

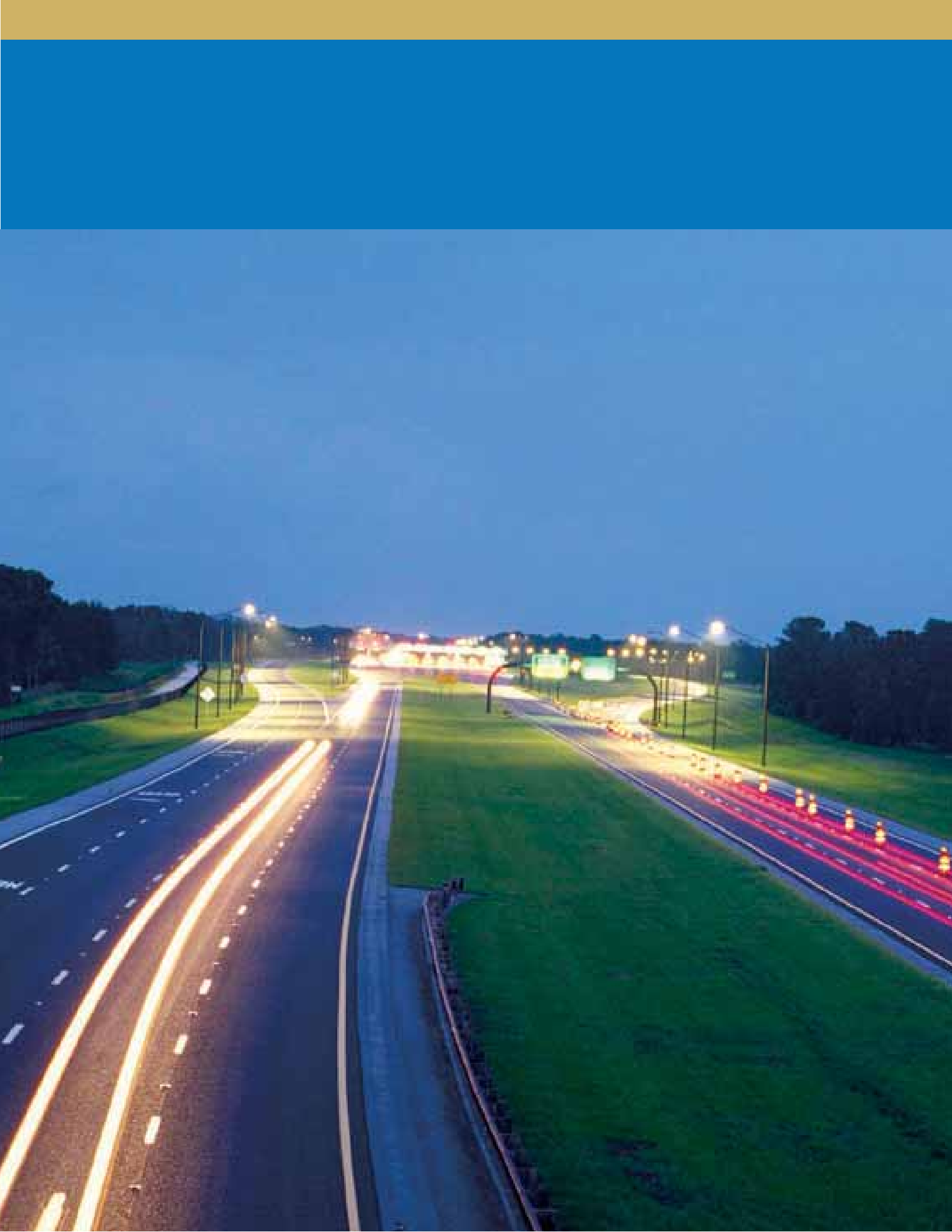


## 2005 Customer Satisfaction Survey

# 91%

of Florida's Turnpike customers responded that they received value in the form of **safety, service, and convenience** for the toll they paid.





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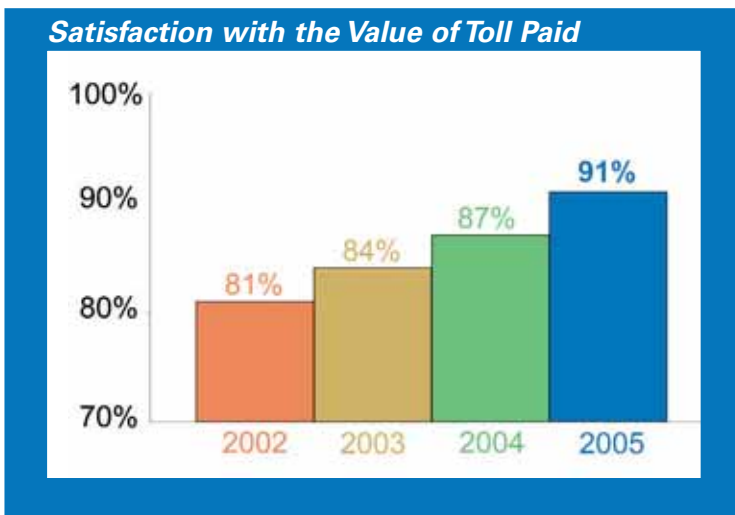
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# Chapter 1

## Executive Summary

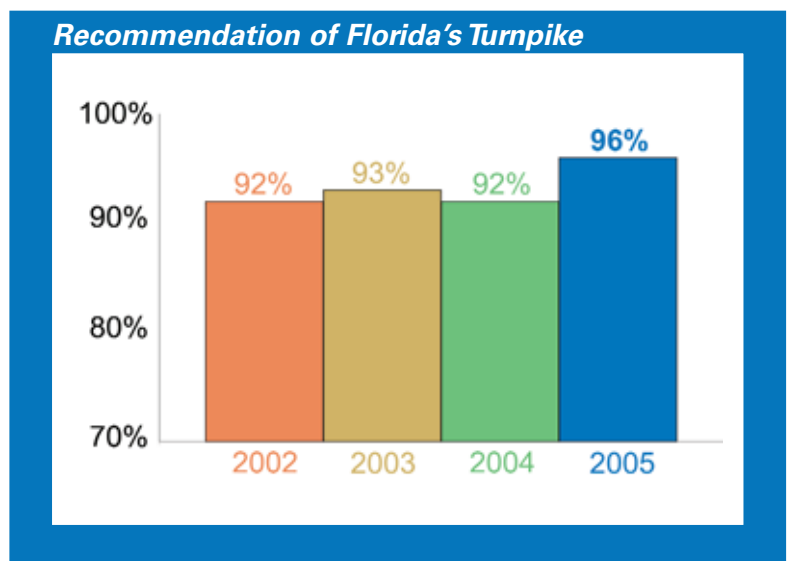
The Florida's Turnpike Enterprise (Enterprise or Florida's Turnpike) has a commitment to customer service excellence. The Florida legislature created the Enterprise in 2002 to deliver transportation services to Florida with private sector methods using traditional public sectors motives. A key private sector method is to deliver services with the customer in mind. The Enterprise knew it must first reach out to its customers to measure and track the customers' perceptions of its performance on safety, service and convenience. Therefore, in 2002, the Enterprise began the process of measuring customer service delivery with its inaugural Customer Satisfaction Survey (Survey). Inaugural survey results showed that 81% of its customers believed they received value

in the form of safety, service and convenience for the toll paid. During the first year, the Enterprise set as its goal to show improvement each year with a stretch goal of 90% of its customers receiving value for the toll paid.





Over the past four years, the Enterprise has made substantial commitments to customer service and has continued to measure its performance. The 2005 Survey quantified the results of that commitment with **91% of its customers stating they received value for the toll paid in the form of safety, service and convenience.** A second measure of overall customer satisfaction from the 2005 Survey showed that **96% of its customers stated that they would recommend Florida's Turnpike to family and friends.**





Nearly everything the Enterprise does impacts its customers, either directly or indirectly. Selected Enterprise initiatives that have positively impacted customer service in the form of safety, service and convenience since the Enterprise started to measure customer satisfaction include the following:

*A Focus on Safety*

**🚗 Reduced crossover accidents and fatalities** by completing median guardrail installation over the entire Mainline of Florida's Turnpike.

**🚗 Improved response time to stranded motorists** by expanding the State Farm Safety Patrol program with additional vehicles and increased hours of operation.

**🚗 Improved traffic flow following incidents** with the Roadway Incident Scene Clearance program to open roadways quicker and safely following a major traffic accident. The Enterprise also increased the number of Florida Highway Patrol investigation officers.

**🚗 Enhanced emergency response** through improved defibrillator placement and defibrillator training.

**🚗 Improved safety through education to:**

- Reduce accidents with a tire inflation campaign;
- Protect construction workers with a "Work Zone Safety Awareness Day;" and
- Increase seat belt use with "Click It or Ticket."

*A Focus on Service*

**🚗 Developed training for all 4,600 employees** on Customer Awareness and Team Training focusing on safety, courtesy, presentation and efficiency.

**🚗 Improved operations in the SunPass Customer Service Call Centers** by:

- Managing with objective performance measurements using a "We Care" model; and
- Increased capacity and redundancy of call center operations with a second facility.

**🚗 Increased up time for toll lanes** by implementing the nation's first electronic monitoring system (the SunWatch Center) to monitor all electronic and mechanical devices in the toll collection facilities.



**roadways to improve the mobility of customers,** including: County Road 470 interchange in Lake County, State Road 417 in Seminole County and the Western Beltway State Road 429.

**🚗 Made SunPass Transponder easier to buy** by contracting with retail distribution at Publix and CVS/pharmacy.

### Survey Process

The Survey is used by the Enterprise to listen to its customers and implement suggestions regarding safety, convenience and overall customer satisfaction. In October 2005, the Enterprise mailed the Survey to approximately 1.4 million SunPass account holders. While the surveys were in the mail, Hurricane Wilma struck Florida and interrupted commerce and mail delivery. To respond to customers impacted by Hurricane Wilma, the Enterprise extended the response time to allow customers additional time to receive and complete their surveys.

**🚗 Improved service plaza cleanliness and quality** through enhanced inspections, inspection training and data management.

**🚗 Improved traffic flow caused by incidents and construction** with emergency detour maps to enable traffic flow from Florida's Turnpike onto secondary roads.

### *A Focus on Convenience*

**🚗 Increased dedicated SunPass Only lanes** throughout the Florida's Turnpike System.

**🚗 Improved real time driver information of road conditions** with the SunNav<sup>SM</sup> Intelligence Transportation System service.

**🚗 Enhanced the SunPass website (www.sunpass.com)** to make it easier for customers to purchase, activate and replenish their SunPass transponders.

**🚗 Opened tolling at highway speed (Open Road Tolling)** on the Suncoast Parkway.

**🚗 Expanded capacity and opened new alignments, interchanges and expanded lanes on existing**

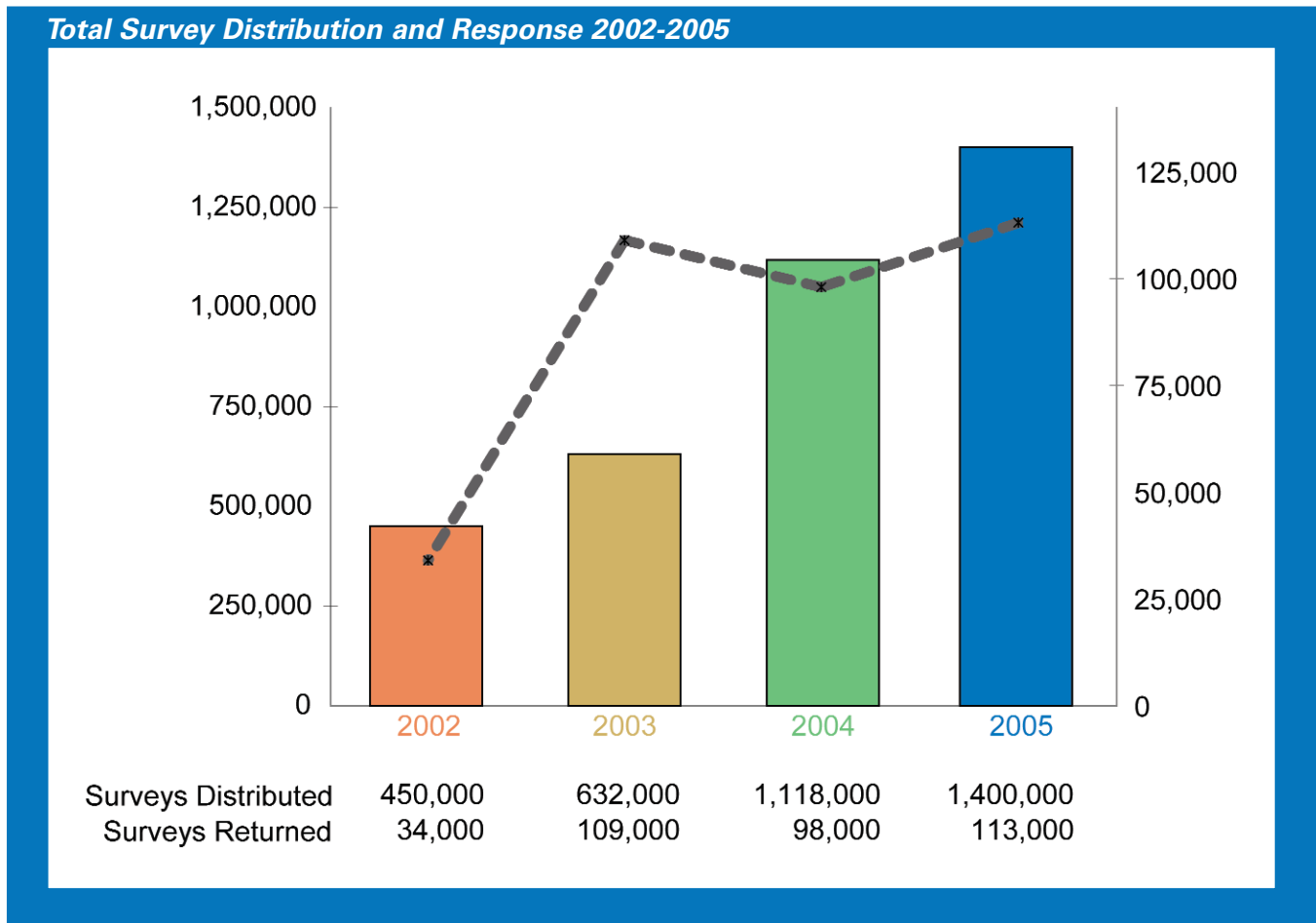


SunPass customers had the choice of completing the postage paid surveys enclosed in their Fall/Winter 2005 Sun Passages newsletter or completing the survey online at the SunPass website. Over 113,000 customers completed and returned the 2005 Survey, resulting in an 8% response rate, a typical return rate for a mail survey.

The chart below illustrates the four-year trend of SunPass account holders and survey responses. The total survey distribution and survey responses were rounded to the nearest 1,000.

### Conclusion

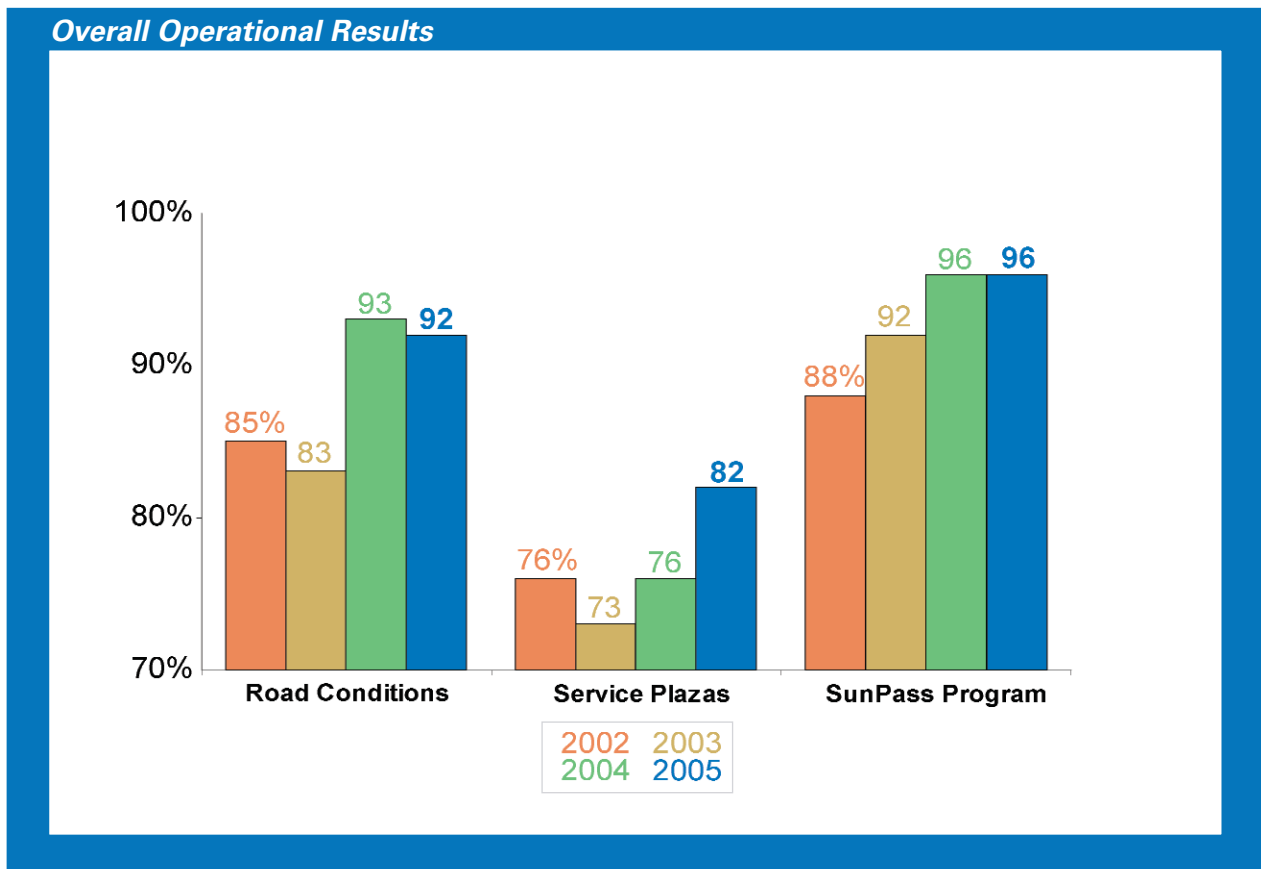
In the search for process improvement, noted authors David Osborne and Ted Gaebler point out that, “what gets measured, gets done.” The Enterprise has adopted the philosophy of measuring both internal and external indicators of performance. The Enterprise's leadership recognizes that people who drive Florida's Turnpike and pay the tolls are “Customers” and not just motorists or patrons. Therefore, the perspective of focusing on "Customers" is an important mindset of the Enterprise. The Enterprise has focused its efforts on improving customer satisfaction, measuring the results of customer satisfaction and tracking customer satisfaction over time.



The following key results from the 2005 Survey represent the opinions of more than 113,000 customers:

- 🚗 **91%** of Turnpike customers stated they received value for the toll paid in the form of safety, service and convenience;
- 🚗 **92%** of Turnpike customers stated that they were satisfied with road conditions;
- 🚗 **96%** of Turnpike customers stated they were satisfied with the SunPass program;
- 🚗 Service plaza ratings continued to increase in 2004 and 2005. **82%** of customers stated they were satisfied with the level of service, a 6 and 9 percentage point increase from the 2004 and 2003 Surveys, respectively;

- 🚗 **26** of the **29** responses to questions in the 2005 Survey either **improved** or **remained the same** when compared to the 2004 Survey; and
- 🚗 More than **15,000** written comments were received about the Enterprise, its roads, service plazas, toll plazas and the SunPass program.



# Chapter 2

## Overall Customer Satisfaction

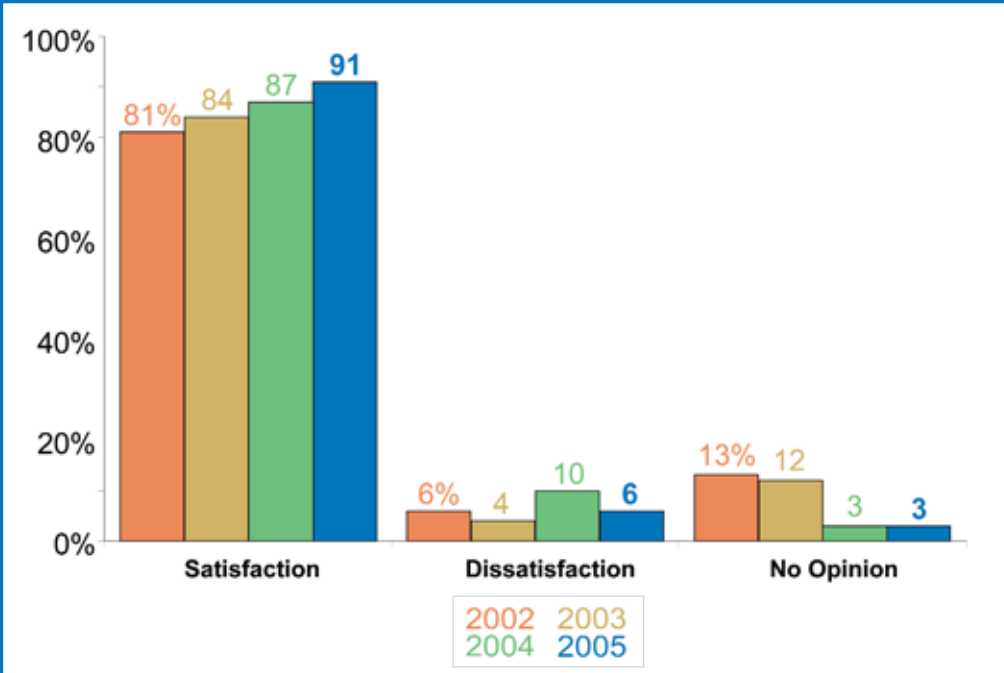
### Value for Toll Paid - Four Year Trend

Customer satisfaction ratings for the value received for the toll paid has consistently increased over time. In the 2002 Survey, 81% of customers indicated that they received value in the form of safety, service and convenience for the toll paid. This data point has steadily increased each year since the survey's inception. In 2005, 91% of Florida's Turnpike customers indicated that they received value for the toll paid.

### Recommendation of Turnpike System - Four Year Trend

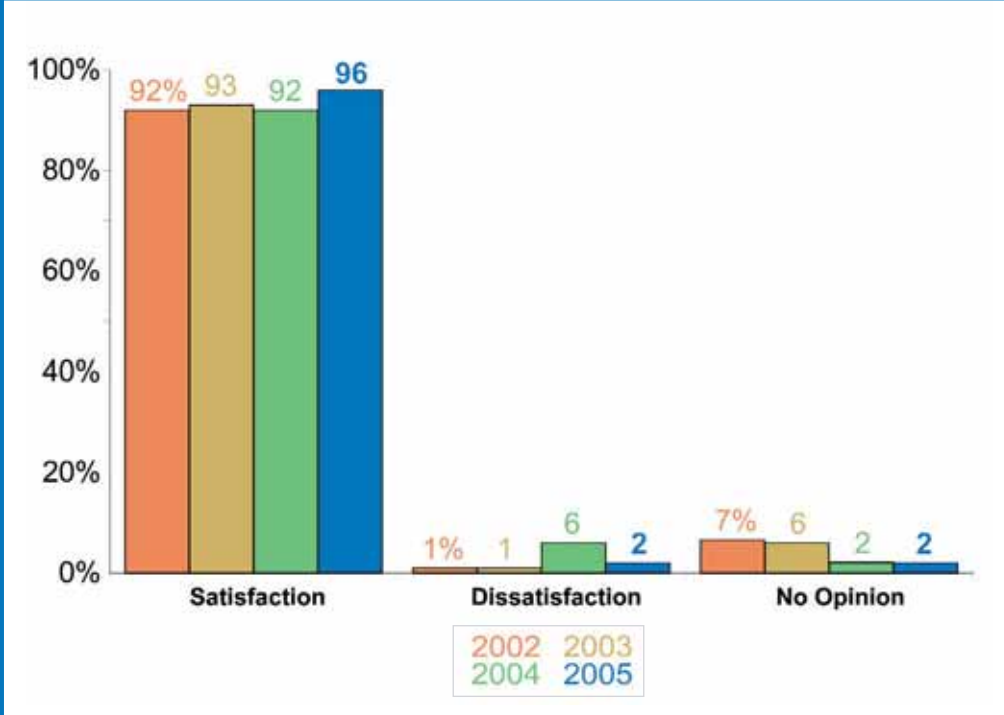
In addition to being extremely satisfied with the value received for the tolls paid, Florida's Turnpike customers also highly recommend the system. According to the 2005 Survey, 96% of customers noted that they would recommend using the Turnpike System to family and friends. This represents a four percentage point increase from the 2004 Survey.

**Overall, I Feel I Received Value in the Form of Safety, Service and Convenience for the Toll I Paid**



Today, Florida's Turnpike serves more than 1.6 million customers per day and is the fourth largest Turnpike System in the United States. During 2005 the Enterprise's sound fiscal management resulted in Moody's Investor Services upgrading the Enterprise's revenue bonds from Aa3 to Aa2, the highest bond rating of any toll road in the nation.

**Overall, I Would Recommend Using the Turnpike System to Family and Friends**



Florida's Turnpike provides a convenient transportation option for tourists and Florida residents alike. In fact, the Enterprise now serves 14 of Florida's 67 counties and with the connecting interstate and state highways, the Enterprise provides service to most of the heavily populated areas in the state. The population of all 14 counties served by the Enterprise represents over 56% of the state's total population.

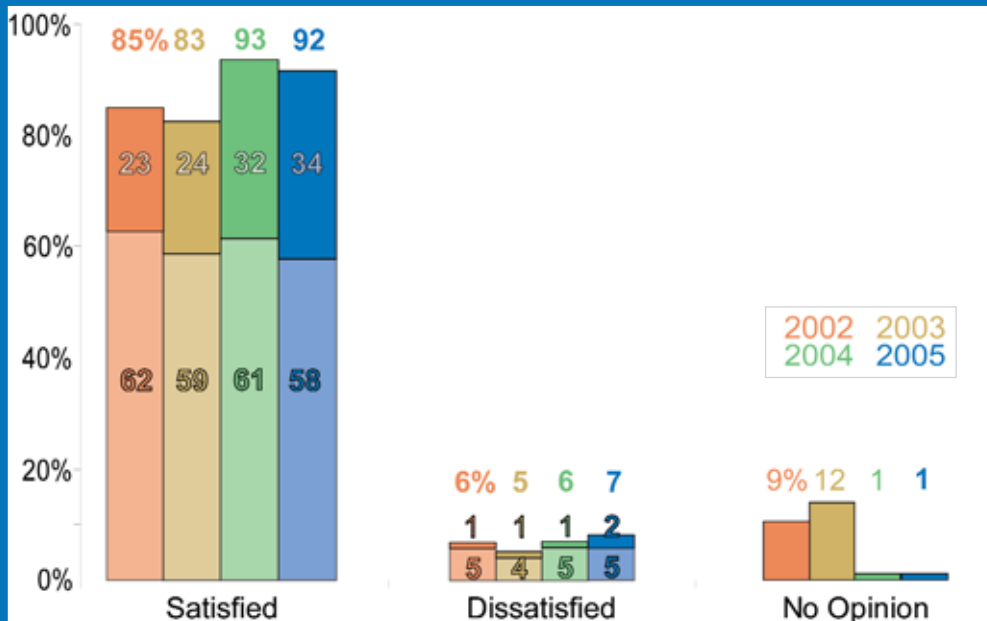
# Chapter 3

## Customer Satisfaction with Road Conditions

### Overall Satisfaction with Turnpike Road Conditions

According to the 2005 Survey, 92% of customers are satisfied with the road conditions on the section of the Turnpike System that they travel. While the 2005 results are slightly less than 2004, 2005 results remain 9 and 7 percentage points greater than the 2003 and 2002 surveys.

#### Overall, I Am Satisfied with the Road Conditions of the Section of the Turnpike System that I Travel

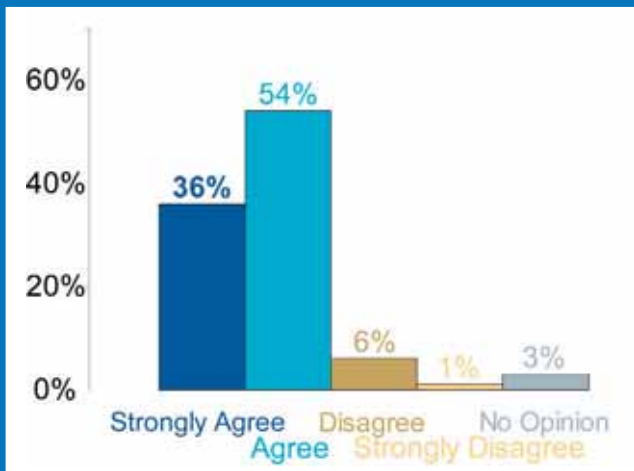


In 2005, the Enterprise installed median guardrails along the 187 miles of the Turnpike's Mainline to reduce the potential for crossover accidents.





***I Am Satisfied with the Signage and Warning Signals Provided to Alert Drivers of Construction Work Zone Areas***



**Safety**

**Turnpike Construction Signage**

In the 2005 Survey, 90% of customers felt that the signage and warning signals provided to alert drivers of construction work zone areas were sufficient.

**A Focus on Safety:**

In an effort to improve traffic flow around incidents and construction zones, the Enterprise created emergency detour maps to enable traffic flow from Florida's Turnpike onto secondary roads during emergency road closures.

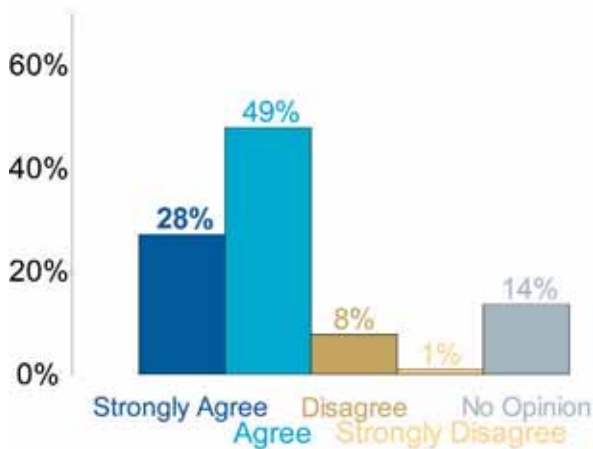
## Service

### Motorist Assistance is a Focus

Customer service on the Enterprise's roads is enhanced by the Turnpike's Road Ranger program, also known as the State Farm Safety Patrol Program, which offers free assistance to stranded motorists. In the 2005 Survey, 77% of customers saw value in having road rangers, state troopers and wreckers on the road.



### *If I Were Stranded on the Turnpike, I Would Feel Confident that Road Rangers, Highway Patrol, or a Wrecker Operator Would Respond*



### A Focus on Service:

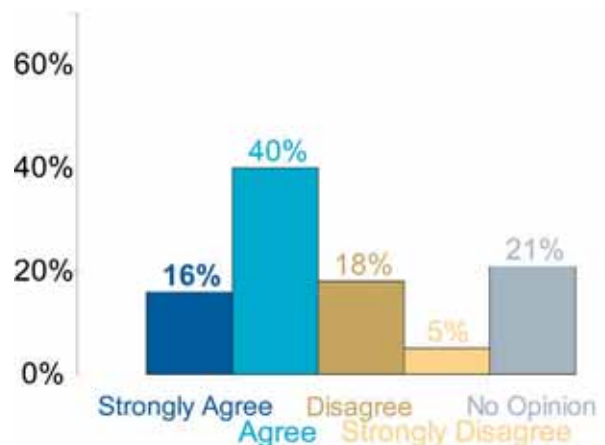
During 2005, the State Farm Safety Patrol responded to over 57,000 service calls for accidents, abandoned vehicles, debris removal, stranded motorists, automotive accidents and other incidents. This was an increase of over 22% from the prior year.

## Convenience

### Turnpike System Accident Clearance

A total of 56% of customers feel that the time it takes to clear an accident on the Turnpike System is satisfactory. This represented a 10 percentage point increase from the 2003 Survey.

### *I Am Satisfied with the Amount of Time To Clear an Accident on the Turnpike System*



### A Focus on Convenience:

The Turnpike's Rapid Incident Scene Clearance (RISC) initiative now rewards recovery contractors for clearing travel lanes within a predetermined time period. For 2005, 77% of the incidents where RISC was activated were cleared within the required time limit and resulted in minimal impact to traffic flow.

*Customer Satisfaction Ratings with Road Conditions*

Satisfaction				Dissatisfaction				No Opinion			
2002	2003	2004	2005	2002	2003	2004	2005	2002	2003	2004	2005
<b>The Turnpike roadways that I travel are well maintained with smooth pavement.</b>											
86%	83	91	90	7%	7	8	8	7%	10	1	2
<b>The grass along the Turnpike roadways that I travel is maintained at an appropriate height.</b>											
90%	89	93	93	3%	2	4	4	7%	9	3	3
<b>Turnpike roads are clean and free of debris.</b>											
83%	83	90	90	7%	6	9	9	10%	11	1	1
<b>Signage on the Turnpike System is well maintained and the signs are easy to read.</b>											
91%	89	93	93	3%	4	6	6	6%	7	1	1
<b>I am satisfied with the amount of time that it takes to clear an accident on the Turnpike System.</b>											
46%	46	55	56	18%	18	22	23	36%	36	23	21
<b>If I were stranded on the Turnpike, I would feel confident that Road Rangers, Highway Patrol, or a Wrecker Operator would respond.</b>											
65%	66	76	77	8%	7	9	9	27%	27	15	14
<b>I am satisfied with the signage and warning signals provided to alert drivers of construction work zone areas.</b>											
84%	83	90	90	6%	5	7	7	10%	12	3	3
<b>My delays within construction zones on the Turnpike System are acceptable.</b>											
55%	55	69	69	21%	18	22	23	24%	27	9	8
<b>The Turnpike roadways that I travel have a sufficient number of traffic lanes.</b>											
67%	65	75	75	22%	20	23	24	11%	15	2	1
<b>Overall, I am satisfied with the road conditions of the section of the Turnpike System that I travel.</b>											
85%	83	93	92	6%	5	6	7	9%	12	1	1

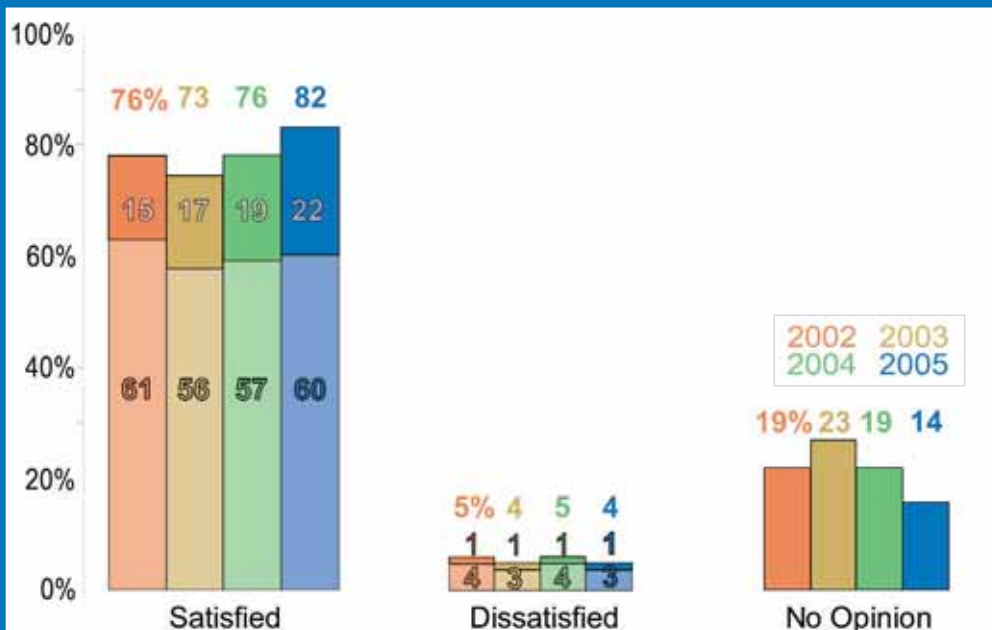
# Chapter 4

## Customer Satisfaction with Service Plazas

### Overall Satisfaction with Service Plazas

In the 2005 Survey, satisfaction ratings for Florida's Turnpike service plazas showed an increase from the 2004 and 2003 ratings, with overall satisfaction for service plazas at 82%. The dissatisfaction ratings have consistently been between 4% and 5%. Many Turnpike customers are commuters. Fewer of these commuters use the service plazas and therefore tend to mark “no opinion” on service plaza questions.

### Overall, I Am Satisfied with the Level of Service Provided at Turnpike Service Plazas

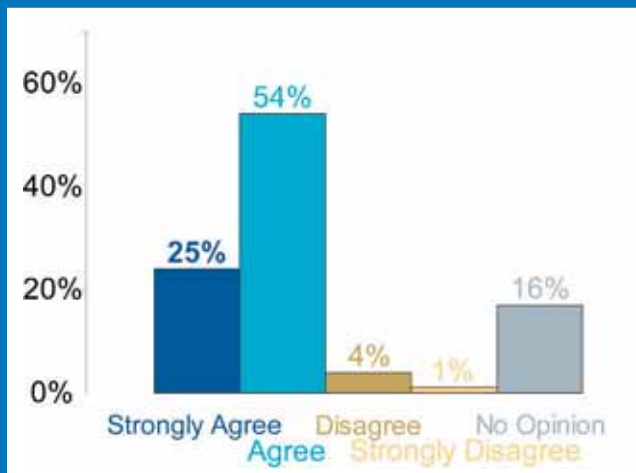


Note: The responses are stacked with very satisfied and very dissatisfied in the darker shade.

During the planning stages of the Turnpike System, the service plazas were strategically located an average of 35 miles apart to provide safety and convenience to our customers. Today, over 35 million customers visit the Enterprise's eight service plazas.



***I Would Recommend to Family and Friends to Stop at a Service Plaza when Traveling on the Turnpike***



**Safety**

**Customer Recommendation of Turnpike Service Plazas**

According to the 2005 survey, 79% of customers would recommend Turnpike service plazas to family and friends. This represented an increase of six percentage points from the previous year's survey.

**A Focus on Safety:**  
 In 2005, the Enterprise implemented the Five-Point Mainline Safety Program to enhance the well-being of customers. Key components of this program included holiday safety breaks and expanded law enforcement presence at the Enterprise's service plazas.

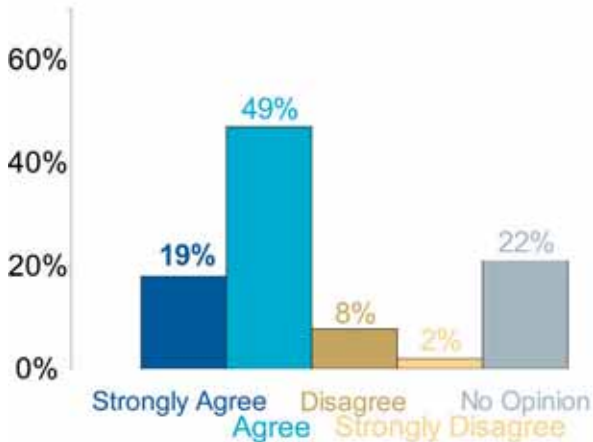
## Service

### Friendly and Courteous Service at Service Plazas

According to the 2005 Survey, 68% of customers were satisfied with the level of service provided by staff at the Turnpike's service plazas. This represented a nine percentage point increase from the 2003 Survey.



#### *I Think That the Service Plaza Staff are Friendly and Courteous, and Treat Me as a Valued Customer*



#### A Focus on Service:

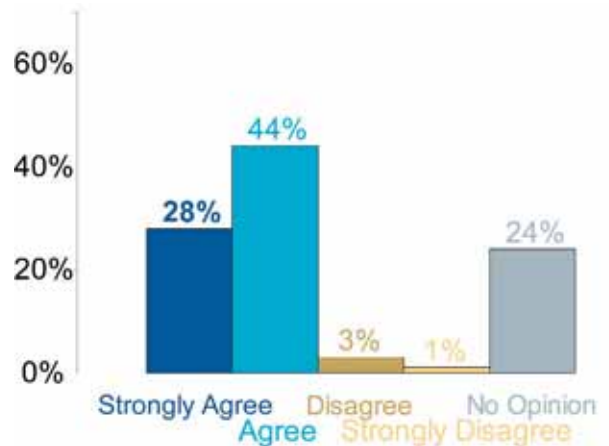
Service is on the rise. The Enterprise developed training for all 4,600 employees on Customer Awareness and Team Training that focused on safety, courtesy, presentation and efficiency.

## Convenience

### Travel Information for Customers

In the 2005 Survey, 72% of customers gave the Enterprise good marks for the amount of travel information provided at service plazas.

#### *There is Sufficient Travel Information Available at the Service Plazas*



#### A Focus on Convenience:

In an effort to provide customers with accurate travel information, the Enterprise is in the process of creating several maps to communicate with customers. For example, one map will provide customers toll rate information to calculate the SunPass and cash toll rates for the section of the Turnpike System being traveled.

**Customer Satisfaction Ratings with Service Plazas**

Satisfaction				Dissatisfaction				No Opinion			
2002	2003	2004	2005	2002	2003	2004	2005	2002	2003	2004	2005
<b>I am satisfied with the cleanliness of the service plazas.</b>											
84%	78	77	78	4%	4	4	5	12%	18	19	17
<b>I am satisfied with the cleanliness of the restrooms at the service plazas.</b>											
75%	67	70	70	7%	6	7	7	18%	27	23	23
<b>I think that the prices at the service plazas are reasonable.</b>											
49%	44	53	57	22%	20	24	22	29%	36	23	21
<b>There is sufficient travel information available at the service plazas.</b>											
78%	74	71	72	2%	2	3	4	20%	24	26	24
<b>I think that the level of security provided at the service plazas is sufficient.</b>											
63%	60	63	65	6%	6	8	8	31%	34	29	27
<b>I think that the service plaza staff are friendly and courteous, and treat me as a valued customer.</b>											
60%	59	67	68	9%	7	9	10	31%	34	24	22
<b>Generally, I do not have to wait in long lines at the service plaza.</b>											
53%	51	64	66	21%	19	15	14	26%	30	21	20
<b>I would recommend to family and friends to stop at a service plaza when traveling on the Turnpike.</b>											
69%	67	73	79	6%	5	5	5	25%	28	22	16
<b>Overall, I am satisfied with the level of service provided at Turnpike service plazas.</b>											
76%	73	76	82	5%	4	5	4	19%	23	19	14



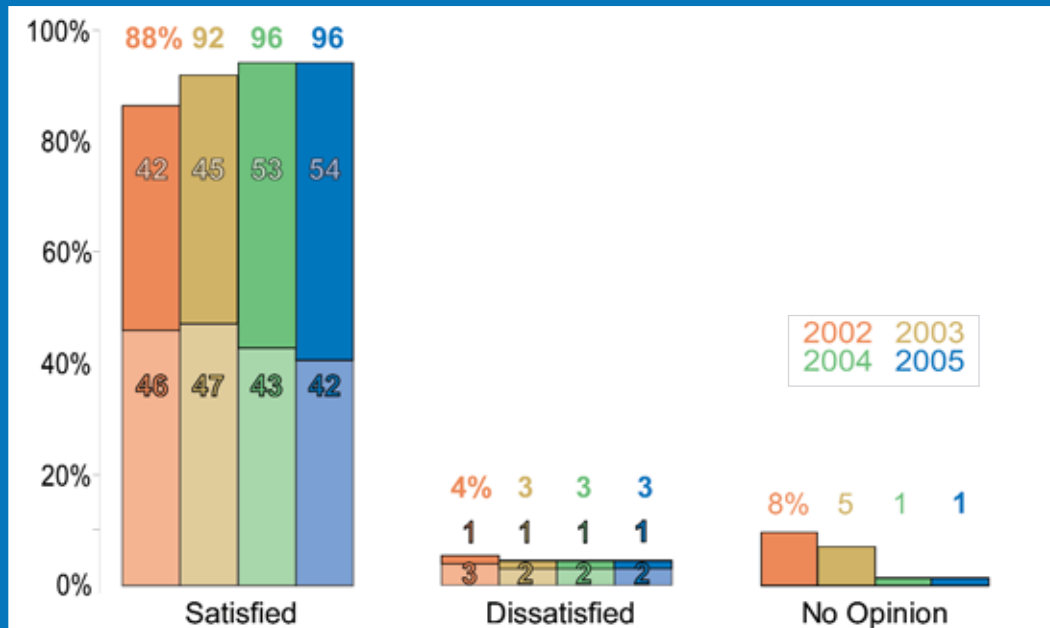
# Chapter 5

## Customer Satisfaction with Toll Plazas and the SunPass Program

### Satisfaction with SunPass Program

The number one value proposition the Enterprise offers customers is SunPass, the prepaid electronic toll program for Florida's Turnpike. Enterprise customers have recognized this over the years by consistently providing the SunPass program with extraordinary satisfaction ratings. Overall satisfaction with the SunPass program remained high in 2005 maintaining 96%. The 2005 satisfaction rating is eight percentage points above the 2002 rating.

### Overall, I Am Satisfied with the Value that I Receive from the SunPass Program

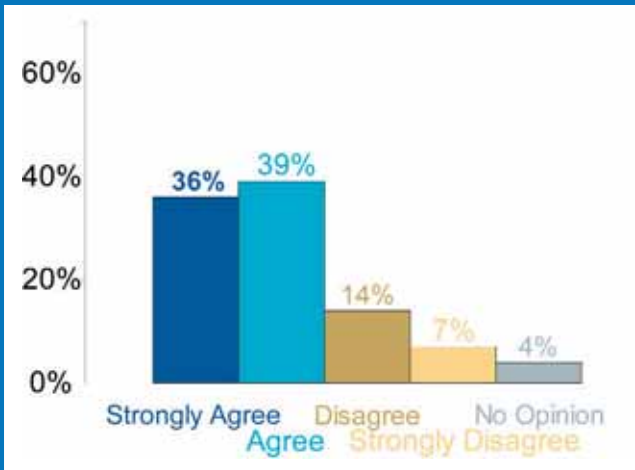


Approximately 520,000 SunPass transponders were sold during 2005 with nearly 2,000,000 cumulative transponders sold since the SunPass program's inception.

Note: The responses are stacked with very satisfied and very dissatisfied in the darker shade.



***I think that the Gates in the SunPass Only Lanes are an Effective Device to Reduce Vehicle Speed through the Toll Plaza***



**Safety**

**SunPass Only Lane Gates**

75% of the customers in the 2005 Survey indicated that the gates in the SunPass Only lanes were an effective device to reduce speed through toll plazas.

**A Focus on Safety:**

The Turnpike increased up time for toll lanes by implementing the nation's first electronic monitoring system (SunWatch Center) to monitor all electronic and mechanical devices in toll collection facilities.

## Service

### Contacting the Customer Service Center

77% of customers in the 2005 Survey indicated that SunPass customer service representatives were responsive, friendly and treated them as a valued customer. 20% of customers marked no opinion to this statement. This is consistent with a significant number of customers who have automatic replenishment and who use web interface to contact the Enterprise and consequently who likely mark no opinion to this statement.

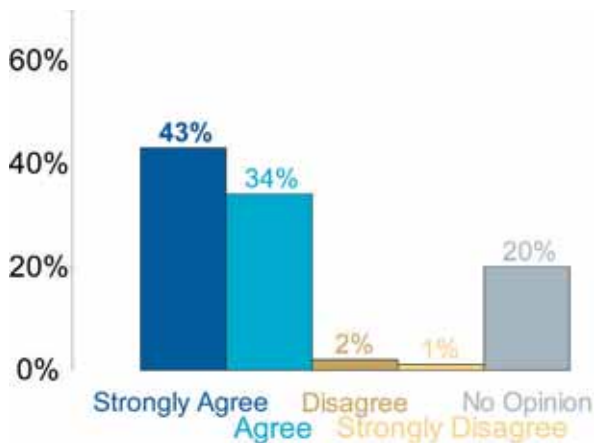


## Convenience

### Time Savings with SunPass

SunPass customers love the convenience of paying tolls electronically. 97% of customers in the 2005 Survey maintained that they saved time using SunPass compared to paying cash for tolls.

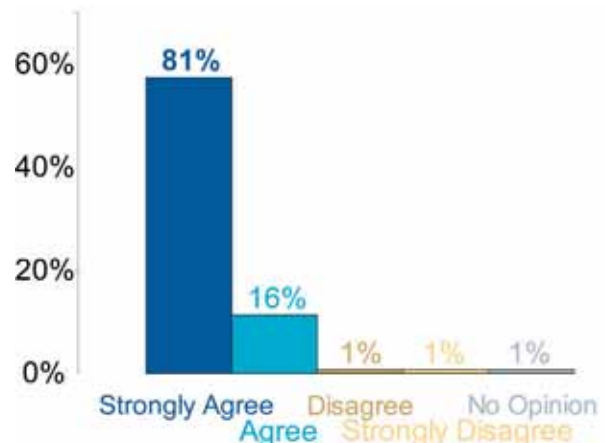
#### *The SunPass Customer Service Representatives were Responsive, Friendly, and Treated Me as a Valued Customer*



#### A Focus on Service:

The Enterprise operates two call centers dedicated to SunPass customers. The original call center in Boca Raton was supplemented in 2005 with a second call center in Orlando. In 2005, the Enterprise's call centers received 3.8 million telephone, email and fax interactions. In addition, J.D. Power and Associates recognized the Enterprise for call center operation customer satisfaction excellence.

#### *As a SunPass Customer, I Save Time Using SunPass, Compared to Paying Cash for Tolls*



#### A Focus on Convenience:

In addition to saving time on toll roads, SunPass customers save time parking in Florida airports. SunPass customers now have the additional convenience of being able to pay electronically for airport parking at Orlando International Airport with their SunPass transponder. The Enterprise is currently working on additional agreements to introduce SunPass parking arrangements at Palm Beach International and Fort Lauderdale International airports.

**Customer Satisfaction Ratings with Toll Plazas and the SunPass Program**

Satisfaction				Dissatisfaction				No Opinion			
2002	2003	2004	2005	2002	2003	2004	2005	2002	2003	2004	2005
<b>When contacting the SunPass Customer Service Center, I thought the telephone customer service representatives were responsive and friendly, and treated me as a valued customer.</b>											
82%	82	77	77	3%	2	3	3	15%	16	20	20
<b>As a SunPass customer, I feel that I save time using SunPass, compared to paying cash for tolls.</b>											
94%	96	97	97	3%	2	2	2	3%	2	1	1
<b>When I check my SunPass account balance, it is accurate.</b>											
79%	82	79	80	4%	3	3	4	17%	15	18	16
<b>I think that the gates in the SunPass Only lanes are an effective device to reduce vehicle speed through the toll plaza.</b>											
64%	65	73	75	22%	20	23	21	14%	15	4	4
<b>I think that the toll collectors that I come in contact with are friendly and treat me as a valued customer.</b>											
73%	76	83	82	7%	5	7	7	20%	19	10	11
<b>I am satisfied with the appearance of the toll plazas on the Turnpike System.</b>											
84%	84	93	93	4%	3	3	3	12%	13	4	4
<b>Overall, I am satisfied with the value that I receive from the SunPass program.</b>											
88%	92	96	96	4%	3	3	3	8%	5	1	1
<b>I would recommend purchasing SunPass to family and friends.</b>											
95%	96	97	97	1%	1	2	2	4%	3	1	1

# Chapter 6

## Summary

When the Enterprise was created in 2002, it established a mission statement "To help meet the State's growing transportation needs, **ensuring value to customers**, protecting investors and managing the Turnpike System in a business-like manner." As one of the four pillars of the Enterprise's mission, the emphasis on customer service has been at the core of the organization since its inception. Regardless of whether it is a State Farm Safety Patrol staff member assisting a customer with a flat tire, a road maintenance technician installing a portion of median guardrail or a toll collector providing change to a customer, the Enterprise operates under the service philosophy that "We affect people's lives by bringing a smile to the face of everyone we serve."

Over the past four years, the Enterprise has made a substantial commitment to customer service and has continued to measure performance. The 2005 Survey measured the outcomes of that commitment with **91% of its customers stating that they received value for the toll paid in the form of safety, service and convenience**. A second measure of overall customer satisfaction from the 2005 Survey showed that **96% of its customers stated that they would recommend Florida's Turnpike to family and friends**.





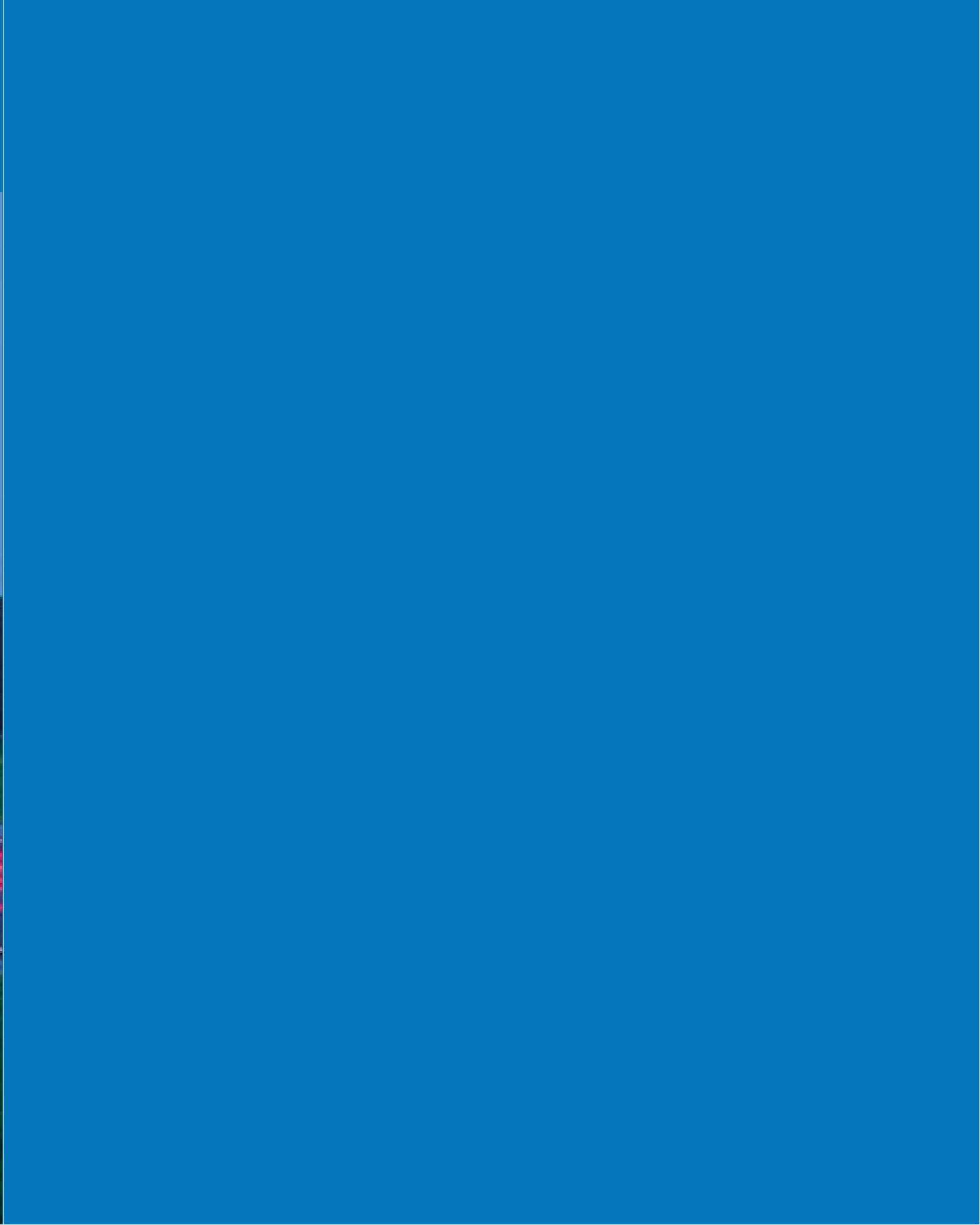
While the 2005 Survey results are exceptional, the Enterprise understands that delivering outstanding customer service requires continual refinement, implementation and measurement. The Enterprise will continue to focus its efforts on providing customers with safety, service and convenience in all of its operations and to measure and track customer satisfaction over time to fulfill its mission.



Certified  
Call Center  
J.D. POWER  
AND ASSOCIATES  
2005

"An Outstanding  
Customer Service  
Experience"

presented to  
FLORIDA'S TURNPIKE ENTERPRISE  
SUNPASS CUSTOMER SERVICE CENTER





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