



# *2006* report on **CUSTOMER SATISFACTION**

Each year, 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 • Bicyclists • Pedestrians  
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 1,202 people who drive, carpool, ride transit, walk, or ride bicycles.

## Motorists

Of the 1,202 Delawareans surveyed, 987 (82% 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 ten 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:

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

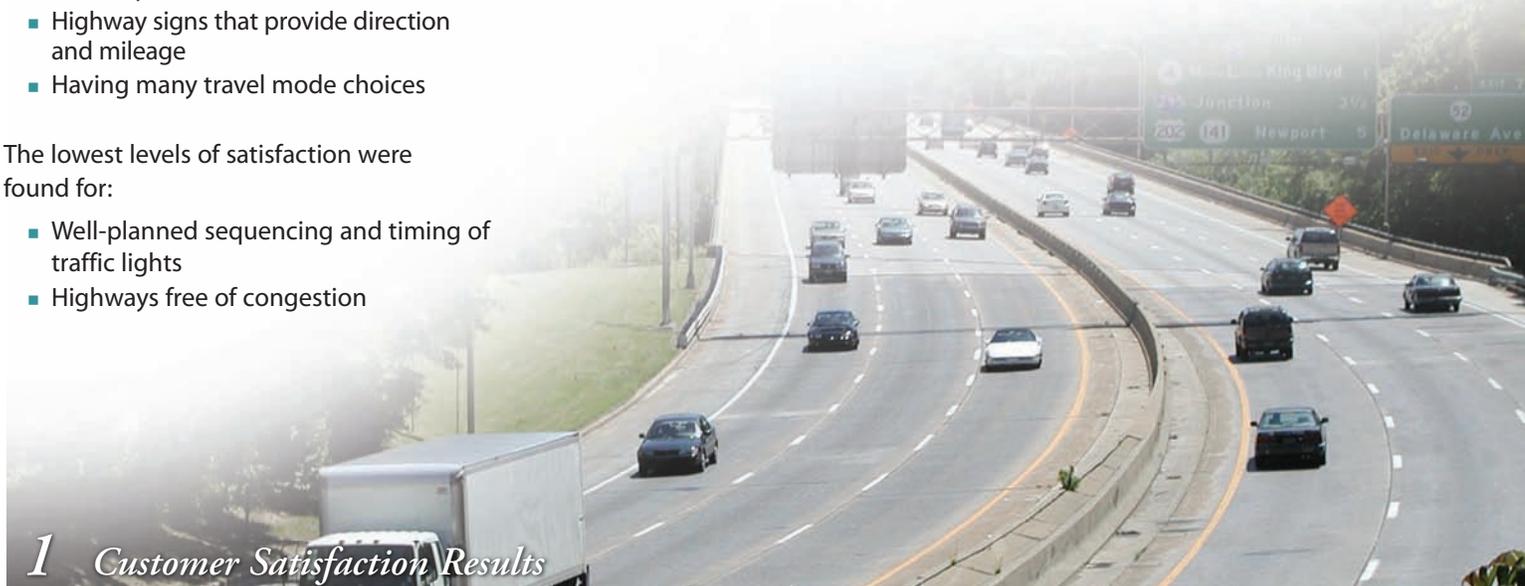
The lowest levels of satisfaction were found for:

- Well-planned sequencing and timing of traffic lights
- Highways free of congestion

Motorists' Average Importance/  
Average Performance Satisfaction Index

Figure 1

Attribute	2006 Mean Importance Rating	2006 Mean Performance Rating	Satisfaction Index
Keeping lands adjacent to highways landscaped & mowed	5.36	4.96	92.5
Highway signs that provide direction & mileage	5.68	5.11	90.0
Having many travel mode choices	4.87	4.31	88.5
Keeping lands adjacent to highways litter free	5.78	4.88	84.4
Clear lane lines on highways	6.27	5.20	82.9
Information on when to expect delays, road closings	5.80	4.79	82.6
Timely snow plowing and salting	6.25	5.05	80.8
Condition of pavement on highways	6.18	4.73	76.5
Well-planned sequencing and timing of traffic lights	6.27	4.27	68.1
Highways free of congestion	6.14	3.87	63.0



## Rating of Service: Performance vs. Importance (Motorists)

Figure 2

		Importance Rating on Attribute	
		Below Average	Above Average
Performance Rating on Attribute	Above Average	<b>2</b> Maintenance: Low Priority <ul style="list-style-type: none"> <li>■ Landscaping &amp; Mowing</li> <li>■ Litter Free Highways</li> <li>■ Directional Highway Signs</li> <li>■ Info on Delays &amp; Closings</li> </ul>	<b>1</b> Maintenance: High Priority <ul style="list-style-type: none"> <li>✓ Pavement Condition</li> <li>✓ Snow Plowing &amp; Salting</li> <li>✓ Clear Lane Lines</li> </ul>
	Below Average	<b>3</b> Corrective: Low Priority <ul style="list-style-type: none"> <li>■ Mode Choices</li> </ul>	<b>4</b> Corrective: High Priority <ul style="list-style-type: none"> <li>✓ Highways Free of Congestion</li> <li>✓ Sequencing/Timing Signals</li> </ul>

An analysis of Figure 2 shows DeIDOT is doing a good job with items in box #1 and should maintain those services, since they are also of high importance to motorists. "Highways free of congestion" and "sequencing and timing of signals" shown in box #4, were also of high importance to motorists. However, these two 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 390 Delawareans (32% of the sample) of the 1,202 surveyed indicated that they carpooled (rode or drove with others) the previous week. This is a similar percentage to that found in previous years.

DeIDOT 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 60 respondents (5% 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.

DeIDOT 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
- Seat availability
- Courteous on-board personnel

Corrective action is needed on:

- Information on when to expect delays

### Bicyclists

Similar to previous surveys, in 2006 a very low percentage of respondents (2% of the sample, or 19 respondents) made a trip by bicycle during the previous week.

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

- Roadways free of debris
- Signed bicycle routes
- Striped bicycle lanes

Corrective action is needed on:

- Wide, paved shoulders
- Low volume traffic

### Pedestrians

Similar to previous surveys, out of the full sample, 10%, or 118 respondents, indicated that they walked for some of the trips they made during the previous week.

DeIDOT 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 to/from transit stops
- Sidewalks between neighborhoods
- Pedestrian signals and push buttons

Corrective action is needed on:

- Sidewalks to commercial areas



# 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 2006 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 years.)

Figure 3

Question	Very Well	Somewhat Well	Not Too Well	Not At All	Don't Know	Year
	28%	56%	10%	4%	2%	2006
And overall, how well does the state's system of <b>roads and highways</b> meet your needs?	32%	53%	9%	4%	2%	2005
	28%	57%	10%	3%	2%	2004
	36%	55%	7%	2%	0%	2003
	31%	59%	8%	1%	1%	2002
	26%	31%	22%	4%	17%	2006
And overall, how well does the state's <b>transit system</b> meet your needs?	57%	21%	17%	3%	2%	2005
	27%	45%	17%	4%	7%	2004
	32%	38%	7%	10%	13%	2003
	29%	48%	13%	6%	4%	2002
	21%	41%	12%	16%	10%	2006
And overall, how well does the state's transportation system meet your needs for <b>bicycle trips</b> ?	28%	32%	23%	12%	5%	2005
	10%	36%	28%	23%	3%	2004
	15%	51%	19%	13%	2%	2003
	7%	62%	19%	12%	0%	2002
	24%	49%	15%	12%	0%	2006
And overall, how well does the state's transportation system meet your needs for <b>walking trips</b> ?	27%	46%	14%	9%	4%	2005
	13%	50%	22%	9%	6%	2004
	24%	53%	10%	8%	5%	2003
	31%	45%	16%	4%	4%	2002
	27%	45%	13%	10%	5%	2006
And as a whole, how well does <b>Delaware's transportation system</b> meet your travel needs?	25%	44%	11%	12%	8%	2005
	22%	51%	13%	7%	7%	2004
	25%	47%	8%	9%	11%	2003
	22%	55%	10%	5%	8%	2002

# 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 2006, 47% said they have "many options to choose from." When those who responded that 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 (75%). Figure 4 illustrates the results.

# Action Evaluations

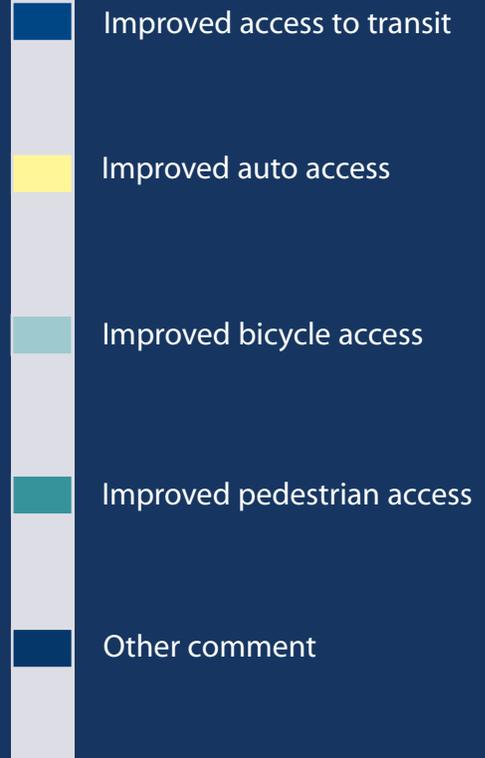
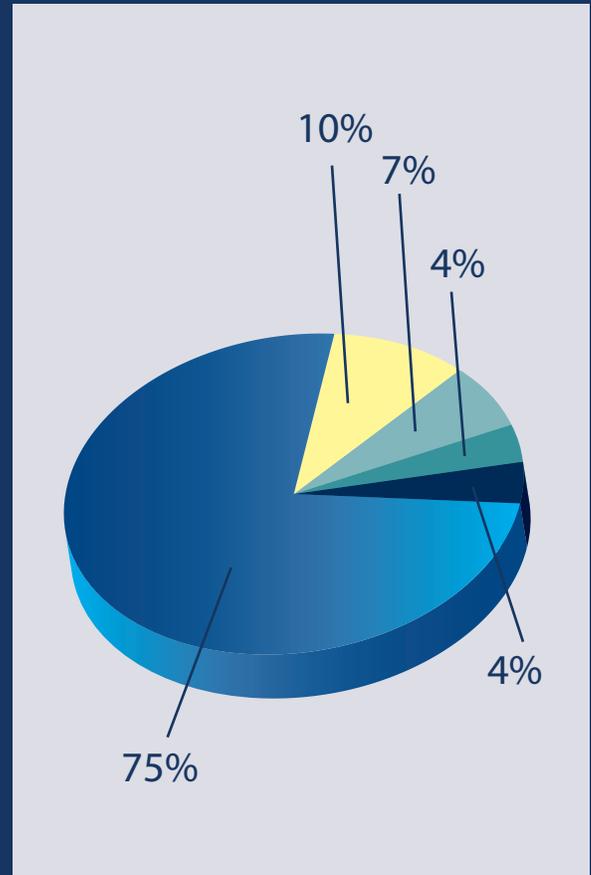
Fifteen different potential action items were presented to respondents in the survey. For each action, respondents were asked to identify how effective the action would be in improving Delaware's transportation system, with response categories ranging from "very effective," to "somewhat effective," and 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;
- Creating service patrols to quickly respond to accidents, stalled vehicles, etc.;
- Designing communities that make it easier for people to walk and bike to stores, schools, other public facilities and to other neighborhoods; and
- Implementing new technologies to make highways more efficient.

## What Modes Would You Like To Have Access To?

Figure 4



# 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-two 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:

- Interconnected highways
- Snow plowing and salting
- Few weight-restricted bridges
- Few toll roads
- Highway interchange ramps that trucks can negotiate
- Information on delays
- Highways with wide travel lanes

Corrective action is needed on:

- Highways free of congestion
- Sequencing and timing of signals
- Wide intersections with turn lanes
- Wide, paved shoulders
- Few weight restricted roads

## Port of Wilmington

Only four 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 internal traffic flow
- Bulk cargo unloaders
- Good highway access to the Port

No attributes were identified for high priority corrective action in this year's survey.



## Air Freight

Only three businesses surveyed indicated that they shipped, carried or transported goods or materials by air freight in 2006. The number of businesses surveyed using air freight has been consistently low over all ten survey years.

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

- Warehousing and storage terminals

Corrective action is needed on:

- Highways free from congestion near airports



## Rail Freight

Only one 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:

- Good track conditions - Port of Wilmington
- Good service - Shortline railroads
- Good service - Class 1 railroads
- Eliminate clearance restrictions
- Rail-to-truck commodity transfer
- Competitive service off main lines
- Minimal passenger rail conflicts

Corrective action is needed on:

- Good track conditions - Class 1 railroads
- Good track conditions - Shortline railroads
- Truck-to-rail commodity transfer points

## 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 5.

## 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 2006, the most frequently mentioned "top of mind" response to this question was "roadway congestion" (32%). 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 years.)

Figure 5

Question	Excellent	Good	Fair	Poor	Don't Know	Year
	15%	49%	30%	6%	0%	2006
And overall, how would you rate Delaware's system of <b>roads and highways</b> for moving goods?	8%	57%	25%	10%	0%	2005
	9%	51%	31%	9%	0%	2004
	6%	55%	28%	11%	0%	2003
	8%	61%	22%	7%	2%	2002
	0%	100%	0%	0%	0%	2006
And overall, how would you rate the <b>rail freight system</b> in Delaware for moving goods?	0%	25%	0%	25%	50%	2005
	13%	50%	25%	0%	12%	2004
	50%	17%	33%	0%	0%	2003
	40%	20%	0%	20%	20%	2002
	67%	0%	0%	33%	0%	2006
And overall, how would you rate the <b>air freight system</b> in Delaware for moving goods?	0%	0%	0%	0%	0%	2005
	0%	17%	0%	17%	66%	2004
	50%	0%	50%	0%	0%	2003
	0%	0%	0%	0%	0%	2002
	0%	100%	0%	0%	0%	2006
And overall, how would you rate the <b>Port of Wilmington</b> for moving goods?	0%	60%	40%	0%	0%	2005
	37%	38%	0%	0%	25%	2004
	0%	80%	20%	0%	0%	2003
	34%	22%	33%	11%	0%	2002
		0%	100%	0%	0%	0%
Question	Very Well	Somewhat Well	Not Too Well	Not At All	Don't Know	Year
	32%	55%	10%	0%	3%	2006
Overall, how well do you think <b>Delaware's transportation system</b> is meeting your company's goods movement needs?	30%	58%	8%	4%	0%	2005
	24%	58%	10%	4%	4%	2004
	25%	66%	9%	0%	0%	2003
	28%	63%	3%	2%	4%	2002

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





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