



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: March 4, 2024		Subject: SMART Annual Rider Survey Results	
		Staff Member: Anne MacCracken and Dwight Brashear	
		Department: SMART	
Action Required		Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable	
		Comments: N/A	
Staff Recommendation: N/A			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
<input type="checkbox"/> Council Goals/Priorities:	<input type="checkbox"/> Adopted Master Plan(s): Transit Master Plan	<input checked="" type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

In 2019, SMART conducted its first on-board customer satisfaction survey to find how satisfied customers were with various elements of our service. Each year, SMART conducts on-board rider surveys. The rider satisfaction surveys are alternated with rider demographic surveys.

EXECUTIVE SUMMARY:

In October 2023, SMART completed its second annual Satisfaction Survey. With the help of eleven Summit Employment Professional associates, 166 surveys were collected on all routes from Tuesday, October 17 through Thursday, October 19 and Saturday, October 21. No significant changes were made to survey questions from 2019. Surveys were available in English and Spanish.

EXPECTED RESULTS:

The average rating of all questions was 4.5 out of 5 stars. This is approximately the same overall rating as the 2019 Satisfaction survey.

From the results, SMART identified four areas for improvement. These areas are bus reliability, clarity of information, frequency of notifications, and accuracy of information.

The number of completed surveys in October of 2023 was only about 60 percent of surveys in 2019. This drop can be attributed to lower ridership relative to 2019.

TIMELINE:

The Rider Survey occurred Tuesday, October 17 through Thursday, October 19 and Saturday, October 21.

CURRENT YEAR BUDGET IMPACTS:

The cost of staffing for surveying totaled \$4,035 to the transit fund under the "Other professional services" line item for FY23. This staffing cost increased 22% from last year due to the wage increases and using a different staffing agency.

COMMUNITY INVOLVEMENT PROCESS:

This surveying project relies on community input. More specifically, the responses that the community provides is used by staff to communicate well with our customers, understand their needs, and adjust our service if necessary. The customers' willingness to provide feedback also shows that they care and have interest in the system they use.

This year, SMART also had surveys available on-line in addition to traditional paper surveys.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

Conducting rider surveys allow staff to check in with our customers to ensure our service is meeting their needs. The survey responses are presented to management and Council to help direct future decision-making and improvements of SMART service.

ALTERNATIVES:

N/A

CITY MANAGER COMMENT:

N/A

ATTACHMENT:

1. Rider Survey English and Spanish