

Customer Satisfaction with University Parking Services on Participating California State University Campuses Spring 2001

Summary

A customer satisfaction survey of University Parking Services was conducted in spring 2001 and completed by over 4100 students, faculty and staff on eight CSU campuses: Chico, Dominguez Hills, Fresno, Monterey Bay, San Bernardino, San Luis Obispo, San Marcos, and Stanislaus. Overall, students, faculty and staff expressed moderate levels of satisfaction with Parking Services. The areas rated highest in satisfaction were: cleanliness of parking lots and structures, availability of different payment options for parking, ease of obtaining a term/annual parking permit, and landscaping of parking lots. Customers were least satisfied with the availability of uniformed personnel in and around parking areas and the process for appealing parking citations. Services that customer cited they would most like to see improved include: availability of uniformed personnel..., availability of emergency telephones, and lighting in and around parking areas. Comparisons revealed Stanislaus, San Bernardino, San Marcos, Dominguez Hills, and Fresno as the most highly rated campuses and that students were less satisfied with Parking Services than faculty and staff.

Survey Methods

This section of the report briefly describes the Parking Services survey instrument, campus data collection methods, survey returns and response rates, and respondents to the survey.

Instrument

The Parking Services survey instrument was developed jointly by the CSU systemwide Customer Satisfaction Survey Committee in collaboration with the CSU Parking Services Function Group in fall 1999. It was first administered on nine campuses in spring 2000 to over 10,000 students, faculty and staff and then re-administered in spring 2001. The survey contains 24 questions, of which 18 were designed to measure satisfaction with selected parking services, and conditions of the parking lots and surrounding areas on a five-point rating scale.¹ Accompanying the main survey form are two separate booklets, the Student Booklet and the Faculty & Staff Booklet, for gathering demographic information (e.g., gender, ethnicity, etc.) and written comments and suggestions for improving services. A copy of the survey instrument, including booklets, can be found in **Appendix A: Customer Satisfaction Survey of Parking Services**.

¹ Satisfaction rating scale: 5=Very satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, 1=Very dissatisfied

Data Collection

Survey data collection methods, number of completed surveys, and response rates are reported for each campus in Table 1 below:

Table 1. Data Collection Methods, Survey Returns and Response Rates by Campus

Campus	Method		Sample Size	Return Count				Response Rate
	Faculty/Staff	Student		Faculty/Staff	Student	Unidentified	Total	
Chico	Campus mail	U.S. mail	2,742	144	359	17	520	19.0%
Dominguez Hills	Campus mail	Convenience	NA	342	47	30	419	NA
Fresno	Campus mail	U.S. mail	2,627	454	143	31	628	23.9%
Monterey Bay	NAV	NAV	NAV	74	160	16	176	NAV
San Bernardino	Campus mail	Classroom	1,646	183	765	11	959	58.3%
San Luis Obispo	Campus mail	Classroom	2,558	445	508	37	990	38.7%
San Marcos	Campus mail	U.S. mail	2,332	92	259	5	356	15.3%
Stanislaus	Campus mail	Convenience	450	53	1	4	58	12.9%
Total			12,355	1,787	2,242	151	4,106	33.2%

NA=Not applicable NAV=Not available

Surveys were distributed to faculty and staff via intra-campus mail services. Surveys to students were distributed by U.S. mail, administered in selected classrooms, or were passed out and completed at strategic on-campus locations (i.e., convenience sampling). The total number of students, faculty, and staff surveyed was 12,355. Of this number 4,106 surveys were completed, resulting in an overall response rate of 33.2 percent. Campus response rates ranged from a low of 12.9 percent to a high of 58.3 percent. The return count from Stanislaus was very low, and, with the exception of San Bernardino, response rates were also low by survey research standards. It is important to emphasize that survey respondents from campuses with low response rates, return counts, or from campuses that employed convenience sampling may not be representative of their target populations. These campuses, therefore, need to be very cautious about generalizing survey results beyond their sample data.

Respondents

Faculty and staff, including administrators/managers, who responded to the survey, were predominantly full-time employees (92%), female (60%), White (70%), and employed at the campus more than 10 years (45%) in the division of Academic Affairs (44%). Student respondents were mostly upper-division (59%), female (60%), White (70%), 21 – 25 years old (40%), and working (68%). Additional survey detail describing the demographic characteristics of survey respondents is provided in **Appendix B: Demographic Characteristics of Respondents to the Customer Satisfaction Survey of Parking Services.**

Results

Survey results presented below focus on addressing four key issues:

- **Overall Satisfaction: Overall, how satisfied are faculty, staff and students with Parking Services?**
- **Strengths and Weaknesses: In what areas of Parking Services are faculty, staff and students most and least satisfied?**
- **Highly Rated Campuses: How does customer satisfaction with Parking Services compare across campuses?**
- **Customer Differences: Are there important differences among faculty, staff and students in their level of satisfaction with Parking Services?**

Survey results pertinent to these issues are summarized in Table 2, which draws from more detailed survey results reported in **Appendix C: Customer Satisfaction with Parking Services by Campus, Appendix D: Customer Satisfaction with Parking Services by Customer Type, and Appendix E: Customer Priorities for Improvement.**

Under the column heading, “CSU Ratings”, in Table 2, the following data are provided: number of respondents (**N**), the mean satisfaction rating (**Mean**), the percentage of respondents who reported they were either “very satisfied” or “satisfied” (**Sat**), the percentage of respondents who reported they were either “very dissatisfied” or “dissatisfied” (**Dis**), and the relative standing (**Rank**) of the item based on the mean satisfaction rating (1=highest ranked item).

Under the heading, “Campus Ratings (Means)”, the mean score of the highest (**High**) and the lowest (**Low**) rated campus is given, along with the names of the four top-rated campuses (**Top Half**) in descending order of their mean satisfaction ratings.

The last part of Table 2, “Customer Ratings (Means)”, displays the mean satisfaction ratings for each customer type: Students, Faculty, and Staff. The results shown in Table 2 are discussed below in terms of the four guiding questions outlined above.

Overall Satisfaction

Overall, students, faculty and staff expressed a moderate level of satisfaction with campus Parking Services. Customer satisfaction on the whole was neither very strong nor very weak. Of 18 measures, nine fall in the 3.2 to 3.3 range. More favorable ratings from 3.5 to 3.9 are noted in 7 areas and two ratings border on the neutral zone (3.0) of the

satisfaction rating scale. Fifty percent or more of students, faculty and staff reported they were either “very satisfied” or “satisfied” with Parking on 9 of 18 measures, while less than 50 percent reported satisfaction on the remaining nine measures. Alternatively, dissatisfaction runs 20 percent or higher in six areas and between 15 percent and 20 percent in seven additional areas.

Strengths and Weaknesses

The highest rated areas (3.6 - 3.9) on the survey were:

- Cleanliness of parking lots and structures
- Availability of different payment options for parking
- Ease of obtaining a term/annual parking permit
- Landscaping of parking lots

The lowest or weakest rated areas (2.9 - 3.2) were:

- Availability of uniformed personnel in and around parking areas
- Process for appealing parking citations
- Availability of emergency telephones
- Motorist assistance services
- Enforcement of parking regulations
- Availability of parking information
- Availability of disabled parking spaces

Three items areas marked by an asterisk (*) in Table 2 identify areas of Parking Services that customers would most like to see improved. They are:

- Availability of uniformed personnel in and around parking areas
- Availability of emergency telephones
- Lighting in and around parking areas

Highly Rated Campuses

Table 2 lists the campuses that achieved the highest level of customer satisfaction with Parking Services. The campuses that are most consistently highly rated across all 18 satisfaction measures (i.e., potential “best practice” campuses) are:

- Stanislaus
- San Bernardino
- San Marcos
- Dominguez Hills
- Fresno

More detailed campus comparisons are presented in **Appendix C: Customer Satisfaction with Parking Services by Campus.**

Customer Differences

Overall, students appear to be the least satisfied customers of parking services. Student ratings were higher, and only slightly higher, than either faculty or staff ratings on only 3 out of 19 measures: cleanliness of parking lots and structures, directional signs that are easy to read and understand, and parking lot conditions. While large differences between students and faculty/staff were found in many areas, the largest differences were found on the following measures:

- Ease of obtaining a term/annual parking permit
- Assistance from parking staff
- Availability of escort services to vehicles
- Process for appealing parking citations

More detailed customer comparisons are presented in **Appendix D: Customer Satisfaction with Parking Services by Customer Type.**

Table 2. Summary of Parking Services Customer Satisfaction Survey - Spring 2001

Item	CSU Ratings					Campus Ratings (Means)			Customer Ratings (Means)		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Half (descending)	Students	Faculty	Staff
Cleanliness of parking lots and structures	4,026	3.97	80	7	1	4.16	3.67	SB, SM, STAN, SLO	4.00	3.95	3.93
Landscaping of parking lots	4,036	3.67	64	12	4	3.98	3.21	STAN, SB, SM, FRE	3.67	3.54	3.71
Directional signs-easy to read and understand	3,982	3.53	60	16	7	3.77	2.92	STAN, SB, SM, FRE	3.59	3.49	3.45
Parking lot conditions (cracks, potholes)	3,972	3.59	62	13	5	3.98	3.36	STAN, SM, SB, DH	3.63	3.53	3.56
Lighting in and around parking areas *	3,855	3.34	54	25	9	3.89	2.63	STAN, SM, FRE, DH	3.25	3.45	3.44
Availability of emergency telephones ... *	3,564	3.21	44	28	16	3.67	2.25	STAN, FRE, SM, DH	3.08	3.32	3.40
Availability of escort services to vehicles	2,431	3.32	43	18	10.5	3.59	2.93	DH, FRE, CHI, SLO	3.18	3.54	3.49
Availability of uniformed personnel ... *	3,266	2.91	27	33	18	3.18	2.55	DH, SB, STAN, FRE	2.80	3.09	3.04
Ease of obtaining a term/annual parking permit	3,745	3.71	68	15	2	4.16	2.35	STAN, DH, SB, SM	3.50	3.83	4.01
Ease of getting a one-day or short-term permit	3,240	3.57	61	17	6	3.91	2.64	STAN, SB, DH, SLO	3.49	3.52	3.73
Availability of different payment options	3,028	3.70	64	10	3	3.99	3.34	SM, SB, DH, STAN	3.64	3.79	3.77
Motorist assistance services	1,903	3.26	40	20	14	4.12	2.70	STAN, SB, MB, FRE	3.24	3.43	3.26
Assistance from parking staff	2,469	3.32	42	17	10.5	3.57	2.80	SB, DH, STAN, SM	3.14	3.47	3.57
Enforcement of parking regulations	3,439	3.27	47	21	13	3.50	3.01	DH, SB, SM, STAN	3.29	3.24	3.29
Process for appealing parking citations	2,443	3.06	40	30	17	3.78	2.39	STAN, FRE, SM, DH	2.88	3.20	3.24
Personal safety in and around parking facilities	3,684	3.38	50	16	8	3.66	2.93	STAN, DH, SM, FRE	3.29	3.49	3.51
Availability of parking information	2,888	3.23	39	18	15	3.45	2.89	SB, FRE, SM, STAN	3.12	3.38	3.37
Availability of disabled parking spaces	847	3.29	33	11	12	3.5	2.92	STAN, SB, FRE, MB	3.26	3.28	3.42

* Items that respondents would most like to see improved

20. Do you feel that this campus should or should not increase fees to raise funds to build new parking structures?

- ~ Yes, increase fees to fund new parking structures
- ~ No, do not increase fees to build new parking structures

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21. If you commute, indicate what time of the day you arrive and depart campus on a typical day.

<u>Arrive</u>	<u>Depart</u>
~ Early morning (before 7:30)	~ Early morning (before 7:30)
~ Morning (7:30 - 9:30)	~ Morning (7:30 - 9:30)
~ Late morning (9:30 - 12:30)	~ Late morning (9:30 - 12:30)
~ Early afternoon (12:30 - 3:30)	~ Early afternoon (12:30 - 3:30)
~ Afternoon (3:30 - 6:00)	~ Afternoon (3:30 - 6:00)
~ Evening (after 6:00 p.m.)	~ Evening (after 6:00 p.m.)

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22. Indicate your primary mode of transportation to campus: **(Mark only one)**

- ~ Drive alone
- ~ Carpool
- ~ Vanpool
- ~ Public transit
- ~ Motorcycle
- ~ Walk/bicycle/skate

23. How do you normally pay for your parking permit?

- ~ Daily basis
- ~ Semester/quarterly basis - (payroll deduction)
- ~ Semester/quarterly basis - (other)
- ~ Annual basis - (payroll deduction)
- ~ Annual basis - (other)
- ~ Other: _____

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24. What type of parking permit do you have?

~ Daily ~ Employee ~ Student ~ Disabled/Medical ~ Other: _____

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Please make any written comments regarding your campus Parking Services on pages 3 or 4 of your survey booklet and circle letter I.

Additional Campus Items

If your campus has included an additional set of questions, please use this section to record your responses. Six ovals are provided for each question, although some questions may not require that many choices. Simply ignore the extra ovals. If no additional questions are provided, leave this section blank.

25.	26.	27.	28.	29.	30.	31.	32.	33.	34.
A	A	A	A	A	A	A	A	A	A
B	B	B	B	B	B	B	B	B	B
C	C	C	C	C	C	C	C	C	C
D	D	D	D	D	D	D	D	D	D
E	E	E	E	E	E	E	E	E	E
F	F	F	F	F	F	F	F	F	F

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Appendix B: Demographic Characteristics of Respondents to the Customer Satisfaction Survey of Parking Services - Spring 2001

Table 1. Student Demographic Characteristics

<u>Class Level</u>	N	%
Freshmen	326	14.7
Sophomore	273	12.3
Junior	537	24.2
Senior	776	35.0
Grad/Postbacc	305	13.8
All	2,217	100.0

<u>Race/Ethnicity</u>	N	%
Amer.Ind./Alaskan Nat	19	1.1
Asian	69	4.0
Black/African Amer.	118	6.8
Filipino	18	1.0
Mex. Amer./Hispanic	191	11.1
Pacific Islander	12	0.7
White	1,201	69.7
Other	96	5.6
All	1,724	100.0

<u>Gender</u>	N	%
Female	1,082	60.4
Male	709	39.6
All	1,791	100.0

<u>Years on Campus</u>	N	%
New student	131	5.9
Less than 1 year	637	28.8
1 - 2 years	731	33.1
3 - 4 years	481	21.8
5 - 6 years	157	7.1
7 - 8 years	22	1.0
9 - 10 years	14	0.6
More than 10 years	36	1.6
All	2,209	100.0

<u>Employment</u>	N	%
Not working	718	32.4
1 - 10 hours	200	9.0
11 - 20 hours	470	21.2
21 - 30 hours	380	17.1
31 - 40 hours	284	12.8
More than 40 hours	164	7.4
All	2,216	100.0

<u>Day/Evening Student</u>	N	%
Day student	1,173	53.3
Evening student	293	13.3
Both day & evening	722	32.8
Weekend student	14	0.6
All	2,202	100.0

<u>Residence</u>	N	%
On campus	290	13.1
Off campus	1,918	86.9
All	2,208	100.0

<u>Age</u>	N	%
Under 18	7	0.3
18 - 20	663	29.9
21 - 25	879	39.7
26 - 30	236	10.6
31 - 40	231	10.4
Over 40	200	9.0
All	2,216	100.0

Appendix B: Demographic Characteristics of Respondents to the Customer Satisfaction Survey of Parking Services - Spring 2001

Table 2. Faculty and Staff Demographic Characteristics

	Admin/Mgr		Faculty		Staff		All	
	N	%	N	%	N	%	N	%
Status								
Full-time	266	99.3	403	84.8	970	94.2	1,639	92.4
Part-time	2	0.7	72	15.2	60	5.8	134	7.6
All	268	100.0	475	100.0	1,030	100.0	1,773	100.0
Employment								
Less than 1 year	25	9.2	47	9.8	108	10.5	180	10.1
1 - 2 years	32	11.8	47	9.8	135	13.1	214	12.0
3 - 4 years	33	12.2	54	11.3	137	13.3	224	12.6
5 - 6 years	35	12.9	43	9.0	113	11.0	191	10.7
7 - 8 years	22	8.1	26	5.4	50	4.9	98	5.5
9 - 10 years	11	4.1	24	5.0	41	4.0	76	4.3
More than 10 years	113	41.7	238	49.7	444	43.2	795	44.7
All	271	100.0	479	100.0	1,028	100.0	1,778	100.0
Division								
Academic	89	33.3	353	84.7	293	30.0	735	44.2
Administration	78	29.2			213	21.8	291	17.5
Student Services	44	16.5	1	0.2	228	23.3	273	16.4
Other	56	21.0	63	15.1	244	24.9	363	21.8
All	267	100.0	417	100.0	978	100.0	1,662	100.0
Gender								
Female	120	44.3	195	41.1	753	73.3	1,068	60.3
Male	151	55.7	279	58.9	274	26.7	704	39.7
All	271	100.0	474	100.0	1,027	100.0	1,772	100.0
Age								
Under 20					1	0.1	1	0.1
20 - 29	10	3.7	8	1.7	111	10.8	129	7.3
30 - 39	37	13.7	62	13.1	211	20.6	310	17.5
40 - 49	87	32.2	126	26.5	349	34.0	562	31.8
50 - 59	106	39.3	193	40.6	303	29.6	602	34.0
60 - 69	30	11.1	82	17.3	46	4.5	158	8.9
70 or over	.	.	4	0.8	4	0.4	8	0.5
All	270	100.0	475	100.0	1,025	100.0	1,770	100.0
Race/Ethnicity								
Amer.Ind./Alaskan Nat	1	0.4	4	0.9	13	1.3	18	1.1
Asian	5	1.9	27	5.9	37	3.7	69	4.0
Black/African Amer.	20	7.6	10	2.2	87	8.8	117	6.9
Filipino					17	1.7	17	1.0
Mex. Amer./Hispanic	33	12.5	15	3.3	140	14.2	188	11.0
Pacific Islander	1	0.4			11	1.1	12	0.7
White	192	72.7	367	80.8	632	63.9	1,191	69.8
Other	12	4.5	31	6.8	52	5.3	95	5.6
All	264	100.0	454	100.0	989	100.0	1,707	100.0

Appendix C: Customer Satisfaction with Parking Services by Campus - Spring 2001

Table 1 Campus and Systemwide Mean Satisfaction Ratings

Satisfaction With	Data Type	Chico	Dominguez Hills	Fresno	Monterey Bay	San Bernardino	San Luis Obispo	San Marcos	Stanislaus	All
Cleanliness of parking lots and structures	Mean	3.67	3.85	3.88	3.80	4.16	4.01	4.13	4.10	3.97
	S.D.	0.94	0.91	0.89	0.94	0.74	0.74	0.77	0.97	0.84
	N	442	411	622	250	940	953	350	58	4,026
Landscaping of parking lots	Mean	3.54	3.60	3.65	3.21	3.84	3.64	3.81	3.98	3.67
	S.D.	0.91	1.02	0.95	1.05	0.91	0.92	0.89	1.03	0.95
	N	450	408	620	247	935	966	353	57	4,036
Directional signs-easy to read and understand	Mean	3.41	3.47	3.62	2.92	3.76	3.43	3.63	3.77	3.53
	S.D.	0.92	1.03	0.93	1.15	0.92	0.93	0.97	0.93	0.98
	N	449	403	609	243	930	947	344	57	3,982
Parking lot conditions (cracks, potholes)	Mean	3.56	3.61	3.36	3.43	3.71	3.51	3.95	3.98	3.59
	S.D.	0.84	0.91	1.07	0.97	0.9	0.87	0.88	0.81	0.93
	N	432	404	619	246	933	931	350	57	3,972
Lighting in and around parking areas	Mean	3.30	3.43	3.45	2.63	3.33	3.26	3.70	3.89	3.34
	S.D.	1.00	1.01	1.06	1.12	1.09	1.06	1.07	0.82	1.08
	N	433	398	593	235	888	922	332	54	3,855
Availability of emergency telephones	Mean	3.21	3.31	3.52	2.25	3.07	3.21	3.46	3.67	3.21
	S.D.	1.00	1.06	0.95	1.03	1.07	1.06	1.15	0.93	1.08
	N	389	357	566	212	831	853	302	54	3,564
Availability of escort services to vehicles	Mean	3.35	3.59	3.42	2.93	3.27	3.31	3.17	3.11	3.32
	S.D.	1.03	0.96	0.98	1.15	1.02	0.91	1.12	1.09	1.01
	N	265	275	378	134	552	587	195	45	2,431
Availability of uniformed personnel ...	Mean	2.57	3.18	2.98	2.55	3.06	2.80	2.89	3.02	2.91
	S.D.	0.97	1.02	0.96	0.99	1.02	0.92	1.06	0.97	1.00
	N	342	351	514	183	795	733	297	51	3,266
Ease of obtaining a term/annual parking permit	Mean	2.35	4.02	3.87	3.69	3.92	3.76	3.90	4.16	3.71
	S.D.	1.27	0.92	0.94	1.07	0.97	1.00	1.03	0.81	1.12
	N	382	394	556	221	908	889	340	55	3,745
Ease of getting a one-day or short-term permit	Mean	2.64	3.66	3.57	3.35	3.90	3.63	3.45	3.91	3.57
	S.D.	1.18	1.06	1.08	1.16	0.92	1.00	1.18	0.83	1.10
	N	303	328	502	191	767	802	303	44	3,240
Availability of different payment options	Mean	3.34	3.87	3.69	3.52	3.91	3.47	3.99	3.86	3.70
	S.D.	1.05	0.99	0.94	1.10	0.88	1.07	0.90	0.77	1.00
	N	293	315	440	180	727	731	298	44	3028
Motorist assistance services	Mean	2.83	3.12	3.34	3.44	3.75	2.84	2.70	4.12	3.26
	S.D.	0.96	1.15	1.05	1.11	0.95	0.98	1.24	0.74	1.10
	N	150	218	258	106	576	447	115	33	1,903
Assistance from parking staff	Mean	2.80	3.53	3.35	3.20	3.57	3.12	3.39	3.47	3.32
	S.D.	0.93	1.06	0.99	1.14	0.99	0.93	0.95	0.79	1.01

Appendix C: Customer Satisfaction with Parking Services by Campus - Spring 2001

Table 1 Campus and Systemwide Mean Satisfaction Ratings

Satisfaction With	Data Type	Chico	Dominguez Hills	Fresno	Monterey Bay	San Bernardino	San Luis Obispo	San Marcos	Stanislaus	All
	N	202	280	370	123	635	602	223	34	2,469
Enforcement of parking regulations	Mean	3.01	3.50	3.23	3.08	3.49	3.11	3.47	3.29	3.27
	S.D.	1.09	1.03	1.13	1.15	1.00	1.09	1.09	0.90	1.09
	N	373	345	563	190	792	858	270	48	3,439
Process for appealing parking citations	Mean	2.62	3.18	3.26	2.39	3.13	3.03	3.21	3.78	3.06
	S.D.	1.12	1.23	1.16	1.26	1.18	1.13	1.22	0.82	1.19
	N	229	232	446	125	554	675	145	37	2,443
Personal safety in and around parking facilities	Mean	3.18	3.54	3.50	2.93	3.44	3.30	3.53	3.66	3.38
	S.D.	0.94	0.93	0.88	1.03	0.95	0.91	0.94	0.79	0.94
	N	407	387	578	215	844	864	333	56	3,684
Availability of parking information	Mean	2.89	3.13	3.39	2.97	3.45	3.12	3.35	3.32	3.23
	S.D.	1.01	0.95	0.88	1.01	0.92	0.89	0.93	0.86	0.94
	N	332	278	443	159	678	702	252	44	2,888
Availability of disabled parking spaces	Mean	3.13	3.27	3.37	3.32	3.39	3.26	2.92	3.50	3.29
	S.D.	0.90	1.12	0.88	0.86	0.90	0.81	1.08	0.76	0.92
	N	62	113	99	44	264	207	50	8	847

Appendix C: Customer Satisfaction with Parking Services by Campus
Table 2 Campus and Systemwide Percent Satisfaction Ratings - Spring 2001

Satisfaction With	Data Type	Chico	Dominguez Hills	Fresno	Monterey Bay	San Bernardino	San Luis Obispo	San Marcos	Stanislaus	All
Cleanliness of parking lots and structures	N	442	411	622	250	940	953	350	58	4,026
	VS/S (%)	68.1	75.4	78.3	70.0	86.8	82.7	85.4	86.2	80.1
	Neutral (%)	19.9	13.6	12.2	19.2	10.2	13.0	10.3	5.2	13.1
	D/VD (%)	12.0	10.9	9.5	10.8	3.0	4.3	4.3	8.6	6.8
Landscaping of parking lots	N	450	408	620	247	935	966	353	57	4,036
	VS/S (%)	58.7	63.2	65.3	41.3	72.1	60.9	67.4	78.9	63.8
	Neutral (%)	30.0	20.1	21.6	34.0	19.3	28.1	24.6	10.5	24.3
	D/VD (%)	11.3	16.7	13.1	24.7	8.7	11.1	7.9	10.5	12.0
Directional signs-easy to read and understand	N	449	403	609	243	930	947	344	57	3,982
	VS/S (%)	52.6	58.6	63.1	37.0	70.8	54.2	63.4	68.4	59.6
	Neutral (%)	30.7	20.8	24.1	25.9	18.3	29.0	23.5	24.6	24.4
	D/VD (%)	16.7	20.6	12.8	37.0	11.0	16.8	13.1	7.0	16.0
Parking lot conditions (cracks, potholes)	N	432	404	619	246	933	931	350	57	3,972
	VS/S (%)	58.3	64.6	54.9	54.5	68.3	57.4	77.7	82.5	62.4
	Neutral (%)	31.5	21.5	22.9	27.6	21.3	29.4	14.9	12.3	24.3
	D/VD (%)	10.2	13.9	22.1	17.9	10.4	13.2	7.4	5.3	13.3
Lighting in and around parking areas	N	433	398	593	235	888	922	332	54	3,855
	VS/S (%)	48.7	56.5	61.6	27.7	51.9	50.5	68.4	75.9	53.5
	Neutral (%)	29.8	22.4	17.9	21.7	22.7	23.6	13.6	16.7	22.0
	D/VD (%)	21.5	21.1	20.6	50.6	25.3	25.8	18.1	7.4	24.5
Availability of emergency telephones	N	389	357	566	212	831	853	302	54	3,564
	VS/S (%)	43.7	47.6	58.5	13.7	37.4	43.8	53.3	61.1	44.3
	Neutral (%)	30.6	27.5	27.2	22.2	30.6	29.3	22.2	25.9	28.1
	D/VD (%)	25.7	24.9	14.3	64.2	32.0	26.8	24.5	13.0	27.6
Availability of escort services to vehicles	N	265	275	378	134	552	587	195	45	2,431
	VS/S (%)	44.9	57.8	47.1	24.6	39.3	42.9	36.9	46.7	43.2
	Neutral (%)	37.4	29.8	37.6	44.0	43.5	40.9	34.9	22.2	38.7
	D/VD (%)	17.7	12.4	15.3	31.3	17.2	16.2	28.2	31.1	18.1
Availability of uniformed personnel ...	N	342	351	514	183	795	733	297	51	3,266
	VS/S (%)	16.4	38.2	30.2	11.5	33.8	19.5	24.9	31.4	26.6
	Neutral (%)	36.5	36.8	41.8	42.6	38.4	45.3	41.1	37.3	40.6
	D/VD (%)	47.1	25.1	28.0	45.9	27.8	35.2	34.0	31.4	32.9
Ease of obtaining a term/annual parking permit	N	382	394	556	221	908	889	340	55	3,745
	VS/S (%)	22.5	80.7	73.9	67.4	74.8	67.8	76.2	87.3	68.2
	Neutral (%)	18.6	11.9	16.7	19.0	16.2	21.1	11.8	9.1	16.9
	D/VD (%)	58.9	7.4	9.4	13.6	9.0	11.0	12.1	3.6	14.9

Appendix C: Customer Satisfaction with Parking Services by Campus
Table 2 Campus and Systemwide Percent Satisfaction Ratings - Spring 2001

Satisfaction With	Data Type	Chico	Dominguez Hills	Fresno	Monterey Bay	San Bernardino	San Luis Obispo	San Marcos	Stanislaus	All
Ease of getting a one-day or short-term permit	N	303	328	502	191	767	802	303	44	3,240
	VS/S (%)	26.4	65.2	63.1	51.3	73.1	63.3	56.8	70.5	61.1
	Neutral (%)	28.7	19.5	19.7	24.1	19.4	22.9	18.2	25.0	21.5
	D/VD (%)	44.9	15.2	17.1	24.6	7.4	13.7	25.1	4.5	17.4
Availability of different payment options	N	293	315	440	180	727	731	298	44	3,028
	VS/S (%)	48.1	70.5	61.1	56.1	73.9	53.5	79.5	68.2	63.7
	Neutral (%)	35.2	21.6	31.1	28.3	20.5	30.8	13.1	29.5	25.9
	D/VD (%)	16.7	7.9	7.7	15.6	5.6	15.7	7.4	2.3	10.4
Motorist assistance services	N	150	218	258	106	576	447	115	33	1,903
	VS/S (%)	17.3	38.5	41.5	46.2	60.6	21.7	23.5	78.8	40.2
	Neutral (%)	56.0	32.6	43.0	39.6	31.4	48.8	37.4	21.2	39.8
	D/VD (%)	26.7	28.9	15.5	14.2	8.0	29.5	39.1	.	20.0
Assistance from parking staff	N	202	280	370	123	635	602	223	34	2,469
	VS/S (%)	17.8	53.9	43.8	35.8	54.3	30.7	43.5	41.2	41.9
	Neutral (%)	51.0	31.1	39.2	43.9	34.5	49.3	41.7	52.9	41.2
	D/VD (%)	31.2	15.0	17.0	20.3	11.2	19.9	14.8	5.9	17.0
Enforcement of parking regulations	N	373	345	563	190	792	858	270	48	3,439
	VS/S (%)	32.4	58.0	48.8	38.9	55.1	39.0	53.0	41.7	46.6
	Neutral (%)	39.7	27.0	26.3	34.7	31.7	35.3	31.1	43.8	32.4
	D/VD (%)	27.9	15.1	24.9	26.3	13.3	25.6	15.9	14.6	21.0
Process for appealing parking citations	N	229	232	446	125	554	675	145	37	2,443
	VS/S (%)	23.1	40.9	50.0	17.6	41.2	38.2	42.8	64.9	39.5
	Neutral (%)	33.2	32.8	23.5	32.0	32.5	31.3	31.7	29.7	30.5
	D/VD (%)	43.7	26.3	26.5	50.4	26.4	30.5	25.5	5.4	30.0
Personal safety in and around parking facilities	N	407	387	578	215	844	864	333	56	3,684
	VS/S (%)	40.5	57.9	57.3	29.3	53.7	45.3	56.2	62.5	50.2
	Neutral (%)	38.6	30.0	31.0	42.3	30.9	37.0	30.9	32.1	33.8
	D/VD (%)	20.9	12.1	11.8	28.4	15.4	17.7	12.9	5.4	16.0
Availability of parking information	N	332	278	443	159	678	702	252	44	2,888
	VS/S (%)	27.7	33.5	45.8	27.7	49.4	32.1	42.5	38.6	38.6
	Neutral (%)	40.1	45.7	41.5	44.7	39.4	47.6	41.7	52.3	43.1
	D/VD (%)	32.2	20.9	12.6	27.7	11.2	20.4	15.9	9.1	18.3
Availability of disabled parking spaces	N	62	113	99	44	264	207	50	8	847
	VS/S (%)	24.2	38.9	37.4	34.1	38.3	27.1	20.0	37.5	33.2
	Neutral (%)	62.9	42.5	52.5	59.1	53.8	66.7	50.0	62.5	56.1
	D/VD (%)	12.9	18.6	10.1	6.8	8.0	6.3	30.0	.	10.7

**Appendix D: Customer Satisfaction with Parking Services by Customer Type
Spring 2001**

Table 1. Mean Satisfaction Ratings by Customer Type

Satisfaction with ...	Data Type	Students	Faculty	Staff	All
Cleanliness of parking lots and structures	Mean	4.00	3.95	3.93	3.97
	S.D.	0.79	0.91	0.90	0.84
	N	2,140	463	1,278	3,881
Landscaping of parking lots	Mean	3.67	3.54	3.71	3.67
	S.D.	0.93	1.04	0.96	0.95
	N	2,147	465	1,282	3,894
Directional signs-easy to read and understand	Mean	3.59	3.49	3.45	3.53
	S.D.	0.92	1.05	1.03	0.97
	N	2,123	461	1,256	3,840
Parking lot conditions (cracks, potholes)	Mean	3.63	3.53	3.56	3.60
	S.D.	0.90	0.99	0.96	0.93
	N	2,109	462	1,261	3,832
Lighting in and around parking areas	Mean	3.25	3.45	3.44	3.34
	S.D.	1.10	1.08	1.03	1.08
	N	2,060	442	1,213	3,715
Availability of emergency telephones	Mean	3.08	3.32	3.40	3.21
	S.D.	1.11	1.04	1.02	1.08
	N	1,918	396	1,122	3,436
Availability of escort services to vehicles	Mean	3.18	3.54	3.49	3.32
	S.D.	1.04	0.93	0.96	1.01
	N	1,334	244	758	2,336
Availability of uniformed personnel ...	Mean	2.80	3.09	3.04	2.91
	S.D.	1.02	0.99	0.94	1.00
	N	1,765	347	1,038	3,150
Ease of obtaining a term/annual parking permit	Mean	3.50	3.83	4.01	3.71
	S.D.	1.20	1.05	0.90	1.12
	N	1,975	436	1,205	3,616
Ease of getting a one-day or short-term permit	Mean	3.49	3.52	3.73	3.57
	S.D.	1.11	1.16	1.02	1.09
	N	1,737	368	1,017	3,122
Availability of different payment options	Mean	3.64	3.79	3.77	3.70
	S.D.	1.03	0.99	0.94	1.00
	N	1,691	336	892	2,919
Motorist assistance services	Mean	3.24	3.43	3.26	3.26
	S.D.	1.06	1.06	1.16	1.09
	N	1,029	176	621	1,826

**Appendix D: Customer Satisfaction with Parking Services by Customer Type
Spring 2001**

Table 1. Mean Satisfaction Ratings by Customer Type

Satisfaction with ...	Data Type	Students	Faculty	Staff	All
Assistance from parking staff	Mean	3.14	3.47	3.57	3.33
	S.D.	0.99	0.96	1.00	1.01
	N	1,221	277	878	2,376
Enforcement of parking regulations	Mean	3.29	3.24	3.29	3.28
	S.D.	1.09	1.08	1.10	1.09
	N	1,769	410	1,139	3,318
Process for appealing parking citations	Mean	2.88	3.20	3.24	3.05
	S.D.	1.18	1.17	1.18	1.19
	N	1,196	294	851	2,341
Personal safety in and around parking facilities	Mean	3.29	3.49	3.51	3.38
	S.D.	0.96	0.92	0.90	0.94
	N	1,942	423	1,187	3,552
Availability of parking information	Mean	3.12	3.38	3.37	3.23
	S.D.	0.99	0.86	0.87	0.95
	N	1,512	305	968	2,785
Availability of disabled parking spaces	Mean	3.26	3.28	3.42	3.31
	S.D.	0.88	1.08	0.94	0.92
	N	492	78	243	813

**Appendix D: Satisfaction with Parking Services by Customer Type
Spring 2001**

Table 2. Percent Satisfaction Ratings by Customer Type

Satisfaction With...	Data Type	Students	Faculty	Staff	All
Cleanliness of parking lots and structures	Total N	2,140	463	1,278	3,881
	VS/S (%)	81.1	80.8	78.5	80.2
	Neutral (%)	14.1	9.3	12.4	13.0
	D/VD (%)	4.8	9.9	9.1	6.8
Landscaping of parking lots	Total N	2,147	465	1,282	3,894
	VS/S (%)	63.4	59.8	65.7	63.7
	Neutral (%)	26.1	21.9	22.4	24.4
	D/VD (%)	10.5	18.3	11.9	11.9
Directional signs-easy to read and understand	Total N	2,123	461	1,256	3,840
	VS/S (%)	62.1	59.2	55.7	59.7
	Neutral (%)	24.4	21.7	25.8	24.5
	D/VD (%)	13.6	19.1	18.5	15.8
Parking lot conditions (cracks, potholes)	Total N	2,109	462	1,261	3,832
	VS/S (%)	63.0	60.8	62.3	62.5
	Neutral (%)	25.9	20.6	23.2	24.4
	D/VD (%)	11.1	18.6	14.5	13.2
Lighting in and around parking areas	Total N	2,060	442	1,213	3,715
	VS/S (%)	48.7	61.3	58.6	53.4
	Neutral (%)	23.9	17.4	20.7	22.1
	D/VD (%)	27.4	21.3	20.7	24.5
Availability of emergency telephones	Total N	1,918	396	1,122	3,436
	VS/S (%)	38.5	48.7	52.9	44.4
	Neutral (%)	29.4	27.0	26.1	28.1
	D/VD (%)	32.1	24.2	21.0	27.6
Availability of escort services to vehicles	Total N	1,334	244	758	2,336
	VS/S (%)	37.0	52.9	51.5	43.4
	Neutral (%)	40.5	36.1	35.5	38.4
	D/VD (%)	22.5	11.1	13.1	18.2
Availability of uniformed personnel ...	Total N	1,765	347	1,038	3,150
	VS/S (%)	23.7	35.2	29.3	26.8
	Neutral (%)	38.0	39.5	44.8	40.4
	D/VD (%)	38.3	25.4	25.9	32.8
Ease of obtaining a term/annual parking permit	Total N	1,975	436	1,205	3,616
	VS/S (%)	60.5	74.3	78.4	68.1
	Neutral (%)	18.8	11.9	15.4	16.8
	D/VD (%)	20.7	13.8	6.2	15.0
Ease of getting a one-day or short-term permit	Total N	1,737	368	1,017	3,122
	VS/S (%)	57.8	60.3	67.8	61.4
	Neutral (%)	22.8	19.3	19.8	21.4
	D/VD (%)	19.4	20.4	12.4	17.2

**Appendix D: Satisfaction with Parking Services by Customer Type
Spring 2001**

Table 2. Percent Satisfaction Ratings by Customer Type

Satisfaction With...	Data Type	Students	Faculty	Staff	All
Availability of different payment options	Total N	1,691	336	892	2,919
	VS/S (%)	62.6	67.6	64.6	63.8
	Neutral (%)	24.9	23.5	28.3	25.8
	D/VD (%)	12.5	8.9	7.2	10.4
Motorist assistance services	Total N	1,029	176	621	1,826
	VS/S (%)	38.9	46.6	41.5	40.5
	Neutral (%)	42.1	37.5	35.6	39.4
	D/VD (%)	19.0	15.9	22.9	20.0
Assistance from parking staff	Total N	1,221	277	878	2,376
	VS/S (%)	32.4	48.0	54.8	42.5
	Neutral (%)	46.8	38.6	32.8	40.7
	D/VD (%)	20.7	13.4	12.4	16.8
Enforcement of parking regulations	Total N	1,769	410	1,139	3,318
	VS/S (%)	45.0	48.8	49.8	47.1
	Neutral (%)	35.8	27.1	28.1	32.1
	D/VD (%)	19.2	24.1	22.1	20.8
Process for appealing parking citations	Total N	1,196	294	851	2,341
	VS/S (%)	30.9	48.0	47.9	39.3
	Neutral (%)	34.4	23.1	27.3	30.4
	D/VD (%)	34.6	28.9	24.8	30.3
Personal safety in and around parking facilities	Total N	1,942	423	1,187	3,552
	VS/S (%)	44.6	57.4	57.3	50.4
	Neutral (%)	36.8	28.8	30.2	33.6
	D/VD (%)	18.5	13.7	12.6	16.0
Availability of parking information	Total N	1,512	305	968	2,785
	VS/S (%)	34.6	43.3	44.2	38.9
	Neutral (%)	42.5	45.6	42.7	42.9
	D/VD (%)	22.9	11.1	13.1	18.2
Availability of disabled parking spaces	Total N	492	78	243	813
	VS/S (%)	29.7	38.5	40.3	33.7
	Neutral (%)	61.2	42.3	49.8	56.0
	D/VD (%)	9.1	19.2	9.9	10.3

Appendix E: Customer Priorities for Improvement - Spring 2001

	CHI (N=520)	DH (N=419)	FRE (N=628)	MB (N=250)	SB (N=959)	SLO (N=990)	SM (N=356)	STAN (N=58)	All (N=4180)
	%	%	%	%	%	%	%	%	%
Cleanliness of parking lots and structures	9.4	10.7	10.8	4.0	5.1	6.7	7.0	12.1	7.6
Landscaping of parking lots	7.7	13.1	13.9	11.6	12.6	13.8	9.6	15.5	12.2
Directional signs -Easy to read and understand	11.7	18.1	17.0	23.6	11.9	16.1	13.8	19.0	15.2
Parking lot conditions (cracks, potholes)	7.5	13.8	24.5	10.8	14.3	14.7	7.0	8.6	14.1
Lighting in and around parking areas	24.6	26.5	21.3	42.4	29.9	28.9	20.2	15.5	27.1
Availability of emergency telephones	14.2	17.9	14.3	26.4	26.1	18.7	15.7	19.0	19.3
Availability of escort services to vehicles	4.8	7.9	8.8	4.8	10.8	9.5	13.5	19.0	9.1
Availability of uniformed personnel ...	16.3	20.5	21.5	13.6	20.1	19.1	26.1	22.4	19.8
Ease of obtaining a term/annual parking permit	38.3	4.5	5.6	8.8	6.8	9.6	12.6	5.2	11.6
Ease of getting a one-day or short-term permit	17.3	7.9	9.7	8.8	4.8	9.3	17.1	6.9	9.8
Availability of different payment Options	5.6	3.6	4.1	3.6	3.1	8.1	3.1	0.0	4.8
Motorist assistance services	5.4	13.4	6.8	4.0	7.3	13.3	12.9	1.7	9.2
Assistance from parking staff	3.7	6.2	7.3	2.4	5.9	5.4	7.0	3.4	5.6
Enforcement of parking regulations	12.1	11.5	18.6	6.4	8.4	11.7	10.7	10.3	11.6
Process for appealing parking citations	9.6	11.7	12.6	12.8	13.0	16.2	8.7	12.1	12.8
Personal safety in and around parking facilities	15.2	17.4	14.3	14.4	15.6	16.9	16.9	19.0	15.9
Availability of parking information	10.6	8.1	7.2	4.4	4.2	6.3	6.5	13.8	6.7
Availability of disabled parking spaces	2.5	5.3	2.5	2.0	2.2	1.4	4.8	5.2	2.7