

# A&F CUSTOMER SATISFACTION SURVEY 2019/20

## PARKING & TRANSPORTATION SERVICES

P&TS responsibilities include permit sales, event parking, parking enforcement, parking ticket appeals, campus street signage, way-finding, and transportation programs.

### STRENGTHS

- ✓ Accessible to Customers
- ✓ Provides Effective Advice, Guidance
- ✓ Responds to Requests in Timely Manner

### IMPROVEMENT OPPORTUNITIES

- ✓ Moving in a Positive Direction
- ✓ Facilitates Problem Resolution
- ✓ Understands My Needs & Requirements



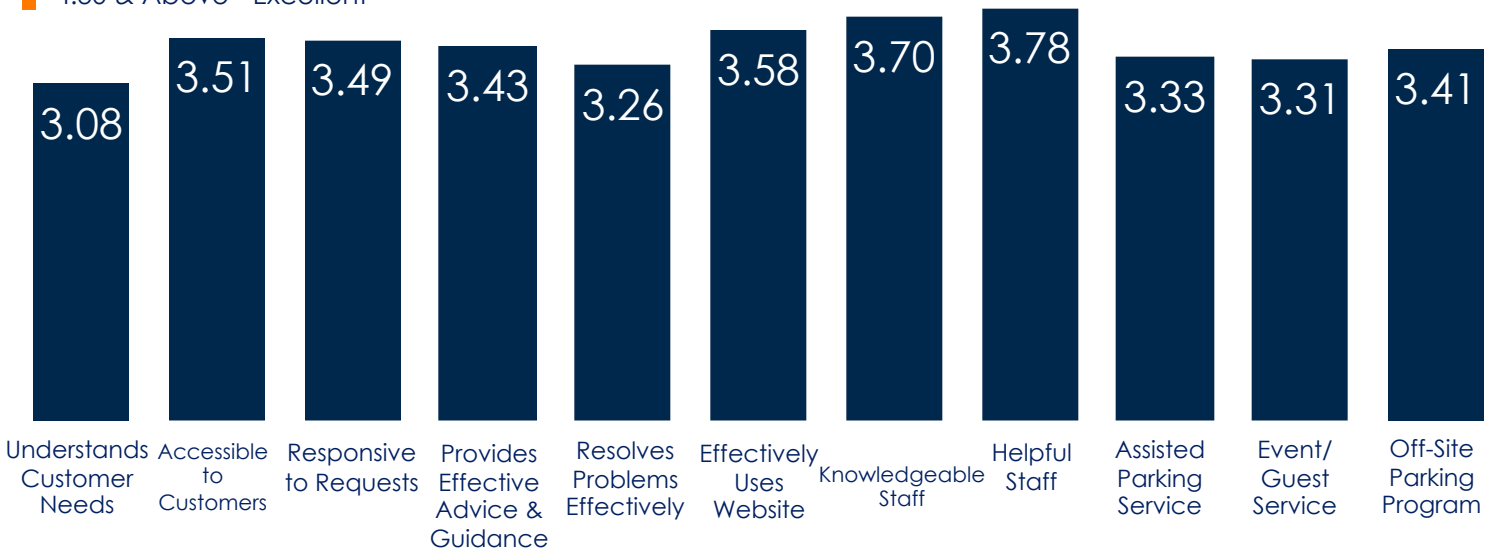
Moving in a Positive Direction to Meet Customer Needs



**3.33**

### Mean Scores

- Below 3.00 – Low
- 3.00 to 3.59 – Marginal
- 3.60 to 4.29 – Good
- 4.30 & Above - Excellent





# 2020 Administration & Finance Customer Satisfaction Survey

## Parking and Transportation

Parking and 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).

2020

2,604  
respondents

### Strengths

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

2019

4,949  
respondents

### Opportunities

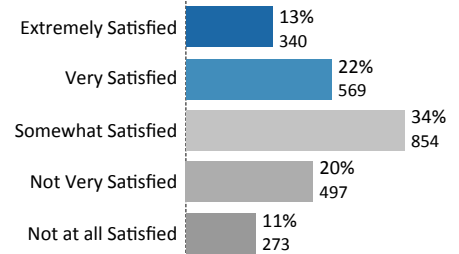
- Understands My Needs and Requirements
- Facilities Problem Resolution
- Moving in a Positive Direction

### 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?

3.08  
mean

Standard Deviation  
1.18



### 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			2020 change from prior year
		2018	2019	2020	
1	Thinking of your OVERALL experience with Parking and Transportation, how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?	3.35	3.40	3.08	★
2	Understands my needs and requirements	3.36	3.41	3.08	★
3	Accessible to customers (via phone/voicemail, email, OR in-person)	3.68	3.73	3.51	★
4	Responsive to requests within an acceptable time frame	3.64	3.72	3.49	★
5	Provides effective advice, support, and guidance	3.59	3.68	3.43	★
6	Facilitates problem resolution	3.50	3.60	3.26	★
7	Effectively uses websites and systems to provide access to Parking and Transportation information and services	3.70	3.80	3.58	★
8	Knowledgeable staff	3.83	3.91	3.70	★
9	Helpful, courteous staff	3.89	3.96	3.78	★
10	Moving in a positive direction to better meet my department's needs	3.47	3.52	3.33	★
11	Assisted Parking Service (stacked parking: when lots are full, vehicles are directed to park in drive aisles)	3.54	3.53	3.33	★
12	Availability of 3-hour parking spaces in Faculty/Staff lots and Student Parking Lot D	3.40	3.43	3.11	★
13	Event or guest parking, and Parking's follow-through providing event service (permits, signs, reserved parking, etc).		3.44	3.31	★
14	Experience using the Off-site Parking Program (off-site permit, off-site facility, and shuttle service)			3.41	

★ Change from prior year is statistically significant

Change - Increase/Decrease of 0.09 or greater

### Background

- 2020 was the fourth year for the Administration & Finance Customer Satisfaction Survey
- Survey period: March 3 - April 24, 2020 (extended due to COVID-19)
- 45,003 faculty, staff, and students were invited
- 4,360 (10%) responded to the survey
- 20 departments across 8 administrative areas participated in the survey
- Survey consisted of 10 standard satisfaction questions + 1 NPS + up to 5 supplemental questions
- Verbatim comments: 2 standard (Like, Improve) + customer service recognition