

# CUSTOMER SATISFACTION SURVEY

## PARKING AND COMMUTER SERVICES

### 2018/19

A self-support program established to provide parking resources and facilities, conduct parking enforcement, and promote alternate modes of transportation.



**3.65**  
OVERALL SATISFACTION WITH  
PARKING AND COMMUTER SERVICES



**862**  
RESPONDENTS



**3.65**  
MOVING IN A POSITIVE DIRECTION  
TO MEET CUSTOMER NEEDS

### STRENGTHS & OPPORTUNITIES

#### STRENGTHS

Knowledgeable Staff  
Helpful Staff  
Accessible to Customers

#### OPPORTUNITIES FOR IMPROVEMENT

Moving in a Positive Direction  
Responds to Requests Within an Acceptable Time  
Communication of Parking Rules & Regulations

### SURVEY ITEMS



**ACCESSIBLE TO  
CUSTOMERS**



**RESPONSIVE TO  
REQUESTS**



**KNOWLEDGEABLE STAFF**



**HELPFUL STAFF**



**EFFECTIVELY USES  
WEBSITE**

Below 3.0: Low  
3.00-3.59: Marginal

3.60 - 4.29: Good  
4.30 & above: Excellent



# 2019 CSU San Marcos CSS Parking and Commuter Services

A self-support program established to provide parking resources and facilities, conduct parking enforcement, and promote alternate modes of transportation.

2019

**862**  
respondents

2018

1,027 respondents

### Strengths

- Knowledgeable Staff
- Helpful Staff
- Accessible to Customers

### Opportunities

- Moving in a Positive Direction
- Responds to Requests Within an Acceptable Time
- Communication of Parking Rules & Regulations

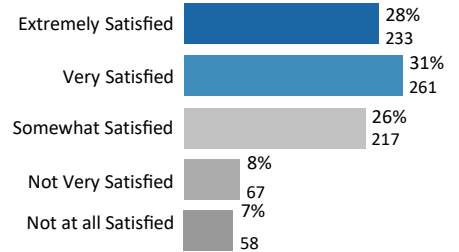
### Overall Satisfaction

Thinking of your OVERALL experience with this department, how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?

**3.65**

mean

Standard Deviation  
1.17



Mean Scores **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

#	Question	Mean Score			2019 change from prior year
		2017	2018	2019	
1	Thinking of your OVERALL experience with Parking & Commuter Services, how would you rate your satisfaction with it during the past 12 months?	3.79	3.79	3.65	
2	Communication of parking rules and regulations	3.89	3.87	3.72	★
3	Purchasing a parking permit	3.60	3.67	3.65	
4	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.92	3.95	3.88	
5	Responsive to requests or problems	3.88	3.86	3.75	
6	Knowledgeable staff	4.08	4.10	3.96	★
7	Helpful Staff		4.08	3.97	
8	Effectively uses website to provide information about Parking and Commuter Services	3.98	3.99	3.86	
9	Moving in a positive direction to meet my needs	3.76	3.78	3.65	

### Background

★ Change from prior year is statistically significant

Change of 0.09 or greater

- Survey Period: February 20 to March 8, 2019
- 32 departments across campus participated
- 16,786 - 902 staff, 900 faculty, and 14,984 students were invited to take the survey
- 1,815 (11%) total responded. Staff - 357, Faculty - 119, Student - 1,339
- 10 standard satisfaction questions + 1 NPS (optional) + up to 5 supplemental questions were asked in each survey department
- Verbatim comments: 2 standard (Like best, Improve) plus up to 2 burning questions for each department
- Contact us at [vpfas@csusm.edu](mailto:vpfas@csusm.edu) if you have any questions about this report or would like additional in-depth analysis of your survey data

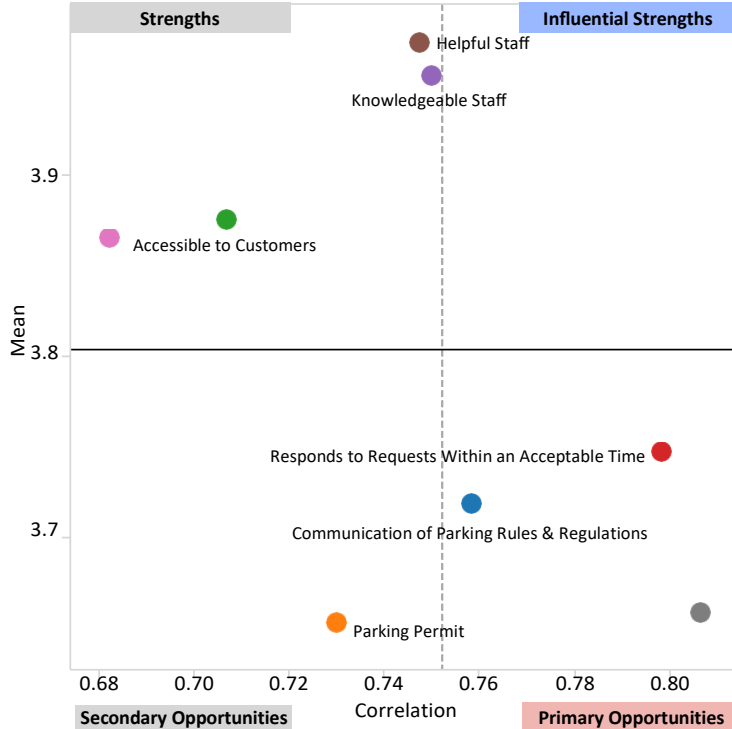


## 2019 CSU San Marcos CSS Parking and Commuter Services

A self-support program established to provide parking resources and facilities, conduct parking enforcement, and promote alternate modes of transportation.

### Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation

Correlation Coefficient Average = 0.75, Mean Average = 3.80



- Moving in a Positive Direction
- Helpful Staff
- Effectively Uses Websites, Online Documentation
- Parking Permit
- Accessible to Customers
- Knowledgeable Staff
- Responds to Requests Within an Acceptable Time
- Communication of Parking Rules & Regulations

**Strengths**  
Higher than average mean score, lower than average correlation.  
"Keep up the good work"

**Influential Strengths**  
Higher than average mean score, higher than average correlation.  
"Keep an eye on"

**Secondary Opps**  
Lower than average mean score, lower than average correlation.  
"Low Priority"

**Primary Opps**  
Lower than average mean score, higher than average correlation.  
"Concentrate Efforts"

### List of Strengths & Opportunities by Question ST - Strength | IS - Influential Strength | PO - Primary Opportunity | SO - Secondary Opportunity

#	Question	Mean	Corr	Str/Opps
2	Communication of parking rules and regulations	3.72	0.76	PO
3	Purchasing a parking permit	3.65	0.73	SO
4	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.88	0.71	ST
5	Responsive to requests or problems	3.75	0.80	PO
6	Knowledgeable staff	3.96	0.75	IS
7	Helpful Staff	3.97	0.75	ST
8	Effectively uses website to provide information about Parking and Commuter Services	3.86	0.68	ST
9	Moving in a positive direction to meet my needs	3.65	0.81	PO



**2019 CSU San Marcos CSS**  
**Parking and Commuter Services**

**Satisfaction Mean Scores by Classification** **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

	Overall Satisfaction	Communication of Parking Rules & Regulations	Parking Permit	Accessible to Customers	Responds to Requests Within an Acceptable Time	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Faculty	4.02 (58)	3.89 (56)	4.04 (53)	4.10 (48)	3.95 (43)	4.23 (48)	4.33 (52)	4.04 (50)	3.96 (45)
Staff	3.92 (140)	3.84 (141)	4.03 (130)	4.04 (131)	3.94 (136)	4.09 (139)	4.14 (138)	3.97 (129)	3.95 (136)
Student	3.56 (638)	3.67 (625)	3.53 (611)	3.82 (545)	3.67 (484)	3.89 (509)	3.89 (516)	3.83 (596)	3.56 (588)

Number of respondents in parenthesis: (n). The (n) is not shown when the number of respondents is fewer than five



**2019 CSU San Marcos CSS**  
 Parking and Commuter Services

**Satisfaction Mean Scores by Division and Classification** Below 3.00 - Low | 3.00 to 3.59 - Marginal | 3.60 to 4.29 - Good | 4.30 & above - Excellent

		Overall Satisfaction	Communication of Parking Rules & Regulations	Parking Permit	Accessible to Customers	Responds to Requests Within an Acceptable Time	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Academic Affairs	Faculty	3.00	3.00	2.00	4.00	2.00	3.00	4.00	3.00	3.00
	Staff	3.95 (37)	3.71 (38)	3.94 (33)	4.03 (34)	3.84 (38)	4.03 (38)	4.15 (39)	3.70 (33)	3.83 (35)
CEHHS	Faculty	4.33 (12)	4.18 (11)	3.92 (12)	4.18 (11)	4.40 (10)	4.40 (10)	4.40 (10)	4.00 (9)	4.00 (11)
	Student	3.58 (129)	3.69 (128)	3.47 (126)	3.87 (113)	3.83 (93)	3.97 (99)	3.92 (97)	3.86 (116)	3.55 (115)
CHABSS	Faculty	3.88 (24)	3.92 (24)	3.96 (23)	3.95 (20)	3.71 (17)	4.19 (21)	4.27 (22)	4.05 (22)	4.00 (15)
	Student	3.61 (263)	3.69 (257)	3.52 (248)	3.91 (227)	3.74 (207)	3.95 (219)	3.97 (222)	3.88 (245)	3.64 (246)
COBA	Faculty	4.29 (7)	4.00 (6)	4.60 (5)	4.50	4.00 (5)	4.50	4.67 (6)	3.75	3.80 (5)
	Student	3.39 (119)	3.53 (116)	3.53 (116)	3.59 (101)	3.42 (91)	3.78 (93)	3.71 (98)	3.68 (113)	3.45 (108)
Community Engagement	Staff	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
CSM	Faculty	3.90 (10)	3.70 (10)	4.25 (8)	4.25 (8)	4.00 (7)	4.25 (8)	4.22 (9)	4.20 (10)	3.89 (9)
	Student	3.55 (115)	3.71 (112)	3.64 (109)	3.75 (93)	3.60 (84)	3.78 (88)	3.87 (90)	3.81 (110)	3.51 (108)
Finance and Administrative Services	Staff	3.85 (53)	3.81 (53)	4.02 (49)	3.94 (51)	3.80 (51)	3.96 (52)	3.96 (51)	3.96 (46)	3.85 (52)
Office of the President	Faculty	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	Staff	4.00	4.00	4.50	4.33	4.25	4.25	4.25	4.00	4.25
Open University	Student	3.67	4.33	2.67	4.00	2.67	3.00	2.00	3.33	2.67
Student Affairs	Faculty	4.00	3.67	4.33	4.00	4.50	4.00	4.33	4.33	4.33
	Staff	4.12 (26)	4.00 (26)	4.08 (25)	4.22 (23)	4.22 (23)	4.20 (25)	4.29 (24)	4.12 (26)	4.20 (25)
Transitory	Student	4.00	4.50	4.00	4.50	4.50	4.50	5.00	4.50	4.50
Undeclared	Student	3.33	3.67	2.33	3.33	4.00	3.67	3.67	4.00	3.00

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 Blank cells: respondents did not provide an answer to the question.



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		Overall Satisfaction	Communication of Parking Rules & Regulations	Parking Permit	Accessible to Customers	Responds to Requests Within an Acceptable Time	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Undeclared EE	Student	4.50	3.75	4.50	4.33	5.00	4.50	4.50	3.75	4.33
University Advancement	Staff	3.71 (17)	3.88 (17)	4.00 (16)	4.00 (17)	4.06 (17)	4.35 (17)	4.41 (17)	4.24 (17)	4.00 (17)

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