results, recommendations are offered. The findings of this study will be compared to the baseline data from the first year of the three-year time series analysis. The overarching goal of this research was to identify areas of greatest concern and to determine if recommendations formulated last year to address these issues were successful.

Methodology

In order to determine the level of satisfaction of Louisiana residents with DOTD, a customer satisfaction survey was constructed in 2007. The same instrument was used in 2008, with minor modifications. The questionnaire contained the following sets of questions: 29 questions measuring general satisfaction, eight measuring image, one measuring opinion about priorities, five assessing support for DOTD and knowledge, seven measuring awareness about and satisfaction with innovations, and six examining contact with DOTD and level of satisfaction with customer service. Finally, four questions were dedicated to transportation use and four were dedicated to general demographics. The survey was primarily closed-ended using a yes/no format, a five-point Likert scale (A = excellent, B = good, C = satisfactory, D = needs improvement, and F = fail), a three-point Likert scale (satisfied, neutral and dissatisfied), and various multiple choice options.

One goal of this research was to assure the findings were representative of the general population of Louisiana residents. From a randomized list of 5,000 phone numbers representative of Louisiana population, a quota sample (predetermined number of responses required) of 432 Louisiana residents was selected with a 4.5 margin of error and a 95 percent confidence level. The data were analyzed using the Statistical Package for Social Science (SPSS) as the statistical software. Simple statistics (percentages, means, etc.) were primarily used to present the results that follow. Table A presents the sample distribution by phone area code and Chart 1 presents the sample by gender, age group, and level of education.

Table A
Numbers in each area code in sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	225	99	22.9	23.0	23.0
	318	98	22.7	22.8	45.8
	337	67	15.5	15.6	61.4
	504	96	22.2	22.3	83.7
	985	70	16.2	16.3	100.0
	Total	430	99.5	100.0	
Missing	System	2	.5		
Total		432	100.0		

Results of the Louisiana Resident Customer Satisfaction

In total, 432 surveys were completed. The average age of the respondents was 48; 75 percent were 57 years old or younger and 63.4 percent (274) had lived in Louisiana all their lives. Only 6.9 percent (30) respondents had lived in Louisiana less than 11 years. The majority of the sample was white (60.4 percent, 261) and female (52.1 percent, 225). The sample included 148 African Americans and only 20 who were identified as Hispanic, Asian or other. Twenty-six percent (115) had completed some college or technical school. Approximately 28.7 percent indicated that high school was the highest grade achieved and 41.2 percent were college graduates. As a group, the 432 respondents were more educated and younger than the general population.

The vast majority (367, 85 percent) are licensed drivers in the state. Twenty-five percent (112) had used public transportation, 20.6 percent (89) used a bus (Greyhound), 7.4 percent (32) a train, 29.2 percent (126) a ship or ferry, 31.7 percent (137) a bicycle, and 29.4 percent (127) used a plane (in the last 12 months).

Overall Level of Satisfaction

When asked their opinion about DOTD, the majority (52.8 percent, 228) indicated they were neutral (“speak neutral about DOTD if asked”). Fifteen percent (68) would be critical if asked their opinion, 2.5 percent (11) would be critical of DOTD without being asked. Twenty-four percent (105) would speak highly of DOTD if asked their opinion and only 3 percent (13) would speak highly of DOTD without being asked.

When asked to grade DOTD’s accountability with citizen tax dollars, the vast majority (80 percent) gave a passing grade: 37.5 percent (162) graded it as satisfactory, 31.7 percent graded it as good, and 11.1 percent graded it as excellent. Almost 20 percent gave a less than satisfactory grade: 12.5 percent indicated that some improvement was needed and 5.7 percent gave an F. More than 85 percent gave a passing grade (15.2 percent excellent, 33.1 percent good, and 38.1 percent satisfactory) when asked to grade their level of confidence in DOTD. Fewer than 14 percent were dissatisfied (11 percent gave a D and 2.6 percent gave an F).

When asked to rate the overall value provided by DOTD for the transportation needs of state residents, 50 percent (211) agreed that it was an “okay value for the money.” The other half was almost evenly split over good and low value for their money. Approximately 27 percent indicated that it was good value for the money and 23 percent agreed that it was low value for

the money. How supportive was the sample of an increase in funding for transportation in the state over the next two years? A little over half of the sample, 53.8 percent (228) agreed that funding should be increased and 36.6 percent wanted the funding to remain the same. Almost one-tenth of the sample (9.7 percent) thought the funding should be reduced (Table B).

Table B
Overall Satisfaction

	A = Excellent	B = Good	C = Satisfactory	D = Needs Improvement	F = Fail	Total
Accountability of DOTD with citizen tax dollars	11.3% (48)	32.2% (137)	38.0% (162)	12.7% (54)	5.9% (25)	426
Citizen's level of confidence in DOTD	15.2% (64)	33.1% (139)	38.1% (160)	11.0% (46)	2.6% (11)	420
Which of the following best describes your opinion of DOTD?	3.1% (13)	24.7% (105)	53.6% (228)	16.0% (68)	2.6% (11)	425
		It should stay about the same		It should be reduced		Total
How do you think the current level of funding for transportation in LA should change over the next two years?	53.8% (228)		36.6% (155)	9.7% (41)		424
	Good value for your money	OK value for your money	Low value for your money			Total
Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	27% (114)		50% (211)	23% (97)		422

In general, opinion about DOTD varied little from region to region. Having acknowledged that, the Baton Rouge and New Orleans areas appeared to be slightly less satisfied with DOTD. The Shreveport area was somewhat more satisfied with DOTD (Table C).

Table C
Overall Measures of Satisfaction by Area

	area code					All
	225	318	337	504	985	
Accountability of DOTD with citizen tax dollars ¹	2.89	2.71	<u>2.48</u>	2.60	2.78	2.70
Citizen's level of confidence in DOTD ²	2.79	<u>2.40</u>	2.46	2.49	2.49	2.53
Which of the following best describes your opinion of DOTD? ³	3.00	<u>2.73</u>	2.90	2.99	2.93	2.91
How do you think the current level of funding for transportation in LA should change over the next two years? ⁴	<u>1.31</u>	1.74	1.52	1.60	1.60	1.55
Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents? ⁵	1.90	1.93	1.99	2.09	<u>1.89</u>	1.96

Key: yellow highlight = most unfavorable; bold, underlined = most favorable (comparing the phone area codes to other phone area codes)

Key: ¹“The accountability of DOTD with citizens tax dollars” – range 1-5 (grading: A = 1, F = 5)

²“Your level of confidence in DOTD” – range 1-5 (grading: A = 1, F = 5)

³“Which of the following best describes your opinion of DOTD?” – range 1-5 (1 = speak highly without being asked; 2 = speak highly if asked; 3 = neutral if asked; 4 = speak critical if asked; 5 = speak critical without being asked)

⁴“How do you think the current level of funding for transportation in LA should change over the next two years?” – range 1-3 (1 = increased, 2 = stay same, 3 = reduced)

⁵“Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?” – range 1-3 (1 = good value, 2 = ok, 3 = low value)

Note: The means within the area codes illustrate that major issues of importance are consistent across the state (lower the mean the more favorable).

Note: 225 = primarily Baton Rouge, 318 = primarily Shreveport, 337 = primarily Lafayette, 504 = primarily New Orleans, and 985 = primarily Hammond, Houma, Point a’la Hache.

Regarding the level of confidence in DOTD, perception about DOTD accountability, and value provided by DOTD, few of the population characteristics were related to those perceptions about DOTD. African Americans were not more or less satisfied. Women were just as satisfied as men. Educational level was not associated with the perception about DOTD. Age, to a limited and mild degree, did matter. Older respondents were more likely to have a more favorable impression about the job DOTD does as compared to other states and rate the value higher.

An equally important measure of satisfaction was a follow-up question in which the respondents were asked to rate the importance (1 = not important, 2 = somewhat, and 3 = most important) of a variety of issues (see Table D). The results are presented in percentages. Considered least important were the passenger rail system (27.8 percent) and the public transit system (33 percent). Considered most important were safety (75 percent), congestion relief (59.7 percent), road maintenance (57.9 percent), and faster repair/construct of roads (57.1 percent). With some slight variations, what was deemed important was consistent from region to region.

In the opinion of the respondents, given the limitations of funding, DOTD should focus more of its resources on the following:

1. focus more on safety – 75 percent (the most important)
2. congestion relief – 59.7 percent
3. road maintenance improvement – 57.9 percent
4. faster repair/construct of roads – 57.1 percent
5. focus more on interstate/major highways – 56 percent

Table D
DOTD Focus

Respondents said DOTD should pay more attention to the following:

Given the limitations of funding, What would like DOTD to focus more of it resource on?	Most important
Congestion relief	59.7% (250)
Safety	75% (315)
Road maintenance improvement	57.9% (243)
Bridge maintenance improvement	51.7% (217)
New construction	48.1% (201)
Faster repair/construct of roads	57.1% (240)
Interstate/major highways	56% (232)
Local roads	51.9% (217)
Passenger rail system	27.8% (116)
Public transit system	33% (138)

“Given the limitations of funding, on what would you like DOTD to focus more of its resources? How important is each of the following to you?” (Valid) percentages

Next, the perception about the general image of DOTD/the highway system was analyzed. What came to mind, when the respondents thought about the highway system in Louisiana, were congestion and delays (2.19), wasted tax dollars (2.13), hard working road maintenance crew (2.08), and lots of litter (2.03). It should be noted that hard working road maintenance crew made it to the top three of the list of things that come to mind when respondents think about the highway system in Louisiana. It is a positive sign that the respondents perceived that road maintenance crews were hard working (2.08) rather than idle (1.84). The bad news is that, notwithstanding, respondents concerns about litter took the fourth position on that list (Table E).

Table E
Thinking about DOTD

“When you think of the highway system in Louisiana, which of the following comes to mind?”

	Mean
Green and attractive landscaping	1.96
Wasted tax dollars	2.13
Lots of litter	2.03
Hard working road maintenance crews	2.08
Congestion and delays	2.19
Poor planning	1.97
Lots of innovation and new ideas	1.89
Idle road construction workers	1.84

(Key: 1 = not at all, 2 = sometimes, and 3 = often)

Level of Satisfaction

The respondents were most pleased with signage pertaining to road construction/repair (lower the mean, the more satisfied) – lighting and striping on the highways (2.366), hazard warning signs (2.385), warning signs indicating ongoing road construction and repairs (2.388), and detour signs and directions during road construction and repairs (2.456). They also had a more favorable perception about the availability of road assistance (2.538) and the perception about DOTD providing advance notice when projects were initiated in their area (2.569).

The sample was most dissatisfied with the following:

1. alternative modes of transportation along highways, such as biking lanes (2.9041)
2. speed and efficiency of carrying out road repairs and new construction (2.8333)
3. repair and maintenance of the highway (2.8213)
4. overall level of congestion (2.8009)
5. smoothness of highway surfaces (2.7726)

Alternative modes of transportation along highways, such as biking lanes, was the number one area of dissatisfaction in Baton Rouge, New Orleans, and Hammond, Houma, Point a'la Hache areas. The speed and efficiency of road repairs and/or road construction and the repair and maintenance of highways were among the top five areas of dissatisfaction in all five regions. The smoothness of highway surfaces and the overall level of congestion were among the top five issues of greatest dissatisfaction for all regions, except the primarily Lafayette area and the primarily Hammond, Houma, Point a'la Hache areas. The availability of rest areas made the top five areas of dissatisfaction in the Lafayette area and Hammond, Houma, Point a'la Hache areas.

All but one region (Shreveport) was most satisfied with hazard warning signs and warning signs indicating ongoing road construction and repair. All areas, except for Baton Rouge, were satisfied with the degree the transportation system contributes to the community's well-being and DOTD's responsiveness to the concerns of local communities. Other than that, there were some differences from one area to the next in the state. The Lafayette area was most satisfied with the DOTD's support for local transportation projects for the city and local government parishes. The New Orleans area was most satisfied with shoulder width and warning signs indicating ongoing construction and repairs. The Hammond area was most satisfied with the lighting and striping on the highway. The Baton Rouge area was more satisfied with two issues: (1) "the detour signs and directions during road construction/repair" and (2) "lighting and striping on the highway."

Satisfaction with Customer Service

This section presents the results on contact with DOTD. Seventy-five of the respondents (18.1 percent) had contacted DOTD in the past two years. Among them, 51 out of 75 contacted the DOTD headquarters and 24 out of 75 contacted a district office.

In response to the question "how easy was it to contact the right person?" the majority agreed that it was very easy (11.2 percent) or easy (86.2 percent). Five were neutral and six reported that it was difficult or very difficult. However more than half of the respondents agreed that the DOTD employee who helped them was courteous (56.5 percent), knowledgeable (52.8 percent), helpful (57.7 percent), and professional (55.6 percent).

Satisfaction with Innovations

Several questions were asked about seven DOTD innovations (see Table F). By far the favorite across most questions in this section was interstate message board signs. The respondents were, overall, fairly aware of those innovations. The respondents were most aware of the interstate message boards and Adopt-a-Road programs and least aware of the voice-activated 511 Travelers Information Service and the DOTD Web site.

1. Interstate message board signs (79.6 percent)
2. Motorist Assistant Patrol Service (70.1 percent)
3. Statewide traffic camera coverage (68.9 percent)
4. Safety awareness campaign (67.1 percent)
5. Adopt-a-Road (65.8 percent)
6. DOTD Web site (45.3 percent)
7. Voice-activated 511 Travelers Information Service (45.3 percent)

Respondents were asked their level of satisfaction with the innovations, regardless of their experience with or exposure to each; respondents were just as likely to be neutral as satisfied, with a few exceptions. The respondents were most satisfied with interstate message board signs (70.2 percent) followed by Motorist Assistance Patrol Service (59.6 percent). They were more neutral about the voice-activated 511 Travelers Information Services (61.2 percent) and the DOTD Web site (69.7 percent). Very few reported being dissatisfied with any of the innovations.

1. Voice-activated 511 Travelers Information Services (1 percent dissatisfied)
2. Motorist Assistance Program (1.4 percent dissatisfied)
3. Safety awareness campaign (1.4 percent dissatisfied)
4. DOTD Web site (1.5 percent dissatisfied)
5. Interstate message board signs (2.6 percent dissatisfied)
6. Adopt-a-Road (3.9 percent dissatisfied)
7. Statewide traffic camera coverage (6.3 percent dissatisfied)

The last question in this section of the survey asked about use. Less than 50 percent had used (or had seen) the services, other than interstate message board signs and the safety awareness campaign.

1. Interstate message board signs (73.5 percent)
2. Safety awareness campaign (61.4 percent)

3. Statewide traffic camera coverage (48.8 percent)
4. Motorist Assistant Patrol Service (32.3 percent)
5. Voice-activated 511 Traveler Information Services (27.3 percent)
6. DOTD Web site (26.2 percent)
7. Adopt-a-Road (21.8 percent)

Specific to the DOTD Web site, the respondents who accessed the Web site did so for a variety of reasons. The most common reason was to obtain road condition information (9 percent), followed by obtaining information about a project (8.3 percent), “other” reason (5.7 percent), contacting a DOTD employee (5.6 percent), get detour or work zone information (4.4 percent), and last, to obtain a response to a specific question (1.7 percent). The vast majority perceived the Web site to be very easy (25.6 percent) or easy to use (42.2 percent). Only seven individuals considered the Web site to be difficult or very difficult to use.

Table F
DOTD Innovations

		Satisfied	Neutral	Dissatisfied
A.	Motorist Assistance Patrol Service			
	Level of satisfaction	59.6% (254)	39% (166)	1.4% (6)
	Were you aware of this program before this survey? (Circle One)	Yes 70.1% (300)	No 29.9% (128)	
	Have you used this service? (Circle One)	Yes 32.3% (135)	No 67.7% (283)	
B.	Adopt-a-Road Program (level of satisfaction)	47.3% (195)	48.8% (201)	3.9% (16)
	Were you aware of this program before this survey? (Circle One)	Yes 65.8% (271)	No 34.2% (141)	
	Have you participated in this program (as a part of an organization)? (Circle One)	Yes 21.8% (90)	No 78.2% (322)	
C.	Interstate Message Board Signs (level of satisfaction)	70.2% (299)	27.2% (116)	2.6% (11)
	Were you aware of this program before the survey? (Circle One)	Yes 79.6% (339)	No 20.4% (87)	
	Have you seen this service? (Circle One)	Yes 73.5% (313)	No 26.5% (113)	
D.	Statewide Traffic Camera Coverage (level of satisfaction)	51.2% (219)	42.5% (182)	6.3% (27)
	Were you aware of this service before the survey? (Circle One)	Yes 68.9% (295)	No 31.1% (133)	
	Have you ever used this service? (Circle One)	Yes 48.8% (209)	No 51.2% (219)	

(continued)

E.	New Voice-activated 511 Travelers Information Services (level of satisfaction)	37.9% (159)	61.2% (257)	1.0% (4)
	Were you aware of this of this service before the survey? (Circle One)	Yes 45.3% (191)	No 54.7% (231)	
	Have you used this service? (Circle One)	Yes 27.3% (115)	No 72.7% (307)	
F.	Safety Awareness Campaign Service (level of satisfaction)	55% (232)	43.6% (184)	1.4% (6)
	Were you aware of this of this service before the survey? (Circle One)	Yes 67.1% (282)	No 32.9% (138)	
	Have you heard or seen any of these announcements? (Circle One)	Yes 61.4% (259)	No 38.6% (163)	
G.	DOTD Web site (level of satisfaction)	28.9% (119)	69.7% (287)	1.5% (6)
	Were you aware of this service before the survey? (Circle One)	Yes 45.3% (192)	No 54.7% (232)	
	Have you used this service? (Check One)	Yes 26.2% (111)	No 73.8% (313)	
	What was your purpose for visiting the Web site? ___ To get information about a project – 8.3% (34) ___ To obtain road condition information – 9% (37) ___ To get detour or work zone information – 4.4% (18) ___ To contact a DOTD employee – 5.6% (23) ___ To get a response to a specific question – 1.7% 7) ___ Other 5.7% (23)			
	How easy was it to use? (Check One) ___ Very easy – 25.6% (103) ___ Easy – 42.2% (170) ___ Okay – 26.1% (105) ___ Difficult – 4.5% (18) ___ Very difficult – 1.7% (7)			
	How satisfied are you with this service?	20.7% (84)	75.9% (308)	3.4% (14)

Comparison of the Two First Years of the 3-Year Time Series Analysis

A comparison of the 2007 findings to the 2008 findings (see Table 7) reveals that: (Note: see Tables 1 – 9 in Appendix 2 for more detailed information):

1. In general, there was a slight improvement in the opinion of respondents about the agency in 2008. Fewer respondents were neutral about DOTD in 2008 than in 2007. More would “speak highly about DOTD without being asked” in 2008 than in 2007.
2. Safety was the number one priority for respondents in both years. Congestion relief made the top three priority list in 2008 and bridge maintenance dropped out of the top five priorities in 2008 and was replaced by interstates and major highways.
3. In general, opinion about DOTD varied little from region to region in both years. However, Baton Rouge made it to the list of the less satisfied areas; whereas, Lafayette dropped out of that list. For both years, Shreveport remained the most satisfied area with DOTD.
4. There were a few major improvements in the overall image of DOTD in 2008: (1) hard working maintenance crew made it to the top three of the list in 2008 and (2) lots of litter dropped from the second to the fourth place on the same list.
5. As anticipated by the 2007 study, the number of respondents who were neutral about DOTD innovations dropped in 2008. The Motorist Assistance Patrol Service was the innovation with the greatest improvement in resident awareness and satisfaction between 2007 and 2008; whereas, the Adopt-a-Road program dropped significantly in awareness and customer satisfaction.

Discussion, Conclusions, and Preliminary Recommendations

As stated in the introduction, 2008 is the second year in a time series analysis. Therefore, the goals of this research are to gauge progress over a year period based on the baseline data provided last year and to assess the effectiveness of strategies that were recommended to address the major concerns identified in the first-year report. The findings of this study suggest that some of the recommendations made by the 2007 study were implemented and produced the expected results for the most part. For instance, more respondents were generally pleased with the innovations in 2008, and this improvement could be attributed to more communication about the innovations. However some predictions made by the 2007 study did not happen. For instance, the 2007 study anticipated that with recent increases in the price of gasoline and with more emphasis on global warming, the passenger rail system and public transit system would undoubtedly gain importance to the citizens of Louisiana. This was not the case.

The findings of this study suggest that DOTD is on the right path; therefore, this researcher makes one and only one recommendation, which is to continue to institute better and/or enhanced means of communication with the public as recommended by the 2007 study. Greater public awareness of DOTD programs and efforts should improve the quality of users' responses and subsequently the feedback gathered by the survey.

Appendix 1 – Survey Instrument

The Louisiana Department of Transportation and Development (DOTD) is conducting a brief survey to assure that the services provided meet the needs of Louisiana residents. The survey will take a few minutes of your time and we would like to include the opinion of a member of your household who is at least 18 years old and does not work for DOTD. All responses will be confidential. If you are over the age of 18 and willing to participate in this survey, let's begin now.

Phone number (if applicable) _____

Person making the call (if applicable) _____ **Date** _____

1. We are interested in your experience traveling on Louisiana's State Highways, Interstates, Roads, and other means of transportation. How would you grade each of the following, using the following options: A = excellent, B = good, C = satisfactory, D = needs improvement, and F = fail		A	B	C	D	F
A.	The safeness of the Louisiana highway system	A	B	C	D	F
B.	Availability of emergency road assistance	A	B	C	D	F
C.	Overall level of congestion	A	B	C	D	F
D.	Smoothness of highway surfaces	A	B	C	D	F
E.	Lighting and striping on highways	A	B	C	D	F
F.	Shoulder width	A	B	C	D	F
G.	Hazard warning signs (e.g., sharp curves, lane ends, narrow bridges, etc.)	A	B	C	D	F
H.	Repair and maintenance of interstates and US and state highways	A	B	C	D	F
I.	The speed and efficiency of carrying out road repairs	A	B	C	D	F
J.	The speed and efficiency of carrying out new construction projects	A	B	C	D	F
K.	Warning signs indicating ongoing road construction/repair	A	B	C	D	F
L.	Detour signs and directions during road constructions/repairs	A	B	C	D	F
M.	Amount of time you are delayed in work zones	A	B	C	D	F
N.	DOTD's consideration for your time and frustration regarding road repairs or new road construction projects	A	B	C	D	F
O.	The advance notice provided by DOTD when projects are initiated in your area	A	B	C	D	F
P.	The cleanliness and safety of rest areas along the highway system	A	B	C	D	F
Q.	The availability of rest areas	A	B	C	D	F
R.	Maintenance of bridges	A	B	C	D	F
S.	Amount of litter or trash	A	B	C	D	F

T.	Ferries	A	B	C	D	F
U.	Alternative modes of transportation along highways, such as biking lanes	A	B	C	D	F
V.	The accountability of DOTD with citizens' tax dollars	A	B	C	D	F
W.	The job DOTD does as compared to transportation departments in other states	A	B	C	D	F
X.	The decisions made by DOTD officials about the state's future transportation system	A	B	C	D	F
Y.	Your level of confidence in DOTD	A	B	C	D	F
Z.	DOTD's prioritizing of highway improvements in Louisiana	A	B	C	D	F
AA.	DOTD's support for local transportation projects for the city and local government parishes	A	B	C	D	F
BB.	DOTD's responsiveness to the concerns of local communities	A	B	C	D	F
CC.	The degree the transportation system contributes to your community's economic well being	A	B	C	D	F

The following questions ask your opinion on a variety of issues.

2. When you think of the highway system in Louisiana, which of the following comes to mind?
(key: 1 = not at all, 2 = sometimes, and 3 = often)

- | | | | |
|--|---|---|---|
| (a) green and attractive landscaping | 1 | 2 | 3 |
| (b) wasted tax dollars | 1 | 2 | 3 |
| (c) lots of litter | 1 | 2 | 3 |
| (d) hard working road maintenance crews. | 1 | 2 | 3 |
| (e) congestion and delays | 1 | 2 | 3 |
| (f) poor planning | 1 | 2 | 3 |
| (g) lots of innovation and new ideas | 1 | 2 | 3 |
| (h) idle road construction workers | 1 | 2 | 3 |

3. Which of the following best describes your opinion of DOTD? (check one)

- _____ I speak highly of DOTD without being asked
 _____ I speak highly of DOTD if asked my opinion
 _____ I speak neutral of DOTD if asked my opinion
 _____ I speak critical of DOTD if asked my opinion
 _____ I speak critical of DOTD without being asked my opinion

4. How do you think the current level of funding for transportation in Louisiana should change over the next two years? (check one)

___(1) It should be increased ___(2) It should stay about the same ___(3) It should be reduced

5. Overall, how would you rate the value provided by DOTD for the transportation needs of Louisiana residents? (check one)

___(1) Good value for your money ___(2) Okay value for your money
 ___(3) Low value for your money

6. Based on the information you have, what do you think is the major source of funding for the Louisiana Department of Transportation and Development (DOTD)? (choose all that apply)

___(1) gas tax ___(2) general sales ___(3) property tax ___(4) vehicle sales tax
 ___(5) other

7. Given the limitations of funding, on what would you like DOTD to focus more of its resources? How important is each of the following to you? (select one answer for each of the following)

- (a) congestion relief not important somewhat important most important
- (b) safety not important somewhat important most important
- (c) road maintenance improvement not important somewhat important most important
- (d) improve bridge maintenance not important somewhat important most important
- (e) construct new highways not important somewhat important most important
- (f) faster repair/construct of roads not important somewhat important most important
- (g) interstate/major highways not important somewhat important most important
- (h) local roads not important somewhat important most important
- (i) passenger rail system not important somewhat important most important
- (j) public transit system not important somewhat important most important

8. Innovations: Now I am going to read to you a list of several projects (innovations) DOTD has implemented over the past few years. Please describe your level of satisfaction with the following recent innovations.		Satisfied	Neutral	Dissatisfied
A.	<p>Motorist Assistance Patrol Service</p> <p>Level of satisfaction</p> <p>(describe as follows: Free services to stranded motorists. Services such as: one gallon of fuel, change a flat tire, jump start a car, fill radiator with water, and provide a free phone call).</p>	1	2	3

(continued)

	Were you aware of this program before this survey? (Circle One)	Yes	No	
	Have you used this service? (Circle One)	Yes	No	
B.	Adopt-a-Road Program (level of satisfaction) (describe as follows: It consists of removing litter and debris from state and federal roadsides).	1	2	3
	Were you aware of this program before this survey?(Circle One)	Yes	No	
	Have you participated in this program (as a part of an organization)? (Circle One)	Yes	No	
C.	Interstate Message Board Signs (level of satisfaction) (describe it as follows: An advanced warning system to motorists about road conditions such as blocked lanes, roadwork, or emergency).	1	2	3
	Were you aware of this program before the survey? (Circle One)	Yes	No	
	Have you seen this service? (Circle One)	Yes	No	
D.	Statewide Traffic Camera Coverage (level of satisfaction) (describe it as follows: helps the driving public avoid traffic congestion with online services that provide access to live traffic views from desktop computers, Web-enabled cell phones and PDAs, and local TV news programs).	1	2	3
	Were you aware of this service before the survey? (Circle One)	Yes	No	
	Have you ever used this service? (Circle One)	Yes	No	

(continued)

E.	New Voice-activated 511 Travelers Information Services (level of satisfaction) (describe as follows: Available around-the-clock, it provides real-time traffic and road conditions updates).	1	2	3
	Were you aware of this of this service before the survey? (Circle One)	Yes	No	
	Have you used this service? (Circle One)	Yes	No	
F.	Safety Awareness Campaign service (level of satisfaction) (describe as follows: It provides new radio, television, and prints Public Service Announcements that promotes driver safety and awareness on Louisiana’s roadways).	1	2	3
	Were you aware of this of this service before the survey? (Circle One)	Yes	No	
	Have you heard or seen any of these announcements? (Circle One)	Yes	No	
G.	DOTD Web site (level of satisfaction) <i>(If asked – The site address is (www.dotd.la.gov)</i>	1	2	3
	Were you aware of this service before the survey? (Circle One)	Yes	No	
	Have you used this service? (Check One)	Yes	No	
	What was your purpose for visiting the Web site? (Check One) <input type="checkbox"/> To get information about a project <input type="checkbox"/> To obtain road condition information <input type="checkbox"/> To get detour or work zone information <input type="checkbox"/> To contact a DOTD employee <input type="checkbox"/> To get a response to a specific question <input type="checkbox"/> Other			
	How easy was it to use? (Check One) <input type="checkbox"/> Very easy <input type="checkbox"/> Easy <input type="checkbox"/> Okay <input type="checkbox"/> Difficult <input type="checkbox"/> Very difficult			
	How satisfied are you with this service?	1	2	3

Customer Information Services: DOTD want to provide you with the best possible service. Your input is vital to our success. Please help us better serve you by providing us with the following information.

9. Have you contacted a DOTD office during the past two years? (Check One) ____ Yes
 ____ No
10. **[If Yes to above]** Did you contact DOTD headquarters or a district office? (Check One)
 ____ DOTD headquarters ____ district office _____
 (Name of Office)
11. **[If Yes to above]** Were you referred to the customer service headquarters? (check one)
 ____ Yes ____ No
12. If you have contacted DOTD during the past two years, how easy was it to contact the right person the last time you contacted the DOTD? (check one) ____ Very easy
 ____ Easy ____ Neutral ____ Difficult ____ Very difficult
13. **[If Yes to above]** Were you able to get your questions answered or get the information you needed the last time you contacted the DOTD? (check one) ____ Yes ____ No
 ____ Don't remember/don't know
14. The DOTD employee who helped me was: **(circle one each)**
- | | | | | |
|-------------------|-----|----------|----|----------------|
| (a) Courteous | Yes | Somewhat | No | Don't remember |
| (b) Knowledgeable | Yes | Somewhat | No | Don't remember |
| (c) Helpful | Yes | Somewhat | No | Don't remember |
| (d) Professional | Yes | Somewhat | No | Don't remember |
15. The Louisiana Department of Transportation and Development is looking into keeping trucks out of the far left lane of major highways. As part of the study we are getting public opinion; so please indicate whether you support keeping trucks out of the far left lane of the following highways in Louisiana.
- | | | |
|--|------------------------------|-----------------------------|
| A. Regular four-lane freeways (i.e. two lanes in each direction) | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| B. Four-lane freeways on bridges | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| C. Regular six (or more) lane freeways | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| D. Six (or more) lane freeways on bridges | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| E. Four-lane divided highways (i.e. with island) that are not freeways | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| F. Four-lane undivided highways | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

- G. Six (or more) lane divided highways that are not freeways Yes No
- H. Six (or more) lane divided highways Yes No
16. Do you think that keeping trucks out of the far left lane on any of the four lane or six lane roads would improve safety? Yes No
17. Do you think that keeping trucks out of the far left lane on the four and six lane roads would cause congestion in the other lanes? Yes No
18. Do you think that keeping trucks out of the far left lane on the four and six lane roads would make it more difficult to get onto and off of the road? Yes No
19. Are you or someone in your household in the trucking business? Yes No

DEMOGRAPHICS:

Last, to help us understand the needs of different communities, please provide the following information. Individual responses will remain completely confidential. To help us ensure that we are reaching all segments of Louisiana's diverse population, please tell us a little bit about yourself.

20. In which parish do you live? _____
21. How many years have you been a resident of Louisiana? (check one)
 _____ Less than 1 year _____ 1 to 5 years _____ 6-10 years _____ 11-20 years
 _____ all your life
22. Are you a licensed driver? (circle one) Yes No
23. During the past 12 months, have you used any of the following types of transportation?
- | | | |
|--|-----|----|
| (a) Public transportation such as a bus | Yes | No |
| (b) Automobile, sport utility vehicle, pickup truck, van, taxi or motorcycle | Yes | No |
| (c) Bus (e.g., Greyhound) | Yes | No |
| (d) Train (e.g., AMTRAK) | Yes | No |
| (e) Plane | Yes | No |
| (f) Ship or ferry | Yes | No |
| (g) Riding a bicycle | Yes | No |
24. What is your gender? _____ Male _____ Female

25. How old are you? (fill in the blank) _____
26. What is the highest grade you have completed? (check one)
_____ 10th grade or less _____ 12th grade/GED _____ some college/technical school
_____ college graduate
27. With which racial or ethnic group do you best identify?
_____ White
_____ African American, Jamaican, or other Caribbean Islanders
_____ Hispanic, Mexican, Puerto Rican, Central or South American, Cuban, or other Spanish
origin or culture
_____ Asian & Asian American, Pakistanis, Indian, and Pacific Islanders
_____ Other

We welcome any comments regarding our services or transportation issues that are important to you.

This Concludes our Survey. Thank you very much for completing this survey! Your responses will be very valuable for the ongoing quality improvement of DOTD products, services, and processes to the people of Louisiana and its visitors

Appendix 2 – 2007 and 2008 Comparisons

Table A
General Satisfaction

		Satisfied		Neutral	Dissatisfied	
Accountability of DOTD with citizen tax dollars	2008 ¹	43.5% (185)		38.0% (162)	18.6% (79)	
	2007 ²	34.2% (153)		40.6% (182)	25.2% (113)	
Citizen's level of confidence in DOTD	2008 ¹	48.3% (203)		38.1% (160)	13.6% (57)	
	2007 ²	39.5% (176)		48.4% (216)	12.1% (54)	
		Speak highly of DOTD without being asked	Speak highly if asked	Speak neutral of DOTD if asked	Speak critical if asked	Speak critical without being asked
Which of the following best describes your opinion of DOTD?	2008	3.1% (13)	24.7% (105)	53.6% (228)	16.0% (68)	2.6% (11)
	2007	.4% (2)	16.7% (75)	61.2% (274)	20.3% (91)	1.3% (6)

Note: ¹5 point Likert-like scale with A & B = satisfied, C = neutral, D & F = dissatisfied;

²3 point Likert-like scale with 1 = satisfied, 2 = neutral, 3 = dissatisfied

**Table B
Funding**

		It should be increased	It should stay about the same	It should be reduced
How do you think the current level of funding for transportation in LA should change over the next two years?	2008	53.8% (228)	36.6% (155)	9.7% (41)
	2007	76.6% (343)	17.9% (80)	5.6% (25)
		Good value for your money	OK value for your money	Low value for your money
Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	2008	27% (114)	50% (211)	23% (97)
	2007	23.5% (105)	54.8% (245)	21.7% (97)

**Table C
Priorities**

Respondents said DOTD should pay more attention to the following:

Given the limitations of funding, What would like DOTD to focus more of it resource on?	Most important 2007 (N = 450)	Most important 2008 (N = 432)
Passenger rail system	17.7% (79)	27.8% (116)
Public transit system	21.3% (95)	33% (138)
Congestion relief	66.7% (298)	59.7% (250)
Safety	84.3% (377)	75% (315)
Road maintenance improvement	70.7% (316)	57.9% (243)
Improve Bridge maintenance	60.6% (271)	51.7% (217)
New construction	42.3% (189)	48.1% (201)
Faster repair/construct of roads	68.9% (308)	57.1% (240)
Interstate/major highways	53.2% (238)	56% (232)
Local roads	48.4% (216)	51.9% (217)

Key: 1 = not important, 2 = somewhat important, 3 = most important. Only most important (3) noted

Table D
Thinking about DOTD 2007 and 2008

“When you think of the highway system in Louisiana, which of the following comes to mind?”

	Mean	
	2007	2008
Green and attractive landscaping	2.04	1.96
Wasted tax dollars	2.31	2.13
Lots of litter	2.31	2.03
Hard working road maintenance crews	2.16	2.08
Congestion and delays	2.40	2.19
Poor planning	1.97	1.97
Lots of innovation and new ideas	1.79	1.89
Idle road construction workers	1.69	1.84

Key: 1 = not at all, 2 = sometimes, and 3 = often

Table E
Level of Satisfaction 2007 and 2008

	Mean	
	2007 ¹	2008 ²
Safeness of Louisiana's highways system	1.7216	2.6186
Availability of road assistance	1.6429	2.5383
Overall level of congestion	2.1786	2.8009
Smoothness of the highway surfaces	2.2282	2.7726
Lighting and striping on the highway	1.6808	2.3666
Shoulder width	1.7181	2.4639
Hazard warning signs	1.4922	2.3859
Repair and Maintenance of the highway	1.9621	2.8213
Speed and Efficiency of carrying out road repairs	2.0670	2.8009
Speed and Efficiency of carrying out new construction	1.9933	2.8333
Warnings signs indicating ongoing construction/repairs	1.4698	2.3882
Detour signs and Directions during road construction/repairs	1.4576	2.4567
Amount of time you are delayed in work zones	2.0067	2.6939
DOTD's considerations for your time/frustration regarding road construction/repair	1.7696	2.6256
Advance notice provided by DOTD when projects are initiated in your area	1.5393	2.5690
Cleanliness and Safety of resting areas along the highway system	1.7684	2.6071
Availability of rest areas	1.9310	2.7687
Maintenance of bridges	1.7639	2.6518
Amount of litter and trash	2.1849	2.6588
Ferries	1.7366	2.6331
Alternative modes of transportation along highways, such as biking lanes	1.9577	2.9041
Accountability of DOTD with citizen tax dollars	1.9107	2.6972
Job DOTD does as compared to transportation departments in other states	1.8725	2.6422
Decision made by DOTD officials about the states future transportation system	1.7092	2.5346
Citizen's level of confidence in DOTD	1.7265	2.5262
DOTD's prioritizing of highway improvements in Louisiana	1.7562	2.6024
DOTD's support for local transportation projects for the city and local government parishes	1.6726	2.5012
DOTD's responsiveness to the concerns of local communities	1.6928	2.5321
Degree the transportation system contributes to your community's well being	1.6413	2.4868

Note: ¹3 point Likert-like scale with 1 = satisfied, 2 = neutral and 3 = dissatisfied;

²5 point Likert-like scale with 1 = excellent and 5 = failed.

**Table F
Innovations**

		Satisfied	
		2007	2008
A.	Motorist Assistance Patrol Service		
	Level of satisfaction	45% (199)	59.6% (254)
	Were you aware of this program before this survey? (Circle One)	Yes 66% (295)	Yes 70.1% (300)
	Have you used this service? (Circle One)	Yes 16% (71)	Yes 32.3% (135)
B.	Adopt-a-Road Program (level of satisfaction)	56% (248)	47.3% (195)
	Were you aware of this program before this survey?(Circle One)	Yes 80% (359)	Yes 65.8% (271)
	Have you participated in this program (as a part of an organization)? (Circle One)	Yes 18% (82)	Yes 21.8% (90)
C.	Interstate Message Board Signs (level of satisfaction)	73% (382)	70.2% (299)
	Were you aware of this program before the survey? (Circle One)	Yes 88% (391)	Yes 79.6% (339)
	Have you seen this service? (Circle One)	Yes 77% (342)	Yes 73.5% (313)
D.	Statewide Traffic Camera Coverage (level of satisfaction)	51% (226)	51.2% (219)
	Were you aware of this service before the survey? (Circle One)	Yes 74% (329)	Yes 68.9% (295)
	Have you ever used this service? (Circle One)	Yes 47% (209)	Yes 48.8% (209)

(continued)

E.	New Voice-activated 511 Travelers Information Services (level of satisfaction)	26% (115)	37.9% (159)
	Were you aware of this of this service before the survey? (Circle One)	Yes 34% (153)	Yes 45.3% (191)
	Have you used this service? (Circle One)	Yes 12% (53)	Yes 27.3% (115)
F.	Safety Awareness Campaign Service (level of satisfaction)	54% (239)	55% (232)
	Were you aware of this of this service before the survey? (Circle One)	Yes 66% (294)	Yes 67.1% (282)
	Have you heard or seen any of these announcements? (Circle One)	Yes 49% (221)	Yes 61.4% (259)
G.	DOTD Web site (level of satisfaction)	32% (142)	28.9% (119)
	Were you aware of this service before the survey? (Circle One)	Yes 56% (248)	Yes 45.3% (192)
	Have you used this service? (Check One)	Yes 26% (112)	Yes 26.2% (111)

Table G
Customer Service

	2007			2008		
	Yes	No		Yes	No	
Contacted DOTD office in past 2 years?	13.5% (60)	86.5	443	18.1% (75)	81.9	415
Contact district office?	31.6 (19)	68.4	60	50.7 (38)	49.3	75
Contact DOTD headquarters?	70% (42)	30.0		69.3 (52)	30.7	
Referred to the customer service headquarters?	82.1 (46)	17.9		56 (42)	44	

Table H
Customer Service: Information Received

	2007			2008		
	Yes	No	D/K	Yes	No	D/K
Able to get the information you needed?	89.7% (26)	3.4	6.9	72% (54)	10.7	17.3

Table I
Customer Service: Ease of Contacting the Right Person

	2007			2008		
	Easy	Neut	Hard	Easy	Neut	Hard
How easy was it to contact the right person? ¹	86.9% (53)	13.1		85.3% (64)	6.7	8.0

Key: “How easy was it to contact the right person?” (1 = very easy and easy, 2 = neutral, 3 = difficult and very difficult).

Appendix D

Report on Customer Satisfaction: The Louisiana Department of Transportation and Development 2007

Report Presented

March 24, 2008

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Executive Summary

Customer satisfaction as a cornerstone in government is more important than ever – particularly under the auspices of the current economy marked by citizen distrust, cutting of public services, and perceived unresponsiveness of government by citizens. The following report is the first in a time series analysis of a random sample of 450 Louisiana residents who were surveyed by phone about their satisfaction with Louisiana’s roads and overall transportation system.

The survey instrument contained the following categories: 29 questions measuring general satisfaction; eight questions measuring image; one question measuring opinion about priorities; five questions assessing support for the Louisiana Department of Transportation (DOTD) and knowledge; seven questions measuring awareness about and satisfaction with innovations; six questions examining contact with DOTD and levels of satisfaction with customer service; and 10 questions dedicated to transportation/highway use and general demographics.

Of the 450 respondents, 59.3 percent were female (compared to 51.4 percent in the general population)¹, 27.3 percent were African Americans (compared to 31.7 percent in the general population), 14.5 percent were 65 years or older (compared to 12.2 percent in the general population), and 27.0 percent have bachelors degrees (compared to 18.7 percent in the general population). As a group, the 450 respondents were more educated and older than the general population. Regarding the geographical location of the respondents, 112 (25.1 percent) were from the Lafayette area; 101 (22.6 percent) were from the Baton Rouge area; 100 (22.4 percent) were from the Shreveport area; 70 (15.7 percent) were from the Hammond, Houma, and Pointe a’ la Hache area; and 64 (14.3 percent) were from the New Orleans area.

The main findings of this study include the following:

1. Safety and road maintenance are issues of primary importance. This finding was consistent across the state.
2. Overall, satisfaction varied little from one area of the state to the next. However, the New Orleans area appeared to be slightly less satisfied with DOTD followed by the

¹ This is the percentage in the general population according to the US Census Bureau

- Lafayette area, and the Shreveport area were somewhat the most satisfied with DOTD.
3. Respondents were most pleased with the way construction/repair works were managed (with signage pertaining to road construction/repair topping this list, followed by detour signs and directions, warning indications, and hazard warning signs).
 4. Respondents were most dissatisfied with the state of the highways (with smoothness of highway surfaces topping the list, followed by amount of litter and trash, levels of traffic congestion, speed and efficiency of carrying out road repairs, and amount of time delayed in work zones).
 5. Although the respondents' opinions of DOTD were not generally high, 77 percent supported an increase in funding for transportation over the next two years.
 6. In general, respondents were neutral in their opinions of the DOTD. However those who interacted with the agency were positive about their interface with DOTD.

The central recommendation of this report is to institute better or enhanced means of communication with the public.

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Introduction

DOTD Mission: *To deliver transportation and public works systems that enhance quality of life and facilitate economic growth and recovery.*

DOTD Value Statement: *We are committed to earning the public's trust, holding to the highest moral, ethical, and professional standards*

- **People:** *We respect our co-workers for their dedication, skills, diversity, and responsible actions.*
- **Excellence:** *We strive for high quality, ensuring the best product possible.*
- **Leadership:** *We embrace our responsibilities and empower our people to succeed.*
- **Public service:** *We respond to the needs of our citizens, communities, and partners in a timely manner.*
- **Accountability:** *We take responsibility for our performance.*
http://www.dotd.louisiana.gov/press/vision_mission_goals_3-27-06.pdf

The federal government established and implemented customer service standards, customer surveys, and customer service plans approximately 15 years ago as a part of the National Performance Review (National Partnership for Reinventing Government). Agencies were to (1) identify their customers; (2) survey customers to identify services wanted and levels of satisfaction; (3) post service standards and measure results based on those standards; (4) benchmark customer service against best practices; (5) identify barriers and capture ideas from frontline employees; (6) provide customers with choices; (7) make services, information, and complaint systems easily accessible to customers; and (8) provide the means to address customer complaints (“Customer Service the Extra Mile,” n.d.).

During the Foster administration, Executive Order Number MJF 97-39 was signed, and Louisiana joined the growing number of states establishing a state customer service standard mimicking the federal concept. In keeping with its mission and value statement, DOTD authorized a three-year study to identify the level of customer satisfaction, benchmark the results, and track the progress of interventions.

Purpose

This report presents the findings of a customer satisfaction study of DOTD conducted in late 2007 and early 2008. The data for this report were collected from a random sample of Louisiana residents. Recommendations based on those results are then offered in this report. The findings of this study will become baseline data in a three-year time series analysis. The overarching goal of this research is to identify the areas of greatest concern and to determine if strategies implemented to address those issues are successful. This research does not include any significant comparison with the 2003 study of customer satisfaction with DOTD. This previous study, conducted by Lawrence McKenzie, graded satisfaction in a report card format, and this study does not present findings in the report card format.

Background Information

From agriculture to entertainment, energy to information technology, and manufacturing to financial services—business in Louisiana depends on effective transportation. Highways are a critically important component of our state’s complex, multimodal transportation network, handling billions of dollars worth of products each day. Mobility enables robust trade in goods and services, and successful commerce and economic growth depend on it. Unfortunately, the lack of appropriate attention to Louisiana’s state highways over the years has resulted in a road network defined by visible deterioration and stifling congestion. The poor condition of state roads has created a critical challenge to state recovery and future growth, and has become a leading concern among citizens statewide. (“Solving Louisiana’s Transportation Crisis,” 2007)

It would be difficult to overemphasize the importance of roads and transportation system in any geographical area. Roads and other transportation infrastructure are directly linked to economic development; a prosperous state depends on a solid transportation infrastructure. Further, roads are intrinsically associated with safety and other health issues. Throughout history, travel is the route between a health epidemic and a pandemic. In fact, highway expansions in developing nations have raised concerns about the unintended side effects of roads in terms of increased transmission of diseases and have alerted public health officials to proactively think about interventions (Simmonds, 2006). While the relationship between

roads in Louisiana and sub-Saharan African might be too far fetched for some, it is difficult to dispute the interconnectedness of transportation, economics, and social issues (Flornoy, 2004; Frank, Engelke, Schmid & Killingsworth, n.d.; Mirvis, n.d.).

Transportation infrastructure is particularly important for Louisiana. “Logistics and transportation are the historic keystones of Louisiana’s very existence”(LBP, Louisiana Public Square, n.d.). Unfortunately, several studies rate Louisiana roads among the worst in the nation. In a 2003 survey, drivers rated the road system as a “C,” and potholes and rough roads were cited as the biggest problems (“This Week,” 2003). The Road Improvement Program (TRIP) classified 47 percent of roads in Louisiana as in poor/mediocre condition because of rutting, potholes, and other pavement deterioration (grade = F). The same report deemed 17 percent of the bridges in the state as functionally obsolete (grade = D-) (“Solving Louisiana’s,” 2007). The report stated roadway design is a leading factor in the fatality rate on Louisiana highways – 40 percent above the national average. The cost of accidents in the state is estimated at \$6 billion annually (“Solving Louisiana’s,” 2007).

To add fuel to the fire, a recent report by Overdrive, based on a survey of truckers, rated Louisiana as having the worst roads in the nation with I-10 in Louisiana as the worst segment (“Issue Brief,” 2008; “Louisiana Roads Voted Nation’s Worst,” 2008). According to an (undated) Economic Development Topic featured on Louisiana Public Broadcasting’s Louisiana Public Square, the state ranked in the bottom fifth nationally in level of investment in bridges, roads, and highways. In a 2003 survey of citizen opinion about Louisiana state government services, Louisiana’s roads and highways received the most negative evaluations of any area of performance examined in the study (“Louisiana Survey,” 2003).

In his second Special Session speech, Governor Jindal called for a \$515 million investment in transportation and infrastructure to improve ports, bridges, and roads in the state. He said, “... we must tackle highway congestion and our poor roads and bridges – which are impeding business growth, economic expansion, and thus hindering job creation. Too many of our roads are filled with potholes and congestion. This is costing our people hundreds of dollars in maintenance costs and hundreds of hours in wasted time. That must change (“Governor Jindal’s Second,” 2008).” According to a poll by Southern Media and Opinion Research, Louisiana residents are ready for change. Sixty-nine percent favored a shift of revenue to a roads only fund, even at the sacrifice of other services (“Shift State Revenue,” 2008).

The Importance of Customer Satisfaction

The single most important thing to remember about any enterprise is that there are no results inside its walls. The results of a business are a satisfied customer. Peter Drucker (quoted in “Learning a Living,” 1992)

Studies have demonstrated satisfaction with roads (as well as public schools and police) is one of the primary “drivers” of overall satisfaction with government. In other words, dissatisfaction with roads is a major reason for dissatisfaction with government. Overall dissatisfaction with government influences both distrust in government and a desire to relocate (Ryzin, Muzzio, Immerwahr, Gulick & Martinez, 2004).

Al Gore’s National Performance Review and the 1993 report, *From Red Tape to Results: Creating a Government that Works Better and Costs Less* became the national impetus for a change in how governmental agencies view and treat citizens. Customer service became an important part of that reinventing government movement (“Serving the American Public,” 1996). The emphasis on customer service has long been at the crux of service in the private sector but was practically foreign to governmental thinking. It was logical in a world of competition because disgruntled customers could take their business elsewhere. But, why should *government* reframe its thinking to view customer satisfaction as important when it has virtually no competition? First of all, customer service is related to trust in government. If citizens perceive government cannot be trusted, they act based on that perception. If citizens become frustrated with a non-responsive bureaucracy, trust continues to erode. Dissatisfaction is contagious. It is well known in the business sector that dissatisfied consumers spread the word about their bad experiences – on average from eight to 10 people. Escalating unresolved citizen complaints can be costly to the governmental agency (“Serving the American Public,” 1996). A citizen or customer-centered government is intrinsic to the ideals of responsiveness, democratic responsibility, and fiscal stewardship that govern conducting business in the public sector (much of which is embodied in DOTD’s mission and value statements). Assuring customer satisfaction is part of governmental agencies holding themselves to a higher standard. Knowing customers – what they think, what they want and what they are disgruntled about – is the first step in tailoring and implementing strategies to address citizen concerns. Performance-based organizations use customer survey results to measure success (Adams, 1999).

Methodology

A customer satisfaction survey was constructed to determine the level of satisfaction of Louisiana residents with DOTD. A Web search of transportation departments in other states and federal transportation agencies was conducted to identify prototype questionnaires. In particular, a 2001 report *Moving Ahead* (Keever, Weiss & Quarles, 2001), based on a national survey of the public satisfaction with highways and community transportation systems, and the 2006 *Tennessee Department of Transportation Customer Satisfaction Survey* were the most beneficial in constructing the first draft of the Louisiana Department of Transportation and Development Customer Satisfaction Survey. That draft was revised numerous times based upon feedback from DOTD. The instrument was then field tested to assure the questions were clear. The draft was revised again to shorten the instrument and provide a format friendlier for use with a phone survey.

The final instrument contained the following categories: 29 questions measuring general satisfaction, eight questions measuring image, one question measuring opinion about priorities, five questions assessing support for DOTD and knowledge, seven questions measuring awareness about and satisfaction with innovations, and six questions examining contact with DOTD and levels of satisfaction with customer service. Finally, 10 questions were dedicated to transportation/highway use and general demographics. The survey was primarily closed-ended using a format of yes/no; a three point Likert scale (satisfied, neutral, and dissatisfied); and various multiple choice options.

One goal of this research was to assure the findings were representative of the general population of Louisiana residents. From a randomized list of 5,000 phone numbers representative of the state's population, a quota sample (predetermined number of responses required) of 450 Louisiana residents was selected with a 4.5 margin of error and a 95 percent confidence level. The data were analyzed using SPSS statistical software. Simple statistics (percentages, means, etc.) were primarily used to present the results that follow. Table A presents the sample distribution by phone area code and Table B presents the sample by gender, age group, and education level.

Table A
Sample Distribution of Area Codes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	225 area	101	22.4	22.6	22.6
	504 area	64	14.2	14.3	36.9
	318 area	100	22.2	22.4	59.3
	985 area	70	15.5	15.7	74.9
	337 area	112	24.8	25.1	100.0
	Total	447	99.1	100.0	
Missing	System	4	.9		
Total		451	100.0		

Table B
Sample By Gender, Race, Age, and Level Of Education

	Percent	Percent for Louisiana general population	Variation
Female	59.3%	51.4%	7.9
African Americans	27.3%	31.7%	-4.4
65 years or older	14.5%	12.2%	2.3
Bachelors degree	27.0%	18.7%	8.3

Results of the Louisiana Resident Customer Satisfaction

In total, 450 surveys were completed. The average age of the respondents was 50, and 83 percent (382) had lived in Louisiana all their lives. Only 19 respondents had lived in Louisiana less than 11 years. The majority of the sample were female (60 percent, 264) and white (69 percent, 310). The sample included 122 African Americans and only 15 who identified as Hispanic, Asian, or other. Forty five percent (196) had completed some college or technical school. Approximately 26 percent indicated high school was the highest grade achieved and 27 percent were college graduates. As a group, the 450 respondents were more educated and older than the general population of the state.

The vast majority (426) are licensed drivers in the state. The plurality (36 percent) traveled more on interstates (28 percent on local or parish roads and 23 percent on US highways). Of the respondents, 68 percent used major highways for commuting to and from work or school; 67 percent for work or business travel; 95 percent for shopping, and 93 percent for social or recreational activities. Only four percent of respondents had not used a car, van, or taxi in the last 12 months. Twelve percent had used public transportation, 6 percent used a bus (Greyhound), 1 percent a train, 24 percent a ship or ferry, 22 percent a bicycle, and 37 percent a plane in that same time period.

Overall Level of Satisfaction

When asked their opinions about DOTD, the majority of respondents (61 percent) indicated they were neutral (“speak neutral about DOTD if asked”). Twenty percent of respondents would be critical if asked their opinion; six percent would be critical of DOTD without being asked, and only two percent of respondents would speak highly of DOTD without being asked. These findings suggest most of the sample would have little to say either positively or negatively about DOTD if asked.

The plurality of respondents (40.6 percent) was neutral about DOTD’s accountability and 25.2 percent were dissatisfied. Almost 50 percent were neutral when asked about their level of confidence in DOTD, but fewer (12.1 percent) were dissatisfied. The majority (55 percent) were also neutral in their rating of the value provided by DOTD to the public.

When asked to rate the overall value provided by DOTD for the transportation needs of state residents, the majority (54.8 percent) agreed it was an “okay value for the money.” Approximately 24 percent indicated it was good value for the money and 21.7 percent agreed

it was low value for the money. How supportive was the sample of an increase in funding for transportation in the state over the next two years? Unexpectedly, 76.6 percent agreed funding should be increased, and 17.9 percent wanted the funding to remain the same. Few (5.6 percent) thought the funding should be reduced. Table C presents the findings of the survey regarding respondents' overall satisfaction with DOTD.

In general, opinion about DOTD varied little from region to region. Having acknowledged this finding, the New Orleans and Lafayette areas appeared to be slightly less satisfied with DOTD. The Shreveport area was somewhat the most satisfied with DOTD. Table D presents the data on overall satisfaction by state region.

Table C
Overall Satisfaction

	Satisfied	Neutral		Dissatisfied`	
Accountability of DOTD with citizen tax dollars	34.2% (153)	40.6% (182)		25.2% (113)	
Confidence in DOTD	39.5% (176)	48.4% (216)		12.1% (54)	
	Speak highly of DOTD without being asked	Speak highly if asked	Speak neutral of DOTD if asked	Speak critical if asked	Speak critical without being asked
Which of the following best describes your opinion of DOTD?	.4% (2)	16.7% (75)	61.2% (274)	20.3% (91)	1.3% (6)
	Good value for money	Ok value for money		Low value for money	
Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	23.5% (105)	54.8% (245)		21.7% (97)	
	Should be increased	Funding should stay the same		Funding should be reduced	
How do you think the current level of funding for transportation in LA should change over the next two years?	76.6% (343)	17.9% (80)		5.6% (25)	

Table D
Overall Measures of Satisfaction by Area – Means

OVERALL	225	504	318	985	337	ALL
Accountability of DOTD with citizen tax dollars	<u>1.7600</u>	2.2344	1.8200	1.9565	1.9369	1.9107
Your level of confidence in DOTD	1.7400	1.7500	<u>1.5960</u>	1.7826	1.7909	1.7265
Which of the following best describes your opinion of DOTD?	3.0500	3.0469	<u>3.0000</u>	3.0857	3.1000	3.0536
How do you think the current level of funding for transportation in LA should change over the next two years?	1.2600	1.4531	1.3900	1.2143	<u>1.1818</u>	1.2902
Overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	2.0200	2.0313	<u>1.8500</u>	2.0857	1.9817	1.9821

Key: yellow highlight = most unfavorable; bold, underlined = most favorable (comparing the phone area codes to other phone area codes)

Note: the means within the area codes illustrate that major issues of importance are consistent across the state.

Note: 225 = primarily Baton Rouge; 504 = primarily New Orleans; 318 = primarily Shreveport; 985 = primarily Hammond, Houma, and Point a’la Hache; and 337 = primarily Lafayette.

Key: 1 = satisfied, 2 = neutral, and 3 = dissatisfied.

Not surprisingly, the relationships among perceptions about the accountability of DOTD, the job DOTD does compared to other states, the level of confidence in DOTD, the value provided by DOTD and, to a lesser extent, the support for increased DOTD funding were all statistically significant. (See Table A – Correlation Table in the Appendix for more detailed information). Regarding the level of confidence in DOTD, perception about DOTD accountability, and value provided by DOTD, few of the population characteristics were related to those perceptions about DOTD. In other words, African Americans were not more or less satisfied. Women were just as satisfied as men. Educational level was not associated with the perception about DOTD. Age, to a limited and mild degree, did matter. Older respondents were more likely to have a more favorable impression about the job DOTD does as compared to other states and rate the value higher.

An equally important measure of satisfaction was a follow-up question in which the respondents were asked to rate the importance (1 = not important, 2 = somewhat, and 3 = most important) of a variety of issues (see Table E). The results are presented in percentages. Respondents considered passenger rail systems (34.3 percent) and public transit systems (24.4 percent) the least important modes of Louisiana’s transportation infrastructure. (Note: with recent increases in the price of gasoline and with more emphasis on global warming, these two parts of a transportation infrastructure will undoubtedly gain importance to the citizens of Louisiana.) With some slight variations, what was deemed important was consistent from region to region (see Table B – Focus by Region in the Appendices).

Table E presents the findings of respondents’ opinions of DOTD’s agency focal issues. In the overall opinion of the respondents, DOTD should pay more attention to the following:

1. increasing focus on safety – 84 percent (most important)
2. improving road maintenance – 71 percent
3. faster repair/construct of roads – 69 percent
4. congestion relief – 67 percent
5. increasing focus on bridge maintenance – 61 percent

Table E
DOTD Focus

“Given the limitations of funding, on what would you like DOTD to focus more of its resources?
How important is each of the following to you?” (valid) PERCENTAGES

FOCUS ON?	Not important	Somewhat important	Most important	Total	Priority
Improve bridge maintenance	1.1% (5)	38.3 (171)	60.6 (271)	(447)	5
Construct new highways	6.5% (29)	51.0 (228)	42.3 (189)	(447)	
Faster repair/construct of roads	1.6% (7)	29.5 (132)	68.9 (308)	(447)	3
Safety	.7% (3)	15.0 (67)	84.3 (377)	(447)	1
Road maintenance improvement	.9% (4)	28.4 (127)	70.7 (316)	(447)	2
Interstate/major highways	2.5% (11)	44.3 (198)	53.2 (238)	(447)	
Local roads	4.5% (20)	47.1 (210)	48.4 (216)	(446)	
Passenger rail system	34.3% (153)	47.8 (213)	17.7 (79)	(446)	
Public transit system	24.4% (109)	54.1 (242)	21.3 (95)	(447)	
Congestion relief	2.7% (12)	30.6 (127)	66.7 (298)	(447)	4

Next, the perception about the general image of DOTD/highway system was analyzed. What came to mind when the respondents thought about the highway system in Louisiana was congestion and delays (2.409), lots of litter (2.3146), and wasted tax dollars (2.319). It should be noted that twice now respondents have expressed concerns about litter. On a positive note, the respondents perceived that road maintenance crews were hard working (2.164) rather than idle (1.694). Table F presents more detailed findings about DOTD’s image.

Table F
Thinking about DOTD

“When you think of the highway system in Louisiana, which of the following comes to mind?”

	N	Minimum	Maximum	Mean
Green and attractive landscaping	445	.00	3.00	2.0494
Wasted tax dollars	445	.00	3.00	2.3191
Lots of litter	445	.00	3.00	2.3146
Hard working road maintenance crews	445	.00	3.00	2.1640
Congestion and delays	445	.00	3.00	2.4090
Poor planning	444	.00	3.00	1.9797
Lots of innovation and new ideas	444	.00	3.00	1.7950
Idle road construction workers	442	.00	3.00	1.6946
Valid N (listwise)	442			

(Key: 1 = not at all, 2 = sometimes, and 3 = often)

Level of Satisfaction

The respondents were most pleased with signage pertaining to road construction and repair (lower the mean, the more satisfied): detour signs and directions during road construction and repair (1.4576); warning signs indicating ongoing road construction and repair (1.4698); and hazard warning signs (1.4922). They also had a more favorable perception about DOTD providing advance notice when projects were initiated in their area (1.5393). It should be noted that, although the respondents ranked safety and bridges high in terms of importance, they were not necessarily dissatisfied with DOTD’s performance in those areas.

The sample was most dissatisfied with the following (see Table C – Level of Satisfaction in the Appendices for more detailed information):

1. smoothness of highway surfaces (2.2282)
2. amount of litter and trash (2.1849)
3. overall level of congestion (2.1786)
4. speed and efficiency of carrying out road repairs (2.0670)
5. amount of time delayed in work zones (2.0067)

Smoothness of highway surfaces, the amount of litter and trash, and the overall level of congestion were the top three areas of dissatisfaction in all five regions. The speed and efficiency of road repairs and road construction was among the top five issues of greatest dissatisfaction for all regions except the Baton Rouge area. However, the respondents from the greater Baton Rouge area were dissatisfied with the amount of delays in work zones.

All regions were most satisfied with hazard warning signs and warning signs indicating ongoing road construction and repair. Other than that, there were some differences from one area to the next in the state. The Shreveport area was more satisfied with the availability of roadside assistance. The Baton Rouge area was more satisfied with two issues: (1) “the degree the transportation system contributes to your community’s well being, and (2) “the decision made by DOTD officials about the states future transportation system.” (See Table D – Level of Satisfaction by Area, in the Appendices for more information.)

Satisfaction with Innovation and Customer Service

First the results on contact with DOTD will be presented. Sixty of the respondents had contacted DOTD in the past two years. Of those, 42 contacted DOTD Headquarters and 19 contacted a district office. Of those contacting DOTD, 46 were referred to customer service. In response to the question “how easy was it to contact the right person?” the majority agreed that it was very easy (49 percent) or easy (37 percent). Eight were neutral and none reported that it was difficult or very difficult. Ninety percent indicated they were able to get the information they needed. The respondents overwhelmingly agreed the DOTD employee who helped them was courteous (94.9 percent), knowledgeable (94.9 percent), helpful (94.8), and professional (87.9 percent).

Several questions were asked about seven DOTD innovations. Table G summarizes this information. By far the favorite across most questions in this section was interstate message board signs in terms of awareness and use. The respondents were, overall, fairly aware of those innovations. The respondents were most aware of the interstate message boards and Adopt-a-Road programs and least aware of the voice-activated 511 Travelers Information

Service. Major findings include the following regarding respondent awareness of innovations:

1. Interstate message board signs (88 percent)
2. Adopt-a-Road (80 percent)
3. Statewide traffic camera coverage (74 percent)
4. Motorist Assistant Patrol Service (66 percent)
5. Safety awareness campaign (66 percent)
6. DOTD Web site (56 percent)
7. Voice-activated 511 Travelers Information Service (34 percent)

Respondents were asked their level of satisfaction with the innovations, regardless of their experience with or exposure to each. Because of this, respondents were just as likely to be neutral as satisfied with a few exceptions. The respondents were most satisfied with interstate message board signs (73 percent) followed by the Adopt-a-Road program (56 percent). They were more neutral about the voice-activated 511 Travelers Information Services (74 percent) and the DOTD Web site (67 percent). Very few reported being dissatisfied with any of the innovations:

1. Adopt-a-Road (2 percent dissatisfied)
2. DOTD Web site (2 percent dissatisfied)
3. Interstate message board signs (3 percent dissatisfied)
4. Safety awareness campaign (4 percent dissatisfied)
5. Statewide traffic camera coverage (4 percent dissatisfied)
6. Voice-activated 511 Travelers Information Services (4 percent dissatisfied)
7. Motorist Assistance Program (7 percent dissatisfied)

The last question in this section of the survey asked about use. Less than 50 percent had used the services, other than interstate message board signs:

1. Interstate message board signs (77 percent)
2. Safety awareness campaign (49 percent)
3. Statewide traffic camera coverage (47 percent)
4. DOTD Web site (26 percent)
5. Adopt-a-Road program (18 percent)
6. Motorist Assistant Patrol Service (16 percent)
7. Voice-activated 511 Travelers Information Services (12 percent)

Specific to the DOTD Web site, the respondents who accessed the Web site did so for a variety of reasons. The most common reason was obtaining road condition information (48

percent) followed by obtaining a response to a specific question (43 percent), obtaining information about a project (41 percent), getting detour or work zone information (38 percent), “other” reasons (30 percent), and last – contacting a DOTD employee (20 percent).

The vast majority perceived the Web site to be very easy or easy to use (80 percent). Only seven individuals considered the Web site to be difficult or very difficult to use.

Table G
DOTD Innovations

		Satisfied	Neutral	Dissatisfied
A.	Motorist Assistance Patrol Service	45%	55%	7%
	Level of satisfaction	(199)	(243)	(3)
	Were you aware of this program before this survey? (Circle One)	Yes 66% (295)	No 34% (150)	
	Have you used this service? (Circle One)	Yes 16% (71)	No 84% (373)	
B.	Adopt-a-Road program (level of satisfaction)	56% (248)	42% (189)	2% (10)
	Were you aware of this program before this survey?(Circle One)	Yes 80% (359)	No 20% (88)	
	Have you participated in this program (as a part of an organization)? (Circle One)	Yes 18% (82)	No 81% (364)	
C.	Interstate message board signs (level of satisfaction)	73% (382)	24% (108)	3% (11)
	Were you aware of this program before the survey? (Circle One)	Yes 88% (391)	No 12% (54)	
	Have you seen this service? (Circle One)	Yes 77% (342)	No 23% (104)	
D.	Statewide traffic camera coverage (level of satisfaction)	51% (226)	45% (201)	4% (19)
	Were you aware of this service before the survey? (Circle One)	Yes 74% (329)	No 26% (117)	
	Have you ever used this service? (Circle One)	Yes 47% (209)	No 53% (238)	

(continued)

E.	New voice-activated 511 Travelers Information Services (level of satisfaction)	26% (115)	74% (331)	2% (1)
	Were you aware of this of this service before the survey? (Circle One)	Yes 34% (153)	No 66% (292)	
	Have you used this service? (Circle One)	Yes 12% (53)	No 88% (392)	
F.	Safety awareness campaign service (level of satisfaction)	54% (239)	46% (206)	4% (2)
	Were you aware of this of this service before the survey? (Circle One)	Yes 66% (294)	No 34% (154)	
	Have you heard or seen any of these announcements? (Circle One)	Yes 49% (221)	No 51% (227)	
G.	DOTD Web site. (level of satisfaction)	32% (142)	67% (298)	2% (7)
	Were you aware of this service before the survey? (Circle One)	Yes 56% (248)	No 44% (197)	
	Have you used this service? (Check One)	Yes 26% (112)	No 75% (328)	
	What was your purpose for visiting the Web site? ___ To get information about a project – 41% (26) ___ To obtain road condition information – 48% (38) ___ To get detour or work zone information – 38% (21) ___ To contact a DOTD employee – 20% (9) ___ To get a response to a specific question – 43% (25) ___ Other – 30% (15)			
	How easy was it to use? (Check One) ___ Very easy – 44% (49) ___ Easy – 36% (40) ___ Okay – 14% (16) ___ Difficult – 5% (6) ___ Very difficult – 1% (1)			
	How satisfied are you with this service?	56% (90)	40% (65)	4% (7)

Discussion, Conclusions, and Preliminary Recommendations

As stated earlier in this report, 2007 is the first year in a time series analysis. Therefore the goals of this research are to provide baseline data, gauge progress over a three-year period, and to assess the effectiveness of strategies tailored to address the major concerns identified in this report. Before summarizing the issues that should be addressed, one comment is in order. Customer satisfaction surveys, such as this, are based upon perception. This is a limitation but also an opportunity. Perception or attitudinal studies may or may not reflect the reality of a situation. For example, although litter along the highways was a reoccurring concern of the respondents, the actual litter may not be excessive. As another example, safety was a large concern of the respondents; however, the highways may actually be safer now than in the past. Nonetheless, perception is powerful because it frames human understanding of the world and thus directly affects social behavior. Often the key is to alter the perception, which may require both more tangible (for example, reducing risks to safety) and less tangible strategies (communicating what DOTD is doing to address safety concerns).

There were several positive findings among the results of the citizen/customer satisfaction survey. The respondents were generally satisfied with their contact with DOTD and the innovations of the Department. Further, the sample gave high marks to the customer services they received. In fact, the numbers who were dissatisfied regarding the innovations or customer service were so few that they could usually be counted on one hand.

The primary investigator assumed that increased contact with DOTD or “using” the DOTD innovations would be associated with a more positive view of the agency. That assumption was correct only in part. The “favorite” innovation – interstate message board signs was not related to the perception of DOTD accountability or the level of confidence in DOTD or any other general measure of satisfaction with DOTD. The same was true for most other innovations with the exception of two. Perception about DOTD accountability was related to statewide traffic camera coverage, and especially safety awareness campaigns. The respondents who had used those two products were more likely to be more satisfied with the DOTD accountability. These two innovations, though seemingly different, have one major commonality. When discussing the preliminary findings with DOTD personnel, it was discovered those two items both shared the DOTD branding. Therefore, branding will be among the recommendations that conclude this report because branding represents an opportunity to enhance the perception of the image of DOTD.

The relationships between perceptions about the accountability of DOTD; the job DOTD does compared to other states; the level of confidence in DOTD; the value provided by DOTD, and to a lesser extent, the support for increased DOTD funding were all statistically significant. In other words, improving the perception about DOTD accountability, for example, will have a favorable ripple effect across the board.

Further, greater satisfaction with customer service, in terms of the knowledge base of customer service employees, for example, was related to a more positive view of DOTD accountability. The lesson here is that positive interactions with DOTD matter to the overall perception of the agency, at least in certain respects. This point is worth reiterating; if Louisiana residents are given the opportunity to interface with DOTD, their opinion of the agency should be generally more positive.

A minor limitation in making sweeping generalizations about the positive effect of consumer interface with DOTD is that the innovations and customer service are still “catching on” in terms of use. Therefore, there needs to be more communication with the public about what DOTD has to offer. However, this study acknowledges that a sizable percentage of the sample was aware of some of DOTD’s innovations. It was also not expected, for example, 112 respondents had accessed the DOTD Web site in the past two years or that 60 respondents had contacted DOTD.

What else is remarkable about the results? First, the numbers who are unaware of the major sources of funding for DOTD or the responsibility of DOTD in terms of roads (for example, 40 percent believe that DOTD is responsible for local roads). The next remarkable finding is the large percentages that were neutral about DOTD (for example, 60 percent were neutral when asked their “opinion” about DOTD). That is both good news and bad news. This is good news because fewer numbers were negative, but suggests bad news because people sitting on the fence are rarely advocates for an organization.

Conclusion–Summary of Major Findings

In general, respondents were neutral about their opinion of the agency. The major findings of the customer satisfaction study included:

- 41 percent were neutral about the accountability of DOTD, 34 percent were satisfied, and 25 percent dissatisfied.

- 24 percent rated DOTD as good value for the money and close to the same percentage rated it as “low value” and approximately 55 percent rated it as “ok value” for the money.
- 61 percent of Louisiana residents were neutral in their opinion about DOTD. Only two respondents would “speak highly of DOTD without being asked.” More would speak critically of the agency (91) than those who would speak highly (75) if asked.
 - ◆ If this preceding question was placed on a grading scale, DOTD would receive a C. Although it was not an objective of this research to compare the findings to the 2003 survey, the results would be in the same ballpark. Respondents in that 2003 study and the current research were most concerned about pavement conditions. However, there are differences between the findings in the two reports. In the 2003 report, DOTD received higher marks for bridges, but in the current study, bridges was 5th on the list of concerns (what DOTD should focus more on). The difference may be understandable when considering the bridges that have collapsed in other states in the time period between the two surveys. Further, congestion was a major concern in this current study but received a C+ in the 2003 survey. That difference may be attributable to the increased demands on the road system with the redistribution of population, post-Katrina and Rita.
- Although the opinion about DOTD was not generally high, 77 percent supported an increase in funding for transportation over the next two years.
- The greatest concerns of the respondents were: safety, road maintenance/smoothness of road surfaces, speed of road repair and construction, congestion, bridge maintenance, and the amount of litter and trash.
- The overall image of DOTD/highway system in Louisiana is generally one of: congestion and delays, lots of litter, and wasted tax dollars. On a positive note, they do perceive that road construction workers are doing their job.
- The respondents were most satisfied with road construction/repair signage.
- The findings were also positive about their interface with DOTD, if they had interacted with the agency. Very few were dissatisfied with the experience.

- The respondents were generally pleased with the innovations. Few were dissatisfied; however, many were neutral. With more time and more communication about the innovations and customer service support, usage should improve, and we should expect the numbers who are neutral to decrease.

Recommendations

What are the priorities of what should be addressed by strategies/interventions?

- Increase awareness about DOTD innovations, including customer service.
- Increase customer awareness about DOTD responsibilities.
- Maintain those high scores for satisfaction with DOTD innovations and customer service and improve scores, if possible. For example, the level of satisfaction with “professionalism” lagged a little behind the other measures and therefore should be a focus for improvement; however, at almost a 90 percent satisfaction rating, progress may only be measured by small incremental growth.
- Address the smoothness of highway surfaces and communicate the plans.
- Address the concerns about the amount of litter and trash and communicate the plans.
- As much as possible, address the overall level of congestion and continue with innovations that alert travelers (the innovations initiated) and communicate what is being done and what will be done. The same is true for road repairs, delays in work zones, and road maintenance.
- If plans have been initiated to speed up road construction and repairs, communicate to the public what is being done. In traveling through Baton Rouge, it is obvious the efforts taken to reduce inconvenience on stretches of the highway and speed up the work. That is less apparent on other stretches of highways, and rebuilding/repairing some parts of the highway around New Orleans has progressed at such a snail’s pace that unfinished stretches are almost monuments to the slow recovery of the city post-Katrina.

The following is a short inventory of recommendations in concert with the items just listed. The Appendices include several suggestions, targeting more tangible strategies related to road smoothness, litter, and so forth, based upon a search of the strategies implemented by other states.

- Foremost, remember that often perception is not always precise. Often the issue is for governmental agencies to do a better job of communicating. Hence, the major recommendation is to institute better and/or enhanced means of communicating with the public. Having acknowledged that, it is recommended that DOTD examine its own practices, as compared to best practices or standard practices in the industry, to determine if DOTD's performance concerning the speed of road construction and repair, for example, is within those acceptable norms or best practices. If road construction and repair is a major concern of Louisiana citizens, what can DOTD do to speed up the process?
- Extend the amount of “branding” of the DOTD name and logo.
- The rule of thumb in image studies is to identify the image, fix what is wrong, and then communicate the plans and the successes of plans.
- Another rule of thumb is to implement doable, noticeable, and expedient strategies as a start – ones that are guaranteed to be successful.
- Remember the face of DOTD is the front line workers. Everyone must be trained about customer service.
- Concentrate on employee satisfaction. The literature has confirmed through many studies that employee satisfaction is related to customer satisfaction.
- It is important to assure that lodging a complaint is easy. One of the keys to success in customer service is to “invite” complaints through an effective, responsive, and easy-to-access system. Customers do not expect perfection in a product or service, but they do expect responsiveness. The following is an excerpt that is useful in managing questions and complaints in an organization:
 1. Issue a policy statement that says the organization embraces complaints; the organization views complaints as opportunities.
 2. Establish an implementation team with representatives from each step in the complaint handling process and identify each step in the process. Train and empower front-line employees to resolve most complaints during the first contact.

3. Establish a tracking system. Staff should record and classify complaints, which will allow them to analyze the complaint data and report to top management. The difference between the organization's process and the best-in-business process is known as the gap. A gap analysis will show an organization what to improve. Enter complaint data in fully automated and integrated information systems, and analyze and use data to identify and fix root causes of dissatisfaction and to determine future directions for product and service improvements. By centrally collecting the data, at the headquarters level, this valuable information can be incorporated into the strategic planning process, assuring future competitiveness.
 4. Develop recommendations to improve organizational core processes and to empower front-line employees to resolve complaints on first contact.
 5. Implementation is key. The team should put together an action plan for implementing the approved recommendations. (Terry & Israel, 2004)
- Continue with town meetings regarding DOTD plans. That will put a positive "face" on DOTD despite the fact roads, road repairs, and road construction is an understandably sensitive matter to communities. The history of road systems has been a history of engineers making linear decisions that greatly affect the lives of people who have had little say-so in the process.
 - Review the list of suggestions in the Appendices regarding more "tangible" strategies to address the concerns about congestion, safety, litter, and road smoothness.

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Appendix 1 – Survey Instrument

The Louisiana Department of Transportation and Development is conducting a brief survey to assure that the services provided meet the needs of Louisiana residents. The survey will take a few minutes of your time, and we would like to include the opinion of a member of your household who is at least 18 years old and does not work for DOTD. All responses will be confidential. If you are over the age of 18 and willing to participate in this survey, let’s begin now.

Phone number (if applicable) _____) **Person making the call** (if applicable) _____
Date _____)

1. We are interested in your experience traveling on Louisiana’s State highways, interstates, roads, and other means of transportation. Please indicate how satisfied are you with each of the following, using the following options: satisfied, neutral (neither satisfied or dissatisfied), or dissatisfied		Satisfied	Neutral	Dissatisfied
A.	The safeness of the Louisiana highway system	1	2	3
B.	Availability of emergency road assistance	1	2	3
C.	Overall level of congestion	1	2	3
D.	Smoothness of highway surfaces	1	2	3
E.	Lighting and striping on highways	1	2	3
F.	Shoulder width	1	2	3
G.	Hazard warning signs (e.g., sharp curves, lane ends, narrow bridges, etc.)	1	2	3
H.	Repair and maintenance of interstates and US and state highways	1	2	3
I.	The speed and efficiency of carrying out road repairs	1	2	3
J.	The speed and efficiency of carrying out new construction projects	1	2	3
K.	Warning signs indicating ongoing road construction/repair	1	2	3
L.	Detour signs & directions during road constructions/repairs	1	2	3
M.	Amount of time you are delayed in work zones	1	2	3
N.	DOTD’s consideration for your time & frustration regarding road repairs or new road construction projects	1	2	3
O.	The advance notice provided by DOTD when projects are initiated in your area	1	2	3
P.	The cleanliness and safety of rest areas along the highway system.	1	2	3

(continued)

Q.	The availability of rest areas.	1	2	3
R.	Maintenance of bridges	1	2	3
S.	Amount of litter or trash	1	2	3
T.	Ferries	1	2	3
U.	Alternative modes of transportation along highways, such as biking lanes	1	2	3
V.	The accountability of DOTD with citizens tax dollars	1	2	3
W.	The job DOTD does as compared to transportation departments in other states	1	2	3
X.	The decisions made by DOTD officials about the state's future transportation system	1	2	3
Y.	Your level of confidence in DOTD	1	2	3
Z.	DOTD's prioritizing of highway improvements in Louisiana	1	2	3
AA.	DOTD's support for local transportation projects for the city and local government parishes	1	2	3
BB.	DOTD's responsiveness to the concerns of local communities	1	2	3
CC.	The degree that the transportation system contributes to your community's economic well being	1	2	3

The following questions ask your opinion on a variety of issues.

2. When you think of the highway system in Louisiana, which of the following comes to mind?

(key: 1 = not at all, 2 = sometimes, and 3 = often)

- | | | | |
|---|---|---|---|
| (a) green and attractive landscaping | 1 | 2 | 3 |
| (b) wasted tax dollars | 1 | 2 | 3 |
| (c) lots of litter | 1 | 2 | 3 |
| (d) hard working road maintenance crews | 1 | 2 | 3 |
| (e) congestion and delays | 1 | 2 | 3 |
| (f) poor planning | 1 | 2 | 3 |
| (g) lots of innovation and new ideas | 1 | 2 | 3 |
| (h) idle road construction workers | 1 | 2 | 3 |

3. Which of the following best describes your opinion of DOTD? (check one)

- _____ I speak highly of DOTD without being asked
 _____ I speak highly of DOTD if asked my opinion
 _____ I speak neutral of DOTD if asked my opinion
 _____ I speak critical of DOTD if asked my opinion
 _____ I speak critical of DOTD without being asked my opinion

4. How do you think the current level of funding for transportation in Louisiana should change over the next two years? (check one) ___(1) It should be increased ___(2) It should stay about the same ___(3) It should be reduced
5. Overall, how would you rate the value provided by DOTD for the transportation needs of Louisiana residents? (check one) ___(1) Good value for your money ___(2) okay value for your money ___ (3) low value for your money
6. Based on the information you have, what do you think is the major source of funding for the Louisiana Department of Transportation and Development (DOTD)? (choose all that apply) ___(1) gas tax ___(2) general sales ___(3) property tax ___(4) vehicle sales tax ___(5) other
7. Based on the information you have, what roads/highways is DOTD responsible for? (check all that apply)
 ___ (1) interstates (for example I 10)
 ___ (2) national/federal highways (for example, US 61)
 ___ (3) state roads (for example, LA 1, LA 28)
 ___ (4) parish/local roads
8. Given the limitations of funding, on what would you like DOTD to focus more of its resources? How important is each of the following to you? (select one answer for each of the following)
- | | | | |
|--------------------------------------|--|---|---|
| (a) congestion relief | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (b) safety | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (c) road maintenance improvement | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (d) improve bridge maintenance | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (e) construct new highways | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (f) faster repair/construct of roads | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (g) interstate/major highways | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (h) local roads | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (i) passenger rail system | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |
| (j) public transit system | <input type="checkbox"/> not important | <input type="checkbox"/> somewhat important | <input type="checkbox"/> most important |

9. Innovations: Now I am going to read to you a list of several projects (innovations) DOTD has implemented over the past few years. Please describe your level of satisfaction with the following recent innovations.		Satisfied	Neutral	Dissatisfied
A.	Motorist Assistance Patrol Service (level of satisfaction) (describe as follows: Free services to stranded motorists. Services such as: one gallon of fuel, change a flat tire, jump start a car, fill radiator with water, and provide a free phone call).	1	2	3
	Were you aware of this program before this survey? (Circle One)	Yes	No	
	Have you used this service? (Circle One)	Yes	No	
B.	Adopt-a-Road program (level of satisfaction) (describe as follows: It consists of removing litter and debris from state and federal roadsides).	1	2	3
	Were you aware of this program before this survey?(Circle One)	Yes	No	
	Have you participated in this program (as a part of an organization)? (Circle One)	Yes	No	
C.	Interstate Message Board Signs (level of satisfaction) (describe it as follows: An advanced warning system to motorists about road conditions such as blocked lanes, roadwork or emergency).	1	2	3
	Were you aware of this program before the survey? (Circle One)	Yes	No	
	Have you seen this service? (Circle One)	Yes	No	
D.	Statewide Traffic Camera Coverage (level of satisfaction) (describe as follows: helps the driving public avoid traffic congestion with online services that provide access to live traffic views from desktop computers, Web-enabled cell phones and PDAs, and local TV news programs).	1	2	3
	Were you aware of this service before the survey? (Circle One)	Yes	No	
	Have you ever used this service? (Circle One)	Yes	No	

E.	New Voice-activated 511 Travelers Information Services (level of satisfaction) (describe as follows: Available around-the-clock, it provides real-time traffic and road conditions updates).	1	2	3
	Were you aware of this of this service before the survey? (Circle One)	Yes	No	
	Have you used this service? (Circle One)	Yes	No	
F.	Safety Awareness Campaign Service (level of satisfaction) (describe as follows: It provides new radio, television and prints Public Service Announcements that promotes driver safety and awareness on Louisiana’s roadways).	1	2	3
	Were you aware of this of this service before the survey? (Circle One)	Yes	No	
	Have you heard or seen any of these announcements? (Circle One)	Yes	No	
G.	DOTD Web site (level of satisfaction) <i>(If asked – The site address is (www.dotd.la.gov)</i>	1	2	3
	Were you aware of this service before the survey? (Circle One)	Yes	No	
	Have you used this service? (Check One)	Yes	No	
	What was your purpose for visiting the Web site? (Check One) <input type="checkbox"/> To get information about a project <input type="checkbox"/> To obtain road condition information <input type="checkbox"/> To get detour or work zone information <input type="checkbox"/> To contact a DOTD employee <input type="checkbox"/> To get a response to a specific question <input type="checkbox"/> Other			
	How easy was it to use? (Check One) <input type="checkbox"/> Very easy <input type="checkbox"/> Easy <input type="checkbox"/> Okay <input type="checkbox"/> Difficult <input type="checkbox"/> Very difficult			
	How satisfied are you with this service?	1	2	3

Customer Information Services: DOTD wants to provide you with the best possible service. Your input is vital to our success. Please help us better serve you by providing us with the following information.

10. Have you contacted a DOTD office during the past two years? (Check One) ___ Yes ___ No
11. **[If Yes to above]** Did you contact DOTD headquarters or a District Office? (Check One)
 ___ DOTD headquarters ___ District Office _____
(Name of Office)
12. **[If Yes to above]** Were you referred to the customer service headquarters? (check one)
 ___ Yes ___ No
13. If you have contacted DOTD during the past two years, how easy was it to contact the right person the last time you contacted the DOTD? (check one) ___ Very easy ___ Easy
 ___ Neutral ___ Difficult ___ Very difficult
14. **[If Yes to above]** Were you able to get your questions answered or get the information you needed the last time you contacted the DOTD? (check one) ___ Yes ___ No
 ___ Don't remember/don't know
15. The DOTD employee who helped me was: **(circle one each)**
- | | | | | |
|-------------------|-----|----------|----|----------------|
| (a) Courteous | Yes | Somewhat | No | Don't remember |
| (b) Knowledgeable | Yes | Somewhat | No | Don't remember |
| (c) Helpful | Yes | Somewhat | No | Don't remember |
| (d) Professional | Yes | Somewhat | No | Don't remember |

DEMOGRAPHICS: To help us understand the needs of different communities, please provide the following information. Individual responses will remain completely confidential. To help us ensure that we are reaching all segments of Louisiana's diverse population, please tell us a little bit about yourself.

16. In which parish do you live in? _____
17. How many years have you been a resident of Louisiana? (check one) ___ Less than 1 year ___ 1 to 5 years ___ 6-10 years ___ 11-20 years ___ all your life
18. Are you a licensed driver? (circle one) Yes No
19. During the past 12 months, have you used any of the following types of transportation?
- | | | |
|--|-----|----|
| (a) Public transportation such as a bus | Yes | No |
| (b) Automobile, sport utility vehicle, pickup truck, van, taxi or motorcycle | Yes | No |

- (c) Bus (e.g., Greyhound) Yes No
- (d) Train (e.g., AMTRAK) Yes No
- (e) Plane Yes No
- (f) Ship or ferry Yes No
- (g) Riding a bicycle Yes No

20. On which type of highway do you travel the most miles? (select one)
 _____ Interstate (e.g. I-10, I-12, I-55, I-49)
 _____ US highways (US 90, US 165) _____ Major State highways
 _____ Local or Parish Roads

21. Do you use major highways (interstates, US highways, major state roads) for ANY OF THE FOLLOWING?

- (a) Commuting (traveling) to or from work or school? Yes No
- (b) Work or business travel besides commuting to or from work or school? Yes No
- (c) Shopping and errands? Yes No
- (d) Traveling to or from recreational and social activities? Yes No
- (e) Any other reasons than the ones mentioned? Yes No

22. What is your gender? _____ Male _____ Female

23. How old are you? (fill in the blank) _____

24. What is the highest grade you have completed? (check one) _____ 10th grade or less
 _____ 12th grade/GED _____ some college/technical school _____ college graduate

25. With which racial or ethnic group do you best identify?
 _____ White
 _____ African American, Jamaican, or other Caribbean Islanders
 _____ Hispanic, Mexican, Puerto Rican, Central or South American, Cuban, or other Spanish origin or culture
 _____ Asian & Asian American, Pakistanis, Indian, and Pacific Islanders
 _____ Other

We welcome any comments regarding our services or transportation issues that are important to you.

Appendix 2 – Additional Tables

**Table A
Correlation Table**

		Accountability of DOTD with citizen tax dollars	job DOTD does as compared to transportation departments in other states	Your level of confidence in DOTD	overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	How do you think the current level of funding for transportation in LA should change over the next two years?
accountability of DOTD with citizen tax dollars	Pearson Correlation	1	.468(**)	.388(**)	.359(**)	.112(*)
	Sig. (2-tailed)		.000	.000	.000	.018
	N	448	447	446	446	447
job DOTD does as compared to transportation departments in other states	Pearson Correlation	.468(**)	1	.461(**)	.322(**)	.037
	Sig. (2-tailed)	.000		.000	.000	.435
	N	447	447	445	445	446
your level of confidence in DOTD	Pearson Correlation	.388(**)	.461(**)	1	.338(**)	.012
	Sig. (2-tailed)	.000	.000		.000	.793
	N	446	445	446	444	445
overall, how would you rate the value provided by DOTD for the transportation needs of LA residents?	Pearson Correlation	.359(**)	.322(**)	.338(**)	1	.090

(continued)

	Sig. (2-tailed)	.000	.000	.000		.056
	N	446	445	444	447	447
how do you think the current level of funding for transportation in LA should change over the next two years?	Pearson Correlation	.112(*)	.037	.012	.090	1
	Sig. (2-tailed)	.018	.435	.793	.056	
	N	447	446	445	447	448

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table B
Focus by Region

IMPORTANCE	225	504	318	985	337	ALL
given the limitations of funding, what would you like DOTD to focus more of its resources on? Relieving congestion?	<u>2.7100</u>	<u>2.6875</u>	2.5960	<u>2.6857</u>	2.5455	2.6398
focus more of resources on safety?	<u>2.8300</u>	<u>2.7187</u>	<u>2.8687</u>	<u>2.8571</u>	<u>2.8636</u>	2.8367
focus more on road maintenance improvement?	<u>2.7100</u>	<u>2.6875</u>	<u>2.7273</u>	<u>2.7143</u>	<u>2.6636</u>	2.6980
focus more on bridge maintenance improvement?	2.6400	2.5937	2.5657	2.5429	2.6091	2.5951
focus more on construct new highways?	2.4700	2.3438	2.2828	2.3286	2.3545	2.3579
focus more on faster repair/construct of roads?	2.6600	2.6406	<u>2.6566</u>	<u>2.6857</u>	<u>2.7182</u>	2.6734
focus more on interstate/major highways	2.5200	2.4219	2.4343	2.4571	2.6364	2.5078
focus more on local roads?	2.3600	2.3906	2.4040	2.4928	2.5273	2.4395
focus more on passenger rail system?	1.7400	1.8906	1.8265	1.7571	1.9727	1.8363
focus more on public transit system?	1.8600	1.9844	2.0303	1.8571	2.0727	1.9709
Valid N (listwise)						

Key: (comparison within area codes) bold, underlined = more important; yellow highlighted = less important. (Higher the number, the more important)

Table C
Level of Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
Safeness of LA highway system	449	1.00	3.00	1.7216	.75622
Availability of roadside assistance	448	1.00	3.00	1.6429	.67033
Overall level of congestion	448	1.00	3.00	2.1786	.78822
Smoothness of highway surfaces	447	1.00	3.00	2.2282	.82929
Lighting and striping on highways	448	1.00	3.00	1.6808	.74087
Shoulder width	447	1.00	3.00	1.7181	.70311
Hazard warning signs	449	1.00	3.00	1.4922	.67517
Repair and maintenance of interstates and US and state highways	448	1.00	32.00	1.9621	1.63324
Speed and efficiency of carrying out road repairs	448	1.00	21.00	2.0670	1.22428
Speed and efficiency of carrying out new construction projects	447	1.00	3.00	1.9933	.82421
Warning signs indicating ongoing road construction and repair	447	1.00	3.00	1.4698	.65156
Detour signs and directions during road constructions and repairs	448	1.00	3.00	1.4576	.64018
Amount of time you are delayed in work zones	448	1.00	22.00	2.0067	1.23247
DOTD's consideration for your time and frustration regarding road repairs or new road construction projects	447	1.00	3.00	1.7696	.64798
The advance notice provided by DOTD when projects are initiated in your area	445	1.00	3.00	1.5393	.63060
The cleanliness and safety of rest areas along the highway system	449	1.00	3.00	1.7684	.72873

(continued)

The availability of rest areas	449	1.00	3.00	1.9310	.80852
Maintenance of bridges	449	1.00	3.00	1.7639	.68949
Amount of litter and trash	449	1.00	3.00	2.1849	.82329
Ferries	448	1.00	3.00	1.7366	.56939
Alternative modes of transportation along highways, such as biking paths	449	1.00	3.00	1.9577	.69146
Accountability of DOTD with citizen tax dollars	448	1.00	3.00	1.9107	.76622
The job DOTD does as compared to transportation departments in other states	447	1.00	3.00	1.8725	.74227
The decision made by DOTD officials about the states future transportation system	447	1.00	3.00	1.7092	.65645
Your level of confidence in DOTD	446	1.00	3.00	1.7265	.66473
DOTD's prioritizing of highway improvements in Louisiana	447	1.00	3.00	1.7562	.68687
DOTD's support for local transportation projects for the city and local government parishes	446	1.00	3.00	1.6726	.64339
DOTD's responsiveness to the concerns of local communities	446	1.00	3.00	1.6928	.65500
The degree the transportation system contributes to your community's well being	446	1.00	3.00	1.6413	.63706

Table D
Means – Level of Satisfaction by Area

	225	504	318	985	337	ALL
Safeness of LA highway system	1.6000	1.8594	1.6800	1.8429	1.7387	1.7216
Availability of roadside assistance	1.6700	1.6825	<u>1.4800</u>	1.6286	1.7658	1.6429
Overall level of congestion	2.2700	2.2222	2.0000	2.3000	2.1261	2.1786
Smoothness of highway surfaces	2.2300	2.4127	2.0900	2.3478	2.1622	2.2282
Lighting and striping on highways	1.6300	1.7937	1.5700	1.7571	1.7027	1.6808
Shoulder width	1.7500	1.7656	1.7100	<u>1.6000</u>	1.7182	1.7181
Hazard warning signs	<u>1.4300</u>	<u>1.4219</u>	<u>1.3800</u>	<u>1.4714</u>	<u>1.7027</u>	1.4922
Repair and maintenance of interstates and US and state highways	1.7600	2.0938	1.8182	1.9714	1.9279	1.8951
Speed and efficiency of carrying out road repairs	1.8500	2.1719	1.9800	2.2286	1.9909	2.0223
Speed and efficiency of carrying out new construction projects	1.8100	2.1406	1.9798	2.1143	2.0000	1.9933
Warning signs indicating ongoing road construction and repair	<u>1.4400</u>	<u>1.4375</u>	<u>1.4200</u>	<u>1.3286</u>	<u>1.6697</u>	1.4698
Detour signs and directions during road constructions and repairs	<u>1.3700</u>	<u>1.3906</u>	1.4500	<u>1.3429</u>	<u>1.6545</u>	1.4576
Amount of time you are delayed in work zones	2.0500	1.7344	1.9900	1.9286	2.0273	1.9621
DOTD's consideration for your time and frustration regarding road repairs or new road construction projects	1.6600	1.8125	1.6600	1.7857	1.9358	1.7696
The advance notice provided by DOTD when projects are initiated in your area	1.5500	<u>1.5781</u>	<u>1.4184</u>	<u>1.4783</u>	<u>1.6636</u>	1.5393
The cleanliness and safety of rest areas along the highway system	1.7300	1.6875	1.6900	1.9143	1.8198	1.7684
The availability of rest areas	2.1100	1.8125	1.7100	2.0714	1.9459	1.9310
Maintenance of bridges	1.7200	1.7344	1.7500	1.6857	1.8649	1.7639
Amount of litter and trash	2.0900	2.1875	2.2400	2.2286	2.2162	2.1849
Ferries	1.6600	1.7500	1.6800	1.7000	1.8829	1.7366

(continued)

Alternative modes of transportation along highways, such as biking paths	1.8600	2.0625	1.9100	2.0571	1.9730	1.9577
The degree the transportation system contributes to your community's well being	<u>1.4900</u>	1.7937	1.5253	1.7101	1.7387	1.6413
DOTD's responsiveness to the concerns of local communities	1.6100	1.7619	1.6465	1.7971	<u>1.6847</u>	1.6928
DOTD's support for local transportation projects for the city and local govt parishes	1.6200	<u>1.6190</u>	1.6061	1.7101	1.7748	1.6726
DOTD's prioritizing of highway improvements in Louisiana	1.7500	1.7656	1.6465	1.7971	1.8378	1.7562
The decision made by DOTD officials about the states future transportation system	<u>1.5000</u>	1.7969	1.6500	1.8841	1.8000	1.7092
The job DOTD does as compared to transportation departments in other states	1.7200	2.0156	1.6900	2.0145	1.9909	1.8725
Valid N (listwise)						

(KEY: bold, underlined = most satisfied; yellow highlight = most dissatisfied) (within each area code)