

Customer Satisfaction - 2012



Increase Customer Satisfaction

Customer Satisfaction Transportation System

Purpose:

NHDOT's performance objectives are based on improving the condition of transportation assets, increasing mobility, improving system safety and security, improving Department efficiency, and identifying, communicating, and collaborating with partners. NHDOT's performance goals for the Transportation System are set by Department subject matter experts based on national standards and a realistic allocation of resources. Ultimately the question is whether those who depend on transportation for personal mobility, delivery of freight, or delivery of services are satisfied. This measure tracks the satisfaction of customers with the performance of the transportation system.

Data:

Overall customer satisfaction data for 2012 was compiled from Metropolitan Planning Organizations and Regional Planning Commissions. These stakeholders were surveyed due to their continuous interaction with the Department, and regional perspective on overall customer service. Previous surveys focused on a larger customer group, including federal agencies, consultants, and cities and towns. This change in survey method may explain some of the differences between 2011 and 2012.

Based on feedback from the planning commissions, going forward customer satisfaction will be divided into separate performance measures for the transportation system and NHDOT performance.

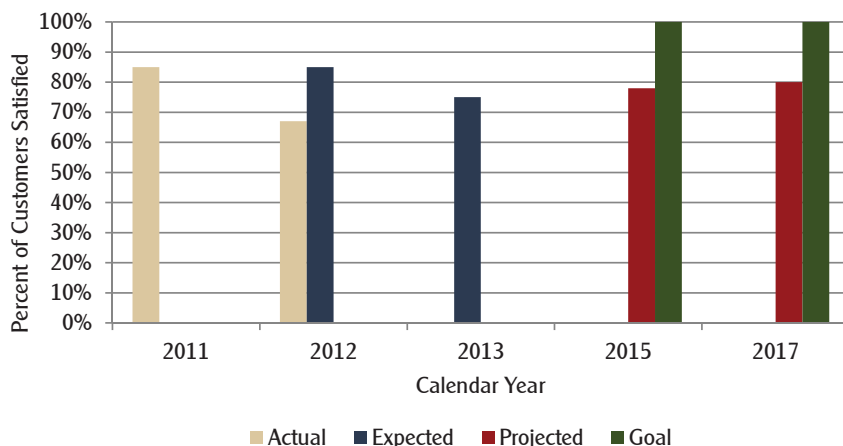
Improvement Status

The percent of customers that were very satisfied, satisfied, or neutral with the transportation system is **67%**. This is lower than 85% reported in the 2011 survey and well below the goal of 100%. While the Department scored greater than 91% for the 2012 summer and winter maintenance categories, additional efforts need to focus on accessibility and allocation of funds both of which were below 50%. The Customer Satisfaction comparison chart on the following page depicts the percent of respondents that were very satisfied, satisfied, or neutral for each of the eight individual categories for 2011 and 2012.

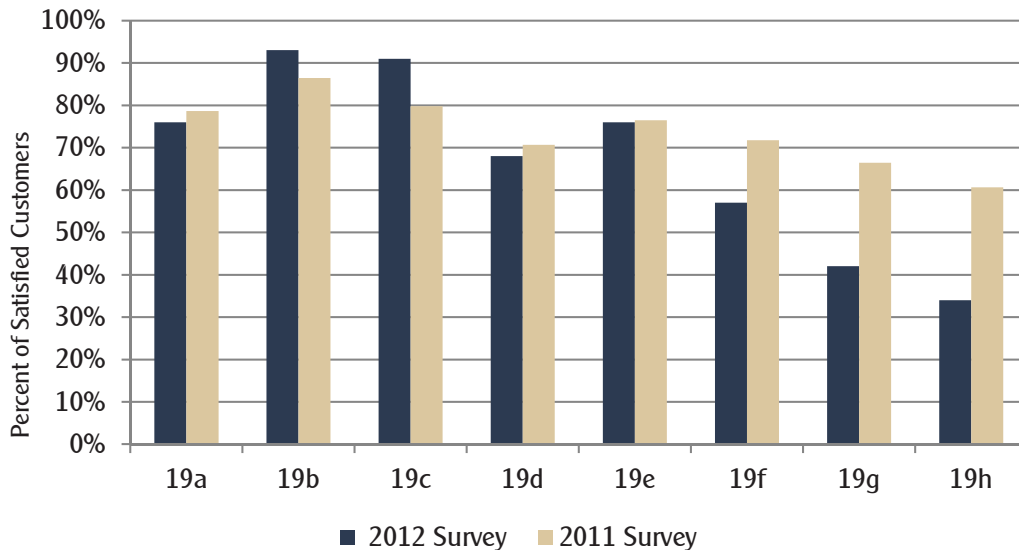
The survey also asked the respondents to prioritize seven selected transportation needs in order of importance. These needs are shown in the following table and are compared to the 2011 survey results. The relative importance of these categories has not changed dramatically. From the results below, the top three items the Department should focus on are:

- minimizing long term costs of highways and bridges
- improving highway safety
- operating the system to maximize safety and efficiency

Overall Customer Satisfaction



Customer Satisfaction Comparison



- 19a - the overall condition of the state highways (3.39)
- 19b - snow/ ice removal and winter maintenance done by NHDOT (4.16)
- 19c - roadway surface, guardrail repair, and summer maintenance done by NHDOT (3.64)
- 19d - effectiveness in communicating what NHDOT does and why (2.97)
- 19e - timeliness in responding to the public and its needs (3.13)
- 19f - timeliness of completing highway and bridge projects (2.81)
- 19g - allocation of transportation funds by NHDOT (2.43)
- 19h - accessibility to alternative modes of transportation (2.22)

Prioritized Transportation Needs based on Survey

	2011	2012
Minimize the long term costs of highways and bridges.	1	1
Improving the safety of the state highways and interstates	2	3
Operating the system to maximize safety and efficiency	3	2
Improving and expanding the capacity to keep people moving on the roads	4	4
Expanding the capacity to keep freights and goods moving on the roads	5	6
Expanding other modes of transportation	6	5
Reducing the environmental impact of transportation projects	7	7