



*A*CCOUNTABILITY *C*USTOMER FOCUSED *E*FFICIENCY

FOLLOW UP SURVEY OF TRANSPORTATION DIVISION CUSTOMER SATISFACTION

Research Design, Statistical Analysis, & Report by

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Introduction



- **Research Question # 1:** How do users of Santa Barbara County roads evaluate those roads? (Have evaluations changed?)
- **Research Question # 2:** How do County road users think the SBC Transportation Division services are currently funded, and how do they think those services should be funded in the future? (Have these perceptions changed?)
- **Research Question # 3:** How do County road users rate the priorities for 14 Transportation Division services? (Have these changed?)
- **Research Question # 4:** What are the demographic characteristics of the Benchmark Survey respondents? (Have these changed?)
- **Research Question # 5:** On what Transportation Department services do evaluations of the demographic groups differ? (Have evaluations changed?)

Method



- A survey questionnaire, comprised of 39 questions from the 2003 Benchmark Survey and two new ones, was used.
- Anonymous phone lists were provided by Kevin Donnelly of the Public Works Department.
 - Used randomly drawn telephone numbers by zip code from a commercial computer data base.
- Survey Researchers – Doctoral students from UCSB.
 - English Speaking –Department of Communication
 - Spanish Speaking –Department of Linguistics (Born in Mexico)
- Survey was conducted by telephone during the Summer of 2006, principally on week days between the hours of 6:00 PM and 9:00 PM.

Method



The Survey Researchers began each telephone survey with the following introduction:

Hello, this is _____ and I'm calling on behalf of the County of Santa Barbara Public Works Department. We're conducting a brief survey to improve the transportation services we provide. Would you be willing to spend 5 minutes to provide us with some important customer feedback?

Method



Compliance Rate

- When people were reached, 382 of them agreed to complete the survey, for a compliance rate of 38%.

Completed Surveys

- 382 compares especially favorably with the number of US Residents typically questioned in national polls that focus on the entire country and are reported in USA Today and Time—fewer than 1,200.

Spanish Language Surveys

- Only 16 surveys were completed for a compliance rate of 19%. These were analyzed separately.

Data Analysis

- The Principal Investigator conducted all statistical analyses of the data, using the powerful Statistical Package for the Social Sciences.

Method



Transportation Service Ratings questions were prefaced with:

I'd like to ask you about your experience with County roads. Those are roads that are not city streets, and not state highways. Typical examples of County roads are (*based on zip code*):

- South Coast: Turnpike Road; El Collegio Road; North Jameson Lane; Olive Mill Road
- Central County: Ocean Avenue; Burton Mesa Boulevard; Alamo Pintado Road; Refugio Road; Centennial Street
- North County: Foxen Canyon Road; Foster Road; Clark Avenue; Cebrian Avenue

Method



Transportation Service Ratings question and answer example:

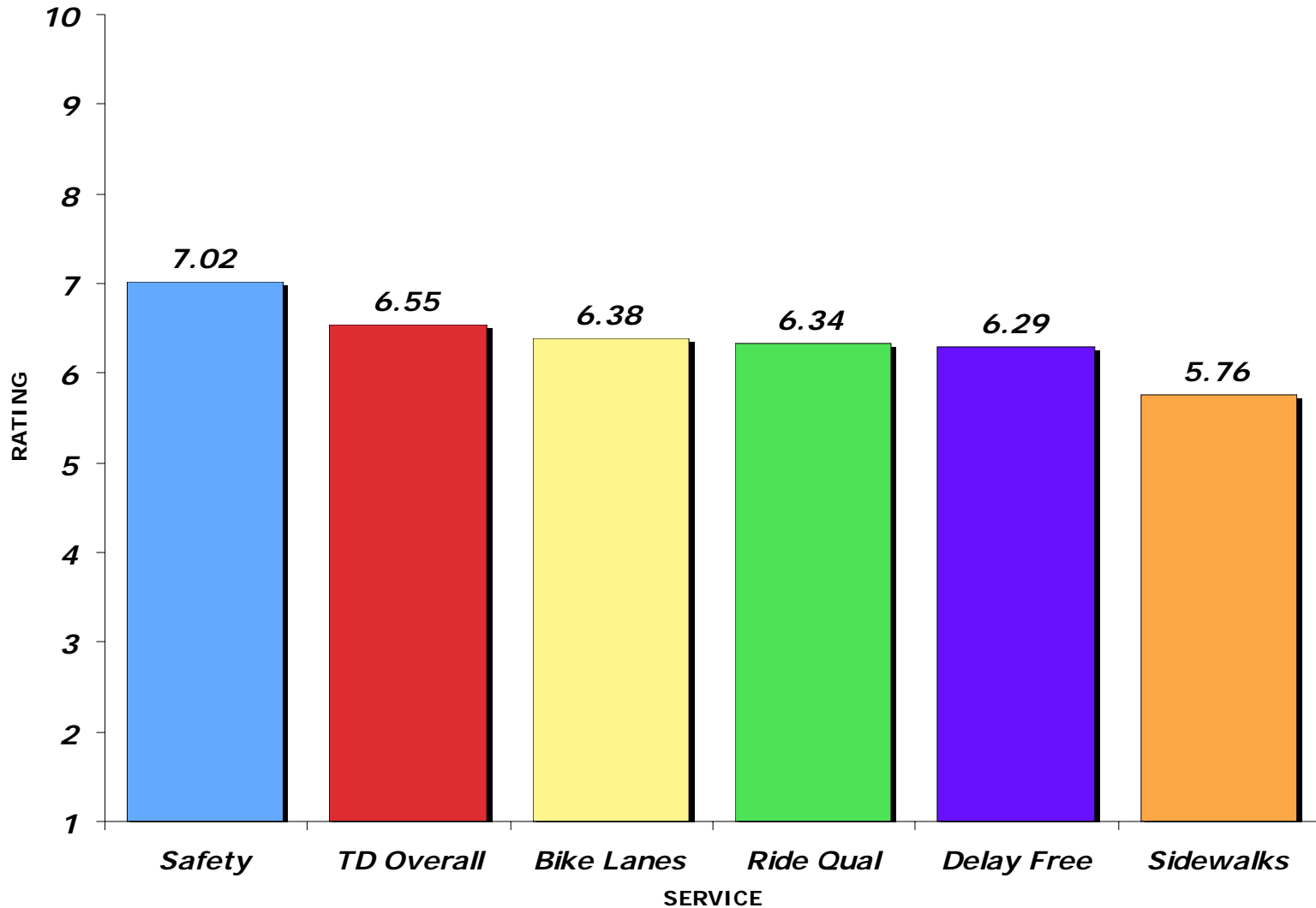
1. On a scale of 1 to 10, how would you rate the ride quality of County roads? (10 being good, 1 poor.)

Poor 1 2 3 4 5 6 7 8 9 10 Good

Results



Data from "TRANSPORTATION SERVICE RATINGS"



Method



Transportation Service Ratings question and answer example:

1. Overall, how would you rate the effectiveness of the Transportation Division of the County Public Works Department? (10 being effective.)

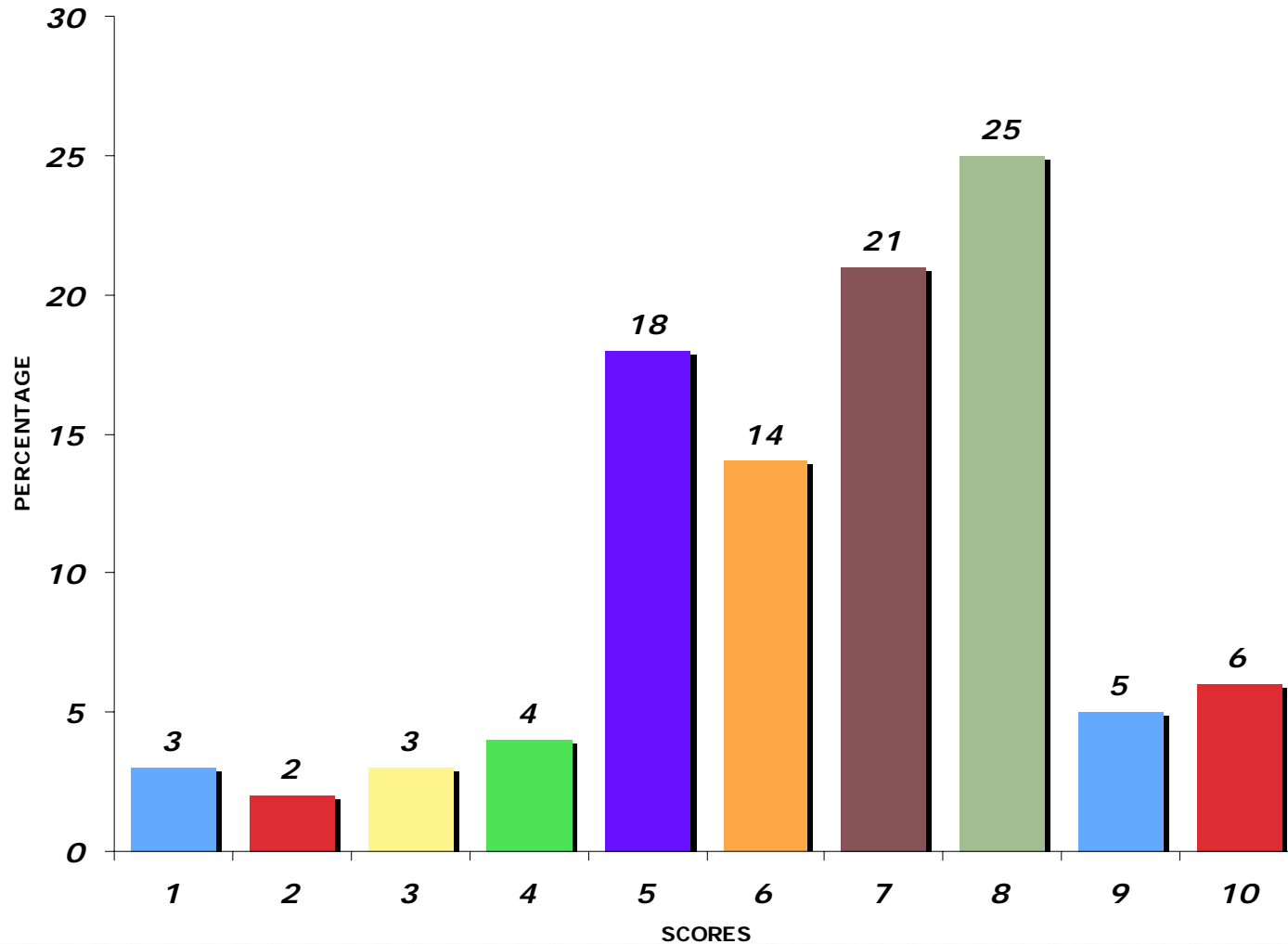
Ineffective 1 2 3 4 5 6 7 8 9 10 Effective

Results



Mean=6.55, 70% can be said to be "satisfied".

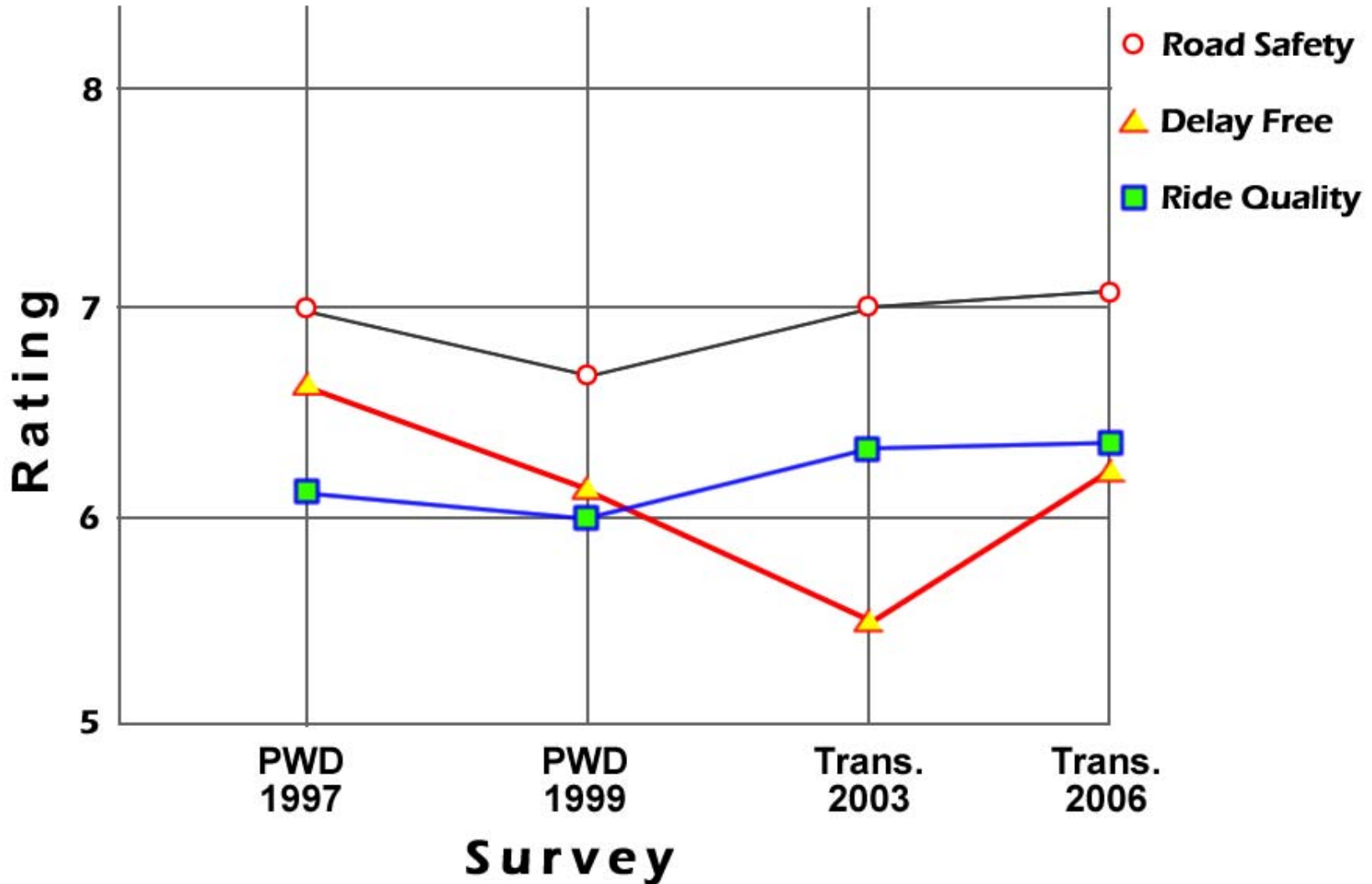
Data from "OVERALL TRANSPORTATION DIVISION RATINGS"



Results



Comparison of Service Ratings Across Time:



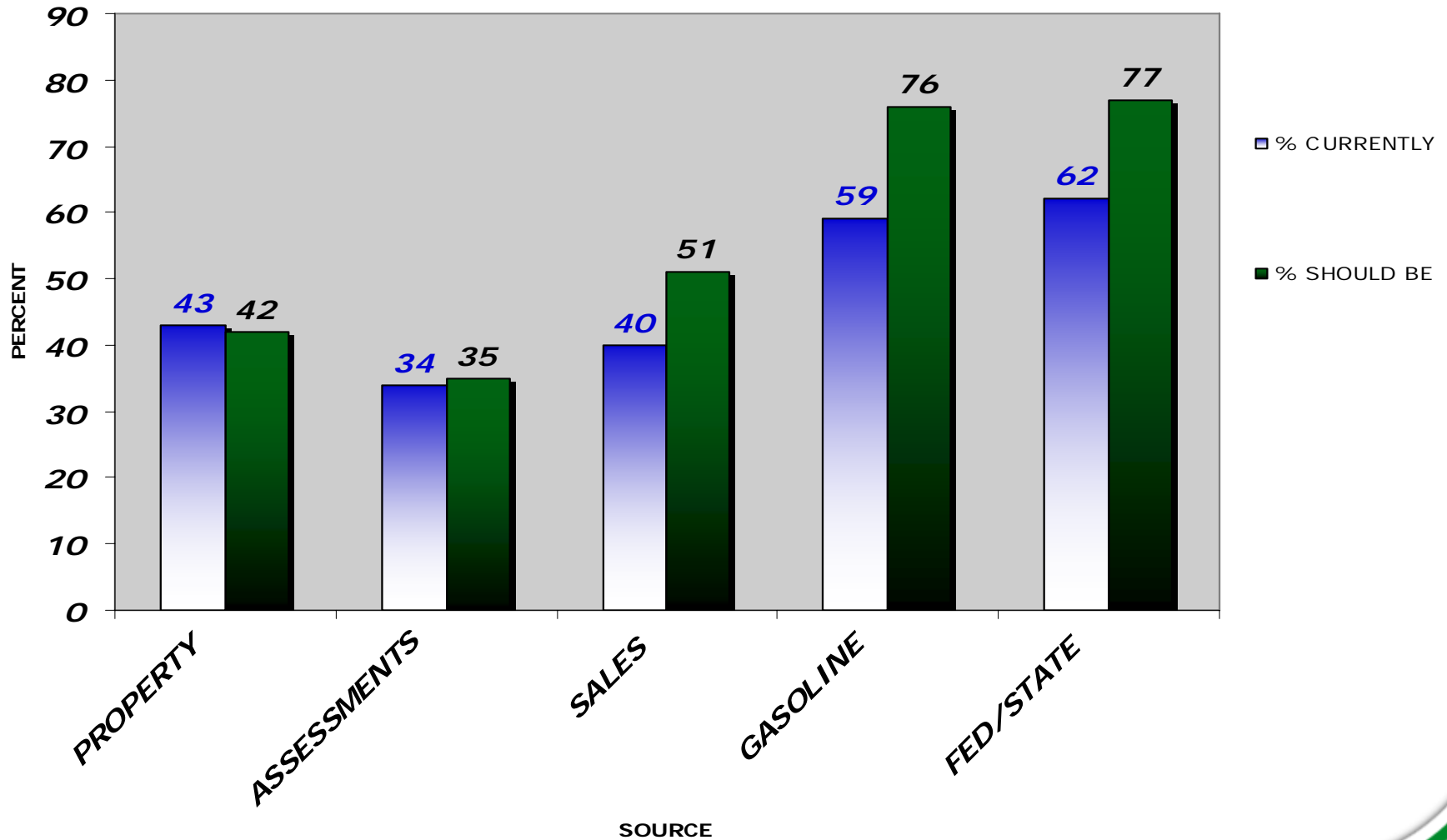
Research Question # 2:

How do County road users think the SBC Transportation Division services are currently funded, and how do they think those services should be funded in the future? (Have these perceptions changed?)

Results



Data from "TRANSPORTATION DIVISION FUNDING SOURCES"



9. The majority of the County's Transportation budget comes from Local Sales Taxes (Measure D) and State Gas Taxes. In 2009, the 1/2 cent Local Sales Tax will expire. Would you favor extending the 1/2 cent Local Sales Tax beyond 2009 to maintain the existing level of service for County Transportation purposes?

Yes No (Don't know)

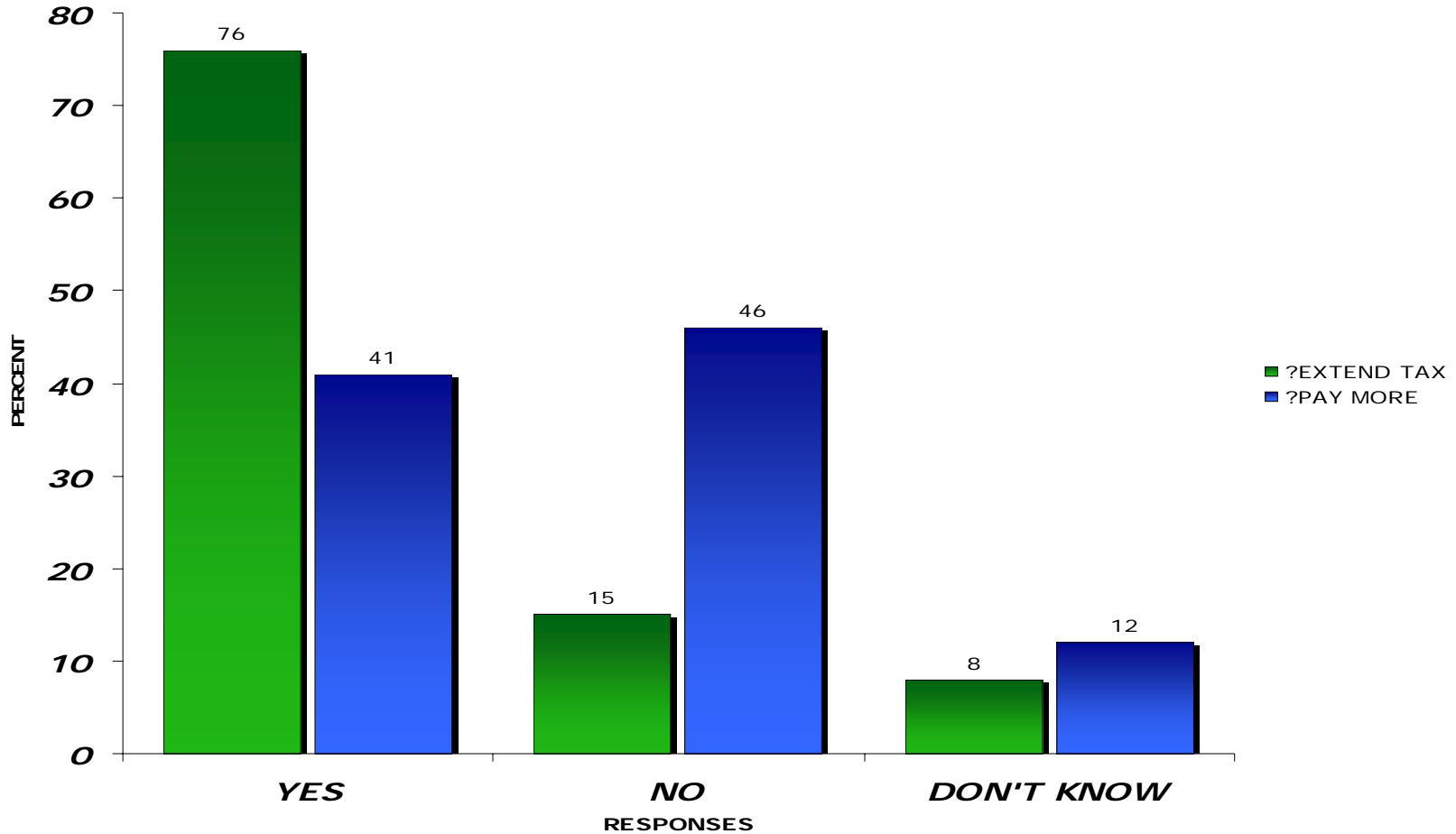
10. To provide a higher level of County Transportation services, would you be willing to pay more to accomplish that?

Yes No (Don't know)

Results



Data from "HALF CENT SALES TAX"



Survey Question #11:

Over the next 5 to 10 years, how much should the Transportation Division focus on each of the following? (10 is high priority, 1 is low priority.)

Results

Priorities for Future Division Services



Service



Results

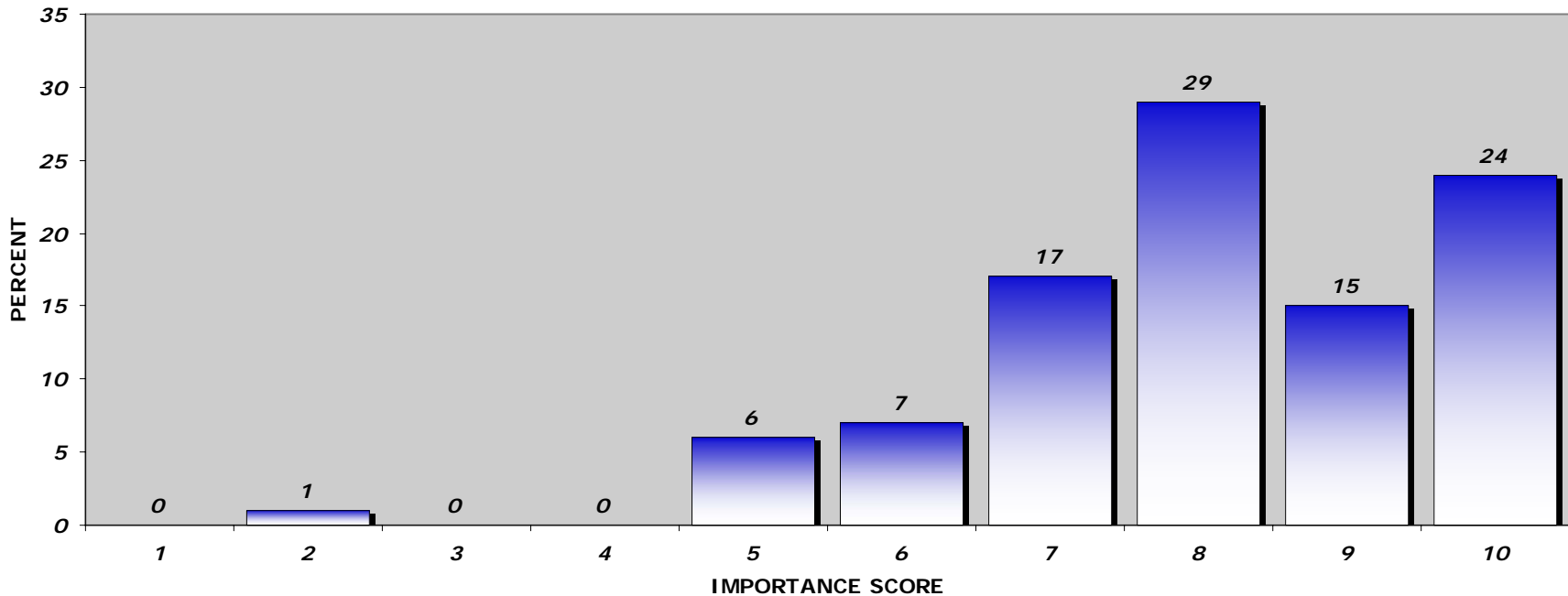


12. Based on your understanding of all the services provided by the County of Santa Barbara, how important are the services provided by the Transportation Division of the Public Works Department? (10 being Important.)

Not Important 1 2 3 4 5 6 7 8 9 10 Important

93% answered "Important"; 7% answered "Not Important."

Data from "SCORES FOR IMPORTANCE OF TRANSPORTATION DIVISION SERVICES"



Results



Demographic

Differences

(a) Length of time living in the County	1
(b) <u>Un</u> incorporated vs. Incorporated areas	2
(c) Area of County (South, Central, North)	5
(d) Supervisorial District	4
(e) Home ownership	0
(f) Age range	5
(g) Income range	0
(h) Gender	8
(i) Language in which Survey was given	Priorities Similar



Summary

- **Research Question # 1:** How do users of Santa Barbara County roads evaluate those roads? (Have evaluations changed?)
 - Overall effectiveness = 6.55 (vs. 6.76 in 2003)
 - Importance = 8.06 (vs. 7.50 in 2003)
- **Research Question # 2:** How do County road users think the SBC Transportation Division services are currently funded, and how do they think those services should be funded in the future? (Have these perceptions changed?)
 - Fed / State & Gasoline > Sales > Property Assessments
 - Sales increased ; Gasoline decreased
- **Research Question # 3:** How do County road users rate the priorities for 14 Transportation Division services? (Have these changed?)
 - Traffic Safety > Maintenance > Innovative and Missing Links > Clean up > Parking Districts
 - Transit (Bus) up 3/4 point.



Summary

- **Research Question # 4:** What are the demographic characteristics of the Benchmark Survey respondents? (Have these changed?)
 - Unchanged

- **Research Question # 5:** On what Transportation Department services do evaluations of the demographic groups differ? (Have evaluations changed?)
 - County areas and Districts differ, as do age and gender. Some evaluations have changed.



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