

EXECUTIVE SUMMARY

CENTRO SURVEYS DRAFT FINAL REPORTS

Objective: To have the Planning Committee recommend that the Policy Committee acknowledge the completion of the Rider, Non-Rider and Employer Survey reports.

Considerations: The SMTC conducted three surveys for Centro.

The Rider Survey was conducted on-board Centro buses by SMTC staff between April and July 2017. A total of 1,103 surveys were collected, approximately proportional to ridership across Centro's lines (only for the 20 lines with the highest ridership). The rider survey asked questions about typical destinations, other desired destination, rider satisfaction, and suggestions for improving service, along with basic demographic information. The results showed that 91 percent of respondents are generally satisfied with the Centro system. Suggestions for improvements largely focused on expansion of service during nights and weekends. The most popular destination is DestinyUSA.

The Non-rider Survey was mailed to 10,000 addresses in the Urban Area, and a total of 1,125 surveys were returned. This survey asked about current mode choice and reasons for not using Centro service, along with basic demographics. Most respondents stated that they would not consider using Centro service. The most common reason stated for not using Centro now for commute trips was that the respondent needed their car during the day. For those that would consider using Centro in the future, infrequent service was the biggest existing deterrent.

Lastly, for the Employer Survey a letter was mailed to 528 employers informing them of the electronic survey. The survey sought to summarize opinions and perceptions of the services offered by Centro, particularly the importance of public transportation to businesses and interest in subsidizing public transportation. A limited response rate of 4% was achieved (22 separate respondents).

Staff will provide an overview of the surveys at the meeting.

Staff Recommendations: That the Planning Committee recommend that the Policy Committee acknowledge the completion of the Centro Surveys reports at their June 12 meeting.

Meeting Notes

Prepared By: _____ **Date:** 5/17/18
James D'Agostino, Director

Planning Committee Meeting
May 24, 2018
Agenda Item 5D