

Analysis of Demographic, Socioeconomic and Regional Difference in TDOT Customer Satisfaction Survey

Purpose of the Project

The purpose of the project is to develop profiles of TDOT stakeholder perceptions and preferences distinguished by regional, demographic, and socioeconomic stratification of the state’s residents so that TDOT staff better understand these opinions and priorities and can make informed investment and project prioritization decisions.

Scope and Significance

The scope of the research project includes:

- Conducting a literature and case study review of other state DOT customer satisfaction efforts
- Developing perception and priority profiles for stakeholder groups of interest to TDOT
- Applying relevant advanced statistical analyses to enhance understanding of stakeholder perceptions and differences
- Developing a set of recommendations designed to increase satisfaction of diverse stakeholders across the state relative to TDOT’s project/investment decisions

It is important for TDOT to understand if and how perceptions and priorities differ for the diverse stakeholders in the state. This can ensure a more balanced approach to decision-making that ensures appropriate differences are reflected in the approach TDOT takes to investment and project prioritization.

Expected Outcomes

The following are expected outcomes of this research project:

- The research is expected to result in actionable recommendations that will improve TDOT’s understanding of differences between stakeholder perceptions and priorities.
- Examples of possible implementation of this research are a refined survey instrument and sampling protocol for the next statewide survey and/or a new set of performance targets and benchmarks for key stakeholders/service areas to be assessed in subsequent surveys.
- A Strategic Action Plan for Customer Satisfaction.

Time Period

The time period for the project is January 1, 2018-December 31, 2019.

Contact Information

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