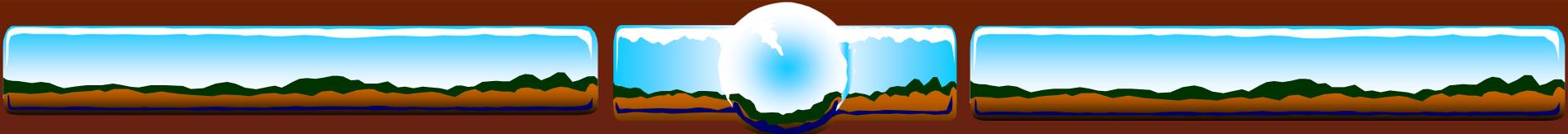


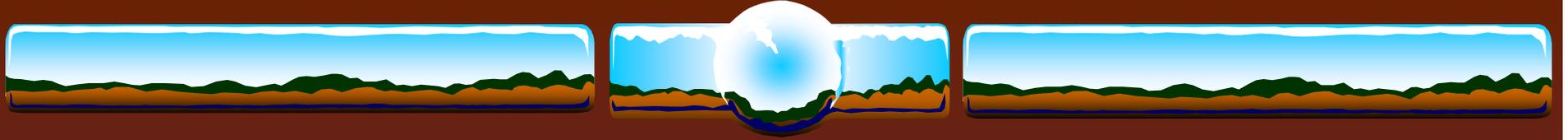
Ocean City Municipal Airport

2009 Customer Survey



Mailed Survey

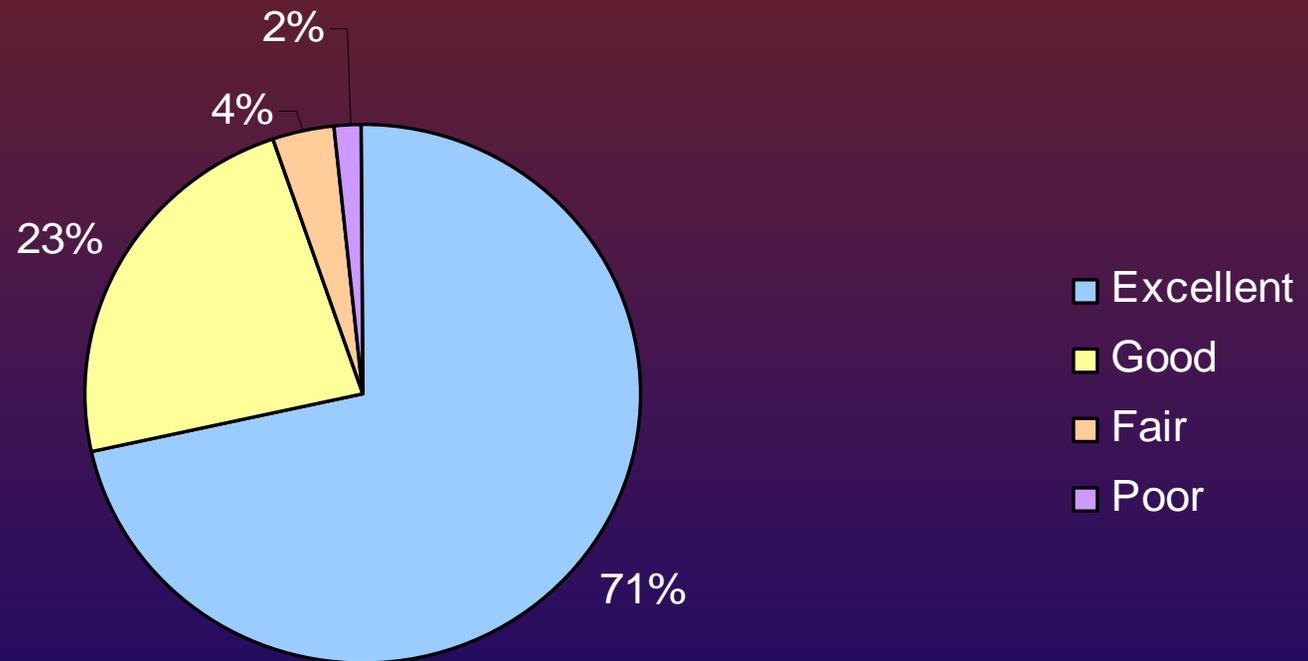
- ❖ Mailed 118 Surveys to Ocean City Airport Customers
- ❖ Received 56 responses
- ❖ Response Rate of 47%
- ❖ Average response rate on National Citizen Survey is 25% to 40%

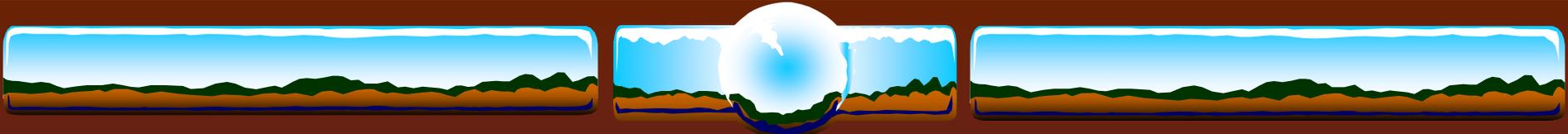


Counter Survey

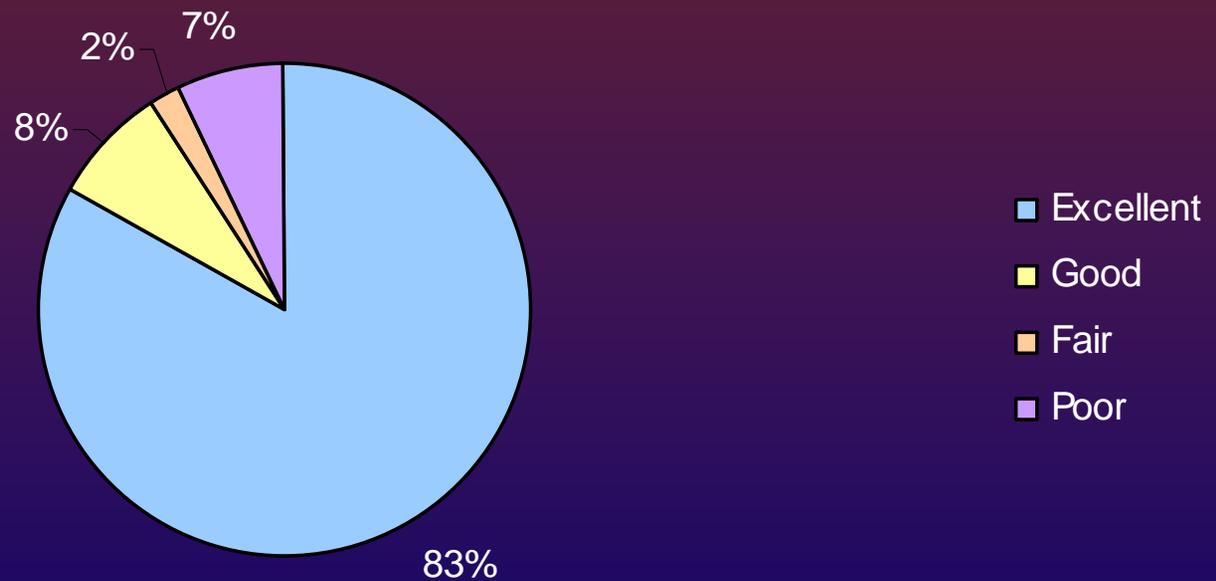
- ❖ Printed 125 Surveys
- ❖ Received 88 responses
- ❖ Response Rate of 70.4%

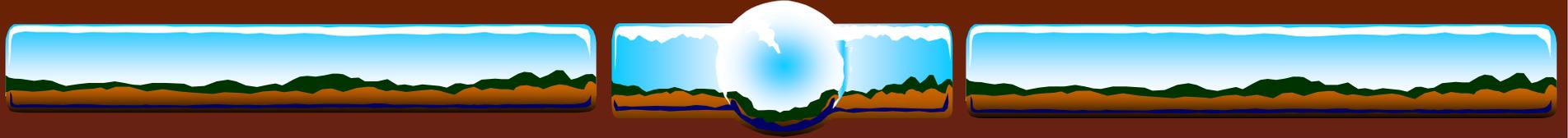
Overall Impression of Airport





Overall Impression of Airport Counter Survey

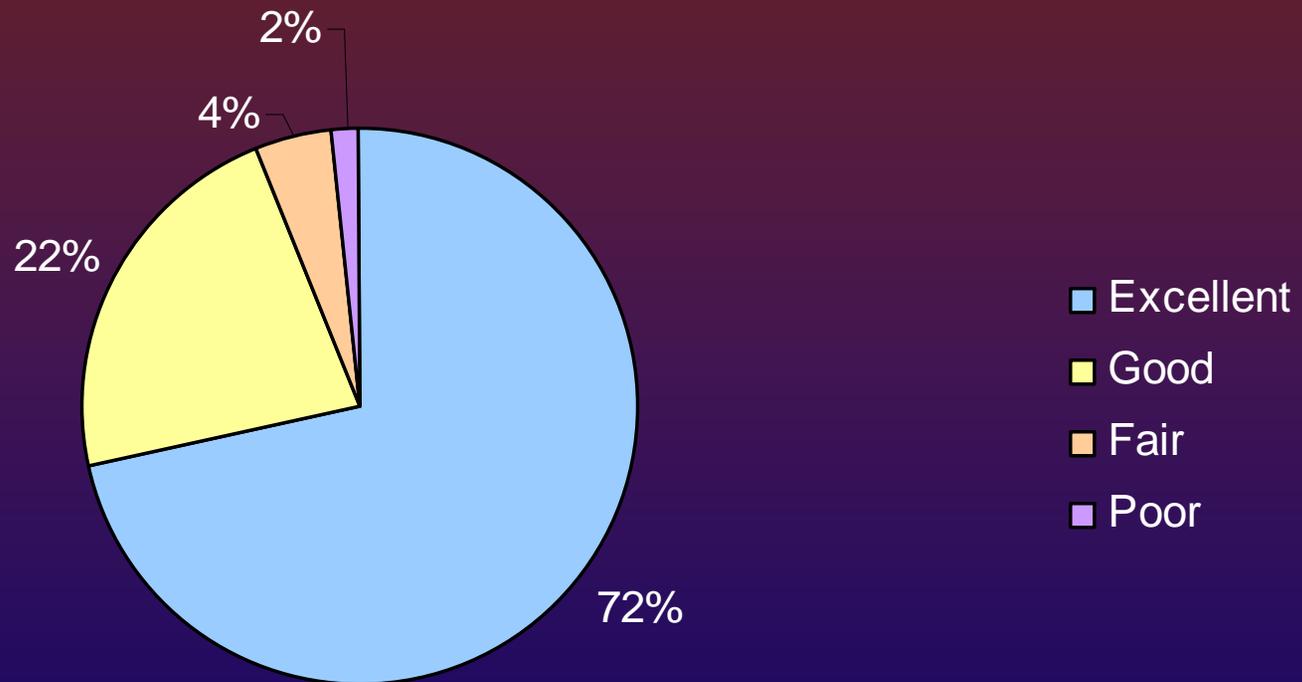


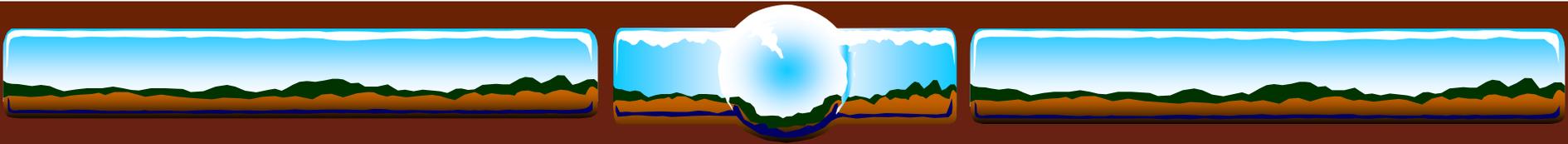


Employee Customer Service

- ❖ How did the staff handle your arrival or any services that you used at the airport?
- ❖ What was your impression of the knowledge, responsiveness and courtesy of the Ocean City employees at the airport?

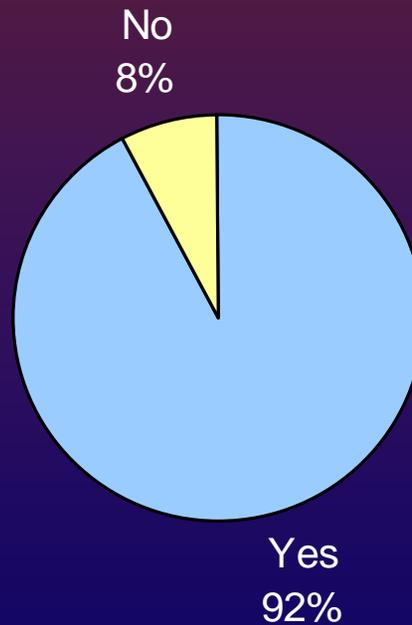
Employee Customer Service

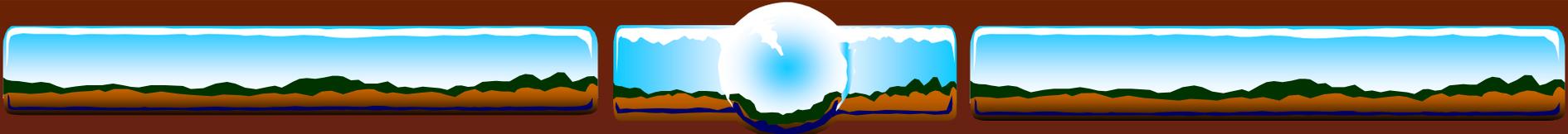




Ocean City Airport Services

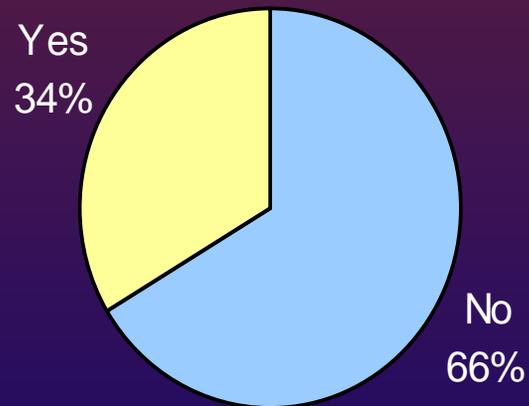
- ❖ Are you happy with the services provided at the Ocean City Airport?





Additional Services

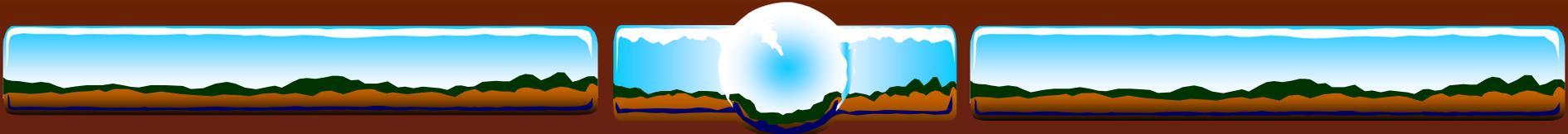
❖ Do you feel there are additional services that should be offered?





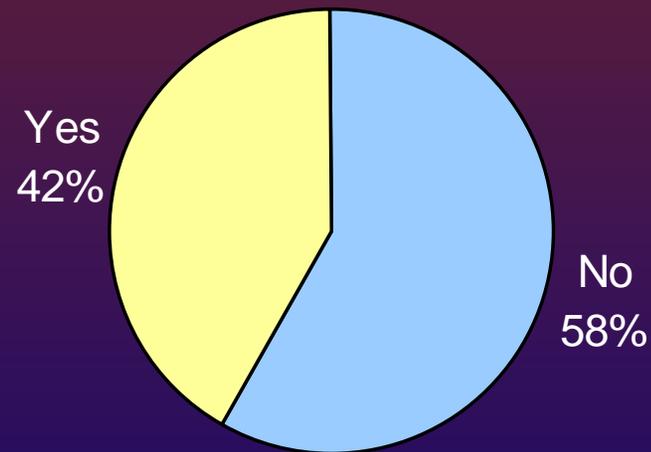
Suggested Additional Services

- ❖ 25 respondents suggested some type of additional food service, snack bar or restaurant
- ❖ 8 indicated airport improvements or services such as lengthening runway, ILS landing system, flight school or WiFi access extended
- ❖ 5 indicated some type of additional public transportation either to the Boardwalk, golf course or restaurants



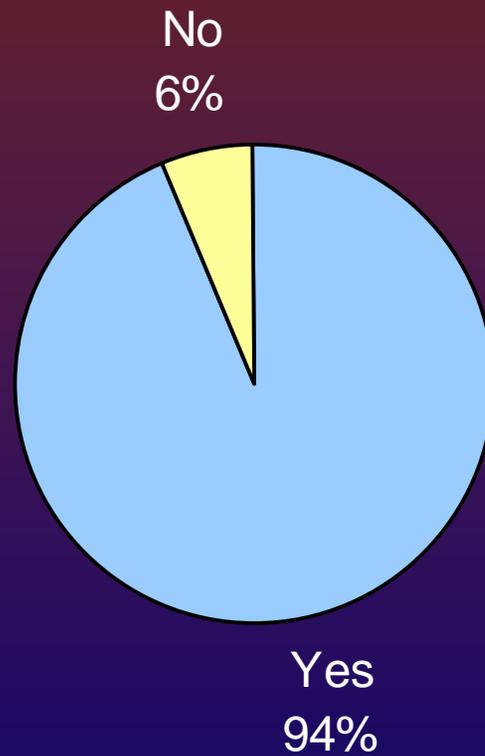
Car Rental Operation

❖ Have you ever rented a car at the airport?

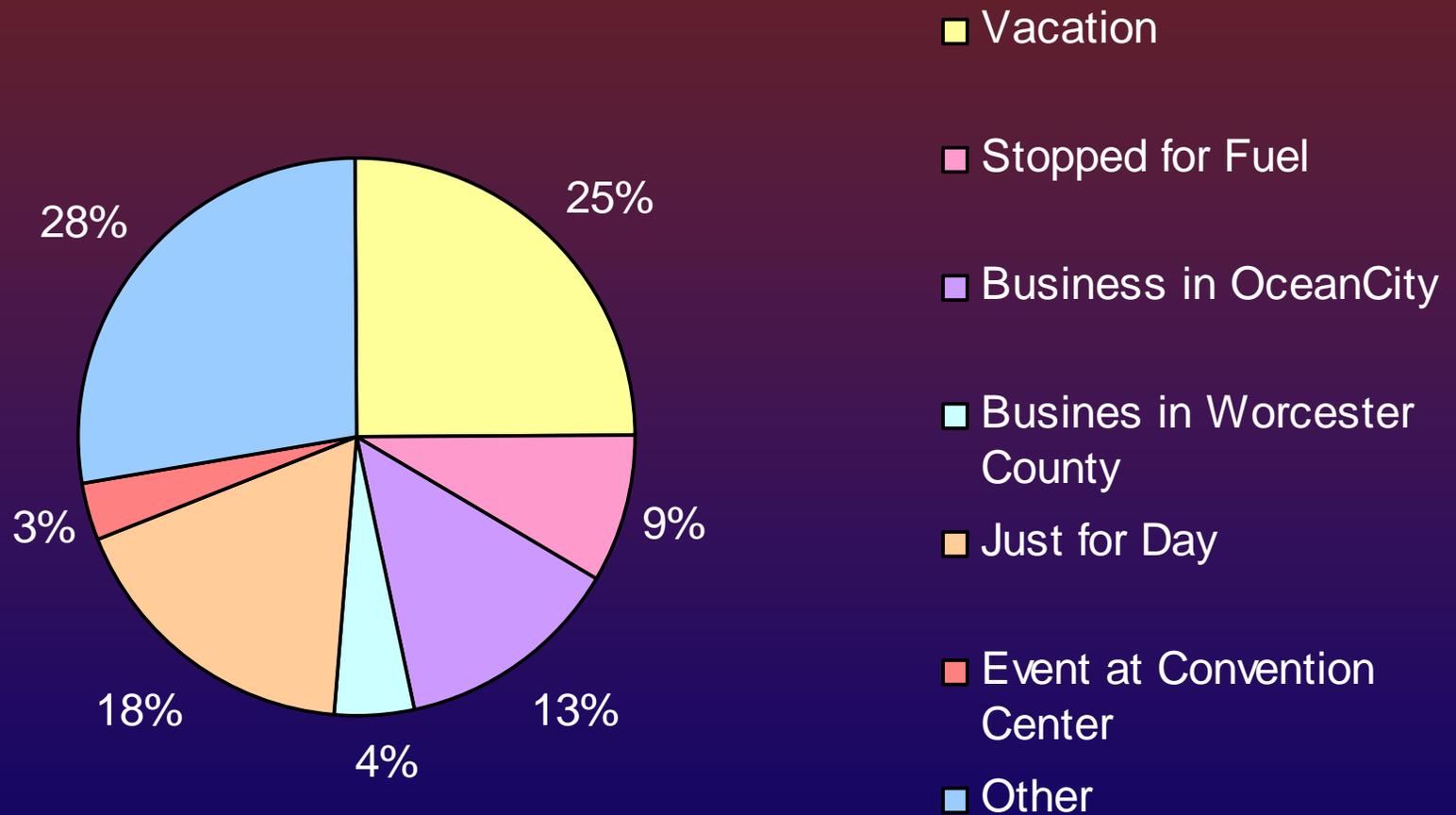


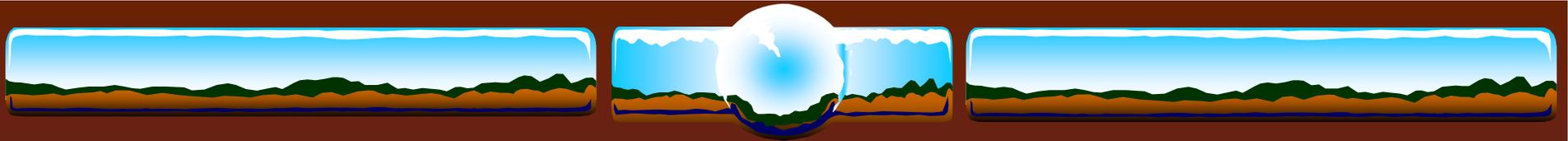


Car Rental Satisfaction



Reasons for Visiting Airport





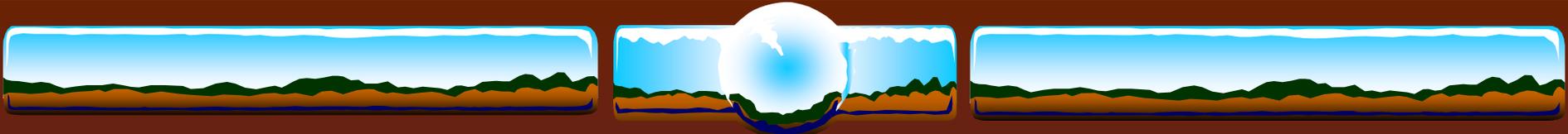
Other Reasons for Airport Visits

- ❖ 29 customers indicated that they either lived here or owned a second home here
- ❖ Other reasons included picking up or delivering passengers, training or solo flight, to eat, play golf, attend a meeting or assist with an event

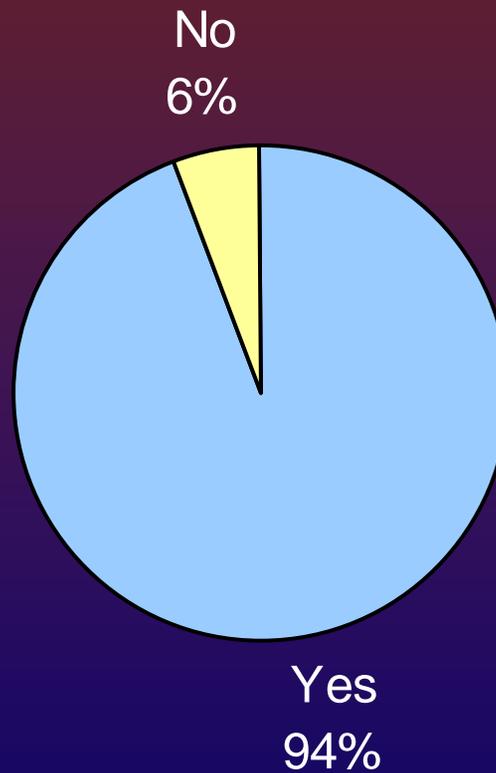


Ratings of Contact with Employees

- ❖ We asked specifically if they had contact with an employee, then asked if the employees were courteous, helpful and knowledgeable.



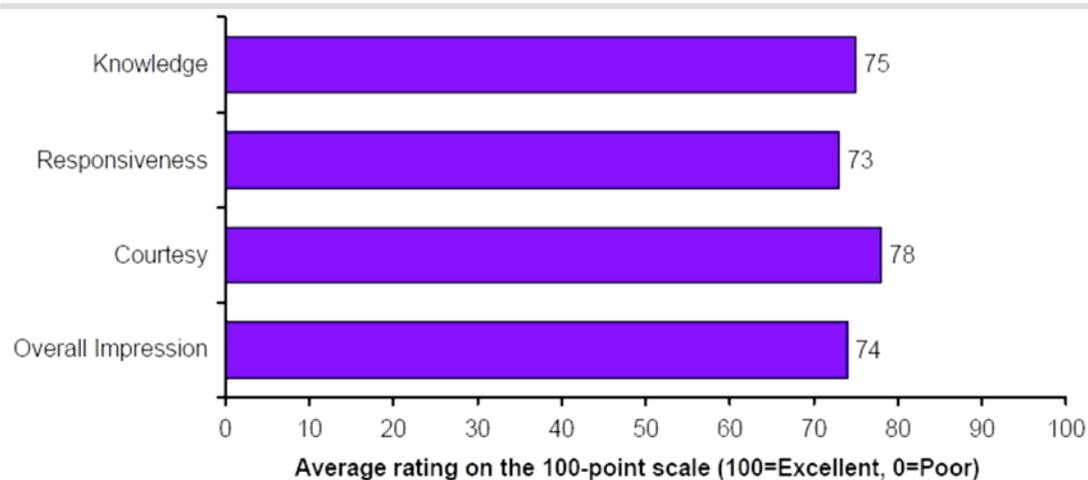
Employee Ratings on Knowledge, Courtesy and Helpfulness



National Citizen Survey

The Town of Ocean City Citizen Survey
Local Government

Figure 25: Ratings of Contact with the Town of Ocean City Employees



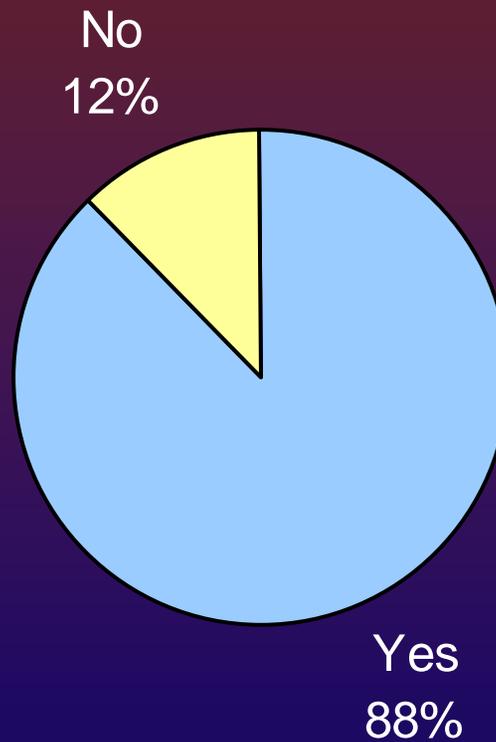
Ratings of Contact with Town of Ocean City Employees

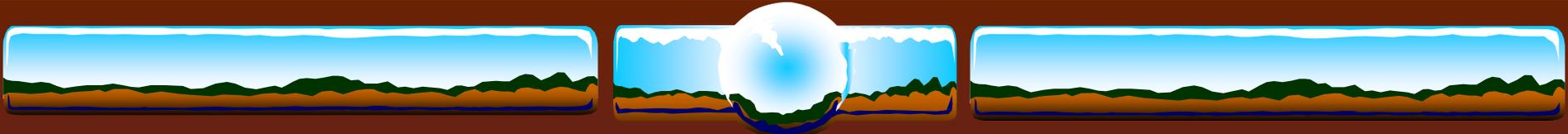
What was your impression of employees of the Town of Ocean City in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Knowledge	41%	46%	10%	3%	100%	75
Responsiveness	44%	38%	11%	7%	100%	73
Courtesy	51%	36%	8%	5%	100%	78
Overall Impression	44%	39%	12%	5%	100%	74

Note: "don't know" responses have been removed.



Levels of Service Provided





National Citizen Survey

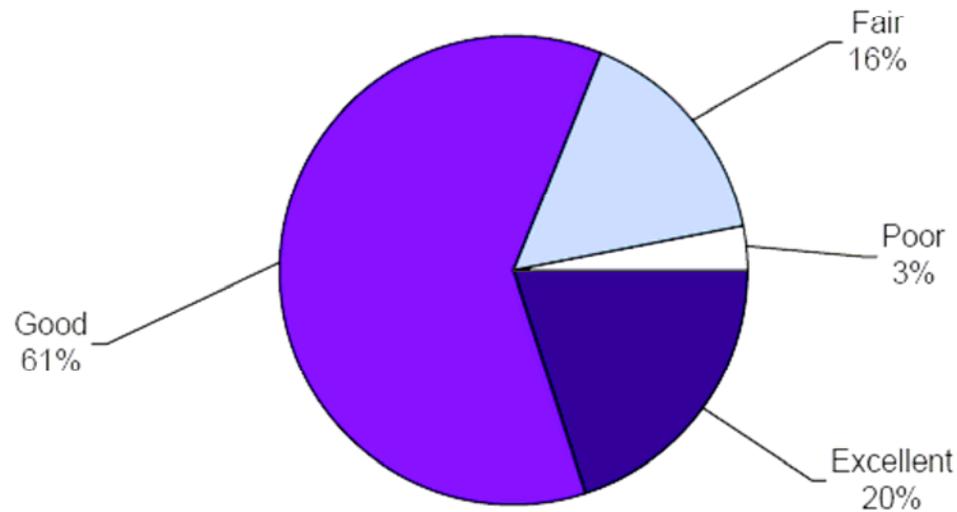
The Town of Ocean City Citizen Survey

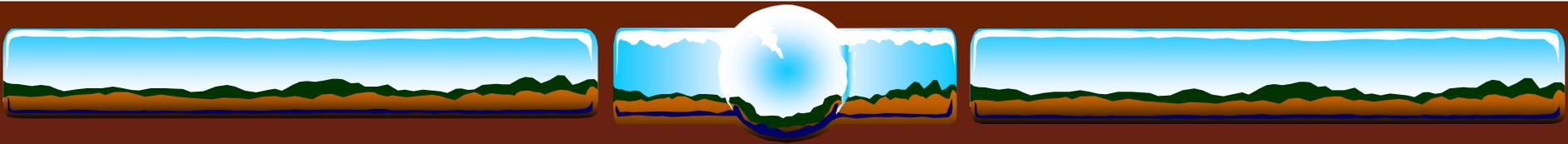
Local Government

Service Provided by Ocean City

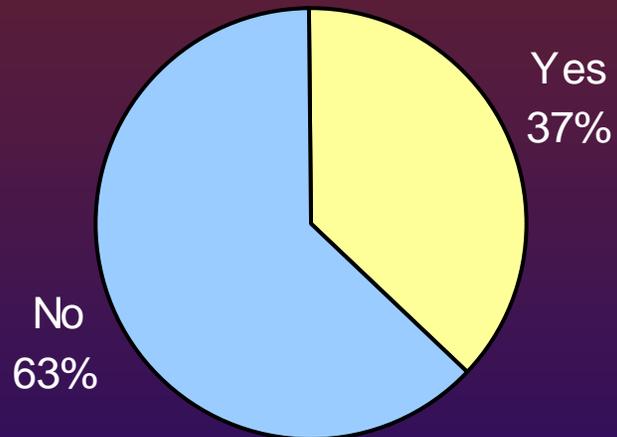
The responses of residents with an opinion about the overall quality of services provided by Ocean City are shown in Figure 16 below. These responses result in an average rating of 66 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

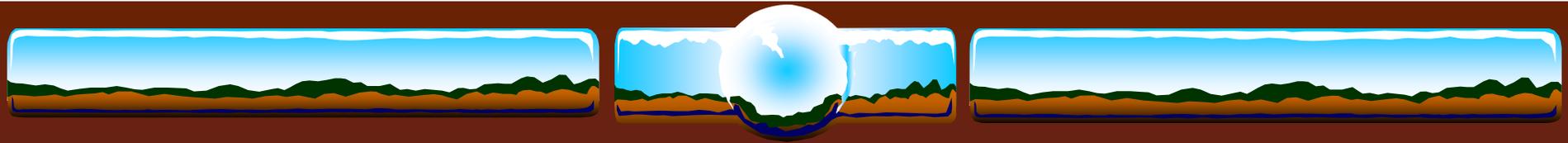
Figure 16: Overall Quality of Services Provided by the Town of Ocean City





Ocean City Property Owners

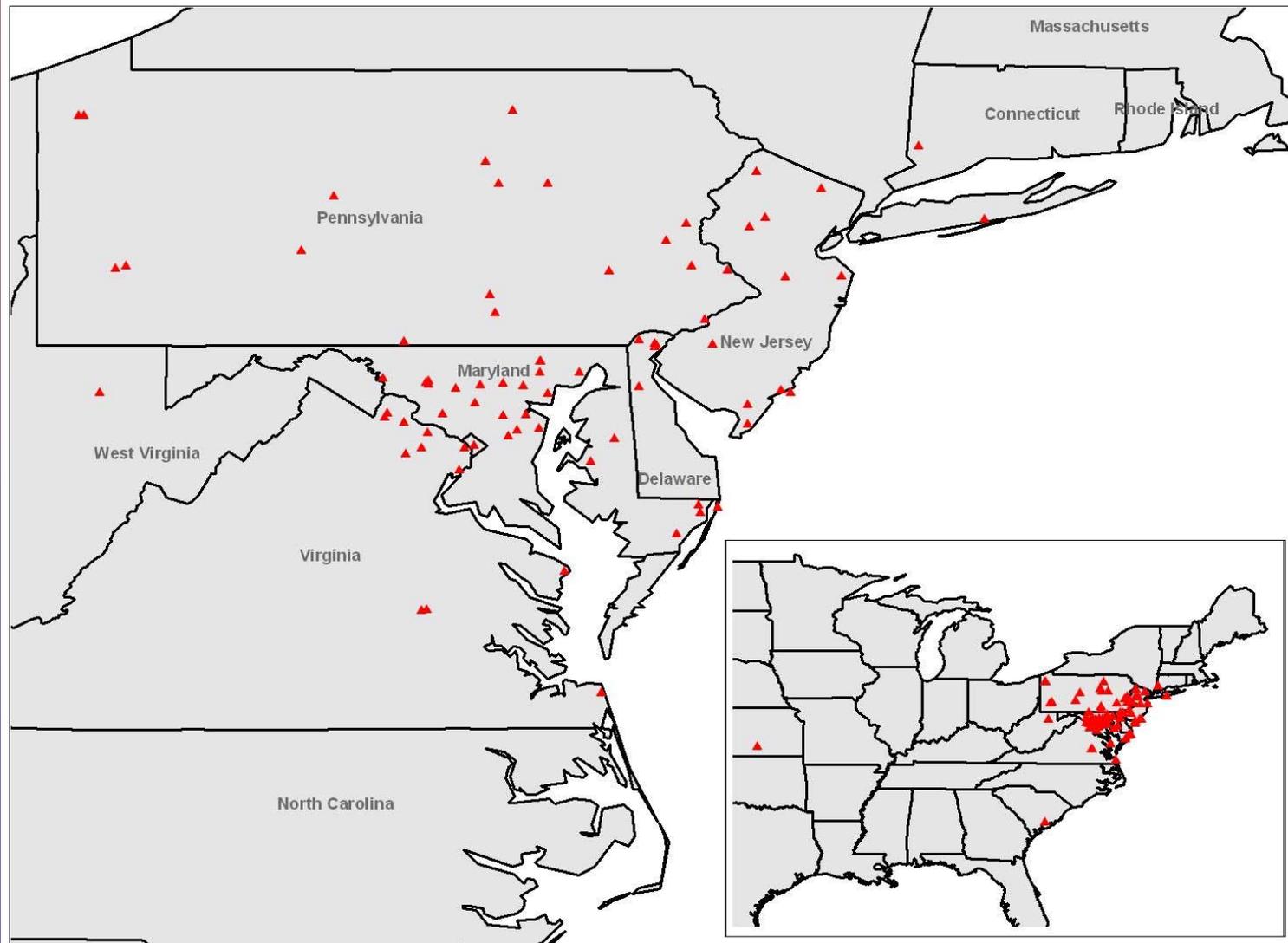


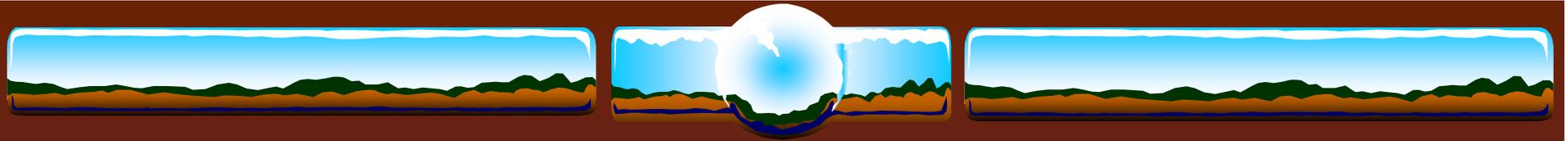


Worcester County Property Owners



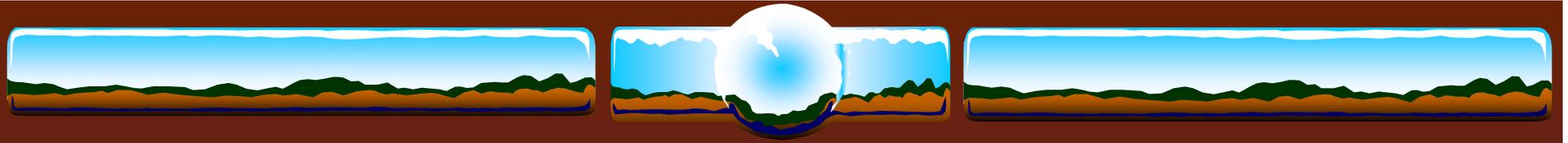
Where are they coming from?





Customer Comments

- ❖ We asked for any comments the customers wished to make concerning the airport or airport services.
- ❖ Majority were good, constructive comments



Ocean City Municipal Airport Survey

❖ QUESTIONS ?