



2013 Statewide Customer Survey Executive Summary

The Tennessee Department of Transportation (TDOT) completed its second comprehensive customer survey in 2013; the first survey was conducted in 2006. The purpose of the survey was to help TDOT identify and prioritize the transportation services and improvements that are most important to Tennesseans and to assess overall performance. The survey was administered during November 2013 through mid-January 2014 to a random sample of 2,729 residents, 333 elected officials, and 454 partners. The results of the resident survey have a precision of at least +/-2.0% at the 95% level of confidence. The results of the elected official and partner surveys have a precision of at least +/-4.0% at the 95% level of confidence. Some of the key findings from the survey are described below.

Strengths:

- **Perception of Travel Safety on Tennessee Highways Has Improved Significantly.** The overall feelings of safety while traveling on Tennessee highways increased 4% from 2006 to 2014. The feeling of safety when driving through work zones during the day increased 14% and at night increased 16% from 2006 to 2014.
- **Residents gave high marks for TDOT's efforts to maintain highways.** The highway maintenance services provided by TDOT that were rated best included: (1) informational and warning signs along highways, (2) efforts to remove snow and ice from highways, (3) the cleanliness of rest areas, and (4) the visibility of roadway striping during the day.
- **TDOT Is Setting the Standard for the Value Customers Think They Receive Relative to the Taxes They Pay.** Seventy-five percent (75%) of residents, 91% of elected officials and 92% of partners felt they received good or okay value for the transportation taxes they pay. By comparison, only 55% of the residents living in the states surrounding Tennessee thought that their DOT provided good or okay value.
- **Survey Results Indicate that Residents and Leaders May Be Willing to Pay More to Support Transportation in Tennessee.** Support for funding increases nearly doubled among both residents and elected officials from 2006 to 2014; 60% of residents, 84% of elected officials and 86% of the partners surveyed felt transportation funding should increase over the next five years.

Opportunities for Improvement:

- **Although Satisfaction with TDOT'S Performance Is High, Satisfaction Has Decreased in Some of the Most Important Aspects of the State's Highway System From 2006.** Areas of importance that showed significant decreases from 2006 included: adequacy of lighting at highway interchanges in rural areas (-13%), the condition of bridges (-8%), and the condition of Interstate highways (-3%).
- **Tennessee is Trailing Other States in the Quality and Availability of Non-Automotive Transportation.** TDOT rated at least 5% or more below the ratings of surrounding DOT's in all of the non-automotive service areas that were rated including: park and ride facilities, public transportation services, and the availability of pedestrian/biking facilities along highways.

Top Priorities:

Based on the results of the survey, **repairing and maintaining highways and bridges** is the top transportation investment priority among residents, elected officials and partners. Other high priorities shared by all three survey groups include: **relieving congestion and expanding public transportation services.**