



2009 Report on Customer Satisfaction

Periodically, the Delaware Department of Transportation conducts a Customer Satisfaction Survey to learn how well we are meeting Delaware's transportation needs. The survey targets Delaware's traveling public as well as businesses that ship or receive goods. We consider all of the various modes that move people and goods, from bicycles to airplanes.

From the survey results, we are able to understand which features of our transportation system are most important to our customers and how well we are performing in those areas. This helps us focus our resources more effectively and improve our transportation network to better satisfy Delaware's traveling and shipping needs.

General Transportation Users Survey

- Motorists
- Car/Vanpool Riders
- Transit Riders
- Pedestrians
- Bicyclists
- Rating of Service – Motorists
- Modal Satisfaction Ratings
- Perceptions of Mobility
- Action Evaluations

Shippers & Carriers Survey

- Truck
- Rail Freight
- Air Freight
- Port of Wilmington
- Modal Satisfaction Ratings
- Biggest Freight Problems Facing Businesses



General Transportation Users



The General Transportation Users Survey collected data from over 1,200 people who drive, carpool, ride transit, walk, or ride bicycles.

Motorists:

Of the 1,216 Delawareans surveyed, 1,027 (84% of the sample) either traveled alone or with others in a motor vehicle the previous week. This percentage is within the range found in previous surveys. To understand what is most important to motorists, we ask them to rate twelve attributes of roadway service. Then they are asked to rate these same services in terms of how well DeIDOT is performing. Motorists use a 7-point scale, with "1" being the lowest rating and "7" being the highest. The importance ratings are then compared to performance ratings to reveal how satisfied motorists are.

We take all of the importance ratings from motorists and calculate an overall average importance rating for each service attribute. We do the same for the performance ratings. Using these two averages, we calculate the ratio

of performance to importance to generate the satisfaction index. The higher the value of the satisfaction index, the higher the level of customer satisfaction. The results are shown in Figure 1.

The results reveal that motorists have the highest satisfaction with:

- Highway signs that provide direction and mileage
- Keeping lands adjacent to highways landscaped and mowed
- Having many travel mode choices

The lowest levels of satisfaction were found for:

- Condition of pavement on highways
- Well-planned sequencing and timing of traffic lights
- Highways free from congestion

Motorists' Average Importance/Average Performance/Satisfaction Index

FIGURE 1

Attribute	2009 Average Importance Rating	2009 Average Performance Rating	Satisfaction Index
Hwy signs that provide direction, mileage	5.81	5.54	95.35
Keeping lands adjacent to hwys landscaped, mowed	5.65	5.19	91.86
Having many travel mode choices	5.24	4.62	88.17
Having clearly marked and protected work zones	6.54	5.76	88.07
Info. on when to expect delays, road closings	5.86	5.1	87.03
Timely snow plowing & salting	6.37	5.5	86.34
Hwy signs visible both at day and night	6.52	5.57	85.43
Clear lane lines on highways	6.55	5.52	84.27
Keeping land adjacent to hwys litter free	6.11	5.12	83.80
Condition of pavement on hwys	6.49	5.04	77.66
Well-planned sequencing & timing of traffic lights	6.5	4.76	73.23
Hwys free from congestion	6.24	4.4	70.51

Rating of Service: Performance vs. Importance (Motorists)

FIGURE 2

Performance Rating on Attribute	Importance Rating of Attribute		
	Quadrants	Below Average	Above Average
	Above Average	2 Maintenance: Low Priority <ul style="list-style-type: none"> ◆ Landscaping & Mowing ◆ Directional Hwy Signs 	1 Maintenance: High Priority <ul style="list-style-type: none"> ✓ Protected Work Zones ✓ Signs Visible Day & Night ✓ Snow Plowing & Salting ✓ Clear Lane Lines
Below Average	3 Corrective: Low Priority <ul style="list-style-type: none"> ◆ Mode Choices ◆ Info on Delays & Closings ◆ Litter Free Hwys 	4 Corrective: High Priority <ul style="list-style-type: none"> ✓ Pavement Condition ✓ Hwys Free of Congestion ✓ Timing/Sequencing Signals 	

An analysis of Figure 2 shows DelDOT is doing a good job with items in box #1 and should maintain those services, since they are also of high importance to motorists. "Pavement condition on highways," "highways free of congestion," and "timing and sequencing of traffic signals" shown in box #4, were also of high importance to motorists. However, these three services received below average performance ratings, indicating that they require corrective action. This type of analysis is done for all modes and the results for other modes follow.

Car/Vanpool Riders:

A total of 342 Delawareans of the 1,216 surveyed (28% of the sample) indicated that they carpooled (rode or drove with others) the previous week. This is a similar percentage to that found in previous years. DelDOT is doing a good job with the following high priority services and should work to maintain them:

- Providing a system of park-and-rides

Corrective action is needed on:

- Providing HOV lanes on highways for carpools and buses

Transit Riders:

Out of the total sample, only 51 respondents (4% of the sample) indicated that they had made a trip using transit (either a bus or a train) during the previous week. This is similar to the results of previous survey years.

DelDOT is doing a good job with the following high priority services and should work to maintain them:

- Good condition, clean vehicle interiors
- Safe and secure waiting areas
- Transit stops and stations with good lighting
- Frequency of transit service
- Courteous on-board personnel
- Providing information on transit schedules and fares
- Litter free transit stations and stops

Corrective action is needed on:

- Information on when to expect delays
- Covered shelters and stations

Pedestrians:

Similar to previous surveys, out of the full sample, 13%, or 152 respondents, indicated that they walked for some of the trips they made during the previous week.

DelDOT is doing a good job with the following high priority services and should work to maintain them:

- Marked crosswalks
- Adequate street lighting
- Sidewalks in my neighborhood
- Sidewalks clear of debris
- Sidewalks between neighborhoods

Corrective action is needed on:

- Sidewalks to commercial areas
- Pedestrian signals and push buttons

Bicyclists:

Similar to previous surveys, in 2009 a very low percentage of respondents (3% of the sample, or 34 respondents) made a trip by bicycle during the previous week.

DelDOT is doing a good job with the following high priority services and should work to maintain them:

- Roadways free of debris
- Adequate street lighting
- Low volume of motor vehicle traffic
- Bicycle friendly drainage grates
- Smooth pavement
- Wide, paved shoulders

Corrective action is needed on:

- Signed bicycle routes
- Striped bicycle paths



General Transportation Users



Overall Satisfaction Ratings:

As was done in the previous surveys, each respondent was asked to rate the overall performance of each mode that he/she had used in the last week in meeting his/her travel needs. Also, respondents were asked to rate Delaware's transportation system as a whole.

The majority of respondents in the year 2009 survey rated the state's roads and highways, transit system, bicycle trips, walking trips and transportation system as satisfying their needs either very well or somewhat well. Results are shown below in Figure 3.

Overall Satisfaction Ratings by Year (Data shown for last five surveys)

FIGURE 3

Question	Very Well	Somewhat Well	Not Too Well	Not At All	DK (vol)	Year
And overall, how well does the state's system of roads and hwys meet your needs?	35%	56%	7%	2%	0%	2009
	28%	56%	10%	4%	2%	2006
	32%	53%	9%	4%	2%	2005
	28%	57%	10%	3%	2%	2004
	36%	55%	7%	2%	0%	2003
And overall, how well does the state's transit system meet your needs?	24%	54%	15%	2%	5%	2009
	26%	31%	22%	4%	17%	2006
	57%	21%	17%	3%	2%	2005
	27%	45%	17%	4%	7%	2004
	32%	38%	7%	10%	13%	2003
And overall, how well does the state's transportation system meet your needs for bicycle trips ?	17%	54%	16%	9%	3%	2009
	21%	41%	12%	16%	10%	2006
	28%	32%	23%	12%	5%	2005
	10%	36%	28%	23%	3%	2004
	15%	51%	19%	13%	2%	2003
And overall, how well does the state's transportation system meet your needs for walking trips ?	23%	46%	25%	6%	0%	2009
	24%	49%	15%	12%	0%	2006
	27%	46%	14%	9%	4%	2005
	13%	50%	22%	9%	6%	2004
	24%	53%	10%	8%	5%	2003
And as a whole, how well does Delaware's transportation system meet your travel needs?	29%	50%	10%	7%	4%	2009
	27%	45%	13%	10%	5%	2006
	25%	44%	11%	12%	8%	2005
	22%	51%	13%	7%	7%	2004
	25%	47%	8%	9%	11%	2003

Perceptions of Mobility:

As a follow-up, respondents were asked, "And would you say that you have many different travel modes to choose from such as transit, biking, and walking to meet your travel needs, or would you say you have very few options to choose from?"

For 2009, 44% said they have "many options to choose from." When those that responded they had few options to choose from were asked what modes they would like to have access to, the majority indicated that they would like access to transit, either buses or trains (31%).

What Modes Would You Like to Have Access To?

All responses:

Improved access to buses or trains: **31%**

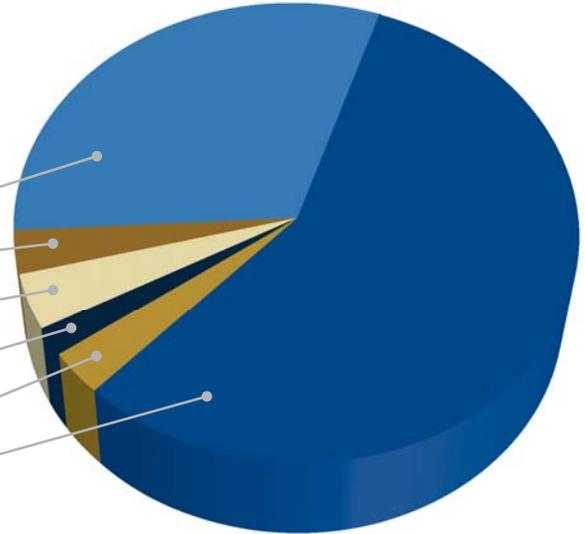
Improved access to public transportation (not specific): **3%**

Improved access to bicycle paths or bicycle facilities: **4%**

Improved access to pedestrian facilities: **2%**

Improved auto needs: **3%**

Could not specify: **57%**



Action Evaluations:

Fifteen different potential action items were presented to respondents in the survey. For each action, respondents were asked to identify how effective the action would be in improving Delaware's transportation system, with response categories ranging from "very effective," to "somewhat effective," and from "not very effective," to "not at all effective."

The top four actions perceived by Delaware residents to be the most effective actions to improve the transportation system are:

- Coordinating and better timing traffic signals;
- Designing communities that make it easier for people to walk and bike to stores, schools, and other public facilities and to other neighborhoods, etc.;
- Creating service patrols to quickly respond to accidents, stalled vehicles, etc.; and
- Implementing new technologies to make highways more efficient.



Shippers & Carriers

The Shippers and Carriers Survey collects data from 100 businesses that ship, carry, or transport goods in Delaware. Businesses were asked to rate only the attributes for each mode the business uses regularly.

Trucks:

When asked, "Does your firm ship, carry, or transport goods or materials by truck using Delaware's highway system?", ninety-three businesses indicated that their company moved goods by truck in Delaware. This number is similar to the previous survey years.

DelDOT is doing a good job with the following high priority services and should work to maintain them:

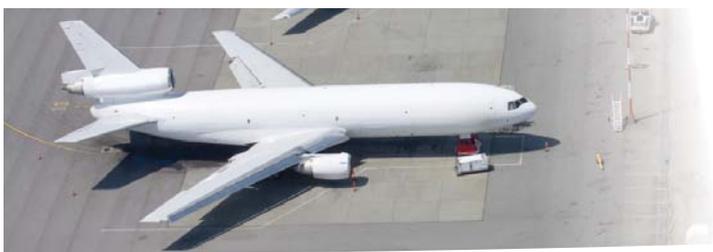
- Few weight-restricted bridges
- A transportation system with interconnected highways
- Timely snow plowing and salting
- Few weight restricted roads
- Highway interchange ramps that trucks can negotiate
- Highways with wide travel lanes

Corrective action is needed on:

- Few toll roads
- Information on when to expect delays and road closings
- Wide, paved shoulders
- Wide intersections with turning lanes
- Well-planned sequencing and timing of traffic signals
- Highways free from congestion

Air Freight:

None of the businesses surveyed indicated that they shipped, carried or transported goods or materials by air freight in 2009. The number of businesses surveyed using air freight has been consistently low over all past surveys.



Port Of Wilmington:

Only ten businesses in the sample shipped or received goods through the Port of Wilmington.

DelDOT is doing a good job with the following high priority services and should work to maintain them:

- Good highway access to the Port

Corrective action is needed on:

- Competitive service and attention by shippers
- Deep channel depths
- Good condition dock facilities
- Reasonable port fees
- Deep and wide berths
- Good internal traffic flow

Rail Freight:

Only four of the businesses surveyed indicated that they ship, carry, or transport goods by rail or rail intermodal (a combination of rail and other such as trucks, sea, or air travel).

Delaware is doing a good job with the following high priority services and should work to maintain them:

- Numerous interchange points
- Good service – Class 1 railroads
- Good service – Shortline railroads
- Good track conditions – Class 1 railroads
- Good track conditions – Shortline railroads

Corrective action is needed on:

- Minimal conflicts with passenger rail services
- Multi-track rail operations available
- Competitive service to businesses off main lines

Overall Satisfaction Ratings:

As was done in previous surveys, each business was asked to rate the overall performance of each mode in meeting their company's transportation needs. Businesses were also asked to rate Delaware's transportation system as a whole.

Clearly, businesses rated the transportation system rather well in terms of meeting their company's goods movement needs. "Very well" or "somewhat well" ratings are given by the majority of businesses surveyed. The results are shown in Figure 4.

Biggest Freight Problems Facing Businesses:

Near the end of the questionnaire, in an open-ended question, businesses were asked what is the biggest freight issue or problem facing their business. For 2009, the most frequently mentioned "top of mind" response to this question was "roadway congestion" (35%). In previous survey years, "roadway congestion" was also the most frequently mentioned "top of mind" response to this question.

Overall Satisfaction Ratings* by Year (Data shown for last five surveys)

FIGURE 4

Question	Excellent	Good	Fair	Poor	DK (vol)	Year
And overall, how would you rate Delaware's system of roads and highways for moving goods?	8%	56%	30%	7%	0%	2009
	15%	49%	30%	6%	0%	2006
	8%	57%	25%	10%	0%	2005
	9%	51%	31%	9%	0%	2004
	6%	55%	28%	11%	0%	2003
And overall, how would you rate the rail freight system in Delaware for moving goods?	25%	75%	0%	0%	0%	2009
	0%	100%	0%	0%	0%	2006
	0%	25%	0%	25%	50%	2005
	13%	50%	25%	0%	12%	2004
	50%	17%	33%	0%	0%	2003
And overall, how would you rate the air freight system in Delaware for moving goods?	0%	0%	0%	0%	0%	2009
	67%	0%	0%	33%	0%	2006
	0%	0%	0%	0%	0%	2005
	0%	17%	0%	17%	66%	2004
	50%	0%	50%	0%	0%	2003
And overall, how would you rate the Port of Wilmington for moving goods?	30%	40%	10%	20%	0%	2009
	0%	100%	0%	0%	0%	2006
	0%	60%	40%	0%	0%	2005
	37%	38%	0%	0%	25%	2004
	0%	80%	20%	0%	0%	2003
Question	Very well	Somewhat well	Not too well	Not at all	DK (vol)	Year
Overall, how well do you think Delaware's transportation system is meeting your company's goods movement needs?	24%	64%	11%	1%	0%	2009
	32%	55%	10%	0%	3%	2006
	30%	58%	8%	4%	0%	2005
	24%	58%	10%	4%	4%	2004
	25%	66%	9%	0%	0%	2003

* Wide variation is partially a function of a limited sample size.





DeIDOT

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