



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: November 17, 2025		Subject: SMART Annual Rider Survey Results	
		Staff Member: Diana Kotler, Transit Operations Manager and Anne MacCracken, Transit Management Analyst Department: SMART	
Action Required		Advisory Board/Commission Recommendation	
☐ Motion ☐ Public Hearing Date: ☐ Ordinance 1 st Reading Date: ☐ Ordinance 2 nd Reading Date: ☐ Resolution ☐ Information or Direction ☒ Information Only ☐ Council Direction ☐ Consent Agenda		☐ Approval ☐ Denial ☐ None Forwarded ☒ Not Applicable Comments: N/A	
Staff Recommendation: N/A			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
☐ Council Goals/Priorities:	☐ Adopted Master Plan(s):	☒ Not Applicable	

ISSUE BEFORE COUNCIL:

Each September, South Metro Area Regional Transit (SMART) conducts an on-board passenger survey. Survey types alternate between passenger demographics/ characteristics and passenger satisfaction. This year SMART surveyed our riders to find out how satisfied they were with various elements of our transit service.

EXECUTIVE SUMMARY:

In September 2025, SMART completed its third annual satisfaction survey. This year, a total of 201 surveys were collected by Summit Employment Professional Associates. Surveys were collected on all SMART routes starting on Saturday, September 20, 2025, through Thursday, September 25, 2025. No significant changes were made to survey questions from 2023. Surveys were available in English and Spanish.

EXPECTED RESULTS:

The average rating of all service elements was 4.6 out of 5. This is approximately the same overall rating as in the 2023 Satisfaction Survey.

From the results, SMART rated high in operator customer service conduct with 86 percent ranking as completely satisfied. SMART system safety and cleanliness was tied at 83 percent as completely satisfied.

TIMELINE:

The rider satisfaction survey occurred from Saturday, September 30 and Tuesday, September 23 through Thursday, September 25, 2025.

CURRENT YEAR BUDGET IMPACTS:

SMART operating budget includes cost for this annual survey effort. The cost for fiscal year (FY) 2025-26 survey process totaled \$4,365.

COMMUNITY INVOLVEMENT PROCESS:

This survey project relies on community input and participation. More specifically, the responses that the community provides are used by staff to ascertain customers' current and future needs, and to consider adjustments to SMART service, if necessary. The customers' willingness to provide feedback indicates high level of care and interest in the SMART transit system.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

Conducting annual passenger surveys allows SMART staff to check-in with our customers to ensure our service meets their needs. The survey responses are presented to management and City Council to guide future policy decision making considerations for SMART service.

ALTERNATIVES:

N/A

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. 2025 Rider Survey English and Spanish (combined)
2. Rider Survey Results