



Motorist Assist: Design & Assessment

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Overview

- Design
 - MoDOT Objectives
 - Design Considerations
 - Development of Items
- Current Pulse
 - Survey Data
 - Representative Comments



MoDOT Objectives

- Tracker 1e: Percent of Motorist Assist customers who are satisfied with the service
- Rationales: Create a neutral data collection and reporting methodology that would:
 - Assess customer attitudes toward service
 - Identify types of service provided to customers
 - Provide mechanism for performance appraisal for service personnel
 - Create survey data for quantitative analysis
 - Create quarterly reports showing any perceived changes in service quality



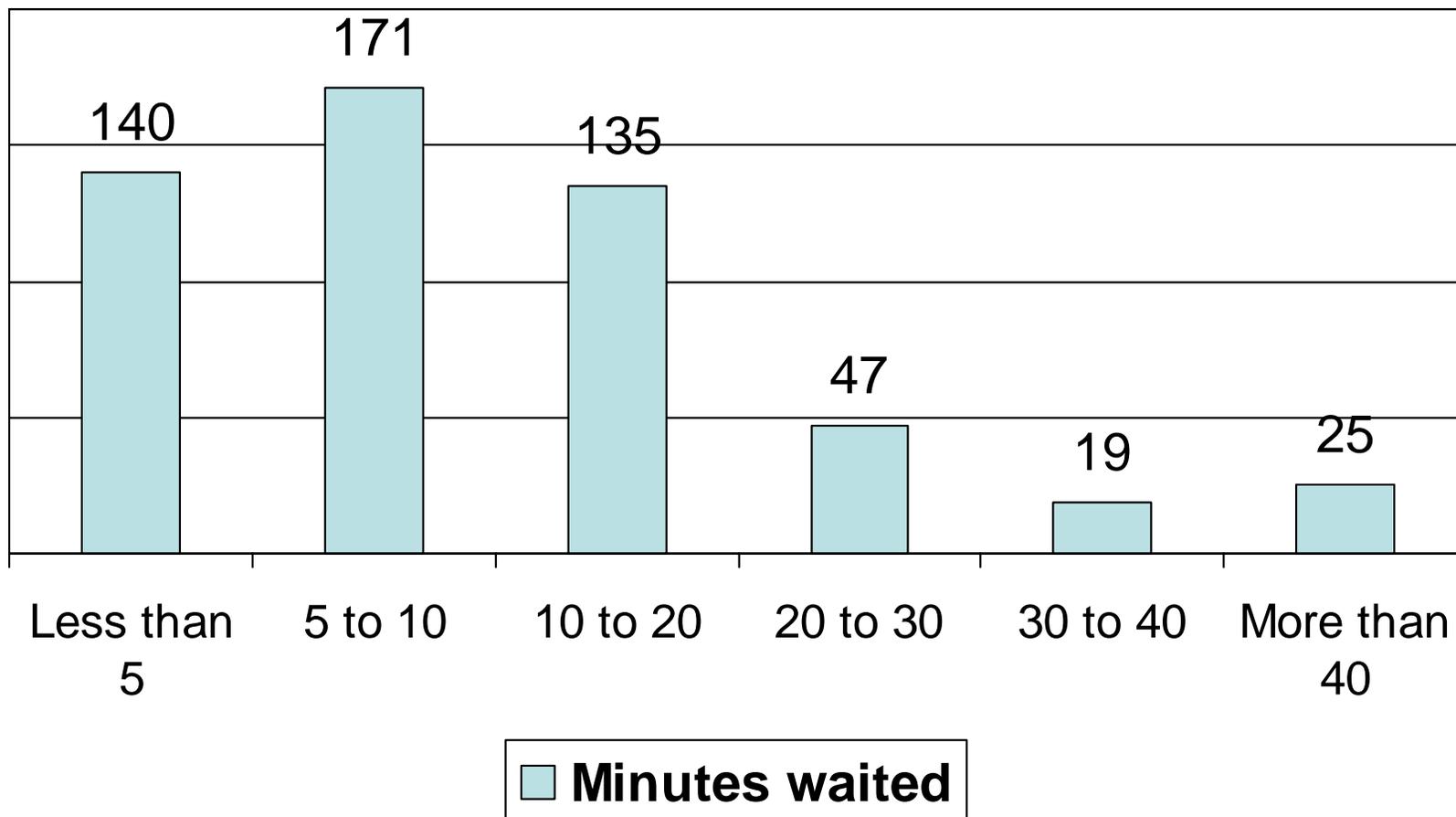
Design Considerations

- Distributed by drivers
- Short and simple
 - Low time commitment by citizens
 - No cost (Business Reply Envelopes)
- Collected by independent organization
- Scannable
 - To reduce opportunities for human error

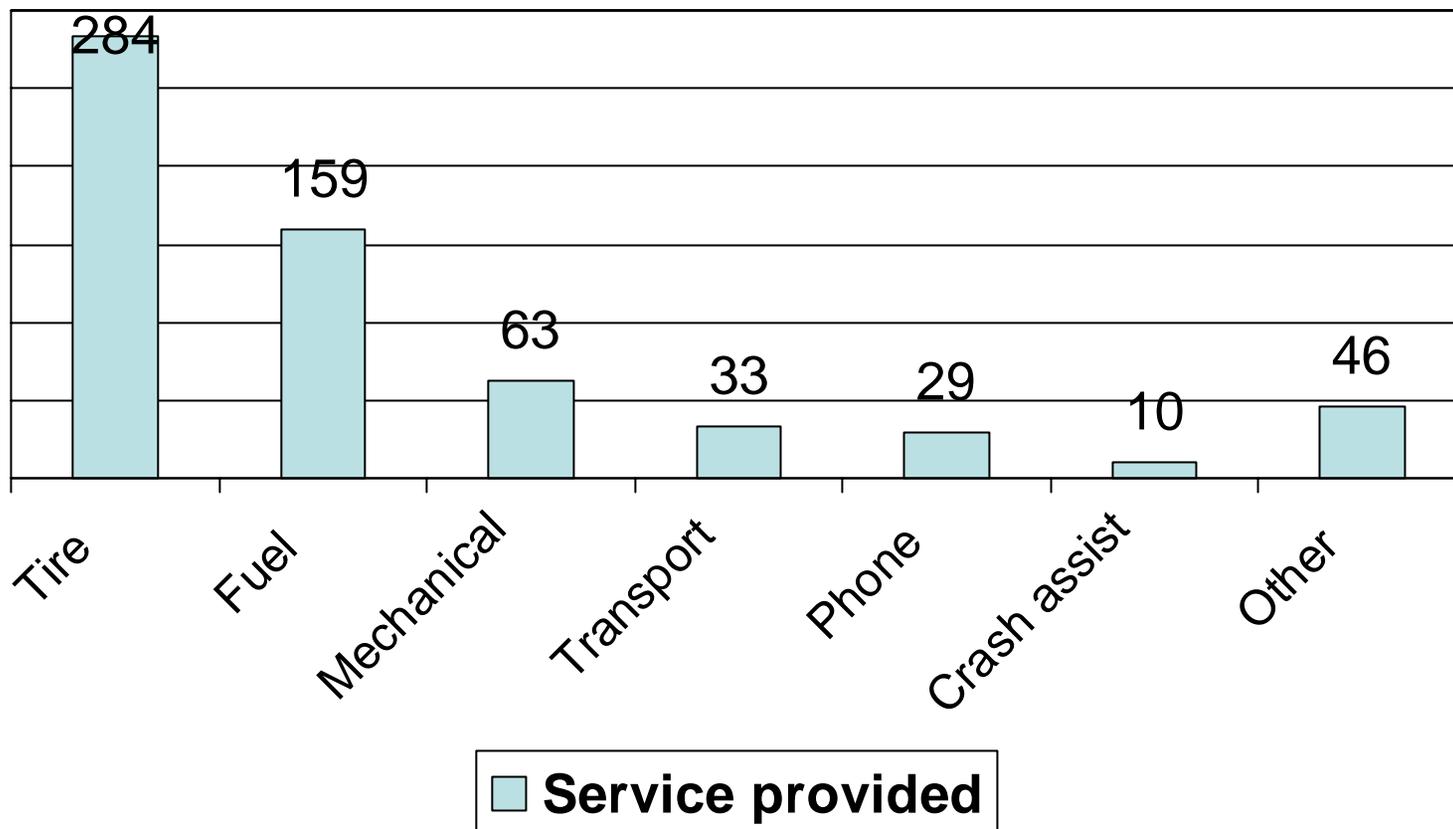
Development of Items

- Survey developed in collaboration with Eileen Rackers, Robert Garner, Randall Freeman, and other MoDOT stakeholders
- Key issues
 - Service provided
 - Wait time/acceptability
 - Service performance dimensions of MA operators
 - Safety
 - Professionalism
 - Courtesy
 - Knowledge
 - Overall service quality
 - Perception of value of MA service*
 - *Tracker item
 - Identification of customer and willingness to be contacted

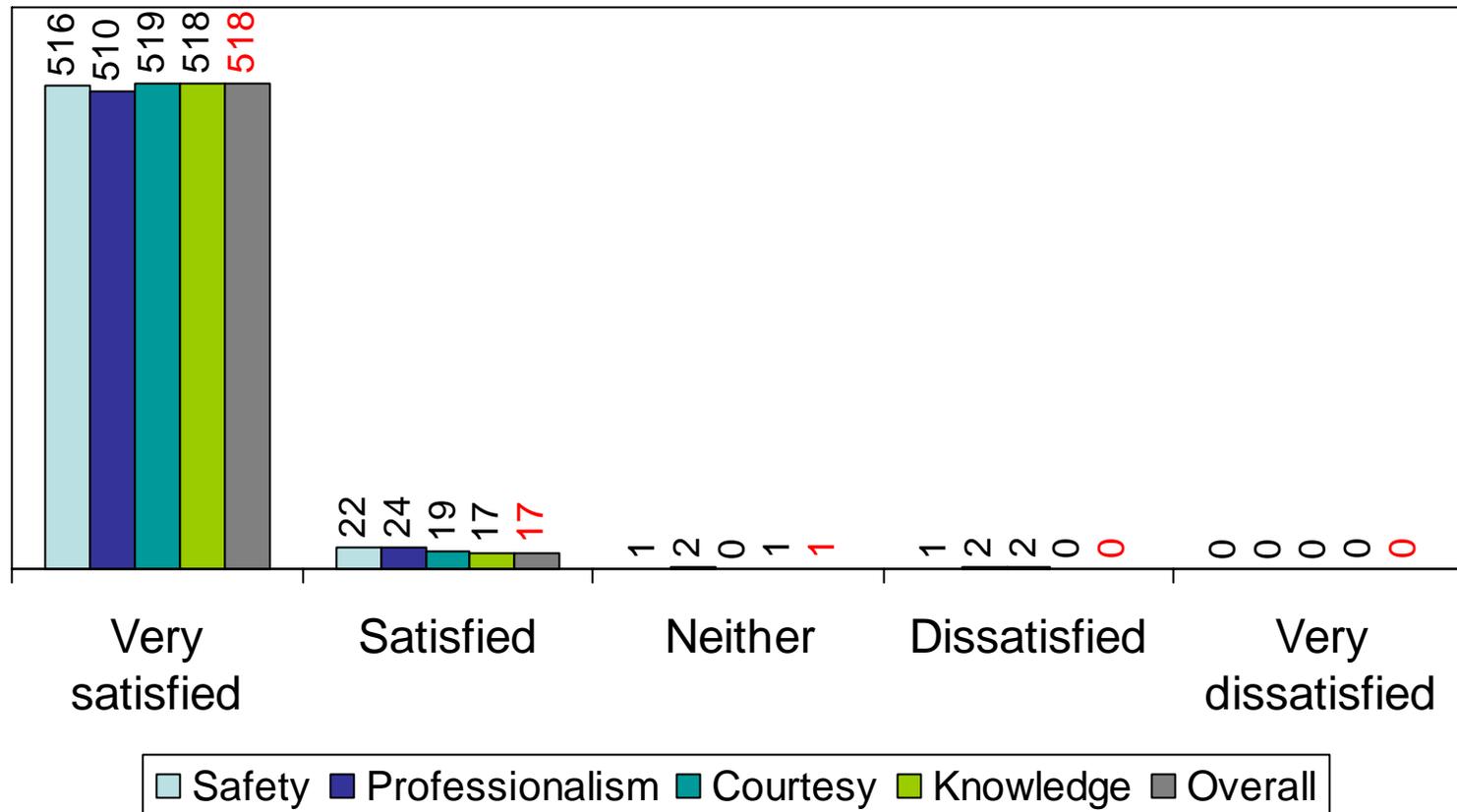
Survey Data: First Quarter 2007



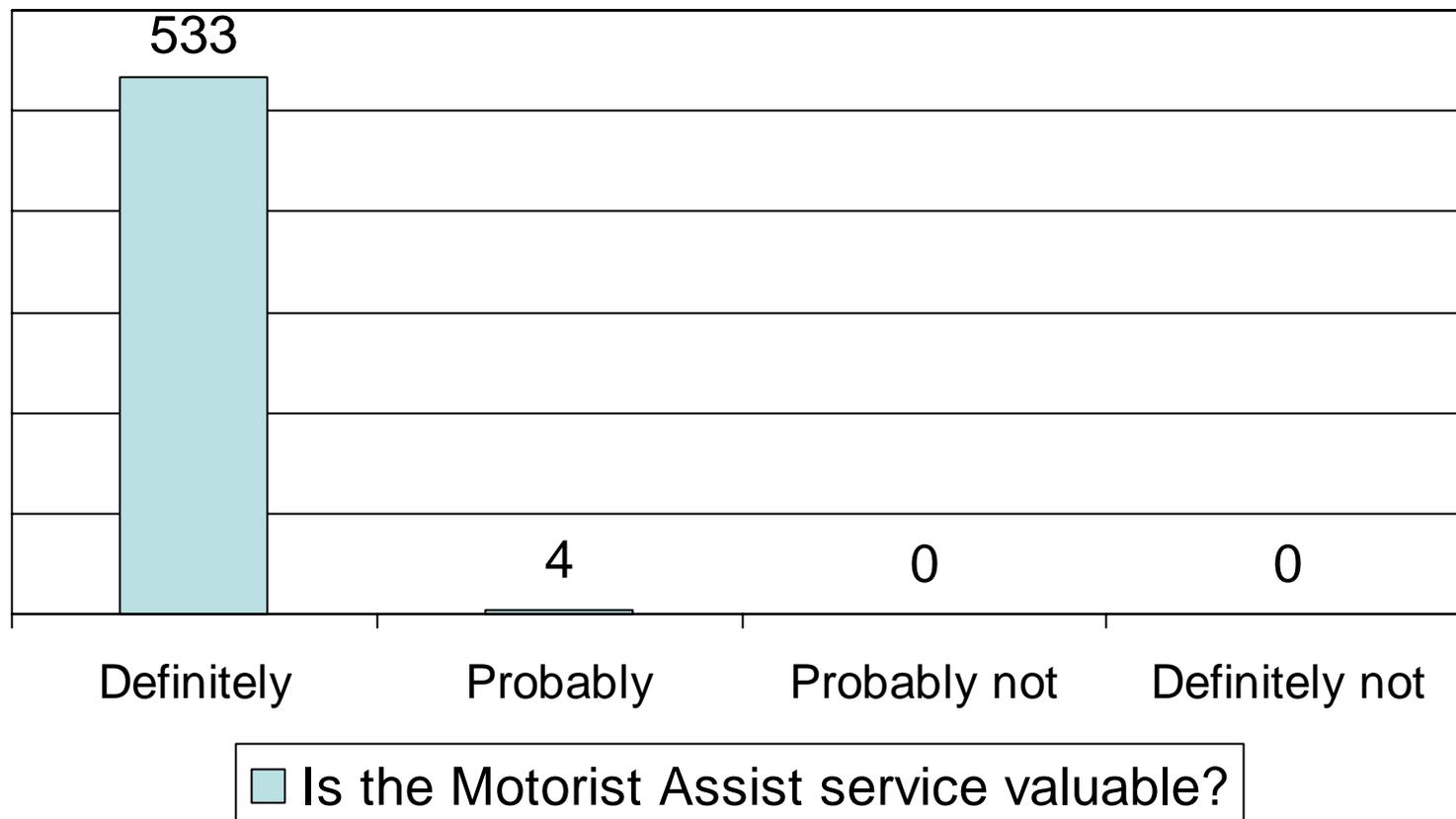
Survey Data: First Quarter 2007



Survey Data: First Quarter 2007



Survey Data: First Quarter 2007



Representative Comments

- *Wonderful use of taxpayer dollars!*
 - Tim P. – St. Louis
- *Johnny called and found a salvage yard that had two wheels to get my daughter's car back on the road. He was great!!!*
 - Dan B. – Osage Beach
- *One of the best uses of tax money I've seen in a long time!!*
 - Jim C. – House Springs

Representative Comments

- *She was great! She got the owner's manual out and really tried to help. When we really couldn't fix the damn car she drove me five miles down the road to work so I wouldn't be late. She was great!*
 - Karen P. - Grain Valley
- *Outstanding service! Very happy for tax dollars to go to people in real need! Thank you!*
 - Steve S. – Blue Springs
- *Jim, keep up the good work. It was good to meet a nice handsome man.*
 - Patricia H. - Kansas City