

North Carolina Department of Transportation
Customer Survey Results
2016-2017

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Overview

NCDOT provides transportation services across North Carolina for a variety of functions and uses. NCDOT identified customer satisfaction as a component of its 2015-2017 Strategic Plan and dashboard, and measured customer service through a statewide survey starting in 2015 – this study is the 2nd annual customer service survey. An annual survey on key elements of interest to the department provides useful feedback to improve customer satisfaction and track it over time with a focus on NCDOT’s mission and goals.

The purpose of this project was to update the 2015 data to determine the current perceptions of NCDOT customers. This project relied on the 2015 survey as a benchmark, with some minor improvements. The survey instrument developed for this project will balance competing desires for detailed results and a summary measure of overall customer satisfaction (the primary objective of the effort is to deliver a quantitative performance measure). This data may also be helpful for identifying areas in need of improvement, as well as the impact of various initiatives to improve service. However, at the broad level envisioned for this project, more detailed evaluations by individual NCDOT Units may be required to fully measure the need for or the impact of improvements.

To take part in the survey, participants were required to be at least 18 years old and currently residing in North Carolina. NCSU/ITRE administered the online survey. A total of 4,284 responses were recorded.

Executive Summary – 2016-17 Statewide Customer Service Survey

NCDOT provides transportation services across North Carolina for a variety of functions and uses. NCDOT identified customer satisfaction as a component of its 2015-2017 Strategic Plan, and dashboard, and measured customer service through a statewide survey starting in 2015. An annual survey on key elements of interest to the department provides useful feedback to improve customer satisfaction and track it over time with a focus on NCDOT's mission and goals.

Overall

- 84% of respondents said they were satisfied with transportation services in North Carolina.
- 94% of respondents use a personal vehicle as their primary means of transportation (84% as a driver and 10% as a passenger).
 - 2% of respondents use a work vehicle, 2% use a bicycle, 1% use public transportation, and 1% use another mode as a primary means of transportation
- 42% of survey respondents have lived in North Carolina more than 30 years (75% have lived in North Carolina more than 10 years).
- For respondents who have lived in North Carolina less than 5 years, approximately 61% said that NCDOT services are the same or better than their previous state of residence.
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Maintenance of highways and interstates (74%)
 - New construction of highways and interstates (57%)
 - Safety of highways and interstates (56%)
- When asked if they had made different commute choices in response to congestion, 56% of respondents said that they changed the time they left for work or home, 53% changed the route they travel, and 30% had not made any changes.

NCDOT Customer Service

- 23% of respondents said they contacted NCDOT by letter, telephone, email, through the web application, or in-person during the past two years.
- 81% of those who contacted NCDOT interacted with an employee.
- 62% were satisfied with the service provided by the NCDOT employee who assisted them most recently.
- 90% said the NCDOT employee greeted them courteously.
- 90% said the NCDOT employee treated them respectfully.
- 68% said the NCDOT employee resolved their concern and/or answered their question in a timely fashion.

NCDOT Website

- 40% of respondents said they have visited the NCDOT website during the past year.
- 64% said the website was easy to navigate.
- 60% said the website clearly explained services offered.
- 62% said the website featured sufficient information.

Personal Vehicle Drivers and Passengers

- 82% of respondents said they drive or ride in a personal vehicle every day (an additional 16% responded that they drive or ride in a personal vehicle more than once per week).
- Average daily miles traveled was reported as approximately 40 miles.

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- Service with the most respondents reporting *exceeding* expectations: Cleanliness of rest areas (22% rated as exceeding expectations).
- Service with the most respondents reporting *not meeting* expectations: Visibility of roadway markings on highways and interstates during wet conditions (52% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Overall flow of traffic on highways and interstates (49%)
 - Smoothness of highway and interstates surfaces (number of potholes, cracking, etc.) (38%)
 - Safety of highways and interstates (37%)

Bicycles

- 11% of respondents said they ride a bicycle every day or more than once a week (an additional 15% responded that they ride a bicycle a couple of times each month). [Note: most survey responses occurred in December 2016, which may have impacted usage]
- Respondents who did not travel by bicycle in the past year reported reasons including:
 - I do not own a bicycle (39%)
 - Personal preference/not interested (39%)
 - Safety concerns about drivers (24%)
- Average daily miles traveled was reported as approximately 5 miles.
- 15% of respondents reported using a bicycle for commuting to/from work or for job duties.
- Service with the most respondents reporting *exceeding* expectations: Access to off-road greenways or other separated bicycle facilities (9% rated as exceeding expectations).
- Service with the most respondents reporting *not meeting* expectations: Access to bike lanes, wide shoulders, and bicycle-friendly shared lanes (availability of bicycle paths in areas you would like to travel) (75% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Access to bike lanes, wide shoulders, and bicycle-friendly shared lanes (53%).
 - Connectivity of bicycling facilities, such as paved shoulders, bike lanes, bicycling routes, or bicycle-friendly shared-lanes (43%).
 - Location of bike lanes, wide shoulders, and bicycle-friendly shared-lanes (39%).

Pedestrians

- 40% of respondents said they walk, jog, or run on a sidewalk, greenway, or walkway for five minutes or more every day or more than once a week (an additional 24% responded that they walk, jog, or run a couple of times each month). [Note: most survey responses occurred in December 2016, which may have impacted usage]
- Respondents who did not walk, jog, or run in the past year reported reasons including:
 - Personal preference/not interested (46%)
 - Lack of infrastructure/safe places to walk, jog, or run (26%)
- Average miles traveled on a typical trip was reported as approximately 2.5 miles.
- 18% of respondents reported walking, jogging, or running for commuting to/from work, traveling to a meeting, or for work duties (an additional 4% of respondents reporting walking, jogging, or running to reach public transit).
- Service with the most respondents reporting *exceeding* expectations: Access to greenways or shared-use paths (10% rated as exceeding expectations).

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- Service with the most respondents reporting *not meeting* expectations: Access to pedestrian walkways and/or sidewalks (44% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Safety of pedestrian walkways, sidewalks, or crossing locations (62%)
 - Access to pedestrian walkways and/or sidewalks (54%)
 - Access to greenways or shared-use paths (35%)

Public Transportation

- 3% of respondents said they ride a public/local/city bus in North Carolina every day or more than once a week (an additional 2% responded that they ride a public/local/city bus a couple of times each month).
- Average miles traveled on a typical trip was reported as approximately 8 miles.
- 45% of respondents reported riding a bus to/from work (an additional 13% of respondents reported riding a bus to the airport).
- Service with the most respondents reporting *exceeding* expectations: Courtesy and helpfulness of bus operators (30% rated as exceeding expectations).
- Service with the most respondents reporting *not meeting* expectations: Weather protection at bus stops (shelters, etc.) (67% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Access to public/local/city buses (64%)
 - Reliability/timeliness of buses (departing on schedule, etc.) (39%)
 - Weather protection at bus stops (shelters, etc.) (38%)

Passenger Train

- 1% of respondents said they ride a passenger train in North Carolina every day, more than once a week, or a couple of times each month (an additional 7% responded that they ride a passenger train a couple of times per year).
- Average trips taken per year was reported as approximately 2 trips.
- 20% of respondents reported riding a passenger train for work.
- Service with the most respondents reporting *exceeding* expectations: Courtesy and helpfulness of passenger train staff & volunteers (28% rated as exceeding expectations).
- Service with the most respondents reporting *not meeting* expectations: Frequency of trains servicing desired route (47% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Frequency of trains servicing desired route (60%)
 - Reliability/timeliness of passenger trains (arriving/departing on schedule, etc.) (45%)
 - Access to passenger train stations and routes (37%)

Ferry

- 28% of respondents said they rode a ferry in North Carolina in the past year.
- Service with the most respondents reporting *exceeding* expectations: Courtesy and helpfulness of ferry staff (29% rated as exceeding expectations).
- Service with the most respondents reporting *not meeting* expectations: Availability and quality of food and drink onboard ferries (28% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:

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- Frequency of ferry service on desired route (40%)
- Reliability/timeliness of ferry service (arriving/departing on schedule, etc.) (28%)
- Availability of Wi-Fi onboard ferry (19%)

Aviation

- 58% of respondents said they have flown to or from a North Carolina airport in the past year.
- 39% of respondents reported flying for work purposes.
- Service with the most respondents reporting *exceeding* expectations: Cleanliness of airport (21% rated as exceeding expectations).
- Service with the most respondents reporting *not meeting* expectations: Cost of airline tickets (45% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Cost of airline tickets (40%)
 - Reliability/timeliness of aircraft (departing on schedule, etc.) (27%)
 - Cost of parking (25%)

Division of Motor Vehicles

- 34% of respondents said they visited a Driver License DMV (Division of Motor Vehicles) Office in North Carolina in the past year.
- 84% of respondents chose to visit the closest DMV office.
- Factors that influenced which DMV office a respondent chose to visit included location (86% of respondents), shorter waits times (26%), previous experience (15%), attitude of employees/customer service (14%), and hours of operation (10%).
- Service with the most respondents reporting *exceeding* expectations: Courtesy and helpfulness of DMV staff (19% rated as exceeding expectations).
- Service with the most respondents reporting *not meeting* expectations: Length of wait time at DMV office (38% rated as does not meet expectations).
- Respondents rated the following services as the three that should receive the most emphasis over the next two years:
 - Length of wait time at DMV office (73%)
 - Overall quality of customer service at DMV office (48%)
 - Convenience of hours of operation at DMV office (44%)

Division of Motor Vehicles – Website

- 64% of respondents said they visited the official DMV (Division of Motor Vehicles) website in the past year.
- The most common purposes for visiting the website were:
 - Renew registration/plate (75%)
 - General information about licenses (23%)
 - Look up DMV hours (19%)
 - Find location (15%)
 - Order duplicate license/ID card (10%)
- 79% reported that the website was easy to navigate.
- 78% reported that the website clearly explained services offered.
- 79% reported that the website featured sufficient information.