

A&F CUSTOMER SATISFACTION SURVEY 2020/21

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:

- Knowledgeable Staff
- Helpful Staff
- Effectively Uses Websites

IMPROVEMENT OPPORTUNITIES:

- Understands My Needs and Requirements
- Facilitates Problem Resolution
- Provides Effective Advice, Guidance

ABOUT THE SURVEY:

All CSUF employees and students were invited to participate in the 5th annual A&F Customer Satisfaction Survey during March 2-26, 2021. The survey consisted of 10 standard statistical questions, 1 Net Promoter Score, 3 COVID-19 questions, and verbatim comments.



MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS

3.57

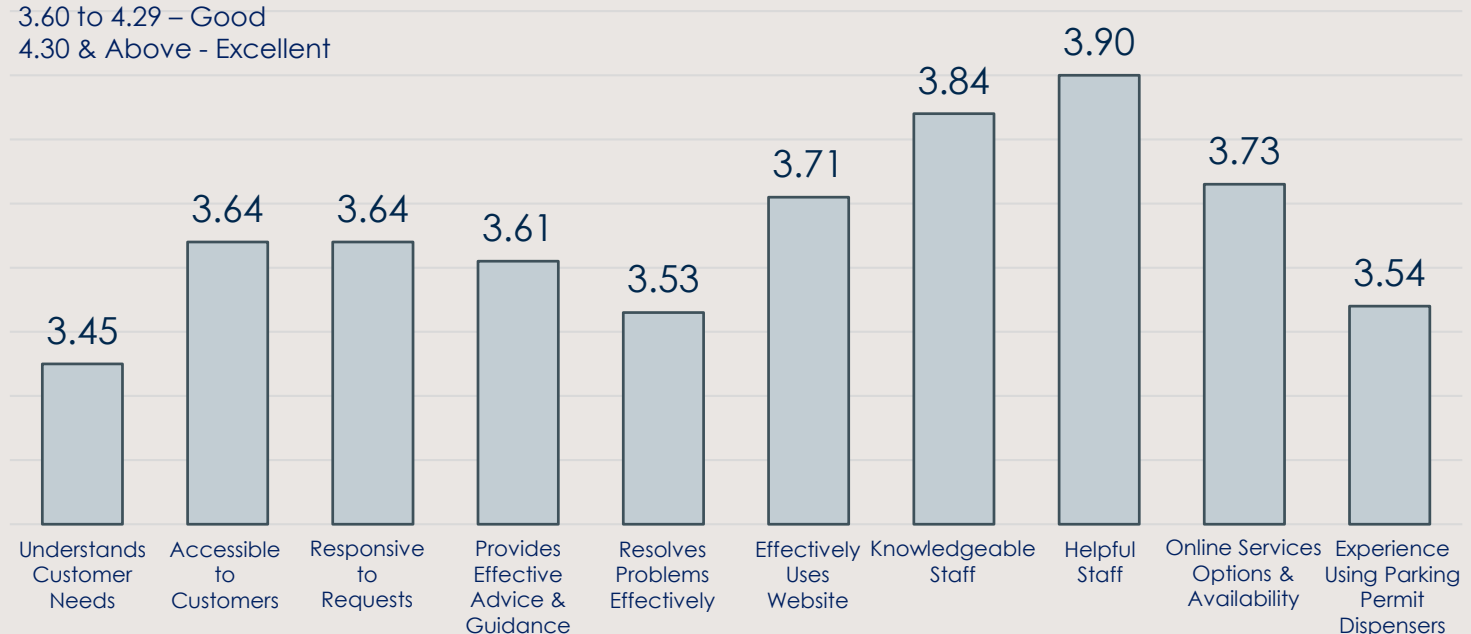
OVERALL SATISFACTION

3.45

 **887**
RESPONDENTS

Mean Scores

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





2021 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).

2021
887
respondents

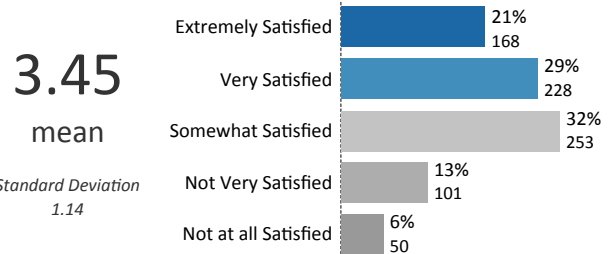
Strengths
Knowledgeable Staff
Helpful Staff
Effectively Uses Websites, Online Documentation

2020
2,604
respondents

Opportunities
Understands My Needs and Requirements
Facilities Problem Resolution
Provides Effective Advice, Guidance

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?



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

Mean Score

#	Question	2019	2020	2021	2021 change from prior year
1	Thinking of your OVERALL experience with Parking and Transportation's online services, how would you rate your satisfaction with it during the past 12 months in meeting your department'..	3.40	3.08	3.45	★
2	Understands my needs and requirements	3.41	3.08	3.45	★
3	Accessible to customers (via phone or email)	3.73	3.51	3.64	★
4	Responsive to requests within an acceptable time frame	3.72	3.49	3.64	★
5	Provides effective advice, support, and guidance	3.68	3.43	3.61	★
6	Facilitates problem resolution	3.60	3.26	3.53	★
7	Effectively uses websites and systems to provide access to Parking and Transportation information and services	3.80	3.58	3.71	★
8	Knowledgeable staff	3.91	3.70	3.84	★
9	Helpful, courteous staff	3.96	3.78	3.90	★
10	Moving in a positive direction to better meet my department's needs	3.52	3.33	3.57	★
11	Online services options and availability (i.e. permit purchase, parking ticket appeal, etc.)			3.73	
12	Experience using daily and/or hourly parking permit dispensers			3.54	

Background

- 2021 was the fifth year for the Administration & Finance Customer Satisfaction Survey
- Survey period: March 2 - March 26, 2021
- 45,507 faculty, staff, and students were invited
- 2,063 (5%) responded to the survey
- 14 departments across 8 administrative areas participated in the survey
- Survey consisted of 10 standard satisfaction questions + 1 NPS + 3 COVID-19 + up to 5 supplemental questions
- Verbatim comments: 2 standard (Like, Improve) + 1 customer service recognition + 1 COVID-19

★ Change from prior year is statistically significant

Change - Increase/Decrease of 0.09 or greater