

Research Summary

Assessing MoDOT's Efforts to Provide the Right Transportation Solution (RTS)

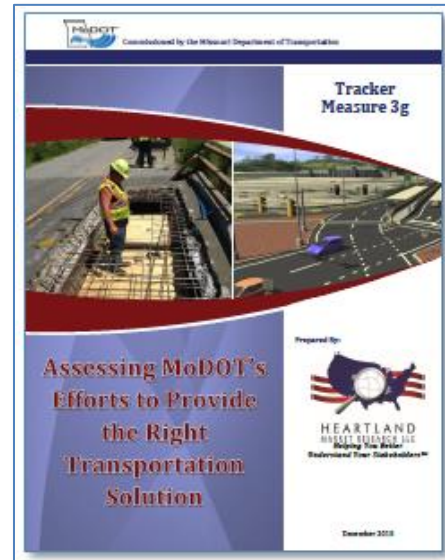
This one-time survey deliverable is part of a larger project initiative which measures customer satisfaction on a recurring basis.

The Missouri Department of Transportation (MoDOT) has developed the Tracker system to assess performance with tangible results to help MoDOT “provide a world-class transportation system that delights our customers.” The Tracker system includes the concept of “Provide outstanding customer service,” and an important aspect of this measure is whether Missourians view MoDOT projects as the Right Transportation Solution (RTS).

To assess customer satisfaction with MoDOT projects, a mail survey was conducted in late 2015 by Heartland Market Research LLC. 3,360 respondents returned a survey questionnaire for a response rate of 26.7%. The typical margin of error for most questions is $\pm 2\%$.

The basic research design for the project was to sample opinions on a variety of projects across the state similar to the previous fiscal year. A small, medium, and large project from each of the **seven MoDOT districts** was selected by a regional project manager totaling **21 projects**.

Heartland sampled residents from one or more ZIP code areas appropriate for each project.



This was reviewed by the appropriate MoDOT district. The sample included 600 addresses per project area for a total of 12,600 Missouri addresses being mailed a copy of the survey. The response rate varied by project area.

Each survey focused on one of 21 individual projects, which was briefly described on the survey. The survey asked if the completed project increased safety, convenience, and made it easier to drive. In addition, questions were asked about the overall value of the particular project. Respondents were given the opportunity to provide comments regarding the project.

When asked about bicyclist and pedestrian usage of the improvement, a sizeable percentage of respondents believe pedestrians and bicyclists will use roads that may not have been intended for this traffic. If this belief holds true, then MoDOT may wish to consider either educating the public on the dangers of these roadways for pedestrian/bicyclists traffic or incorporating pedestrian/bicyclist accommodations into more of their projects.

Six of the projects were also intended for bicyclists and pedestrians. The majority of



The overall survey results show that the majority of Missourians are very satisfied with their local project and generally believe that MoDOT provides the right transportation solution.

respondents thought that the results of those projects made them safer and easier for pedestrians and bicyclists to use now. Based on data collected to date, there is an indication that people are more likely to think that a project is the right transportation solution if they are aware of the project well in advance or are pleasantly surprised by the completed project.

Regarding overall satisfaction, 83.5% of the respondents were satisfied with the results of their project, similar to the results from the last three years. Based on the strong correlation between the two measures over the past four years, MoDOT's practice of using the RTS measure as a proxy for satisfaction has been empirically shown to be an effective practice.

Although 58.9% of those who were dissatisfied with the result of the project thought the project was the right transportation solution, 96.4% of those satisfied with the project thought the project was the right transportation solution.

The majority of respondents thought that the project made the roadway safer (90.7%), more convenient (83.7%), less congested (72.7%), easier to travel (86.7%), better marked (87.1%), and was the right transportation solution (89.3%).

Project Information

PROJECT NAME: Assessing MoDOT's Efforts to Provide the Right Transportation Solution

PROJECT START/END DATE: March 2015 through March 2018 (overall)

PROJECT COST: \$108,404 (overall); \$46,242 (RTS)

FUNDING SPONSOR: Missouri Department of Transportation

LEAD CONTRACTOR: Heartland Market Research LLC

PRINCIPAL INVESTIGATOR: Dr. Lance Gentry

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