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SDDOT 2002 Statewide Customer Survey



Study SD2002-07 Final Report

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16. Abstract <p>This report summarizes, by user segment and transportation region, perceptions of the South Dakota Department of Transportation's performance in delivering 18 key products and services of importance to citizens across South Dakota. It is the third in a series of surveys that tracks and monitors attitudes and needs among SDDOT customers. This is the first in the series of surveys that gathers data from all key user segments: citizens, leisure travelers, farmers, emergency vehicle operators and carriers and shippers. A subset of surveyed legislators (60) is treated as a sixth segment. The study includes opinions of 1,182 South Dakota residents representing the six user segments.</p> <p>Key objectives that guided both the qualitative (focus group) and quantitative (telephone interview) components of this research were to: assess the opinions of the public and key customer groups regarding the composition, importance, and quality of the Department of Transportation's key products and services; assess the Department's progress in addressing customer concerns through development and execution of its strategic plan; and identify specific actions the Department can take to improve its performance and the perception by the public and key customer groups regarding that performance.</p> <p>By assessing the public's opinions of the SDDOT's performance and understanding its significance, this research provides the framework for development of a management action plan for Department response.</p>					
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EXECUTIVE SUMMARY

PURPOSE OF STUDY

The South Dakota Department of Transportation (SDDOT) conducted statewide customer satisfaction assessments in the spring of 1997 and again in the fall of 1999. Opinions and concerns of the general public and the state legislature formed the foundation upon which the Department's 2001 Strategic Plan was shaped. The heightened awareness of end user satisfaction helped many Departments formulate user based performance measures.

Two years have passed since the last assessment. Many changes have been fully or partially implemented in response to the 1999 assessment. An underpinning to good strategic plan implementation and sound management practice is the opportunity for a strong feedback loop—both internally as relates to the organizations health and performance and externally as to its measured impact on the end user of SDDOT products and services.

OBJECTIVES

The objectives of this study were to:

- Assess the opinions of the public and key customer groups regarding the composition, importance, and quality of the Department of Transportation's key products and services;
- Assess the Department's progress in addressing customer concerns through development and execution of its strategic plan; and
- Identify specific actions the Department can take to improve its performance and its perception by the public and key customer groups regarding that performance.

This study sought answers to a number of key questions. Primary but not exhaustive is the list below:

- Have perceptions of the Department's performance changed significantly? If so, how?
- How has the Department responded to issues raised in the prior surveys? Have the responses been effective? Are more proactive or effective responses possible?
- Do key customer segments—such as emergency vehicle operators, commercial truckers, the agricultural industry, tourists, and others—perceive the Department's services and performance differently from the population at large? If so, how does the Department need to respond to differing end user needs?
- Do public perceptions accurately distinguish between services provided by the Department of Transportation and services provided by other public and private entities?
- Have new issues emerged that are important to the legislature, the general public, or key customer segments?

RESEARCH APPROACH

As previously stated, the process and format of the 2002 research study builds upon past customer research. A key difference of the current research effort is the attention devoted to extending understanding of customer perceptions and satisfaction beyond the general public—additionally examining requirements of other primary DOT user groups—farmers, leisure travelers, emergency vehicle operators, carriers and shippers.

A key strategic question this research seeks to answer is:

- How best can the SDDOT respond to diverse and unique customer needs while still maintaining a high level of quality service to the public at large?

QUALITATIVE—FOCUS GROUPS

Examination of satisfaction and performance measures after a two year period for implementation of action items identified in the 1999 study provides one reliable yardstick for measuring progress to date that is linked to the DOT's implementation of the 2001 Strategic Plan.

MarketLine recruited 119 individuals between March 20th and March 29th. Seventy-four percent (88 individuals) participated in one of ten sessions conducted in the cities of Aberdeen, Rapid City, Pierre, and Sioux Falls.

Table 1: Focus Group Participation

Date	Market	Segment				Total
		Citizen/Leisure	Farmer	EVO	Carrier/Shipper	
April 8	Aberdeen	11	11		6	28
April 9	Rapid City	11		7		18
April 10	Pierre	9	7		7	23
April 11	Sioux Falls	9		10		19
Total		40	18	17	13	88

QUANTITATIVE—TELEPHONE INTERVIEWS

Interviews were conducted at MarketLine Research using a computer-aided telephone interviewing (CATI) system. The five primary user segments were called during the period May 8th through June 28th. The average survey length was just under 25 minutes.

The key segments surveyed were:

- Citizens—people who have lived in South Dakota six or more months;
- Leisure travelers—people who have traveled by car 75 miles or more from home on a trip for leisure purposes and stayed at least one night away from home on the trip;
- Farmers—people for whom agriculture has been their primary occupation for a year or more and currently active in agriculture;
- Emergency vehicle operators—people who currently drive an emergency vehicle and who have driven an emergency vehicle for six or more months;

- Carriers/shippers—people who currently drive a commercial vehicle to haul goods or freight; or companies who ship goods or freight by truck only;
- Legislators—Legislators (60) were again surveyed as in 1999, and treated as a sixth segment. They evaluated the same set of products and services viewed as important to citizens.

All participants had been South Dakota residents for 6 months or more.

SIGNIFICANT FINDINGS

Survey results suggest the six customer segments are more similar than dissimilar in how they view and value the roadway.

1. Dramatic changes in most all performance satisfaction measures have occurred since the 1999 survey period. Changes are predominately positive and primary indicators such as overall satisfaction with DOT have changed significantly.
2. Table 2 summarizes the significant changes in user perceptions of the Department's performance. Statistically significant changes have occurred in seven of fourteen performance areas.

Table 2: Performance Measure Summary

Key Performance Measures		Average Response			Direction	Significant ³
		2002	1999	1997		
Service ¹	Overall Satisfaction with DOT	7.66	6.84		↑	•
	Satisfaction—delivery of service	7.61	Not asked			
	Satisfaction—snow & ice removal	7.60	7.12		↑	•
	Satisfaction—timeliness of removal	7.53	Not asked			
	Satisfaction—keeping citizens informed	6.60	6.42		↑	•
	Satisfaction—alerting citizens of delays	6.37	5.97		↑	•
	Satisfaction—ease of information access	6.80	6.70		↑	•
Image Perception ²	Keeps delays to minimum	3.87	3.73	3.67	↑	•
	Closes long stretches when not necessary	2.68	2.63	2.68	↔	
	Considers and values public opinion	3.70	3.62	3.82	↔	
	Designs safe highways	4.25	4.19	4.39	↔	
Driving Conditions	Work zones with no visible work ⁴	67%	65%		↔	
	Length of delays (% saying have increased)	10%	68%		↑	•
	Tolerance for delays ⁵	77%	71%		↔	
¹ All 10-point scales: 10 = highest satisfaction 1 = lowest satisfaction ² All 5-point scales: 5 = Strongly agree 1 = Strongly disagree ³ Statistically significant change at .05 ⁴ Percent saying 'almost always' or 'always' ⁵ Percent rating as tolerable 1,2,3 or 4 on 10-point scale where '1' = 'really don't mind'						

Increased customer satisfaction, as reflected in the above performance measures, is closely associated with the SDDOT's proactive emphasis on integrating customer satisfaction goals into its 2001 and 2002 Strategic Plans. Focus on delivery of core services—such as smooth roadways, clearly visible pavement markings and signs, timely and effective winter maintenance, and adequate roadway shoulders—coupled with attention to strengthened communications with the traveling public were

cornerstones of the plan's customer satisfaction goals. End user feedback strongly indicates significant performance accomplishments in all these areas.

3. The transportation consumer demonstrates a balanced appreciation for the Department's need to service the basics and respond to more tangential aspects of maintaining a complete transportation infrastructure. While very interested in the products and services that directly daily impact their daily travel experience, users from all segments consistently place high value and importance in providing and planning for the transportation needs of both today and tomorrow.
4. Consensus exists statewide among key user segments on what products and services are of the highest importance. The data indicate users are most interested in those products and services that deliver an immediate travel benefit in terms of a comfortable, efficient and safe means of transporting people or freight from one location to the next. They are most interested in basic services.

The two most highly ranked (1st, 2nd or 3rd out of 18) product and service areas in perceived importance by all users encompass the Department's most fundamental aspects of service delivery:

- Providing for a clean and safe driving surface;
- Road and bridge maintenance.

Consistently, products and services relating to the roadway itself were of the highest importance to all six segments. Perceived importance of DOT products and services declines as the direct relationship to the roadway surface weakens. Plowing, salting and sanding of snow-covered roadways was of the highest importance (ranked 1st, 2nd or 3rd) by 68% of all customers whereas building and maintaining roadside rest areas and providing travel materials were ranked 1st, 2nd or 3rd by the fewest respondents—less than 2%.

5. Current SDDOT products and services meet expectations of all primary user segments. Satisfaction with all 18 was above midpoint of the rating scales.
6. Users from all segments realize the basics are not enough. Strong understanding and support exists for the strategic, longer-term investments necessary to plan for and meet tomorrow's transportation needs. Two-thirds or more of all respondents are positive toward areas of added DOT investment, the only exception being investment in support of passenger air travel and airfreight within South Dakota.

Users were consistent in their evaluation of 'investment areas', that is, where SDDOT should commit resources and funds. They were particularly supportive of those investments aimed at "improving heavily traveled routes between cities" and "state aid to local governments for road construction and maintenance". This was very consistent with their product and service evaluations that placed utmost importance on building and maintaining roads and bridges.

As a group, emergency vehicle operators (EVOs) are significantly more supportive than the general population when it comes to DOT financial investments in all added programs that provide for safer travel and greater local access.

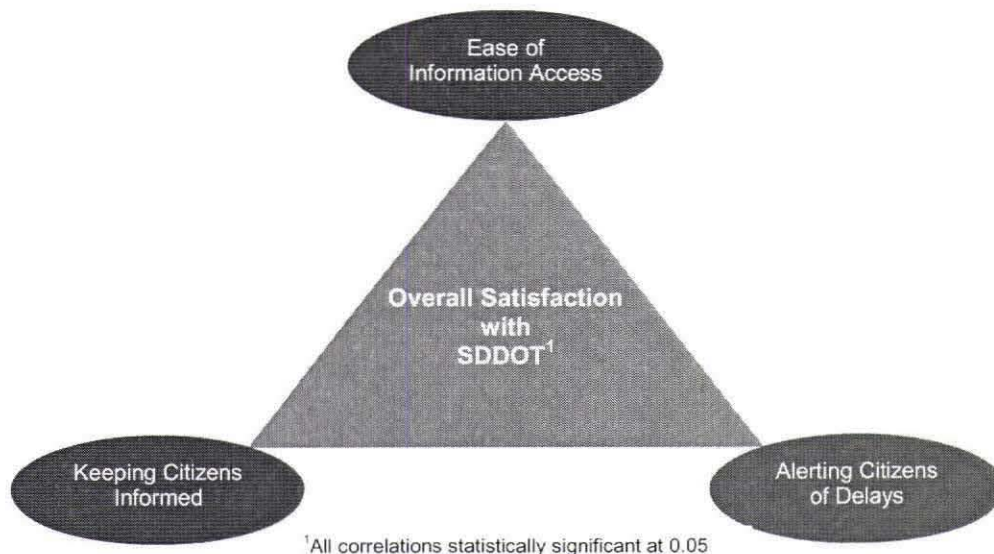


Figure 1: Correlation Relationship

7. As was first observed in 1999, DOT efforts and associated performance in the area of citizen communications is strongly correlated to citizen perceptions of overall SDDOT Department performance. However, individual segments do at times differ in perceptions when compared to the general population of DOT customers. These differences merit attention and in some cases individualized response. At a minimum these differences in needs, attitudes and performance assessment dictate a need for more customized delivery of DOT messages to user segments.
8. Preferences related to information content and sources varied significantly between customer segments. A significant shift in preference for personal technology tools for staying in touch by cell phones and computers was observed when compared against surveyed preferences and use in 1999. This change affords the DOT an opportunity for cost-effective and personalized avenues for communicating with its diverse customer base.
9. Regional differences in perceptions of DOT performance do exist. Although differences are far fewer than similarities in how residents of the four transportation regions perceive DOT efforts and services, an understanding of significant differences has value to both the strategic planning process and day-to-day service delivery.

Significant differences in product & service perceptions include:

- Pierre Region is most typical of all regions, with no significant variance of product positions with positioning of all region response.
- To Mitchell Region residents, plowing, salting and sanding is of significantly higher importance compared to that of all regions.
- Mitchell Region residents expressed significantly higher overall satisfaction with the job DOT is doing compared to that of all regions.
- Aberdeen Region residents showed the greatest 1999 to 2002 improvement (12%) in satisfaction with snow and ice removal of any region.
- Aberdeen Region residents expressed significantly lower satisfaction (although very satisfied) with DOT efforts at maintaining roads and bridges compared to all regions.

- Rapid City Region residents are significantly less satisfied with efforts to provide travel information than are residents in all regions.
- Views of billboard regulation vary from region to region. Mitchell Region expresses a higher satisfaction with billboard regulation. Satisfaction with billboard regulation generally exceeds perceived importance in all regions except Rapid City Region.
- Rapid City Region places higher importance but expresses lower satisfaction with efforts to regulate.

Significant differences in support of financial investment programs include:

- Mitchell Region residents are less supportive of DOT financial investment in improvements to air passenger travel and air freight within South Dakota.

10. Segment differences in perceptions of DOT performance are more pervasive than regional differences. Key differences among segments with the general population at large are:

- The Citizen segment assigns significantly less importance to mowing and removing overgrowth than does the general population.
- The Leisure traveler segment assigns significantly higher importance to removing roadway debris, providing roadway features and installing road signage than does the general population.
- Leisure travelers are significantly more supportive of financially investing in improvements to air passenger travel and air freight within the state.
- The Legislative segment varies the most. It assigns significantly more importance to building and maintaining roadside rest areas, installing road signage, providing for wetland replacement, and managing traffic than does the general population. This segment expresses significantly higher satisfaction with provision of landscaped roadways, and travel information.
- Financially investing in railroad crossing arms, signals, signage, and materials for smooth track crossings is of significantly less importance to legislators. Legislators are significantly less supportive of providing funds to local governments for road construction and maintenance. They are also significantly more supportive of financially investing in developing a five-year plan for transportation throughout the state.
- The farm segment views several products and services with significantly less importance: plowing, salting and sanding roadways, the provision for roadway features, travel information and wetland replacement, and the posting of speed zones.
- Farmers are significantly more opposed to financially investing in supporting air passenger travel and air freight within the state. They are also significantly less supportive of financially investing in improving heavily traveled routes between cities for better movement of freight and travelers.
- The EVO segment assigns significantly higher importance to SDDOT's job of maintaining roads and bridges, plowing, sanding and salting of snow-covered roadways, and provision for roadside care.

- Emergency vehicle operators are significantly more supportive of providing funds to local governments for road construction and maintenance. They are significantly more supportive of financially investing in improving heavily traveled routes between cities for better movement of freight and travelers. EVOs are significantly more supportive of financially investing in educating the public about traveling through railroad crossing and roadwork zones.
- Carriers and shippers express significantly lower satisfaction with what is of significantly higher importance to them, namely building roads and bridges and maintaining the roads and bridges—the basic infrastructure. They also express significantly lower satisfaction with the installation of road signage than does the general population. The Carrier/Shipper segment views provision for wetland replacement as significantly less important compared with how the general population views this service.

CONCLUSIONS

Conclusions of the study may be summarized:

1. SDDOT needs to continue to focus attention on maintaining and improving the transportation infrastructure in order to provide the level of quality that key user segments expect and find of the utmost importance. Namely, deliver the basics!
2. Perceptions of the SDDOT's performance have changed significantly for the better. With key performance indicators suggesting a significant turnaround in performance since the 1999 tracking study, it is critical to continued success that management identifies all underlying contributing factors both direct and indirect and communicates findings throughout the Department. Identified factors should be incorporated into strategic plan updates and be supported by means of continued evaluation.
3. Areas for improvement still exist. For example, more effective response to the perception of two-thirds of all customers that they almost always or always travel through work zones with no visible signs of work needs to be addressed.
4. Customer expectations as measured by the importance assigned to the various products and services are high. In some instances, expectations are extremely high among particular segments depending upon the product or service orientation. For example, safety related plowing, salting and sanding of roadways receives on average a '9.5' rating of importance on a 10-point scale by emergency vehicle operators.

Further performance improvements may not be operationally feasible or practical from a cost basis. In these cases, a strong proactive communications program aimed at balancing importance-related expectations and satisfaction becomes critical to continued improvements in customer perceptions and satisfaction ratings.

5. The Department needs to respond to observed variations in preference for and use of information sources between segments. This presents opportunities for better-targeted DOT communications. Sufficient differences in driving behavior, needs, attitudes, and perceptions of customer segments dictates need for more customized delivery of DOT messages.

6. Although user segments were found to be more similar than dissimilar, sufficient differences were identified that provide for useful segment profiles leading to a better understanding of attitudes and needs. A number of generalizations are possible:
 - Legislators are the most unique segment—often more supportive and sometimes more critical in their assessments of DOT programs.
 - EVOs tend to place higher importance on many DOT products and services and programs directly or indirectly relating to roadway safety.
 - Farmers do not assign high importance to posting speed zones and providing travel information.
7. During the course of the 2002 study, a very limited number of new issues surfaced that were of significance to particular customer. Findings of focus group research and telephone interviewing were broadly consistent with respect to these issues. Most of the issues proved to be of minor concern, with the possible exception of dead animal removal from the roadways, which appears to negatively reflect on the DOT. There is also user confusion with agencies as to where the responsibility lies for the timely removal.

RECOMMENDATIONS

Based on the findings and conclusions of this study, the researchers recommend the following to the South Dakota Department of Transportation:

1. The SDDOT should develop a department-wide targeted media relations and communication plan. In addition to addressing the informational needs of the general population, the plan should identify opportunities and strategies to extend reach to the department's specialized user groups, i.e. carriers and shippers of freight, emergency vehicle operators, farmers, leisure travelers and legislative users.
2. The SDDOT should outline a strategy for the more expanded use of variable message signs to provide travel information (real-time where and when feasible), especially targeted to the leisure travelers and carrier and shipper user groups. Applications having special value would be for construction zone information and event routing.
3. The SDDOT should develop work plans for incident management response to accidents and events that leverage existing relationships with statewide emergency service responders. The goal would be to collectively work toward improved highway safety through more effective interagency coordination.
4. The SDDOT should undertake an informational program that educates the public regarding the need for and importance of the role that the SDDOT plays in protection of and preservation of South Dakota's natural resources.
5. The SDDOT should formalize a communications feedback system that harnesses the broad daily presence of hundreds of statewide emergency responders for the purpose of achieving more timely reporting of road problems, situations requiring highway maintenance attention, malfunctioning equipment and need for roadway clearance of debris, particularly dead animals.

PROBLEM DESCRIPTION

The 2002 research study represents a continued building effort at better understanding end user issues and needs, thus providing stronger service delivery to the SDDOT customer. The current study aims to improve the understanding of SDDOT's customers. In doing so, this study attempts to seek answers to a number of key questions. Primary but not exhaustive is the list below:

- Have perceptions of the Department's performance changed significantly? If so, how?
- How has the Department responded to issues raised in the prior surveys? Have the responses been effective? Are more proactive or effective responses possible?
- Do key customer segments—such as emergency vehicle operators, commercial truckers, the agricultural industry, tourists, and others—perceive the Department's services and performance differently from the population at large?
- How does the Department need to respond to differing end-user needs?
- Do public perceptions accurately distinguish between services provided by the Department and services provided by other public and private entities?
- Have new issues emerged that are important to the legislature, the general public, or key customer segments?

STUDY OBJECTIVES

The objectives of this study were to:

- Assess the opinions of the public and key customer groups regarding the composition, importance, and quality of the Department of Transportation's key products and services;
- Assess the Department's progress in addressing customer concerns through development and execution of its strategic plan; and
- Identify specific actions the Department can take to improve its performance and its perception by the public and key customer groups regarding that performance.

The analysis of recently gathered user feedback seeks answers to the above questions and again assesses perceptions of the Department's performance. This report explores their significance and identifies how the Department might best respond to them.

TASK DESCRIPTION

The phases that comprised the recommended research design and associated tasks required to accomplish related objectives follow:

TASK 1: MEET WITH TECHNICAL PANEL

This phase was intended to review objectives and establish a final work plan around which a research design was formalized. At this meeting past research results and instruments were reviewed. Areas for comparison and benchmarking were identified. Areas of the 2001 Strategic Plan that needed assessment were identified. New products and services and current statewide transportation issues were discussed and prioritized for inclusion in this year's survey. Key user segments to be interviewed were agreed upon.

TASK 2: ONE-ON-ONE INTERVIEWS

Interviews with selected managers and staff of SDDOT were conducted and provided needed direction for survey refinement based on identification of new issues that have arisen since the survey was last administered in 1999. The participants represented all product and service areas. Additionally SDDOT regions were represented.

This group also provided insight into how the various divisions provide specific products and services to each identified key user segments.

Completion of this task resulted in a focus group *Discussion Guide* that provided insight from participants on how SDDOT product and service delivery and performance relates to each identified user segment. MarketLine staff also gained a good understanding of how 1999 survey results had been acted upon and the issues that management felt had arisen since the prior assessment.

TASK 3: CONDUCT FOCUS GROUPS

The purpose of the groups was to identify issues of importance to each segment, then rank order them and discuss unique needs relating to SDDOT provided products and services. A resource prioritization was also included. This identified segment views as to where future spending and efforts should be focused.

A total of ten (10) focus groups were held. To provide balance for regional differences and effectively reach key customer segments sessions were in all four SDDOT regions —cities were Aberdeen, Pierre, Sioux Falls and Rapid City. A minimum of two sessions was held in each location.

Respondents were screened during telephone recruitment to meet segment specific qualifications. The Technical Panel approved final screening criteria and segment definition.

The *Discussion Guides* (Appendix G) for the groups stemmed from the one-on-one sessions with SDDOT personnel and Technical Panel input. A draft Discussion Guide was provided to the SDDOT Project Manager for Technical Panel review.

Twelve (12) participants were recruited for each group session with 8 to 10 individuals expected to show. General public, tourist and agricultural segments were given a \$40 gratuity for participation. All other professional groups were given a \$50 gratuity. Successful completion of this task ensured that the

telephone survey accurately reflected the needs and issues specific to each of the SDDOT's key user segments.

TASK 4: SUMMARIZE AND PRESENT FINDINGS OF INTERVIEWS AND FOCUS GROUPS

MarketLine Research Incorporated management staff traveled to Pierre to conduct a preliminary review of top line findings from all three avenues of data collection.

The purpose of this give and take working session was seen as an opportunity to examine qualitative research results for areas of interest, desired focus and professional insight into any modifications to the 1999 telephone survey instrument. Specifically, feedback provided MRI guidance from the perspective of the transportation experts in the interpretation of findings, understanding of political and regional nuances associated with customer feedback and any other necessary filters and contexts from which the gathered data would be viewed.

The result of this session was an effective road map for development of a questionnaire that effectively clarified issues and needs important to every key user group. The end product reflected the collective insight and thinking of all key SDDOT staff.

TASK 5: DEVELOP QUANTITATIVE INSTRUMENT FOR TELEPHONE SURVEYS

Building on input from SDDOT managers and the Technical Panel, MarketLine updated the prior survey to reflect new products and services along with actions stemming from the 1999 study's findings that needed to be assessed. A significant modification was the addition of key user-segment-specific questions pertinent to each identified segment. MRI provided a revised draft survey for Technical Panel review and approval.

All respondents were taken through certain common core questions comprising a majority of the survey. Based on screening questions that qualified respondents as members of a particular user segment other than the general public, respondents were taken through additional segment specific questions.

TASK 6: STATEWIDE TELEPHONE SURVEY

SAMPLING STRATEGY

MRI gathered 1182 telephone interviews statewide as compared with 800 interviews conducted during the 1999 study. This number ensured continued representation across areas of population density, namely:

- Communities of 40,000 or more
- Communities of 5,000 to 40,000
- Communities of less than 5,000

MarketLine anticipated the survey length to remain similar to that of 1999, averaging 24 minutes in length.

All segments were qualified with screening questions. The Citizen segment came from across the state. All other segments were randomly selected from convenience lists obtained from South Dakota State

agencies such as the South Dakota Department of Revenue. EVO participants were sent a letter on SDDOT letterhead (see Appendix H) outlining the purpose of the request to participate and given a toll-free number to call.

TASK 7: DATA ANALYSIS AND TECHNICAL MEMORANDUM

MarketLine Research tabulated results of the study and generated data tables for each question in the questionnaire. Cross tabulations were run to help analyze results and clarify findings. Significance tests, including Chi Square, were run on appropriate variables.

Where data sets were comparable, they were analyzed and compared to results collected in 1997 and 1999 using SPSS 11.1.

TASK 8: ACTION PLAN WORKSHOP WITH EXECUTIVE TEAM

The Executive Team made a decision, based on the presentation and discussion of research results during the August 21, 2002 Executive Team meeting, and additionally during the SDDOT Supervisors meeting of October 22, 2002 that an action planning workshop was not necessary. Management felt that they had a sufficient understanding of research results that would allow for updating the existing Strategic Plan.

TASK 9: FINAL REPORT PREPARATION

Based on extensive statistical analysis and lengthy review of all gathered information, a first draft of a report of findings was submitted to the SDDOT on August 15th. During the fall of 2002, SDDOT staff and Technical Panel carefully reviewed the document and provided valuable comment and direction for processing the final document.

The review of findings reflects a process of feedback and discussion that included:

- a meeting with the Technical Panel to review and discuss in detail all findings;
- a presentation and discussion of findings with the Executive Team;
- preparation and distribution of a condensed summary of key findings for discussion and feedback during the Supervisor Meeting of October 22, 2002.

TASK 10: EXECUTIVE PRESENTATIONS TO RESEARCH REVIEW BOARD AND EXECUTIVE TEAM

MRI developed and presented a media presentation of relevant findings and conclusions to the project's technical panel during review of research findings in August 2002. This presentation was subsequently modified and presented to the staff attending the SDDOT Supervisors Meeting on October 22, 2002. Given the fact that a majority of Research Review Board Members had an opportunity to observe the presentation during one or both of the above mentioned meetings, an additional presentation to the Research Review Board was deemed unnecessary.

FOCUS GROUP RESULTS

PURPOSE

The purpose of the ten focus groups conducted in the four transportation regions was to identify issues of importance specific to varied customer segments. The discussions were used to better understand unique needs within each customer base as relates to SDDOT provided products and services.

A key focus was to assess similarities and differences in the manner in which user segments assign importance to products and services delivered by the SDDOT. Products and services were prioritized by segment. In addition, user segment satisfaction with individual products and services was explored to gain an understanding of what determines user satisfaction and to identify segment differences, if any.

A resource prioritization exercise was used to assess user segment views as to where future spending and efforts should be focused.

OBJECTIVES

The primary objectives of the focus groups were to:

- Determine whether all products and services reviewed were seen as having importance to the end user groups and to identify which products and services should be assessed in the telephone survey by each user segment;
- Identify any segment specific issues that should be incorporated in each segment's telephone survey;
- Understand how various user segments define resource allocation priorities based on their unique needs.

TASK DESCRIPTIONS

The following tasks were completed to accomplish the focus groups:

- Develop *Discussion Guides* for the groups based on input from one-on-one sessions with SDDOT personnel and Technical Panel input.
- Develop a Discussion Guide (*see Appendix B.*) appropriate for use with all user segments to achieve desired objectives.
- Recruit and screen participants from areas surrounding four discussion group sites.
- Manage all logistical preparations for focus groups at four sites.

Successful completion of the above tasks ensured that the telephone survey accurately reflected needs and issues specific to each of the SDDOT's key user segments.

METHODOLOGY

MarketLine recruited 119 individuals between March 20th and March 29th. Seventy-four percent (88 individuals) participated in one of ten sessions conducted in the cities of Aberdeen, Rapid City, Pierre, and Sioux Falls.

Table 3: Focus Group Participation

Date	Market	Segment				Total
		Citizen/Leisure	Farmer	EVO	Carrier/Shipper	
April 8	Aberdeen	11	11		6	28
April 9	Rapid City	11		7		18
April 10	Pierre	9	7		7	23
April 11	Sioux Falls	9		10		19
Total		40	18	17	13	88

Respondents were screened during telephone recruitment to meet segment specific qualifications to participate (complete screeners appear in *Appendix G*). Each user segment participant had to meet the following qualifications:

Citizen/Leisure Segment 50/50 split

- Citizen: 18 years of age or older and lived in South Dakota for 6 months or more
- Leisure: driven on state highways for leisure related travel constituting a trip or 75 miles or more in past 12 months

Agriculture Segment

- 18 years of age or older
- Engaged in farming, ranching or agriculture as principle occupation
- Driven on county or township roads, state highways, or freeways in past month

Emergency Vehicle Operator Segment

- 18 years of age or older
- Currently drives a public safety or emergency vehicle
- Has driven a public safety or emergency vehicle 6 months or more

Commercial Driver / Shipper Segment

- 18 years of age or older
- Currently drives a commercial vehicle used to haul goods or freight from one location to another location
- Works at company that requires shipping of goods, freight, or commodities
- Job responsibilities include making decisions that affect the shipping and receiving area.
- Company uses trucks as method of transport to ship from any location to their final destination

DETAILED FINDINGS

FAMILIARITY WITH SDDOT AND SOURCES OF AWARENESS

The degree of familiarity with the role and function of SDDOT is very broad, with relatively high familiarity common with EVOs and truckers/shippers, and generally low to moderate familiarity among the broader base of citizens, leisure travelers, and farmers.

Newspaper articles are most frequently cited as the source of awareness of SDDOT information, followed by radio. Those who use the road professionally (carriers, shippers, EVOs etc.) are often inclined to claim that much of their familiarity with the DOT is a result of personal contact and interaction.

Awareness of the DOT web site tends to be low across all the constituencies.

- Interest in using the DOT web site for information varies, and often correlates with familiarity with and accessibility to the Internet.
- Web site content of most interest tends to include information on highway construction and maintenance projects, rules and regulations, and road and weather conditions.

"The web site for the interchange down there—the web site was really informative. They had photos, progress. They had diagrams of what it would look like, and that was from the beginning."

"As long as the information as to what roads are going to be under construction and when, and when they're going to start—if that's on the web page, that's enough information for me."

Few expressed awareness of any changes in the federal funding of the SDDOT over the past year. Although some mentioned that they had heard of federal funding issue tied to the legal blood alcohol limit in South Dakota, few if any seem to know the status of that situation. No one volunteered an awareness of decreasing amounts of federal funds for South Dakota due to decreased gasoline revenues over the past year.

Typical participant inquiries were:

- "Why are the funds being cut?"*
- "How much money does the DOT spend in a year?"*
- "How much of it is South Dakota tax funds?"*
- "How much federal money did you lose this year?"*

PRODUCT AND SERVICES EVALUATIONS

Systems Infrastructure

Each subcategory of systems infrastructure tends to be widely understood and effectively differentiated. There is a tendency for most to believe that road and bridge preservation is a higher priority than building new roads—the exception being carriers and shippers. For many this is the fundamental role of the DOT.

Safety features tend to closely follow in importance across all constituencies, but especially among EVOs, citizens, and leisure drivers.

Table 4: Systems Infrastructure Priorities

Systems Infrastructure	Citizen / Leisure n = 40	Farmer n = 18	EVO n = 17	Carrier / Shipper n = 13
Road & bridge construction	H	H	H	1
Road & bridge preservation/maintenance	2	1	2	2
Landscaping of roadsides	L	L	L	L
Environmental issues	L	L	L	L
Safety features	1	2	1	H
Corridor Improvements	H	H	H	H
Research	H	H	H	H

The importance of clear and well-maintained striping tended to be the safety consideration cited most frequently. An adequate shoulder, allowing for safe stopping along side the roadways, was especially important to EVOs and carriers.

"That's why I put safety features as #1, mainly because of striping. That's been one of my pet peeves for years. Some of it is not as good as it should be."

Although many volunteered that environmental issues and roadside landscaping were desirable programs, most are inclined to believe these to be among the lowest priorities.

"Although I do appreciate greatly that we can do some of that (landscaping) in this state, which I think is pretty much on the low side right now—if it comes down to having safety or development of our road systems, the landscaping would have to take a secondary role. It would have to come in last."

Satisfaction with performance of the SDDOT across all subcategories of systems infrastructure tends to be moderate to relatively high. The most common areas of complaint are the perceived-to-be-poor condition of many bridges, inadequate shoulder widths, and faded or inadequate striping.

Other typical examples of satisfaction and dissatisfaction are quoted in Table 5.

Systems Operations

Citing the importance of safety and clear passage, most tend to consider bare pavement (snow plowing, sanding, etc.) to be the primary systems operations function. Many are also inclined to consider clear roadways and shoulders as having nearly the same meaning as bare pavement, and have a difficult time differentiating one function from the other.

Rest area maintenance and traveler services are usually perceived as being desirable and were often rated with high satisfaction, but they were of the lowest priority in systems operations category.

Most agree that traffic management—especially good signals, signage, and turning lanes—is crucial to ease of navigation and safety.

Table 5: Systems Infrastructure Comments

Comments —Satisfactions	Comments —Dissatisfaction
<p><i>Most of the areas they try to put it back into a good looking environmental type thing, to where it blends with what was there before. Or else they try to round it or do whatever to make it look like it belongs rather than just did a project and leave it half finished.</i></p> <p><i>I've seen them move over to preserve virgin ground, prairie ground, and that's cool.</i></p> <p><i>I like that landscaping is also done to prevent dust storms.</i></p> <p><i>Well, I think they're doing very good. They reclaim most of the land that they tear up to put in the roads and so forth.</i></p> <p><i>I had high (satisfaction) on the landscaping. I think they're saving a lot of lives by sloping back those approaches.</i></p> <p><i>I really enjoy the landscaping, and I think it adds to the image of our state, and I think it's also necessary environmentally, in certain aspects as far as—instead of having a bunch of mud and gravel, if you landscape an area, you're not going to run off the road and things like that.</i></p> <p><i>They do a good job, as far as I'm concerned, of maintaining the roads, but there are still a lot with narrow shoulders.</i></p> <p><i>Yeah, but for a person who stops alongside the road, and that road doesn't have much of a shoulder to get off on—and then like Nancy says, if someone is not familiar with the area, that striping sure comes in handy.</i></p> <p><i>I think in the last 10 years, even 5 years, they've come a long way. It's getting a lot better. You're getting a shoulder on almost all your major roads.</i></p> <p><i>The roads, overall, as far as condition of roads and bridges are pretty good. There are just some areas that need improvement.</i></p>	<p><i>Landscaping. Why? If you're thinking highways, why do we care? And we've got water. I've seen trees on the interstate, and I think why are we doing this? It's a lot of money that they could use elsewhere.</i></p> <p><i>Some places I've been you're going with a trailer and you blow a tire, and there's no shoulder or something. Just pull over and fix it—you're just kind of hanging your head out there. Get run over by somebody else flying down the road.</i></p> <p><i>I think some roads that are traveled a lot have overweight trucks, and they get beat up. They should watch that closer</i></p> <p><i>There tends to be not adequate shoulder width for pulling over or stopping, and there's usually a lot of gravel or debris on the roadways that are causing the accidents or have been a part of the accidents. There doesn't seem to be enough room in a lot of areas for traffic to continue going by.</i></p> <p><i>Moderate (satisfaction). They do a lot of decent repair work, but for some reason, the crew that they hired to come in and do the repair work on that highway, all they did was sweep it off and put a 1-1/2" layer of asphalt on top of, and were surprised when three weeks later, it crumbled away.</i></p> <p><i>The asphalt roads they just keep patching them. There has to be a better solution for the dollars I think. I think some of this material should be updated. Why keep throwing good money after bad trying to fix all these old stuff, when the same product keeps going to heck on us.</i></p> <p><i>They're not changing their technology. It's the same thing for the last 40 years.</i></p> <p><i>I think the state is not focusing in the right direction. I think there's more of a safety problem with driver fatigue than there is with road markings or vehicle equipment. I think fatigue has more to do with it. The state of South Dakota is doing a lot to inform about fatigue.</i></p> <p><i>I feel it takes them too long to rebuild a road.</i></p>

For those aware of variable message signs (VMS), reactions tend to be very positive. Traffic conditions ahead, road blockages, and inclement weather that may impact driving were all volunteered as the types of information that would be especially useful. VMS were seen as strong incident management tools by EVOs and would be very helpful if mobile units were available.

Although roadside care is generally considered to be a relatively low priority as a function of systems operations, a widely perceived lack of timely removal of dead deer from the sides of the roads appears to be a source of concern and embarrassment to many citizens of South Dakota.

In the area of systems operations, satisfaction with the SDDOT tends to be highest on clear roadways and bare pavement. There is widely held perception that roadways are usually plowed quickly and efficiently. Rest areas are seen as being well maintained. Among most constituencies the common areas of complaint are the timeliness of roadside debris removal, and the need for more and clearer signage along the highways.

Typical comments relating to products and services in this category are listed in Table 7.

Table 6: Systems Operations Priorities

Systems Operations	Citizen / Leisure n = 40	Farmer n = 18	EVO n = 17	Carrier / Shipper n = 13
Clear roadways and shoulders	H	1	1	2
Bare pavement	1	2	2	1
Rest area maintenance	L	L	L	L
Traffic management	2	H	H	H
Roadside care	H	H	H	H
Traveler Services	L	L	L	L

Table 7: Systems Operations Comments

Comments —Satisfaction	Comments —Dissatisfaction
<p><i>I've never really seen much problem as far as clear roadways and stuff. They do a good job of getting stuff cleaned off.</i></p> <p><i>I rated them high because I think, for the amount of equipment they have to work with; I think they are very efficient at clearing roads that need to be cleared.</i></p> <p><i>I think rural highways they really go out and get them as clean as they can, generally.</i></p> <p><i>You go in the rest stop and you see all these tourists in there, and they're handing out information and getting maps, and they're treated really well. I really think that's a good deal.</i></p> <p><i>Rest stops are nice, usually. 90% of them are really nice. They're much nicer than some of the surrounding states'.</i></p> <p><i>Traveler service. I rated them high there. They've got rest areas; they've got maps. They're very good about it.</i></p> <p><i>Traffic management. The signals and knowing where the turns are. All of that is very important. I think they do a pretty good job.</i></p> <p><i>It's very nice that now when they're redoing roads, they're putting in turning lanes, because it just makes it a whole lot safer when you're in the middle of nowhere. I thought they're doing a better job in traffic management when it comes to that. I like that.</i></p>	<p><i>We've had a lot of deer accidents and it seems there's a lot of deer left lying alongside the road, or on the shoulders. They could have a rendering truck to pick that up.</i></p> <p><i>Can we get the dead animals off the road?</i></p> <p><i>And they'll be there for 2-3 days. They still have them in the ditches from last winter. It's bad.</i></p> <p><i>The deer and the bumpers and the tires. I don't know if they ever get picked up.</i></p> <p><i>One of the very few things that I think DOT has a low in, and that's the roadside care and debris removal. In the summer time, especially on the interstate, when they've got their mowers out, they run over garbage and it just throws it everywhere.</i></p> <p><i>They hit it with the mowers and the interstate median looks absolutely terrible. It makes our state really look junky.</i></p> <p><i>Shoulders and debris off the road. I don't think they maintain it. They do a really bad, bad job of cleaning roads around here.</i></p>

Regulations

Speed zones were viewed as having the highest priority based on their direct relationship to safe roadways. Other areas most likely to be linked to safety (truck highway permits and wide loads) and road quality preservation (weight restrictions and spring postings) tended to be cited as the areas that should be of high priority in the regulations category. They were perceived as functions central to most peoples' understanding of the role and function of the SDDOT.

The fact that the SDDOT was involved in aircraft regulation was a surprise to most, and this information was apt to elicit questions as to why this was the DOT's responsibility, and not the responsibility of some other agency of the government.

Along with aircraft registration, outdoor advertising control was also considered to be a low priority, and many even wondered if this function would be better placed in the domain of another agency or organization. Many appear to be of the opinion that this is an aesthetic issue, and do not necessarily think about it as related to safety or road sign blockage.

The segment having the most unique set of priorities is that of the carriers and shippers. This group places less importance on speed zones and greater importance on vehicle inspections.

Table 8: Regulations Priorities

Regulations	Citizen / Leisure n = 40	Farmer n = 18	EVO n = 17	Carrier / Shipper n = 13
Truck highway permits	H	H	2	H
Speed zones	1	1	1	H
Aircraft registration	L	L	L	L
Outdoor advertising control	L	L	L	L
Truck regulation, registration	H	2	H	2
Truck vehicle inspections	2	H	H	1
Weight restrictions/spring postings	H	H	H	H

Satisfaction with the SDDOT in the regulation area tends to be moderate to relatively high, with most believing that in the key areas of speed zones, truck regulation, and weight restrictions, the SDDOT is doing a very satisfactory job. The most frequent concern expressed was the need for even more effective monitoring of weight restrictions to protect roads. Farmers, however, were sometimes inclined to express a need for more exceptions to weight restrictions in order to help facilitate, when necessary, the moving of animals, supplies, and produce. Typical comments relating to products and services in this category are summarized in Table 9.

Table 9: Regulations Comments

Comments —Satisfaction	Comments —Dissatisfaction
<p><i>I'm pretty satisfied with what they have. I think it's important and I think they do a pretty good job as far as posting like when you come into a town; it's slow down to 35 or 45.</i></p> <p><i>I had a high on the speed zones and on the highway permits, weight limitations. They're really cracking down and paying attention.</i></p> <p><i>I am very appreciative of the speed zones that we currently have and the signage that is up. Bringing about awareness of the speed zones. I think that's very helpful and accident prevention.</i></p> <p><i>Truck inspection and truck highway permits I think are important, too. Very, very. They do a good job. The way they do it I'm very satisfied with it.</i></p>	<p><i>It's really a pain to have to go to the IRF to buy your license for a truck. If you're over so many tons, you can't get your license at the courthouse.</i></p> <p><i>You see the weighing stations, and half of them are closed in the springtime, so whether they're being regulated, I don't know.</i></p> <p><i>I'm a little disappointed that they don't have a little more leeway for farmers coming out of fields being a little over—a little more tolerance to being overweight. It's a little hard to hit it right, coming out of the field. Especially the first few loads, when you don't know the test weight of the grade.</i></p> <p><i>You don't know where you're at. Most of the time you have no idea of what cattle weigh. And what do you do when you have to move cattle out and live on a posted road? We run into that every stinking spring.</i></p> <p><i>I think in heavy traffic areas, like 41st Street in Sioux Falls—there are tons of billboards, and they can be distracting in traffic. But aesthetics is terrible.</i></p>

Information

Many had a difficult time differentiating among the functions of public information, weather and road conditions, and safety information. For most of the public, all of these functions would appear to fall under traveler information as it relates to road and traffic conditions and safe driving. Top priorities varied by segment as seen in the table below.

Adequate and clear signage (especially directional and exit information) is widely considered to be another crucial component of SDDOT information management.

Many volunteered that guiding drivers in getting where they want to go was an expected service to the traveling public, and consequently a basic requirement of the DOT's information management function.

Table 10: Information Priorities

Information	Citizen / Leisure n = 40	Farmer n = 18	EVO n = 17	Carrier / Shipper n = 13
Public information	2	1	H	H
Weather information/road conditions	1	H	2	1
Safety information	H	H	1	H
Signage	H	2	H	H
Long-term transportation planning	H	H	H	2
Media relations	L	L	L	L
Technical assistance	L	L	L	L

Few disagreed that long-term transportation planning was important. Many volunteered, however, that more public information and involvement in this planning process would help to ensure that future road and bridge construction takes into account the diverse needs and perspectives of all of constituencies impacted by this decision-making.

Table 11: Information Comments

Comments—Satisfaction	Comments—Dissatisfaction
<p>I just feel really comfortable driving with the information that I have, either beforehand or while I'm driving. It's good information.</p> <p>Definitely weather information and road conditions. That's absolutely important to me. I need to know if I can get there today. They're doing fine. I've got all their 77 speed numbers, and they're on the Internet, too. They do very well.</p> <p>They could do more than they do, but they do a pretty good job letting you know when the roads are bad.</p> <p>They do a good job on public information.</p> <p>Safety information. I think they do a good job.</p> <p>Excellent information. Timely. The information we do receive is excellent</p> <p>When they give us the information, it's great. It's accurate, but I guess like every project, everybody wants it yesterday.</p> <p>I really think the state does a very good job on long term planning. And they do a good job of publishing it so you can see what their 5-year plan is.</p> <p>I think signs are good because of all the tourism we have. They have to educate the people that come here that don't live here that don't know where to go. I think they do a really good job with signs.</p> <p>I do think it's a good thing that they are putting some electronic billboards up like some other states do, because that's even a better way since you're out on the road and can't always catch the news to find out something is going on somewhere so you can change your route or maybe get a motel or something. I like the electronic signs.</p> <p>You know just where to go, and you know what's coming up. And you can read it (VMS) a long way away.</p>	<p>We travel quite a bit on the Interstates, in a lot of different directions; and it's real frustrating is you can take off, especially going east, and not be aware of how much construction you are going to run into and how much time delay you're going to have — especially in the summer time It can be real frustrating.</p> <p>I think those public roads—we don't really hear that much about them, and if it is, it's just kind of a little blip off media or something like that. There's not a lot of explanation. That I see in newspapers, or even on the news as to why they're picking specific areas. I would like to know that.</p> <p>They tell you what they're going to be doing, and like she said, they'll say you'll see it in the paper that they're going to build a road here or there. They won't tell you why they want to build it there.</p> <p>When they start spending your tax dollars, you want to know where it's going and what they're doing with it.</p> <p>I'd like the information to be accessible; if you want to find the information, you should be able to have a way to go to find out...</p> <p>They might be doing it, but they don't always let us know about it. They don't tell you and then you see it yourself.</p> <p>Sometimes it's a little difficult to get information from them in a timely fashion.</p> <p>Weather and road information... we don't really have a good resource that we can count on consistently to provide us with that information. And it's not always accurate.</p> <p>I don't think they really do a good job at that (long term transportation planning) at all.</p>

Of lowest perceived priority are media relations and technical assistance to elected officials. Media relations were perceived as having less value and different from more direct forms of communication of public information such as public meetings and cell phone numbers. Oftentimes respondents viewed media provided information as filtered and inaccurate, particularly in the case of weather and road conditions. Few appear to readily understand the technical assistance function, and many had a difficult time evaluating its significance.

Most all respondents stated a desire for more information of one type or another. Satisfaction with information delivery was mixed. New technology—such as variable message signs—was well received. Most travelers generally view DOT performance in the area of road signage positively.

Although many claimed to be quite satisfied with the SDDOT regarding the dissemination of information (especially on weather and road conditions), the most frequently volunteered complaint was a desire for more public information on what the SDDOT is doing, what their priorities are, and what long term projects are being planned. Typical comments relating to products and services in this category are summarized in Table 11.

Transportation Investment, System Management and Advocacy

Among all the subcategories in this area, most seem to agree on the high level priority of loans and grants, and more state aid for local roads (an area widely believed to be much neglected and in need of assistance). This was the only product and service category for which all user segments unanimously agreed on priorities.

"That's where your produce is coming from, in the first place. Whether it's livestock, wheat or corn, it's got to get to town. I think they should pay for more rural roads."

Table 12: Transportation Investment Priorities

Transportation Investment	Citizen / Leisure n = 40	Farmer n = 18	EVO n = 17	Carrier / Shipper n = 13
Loans and grants	2	2	2	2
Rail corridor/railroad crossings	H	H	H	H
Aviation promotion	L	L	L	L
State aide for local roads	1	1	1	1
Trail development/maintenance	L	L	L	L

Except for involvement in seeking more state aid for local roads, all participating constituencies appeared to have difficulty assessing the proper role of the SDDOT in each of the other listed transportation investment functions. This difficulty appears to be a function of the public lacking significant familiarity with non-highway transportation issues, and a lack of understanding as to the proper role of the SDDOT in these matters.

This common lack of understanding of the role of the SDDOT in the area of transportation investment also made it difficult for many to evaluate how well the SDDOT was doing in this role. Other than the frequently expressed need for more funds for local roads, the other most common complaint was the need for improved and safer railroad crossings.

Lowest perceived interest was in SDDOT's involvement in aviation promotion (some questioned why this was even an objective) and trails development and maintenance, which many thought should be the responsibility of local governments or other state agencies.

Participants were particularly concerned with poor signage and rough surfaces at rail crossings. Support for DOT trail investment was mixed, while most didn't see value in aviation support. Typical comments relating to products and services in this category are summarized in Table 13.

Table 13: Transportation Investment Comments

Comments —Satisfaction	Comments —Dissatisfaction
<p><i>I'm real happy with the way they've been doing it (corridor preservation). You go to railroad tracks and it's not much more than a thump-thump. And they take as good care of them as they do; you can go to other states and you'll hit a railroad track and you know it.</i></p> <p><i>They are really good, because they keep a lot of the young bikers off the roads. And it's a good place for people to walk instead of along the highways.</i></p> <p><i>Counties need more money to keep the roads going. And DOT does a good job with the funds; DOT helps get it to the gravel roads.</i></p>	<p><i>And I don't think we're doing enough for the railroads.</i></p> <p><i>Railroad crossing improvements is something that we need.</i></p> <p><i>The other thing on the rail is there are some crossing across the state that are pretty rough that need some improvement.</i></p> <p><i>I'm especially concerned about the railroad crossing. To me that's something that needs... I put an L on that, because I'm dissatisfied with it. I think that needs improvements.</i></p> <p><i>I'm a little dissatisfied that railroad crossings don't have flashing signals on all of them. All of them should have it.</i></p> <p><i>I feel that they need more signage. They need more gates and lights. I've towed an ambulance that hit a train. I've towed a pickup that was hit by a train.</i></p> <p><i>I think they have to think about it a lot, because our rail service is just disappearing; and if it doesn't change pretty soon, it's going to be gone. Which means it's just going to be more and more and more trucks, because we have to move our produce farther and farther and farther.</i></p> <p><i>I think it's important that our county road system and municipal road system be well maintained and a good system also. I think sometimes we fall short on our county roads.</i></p> <p><i>The aviation issue bothers me because I think we give too much money. I don't think we need these planes that are going through 3-4 times a day that go into Aberdeen and some of these towns.</i></p> <p><i>I'm concerned that DOT shouldn't have to subsidize somebody to keep an airplane flying in, because there's not enough business.</i></p> <p><i>Why should we be spending our dollars for our roads on trails?</i></p> <p><i>A lot of the county roads around here are just junk as far as I'm concerned. They're in poor shape.</i></p>

Product/Service Resource Allocation

There appears to be almost no awareness of how the SDDOT currently allocates its budget across its products and services. Consequently many appeared to feel disadvantaged in attempting to prioritize budget allocations.

Since most are inclined to believe that systems infrastructure and systems operations provide the essential basis for efficient and safe public travel, most agree that these areas should always be of highest priority in the SDDOT's budget allocations—all segments allocated over 50% of budget resources to these two areas. Resource allocation was very similar across all user segments as can be seen in Figure 2. Farmers allocated the largest proportion of the budget to transportation investment (18%). This compares to a 10% allocation by the citizen and leisure segment.

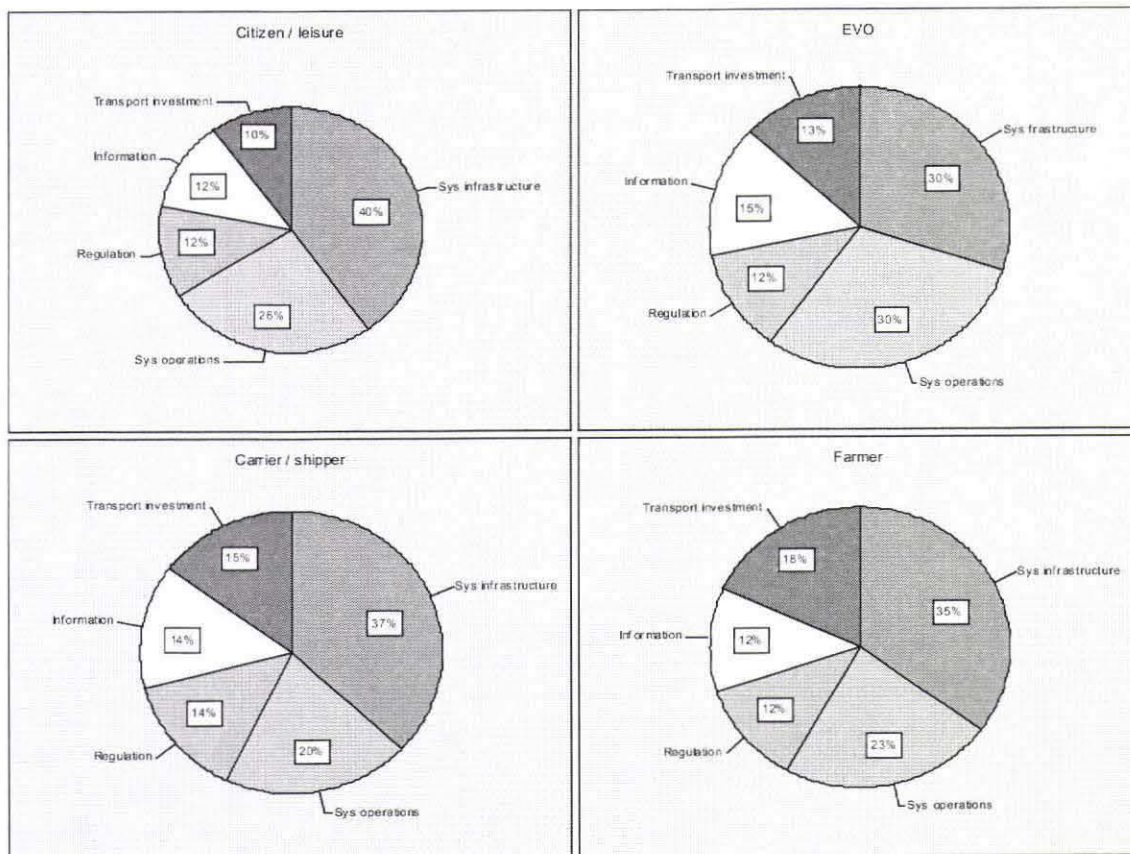


Figure 2: Segment Reactions to Transportation Investments

OVERALL SATISFACTION WITH SDDOT

There tends to a generally high level of satisfaction with the overall performance of the SDDOT, and this seems to be true to approximately equal degrees across all constituencies included in the research.

"I think they're extremely good in what they do."

Participants were asked to give an overall rating of their satisfaction with the DOT. A 5-point scale was used—where '5' meant excellent and '1' meant poor. Average ratings of all participant segments were above the mid-point of the scale (3.0 midpoint).

Table 14: Overall Satisfaction Scores

Overall Satisfaction	Citizens / Leisure n = 40	Farmers n = 18	EVO n = 17	Carriers / Shippers n = 13
Average score	4.2	3.8	4.1	3.2

There appears to be a common perception that many other states have higher quality state highways. Many, however, were quick to point out that the quality of the roadways maintained by the SDDOT is at least in part due to the state's limited funds having to be allocated across a relatively large geographic area. A commonly volunteered comment was that the SDDOT was doing an overall good job considering the states relatively low population base and the resulting limited budget it has at its disposal.

"Given the area of coverage that DOT has to do with the budget that they have, I think they're doing pretty well."

"They're doing the best we can for the few people we have in this state. It's a struggle to get by. We can't offer our DOT a lot of money. Sure we have our hand out at the federal level, and even now—counties are looking for assistance because all our roads are going to pot. Somebody has to pay for it. One way or another."

"Knowing how tight everything is, and as it's gotten tighter in the last few years money-wise, with the limited amount of resources that they have out there, the manpower available, I think they're doing as good a job as they can with what they have."

"I think the roads for the most part are good to great for the monies that they're allocated. They try to take care of the roads, and looking at the weather conditions we have in this state, I think they do a pretty darn good job keeping the roads up—even if it's a temporary patch or whatever. They do the best they can with the monies allocated and the people they've got. I think they do a great job."

RECOMMENDED PRODUCTS & SERVICES FOR EVALUATION

Based on feedback from the various focus group segments, the following products and services were seen as relevant for inclusion and assessment in the telephone survey versions specific to each user group. Product and service descriptions are also refined to reflect participant terminology used during group sessions when evaluating the products and services.

Table 15: Product & Service Grid

Product & Service	Citizen	Leisure	Farmer	EVO	Carrier/Shipper	Legislator	Product & Service
a	•	•	•	•	•	•	Building roads and bridges
b	•	•	•	•	•	•	Maintaining roads and bridges
c		•			•		Building and maintaining roadside rest areas & providing travel materials
d	•	•	•	•	•	•	Removing roadway shoulder debris such as animals, glass and torn tires
e	•	•	•	•	•	•	Providing roadside care such as mowing and removing overgrowth
f	•	•	•	•	•	•	Plowing, salting and sanding of snow-covered roadways
g	•	•	•	•	•	•	Providing roadway features such as lighting, guardrails and pavement striping
h	•	•	•	•	•	•	Installing road signage such as directional, regulatory and information signs on State highways
i	•	•		•	•		Providing landscaped roadways and planting living snow fences such as trees and shrubs
j	•	•	•	•	•	•	Providing wetland replacement and collecting runoff from roadways
k	•	•	•	•	•	•	Posting of speed zones
l	•	•		•	•	•	Managing traffic with tools such as signals and passing and turning lanes
m	•	•			•		Regulating placement of billboards and business signs
n	•	•	•	•	•	•	Providing travel information such as road, traffic conditions and road construction alerts
o			•		•	•	Issuing highway permits for wide loads and heavy trucks
p			•		•	•	Issuing truck registration and licensing
q			•		•	•	Conducting truck and vehicle inspections
r			•		•	•	Implementing road and bridge weight restrictions and spring postings

Identified Issues for Survey Inclusion

A number of issues and concerns were identified as a result of product and service discussions. Some were germane to all segments and some were specific to individual customer segments. New questions

were developed in the telephone survey to further explore and quantify these identified needs and interests.

All segments

- Valued types of information on variable message signs
- Problem of dead animal disposal from road kills
- Improvement of signage at railroad crossings

Citizen / Leisure

- Driver fatigue as a safety issue

Farmer

- More leniency with weight restrictions particularly as relates to moving livestock
- Whether truck inspections, weight restriction and postings are uniformly and fairly applied

Emergency Vehicle Operator

- Need for improved shoulders as a safety concern for emergency responders
- Use of VMS as a traffic control tool during an incident or high traffic volume event
- Driver fatigue as a safety issue

Carrier / Shipper

- Whether truck inspections, weight restriction and postings are uniformly and fairly applied
- Interest in quarterly newsletter from SDDOT to keep updated to changes in regulations and road conditions
- Driver fatigue as a safety issue

QUANTITATIVE SURVEY RESULTS

METHODOLOGY

Quantitative research consisted of a telephone survey. The survey used a representative sample of users from each key segment to evaluate importance and satisfaction with appropriate current products and services. A total of 1,121 SDDOT customers participated in the survey. In addition, 60 legislators were interviewed and are treated as a separate influence segment.

SOURCES OF CALLING SAMPLES

Citizen and Leisure Segments

A random digit dial sample was developed using seeds randomly drawn from an electronic phonebook directory (ProPhone) of South Dakota households. The sample was drawn proportionate to county population.

The random digit dial sample also ensured that households with unlisted phone numbers were included in the study.

Emergency Vehicle Operators Segment

A convenience sample for the Emergency Vehicle Operators segment was obtained from the South Dakota Department of Military Affairs, Emergency Management Division. The list contained addresses for: Police, Fire, County Sheriff, Ambulance and State Patrol. A supplemental list of tow truck operations was drawn from an electronic phone file.

Lists were set up to include only one location per city/central office location. Letters were sent to all locations soliciting participation. Potential participants were given a 1-888 number for calling MarketLine Research.

Note: this is the one segment where response was generated as a result of volunteered call in participation in the survey. All other segments were randomly contacted through outbound calling. A copy of the letter requesting study participation appears in *Appendix H*.

Farmer Segment

A random digit dial sample of South Dakota farmers was purchased from Survey Sampling. The source of their database is from the Farm Service Administration (formerly the Agricultural Stabilization and Conservation Service), the regulatory arm of the USDA, which administers farm programs under Federal order. The list included farmers who are signed up with FSA and participate in federally supported government programs. This list is updated twice per year.

Carrier Segment

The South Dakota Department of Revenue provided a commercial motor carrier list of trucks registered in the State of South Dakota. A convenience sample of all trucks of 20 tons or more was drawn from their database. These records were sent to a firm that specializes in matching names and addresses to telephone numbers. They were able to successfully match better than two-thirds of the addresses (67%) providing a

calling sample of 1,681 non-duplicated records. Each location with truck registrations was represented only once in the final calling sample

Shipper Segment

The South Dakota Department of Revenue also provided a list of businesses operating in South Dakota. A convenience sample was developed and randomized by region and used to reach shippers.

PARTICIPANT QUALIFICATION

Respondents had to meet segment specific qualifications to participate in interviews for a user segment.

Citizen Segment

- 18 years of age or older
- South Dakota resident a minimum of six months
- family member does not work for DOT or a public works department

Leisure Segment

- 1 years of age or older
- South Dakota resident a minimum of six months
- family member does not work for DOT or a public works department
- traveled by car 75 or more miles from home on non-business trip in past year
- spent at least one night away from home on non-business trip

Farmer Segment

- 18 years of age or older
- South Dakota resident a minimum of six months
- family member does not work for DOT or a public works department
- engaged in farming or agriculture as principle occupation
- farmed for one or more years

Emergency Vehicle Operators Segment

- 18 years of age or older
- South Dakota resident a minimum of six months
- family member does not work for DOT or a public works department
- currently drives a public safety or emergency vehicle
- has driven a public safety or emergency vehicle six months or more

Tow Truck Driver (subgroup in Emergency Vehicle Operator Segment)

- 18 years of age or older
- South Dakota resident a minimum of six months
- currently drives a tow truck
- has driven a tow truck six months or more

Carrier Segment

- 18 years of age or older
- South Dakota resident a minimum of six months
- family member does not work for DOT or a public works department
- has driven a commercial vehicle six months or more
- typically drives commercial vehicle on city streets, state highways or freeways

Shipper Segment

- South Dakota resident a minimum of six months
- works at company that requires shipping of goods, freight or commodities
- family member does not work for DOT or a public works department
- job responsibilities include making decisions that affect the shipping and receiving
- company business requires shipping of goods, freight or commodities

DATA COLLECTION

Interviews were conducted at MarketLine Research using a computer-aided telephone interviewing (CATI) system. The five primary user segments were called during the period May 8th through June 28th.

Legislators (60) were again surveyed as in 1999 and treated as a sixth segment. They evaluated the same set of products and services viewed as important to citizens. They are not included in the 'totals' tabulations that reflect user-only groups (5). Their perspectives are treated as those of policy makers. They are analyzed to provide insight to agreement and disagreement with the total population of SDDOT users.

There were five versions of the survey. Citizens and legislators were taken through the same version with one or two exceptions. A copy of the longest survey version is included in *Appendix I*. Segment-specific questions appear at the end of this survey version.

Segment quotas were identified and agreed on at the start of the project, as shown in Table 16. Screening questions for respondent qualification varied (as noted in task 2). Products and Services assessed by individual segments varied based on relevance and importance identified during a preliminary qualitative research phase involving the use of ten focus groups across the South Dakota Department of Transportation's four regions.

Table 16: Segment Quotas

Segment	Target	Final	Special Notes
Citizen	600	600	Emphasis on this segment for comparison to prior 1999 survey
Leisure	200	181	Balance would offset final EVO involvement
Legislative	66	60	Target was two-thirds of legislative body. Prior year was 65.
EVO—public safety	88	128	Goal was to accommodate all call-in response from letter sent
EVO—towing	12	12	3 to 4 from each SDDOT region
Farmer	100	101	Balanced representation across regions desired and achieved
Carrier	85	85	Balanced representation across regions desired and achieved
Shipper	15	15	
Total	1166	1182	

The qualitative research phase helped to further refine product and service descriptions used in the broader quantitative study of the five user segments. Additionally, based on focus group participant feedback, a number of issues of interest to all users and specific segments were identified for survey examination in the quantitative survey.

Telephone Survey Structure

Many respondents could have conceivably qualified for one or more user segment; e.g. a shipper at times could be a commuter or leisure traveler. To collect the purest viewpoint of product & service evaluation, each respondent was qualified for a singular segment and asked to think of their responses in that travel context.

Once screened and qualified for segment inclusion, participants were taken through a six-part survey averaging slightly less than 25 minutes. The structure of the 2002 survey consisted of specific sections dealing with:

- Reported driving behavior
- Experienced driving conditions
- Evaluated DOT products and services
- Rating of investment in DOT budget support of various ancillary departmental programs
- Assessment of user information needs, and
- Positions on issues of interest to all respondents and of additional segment specific interest.

Demographic data were gathered at the conclusion of the survey for use in analysis and comparison with past tracking year data.

DETAILS OF PRODUCT/SERVICE PERFORMANCE EVALUATION

A more detailed and extensive assessment was made of specific product and service performance in the 2002 survey than in past tracking survey instruments. This was a key departure from past studies. Eighteen products and services were identified for assessment of user importance and satisfaction.

The methodology for assessing SDDOT product and service performance by user segment consisted of three steps. For each user segment there was made:

- a determination of the relative importance of each product and service to segment users;

- a determination of those products and services having the utmost user segment importance (a forced ranking); and
- a determination of level of satisfaction with each product and service rated for importance.

From a list of DOT products and services, qualitative research identified products and services important to each segment. In the telephone survey, respondents rated the importance of these products and services on a 10-point importance scale. In order to provide the SDDOT greater insight to more clearly actionable data, survey respondents were asked to rank the six products and services they had rated the highest. In cases of ties, products and services were randomly selected from the qualifying set for forced ranking.

Another new section to this year's survey consisted of a separate list of seven programs based on focus group input and evaluated as SDDOT "areas of investment". Focus group feedback indicated that these products and services were not recognized as directly delivered services from the SDDOT. Users viewed this cluster of products and services as indirectly affecting their personal transportation needs. For example, safety programs and funding to local governments were seen as important, but indirect services at a personal level.

Each segment evaluated only products and services that were relevant and important to their segment. Dots in the grid in Table 17 below represent those products and services evaluated by each particular user segment.

Half (9) of the products and services provided by SDDOT were seen as relevant and important by all six user segments and thus commonly evaluated (determined by focus group input). These included products and services (P & S) designated a, b, d, e, f, g, i, j, and k in Table 17.

Table 17: Product and Service Grid

Product & Service	Citizen	Leisure	Farmer	EVO	Carrier/Shipper	Legislator	Product & Service
a	•	•	•	•	•	•	Building roads and bridges
b	•	•	•	•	•	•	Maintaining roads and bridges
c		•			•		Building and maintaining roadside rest areas & providing travel materials
d	•	•	•	•	•	•	Removing roadway shoulder debris such as animals, glass and torn tires
e	•	•	•	•	•	•	Providing roadside care such as mowing and removing overgrowth
f	•	•	•	•	•	•	Plowing, salting and sanding of snow-covered roadways
g	•	•	•	•	•	•	Providing roadway features such as lighting, guardrails and pavement striping
h	•	•	•	•	•	•	Installing road signage such as directional, regulatory and information signs on State highways
i	•	•		•	•		Providing landscaped roadways and planting living snow fences such as trees and shrubs
j	•	•	•	•	•	•	Providing wetland replacement and collecting runoff from roadways
k	•	•	•	•	•	•	Posting of speed zones
l	•	•		•	•	•	Managing traffic with tools such as signals and passing and turning lanes
m	•	•			•		Regulating placement of billboards and business signs
n	•	•	•	•	•	•	Providing travel information such as road, traffic conditions and road construction alerts
o			•		•	•	Issuing highway permits for wide loads and heavy trucks
p			•		•	•	Issuing truck registration and licensing
q			•		•	•	Conducting truck and vehicle inspections
r			•		•	•	Implementing road and bridge weight restrictions and spring postings

ANALYSIS

Collected data is reviewed and reported at three levels:

- Composite overall five segment findings,
- Individual user segment findings, and
- Transportation regional findings for the four SDDOT regions: Aberdeen, Pierre, Rapid City and Mitchell.

Reporting

Year-to-year comparisons are based on citizen and legislator segments for similar comparability of data sets.

All statistical significance testing identifies individual user segment differences with the total response base. The total base does not include the legislator segment (60 interviews). These individuals are treated from the perspective of a separate policymaking group responding to survey questions rather than that of comparable service users.

Results are organized and reported by subject and not necessarily in the order in which they were presented to the respondent during the interview. Results are first reported for all respondents then examined by user segment and region—comparing for similarities and dissimilarities across the groupings.

TRACKING YEAR COMPARISONS—VIEW OF PROGRESS

The current study builds upon the previous two customer survey research efforts. Key performance measures from the previous questionnaires, particularly those used in the 1999 survey, were retained in the 2002 survey with only a few limited modifications for use with expanded user segments. With the current 2002 study, three years of data on a number of key tracking questions were examined for trends. A more extensive year 2002 to year 1999 comparison was possible given the consistency in the two survey instruments. All critical changes were made in 1999 to the original 1997 survey instrument.

To obtain a valid comparison, only the citizen and legislative segments are used for tracking year comparisons. Participation levels for the three years of data gathering appear in Table 18.

Table 18: Tracking Period Participation

Segment	Tracking Period					
	1997		1999		2002	
	Count	%	Count	%	Count	%
Citizen	768	96.0%	734	91.8%	600	90.9%
Legislator	32	4.0%	66	8.2%	60	9.1%

OVERALL SATISFACTION WITH DOT

Q23: HOW SATISFIED ARE YOU OVERALL WITH THE JOB THE DOT DID IN GENERALLY MAINTAINING STATE ROADWAYS THIS PAST YEAR? (10-POINT SCALE: 1 = NOT AT ALL SATISFIED, 10 = EXTREMELY SATISFIED)

The variable of most value in comparing the three studies is the respondents' overall DOT performance satisfaction rating. The 1997 study employed a letter grade scale from 'A' to 'F'. This type of rating scale tends to work best in more 'academic' type studies. The scale used for measurement of satisfaction in the

current study is a 10-point numerical scale—first used in the 1999 survey. Respondents were told that anchor points (the scales beginning and end points) represented ‘Not at all satisfied’ (1) and ‘Extremely satisfied’ (10).

Data were compared at three levels: dissatisfied (ratings from 1 to 4), neutral (ratings from 5 to 6) and satisfied (ratings from 7 to 10). Comparative tracking year results appear in Table 19.

Table 19: Overall Satisfaction

Overall Satisfaction	1997		Tracking Period 1999		2002	
	Count	%	Count	%	Count	%
Satisfied (7 to 10)	496	64.5%	491	61.8%	522	79.8%
Neutral (5 to 6)	221	28.7%	179	22.5%	110	16.8%
Dissatisfied (1 to 4)	52	6.8%	125	15.7%	22	3.4%

Dramatic changes have occurred in satisfaction levels since last measured in 1999. The number of dissatisfied users has declined from nearly 16% (15.7%) in 1999 to a low of 3.4%. Today there are only 3 dissatisfied customers out of every 100 compared to nearly 16 of every 100 in 1999. Equally positive is the fact that satisfied DOT customers have risen nearly 22% compared to 1999 levels. Tracking year satisfaction ratings are compared by region in Table 20.

Table 20: Satisfaction Ratings by Tracking Period

Overall Satisfaction with SDDOT		1997		Tracking Period 1999		2002	
		Count	%	Count	%	Count	%
Aberdeen	Satisfied (7 to 10)	140	64.5%	133	58.8%	135	80.4%
	Neutral (5 to 6)	61	28.1%	54	23.9%	27	16.1%
	Dissatisfied (1 to 4)	16	7.4%	39	17.3%	6	3.6%
Mitchell	Satisfied (7 to 10)	219	65.2%	212	66.7%	144	84.7%
	Neutral (5 to 6)	99	29.5%	70	22.0%	23	13.5%
	Dissatisfied (1 to 4)	18	5.4%	36	11.3%	3	1.8%
Pierre	Satisfied (7 to 10)	38	77.6%	34	58.6%	114	73.5%
	Neutral (5 to 6)	8	16.3%	13	22.4%	33	21.3%
	Dissatisfied (1 to 4)	3	6.1%	11	19.0%	8	5.2%
Rapid City	Satisfied (7 to 10)	83	58.5%	108	58.7%	129	80.1%
	Neutral (5 to 6)	47	33.1%	39	21.2%	27	16.8%
	Dissatisfied (1 to 4)	12	8.5%	37	20.1%	5	3.1%

The region showing the highest level of satisfaction is Mitchell at nearly 85%. This satisfied segment is significantly higher than all users in general.¹

The regions that showed the most dramatic increase in satisfaction levels were Aberdeen and Rapid City Region (27% and 27%, respectively). Satisfaction increased 20% in the Pierre Region and 21% in the Mitchell Region.

¹ Statistically significant difference at .05.

SATISFACTION WITH SNOW AND ICE REMOVAL

Q24: HOW SATISFIED ARE YOU WITH THE WAY THE DOT KEPT ROADS FREE OF SNOW AND ICE FOR SAFE WINTER DRIVING LAST YEAR? (10-POINT SCALE: 1 = NOT AT ALL SATISFIED, 10 = EXTREMELY SATISFIED)

A statistically significant change in both satisfied and dissatisfied levels is indicated in Table 21.

Table 21: Tracking Year Comparison Snow & Ice Removal Satisfaction

Satisfaction with Plowing	Tracking Period			
	1999		2002	
	Count	%	Count	%
Satisfied (7 to 10)	525	67.3%	502	77.1%
Neutral (5 to 6)	127	16.3%	97	14.9%
Dissatisfied (1 to 4)	128	16.4%	52	8.0%

Dissatisfaction is at half the reported 1999 level. Currently, on average, 8 out of every 100 customers are dissatisfied with the way the DOT maintains the wintertime roads. This compares to 16 out of every 100 customers in 1999.

Satisfaction and dissatisfaction levels vary little from region to region. Satisfaction is highest (78%) in the Aberdeen Region and lowest (75%) in the Rapid City Region. Tracking period improvement in satisfaction is shown on the right side of Table 22. The greatest change in satisfaction occurred in the Aberdeen Region—up 12% over 1999 levels.

Table 22: Tracking Year Comparison Snow & Ice Removal by Region

Overall Satisfaction with SDDOT		Tracking Period			
		1999		2002	
		Count	%	Count	%
Aberdeen	Satisfied (7 to 10)	150	66.1%	130	78.3%
	Neutral (5 to 6)	35	15.4%	22	13.3%
	Dissatisfied (1 to 4)	42	18.5%	14	8.4%
Mitchell	Satisfied (7 to 10)	216	67.9%	134	77.5%
	Neutral (5 to 6)	59	18.6%	27	15.6%
	Dissatisfied (1 to 4)	43	13.5%	12	6.9%
Pierre	Satisfied (7 to 10)	32	61.5%	117	78.15
	Neutral (5 to 6)	9	17.3%	23	15.2%
	Dissatisfied (1 to 4)	11	21.2%	10	6.6%
Rapid City	Satisfied (7 to 10)	126	69.6%	120	74.5%
	Neutral (5 to 6)	24	13.3%	25	15.5%
	Dissatisfied (1 to 4)	31	17.1%	16	9.9%

Q25: HOW SATISFIED ARE YOU WITH THE DOT'S TIMELINESS IN REMOVING SNOW AND ICE SO YOU CAN SAFELY MEET YOUR DELIVERY SCHEDULES? (10-POINT SCALE: 1 = NOT AT ALL SATISFIED, 10 = EXTREMELY SATISFIED)

This question was asked for the first time in the 2002 survey. The majority of respondents in all segments are satisfied with timeliness of removal, as shown in Table 23.

Table 23: Timeliness of Snow & Ice Removal Response by Segment

Timeliness of Snow & Ice Removal	User Segment											
	Citizen		Leisure		Farmer		EVO		Carrier		Legislator	
	n	%	n	%	n	%	n	%	n	%	n	%
Satisfied (7 to 10)	437	73.9	130	73.9	72	73.5	108	77.1	71	71.0	51	85.0
Neutral (5 to 6)	95	16.1	26	14.8	18	18.4	15	10.7	18	18.0	6	10.0
Dissatisfied (1 to 4)	59	10.0	20	11.4	8	8.2	17	12.1	11	11.0	3	5.0

Reasons for Dissatisfaction

Q25B: (IF DISSATISFIED) WHY DO YOU GIVE IT A [RATING]?

The primary reasons for dissatisfaction with timeliness of snow removal relate to lack of an early start and quick finish for two-thirds of dissatisfied customers.

Table 24: Reason for Dissatisfaction in Snow & Ice Removal

Reason for Dissatisfaction	%	Breakdown	%
Timing of removal	70%	Not quickly enough	47%
		Not early enough	20%
		Sometimes never plowed	8%
Lack of Proper Maintenance	55%	Only partial or bad removal	22%
		No ice maintenance	14%
		Safety Related Results Poor Removal	13%

TOLERANCE FOR ROAD WORK RELATED DELAYS

Q18: PLEASE DESCRIBE YOUR LEVEL OF TOLERANCE FOR THE LENGTH OF DELAYS YOU GENERALLY EXPERIENCE. (10-POINT SCALE: 1 = DON'T MIND, 10 = INTOLERABLE)

There was no significant change from prior tracking period. Only 6 of every 100 drivers perceive road work related delays as intolerable.

Table 25: Tolerance for Road Work Delays

Tolerance for Road Work Delays	Tracking Period			
	1999		2002	
	Count	%	Count	%
Tolerable (7 to 10)	575	71.7%	508	77.1%
Neutral (5 to 6)	182	22.8%	112	17.0%
Intolerable (1 to 4)	44	5.5%	39	5.9%

ATTITUDES TOWARD DOT PRODUCTS AND SERVICES

Q42: MY NEXT QUESTIONS DEAL WITH THE DOT'S PRODUCTS AND SERVICES. AFTER I READ EACH OF THE FOLLOWING STATEMENTS, PLEASE TELL ME HOW STRONGLY YOU AGREE WITH EACH STATEMENT. (5-POINT SCALE: 1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE)

The majority of respondents are positive or neutral to all statements. Number of respondents that do not believe the DOT keeps delays to a minimum has declined from 11% in 1999 to 9% in 2002.

Table 26: Segment Comparison of Image Statements Statewide

Image Statement		Tracking Period					
		1997		1999		2002	
		Count	%	Count	%	Count	%
Values public opinions	Strongly Agree	117	22.1%	154	19.3%	177	26.8%
	Agree Somewhat	417	52.1%	284	35.5%	203	30.8%
	Neutral	74	9.3%	235	29.4%	187	28.3%
	Disagree Somewhat	71	8.9%	59	7.4%	53	8.0%
	Strongly Disagree	32	4.0%	29	3.6%	26	3.9%
	Don't Know	29	3.6%	39	4.9%	14	2.1%
Designs safe highways	Strongly Agree	385	48.1%	319	39.9%	311	47.1%
	Agree Somewhat	360	45.0%	336	42.0%	240	36.4%
	Neutral	24	3.0%	109	13.6%	77	11.7%
	Disagree Somewhat	21	2.6%	18	2.3%	19	2.9%
	Strongly Disagree	4	0.5%	7	0.9%	12	1.8%
	Don't Know	6	0.8%	11	1.4%	1	0.2%
Keeps highway construction delays to minimum	Strongly Agree	189	23.6%	181	22.6%	189	28.6%
	Agree Somewhat	368	46.0%	331	41.4%	264	40.0%
	Neutral	52	6.5%	192	24.0%	146	22.1%
	Disagree Somewhat	131	16.4%	65	8.1%	41	6.2%
	Strongly Disagree	46	5.8%	24	3.0%	16	2.4%
	Don't Know	14	1.8%	7	0.9%	4	0.6%
Closes down long stretches when not necessary	Strongly Agree	109	13.6%	83	10.4%	79	12.0%
	Agree Somewhat	156	19.5%	111	13.9%	110	16.7%
	Neutral	55	6.9%	188	23.5%	145	22.0%
	Disagree Somewhat	305	38.1%	231	28.9%	160	24.2%
	Strongly Disagree	160	20.0%	165	20.6%	158	23.9%
	Don't Know	15	1.9%	22	2.8%	8	1.2%
Should close road construction during major events	Strongly Agree	90	11.3%	117	14.6%	145	22.0%
	Agree Somewhat	352	44.0%	227	28.4%	94	14.2%
	Neutral	136	17.0%	273	34.1%	138	20.9%
	Disagree Somewhat	103	12.9%	67	8.4%	108	16.4%
	Strongly Disagree	38	4.8%	29	3.6%	167	25.3%
	Don't Know	81	10.1%	87	10.9%	8	1.2%

CONDITIONS INTERFERING WITH SAFE TRAVEL

Q46: WHICH ONE OF THESE CONDITIONS DO YOU FEEL INTERFERES MOST WITH SAFE TRAVEL?

Conditions that interfere most with safe travel were winter conditions (36%), rough roads (25%) and narrow shoulders (15%). These findings (Figure 3) are very consistent with those observed in the 1999 study.

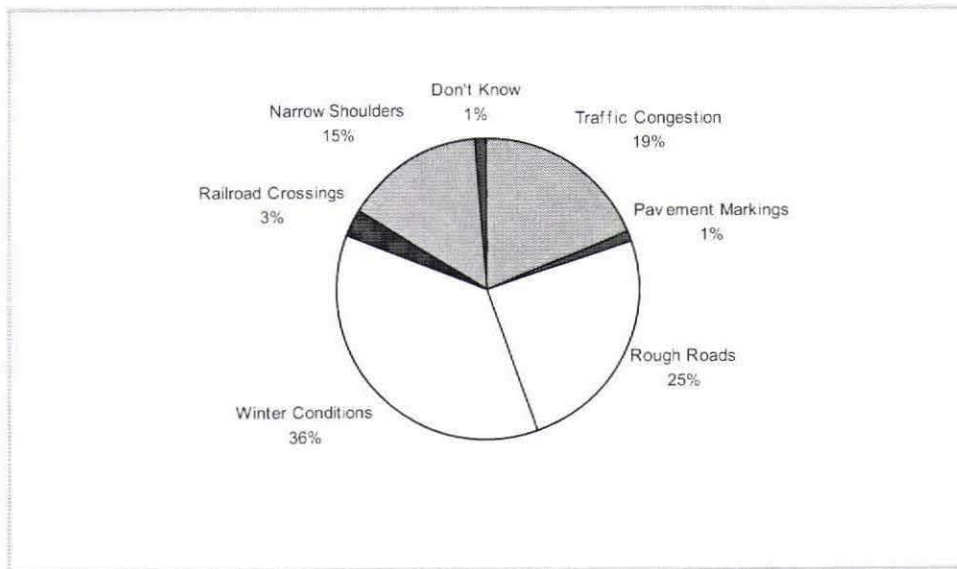


Figure 3: Conditions Interfering with Safe Travel

PRIORITY FUNDING CHOICES

Q47. WHICH ONE OF THE FOLLOWING WOULD YOU GIVE PRIORITY FUNDING TO IF YOU COULD CHOOSE ONLY ONE?

Support for funding of county and township roads is significantly lower than what it was in 1999.

Table 27: Priority Funding Choices

Priority	Tracking Period			
	1999		2002	
	Count	%	Count	%
Interstate highways	174	21.8%	137	20.8%
Other rural 4-lane highways and expressways	124	15.5%	99	15.0%
2-lane rural highways	232	29.0%	227	34.4%
County and township roads	253	31.6%	128	19.4%
Urban thoroughfares and truck route			53	8.0%
None of the above			3	0.5%
Total	787	98.4%	647	98.0%
Don't know	13	1.6%	13	2.0%

INTERSTATE REPAIR WORK

Q48. DO YOU FEEL THE DOT IS DOING TOO MUCH, NOT ENOUGH WORK, OR ABOUT THE RIGHT AMOUNT OF WORK TO REPAIR THE STATE'S INTERSTATE HIGHWAYS?

There is a significant difference in the number of people feeling that there is not enough work being done to repair Interstate—lower in 2002.

Table 28: Level of Interstate Repair Work

Interstate Repair	Tracking Period			
	1999		2002	
	Count	%	Count	%
Too much work	24	3.1%	24	3.8%
About the right amount of work	620	80.7%	548	85.8%
Not enough work	124	16.1%	67	10.5%

CONCERN FOR OVERWEIGHT TRUCK IMPACT

Q50. HOW MUCH OF A CONCERN TO YOU IS THE IMPACT OF OVERWEIGHT TRUCKS ON SOUTH DAKOTA HIGHWAYS. WOULD YOU SAY IT IS A MAJOR CONCERN, MINOR CONCERN OR NO CONCERN TO YOU?

No significant change exists between tracking years. Overweight trucks are still a major concern to more than half (51%) of the respondents.

Table 29: Concern for Overweight Trucks

Priority	Tracking Period			
	1999		2002	
	Count	%	Count	%
Major concern	435	54.4%	334	50.6%
Minor concern	270	33.8%	243	36.8%
No concern	89	11.1%	74	11.2%
Total	794	99.3	651	98.6
Don't Know	6	0.8	9	1.4

STRICTNESS OF ENFORCEMENT OF WEIGHT RESTRICTIONS

Q51. WOULD YOU SAY THE CURRENT ENFORCEMENT OF LAWS FOR OVERWEIGHT TRUCKS ON SOUTH DAKOTA HIGHWAYS ARE TOO STRICT, NOT STRICT ENOUGH OR ABOUT RIGHT?

There is no significant change in view of strictness—for the majority it is about right.

Table 30: Strictness of Enforcement of Weight Restrictions

Priority	Tracking Period			
	1999		1. 2002	
	Count	%	Count	%
Is too strict	92	12.9%	72	12.0%
Is about right	442	61.9%	394	65.9%
Is not strict enough	180	25.2%	132	22.1%

SUMMARY OF CHANGE IN DOT PERFORMANCE

Dramatic changes in most all performance satisfaction measures have occurred since the 1999 survey period. Changes are predominately positive and prime indicators such as overall satisfaction with DOT have changed significantly.

Table 31 summarizes the significant changes in user perceptions of the Department's performance. Statistically significant changes have occurred in seven of fourteen performance areas.

Table 31: Performance Measures

	Key Performance Measures	Average Response			Direction	Significant ³
		2002	1999	1997		
Service ¹	Overall Satisfaction with DOT	7.66	6.84		↑	•
	Satisfaction—delivery of service	7.61	Not asked			
	Satisfaction—snow & ice removal	7.60	7.12		↑	•
	Satisfaction—timeliness of removal	7.53	Not asked			
	Satisfaction—keeping citizens informed	6.60	6.42		↑	•
	Satisfaction—alerting citizens of delays	6.37	5.97		↑	•
	Satisfaction—ease of information access	6.80	6.70		↑	•
Image Perception ²	Keeps delays to minimum	3.87	3.73	3.67	↑	•
	Closes long stretches when not necessary	2.68	2.63	2.68	↔	
	Considers and values public opinion	3.70	3.62	3.82	↔	
	Designs safe highways	4.25	4.19	4.39	↔	
Driving Conditions	Work zones with no visible work ⁴	67%	65%		↔	
	Length of delays (% saying have increased)	10%	68%		↑	•
	Tolerance for delays ⁵	77%	71%		↔	
¹ All 10-point scales: 10 = highest satisfaction 1 = lowest satisfaction ² All 5-point scales: 5 = Strongly agree 1 = Strongly disagree ³ Statistically significant change at .05 ⁴ Percent saying 'almost always' or 'always' ⁵ Percent rating as tolerable 1,2,3 or 4 on 10-point scale where '1' = 'really don't mind'						

PERFORMANCE & SATISFACTION —2002

PRODUCT AND SERVICE IMPORTANCE RATING—ALL USERS

Q20. THE SDDOT UNDERSTANDS THAT SOME OF ITS SERVICES MAY BE MORE IMPORTANT THAN OTHERS DEPENDING ON WHY YOU ARE DRIVING. FOR THIS STUDY, THEY ARE TALKING WITH DIFFERENT GROUPS OF PEOPLE. BASED ON YOUR RESPONSES, YOU [SEGMENT ACTIVITY]. FOR THE REST OF MY QUESTIONS, PLEASE THINK ONLY ABOUT [APPROPRIATE SEGMENT]

I AM GOING TO READ A LIST OF SERVICES THE SDDOT PROVIDES. FOR EACH SERVICE, PLEASE TELL ME HOW IMPORTANT IT IS TO YOU IN [SEGMENT ACTIVITY]. USE A SCALE OF 1 TO 10 WHERE '1' MEANS THE SERVICE IS 'NOT AT ALL IMPORTANT' AND '10' MEANS YOU THINK IT IS 'EXTREMELY IMPORTANT'. YOU CAN USE ANY NUMBER FROM 1 TO 10. NOTE: TO ELIMINATE POSITIONAL BIAS, THE STARTING SERVICE WAS RANDOMIZED. (10-POINT SCALE: 1 = NOT AT ALL IMPORTANT, 10 = EXTREMELY IMPORTANT)

Q22. FOR EACH OF THESE SERVICES, PLEASE TELL ME HOW SATISFIED YOU ARE WITH HOW THE SDDOT CURRENTLY PROVIDES THE SERVICE. HOW SATISFIED ARE YOU WITH HOW SDDOT [READ FIRST SERVICE]?

Average (mean) importance ratings are rank-ordered from 1st (high) to 18th (low) for all products and services. As mentioned previously, users evaluated only those products and services having relevance to their segment group. The 'n' indicates the number of participants evaluating particular product or service.

Table 32: Importance and Satisfaction of Products and Services

#	Product and Service	Importance			Satisfaction		
		n	Average	Rank	n	Average	Rank
a	Building roads and bridges	1119	8.16	7	1105	7.53	7
b	Maintaining roads and bridges	1122	9.02	2	1118	7.25	13
c	Building and maintaining roadside rest areas & providing travel materials	264	6.95	13	263	7.62	6
d	Removing roadway shoulder debris such as animals, glass and torn tires	1119	7.79	8	1118	6.52	18
e	Providing roadside care such as mowing and removing overgrowth	1120	7.19	11	1116	7.51	9
f	Plowing, salting and sanding of snow-covered roadways	1121	9.14	1	1117	7.48	10
g	Providing roadway features such as lighting, guardrails and pavement striping	1119	8.31	4	1120	7.71	4
h	Installing road signage such as directional, regulatory and information signs on state highways	1006	8.29	5	1002	7.92	1
i	Providing landscaped roadways and planting living snow fences such as trees and shrubs	1116	6.14	16	1101	6.88	15
j	Providing wetland replacement and collecting runoff from roadways	1108	6.19	15	1068	6.91	14
k	Posting of speed zones	1120	8.25	6	1120	7.69	5
l	Managing traffic with tools such as signals and passing and turning lanes	1021	8.63	3	1016	7.81	2
m	Regulating placement of billboards and business signs	862	5.52	18	850	6.58	17
n	Providing travel information such as road, traffic conditions and road construction alerts	1122	7.64	9	1109	7.52	8
o	Issuing highway permits for wide loads and heavy trucks	199	7.15	12	190	7.41	11
p	Issuing truck registration and licensing	199	7.32	10	193	7.74	3
q	Conducting truck and vehicle inspections	200	5.92	17	196	6.73	16
r	Implementing road and bridge weight restrictions and spring postings	200	6.68	14	198	7.30	12

The products and services with the highest importance ratings (top third of 18 services evaluated) all relate to “on-the-road” services—plowing, salting and sanding roadway, maintaining roads and bridges, managing traffic, providing roadway features, installing roadway signage and posting speed zones. Regulatory related products and services were of the lowest importance to users evaluating these services.

Average (mean) satisfaction ratings for all products and services are ordered from 1st (high) to 18th (low) in the chart below. As was the case with ‘importance ratings’ users evaluated only those products and services having relevance to their segment group. Satisfaction, like importance, was rated using a 10-point scale.

Generally products and services with the highest satisfaction ratings (near top) relate to ‘on’ road services. The one exception is the high satisfaction expressed for ‘issuing truck registration and inspection’. This is consistent with the observed rank order of product and service importance.

A quick visual comparison of the ‘importance’ and ‘satisfaction’ product & service listings of average ratings (high to low reading top to bottom) shows the results of the two rating sets do not coincide in most cases. On a relative basis those products and services near the top, middle or bottom in importance are generally rated for satisfaction in the same general position. The observed difference in list order relates to the ‘gap’ between average ratings of importance and satisfaction. The discrepancy ‘gap’ between importance and satisfaction ratings and its implications is examined at length in the next pages.

Product and Service Performance Assessment—Discrepancy (Gap) Analysis

Test of significance at 95 percent level was run to determine the differences in size of importance and satisfaction gaps. This observed relationship in difference between mean importance and satisfaction ratings (gap) is a useful analytical tool. However, caution should be used in interpreting the information for planning purposes. Although numerical differences of statistical significance exist, decision making focus for planning purposes should be only on those cases where:

- Importance greatly exceeds satisfaction (under performance), or
- Satisfaction greatly exceeds importance (over performance).

The differences in perceived importance and satisfaction (gaps) for all evaluated products and services are shown in the chart below.

Discrepancy Analysis Application

Discrepancy analysis is commonly used in helping to make decisions about priorities in performance management. Perceptual data of how user segments evaluate 'services being received' in comparison to their expectations measured in terms of viewed importance is very helpful. The gaps are useful indicators of performance and good benchmarks for future tracking comparisons to determine if actual progress is being made and expressed in the user ratings.

The P & S gaps fall into two categories:

- User satisfaction is less than user importance (areas of opportunity where SDDOT may strive to increase service delivery) and
- User satisfaction exceeds user importance (areas where SDDOT may wish to consider a lower level of service than is currently being provided).

For services labeled 'n', 'o' and 'p' the gap was marginal with satisfaction and importance nearly equal. As previously noted, differences are statistically non-significant.

Satisfaction is less than user importance in eight product and service categories. See chart below. User satisfaction exceeds user importance in seven product and service categories, as shown in Figure 4.

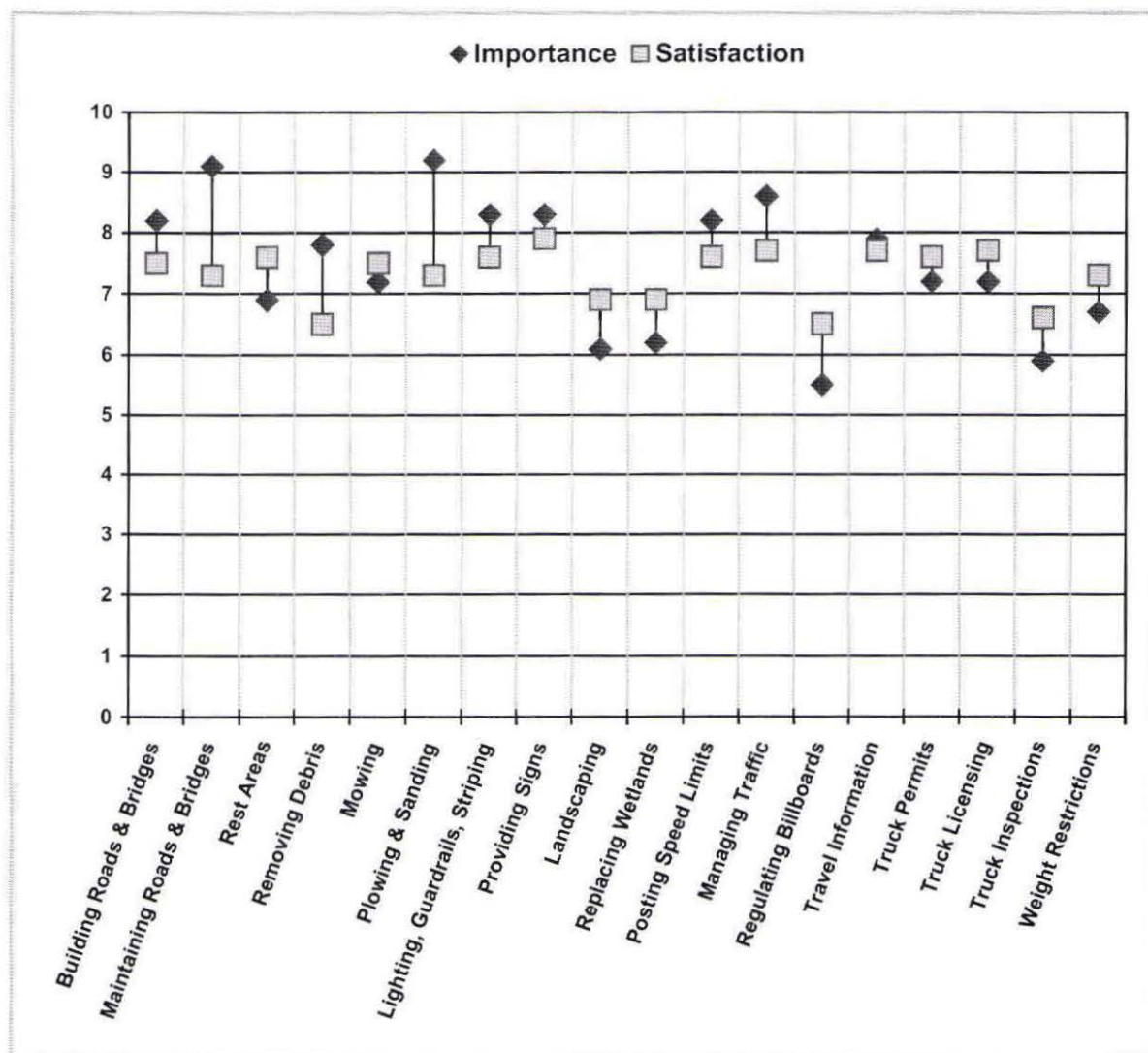


Figure 4: Gap Chart for Grand Total of All Segment Ratings

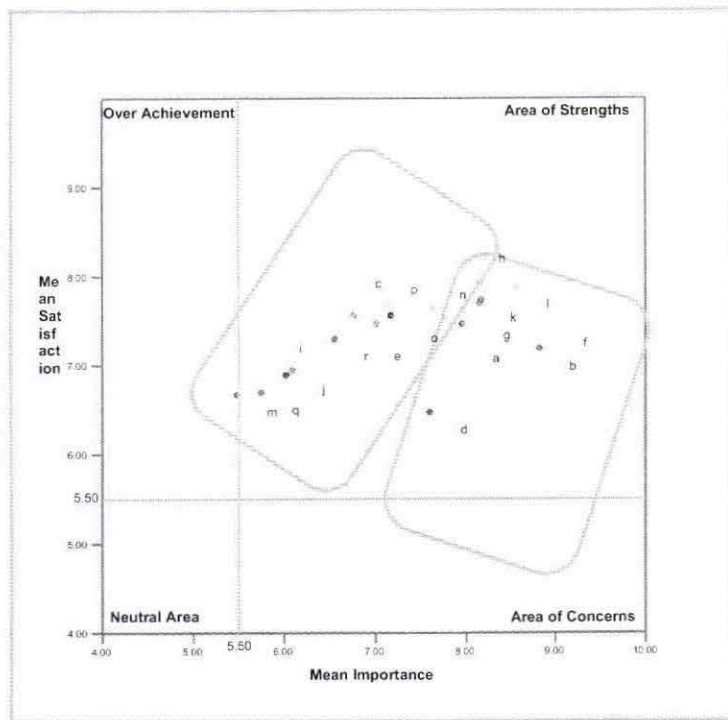


Figure 5: Product and Service Positions

Product/Service Position

Figure 5 combines information gathered in the series of questions dealing with product and services. The matrix provides a framework for assessing the relationship between importance and satisfaction. The upper right hand quadrant contains those products and services deemed important and for which SDDOT is currently performing well (high satisfaction). The chart summarizes ratings by all users for all products and services rated.

This chart conveys a number of points:

- SDDOT is performing well for all products and services evaluated. All mean satisfaction scores are well above the midpoint of the 10-point scale.
- By design all products and services evaluated had relevance and importance to the particular segment assessing them.
- No products deemed important have low satisfaction. If any did they would need to be assessed more closely for possible explanations.
- Products and services are clustered based on user importance ratings—with the blue-boxed cluster being the most important services due to their position on the chart (far right having highest importance ratings). The blue box contains all “on-the-road” services and the red box all “off-the-road” services.
- Four products and services (i, j, q and m) had lower perceived importance, but all four received positive satisfaction ratings. Removing roadway and shoulder debris (d) stands out as having relatively high importance but not nearly as high satisfaction.

Most Important Products & Services to Users

Total Forced Ranking—All Users

Q26A. NOW I'M GOING TO READ ONLY SERVICES YOU RATED MOST IMPORTANT AND ASK YOU TO PUT THEM IN ORDER OF IMPORTANCE. OF THESE SERVICES, PLEASE TELL ME WHICH ONE IS MOST IMPORTANT TO YOU? [ONLY FOR THE 6 SERVICES RATED HIGHEST IN Q20A-20R]

ALTHOUGH YOU RATED ALL AS IMPORTANT, WHICH OF THE REMAINING SERVICES WOULD YOU SAY IS LEAST IMPORTANT TO YOU?

OF THE REMAINING, WHICH IS MOST IMPORTANT?

OF THE REMAINING, WHICH IS LEAST IMPORTANT?

OF THE REMAINING TWO, WHICH IS LEAST IMPORTANT?

[REMAINING SERVICE IS RECORDED]

Six products and services were relevant to all six user segments and commonly evaluated by all six.

The products and services considered of the utmost importance by all users were those products and services that relate directly to the "on-the-road" driving of users. Plowing, salting and sanding snow-covered roadways and maintaining roads and bridges are important to significantly greater numbers of users than any other single product or service provided. Users assigned top importance to the basics!

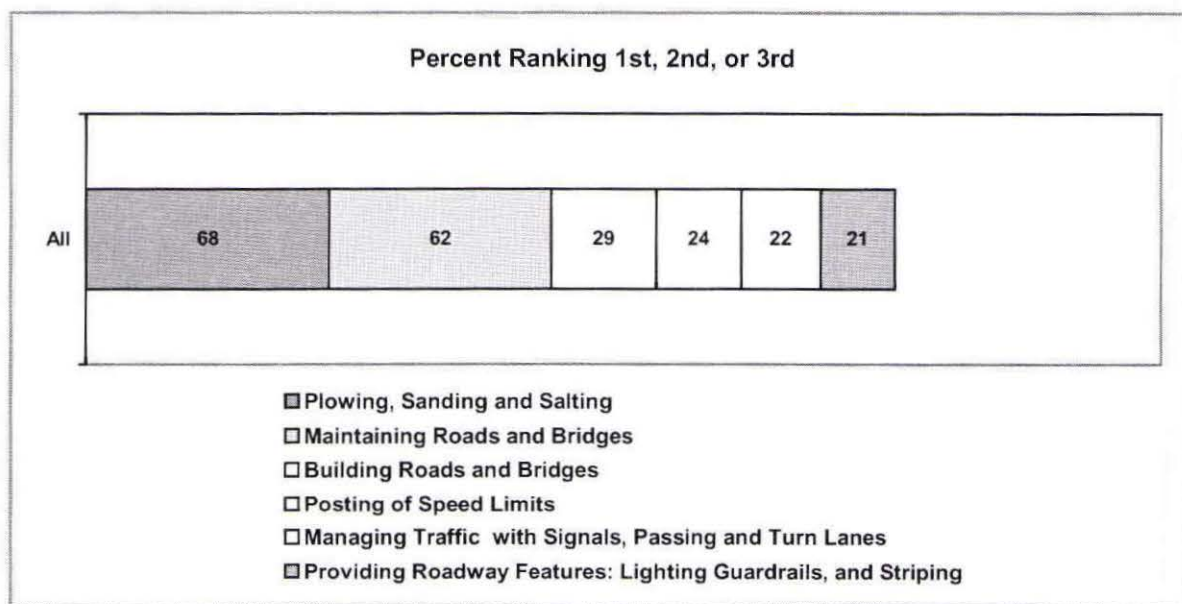


Figure 6: Forced Ranking of Important

Importance Levels Differ Significantly

The gray bars separate service importance where a statistical significance in importance levels exists at a 0.95 confidence level.

As can be seen in Table 33, nearly twice as many respondents (62.3 to 68.1%) ranked plowing, salting, sanding and maintenance on roads and bridges 1st, 2nd or 3rd in importance compared to the next largest group of users (28.8%) that ranked building roads and bridges 1st, 2nd or 3rd in importance.

The top third (6 of 18 services) deal directly with on roadway products and services that provide for easy, smooth, convenient and safe travel conditions. Regulatory related functions and services related to more off the road management of the roadways were of lowest importance.

Table 33: Forced Ranking of Importance

#	Product and Service Description	n	%
f	Plowing, salting and sanding of snow-covered roadways	764	68.1
b	Maintaining roads and bridges	699	62.3
a	Building roads and bridges	323	28.8
k	Posting of speed limits	265	23.6
l	Managing traffic with tools such as signals and passing and turn lanes	242	21.6
g	Providing roadway features such as lighting, guardrails and pavement striping	230	20.5
d	Removing roadway and shoulder debris—animals, glass and torn tires	194	17.3
h	Installing road signage such as directional, regulatory and information signs on State highways	181	16.1
n	Providing travel information such as road and traffic conditions and road construction alerts	151	13.5
e	Providing roadside care such as mowing and removing overgrowth	118	10.5
j	Providing wetland replacement and collecting runoff from roadways	46	4.1*
i	Providing landscaped roadways and planting living snow fences such as trees and shrubs	36	3.2*
m	Regulating placement of billboards and business signs	24	2.1*
o	Issuing highway permits for wide loads and heavy trucks	21	1.9*
q	Conducting truck and vehicle inspections	21	1.9*
p	Issuing truck registration and licensing	18	1.6*
r	Implementing road and bridge weight restrictions and spring postings	18	1.6*
c	Building and maintaining roadside rest areas and providing travel materials	15	1.3*

*Caution: Small sample sizes

Budget and Resource Commitment —All Users

Qualitative research indicated that users viewed a small group of services slightly different from the here and now products and services that affected their everyday travel experience. This cluster of services represents 'areas of investment'. In some cases, these services were not tangible or immediately recognizable as services directly provided by the SDDOT. As such, they needed to be treated slightly different. Survey questions were phrased to reflect how customers related to them in the focus groups. They were asked the degree to which they felt the SDDOT should financially invest resources toward them. Each user responded from the viewpoint of their particular segment. The question as presented the respondent follows.

Q30–36. THE SDDOT HAS ADDITIONAL RESPONSIBILITIES THAT INVOLVE FINANCIAL INVESTMENT IN DIFFERENT TRANSPORTATION PROGRAMS. I'M GOING TO READ YOU A SHORT LIST OF PROGRAMS AND GET YOUR OPINION OF THEM. FOR EACH, TELL ME HOW GOOD OF AN IDEA YOU THINK IT IS FOR THE SDDOT TO COMMIT SOME OF ITS BUDGET AND RESOURCES TO THE PROGRAM. USE A SCALE OF 1 TO 10 WHERE '1' MEANS IT IS A 'POOR' IDEA AND '10' MEANS IT IS AN 'EXCELLENT' IDEA.

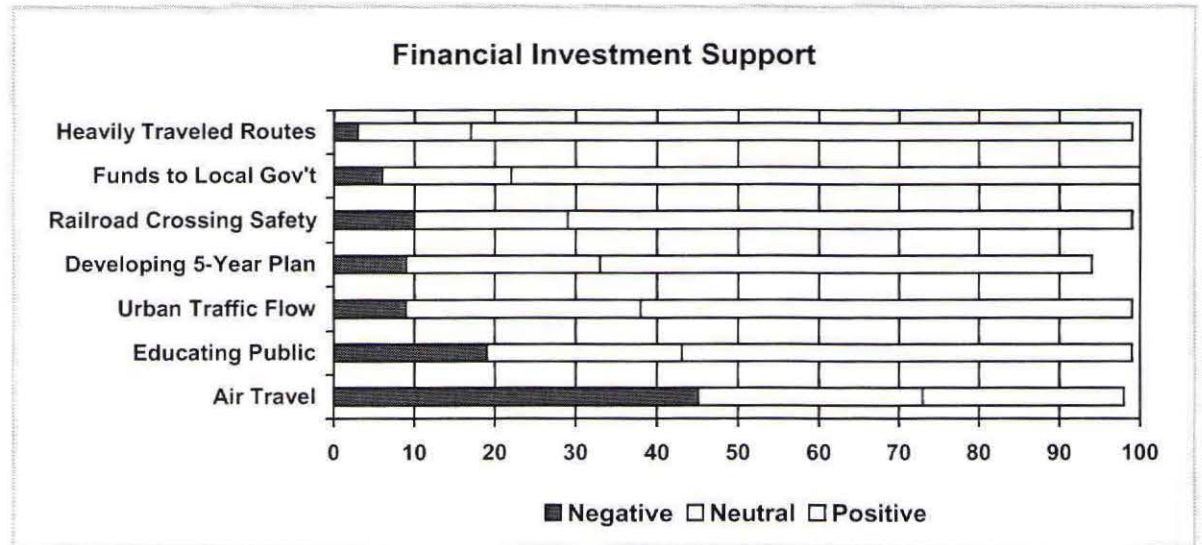


Figure 7: Financial Investment Support

Respondents were very receptive to SDDOT investment in strategic initiatives as shown in Figure 7:

- Improving heavily traveled routes between cities for better movement of freight and travelers
- Improving traffic flow in urban corridors for better movement of freight and travelers
- Providing funds to local governments for road construction and maintenance
- Providing funds for railroad-crossing arms, signals, signage and materials for smooth track crossing
- Developing a five-year plan for transportation throughout the state
- Educating the public about traveling through railroad crossings and roadwork zones
- Investing in supporting air passenger travel and air freight within the state

A majority of individuals were receptive to resource investments (positive or neutral) in all seven areas. Two thirds of the investment ideas received positive approval. Investment areas having the lowest appeal represented only one in three respondents.

FINDINGS—BY SEGMENT

Importance Ratings—Segment Comparison

Importance ratings for all products and services are summarized in the chart below. As mentioned previously, users evaluated only those products and services having relevance to their transportation experiences by segment.

Table 34: Importance of Products and Services by Customer Segment

Product & Service	Importance Rank						
	All ² (n=122)	Citizen (n=600)	Leisure (n=181)	Farmer (n=101)	EVO (n=140)	Carrier/Shipper (n=100)	Legislator (n=60)
Building roads and bridges	7	7	8	3	7	4	2
Maintaining roads and bridges	2	2	2	1	2	1	1
Building and maintaining roadside rest areas & providing travel materials	13		11			15	11
Removing roadway shoulder debris such as animals, glass and torn tires	8	8	7	4	8	10	8
Providing roadside care such as mowing and removing overgrowth	11	10	10	5	9	12	10
Plowing, salting and sanding of snow-covered roadways	1	1	1	2	1	2	3
Providing roadway features such as lighting, guardrails and pavement striping	4	5	5	6	4	6	4
Installing road signage such as directional, regulatory and information signs on state highways	5	6	4		5	5	6
Providing landscaped roadways and planting living snow fences such as trees and shrubs	16	12	13	12	11	16	12
Providing wetland replacement and collecting runoff from roadways	15	11	12	14	12	17	14
Posting of speed zones	6	4	6	7	6	7	7
Managing traffic with tools such as signals and passing and turning lanes	3	3	3		3	3	5
Regulating placement of billboards and business signs	18	13	14			18	13
Providing travel information such as road, traffic conditions and road construction alerts	9	9	9	9	10	9	9
Issuing highway permits for wide loads and heavy trucks	12			8		11	
Issuing truck registration and licensing	10			10		8	
Conducting truck and vehicle inspections	17			13		14	
Implementing road and bridge weight restrictions and spring postings	14			11		13	

Observations on importance of products and services include:

- Services listed near the top of the chart are very similar across user segments.
- The most important services across all segments in order of importance include:
 - Plowing, salting and sanding of snow-covered roadways
 - Maintaining roads and bridges
 - Managing traffic with tools such as signals and passing and turning lanes
 - Providing roadway features such as lighting, guardrails and pavement striping
 - Installing road signage such as directional, regulatory and information signs
- The most highly rated products and services have one important feature in common—all services directly impact the here and now ‘on’ road driving experience.
- Users of all segments value the basics.

² Totals do not include legislative segment.

Satisfaction Ratings—Segment Comparison

Satisfaction ratings (means) for all products and services are summarized in the chart below. As mentioned previously, users evaluated only those P & S having relevance to their transportation experiences by segment.

Table 35: Satisfaction with Products and Services by Segment

Product & Service	Satisfaction Rank						
	All ³ (n=1122)	Citizen (n=600)	Leisure (n=181)	Farmer (n=101)	EVO (n=140)	Carrier/Shipper (n=100)	Legislator (n=60)
Building roads and bridges	7	5	7	7	5	12	6
Maintaining roads and bridges	13	9	10	10	8	13	8
Building and maintaining roadside rest areas & providing travel materials	6		2			8	2
Removing roadway shoulder debris such as animals, glass and torn tires	18	13	13	14	12	17	10
Providing roadside care such as mowing and removing overgrowth	9	7	5	6	9	6	14
Plowing, salting and sanding of snow-covered roadways	10	8	9	5	4	10	4
Providing roadway features such as lighting, guardrails and pavement striping	4	3	4	2	3	2	7
Installing road signage such as directional, regulatory and information signs on state highways	1	1	1		1	5	3
Providing landscaped roadways and planting living snow fences such as trees and shrubs	15	11	11	12	10	15	9
Providing wetland replacement and collecting runoff from roadways	14	10	12	13	11	14	11
Posting of speed zones	5	4	6	1	2	3	12
Managing traffic with tools such as signals and passing and turning lanes	2	2	3		6	3	5
Regulating placement of billboards and business signs	17	12	14			18	13
Providing travel information such as road, traffic conditions and road construction alerts	8	6	8	3	7	11	1
Issuing highway permits for wide loads and heavy trucks	11			8		7	
Issuing truck registration and licensing	3			4		1	
Conducting truck and vehicle inspections	16			11		16	
Implementing road and bridge weight restrictions and spring postings	12			9		9	

Observations on satisfaction with products and services include:

- Unlike importance ratings, satisfaction ratings tend to vary more between segments.
- The legislator and farmer segments are the most unique.
- There are a limited number of items with which all segments are satisfied (appear at top of chart).
- The most common services with which users are very satisfied include:
 - Installing road signage such as directional, regulatory and information signs
 - Managing traffic with tools such as signals, passing and turning lanes
 - Providing roadway features such as lighting, guardrails and pavement striping

³ Totals do not include legislative segment.

- The two services rated most important do not appear at the top of the satisfaction ratings for any user segment, but rather in the middle of the ratings list.
- Ratings are the most similar for the citizen, leisure traveler and emergency vehicle operator user segments.
- Top products and services with which users are most satisfied include both 'on' and 'off' road services
 - 'Off' road Rest areas received high satisfaction ratings from both leisure travelers and legislators.
 - This was not true for carriers and shippers who rated rest areas more in the middle of the list of services.

Product Performance—By Segment

All products and services were analyzed individually for all segments evaluating each particular product & service.

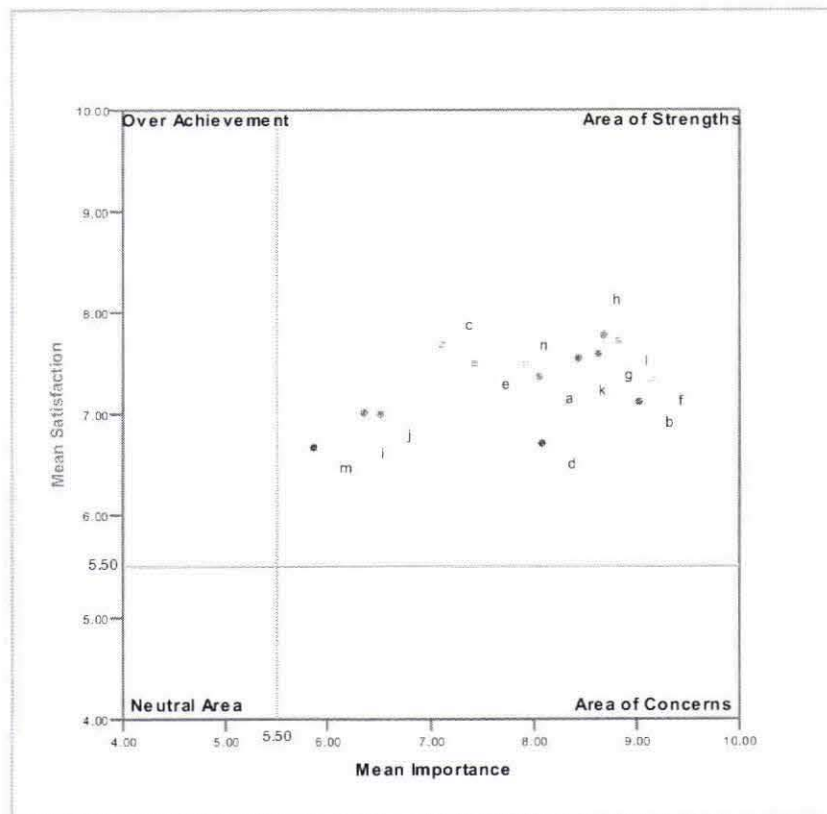


Figure 8: Product Positions, All Segments

Statistical tests of significance (z-scores) at the 95 percent level of confidence were run between a user segment and all respondents as a collective group of users. This was done to identify any significant differences attributable to the unique user group versus all respondents in general. The same was done for

each DOT region versus the total respondent base. Statistically significant differences attributable to individual user segments or user regions are identified throughout this report.

Satisfaction & importance positions are shown in plots that follow. The evaluated segments are compared for significant differences in both satisfaction and importance to the summary findings shown on the plot of all respondents on the top. This side-by-side comparison is meant to illustrate the degree of similarity or dissimilarity each segment has with the whole population interviewed. Sidebars document identified statistical differences based on means testing of average importance and satisfaction response for each product/service.

As noted earlier, change in importance and satisfaction should be interpreted as shown in Figure 8. Each of the DOT product and service ratings for all respondents as a group appears in the upper right quadrant, indicating that both perceived importance and current satisfaction are positive for all DOT-delivered services. Average ratings are above the mid-point of the 10-point scales indicated by the reference lines at 5.5 on both axes of the chart.

Despite the strong performance, it is useful to identify and examine those areas where significant differences in importance and/or satisfaction exist among segments or regions. This understanding provides worthwhile insight into the unique differences that contribute to overall satisfaction with the DOT and many of the other evaluated attitudes. A profile of the segment or region can be useful in managing and planning continued service delivery and new service development.

Significant Segment Differences

Citizen Comparison

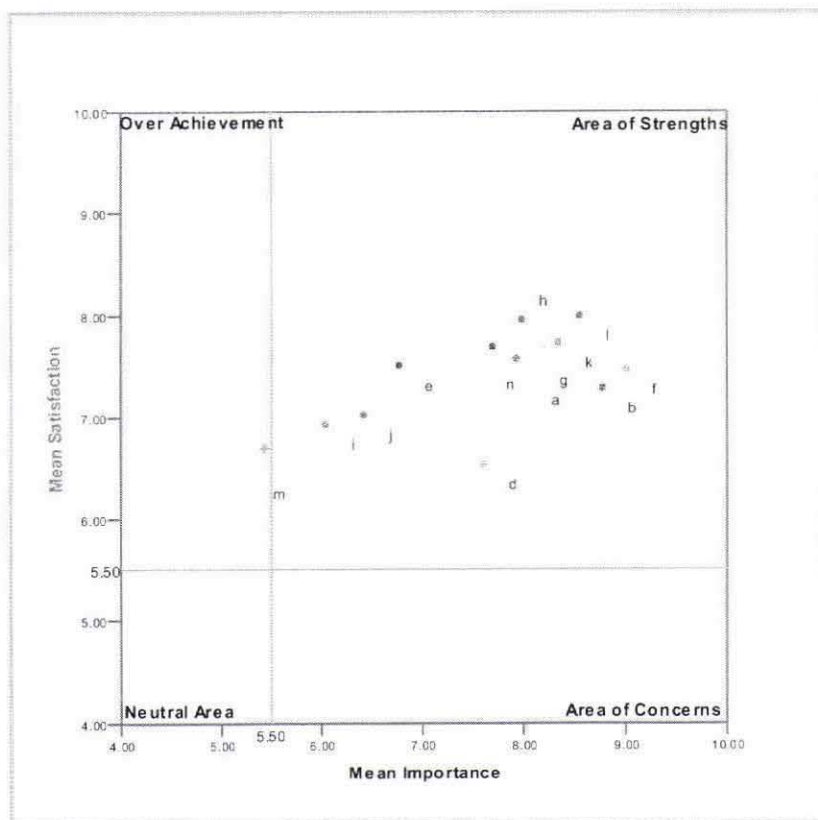


Figure 9: Product Positions, Citizen Segment

Providing roadside care such as mowing and removing overgrowth is of significantly less importance to citizens compared to all respondents in general (e).

No other significant differences exist. Performance evaluation closely reflects that of the total interviewed population. This is partly influenced by the fact that the citizen segment accounts for just over 50% of all individuals interviewed.

The DOT is overachieving in terms of performance associated with regulating the placement of billboards and business signs (m) given its relative perceived importance to citizens in general. It represents a service that requires better public communication of its cost/benefit or an opportunity for reduced service.

Leisure Traveler Comparison

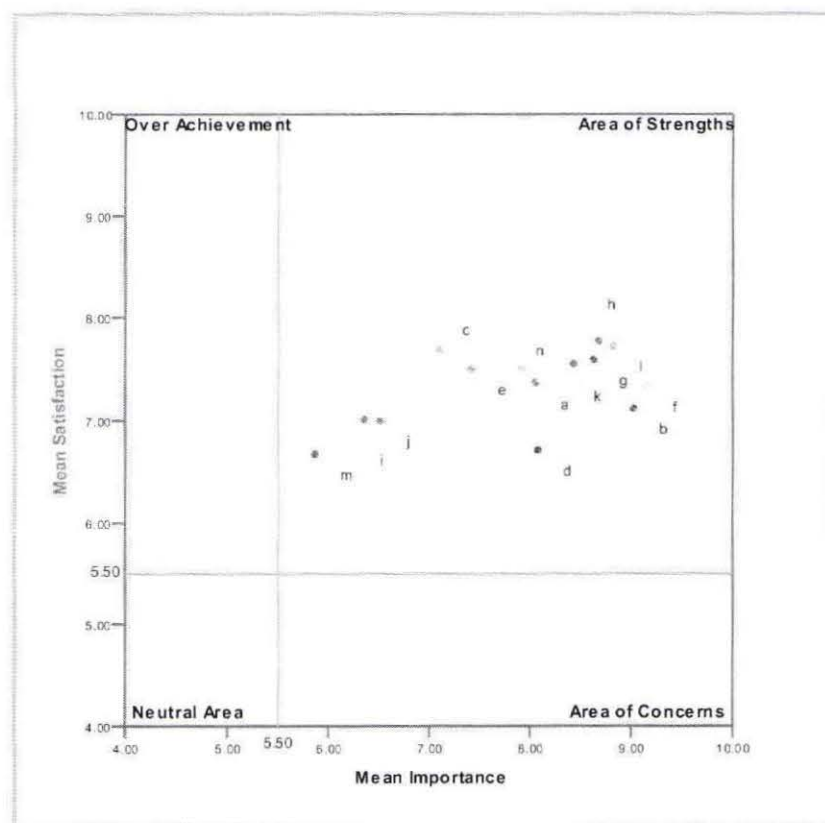


Figure 10: Product Positions, Leisure Segment

Three services are of significantly higher importance to the Leisure segment:

- Removing roadway and shoulder debris such as animals, glass and torn tires (d)
- Providing roadway features such as lighting, guardrails and pavement striping (g)
- Installing road signage such as directional, regulatory and information signs on State highways (h)

One could assume that all three of these services would positively impact the quality of leisure travel and thus be of importance to this group. Benefits would be safety, ease of getting around and a pleasing aesthetic appearance to roadways traveled.

Legislator Comparison

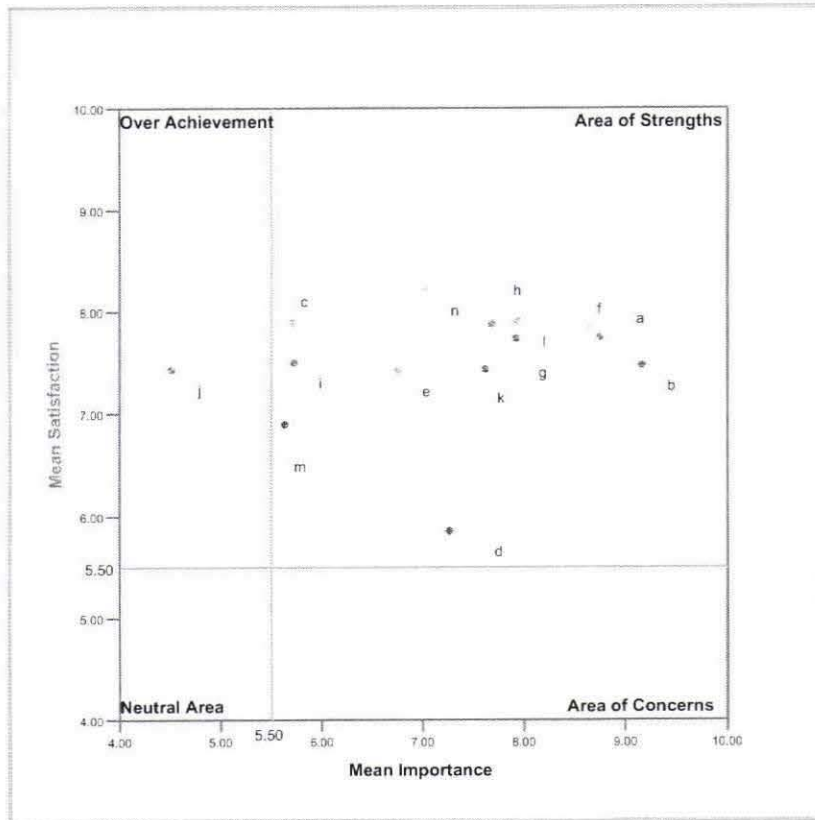


Figure 11: Product Positions, Legislator Segment

Of all segments examined, the Legislator group displays the most variability. As a group, legislators express a significantly higher degree of satisfaction for:

- Providing landscaped roadways and planting living snow fences such as trees and shrubs (i)
- Providing travel information such as road and traffic conditions and road construction alerts (n)

Legislators view four of the evaluated services as significantly less important than all respondents:

- Building and maintaining roadside rest areas and providing travel information (c)
- Installing road signage such as directional, regulatory and information signs on State highways (h)
- Providing wetland replacement and collecting runoff from roadways (j)
- Managing traffic with tools such as signals and passing and turning lanes (l)

Although satisfaction with wetland replacement (j) is strong, it is not viewed as an important service by the legislative segment. If a priority service, further communication and education on its benefits to road construction seem necessary.

Farmer Comparison

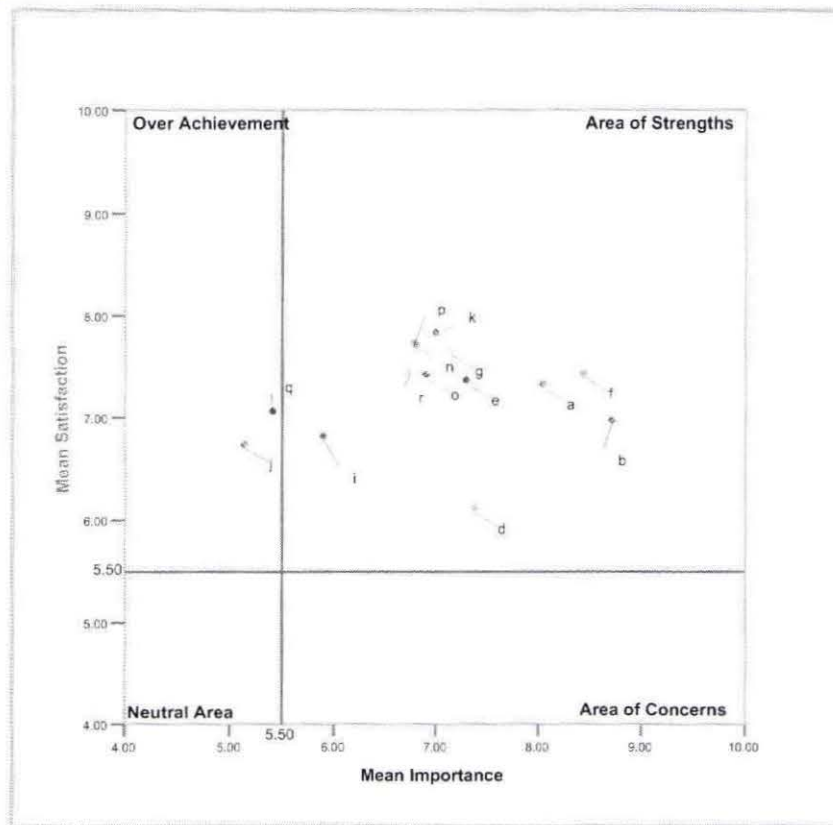


Figure 12: Product Positions, Farmer Segment

Six of the evaluated services differ significantly in importance with all respondents as a group. Farmers view six services as significantly less important:

- Plowing, salting, and sanding of snow-covered roadways (f)
- Providing roadway features such as lighting, guardrails, and pavement striping (g)
- Providing wetland replacement and collecting runoff from roadways (j)
- Posting speed zones (k)
- Providing travel information such as road and traffic conditions and road construction alerts (n)

Given farm segment response to services associated with wetland replacement and collecting runoff from roadways (j) and truck and vehicle inspections (q), the DOT needs to further communicate to farmers the importance and benefits of these services to this segment if these activities are in fact a high priority within the Department.

EVO Comparison

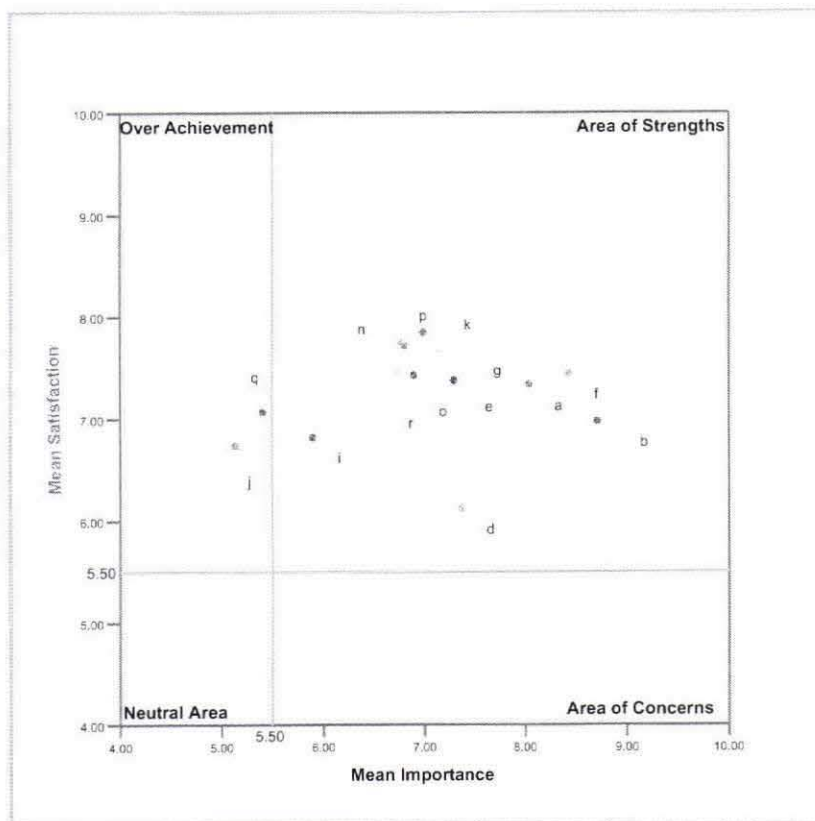


Figure 13: Product Positions, EVO Segment

Three services are assessed significantly higher in importance by emergency vehicle operators than by all respondents as a group:

- Maintaining roads and bridges (b)
- Providing roadside care such as mowing and removing overgrowth (e)
- Plowing, salting and sanding of snow-covered roadways (f)

The common element linking the above three services is safety on the roadway.

Carrier/Shipper Comparison

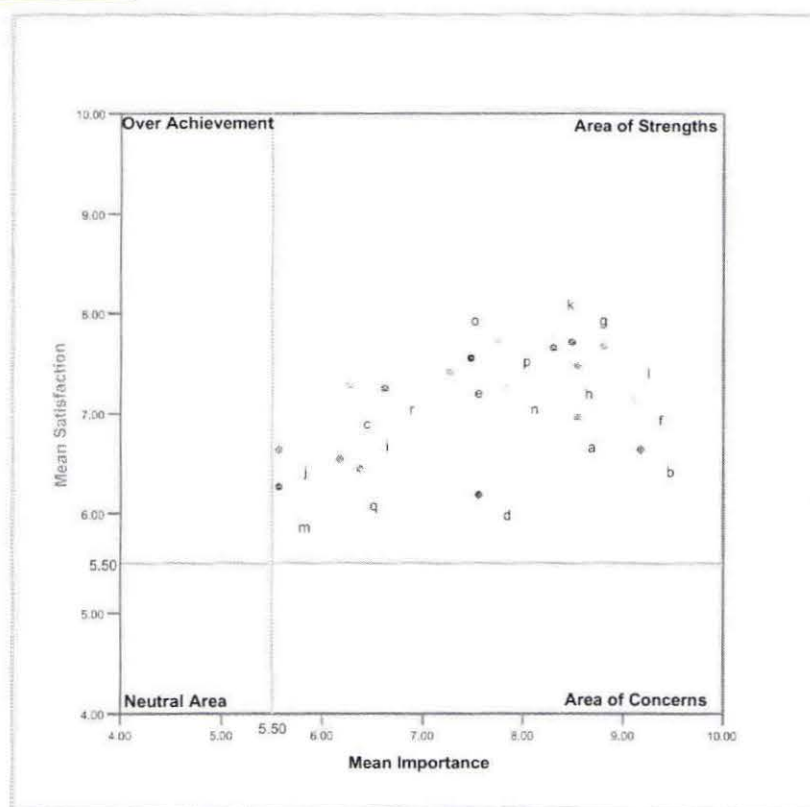


Figure 14: Product Positions, Carrier/Shipper Segment

Two services stand out in comparison to how they were assessed by all respondents. Carriers and shippers were significantly more likely to:

- assign higher importance to maintaining roads and bridges (b) than all other users
- assign lower importance to providing wetland replacement and collecting run-off from roadways (j) than all other users.

Between-Segment Differences

Top six products and services ranked for highest importance are compared for statistically significant between-segment differences.

Building Roads & Bridges

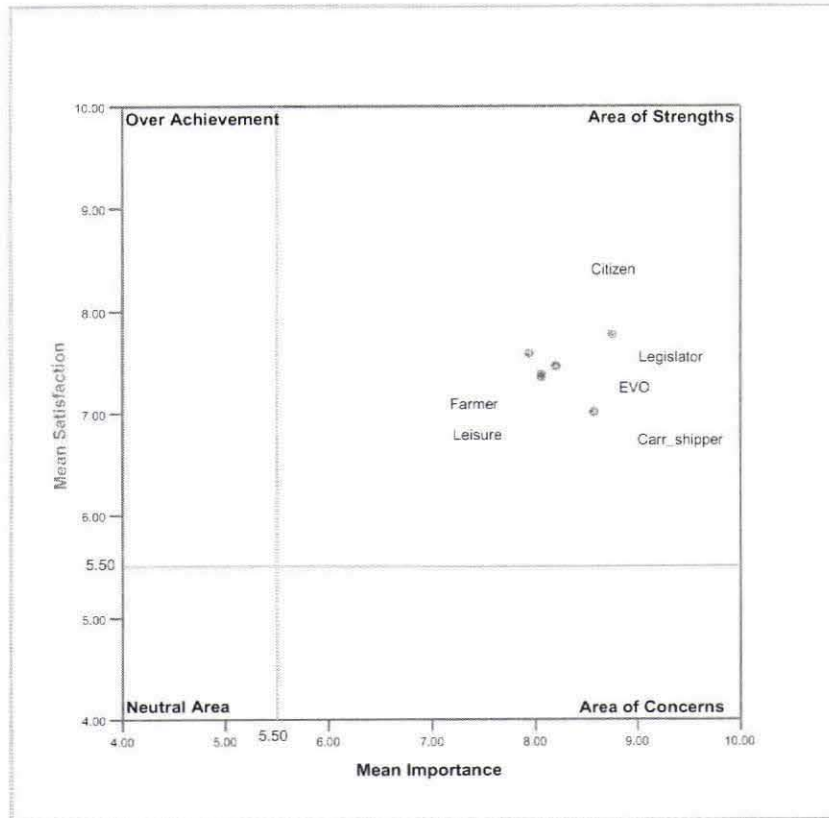


Figure 15: Building Roads & Bridges

Statistically significant differences did exist between customer segments:

- Building roads and bridges is significantly more important to legislators than it is to citizens, leisure travelers, farmers and emergency vehicle operators (EVOs).
- This service is also significantly more important to carriers/shippers than it is to citizens in general. Carriers and shippers are significantly less satisfied with this service than are citizens and legislators.

Maintaining Roads & Bridges

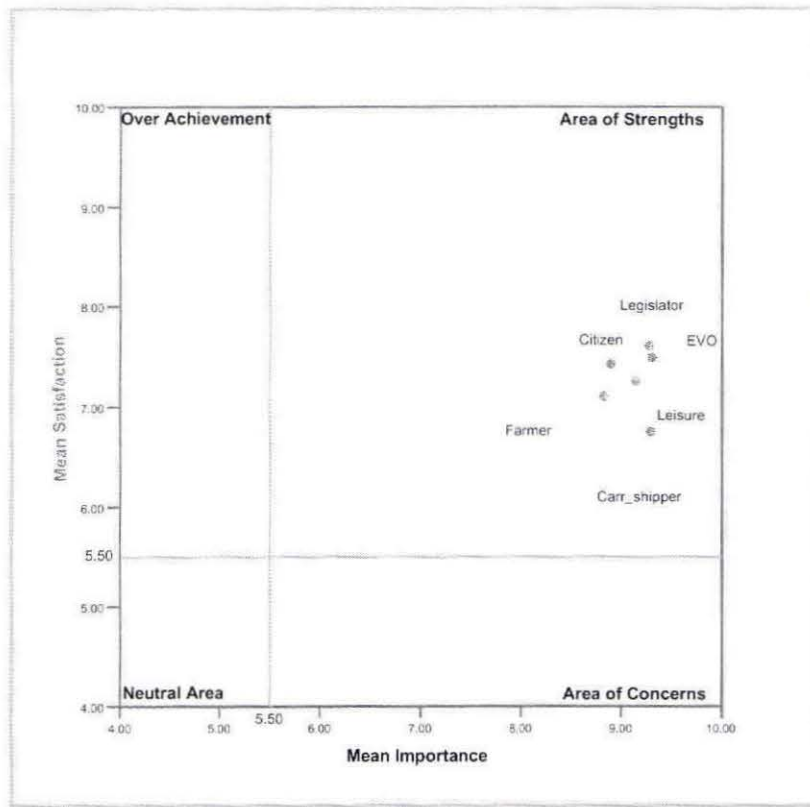


Figure 16: Maintaining Roads and Bridges

Statistically significant differences did exist between customer segments:

- Maintaining roads and bridges is significantly more important to EVOs than it is to citizens in general.
- This product/service has significantly greater importance to carriers and shippers than it has to citizens and farmers.
- Carriers and shippers are significantly less satisfied with DOT efforts at maintaining roads and bridges than are citizens, legislators and emergency vehicle operators.

Plowing, Salting and Sanding Snow-Covered Roadways

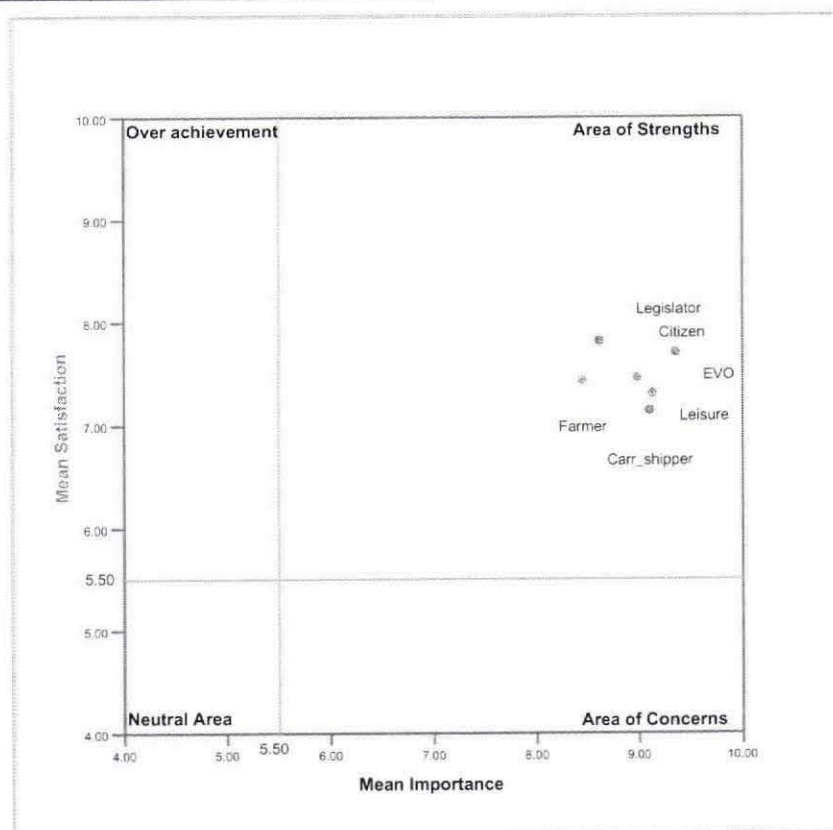


Figure 17: Plowing, Salting, and Sanding

This service had the highest degree of importance of any offered service to users in all six segments. Statistically significant differences did exist between customer segments:

- Plowing, salting and sanding snow-covered roads is significantly more important to EVO drivers than it is to citizens, legislators and farmers. This may relate to this segments focus on public safety.
- Plowing, salting, and sanding is of significantly lower importance to farmers than it is to citizens, leisure travelers, EVO and carrier/shipper groups. It should be remembered that this is in terms of their agricultural related use of the roadways not personal or leisure based usage. They like all segments were instructed to evaluate services based on the usage common to the segment they were representing. A farmer could easily be a member of the legislative segment, citizen, or leisure traveler segment.

Providing Roadway Features

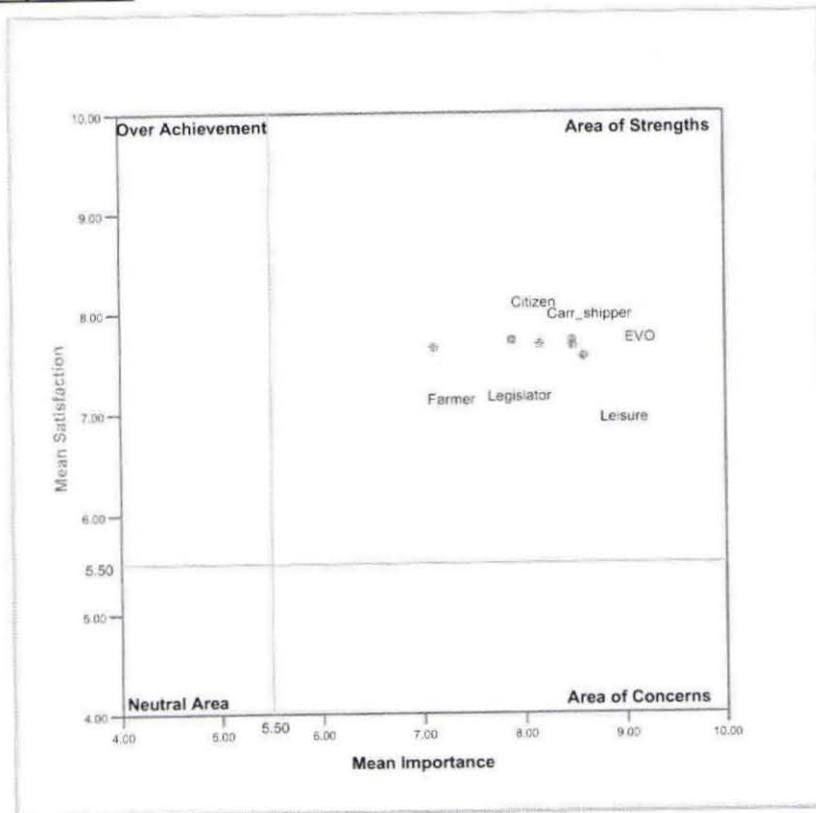


Figure 18: Providing Roadway Features

Statistically significant differences did exist between customer segments:

- Providing roadway features is significantly more important to leisure travelers than it is to citizens, legislators and farmers.
- Providing roadway features is significantly less important to farmers than it is to all other user segments.

Posting of Speed Zones

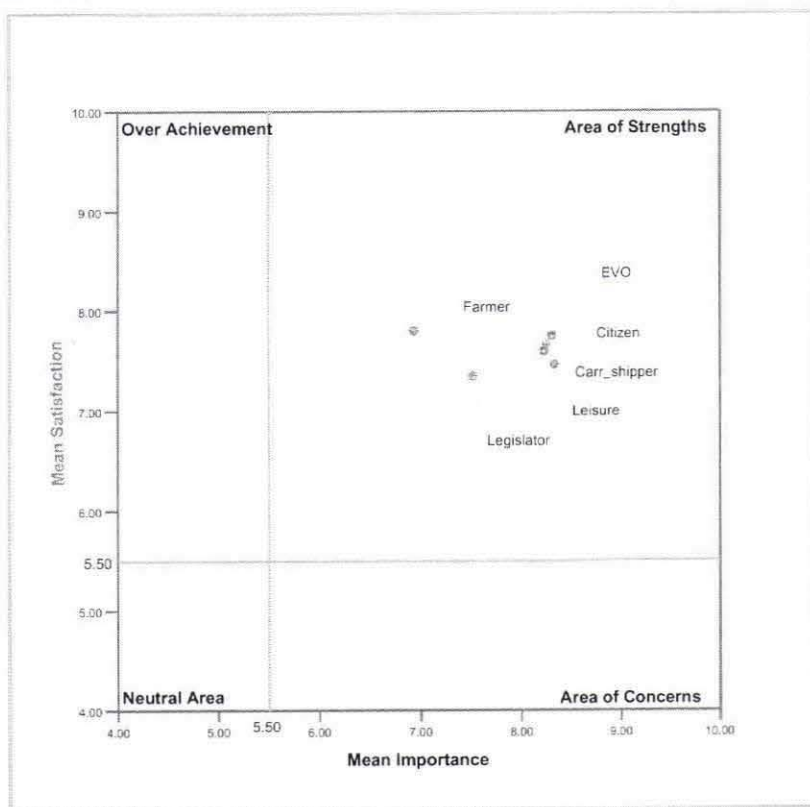


Figure 19: Posting of Speed Zones

Statistically significant differences did exist between customer segments:

- Posting of speed zones is significantly less important to legislators than to citizens and leisure travelers.
- It is of significantly less importance to farmers than it is to citizens, leisure travelers, emergency vehicle operators and carriers/shippers.

Managing Traffic

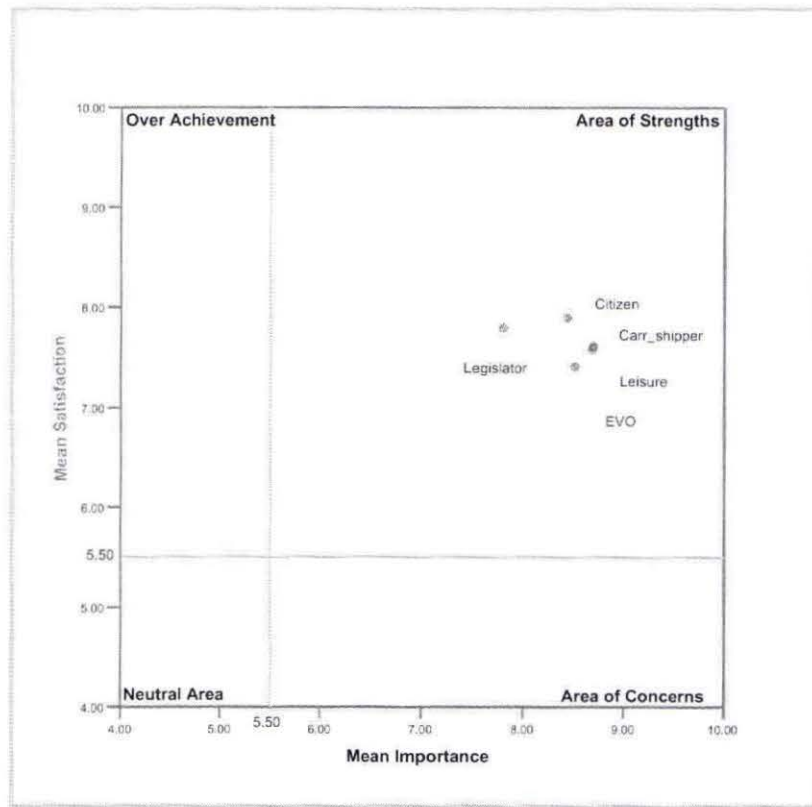


Figure 20: Managing Traffic

Statistically significant differences did exist between customer segments:

- Managing traffic is of significantly less importance to legislators than it is to all other user segments.
- Emergency vehicle operators have significantly less satisfaction with DOT traffic management tools than do citizens.

Percent Ranking 1st, 2nd, or 3rd

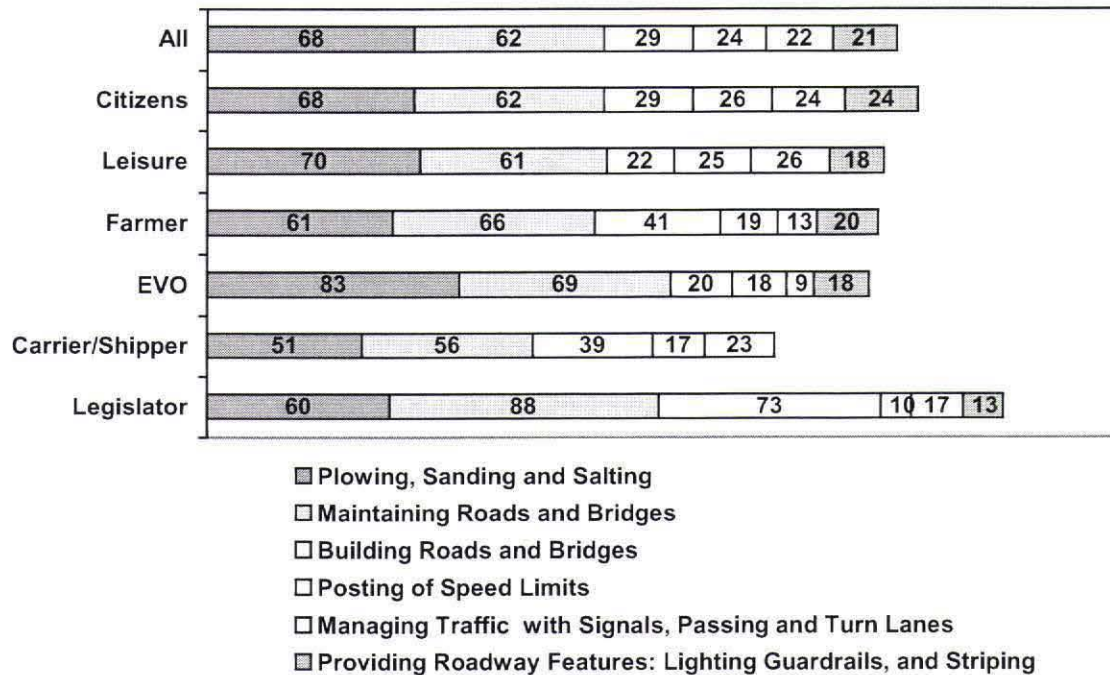


Figure 21: Forced Ranking of Importance of Products and Services by Region

Forced Ranking of Most Important Products and Services—Segment Comparison

When asked to rank the top six products and services that had the highest importance, all user segments are for the most part in agreement as to the ranking as can be seen in the chart above. Snow removal is of utmost important followed by maintaining roads and bridges (the basics!).

The proportion of segments agreeing with the ranking varies significantly for a number of products and services ranked by several segments:

- Plowing, salting and sanding is ranked at the top by significantly more emergency vehicle operators than by respondents of all segments (83% versus 68%, respectively).
- For the carrier segment, significantly fewer carriers rank it at the top than do respondents of all segments (51% versus 68%, respectively).
- Maintaining roads and bridges is ranked by a significantly greater proportion of legislators (88% versus 62%, respectively).
- A significantly greater proportion of legislators, farmers and carriers than the general population rank building roads and bridges at the top.

Budget Resources —Segment Comparisons

User support for funding of these transportation programs varies among several segments. Significant differences are summarized below.

Funding for Railroad Crossings

Q30. THE SDDOT FINANCIALLY INVESTING IN PROVIDING FUNDS FOR RAILROAD-CROSSING ARMS, SIGNALS, SIGNAGE AND MATERIALS FOR SMOOTH TRACK CROSSINGS

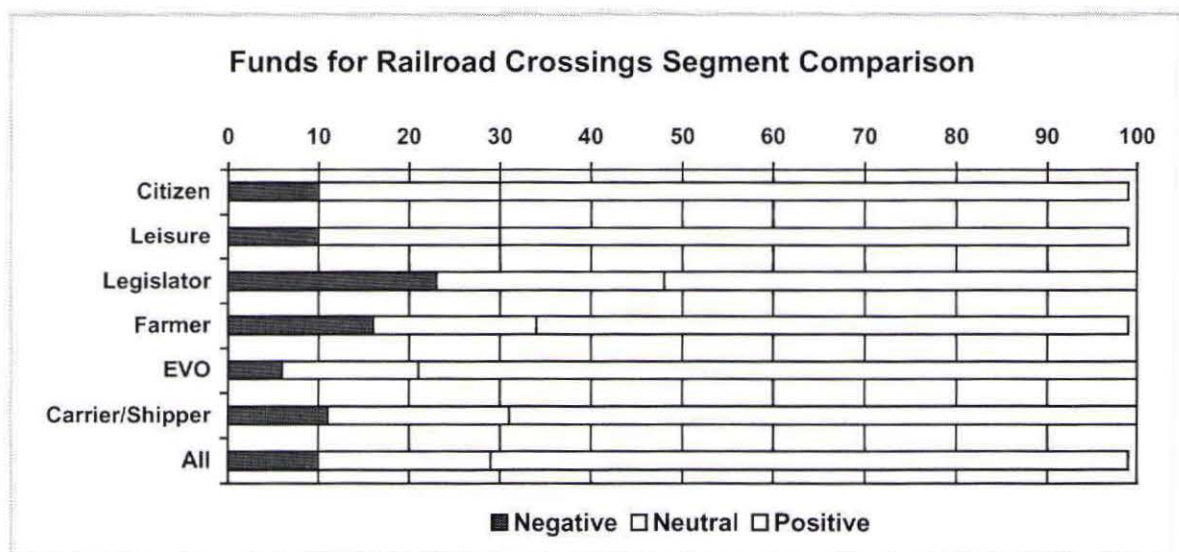


Figure 22: Funds for Railroad Crossings Segment Comparison

Overall there is strong support for funding safety improvements at railroad crossings, 7 of 10 respondents (70%) are in support.

- Consistent with their focus on safety, the EVO segment is significantly more positive toward providing for railroad crossing arms, signals, signage and materials for smooth track crossings than are respondents in general.
- The sample size of 31 legislators is too small for statistical testing. Support among legislators for funding of rail crossings was significantly less positive than that of the general population. Slightly more than half of the legislators interviewed (52%) positively support funding for railroad crossing arms, signals, signage and materials for smooth track crossings.

Air Passenger and Freight Investment

Q31. INVESTING IN SUPPORTING AIR PASSENGER TRAVEL AND AIR FREIGHT WITHIN THE STATE

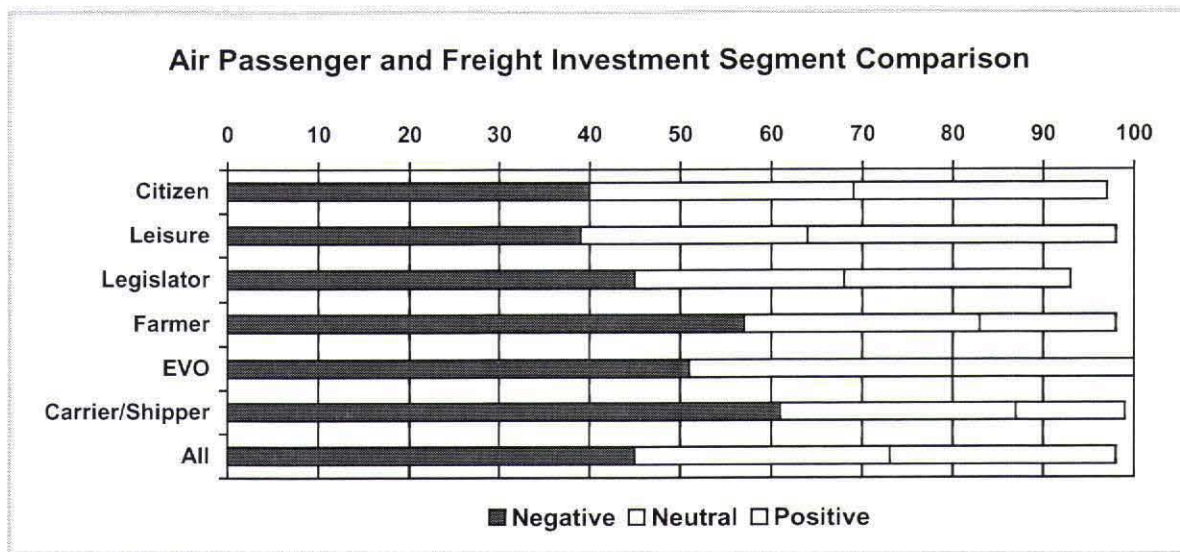


Figure 23: Air Passenger and Freight Investment Segment Comparison

Support for air passenger travel and airfreight within South Dakota is weak with nearly half (45%) negative toward the idea and only a quarter supportive.

The leisure traveler segment is significantly more positive to air travel support than all respondents in general. Over one third (34%) react positively to financial support in this program area compared to one quarter (25%) of respondents overall. This difference could be expected to be even greater given the leisure traveler's orientation.

The farm segment is significantly more opposed to the idea of air travel support. More than half (57%) are opposed compared to less than half (45%) of all respondents.

Local Road Construction and Maintenance Funding

Q32. PROVIDING FUNDS TO LOCAL GOVERNMENTS FOR ROAD CONSTRUCTION AND MAINTENANCE

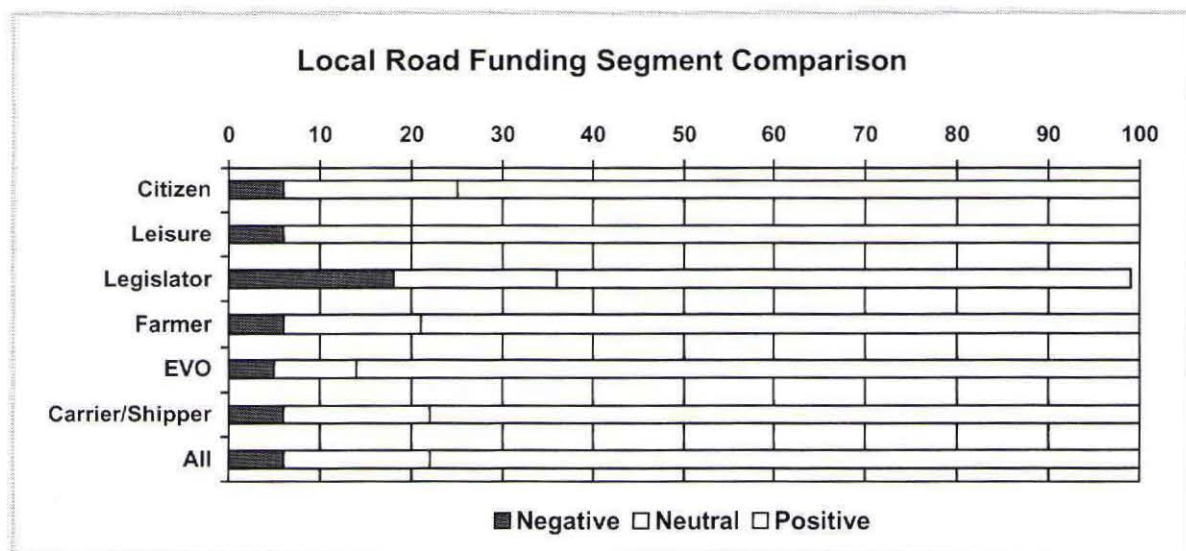


Figure 24: Local Road Funding Segment Comparison

Support for local government funding of roadway construction and maintenance is strong across all segments. However, some significant differences in support level do exist.

- Legislators are significantly less positive than respondents in general when it comes to support for providing funds to local government for road construction and maintenance. Less than two-thirds (63%) support financial investment in this area compared to nearly eighty percent (78%) of the general population.
- Emergency vehicle operators are significantly more likely to be positive toward local government support for road construction and maintenance. This is not surprising due to their dependence on local roads for public safety related access. Nearly eight of nine (86%) of emergency vehicle operators favor local support for roadway construction and maintenance.

Urban Corridor Traffic Flow

Q33. IMPROVING THE TRAFFIC FLOW IN URBAN CORRIDORS FOR BETTER MOVEMENT OF FREIGHT AND TRAVELERS

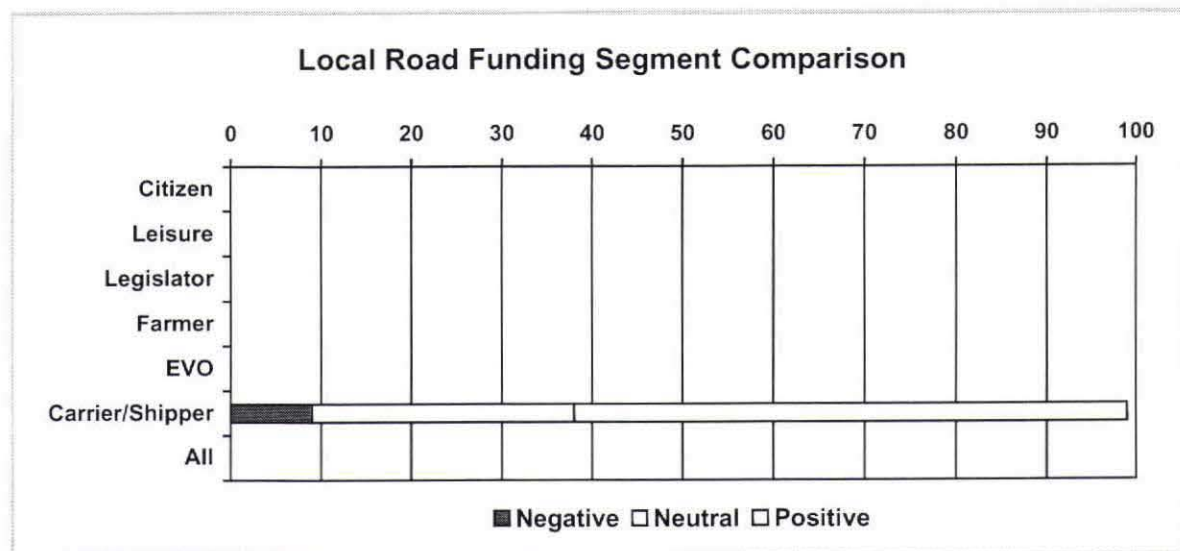


Figure 25: Local Road Funding Segment Comparison

Carriers and shippers expressed solid support for efforts to improve traffic flow in urban corridors. Nine in ten were positive or neutral to DOT support for efforts in this area. Nearly two-thirds (61%) reacted positively (rating 7 to 10). *Note: This question was asked only of the carrier/shipper segment.*

Improvement of Heavily Traveled Routes Between Cities

Q34. INVESTING IN IMPROVING HEAVILY TRAVELED ROUTES BETWEEN CITIES FOR BETTER MOVEMENT OF FREIGHT AND TRAVELERS

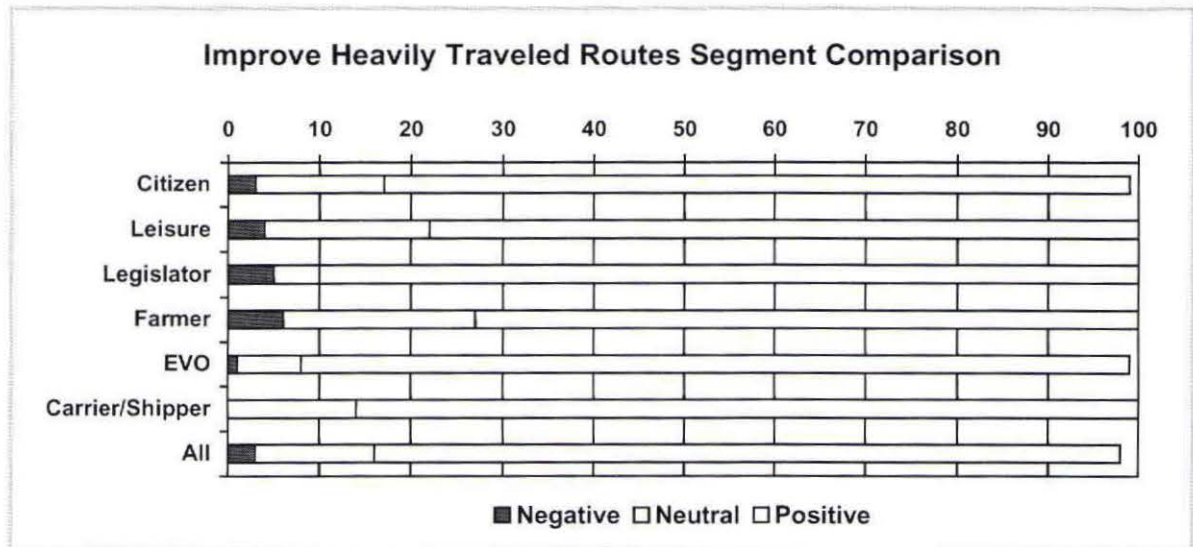


Figure 26: Improve Heavily Traveled Routes Segment Comparison

There is strong support for funding improvements to heavily traveled routes between cities by user segments that rely heavily on these routes.

Farmers are significantly less supportive of investment in improved routes between cities. Still a solid majority (73%) is supportive of DOT action in this area.

THE MOST SUPPORTIVE GROUP OF THIS INVESTMENT AREA IS THE EMERGENCY VEHICLE OPERATORS. AGAIN, IMPROVEMENTS IN THIS AREA HAVE A DIRECT IMPACT ON THEIR ABILITY TO PROVIDE RESPONSIVE SERVICE. ONE IN NINE (91%) ARE POSITIVE ON THIS ISSUE VERSUS AN EQUALLY LARGE MAJORITY OF THE GENERAL PUBLIC—82%.

Q35. THE SDDOT FINANCIALLY INVESTING IN EDUCATING THE PUBLIC ABOUT TRAVELING THROUGH RAILROAD CROSSINGS AND ROADWORK ZONES

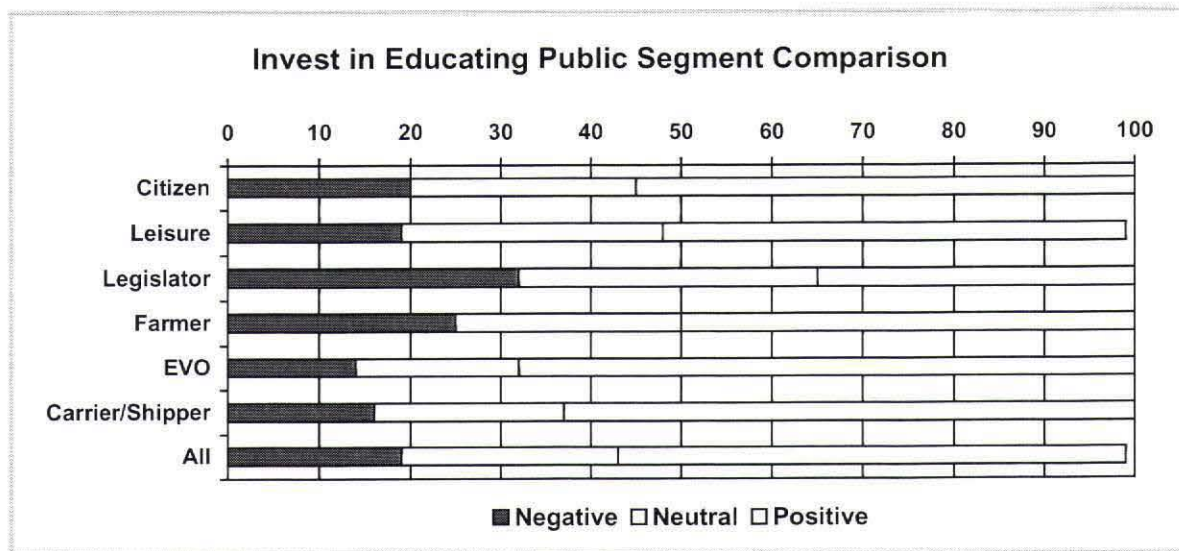


Figure 27: Invest in Educating Public Segment Comparison

Better than half of all respondents (56%) support investment in educating the public about travel through railroad crossings and work zones.

There is no legislative group consensus. The legislative segment is evenly split across response categories: 35% positive, 33% neutral and 32% negative.

EVO respondents are significantly more positive about investing in this area. Given the safety orientation of this segment's work this is not at all surprising. More than two-thirds are supportive. What seems surprising is the fact that positive support in this area is not even greater.

Develop 5-Year Transportation Plan

Q36. THE SDDOT FINANCIALLY INVESTING IN DEVELOPING A FIVE YEAR PLUS PLAN FOR TRANSPORTATION THROUGHOUT THE STATE.

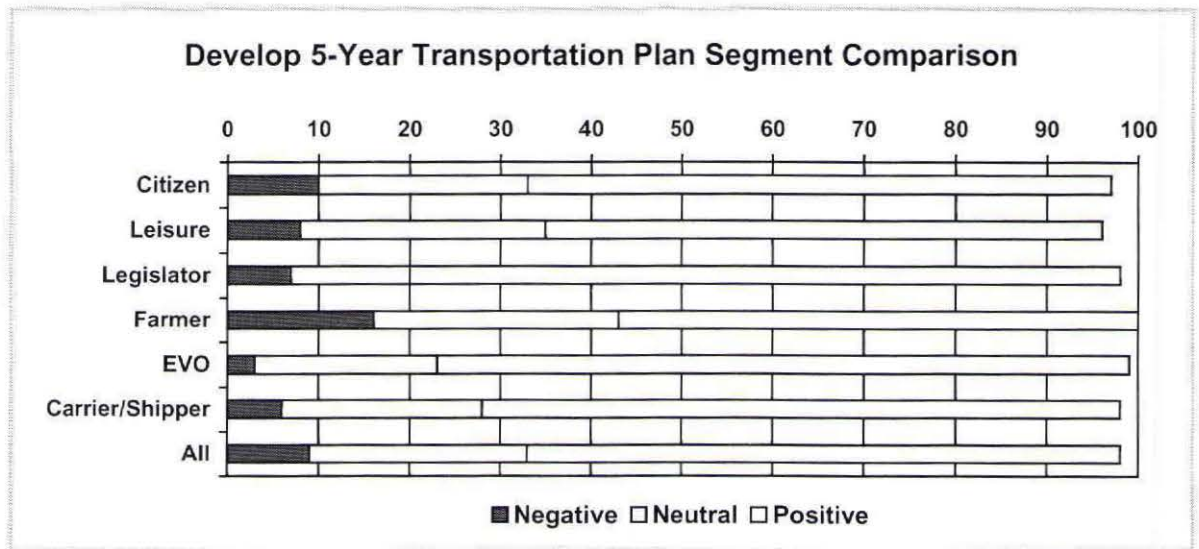


Figure 28: Develop 5-Year Transportation Plan Segment Comparison

There is strong support across all segments for the DOT developing a five-year plan.

Given the legislative need to set policy, plan appropriations and manage the public trust, as might be expected this segment was most positive (78%) toward the investment in DOT longer range planning. Also significantly more positive than respondents overall and nearly as supportive as the legislative segment was the EVO segment —76% positive.

Support on Regional Basis

Response was consistent across all regions on most all issues of financial support. The only noted significant difference was in support for air travel. The Mitchell Region with its Sioux Falls airport facility was less supportive than were respondents in general. One in five (20%) were supportive compared to one in four (25%) of the overall population.

Segment Similarities & Dissimilarities

The six key user segments are generally more similar than dissimilar in how they value the roadway. All segments value the basics. Commonly evaluated products and services (those dealing directly with the roadway—8 in all) are about equally important to all six segments.

The majority of segments see the same products as having the highest importance:

- Plowing, salting and sanding of snow-covered roadways
- Maintaining roads and bridges
- Building roads and bridges

- Installing road signage such as directional, regulatory and information signs on State highways
- Providing roadway features such as lighting, guardrails and striping

Most segments, with the exception of legislators and carrier/shippers, give SDDOT its highest marks of satisfaction for performance relating to installing road signage, managing traffic and providing roadway features such as lighting, guardrails and pavement striping.

The most unique segments based on response differences are the legislative and farmer.

The ratings of P & S importance and satisfaction and investment area importance were the least similar for these segments compared to respondents in general.

The Citizen segment assigns significantly less importance to mowing and removing overgrowth than does the general population.

The Leisure traveler segment assigns significantly higher importance to removing roadway debris, providing roadway features and installing road signage than does the general population.

The Legislative segment varies the most. It assigns significantly more importance to building and maintaining roadside rest areas, installing road signage, providing for wetland replacement, and managing traffic than does the general population. This segment expresses significantly higher satisfaction with provision of landscaped roadways, and travel information.

The farm segment views several products and services with significantly less importance: plowing, salting and sanding roadways, the provision for roadway features, travel information and wetland replacement, and the posting of speed zones.

The EVO segment assigns significantly higher importance to SDDOT's job of maintaining roads and bridges, plowing, sanding and salting of snow-covered roadways, and provision for roadside care.

Carriers and shippers express significantly lower satisfaction with what is of significantly higher importance to them, namely building roads and bridges and maintaining the roads and bridges—the basic infrastructure. They also express significantly lower satisfaction with the installation of road signage than does the general population. The Carrier/Shipper segment views provision for wetland replacement as significantly less important compared with how the general population views this service.

CITIZEN AND LEGISLATIVE SEGMENT COMPARISON

Performance

Q21: OVERALL, HOW SATISFIED ARE YOU WITH THE DELIVERY OF ALL SERVICES THE SDDOT PROVIDES SOUTH DAKOTA CITIZENS? (10-POINT SCALE: 1 = NOT AT ALL SATISFIED, 10 = EXTREMELY SATISFIED)

Table 36 compares Citizens' and Legislators' responses regarding measures of the DOT's performance. Gray shaded cells indicate statistically significant differences.

The percentage of legislators that are satisfied with the DOT's overall performance is significantly higher than the percentage of citizens (90% versus 79%, respectively). Legislators are significantly more likely to rate the job the DOT does in keeping citizens informed of current plans as 'Good' compared to the percentage of citizens rating it 'Good' (73% versus 55%, respectively).

On all other measures of performance the differences in legislator and citizen ratings are not significant.

Table 36: Performance Measure Comparison, Citizens and Legislators

Performance Measure		Segment			
		Citizen		Legislator	
		Count	%	Count	%
Overall Satisfaction	Satisfied (7 to 10)	468	78.8%	54	90.0%
	Neutral (5 to 6)	105	17.7%	5	8.3%
	Dissatisfied (1 to 4)	21	3.5%	1	1.7%
Satisfaction with Keeping Roads Free of Snow and Ice	Satisfied (7 to 10)	450	76.1%	52	86.7%
	Neutral (5 to 6)	92	15.6%	5	8.3%
	Dissatisfied (1 to 4)	49	8.3%	3	5.0%
Satisfaction with Timeliness of Snow Removal	Satisfied (7 to 10)	437	73.9%	51	85.0%
	Neutral (5 to 6)	95	16.1%	6	10.0%
	Dissatisfied (1 to 4)	59	10.0%	3	5.0%
Job DOT Does Keeping Citizens Informed of Plans	Good (7 to 10)	326	55.3%	44	73.3%
	Neutral (5 to 6)	160	27.1%	12	20.0%
	Poor (1 to 4)	104	17.6%	4	6.7%
Rating of DOT for Alerting of Delays and Alternate Routes	Good (7 to 10)	289	48.9%	34	57.6%
	Neutral (5 to 6)	178	30.1%	16	27.1%
	Poor (1 to 4)	124	21.0%	9	15.3%
Designs Safe Highways	Positive (4-5)	497	83.0%	54	90.0%
	Neutral (3)	73	12.2%	4	6.7%
	Negative (1-2)	29	4.8%	2	3.3%
Keeps Highway Construction Delays to Minimum	Positive (4-5)	408	68.5%	45	75.0%
	Neutral (3)	139	23.3%	7	11.7%
	Negative (1-2)	49	8.2%	8	13.3%
Closes Down Long Stretches for Repair When Not Necessary	Positive (4-5)	168	28.3%	21	35.6%
	Neutral (3)	136	22.9%	9	15.3%
	Negative (1-2)	289	48.7%	29	49.2%
Should Close Down Road Construction Projects During Major Events	Positive (4-5)	221	37.3%	18	30.0%
	Neutral (3)	121	20.4%	17	28.3%
	Negative (1-2)	250	42.2%	25	41.7%

Support for DOT Financial Investment in Programs

Q30-36. THE SDDOT HAS ADDITIONAL RESPONSIBILITIES THAT INVOLVE FINANCIAL INVESTMENT IN DIFFERENT TRANSPORTATION PROGRAMS. I'M GOING TO READ YOU A SHORT LIST OF PROGRAMS AND GET YOUR OPINION OF THEM. FOR EACH, TELL ME HOW GOOD OF AN IDEA YOU THINK IT IS FOR THE SDDOT TO COMMIT SOME OF ITS BUDGET AND RESOURCES TO THE PROGRAM. USE A SCALE OF 1 TO 10 WHERE '1' MEANS IT IS A 'POOR' IDEA AND '10' MEANS IT IS AN 'EXCELLENT' IDEA.

Citizens expressed greater interest in support for local funds for road construction and public education about travel through RR crossings and work zones. Legislators expressed greater interest in support for developing a 5-year plan.

Table 37: Financial Investment Comparison, Citizens and Legislators

Financial Investment	Segment			
	Citizen		Legislator	
	Count	Mean Score	Count	Mean Score
Supporting Air Passenger Travel and Air Freight in SD	582	4.93	59	4.56
Providing Funds to Local Governments for Road Construction	596	7.94	60	6.80
Improving Heavily Traveled Routes Between Cities	595	8.18	60	8.22
Educating the Public About Traveling Through Railroad Crossings and Work Zones	595	6.67	60	5.48
Developing a 5-Year Plan for Transportation Throughout the State	578	7.37	59	8.14
Scores on 1-10 Scale: 1 = Poor Idea, 10 = Excellent Idea				

Type of Road Given Priority Funding

Q47. WHICH ONE OF THE FOLLOWING WOULD YOU GIVE PRIORITY FUNDING TO IF YOU COULD CHOOSE ONLY ONE?

Users were asked to state their priorities for funding of varying types of roadways. This was done to see if any particular user segment favored funding work on one or more types of roadways over others. This also allowed for comparisons of priorities between user segments. The number of legislative responses is too small to make meaningful comparisons with the citizen segment.

Table 38: Priority Funding Comparison, Citizens and Legislators

Highway Type	Segment			
	Citizen		Legislator	
	n	%	n	%
Interstate highways	120	20%	17	28%
Other rural 4-lane highways and expressways	93	16%	6	10%
2-lane rural highways	202	34%	25	42%
County and township roads	123	21%	5	8%
Urban thoroughfares and truck route	47	7%	6	10%
None of the above	2	0%	1	2%
Don't know	13	2%	0	0%
Total	600	100%	60	100%

Level of Work Repairing Interstate

Q48. DO YOU FEEL THE DOT IS DOING TOO MUCH WORK, NOT ENOUGH WORK, OR ABOUT THE RIGHT AMOUNT OF WORK TO REPAIR THE STATE'S INTERSTATE HIGHWAYS?

Citizens and legislature view level of work devoted to Interstates in South Dakota as about right.

Table 39: Interstate Repair Work Comparison, Citizens and Legislators

Amount of Interstate Repair Work	Segment			
	Citizen		Legislator	
	n	%	n	%
Too much work	23	4%	1	2%
About the right amount of work	495	83%	53	88%
Not enough work	62	10%	5	8%
Don't know	20	3%	1	2%
Total	600	100%	60	100%

Level of Work on County & Township Roads

Q49. DO YOU FEEL THE DOT IS DOING TOO MUCH WORK, NOT ENOUGH WORK, OR ABOUT THE RIGHT AMOUNT OF WORK TO MAINTAIN OR IMPROVE COUNTY OR TOWNSHIP ROADS?

Citizens and legislature are both split on level of work devoted to county and township roads. Sizable numbers of both groups feel there is not enough work being done and sizable numbers feel the amount is about right. Legislators are more likely to feel the amount is about right.

Table 40: County and Township Work Comparison, Citizens and Legislators

Amount of County and Township Work	Segment			
	Citizen		Legislator	
	n	%	n	%
Too much work	4	1%	0	0%
About the right amount of work	276	46%	22	37%
Not enough work	287	48%	37	62%
Don't know	33	6%	1	2%
Total	600	100%	60	100%

Concern for Overweight Trucks

Q50. HOW MUCH OF A CONCERN TO YOU IS THE IMPACT OF OVERWEIGHT TRUCKS ON SOUTH DAKOTA HIGHWAYS. WOULD YOU SAY IT IS A MAJOR CONCERN, MINOR CONCERN OR NO CONCERN TO YOU?

Concern for overweight trucks is greater among legislators than citizens.

Table 41: Concern for Overweight Trucks Comparison, Citizens and Legislators

Concern Level	Segment			
	Citizen		Legislator	
	n	%	N	%
Major Concern	293	49%	41	68%
Minor Concern	227	38%	16	27%
No Concern	72	12%	2	3%
Don't know	8	1%	1	2%
Total	600	100%	60	100%

View of Enforcement of Overweight Laws

Q51. WOULD YOU SAY THE CURRENT ENFORCEMENT OF LAWS FOR OVERWEIGHT TRUCKS ON SOUTH DAKOTA HIGHWAYS ARE TOO STRICT, NOT STRICT ENOUGH OR ABOUT RIGHT?

Numbers for the legislator segment are too small for statistical comparisons. It would appear citizens are more likely to view enforcement as not strict enough than are legislators. A majority of both groups feel enforcement is "about right".

Table 42: Concern for Enforcement of Overweight Truck Laws, Citizens and Legislators

Perception of Strictness	Segment			
	Citizen		Legislator	
	n	%	n	%
Too Strict	56	9%	16	27%
About Right	356	59%	38	63%
Not Strict Enough	128	21%	4	7%
Don't know	60	10%	2	3%
Total	600	100%	60	100%

FINDINGS—BY REGION

Importance Ratings—Region Comparisons

Q20. THE SDDOT UNDERSTANDS THAT SOME OF ITS SERVICES MAY BE MORE IMPORTANT THAN OTHERS DEPENDING ON WHY YOU ARE DRIVING. FOR THIS STUDY, THEY ARE TALKING WITH DIFFERENT GROUPS OF PEOPLE. BASED ON YOUR RESPONSES, YOU [SEGMENT ACTIVITY]. FOR THE REST OF MY QUESTIONS, PLEASE THINK ONLY ABOUT [APPROPRIATE SEGMENT]

I AM GOING TO READ A LIST OF SERVICES THE SDDOT PROVIDES. FOR EACH SERVICE, PLEASE TELL ME HOW IMPORTANT IT IS TO YOU IN [SEGMENT ACTIVITY]. (10-POINT SCALE: 1 = NOT AT ALL IMPORTANT, 10 = EXTREMELY IMPORTANT)

Importance ratings for all products and services are summarized in the chart below. As mentioned previously, users evaluated only those products and services having relevance to their transportation experiences by segment.

Table 43: Product and Service Importance by Region

Product & Service	Importance Rank				
	All (n=1122)	Aberdeen (n= 278)	Mitchell (n= 296)	Pierre (n= 271)	Rapid City (n= 277)
Building roads and bridges	7	6	7	6	6
Maintaining roads and bridges	2	2	2	1	1
Building and maintaining roadside rest areas & providing travel materials	13	12	14	13	12
Removing roadway shoulder debris such as animals, glass and torn tires	8	8	8	8	8
Providing roadside care such as mowing and removing overgrowth	11	10	10	12	14
Plowing, salting and sanding of snow-covered roadways	1	1	1	2	2
Providing roadway features such as lighting, guardrails and pavement striping	4	5	5	4	5
Installing road signage such as directional, regulatory and information signs on state highways	5	4	6	5	7
Providing landscaped roadways and planting living snow fences such as trees and shrubs	16	16	17	14	18
Providing wetland replacement and collecting runoff from roadways	15	15	15	15	17
Posting of speed zones	6	7	4	7	4
Managing traffic with tools such as signals and passing and turning lanes	3	3	3	3	3
Regulating placement of billboards and business signs	18	18	18	18	15
Providing travel information such as road, traffic conditions and road construction alerts	9	9	9	9	9
Issuing highway permits for wide loads and heavy trucks	12	13	13	11	10
Issuing truck registration and licensing	10	11	10	10	11
Conducting truck and vehicle inspections	17	17	16	17	16
Implementing road and bridge weight restrictions and spring postings	14	14	12	16	13

Products and services listed near the top of the chart are similar across all regions. These include:

- Plowing, salting and sanding of snow-covered roadways
- Maintaining roads and bridges

- Managing traffic with tools such as signals and passing and turning lanes

The most highly rated products and services have one important feature in common—all products and services that are rated high in importance directly relate to the roadway and directly impact the quality of a user's driving experience.

Most products and services are rated for importance about equally by respondents in all regions. Note that all products and services are generally positioned within one or two rankings across the regions.

Satisfaction Ratings—Region Comparison

Q22. FOR EACH OF THESE SERVICES, PLEASE TELL ME HOW SATISFIED YOU ARE WITH HOW THE SDDOT CURRENTLY PROVIDES THE SERVICE. (10-POINT SCALE: 1 = NOT AT ALL SATISFIED, 10 = EXTREMELY SATISFIED)

Satisfaction ratings for all products and services are summarized in the chart below. As mentioned previously, users evaluated only those P & S having relevance to their transportation experiences by segment.

Table 44: Product and Service Satisfaction by Region

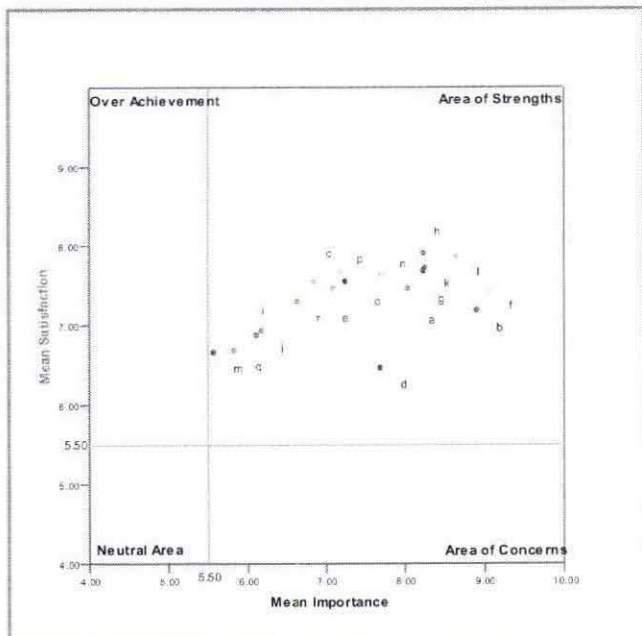
Product & Service	Satisfaction Rank				
	All (n=1122)	Aberdeen (n= 278)	Mitchell (n= 296)	Pierre (n= 271)	Rapid City (n= 277)
Building roads and bridges	7	10	3	9	11
Maintaining roads and bridges	13	13	7	12	12
Building and maintaining roadside rest areas & providing travel materials	6	1	11	11	2
Removing roadway shoulder debris such as animals, glass and torn tires	18	18	18	17	17
Providing roadside care such as mowing and removing overgrowth	9	9	8	8	10
Plowing, salting and sanding of snow-covered roadways	10	11	9	6	9
Providing roadway features such as lighting, guardrails and pavement striping	4	6	2	3	8
Installing road signage such as directional, regulatory and information signs on state highways	1	2	1	1	4
Providing landscaped roadways and planting living snow fences such as trees and shrubs	15	17	14	13	16
Providing wetland replacement and collecting runoff from roadways	14	16	16	13	15
Posting of speed zones	5	5	5	3	7
Managing traffic with tools such as signals and passing and turning lanes	2	3	3	2	5
Regulating placement of billboards and business signs	17	14	15	13	18
Providing travel information such as road, traffic conditions and road construction alerts	8	7	6	7	13
Issuing highway permits for wide loads and heavy trucks	11	8	13	10	6
Issuing truck registration and licensing	3	4	12	5	1
Conducting truck and vehicle inspections	16	14	17	18	14
Implementing road and bridge weight restrictions and spring postings	12	12	10	16	3

Unlike importance ratings, satisfaction ratings across regions vary greatly as can be seen in the pattern in the above chart.

Product Positions —Significant Regional Differences

Aberdeen Region

Product positions in Aberdeen Region vary little from those of all regions. See plots on the left.

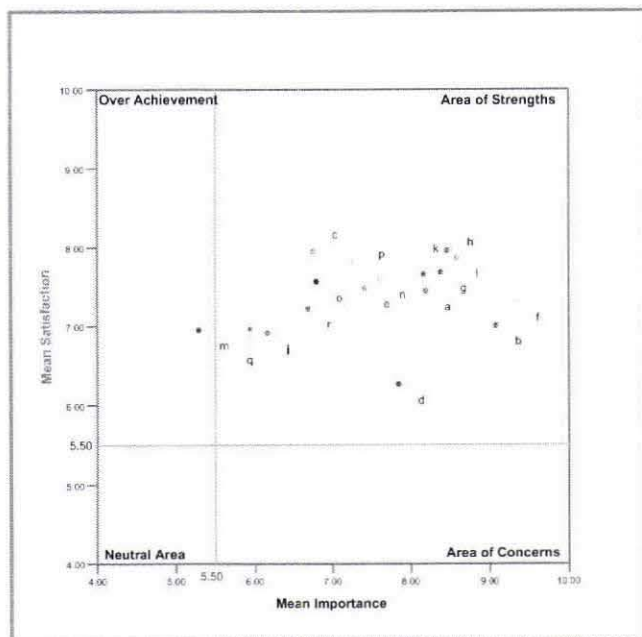


Plowing, salting and sanding snow-covered roadways (f) is of significantly higher importance to respondents in this region than respondents overall.

Respondents in the Aberdeen Region also expressed significantly lower satisfaction with the DOT's efforts at maintaining roads and bridges (b)

Despite a significantly lower rating compared to respondents in all regions, satisfaction levels in Aberdeen are still good—just not as good as other regions:

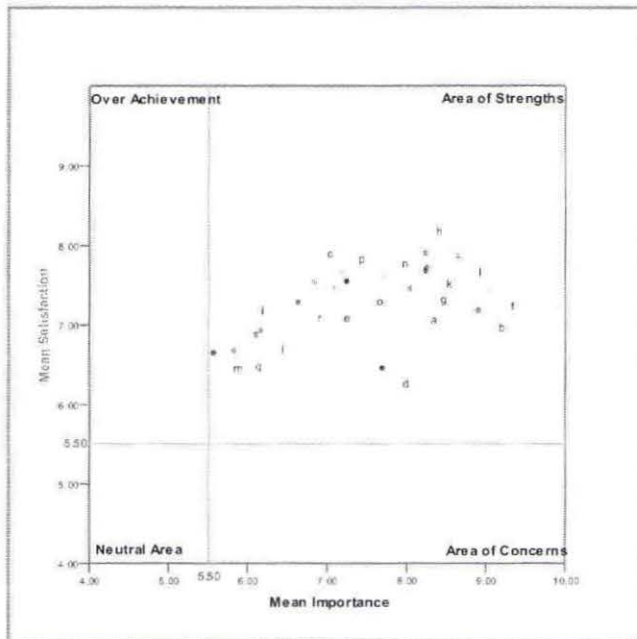
■ Aberdeen	6.96
■ Pierre	7.14
■ Rapid City	7.28
■ Mitchell	7.60



The DOT is overachieving in terms of performance associated with regulating the placement of billboards and business signs (m) given its relative perceived importance by Aberdeen respondents. It represents a service that requires better public communication of its cost/benefit or an opportunity for reduced service.

Figure 29: Product Positions for All Regions & Aberdeen Region

Mitchell Region



Respondents in the Mitchell Region are significantly more satisfied with DOT efforts at two services:

- Maintaining roads and bridges (b)
- Regulating the placement of billboards and business signs (m)

The DOT is close to overachieving in terms of performance associated with regulating the placement of billboards and business signs (m).

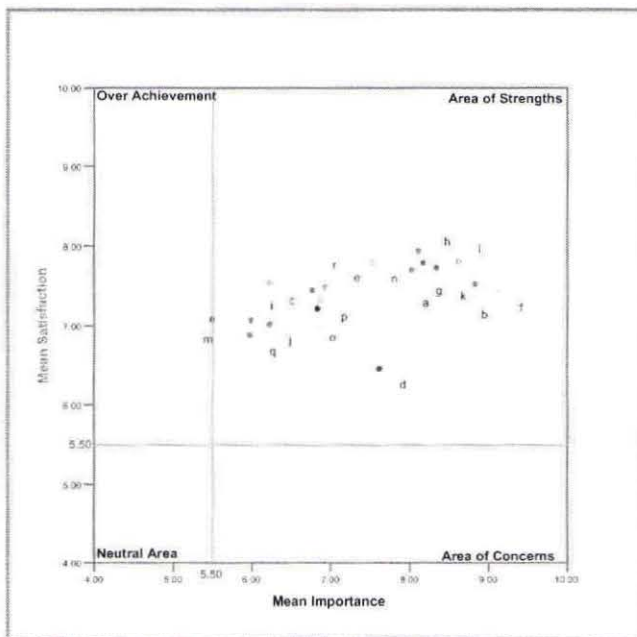
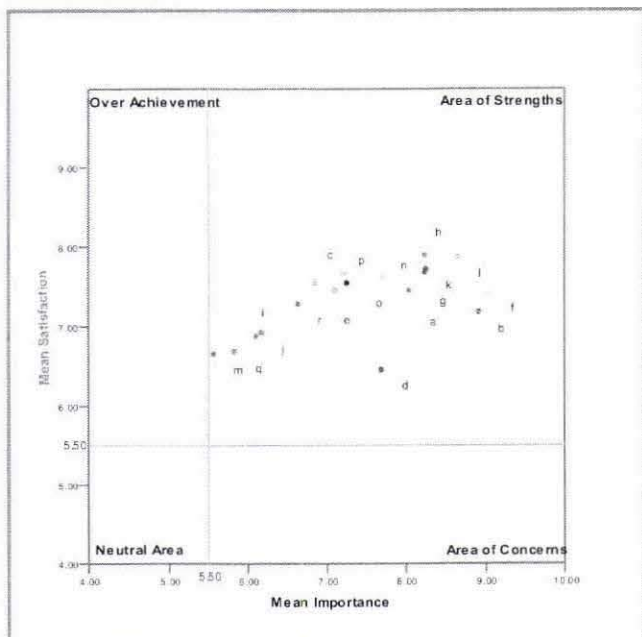


Figure 30: Product Positions for All Regions & Mitchell Region

Pierre Region



There are no significant differences between product positions of Pierre Region residents and those of all regions.

Importance associated with billboard regulation (m) and importance and satisfaction related to truck and vehicle inspections (q) are in a position that could be considered over achievement.

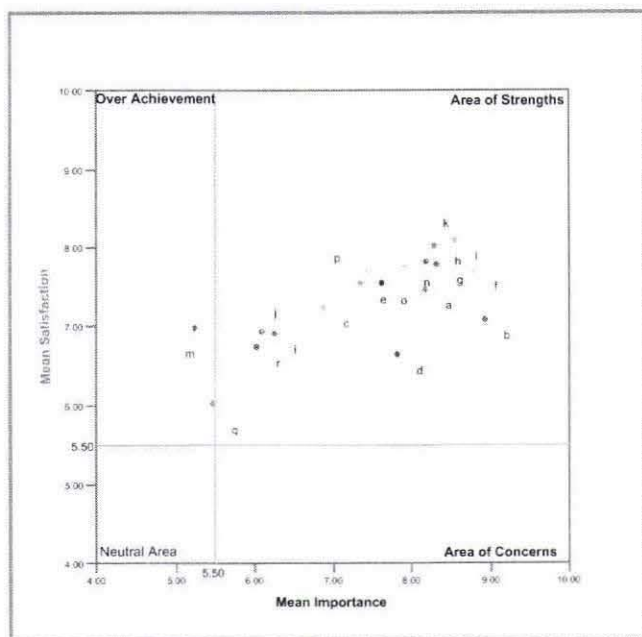
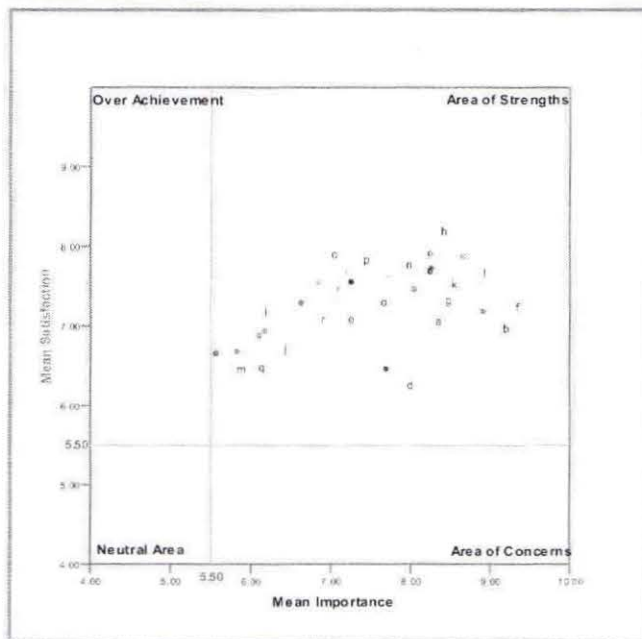


Figure 31: Product Positions for All Regions & Pierre Region

Rapid City Region



Respondents in the Rapid City Region place significantly higher importance on regulating the placement of billboards and business signs (m).

At the same time, Rapid City respondents are significantly less satisfied with DOT efforts in regulating placement.

They are also significantly less satisfied with efforts to provide travel information such as road and traffic conditions and road construction alerts.

Billboard regulation could become a concern and needs monitoring given the level of satisfaction expressed by Rapid City respondents.

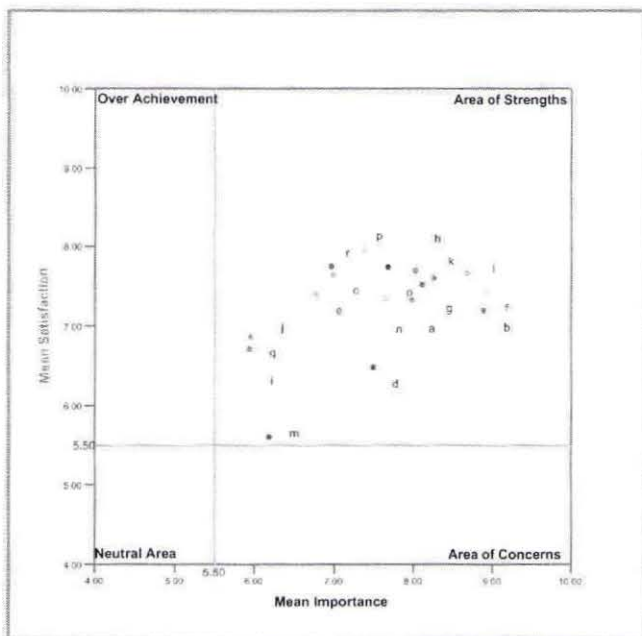


Figure 32: Product Positions for All Regions & Rapid City Region

Percent Ranking 1st, 2nd, or 3rd

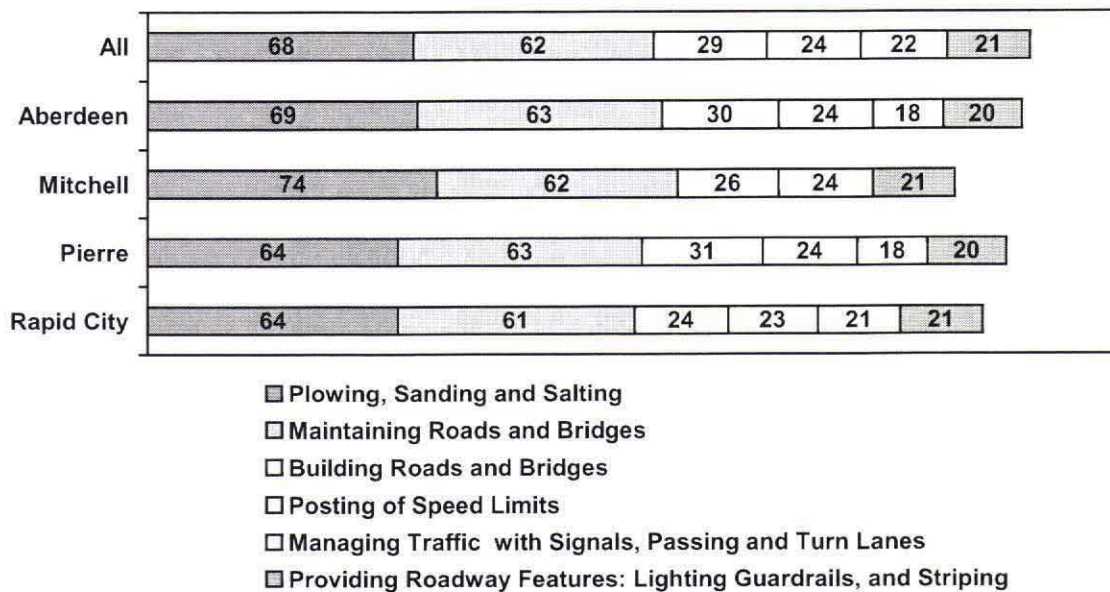


Figure 33: Forced Ranking of Importance of Products and Services by Region

- The products and services that have the utmost importance to respondents in all regions have the common feature of all being directly related to the roadway—an 'on' roadway dimension.
- Providing conditions for a clean and safe roadway (snow removal and general road and bridge maintenance) are seen across all segments as significantly more important than the next highest rated product & service (building roads and bridges).
- The percentages of respondents ranking each of the top six products and services are nearly identical across regions.
- The one exception is plowing, salting and sanding is significantly higher in importance to respondents in the Mitchell Region than all other regions (74% versus 68%, respectively).

Regional Similarities & Dissimilarities

The four transportation regions are more similar than dissimilar in how respondents value the roadway. Commonly evaluated products and services (those dealing directly with the roadway—8 in all) are about equally important across all regions.

When forced to rank those P & S having the utmost importance, regional users are very much in agreement (see chart on the previous page). Where the four areas tend to show more variation is in their ratings of satisfaction with the regulatory and 'off' road type services.

All four regions see the same products as having the highest importance:

- Plowing, salting and sanding of snow-covered roadways
- Maintaining roads and bridges
- Building roads and bridges
- Posting speed limits
- Managing traffic flow
- Providing roadway features such as lighting, guardrails and striping

Views of billboard regulation vary from region to region.

- Higher importance to Rapid City Region and lower satisfaction with efforts to regulate.
- Higher satisfaction with billboard regulation in Mitchell Region.
- Generally satisfaction with billboard regulation exceeds perceived importance in all regions except Rapid City Region.

Pierre Region is most typical of all regions—no significant variance of product positions with positioning of all region response.

To Mitchell Region residents, plowing, salting and sanding is of significantly higher importance compared to that of all regions. Mitchell Region residents expressed significantly higher overall satisfaction with job DOT is doing compared to that of all regions.

Aberdeen Region residents showed the greatest 1999 to 2002 improvement (12%) in satisfaction with snow and ice removal of any region. They also expressed significantly lower satisfaction (although very satisfied) with DOT efforts at maintaining roads and bridges compared to all regions.

Rapid City Region residents are significantly less satisfied with efforts to provide travel information compared to residents of all regions.

INFORMATION NEEDS

TRACKING YEAR COMPARISONS

Comparative tracking data represents responses from citizens and legislators, the groups that were surveyed in both 1999 and 2002.

Alerting Drivers of Delays

Q41. HOW WOULD YOU RATE THE JOB THE STATE DOT DOES IN ALERTING YOU OF DELAYS AND ALTERNATE ROUTES BEFORE TRAVELING THROUGH CURRENT HIGHWAY CONSTRUCTION PROJECTS?

There has been a significant improvement in alerting drivers of delays. The number of respondents rating the DOT's job as 'poor' has declined from approximately 26% in 1999 to 21% in 2002. This decrease is statistically significant. However, one in five ratings individuals rating performance 'poor' suggests more attention needs to be devoted to this key information function.

Table 45: Altering Drivers of Delays

Job of Alerting of Delays and Alternate Routes	Tracking Period			
	1999		2002	
	Count	%	Count	%
Good (7 to 10)	349	44.6%	323	49.7%
Neutral (5 to 6)	231	29.5%	194	29.8%
Poor (1 to 4)	202	25.8%	133	20.5%

Ease of Getting Information from DOT

Q39. IF YOU NEEDED TO OBTAIN INFORMATION FROM THE DOT HOW EASY DO YOU FEEL IT WOULD BE TO GET INFORMATION FROM THE PROPER SOURCE?

There was no significant change in perceived ease of access to DOT information. Directionally, more people are finding it 'easy' and fewer 'difficult'.

Table 46: Ease of Getting Information from DOT

Ease of Getting Information from DOT	Tracking Period			
	1999		2002	
	Count	%	Count	%
Easy (7 to 10)	409	55.6%	363	57.2%
Neutral (5 to 6)	212	28.8%	186	29.3%
Difficult (1 to 4)	115	15.6%	86	13.5%

Job DOT Does in Keeping Citizens Informed

Q40. HOW WOULD YOU RATE THE JOB THE DOT DOES IN KEEPING CITIZENS INFORMED OF CURRENT PLANS FOR HIGHWAY CONSTRUCTION AND MAINTENANCE?

There was no significant change in the rating of keeping citizens informed. Directionally, the percentage of 'good' ratings increased 6% and suggests the beginning of a positive change in perceptions.

Job DOT Does Keeping Citizens Informed	Tracking Period			
	1999		2002	
	Count	%	Count	%
Good (7 to 10)	401	51.2%	370	56.9%
Neutral (5 to 6)	251	32.1%	172	26.5%
Poor (1 to 4)	131	16.7%	108	16.6%

Preference for Information Sources

Q38. FROM WHICH OF THE FOLLOWING SOURCES WOULD YOU PREFER TO OBTAIN DOT INFORMATION?

Preference for information sources is similar to what was seen in 1999 with three significant differences:

- There is a significantly higher interest in the posted cell phone number along the highway than what there was in 1999 (66% versus 44%, respectively).
- There is also significantly greater interest in a telephone number for information than there was in 1999 (89% versus 68%, respectively). This has positive implications for the new '511' program. This is the first time a non-mass media source has received this level of interest.
- There is also significantly greater interest in the Internet as a source of information than there was in 1999 (60% versus 51%, respectively).

Preference for mass media is still the strongest of the information delivery pathways. Residents still want to see, read and hear their information.

A significant level of change in preference for personal technology tools for staying in touch may reflect the increased market prevalence of cell phones and computers. Circled percentages in table below represent statistically significant changes at .05.

Table 47: Preferred Sources of DOT Information

Preferred Source of DOT Information	Tracking Period			
	1999		2002	
	Count	%	Count	%
Billboards	278	34.8%	206	31.2%
Cell Phone Number Posted on Highway	354	44.3%	433	65.6%
Flyers	309	38.6%	239	36.2%
Internet	407	50.9%	396	60.0%
Mailings	414	51.8%	340	51.5%
Newspapers	660	82.5%	537	81.4%
Radio	667	83.4%	575	87.1%
Telephone Number for Information	540	67.5%	585	88.6%
Television	638	79.8%	521	78.9%
Others	18	2.3%	22	3.3%
Multiple responses possible—percentages exceed 100%				

Transportation Information DOT Should Provide

Q37. IN YOUR OPINION, WHAT TYPES OF TRANSPORTATION INFORMATION SHOULD THE DOT PROVIDE YOU?

Response is very similar across user segments. Road and construction are the two main topics of high interest to all segments. Emergency vehicle operators are more likely to feel road conditions should be provided than are all respondents of the general population.

Table 48: Information DOT Should Provide, by Segment

Information Type	User Segment											
	Citizen		Leisure		Farmer		EVO		Carrier		Legislator	
	n	%	n	%	n	%	n	%	n	%	n	%
Road Conditions	139	24.3	41	23.8	26	27.1	53	39.6	23	25.0	20	36.4
Weather Conditions	79	13.8	19	11.0	8	8.3	18	13.4	11	12.0	13	23.6
Construction Information	146	25.5	53	30.8	14	14.6	46	34.3	33	35.9	28	50.9
How Information Provided, Includes Maps	39	6.8	14	8.1	3	3.1	3	2.2	5	5.4	7	12.7
Transit/ Transportation	25	4.4	7	4.1	1	1.0	2	1.5	1	1.1	2	3.6
Signage	36	6.3	8	4.7	4	4.2	2	1.5	1	1.1	0	0.0
Safety	21	3.7	4	2.3	0	0.0	13	9.7	3	3.3	5	9.1
Cost and Where Tax Dollars Are Going	7	1.2	2	1.2	1	1.0	0	0.0	0	0.0	3	5.5
Laws and Regulations	8	1.4	9	5.2	16	16.7	3	2.2	15	16.3	2	3.6
Nothing	55	9.6	22	12.8	14	14.6	9	6.7	6	6.5	4	7.3
Others	15	2.6	3	1.7	4	4.2	10	7.5	1	1.1	1	1.8
Don't Know	156	27.3	37	21.5	20	20.8	22	16.4	18	19.6	2	3.6

Information Source Preferences by User Segment

Q38. FROM WHICH OF THE FOLLOWING SOURCES WOULD YOU PREFER TO OBTAIN DOT INFORMATION?

Preference for information sources varies significantly for the carrier/shipper and legislative segments.

Table 49: Information Preferences by Segment

Preferred Source of DOT Information	User Segment													
	Citizen		Leisure		Farmer		EVO		Carrier		Legislator		All	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Billboards	190	31.7	60	33.1	27	26.7	51	36.4	37	37.0	16	26.7	381	32.2
Cell Phone Number Posted on Highway	393	65.5	113	62.4	67	66.3	102	72.9	72	72.0	40	66.7	787	66.6
Flyers	225	37.5	64	35.4	41	40.6	52	37.1	41	41.0	14	23.3	437	37.0
Internet	350	58.3	117	64.6	53	52.5	107	76.4	64	64.0	46	76.7	737	62.4
Mailings	317	52.8	87	48.1	54	53.5	77	55.0	68	68.0	23	38.3	626	53.0
Newspapers	499	83.2	150	82.9	81	80.2	103	73.6	59	59.0	38	63.3	930	78.7
Radio	532	88.7	161	89.0	85	84.2	124	88.6	77	77.0	43	71.7	1022	86.5
Telephone Number for Information	532	88.7	158	87.3	88	87.1	125	89.3	88	88.0	53	88.3	1044	88.3
Television	483	80.5	143	79.0	73	72.3	107	76.4	53	53.0	38	63.3	897	75.9
Others	19	3.2	3	1.7	2	2.0	9	6.4	0	0.0	3	5.0	36	3.0
Total	600		181		101		140		100		60		1182	

Significant differences for carriers/shippers and legislators with all users are similar to both segments:

- Both are significantly less likely to prefer the mass media sources of radio, television and print (newspapers).

- Legislators are significantly more likely to prefer the Internet, as are emergency vehicle operators than are respondents in general.

Carriers/shippers have a significantly stronger preference for mailings than all respondents do in general.

Sources Used to Stay Informed of Road Conditions

Q43. HOW DO YOU USUALLY STAY INFORMED ABOUT ROAD CONDITIONS ON STATE HIGHWAYS?

Table 50: Sources Used to Stay Informed of Road Conditions

Source	Citizen		Leisure		Segment EVO		Carrier		Legislator	
	n	%	n	%	n	%	n	%	n	%
Telephone	75	13	23	13	23	17	13	13	12	20
Television	187	32	59	35	24	18	15	15	12	20
Radio/State Radio	180	31	45	26	29	21	33	34	19	32
Newspaper	91	16	18	11	25	18	17	18	12	20
Internet	40	7	19	11	14	10	12	12	7	12
Word of Mouth	66	11	21	12	18	13	20	21	8	13
Signs/Highway Signs	52	9	19	11	13	9	9	9	3	5
Maps/Updated Atlas/ Construction Maps	3	1	1	1	4	3	1	1	0	0
Experience First Hand, Drive Into	86	15	19	11	23	17	9	9	8	13
Teletype/Dispatcher	0	0	0	0	17	22	0	0	0	0
Billboards	4	1	1	1	0	0	4	4	1	2
CB Radio	0	0	0	0	0	0	6	6	0	0
Others	18	3	7	4	9	7	7	7	3	5
Don't Know	12	2	1	1	1	1	1	1	0	0

This question was not asked of the farm segment.

Awareness of Variable Message Signs (VMS)

Q44. I'D LIKE TO GET YOUR REACTION TO A NEW FORM OF HIGHWAY SIGNAGE REFERRED TO AS CHANGEABLE MESSAGE SIGNS. HAVE YOU SEEN ONE OF THESE SIGNS ALONG ONE OF THE STATE'S HIGHWAYS?

Awareness was highest among EVO, carrier and legislative segments (88% to 95%)—these segments use roadways more frequently based on reported annual mileage and in the case of EVOs have special safety interest in the use of the signs. About three-quarters of citizens and leisure travelers say they are aware (72% and 74%, respectively).

When asked what types of information they would find useful the general response relates to road conditions. EVOs are significantly more likely to express an interest in detours and delays than is the general population. EVOs view the VMS very favorably—44% rate it as extremely valuable.

COMMERCIAL VEHICLE REGISTRATION

A series of questions relating to commercial vehicle registration was asked of carriers and where appropriate shippers. The Department of Revenue's Motor Vehicle Registration staff submitted these questions.

Overall Satisfaction Registration Process

Q52. THINKING ABOUT THE MOST RECENT OCCASION IN WHICH YOU REGISTERED YOUR COMMERCIAL VEHICLE, HOW SATISFIED WERE YOU WITH THE SERVICES YOU RECEIVED DURING THE REGISTRATION PROCESS?

Table 51: Satisfaction With Registration Process

Satisfaction Level	%
Satisfied (7 to 10)	72.8%
Neutral (5 to 6)	8.7%
Dissatisfied (1-4)	7.6%
Don't Know	10.9%

Nearly 3 out of 4 (73%) persons registering vehicles were satisfied with the process.

Location of Registration

Q53. WAS THIS MOST RECENT REGISTRATION DONE AT A COUNTY OFFICE OR WITH THE STATE OFFICE IN PIERRE?

Registrants were asked the location of their most recent transaction. The majority (55%) of registrations were done in Pierre.

Table 52: Commercial Registration Location

Location	%
Pierre	55.4%
County Office	35.9%
Don't Know	8.7%

Reaction to Proposed Fleet Option

Q54. TO MAKE THE PROCESS OF REGISTERING MULTIPLE VEHICLES OR FLEETS LESS TIME CONSUMING, THE STATE IS CONSIDERING A MECHANISM THAT WOULD ALLOW YOU TO REGISTER VEHICLES ON A FLEET BASIS. IN DOING SO YOUR FLEET WOULD BE GIVEN A UNIQUE IDENTIFICATION NUMBER. PLEASE USE A SCALE OF 1 TO 10 WHERE '1' MEANS IT IS A 'POOR' IDEA AND '10' MEANS IT IS A 'EXCELLENT' IDEA.

A majority (63%) felt it was a good idea—rating it from 7 to 10. Another 23% are neutral to the idea—suggesting the process could be introduced with little opposition.

Table 53: Fleet Registration Option

Location	%
Good Idea (7 to 10)	63.0%
Neutral (5 to 6)	23.8%
Poor Idea (1 to 4)	10.9%
Don't Know	3.3%

Potential Acceptance of Registration Using Internet

Q54C. IF YOU WERE OFFERED THE OPPORTUNITY TO REGISTER YOUR VEHICLE ON THE INTERNET, WOULD YOU USE IT?

Table 54: Interest in Registration Using Internet

Interested	%
Yes	51.0%
No	42.0%
Don't Know	7.0%

When asked if they'd use the process on the Internet reaction was mixed. Slightly more would use than not use (51% versus 42%, respectively. 7% were undecided.

REACTIONS TO ISSUES

Various segment participants were asked about issues identified during the qualitative research phase (focus groups).

Uniformity of Truck Inspections in South Dakota

Q55. HOW UNIFORM DO YOU FEEL THE ENFORCEMENT OF TRUCK INSPECTIONS IS ACROSS SOUTH DAKOTA?

Of the segments asked, the carrier segment was more likely to view the vehicle inspection process as not at all being uniform (16%). Overall, a majority of the farmer segment viewed the process as not being uniform.

Table 55: Perceived Uniformity of Truck Inspections

Uniformity Level	Segment		
	Farmer %	EVO %	Carrier %
Very Uniform	13.9%	22.1%	24.0%
Fairly Uniform	37.6%	51.4%	49.0%
Not Very Uniform	17.8%	16.4%	6.0%
Not At All Uniform	10.9%	4.3%	16.0%
Don't Know	19.8%	5.7%	5.0%

Uniformity of Weight Restriction Enforcement

Q55B. HOW UNIFORM DO YOU FEEL THE ENFORCEMENT OF WEIGHT RESTRICTIONS AND POSTINGS ARE ACROSS SOUTH DAKOTA?

A majority of respondents (71% of the farmers and 82% of the carriers) perceive it to be fairly to very uniform. Again, the farm segment is the most likely to view it as not being uniform.

Table 56: Perceived Uniformity of Weight Enforcement

Uniformity Level	Segment	
	Farmer %	Carrier %
Very Uniform	21.8%	33.0%
Fairly Uniform	50.5%	49.0%
Not Very Uniform	15.8%	9.0%
Not At All Uniform	4.0%	2.0%
Don't Know	7.9%	7.0%

Interest in Means of Obtaining Road Condition & Rule Change Information

Q56. WHICH OF THE FOLLOWING WAYS FOR YOU TO STAY INFORMED OF ROAD CONDITIONS AND RULE CHANGES INTEREST YOU?

Table 57: Means of Obtaining Road Condition and Rule Change Information

Source of Information of Interest	%
TV, Radio, and Newspaper Announcements	78%
Newsletter Mailed to Carrier	62%
Newsletter Available at Truck Stops and Rest Areas	54%
E-mail to Home or Business	47%
Articles in Trucking Association Newsletters	41%
Other	4%

DRIVING CONDITIONS

A number of questions were asked about road conditions both tracking years.

Encounters with Highway Work

Q14. HOW OFTEN IN THE PAST THREE MONTHS HAVE YOU ENCOUNTERED HIGHWAY WORK SUCH AS CONSTRUCTION OR MAINTENANCE IN SOUTH DAKOTA?

Table 58: Encounters with Highway Work

Frequency	Tracking Period			
	1999		2002	
	Count	%	Count	%
Never	11	1%	26	4%
Very Seldom	48	6%	96	15%
Occasionally	213	27%	246	37%
Almost Always	322	40%	206	31%
Always	206	26%	84	13%
Total	800	100%	658	100%

There were significantly fewer encounters with roadwork in past three-month period during 2002 survey. Note: Comparative periods not similar. The 2002 survey was conducted in May—indicating a spring work period of 3 months, compared to the 1999 survey conducted in October & November—indicating a early fall work period of 3 months.

Work Zones Slowdown with No Visible Work

Q16. HOW OFTEN DO YOU FEEL YOU SLOW DOWN FOR HIGHWAY WORK ZONES WHEN THERE IS NO VISIBLE WORK BEING DONE?

There has been no change in perceptions of slowdowns in work zones with no visible work. Two thirds of respondents (67%) still feel they slow down unnecessarily.

Table 59: Unnecessary Slowdowns for Highway Work Zones

Frequency	Tracking Period			
	1999		2002	
	Count	%	Count	%
Never	15	1.9%	9	1.4%
Very Seldom	83	10.4%	65	9.8%
Occasionally	173	21.6%	138	20.9%
Almost Always	203	25.4%	145	22.0%
Always	320	40.0%	295	44.7%
Don't Know	6	0.8%	8	1.2%
Total	800	100.0%	660	100.0%

Length of Delays for Roadway Construction & Maintenance

Q17. DO YOU FEEL THE LENGTH OF DELAYS CAUSED BY HIGHWAY CONSTRUCTION AND MAINTENANCE THIS YEAR HAS INCREASED, DECREASED, OR STAYED ABOUT THE SAME AS COMPARED TO LAST YEAR?

Perceptions of length of delays have stabilized since the 1999 tracking period. Slightly more than 10% now feel delays have increased compared to 68% in 1999.

Table 60: Length of Delays for Roadway Construction & Maintenance

Frequency	Tracking Period			
	1999		2002	
	Count	%	Count	%
Decreased	190	23.8%	55	8.3%
Stayed About the Same	42	5.3%	512	77.6%
Increased	544	68.0%	68	10.3%
Don't Know	24	3.0%	25	3.8%
Total	800	100.0%	660	100.0%

Work Level on Interstate Highways

Q48. DO YOU FEEL THE DOT IS DOING TOO MUCH WORK, NOT ENOUGH WORK, OR ABOUT THE RIGHT AMOUNT OF WORK TO REPAIR THE STATE'S INTERSTATE HIGHWAYS?

Significantly fewer people feel that not enough work is being done to repair Interstate highways in 2002 than in 1999.

Table 61: Work Level on Interstate Highways

Frequency	Tracking Period			
	1999		2002	
	Count	%	Count	%
Too Much Work	24	3.0%	24	3.6%
About the Right Amount	620	77.5%	548	83.0%
Not Enough Work	124	15.5%	67	10.2%
Don't Know	32	4.0%	21	3.2%
Total	800	100.0%	660	100.0%

Concern for Overweight Trucks

Q50. HOW MUCH OF A CONCERN TO YOU IS THE IMPACT OF OVERWEIGHT TRUCKS ON SOUTH DAKOTA HIGHWAYS. WOULD YOU SAY IT IS A MAJOR CONCERN, MINOR CONCERN OR NO CONCERN TO YOU?

There has been no significant change in the level of concern since the 1999 survey. About 89% of respondents rated overweight trucks as either a major or minor concern both years.

Table 62: Concern for Overweight Trucks

Priority	Tracking Period			
	1999		2002	
	Count	%	Count	%
Major concern	435	54.4%	334	50.6%
Minor concern	270	33.8%	243	36.8%
No concern	89	11.1%	74	11.2%
Total	794	99.3	651	98.6
Don't Know	6	0.8	9	1.4

Roadway Funding Priority

Q47. WHICH ONE OF THE FOLLOWING WOULD YOU GIVE PRIORITY FUNDING TO IF YOU COULD CHOOSE ONLY ONE?

The most notable shift in priorities is in level of support for county and township roads and 2-lane rural highways.

Table 63: Priority Funding Choices

Priority	Tracking Period			
	1999		2002	
	Count	%	Count	%
Interstate highways	174	21.8%	137	20.8%
Other rural 4-lane highways and expressways	124	15.5%	99	15.0%
2-lane rural highways	232	29.0%	227	34.4%
County and township roads	253	31.6%	128	19.4%
Urban thoroughfares and truck route			53	8.0%
None of the above			3	0.5%
Total	787	98.4%	647	98.0%
Don't know	13	1.6%	13	2.0%

Other Products & Services DOT Could Offer

Q29. WHAT OTHER PRODUCTS OR SERVICES COULD THE STATE DOT OFFER YOU? PLEASE FEEL FREE TO MENTION ANYTHING.

The majority (about 66%) of respondents either didn't know or stated there was nothing more to be offered. The legislative segment was able to offer more suggestions than the general population.

Table 64: Suggested Additional Service Offerings by Segment

	Segment					
	Citizen	Leisure	Farmer	EVO	Carrier	Legislator
Maintain Highway Surface, Includes Bridges	13.1	9.9	16.0	6.7	11.6	14.0
Maintain Roadsides	1.2	1.9	1.2	0.8	2.3	4.7
Motorist Services	11.3	13.6	2.5	12.6	14.0	14.0
Signs, Includes Billboards	2.7	4.3	1.2	3.4	2.3	9.3
Rest Areas	2.1	3.7			2.3	
Better, More Current Information	6.7	6.8	1.2	9.2	9.3	4.7
Highway Construction & Planning	2.9	1.9	3.7	2.5	2.3	7.0
Safety Measures	6.0	3.7	4.9	10.1	1.2	9.3
Nothing	40.9	45.7	45.7	47.9	41.9	32.6
Others	3.8	3.1	4.9	4.2	12.8	9.3
Don't Know	21.9	22.8	23.5	16.8	15.1	11.6

SIGNIFICANT FINDINGS

Survey results suggest the six customer segments are more similar than dissimilar in how they view and value the roadway.

1. Dramatic changes in most all performance satisfaction measures have occurred since the 1999 survey period. Changes are predominately positive and primary indicators such as overall satisfaction with DOT have changed significantly.
2. Table 65 summarizes the significant changes in user perceptions of the Department's performance. Statistically significant changes have occurred in seven of fourteen performance areas.

Table 65: Performance Measure Summary

Key Performance Measures		Average Response			Direction	Significant ³
		2002	1999	1997		
Service ¹	Overall Satisfaction with DOT	7.66	6.84		↑	•
	Satisfaction—delivery of service	7.61			Not asked	
	Satisfaction—snow & ice removal	7.60	7.12		↑	•
	Satisfaction—timeliness of removal	7.53			Not asked	
	Satisfaction—keeping citizens informed	6.60	6.42		↑	•
	Satisfaction—alerting citizens of delays	6.37	5.97		↑	•
	Satisfaction—ease of information access	6.80	6.70		↑	•
Image Perception ²	Keeps delays to minimum	3.87	3.73	3.67	↑	•
	Closes long stretches when not necessary	2.68	2.63	2.68	↔	
	Considers and values public opinion	3.70	3.62	3.82	↔	
	Designs safe highways	4.25	4.19	4.39	↔	
Driving Conditions	Work zones with no visible work ⁴	67%	65%		↔	
	Length of delays (% saying have increased)	10%	68%		↑	•
	Tolerance for delays ⁵	77%	71%		↔	
¹ All 10-point scales: 10 = highest satisfaction 1 = lowest satisfaction ² All 5-point scales: 5 = Strongly agree 1 = Strongly disagree ³ Statistically significant change at .05 ⁴ Percent saying 'almost always' or 'always' ⁵ Percent rating as tolerable 1,2,3 or 4 on 10-point scale where '1' = 'really don't mind'						

Increased customer satisfaction, as reflected in the above performance measures, is closely associated with the SDDOT's proactive emphasis on integrating customer satisfaction goals into its 2001 and 2002 Strategic Plans. Focus on delivery of core services—such as smooth roadways, clearly visible pavement markings and signs, timely and effective winter maintenance, and adequate roadway shoulders—coupled with attention to strengthened communications with the traveling public were cornerstones of the plan's customer satisfaction goals. End user feedback strongly indicates significant performance accomplishments in all these areas.

3. The transportation consumer demonstrates a balanced appreciation for the Department's need to service the basics and respond to more tangential aspects of maintaining a complete transportation infrastructure. While very interested in the products and services that directly daily impact their daily

travel experience, users from all segments consistently place high value and importance in providing and planning for the transportation needs of both today and tomorrow.

4. Consensus exists statewide among key user segments on what products and services are of the highest importance. The data indicate users are most interested in those products and services that deliver an immediate travel benefit in terms of a comfortable, efficient and safe means of transporting people or freight from one location to the next. They are most interested in basic services.

The two most highly ranked (1st, 2nd or 3rd out of 18) product and service areas in perceived importance by all users encompass the Department's most fundamental aspects of service delivery:

- Providing for a clean and safe driving surface;
- Road and bridge maintenance.

Consistently, products and services relating to the roadway itself were of the highest importance to all six segments. Perceived importance of DOT products and services declines as the direct relationship to the roadway surface weakens. Plowing, salting and sanding of snow-covered roadways was of the highest importance (ranked 1st, 2nd or 3rd) by 68% of all customers whereas building and maintaining roadside rest areas and providing travel materials were ranked 1st, 2nd or 3rd by the fewest respondents—less than 2%.

5. Current SDDOT products and services meet expectations of all primary user segments. Satisfaction with all 18 was above midpoint of the rating scales.
6. Users from all segments realize the basics are not enough. Strong understanding and support exists for the strategic, longer-term investments necessary to plan for and meet tomorrow's transportation needs. Two-thirds or more of all respondents are positive toward areas of added DOT investment, the only exception being investment in support of passenger air travel and airfreight within South Dakota.

Users were consistent in their evaluation of 'investment areas', that is, where SDDOT should commit resources and funds. They were particularly supportive of those investments aimed at "improving heavily traveled routes between cities" and "state aid to local governments for road construction and maintenance". This was very consistent with their product and service evaluations that placed utmost importance on building and maintaining roads and bridges.

As a group, emergency vehicle operators (EVOs) are significantly more supportive than the general population when it comes to DOT financial investments in all added programs that provide for safer travel and greater local access.

7. As was first observed in 1999, DOT efforts and associated performance in the area of citizen communications is strongly correlated to citizen perceptions of overall SDDOT Department performance. However, individual segments do at times differ in perceptions when compared to the general population of DOT customers. These differences merit attention and in some cases individualized response. At a minimum these differences in needs, attitudes and performance assessment dictate a need for more customized delivery of DOT messages to user segments.

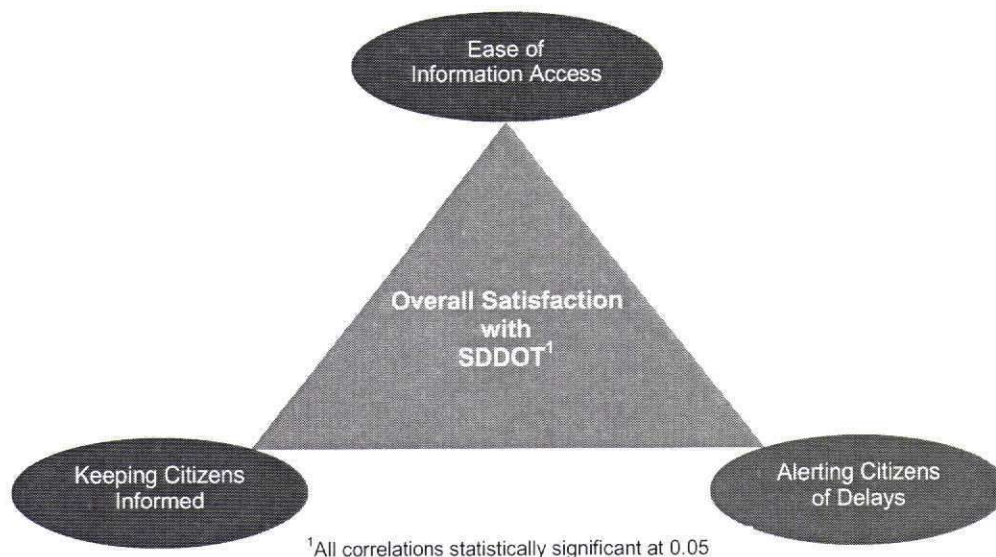


Figure 34: Correlation Relationship

8. Preferences related to information content and sources varied significantly between customer segments. A significant shift in preference for personal technology tools for staying in touch by cell phones and computers was observed when compared against surveyed preferences and use in 1999. This change affords the DOT an opportunity for cost-effective and personalized avenues for communicating with its diverse customer base.
9. Regional differences in perceptions of DOT performance do exist. Although differences are far fewer than similarities in how residents of the four transportation regions perceive DOT efforts and services, an understanding of significant differences has value to both the strategic planning process and day-to-day service delivery.

Significant differences in product & service perceptions include:

- Pierre Region is most typical of all regions, with no significant variance of product positions with positioning of all region response.
- To Mitchell Region residents, plowing, salting and sanding is of significantly higher importance compared to that of all regions.
- Mitchell Region residents expressed significantly higher overall satisfaction with the job DOT is doing compared to that of all regions.
- Aberdeen Region residents showed the greatest 1999 to 2002 improvement (12%) in satisfaction with snow and ice removal of any region.
- Aberdeen Region residents expressed significantly lower satisfaction (although very satisfied) with DOT efforts at maintaining roads and bridges compared to all regions.
- Rapid City Region residents are significantly less satisfied with efforts to provide travel information than are residents in all regions.
- Views of billboard regulation vary from region to region. Mitchell Region expresses a higher satisfaction with billboard regulation. Satisfaction with billboard regulation generally exceeds perceived importance in all regions except Rapid City Region.

- Rapid City Region places higher importance but expresses lower satisfaction with efforts to regulate.

Significant differences in support of financial investment programs include:

- Mitchell Region residents are less supportive of DOT financial investment in improvements to air passenger travel and air freight within South Dakota.

10. Segment differences in perceptions of DOT performance are more pervasive than regional differences. Key differences among segments with the general population at large are:

- The Citizen segment assigns significantly less importance to mowing and removing overgrowth than does the general population.
- The Leisure traveler segment assigns significantly higher importance to removing roadway debris, providing roadway features and installing road signage than does the general population.
- Leisure travelers are significantly more supportive of financially investing in improvements to air passenger travel and air freight within the state.
- The Legislative segment varies the most. It assigns significantly more importance to building and maintaining roadside rest areas, installing road signage, providing for wetland replacement, and managing traffic than does the general population. This segment expresses significantly higher satisfaction with provision of landscaped roadways, and travel information.
- Financially investing in railroad crossing arms, signals, signage, and materials for smooth track crossings is of significantly less importance to legislators. Legislators are significantly less supportive of providing funds to local governments for road construction and maintenance. They are also significantly more supportive of financially investing in developing a five-year plan for transportation throughout the state.
- The farm segment views several products and services with significantly less importance: plowing, salting and sanding roadways, the provision for roadway features, travel information and wetland replacement, and the posting of speed zones.
- Farmers are significantly more opposed to financially investing in supporting air passenger travel and air freight within the state. They are also significantly less supportive of financially investing in improving heavily traveled routes between cities for better movement of freight and travelers.
- The EVO segment assigns significantly higher importance to SDDOT's job of maintaining roads and bridges, plowing, sanding and salting of snow-covered roadways, and provision for roadside care.
- Emergency vehicle operators are significantly more supportive of providing funds to local governments for road construction and maintenance. They are significantly more supportive of financially investing in improving heavily traveled routes between cities for better movement of freight and travelers. EVOs are significantly more supportive of financially investing in educating the public about traveling through railroad crossing and roadwork zones.

- Carriers and shippers express significantly lower satisfaction with what is of significantly higher importance to them, namely building roads and bridges and maintaining the roads and bridges—the basic infrastructure. They also express significantly lower satisfaction with the installation of road signage than does the general population. The Carrier/Shipper segment views provision for wetland replacement as significantly less important compared with how the general population views this service.

CONCLUSIONS

Conclusions of the study may be summarized:

1. SDDOT needs to continue to focus attention on maintaining and improving the transportation infrastructure in order to provide the level of quality that key user segments expect and find of the utmost importance. Namely, deliver the basics!
2. Perceptions of the SDDOT's performance have changed significantly for the better. With key performance indicators suggesting a significant turnaround in performance since the 1999 tracking study, it is critical to continued success that management identifies all underlying contributing factors both direct and indirect and communicates findings throughout the Department. Identified factors should be incorporated into strategic plan updates and be supported by means of continued evaluation.
3. Areas for improvement still exist. For example, more effective response to the perception of two-thirds of all customers that they almost always or always travel through work zones with no visible signs of work needs to be addressed.
4. Customer expectations as measured by the importance assigned to the various products and services are high. In some instances, expectations are extremely high among particular segments depending upon the product or service orientation. For example, safety related plowing, salting and sanding of roadways receives on average a '9.5' rating of importance on a 10-point scale by emergency vehicle operators.

Further performance improvements may not be operationally feasible or practical from a cost basis. In these cases, a strong proactive communications program aimed at balancing importance-related expectations and satisfaction becomes critical to continued improvements in customer perceptions and satisfaction ratings.

5. The Department needs to respond to observed variations in preference for and use of information sources between segments. This presents opportunities for better-targeted DOT communications. Sufficient differences in driving behavior, needs, attitudes, and perceptions of customer segments dictates need for more customized delivery of DOT messages.
6. Although user segments were found to be more similar than dissimilar, sufficient differences were identified that provide for useful segment profiles leading to a better understanding of attitudes and needs. A number of generalizations are possible:
 - Legislators are the most unique segment—often more supportive and sometimes more critical in their assessments of DOT programs.
 - EVOs tend to place higher importance on many DOT products and services and programs directly or indirectly relating to roadway safety.
 - Farmers do not assign high importance to posting speed zones and providing travel information.
7. During the course of the 2002 study, a very limited number of new issues surfaced that were of significance to particular customer. Findings of focus group research and telephone interviewing were

broadly consistent with respect to these issues. Most of the issues proved to be of minor concern, with the possible exception of dead animal removal from the roadways, which appears to negatively reflect on the DOT. There is also user confusion with agencies as to where the responsibility lies for the timely removal.

RECOMMENDATIONS

Based on the findings and conclusions of this study, the researchers recommend the following to the South Dakota Department of Transportation:

1. The SDDOT should develop a department-wide targeted media relations and communication plan. In addition to addressing the informational needs of the general population, the plan should identify opportunities and strategies to extend reach to the department's specialized user groups, i.e. carriers and shippers of freight, emergency vehicle operators, farmers, leisure travelers and legislative users.
2. The SDDOT should outline a strategy for the more expanded use of variable message signs to provide travel information (real-time where and when feasible), especially targeted to the leisure travelers and carrier and shipper user groups. Applications having special value would be for construction zone information and event routing.
3. The SDDOT should develop work plans for incident management response to accidents and events that leverage existing relationships with statewide emergency service responders. The goal would be to collectively work toward improved highway safety through more effective interagency coordination.
4. The SDDOT should undertake an informational program that educates the public regarding the need for and importance of the role that the SDDOT plays in protection of and preservation of South Dakota's natural resources.
5. The SDDOT should formalize a communications feedback system that harnesses the broad daily presence of hundreds of statewide emergency responders for the purpose of achieving more timely reporting of road problems, situations requiring highway maintenance attention, malfunctioning equipment and need for roadway clearance of debris, particularly dead animals.

APPENDIX A—DEMOGRAPHIC SUMMARIES BY SEGMENT

Q57. WOULD YOU DESCRIBE THE AREA YOU LIVE IN AS...?

Table 66: Survey Respondents' Living Area

Area Description	Citizen		Leisure		Legislator		Farmer		EVO		Carrier/Shipper	
	N	%	n	%	n	%	n	%	N	%	n	%
Community of 40,000/+	105	17.5	36	19.9	17	28.3	1	1.0	9	6.4	17	17.0
5,000 to 40,000	161	26.8	40	22.1	14	23.3	4	4.0	28	20.0	20	20.0
Community < 5,000	139	23.2	44	24.3	8	13.3	12	11.9	69	49.3	26	26.0
Rural outside city limits	182	30.3	55	30.4	20	33.3	83	82.2	34	24.3	35	35.0
Refused	13	2.2	6	3.3	1	1.7	1	1.0	0	0	2	2.0

Q58. AGE CATEGORIES

Table 67: Survey Respondents' Ages

Area Description	Citizen		Leisure		Legislator		Farmer		EVO		Carrier/Shipper	
	n	%	n	%	n	%	N	%	n	%	n	%
Less than 35	124	20.7	31	17.1	3	5.0	13	12.9	16	11.4	15	15.0
35 to 54	237	39.5	90	49.7	23	38.3	44	43.6	103	73.6	64	64.0
55 and older	228	38.0	54	29.8	33	55.0	43	42.6	21	15.0	18	18.0
Refused	11	1.8	6	3.3	1	1.7	1	1.0	0	0.0	3	3.0
Mean	46.6 yrs.		46.0 yrs.		49.9 yrs.		47.8 yrs.		45.0 yrs.		45.0 yrs.	

Q63. WHAT WAS YOUR 2001 TOTAL HOUSEHOLD INCOME BEFORE TAXES?

Table 68: Survey Respondents' Income Categories

Income Category	Citizen		Leisure		Legislator		Farmer		EVO		Carrier/Shipper	
	n	%	n	%	n	%	n	%	n	%	n	%
Under \$20k	96	16.0	23	12.7	2	3.3	8	7.9	11	7.9	2	2.0
\$20—35k	133	22.2	30	16.6	3	5.0	14	13.9	29	20.7	20	20.0
\$35—50k	122	20.3	47	26.0	13	21.7	25	24.8	39	27.9	26	26.0
\$50—65k	76	12.7	26	14.4	9	15.0	8	7.9	28	20.0	11	11.0
\$65k or more	92	15.3	27	14.9	28	46.7	32	31.7	28	20.0	27	27.0
Refused	58	9.7	23	12.7	5	8.3	10	9.9	5	3.6	12	12.0

C3-T3. ANNUAL MILEAGE

Table 69: Survey Respondents' Weekly Mileage

Segment	n	Average Weekly Miles Driven
Citizen	541	14,482
Leisure	167	14,572
Legislative	60	25,533
Farmer	94	10,868
EVO	137	13,955
Carrier/Shipper	82	54,080

Q65. RESPONDENT GENDER

Table 70: Survey Respondents' Gender

Gender	Citizen		Leisure		Legislative		Farmer		EVO		Carrier/Shipper	
	N	%	n	%	n	%	n	%	n	%	n	%
Female	393	65.5	122	67.4	9	15.0	40	39.6	9	6.4	9	9.0
Male	207	34.5	77	32.6	51	85.0	61	60.4	131	93.6	91	91.0

Internet Access & Usage

Q60. DO YOU HAVE ACCESS TO THE INTERNET AT WORK?

Table 71: Survey Respondent's Internet Access

Access	Citizen		Leisure		Legislative		Farmer		EVO		Carrier/Shipper	
	n	%	n	%	n	%	n	%	n	%	n	%
Yes	264	44.0	95	52.5	41	68.3	54	53.5	98	70.0	68	68.0
No	325	54.2	77	42.5	18	30.0	46	45.5	42	30.0	30	30.0
Refused	11	1.8	9	5.0	1	1.7	1	1.0	0	0.0	2	2.0

Segment Specific Classification

Farmers

Q68B. WHAT TYPE OF FARMING OPERATION DO YOU HAVE?

Table 72: Survey Respondents' Farming Operations

Type of Operation	n	%
Dairy (primary)	2	2.0
Livestock or poultry (primary)	51	50.5
Crops (primary)	46	45.5
Refused	2	2.0
Multiple-response question—percents exceed 100%		

Q69. HOW MANY ACRES ARE YOU CURRENTLY FARMING?

Average acreage = 2,673 acres

Range = 50 to 20,000

Q70. DO YOU, OR SOMEONE WHO WORKS FOR YOU, DO THE HAULING OF PRODUCTS FROM YOUR FARM, OR DOES SOME OTHER FIRM DO YOUR HAULING ON A CONTRACT BASIS?

Table 73: Survey Respondents' Farm Hauling

Farm Products Hauler	n	%
Do own hauling	63	62.4
Contract firm	35	34.7
Refused	3	2.9

Q71. DO YOU EVER DRIVE FARM EQUIPMENT ON STATE ROADS?

Table 74: Farm Use of State Roads

Farm Use of State Roads	n	%
Yes	76	75.2
No	24	23.8
Refused	1	1.0

Emergency vehicle operators

QE2. WHAT TYPES OF PUBLIC SAFETY OR EMERGENCY VEHICLE DO YOU DRIVE OR RIDE IN?

Table 75: EVO Classification

EVO Classification	n	%
Ambulance or EMT vehicle	67	52.3
Fire truck	78	60.9
Rescue vehicle	40	31.2
Police squad car	31	24.2
County Sheriff's Department car	20	15.6
State Patrol vehicle	6	4.7
Tow Truck	2	1.6
Other	4	3.1
Base	128	

Multiple-response question—percents exceed 100%

Carriers

QT2B. WHAT TYPE OF COMMERCIAL VEHICLE DO YOU DRIVE MOST OFTEN?

Table 76: Commercial Vehicle Types Driven

Type of vehicle	n	%
Automobile	0	0.0
Pickup	6	7.1
Single unit	8	9.4
Tractor with multiple trailers	10	11.8
Trucks with trailers	46	54.1
Other	15	17.6
Don't know	0	0
Refused	0	0
Base	85	

QT5. DO YOU OWN YOUR OWN COMMERCIAL VEHICLE?

Table 77: Commercial Vehicle Ownership

Truck ownership (private)	n	%
Yes	41	83.7
No	8	16.3
Base	50	

QT6. FOR HOW MANY YEARS HAVE YOU BEEN DRIVING A COMMERCIAL VEHICLE?

Average number of Years = 7.7

QT9. HOW MANY DAYS A WEEK DO YOU TYPICALLY DRIVE A COMMERCIAL VEHICLE?

Average number of Days = 4.4

Range = 1 to 7

Shippers

P4. FOR SHIPPING GOODS OR FREIGHT, DO YOU USE TRUCKS OWNED BY THE COMPANY OR DO YOU USE CONTRACT HAULERS?

Table 78: Shippers' Transport Arrangements

Type Of Transport Arrangement	n	%
Company owned trucks	7	46.7
Contract haulers	13	86.7
Delivery service—e.g. UPS, FedEx	3	20.0
Other	0	0.0
Don't know	0	0.0
Base	15	

P7. WHICH OF THE FOLLOWING METHODS OF TRANSPORTATION DOES YOUR COMPANY USE TO SHIP FROM ANY LOCATION TO THEIR FINAL DESTINATION?

Table 79: Shippers' Modes of Transportation Used

Methods Of Transportation Used	n	%
Truck	15	100.0
Rail	2	13.3
Air	8	53.3
Boat/ship	4	26.7
Other	2	13.3
Base	15	

P8. WHICH OF THE FOLLOWING TYPES OF LOCATIONS DESCRIBE WHERE YOUR GOODS OR FREIGHT ARE TYPICALLY DELIVERED?

Table 80: Shippers' Delivery Locations

Delivery Locations	n	%
Railroad location	3	20.0
Airport	4	26.7
Warehouse or office building	11	73.3
Farm	8	53.3
Residence	7	46.7
Other	6	40.0
Base	15	
Multiple response question—percents exceed 100%		

APPENDIX B—SUMMARY OF PRODUCT & SERVICE IMPORTANCE RANKING

Respondents rated all products and services as important. However, nearly twice as many respondents (62.3 to 68.1%) rank plowing, salting, sanding and maintenance on roads and bridges 1st, 2nd or 3rd in importance compared to the next largest group of users (28.8%) that ranked building roads and bridges 1st, 2nd or 3rd in importance. The next significant difference between two adjacent rankings occurs between providing travel information (13.5%) and providing roadside care (10.5%).

Gray bar between statements indicates a significant difference between adjacent rankings⁴

Table 81: Summary of Product and Service Importance Ranking

#	Product and Service Description	n	%
f	Plowing, salting and sanding of snow-covered roadways	764	68.1
b	Maintaining roads and bridges	699	62.3
a	Building roads and bridges	323	28.8
k	Posting of speed limits	265	23.6
l	Managing traffic with tools such as signals and passing and turn lanes	242	21.6
g	Providing roadway features such as lighting, guardrails and pavement striping	230	20.5
d	Removing roadway and shoulder debris—animals, glass and torn tires	194	17.3
h	Installing road signage such as directional, regulatory and information signs on State highways	181	16.1
n	Providing travel information such as road and traffic conditions and road construction alerts	151	13.5
e	Providing roadside care such as mowing and removing overgrowth	118	10.5
j	Providing wetland replacement and collecting runoff from roadways	46	4.1*
i	Providing landscaped roadways and planting living snow fences such as trees and shrubs	36	3.2*
m	Regulating placement of billboards and business signs	24	2.1*
o	Issuing highway permits for wide loads and heavy trucks	21	1.9*
q	Conducting truck and vehicle inspections	21	1.9*
p	Issuing truck registration and licensing	18	1.6*
r	Implementing road and bridge weight restrictions and spring postings	18	1.6*
c	Building and maintaining roadside rest areas and providing travel materials	15	1.3*

*Caution: small sample sizes.

⁴ Statistical tests conducted at 95% confidence level

APPENDIX C—SIGNIFICANT REGIONAL DIFFERENCES

PRODUCTS & SERVICES

Pierre Region is most typical of all regions—no significant variance of product positions with positioning of all region response.

To Mitchell Region residents, plowing, salting and sanding is of significantly higher importance compared to that of all regions.

Mitchell Region residents expressed significantly higher overall satisfaction with job DOT is doing compared to that of all regions.

Aberdeen Region residents showed the greatest 1999 to 2002 improvement (12%) in satisfaction with snow and ice removal of any region.

Aberdeen Region residents expressed significantly lower satisfaction (although very satisfied) with DOT efforts at maintaining roads and bridges compared to all regions.

Rapid City Region residents are significantly less satisfied with efforts to provide travel information than are residents in all regions.

Views of billboard regulation vary from region to region.

- Higher importance to Rapid City Region and lower satisfaction with efforts to regulate.
- Higher satisfaction with billboard regulation in Mitchell Region.
- Generally satisfaction with billboard regulation exceeds perceived importance in all regions except Rapid City Region.

SUPPORT OF FINANCIAL INVESTMENT PROGRAMS

Mitchell Region residents were less supportive of DOT financial investment in improvements to air passenger travel and air freight within South Dakota.

APPENDIX D—SIGNIFICANT SEGMENT DIFFERENCES

PRODUCTS & SERVICES

Citizen segment assigns significantly less importance to mowing and removing overgrowth than does the general population.

Leisure traveler segment assigns significantly higher importance to removing roadway debris, providing roadway features and installing road signage than does the general population.

Legislative segment varies the most. It assigns significantly more importance to building and maintaining roadside rest areas, installing road signage, providing for wetland replacement and managing traffic than does the general population. This segment expresses significantly higher satisfaction with provision of landscaped roadways, and travel information.

Farm segment views several products and services with significantly less importance: plowing, salting and sanding roadways, the provision for roadway features, travel information and wetland replacement, and the posting of speed zones.

EVO segment assigns significantly higher importance to DOT's job of maintaining roads and bridges, plowing, sanding and salting of snow-covered roadways and provision for roadside care.

Carriers and shippers express significantly lower satisfaction with what is of significantly higher importance to them, namely, building roads and bridges and maintaining the roads and bridges—the basic infrastructure! They also express significantly lower satisfaction with the installation of road signage than does the general population. The Carrier/shipper segment views provision for wetland replacement as of significantly less importance compared with how the general population views this service.

SUPPORT OF FINANCIAL INVESTMENT PROGRAMS

Percent Favor Commitment of SDDOT Financial Resources to Program⁵

Financially investing in railroad crossing arms, signals, signage and materials for smooth track crossings

- Significantly less important to legislators compared to general population.

Financially investing in supporting air passenger travel and air freight within the state

- Leisure travelers are significantly more supportive compared to general population.
- Farmers are significantly more opposed than is general population.

Providing funds to local governments for road construction and maintenance

- Emergency vehicle operators are significantly more supportive than is general population.
- Legislators are significantly less supportive than is general population.

⁵ Statistical tests conducted at 95% confidence level

Financially investing in improving heavily traveled routes between cities for better movement of freight and travelers

- No comparison —question asked only of carrier/shipper segment which was very supportive.

Financially investing in improving heavily traveled routes between cities for better movement of freight and travelers

- EVOs are significantly more supportive compared to the general population.
- Farmers are significantly less supportive than is the general population.

Financially investing in educating the public about traveling through railroad crossing and roadwork zones

- EVOs are significantly more supportive compared to the general population.

Financially investing in developing a five year plan for transportation throughout the state

- Legislators are significantly more supportive than is the general population.

APPENDIX E—CALLING DISPOSITION TABLE

Table 82: Calling Disposition Table

Call Result	Total Number	Total Percent	Citizen Number	Citizen Percent	Legislator Number	Legislator Percent
Total number of dials	13138	100%	12234	100%	904	100%
Wrong number	1	.0%	1	.0%	0	.0%
Fax / modem	244	1.9%	244	.2%	0	.0%
Disconnected / not working	1878	14.3%	1878	15.3%	0	.0%
Phone location not qualified	507	3.9%	507	4.1%	0	.0%
Refused to begin	571	4.3%	567	4.6%	4	.0%
Terminate	291	2.2%	286	2.3%	5	1.0%
Non-qualified records	396	3.0%	386	3.2%	10	1.1%
Call backs	55	.0%	53	.0%	2	.0%
Busy	9	.0%	9	.0%	0	.0%
Answering machine / voice mail	60	.0%	49	.0%	11	1.2%
No answer	123	1.0%	111	1.0%	13	1.4%
Completed interviews	841	6.4%	781	%	60	6.6%
TOTAL RECORDS USED	5988		5883		105	

Note: Above table shows calling results for citizen and legislative segments only.

APPENDIX F—LEGISLATIVE SURVEY PARTICIPANTS

Name	1999 Survey	District	Legislative
Abdallah, Gene		10	House
Bartling, Julie		25	House
Broderick, Jr.	Yes	16	House
Brown, Jarvis	Yes	23	House
Brown, Richard	Yes	14	House
Burg, Quinten		22	House
Davis, Kay	Yes	15	House
Derby, Michael	Yes	34	House
Duenwald, Jay	Yes	23	House
Elliott, Burt		03	House
Flowers, Charles	Yes	21	House
Frost, Larry		03	House
Fryslie, Art	Yes	06	House
Gillespie, Margaret		16	House
Glenski, Mary		15	House
Hansen, Tom		21	House
Hanson, Gary	Yes	01	House
Hargens, Dale		22	House
Heineman, Phyllis		13	House
Holbeck, Jim		09	House
Hundstad, Jim		02	House
Jensen, Barry		26	House
Juhnke, Kent	Yes	26	House
Klaudt, Ted	Yes	28B	House
Everist, Barbara	Yes	14	Senate
Greenfield, Brock		06	Senate
Kleven, Marguerite	Yes	29	Senate
Madden, Cheryl	Yes	35	Senate
McCracken, Royal		34	Senate
McIntyre, John		12	Senate

Name	1999 Survey	District	Legislative
Moore, Gary	Yes	18	Senate
Munson, David	Yes	10	Senate
Putnam, J.E.	Yes	19	Senate
Staggers, Kermit	Yes	13	Senate
Kloucek, Frank		19	House
Koistinen, Al		06	House
Konold, Claire	Yes	05	House
Lange, Gerald	Yes	08	House
Lintz, Jim	Yes	30	House
McCaulley, Matt		10	House
Monroe, Jeff		24	House
Murschel, Casey		12	House
Olson, Mel		20	House
Pederson, Gordon		30	House
Pummel, Willard	Yes	29	House
Rhoden, Larry		29	House
Richter, Mitch		11	House
Sebert, Lou	Yes	20	House
Sigdestad, David		01	House
Smidt, Orville		07	House
Solum, Burdette		05	House
Sutton, Duane	Yes	02	House
Teupel, John		31	House
Van Etten, Donald		33	House
Apa, Jerry	Yes	31	Senate
Brosz, Don	Yes	05	Senate
Daugaard, Dennis	Yes	09	Senate
Diedrich, Elmer		03	Senate
Symens, Paul	Yes	01	Senate
Vitter, Drue		30	Senate

Note: 47% of current legislative participants also responded to the 1999 survey.

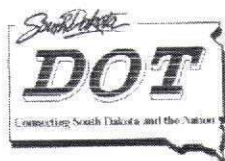
APPENDIX G—QUALITATIVE RESEARCH DISCUSSION GUIDE

I.	Introduction	[5-10 min.]
A.	Purpose of research/sponsored by SDDOT/ground rules/procedures	
B.	Respondent introductions/name/occupation/# years as resident of SD	
C.	Road you drive most often	
II.	Familiarity with SDDOT/sources of awareness	[10-15 min.]
A.	How familiar would you say you are with the role and function of the State Department of Transportation? Very familiar? Somewhat? Not very?	
1.	[UNAIDED FUNCTIONS] What specific functions or responsibilities do you associate with the DOT? [LIST RESPONSES ON FLIP CHART] What others?	
B.	Where does your impression or understanding of the DOT come from?	
1.	Where do you see or hear about their activities?	
2.	Are they doing enough to keep you informed?	
3.	How would you prefer to be updated on activities and issues related to the DOT? [PROBES]	
C.	Are you aware of the DOT web site? If so, how did you hear about it?	
1.	Do you have Internet access? Where?	
2.	Have you accessed the DOT site? If so, what were you looking for?	
3.	What was your reaction to what you saw?	
III.	SDDOT Product & Service Importance	[20-25 min.]
A.	[HAND OUT A COPY OF WORKSHEET #1 TO EACH PARTICIPANT]	
1.	Go through each page and discuss Products /Services that don't matter, matter very little or don't apply to their segment (Group consensus)	
2.	Go through each page and determine average importance and high importance in remaining list of Products and Services	
▪	Why do you say these are of high or average importance?	
▪	Any other comments?	
IV.	Understanding the Nature and Satisfaction of Products & Services Delivered by SDDOT	[25-30 min.]
A.	[REVIEW ONE PAGE AT A TIME AND DO SECTION A & B CONCURRENTLY] How satisfied are you with (Product/Service X1, X2...)?	
1.	Why do you say that? (Investigate high and low)	
B.	Now I'd like you to rank top to bottom on each page in a way that reflects how you would like to see SDDOT allocate resources and time to each of these products/services.	
▪	Discuss product(s)/services(s) ranked highest—probe why.	
▪	Discuss product(s)/service(s) ranked lowest—probe why.	
	[GO TO WORKSHEET 2]	
C.	Now I'd like you to allocate 100 points across the five categories of Products/Services. Again based on how you feel the SDDOT should allocate resources and time to each category of Service.	
1.	How many in the group allocated 30 or more points? (Each category) Discuss	
2.	How many allocated 10 or less? Discuss	
3.	If necessary, from which category would you cut back on the budget?	
V.	Topical issues	[5-10 min.]
A.	Are you aware of any changes in the level of federal funding for the South Dakota DOT over the past year? If so, what?	
B.	How do you feel about the funding of state highways and freeways vs. funding for improving rural roads? (Should the state provide additional support for rural roads)? Why?	
VI.	Overall Satisfaction with SDDOT	[5-10 min.]
A.	What determines how satisfied or dissatisfied you are with the DOT overall? Is there one area in which their performance most determines how you evaluate how well they are doing? Which area?	
B.	How would you rate the DOT's overall performance? (On a 5 point scale with 5 being 'excellent' and 1 being 'poor')	

VII.	Wrap-up/final comments/suggestions	[5 min.]
A.	What if any changes would you like to see in the way the DOT provides services unique to your use of the state's roadways?	
B.	[IF TIME] How would you define the DOT's role in providing <u>road safety</u> ? What can they do to maximize road safety?	

APPENDIX H—EVO RECRUITMENT LETTER

Letters were sent by the Office of Research to all identified EVO locations across South Dakota seeking participation from ambulance, fire, police, sheriff and state patrol personnel. A convenience sample was drawn from an electronic phone file to reach tow truck operators. A copy of the letter to ambulance service providers appears below.



Department of Transportation
Division of Planning/Engineering
Office of Research
700 E Broadway Avenue
Pierre, South Dakota 57501-2586
605.773.3292 FAX: 605.773.4713

May 13, 2001

Dear Police Chief:

The South Dakota Department of Transportation is conducting a statewide assessment of transportation needs with a select number of user groups. The information will help us plan and deliver better products and services with highway users in mind.

An important user group is emergency vehicle operators, comprising municipal police, county sheriff and state patrol officers, fire and ambulance drivers. To obtain a truly representative understanding of needs statewide, it is important that we obtain input from your company. One hundred representatives of emergency vehicle operators from across South Dakota are being invited to participate. We'd like you to select a representative from your department to participate in this survey.

The Department of Transportation has contracted with *MarketLine Research* to conduct this project. We recognize your busy schedule and have asked the research firm to provide a toll-free number for you to phone at your convenience. The phones are staffed 6 days a week. Calls can be made Monday through Thursday from 9:30 a.m. to 7:30 p.m., Fridays from 9:30 a.m. to 4:30 p.m. and Sundays from 12:30 p.m. to 4:30 p.m. from now through June 15th. The number is 1-888-989-4199. It's important that we receive your input no later than June 15th.


Depending on responses, the phone survey takes about 20 minutes. It is important that your representative have first hand experience responding to emergencies using state and interstate highways. Please give this letter to your selected representative to assist them in contacting *MarketLine Research* at their convenience.

I appreciate your cooperation in helping us to better service your needs. All responses will be kept strictly confidential. Reports will reflect the combined responses of emergency service providers, not individuals or departments.

If you have any questions regarding this project, please feel free to contact me.

Thank you for your help.

Sincerely,


David L. Huff
Research Engineer

APPENDIX I—QUANTITATIVE RESEARCH FINAL SURVEY

Carrier Version	
INTRODUCTION	
Hello, my name is [YOUR NAME] with MarketLine Research. We are talking to residents about the work and services of the South Dakota State Department of Transportation. We are not selling anything -- this is strictly a market research study sponsored by the Department of Transportation. We would like to include your opinions. [IF ASKED: DEPENDING UPON YOUR RESPONSES, INTERVIEW WILL LAST ABOUT 20 MINUTES].	
SAMPLE [QUOTA—20 from each region]	
Enter sample:	<div>1 Aberdeen Region</div> <div>2 Pierre Region</div> <div>3 Rapid City Region</div> <div>4 Sioux Falls Region</div>
SCREEN FOR QUALIFICATION	
1. We need to make sure we talk to a variety of people in this study. Are you at least 18 years of age?	
<div>▪ Yes</div> <div>▪ No [ASK TO SPEAK TO PERSON 18 OR OLDER, IF NONE, THANK AND TERMINATE]</div>	
2. In what county do you live? [CHECK FROM LIST]	
3. How long have you been a resident of South Dakota?	
<div>▪ Less than 6 months [THANK AND TERMINATE.]</div> <div>▪ 6—12 months 20—25 years</div> <div>▪ 1—5 years 25—30 years</div> <div>▪ 5—10 years 30—35 years</div> <div>▪ 10—15 years 35—40 years</div> <div>▪ 15—20 years More than 40 years</div>	
4. Do you or does anyone in your household or your immediate family work for: [IMMEDIATE FAMILY INCLUDES: PARENTS, CHILDREN AND UNCLES, AUNTS, BROTHERS, SISTERS OR GRANDPARENTS] [READ LIST]	
<div>▪ The South Dakota State DOT [THANK AND TERMINATE]</div> <div>▪ A city or county Public Works Department, or [THANK AND TERMINATE]</div> <div>▪ A contractor that does roadwork for the DOT [THANK AND TERMINATE]</div> <div>▪ None [CONTINUE]</div>	
5. Do you currently drive a commercial vehicle used to haul goods or freight from one location to another location?	
<div>▪ Yes</div> <div>▪ No [TERMINATE]</div>	
6. What type of commercial vehicle do you drive most often? [RECORD TYPE OF VEHICLE]	
<div>▪ Automobile</div> <div>▪ Pickup</div> <div>▪ Single Unit</div> <div>▪ Tractor with multiple trailers</div> <div>▪ Trucks with Trailers</div> <div>▪ Other <i>Specify</i></div>	
6b. Other type of commercial vehicle. [RECORD VERBATIM]	
7. Would you classify the commercial vehicle you drive as...? [READ LIST]	
<div>▪ for hire [CONTINUE]</div> <div>▪ not for hire [SKIP TO Q9]</div> <div>▪ [DO NOT READ] Don't know [CONTINUE]</div>	

8.	Do you own your own commercial vehicle?
	<ul style="list-style-type: none"> ▪ Yes ▪ No
9.	For how many years have you been driving a commercial vehicle? [DO NOT READ LIST, SELECT ONLY ONE]
	<ul style="list-style-type: none"> ▪ Less than 6 months [THANK AND TERMINATE] ▪ Six months to less than one year [CONTINUE] ▪ One to two years [CONTINUE] ▪ Three to five years [CONTINUE] ▪ Six to ten years [CONTINUE] ▪ More ten years [CONTINUE]
PART I: DRIVING BEHAVIOR	
10.	Which of the following types of roads do you typically drive your commercial vehicle on? [READ LIST]
	<ul style="list-style-type: none"> ▪ City streets or roads ▪ County or township roads ▪ State highways or freeways ▪ [IF NOT SELECTED, THANK AND TERMINATE]
11.	Approximately how many miles do you drive a commercial vehicle in a typical week on South Dakota roads? [RECORD RESPONSE IN MILES]
12.	How many days a week do you typically drive a commercial vehicle? [RECORD RESPONSE IN DAYS]
13.	Which of the following types of locations have you picked up or delivered goods or freight during the past two years? [READ LIST, SELECT ALL THAT APPLY]
	<ul style="list-style-type: none"> ▪ Location to transfer load to a railroad ▪ Location to transfer load to an airplane ▪ A regular warehouse or office building ▪ A farm ▪ A residence ▪ Other, specify
13b.	Other location. [RECORD VERBATIM]
PART II. DRIVING CONDITIONS	
For my next series of questions I'd like you to think about recent highway conditions you have experienced.	
14.	How often in the past three months have you encountered highway work such as construction or maintenance in South Dakota? Would you say...[READ LIST]
	<ul style="list-style-type: none"> ▪ Always ▪ Almost always ▪ Occasionally ▪ Very seldom, or ▪ Never ▪ [DO NOT READ] Don't know
15.	Do you think the level of HIGHWAY CONSTRUCTION AND MAINTENANCE this year increased, decreased or stayed about the same as compared to last year?
	<ul style="list-style-type: none"> ▪ Increased ▪ Decreased ▪ Stayed about the same ▪ Don't know

16. How often do you feel you slow down for highway work zones when there is no visible work being done? Would you say it occurs always, almost always, occasionally, very seldom or never?

- Always
- Almost always
- Occasionally
- Very seldom, or
- Never
- Don't know

17. Do you feel the length of delays caused by highway construction and maintenance this year has increased, decreased, or stayed about the same as compared to last year?

- Increased
- Decreased
- Stayed about the same
- Don't know

18. Please describe your level of tolerance for the length of delays you generally experience. Using a scale of 1 to 10 where "1" means you really don't mind and "10" means that the delays are intolerable: what number represents how you feel about the length of delays you experienced this past year?

Don't mind	Intolerable
1 2 3 4 5 6 7 8 9 10 DK	

19. Please describe your level of tolerance for the length of time it generally takes to clear dead animals from roadsides of state highways. Using a scale of 1 to 10 where "1" means you really don't mind and "10" means that the delays are intolerable: what number represents how you feel about the length of delays you experienced this past year?

Don't mind	Intolerable
1 2 3 4 5 6 7 8 9 10 DK	

PART III. EVALUATION OF SDDOT PRODUCTS & SERVICES

IMPORTANCE

The SDDOT understands that some of its services may be more important than others depending on why you are driving. For this study, they are talking with different groups of people. Based on your responses, you drive a commercial vehicle. For the rest of my questions, please think only about when you are driving your commercial vehicle.

20. I am going to read a list of services SDDOT provides. For each service, please tell me how important it is to you when you drive your commercial vehicle. Use a scale of 1 to 10 where "1" means the service is "Not at all important" and "10" means you think it is "Extremely important." You can use any number from 1 to 10. How important is [READ FIRST SERVICE]? [ROTATE LIST OF SERVICES]

Not at all important	Extremely Important
1 2 3 4 5 6 7 8 9 10 DK	

[How important is...]

- a. Building roads and bridges [...by the DOT]
- b. Maintaining roads and bridges
- c. Building and maintaining roadside rest areas and providing travel materials
- d. Removing roadway and shoulder debris such as animals, glass and torn tires
- e. Providing roadside care such as mowing and removing overgrowth
- f. Plowing, salting and sanding of snow-covered roadways
- g. Providing roadway features such as lighting, guardrails, and pavement striping
- h. Installing road signage such as directional, regulatory and information signs
- i. Providing landscaped roadways and planting living snow fences such as trees and shrubs
- j. Providing wetland replacement and collecting runoff from roadways
- k. Posting of speed zones
- l. Managing traffic with tools such as signals and passing and turning lanes
- m. Regulating placement of billboards and business signs
- n. Providing travel information such as road, weather and traffic conditions and road construction alerts

	o.	Issuing highway permits for wide loads and heavy trucks
	p.	Issuing truck registration and licensing
	q.	Conducting truck and vehicle inspections
	r.	Implementing road and bridge weight restrictions and spring postings
SATISFACTION		
21. Overall, how satisfied are you with the DELIVERY of all services the SDDOT provides South Dakota citizens? Use a 10-point scale where "1" means you are "Not at all satisfied" and "10" means you are "Extremely satisfied." Again, you can use any number from 1 to 10.		
	Not at all satisfied	Extremely Satisfied
	1 2 3 4 5 6 7 8 9 10 DK	
22. For each of these services, please tell me how satisfied you are with HOW the SDDOT currently provides the service. Again, use a 10-point scale where "1" means you are "Not at all satisfied" and "10" means you are "Extremely satisfied." You can use any number from 1 to 10. How satisfied are you with how the South Dakota Department of Transportation provides the service of [READ FIRST SERVICE]? ROTATE SERVICES		
	Not at all satisfied	Extremely Satisfied
	1 2 3 4 5 6 7 8 9 10 DK	
	[How satisfied are you with...]	
	a.	Building roads and bridges [...by the DOT]
	b.	Maintaining roads and bridges
	c.	Building and maintaining roadside rest areas and providing travel materials
	d.	Removing roadway and shoulder debris such as animals, glass and torn tires
	e.	Providing roadside care such as mowing and removing overgrowth
	f.	Plowing, salting and sanding of snow-covered roadways
	g.	Providing roadway features such as lighting, guardrails, and pavement striping
	h.	Installing road signage such as directional, regulatory and information signs
	i.	Providing landscaped roadways and planting living snow fences such as trees and shrubs
	j.	Providing wetland replacement and collecting runoff from roadways
	k.	Posting of speed zones
	l.	Managing traffic with tools such as signals and passing and turning lanes
	m.	Regulating placement of billboards and business signs
	n.	Providing travel information such as road, weather and traffic conditions and road construction alerts
	o.	Issuing highway permits for wide loads and heavy trucks
	p.	Issuing truck registration and licensing
	q.	Conducting truck and vehicle inspections
	r.	Implementing road and bridge weight restrictions and spring postings
23. Your OVERALL satisfaction with the job the DOT did in generally maintaining state roadways this past year? Use a "1" to "10" scale, where 1 is not at all satisfied and 10 is extremely satisfied. You may use any number from 1 to 10.		
	Not at all satisfied	Extremely Satisfied
	1 2 3 4 5 6 7 8 9 10 DK	
24. Your satisfaction with the way the DOT kept roads free of snow and ice for safe winter driving last year? Use a "1" to "10" scale, where 1 is not at all satisfied and 10 is extremely satisfied. You may use any number from 1 to 10.		
	Not at all satisfied	Extremely Satisfied
	1 2 3 4 5 6 7 8 9 10 DK	
25. How satisfied are you with the DOT's timeliness in removing snow and ice so you can safely meet your delivery schedules? Use a "1" to "10" scale, where 1 is not at all satisfied and 10 is extremely satisfied. You may use any number from 1 to 10.		
	Not at all satisfied	Extremely Satisfied
	1 2 3 4 5 6 7 8 9 10 DK	
IF DISSATISFIED (1,2 or 3) ASK		
25b.	Why do you give it a [rating]? [RECORD VERBATIM]	

RANKING IMPORTANCE																																			
26. [FOR Q26, INCLUDE ONLY THE 5 SERVICES RATED HIGHEST IN Q20]																																			
26a.	Now I'm going to read only services you rated most important and ask you to put them in order of importance. Of these services, please tell me which one is MOST important to you. [READ LIST]										Ranked 1																								
26b.	Although you rated all as important, which of the remaining services would you say is least important to you?										Ranked 6																								
26c.	Now which is MOST important?										Ranked 2																								
26d.	Of the remaining, which is least important?										Ranked 3																								
26e.	Which is MOST important of the remaining two?										Ranked 4																								
26f.	[DO NOT READ, RECORD REMAINING SERVICE]										Ranked 5																								
27. You said [26a] was the most important of all the services. Why do you say this? [RECORD VERBATIM]																																			
28. You said [26b] was least important of the top six services you selected. Why do you say this? [RECORD VERBATIM]																																			
29. What other products or services could the State DOT offer you? Please feel free to mention anything. [RECORD VERBATIM]																																			
RATING OF NON-HIGHWAY SERVICES AND ADVOCACY FUNCTIONS																																			
The SDDOT has additional responsibilities that involve financial investment in different transportation programs. For this last section, I'm going to read you a short list of programs and get your opinion of them. For each, tell me how good of an idea you think it is for the SDDOT to commit some of its budget and resources to the program.																																			
This time use a scale of 1 to 10 where "1" means it is a "Poor" idea and "10" means it is an "Excellent" idea.																																			
30. The SDDOT financially investing in providing funds for railroad-crossing arms, signals, signage and materials for smooth track crossings.																																			
<table border="0"> <tr> <td colspan="10">Poor Idea</td> <td colspan="2">Excellent Idea</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td colspan="2">DK</td> </tr> </table>												Poor Idea										Excellent Idea		1	2	3	4	5	6	7	8	9	10	DK	
Poor Idea										Excellent Idea																									
1	2	3	4	5	6	7	8	9	10	DK																									
31. The SDDOT financially investing in supporting air passenger travel and air freight within the state.																																			
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32. Providing funds to local governments for road construction and maintenance.																																			
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Poor Idea										Excellent Idea																									
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33. Financially investing in improving the traffic flow in urban corridors for better movement of freight and travelers.																																			
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Poor Idea										Excellent Idea																									
1	2	3	4	5	6	7	8	9	10	DK																									
34. Financially investing in improving heavily traveled routes between cities for better movement of freight and travelers.																																			
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1	2	3	4	5	6	7	8	9	10	DK																									
35. Financially investing in educating the public about traveling through railroad crossings and roadwork zones.																																			
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1	2	3	4	5	6	7	8	9	10	DK																									
36. Financially investing in developing a five plus plan for transportation throughout the state.																																			
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PART IV. INFORMATION NEEDS																																			
37. In your opinion, what types of transportation information should the DOT provide you? [RECORD VERBATIM]																																			

<p>38. From which of the following sources would you prefer to obtain DOT information? [READ LIST, CHECK ALL THAT APPLY]</p> <ul style="list-style-type: none"> ▪ Billboards ▪ Cell phone number posted on highways for cell phone use ▪ Flyers ▪ Internet ▪ Mailings ▪ Newspapers ▪ Radio ▪ Telephone number for information ▪ Television ▪ Other [GOTO Q38b] 																								
<p>38b. Other source of information mentioned. [RECORD VERBATIM]</p>																								
<p>39. If you needed to obtain information from the DOT how easy do you feel it would be to get information from the proper source? Use a "1" to "10" scale, where 1 is not at all easy and 10 is extremely easy. You may use any number from 1 to 10.</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Not at all Easy</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">Extremely Easy</td> <td></td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">7</td> <td style="text-align: center;">8</td> <td style="text-align: center;">9</td> <td style="text-align: center;">10</td> <td style="text-align: center;">DK</td> <td></td> </tr> </table>	Not at all Easy										Extremely Easy		1	2	3	4	5	6	7	8	9	10	DK	
Not at all Easy										Extremely Easy														
1	2	3	4	5	6	7	8	9	10	DK														
<p>40. How would you rate the job the DOT does in keeping citizens informed of current plans for highway construction and maintenance? Use a "1" to "10" scale, where 1 is a very poor job and 10 is an extremely good job. You may use any number from 1 to 10.</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Very Poor Job</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">Extremely Good Job</td> <td></td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">7</td> <td style="text-align: center;">8</td> <td style="text-align: center;">9</td> <td style="text-align: center;">10</td> <td style="text-align: center;">DK</td> <td></td> </tr> </table>	Very Poor Job										Extremely Good Job		1	2	3	4	5	6	7	8	9	10	DK	
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1	2	3	4	5	6	7	8	9	10	DK														
<p>41. How would you rate the job the state DOT does in alerting you of delays and alternate routes before traveling through current highway construction projects? Use a "1" to "10" scale, where 1 is a very poor job and 10 is an extremely good job. You may use any number from 1 to 10.</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Very Poor Job</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">Extremely Good Job</td> <td></td> </tr> <tr> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">7</td> <td style="text-align: center;">8</td> <td style="text-align: center;">9</td> <td style="text-align: center;">10</td> <td style="text-align: center;">DK</td> <td></td> </tr> </table>	Very Poor Job										Extremely Good Job		1	2	3	4	5	6	7	8	9	10	DK	
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<p>[ROTATE ISSUES]</p> <p>My next questions deal with the DOT's products and services. After I read each of the following statements, please tell me how strongly you agree with each statement. Use a 5 point scale where '5' means Strongly Agree, '4' means Agree Somewhat, '3' means Neither Agree nor Disagree, '2' means Disagree Somewhat and '1' means Strongly Disagree with the statement?</p>																								
<p>42. I believe the DOT</p> <ul style="list-style-type: none"> ▪ Considers and values the opinions of the public ▪ Designs safe highways. ▪ Keeps highway construction delays to a minimum ▪ Closes down long stretches of highways for repair when it is not necessary 																								
<p>43. How do you usually stay informed about road conditions on state highways? [RECORD VERBATIM]</p>																								
<p>44. For my next questions I'd like get your reaction to a new form of highway signage referred to as changeable message signs. These are the electronic signs the DOT uses to alert motorists to circumstances that are impacting the safe flow of traffic on highways. Have you seen one of these signs along one of the state's highways?</p> <ul style="list-style-type: none"> ▪ Yes ▪ No [SKIP TO Q46] ▪ Don't know [SKIP TO Q46] 																								
<p>45. What types of information would you as a traveler find useful if displayed on one of these signs? [RECORD VERBATIM]</p>																								
<p>PART V. POSITIONS ON ISSUES</p>																								
<p>For the last series of questions I'd like your opinion on some key transportation issues affecting residents of South Dakota.</p>																								

Safety

46. Which ONE of these conditions do you feel interferes MOST with safe travel? [RECORD ONE RESPONSE]

- Traffic congestion in commercially developed areas
- Rough roads
- Winter conditions
- Narrow shoulders
- Pavement markings, or
- Railroad crossings
- Don't know

Funding Priority

47. Which ONE of the following would you give priority funding to if you could choose only ONE? [READ LIST, RECORD ONE]

- Interstate highways
- Other rural 4-lane highways and expressways
- 2-lane highways
- County and township roads
- Urban thoroughfares and truck routes
- [DO NOT READ] None of the above
- [DO NOT READ] Don't know

48. Do you feel the DOT is doing too much work, not enough work, or about the right amount of work to repair the state's Interstate highways?

- Too much work
- Not enough work
- About the right amount of work
- Don't know

49. Do you feel the DOT is doing too much work, not enough work, or about the right amount of work to maintain or improve county or township roads?

- Too much work
- Not enough work
- About the right amount of work

Overweight Trucks

50. How much of a concern to you is the impact of overweight trucks on South Dakota highways. Would you say it is a major concern, minor concern or no concern to you?

- Major concern
- Minor concern
- No concern
- Don't know

51. Would you say the current enforcement of laws for overweight trucks on South Dakota highways are too strict, not strict enough or about right?

- Is too strict
- Not strict enough
- About right
- Don't know

Segment Specific Issues

52. Thinking about the most recent occasion in which you registered your commercial vehicle, how satisfied were you with the services you received during the registration process? Use a 10-point scale where "1" means you are "Not at all satisfied" and "10" means you are "Extremely satisfied." Again, you can use any number from 1 to 10.

Not at all satisfied								Extremely Satisfied		
1	2	3	4	5	6	7	8	9	10	DK

53. Was this most recent registration done at a county office or with the State office in Pierre?
<ul style="list-style-type: none"> ▪ County office ▪ Pierre
54. To make the process of registering multiple vehicles or fleets less time consuming, the State is considering a mechanism that would allow you to register vehicles on a fleet basis. In doing so your fleet would be given a unique identification number. Please use a scale of 1 to 10 where "1" means it is a "Poor" idea and "10" means it is an "Excellent" idea.
<div style="display: flex; justify-content: space-between;"> Poor Idea Excellent Idea </div> <div style="display: flex; justify-content: space-around; text-align: center;"> 12345678910DK </div>
54b. Why do you say a [rating]?
[RECORD VERBATIM]
54c. If you were offered the opportunity to register your vehicle on the Internet, would you use it?
<ul style="list-style-type: none"> ▪ Yes ▪ No ▪ [DO NOT READ] Don't know
55. How uniform do you feel the enforcement of truck inspections is across South Dakota? Would you say enforcement is...[READ LIST]
<ul style="list-style-type: none"> ▪ Very uniform ▪ Fairly uniform ▪ Not very uniform, or ▪ Not at all uniform ▪ Don't know [DO NOT READ]
55b. How uniform do you feel the enforcement of weight restrictions and postings are across South Dakota? Would you say enforcement is... [READ LIST]
<ul style="list-style-type: none"> ▪ Very uniform ▪ Fairly uniform ▪ Not very uniform, or ▪ Not at all uniform ▪ Don't know [DO NOT READ]
56. Which of the following ways for you to stay informed of road conditions and rule changes interest you? [READ LIST]
<ul style="list-style-type: none"> ▪ TV, radio and newspaper announcements ▪ E-mails to your home or business ▪ Newsletter mailed to you ▪ Newsletter available at truck stops and rest areas, or ▪ Articles in Trucking Association newsletters ▪ Other, [Specify]
56b. Other way mentioned. [RECORD VERBATIM]
PART VI. DEMOGRAPHICS
Finally I would like to ask you some questions for classification purposes. We collect this information to make sure we have gathered opinions from a variety of South Dakota residents.
57. Would you describe the area you live in as...? [READ LIST]
<ul style="list-style-type: none"> ▪ A community of 40,000 residents or more ▪ A community with 5,000 to 40,000 residents ▪ A community of less than 5,000 residents, or ▪ A rural area outside city limits ▪ [DO NOT READ] Refused
58. What year were you born? [RECORD YEAR, 4 DIGITS] Don't Know
<ul style="list-style-type: none"> ▪ Refused

59. What was the last grade of school you completed? Was it... [READ LIST]
<ul style="list-style-type: none"> ▪ Grade school or less ▪ Some high school ▪ High school graduate ▪ Some college or technical school ▪ Technical school graduate ▪ College graduate, or ▪ Post graduate ▪ [DO NOT READ] Refused
60. Do you have access to the Internet at work?
<ul style="list-style-type: none"> ▪ Yes ▪ No
61. Do you have access to the Internet at home or someplace else other than work?
<ul style="list-style-type: none"> ▪ Yes ▪ No [SKIP TO 63]
62. How interested are you in receiving transportation information from the SD DOT over the Internet? Would you say you are...[READ LIST]
<ul style="list-style-type: none"> ▪ Very interested ▪ Somewhat interested ▪ Not very interested, or ▪ Not at all interested ▪ [DO NOT READ] Don't know
63. What was your 2001 total household income before taxes? Please stop me when I get to the right range. [READ LIST]
<ul style="list-style-type: none"> ▪ Under \$20,000 ▪ \$20,000, but less than \$35,000 ▪ \$35,000, but less than \$50,000 ▪ \$50,000, but less than \$65,000 ▪ \$65,000 or more ▪ Don't know ▪ Refused
64. What is your zip code? [RECORD 5 DIGITS]
65. Thank you very much. That is all the questions I have. [RECORD GENDER]
<ul style="list-style-type: none"> ▪ Female ▪ Male