



# WisDOT Statewide Customer Satisfaction Survey

PUTTING RESEARCH TO WORK  
**BRIEF**

The Wisconsin Department of Transportation (WisDOT) is a major public agency with numerous customers utilizing a variety of services and programs to support the entire statewide multimodal transportation system. The department also houses the Division of Motor Vehicles (DMV) and the Division of State Patrol (DSP). Every resident of Wisconsin is in some way a customer of the department.

## What's the Problem?

WisDOT did not have an effective way to measure and track overall customer satisfaction, so the Policy Research Program sponsored this research to collect customer satisfaction data and establish baseline performance measures that can be compared to future data.

## Research Objectives

The purpose of the survey was to develop a new customer satisfaction tool to objectively assess WisDOT's performance. The survey would help to identify opportunities to improve programs and services for Wisconsin residents now and in the future.

## Methodology

ETC Institute completed a statewide customer survey for WisDOT during the fall of 2012. A six-page survey was administered by mail, phone and the Internet to a stratified-random sample of 1,860 households in the State of Wisconsin. The sample was stratified to ensure that at least 350 surveys were completed in each of the five geographic areas of the state. The results for each area have a 95% level of confidence with a precision of at least +/- 5.2%. The overall results for the stratified-random sample of 1,860 households have a 95% level of confidence with a precision of at least +/- 2.3%. To better understand how well services are being delivered by WisDOT, ETC Institute geocoded the home addresses of respondents to the survey.

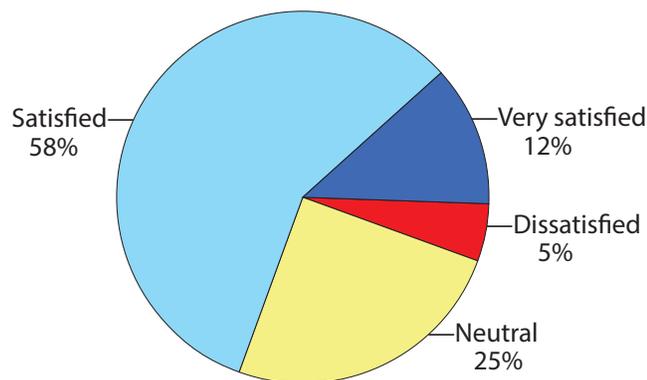
### Investigator



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Overall, how satisfied are you with the job that your state department of transportation has done providing transportation services during the past few years?

by percentage of respondents (excluding no opinion)



Source: ETC Institute (2012)

*“The survey results will be used to improve WisDOT performance and further build on the encouraging results.”*

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## Results

Seventy percent (70%) of the respondents surveyed, who had an opinion, were satisfied (combination of “very satisfied” and “satisfied” responses) with the job that WisDOT has done providing transportation services during the past few years; 25% gave a “neutral” response and only 5% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Overall satisfaction (combination of “very satisfied” and “satisfied” responses) with the job that WisDOT has done during the past few years, ranged from 73% to 67% across the five geographic regions of the state.

Respondents were asked to rate the overall value of the services provided by WisDOT. Twenty-four percent (24%) of those surveyed felt they received a “good value for their taxes,” 51% felt they received an “okay value for their taxes,” 12% felt they received a “low value for their taxes” and 13% did not know.

The results of the 2012 survey clearly demonstrate that WisDOT has done an effective job of responding to customer needs, but there are opportunities to do better.

## Recommendations

The research team identified opportunities for improvement based on current levels of satisfaction and the relative importance that respondents placed on various services. The highest-rated opportunities for improvement for highlighted division are:

### Division of Motor Vehicles

- 1) Improving the quality of DMV service provided by phone
- 2) Improving the quality of service provided in DMV service centers

### Public Safety

- 1) Enforcing traffic laws
- 2) Helping to prevent traffic crashes

### Highway Maintenance and Operations

- 1) Keeping highways smooth and free of potholes
- 2) Removing snow and ice from highways
- 3) Ensuring striping on highways is visible at night and during wet weather

## Implementation

In addition to the recommendations of the research team, senior WisDOT managers participated in a workshop using the survey results to identify “next steps” for the department. Based on the rankings provided by those attending the workshop, WisDOT should consider the following:

- Review the results by division and functional area to see how the level of funding for programs compares to the ratings received.
- Educate members of the legislature and other elected officials, along with employees and the general public, about the results of the survey.
- WisDOT should build on its brand and integrate the survey results with other initiatives, such as the MAPSS Performance Improvement program.
- Initially focus on doing things of high importance and low cost, such as improving the quality of striping.
- Find ways to increase usage of mobile, web, the 511 travel information service and other electronic media.

By conducting future satisfaction surveys, WisDOT will be able to obtain feedback from residents to ensure the needs of the general public are incorporated into the department’s decision-making process.

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*This brief summarizes Project 0092-12-10,  
“WisDOT Statewide Customer Satisfaction Survey.”*

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