
By: Interim Director, Kent Highway Services.
To: Highways Advisory Board - 3 March 2009.
Subject: Results from the Highway Tracker Survey 2008
Classification: Unrestricted

Summary: Inform Members of the results of the 2008 Resident, County Member, District Member and Parish/Town Council Highway Tracker Survey.

Introduction

1. (1) Satisfaction surveys, to gauge perception of the highway service have been carried out since 1987. The 2008 survey was carried out in November and December and included seeking views from residents, County Members, Parish/Town Councils and for the first time, District Members.
- (2) The survey is conducted by an independent market research company called BMG and a summary of the results are presented in this report. This information will be used to help improve service delivery.
- (3) A total of 1,237 face to face interviews were carried out on a representative sample of Kent residents with approximately 100 interviews, reflecting the age, gender and economic status, in each of the twelve Districts. This sample size gives a +/- 2.78% accuracy for results at a County level and +/- 10% accuracy at a District level.
- (4) In addition to residents views the same survey questions were asked of all County and District Members and Parish/Town Councils. A total of 63 County Members responded (a response rate of 75%), 193 District Members replied (a response rate of 33%) whilst for Parish/Town Councils a total of 154 completed the survey (a response rate of 50%)
- (5) The questionnaire comprised over 40 questions, ranging from satisfaction with the condition of roads, pavements, streetlights and local bus and train service, the most important and most in need of improvement of the services KHS provides, through to views on congestion, accessibility to local services and vulnerability when using the highway
- (6) Results are reported by 'Net-Satisfaction'. This is a figure calculated by taking the % of people who are dis-satisfied with the service from the % who are satisfied. This gives a true reflection of the service and a balance between those happy, those un-happy and those who are not sure.

Survey results

2. (1) The key headline from the survey is the continuing improvement in the public's perception of roads, pavements and streetlights. For the third successive year there are more residents satisfied than dissatisfied and the last two years results are shown in Table 1 below (see more detail in Appendix 1)
- (2) The other key headline is the significant difference in perception between residents and County Members, District Members and Parish/Town Councils. This continues the trend over the last three years where there are significantly more members dissatisfied than satisfied with roads, pavements and streetlights, although there has been an improvement this year from the 2007 results. These results are set out in Appendix 2.

	% of residents who are . . .							
	Satisfied		Neither satisfied or dissatisfied		Dissatisfied		Net satisfaction	
	2007	2008	2007	2008	2007	2008	2007	2008
Condition of roads	51%	54%	16%	21%	32%	25%	+19%	+29%
Condition of pavements	48%	51%	17%	21%	32%	28%	+16%	+23%
Streetlights	64%	63%	15%	19%	20%	18%	+44%	+45%

Table 1

- (3) Overall 73% of residents were aware of Kent Highway Services prior to the interview. Whilst 28% were aware of the single 08458 247 800 number to call KHS only 14% have contacted KHS to report a problem or seek information.
- (4) Of those who had contacted KHS 62% were satisfied with the response with 28% dissatisfied. This is a considerable improvement from the 2007 survey
- (5) Residents rate road repairs and cleaning drains/stopping flooding as the top **most important** KHS services whilst County Members rate cleaning road drains/stopping flooding, pavement repairs and road repairs as the most important with Parish/Town Councils rating road repairs and cleaning road drains/stopping flooding. District Members stated road repairs, cleaning drains and preventing flooding and pavement repairs
- (6) Residents state that the KHS services that **most need improving** are repairing roads and pavements and cleaning drains whilst County Members feel it is repairing roads, pavements and cleaning drains with Parish/Town Councils stating road repairs and cleaning road drains. District Members also identified road repairs and cleaning road drains. So there is strong consensus as to where improvement should be directed.

- (7) In terms of congestion 33% of residents feel they are affected by peak time congestion on a daily basis which is lower than the 2007 survey. Interesting to note is that in Maidstone, where the Traffic Management Centre is now in operation, there has been a reduction from 44% to 31% of residents who feel their journey is affected by congestion on a daily basis.
- (8) Responses to ways of alleviating congestion, as in previous surveys, centred around greater restrictions on roadworks and staggering school opening times.
- (9) In all 60% of residents use a car to travel to work with 49% using one on a daily basis. It was recognised by 49% of respondents that KHS encourages residents and businesses to adopt green forms of travel. Car share schemes and discounts for train/bus tickets and cheaper fares were the three strategies most likely to change people's use of the car to travel to work.
- (10) In all, 54% of the public have used local bus services in the past with 71% of users satisfied with the service overall. Cost, cleanliness and comfort were reasons for dissatisfaction.
- (11) There were 50% of residents who have used the train with 64% satisfied with the overall service provided. Cost, cleanliness, punctuality and frequency were the main reasons for dissatisfaction

Further Information

3. (1) The tracker survey report is very large and contains much more detailed information along with an executive summary at the beginning. A full copy of the report will be available on the KCC website.

Conclusion

4. (1) The annual tracker survey provides a wide range of information to help shape and improve highway service delivery. Members are asked to:
 - Note the good progress being made in public perception of the highway service.
 - Work closely with officers to understand the concerns of Members and Parish/Town Councils demonstrated through the survey

Background Documents: None

Other Useful Information: None.

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Results from the Highway Tracker Survey 2008

Table 1 -Residents - Satisfaction with the condition of roads in Kent – year-on-year comparison

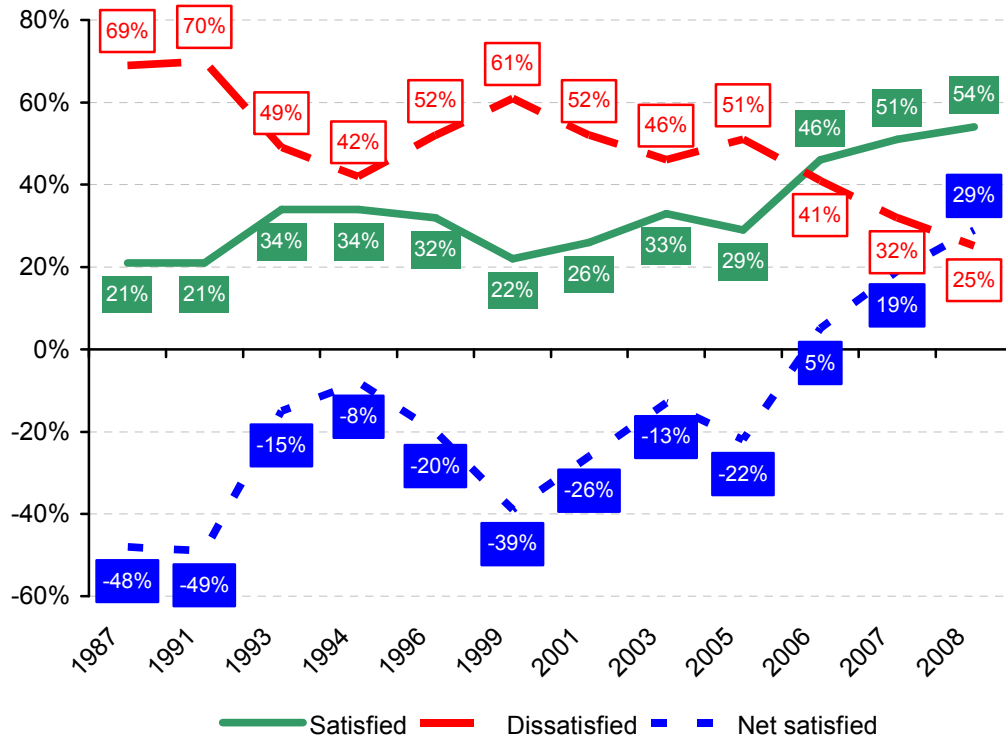


Table 2 - Residents - Satisfaction with the condition of pavements in Kent – year-on-year comparison

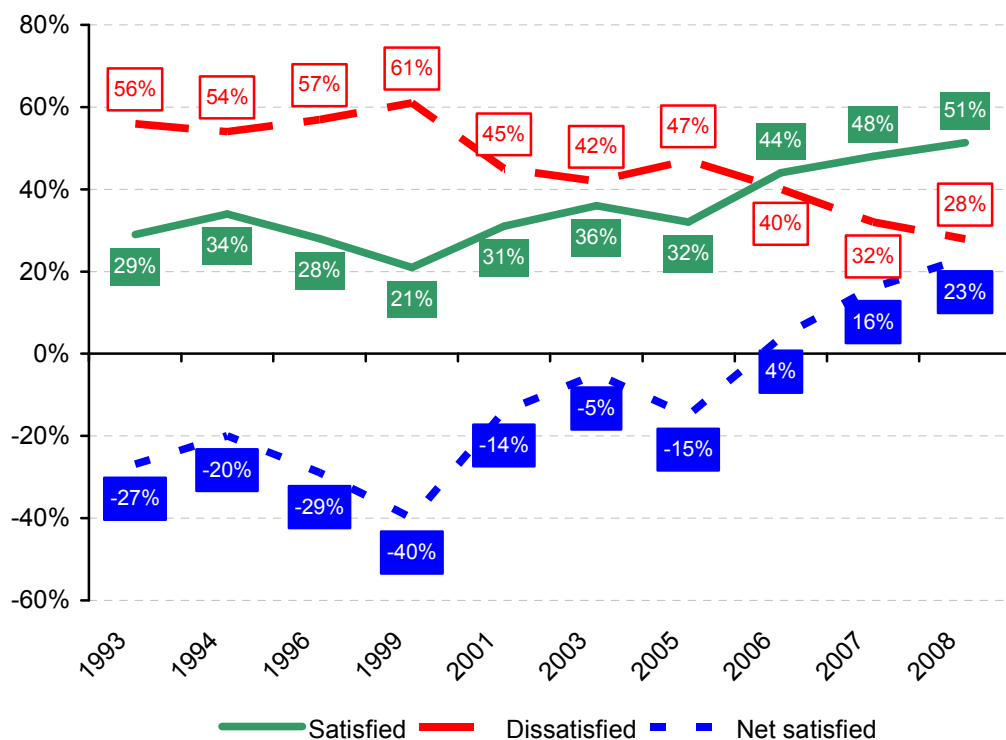
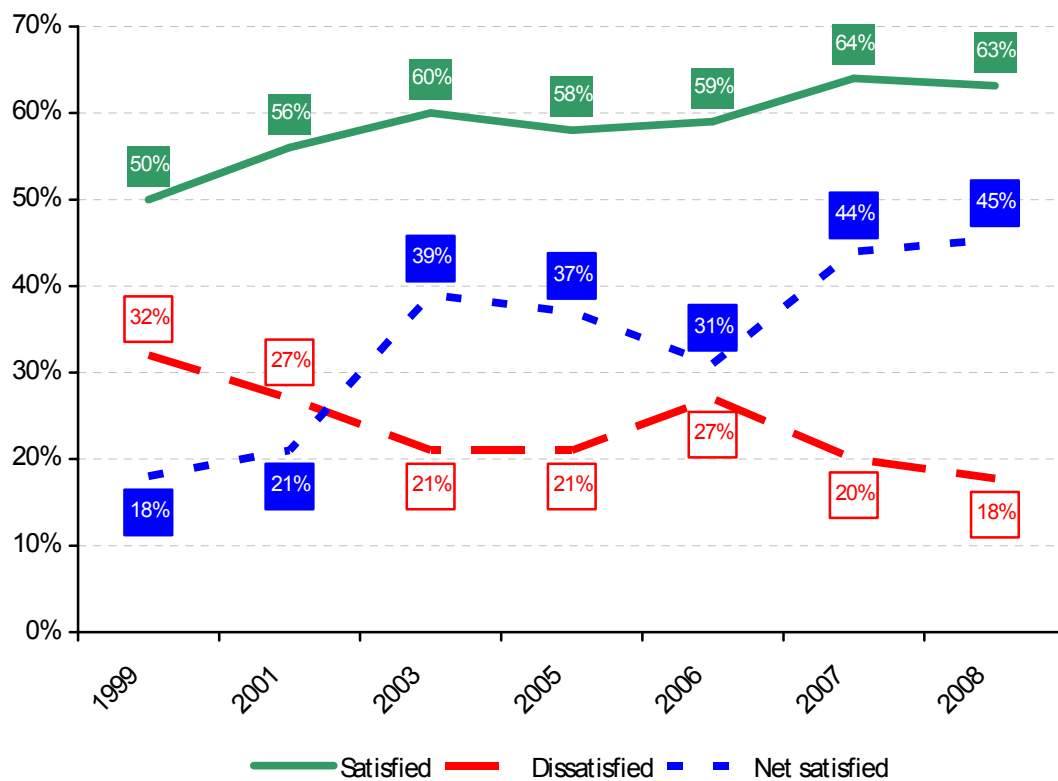


Table 3 - Residents - overall satisfaction with the condition of street lighting in Kent – year-on-year comparison



Results from the Highway Tracker Survey 2008

County Member satisfaction with roads, pavement and streetlights

	% of County Members who are . . .							
	Satisfied		Neither satisfied or dissatisfied		Dissatisfied		Net satisfaction	
	2007	2008	2007	2008	2007	2008	2007	2008
Condition of roads	5%	17%	11%	18%	84%	65%	-79%	-48%
Condition of pavements	5%	16%	21%	21%	74%	63%	-69%	-47%
Streetlights	32%	33%	26%	29%	42%	38%	-10%	-5%

Table 2

Parish/Town Councils satisfaction with roads, pavement and streetlights

	% of Parish/Town Councils who are . . .							
	Satisfied		Neither satisfied or dissatisfied		Dissatisfied		Net satisfaction	
	2007	2008	2007	2008	2007	2008	2007	2008
Condition of roads	7%	8%	9%	12%	84%	80%	-77%	-72%
Condition of pavements	15%	11%	28%	37%	57%	52%	-42%	-41%
Streetlights	28%	27%	51%	55%	21%	18%	+7%	+9%

Table 3

District Members satisfaction with roads, pavement and streetlights

	% of District Council Members who are . . .							
	Satisfied		Neither satisfied or dissatisfied		Dissatisfied		Net satisfaction	
	2007	2008	2007	2008	2007	2008	2007	2008
Condition of roads	n/a	11%	n/a	16%	n/a	73%	n/a	-62%
Condition of pavements	n/a	8%	n/a	19%	n/a	73%	n/a	-65%
Streetlights	n/a	27%	n/a	34%	n/a	39%	n/a	-12%

Table 4

Note: 2008 was the first time a survey has been undertaken with District Members