



## Finance Committee Agenda Item

Meeting Date:	September 24, 2024
Agenda Item:	Brown Cab Survey
Staff Contact (name, email, phone):	Rachelle Blitch, <a href="mailto:rblitch@whitewater-wi.gov">rblitch@whitewater-wi.gov</a> , 262-473-1380

### BACKGROUND

(Enter the who, what when, where, why)

The Common Council has received complaints regarding the services provided by Brown Cab. It is recommended that a survey be developed and placed in the vehicles to gather additional feedback on whether the service is meeting the community's needs. The survey results will help the City make informed decisions regarding the future of the Shared-Ride Taxi services. I have included a list of questions to assist in the discussion.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

9/17/2024 – Common Council, directed survey to be developed

### FINANCIAL IMPACT

(If none, state N/A)

The City has a subscription to Survey Monkey and would not result in any additional cost

### STAFF RECOMMENDATION

It is recommended that staff and the committee collaborate to identify the data that should be collected and to determine the most effective methods for distributing the survey and related information. This approach will help ensure broad community participation.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Potential Starter Survey Questions