Staff summary

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Missouri LTAP Customer Satisfaction Survey

An in-house survey by Organizational Results in cooperation with the Missouri Local Technical Assistance Program

MoDOT Summary Statement

Overall, survey respondents were mostly satisfied with the job Missouri LTAP is doing for them (91 percent), the responsiveness to meet local needs (86 percent) and customer service (91 percent). Most LTAP customers (87percent) contact the program between one and 10 times per year. Data from this survey indicates LTAP should:

- *Review class offerings based upon the importance scale derived from this survey compared with actual registration numbers.*
- *Consider new ways to attract its customers to its Web site.*
- *Continue to use the quarterly newsletter as a primary communication tool for the program.*
- *Develop ways to better identify MoDOT Ambassadors.*
- *Promote and share its existing instructional DVDs, technical manuals and informational brochures and identify ways to expand in these areas.*
- *Develop on-line class registration.*
- *Begin development of computer based training modules.*

Overview

Organizational Results in cooperation with the staff at LTAP developed a customer satisfaction survey. The 28-question survey was sent to more than 300 LTAP customers who have used the program in the past two years. The survey was distributed through electronic mail and the U.S. postal service in March 2010.

With 67 survey responses, the LTAP customer satisfaction survey has a confidence level of 94 percent with a margin of error of 10 percent. This means the results are within 6 percent of what all 308 customers would have said and the individual responses are accurate within 10 percent.

MoDOT Findings

Overall, survey respondents were mostly satisfied with the job Missouri LTAP is doing for them (91 percent), the responsiveness to meet local needs (86 percent) and customer service (91 percent). Most LTAP customers (87percent) contact the program between one and 10 times per year.

Training

While respondents said employees were positive about LTAP training (81 percent), nearly 24 percent of LTAP customers said the training offered is only sometimes beneficial. This may indicate the need to review class offerings based upon the importance scale derived from this survey compared with actual registration numbers.

Most LTAP customers (75 percent) think the most important training topic is worker safety, want classes to be fours long (56 percent), located within sixty miles, and favor testing at the end of the class (64 percent). Also, nearly 80 percent of LTAP customers said they would use on-line registration for classes. LTAP should use these findings to structure its training content and delivery.

While nearly a third of LTAP students have no computer access, more than half have at least a shared computer and 40 percent said they've used on-line training in the past year. LTAP may want to begin developing computer based training to stay ahead of this trend.

Web Site

Nearly 81 percent of LTAP customers have visited the program's Web site, however nearly 32 percent said they seldom access the site. The site received high marks for being easy to navigate (78 percent), containing useful information (86 percent) and 80 percent of LTAP Web site visitors have shared information from it with employees and colleagues. LTAP may need to consider new ways to attract its customers to its Web site.

Quarterly Newsletter

Nearly 94 percent of LTAP customers read the quarterly newsletter and almost an equal number (93 percent) share the newsletter with employees and said it contains useful information (98 percent). Based on these results, the LTAP newsletter should continue to be used as a primary communication tool for the program.

MoDOT Ambassadors

Only 30 percent of LTAP customer said they know who their MoDOT Ambassador is and more than a third of those said the ambassador seldom or never contacts them. However, nearly 80 percent said the MoDOT Ambassador provided useful information. Because most of the MoDOT Ambassadors are also contact city and county officials as the district design liaison, there may be confusion on which cap the employee is wearing on each visit. LTAP should discuss this issue with its MoDOT Ambassadors to consider ways to better identify the dual role they fill.

Technical Assistance

Nearly 62 percent of LTAP customers said they seldom or never contacted the program for technical assistance. Of those who do use the technical assistance service, nearly 87 percent thought the assistance was useful. Part of the drop-off in technical assistance is the effect of technical resources available through the Web. However, LTAP customers said they wanted more instructional DVDs (83 percent),

MoDOT Findings (cont'd.)

technical manuals (75 percent) and instructional brochures (70 percent). LTAP should develop better ways to promote and share its existing resources in these areas and expand them.

Written Reponses *(as submitted)*

- Would like to see a class on pavement maintenance.
- More online libraries and resources.
- Love the cooperative purchasing link.
- Great service.
- LTAP does a good job informing us of the meetings!
- We have attended only one workshop it was approximately 90 miles. We cannot afford to pay employees to go to all of the training sessions especially at this distance.
- These classes have helped in several different ways including safety, savings and ease of operation.
- There are many local governments that are interested in certification courses for traffic control, traffic signs and pavement markings, and other topical issues that public works departments are now expected to provide training for. I worked with LTAP representatives to provide a 4-hour course on new retroreflectivity requirements, but the course did not count toward certification. It's my understanding that if the workforce is not properly trained and certified in these disciplines, we could be liable for accidents that are caused by non-conforming signs, markings, and signs. In summary, I think LTAP should provide certification courses.
- Timing of Quarterly newsletter - "Winter 2010" received March 15, 2010 - Lead story - "Driving in snow and ice". - On the Horizon gives dates in Feb-March 17-20,2 010. Testing employees in class: Really depends on the course-some written, some practical course testing available (equipment and time)
- Only been to one LTAP meeting, don't know much of what's available.
- MoDOT ambassador occasionally contacts me via mail correspondence.
- More classes on pavement management, and pavement maintenance.
- Keep up the good work.
- I work well with Kristi and Dan, I enjoy helping them set up training in our area. I think the Mo-LTAP is a great program, and it has grown a lot from the start. Prices and workshop are perfect for our line of work.
- We need a periodic update on our road scholar accreditation program. Each member each year should be made aware of the classes they have taken, list the classes still needed, and list the time and place of those classes. Many of the classes do not appear to be relatively available to mid Mo folks.
- I would like to see training closer to Ste. Genevieve. We are in the center of Farmington, Festus, and Perryville. I think we could get other cities to come here for a training class.
- We use the Kansas LTAP programs, training and resources now instead of the Missouri LTAP, as they have provided us with more information and resources the past couple of years. I would like to see the MOLTAP more closely mirror the Kansas LTAP.