



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: March 17, 2025		Subject: SMART Annual Rider Survey Results	
		Staff Member: Anne MacCracken, Transit Management Analyst and Dwight Brashear, Transit Director	
		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:

SMART conducts rider surveys annually, alternating between customer satisfaction and demographics to assist with 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. On-board surveys resumed in 2022.

EXECUTIVE SUMMARY:

In September 2024, SMART completed its fourth annual Demographic Rider Survey. With the help of seven (7) individuals from a temporary employment agency, 198 surveys were collected on all routes from Saturday, September 14, Tuesday, September 17 through Thursday, September 19 and Saturday, September 21. No significant changes were made to survey questions from 2022 and 2024. Surveys were available in English and Spanish. In 2024, surveys were available online.

EXPECTED RESULTS:

The number of surveys completed in September 2024 was only about 50 percent of surveys in 2017 and 2018. The number of completed responses in 2024 was about the same as 2022. This drop can be attributed to lower ridership relative to 2017 and 2018. The responses that the community provides are used by staff to communicate with customers, understand their needs, and adjust service if necessary.

TIMELINE:

The Rider Survey occurred Saturday, September 14, Tuesday September 17 through Thursday, September 19 and Saturday, September 21. 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 \$5,020.89. Funds for this project were included in fiscal year 2023-24 Transit Department budget.

COMMUNITY INVOLVEMENT PROCESS:

This surveying project relies on community input. Participation in 2024 compared to 2022 was about the same. 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 meets 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 2024
2. 2024 Rider Survey- English and Spanish