

2002 Customer Satisfaction Survey Report for Parking Services On Participating California State University Campuses

Introduction

In spring, 2002 customer surveys were conducted across 10 CSU campuses¹ plus the Chancellor's Office to assess the level of satisfaction among students, faculty, and staff in 11 administrative functions.² Similar surveys were conducted in 1999, 2000, and 2001 under the umbrella of the CSU Quality Improvement Program as part of an ongoing commitment to improve customer service within the CSU. This report summarizes results from the 2002 Parking Services Survey (PSS) that was administered to students, faculty, and staff at three campuses: Northridge, San Bernardino, and San Marcos.

Method

The PSS is a 14 item web survey that was administered by the Chancellor's Office to faculty and staff at Northridge and San Marcos. The identical survey was conducted on the web for students at San Bernardino. Eleven of the 14 items asked respondents to rate their satisfaction with selected parking operations. Survey results are reported for these items in the summary table on the following page. Campus response rates were low, ranging between six percent and eight percent. Therefore, appropriate caution should be exercised about generalizing results beyond those who completed the survey.

Results

Results from the PSS are briefly highlighted below:

- Respondents expressed relatively high levels of satisfaction (3.7 and above) on five items and moderate satisfaction (3.3 to 3.6) on six items.
- The areas receiving the highest levels of customer satisfaction were: Cleanliness of parking lots and structures, campus directional signs, and ease of obtaining a short-term as well as long-term parking permit.
- More than 25 percent of respondents registered dissatisfaction with lighting and availability of emergency telephones in and around parking areas. Customers also expressed moderate levels of dissatisfaction (17% - 18%) in four additional areas: Availability of parking information, assistance from parking staff, personal safety in and around parking facilities, and process for appealing parking citations.
- San Bernardino and San Marcos shared top ratings across all customer satisfaction measures.

¹ Chico, Long Beach, Northridge, Pomona, Sacramento, San Bernardino, San Jose, San Luis Obispo, San Marcos, Sonoma

² Career Services, Facilities, Financial Aid, Health, Human Resources, Library, Mail, Parking, Purchasing, Student Accounts Receivable, University Police

- Survey results do not reveal any consistent differences in customer satisfaction between faculty and staff. On most measures differences between faculty and staff were very small.

Overall, survey results suggest that customers are very satisfied with parking area maintenance and ease of obtaining parking permits. Customers expressed concern with their personal safety and many are calling for more lighting and emergency telephones in and around parking areas.

Summary of the 2002 Customer Satisfaction Survey of Parking Services

Survey Item	Overall Ratings					Campus Ratings			Customer Ratings	
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Rated	Staff	Faculty
1. Cleanliness of parking lots and structures (clean of debris, dirt, etc.)	456	4.03	81.4	7.0	1	4.18	3.63	SB	3.84	3.80
2. Directional signs that are easy to read and understand	458	3.89	78.4	12.0	3	4.10	3.33	SM	3.92	3.91
3. Parking lot conditions (cracks, potholes, etc.)	443	3.74	70.9	14.9	5	3.81	2.74	SB	3.65	3.38
4. Lighting in and around parking areas	430	3.34	55.8	27.7	11	3.71	2.60	SM	3.61	3.03
5. Availability of emergency telephones in and around parking areas	428	3.51	58.9	25.0	7	4.09	3.32	SM	4.12	4.15
6. Ease of obtaining a term or annual parking permit	404	3.87	73.5	12.1	4	4.02	2.86	SB	3.73	4.00
7. Ease of getting a one-day or short-term permit	404	3.92	75.5	10.9	2	3.99	2.92	SB	3.82	4.15
8. Assistance from parking staff	321	3.45	55.5	18.4	8.5	3.58	2.32	SB	3.26	3.27
9. Process for appealing parking citations	309	3.45	55.3	17.5	8.5	3.66	3.13	SM	3.63	3.60
10. Personal safety in and around parking facilities	400	3.39	49.3	17.8	10	3.59	3.09	SM	3.57	3.59
11. Availability of parking information (brochures, flyers, web pages, etc.)	414	3.64	57.0	18.8	6	4.07	3.49	SM	3.87	3.29

Satisfaction scale: 5=Very Satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, 1=Very Dissatisfied
 Sat (%) = Combined responses of 5 (Very Satisfied) and 4 (Satisfied)

Dis (%) = Combined responses of 1 (Very Dissatisfied) and 2 (Dissatisfied)