

Minnesotan's Quality of Life: A customer-centric approach for transportation

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UNIVERSITY OF MINNESOTA
EXTENSION

Driven to DiscoverSM

Quality of Life (QOL)

Discretionary Income
(Based on \$75,000 Household Income)

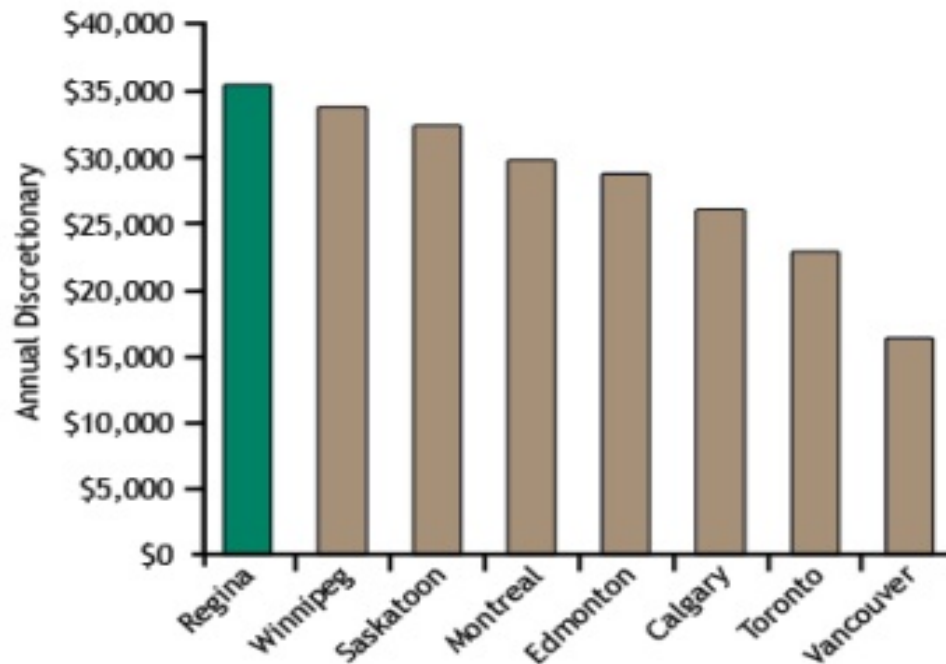
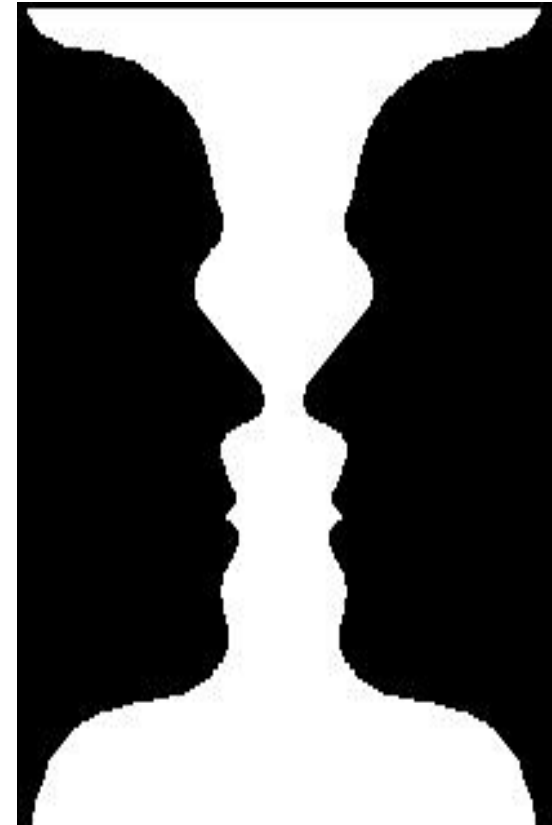


Chart and Calculation: RREDA, Source Data: Saskatchewan Finance



Destination: Customer centric QOL via 3, 11, 7

- 3 methods
 - 11 quality of life domains
 - 7 transportation elements



3 study methods

Literature
review

Focus groups

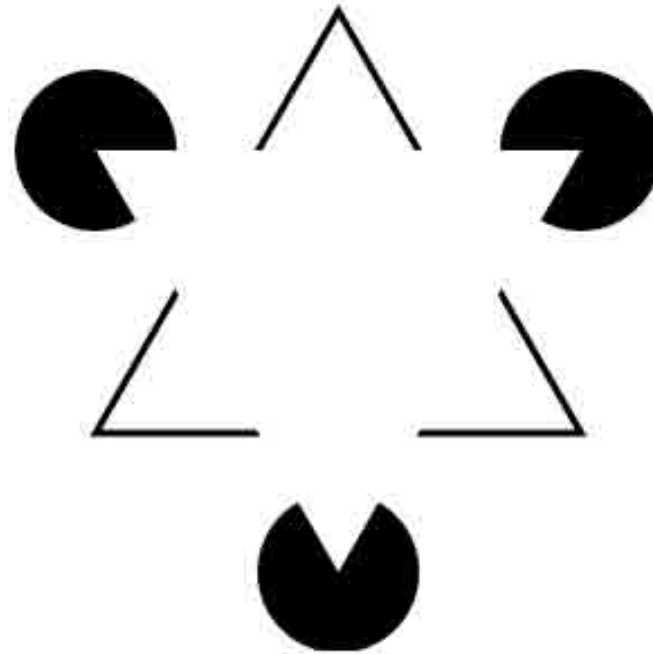
Questionnaire



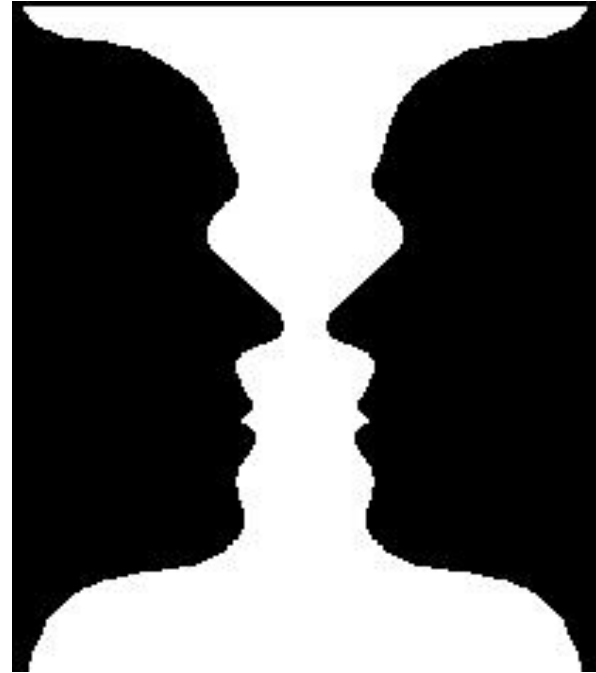
Method 1: Results literature review

QOL points

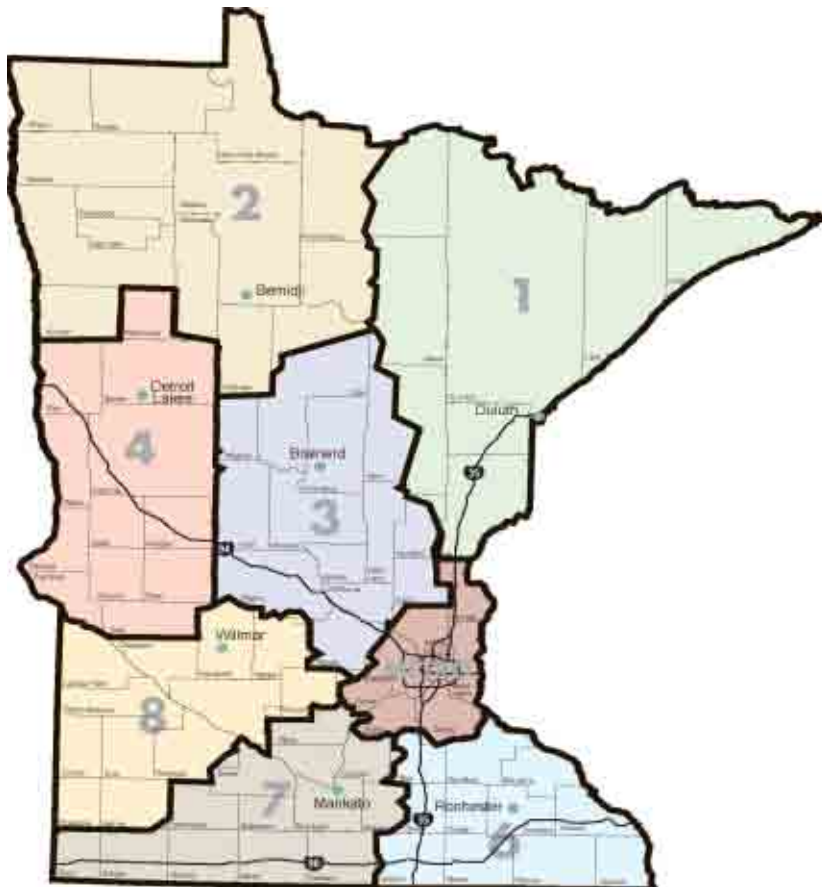
- 50 years.....
- Inconsistently measured
- Variety of domains



Construed vs consumer...?



Method 2: Focus groups in 29 locales, with 3 age groups & 4 ethnically diverse groups



- Alexandria
- Bemidji *
- Brainerd
- Detroit Lakes
- Duluth
- Mankato
- Metro, plus a pilot study*
- Rochester
- St. Cloud
- Virginia
- Willmar*

Method 3: Questionnaire

- Representative sample, 45% response (Dillman, et al. 2007)
- Quantify QOL & transportation's role
- Importance & satisfaction with performance



Destination: customer centric QOL

Our route today: 3, 11, 7

- 3 methods
 - 11 *quality of life domains*
 - 7 transportation elements

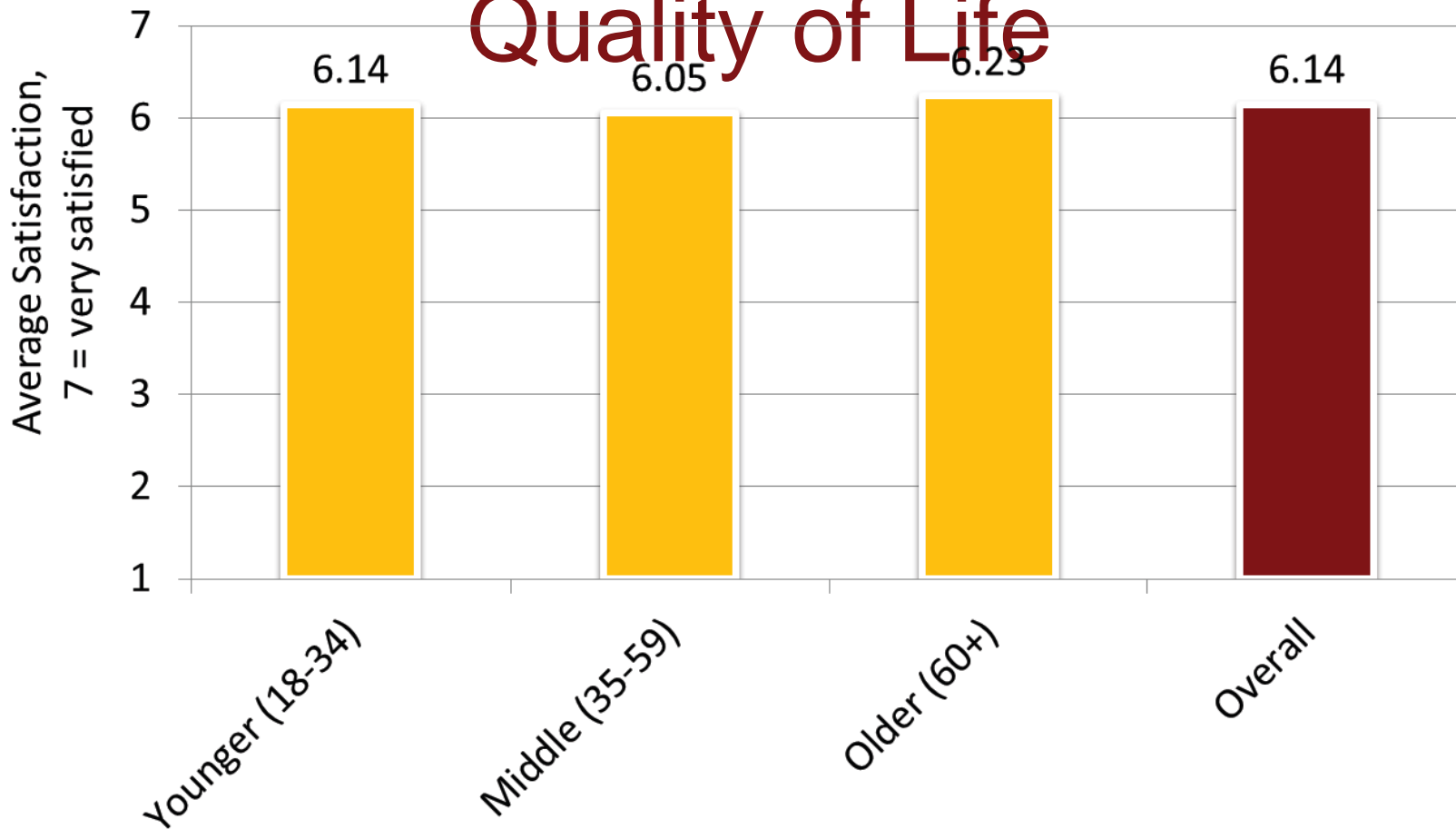


Focus group results: 11 QOL areas

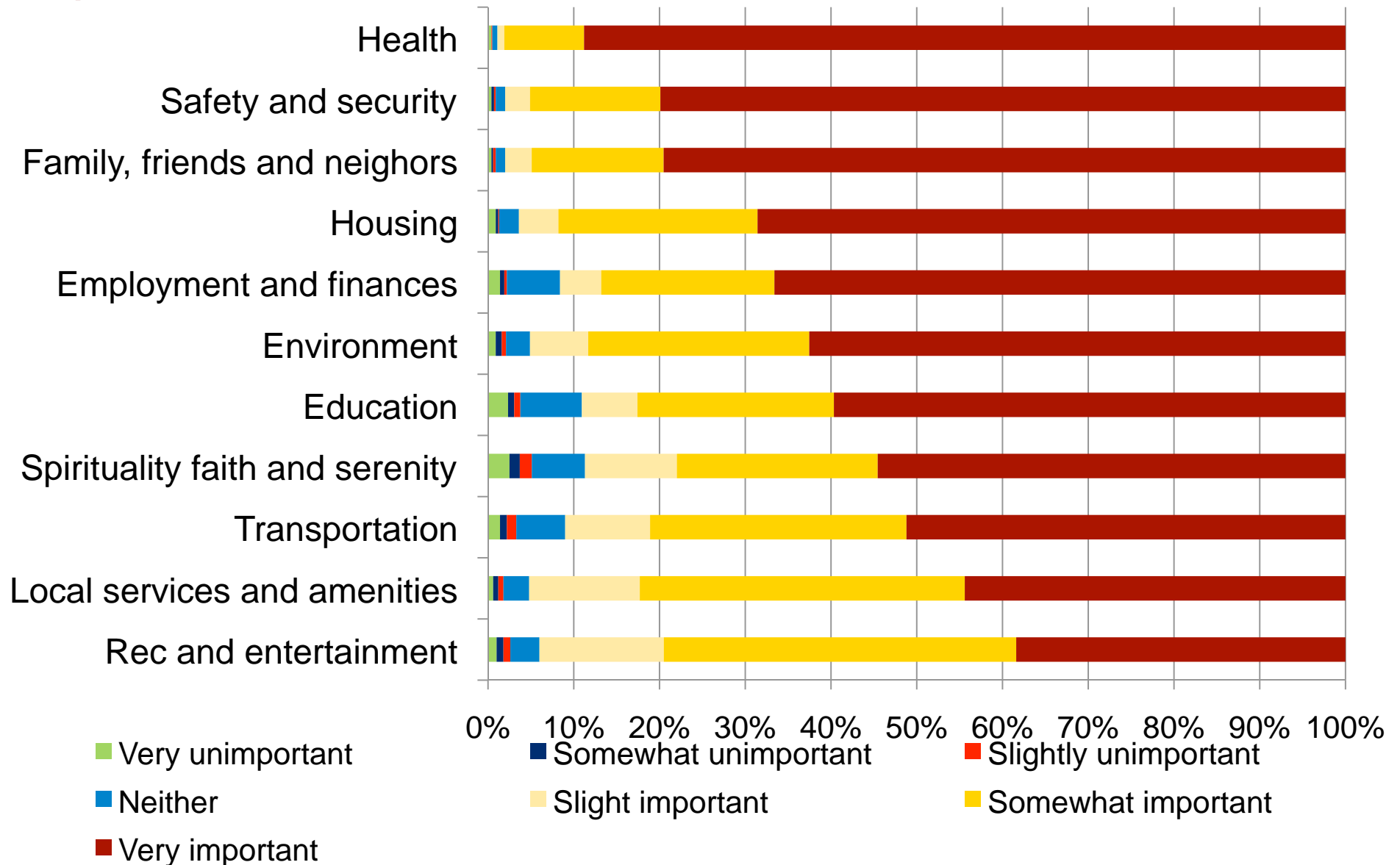
- Education
- Employment/
finances
- Environment
- Housing
- Family, friends, &
neighbors
- Health
- Local amenities
- Recreation &
entertainment
- Safety
- Spirituality, faith &
serenity
- Transportation



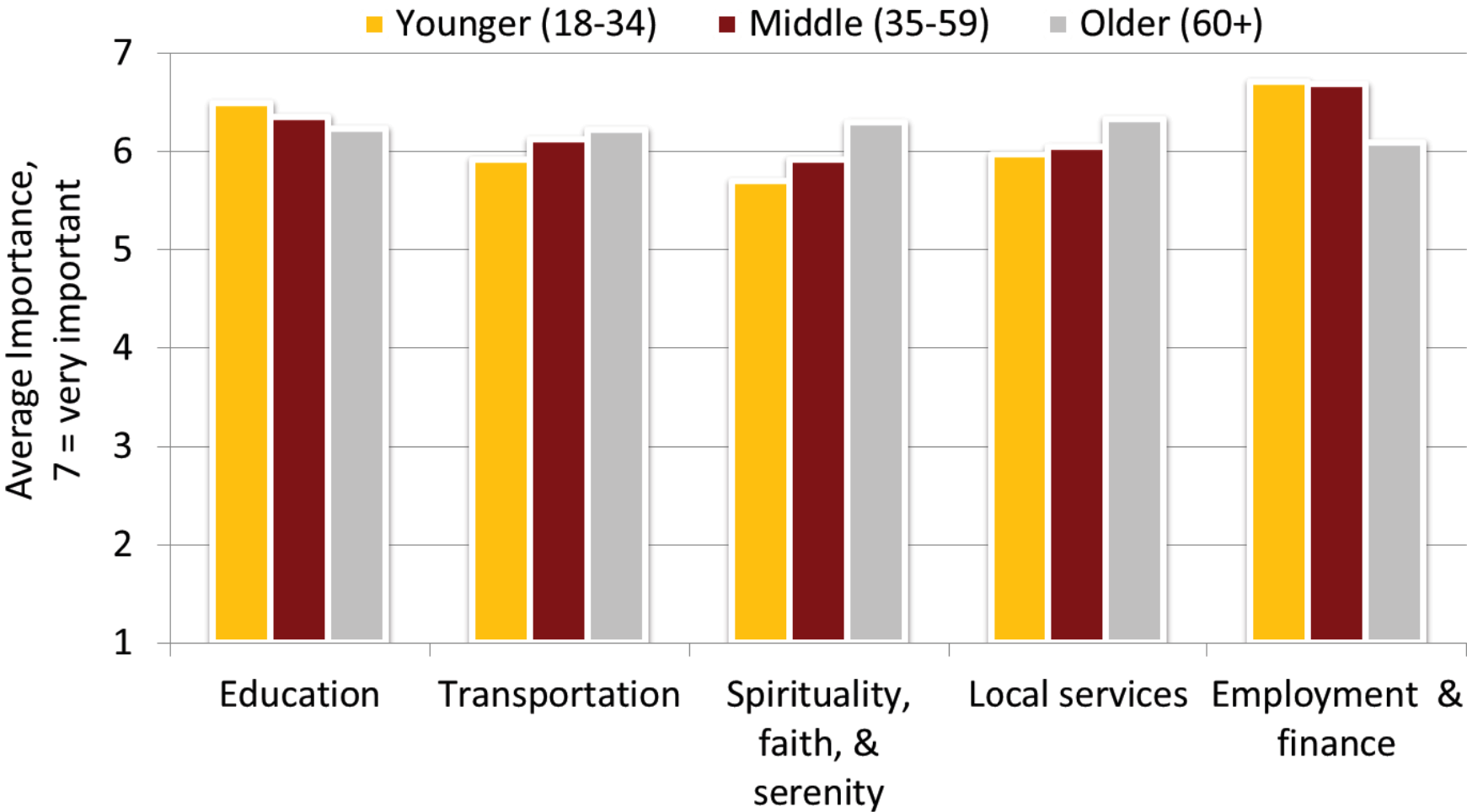
Questionnaire: Minnesotans' satisfied with Quality of Life



Importance of QOL areas



Importance of 5 QOL life areas differ significantly across age groups



Relationship among 11 QOL areas

| Factor 1 | Factor 2 | Factor 3 | |
|-----------------|----------------|------------------------------|-----------------------------------|
| Health | Education | Local services/ amenities | Spirituality, faith & serenity |
| Family/friends | Environment | Recreation | |
| Safety/security | Employment | | |
| | Housing | | |
| | Transportation | | |



Destination: Customer centric QOL via 3, 11, 7

- 3 methods
 - 11 quality of life domains
 - *7 transportation elements*

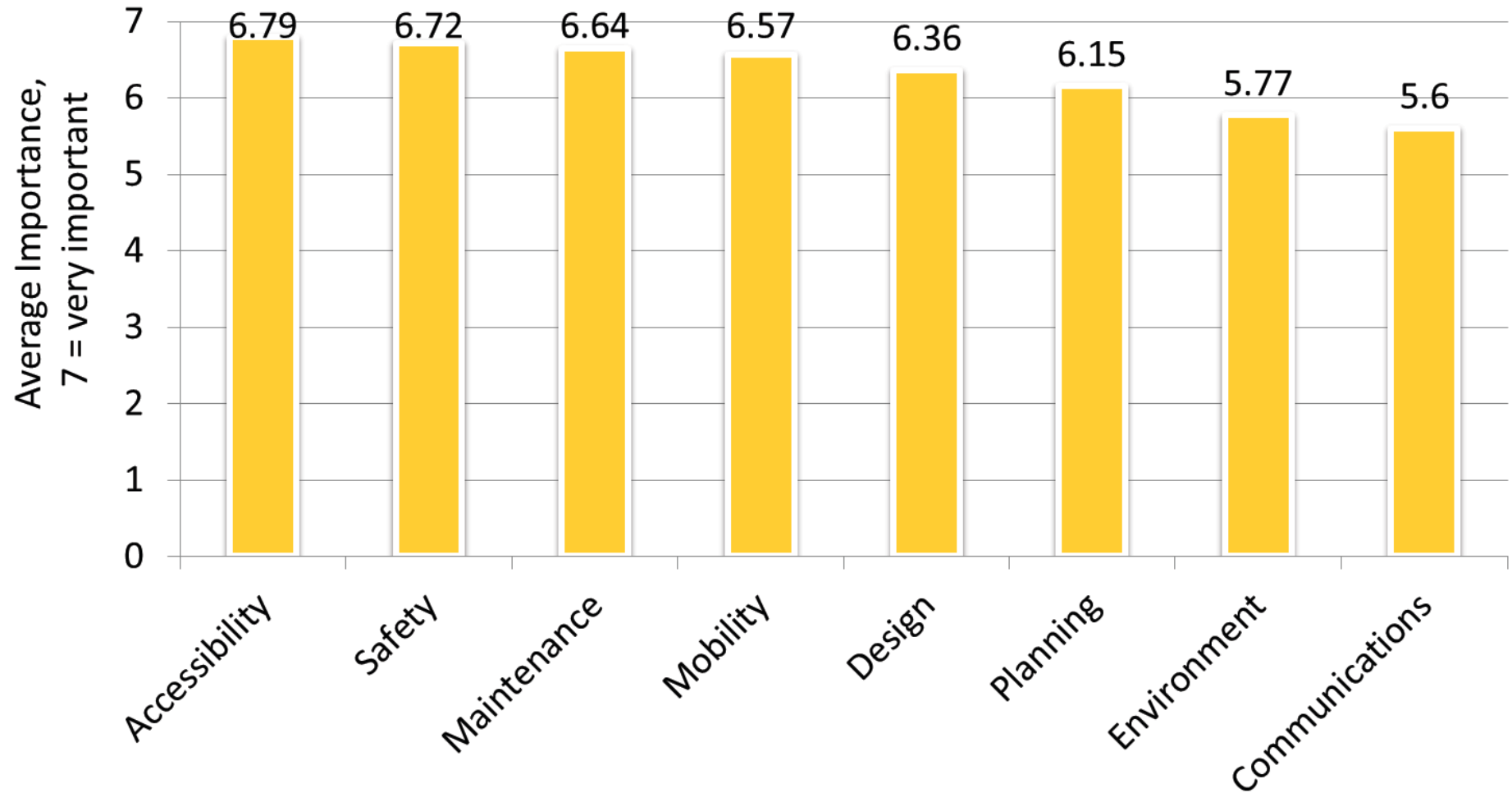


Focus group results: 7 transportation areas

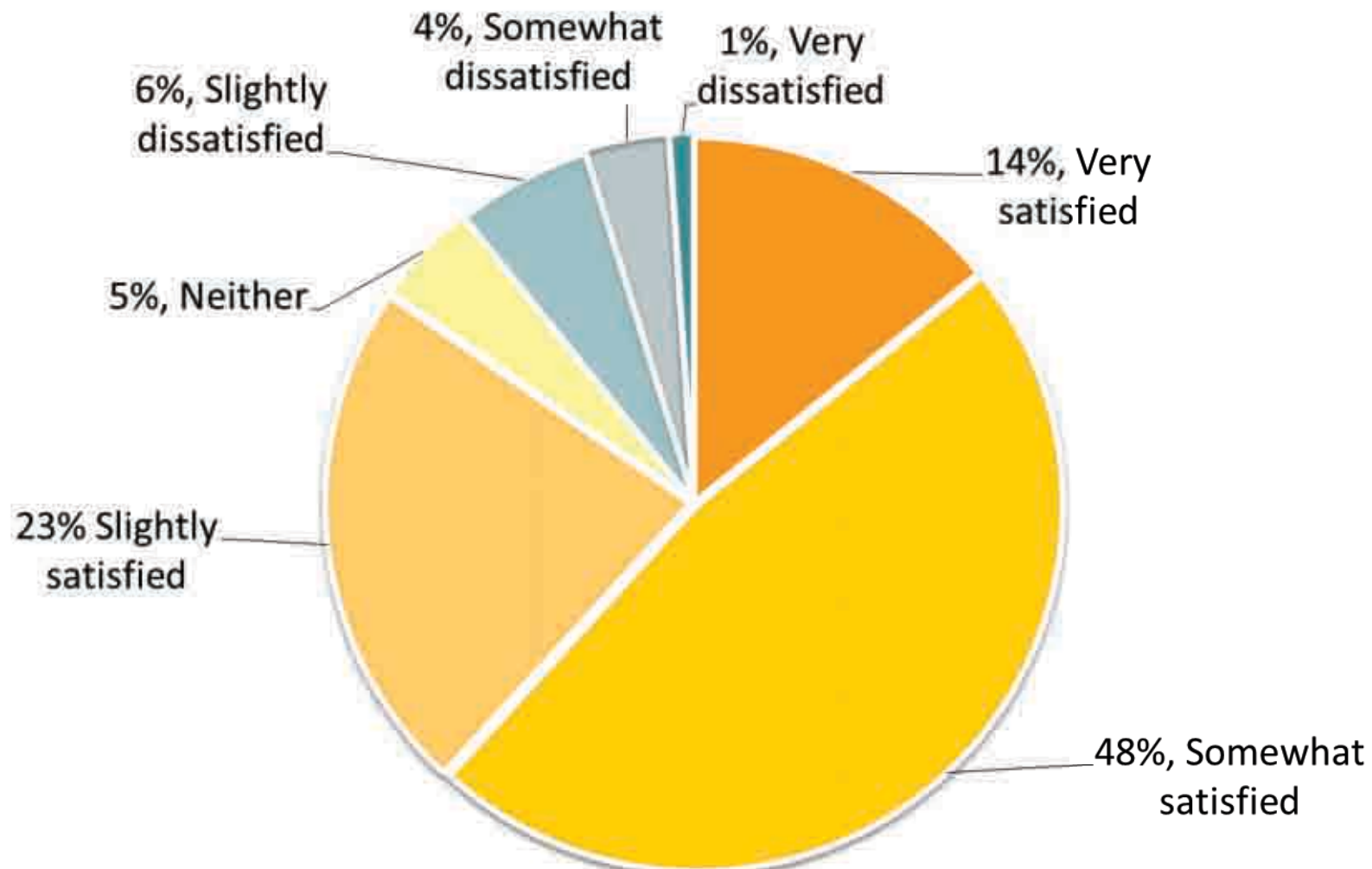
- Access
- Design
- Environment
- Maintenance
- Mobility
- Safety
- Transparency (planning & communications)



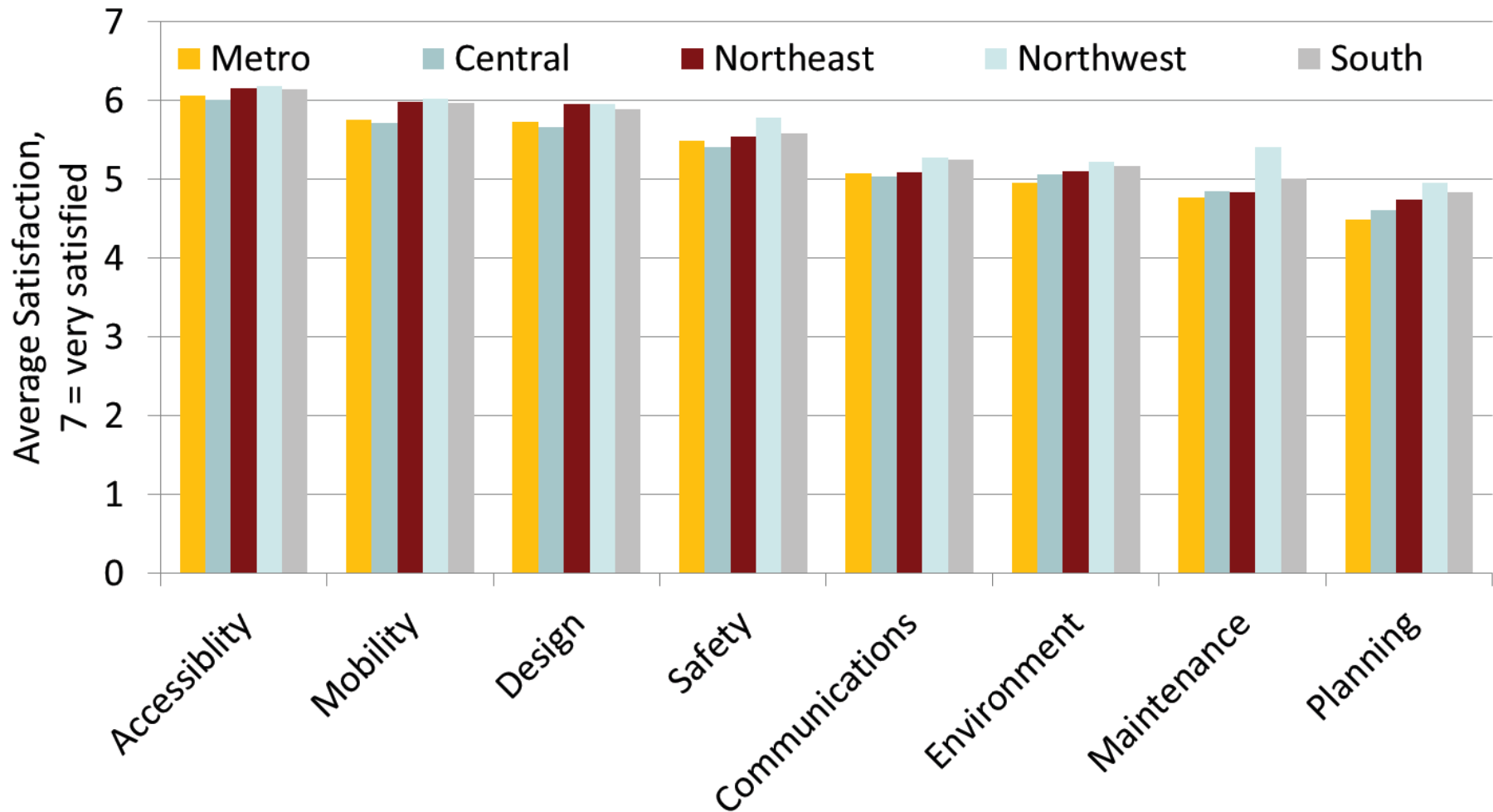
All transportation areas are important



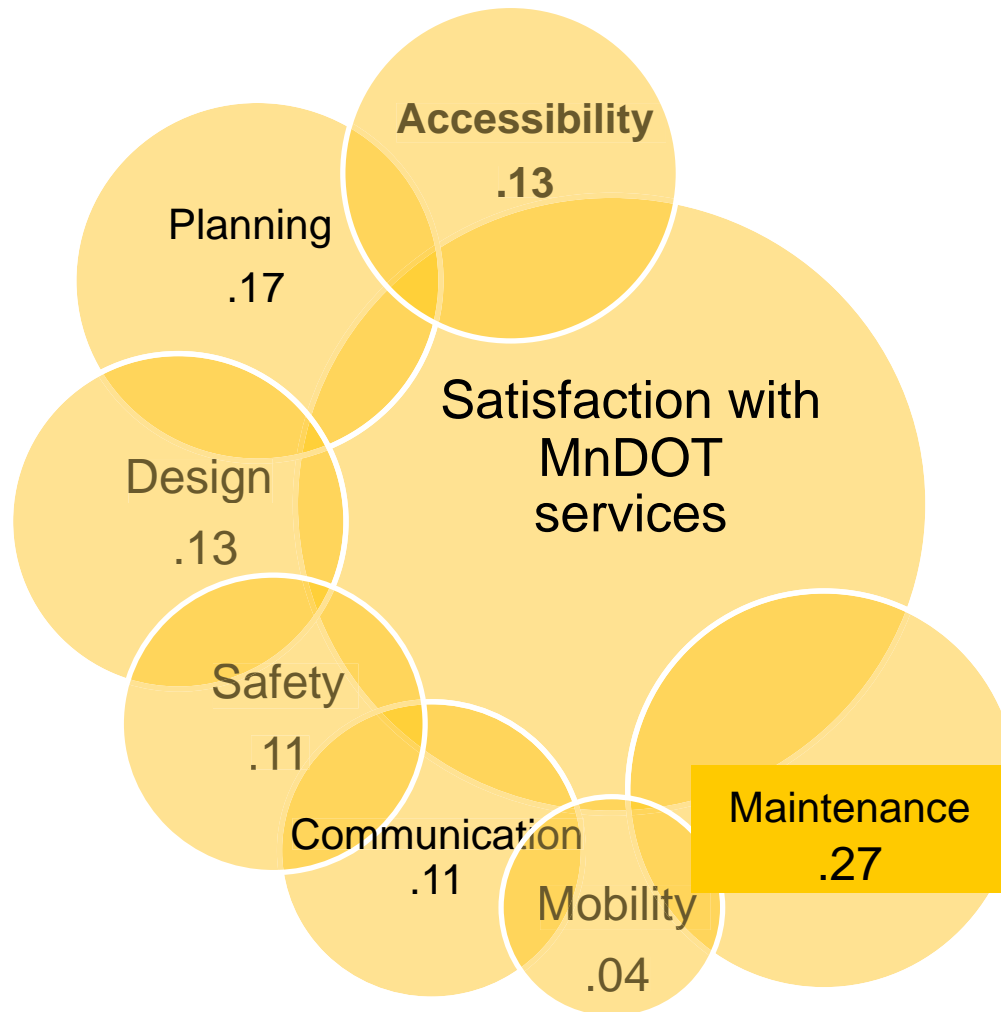
8 out of 10 Minnesotans' satisfied with MnDOT services



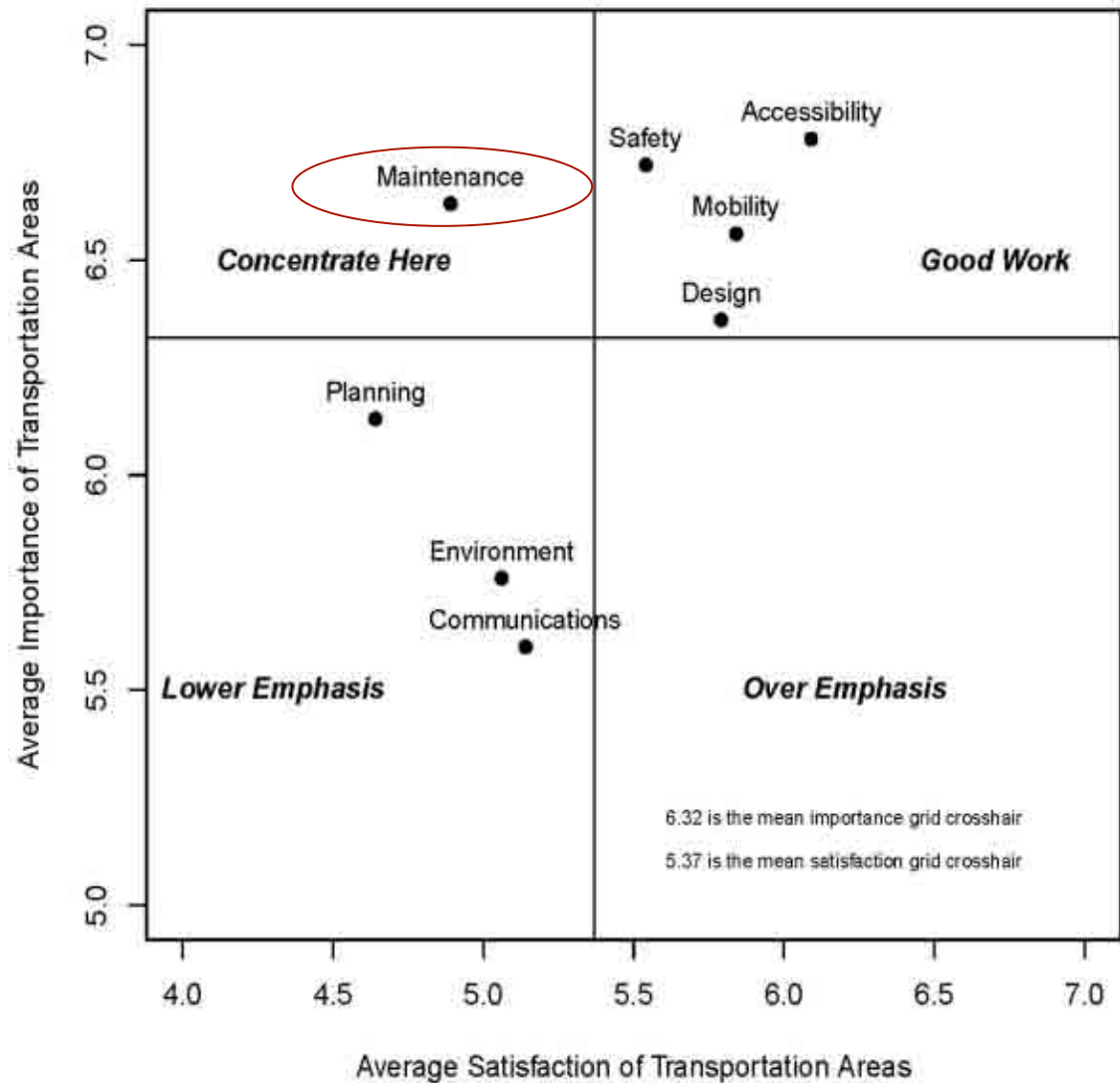
Satisfaction of MnDOT services **consistent** across regions



7 of 8 areas significant predictors of satisfaction with MnDOT services



Four areas identified as 'good work'



Important for Minnesota's future?

Short term (5-10 years)

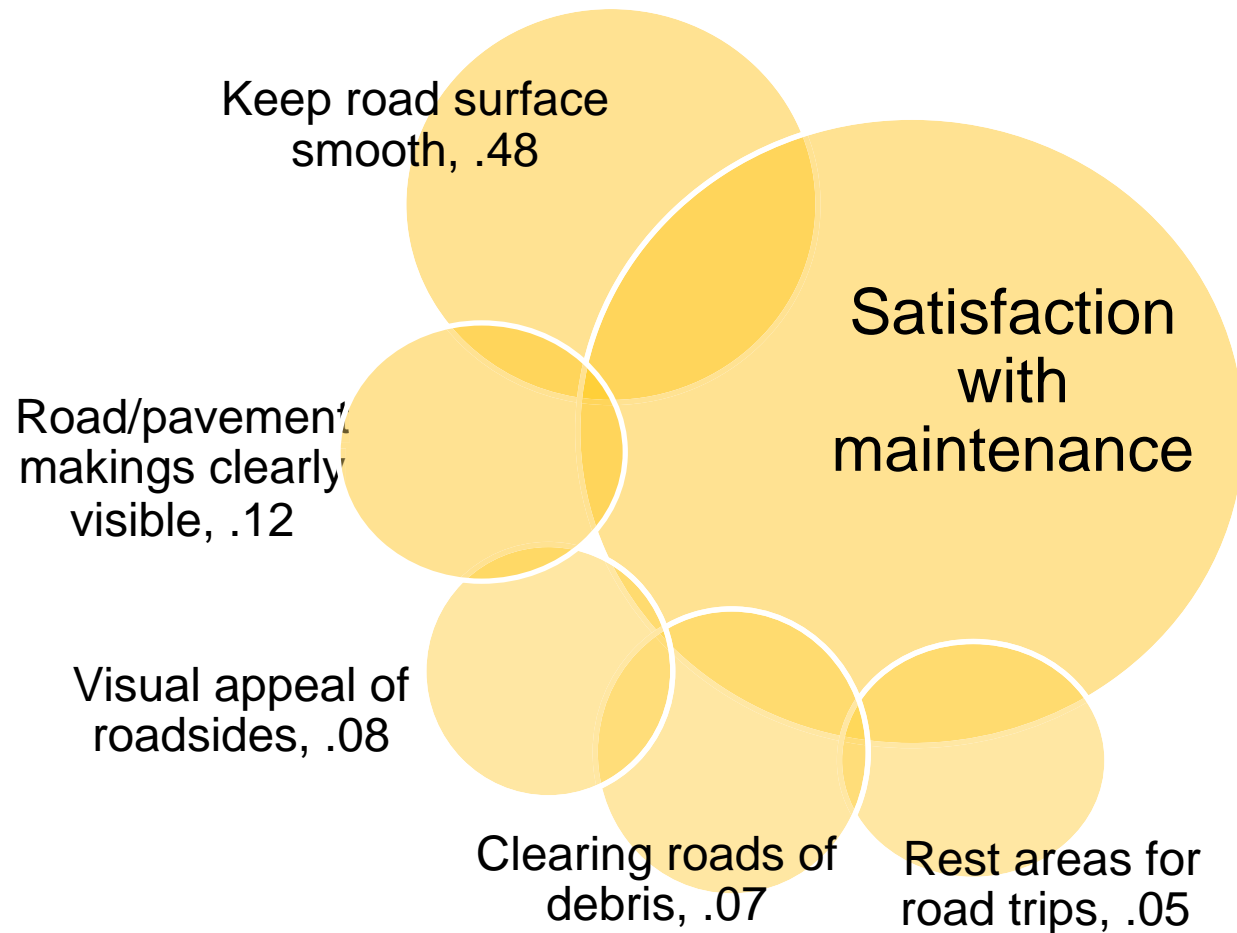
- Maintenance
- Access
- Safety

Next generation...

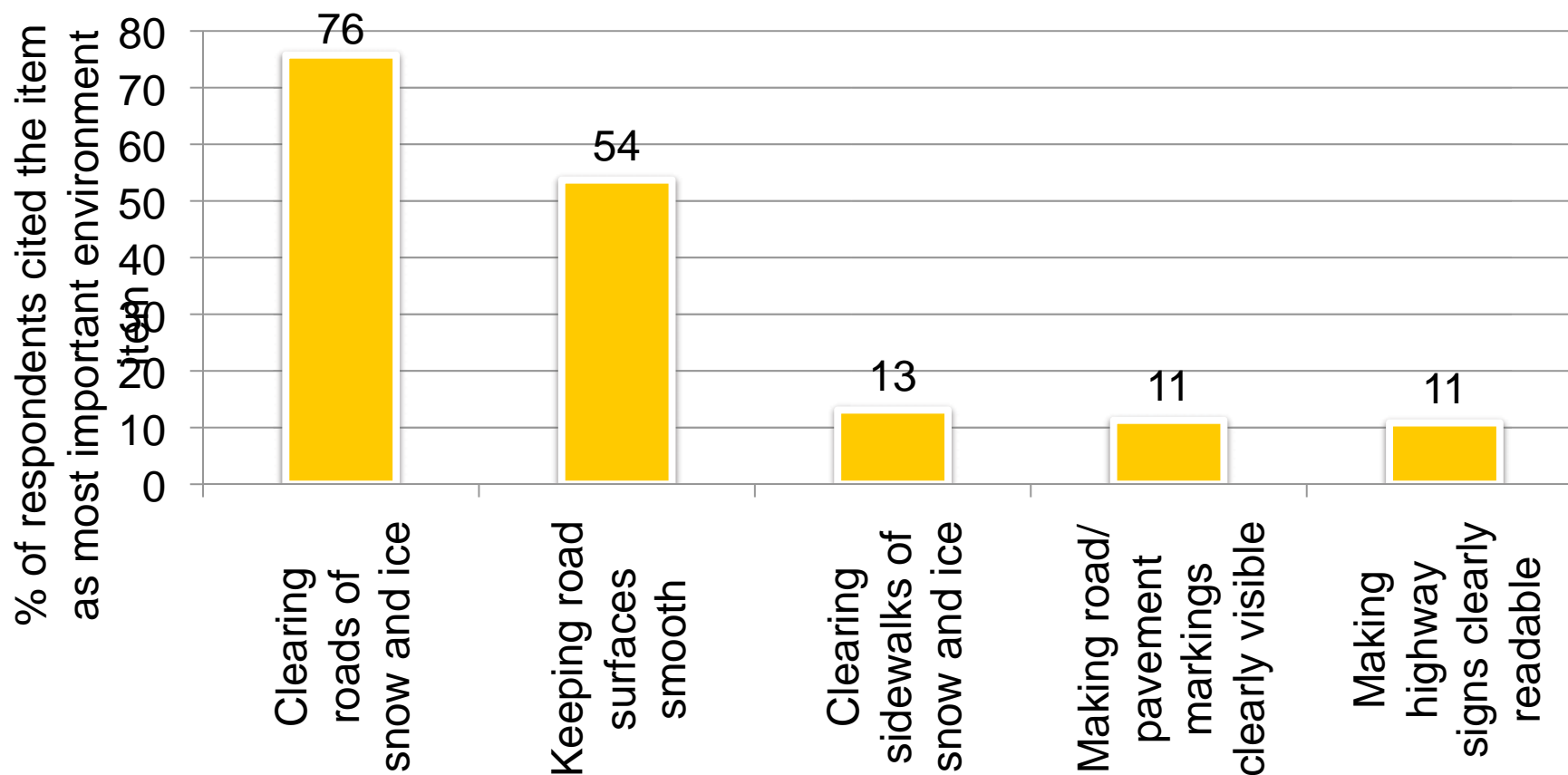
- Access
- Maintenance
- Safety



Maintenance: 5 significant predictors statewide



Maintenance: most important selected items (identified by 10%+)



Next stop...

- Understand
 - QOL
 - MnDOT role
- Performance Measures Review



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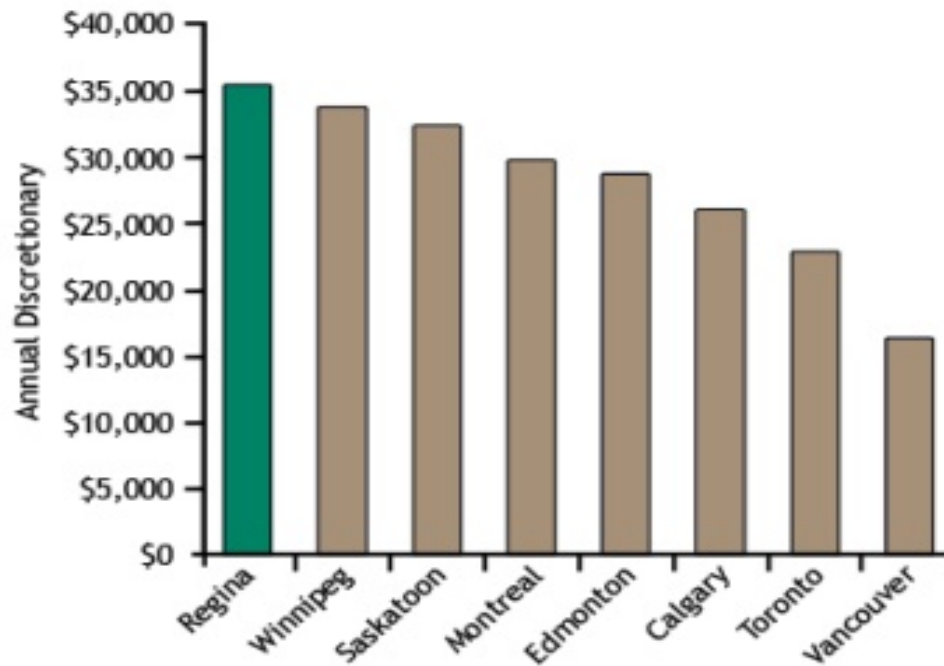
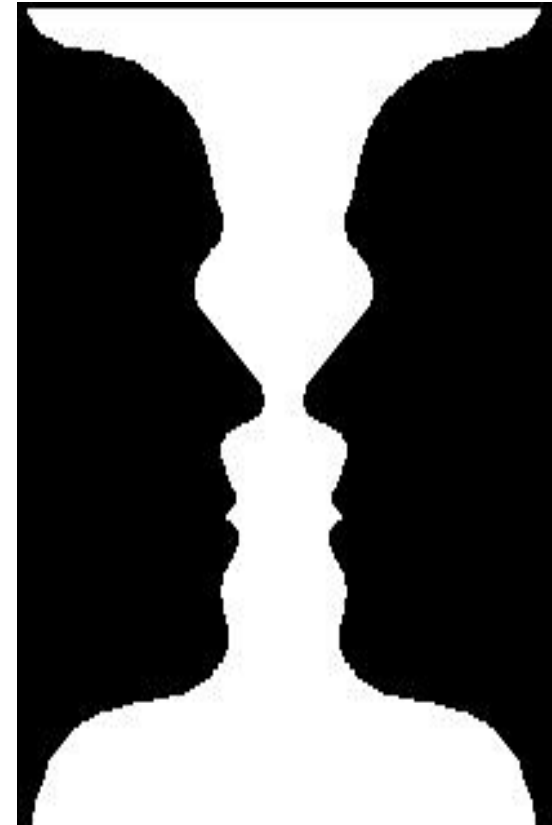


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Questions?

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