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# SUN PASSAGES

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**SUNPASS**  
CUSTOMERS

Summer 2004 Newsletter

## Satisfaction Ratings Improve in Latest Customer Survey

Providing essential feedback to Florida's Turnpike, SunPass customers surveyed last November reported an overall satisfaction rating of 92 percent for the SunPass program. The annual Customer Satisfaction Survey allows Florida's Turnpike to identify customer satisfaction areas that experienced a change since the last survey as well as specific areas for improvement. More than 108,000 SunPass customers returned completed surveys for a 17 percent response rate.



### You spoke and we listened!

The survey asked SunPass customers to rate their overall satisfaction with the SunPass program, service plazas and road conditions. In general, the latest survey showed high overall satisfaction ratings for all three measured areas.

For example, nearly all SunPass customers surveyed would recommend Florida's Turnpike to others (93 percent). The highest satisfaction ratings received regarding the SunPass program were in the time-savings area, where 96 percent of respondents agree that they save a significant amount of time by using SunPass. Florida's Turnpike is committed to making your driving experience even more enjoyable and efficient and will be doubling the number of SunPass-only lanes at toll plazas throughout the system.

SunPass customers also are generally satisfied with service plazas and roadways. The survey showed that 84 percent of SunPass customers feel they receive value for the tolls they pay. Service plaza cleanliness received a 78 percent satisfaction rating. In addition, 74 percent reported that there was sufficient travel information at service plazas. Finally, 83 percent agree Florida's Turnpike is generally safe and free of road debris.

### Focus on safety

Your biggest concern remains accident clearance on the roadways. In conjunction with the Florida Highway Patrol (FHP), Florida's Turnpike has developed a five-point safety program that focuses on enforcement and clearing accidents as quickly as possible. All told, Florida's Turnpike is investing \$40 million in the safety of its customers on these safety-related initiatives as detailed in the Turnpike Mainline Safety Program, including:

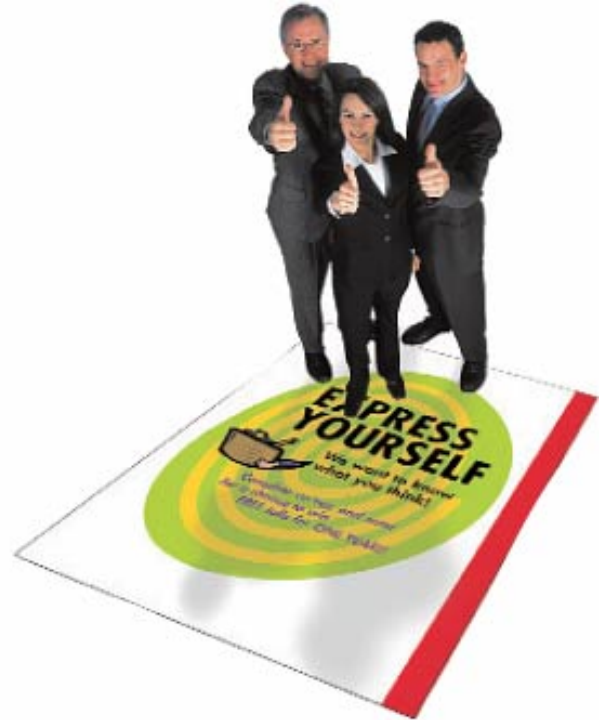
- 1. The median close-up program** - Currently, 109 miles of Florida's Turnpike have guardrails or medians separating northbound and southbound traffic. By the end of 2005, Florida's Turnpike will have installed an additional 160 miles of median barriers in critical sections of the roadway. The remaining 44 miles will receive medians before 2009.
- 2. Additional law enforcement** - FHP's Troop K, the dedicated troop of officers for Florida's Turnpike, is adding 15 new crash investigation officers and three sergeants, and has increased patrols along Florida's Turnpike.
- 3. Holiday motorist "Safety Breaks"** - Florida's Turnpike encourages drivers to stop, stretch and take a break at any of the eight, 24-hour service plazas during the holidays.
- 4. Incident management and "Quick Clear" policy** - In an innovative new program, Florida's Turnpike is offering tow operators contract incentives to clear crash scenes quicker. The new policy also calls for maximizing the effectiveness of the Florida's Turnpike Traffic Management Centers and using advanced computer technology for accident clearance. The goal is to clear all accidents within 90 minutes. In addition, Florida's Turnpike has doubled the number of complimentary Road Rangers who now

patrol the entire Turnpike from Homestead to Wildwood and the Sawgrass Expressway.

**5. Public outreach and education** - Florida's Turnpike is offering periodic motorist safety awareness events at service plazas, such as child car seat safety checks. Florida's Turnpike also has installed humorous signs on remote sections of the Turnpike to help improve alertness and promote safe driving.

**Thank you for your feedback!**

We appreciate your continued support and assistance with the annual survey. If you have any suggestions on ways to improve Florida's Turnpike and our services, please e-mail your comments to [sunpassages@dot.state.fl.us](mailto:sunpassages@dot.state.fl.us).



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