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Idaho Transportation Department 2011 Customer Satisfaction Survey

By

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| 16. Abstract <p>In the spring and summer of 2011, the Idaho Transportation Department (ITD) commissioned a statewide customer satisfaction survey of Idaho residents to assess their perception of ITD's performance in several key areas of customer service. The areas of service assessed by the survey were highway maintenance, Division of Motor Vehicle (DMV) services, alternative transportation, public involvement in the planning process, communication from ITD, direct customer service, and the value and focus of ITD. This study repeats a similar study conducted in 2009 and is part of an effort to track changes in customer satisfaction over time. As in 2009, in most areas of service ITD was rated relatively highly, with approximately two-thirds or more of respondents awarding ITD a grade of "A" or "B" in the areas of highway maintenance, DMV services, communication, and direct customer services. In the area of public involvement in the planning process, residents expressed higher satisfaction than they had in 2009, although improvements could still be made in this area. This report also provides recommendations for how ITD could continue to improve in the various areas of customer service.</p> | | | |
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| ac | acres | 0.4046 | hectares | ha | | | | | |
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| gal | Gallons (liq) | 3.785 | liters | liters | liters | liters | 0.264 | Gallons (liq) | gal |
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| yd ³ | cubic yards | 0.765 | meters cubed | m ³ | m ³ | meters cubed | 1.308 | cubic yards | yd ³ |
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| lbf | pound-force | 4.45 | newtons | N | N | newtons | 0.225 | pound-force | lbf |
| psi | pound-force per square inch | 6.89 | kilopascals | kPa | kPa | kilopascals | 0.145 | pound-force per square inch | psi |

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Executive Summary

Idaho Transportation Department (ITD) continues to work to improve its customer service, which is a focus area in its strategic plan. As part of its efforts to strengthen customer service, ITD contracted with the University of Idaho's Social Science Research Unit for a telephone survey of a representative sample of 1,616 Idaho residents. This study is similar to one conducted in 2009, and the purpose of the survey, is to gauge the general public's satisfaction with the services provided by ITD, identify areas for improvement, and track changes over time.

Survey respondents were asked to rate the department in a number of key service areas including highway maintenance, Division of Motor Vehicle (DMV) services, alternative transportation, public involvement in planning and decision-making, communications, direct customer service, and the perceived value of ITD services. Overall grades are presented in Figure 1. Ratings were highest for the Division of Motor Vehicle Services (driver licensing and registration and titling, both online and in person), where 90 percent of respondents or more awarded a grade of "A" or "B." In the area of highway maintenance, 69 percent of respondents awarded a grade of "A" or "B" to ITD. With respect to public involvement in the planning process, 50 percent of respondents awarded a grade of "A" or "B."

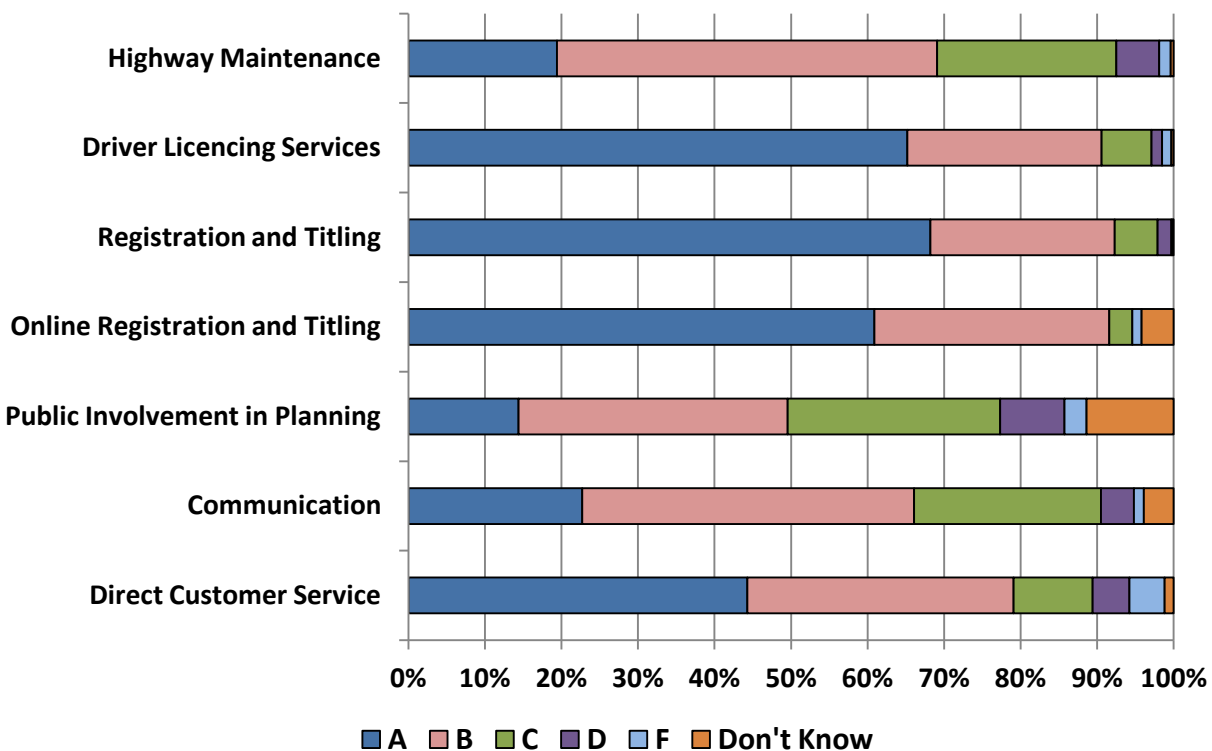


Figure 1. Overall Grades Awarded to ITD for Customer Service

Highway Maintenance

The survey included questions about six different aspects of highway maintenance and quality. In all areas, and similar to 2009, 70 percent or more of respondents said they were “very satisfied” or “somewhat satisfied” with ITD’s performance (Figure 2). Key findings include:

- 74 percent of respondents were “very” or “somewhat” satisfied with the condition of the pavement, but 16 percent were “very” or “somewhat” dissatisfied.
- 81 percent were “very” or “somewhat” satisfied with ITD’s winter maintenance efforts, but 11 percent were “very” or “somewhat” dissatisfied. Satisfaction was highest in District 1.
- 77 percent of respondents said they were satisfied with the overall flow of traffic on the highways. 15 percent were “very” or “somewhat” dissatisfied.
- 82 percent of survey respondents said they were either “very” or “somewhat” satisfied with the overall safety of the state highway system.
- Across all measures, residents of District 3, which includes the Boise Metro area, had lower levels of satisfaction than those of other districts; however, District 3 also has the highest transportation volume among districts.
- The most commonly cited suggestions how to improve customer service in highway maintenance dealt with having quality road surfaces, receiving 34 percent of all comments in an open-ended question.

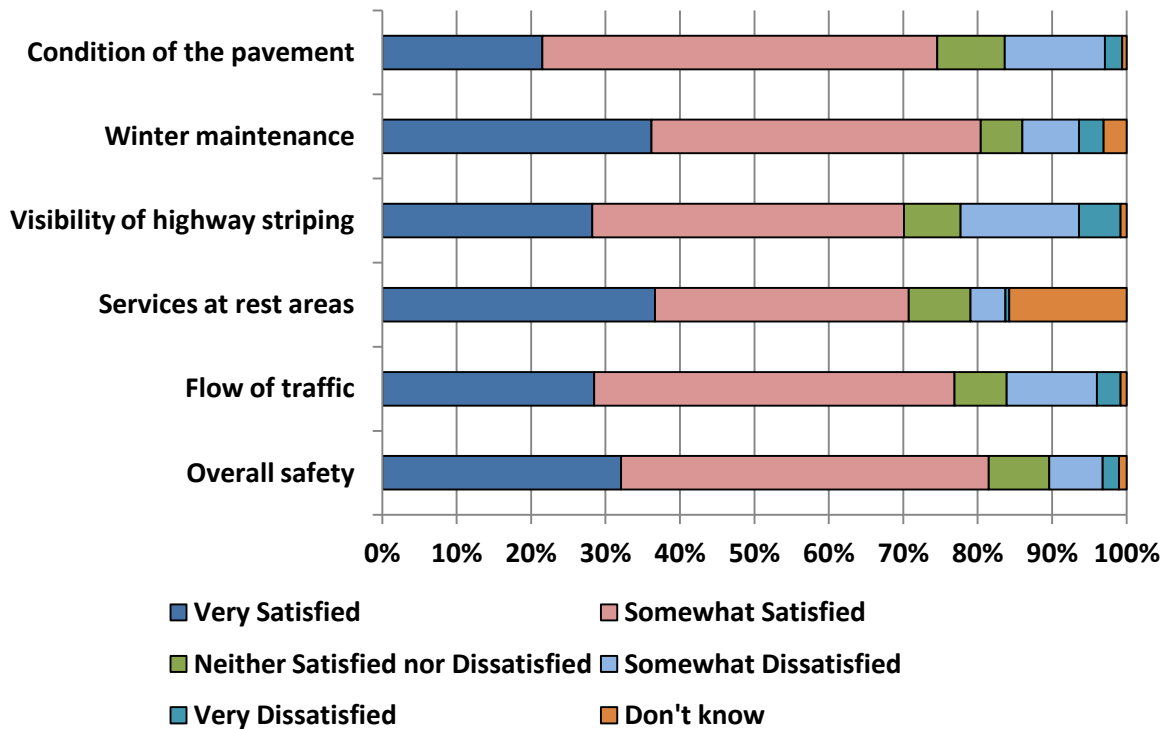


Figure 2. Satisfaction with Highway Maintenance

DMV Driver Licensing

Driver's licenses are issued by county sheriff offices in Idaho with general oversight from ITD. Survey participants who had obtained or renewed a driver's license or identification card in the past two years generally rated these services highly. Specifically,

- 87 percent of respondents stated they were able to complete their business in 1 visit, however 46 percent of respondents who offered a suggestion on improving services suggested adding staff, expanding hours, or improving customer service.
- 93 percent reported the staff was courteous, and 95 percent thought staff was knowledgeable, similar to 2009 levels.

DMV Vehicle Titling and Registration

County assessor offices provide vehicle titling and registration services with ITD oversight. Survey respondents who had titled or registered a vehicle in Idaho in the past two years gave mostly positive ratings to these services. Key findings include:

- 88 percent of respondents stated they were "very" or "somewhat" satisfied with wait times at county DMV offices for vehicle registration and titling matters.
- 96 percent reported the staff serving them was courteous, and 97 percent thought staff was knowledgeable.

DMV Online Services

ITD began offering online DMV services in 2000, and the number of services offered online has increased over time, although specific service availability does vary by county. Of the survey respondents, 14 percent reported using these services in the past 2 years, which is not appreciably higher than was reported in 2009. Those who used these services generally gave them high ratings, with nearly two-thirds (61 percent) of users awarding a grade of "A," and 31 percent awarding a "B".

Of those who had not used the online DMV services, 56 percent were unaware these services existed prior to this survey. However, when analyzed by district, awareness of the service among residents in a district does not correlate well with use of the service, as some districts had high awareness, but low use.

Alternative Transportation

Approximately half of respondents (51 percent) stated they used some form of alternative transportation. For those who used alternative transportation, 1 in 5 (21 percent) used it daily, and 34 percent stated they used it weekly. Other key findings include:

- 87 percent of respondents felt it was "very" or "somewhat" important to have access to safe walking and/or bicycle routes, while 61 percent felt public transportation options were "very"

or “somewhat” important. Residents of District 3 were more likely to rate alternative transportation options as “very important,” while residents of Districts 4 and 5 were less likely to do so.

- Only 15 percent of respondents are “very satisfied” with alternative transportation options available to them, with an additional 32 percent stating they were “somewhat satisfied.”

Public Involvement in the Planning Process

Ratings of ITD’s public involvement efforts were low relative to other areas, but were statistically higher than they were in 2009, with 50 percent of respondents giving the Department an “A” or “B” for its efforts to involve the public in the planning process. Other key findings include:

- 39 percent of respondents stated they “agree” or “strongly agree” with the statement “ITD does a good job of getting public input on state highway projects.” Individuals who had provided feedback to ITD were divided in their responses, with some strongly agreeing and some strongly disagreeing that ITD does a good job of getting public input, while individuals who had not provided feedback were most likely to be neutral to this statement.
- Nearly half (46 percent) of the suggestions received regarding public involvement were requests for ITD to provide more information in general and/or suggestions of a method to do so.

Communications

66 percent of survey respondents said the department’s communication efforts deserved a grade of “A” or “B.” In contrast, just 10 percent gave ITD a “D” or “F,” in this area. Other important results include:

- 28 percent of respondents stated they had accessed ITD’s website, the same percentage as in 2009, indicating awareness of the service has not risen significantly. However, those who have accessed the website were more likely to be young and male, so use will likely increase as younger individuals age.
- 32 percent of respondents had used ITD’s 511 services in the past year, and they were more likely to be residents of District 5 or 6. As with the online DMV services, awareness of the 511 service within a district does not always correlate with use of the service.
- Residents of the different ITD districts differed in their preferred method of receiving communications from ITD, with residents of Districts 5 and 6 expressing a greater preference for the Internet, residents of Districts 3 and 4 preferring television, and residents of Districts 1 and 2 having a preference for newspapers. These results may partially explain differences in use of the 511 system across districts, as residents in Districts 5 and 6 have a preference for electronic media.
- A third of open-ended responses to improve communications from ITD suggested mechanisms to more efficiently communicate with the public.

Direct Customer Service

Twelve percent of respondents had contacted ITD directly for service in the past year, mostly for DMV services. Those who had contacted ITD generally awarded the department positive ratings for the service they received.

- 82 percent of these respondents stated that their request was addressed appropriately.
- For those for whom follow-up service was necessary, 73 percent stated they were either “very” or “somewhat” satisfied.

Value and Focus of ITD

A few questions were asked at the end of the survey to assess Idaho residents’ overall perceptions of the value ITD provides for the funding invested in the state transportation system and to rank priorities for funding. Nearly two-thirds of respondents said ITD provides excellent or good value. Thirteen percent of respondents stated that ITD provides excellent value, while 51 percent stated ITD provides good value. Only five percent of respondents stated ITD provides poor value. Preserving and restoring highways received the highest level of support as a funding priority, followed by performing winter maintenance and preserving and restoring bridges.

Recommendations

Our report includes a number of recommendations that ITD could consider to improve its customer service. Key recommendations include:

- While ITD generally received positive ratings for its highway maintenance efforts, a review of responses to open-ended survey questions revealed that many respondents felt the condition of pavement surfaces and the visibility of highway striping could be improved. Focusing on these areas could allow the department to enhance customer satisfaction.
- Awareness of ITD’s online DMV and 511 services does not appear to have increased markedly since 2009. While it is true that awareness does not always correlate with use, it is also clear that a substantial portion of Idaho residents remain unaware the services exist. In addition, respondents who had been unaware of services indicated they would likely use them in the future.
- Substantial regional differences exist in customer preferences for receiving information and use of certain services, such as those obtained over the Internet. For instance, Districts 5 and 6 have a strong preference for electronic communication, while those in other districts prefer traditional media. However, based on the open-ended responses received for several questions, residents are asking for more information, and offer some suggestions on how they would like to receive it. These results suggest that offering a variety of modes to communicate with the public, with sensitivities to regional preferences, might facilitate communication.
- Finally, the department should continue conducting similar surveys every two to three years to monitor changes in customer satisfaction over time.

Introduction

The Idaho Transportation Department contracted with the Social Science Research Unit (SSRU) at the University of Idaho to conduct a statewide survey of Idaho residents. This study serves as a follow-up to a similar study conducted in 2009 and allows trends in customer satisfaction with ITD services to be tracked over time. ITD's interest in this research grew out of its strategic planning efforts, which identified customer service as a key focus area for the Department. The purpose of the survey was to assess the public's overall level of satisfaction with ITD services and identify areas for improvement.

Telephone interviews were conducted with 1,616 households. We sampled both traditional landline phones and wireless (cell) phones. Sampling cell phone numbers is increasingly important, as 32 percent of Idaho households have cell phone service without a traditional landline.¹ The study was designed to provide results which were both representative of the state as a whole and individual ITD districts. Additional discussion of the study methodology can be found in Appendix A.

The survey instrument was written and designed with input from both ITD and SSRU staff and was modified from the 2009 survey. As with the 2009 study, this survey was divided into several sections, each ending with an overall "grade" in which respondents assessed their level of satisfaction with ITD's performance in that area. Those sections included highway maintenance, Division of Motor Vehicle services, alternative transportation, public involvement in planning, communication, and customer service directly provided by ITD. Questions about customer satisfaction with specific highway construction projects were not included in this study, in contrast to 2009, because plans to begin collecting this type of information on a project by project basis. A number of open-ended questions were added to this survey to obtain suggestions to improve ITD services. In addition questions were added to assess the value customers feel they receive from ITD's services. With respect to road maintenance, respondents were instructed to think only of state and federal highways, and were given examples of these roads in their region. Finally, a few demographic questions were also asked in order to make comparisons to demographic distributions in the state and assess the level of sample representativeness. The final survey instrument is presented in Appendix B.

¹ **Blumberg, S. J. and J. V. Luke.** "Wireless Substitution: State-Level Estimates from the National Health Interview Survey, January 2001-June 2010." *National Health Statistics Report, #39*. U.S. Department of Health and Human Services, Center for Disease Control and Prevention. April 20, 2011.

Chapter 1

Highway Maintenance and Quality

Overall Results for Highway Maintenance

In order to gauge customer satisfaction with highway maintenance and quality, respondents were asked to rate six different aspects of highway quality provide an overall grade for ITD's efforts in this area. Respondents were reminded to consider only state and Federal highways in their responses.

Similar to the 2009 Customer Satisfaction study, Idaho residents generally were satisfied with highway maintenance quality. Nineteen percent of respondents gave ITD the grade of "A" with respect to highway maintenance. Nearly 50 percent of respondents gave ITD the grade of "B". Only 7 percent of respondents gave ITD a grade of "D" or "F" (Figure 3).

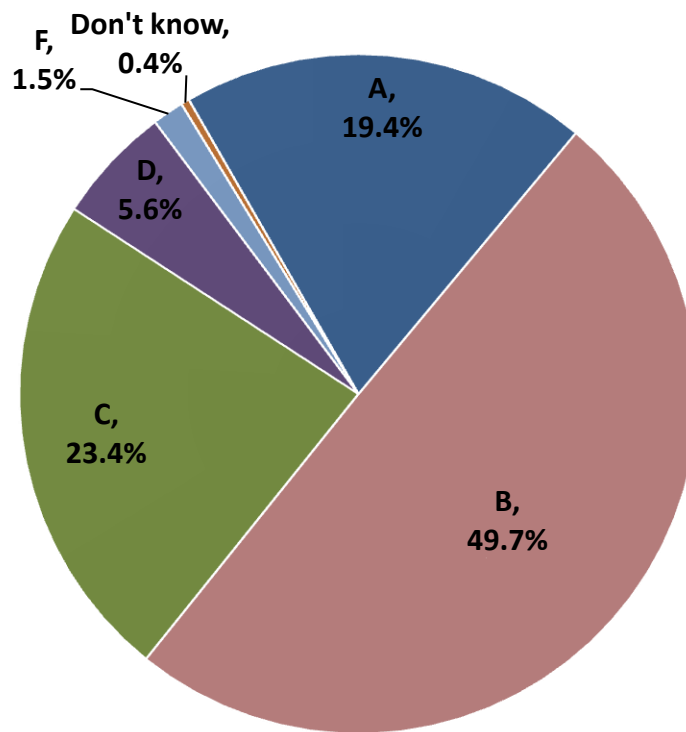


Figure 3. Overall Grade Awarded to Highway Maintenance

When compared to the grades awarded in 2009, slightly more respondents awarded a grade of "A" in 2011, while slightly less awarded a grade of "B" (Figure 4). These results are not statistically significantly different.

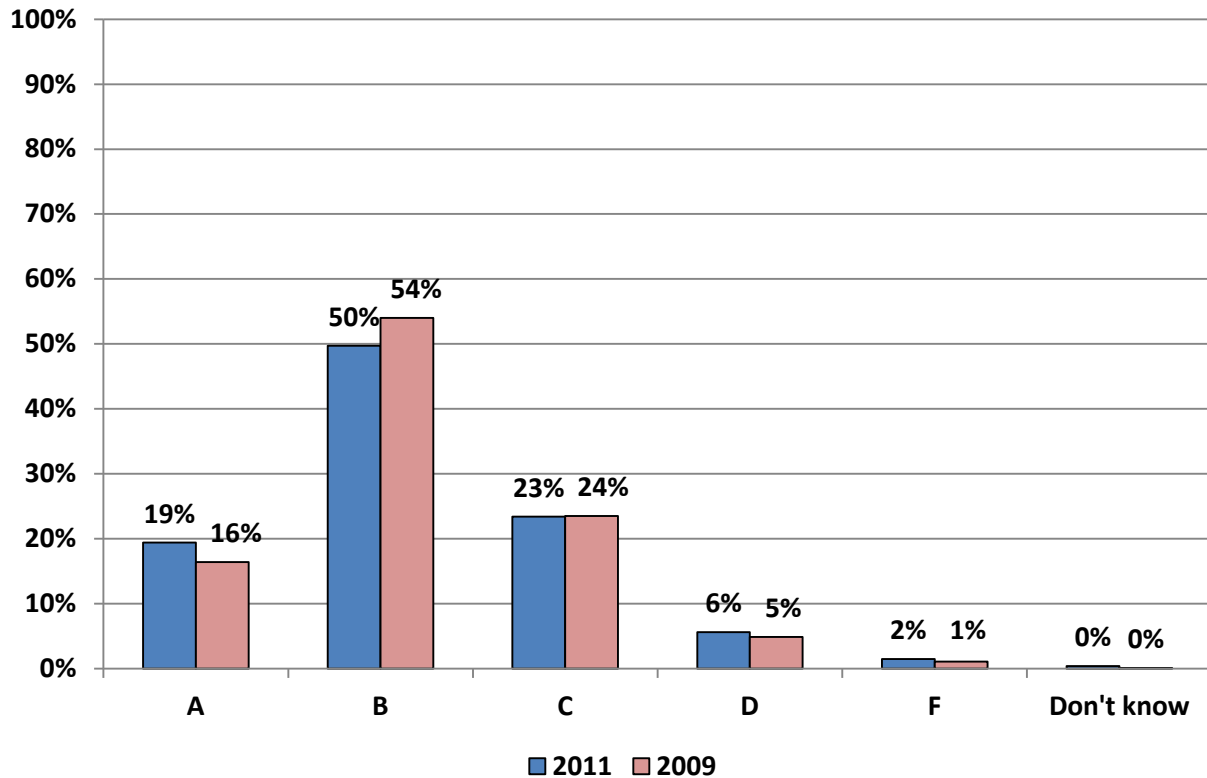


Figure 4. Comparison of Overall Grades for Highway Maintenance, 2009-2011

The aspects of highway maintenance and quality that respondents were asked to rate individually were: pavement condition, winter maintenance (e.g. snow removal and deicing), visibility of highway striping, services provided at ITD rest areas, flow of traffic, and overall safety.

The areas receiving the highest level of satisfaction were overall safety of the highway system and winter maintenance. With respect to overall safety, 32 percent of respondents stated they were “very satisfied” and an additional 49 percent were “somewhat satisfied.” In the area of winter maintenance, 80 percent of respondents said they were “very satisfied” or “somewhat satisfied” with ITD’s efforts. Similarly, 37 and 34 percent of respondents, respectively, stated they were “very” or “somewhat” satisfied with services provided at ITD rest areas. When asked about the condition of the pavement, 21 percent of respondents stated they were “very satisfied,” 53 percent stated they were “somewhat satisfied,” and 13 percent stated they were “somewhat dissatisfied.” With regard to the visibility of highway striping, 28 percent of respondents stated they were “very satisfied”, while 16 percent stated they were “somewhat dissatisfied.” Finally, 29 percent of respondents were “very satisfied” with the overall flow of traffic on Idaho’s state and federal highways, with an additional 48 percent stating they were “somewhat satisfied,” (Figure 5).

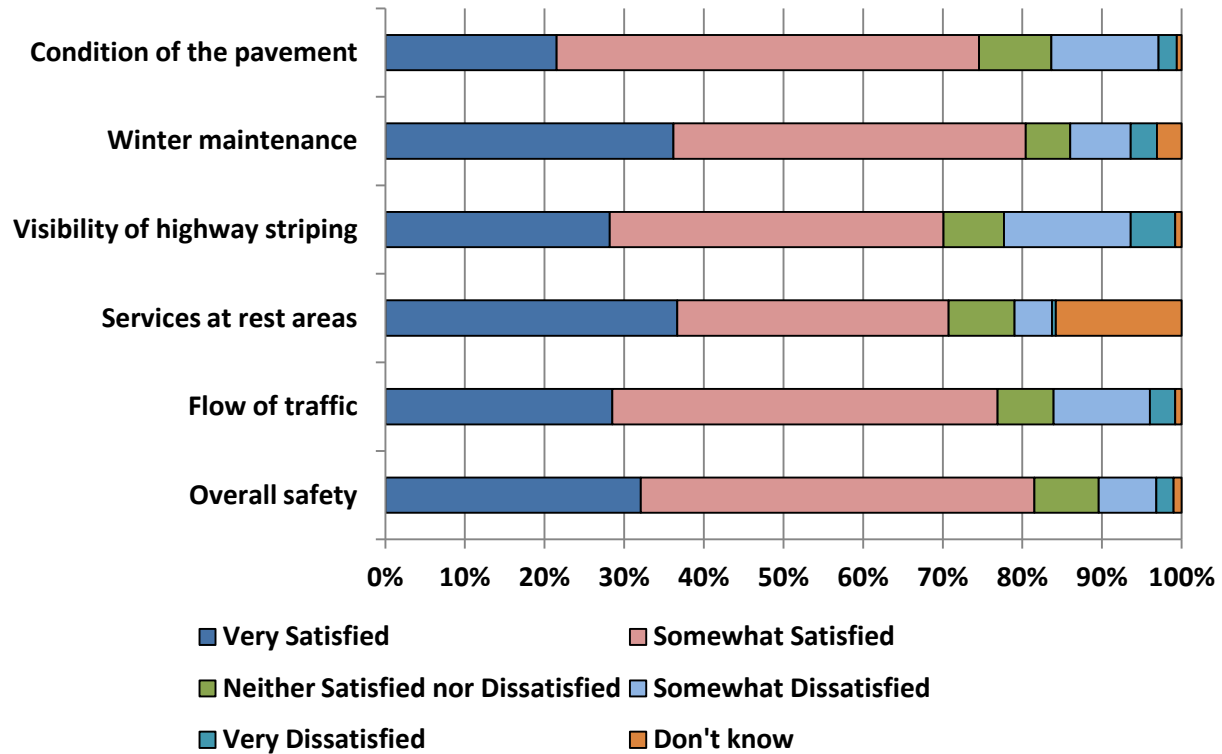


Figure 5. Satisfaction with Individual Measures of Highway Maintenance and Quality

Respondents were asked to suggest changes the department could make to better meet expectations for highway maintenance and quality. A total of 963 respondents provided a response to this question (other than “don’t know”). Content analysis was conducted on the responses, grouping responses into primary and secondary themes (additional details on content analysis methodology can be found in Appendix A).

One-third of the responses to this open-ended question (34 percent) dealt with the road surfaces. Within this theme, nearly half of respondents wanted roads with no potholes or cracks. The second most commonly cited theme (16 percent of respondents) was about construction. Primarily within this theme respondents indicated they wanted more efficiency within construction projects or commented on the quality or durability of materials used in construction. The third most commonly cited primary theme was pavement markings. Overwhelmingly within this theme, respondents commented on the need for clear lines and reflectors. Twelve percent of respondents commented on winter maintenance, with most of those respondents desiring more efficient snow removal, (Table 1). District responses, with the frequency of each of the primary themes reported, are shown in Appendix D.

Table 1. Content Analysis for Highway Maintenance

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|----------------------------|--|--------------|------------------------------|------------------------------------|
| Good Surfaces | No potholes or cracks | 205 | 48.81% | |
| | Road maintenance - maintain better/repair/resurface/patch | 101 | 24.05% | |
| | Smoother/better surfaces in general | 52 | 12.38% | |
| | No ruts/no large bumps | 24 | 5.71% | |
| | No debris | 23 | 5.48% | |
| | Barrow pit and shoulder maintenance/vegetation pruning | 15 | 3.57% | |
| | Section Total | 420 | 100.00% | 34.06% |
| Construction Issues | Work faster/more efficiently | 57 | 28.50% | |
| | Repairs not lasting/need quality/different materials | 41 | 20.50% | |
| | More timely construction/frequent upkeep | 35 | 17.50% | |
| | Traffic flow/signage/safety during repairs | 31 | 15.50% | |
| | Projects not managed correctly | 26 | 13.00% | |
| | Less construction | 10 | 5.00% | |
| | Section Total | 200 | 100.00% | 16.22% |
| Clear Markings | Lines and reflectors (including rumble strips/raised center markers) | 149 | 87.65% | |
| | Better signage | 21 | 12.35% | |
| | Section Total | 170 | 100.00% | 13.79% |

Table 1. (cont) Content Analysis for Highway Maintenance

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|--------------------------------------|---|------------|-----------------------|-----------------------------|
| Winter Maintenance | Better snow removal - Earlier/faster/more frequent | 90 | 59.60% | |
| | Materials used in winter - negative | 28 | 18.54% | |
| | More de-icing | 15 | 9.93% | |
| | Use more salt/sand/gravel | 14 | 9.27% | |
| | No studs | 4 | 2.65% | |
| | Section Total | 151 | 100.00% | 12.25% |
| Road System Flow Enhancements | Greater traffic capacity/more lanes/or more roads | 38 | 28.57% | |
| | Wider lanes and shoulders | 36 | 27.07% | |
| | Passing lanes/Turnout lanes (off-ramps)/turn lanes/medians/pull outs/bike-walking paths | 19 | 14.29% | |
| | Traffic flows/crowded roads | 13 | 9.77% | |
| | More rest areas/trash cans | 10 | 7.52% | |
| | Traffic lights (system efficiency/more or fewer lights | 9 | 6.77% | |
| | Straighten curvy roads | 8 | 6.02% | |
| | Section Total | 133 | 100.00% | 10.79% |
| ITD Performance | More funding/better allocation/hire more | 37 | 59.68% | |
| | Miscellaneous ITD comment | 12 | 19.35% | |
| | Spend less/more wisely | 7 | 11.29% | |
| | ITD not listening/poor treatment | 6 | 9.68% | |
| | Section Total | 62 | 100.00% | 5.03% |

Table 1. (cont) Content Analysis for Highway Maintenance

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|--|---|--------------|------------------------------|------------------------------------|
| Safety | More patrolling/speed limits lower/enforced | 18 | 36.73% | |
| | Miscellaneous safety concerns | 17 | 34.69% | |
| | Guard rails needed | 14 | 28.57% | |
| | Section Total | 49 | 100.00% | 3.97% |
| | | | | |
| Bridges - Wide/Safe/Maintenance | Section Total | 20 | 100.00% | 1.62% |
| | | | | |
| Miscellaneous | Section Total | 18 | 100.00% | 1.46% |
| | | | | |
| Things are Good/Improved | Section Total | 10 | 100.00% | 0.81% |

District Results for Highway Maintenance

Statistically significant differences were found when we looked at the responses by district. However, in some of those cases, the measured differences, while statistically significant, are subtle, defy interpretation, and are likely to be of little practical importance. For the sake of clarity, we will only discuss results here that are large and likely of greater practical significance. Full results by ITD district can be found in Appendix C.

Overall grades awarded to ITD for highway maintenance differed statistically among districts. District 5 residents were the most likely to award the grades of “A” or “B” to ITD, with 85 percent of respondents doing so. District 3 residents were the least likely to award ITD a grade of either “A” or “B,” with just under two-thirds (64 percent) selecting these options—a 20 percentage-point difference from District 5 (Figure 6). This difference represents a general trend among the highway maintenance questions: District 3 had the lowest or second-lowest level of satisfaction among districts for all measures. On the other hand, Districts 5 and 6 tended to have among the highest level of satisfaction.

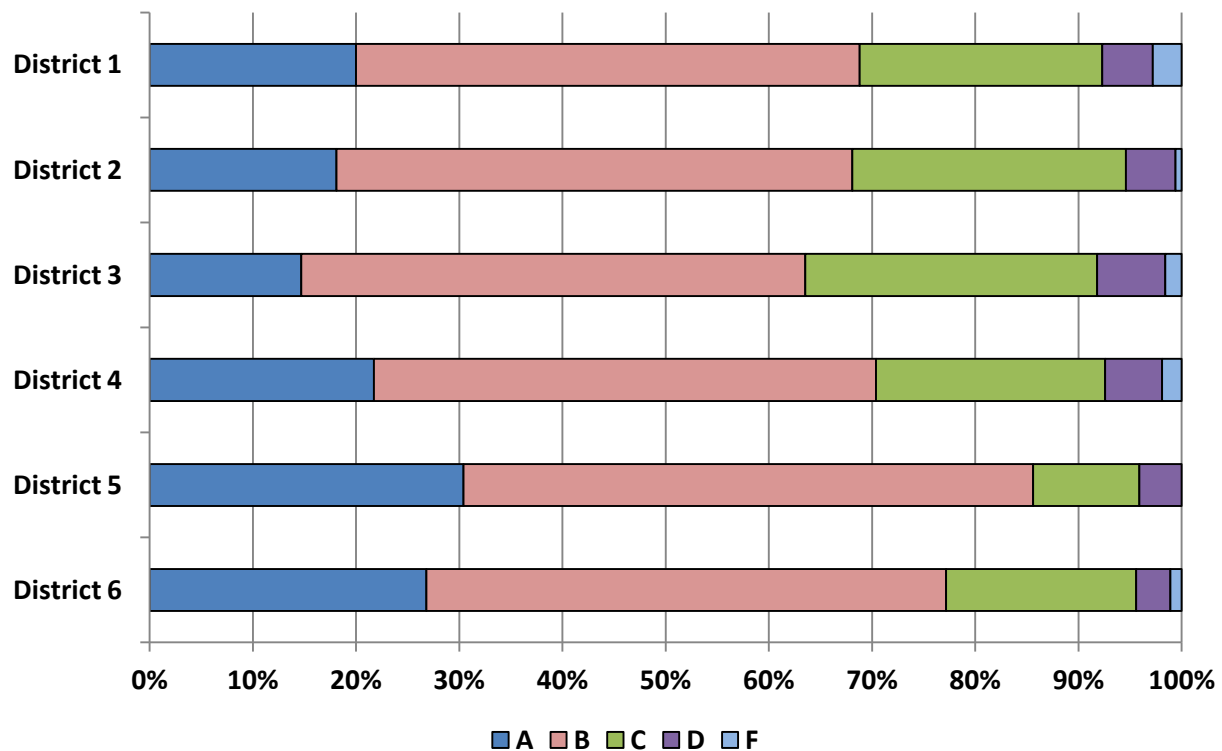


Figure 6. Overall Grade for Highway Maintenance by District

In the winter maintenance area, residents of District 1 were most likely to be “very satisfied”, with 51 percent of residents of the district stating they were “very satisfied,” making it the most striking example where residents of a ITD District other than 5 or 6 were the most satisfied, although residents of District 6 also tended to have high levels of satisfaction, relative to the other 4 districts (Figure 7).

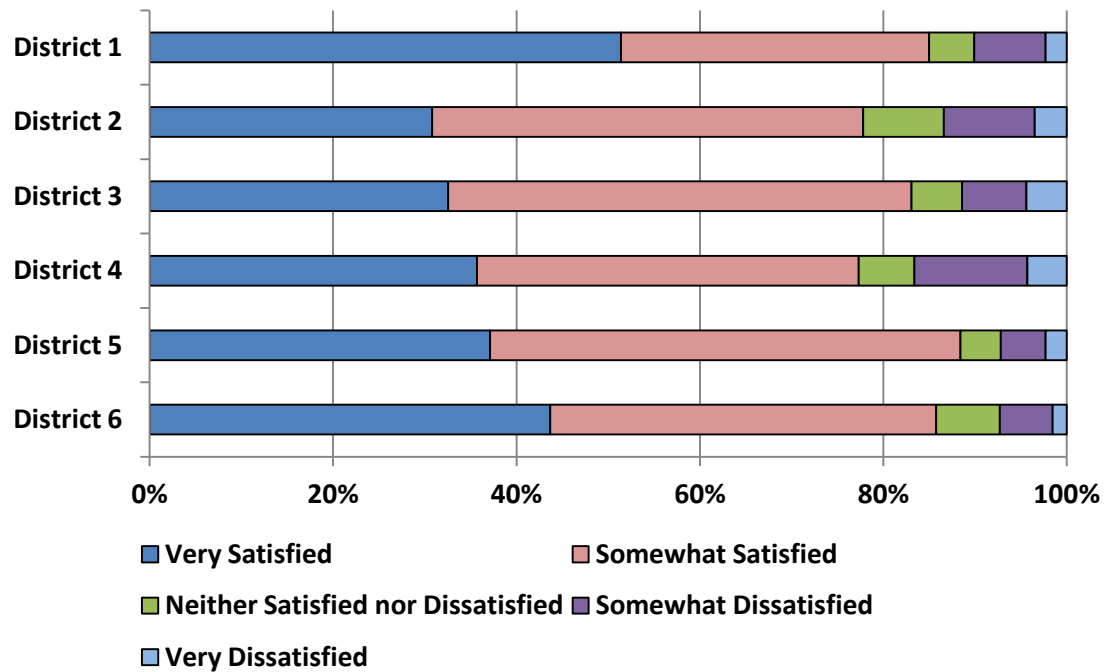


Figure 7. Satisfaction with Winter Maintenance by District

Residents differed sharply in their satisfaction with the flow of traffic among ITD districts. Residents of the most urban district, District 3, were the least likely to state they were “very satisfied” (16 percent of respondents selecting this choice) and the most likely to state they were “very” or “somewhat dissatisfied.” Residents of District 5 were the most likely to state they were “very satisfied” (49 percent) with the flow of traffic in their area (Figure 8).

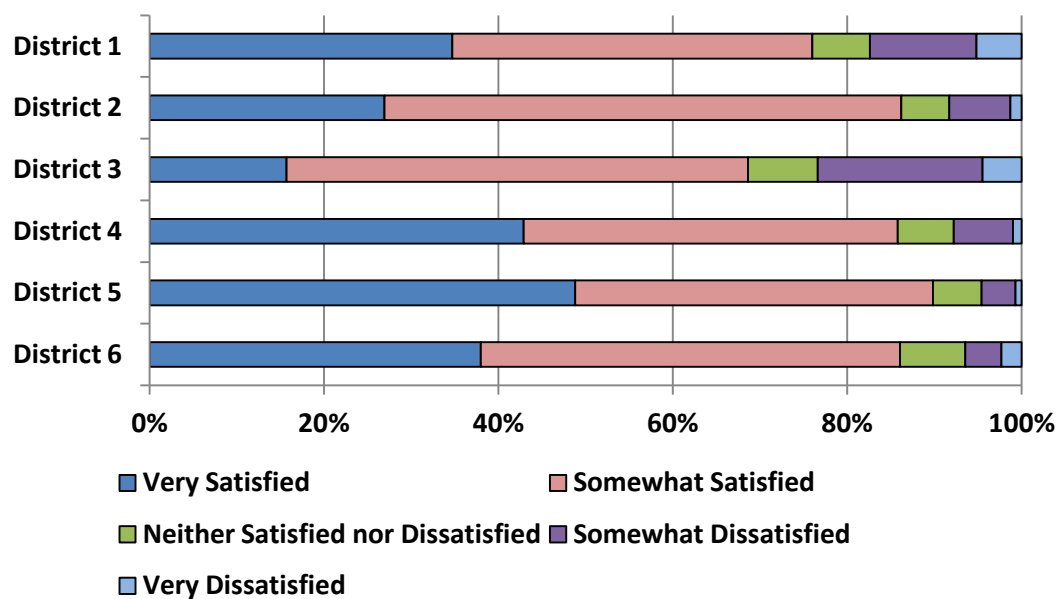


Figure 8. Satisfaction with the Flow of Traffic by District

With respect to highway safety, and in keeping with the general trend, residents of Districts 4, 5, and 6 had the highest level of satisfaction, while residents of District 1, 2, and 3 had the lowest levels of satisfaction (Figure 9).

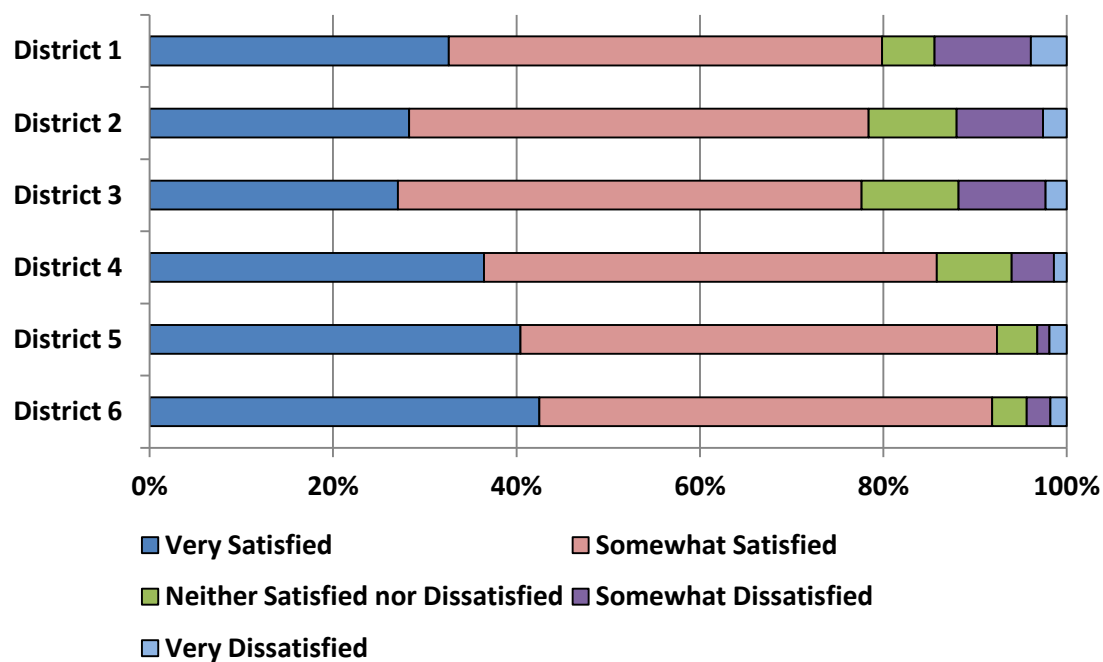


Figure 9. Satisfaction with Highway Safety by District

Chapter 2

Division of Motor Vehicle Services

The second section of the survey asked respondents questions about Division of Motor Vehicle (DMV) Services. For the most part, these services are provided by counties in Idaho and not ITD directly. Respondents who had used DMV services within the past two years were asked about driver licensing, vehicle titling and registration, and DMV services accessed online. Results for selected counties (those large enough to have 20 or more respondents to the survey) are presented in Appendix E.

Driver Licensing

Driver's licensing services are provided by County Sheriff's offices within each County. ITD provides oversight of driver's licensing services.

Overall Results for Driver Licensing

Just over half, (57 percent) of respondents had obtained or renewed their driver's license/ID card within the last 2 years. These individuals then continued with the survey questions regarding the quality of service provided to them while obtaining or renewing their Idaho driver's license. Results were very favorable. Over 65 percent of respondents awarded a grade of "A," and an additional 25 percent awarded a grade of "B" for the quality of service they received from the county offices (Figure 10).

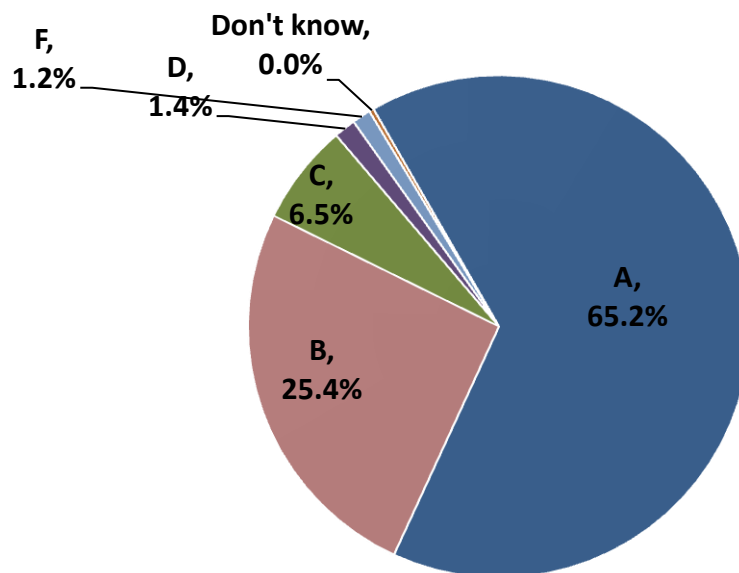


Figure 10. Overall Grade for Driver Licensing Services at County DMV Offices

When compared to the 2009 study results, respondents in 2011 were more likely to award the grade of "A" and less likely to award the grade of "B." These results were not statistically significant (Figure 11).

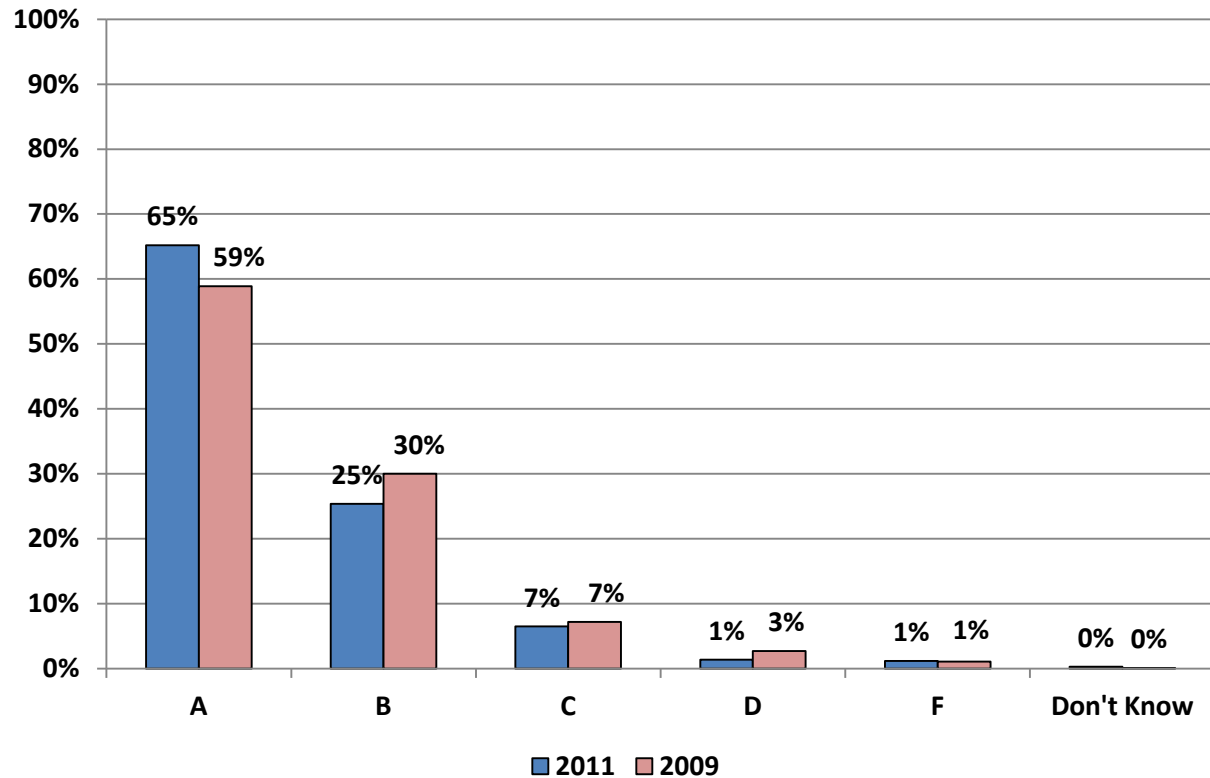


Figure 11. Comparison of Overall Grades Awarded to Driver Licensing, 2009-2011

Respondents gave very positive ratings to both the courteousness and knowledge of county licensing staff. Of the respondents, 93 percent rated the county staff as either “very” or “somewhat” courteous (Figure 12), while 95 percent of respondents rated the staff as “very” or “somewhat” knowledgeable (Figure 13). These results indicate that respondents are generally highly pleased with the quality of service at county offices related to driver licensing matters.

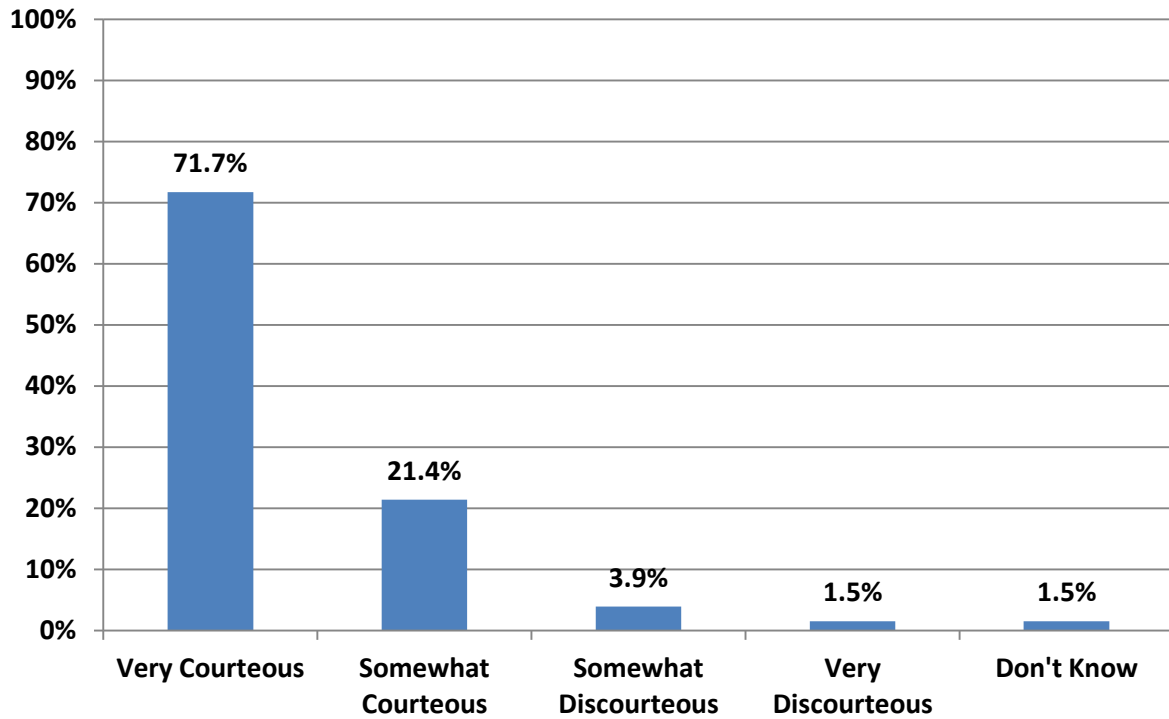


Figure 12. Courteousness of County DMV Staff for Services Related to Driver Licensing

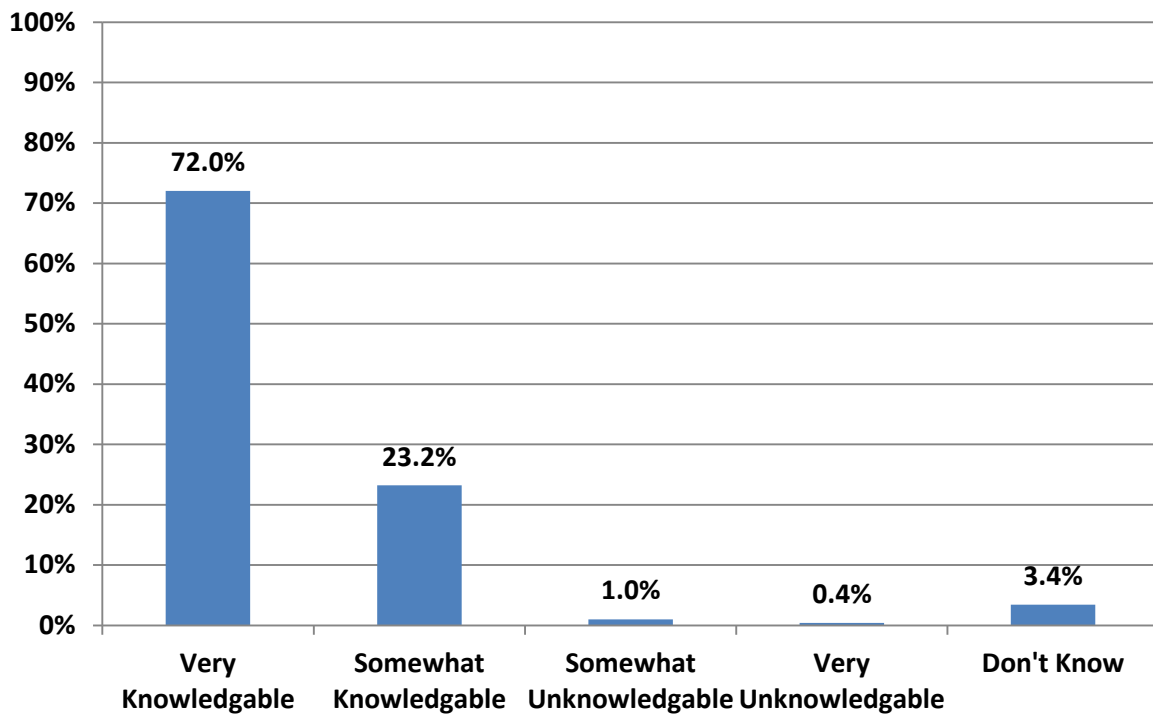


Figure 13. Knowledge of County DMV Staff for Services Related to Driver Licensing

Most respondents (87 percent) who said they obtained or renewed a license in the past 2 years said they were able to complete their business in 1 trip, while just 9 percent required a second trip. Over 3 trips or more to the DMV were required by 4 percent of the respondents to obtain or renew their driver license.

District Results for Driver Licensing

Between 51 and 59 percent of residents in each ITD District had obtained or renewed a driver's license or ID card in the past 2 years. Ratings of knowledge of DMV staff were not statistically significantly different among districts. Statistically significant differences did exist in the overall grade awarded and the perception of courteousness of DMV staff, but those differences are subtle. Districts 5 and 6 were the most likely to award a grade of "A," and no one in District 5 awarded an "F," while residents of District 1 were the least likely to award a grade of "A," although satisfaction was high overall in every district (Figure 14).

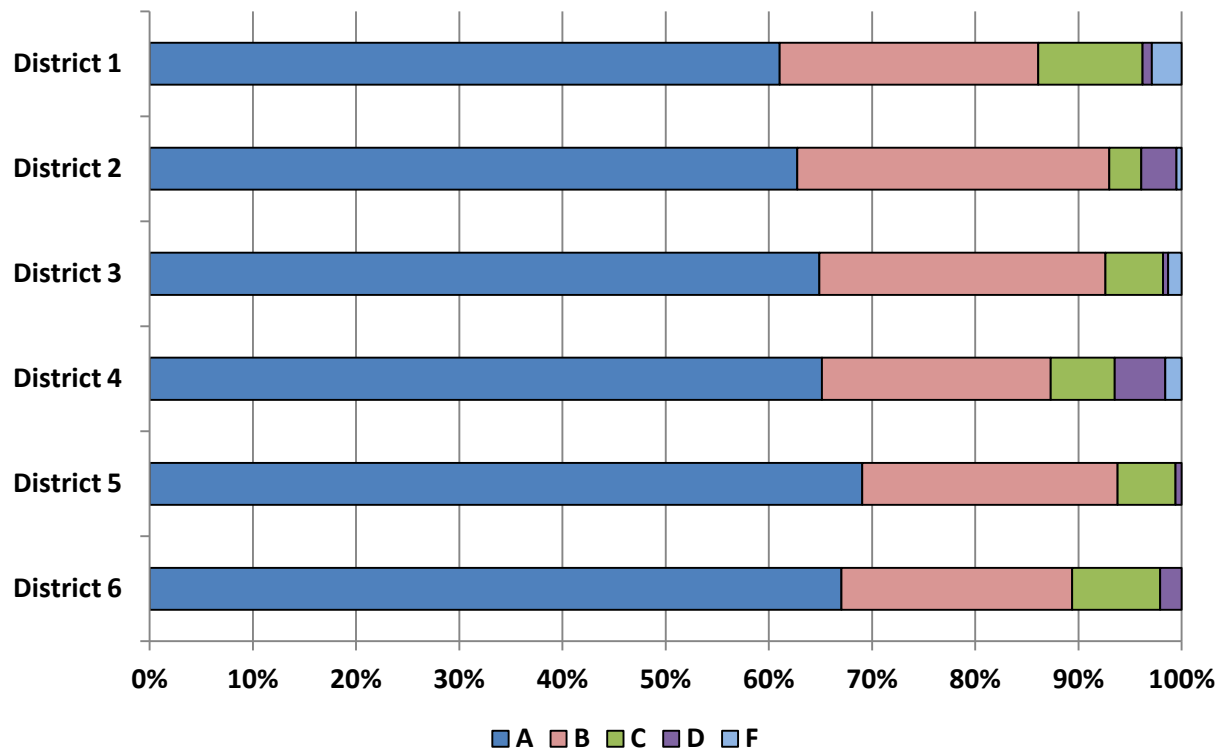


Figure 14. Overall Grade Awarded to DMV Driver Licensing Services by ITD District

Vehicle Titling and Registration

County Assessor offices provide vehicle titling and registration services within each county. ITD provides oversight of this function.

Overall Results for Vehicle Titling and Registration

A majority of respondents (67 percent) had visited a local office within the past 2 years to title or register a vehicle. As with driver licensing services, satisfaction was quite high. An overall grade of “A” was awarded by 68 percent of the respondents, while 24 percent awarded a grade of “B” (Figure 15). These results differed very little from the 2009 study, and the differences were not statistically significant.

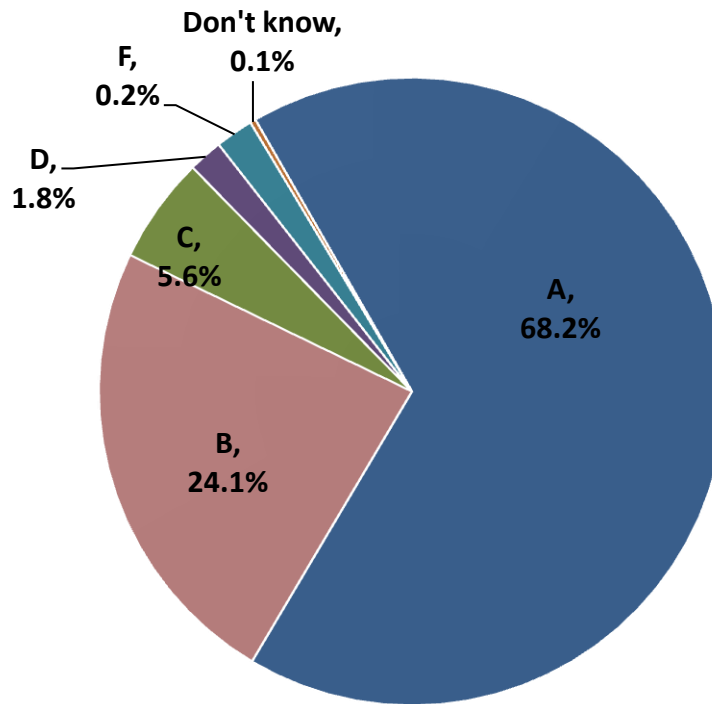


Figure 15. Overall Grade Awarded to DMV Services Related to Vehicle Titling and Registration

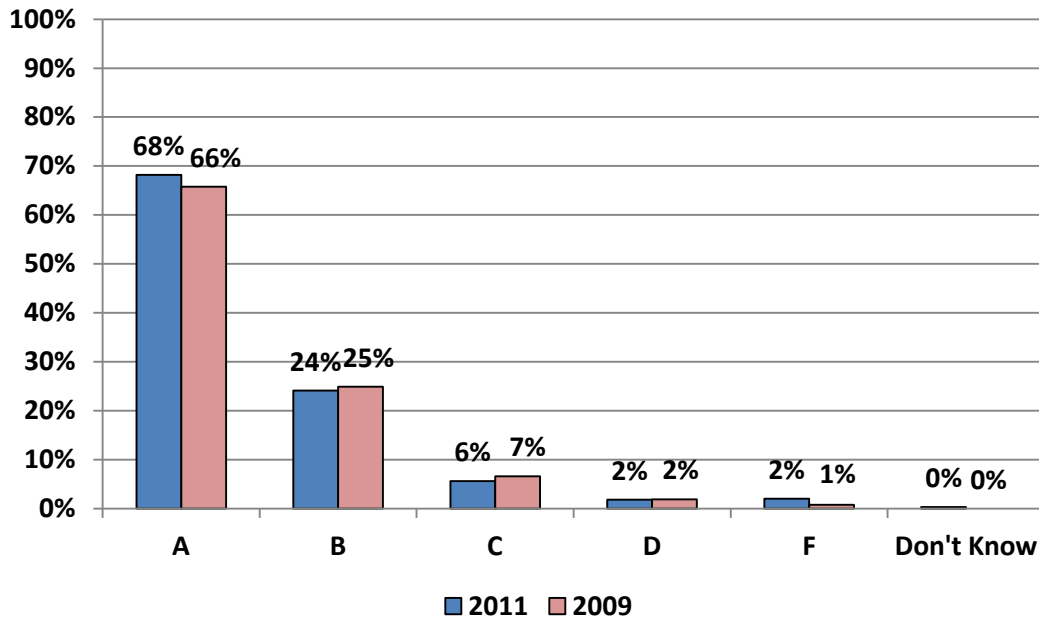


Figure 16. Comparison of Overall Grades Awarded to Vehicle Titling and Registration Matters, 2009-2011

When asked about their satisfaction with wait times, 65 percent of respondents report being “very satisfied.” Of the respondents 8 percent stated they were either “somewhat” or “very” dissatisfied with their wait time (Figure 17).

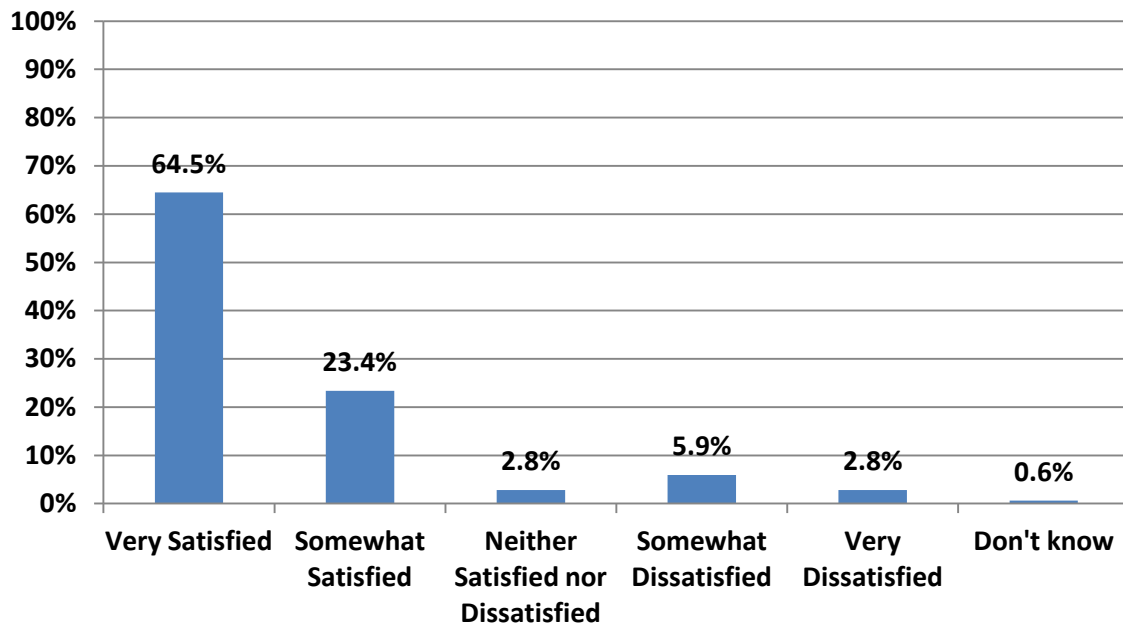


Figure 17. Satisfaction with Wait Times at County DMV Offices for Services Related to Vehicle Titling or Registration

The courteousness and knowledge of staff at county assessor offices was rated very favorably by respondents. Respondents (75 percent) stated that district staff were “very courteous” while assisting with vehicle titling and registration matters (Figure 18), and 77 percent of respondents stated staff were “very knowledgeable” (Figure 19). In both cases, less than 5 percent of respondents stated staff were either “very” or “somewhat” discourteous or unknowledgeable.

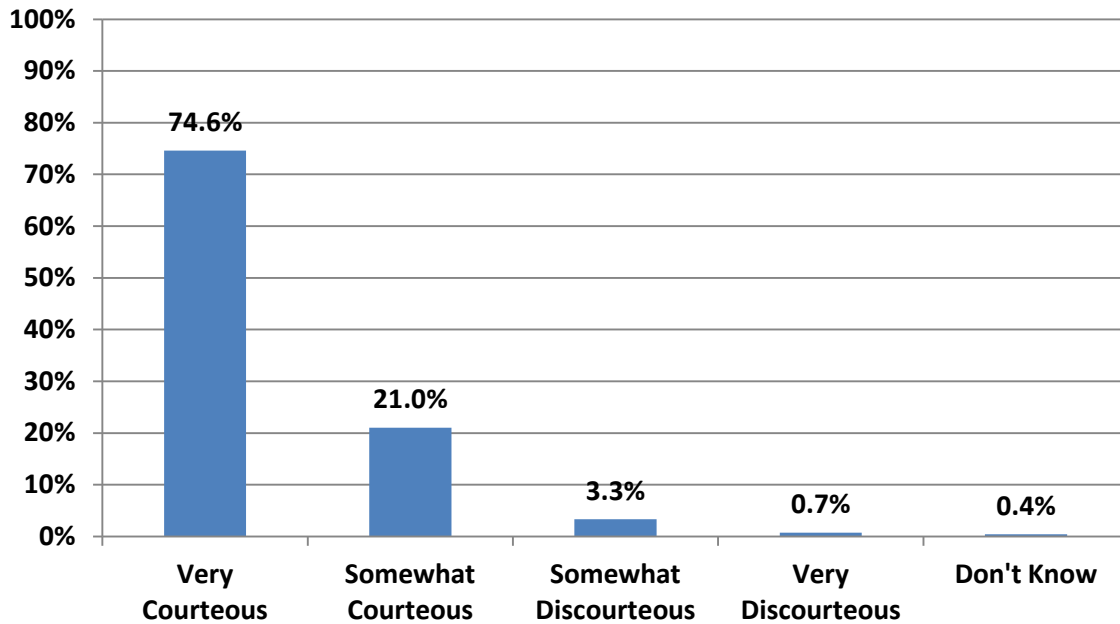


Figure 18. Courteousness of Staff at County Offices While Handling Vehicle Titling and Registration Matters

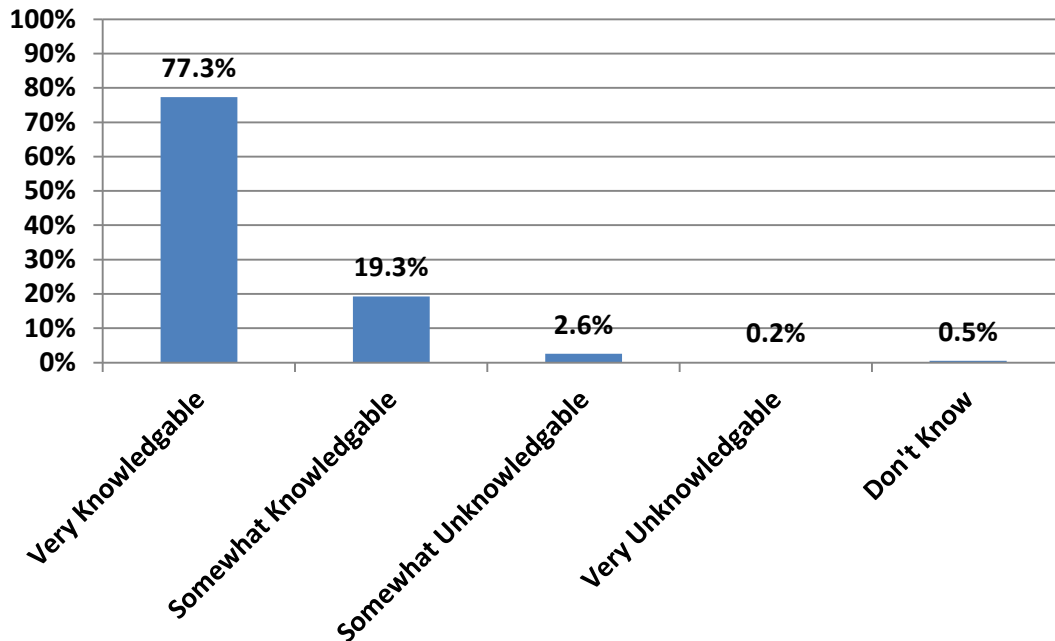


Figure 19. Knowledge of Staff at County Offices While Handling Vehicle Titling and Registration Matters

In most cases (86 percent) respondents were able to complete their vehicle titling or registration business in 1 trip. For 11 percent of the population, a second trip was required, only 3 percent of respondents reporting need to take 3 or more trips to complete their business.

District Results for Vehicle Titling and Registration

Between 61 and 75 percent of respondents in the different districts reported they had registered or titled a vehicle in the past 2 years. No statistically significant difference existed for the overall grade awarded to DMV offices for vehicle titling and registration matters, perceptions of wait time or staff courteousness. Subtle difference existed in perceptions of staff knowledge. Residents of District 5 were the least likely to state staff was “very knowledgeable” (72 percent) and residents of District 1 were most likely to state staff was “very knowledgeable.”

Online Division of Motor Vehicle Services

ITD began offering online DMV services in 2000. Some services, including ordering personalized license plates, requesting a driver’s license record, and obtaining a free status check on your driver’s license, are available statewide. Other services, such as renewing a vehicle registration, are available in 36 counties (in 2009, online vehicle registration was available in 28 counties; it remained unavailable in Benewah, Bonner, Butte, Clark, Lewis, Lincoln, Nez Perce, and Teton counties through August 2011). In 2011, 14 percent of respondents to the survey had used online vehicle registration renewals, up 1 percent from the 2009 study.

Overall Results for Online Division of Motor Vehicle Services

Respondents were asked to identify which DMV services they had sought online. Most (68 percent) had renewed their vehicle registration online. In addition, this year:

- 8 percent of respondents had ordered personalized plates.
- 9 percent had ordered a driver license record.
- 6 percent of respondents had requested a free check of their driver's license record.
- 5 percent of respondents reported reinstating their driver's license through the online portal.
- 8 percent reported conducting some other transaction online.

Respondents were generally favorable of the online DMV services, with 61 percent awarding a grade of "A" and an additional 31 percent awarding a grade of "B." Fewer than 5 percent awarded a grade of "C" or lower, though 4 percent weren't sure which grade to award (Figure 20).

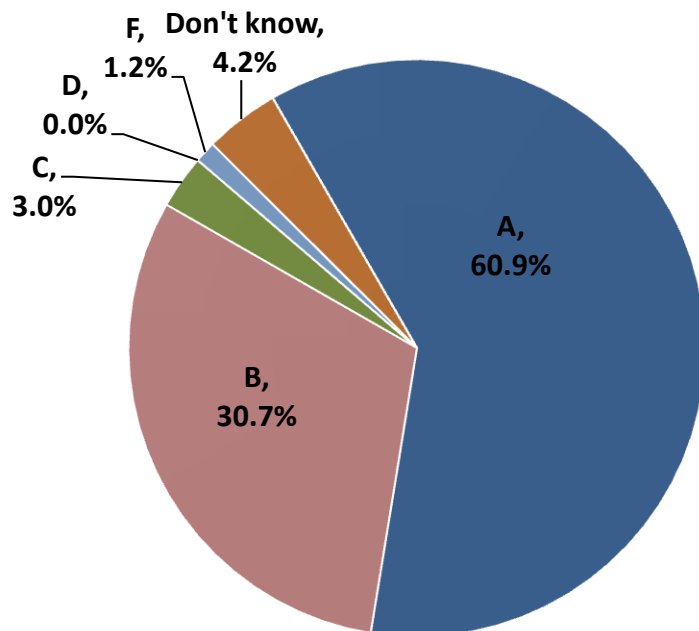


Figure 20. Overall Grade Awarded to Online DMV Services

When compared to 2009, slightly fewer respondents awarded a grade of "A" to the online vehicle registration process, while more awarded a grade of "B" and fewer awarded a grade of "C" than in 2009, but these results are not statistically significant (Figure 21).

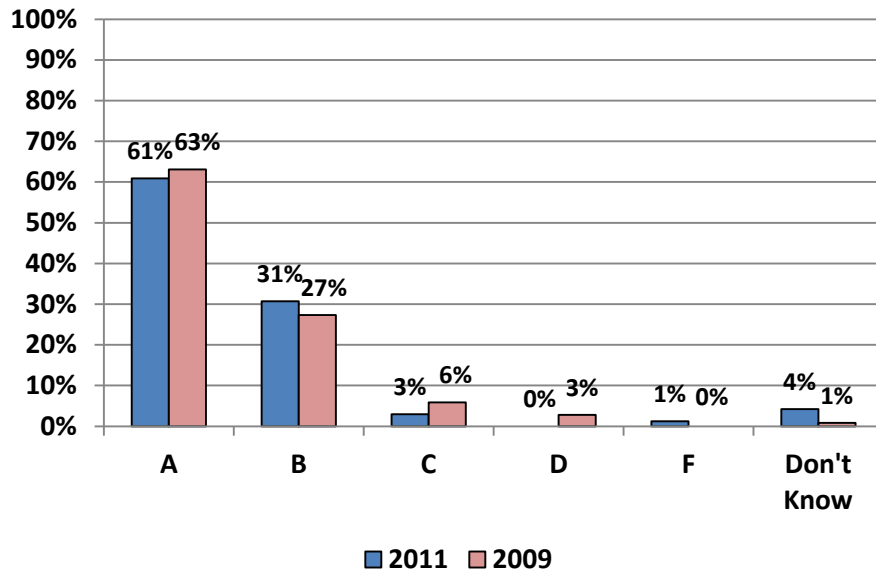


Figure 21. Comparison of Overall Grades Awarded to Online DMV Services, 2009-2011

Of those respondents who hadn't used the online DMV services in the past 2 years, a majority (56 percent) weren't aware the services existed. When asked how likely they were to use the online DMV services now that they were aware they existed, 23 percent stated they were "very likely" to use them, and an additional 33 percent stated they were "somewhat likely" to use them (Figure 22). While the proportion of respondents stating they would be "very likely" to use online DMV services now that they know they are available is similar to the 2009 study, more people stated they would be "somewhat likely" to use online registration in 2011 than in 2009 (33 percent compared to 21 percent), and these results are statistically significantly different.

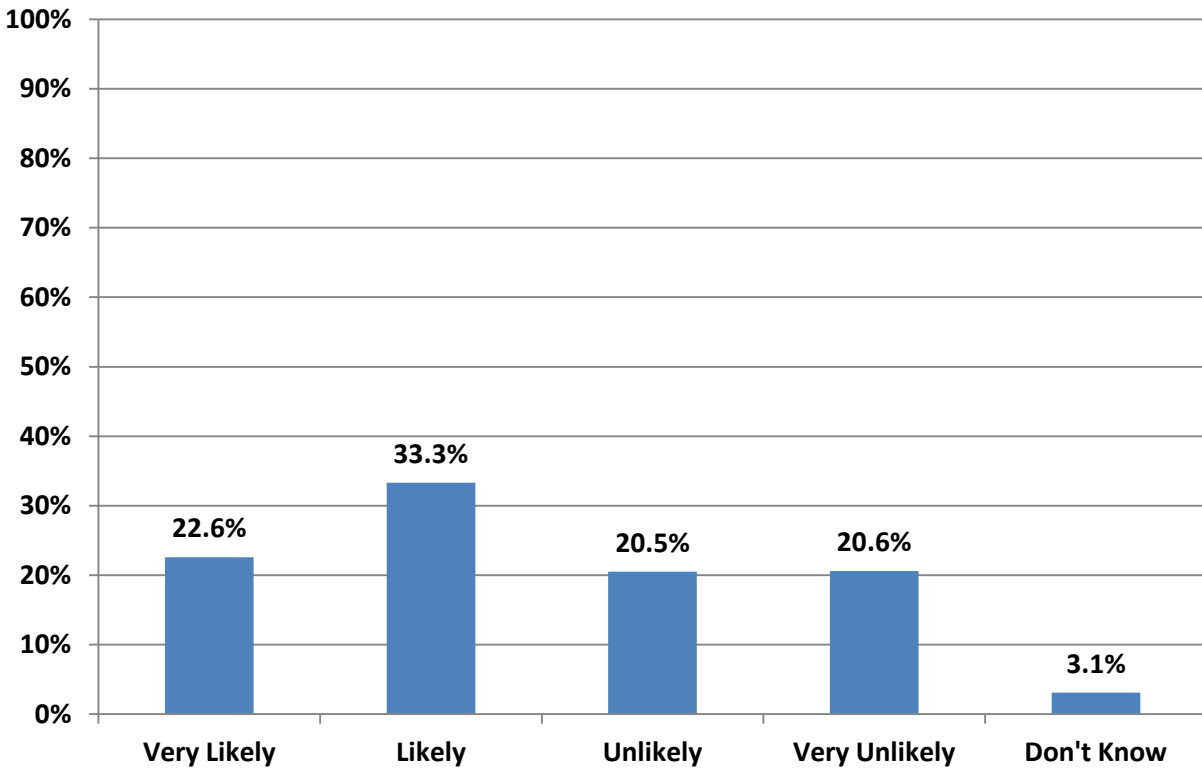


Figure 22. Likelihood of Using Online DMV Services in the Future for Respondents Who Were Previously Unaware of the Services

District Results for Online Division of Motor Vehicle Services

Statistically significant differences existed in the percentage of respondents who had used the online DMV services by ITD District. Residents of District 3 were the most likely to have used the service (18 percent), followed by District 1, District 4, and District 6. Fewer District 5 residents and District 2 residents had used the service. These results generally, but not always, tracked awareness of the service prior to this study. For instance, residents of District 5 were almost as likely to state they were aware of the service (46 percent) as residents of District 3 (48 percent), but were much less likely to use the service (10 percent versus 19 percent, respectively), (Figure 23). Thus, increasing awareness of the service does not always lead to more use of the service. No statistically significant differences existed among districts with respect to likelihood of use now that they are aware of the service or overall grade awarded.

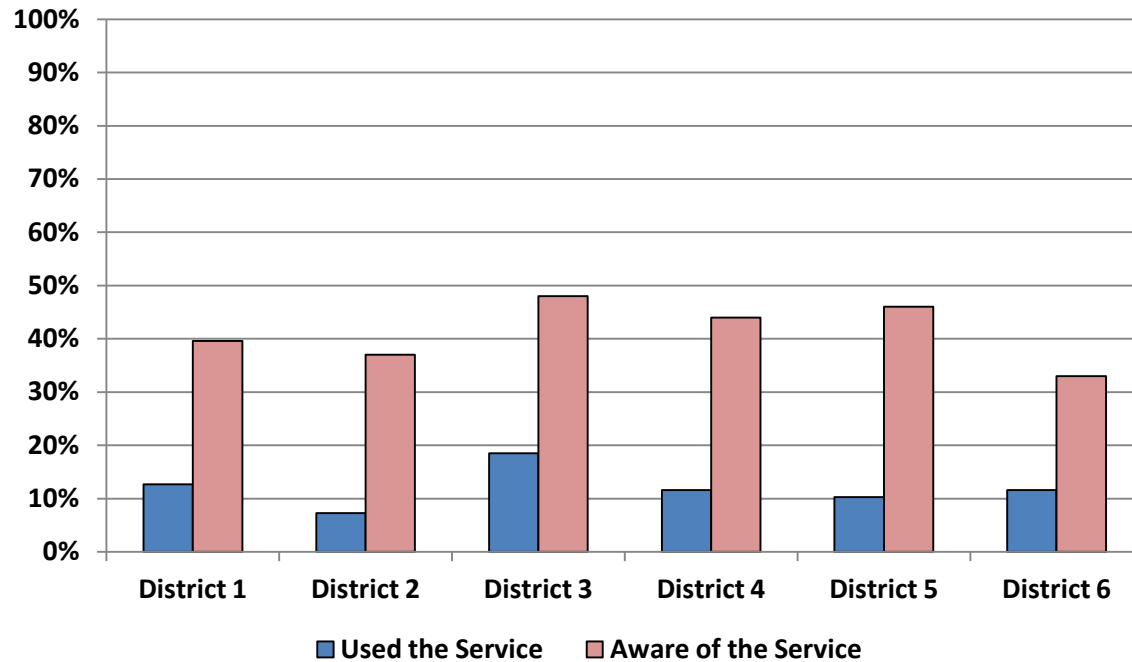


Figure 23. Use and Awareness of Online DMV Services by ITD District

Suggestions to Improve DMV Customer Services

Respondents were asked to suggest changes that ITD could make to better meet expectations related to DMV services. A total of 416 respondents provided a valid response to this question. Nearly half of the comments received (46 percent) regarded improvements to customer service. For example, within this category, 30 percent of comments suggested the wait times at the county offices were too long, and 30 percent also suggested adding more staff at the county offices. An additional 27 percent made a general comment to improve customer service. These results conflict somewhat with the high ratings awarded to the DMV and vehicle titling/licensing services. However, the number of individuals who offered a response to this question was 466, and of them, 215 (or 13 percent of all survey respondents) made suggestions to improve DMV customer service. Thus, these responses, while useful, represent a minority of respondents. The second most commonly cited theme (given by 18 percent of respondents) involved suggested changes to policy. Within this primary theme, 22 percent of respondents felt that fees are too high. Of the respondents, 18 percent felt that the registration process should be changed, and an additional 18 percent of respondents disliked the fee to renew registrations online. The third most highly mentioned primary theme involved suggestions to improve the quality of services offered. Within this theme, over a third (34 percent) stated the website needed improvements. It was suggested that ITD improve or add services (19 percent), and an additional 19 percent suggested that ITD could promote its services better or provide better information. In a separate subtheme, 16 percent of respondents stated that ITD should do more to promote its online services. Additional primary themes cited for this question involve DMV facilities (9 percent), comments that performance or staff were good (8 percent), miscellaneous comments (2 percent), or funding issues (1 percent) (Table 2).

Table 2. Content Analysis of DMV Services

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|---------------------------------|--|------------|-----------------------|-----------------------------|
| Improve Customer Service | Wait times/lines too long | 65 | 30.23% | |
| | Need more staff | 63 | 29.30% | |
| | Poor customer service | 57 | 26.51% | |
| | Expand operating hours | 17 | 7.91% | |
| | Raise staff competency | 13 | 6.05% | |
| | SECTION TOTAL | 215 | 100.0% | 46.14% |
| Policy Changes | Fees too high | 19 | 22.35% | |
| | Vehicle registration process needs change | 15 | 17.65% | |
| | Dislike online services fees | 15 | 17.65% | |
| | Misc. policy changes | 12 | 14.12% | |
| | Driver Licensing - Renewal time period/testing | 12 | 14.12% | |
| | Accept Debit/Credit Cards | 8 | 9.41% | |
| | Dislike/don't have technology | 4 | 4.71% | |
| | SECTION TOTAL | 85 | 100.0% | 18.24% |
| Improve Services Offered | Website needs improvement | 25 | 33.78% | |
| | Improve or add services | 14 | 18.92% | |
| | Promote services/supply better information | 14 | 18.92% | |
| | Promote online services | 12 | 16.22% | |
| | Mail/postcard reminders/notifications | 9 | 12.16% | |
| | SECTION TOTAL | 74 | 100.0% | 15.88% |

Table 2. (cont.) Content Analysis of DMV Services

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|--|--|--------------|------------------------------|------------------------------------|
| DMV Facilities | Lack of DMV locations | 20 | 50.00% | |
| | Facilities - New/Upgrade/Flow improvements/Parking | 20 | 50.00% | |
| | SECTION TOTAL | 40 | 100.0% | 8.58% |
| | | | | |
| Staff was Nice/Performance was Good | SECTION TOTAL | 38 | 100.0% | 8.15% |
| | | | | |
| Miscellaneous | SECTION TOTAL | 9 | 100.0% | 1.93% |
| | | | | |
| Lack of Funding | SECTION TOTAL | 5 | 100.0% | 1.07% |

Chapter 3

Alternative Transportation

The third section of the survey addressed alternative transportation in Idaho. While ITD does not directly provide alternative transportation services, staff from ITD work with communities within the state to develop or implement alternative transportation, and some Federal funding for alternative transportation efforts in the state is channeled through ITD. For that reason, rather than assess satisfaction with individual types of alternative transportation, the survey sought to more generally assess residents' use of alternative transportation and their satisfaction with the choices that are available to them.

Overall Results for Alternative Transportation

Respondents were asked what types of alternative modes of transportation they use, if any. Just over half of respondents (51 percent) responded that they use public transportation, carpools, Rideshare, Van Pool, bicycling, or walking. (Figure 24) Walking was the most commonly cited form of alternate transportation, with 35 percent of the respondents saying they walk to get around their community. Of those individuals that use 1 or more forms of alternate transportation, 60 percent use only 1 form, but 33 percent use 2 different forms, and 6 percent use 3 or more forms of alternate transportation.

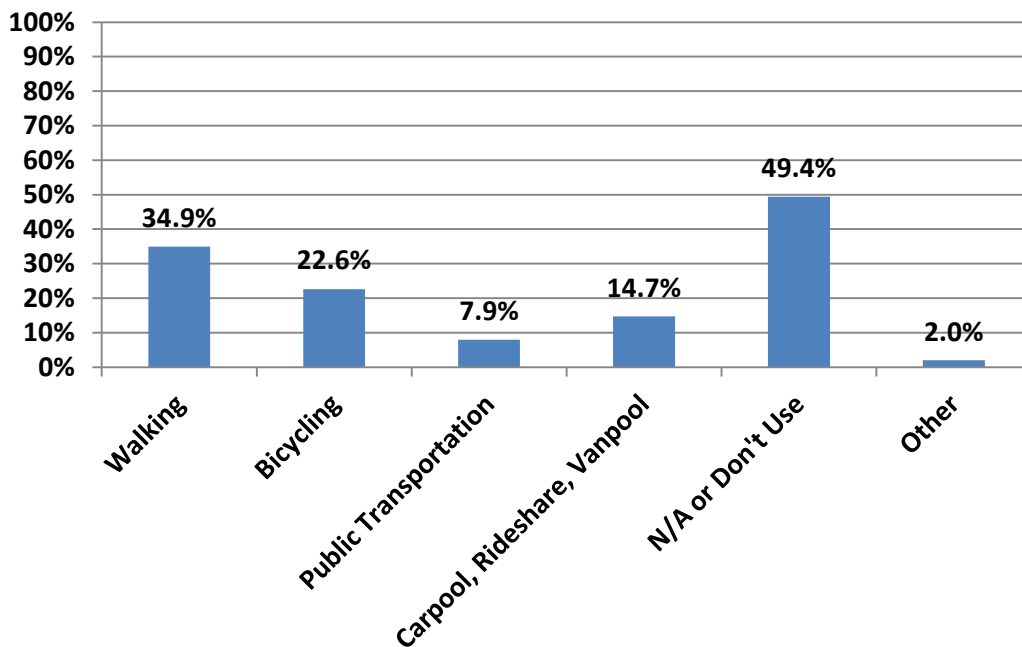


Figure 24. Types of Alternative Transportation Used

A majority of those who reportedly use alternate modes of transportation indicated they use it often. As shown in Figure 25, 21 percent of respondents reported using alternate modes of transportation daily. An additional 34 percent said they used it weekly.

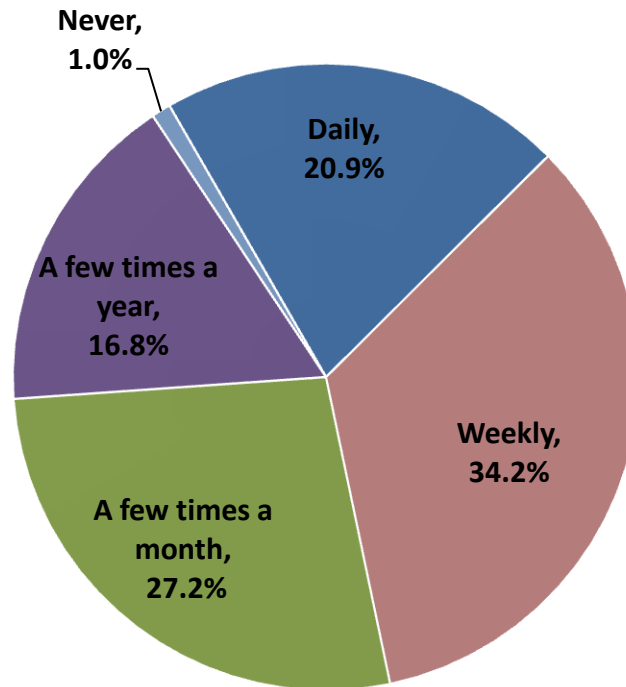


Figure 25. Frequency of Use of Alternate Modes of Transportation for Individuals Who Use Them

Survey respondents were asked under what circumstances it would be worthwhile to use alternative transportation, whether they currently used it or not. Respondents could select from among seven conditions or specify other conditions, and could state more than one condition. The conditions that were used as survey items were the most commonly cited reasons given in an open-ended question on the 2009 Customer Satisfaction Survey. Of the respondents, 43 percent stated that they would use alternative transportation more if services were more convenient or widely available. Nearly a third (32 percent) stated they would use alternative modes of transportation if they were unable to drive, while 22 percent stated they would if gas or driving was more expensive than it is currently. Figure 26 denotes that 21 percent stated they would use alternative transportation if they lived in a more urban area. Other responses are listed in Table 3.

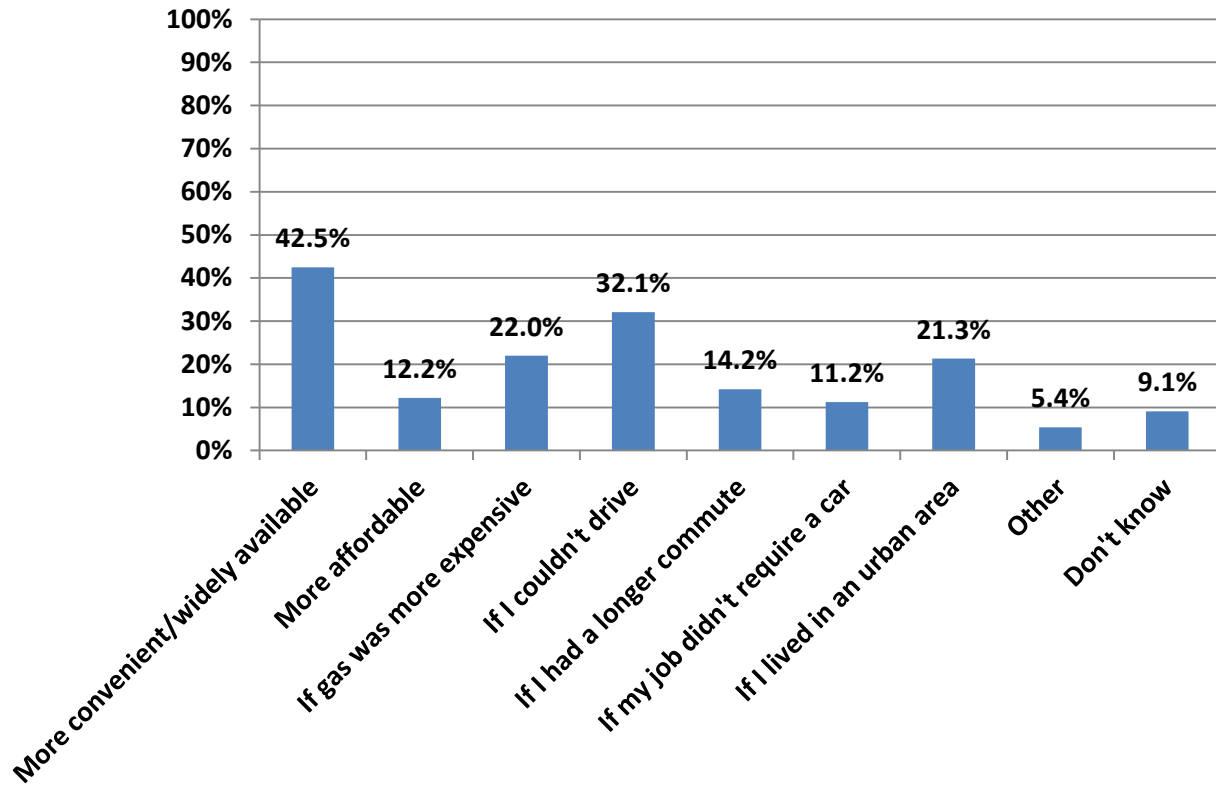


Figure 26. Conditions Under Which Respondents Would Use Alternative Transportation

Table 3. Other Responses for When Respondents Would Use Alternative Transportation

| Response | Number | Percentage of Respondents |
|--|---------------|----------------------------------|
| Weather related responses | 11 | 21.5% |
| If there were more buses/more frequent buses/more convenient bus routes | 9 | 17.6% |
| If there public transportation services were available/better/affordable | 9 | 17.6% |
| If there were more bike paths/lanes | 6 | 11.7% |
| If I had a shorter commute | 5 | 9.8% |
| Wouldn't use | 4 | 7.8% |
| If it was safer | 2 | 3.9% |
| If there were more/better sidewalks | 3 | 3.9% |
| If my car broke down/I didn't have a car | 2 | 4.0% |
| If my schedule was different | 1 | 2.0% |
| If they were more handicap accessible | 1 | 2.0% |
| If my physical activity was limited | 1 | 2.0% |
| Might use a shuttle from Idaho Falls to Salt Lake City | 1 | 2.0% |
| For pleasure | 1 | 2.0% |
| To reduce personal use of fossil fuels | 1 | 2.0% |
| If I was retired | 1 | 2.0% |
| If there were Shuttle Buses for skiing | 1 | 2.0% |
| If my son wasn't available to drive me | 1 | 2.0% |
| Total | 51 | 100.0% |

Even though just half the population currently uses alternative transportation, far more think it is important to have transportation options. Of the respondents, 61 percent thought it is either “very important” or “important” to have access to public transportation, such as buses, Rideshare, or Van Pool in their community, and only 20 percent felt it was either “unimportant” or “very unimportant” to have access to those services. When respondents were asked about the importance of safe walking or bicycle routes, 87 percent felt they were either “very important” or “important,” compared to 7 percent who felt they were “unimportant” or “very unimportant” (Figure 27).

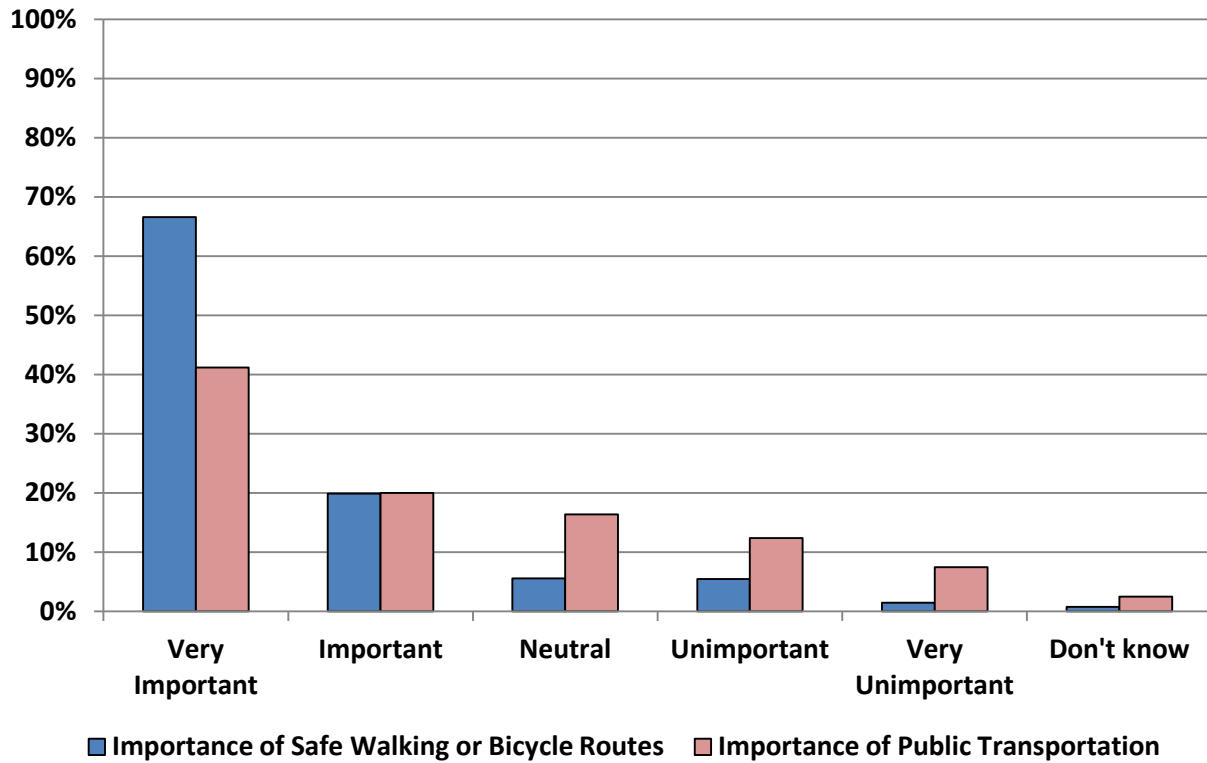


Figure 27. Importance of Alternate Transportation

Satisfaction with alternative transportation options is mixed. Of the respondents, 48 percent stated they are “very” or “somewhat” satisfied with transportation options available other than their personal vehicles, but 24 percent state they are “somewhat” or “very” dissatisfied (Figure 28).

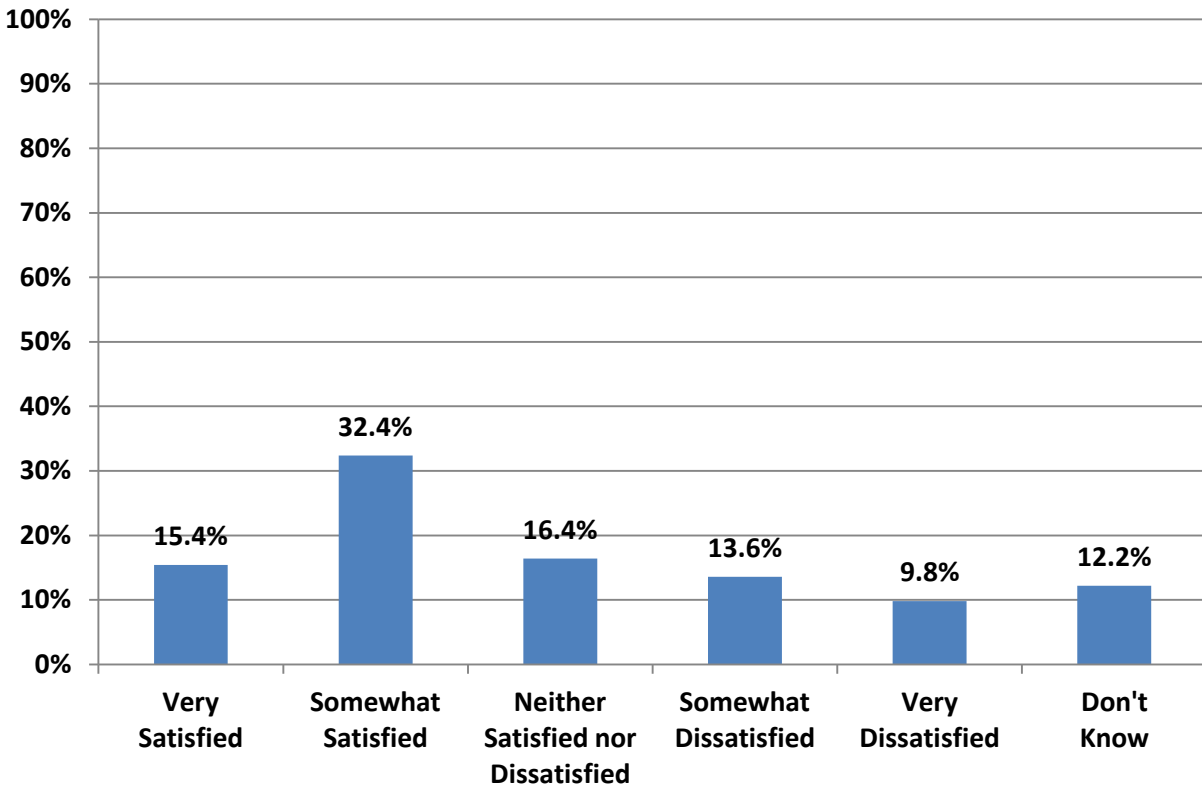


Figure 28. Satisfaction with Available Alternative Transportation Options

District Results for Alternative Transportation

In order to compare use of alternative transportation among districts, responses to the question about the type(s) of alternative transportation used were grouped as follows. If a respondent used one or more of the forms of alternative transportation mentioned (including “other”) they were categorized as using alternative transportation. If not, they were categorized as not using alternative transportation. By this measure, no statistically significant differences existed among ITD districts in the use of alternative transportation. Similarly, for those individuals who indicated they use alternative transportation, no statistically significant differences existed in the frequency of use across ITD districts or in their satisfaction with the transportation options available to them.

While there were no statistically significant differences in the use of alternative transportation reported by respondents, significant differences did exist among residents of different ITD Districts with respect to their perception of the importance of having public transportation and safe walking/bicycle routes available. Residents of District 3 were most likely (50 percent) to state it was “very important” have access to public transportation, while residents of District 4 were the least likely (30 percent) to select this option (Figure 29). While support for safe walking and/or bicycle routes was generally high across all ITD districts, residents of District 3 were the most likely to be supportive, with 91 percent of respondents rating safe routes as being either “very” or “somewhat” important. Residents of Districts 4 and 5 were less likely to rate safe pedestrian or bicycle routes as being of high importance (Figure 30).

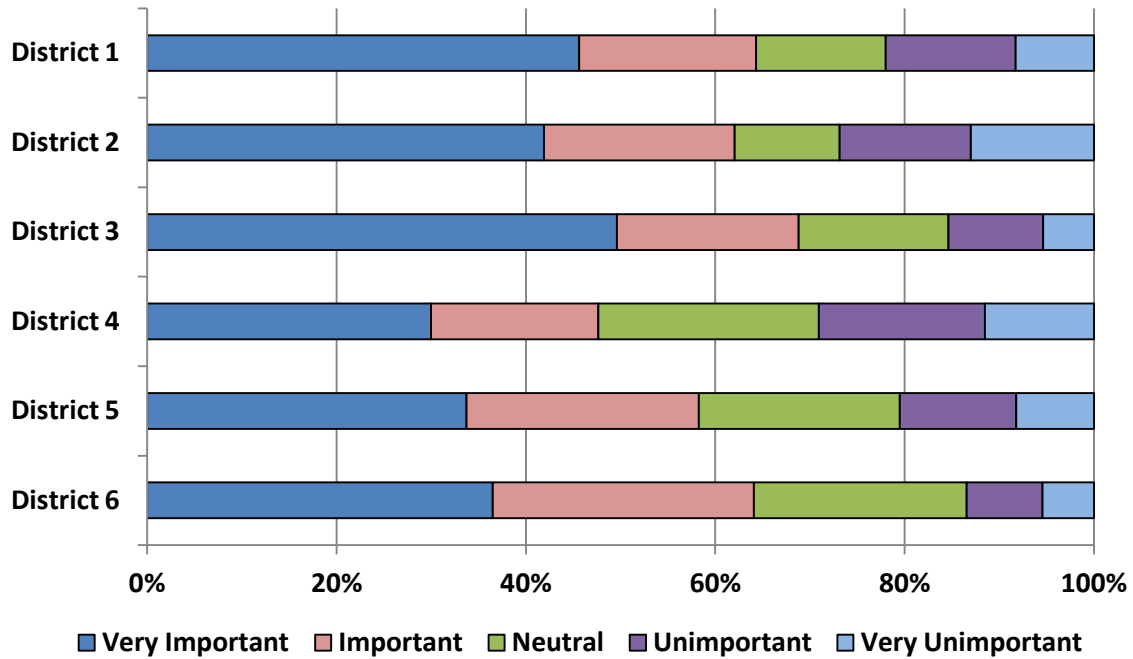


Figure 29. Importance of Having Public Transportation Available by ITD District

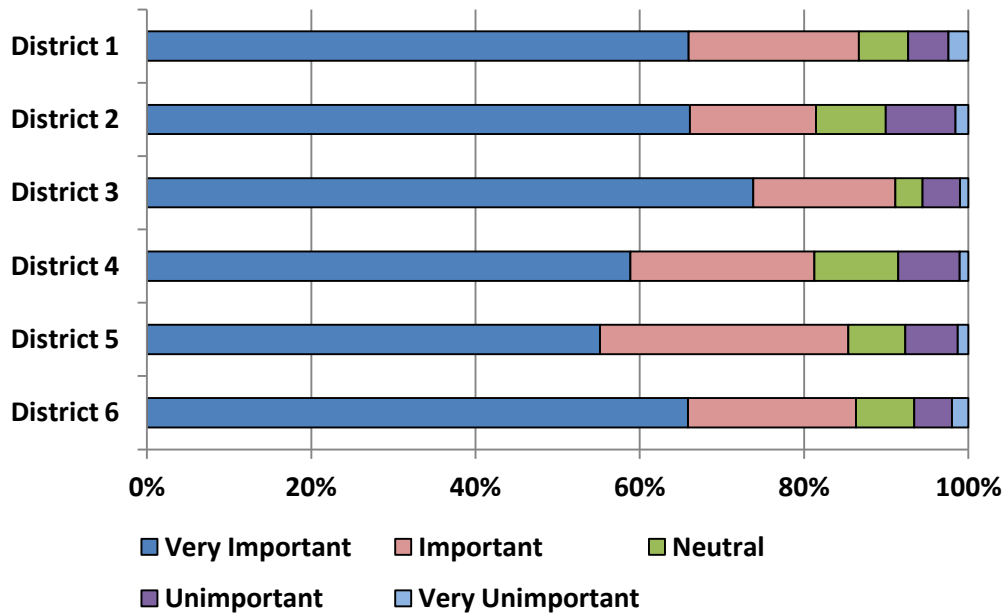


Figure 30. Importance of Safe Walking and/or Bicycle Routes by ITD District

Chapter 4

Public Involvement in Planning

Overall Results for Public Involvement in Planning

The fourth section of the survey addressed satisfaction with ITD's efforts to involve the public in the planning process. Overall grades awarded to ITD in the area of planning this year are slightly higher than in 2009, but still lower than other areas of service. Fourteen percent of respondents rated ITD's efforts to involve the public as an "A," 35 percent awarded ITD a "B" and 28 percent awarded the grade of "C." Of the respondents, 11 percent awarded a grade of "D" or "F" (Figure 31).

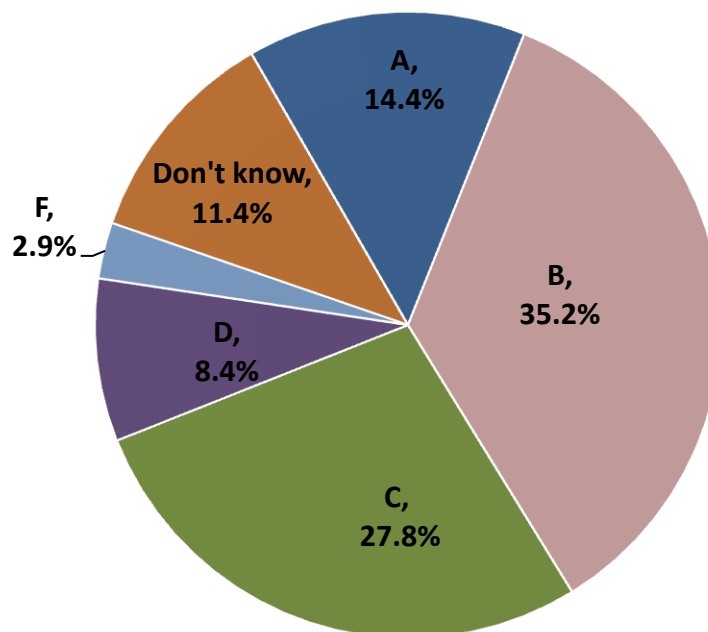


Figure 31. Overall Grade Awarded to Public Involvement

When compared to the 2009 results, more respondents awarded a grades of "A" and "B" in 2011 compared to 2009, while fewer awarded a grades of "C," "D," or "F" in 2011 compared to 2009 (Figure 32). These results are statistically significantly different.

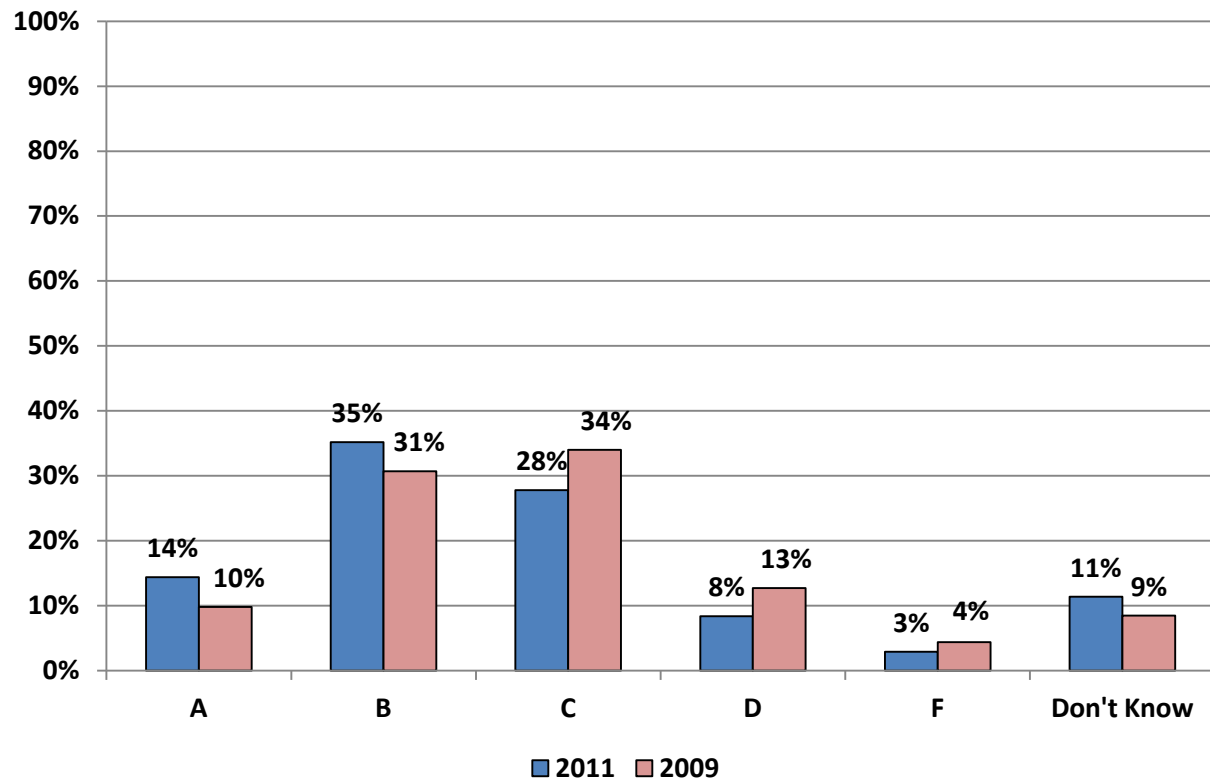


Figure 32. Comparison of Overall Grade Awarded to Public Involvement in Planning, 2009-2011

When asked how strongly they agree or disagree with the statement “ITD does a good job of getting public input on state highway projects,” 39 percent of respondents either “agreed” or “agreed strongly.” Of the respondents, 37 percent were neutral to the statement, and 16 percent “disagreed” or “disagreed strongly” (Figure 33).

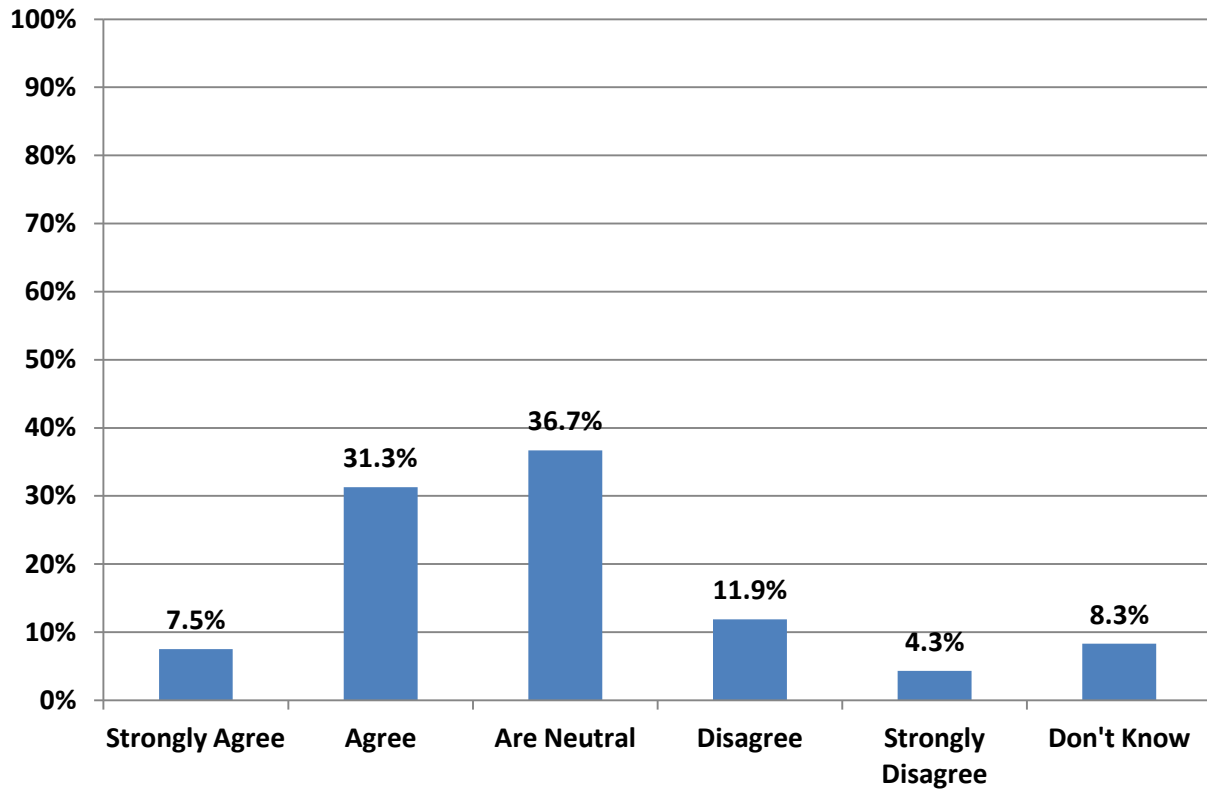


Figure 33. Level of Agreement with the Statement: “ITD Does a Good Job of Getting Public Input on State Highway Projects”

When asked if they had ever provided input to ITD by attending a public meeting or using some other method, only 17 percent of respondents had done so. When the results from the preceding survey question are compared to the percent who have provided feedback, a statistically significant difference exists in the opinion of those who have participated in public meetings and those that don't. While those individuals who had provided feedback were more likely to strongly agree and agree that ITD does a good job of getting public input on state highway projects, they were also more than twice as likely to disagree and disagree strongly with the statement. Individuals who had not provided input to ITD were more likely to be neutral to the statement or to be unsure (Figure 34). These results indicate some polarization among those that have been more engaged in ITD's planning efforts, with some feeling that ITD performed well, and others feeling the opposite way.

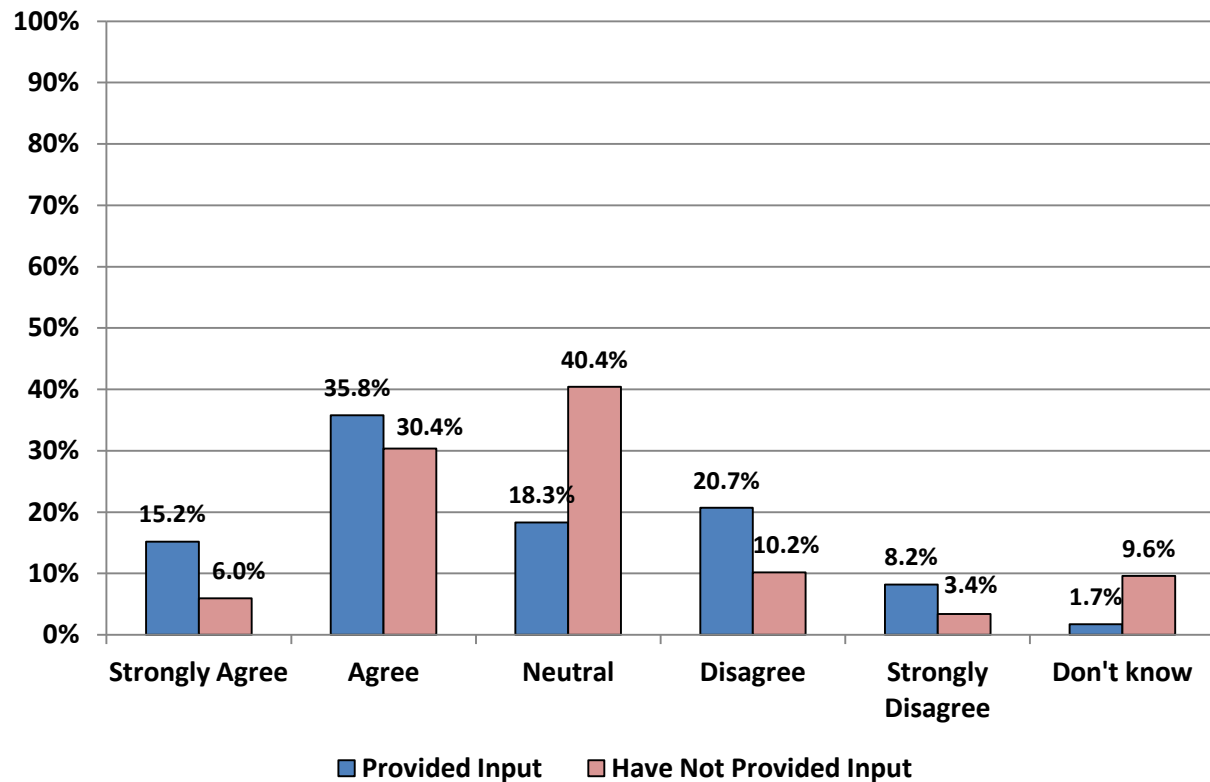


Figure 34. Level of Agreement with the Statement: "ITD Does a Good Job of Obtaining Public Input," by Respondent Participation in Planning Efforts

For those that had provided input to ITD, the majority (65 percent) had participated in a public meeting. Sixteen percent had responded to a direct mail or return reply card, 11 percent had submitted comments to a website, and 10 percent had responded to a telephone survey (Figure 35).

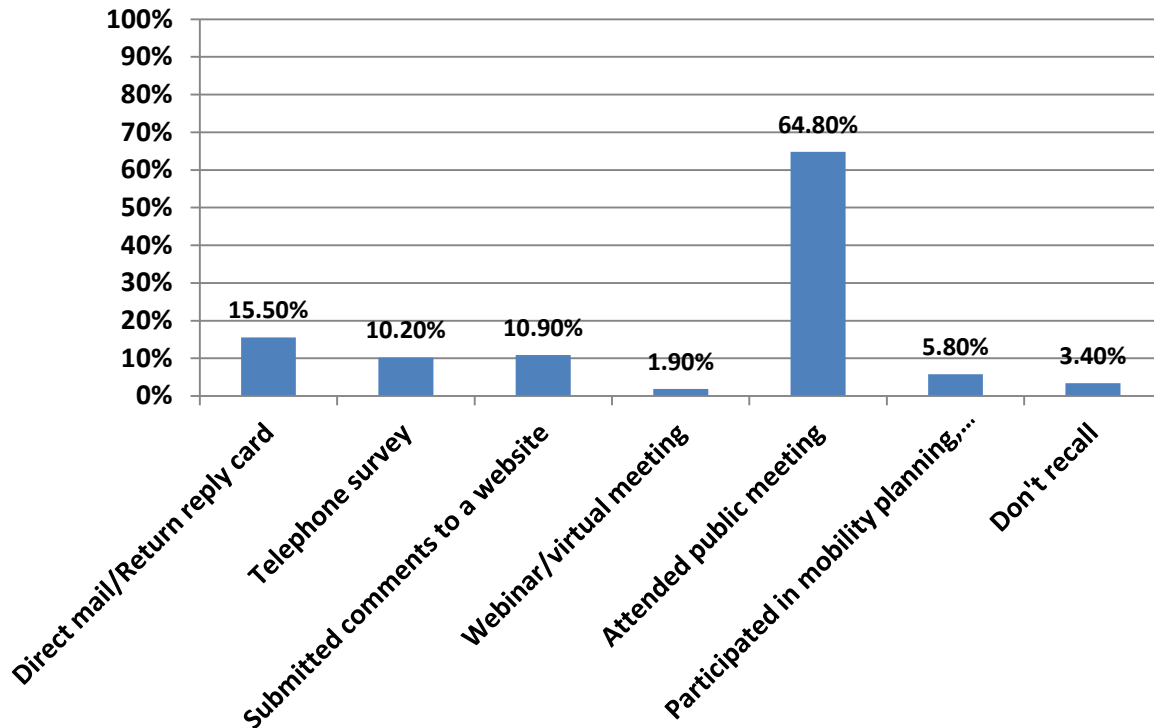


Figure 35. Mechanism of Providing Input to ITD for Those Individuals Who Had Given Input

Respondents were asked to rank six methods of providing input to ITD. These methods included direct mail/return reply cards, telephone calls or surveys, by submitting comments to a website, webinars or virtual meetings, public meetings, or participating in a local mobility planning, prioritization, and advocacy group. Responses are shown in Figure 36. The highest ranked option was submitting comments to a website, with 42 percent of respondents ranking that as their first choice. Of the respondents, 36 percent ranked direct mail/return reply cards as their first choice, and 20 percent selected telephone calls or surveys.

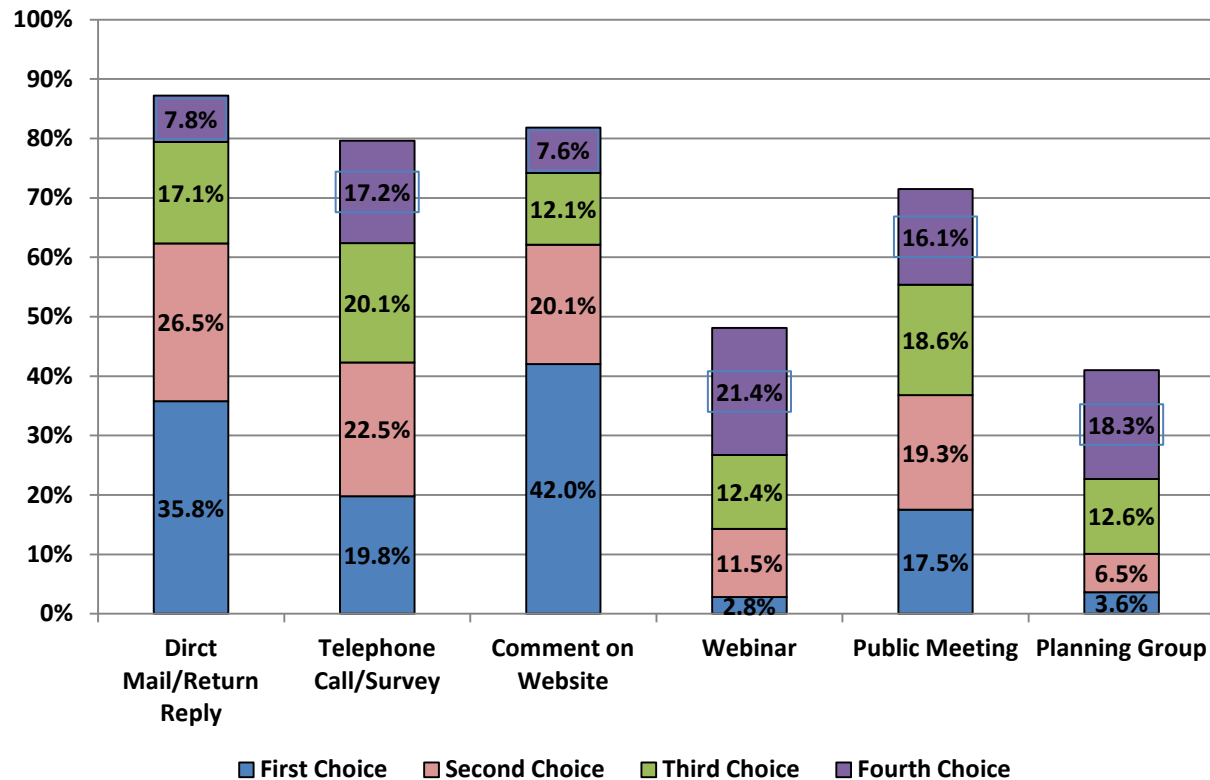


Figure 36. Preferred Methods of Providing Input to ITD

As with other sections, respondents were asked what changes ITD could make to better meet expectations in the area of public involvement in the planning process. There were 801 individuals who answered this question. Nearly half of them commented that ITD should do more to provide information to the public. Within this theme, 30 percent of comments were non-specific comments about providing more information. For example, typical responses included “get the word out,” “increase public involvement,” and “inform us more about what is going on.” Respondents suggested that ITD should “advertise” more but did not suggest a medium to do so. Many people suggested specific formats to get information to the public, including newspaper, mail, radio, television, or phone, or electronic via the Internet or reader boards.

The second most commonly cited primary theme regarded public meetings (21 percent of respondents). In this group, respondents requested “more public meetings” and “increase public involvement at the local level.” Over half of the respondents stated that meetings need to be promoted better, in advance, or with more description. Within this category, 18 percent of the respondents stated that meetings needed to be more frequent or convenient. Respondents also suggested media for promoting meetings, such as by mail, newspaper, radio, television, or phone, or by email or the Internet. The third most commonly cited theme involved public input, with 16 percent of respondents commenting on it. Within this theme, 40 percent of respondents mentioned that ITD should ask for input more often or otherwise increase public involvement (Table 4).

Table 4. Content Analysis of Public Involvement in Planning

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|--|--|--------------|------------------------------|------------------------------------|
| Provide More Information in General | Provide more information in general | 133 | 29.69% | |
| | Info dispersal - "Advertise" with no specify media suggested a | 74 | 16.52% | |
| | Info dispersal - Newspaper | 69 | 15.40% | |
| | Info dispersal - Mail | 63 | 14.06% | |
| | Info dispersal - Radio / TV / Phone | 38 | 8.48% | |
| | Info dispersal - Electronic (Online and Reader Boards) | 33 | 7.37% | |
| | Provide more project Information | 21 | 4.69% | |
| | Provide information more timely / better | 17 | 3.79% | |
| | SECTION TOTAL | 448 | 100.00% | 46.42% |
| Meetings | Promote better (no media suggested)/ in advance/describe | 108 | 53.73% | |
| | Have more meetings/more convenient | 36 | 17.91% | |
| | Info dispersal about meetings - Mail | 18 | 8.96% | |
| | Better geographic dispersion | 12 | 5.97% | |
| | Info dispersal about meetings - Newspaper | 12 | 5.97% | |
| | Info dispersal about meetings - Radio / TV / Phone | 10 | 4.98% | |
| | Info dispersal about meetings - Email / Internet | 5 | 2.49% | |
| | SECTION TOTAL | 201 | 100.00% | 20.83% |
| Public Input | Ask for input / ask more / increase involvement | 62 | 40.00% | |
| | Advertize how provide input | 43 | 27.74% | |
| | Surveys / Input Cards | 32 | 20.65% | |
| | Alternatives - online, phone, committees | 18 | 11.61% | |
| | SECTION TOTAL | 155 | 100.00% | 16.06% |

Table 4. (cont) Content Analysis of Public Involvement in Planning

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|---|--|--------------|------------------------------|------------------------------------|
| Perception of ITD | Perception of ITD not listening | 28 | 32.56% | |
| | Not serving in public interest | 25 | 29.07% | |
| | ITD should be involved in community | 13 | 15.12% | |
| | Perception of ITD Lacking Honesty / Transparency | 12 | 13.95% | |
| | Perception of Poor Communication | 8 | 9.30% | |
| | SECTION TOTAL | 86 | 100.00% | 8.91% |
| | | | | |
| Doing Fine | SECTION TOTAL | 16 | 100.00% | 1.66% |
| | | | | |
| Megaloads | SECTION TOTAL | 14 | 100.00% | 1.45% |
| | | | | |
| ITD-Specific Suggestion or Comment | SECTION TOTAL | 13 | 100.00% | 1.35% |
| | | | | |
| Roads/ Road Conditions | SECTION TOTAL | 12 | 100.00% | 1.24% |
| | | | | |
| Better Planning | SECTION TOTAL | 8 | 100.00% | 0.83% |
| | | | | |
| Miscellaneous | SECTION TOTAL | 8 | 100.00% | 0.83% |
| | | | | |
| Alternate Transportation | SECTION TOTAL | 4 | 100.00% | 0.41% |

District Results for Public Involvement in Planning

Residents of the six ITD Districts did not differ significantly in their agreement or disagreement with the statement “ITD does a good job of obtaining public input on state highway projects.” While subtle differences did exist among residents of the different districts in the level of participation in providing input to ITD—Districts 2 and 3 had slightly higher levels than the other districts—those differences were not statistically significant. Neither did they differ in overall grade awarded to ITD for its efforts in involving the public in its planning process. These results indicate that while satisfaction with ITD’s efforts in this area is mixed, those differences are not a function of geography.

Chapter 5

Communication

The fifth section of the survey asked about communication from ITD to Idaho residents. Communications of this type include the 511 informational systems, ITD's website, and other forms of communication from the department.

Communication from ITD

Overall Results Regarding Communication from ITD

Respondents were generally pleased with communication from ITD. Respondents (23 percent) awarded ITD a grade of "A" for its efforts to communicate with the public, up from 18 percent in 2009. An additional 43 percent of respondents awarded a grade of "B," and 28 percent awarded a grade of "C" (Figure 37).

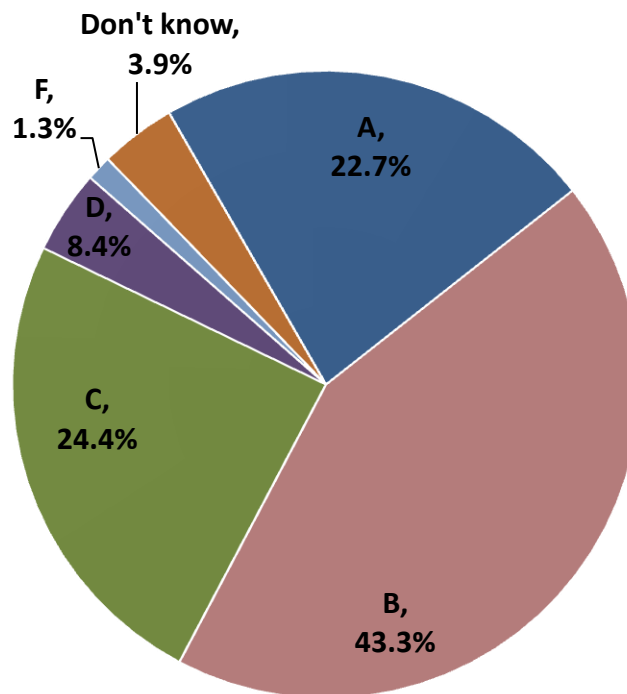


Figure 37. Overall Grade Awarded to Communication Efforts by ITD

When compared to the 2009 results, more respondents awarded a grade of "A" in 2011 than in 2009, and these results are statistically significantly different (Figure 38).

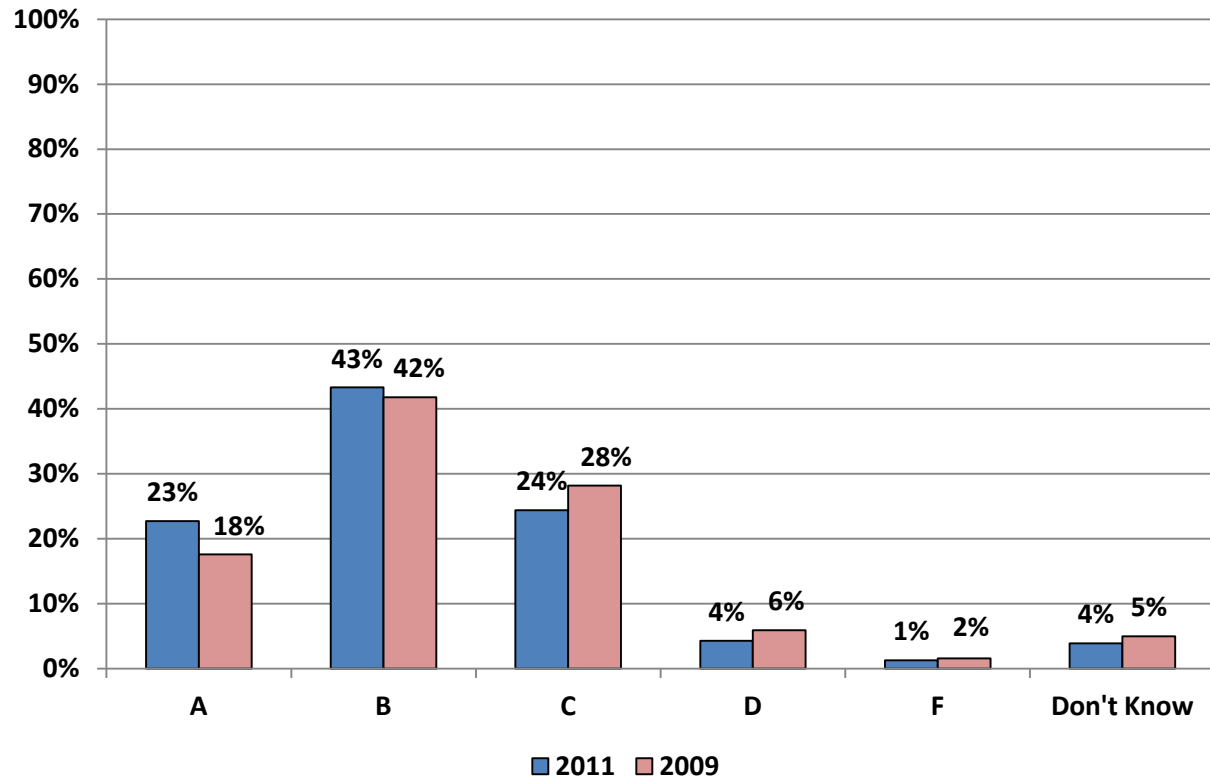


Figure 38. Comparison of Overall Grades Awarded to Communication, 2009-2011

When asked how they currently receive information from ITD (respondents could select more than 1 option), the most commonly cited methods were:

- Newspaper (43 percent)
- Electronic Signs and Reader Boards (41 percent)
- Television (39 percent)
- Radio (20 percent)
- Internet or Website (18 percent)

These results differ slightly from the 2009 study, in which only 26 percent of respondents report using electronic signs and reader boards, and slightly more respondents (45 percent) reported using television as a source of information. Since 2009, ITD has added 12 reader boards, potentially accounting for the increased use of reader boards as a form of communication.

When asked their preferred method for receiving communication, newspaper (26 percent), television (24 percent), and Internet or website (17 percent) were the most preferred mechanisms (Figure 39). Other responses received for preferred used forms of communication are listed in Table 5.

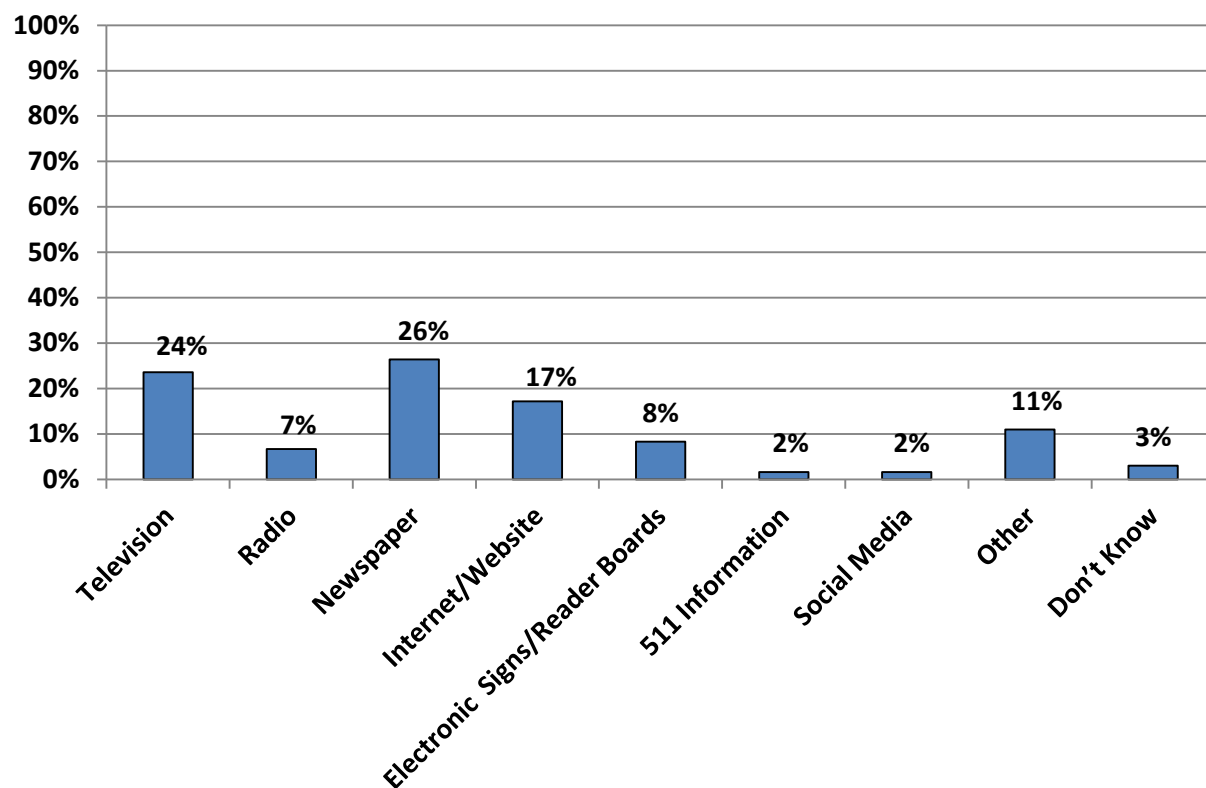


Figure 39. Most Preferred Method of Receiving Communication from ITD

Table 5. Other Methods Preferred to Receive Information

| Response | Number | Percentage of Respondents |
|---|---------------|----------------------------------|
| Direct Mail | 153 | 75.7% |
| Email | 16 | 7.9% |
| Telephone | 12 | 5.9% |
| All of the Above | 3 | 1.5% |
| Family or Friends | 3 | 1.5% |
| Media | 2 | 1.3% |
| Newspaper | 2 | 0.5% |
| Flyers | 1 | 0.5% |
| In Person Visit | 1 | 0.5% |
| Local Advertising | 1 | 0.5% |
| Local Meetings | 1 | 0.5% |
| 511 - Mobile Phone Application | 1 | 0.5% |
| 511 - Mobile Phone Website | 1 | 0.5% |
| Roadside Signs | 1 | 0.5% |
| Signs on Bulletin Boards | 1 | 0.5% |
| There's No Communication Up Here | 1 | 0.5% |
| TV, Radio, and Newspaper | 1 | 0.5% |
| I Don't Care as Long as I Know About It | 1 | 0.5% |
| Total | 202 | 100.0% |

District Results Regarding Communication from ITD

The differences in the overall grades awarded to ITD for its communication efforts were statistically significant among districts. Residents of District 5 and 6 were the most likely to award a grade of “A,” with 33 and 26 percent, respectively, of respondents doing so. The percentage of “A’s” awarded was similar across the other 4 districts (Figure 40).

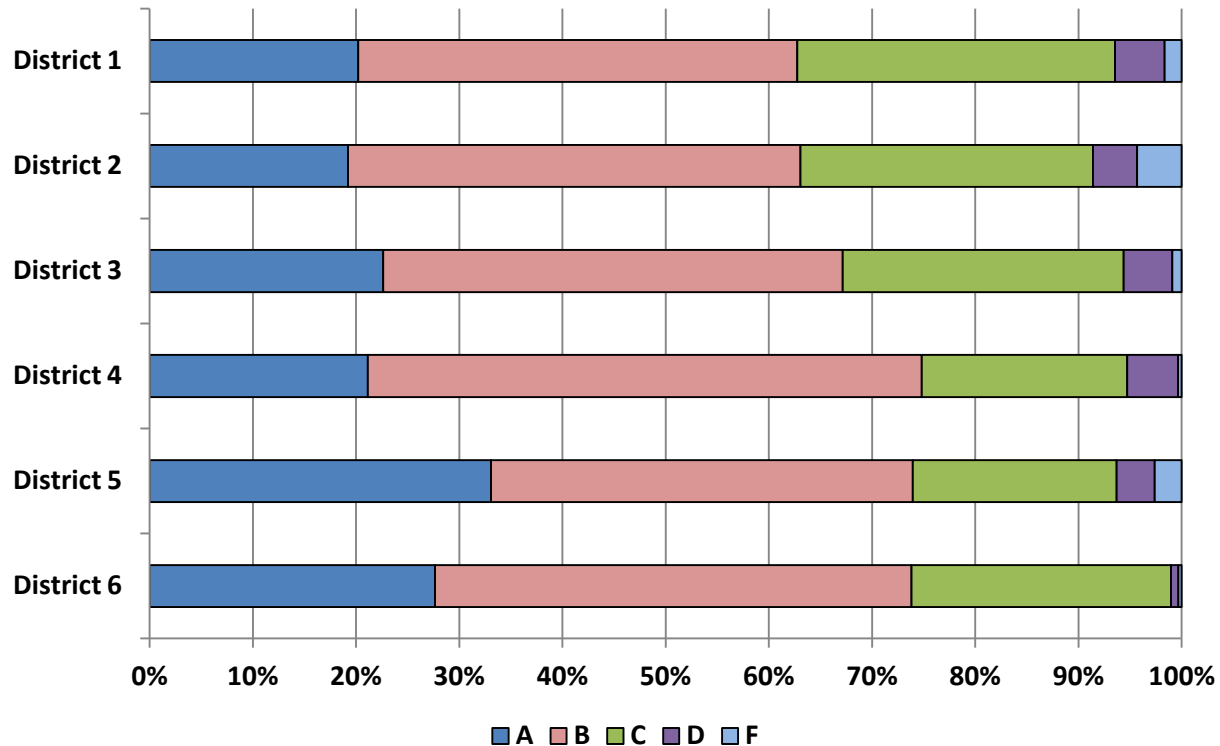


Figure 40. Overall Grade Awarded for Communication by ITD District

Strong and statistically significant differences also existed among residents of the six ITD districts in their preference for communication from ITD. Residents in the northern Districts (1 and 2) were much most likely to prefer the newspaper as a venue for receiving information. Residents in District 3 showed a preference for television, with strong support for newspapers and the Internet as well. Residents of District 4 were the most likely to prefer the television as a source of information about ITD, while residents of Districts 5 and 6 showed the highest level of support for the Internet to receive information from ITD (Figure 41).

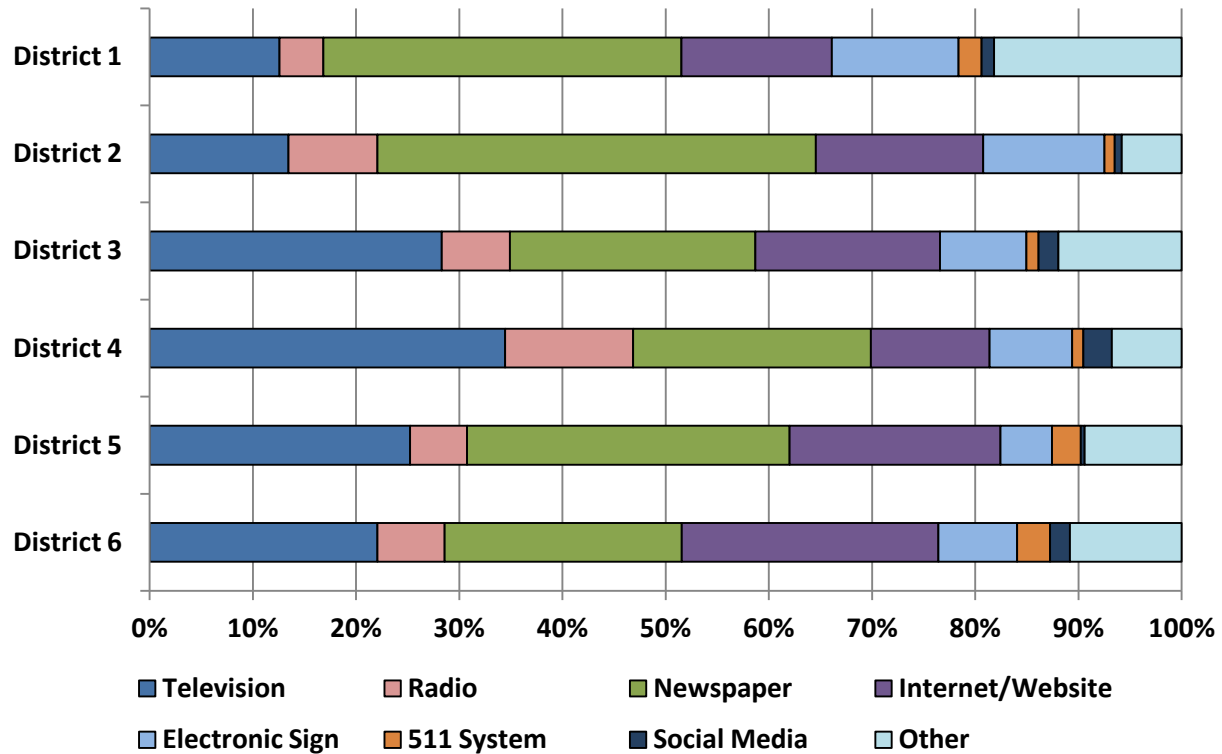


Figure 41. Preference for Communication from ITD by ITD District

Use of ITD's Website and 511 Services

Overall Results for Use of ITD's Website and 511 Services

Over a quarter of respondents (28 percent) reported that they had accessed ITD's website, <http://itd.idaho.gov> in the last year. Males were statistically significantly more likely to access the website, with 35 percent of males reporting they had accessed it, versus 24 percent of women. In addition, those who accessed the website were not uniformly distributed across ages, and the differences are again statistically significant. Individuals between the ages of 35 and 44 were the most likely to have accessed the website, with over a third (39 percent) stating they had viewed it in the past year. Not surprisingly, individuals over the age of 65 were much less likely to state they had accessed the website (Figure 42). Based on this data, website use will likely increase over time as younger individuals age.

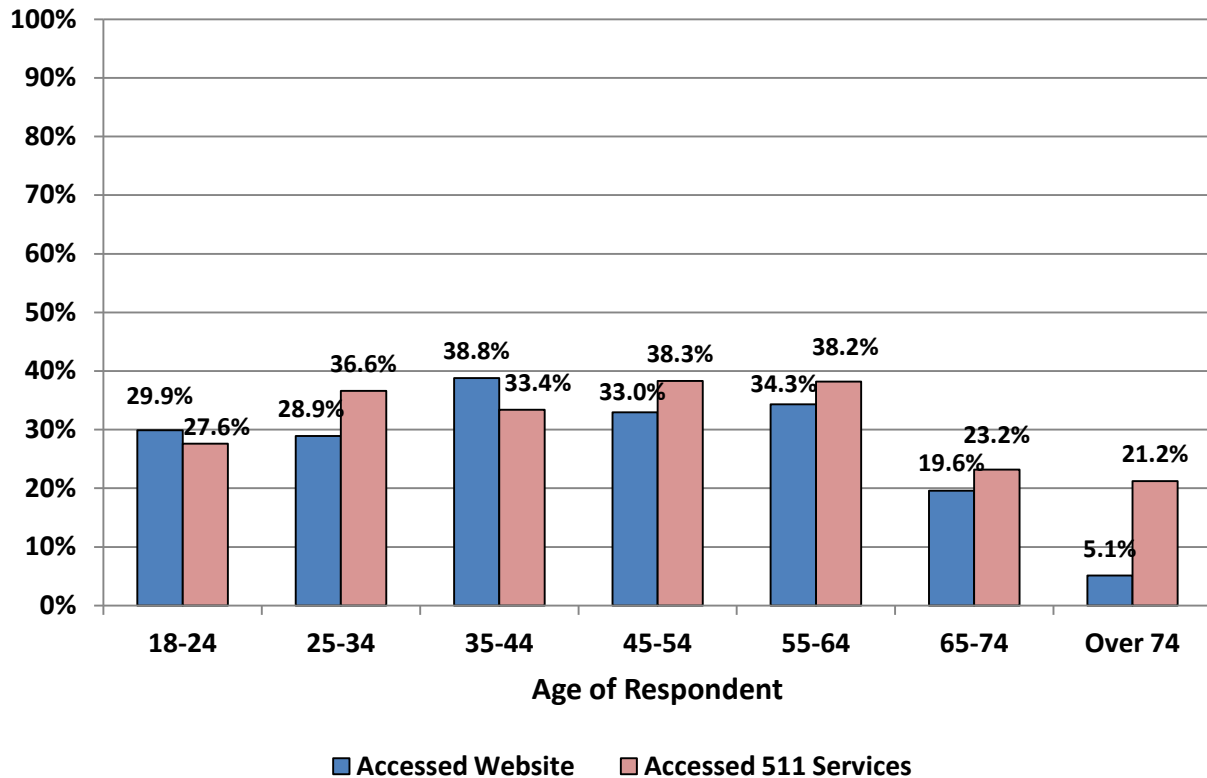


Figure 42. Respondents Who Had Accessed ITD's Website or 511 Services by Age Category

User satisfaction with ITD's website was quite high. Of those who had accessed the site, 47 percent reported it was "very easy" to find the information they wanted, and only 12 percent of respondents reported it was either "somewhat" or "very" difficult to find the desired information (Figure 36).

A slightly higher percentage of respondents (32 percent) had used ITD's 511 Internet or phone service in the past year. Interestingly, no differences in use by respondent gender were found, although statistically significant differences did exist by age. Individuals between the ages of 25 and 64 were the most likely to have accessed the 511 services, while those over 64 or younger than 24 were less likely to have used the service (Figure 42). It is likely that these differences reflect differences in the number and length of trips taken by individuals of different ages.

Satisfaction with the 511 services was even higher than that of the website, with 61 percent of respondents stating it was "very easy" to use the 511 Internet or phone service (Figure 43).

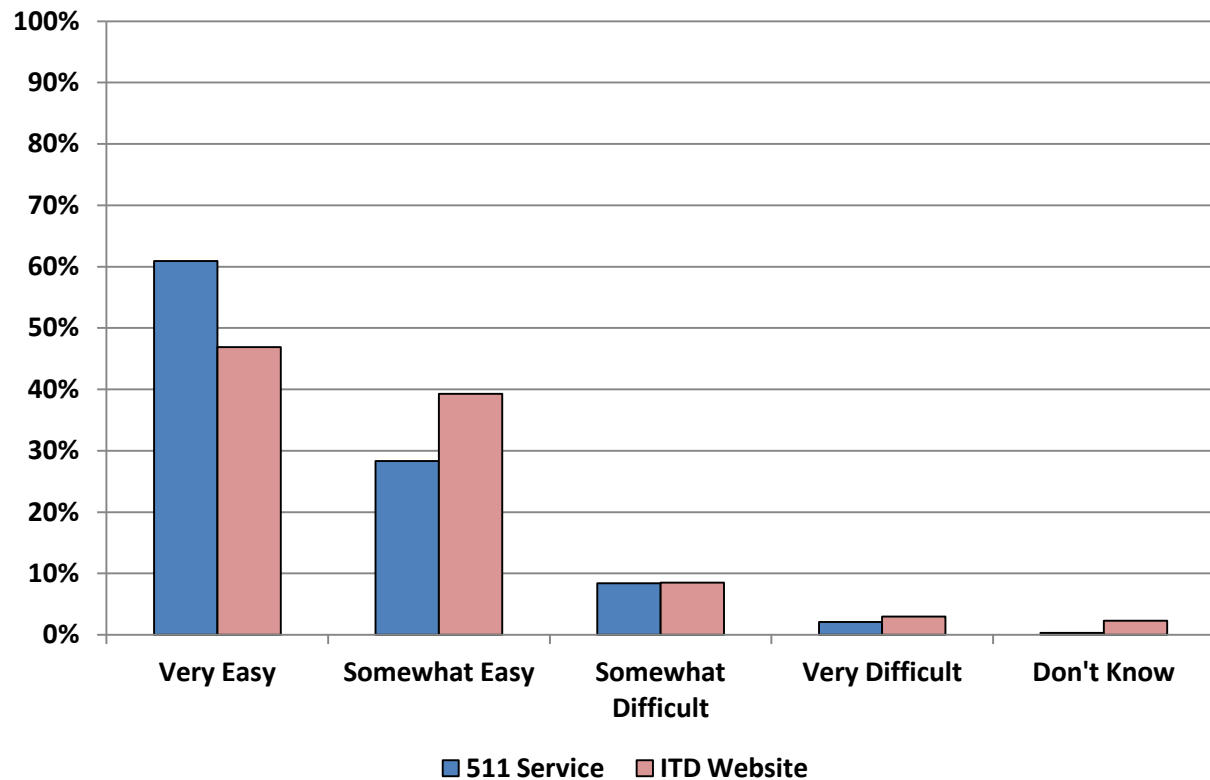


Figure 43. Ease of Use of 511 Services and ITD's Website

Of those who had used the 511 services (n = 525), approximately three-quarters had changed their travel plans based on the information they received. Of the respondents, 28 percent reported they had not changed plans based on information received from 511. Of those who reported changing their travel plans after checking 511, 41 percent reported they had altered their departure time, 35 percent had altered their travel route, and 23 percent had cancelled their trip (respondents could mark more than 1 option, Figure 44).

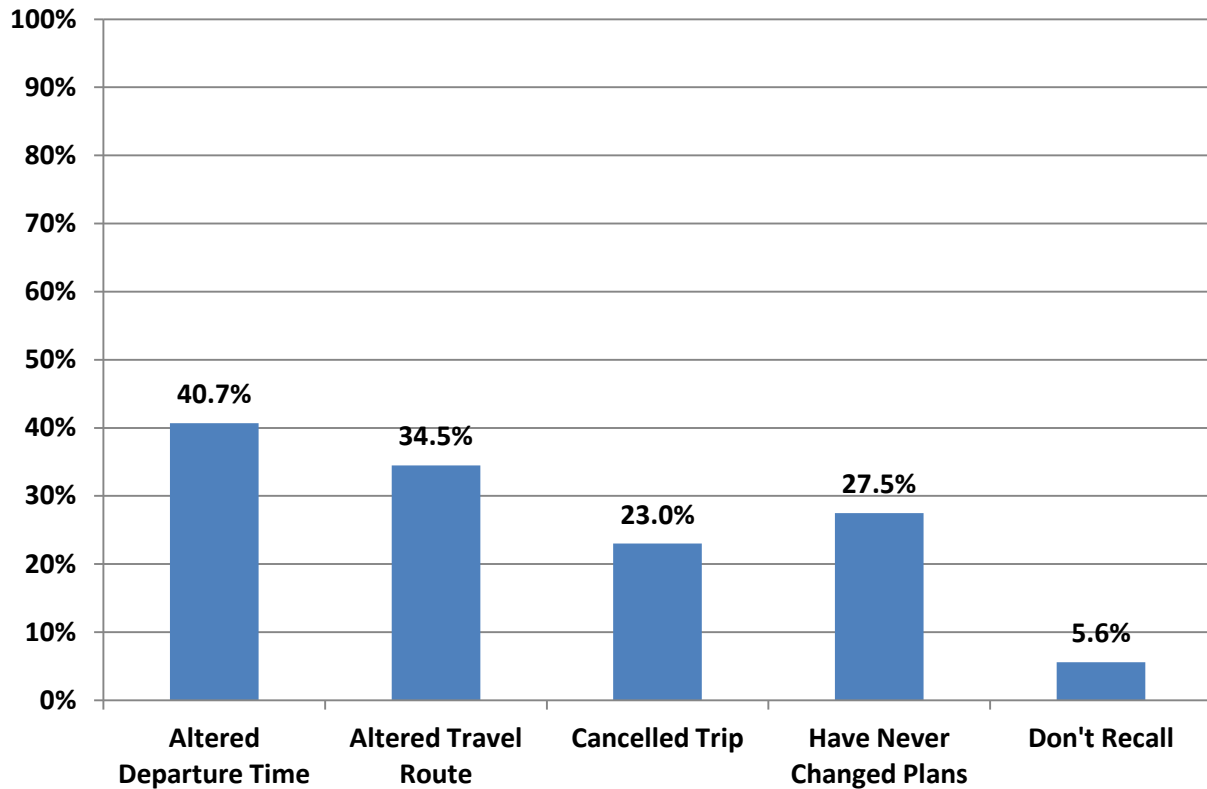


Figure 44. Changed Trip Plans Based on Information Received from 511 Services

Slightly over half of respondents (56 percent) were aware of ITD's 511 Services prior to this survey. This result was similar to that of the 2009 study, indicating that in the last 2 years, efforts to make the public more aware of 511 services have not had a significant impact. Many respondents, who were previously unaware of the 511 service, indicated they were likely to use them in the future. Of the previously unaware respondents, 32 percent reported they are "very likely" to use the service in the next year, and 35 percent reported they are "likely" to use the service in the future (Figure 45).

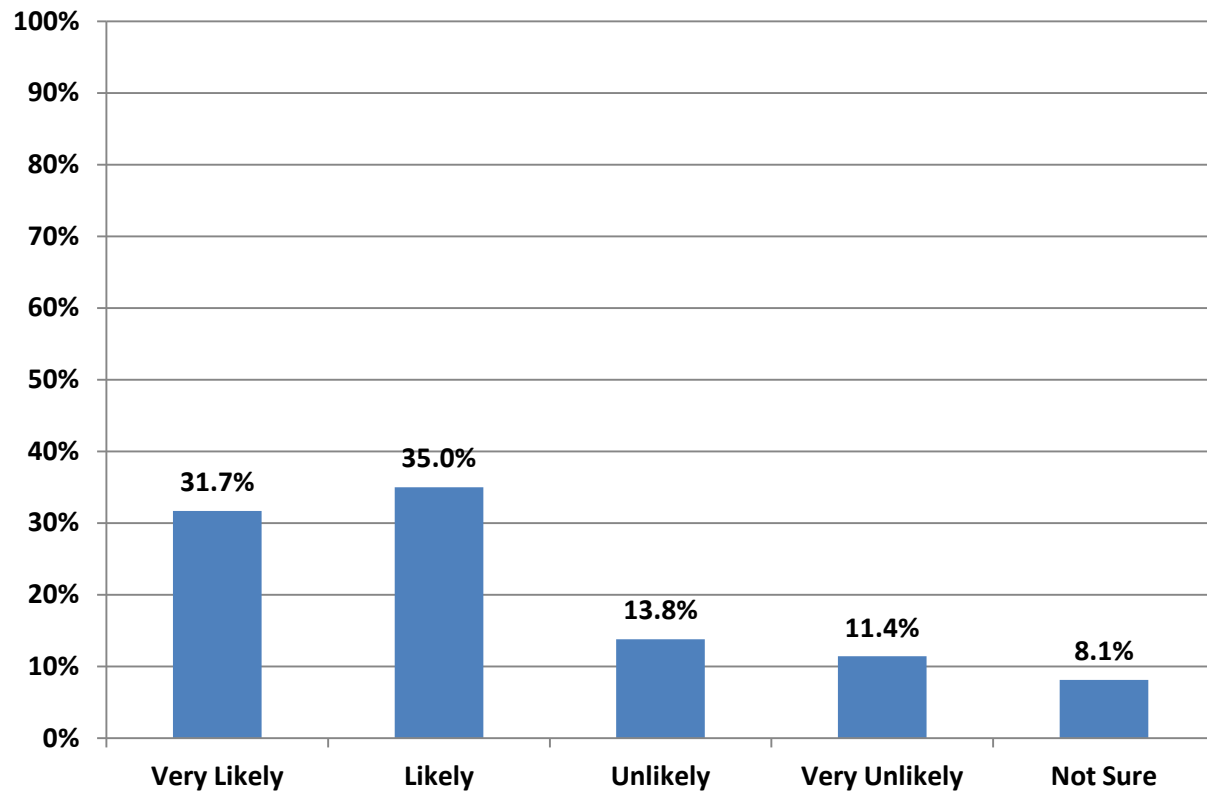


Figure 45. Likelihood of Using 511 Services in the Next Year for Those Previously Unaware of These Services

When asked to rank 6 methods of receiving 511 information, nearly half of respondents (44 percent) selected the 511 telephone system as their most preferred method. A third (32 percent) selected the 511 website as their first choice, with an additional 16 percent selecting a mobile 511 website (Figure 46). These results suggest that formats already in place are well-liked, although (as the open-ended comments suggest and are discussed below) some improvements could make these systems even more popular or utilized.

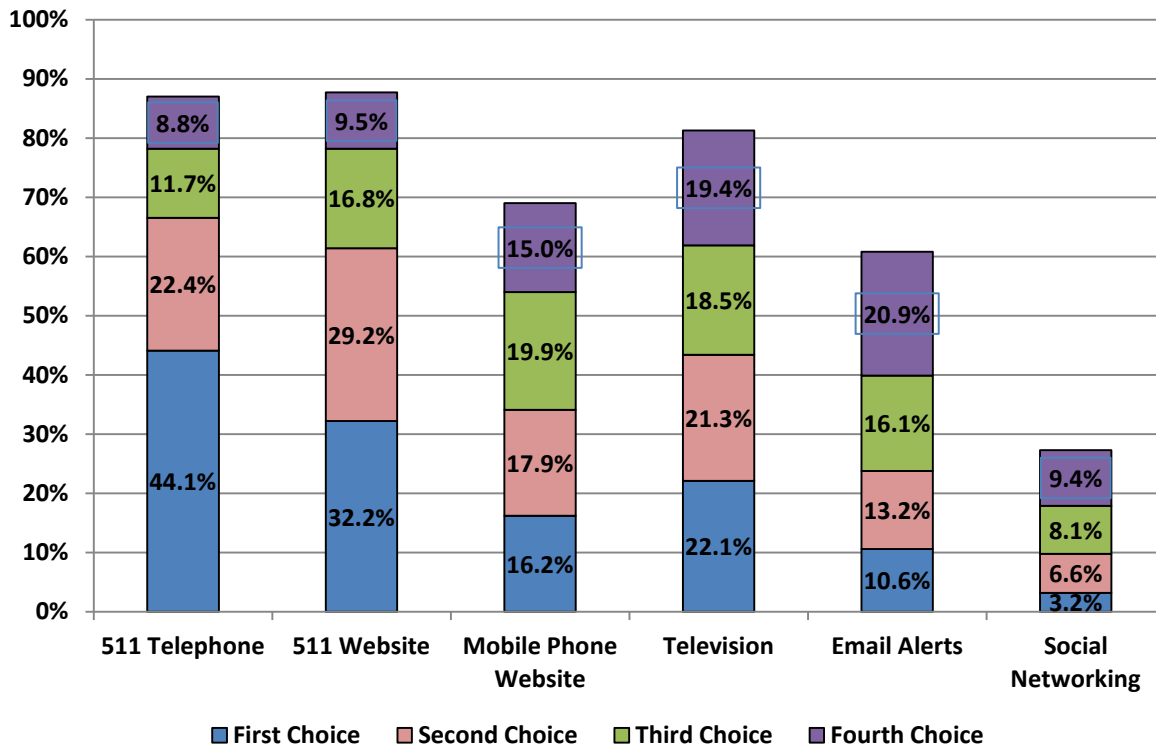


Figure 46. Most Preferred Methods for Receiving 511 Information

When asked what changes ITD could make to improve expectations with respect to communication 567 respondents provided a valid comment (other than “don’t know”). Of those, a third (34 percent) made specific suggestions about communication mechanisms ITD could use. For instance, 31 percent of respondents suggested updating, improving, or promoting the 511 services. Typical responses in this group included “inform the public more about the 511 services,” “update the conditions more regularly,” or “put real people on the phone.” Twenty percent of respondents made suggestions to improve the website, such as “make the website more user friendly,” “have a Spanish version of the website,” “make it easier to find regulations on the website,” and “make the website easier to navigate.”

The second most common primary theme cited was increased use of traditional media, with 24 percent of comments related to this issue. The majority suggested using either television or newspapers. The primary theme receiving the third most frequent number of comments was improvements to communication overall. Within this them, a third of comments stated ITD should increase the amount communication to the public. Other primary themes cited in this question were suggestions about how to gather public opinion, increase communication via outside venues, and communicate more effectively about specific projects, and that ITD should do more to increase transparency, honesty, and empathy (Table 6).

Table 6. Content Analysis of Communication

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|-----------------------------------|---|--------------|------------------------------|------------------------------------|
| Communication Vehicles | 511 (Update, improve, promote) /Weather-Road Conditions | 77 | 31.30% | |
| | Direct Mail (Flyers, Brochures, Newsletters, etc.) | 52 | 21.14% | |
| | Website (Update, improve, promote) | 48 | 19.51% | |
| | Text alerts/Apps for smart phones | 21 | 8.54% | |
| | Email | 15 | 6.10% | |
| | Webcams (Improve, more of them) | 10 | 4.07% | |
| | Social Media (Facebook, Twitter, etc.) | 8 | 3.25% | |
| | Electronic Communication, in general | 8 | 3.25% | |
| | Phone | 7 | 2.85% | |
| | SECTION TOTAL | 246 | 100.00% | 33.93% |
| Traditional Media News/Ads | Television | 60 | 34.88% | |
| | Newspaper | 44 | 25.58% | |
| | More News/Advertising in general | 33 | 19.19% | |
| | Radio | 23 | 13.37% | |
| | PSA/Press Releases | 12 | 6.98% | |
| | SECTION TOTAL | 172 | 100.00% | 23.72% |
| Overall Communication | More communication in general | 51 | 33.12% | |
| | Promote ITD services | 26 | 16.88% | |
| | Increase public awareness | 22 | 14.29% | |
| | Improve communication | 22 | 14.29% | |
| | Make information easier to obtain | 21 | 13.64% | |
| | More timely information | 12 | 7.79% | |
| | SECTION TOTAL | 154 | 100.00% | 21.24% |

Table 6 (cont). Content Analysis of Communication

| Primary Theme | Secondary Theme | Count | Percentage of Section | Section Percentage of Total |
|---|--------------------------------------|-----------|-----------------------|-----------------------------|
| Gathering Public Opinion | Promote meetings more | 14 | 36.84% | |
| | Solicit input more actively | 9 | 23.68% | |
| | Receive input via surveys, postcards | 8 | 21.05% | |
| | Have/host meetings more often | 7 | 18.42% | |
| | SECTION TOTAL | 38 | 100.00% | 5.24% |
| Outdoor Communication | Reader boards/road signs | 29 | 87.88% | |
| | Buses/billboards | 4 | 12.12% | |
| | SECTION TOTAL | 33 | 100.00% | 4.55% |
| Project Communication | Promote projects more | 20 | 71.43% | |
| | More timely project communication | 8 | 28.57% | |
| | SECTION TOTAL | 28 | 100.00% | 3.86% |
| Honesty/Transparency/Demonstrate Active Listening /Empathy | SECTION TOTAL | 21 | 100.00% | 2.90% |
| Happy with Current Communication | SECTION TOTAL | 14 | 100.00% | 1.93% |
| Miscellaneous | SECTION TOTAL | 19 | 100.00% | 2.62% |

District Results for Use of ITD's Website and 511 Services

Districts did not differ in their use of ITD's website. However, they did differ in their perception of the ease or difficulty in finding information on the website. Residents of District 6 were far more likely than residents of other districts to state it was "very easy" to find what they were looking for, with 64 percent of respondents selecting this option (Figure 47). Interestingly, residents of District 6 were also the most likely to prefer the Internet as a source of information about ITD in an earlier question.

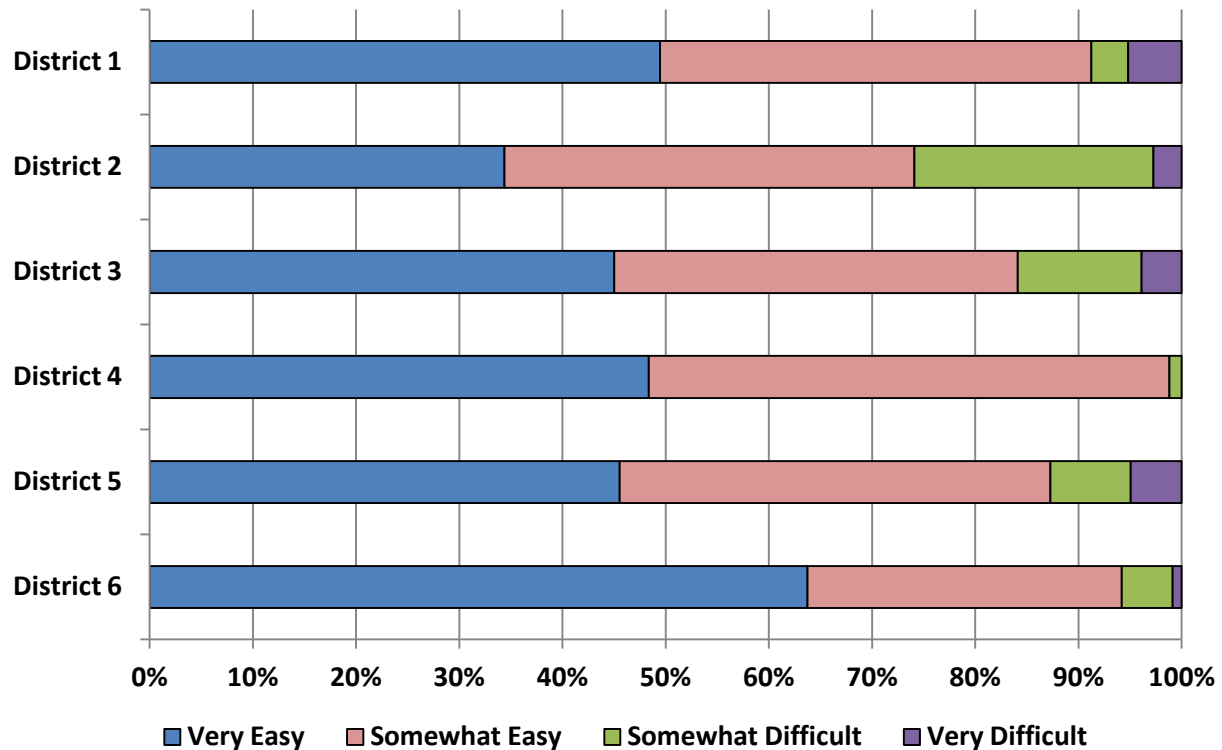


Figure 47. Ease of Finding Information on ITD's Website by ITD District

Residents of the different ITD districts also differed in their use of the 511 telephone or Internet service. Residents of Districts 5 and 6 were the most likely to have used the service, with 44 and 43 percent of respondents, respectively, indicating they had used it. Residents of District 1 were the least likely to have used the service, with only 20 percent of respondents indicating use (Figure 40). Residents of districts did not differ in their perception of the ease of use of the service, indicating that differences in use among districts are likely not attributable to ease of use of the service. In addition, use of the service is not correlated with awareness of the service. For instance, residents in District 3 and 5 are nearly equally likely to be aware of the service, but residents of District 5 are more likely to have availed themselves of this service. Similarly, awareness of the service is high in District 1, with 56 percent of respondents indicating they knew of the service, while only just over 20 percent of respondents had actually used it (Figure 48).

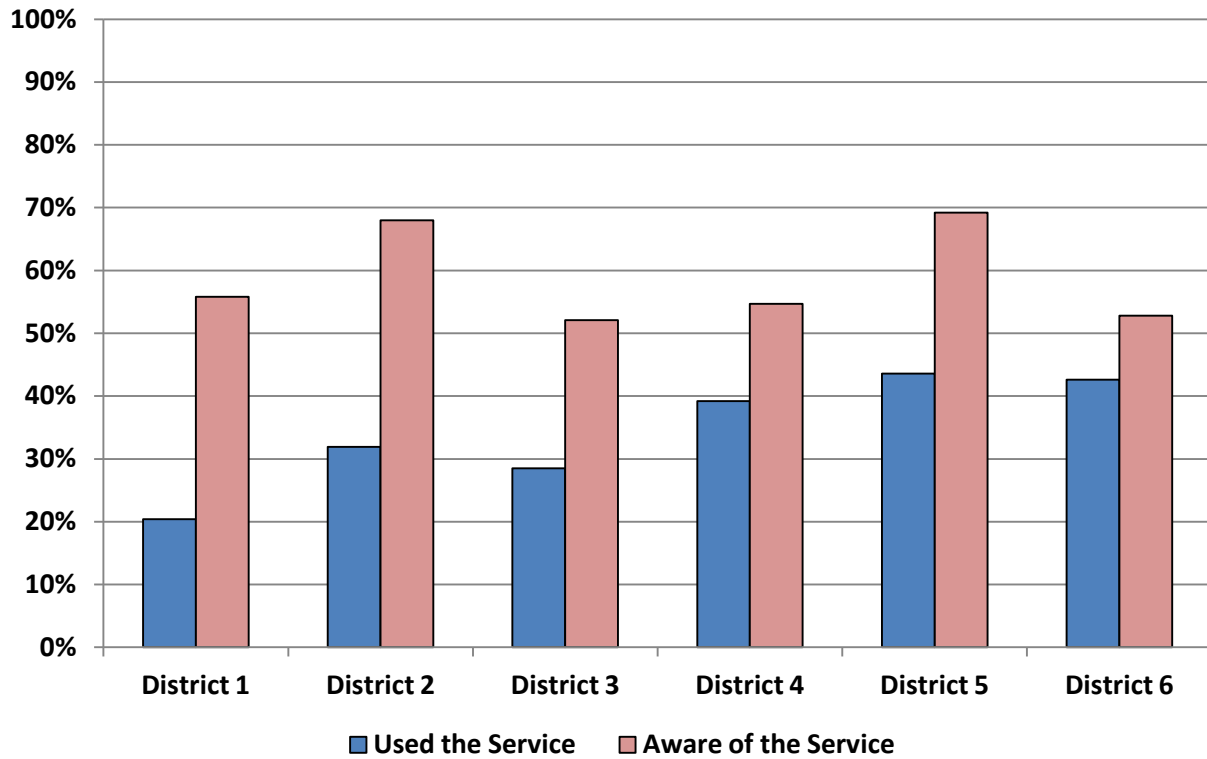


Figure 48. Use and Awareness of 511 Service by ITD District

For respondents who were previously unaware of the 511 service, likelihood of use in the future does not vary significantly by ITD district.

Chapter 6

Direct Customer Service

Overall Results for Direct Customer Service Provided by ITD

The sixth section of the survey asked respondents about customer service directly provided by ITD at either its departmental headquarters in Boise or any of the district offices. Of the respondents, 12 percent recalled contacting ITD directly for service in the past year. For those who contacted ITD directly, satisfaction with services provided was high. Of the respondents, 44 percent awarded a grade of “A” to ITD, with an additional 35 percent awarding a grade of “B” (Figure 49).

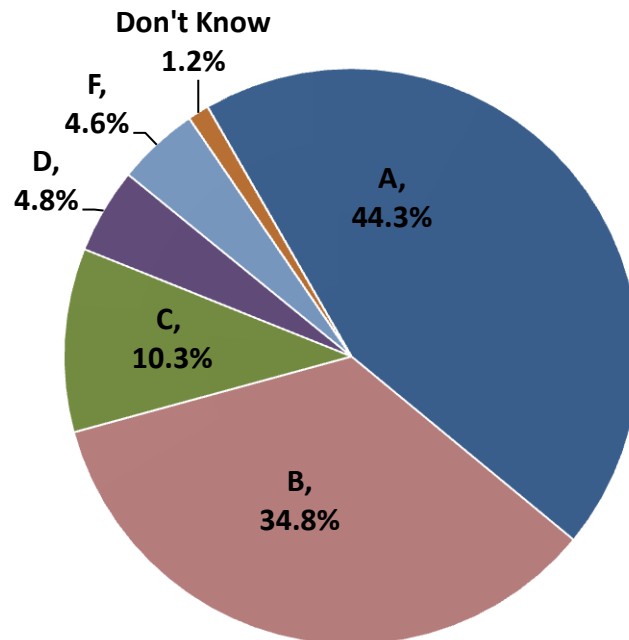


Figure 49. Overall Satisfaction with Customer Service Directly Provided by ITD

When compared to 2009 results, more respondents awarded a grade of “A” or “B” in 2011 than in 2009, while fewer awarded a grade of “C” but these results, while large, are not statistically significant due to the small sample size of individuals who have received customer service directly from ITD (Figure 50).

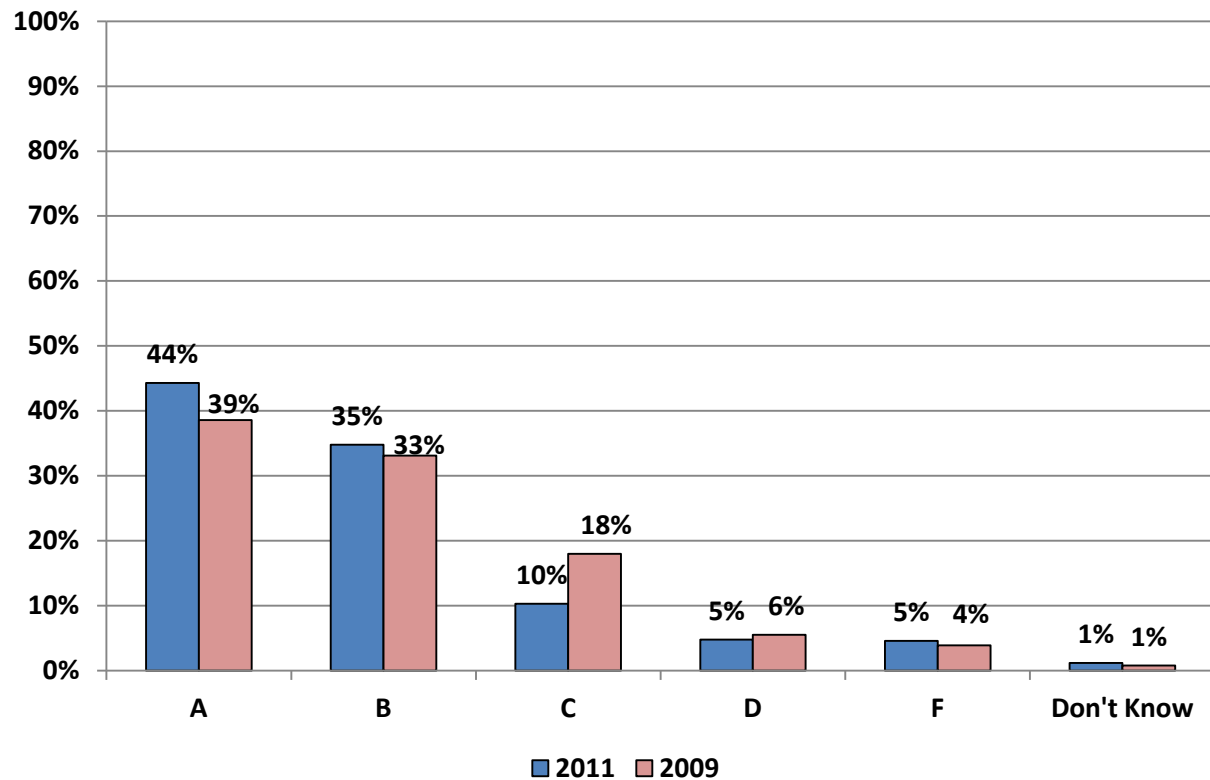


Figure 50. Comparison of Overall Grades Awarded to Direct Customer Service, 2009-2011

Respondents most often reported contacting ITD directly for DMV services (47 percent), followed by issues related to road maintenance and conditions (20 percent). Construction projects were cited in 9 percent of contacts, and transportation planning for 4 percent of contacts (Figure 51).

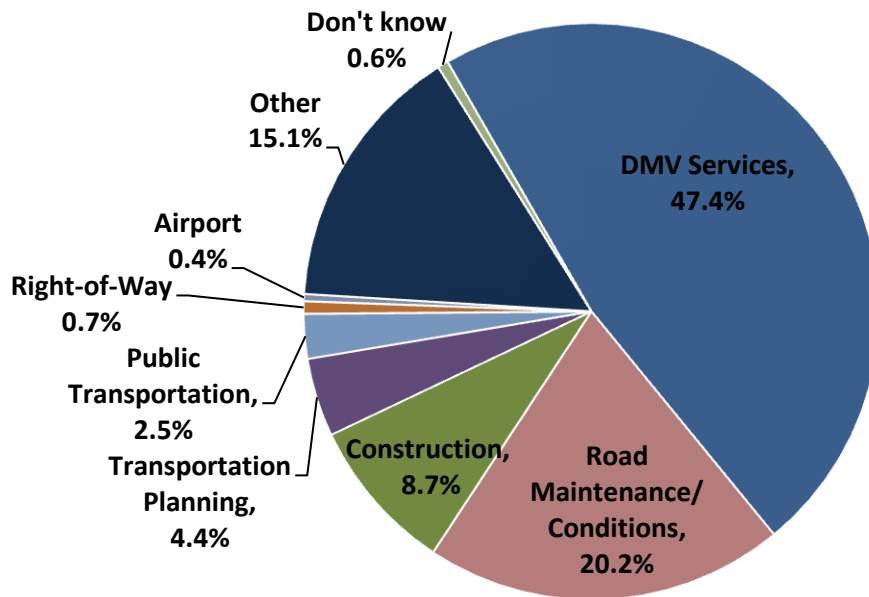


Figure 51. Reason for Most Recent Direct Contact with ITD

Most of the direct contact with ITD was made by telephone (78 percent), although 12 percent of contacts were made in person, and 5 percent by email. Less than one percent of respondents contacted ITD by mail or fax. Other responses given were via the Internet (2 responses).

For those individuals who had sought services from ITD directly, 82 percent reported that their request was addressed appropriately. When asked about the courteousness of the office staff that assisted them, 64 percent of respondents reported the staff person or people were “very courteous” and 26 percent reported they were “courteous” (Figure 52). Similarly, when asked about the knowledge of the office staff that had assisted them, 57 percent of respondents reported they were “very knowledgeable” and 27 percent of respondents reported they were “knowledgeable” (Figure 53).

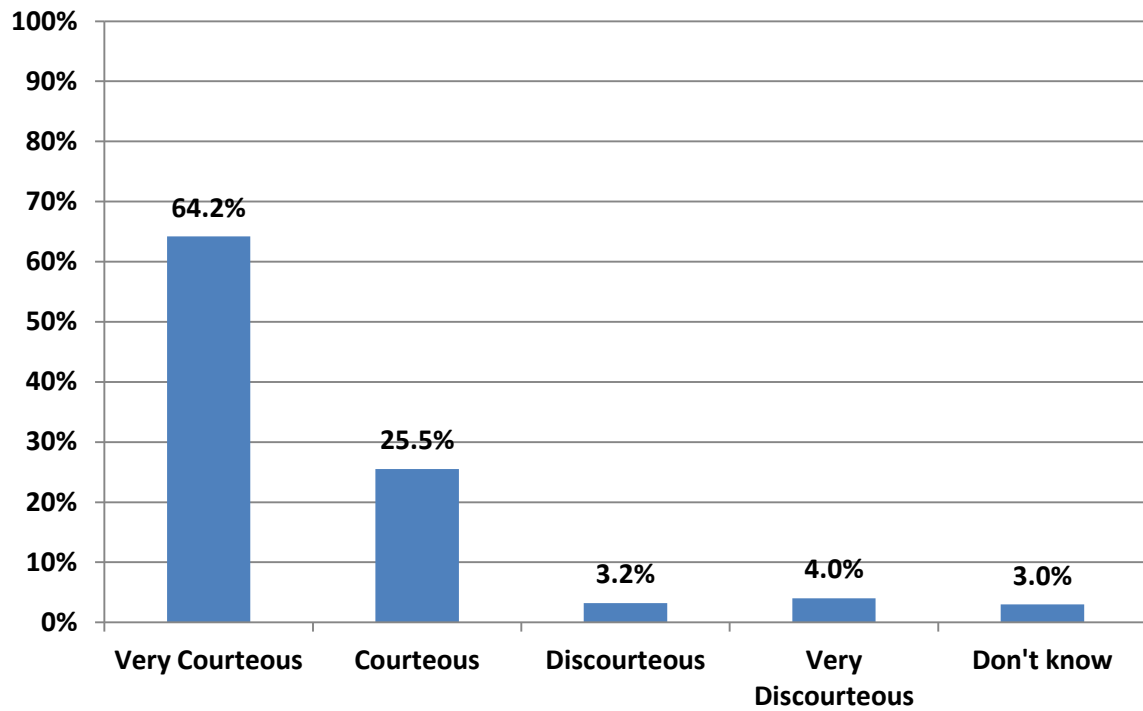


Figure 52. Courtesy of ITD Staff Providing Direct Customer Service

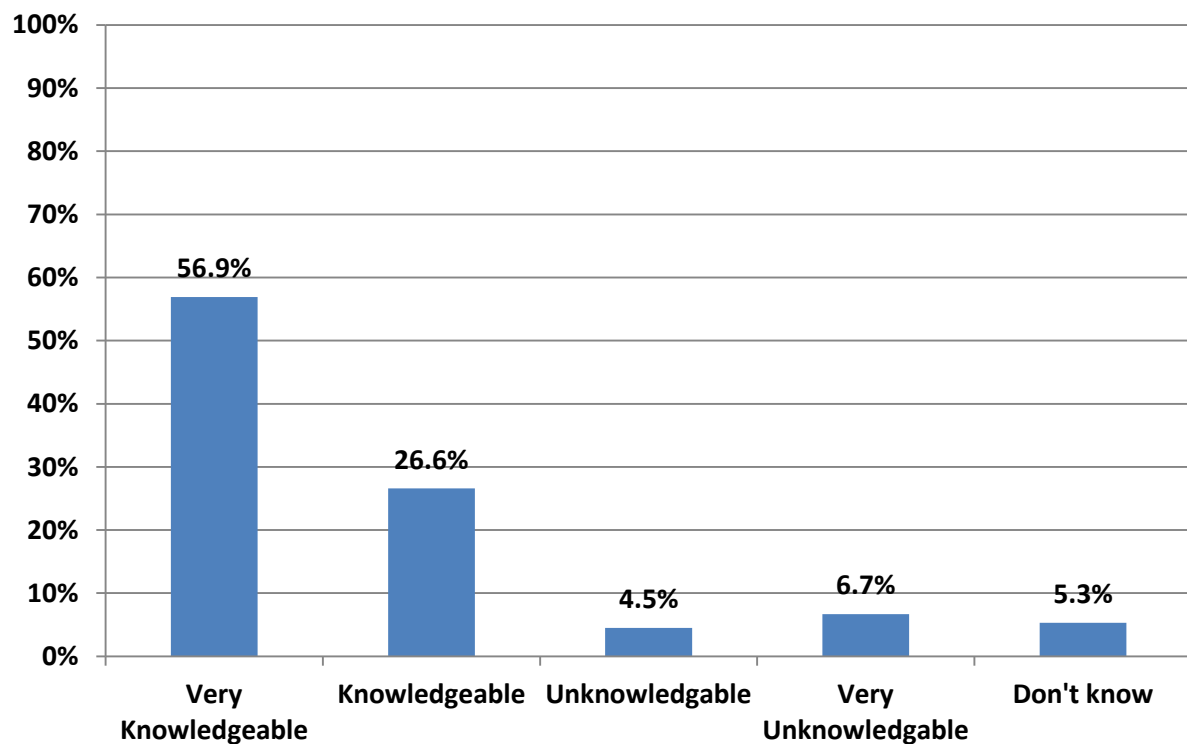


Figure 53. Knowledge of ITD Staff Providing Direct Customer Service

Respondents reported that the speed of service they received was generally quick, with 44 percent reporting they received service “very fast” and 36 reporting the service response was “fast” (Figure 54).

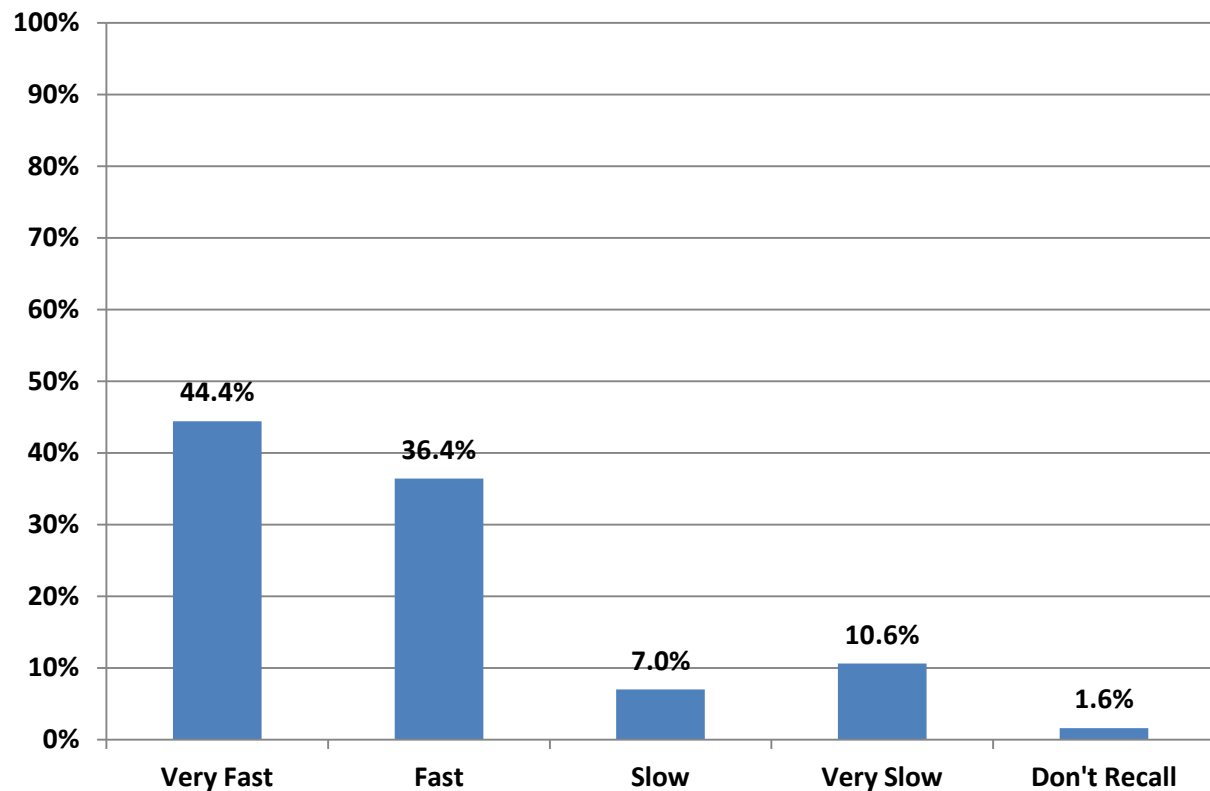


Figure 54. Speed of Service Received from ITD

In nearly half (45 percent) of cases, no follow-up services were required for the direct customer service matters being sought by the respondent. For those for whom follow-up was required, satisfaction was somewhat mixed. While most respondents reported being “very” or “somewhat” satisfied (46 and 27 percent, respectively), 6 percent reported being “somewhat unsatisfied” and 16 percent reported being “very unsatisfied” (Figure 55).

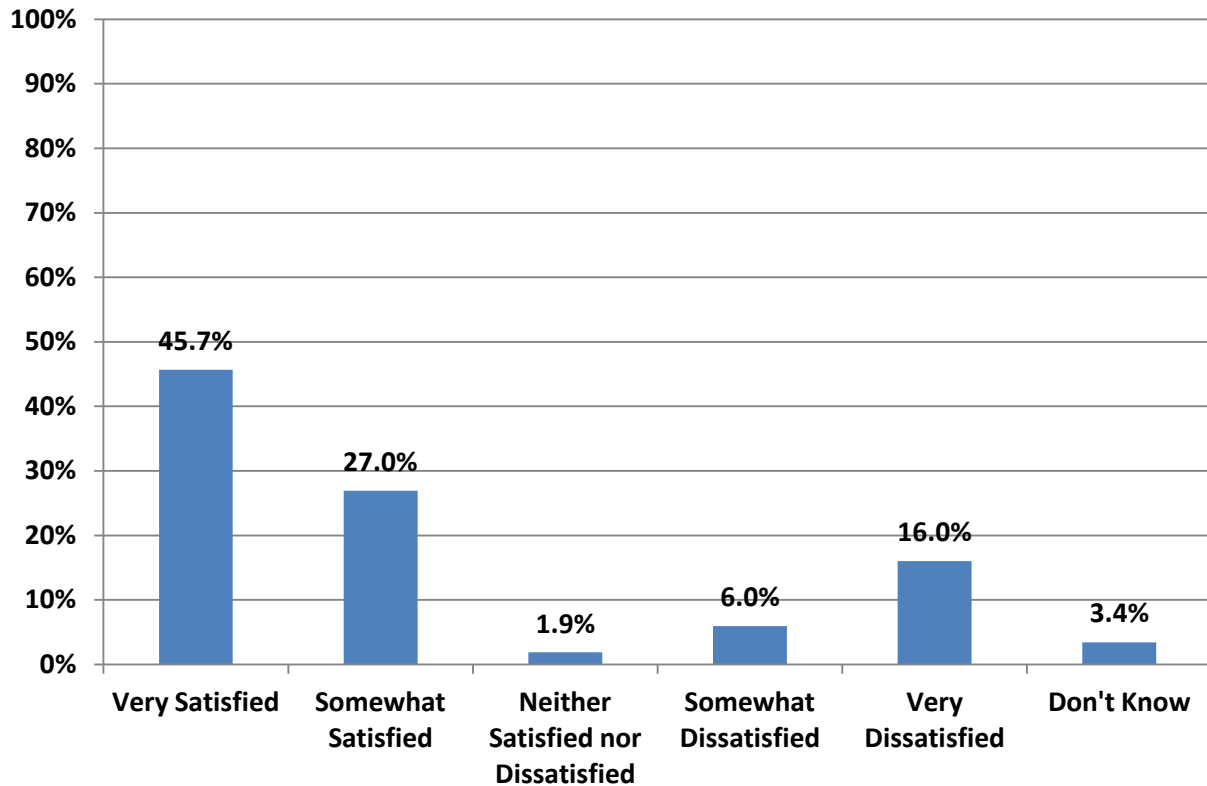


Figure 55. Satisfaction with Follow-Up Provided by ITD

As with other sections, respondents were asked an open-ended question to give suggestions on how ITD could improve its direct customer service. Seventy-five respondents, or about half of those that had required direct customer service from ITD in the past year, answered this question. Responses were grouped only into primary themes, as sample sizes were insufficient within a primary theme to further categorize them. As might be expected given the overall grade awarded to direct customer service, 19 percent of respondents stated they were happy with the service they received. Fifteen percent of respondents suggested to increase staffing, operating hours, or contactability. An additional 15 percent stated ITD could respond to inquiries faster. Eleven percent stated that ITD should be more transparent, demonstrate active listening, or disseminate information better. An additional 11 percent each stated that ITD should improve staff communication techniques and improve staff knowledge or performance. Additional comments regarded improved notification of public meetings (5 percent), improvements to roads (4 percent), improvements of roadside facilities (3 percent), and miscellaneous comments (8 percent, Table 7).

Table 7. Content Analysis for Direct Customer Service

| Primary Theme | County | Section Percentage of Total |
|--|---------------|------------------------------------|
| Happy with Customer Service | 14 | 18.67% |
| Increase Staffing/Operating Hours/Contactability | 11 | 14.67% |
| Respond to Inquiries / Respond to Inquiries Faster | 11 | 14.67% |
| Information Transparency/Dissemination/Demonstrate Active Listening | 8 | 10.67% |
| Improve Staff Communication Capabilities/Techniques | 8 | 10.67% |
| Improve Staff Knowledge/General Performance | 8 | 10.67% |
| Misc. | 6 | 8.00% |
| Improve Notification of Public Meetings/Projects/Road Conditions | 4 | 5.33% |
| Improve Roads | 3 | 4.00% |
| Improve Roadside Facilities | 2 | 2.67% |
| TOTAL | 75 | 100.00% |

District Results for Direct Customer Service Provided by ITD

Residents from the six ITD Districts did not vary in the frequency in which they contacted ITD directly for customer service. Nor did they differ in the overall grade they awarded to ITD for customer service, the method by which they contacted ITD, or the level of knowledge or courteousness of ITD staff while handling their matter. Residents of District 1, 5, and 6 were the most likely to say that their matters were resolved “very fast,” while residents in Districts 2, 3, and 4 were less likely to select that option. Residents in District 3 tended to have the lowest satisfaction with speed of service overall (Figure 56).

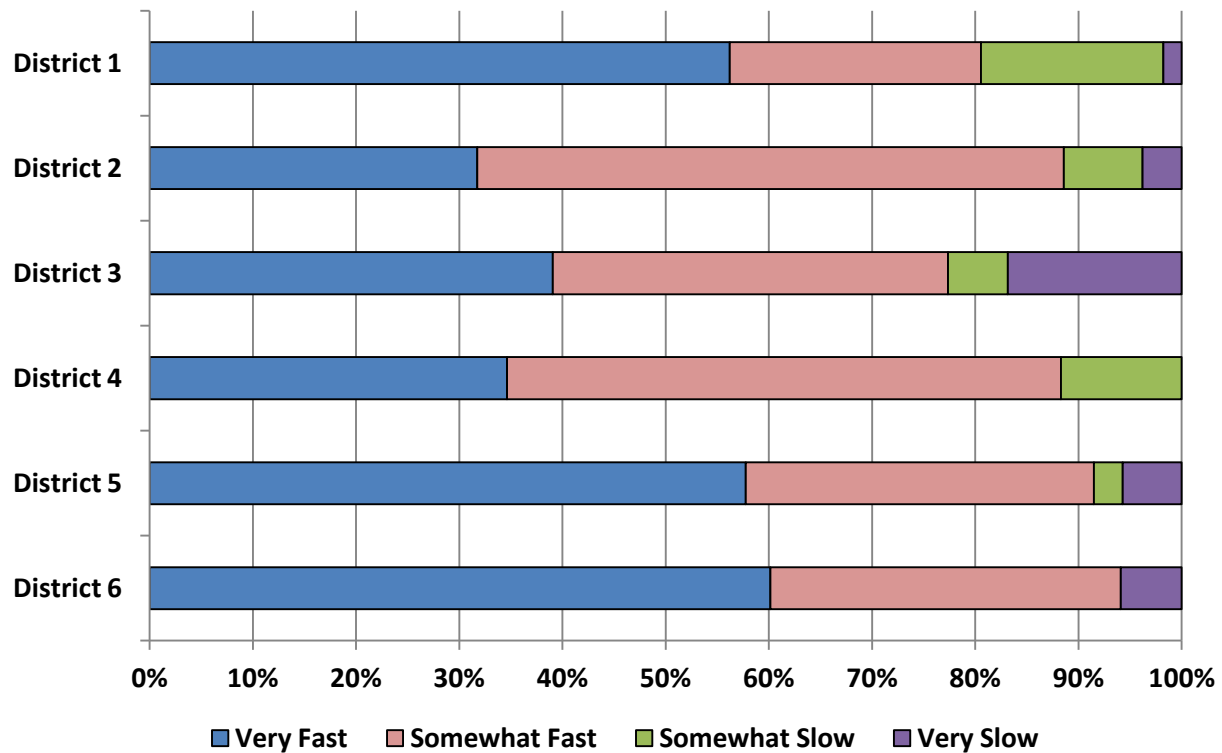


Figure 56. Speed of Service by ITD District

Chapter 7

Value and Focus of ITD

Overall Results for Value and Focus of ITD

The final section of the survey asked respondents some general questions about the perceived value of ITD services and how ITD should focus its resources. Nearly two-thirds of respondents (64 percent) felt that ITD provided “excellent” or “good” value for the funding invested in Idaho’s transportation system. A sizable portion (22 percent) felt ITD provided “fair” value, while 5 percent felt ITD provided poor value for the investment. Of the respondents 9 percent weren’t sure (Figure 57).

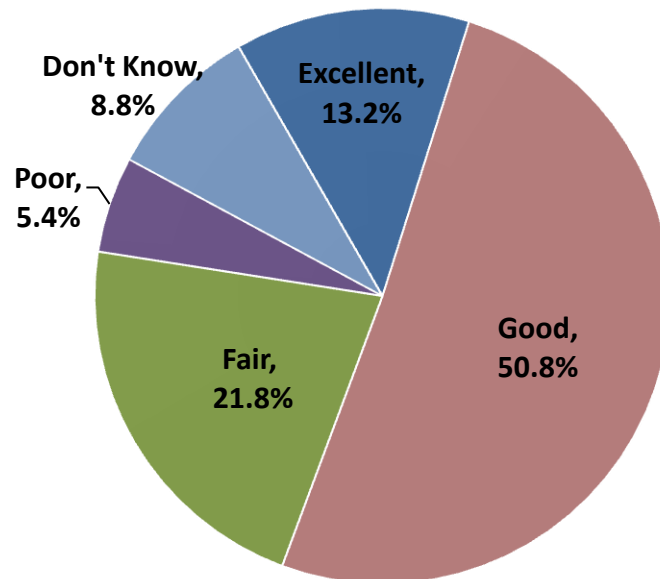


Figure 57. Value ITD Provides for Funding Invested in Transportation System

Respondents were asked to choose from six options their first, second, and third priorities for funding. The 6 options were:

1. Preserving and restoring highways.
2. Preserving and restoring bridges.
3. Performing winter maintenance.
4. Enhancing highway safety.
5. Adding highway capacity.
6. Providing safe biking and pedestrian facilities.

The overwhelming first choice selected by 42 percent of respondents was preserving and restoring highways. In addition, 20 percent rank that option as their second choice and 13 percent as their third. In total, nearly three quarters of all respondents ranked this item as a first-, second-, or third-level priority. The option ranked second most highly, with 67 percent of respondents was performing winter maintenance. The third most commonly ranked option was preserving or restoring bridges, with 58 percent of respondents ranking it at some level. Enhancing highway safety was ranked in the top 3 by 41 percent of respondents, with 13 percent of respondents ranking it as their first choice priority. Of the respondents, 34 percent ranked providing safe biking and pedestrian facilities as a priority of some level. The lowest ranked option was adding highway capacity, with 26 percent of respondents ranking this as a priority of some level (Figure 58).

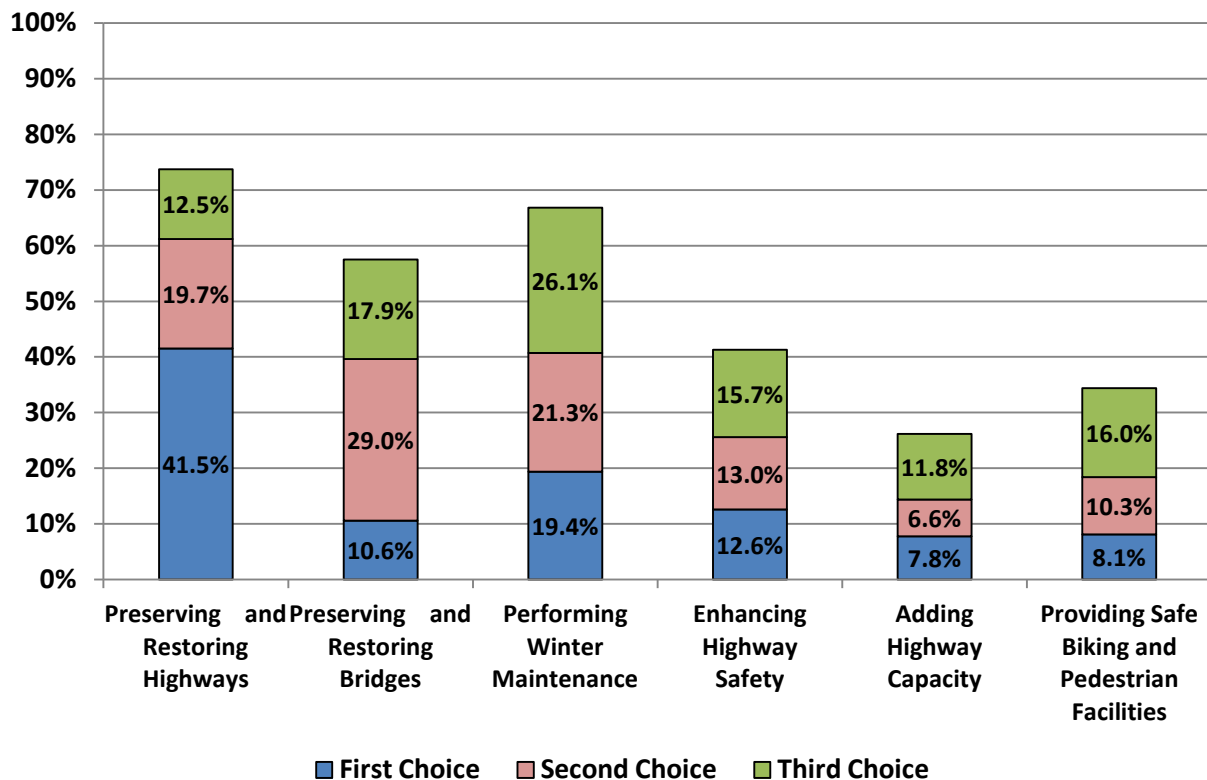


Figure 58. First, Second, and Third Choices for the Focus of ITD's Resources

In order to understand if a respondent's rankings in this question were related to their use of alternate forms of transportation, the ranking results were compared to whether respondents had used any form of alternate transportation in the past year. Respondents were coded as either having used alternate transportation or not, and those results were compared to a) their first choice for a priority area for ITD, and b) whether they rated "providing safe biking and pedestrian facilities" as either a priority of any level (first, second, or third choice). Both analyses were statistically significant. While both groups were nearly equally likely to rate "preserving and restoring highways" and "enhancing highway safety" as a first choice, those individuals who have used alternate transportation (however frequently) in the last year were less likely to rate "preserving and restoring bridges" and "performing winter maintenance" as a first choice and more than twice as likely to rate "providing safe biking and pedestrian facilities" as a first choice (Figure 59).

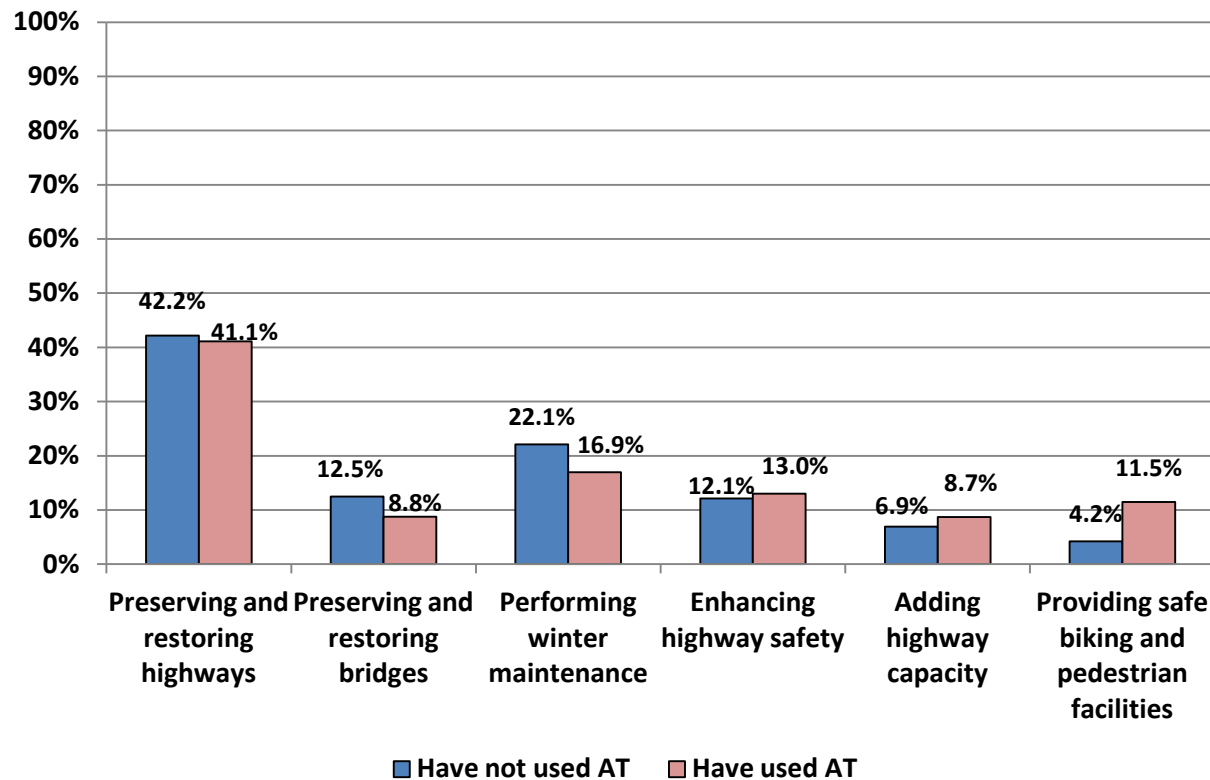


Figure 59: Respondent's Use of Alternate Transportation and Ranking Preference

In addition, individuals who stated they had used alternate transportation in the past year were more likely than those who hadn't to rank "providing safe biking and pedestrian facilities" as a first, second, or third choice than those who hadn't (Figure 60).

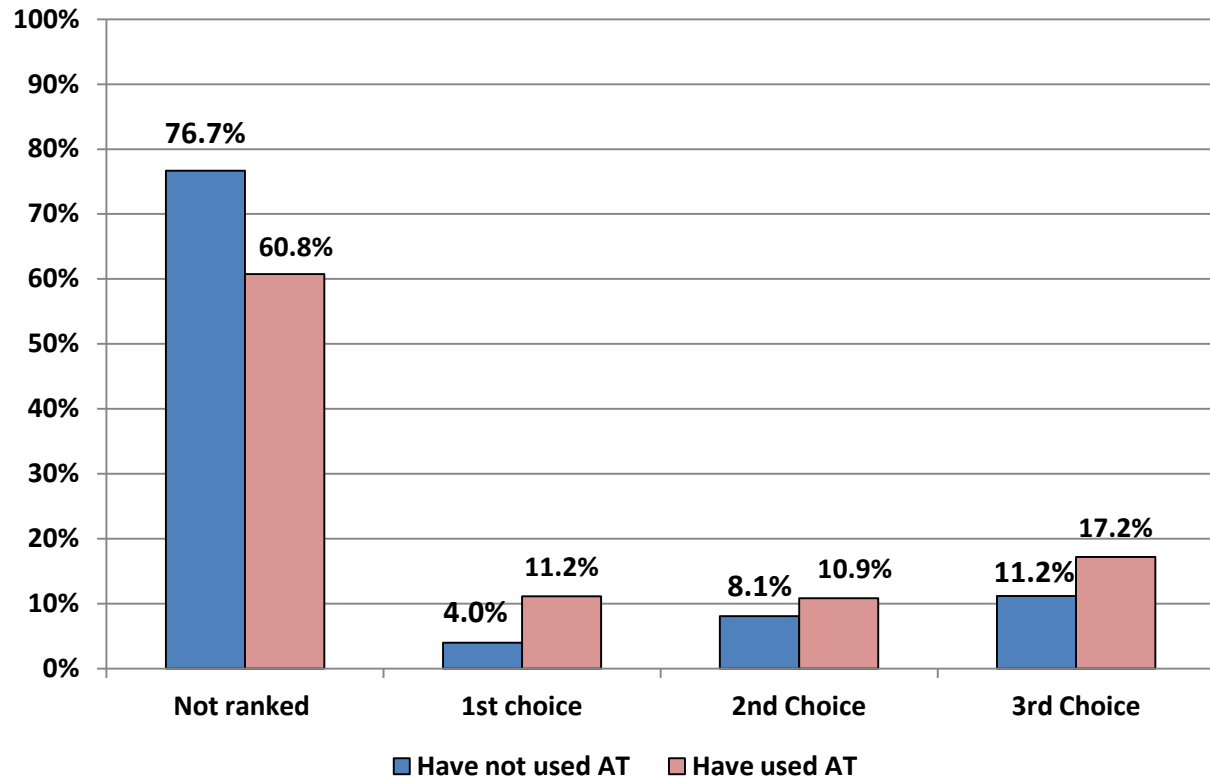


Figure 60. Use of Alternate Transportation by Rating of "Providing Safe Biking and/or Pedestrian Facilities"

District Results for Value and Focus of ITD

Statistically significant differences existed among districts in their perception of the value ITD provides for the funding invested in the state transportation system. Residents in District 5 had the most favorable impression, with 23 percent of respondents in that district stating ITD provides “excellent” value and an additional 58 percent stating they provide “good” value. Residents of District 1, 2, and 3 were the least likely to state that ITD provides “excellent” value and the most likely to state the department provides “poor” value (Figure 61).

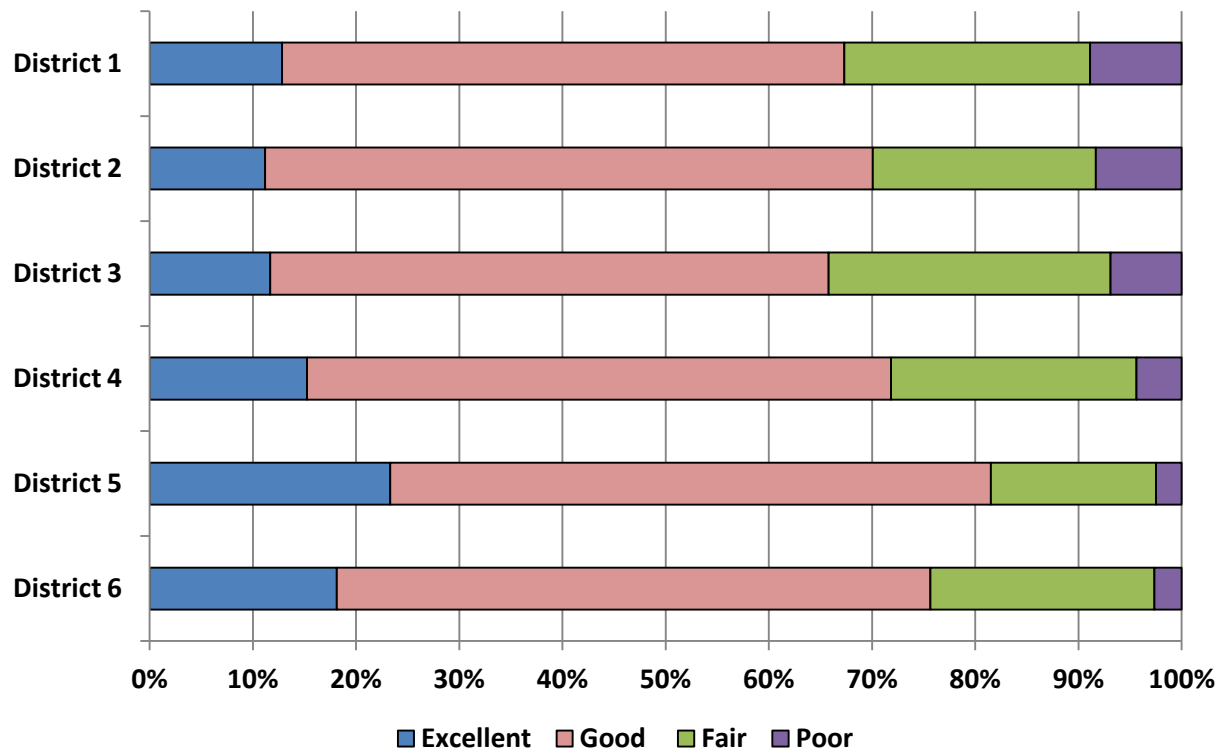


Figure 61. Value of ITD Services by ITD District

Chapter 8

Conclusions and Recommendations

This study, of a large and representative sample of Idaho residents, provides unique insights into the perceptions of Idaho residents with respect to their satisfaction with ITD services. While this study is meant to build upon a similar study in 2009, it also offers 2 innovations from the earlier study: a) this sample was stratified by district, so that more accurate estimates within and comparisons between districts could be made, and b) 5 open-ended questions were added to the survey in order to obtain more insight into Idaho residents' perceptions of think about the services ITD provides.

As with the 2009 study, satisfaction overall with ITD services is high. However, the results from this study do suggest some areas in which ITD could improve, especially in the areas of highways, public involvement in the planning process, and communications from ITD.

Highway Maintenance

The area of highway maintenance received relatively high ratings, with 69 percent of respondents awarding an overall grade of "A" or "B." Within the area of highway maintenance, the two lowest rated areas were the condition of the pavement surface and the visibility of highway striping. Examination of the open-ended responses to the question about how ITD could improve customer service in the area of highway maintenance reveals some key areas where Idaho residents are concerned. For example, 148 comments mention the words "potholes" or "holes," and an additional 57 mention cracks in the road surface, indicating frustrations over road surface quality. In addition, 149 responses request better or clearer highway striping. These results are similar to responses received in the 2009 open-ended question, "how would you describe a well-maintained road?" In that survey, 1,166 individuals responded with a comment including the words "potholes," "cracks," or "good-condition," and 472 responses included a comment about highway striping. Together the two surveys indicate that road surface quality and the visibility of highway striping are among the key features that drivers' focus on when assessing road quality. Improving road surfaces could lead to improved customer satisfaction among Idaho drivers.

Online DMV Services

In 2009, 13 percent of respondents had used the online DMV services. In 2011, only 14 percent of respondents had used the service, and less than half (44 percent) were even aware that the service existed. While the number of actual online vehicle registrations has increased each year the program has been available, with 123,789 registrations in 2009 and 137,474 registrations in 2010, the percent of online vehicle registrations as a fraction of total motor vehicle registrations has remained below ten percent (at least through 2010, the last full year for which data was available²). In 2009, the fraction of

² Idaho Transportation Department. 2011. Motor Vehicle Registrations by County.
<http://itd.idaho.gov/econ/VehicleRegistration/REGMVTOTAL10.pdf> Accessed 22 September 2011.

online vehicle registrations as a percent of total motor vehicle registrations for the state was 8.8 percent; in 2010 it was 9.7 percent. These statistics are similar to the percent of respondents who reported awareness of the online vehicle registration process (14 percent of respondents). Since respondents who weren't previously aware of the service indicate they are likely to use the service in the future, increasing awareness of the online registration process will likely lead to increased use of the service.

ITD Website and 511 Services

In both 2009 and 2011, 28 percent of respondents had accessed ITD's website. Use of the department's telephone or Internet 511 service increased slightly from 29 percent in 2009 to 32 percent in 2011. Just over half (56 percent) of respondents were aware of the existence of 511 services. These results indicate that use of some these services has not increased dramatically over the past two years, and awareness remains low. The results from this study offer insight into *who* is using the 511 services and website (users tend to be younger, male, and/or from ITD Districts 5 and 6). While it is true that within a district, awareness of the services doesn't always correlate to more use of the service, roughly half of the population remains unaware of these services. Furthermore, those who were unaware of the services prior to this survey indicate they are likely to use it in the future. When this data is combined with the responses to open-ended responses, (for example, the most common single secondary theme in communications stated ITD should improve or promote its 511 services), it is reasonable to suggest that ITD needs to take additional measures to increase public awareness of these services. Doing so may not lead to higher levels of customer satisfaction with DMV services per se, but it will likely lead to increased efficiencies, reduced costs at the county level, and increased levels of satisfaction with communications from ITD overall.

Public Involvement in Planning and Communications

The grades awarded to public involvement in the planning process and communications in 2011 were higher than those received in 2009, but were still low relative to other areas of customer satisfaction. Individuals who had lower satisfaction levels with the planning process were not unengaged, rather those who had actively provided feedback to ITD in the past year were divided in their opinions: some were highly satisfied and others were highly dissatisfied. Respondents who had not participated in the planning process were more likely to be neutral in their satisfaction.

The open-ended questions shed some light about why respondents may be giving lower ratings in these areas. The majority of the comments received made suggestions about how to get the public more involved or provide information to the public. One-fifth of the comments for public involvement discussed public meetings, and over half of those stated the meetings needed to be better publicized. Within the communications open-ended responses, respondents made numerous suggestions on mechanisms to communicate more effectively, indicating room for growth in this area.

Interestingly, another piece of information that arose from this study is that residents in the different ITD districts differ somewhat in their preferences for communication media. Residents of Districts 5 and

6 prefer the website, and tend to use Internet-based services more frequently. Residents of District 3 were the most likely to have open-ended comments related to public meetings, and residents of Districts 1 and 2 prefer the newspaper as a source of information. ITD should consider tailoring communication methods to different regions, where possible and affordable.

Tracking Changes Over Time

Finally, in order to track changing needs of Idaho residents with respect to customer service, ITD should consider repeating this or a similar study every two to three years. In addition, ITD could consider other studies to assess satisfaction in specific areas of customer services, e.g. alternative transportation or highway construction projects.

Appendix A Methodology

This study used a statewide telephone survey methodology. Two frames of telephone numbers were used: a random sample of household landlines ($n = 3,125$) and a random-digit dial sample of wireless telephone numbers with an Idaho area code ($n = 4,000$). Both samples were stratified by ITD district to achieve roughly equal numbers of respondents in the six districts for comparative purposes. The telephone survey took approximately 18 minutes to complete, and was approved for human subjects research by the University of Idaho Institutional Review Board, protocol number 10-199. All interviewers completed an online National Institutes of Health training course in human subjects research and confidentiality procedures in addition to training in survey data collection, use of the survey software, and telephone etiquette.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents prior to the telephone calls (Appendix F). Calls began on 25 April 2011 and continued until 18 June 2011. Each household in the sample was called at least eight times in an attempt to complete an interview. Twenty-two interviews were completed in Spanish. Data were collected on SPSS Data Builder and compiled on PASW Statistics 18.^(1, 2) The survey resulted in 1,616 completed interviews with a final response rate of 32.7 percent, (41.1 percent in the landline sample and 23.2 percent in the wireless sample).⁽³⁾

Weighting Procedures Used In Dual-Frame, Stratified Random Sample Design

Survey weights were calculated in order to account for the complex survey design. Households had differing probabilities of inclusion in the study based on which ITD district they lived in (because smaller districts were oversampled to allow for an adequate sample size in that strata) and based on whether respondents live in a household with both wireless and landline telephones, only landlines, or only wireless phones. The number of occupied households in Idaho is 552,726 using the most recent data available.⁽⁴⁾ In addition, recent data from the U.S. Department of Health and Human Services estimates the fraction of adults living in wireless-only, landline-only, mixed, or no-telephone households. Of all Idaho households, 98.8 percent are estimated to have a telephone of some sort (including wireless), 31.7 percent live in wireless-only households, 9.5 percent live in landline only households, and the remainder (57.6 percent) live in households with both a landline and wireless telephones.⁽⁵⁾ These estimates are the first nationally published estimates of landline-only and mixed-phone households in Idaho (previously only estimates of the fraction of wireless only households were available) but the proportion of landline only households in Idaho closely matches estimates from data collected by the SSRU.⁽⁶⁾

We used an iterative re-weighting process to calculate survey weights. Briefly, base weights were calculated from the inverse probability of selection given the sample size and population size for the district strata.⁽⁷⁾ Weighted frequencies were calculated with these weights, and new weights were

generated for household type using the weighted frequencies. These steps were then repeated through two more complete iterations (using the strata, then household type) at which point the weighted frequencies for both the strata variable and the household type matched published data cited above. Because no district-level estimates of household telephone status exist, we made the assumption that households in Southern Idaho are similar to the state as a whole.

Demographic Characteristics of Respondents

This study used a stratified random sample of Idaho residents. The stratified nature of the sample allows statistically rigorous comparisons between and within state ITD districts, as well as county-level estimates in some cases. County representation in the sample, as well as comparisons to actual statewide population estimates, can be found in Appendix G. The sample was nearly equally divided between men (51.1 percent) and women (48.8 percent). The majority (94.2 percent) had a valid Idaho driver's license at the time of the interview. With respect to age, this sample slightly under represents the youngest age demographics and slightly over represents the older age demographics (Table 8).

Table 8. Comparison of Respondent Ages to Census Bureau Estimates

| Age Category | Actual Percentage in State ⁽⁴⁾ | Percent of Sample | 95% Confidence Limits for Sample |
|---------------|---|-------------------|----------------------------------|
| 18 – 19 years | 3.8% | 1.5% | 0.7% - 2.4% |
| 20 – 24 years | 9.9% | 6.5% | 4.7% - 8.3% |
| 25 – 34 years | 19.8% | 14.5% | 12.0% - 17.0% |
| 35 – 44 years | 18.4% | 14.3% | 12.0% - 16.7% |
| 45 – 54 years | 18.6% | 14.9% | 12.8% - 17.1% |
| 55 – 59 years | 7.8% | 11.6% | 9.6% - 13.5% |
| 60 – 64 years | 6.2% | 10.5% | 8.8% - 12.3% |
| 65 – 74 years | 8.1% | 15.8% | 13.8% - 17.7% |
| 75 – 84 years | 5.2% | 7.7% | 6.4% - 9.1% |
| Over 85 years | 2.1% | 2.6% | 1.8% - 3.5% |

Data Analysis

Weighted frequencies, percents, standard errors, and Chi-square analyses were calculated using the SAS statistical software package. The margin of sampling error varies slightly by the number of respondents for an individual question, but is at or below 3.0 percent for questions asked of all respondents at the statewide level. When data were analyzed at the statewide level, frequencies were weighted by both household type (landline only, wireless only, or both) and by strata (ITD district) as described above so that each household had the same probability of inclusion in the sample and results are representative of the state. When data are analyzed at the district or county level, frequencies were weighted by household type only.

Chi-square analyses (cross-tabulations) were used in this report to assess if a relationship exists between two categorical variables, for example, between the ITD district in which a respondent lives and

satisfaction with DMV services. If no relationship between the two variables exists (the null hypothesis), all respondents, regardless of district of residence, will have the same level of satisfaction. If a relationship between the two variables does exist (the alternative hypothesis), then residents of one district will have different levels of satisfaction than members of one or more other districts. A probability score (p -value) is then used to assess the probability that those observed frequencies could occur by chance if the null hypothesis (no association) was true. In this report, when a difference is cited as statistically significant, the p -value is less than 0.05 (five percent) and is used to indicate that it is unlikely that the frequencies observed would have occurred by chance. In this example, a p -value less than 0.05 would indicate that level of satisfaction varies by district of residence. The user should be aware that statistical significance does not necessarily imply practical significance. Statistical significance is in part a function of sample size. Some frequency tables may be significant by virtue of the large sample size in this study but the practical effect may be small or the pattern may defy interpretation.

Content analysis of primary and subthemes was conducted on the open-ended survey questions. In the content analysis, the total number of responses (which may be higher than the total number of respondents, if respondents mentioned two or more items in their response) was summed and items were coded into a primary theme (which was subdivided into secondary themes for the two main open-ended questions), and the total number of responses for each primary (and subtheme) were then summed. Themes are listed in order of their frequency (number of times they were mentioned) and percentages of the total number of responses are calculated for primary themes. Percentages within a primary theme are calculated for secondary themes.

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7. **Brick, M. J., S. Dipko, S. Presser, C. Tucker, and Y. Yuan.** "Estimation Issues in Dual Frame Sample of Cell and Landline Numbers." *Proceedings of the Survey Research Methods Section of the American Statistical Association.* P. 2794-2798. 2005.

Appendix B

Final Survey Instrument

Introduction to Customer Satisfaction Survey: *Cell Phone Numbers*

[Note: Instructions for interviewers which are not read are in italics]

[Intro] Hello, my name is _____ and I am calling from the Social Science Research Unit at the University of Idaho. We are conducting a study for the Idaho Transportation Department about customer satisfaction with the department. If you are currently driving a car or doing any activity that requires your full attention, I need to call you back at a later time.

[1A] Yes → *Go to 2*

[1B] No → *Go to 3*

[2] Whom should we ask for when we call back? _____ Thank you (*End Call*)

[3] Are you at least 18 years old?

[3A] Yes → *Go to 8*

[3B] No → *Go to 4*

[4] Does an adult, 18 years or older, ever use this phone?

[4A] Yes → *Go to 6*

[4B] No → *Go to 5*

[5] Thank you for your time. (*End Call*)

[6] Can we speak to that adult now?

[6A] Yes → *Wait for adult, Go to Intro & repeat sequence*

[6B] No → *Go to 7*

[7] Thank you, what is a good time to call that adult and whom should we ask for? (*Get information and end call*)

[8] This is a statewide survey which has been approved by the Institutional Review Board at the University of Idaho. Some of the numbers we are calling are for cell phones. Some people have concerns about the privacy of conversations on cell phones or have a limited number of minutes on their cell phone plans. If you prefer, I would be happy to call you back on a landline phone or conduct this interview at a time that is more convenient for you.

[8A] Provides new number or time → *Record number and/or appointment time, end call*

[8B] Agrees to continue → *Go to 9*

[9] Is this cell phone used for personal use, business use, or both?

[9A] Personal → *Go to 11*

[9B] Business → *Go to 10*

[9C] Both → *Go to 11*

[10] We would only like to speak to individuals on their personal lines. Thank you for your time. (*End Call*)

[11] This interview takes about 15 minutes on average. The survey includes questions about your satisfaction with the transportation system and services the Idaho Transportation Department provides. Your input is important. ITD will use the information gathered from the survey to help improve its customer service. This interview is voluntary and if we come to any question you would prefer not to answer, just let me know and I'll skip over it. I'd like to assure you that your responses will be kept strictly confidential. Do you have any questions?

[11A] Yes → *Go to FAQ sheet*

[11B] No → *Go to 14*

[12] Do you have a landline telephone at home?

[12A] Yes

[12B] No

[12C] (Refused)

[13] Including yourself, how many adults (18 years of age or older) currently live in your household?
_____ (99 = refused)

[14] Including this cell phone number, how many cell phone numbers are used by individuals in your household, whether for personal or business use? _____ (99 = Refused)

Continue w/ main survey questions

Introduction to Customer Satisfaction Survey:

Household Landline Numbers

[Note: Instructions for interviewers which are not read are in italics]

[Intro] Hello, my name is _____ and I am calling from the Social Science Research Unit at the University of Idaho. We are conducting a study for the Idaho Transportation Department about customer satisfaction. I need to speak to an adult in the household that is at least 18 years of age or older who has had the most recent birthday. Would that happen to be you?

[1A] Yes → *Go to 3*

[1B] No → *Go to 2*

[2] Could we please speak to the adult that has had the most recent birthday? *Wait for adult, then continue.*

[3] This is a statewide survey which has been approved by the Institutional Review Board at the University of Idaho. We sent a post card last week about the study and to let you know that we would be calling. Did you receive the postcard?

[3A] Yes → *Go to 5*

[3B] No → *Go to 4*

[4] The postcard contained information about the study and that we would be calling. Would you like me to read it to you or send you another one? *(Read postcard or confirm address to send another. If Ok to continue, go to 5)*

[5] This interview takes about 15 minutes on average. The survey includes questions about your satisfaction with transportation system and services the Idaho Transportation Department provides. Your input is important. ITD will use the information gathered from the survey to help improve its customer service. This interview is voluntary and if we come to any question you would prefer not to answer, just let me know and I'll skip over it. I'd like to assure you that your responses will be kept strictly confidential. Do you have any questions?

[5A] Yes → *Go to FAQ sheet*

[5B] No → *Go to Q6*

[6] Including yourself, how many adults (18 years of age or older) currently live in your household?
 _____ (99 = refused)

[7] How many cell phone numbers are used by individuals in your household, whether for personal or business use? _____ (99 = refused)

Continue w/ main survey questions

Demographics

1. Do you have an Idaho driver's license?

_____ Yes

_____ No

2. In what year were you born? _____

3. In what Idaho county do you live? _____

Highway Maintenance

The Idaho Transportation Department maintains the Interstate, State, and U.S. Highways in Idaho.

Examples of these highways in your area include..... [Note: We'll provide a list of three state and federal highways in each county that interviewers can use to illustrate the highways we manage.]

For each of the following items, please indicate how satisfied you are with the Idaho Transportation Department's maintenance of Interstate, State, and U.S. Highways. Please do not consider county or city roads in your response.

4. Overall, how satisfied are you with the condition of the pavement on the highways managed by ITD?
Would you say you are...

_____ Very satisfied

_____ Somewhat satisfied

_____ Neither satisfied nor dissatisfied

_____ Somewhat dissatisfied

_____ Very dissatisfied

_____ (Don't know—don't read)

_____ (Refused—don't read)

5. How satisfied are you with ITD's winter maintenance (*e.g., snow removal, deicing*) on state and federal highways? Would you say you are...

____ Very satisfied
____ Somewhat satisfied
____ Neither satisfied nor dissatisfied
____ Somewhat dissatisfied
____ Very dissatisfied
____ (*Don't know—don't read*)
____ (*Refused—don't read*)

6. How satisfied are you with visibility of the highway striping on Idaho's state and federal highways? Would you say you are...

____ Very satisfied
____ Somewhat satisfied
____ Neither satisfied nor dissatisfied
____ Somewhat dissatisfied
____ Very dissatisfied
____ (*Don't know—don't read*)
____ (*Refused—don't read*)

7. How satisfied are you with the current services provided at ITD rest areas? Would you say you are...

____ Very satisfied
____ Somewhat satisfied
____ Neither satisfied nor dissatisfied
____ Somewhat dissatisfied
____ Very dissatisfied
____ (*Don't know—don't read*)
____ (*Refused—don't read*)

8. How satisfied are you with the flow of traffic on Idaho's state and federal highways? Would you say you are...

____ Very satisfied
____ Somewhat satisfied
____ Neither satisfied nor dissatisfied
____ Somewhat dissatisfied
____ Very dissatisfied
____ *(Don't know—don't read)*
____ *(Refused—don't read)*

9. How satisfied are you with overall safety of the state highway system? Would you say you are...

____ Very satisfied
____ Somewhat satisfied
____ Neither satisfied nor dissatisfied
____ Somewhat dissatisfied
____ Very dissatisfied
____ *(Don't know—don't read)*
____ *(Refused—don't read)*

10. Overall, what grade would you give to ITD for maintenance on the state and federal highway system?

____ A
____ B
____ C
____ D
____ F
____ *(Don't know—don't read)*
____ *(Refused—don't read)*

11. What changes could ITD make to better meet your expectations for highway maintenance?

The next set of questions focuses on Division of Motor Vehicle or "DMV" services. First, I'll ask about driver's license service.

12. Have you obtained or renewed a driver's license or ID card in the past two years?

____ Yes (*Go to Q13*)

____ No (*Go to Q17*)

____ (*Don't recall—don't read*) (*Go to Q17*)

____ (*Refused—don't read*) (*Go to Q17*)

13. How would you rate the courteousness of the staff in the driver's license office...

____ Very courteous

____ Somewhat courteous

____ Somewhat discourteous

____ Very discourteous

____ (*Don't know—don't read*)

____ (*Refused—don't read*)

14. How would you rate the knowledge of the driver's license staff?

____ Very knowledgeable

____ Somewhat knowledgeable

____ Somewhat unknowledgeable

____ Very unknowledgeable

____ (*Don't know—don't read*)

____ (*Refused—don't read*)

15. How many trips did it take to complete your business?

____ (*type the number of trips, 88 = don't recall, 99 = refused*)

16. Overall, what grade would you give to the quality of DMV services you received when you obtained or renewed your Idaho driver's license or ID card?

___ A

___ B

___ C

___ D

___ F

___ *(Don't know—don't read)*

___ *(Refused—don't read)*

Next I'll ask about vehicle registration and titling services.

17. Have you gone to a local office to register or title a vehicle in the past two years?

___ Yes *(Go to Q18)*

___ No *(Go to Q23)*

___ *(Don't recall—don't read) (Go to Q23)*

___ *(Refused—don't read) (Go to Q23)*

18. How satisfied are you with the wait time you experienced?

___ Very satisfied

___ Somewhat satisfied

___ Neither satisfied nor dissatisfied

___ Somewhat dissatisfied

___ Very dissatisfied

___ *(Don't know—don't read)*

___ *(Refused—don't read)*

19. How would you rate the courteousness of the office staff?

- ☐ Very courteous
- ☐ Somewhat courteous
- ☐ Somewhat discourteous
- ☐ Very discourteous
- ☐ *(Don't know—don't read)*
- ☐ *(Refused—don't read)*

20. How would you rate the overall knowledge of the staff at the vehicle registration and titling office?

- ☐ Very knowledgeable
- ☐ Somewhat knowledgeable
- ☐ Somewhat unknowledgeable
- ☐ Very unknowledgeable
- ☐ *(Don't know—don't read)*
- ☐ *(Refused—don't read)*

21. How many trips did it take to complete your business?

- ☐ *(type the number of trips, 88 = don't recall, 99 = refused)*

22. Overall, what grade would you give to the quality of DMV services you received when registering or titling your vehicle?

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ *(Don't know—don't read)*
- ☐ *(Refused—don't read)*

Next, I'll ask you about ITD's online DMV services.

23. Have you used the DMV website to renew a vehicle registration, order personalized license plates, pay reinstatement fees, obtain a driving record, or obtain a free status check on your driver's license in the past two years?

____ Yes (*Go to Q24*)

____ No (*Go to Q25*)

____ (*Don't recall—don't read*) (*Go to Q25*)

____ (*Refused—don't read*) (*Go to Q25*)

24. Which transaction(s) did you conduct (select all that apply):

____ Registration Renewal (*Go to Q27*)

____ Order Personalized License Plate (*Go to Q27*)

____ Order Driver License Record (*Go to Q27*)

____ Obtain a free status check on your driver's license (*Go to Q27*)

____ Reinstatement Driver License (*Go to Q27*)

____ Other (*Go to Q27*)

____ (*Don't Recall – don't read*) (*Go to Q27*)

____ (*Refused – don't read*) (*Go to Q27*)

25. Prior to this survey were you aware of ITD offered these types of service online in most counties?

____ Yes (*Go to Q28*)

____ No (*Go to Q26*)

____ Can't recall (*Go to Q26*)

____ (*Refused – don't read*) (*Go to Q26*)

26. Now that you know these services exist, how likely are you to use these services in the future?

- ☐ Very likely (*Skip to Q28*)
- ☐ Likely (*Skip to Q28*)
- ☐ Unlikely (*Skip to Q28*)
- ☐ Very unlikely (*Skip to Q28*)
- ☐ (*Don't know—don't read*) (*Skip to Q28*)
- ☐ (*Refused—don't read*) (*Skip to Q28*)

27. Overall, what grade would you give the quality of online registration and titling services in Idaho?

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

28. What changes could ITD make to better meet your expectations for DMV services?

Now I'd like to ask a few questions about alternative modes of transportation, which means modes of transportation other than single occupant vehicles.

29. If you use alternative modes of transportation to get around in your community, which modes do you use? *(Check all that apply)*

☐ Public transportation

☐ Carpool, rideshare, van pool

☐ Bicycling

☐ Walking

☐ Not applicable/don't use *(Go to Q31)*

☐ Other (Specify: _____)

☐ *(Don't know- don't read)*

☐ *(Refused – don't read)*

30. How frequently do you use alternative modes of transportation?

☐ Daily

☐ Weekly

☐ A few times a month

☐ A few times a year

☐ *(Don't know—don't read)*

☐ *(Refused—don't read)*

31. Under what circumstance would it be worthwhile for you to use alternative transportation?

- ☐ If services were more convenient and widely available
- ☐ If service were more affordable
- ☐ If driving/gas was more expensive
- ☐ If I couldn't drive (disabled, didn't have a car, was drinking)
- ☐ If I had a longer commute
- ☐ If my job didn't require a car
- ☐ If I lived in an urban area
- ☐ Other (Specify: _____)

32. How important is it to have access to public transportation services, such as buses, rideshare, Van Pool services, in your community?

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Unimportant
- ☐ Very unimportant
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

33. How important is it to have access to safe walking or bicycle routes?

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Unimportant
- ☐ Very unimportant
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

34. How satisfied are you with the transportation options that are available to you other than your personal vehicles?

____ Very satisfied

____ Somewhat satisfied

____ Neither satisfied nor dissatisfied

____ Somewhat dissatisfied

____ Very dissatisfied

____ *(Don't know—don't read)*

____ *(Refused—don't read)*

The next few questions deal with public involvement in the planning process.

35. Please tell me how strongly you agree or disagree with the following statement. ITD does a good job of getting public input on state highway projects. Would you say you...

____ Strongly agree

____ Agree

____ Are neutral

____ Disagree

____ Strongly disagree

____ *(Don't know—don't read)*

____ *(Refused—don't read)*

36. Have you ever provided input to ITD by attending a public meeting or using other methods?

____ Yes *(Go to Q37)*

____ No *(Go to Q38)*

____ Can't recall *(go to Q38)*

____ *(Refused – don't read) (go to Q38)*

37. How did you provide input?

- ☐ Responded to direct mail/return reply card
- ☐ Responded to telephone survey
- ☐ Submitted comments to a website
- ☐ Participated in webinar or virtual meeting
- ☐ Attended public meeting
- ☐ Participated in a local mobility planning, prioritization, and advocacy group

38. How would you prefer to provide input to the Idaho Transportation Department? Please rank the following options using “1” for the most preferred method.

- ☐ Direct mail/return reply card
- ☐ Telephone call/survey
- ☐ Submit comments to a website
- ☐ Webinar or virtual meeting
- ☐ Public meetings
- ☐ As part of a local mobility planning, prioritization, and advocacy group

39. Overall, what grade would you give to Idaho Transportation Department’s efforts to involve the public in the planning process?

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ (*Don’t know—don’t read*)
- ☐ (*Refused—don’t read*)

40. What changes could ITD make to better meet your expectations for involving the public in planning and decision-making?

The next set of questions is about communication from Idaho Transportation Department.

41. How do you currently receive information about the Idaho Transportation Department's activities and services (*please mark ALL that apply*).

- ☐ Television
- ☐ Radio
- ☐ Newspaper
- ☐ Internet/ Website
- ☐ Electronic signs or reader boards along the highway
- ☐ The 511 Informational Telephone Number
- ☐ Social media such as Facebook, MySpace, and Twitter
- ☐ Other _____
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

42. What method do you **most prefer** to obtain information about the Idaho Transportation Department's activities and services? (*Please mark ONE answer*)

- ☐ Television
- ☐ Radio
- ☐ Newspaper
- ☐ Internet/ Website
- ☐ Electronic signs or reader boards along the highway
- ☐ The 511 Informational Telephone Number
- ☐ Social media such as Facebook, MySpace, and Twitter
- ☐ Other _____
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

43. Have you accessed the Idaho Transportation Department's website <http://itd.idaho.gov/> in the last year

____ Yes (*Go to Q44*)

____ No (*Go to Q45*)

____ Don't know – *don't read* – (*Go to Q45*)

____ Refused – *don't read* (*Go to Q45*)

44. How easy or difficult was it to find the information you wanted on the website?

____ Very easy

____ Somewhat easy

____ Somewhat difficult

____ Very difficult

____ (*Don't know—don't read*)

____ (*Refused—don't read*)

45. Have you used the department's 511 internet or phone service in the past year to obtain information about Idaho road conditions?

____ Yes (*Go to Q46*)

____ No (*Go to Q48*)

____ Don't know – *don't read* – (*Go to Q48*)

____ Refused – *don't read* (*Go to Q48*)

46. How easy was it to use the 511 internet or phone service?

____ Very easy

____ Somewhat easy

____ Somewhat difficult

____ Very difficult

____ (*Don't know—don't read*)

____ (*Refused—don't read*)

47. Have you changed your travel plans based on information provided through 511 phone or website services? *(Please mark all that apply) (skip Q48 and Q49)*

- ☐ Altered departure time
- ☐ Altered travel route
- ☐ Cancelled trip
- ☐ Have never changed travel plans
- ☐ *(Don't know—don't read)*
- ☐ *(Refused—don't read)*

48. Prior to this survey, were you aware of Idaho Transportation Department's 511 services that provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

- ☐ Yes *(Go to Q50)*
- ☐ No *(Go to Q49)*
- ☐ Can't recall *(Go to Q49)*
- ☐ (Refused) *(Go to Q49)*

49. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

- ☐ Very likely
- ☐ Likely
- ☐ Unlikely
- ☐ Very unlikely
- ☐ Not sure
- ☐ (Refused)

50. How would you prefer to receive 511 information? Please rank all that apply using "1" for the most preferred method.

- ☐ 511 telephone service
- ☐ 511 website
- ☐ Mobile phone website

____ Television / public access station

____ E-mail alerts

____ Social networking sites such as Twitter and Facebook

51. Overall, what grade would you give the Idaho Transportation Department's efforts to communicate with the public?

____ A

____ B

____ C

____ D

____ F

____ (*Don't know—don't read*)

____ (*Refused—don't read*)

52. What changes could ITD make to better meet your expectations for communicating with the public?

The last section of the survey focuses on ITD's direct customer service.

53. Have you contacted the Idaho Transportation Department directly for information, services, or any other reason during the past year?

____ Yes (*Go to Q54*)

____ No (*Go to Q63*)

____ (*Don't know—don't read*) (*Go to Q63*)

____ (*Refused—don't read*) (*Go to Q63*)

54. The reason for you most recent contact relates to which of the following:

- ☐ DMV services
- ☐ Road maintenance or conditions
- ☐ Construction projects
- ☐ Right-of-way/highway access
- ☐ Transportation planning
- ☐ Public transportation services
- ☐ Airport/air strips
- ☐ Other (Specify: _____)
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

55. How did you contact the Idaho Transportation Department?

- ☐ By telephone
- ☐ By e-mail
- ☐ By regular mail
- ☐ By fax
- ☐ In person
- ☐ Other (Specify: _____)
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

56. Do you feel that your request was addressed appropriately?

- ☐ Yes
- ☐ No
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

57. Please rate the courteousness of the staff you dealt with.

- ☐ Very courteous
- ☐ Courteous
- ☐ Discourteous
- ☐ Very discourteous
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

58. Please rate the level of knowledge of the staff you dealt with.

- ☐ Very knowledgeable
- ☐ Somewhat knowledgeable
- ☐ Somewhat unknowledgeable
- ☐ Very unknowledgeable
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

59. Please rate the speed of service you received.

- ☐ Very fast
- ☐ Somewhat fast
- ☐ Somewhat slow
- ☐ Very slow
- ☐ (*Don't know—don't read*)
- ☐ (*Refused—don't read*)

60. How satisfied were you with any follow-up provided by ITD?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ No follow-up was needed
- ☐ *(Don't know—don't read)*
- ☐ *(Refused—don't read)*

61. Overall, how would you grade the quality of customer service Idaho Department of Transportation provides?

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ F
- ☐ *(Don't know—don't read)*
- ☐ *(Refused—don't read)*

62. In your opinion, how could ITD better meet your expectations for customer service?

Before wrapping up, I'd like to ask two general questions about ITD's performance and priorities.

63. Overall, how would you rate the value ITD provides for the funding invested in Idaho's transportation system?

____ Excellent

____ Good

____ Fair

____ Poor

____ (*Don't know—don't read*)

____ (*Refused—don't read*)

64. Given limited funding for the state highway system, in which of the following areas do you think ITD should focus its resources? Please rank the top three areas with "1" being your top priority.

a. Preserving and restoring highways

b. Preserving and restoring bridges

c. Performing winter maintenance (*e.g., snow removal, deicing*)

d. Enhancing highway safety (*e.g., widening shoulders, adding passing lanes*)

e. Adding highway capacity to reduce congestion (*adding new lanes*)

f. Providing safe biking and pedestrian facilities

1st: ____ 2nd: ____ 3rd: ____ DK: ____ Refused: ____

Thank you for participating in this survey. Do you have anything else you'd like to add?

65. Sex of respondent (interviewer fills in)

66. Thank you for your time. Do you have anything else you'd like to add?

Appendix C

Survey Responses by District

Table 9. Satisfaction with Condition of Pavement (Q4)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 27.8% | 22.4% | 15.4% | 20.4% | 28.6% | 28.5% |
| Somewhat Satisfied | 48.7% | 52.3% | 54.2% | 50.0% | 54.5% | 54.6% |
| Neutral | 8.5% | 6.0% | 10.2% | 10.2% | 6.7% | 6.7% |
| Somewhat Dissatisfied | 8.7% | 16.2% | 17.1% | 17.0% | 7.7% | 7.4% |
| Very Dissatisfied | 5.2% | 2.1% | 2.9% | 1.0% | 1.3% | 2.5% |
| Don't Know | 1.2% | 0.9% | 0.3% | 1.3% | 1.2% | 0.3% |

Table 10. Satisfaction with Winter Maintenance (Q5)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 50.5% | 30.3% | 31.2% | 34.1% | 36.2% | 42.0% |
| Somewhat Satisfied | 33.4% | 46.4% | 48.2% | 39.8% | 50.0% | 40.4% |
| Neutral | 4.9% | 8.6% | 5.3% | 5.8% | 4.3% | 6.7% |
| Somewhat Dissatisfied | 7.7% | 9.8% | 6.7% | 11.8% | 4.8% | 8.4% |
| Very Dissatisfied | 2.3% | 3.5% | 4.2% | 4.1% | 2.2% | 1.2% |
| Don't Know | 1.2% | 1.3% | 4.3% | 4.3% | 2.6% | 1.4% |

Table 11. Satisfaction with Visibility of Highway Striping (Q6)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 23.9% | 27.5% | 26.3% | 31.2% | 34.8% | 34.2% |
| Somewhat Satisfied | 44.6% | 43.7% | 37.9% | 48.5% | 42.2% | 44.6% |
| Neutral | 7.1% | 9.3% | 8.2% | 8.4% | 7.5% | 5.6% |
| Somewhat Dissatisfied | 17.2% | 13.1% | 19.2% | 8.3% | 12.6% | 13.5% |
| Very Dissatisfied | 6.6% | 5.5% | 7.3% | 3.3% | 2.5% | 1.2% |
| Don't Know | 0.7% | 0.9% | 1.1% | 0.3% | 0.3% | 1.1% |

Table 12. Satisfaction with Services Provided at ITD Rest Areas (Q7)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 32.2% | 33.8% | 34.0% | 46.9% | 35.2% | 46.8% |
| Somewhat Satisfied | 24.0% | 40.1% | 36.4% | 30.2% | 38.3% | 32.4% |
| Neutral | 12.3% | 5.2% | 7.7% | 7.6% | 8.8% | 8.6% |
| Somewhat Dissatisfied | 2.3% | 5.1% | 5.9% | 2.9% | 4.8% | 3.6% |
| Very Dissatisfied | 1.3% | 1.0% | 0.3% | 0.7% | 0.3% | 0.0% |
| Don't Know | 27.9% | 14.8% | 15.7% | 11.6% | 12.7% | 8.5% |

Table 13. Satisfaction with Flow of Traffic (Q8)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 34.5% | 26.8% | 15.3% | 42.3% | 48.6% | 37.4% |
| Somewhat Satisfied | 41.1% | 58.9% | 52.7% | 42.3% | 40.8% | 47.4% |
| Neutral | 5.9% | 5.5% | 7.9% | 6.3% | 5.5% | 7.3% |
| Somewhat Dissatisfied | 12.2% | 7.0% | 18.8% | 6.7% | 3.8% | 5.2% |
| Very Dissatisfied | 5.1% | 1.2% | 4.4% | 1.0% | 0.6% | 2.1% |
| Don't Know | 1.1% | 0.6% | 0.8% | 1.3% | 0.6% | 0.6% |

Table 14. Satisfaction with Overall Safety (Q9)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 32.2% | 27.9% | 26.6% | 36.0% | 40.2% | 42.6% |
| Somewhat Satisfied | 46.0% | 49.4% | 50.3% | 48.7% | 51.6% | 49.5% |
| Neutral | 5.6% | 9.5% | 10.5% | 8.1% | 4.4% | 3.8% |
| Somewhat Dissatisfied | 10.4% | 9.3% | 9.4% | 4.6% | 1.3% | 2.0% |
| Very dissatisfied | 3.9% | 2.5% | 2.3% | 1.4% | 1.9% | 1.4% |
| Don't Know | 1.9% | 1.3% | 0.9% | 1.3% | 0.6% | 0.8% |

Table 15. Overall Grade for Maintenance (Q10)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| A | 20.1% | 18.0% | 14.7% | 21.5% | 30.3% | 26.5% |
| B | 48.5% | 49.8% | 48.9% | 48.1% | 55.2% | 49.6% |
| C | 23.6% | 26.4% | 28.0% | 22.0% | 10.3% | 18.1% |
| D | 5.0% | 4.8% | 6.6% | 5.5% | 4.1% | 3.4% |
| F | 2.8% | 0.6% | 1.6% | 1.9% | 0.0% | 0.6% |
| Don't Know | 0.0% | 0.3% | 0.3% | 1.0% | 0.0% | 1.2% |

Table 16. Obtained or Renewed Driver's License in Past 2 Years (Q12)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| Yes | 51.4% | 58.9% | 58.1% | 40.9% | 57.4% | 56.6% |
| No | 48.6% | 41.1% | 41.6% | 58.7% | 42.6% | 42.5% |
| Don't Know | 0.0% | 0.0% | 0.3% | 0.3% | 0.0% | 0.9% |

Table 17. Courteousness of Office Staff (Q13)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Courteous | 72.9% | 74.5% | 70.4% | 68.3% | 77.0% | 70.8% |
| Somewhat Courteous | 19.4% | 18.0% | 26.0% | 18.0% | 14.7% | 19.5% |
| Somewhat Discourteous | 5.0% | 2.6% | 2.2% | 8.3% | 6.6% | 3.7% |
| Very Discourteous | 2.1% | 3.3% | 0.0% | 5.5% | 0.6% | 1.9% |
| Don't Recall | 0.5% | 1.6% | 1.4% | 0.0% | 1.1% | 4.1% |

Table 18. Knowledge of Driver's License Staff (Q14)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------------------|------------|------------|------------|------------|------------|------------|
| Very Knowledgeable | 75.4% | 74.7% | 70.8% | 70.4% | 72.9% | 69.8% |
| Somewhat Knowledgeable | 19.9% | 20.9% | 24.1% | 23.5% | 23.4% | 26.7% |
| Somewhat Unknowledgeable | 1.0% | 2.8% | 0.0% | 2.2% | 1.9% | 1.0% |
| Very Unknowledgeable | 1.2% | 0.0% | 0.5% | 0.6% | 0.0% | 0.0% |
| Don't Recall | 2.6% | 1.6% | 4.6% | 3.3% | 1.7% | 2.4% |

Table 19. Number of Trips to Complete Business (Q15)

| Number of Trips | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-----------------|------------|------------|------------|------------|------------|------------|
| 1 | 83.0% | 84.3% | 86.5% | 86.7% | 86.9% | 90.5% |
| 2 | 13.4% | 10.1% | 8.1% | 11.2% | 9.2% | 8.5% |
| 3 | 1.9% | 5.6% | 4.5% | 2.2% | 1.1% | 0.5% |
| 4 | 1.7% | 0.0% | 0.9% | 0.0% | 0.6% | 0.5% |
| 7 | 0.0% | 0.0% | 0.0% | 0.0% | 2.2% | 0.0% |

Table 20. Overall Grade for Quality of DMV Services (Q16)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------|------------|------------|------------|------------|------------|------------|
| A | 60.8% | 62.3% | 65.0% | 65.2% | 69.1% | 67.5% |
| B | 24.9% | 30.1% | 27.2% | 22.2% | 24.8% | 22.5% |
| C | 10.0% | 3.1% | 5.6% | 6.2% | 5.6% | 8.6% |
| D | 0.9% | 3.4% | 0.5% | 4.9% | 0.6% | 1.4% |
| F | 2.9% | 0.5% | 1.3% | 1.6% | 0.0% | 0.0% |
| Don't Recall | 0.5% | 0.5% | 0.5% | 0.0% | 0.0% | 0.0% |

Table 21. Registered or Titled a Vehicle in the Past 2 years at Local Office (Q17)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------|------------|------------|------------|------------|------------|------------|
| Yes | 65.8% | 67.8% | 61.1% | 70.6% | 74.9% | 75.7% |
| No | 33.8% | 32.2% | 38.9% | 29.4% | 25.1% | 24.3% |
| Don't Recall | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Table 22. Satisfaction with Wait Time (Q18)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 67.9% | 68.6% | 61.5% | 61.2% | 68.6% | 62.6% |
| Somewhat Satisfied | 21.7% | 17.6% | 23.0% | 33.3% | 20.1% | 25.2% |
| Neutral | 1.0% | 2.9% | 3.5% | 1.4% | 2.6% | 4.3% |
| Somewhat Dissatisfied | 4.9% | 8.9% | 6.8% | 3.6% | 7.1% | 5.1% |
| Very Dissatisfied | 3.0% | 2.0% | 4.3% | 0.5% | 1.6% | 2.5% |
| Don't Know | 1.5% | 0.0% | 0.9% | 0.0% | 0.0% | 0.4% |

Table 23. Courteousness of Staff in Registration and Titling Office (Q19)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Courteous | 79.1% | 75.2% | 71.0% | 80.2% | 74.9% | 71.3% |
| Somewhat Courteous | 17.3% | 18.5% | 25.7% | 14.1% | 16.7% | 25.1% |
| Somewhat Discourteous | 2.3% | 3.4% | 2.9% | 4.4% | 5.9% | 2.9% |
| Very Discourteous | 1.0% | 1.5% | 0.0% | 1.3% | 2.1% | 0.8% |
| Don't Recall | 0.4% | 1.4% | 0.4% | 0.0% | 0.4% | 0.0% |

Table 24. Knowledge of Staff at Registration and Titling Office (Q20)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------------------|------------|------------|------------|------------|------------|------------|
| Very Knowledgeable | 81.9% | 79.9% | 76.1% | 81.6% | 71.9% | 74.2% |
| Somewhat Knowledgeable | 15.9% | 17.7% | 19.7% | 13.5% | 24.1% | 24.4% |
| Somewhat Unknowledgeable | 0.4% | 1.5% | 3.8% | 4.4% | 3.6% | 0.4% |
| Very Unknowledgeable | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 1.0% |
| Don't Recall | 1.3% | 0.9% | 0.4% | 0.5% | 0.4% | 0.0% |

Table 25. Number of Trips to Complete Business (Q21)

| Number of Trips | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-----------------|------------|------------|------------|------------|------------|------------|
| 1 | 86.1% | 86.8% | 84.5% | 88.0% | 86.3% | 86.0% |
| 2 | 11.5% | 6.1% | 13.0% | 10.2% | 7.4% | 11.4% |
| 3 | 1.3% | 5.3% | 0.9% | 1.8% | 4.2% | 1.1% |
| 4 | 1.0% | 1.4% | 0.8% | 0.0% | 2.1% | 0.4% |
| 7 | 0.0% | 0.0% | 0.8% | 0.0% | 0.0% | 0.0% |
| 10 | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 1.0% |

Table 26. Overall Grade for DMV Services When Registering or Titling a Vehicle (Q22)

| Grade | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| A | 66.5% | 67.4% | 68.1% | 69.0% | 68.7% | 66.5% |
| B | 26.4% | 26.8% | 24.9% | 23.8% | 21.9% | 21.0% |
| C | 5.8% | 3.8% | 5.4% | 3.6% | 6.0% | 9.7% |
| D | 0.7% | 1.5% | 1.7% | 3.6% | 3.4% | 1.4% |
| F | 0.5% | 0.5% | 0.0% | 0.0% | 0.0% | 1.0% |
| Don't Know | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% |

Table 27. Used the DMV Website in the Past 2 Years (Q23)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------|------------|------------|------------|------------|------------|------------|
| Yes | 86.9% | 7.3% | 18.5% | 11.6% | 10.3% | 11.6% |
| No | 12.7% | 92.4% | 81.3% | 88.4% | 89.7% | 88.4% |
| Don't Recall | 0.3% | 0.3% | 0.3% | 0.0% | 0.0% | 0.0% |

Table 28. Transactions Online (Q24)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---|------------|------------|------------|------------|------------|------------|
| Registration Renewal | 71.7% | 50.2% | 68.7% | 74.6% | 61.4% | 75.9% |
| Order Personalized License Plates | 13.5% | 37.4% | 5.4% | 2.9% | 6.5% | 5.0% |
| Order Driver's License Record | 1.8% | 4.1% | 10.6% | 10.8% | 6.5% | 0.0% |
| Obtain Free Status Check on Driver's License | 9.8% | 8.2% | 2.6% | 7.9% | 19.0% | 9.3% |
| Reinstate Driver's License | 4.9% | 0.0% | 4.0% | 2.9% | 12.4% | 9.1% |
| Don't Recall | 0.0% | 0.0% | 0.0% | 0.0% | 4.6% | 0.0% |
| Other | 0.0% | 0.0% | 10.1% | 8.8% | 6.5% | 7.4% |

Table 29. Awareness of Online Services Prior to Survey (Q25)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| Yes | 38.9% | 36.7% | 46.9% | 44.1% | 44.5% | 32.7% |
| No | 60.4% | 63.0% | 51.9% | 55.5% | 53.0% | 66.4% |
| Don't Know | 0.6% | 0.3% | 1.2% | 0.4% | 2.5% | 0.9% |

Table 30. Likelihood of Using Online Services in the Future (Q26)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|--------------------------|------------|------------|------------|------------|------------|------------|
| Very Likely | 15.2% | 22.1% | 27.6% | 22.4% | 16.1% | 22.1% |
| Somewhat Likely | 36.5% | 35.3% | 32.8% | 27.1% | 34.7% | 31.5% |
| Somewhat Unlikely | 22.0% | 19.4% | 20.5% | 22.7% | 20.5% | 17.8% |
| Very Unlikely | 21.8% | 20.6% | 16.8% | 23.8% | 23.9% | 25.8% |
| Don't Know | 4.6% | 2.5% | 2.3% | 3.9% | 4.7% | 2.7% |

Table 31. Overall Grade for Quality of Registration and Titling Services (Q27)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------|------------|------------|------------|------------|------------|------------|
| A | 59.0% | 34.22% | 63.3% | 53.0% | 83.9% | 56.4% |
| B | 25.4% | 57.9% | 32.5% | 30.5% | 5.4% | 33.9% |
| C | 2.5% | 0.0% | 2.1% | 3.5% | 5.4% | 6.5% |
| D | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| F | 6.8% | 7.9% | 0.0% | 0.0% | 0.0% | 0.0% |
| Don't Recall | 6.2% | 0.0% | 2.1% | 13.0% | 5.4% | 3.2% |

Table 32. Alternative Modes of Transportation Used (Q29)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------------|------------|------------|------------|------------|------------|------------|
| Public Transportation | 4.4% | 10.5% | 11.6% | 4.4% | 6.2% | 1.9% |
| Carpool, Rideshare, Vanpool | 13.1% | 17.6% | 15.0% | 16.1% | 14.9% | 12.2% |
| Bicycling | 20.5% | 12.9% | 26.4% | 17.6% | 23.9% | 22.5% |
| Walking | 27.6% | 38.4% | 40.0% | 25.7% | 32.1% | 33.2% |
| Don't Use | 56.2% | 52.1% | 44.2% | 55.6% | 52.1% | 50.3% |
| Other | 2.9% | 2.1% | 1.6% | 2.9% | 0.6% | 2.4% |

Table 33. Frequency of Use of Alternative Modes of Transportation (Q30)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|----------------------------|------------|------------|------------|------------|------------|------------|
| Daily | 9.8% | 16.7% | 12.2% | 7.9% | 7.4% | 11.3% |
| Weekly | 14.0% | 17.1% | 19.6% | 18.0% | 18.3% | 16.5% |
| A Few Times a Month | 13.1% | 13.3% | 16.3% | 10.6% | 13.9% | 14.6% |
| A Few Times a Year | 9.7% | 4.7% | 8.2% | 9.6% | 16.3% | 6.7% |
| Never | 53.5% | 48.3% | 42.6% | 53.9% | 43.8% | 50.5% |
| Don't Know | 0.0% | 0.0% | 1.0% | 0.0% | 0.3% | 0.3% |

Table 34. Circumstances Where it Would Be Worthwhile to Use Alternative Modes of Transportation (Q31)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|--|------------|------------|------------|------------|------------|------------|
| If services were more convenient and widely available | 37.5% | 38.0% | 47.5% | 43.5% | 39.8% | 33.8% |
| If services were more affordable | 7.5% | 10.3% | 12.3% | 16.3% | 13.6% | 11.9% |
| If driving/gas was more expensive | 17.2% | 23.6% | 21.0% | 23.2% | 22.8% | 25.6% |
| If I couldn't drive | 32.1% | 31.0% | 30.7% | 34.0% | 36.3% | 30.4% |
| If I had a longer commute | 7.8% | 14.3% | 15.2% | 13.1% | 17.3% | 14.0% |
| If my job didn't require a car | 8.1% | 7.9% | 12.2% | 13.1% | 15.4% | 7.5% |
| If I lived in an urban area | 22.0% | 29.7% | 15.4% | 29.2% | 27.9% | 21.3% |
| Other | 13.6% | 11.7% | 6.4% | 9.9% | 11.9% | 9.4% |
| Don't know | 6.1% | 7.7% | 8.2% | 5.4% | 5.0% | 6.0% |

Table 35. Importance of Access to Public Transportation Services (Q32)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------------|------------|------------|------------|------------|------------|------------|
| Very Important | 43.9% | 41.1% | 48.6% | 28.7% | 33.2% | 31.2% |
| Important | 18.2% | 19.8% | 18.6% | 17.0% | 24.2% | 23.5% |
| Neutral | 13.4% | 10.9% | 15.5% | 22.4% | 20.9% | 19.2% |
| Unimportant | 13.4% | 13.6% | 9.8% | 16.8% | 21.1% | 15.4% |
| Very Unimportant | 8.1% | 12.7% | 5.3% | 11.0% | 8.2% | 7.2% |
| Don't Know | 3.0% | 1.9% | 2.2% | 4.0% | 1.4% | 3.5% |

Table 36. Importance of Access to Safe Walking and Bicycle Routes (Q33)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------------|------------|------------|------------|------------|------------|------------|
| Very Important | 65.2% | 65.9% | 73.6% | 58.4% | 55.1% | 64.2% |
| Important | 20.6% | 15.3% | 17.0% | 22.3% | 30.2% | 20.0% |
| Neutral | 5.9% | 8.5% | 3.3% | 10.1% | 7.0% | 6.9% |
| Unimportant | 4.9% | 8.5% | 4.6% | 7.5% | 6.4% | 4.8% |
| Very Unimportant | 2.4% | 1.6% | 1.0% | 1.0% | 1.3% | 2.0% |
| Don't Know | 1.1% | 0.3% | 0.5% | 0.6% | 0.0% | 2.1% |

Table 37. Satisfaction with Transportation Options (Q34)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 12.5% | 18.6% | 14.5% | 19.2% | 17.5% | 14.1% |
| Somewhat Satisfied | 31.2% | 40.0% | 32.3% | 28.2% | 36.1% | 28.7% |
| Neutral | 11.7% | 13.3% | 18.5% | 20.4% | 16.4% | 14.9% |
| Somewhat Dissatisfied | 15.8% | 12.1% | 13.3% | 10.6% | 10.7% | 19.0% |
| Very Dissatisfied | 11.6% | 6.9% | 10.8% | 10.4% | 8.4% | 7.8% |
| Don't Know | 17.2% | 9.1% | 10.7% | 11.2% | 11.0% | 15.5% |

Table 38. ITD Does a Good Job of Getting Public Input on State Highway Projects (Q35)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|--------------------------|------------|------------|------------|------------|------------|------------|
| Strongly Agree | 11.0% | 9.0% | 5.1% | 9.4% | 8.5% | 9.7% |
| Agree | 28.8% | 29.5% | 32.6% | 33.0% | 28.0% | 30.5% |
| Neutral | 32.9% | 35.3% | 38.5% | 37.8% | 37.7% | 34.0% |
| Disagree | 12.8% | 14.6% | 11.4% | 11.7% | 9.9% | 12.3% |
| Strongly Disagree | 5.7% | 6.1% | 3.8% | 3.2% | 3.8% | 4.3% |
| Don't Know | 8.9% | 5.5% | 8.4% | 4.8% | 12.0% | 9.2% |

Table 39. Provided Input to ITD (Q36)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| Yes | 18.9% | 20.9% | 17.2% | 14.1% | 15.8% | 14.5% |
| No | 81.1% | 79.1% | 82.8% | 85.9% | 84.2% | 85.5% |
| Don't Know | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Table 40. Method of Input (Q37)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|--|------------|------------|------------|------------|------------|------------|
| Responded to direct mail/return reply card | 19.6% | 8.9% | 16.9% | 7.1% | 13.0% | 19.8% |
| Responded to telephone survey | 20.0% | 7.4% | 7.9% | 2.4% | 11.7% | 15.7% |
| Submitted comments to a website | 7.4% | 18.8% | 14.4% | 2.4% | 4.0% | 10.1% |
| Participated in webinar or virtual meeting | 3.1% | 0.0% | 2.7% | 0.0% | 0.0% | 0.0% |
| Attended a public meeting | 58.7% | 72.2% | 64.8% | 76.3% | 72.4% | 48.7% |
| Participated in a local mobility planning, prioritization, and advocacy group | 11.8% | 7.1% | 4.5% | 2.4% | 2.1% | 5.6% |
| Don't recall | 2.3% | 7.9% | 1.5% | 4.9% | 11.7% | 1.9% |

Table 41. Ranked Preference of Using Direct Mail/Return Reply Card to Provide Input to ITD (Q38)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 46.0% | 39.7% | 33.5% | 34.5% | 32.3% | 33.6% |
| 2 | 18.5% | 26.2% | 26.8% | 31.3% | 31.0% | 24.6% |
| 3 | 16.3% | 12.1% | 18.3% | 19.0% | 16.6% | 17.3% |
| 4 | 8.1% | 8.6% | 8.8% | 6.1% | 5.9% | 6.8% |
| 5 | 2.3% | 3.4% | 5.3% | 2.1% | 5.6% | 9.3% |
| 6 | 8.5% | 8.3% | 7.3% | 6.7% | 8.6% | 8.5% |
| Not Ranked | 0.3% | 1.6% | 0.0% | 0.4% | 0.0% | 0.0% |

Table 42. Ranked Preference of Using Telephone Call/Survey to Provide Input to ITD (Q38)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 21.9% | 13.3% | 18.8% | 27.7% | 19.1% | 15.5% |
| 2 | 20.2% | 24.4% | 23.4% | 19.4% | 28.0% | 21.1% |
| 3 | 25.8% | 25.4% | 18.5% | 20.5% | 18.5% | 17.4% |
| 4 | 11.7% | 13.4% | 19.8% | 18.4% | 15.7% | 16.4% |
| 5 | 10.9% | 12.9% | 10.5% | 6.2% | 5.9% | 12.9% |
| 6 | 9.2% | 9.3% | 9.0% | 7.4% | 12.4% | 16.7% |
| Not Ranked | 0.3% | 1.3% | 0.0% | 0.5% | 0.4% | 0.0% |

Table 43. Ranked Preference of Using Submit Comments to a Website to Provide Input to ITD (Q38)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 35.9% | 39.6% | 44.3% | 34.4% | 52.3% | 43.1% |
| 2 | 28.5% | 19.3% | 17.7% | 19.1% | 14.6% | 23.8% |
| 3 | 7.6% | 10.9% | 14.0% | 16.1% | 8.9% | 9.7% |
| 4 | 8.6% | 8.3% | 8.0% | 6.7% | 6.4% | 7.8% |
| 5 | 15.7% | 15.0% | 10.1% | 13.0% | 12.7% | 9.9% |
| 6 | 3.7% | 6.6% | 5.8% | 10.2% | 4.6% | 5.6% |
| Not Ranked | 0.0% | 0.4% | 0.0% | 0.5% | 0.4% | 0.0% |

Table 44. Ranked Preference of Using Webinar or Virtual Meeting to Provide Input to ITD (Q38)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 2.2% | 5.6% | 2.7% | 3.2% | 2.4% | 3.4% |
| 2 | 11.8% | 7.8% | 13.6% | 7.3% | 10.0% | 8.7% |
| 3 | 13.0% | 5.7% | 13.1% | 9.7% | 14.2% | 16.2% |
| 4 | 22.7% | 20.5% | 21.6% | 17.3% | 16.2% | 28.0% |
| 5 | 19.4% | 21.0% | 22.6% | 36.4% | 28.1% | 19.5% |
| 6 | 30.9% | 38.8% | 26.4% | 25.0% | 28.5% | 24.1% |
| Not Ranked | 0.0% | 0.5% | 0.0% | 1.1% | 0.5% | 0.0% |

Table 45. Ranked Preference of Using Public Meetings to Provide Input to ITD (Q38)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 13.2% | 24.4% | 17.0% | 21.8% | 13.9% | 18.8% |
| 2 | 23.2% | 19.2% | 18.6% | 18.1% | 17.8% | 20.8% |
| 3 | 17.4% | 21.3% | 18.1% | 16.8% | 21.3% | 19.7% |
| 4 | 16.0% | 9.1% | 15.4% | 21.0% | 24.5% | 11.8% |
| 5 | 22.5% | 20.8% | 20.8% | 14.9% | 14.0% | 20.7% |
| 6 | 7.6% | 5.1% | 10.2% | 6.9% | 8.6% | 8.0% |
| Not Ranked | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% |

Table 46. As a part of a Local Mobility Planning, Prioritization and Advocacy Group to Provide Input to ITD (Q38)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 5.5% | 2.7% | 2.9% | 3.2% | 2.9% | 6.2% |
| 2 | 6.4% | 6.5% | 5.8% | 8.5% | 6.1% | 8.6% |
| 3 | 11.5% | 15.9% | 12.0% | 9.3% | 13.5% | 15.3% |
| 4 | 21.2% | 24.0% | 16.1% | 18.0% | 21.5% | 18.1% |
| 5 | 14.7% | 9.9% | 20.0% | 17.8% | 23.8% | 15.5% |
| 6 | 40.7% | 41.1% | 43.1% | 42.2% | 31.7% | 36.2% |
| Not Ranked | 0.0% | 0.0% | 0.0% | 1.1% | 0.5% | 0.0% |

Table 47. Overall Grade for ITD's Efforts to Involve the Public (Q39)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| A | 14.7% | 15.4% | 12.7% | 16.2% | 18.2% | 14.3% |
| B | 32.8% | 36.3% | 36.3% | 35.3% | 34.5% | 34.3% |
| C | 27.7% | 22.8% | 30.0% | 23.3% | 25.0% | 28.9% |
| D | 7.5% | 7.6% | 9.3% | 9.5% | 6.3% | 6.7% |
| F | 4.0% | 5.1% | 1.8% | 3.4% | 4.1% | 2.5% |
| Don't Know | 13.2% | 12.7% | 9.9% | 12.4% | 11.8% | 13.1% |

Table 48. Methods Currently Receiving Information from ITD (Q41)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---|------------|------------|------------|------------|------------|------------|
| Television | 26.2% | 29.5% | 48.9% | 39.2% | 34.1% | 34.1% |
| Radio | 16.5% | 23.6% | 22.3% | 23.7% | 17.9% | 17.8% |
| Newspaper | 49.2% | 54.0% | 38.5% | 43.2% | 44.3% | 40.2% |
| Internet/Website | 12.8% | 15.8% | 18.7% | 14.9% | 19.2% | 22.1% |
| Electronic Signs or Reader Boards | 38.0% | 33.5% | 45.6% | 41.0% | 36.4% | 39.8% |
| 511 Informational Telephone Number | 9.9% | 9.6% | 6.2% | 12.0% | 9.9% | 7.9% |
| Social Media | 4.1% | 4.2% | 5.0% | 2.4% | 2.5% | 3.7% |
| Don't Know | 5.5% | 4.6% | 5.2% | 2.8% | 6.5% | 6.6% |
| Other | 14.1% | 6.5% | 9.4% | 11.5% | 5.9% | 8.2% |

Table 49. Preference for Method of Receiving Information (Q42)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---|------------|------------|------------|------------|------------|------------|
| Television | 12.2% | 13.1% | 27.1% | 33.6% | 23.9% | 21.4% |
| Radio | 4.1% | 8.4% | 6.4% | 12.1% | 5.2% | 6.3% |
| Newspaper | 33.5% | 41.4% | 23.0% | 22.5% | 29.6% | 22.3% |
| Internet/Website | 13.4% | 15.7% | 17.3% | 11.3% | 19.3% | 24.2% |
| Electronic Signs or Reader Boards | 11.9% | 11.5% | 8.1% | 7.8% | 4.8% | 7.4% |
| 511 Informational Telephone Number | 2.2% | 1.0% | 1.1% | 1.0% | 2.6% | 3.2% |
| Social Media | 1.2% | 0.6% | 1.9% | 2.7% | 0.3% | 1.9% |
| Don't Know | 4.2% | 2.7% | 3.7% | 2.4% | 5.2% | 2.7% |
| Other | 17.5% | 5.7% | 11.5% | 6.6% | 8.9% | 10.5% |

Table 50. Accessed the ITD Website in the Last Year (Q43)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------|------------|------------|------------|------------|------------|------------|
| Yes | 24.3% | 32.8% | 27.6% | 30.0% | 25.0% | 34.0% |
| No | 74.7% | 66.9% | 71.9% | 69.3% | 74.6% | 66.0% |
| Don't Recall | 1.1% | 0.3% | 0.5% | 0.7% | 0.5% | 0.0% |

Table 51. Ease of Use of Website (Q44)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-----------------------|------------|------------|------------|------------|------------|------------|
| Very Easy | 49.8% | 33.3% | 43.6% | 46.8% | 45.0% | 63.2% |
| Easy | 42.1% | 38.4% | 37.9% | 48.8% | 41.1% | 30.1% |
| Difficult | 3.6% | 22.4% | 11.6% | 1.1% | 7.7% | 4.9% |
| Very Difficult | 2.6% | 2.7% | 3.7% | 0.0% | 4.9% | 0.9% |
| Don't Recall | 2.0% | 3.2% | 3.2% | 3.3% | 1.3% | 0.9% |

Table 52. Used the 511 Internet or Phone Service in the Past Year (Q45)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------|------------|------------|------------|------------|------------|------------|
| Yes | 20.5% | 31.9% | 28.5% | 39.2% | 43.6% | 42.7% |
| No | 79.5% | 68.1% | 71.4% | 60.8% | 56.4% | 57.3% |
| Don't Recall | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Table 53. Ease of Use of 511 Internet or Phone Service (Q46)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-----------------------|------------|------------|------------|------------|------------|------------|
| Very Easy | 63.6% | 52.6% | 57.85 | 71.4% | 57.2% | 60.4% |
| Easy | 26.5% | 31.3% | 29.0% | 22.0% | 33.8% | 29.5% |
| Difficult | 6.4% | 11.8% | 12.2% | 3.4% | 7.4% | 5.5% |
| Very Difficult | 2.3% | 4.4% | 1.0% | 3.3% | 1.5% | 3.2% |
| Don't Recall | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 1.4% |

Table 54. Changed Travel Plans Based on 511 Information (Q47)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|--|------------|------------|------------|------------|------------|------------|
| Altered Departure Time | 33.2% | 31.2% | 43.9% | 45.0% | 36.7% | 38.2% |
| Altered Travel Route | 23.9% | 31.9% | 41.7% | 37.0% | 19.0% | 35.3% |
| Cancelled Trip | 16.6% | 24.1% | 21.2% | 20.6% | 31.4% | 22.5% |
| Have Never Changed Travel Plans | 45.2% | 26.3% | 27.5% | 23.1% | 26.0% | 26.2% |
| Don't Recall | 4.4% | 5.2% | 3.6% | 6.4% | 9.4% | 8.1% |

Table 55. Awareness of 511 Services Prior to Survey (Q48)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| Yes | 52.3% | 69.2% | 53.9% | 52.1% | 68.0% | 55.3% |
| No | 47.4% | 30.8% | 44.9% | 47.9% | 32.0% | 43.7% |
| Don't Know | 0.3% | 0.0% | 1.2% | 0.0% | 0.0% | 1.0% |

Table 56. Likelihood of Using 511 Service in the Next Year (Q49)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|----------------------|------------|------------|------------|------------|------------|------------|
| Very Likely | 29.8% | 31.7% | 31.5% | 43.1% | 20.4% | 29.5% |
| Likely | 40.8% | 35.2% | 33.9% | 26.3% | 39.4% | 31.2% |
| Unlikely | 14.2% | 9.8% | 13.8% | 10.9% | 22.1% | 16.6% |
| Very Unlikely | 12.1% | 14.0% | 10.5% | 10.9% | 12.3% | 16.6% |
| Don't Know | 3.1% | 9.2% | 10.2% | 8.9% | 5.8% | 6.1% |

Table 57. Ranked Preference of 511 Telephone Service to Receive Information from ITD (Q50)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 47.7% | 45.4% | 42.4% | 48.7% | 47.9% | 36.4% |
| 2 | 21.8% | 25.2% | 18.8% | 28.5% | 21.1% | 28.8% |
| 3 | 9.1% | 8.3% | 12.6% | 9.6% | 13.2% | 14.0% |
| 4 | 7.3% | 8.7% | 11.0% | 4.0% | 5.6% | 11.5% |
| 5 | 7.3% | 5.6% | 8.1% | 5.6% | 6.5% | 4.4% |
| 6 | 6.8% | 6.4% | 7.1% | 3.5% | 5.3% | 4.8% |
| Not Ranked | 0.0% | 0.4% | 0.0% | 0.0% | 0.4% | 0.0% |

Table 58. Ranked Preference of 511 Website to Receive Information from ITD (Q50)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|----------|------------|------------|------------|------------|------------|------------|
| 1 | 19.8% | 35.2% | 33.9% | 27.3% | 30.8% | 40.9% |
| 2 | 32.6% | 26.9% | 29.8% | 30.3% | 36.5% | 19.6% |
| 3 | 24.9% | 13.7% | 14.4% | 17.4% | 16.5% | 19.0% |
| 4 | 10.3% | 11.7% | 7.8% | 16.3% | 10.9% | 8.2% |
| 5 | 8.0% | 7.4% | 9.0% | 3.4% | 4.4% | 7.9% |
| 6 | 4.4% | 5.2% | 5.0% | 5.3% | 0.9% | 4.4% |

Table 59. Ranked Preference of Mobile Phone Website to Receive Information from ITD (Q50)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 16.8% | 14.5% | 16.1% | 18.7% | 18.5% | 15.9% |
| 2 | 13.5% | 20.8% | 19.3% | 10.3% | 19.6% | 19.9% |
| 3 | 23.3% | 16.8% | 20.0% | 22.7% | 21.1% | 16.8% |
| 4 | 16.1% | 12.8% | 13.6% | 18.1% | 17.8% | 14.6% |
| 5 | 16.8% | 18.7% | 19.4% | 16.9% | 16.5% | 18.3% |
| 6 | 13.5% | 15.4% | 11.6% | 12.8% | 6.0% | 14.5% |
| Not Ranked | 0.0% | 10.0% | 0.0% | 0.6% | 0.5% | 0.0% |

Table 60. Ranked Preference of Television/Public Access Station to Receive Information from ITD (Q50)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 32.3% | 15.6% | 21.2% | 23.1% | 13.4% | 23.1% |
| 2 | 20.8% | 22.1% | 20.8% | 24.5% | 19.9% | 21.1% |
| 3 | 10.6% | 17.3% | 23.6% | 13.5% | 13.4% | 15.5% |
| 4 | 18.1% | 17.7% | 17.9% | 22.1% | 29.5% | 18.2% |
| 5 | 8.5% | 13.6% | 8.4% | 11.2% | 16.7% | 13.3% |
| 6 | 9.5% | 13.3% | 8.1% | 5.6% | 6.7% | 8.9% |
| Not Ranked | 0.3% | 0.4% | 0.0% | 0.0% | 0.4% | 0.0% |

Table 61. Ranked Preference of E-mail Alerts to Receive Information from ITD (Q50)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 17.1% | 13.7% | 9.5% | 7.1% | 12.2% | 7.8% |
| 2 | 18.2% | 11.2% | 12.4% | 11.1% | 13.1% | 15.0% |
| 3 | 11.9% | 21.1% | 15.1% | 20.7% | 19.6% | 12.5% |
| 4 | 17.5% | 22.0% | 23.2% | 16.7% | 15.9% | 25.0% |
| 5 | 26.1% | 19.2% | 32.1% | 33.8% | 35.3% | 30.7% |
| 6 | 8.7% | 10.2% | 7.7% | 10.1% | 3.4% | 8.7% |
| Not Ranked | 0.4% | 2.5% | 0.0% | 0.6% | 0.5% | 0.5% |

Table 62. Ranked Preference of Social Networking Sites to Receive Information from ITD (Q50)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| 1 | 2.0% | 3.4% | 2.4% | 4.6% | 3.8% | 4.8% |
| 2 | 7.6% | 9.1% | 7.8% | 4.6% | 3.5% | 4.2% |
| 3 | 9.3% | 9.6% | 7.2% | 8.2% | 8.3% | 12.5% |
| 4 | 5.9% | 6.5% | 12.7% | 5.9% | 4.5% | 7.0% |
| 5 | 10.9% | 15.3% | 7.9% | 11.4% | 7.0% | 12.9% |
| 6 | 63.9% | 55.2% | 62.1% | 64.7% | 73.0% | 58.5% |
| Not Ranked | 0.4% | 1.0% | 0.0% | 0.6% | 0.0% | 0.0% |

Table 63. Overall Grade for ITD's Efforts for Communicating with the Public (Q51)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| A | 19.1% | 18.6% | 22.0% | 20.1% | 31.9% | 25.3% |
| B | 40.2% | 42.3% | 43.3% | 51.1% | 39.5% | 42.2% |
| C | 28.4% | 27.3% | 26.2% | 19.0% | 19.1% | 23.0% |
| D | 4.5% | 4.2% | 4.6% | 4.7% | 3.6% | 4.0% |
| F | 1.6% | 4.2% | 0.9% | 0.4% | 2.5% | 1.6% |
| Don't Know | 6.3% | 3.4% | 3.0% | 4.9% | 3.4% | 3.8% |

Table 64. Contacted the ITD Directly (Q53)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| Yes | 13.3% | 8.9% | 14.3% | 8.1% | 11.7% | 9.8% |
| No | 86.1% | 91.9% | 85.7% | 91.9% | 88.3% | 90.2% |
| Don't Know | 0.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Table 65. Reason for Contact (Q54)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------------------------|------------|------------|------------|------------|------------|------------|
| DMV Services | 27.3% | 19.8% | 53.0% | 27.1% | 50.3% | 14.4% |
| Road Maintenance or Conditions | 24.9% | 41.5% | 12.6% | 25.8% | 14.3% | 27.2% |
| Construction Projects | 12.0% | 12.9% | 5.5% | 0.0% | 14.3% | 13.7% |
| Right-of-Way/Highway Access | 1.8% | 6.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Transportation Planning | 14.5% | 3.4% | 1.9% | 4.5% | 6.9% | 0.0% |
| Public Transportation Services | 0.0% | 3.4% | 1.9% | 4.5% | 2.9% | 7.9% |
| Airport/ Air Strips | 2.6% | 0.0% | 0.0% | 0.0% | 0.0% | 2.9% |
| Other | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Don't Recall | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Refused | 15.1% | 12.2% | 25.0% | 38.0% | 11.4% | 33.9% |

Table 66. Method of Contact (Q55)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------|------------|------------|------------|------------|------------|------------|
| By Telephone | 74.5% | 59.3% | 86.5% | 78.4% | 63.3% | 69.2% |
| By E-mail | 6.1% | 12.9% | 1.9% | 13.0% | 0.0% | 10.6% |
| By Regular Mail | 0.0% | 3.4% | 0.0% | 0.0% | 0.0% | 0.0% |
| By Fax | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.9% |
| In Person | 8.3% | 6.8% | 9.2% | 4.3% | 36.7% | 11.5% |
| Other | 9.4% | 17.5% | 0.0% | 4.3% | 0.0% | 2.9% |
| Don't Recall | 1.8% | 0.0% | 2.4% | 0.0% | 0.0% | 2.9% |

Table 67. Request was Addressed Appropriately (Q56)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| Yes | 93.8% | 79.5% | 73.6% | 100.0% | 83.3% | 94.1% |
| No | 6.2% | 16.9% | 22.6% | 0.0% | 13.9% | 5.9% |
| Don't Know | 0.0% | 3.5% | 3.8% | 0.0% | 2.8% | 0.0% |

Table 68. Courteousness of the Staff (Q57)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|------------------------------|------------|------------|------------|------------|------------|------------|
| Very Courteous | 62.0% | 66.1% | 62.4% | 71.0% | 56.7% | 81.2% |
| Somewhat Courteous | 26.7% | 26.8% | 26.9% | 20.4% | 35.0% | 12.5% |
| Somewhat Discourteous | 6.5% | 0.0% | 1.9% | 0.0% | 8.3% | 3.1% |
| Very Discourteous | 0.0% | 0.0% | 6.9% | 0.0% | 0.0% | 0.0% |
| Don't Recall | 4.8% | 7.1% | 1.9% | 8.7% | 0.0% | 3.1% |

Table 69. Knowledge of the Staff (Q58)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---------------------------------|------------|------------|------------|------------|------------|------------|
| Very Knowledgeable | 68.8% | 44.9% | 52.7% | 50.6% | 56.1% | 80.6% |
| Somewhat Knowledgeable | 14.3% | 31.1% | 26.5% | 45.0% | 38.3% | 9.7% |
| Somewhat Unknowledgeable | 10.0% | 3.5% | 6.2% | 0.0% | 0.0% | 0.0% |
| Very Unknowledgeable | 0.0% | 7.1% | 8.8% | 0.0% | 5.5% | 6.5% |
| Don't Recall | 6.7% | 13.4% | 5.7% | 4.3% | 0.0% | 3.2% |

Table 70. Speed of Service (Q59)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|----------------------|------------|------------|------------|------------|------------|------------|
| Very Fast | 55.2% | 29.5% | 38.3% | 34.6% | 57.7% | 60.1% |
| Somewhat Fast | 23.9% | 52.8% | 37.5% | 53.7% | 33.7% | 34.0% |
| Somewhat Slow | 17.4% | 7.1% | 5.7% | 11.7% | 2.9% | 0.0% |
| Very Slow | 1.7% | 3.5% | 16.5% | 0.0% | 5.7% | 5.9% |
| Don't recall | 1.7% | 7.1% | 1.9% | 0.0% | 0.0% | 0.0% |

Table 71. Satisfaction with Follow-Up (Q60)

| ITD District | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---|------------|------------|------------|------------|------------|------------|
| Very Satisfied | 46.2% | 25.6% | 43.0% | 43.5% | 55.4% | 59.6% |
| Somewhat Satisfied | 26.3% | 40.6% | 17.5% | 56.5% | 32.2% | 30.0% |
| Neither Satisfied nor Dissatisfied | 9.2% | 0.0% | 0.0% | 0.0% | 0.0% | 5.2% |
| Somewhat Dissatisfied | 9.2% | 6.8% | 6.6% | 0.0% | 4.1% | 0.0% |
| Very Dissatisfied | 9.2% | 20.3% | 25.7% | 0.0% | 8.3% | 5.2% |
| No Follow-Up was Needed | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Don't recall | 0.0% | 6.8% | 7.3% | 0.0% | 0.0% | 0.0% |

Table 72. Overall Grade for Quality of Customer Service (Q61)

| Grade | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| A | 64.5% | 36.6% | 33.7% | 37.7% | 51.1% | 59.2% |
| B | 22.0% | 42.9% | 38.3% | 62.3% | 35.0% | 23.0% |
| C | 11.0% | 14.2% | 11.1% | 0.0% | 11.1% | 8.9% |
| D | 0.0% | 3.5% | 7.3% | 0.0% | 0.0% | 8.9% |
| F | 0.0% | 2.7% | 7.7% | 0.0% | 2.8% | 0.0% |
| Don't Know | 2.5% | 0.0% | 1.9% | 0.0% | 0.0% | 0.0% |

Table 73. Value ITD Provided for Funding Invested (Q63)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|-------------------|------------|------------|------------|------------|------------|------------|
| Excellent | 11.8% | 10.1% | 10.7% | 14.1% | 20.6% | 16.8% |
| Good | 50.2% | 53.2% | 49.4% | 52.3% | 51.4% | 53.3% |
| Fair | 21.3% | 19.5% | 24.7% | 22.0% | 14.1% | 20.1% |
| Poor | 8.2% | 7.5% | 6.3% | 4.1% | 2.2% | 2.5% |
| Don't Know | 8.5% | 9.6% | 8.9% | 7.6% | 11.6% | 7.3% |

Table 74. Area ITD Should Focus its Resources – First Choice (Q64)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A. Preserving and restoring highways | 39.6% | 38.5% | 39.1% | 47.9% | 42.8% | 45.3% |
| B. Preserving and restoring bridges | 14.0% | 8.8% | 10.5% | 10.8% | 10.3% | 8.5% |
| C. Performing winter maintenance | 20.5% | 24.7% | 14.6% | 18.4% | 28.2% | 25.8% |
| D. Enhancing highway safety | 14.3% | 13.0% | 13.1% | 12.4% | 11.5% | 10.2% |
| E. Adding highway capacity | 6.1% | 6.9% | 12.9% | 0.7% | 2.7% | 4.6% |
| F. Providing safe biking and pedestrian facilities | 5.5% | 8.1% | 9.8% | 9.7% | 4.5% | 5.6% |

Table 75. Area ITD Should Focus Its Resources – Second Choice (Q64)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| A. Preserving and restoring highways | 20.9% | 21.3% | 20.7% | 14.6% | 22.6% | 17.3% |
| B. Preserving and restoring bridges | 26.1% | 28.1% | 26.0% | 33.1% | 33.9% | 33.35 |
| C. Performing winter maintenance | 14.7% | 17.0% | 21.7% | 26.8% | 23.2% | 22.7% |
| D. Enhancing highway safety | 17.0% | 18.5% | 12.7% | 10.3% | 10.6% | 11.7% |
| E. Adding highway capacity | 10.0% | 4.6% | 8.4% | 4.3% | 2.9% | 4.0% |
| F. Providing safe biking and pedestrian facilities | 11.5% | 10.6% | 10.5% | 10.9% | 6.8% | 10.9% |

Table 76. Area ITD Should Focus Its Resources – Third Choice (Q64)

| | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| A. Preserving and restoring highways | 10.9% | 11.0% | 13.4% | 12.1% | 11.6% | 14.2% |
| B. Preserving and restoring bridges | 16.2% | 17.6% | 18.3% | 16.9% | 23.6% | 16.9% |
| C. Performing winter maintenance | 29.1% | 27.3% | 24.3% | 24.3% | 28.8% | 27.8% |
| D. Enhancing highway safety | 13.9% | 14.6% | 13.0% | 25.9% | 16.9% | 16.9% |
| E. Adding highway capacity | 15.6% | 8.6% | 14.0% | 7.1% | 5.5% | 7.8% |
| F. Providing safe biking and pedestrian facilities | 14.3% | 20.9% | 16.9% | 13.7% | 13.5% | 16.4% |

Appendix D

Open-Ended Responses by District

Table 77. Content Analysis Primary Themes of Highway Maintenance Suggestions by District

| Primary Theme | District 1 n= 288 | District 2 n = 203 | District 3 n=269 | District 4 n = 157 | District 5 n = 150 | District 6 n = 166 |
|-----------------------------------|----------------------|-----------------------|---------------------|-----------------------|-----------------------|-----------------------|
| Good Surfaces | 32.3% | 36.0% | 29.4% | 41.4% | 29.3% | 39.8% |
| Clear Markings | 18.4% | 17.7% | 11.5% | 7.6% | 14.0% | 10.2% |
| Road System Flow Enhancements | 16.3% | 13.3% | 10.8% | 7.0% | 6.7% | 5.4% |
| Winter Maintenance | 11.1% | 12.8% | 8.9% | 12.1% | 18.0% | 13.9% |
| Construction Issues | 9.4% | 8.4% | 23.0% | 19.1% | 20.0% | 20.5% |
| Safety | 5.2% | 3.9% | 4.1% | 2.5% | 5.3% | 1.8% |
| ITD Performance | 4.2% | 5.9% | 9.3% | 2.5% | 4.0% | 1.8% |
| Bridges - Wide / safe /maintained | 2.4% | 0.5% | 1.5% | 2.5% | 0.7% | 1.8% |
| Things are good / improved | 0.3% | 0.5% | 0.0% | 2.5% | 0.0% | 2.4% |
| Miscellaneous | 0.3% | 1.0% | 1.5% | 2.5% | 2.0% | 2.4% |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Table 78. Content Analysis Primary Themes of DMV Services Suggestions by District

| Primary Theme | District 1 n= 110 | District 2 n = 60 | District 3 n=116 | District 4 n = 41 | District 5 n = 61 | District 6 n = 78 |
|---------------------------------------|----------------------|----------------------|---------------------|----------------------|----------------------|----------------------|
| Improve Customer Service | 54.5% | 51.7% | 44.0% | 48.8% | 41.0% | 35.9% |
| DMV Facilities | 15.5% | 3.3% | 12.1% | 0.0% | 8.2% | 2.6% |
| Improve Services Offered | 11.8% | 11.7% | 17.2% | 17.1% | 18.0% | 20.5% |
| Policy Changes | 9.1% | 21.7% | 17.2% | 17.1% | 21.3% | 28.2% |
| Staff was nice / Performance was Good | 8.2% | 3.3% | 5.2% | 14.6% | 9.8% | 11.5% |
| Lack of Funding | 0.0% | 1.7% | 1.7% | 2.4% | 1.6% | 0.0% |
| Miscellaneous | 0.9% | 6.7% | 2.6% | 0.0% | 0.0% | 1.3% |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Table 79. Content Analysis Primary Themes of Public Involvement in Planning Suggestions by District

| Primary Theme | District 1 n= 200 | District 2 n = 152 | District 3 n=180 | District 4 n = 118 | District 5 n = 144 | District 6 n = 171 |
|--|------------------------------|-------------------------------|-----------------------------|-------------------------------|-------------------------------|-------------------------------|
| Provide More Information | 51.5% | 34.9% | 38.3% | 45.8% | 53.5% | 53.8% |
| Meetings | 19.0% | 23.0% | 23.9% | 21.2% | 18.1% | 19.9% |
| Public Input | 16.0% | 14.5% | 15.0% | 17.8% | 18.8% | 15.2% |
| Perception of ITD | 7.0% | 15.1% | 14.4% | 7.6% | 4.9% | 4.1% |
| Megaloads | 1.5% | 5.3% | 1.1% | 0.0% | 0.0% | 0.6% |
| ITD-Specific Suggestion Comment | 1.5% | 0.7% | 1.7% | 2.5% | 0.7% | 1.2% |
| Roads/Road Conditions | 1.0% | 2.0% | 0.6% | 0.8% | 1.4% | 1.8% |
| Doing Fine | 1.0% | 3.9% | 0.6% | 1.7% | 2.1% | 1.2% |
| Alternate Transportation | 0.5% | 0.0% | 0.6% | 0.0% | 0.7% | 0.6% |
| Better Planning | 0.5% | 0.0% | 2.2% | 1.7% | 0.0% | 0.6% |
| Miscellaneous | 0.5% | 0.7% | 1.7% | 0.8% | 0.0% | 1.2% |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Table 80. Content Analysis Primary Themes of Communications Suggestions by District

| Primary Theme | District 1 n= 145 | District 2 n = 108 | District 3 n=163 | District 4 n = 105 | District 5 n = 96 | District 6 n = 108 |
|---|------------------------------|-------------------------------|-----------------------------|-------------------------------|------------------------------|-------------------------------|
| Communication Vehicles | 40.7% | 30.6% | 31.9% | 35.2% | 36.5% | 27.8% |
| Overall Communication | 20.7% | 19.4% | 19.0% | 16.2% | 25.0% | 28.7% |
| Traditional Media News/Ads | 20.7% | 21.3% | 23.9% | 26.7% | 28.1% | 23.1% |
| Gathering Public Opinion | 6.9% | 8.3% | 6.1% | 3.8% | 1.0% | 3.7% |
| Outdoor Communication | 2.1% | 2.8% | 9.8% | 3.8% | 2.1% | 4.6% |
| Project Communication | 2.8% | 2.8% | 1.8% | 6.7% | 5.2% | 5.6% |
| Honesty/ Transparency / Demonstrate Active Listening / Empathy | 2.8% | 9.3% | 2.5% | 1.9% | 0.0% | 0.9% |
| Miscellaneous | 2.8% | 2.8% | 1.8% | 4.8% | 1.0% | 2.8% |
| Happy with Current Communication | 0.7% | 2.8% | 3.1% | 1.0% | 1.0% | 2.8% |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Appendix E

DMV Results by County

Table 81. Obtained Driver's License or ID Card in the Past Two Years (Q12)

| | Yes | No | Don't recall |
|-------------------|-------|-------|--------------|
| Ada | 56.3% | 43.2% | 0.0% |
| Bannock | 60.3% | 39.7% | 0.0% |
| Bingham | 56.2% | 43.8% | 0.0% |
| Blaine | 65.9% | 34.0% | 0.0% |
| Bonner | 47.6% | 52.4% | 0.0% |
| Bonneville | 56.8% | 43.2% | 0.0% |
| Boundary | 51.6% | 48.4% | 0.0% |
| Canyon | 56.0% | 44.0% | 0.0% |
| Cassia | 55.8% | 44.2% | 0.0% |
| Clearwater | 50.2% | 49.8% | 0.0% |
| Idaho | 56.3% | 43.7% | 0.0% |
| Jefferson | 66.4% | 27.3% | 6.3% |
| Jerome | 61.6% | 38.4% | 0.0% |
| Kootenai | 56.8% | 43.2% | 0.0% |
| Latah | 60.3% | 39.7% | 0.0% |
| Madison | 66.6% | 33.4% | 0.0% |
| Minidoka | 57.0% | 43.0% | 0.0% |
| Nez Perce | 61.8% | 38.2% | 0.0% |
| Shoshone | 33.7% | 66.3% | 0.0% |
| Twin Falls | 61.9% | 37.3% | 0.8% |

Table 82. Courteousness of the Staff (Q13)

| | Very Courteous | Somewhat Courteous | Somewhat Discourteous | Very Discourteous | Don't Recall |
|-------------------|---------------------------|-------------------------------|----------------------------------|------------------------------|-------------------------|
| Ada | 67.2% | 28.9% | 1.6% | 0.0% | 0.4% |
| Bannock | 69.1% | 17.7% | 12.0% | 0.0% | 1.1% |
| Bingham | 87.7% | 10.5% | 0.0% | 0.0% | 1.8% |
| Blaine | 94.3% | 0.0% | 0.0% | 5.7% | 0.0% |
| Bonner | 76.7% | 15.3% | 0.0% | 8.0% | 0.0% |
| Bonneville | 56.6% | 29.7% | 5.6% | 3.3% | 4.8% |
| Boundary | 95.6% | 4.4% | 0.0% | 0.0% | 0.0% |
| Canyon | 74.1% | 22.1% | 3.7% | 0.0% | 0.0% |
| Cassia | 60.2% | 19.3% | 12.3% | 8.2% | 0.0% |
| Clearwater | 81.8% | 5.1% | 6.6% | 0.0% | 6.6% |
| Idaho | 93.7% | 6.3% | 0.0% | 0.0% | 0.0% |
| Jefferson | 89.1% | 10.9% | 0.0% | 0.0% | 0.0% |
| Jerome | 57.7% | 17.2% | 12.6% | 12.6% | 0.0% |
| Kootenai | 64.7% | 25.6% | 8.2% | 0.7% | 0.7% |
| Latah | 69.3% | 29.0% | 1.8% | 0.0% | 0.0% |
| Madison | 89.4% | 7.1% | 3.5% | 0.0% | 0.0% |
| Minidoka | 84.4% | 15.6% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 69.7% | 17.6% | 3.7% | 7.8% | 1.2% |
| Shoshone | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 62.7% | 26.0% | 10.0% | 1.3% | 0.0% |

Table 83. Knowledge of Staff (Q14)

| | Very Knowledgeable | Somewhat Knowledgeable | Somewhat Unknowledgeable | Very Unknowledgeable | Don't Recall |
|-------------------|---------------------------|-------------------------------|---------------------------------|-----------------------------|---------------------|
| Ada | 71.3% | 22.4% | 0.0% | 0.0% | 6.2% |
| Bannock | 78.0% | 19.8% | 1.1% | 0.0% | 1.1% |
| Bingham | 66.6% | 27.9% | 1.8% | 0.0% | 3.6% |
| Blaine | 73.0% | 15.5% | 5.7% | 0.0% | 5.7% |
| Bonner | 70.2% | 29.8% | 0.0% | 0.0% | 0.0% |
| Bonneville | 68.8% | 28.5% | 0.0% | 0.0% | 2.8% |
| Boundary | 84.9% | 15.1% | 0.0% | 0.0% | 0.0% |
| Canyon | 69.6% | 26.3% | 0.0% | 0.0% | 4.1% |
| Cassia | 59.4% | 40.6% | 0.0% | 0.0% | 0.0% |
| Clearwater | 46.7% | 46.8% | 6.6% | 0.0% | 0.0% |
| Idaho | 84.4% | 15.6% | 0.0% | 0.0% | 0.0% |
| Jefferson | 68.1% | 31.9% | 0.0% | 0.0% | 0.0% |
| Jerome | 60.9% | 21.9% | 0.0% | 0.0% | 17.2% |
| Kootenai | 74.2% | 18.1% | 1.5% | 2.0% | 4.2% |
| Latah | 82.9% | 15.4% | 1.8% | 0.0% | 0.0% |
| Madison | 76.1% | 16.8% | 7.1% | 0.0% | 0.0% |
| Minidoka | 74.5% | 25.5% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 69.7% | 23.7% | 4.1% | 0.0% | 2.5% |
| Shoshone | 81.7% | 18.3% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 75.3% | 23.3% | 0.0% | 1.3% | 0.0% |

Table 84. Number of Trips to Complete Business (Q15)

| | 1 | 2 | 3 | 4 | 7 |
|-------------------|----------|----------|----------|----------|----------|
| Ada | 88.9% | 5.8% | 3.7% | 1.6% | 0.0% |
| Bannock | 91.0% | 5.5% | 2.3% | 1.1% | 0.0% |
| Bingham | 80.4% | 12.5% | 0.0% | 0.0% | 7.0% |
| Blaine | 93.9% | 6.1% | 0.0% | 0.0% | 0.0% |
| Bonner | 86.9% | 10.8% | 2.3% | 0.0% | 0.0% |
| Bonneville | 92.9% | 7.1% | 0.0% | 0.0% | 0.0% |
| Boundary | 95.4% | 4.6% | 0.0% | 0.0% | 0.0% |
| Canyon | 87.3% | 2.2% | 10.5% | 0.0% | 0.0% |
| Cassia | 71.3% | 24.6% | 4.1% | 0.0% | 0.0% |
| Clearwater | 94.5% | 0.0% | 5.5% | 0.0% | 0.0% |
| Idaho | 90.9% | 9.1% | 0.0% | 0.0% | 0.0% |
| Jefferson | 95.3% | 4.7% | 0.0% | 0.0% | 0.0% |
| Jerome | 74.9% | 12.6% | 12.6% | 0.0% | 0.0% |
| Kootenai | 78.6% | 17.2% | 1.5% | 2.7% | 0.0% |
| Latah | 84.6% | 9.4% | 5.9% | 0.0% | 0.0% |
| Madison | 75.1% | 17.3% | 3.5% | 3.5% | 0.0% |
| Minidoka | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 78.3% | 13.6% | 8.15 | 0.0% | 0.0% |
| Shoshone | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 91.0% | 9.0% | 0.0% | 0.0% | 0.0% |

Table 85. Overall Grade Awarded to DMV Services for Driver's License Matters (Q16)

| | A | B | C | D | F | Don't know |
|-------------------|----------|----------|----------|----------|----------|-------------------|
| Ada | 65.9% | 25.8% | 6.0% | 0.8% | 0.8% | 0.8% |
| Bannock | 58.2% | 31.8% | 10.0% | 0.0% | 0.0% | 0.0% |
| Bingham | 82.3% | 17.7% | 0.0% | 0.0% | 0.0% | 0.0% |
| Blaine | 71.3% | 17.2% | 5.7% | 5.7% | 0.0% | 0.0% |
| Bonner | 56.7% | 30.3% | 6.9% | 0.0% | 6.2% | 0.0% |
| Bonneville | 60.3% | 29.3% | 10.4% | 0.0% | 0.0% | 0.0% |
| Boundary | 70.9% | 20.4% | 4.4% | 0.0% | 0.0% | 4.4% |
| Canyon | 60.4% | 28.3% | 7.5% | 0.0% | 3.7% | 0.0% |
| Cassia | 52.9% | 26.6% | 16.4% | 4.1% | 0.0% | 0.0% |
| Clearwater | 65.0% | 16.8% | 5.1% | 6.6% | 6.6% | 0.0% |
| Idaho | 73.6% | 26.4% | 0.0% | 0.0% | 0.0% | 0.0% |
| Jefferson | 72.8% | 14.2% | 0.0% | 13.0% | 0.0% | 0.0% |
| Jerome | 50.7% | 36.1% | 0.0% | 0.0% | 13.2% | 0.0% |
| Kootenai | 56.6% | 26.0% | 13.2% | 1.5% | 2.7% | 0.0% |
| Latah | 72.9% | 25.3% | 0.0% | 1.8% | 0.0% | 0.0% |
| Madison | 79.7% | 7.1% | 13.2% | 0.0% | 0.0% | 0.0% |
| Minidoka | 79.2% | 20.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 50.5% | 37.6% | 6.4% | 5.6% | 0.0% | 0.0% |
| Shoshone | 90.8% | 9.2% | 0.05 | 0.0% | 0.0% | 0.0% |
| Twin Falls | 68.6% | 18.9% | 7.5% | 5.0% | 0.0% | 0.0% |

Table 86. Registered or Titled a Vehicle at a Local Office (Q17)

| | Yes | No | Don't recall |
|-------------------|------------|-----------|---------------------|
| Ada | 55.7% | 44.3% | 0.0% |
| Bannock | 70.5% | 29.5% | 0.0% |
| Bingham | 75.6% | 24.4% | 0.0% |
| Blaine | 81.1% | 18.9% | 0.0% |
| Bonner | 73.9% | 26.1% | 0.0% |
| Bonneville | 73.2% | 26.8% | 0.0% |
| Boundary | 84.4% | 15.6% | 0.0% |
| Canyon | 68.3% | 31.7% | 0.0% |
| Cassia | 86.3% | 13.7% | 0.0% |
| Clearwater | 90.2% | 9.8% | 0.0% |
| Idaho | 57.5% | 42.5% | 0.0% |
| Jefferson | 82.1% | 17.9% | 0.0% |
| Jerome | 56.3% | 43.7% | 0.0% |
| Kootenai | 58.9% | 40.5% | 0.6% |
| Latah | 58.3% | 41.7% | 0.0% |
| Madison | 78.5% | 21.5% | 0.0% |
| Minidoka | 63.5% | 36.5% | 0.0% |
| Nez Perce | 71.9% | 28.1% | 0.0% |
| Shoshone | 67.8% | 32.2% | 0.0% |
| Twin Falls | 68.9% | 31.1% | 0.0% |

Table 87. Satisfaction with Wait Time (Q18)

| | Very Satisfied | Somewhat Satisfied | Neutral | Somewhat Unsatisfied | Very Unsatisfied | Don't recall |
|-------------------|-----------------------|---------------------------|----------------|-----------------------------|-------------------------|---------------------|
| Ada | 73.5% | 20.7% | 3.4% | 1.6% | 0.8% | 0.0% |
| Bannock | 47.0% | 29.8% | 3.8% | 15.7% | 3.6% | 0.0% |
| Bingham | 82.8% | 14.5% | 2.7% | 0.0% | 0.0% | 0.0% |
| Blaine | 90.7% | 9.3% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bonner | 73.8% | 18.7% | 1.5% | 3.9% | 2.1% | 0.0% |
| Bonneville | 54.7% | 32.3% | 5.3% | 4.3% | 2.7% | 0.7% |
| Boundary | 77.5% | 20.0% | 0.0% | 0.0% | 2.7% | 0.0% |
| Canyon | 31.5% | 29.7% | 1.7% | 19.3% | 14.6% | 3.4% |
| Cassia | 59.7% | 37.7% | 2.7% | 0.0% | 0.0% | 0.0% |
| Clearwater | 68.2% | 27.9% | 3.9% | 0.0% | 0.0% | 0.0% |
| Idaho | 94.3% | 5.7% | 0.0% | 0.0% | 0.0% | 0.0% |
| Jefferson | 66.5% | 33.5% | 0.0% | 0.0% | 0.0% | 0.0% |
| Jerome | 64.9% | 35.1% | 0.0% | 0.0% | 0.0% | 0.0% |
| Kootenai | 55.7% | 28.0% | 1.9% | 9.1% | 3.4% | 1.9% |
| Latah | 71.6% | 16.7% | 1.9% | 9.9% | 0.0% | 0.0% |
| Madison | 40.9% | 22.6% | 7.7% | 21.1% | 7.7% | 0.0% |
| Minidoka | 67.8% | 32.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 58.8% | 17.2% | 4.6% | 14.8% | 4.6% | 0.0% |
| Shoshone | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 49.6% | 42.3% | 1.2% | 5.7% | 1.2% | 0.0% |

Table 88. Courteousness of Staff (Q19)

| | Very courteous | Somewhat courteous | Somewhat discourteous | Very discourteous | Don't recall |
|-------------------|-----------------------|---------------------------|------------------------------|--------------------------|---------------------|
| Ada | 75.9% | 21.8% | 2.3% | 0.0% | 0.0% |
| Bannock | 58.3% | 24.9% | 12.2% | 4.6% | 0.0% |
| Bingham | 84.4% | 14.3% | 0.0% | 0.0% | 1.3% |
| Blaine | 90.7% | 4.7% | 4.7% | 0.0% | 0.0% |
| Bonner | 81.6% | 14.4% | 0.0% | 4.0% | 0.0% |
| Bonneville | 65.7% | 29.5% | 3.4% | 1.4% | 0.0% |
| Boundary | 80.1% | 10.7% | 9.2% | 0.0% | 0.0% |
| Canyon | 63.2% | 30.4% | 4.7% | 0.0% | 1.7% |
| Cassia | 84.9% | 15.1% | 0.0% | 0.0% | 0.0% |
| Clearwater | 73.0% | 27.0% | 0.0% | 0.0% | 0.0% |
| Idaho | 96.8% | 3.2% | 0.0% | 0.0% | 0.0% |
| Jefferson | 78.0% | 22.0% | 0.0% | 0.0% | 0.0% |
| Jerome | 79.1% | 20.9% | 0.0% | 0.0% | 0.0% |
| Kootenai | 74.8% | 22.5% | 2.0% | 0.0% | 0.7% |
| Latah | 75.3% | 11.1% | 11.7% | 0.0% | 1.9% |
| Madison | 57.1% | 35.2% | 7.7% | 0.0% | 0.0% |
| Minidoka | 91.3% | 8.7% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 68.7% | 25.7% | 1.1% | 3.5% | 1.1% |
| Shoshone | 86.6% | 13.4% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 77.0% | 16.4% | 6.5% | 0.0% | 0.0% |

Table 89. Knowledge of Staff (Q20)

| | Very Knowledgeable | Somewhat Knowledgeable | Somewhat Unknowledgeable | Very Unknowledgeable | Don't Recall |
|-------------------|---------------------------|-------------------------------|---------------------------------|-----------------------------|---------------------|
| Ada | 83.0% | 14.6% | 2.4% | 0.0% | 0.0% |
| Bannock | 61.4% | 32.0% | 5.6% | 1.0% | 0.0% |
| Bingham | 80.6% | 19.4% | 0.0% | 0.0% | 0.0% |
| Blaine | 90.7% | 4.7% | 4.7% | 0.0% | 0.0% |
| Bonner | 77.9% | 20.6% | 1.5% | 0.0% | 0.0% |
| Bonneville | 73.2% | 24.2% | 0.7% | 1.9% | 0.0% |
| Boundary | 84.5% | 10.7% | 0.0% | 3.9% | 0.0% |
| Canyon | 59.4% | 32.8% | 6.1% | 0.0% | 1.7% |
| Cassia | 78.5% | 21.5% | 0.0% | 0.0% | 0.0% |
| Clearwater | 80.0% | 20.0% | 0.0% | 0.0% | 0.0% |
| Idaho | 79.1% | 20.9% | 0.0% | 0.0% | 0.0% |
| Jefferson | 81.8% | 18.2% | 0.0% | 0.0% | 0.0% |
| Jerome | 94.8% | 5.2% | 0.0% | 0.0% | 0.0% |
| Kootenai | 79.6% | 17.8% | 0.0% | 0.0% | 2.6% |
| Latah | 85.6% | 12.5% | 0.0% | 0.0% | 1.9% |
| Madison | 69.7% | 30.3% | 0.0% | 0.0% | 0.0% |
| Minidoka | 87.0% | 8.7% | 0.0% | 0.0% | 4.3% |
| Nez Perce | 77.5% | 19.0% | 3.5% | 0.0% | 0.0% |
| Shoshone | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 79.6% | 13.9% | 6.5% | 0.0% | 0.0% |

Table 90. Number of Trips to Complete Business (Q21)

| | 1 | 2 | 3 | 4 | 5 | 7 | 10 |
|-------------------|----------|----------|----------|----------|----------|----------|-----------|
| Ada | 88.8% | 10.4% | 0.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bannock | 77.6% | 14.1% | 8.3% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bingham | 92.2% | 1.3% | 1.3% | 5.1% | 0.0% | 0.0% | 0.0% |
| Blaine | 82.7% | 17.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bonner | 89.7% | 8.8% | 1.5% | 0.0% | 0.0% | 0.0% | 0.0% |
| Bonneville | 88.1% | 7.8% | 1.4% | 0.7% | 0.0% | 0.0% | 1.9% |
| Boundary | 94.7% | 5.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Canyon | 74.3% | 19.5% | 0.0% | 0.0% | 3.1% | 3.1% | 0.0% |
| Cassia | 88.8% | 11.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Clearwater | 92.2% | 0.0% | 0.0% | 3.9% | 0.0% | 0.0% | 3.9% |
| Idaho | 91.9% | 5.7% | 2.5% | 0.0% | 0.0% | 0.0% | 0.0% |
| Jefferson | 92.3% | 7.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Jerome | 94.8% | 5.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Kootenai | 79.7% | 16.4% | 2.0% | 2.0% | 0.0% | 0.0% | 0.0% |
| Latah | 90.7% | 5.6% | 1.9% | 1.9% | 0.0% | 0.0% | 0.0% |
| Madison | 73.3% | 23.9% | 2.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Minidoka | 100.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 79.9% | 8.8% | 10.2% | 1.1% | 0.0% | 0.0% | 0.0% |
| Shoshone | 95.0% | 5.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 88.6% | 10.2% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% |

Table 91. Overall Grade Given to DMV for Titling or Registering a Vehicle (Q22)

| | A | B | C | D | F | Don't Recall |
|-------------------|----------|----------|----------|----------|----------|---------------------|
| Ada | 78.5% | 19.1% | 1.6% | 0.8% | 0.0% | 0.0% |
| Bannock | 50.3% | 29.5% | 12.6% | 7.6% | 0.0% | 0.0% |
| Bingham | 82.8% | 17.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| Blaine | 62.6% | 28.0% | 0.0% | 9.3% | 0.0% | 0.0% |
| Bonner | 66.5% | 30.5% | 3.0% | 0.0% | 0.0% | 0.0% |
| Bonneville | 60.3% | 24.7% | 11.6% | 2.7% | 0.7% | 0.7% |
| Boundary | 68.2% | 19.9% | 2.7% | 5.3% | 3.9% | 0.0% |
| Canyon | 39.1% | 42.0% | 14.1% | 4.9% | 0.0% | 0.0% |
| Cassia | 68.4% | 28.8% | 2.8% | 0.0% | 0.0% | 0.0% |
| Clearwater | 66.1% | 33.9% | 0.0% | 0.0% | 0.0% | 0.0% |
| Idaho | 89.4% | 10.6% | 0.0% | 0.0% | 0.0% | 0.0% |
| Jefferson | 74.2% | 25.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Jerome | 89.5% | 10.5% | 0.0% | 0.0% | 0.0% | 0.0% |
| Kootenai | 63.2% | 27.4% | 9.4% | 0.0% | 0.0% | 0.0% |
| Latah | 70.7% | 16.0% | 13.3% | 0.0% | 0.0% | 0.0% |
| Madison | 62.7% | 11.3% | 26.0% | 0.0% | 0.0% | 0.0% |
| Minidoka | 90.9% | 9.1% | 0.0% | 0.0% | 0.0% | 0.0% |
| Nez Perce | 58.8% | 36.6% | 1.1% | 3.5% | 0.0% | 0.0% |
| Shoshone | 68.2% | 31.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Twin Falls | 63.9% | 28.4% | 4.5% | 3.3% | 0.0% | 0.0% |

Appendix F

Pre-Notification Postcard

Customer Satisfaction – ITD

May 2011

Next week the University of Idaho’s Social Science Research Unit will be calling you to participate in a telephone survey to assess the overall satisfaction with the Idaho Transportation Department. The purpose of the study is to identify areas that ITD can focus on to improve customer service.

We are writing in advance of our telephone call to let you know that this study is being done and that you have been randomly selected to be called.

The interview should take about 15 minutes. If we call when you are busy, please tell the interviewer and they will call back another time.

If you have any questions about the survey please call the Social Science Research Unit (SSRU) at our toll-free number 1-877-542-3019.

Sincerely,

Barbara E Foltz

SSRU Operations Manager

Appendix G

County of Residence for Respondents

| Responses | Unweighted Count | Unweighted Percent | Weighted Percent | Actual Percent of State Population |
|------------|------------------|--------------------|------------------|------------------------------------|
| Ada | 192 | 11.9% | 25.4% | 25.6% |
| Adams | 4 | 0.2% | 0.4% | 0.3% |
| Bannock | 110 | 6.8% | 5.3% | 5.3% |
| Bear Lake | 10 | 0.6% | 0.5% | 0.4% |
| Benewah | 16 | 1.0% | 0.6% | 0.7% |
| Bingham | 69 | 4.3% | 3.4% | 2.5% |
| Blaine | 23 | 1.4% | 1.1% | 1.6% |
| Boise | 5 | 0.3% | 0.5% | 0.5% |
| Bonner | 76 | 4.7% | 3.3% | 2.8% |
| Bonneville | 145 | 9.0% | 6.8% | 6.2% |
| Boundary | 35 | 2.2% | 1.6% | 0.7% |
| Butte | 4 | 0.2% | 0.1% | 0.2% |
| Camas | 2 | 0.1% | 0.1% | 0.1% |
| Canyon | 69 | 4.3% | 10.0% | 10.9% |
| Caribou | 9 | 0.6% | 0.4% | 0.5% |
| Cassia | 35 | 2.2% | 1.7% | 1.3% |
| Clark | 0 | 0.0% | 0.0% | 0.1% |
| Clearwater | 28 | 1.7% | 0.8% | 0.7% |
| Custer | 6 | 0.4% | 0.2% | 0.4% |
| Elmore | 10 | 0.6% | 1.4% | 1.7% |
| Franklin | 17 | 1.1% | 0.8% | 0.7% |
| Fremont | 17 | 1.1% | 0.8% | 0.8% |
| Gem | 9 | 0.6% | 0.9% | 1.1% |
| Gooding | 17 | 1.1% | 0.9% | 1.0% |
| Idaho | 45 | 2.8% | 1.5% | 1.1% |
| Jefferson | 28 | 1.7% | 1.1% | 1.3% |
| Jerome | 23 | 1.4% | 1.4% | 1.2% |
| Kootenai | 177 | 11.0% | 8.4% | 9.4% |
| Latah | 73 | 4.5% | 2.4% | 2.6% |
| Lemhi | 17 | 1.1% | 0.9% | 0.6% |
| Lewis | 14 | 0.9% | 0.4% | 0.3% |
| Lincoln | 5 | 0.3% | 0.3% | 0.3% |
| Madison | 34 | 2.1% | 1.6% | 1.8% |
| Minidoka | 26 | 1.6% | 1.3% | 1.2% |

| Responses | Unweighted Count | Unweighted Percent | Weighted Percent | Actual Percent of State Population |
|-------------------|-----------------------------|-------------------------------|-----------------------------|---|
| Nez Perce | 99 | 6.1% | 3.2% | 2.9% |
| Oneida | 6 | 0.4% | 0.4% | 0.3% |
| Owyhee | 8 | 0.5% | 1.0% | 0.7% |
| Payette | 11 | 0.7% | 1.4% | 1.5% |
| Power | 6 | 0.4% | 0.2% | 0.5% |
| Shoshone | 23 | 1.4% | 1.0% | 1.0% |
| Teton | 14 | 0.9% | 0.6% | 0.6% |
| Twin Falls | 91 | 5.6% | 4.8% | 4.9% |
| Valley | 4 | 0.2% | 0.4% | 0.7% |
| Washington | 4 | 0.2% | 0.6% | 0.7% |