



Hillsborough Area Regional Transit Authority

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To: HART Staff
From: Ed Crawford, Director of Public Relations & Government Affairs
Date: May 26, 2009
Subject: Employee Communication Survey Results

A few weeks ago, we asked you to take an informal survey to gauge the effectiveness of the agency's internal communications. We received 102 responses, and would like to say thanks to those of you who participated!

Your answers found, in part:

- **Employees generally feel they know the agency fairly well** (a total of 81% said either "a fair amount" or "very well")
- **Agency publications like newsletters are widely read** (about 90% indicated they read all or most of their newsletters)
- **Vision/strategies and items that deal with agency or personal financial questions (such as benefits and compensation) are topics of greatest interest**
- **"The grapevine" is the most common source of information** (more than 60% say they get information from their co-workers)
- **Employees expressed interest in group meetings**, suggesting a strategy of calling employees together in smaller groups to give them first-hand information

We also asked if you would consider participating in a focus group on this topic, and several indicated that you would. We've started contacting those who said they'd like to participate, and will be holding these meetings in the next few weeks. This information, combined with the results of the survey, will be used to devise some new ways of communicating with HART employees. We will report these findings to you in the future.

Overall, the results of this survey were largely positive and suggest areas in which HART can make communication to our employees better. The full results, along with comments, are attached for your review.

Employee Communication Survey
March/April 2009 | Total Responses: 102

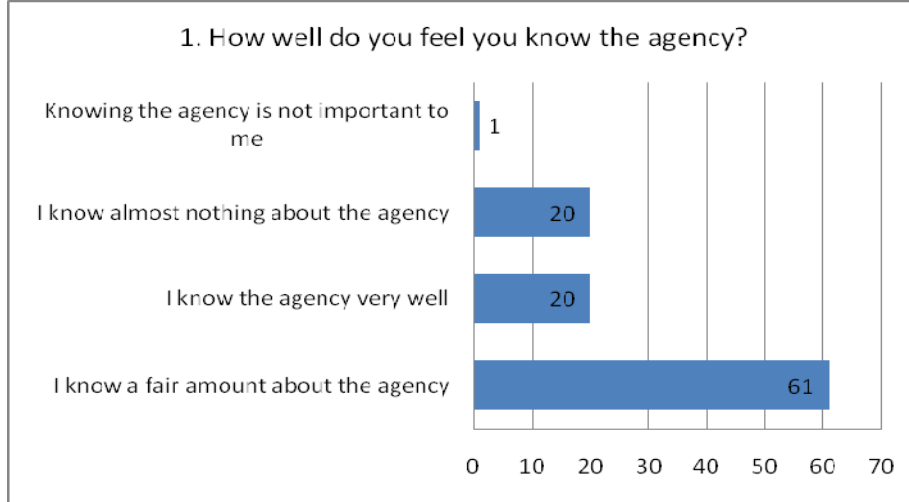
1. How well do you feel you know the agency (what we do, our plans and future projects)?

I know a fair amount about the agency – 61

I know the agency very well – 20

I know almost nothing about the agency – 20

Knowing the agency is not important to me – 1



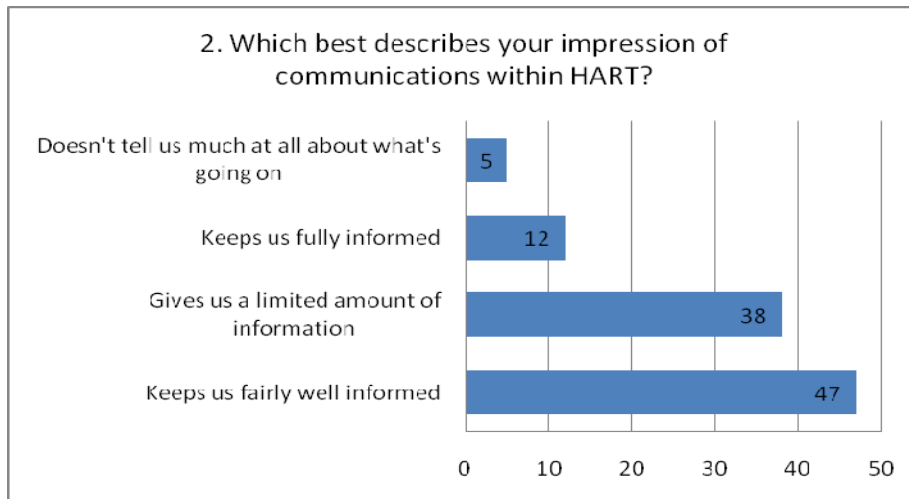
2. Which best describes your impression of communications within HART?

Keeps us fairly well informed – 47

Gives us a limited amount of information – 38

Keeps us fully informed – 12

Doesn't tell us much at all about what's going on – 5



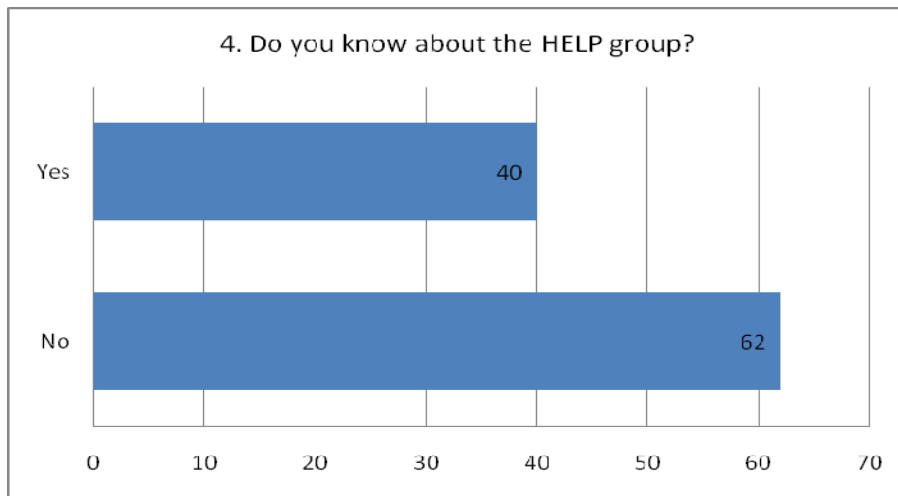
3. Do you have any suggestions to help improve our communication to you?

See comments document

4. Do you know about the HELP (HART Employee Leadership Program) group?

No – 62

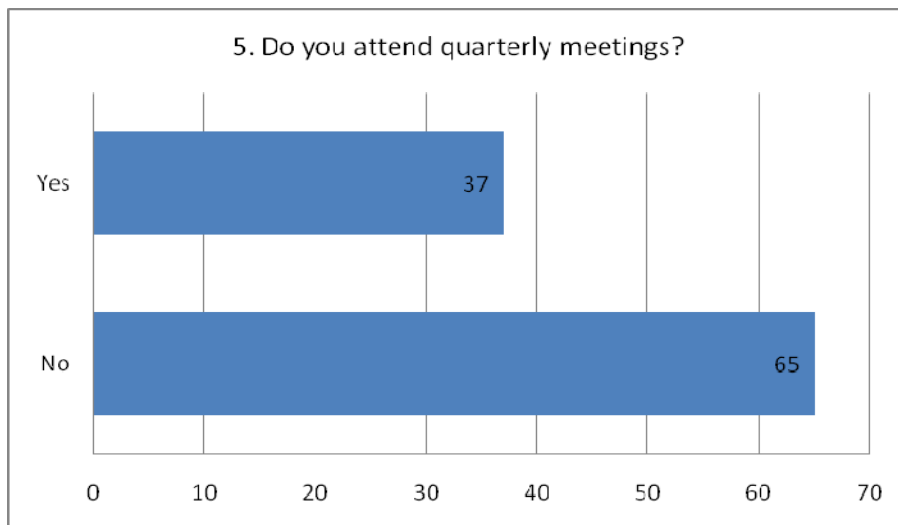
Yes – 40



5. Do you attend the employee quarterly meetings?

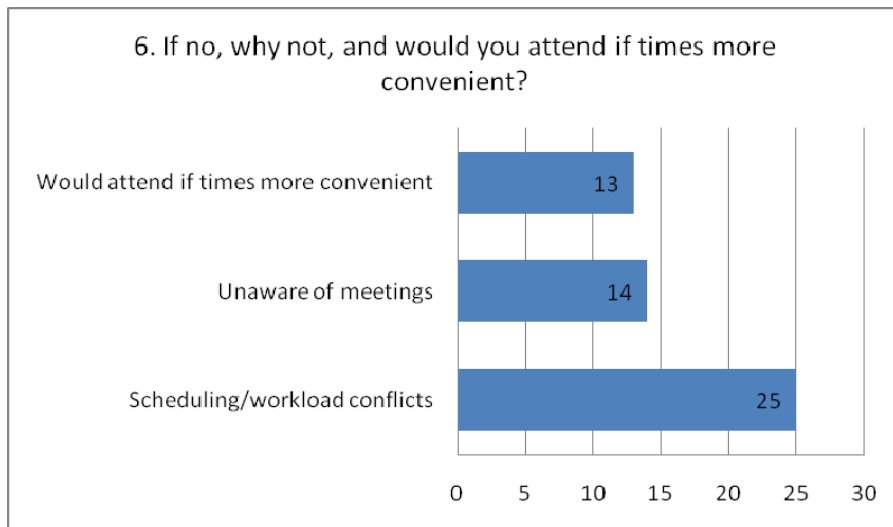
No – 65

Yes – 37



6. If you answered no to question five please explain why not and would you attend if there were more convenient times available?

Of those who answered, 25 cited scheduling or workload, 14 said they're unaware of meetings, and 13 noted that they would attend if times were more convenient. *See comments document for details*



7. Which items do you feel that it's important for you to know about?

HART's vision and strategies for the future – 78

The overall financial picture of the agency – 65

Benefits – 62

Compensation and bonus programs – 58

Issues and trends affecting our business – 57

Route and service information – 49

Customer service issues – 48

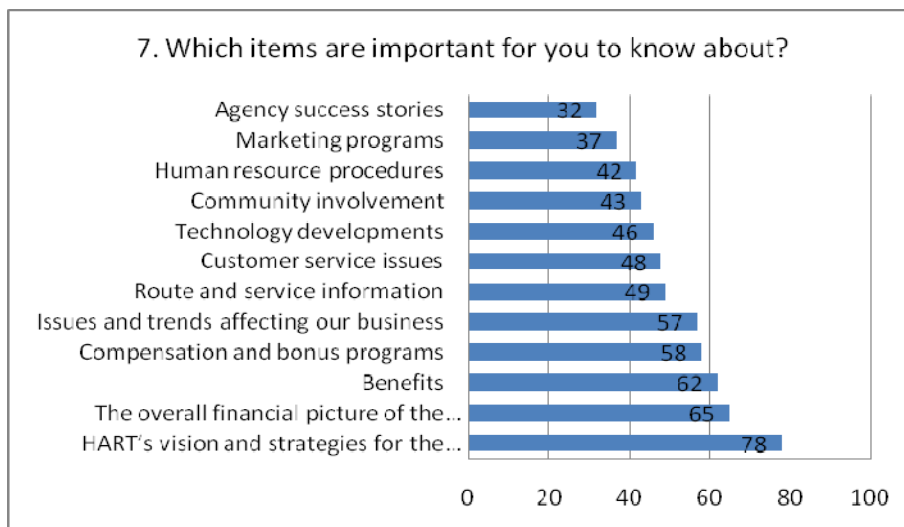
Technology developments – 46

Community involvement – 43

Human resource procedures – 42

Marketing programs – 37

Agency success stories – 32



8. What other topics do you feel are important for you to know more about and would like the company to include in future communications? *See comments document*

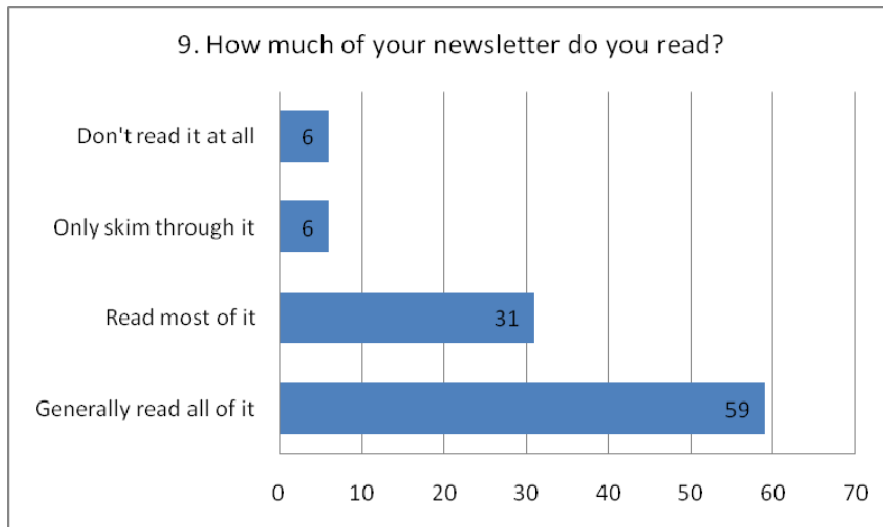
9. How much of your department's newsletter (or the CEO weekly update, if applicable) do you read?

Generally read all of it – 59

Read most of it – 31

Only skim through it – 6

Don't read it at all – 6



10. How do you now receive most of your information about what is going on at HART?

Co-workers – 65

Bulletin board – 42

My supervisor – 34

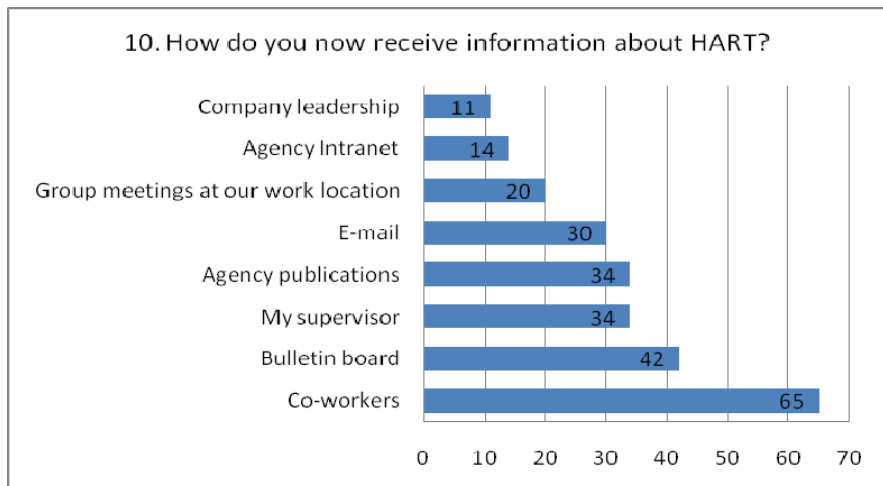
Agency publications – 34

E-mail – 30

Group meetings at our work location – 20

Agency Intranet – 14

Company leadership – 11



11. How would you prefer to receive most of your information about what is going on at HART?

Group meetings at our work location – 47

E-mail – 41

Bulletin board – 39

My supervisor – 36

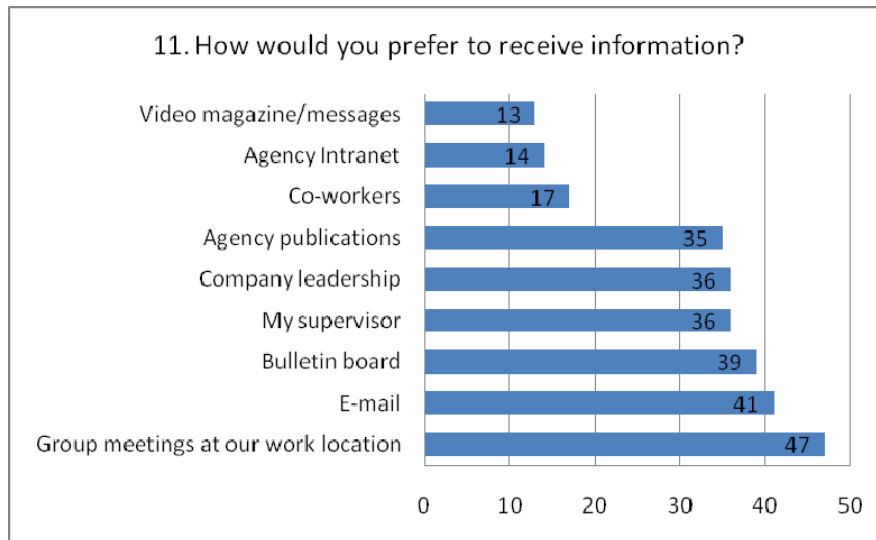
Company leadership – 36

Agency publications – 35

Co-workers – 17

Agency Intranet – 14

Video magazine/messages – 13



12. Which area do you work in?

Operations – 51

Maintenance/PM – 24

Administrative – Ybor (Marketing/Executive/Risk/Planning/Engineering/Finance/Accounting) – 18

Streetcar – 6

Administrative – 21st Ave (HR/Procurement/IS/Payroll) – 3

