



TRC9605

**Market Analysis of
Maintenance Activities**

J. B. Horsley

Final Report

1998

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MARKET ANALYSIS OF MAINTENANCE ACTIVITIES

FINAL REPORT

Performed By

Dr. J. B. Horsley
Transportation Management Program
Arkansas State University
Jonesboro, Arkansas

Sponsored By

Arkansas State Highway And
Transportation Department
Planning And Research Division

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EXECUTIVE SUMMARY

- TRC9605 - Market Analysis of Maintenance Activities - was designed to obtain public attitudes and considerations regarding maintenance activities routinely conducted by the Department in an attempt to measure public satisfaction with our maintenance program.
- In the initial stages of the project, the Principal Investigator conducted Focus Group activities on Arkansas State University Campus to aid in developing the survey methodology, techniques, and forms to be used.
- At the time scheduled for the first year surveys, it was determined that the Department would be better served if we did not involve the public in our activity.
- At the time scheduled for the second year surveys and without the first year surveys, the Research Section developed a mail-back questionnaire to distribute to drivers during routine Origin and Destination data collection activities. Again it was determined that the Department did not want us to involve the public in our activity.
- As the project had been delayed for two years, we re-entered negotiations with the Principal Investigator and reassessed the likelihood of bringing the project to a successful conclusion. In these negotiations we mutually agreed to terminate the project. There will be no results to implement from this project.
- Results from similar studies conducted by other states have been received and will aid in this area.