



**Maryland Transportation Authority  
Division of Strategic Development  
Business Plan Annual Achievement Report  
FY 2007 – FY 2008  
Internal Use Only**

**Key Focus Area 6:** Timely, Polite, Thorough Customer\* Service

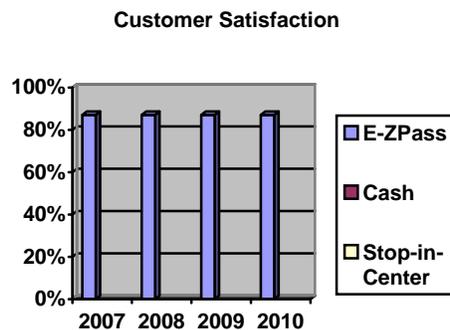
**Objective A:** By end of FY 2008, develop a baseline to measure customer satisfaction and a strategy to assess

**Responsibilities** Lead: Strategic (initial lead)/E-ZPass® Operations/Communications  
Support/Resource: Strategic

**What has been accomplished –**

Objective 75% complete – The baseline measure has been now established: roughly 87% of respondents were “satisfied” or “completely satisfied” with the E-ZPass system in Maryland. Following a future discussion in April 2008, determinations to be made to establish strategies for future assessments. (i.e. What does the Authority do with information obtain through the survey results?) The remaining 25% of the objective to be achieved is the development of the strategy to assess

**Illustration of Performance** *Data obtained from final survey report delivered by Remline*



**Future Actions**

Future survey implementation method(s) to be discussed during meeting to be scheduled during April 2008 meeting with Communications, E-ZPass Operations, Strategic Development and the Executive Secretary

Strategic Development Staff has completed some research of survey monkey, zap survey, and various other web-based survey sites with security and ability to run analysis of data collected for annual fee. Information will be presented during the meeting in April 2008.

Assessment from Strategic Development: annual customer satisfaction surveys are useful if the Authority responds to the issues and communications results with customers, staff, management, and Members. If the Authority were to purchase the web survey services, surveys could be conducted quarterly, which gives the organization more timely input from customers. This would also allow the Authority to address issues and items as they arose throughout the year. The web survey services also allow for analysis and assessment of data in a timely manner.