

A&F CUSTOMER SATISFACTION SURVEY

2018/19

Parking & Transportation Services

Parking & Transportation responsibilities include permit sales, event parking, parking enforcement, campus street signage, way-finding, and transportation programs.

STRENGTHS

Responsive to Requests
Provides Effective Advice, Guidance
Accessible to Customers



IMPROVEMENT Opportunities

Understands Customer Needs
Moving in a Positive Direction
Resolves Problems Effectively



4,950

Respondents

3.40

Overall Satisfaction with Department Services

3.52

Moving in a Positive Direction to Meet Customer Needs

Below 3.0 : Low
 3.00-3.59 : Marginal
 3.60-4.29 : Good
 4.30 & Above : Excellent





Administration & Finance Customer Satisfaction Survey

Parking & Transportation

Parking & Transportation responsibilities include permit sales, event parking, parking enforcement, parking ticket appeals, campus street signage, way-finding, and transportation programs (i.e. carpool, bus passes).

2019

4,950
respondents

2018

3,887 respondents

Strengths

- Responds to Requests Within an Acceptable Time
- Provides Effective Advice, Guidance
- Accessible to Customers

Opportunities

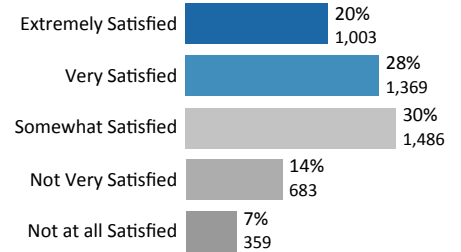
- Understands My Needs and Requirements
- Moving in a Positive Direction
- Resolves Problems Effectively

Overall Satisfaction

Thinking of your OVERALL experience with this department, how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?

3.40
mean

Standard Deviation
1.17



Mean Scores

Below 3.00 - Low | 3.00 to 3.59 - Marginal | 3.60 to 4.29 - Good | 4.30 & above - Excellent

#	Question	Mean Score			2019 change from prior year
		2017	2018	2019	
1	Thinking of your OVERALL experience with Parking & Transportation, how would you rate your satisfaction with Parking & Transportation during the past 12 months in meeting your departm..	3.23	3.35	3.40	
2	Understands my needs and requirements	3.25	3.36	3.41	
3	Accessible to customers (via phone/voicemail, email, OR in-person)	3.58	3.68	3.73	
4	Responsive to requests or problems within an acceptable time	3.51	3.64	3.72	★
5	Provides effective advice, support, and guidance	3.50	3.59	3.68	★
6	Resolves problems effectively	3.38	3.50	3.60	★
7	Effectively uses websites and systems to provide access to Parking & Transportation information and services	3.63	3.70	3.80	★
8	Knowledgeable staff	3.74	3.83	3.91	★
9	Helpful, courteous staff	3.75	3.89	3.96	★
10	Moving in a positive direction to better meet my department's needs	3.35	3.47	3.52	
11	Rate your satisfaction with the Assisted Parking Service (stacked parking: when lots are full, vehicles are directed to park in drive aisles)		3.54	3.53	
12	Rate your satisfaction with the availability of 3-Hour Parking spaces in Faculty/Staff lots and Student Parking Lot D		3.40	3.43	
13	Rate your satisfaction with event or guest parking, and Parking's follow-through providing event service (permits, signs, reserved parking, etc).			3.44	
14	Rate your experience using a parking mitigation service (stack parking, off site parking with shuttle transport, or 3-hour parking).			3.47	

★ Change from prior year is statistically significant

Change of 0.09 or greater

Background

- 2019 was the third year for the Administration & Finance Customer Satisfaction Survey
- 20 different services across 8 administrative areas were included in the survey
- The survey included 10 to 12 standard scaled (1-5) rating questions and up to 3 open-ended questions
- 45,073 faculty, staff, and students, were invited to give feedback. Of this total, 5% were faculty, 5% were staff, and 90% were students
- 8,736 (19.4%) responded to the survey
- Each survey invitee could select which services they wanted to evaluate
- Some services were pre-selected for faculty, staff, or students as they only use certain services that were relevant to them
- The survey was available to take from March 5 to March 29, 2019
- N/As and blank responses did not count in calculations for mean scores