

Customer Satisfaction

Study Area – Overland Park recently surveyed residents from the surrounding area concerning the use of dynamic message signs (DMS) on the city’s local arterial streets. The signs are located at two major intersections spaced one mile apart. Four signs are located at 135th Street and Metcalf Avenue (for NB, SB, EB and WB) and three signs are located at 135th Street and Antioch Road (for NB, EB and WB). US 69, a major, regional, north/south arterial runs parallel to Metcalf and Antioch in this area and the DMS are used to warn drivers of major problems on US 69 as well as problems on the local arterials.

Study Period – This was a one-time survey to gauge the overall effectiveness of our DMS and elicit comments as to related issues (i.e., aesthetics, message content, route diversion, etc.).

Sample Size – The sample size was 527 respondents that lived in Overland Park, Kansas. At the 95% confidence level, the precision was at least +/- 4.5 %.

Deviations or exceptions - The questions dealing with driver opinions were based on a scale of 1 to 4 or 1 to 5. Some questions were structured so that only a yes or no response was needed.

Cost Estimates - A local research institute that collects similar data across the country was used. The final cost for the study was \$7,500. This does not include staff time needed to help develop the questionnaire and present the results to our elected leaders. Staff time was probably 40 hours total.

Utility of Performance Measure - This survey was conducted at the urging of the City’s Public Works Committee, a group that involves key Public Works officials as well as six of our twelve councilmembers (one councilmember from each ward district). The intent of the survey was to see if additional DMS on our streets would be seen as a positive feature by our residents.

What resource was used to generate survey questions? The questions were developed jointly by city staff and the research firm (ETC Institute of Olathe, Kansas) based on specific areas of concern suggested by our elected leaders.

Describe the format of the survey (phone, mail, internet). The survey was conducted by mail and with follow-up phone calls.