



**XXIVth World
Road Congress
Mexico 2011**
Mexico City 2011.

USERS, NEIGHBOURS, AGENCIES & CITIZENS: TELL US ABOUT YOUR MOTORWAY

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Россия
Russia

Canada

United States

North Pacific Ocean

中国
China

대한민국
S Korea

日本
Japan

Kazakhstan

Mongolia

Iran
Afghanistan
Pakistan

India

ประเทศไทย
Thailand

Indonesia

Papua New Guinea

México

Venezuela

Colombia

Bra

Perú

Bolivia

Chile

Argentina

Indian Ocean

Australia

South Pacific Ocean

New Zealand

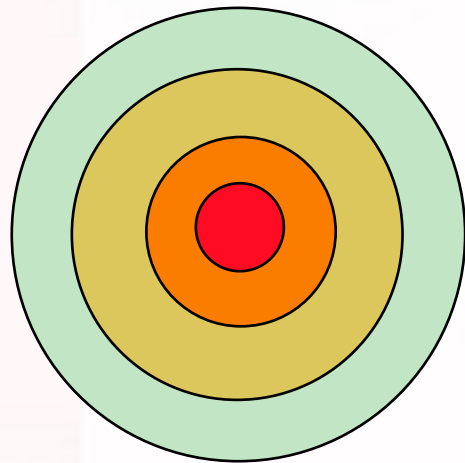
Auckland Motorways:

- 220 kilometres
- Serves 1.4 million people
- 900,000 trips/day
- Average motorway trip length of 7km



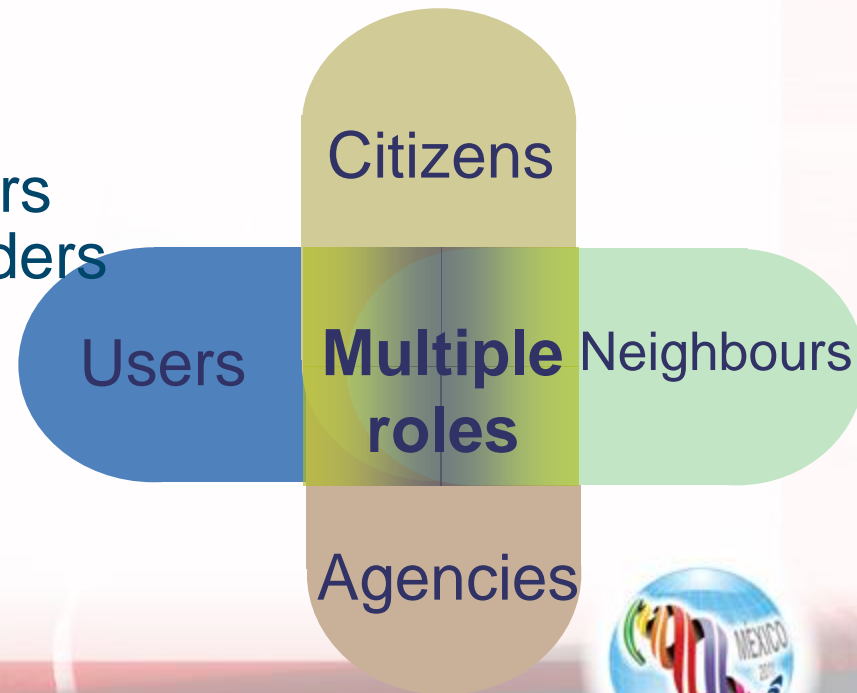
TRADITIONAL VS INCLUSIVE APPROACH TO STAKEHOLDERS

Power/interest driven



- Owners
- Opinion leaders
- Key stakeholders
- Other stakeholders
- All road users

Interactive/inclusive



INNOVATION: INCLUSIVE APPROACH TO STAKEHOLDERS



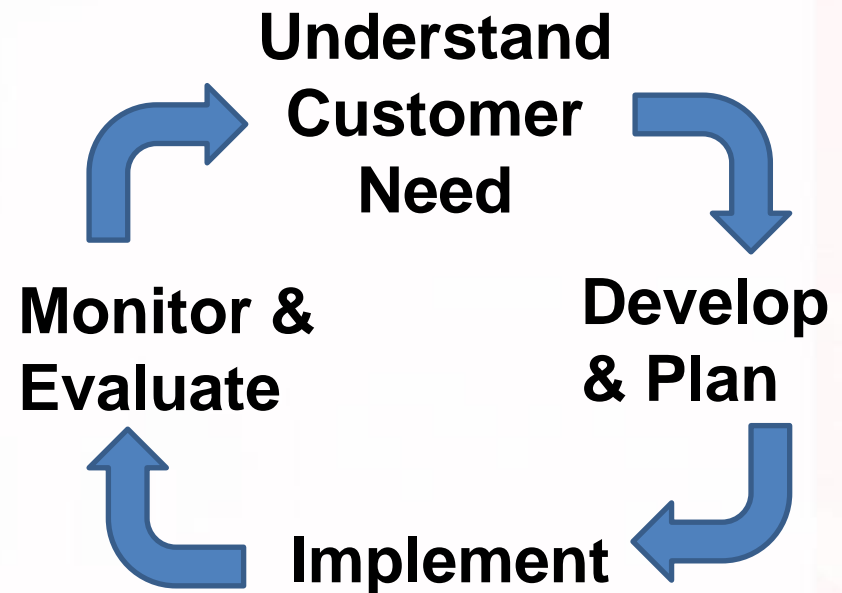
INCLUSIVE APPROACH TO STAKEHOLDERS



ALLIANCE COMMUNICATIONS APPROACH

Think first as a customer or neighbour

- Develop communications from the demand side rather than the supply side
- Focus on engagement, not just provision of information
- On-going testing of new initiatives, monitor and evaluate.



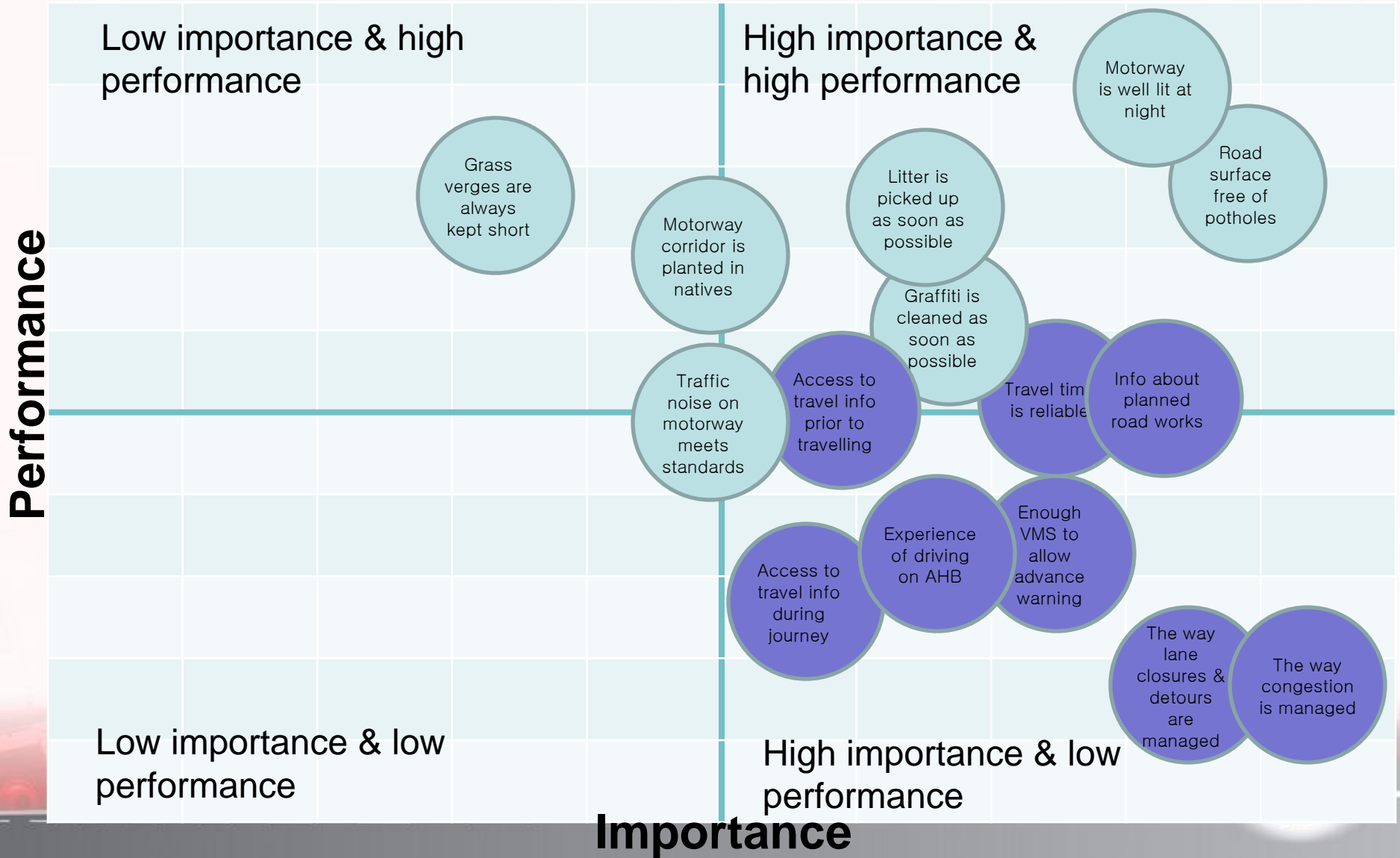
SURVEY OF USERS FOR THE WIDER USER VIEW

500 motorway users surveyed annually by telephone to understand:

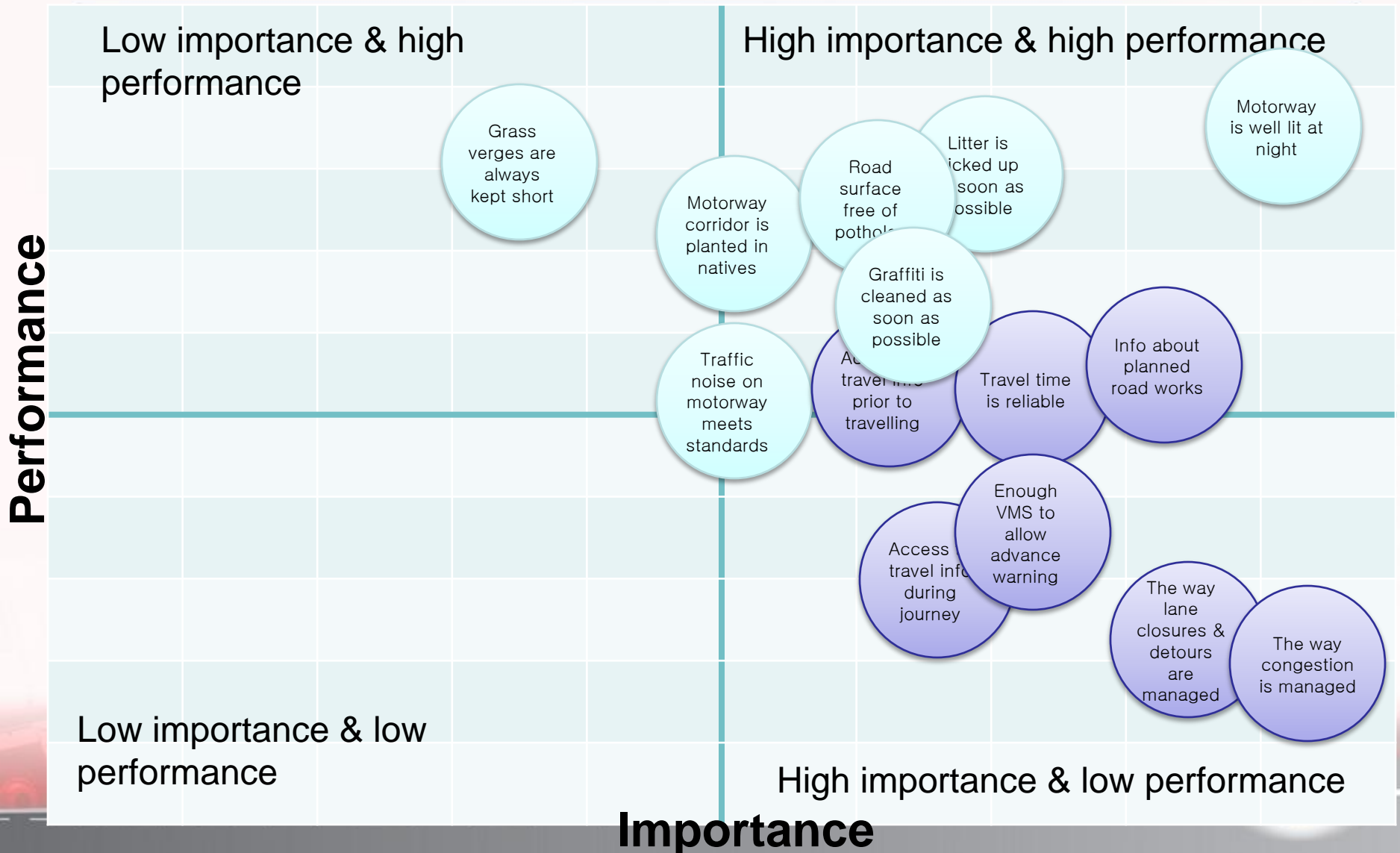
- Travel patterns and reliability of travel times;
- Importance of various motorway features;
- Performance of our maintenance and operational activities;
- Provision of information;
- The public's understanding of who to contact for information



IMPORTANCE & PERFORMANCE OF MOTORWAY FEATURES FROM ROAD USER SURVEY - 2010



IMPORTANCE & PERFORMANCE OF MOTORWAY FEATURES FROM ROAD USER SURVEY - 2011



OPPORTUNITIES

Performance

Low importance & high performance

High importance & high performance

Low importance & low performance

High importance & low performance

Grass verges are always kept short

kept

Motorway corridor is planted in natives

p
nati

Traffic noise on motorway meets standards

stan

Road surface free of potholes

Litter is picked up soon as possible

Motorway is well lit at night

Motorway well lit at

Road surface free of potholes

Graffiti is cleaned as soon as possible

Access to travel info prior to travelling

Travel time is reliable

Info about planned road works

Access to travel info during journey

Access to travel info during journey







Enough VMS to allow advance warning

The way lane closures & detours are managed

The way congestion is managed

Importance

CUSTOMER SATISFACTION: KEY PERFORMANCE MEASURES

Customer Impact (% of KRA score)	Key Performance Measure	
	Name (Indicator type)	Definition
Customers are Engaged and understood. (5%)	Super City (lead) 	% "Super City" stakeholders engaged
	Ghostbusters (lead/lag) 	% of stakeholders who know to call NZTA / Alliance
Customers are Satisfied and Informed (13%)	Satisfied (lag) 	Overall annual satisfaction survey result
	Call Back (lag) 	% satisfaction from a follow up survey of stakeholders contacting the Alliance.
	Get Back (lag/lead) 	% of feedback to stakeholders within the service level limits
	React (lag/lead) 	% of issues resolved within the service level limits



An integrated approach is required to blend customer satisfaction and sound asset management objectives.

Some simple steps:

1. Understand the real drivers of customer satisfaction;
2. There are many types of customers – their needs are different. Dig deep to achieve real understanding;
3. Be explicit about what you are trying to achieve;
4. Set lead and lag indicators to measure progress
5. Use the management cycle to effect change
6. Use customer-style thinking to continually challenge the what we do and how we do it.



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