



**CITY COUNCIL MEETING  
STAFF REPORT**

<b>Meeting Date:</b> December 19, 2022		<b>Subject:</b> SMART Annual Rider Survey Results	
		<b>Staff Member:</b> Anne MacCracken, Transit Management Analyst and Dwight Brashear, Transit Director	
		<b>Department:</b> SMART	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> 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	
		<b>Comments:</b> N/A	
<b>Staff Recommendation:</b> N/A			
<b>Recommended Language for Motion:</b> N/A			
<b>Project / Issue Relates To:</b>			
<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:**

SMART conducts rider surveys annually, alternating between customer satisfaction and demographics to assist in required reporting and to better understand customer needs. SMART began its first annual on-board demographic survey in August 2017 and continued in 2018. A customer satisfaction on-board survey was conducted in 2019. Due to COVID pandemic restrictions, on-board surveys were temporarily halted in 2020 and 2021.

**EXECUTIVE SUMMARY:**

In October 2022, SMART completed its third annual Rider Survey. With the help of ten (10) individuals from a temporary employment agency, 218 surveys were collected on all routes from Tuesday, September 20 through Thursday, September 22 and Saturday, September 24. No significant changes were made to survey questions from 2017 and 2018. Surveys were available in English and Spanish.

**EXPECTED RESULTS:**

The number of completed surveys in September 2022 was only about 50 percent of surveys in 2017 and 2018. This drop can be attributed to lower ridership relative to 2017 and 2018, confusion with Transit Master Plan survey being conducted in September 2022 and not having an online survey option. The responses that the community provides is used by staff to communicate with customers, understand their needs, and adjust service if necessary.

**TIMELINE:**

The Rider Survey occurred Tuesday, September 20 through Thursday, September 22 and Saturday, September 24. Survey results are regularly used for reporting to local, state, and federal stakeholders. The results also contribute to general route and schedule changes that are also integrated into the transit master planning process.

**CURRENT YEAR BUDGET IMPACTS:**

The cost for the surveying totaled \$3,295.79. Funds were for this project were included in FY 2022-23 Transit Department budget.

**COMMUNITY INVOLVEMENT PROCESS:**

This surveying project relies on community input. Although we only received 50 percent of surveys as compared to the prior years, the percent of participation was similar. This comparable participation in providing feedback shows that customers continue to care about the transit system they use.

**POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:**

Conducting a rider survey allows staff to check in with our customers to ensure our service is meeting their needs. The data helps staff communicate more clearly with riders and improve services levels.

**ALTERNATIVES:**

N/A

**CITY MANAGER COMMENT:**

N/A

**ATTACHMENTS:**

1. SMART Rider Survey Results September 2022
2. 2022 Rider Survey- English
3. 2022 Rider Survey- Spanish