

## Minutes

### RTA Organizational, Services and Performance Monitoring Committee Meeting

9:06 a.m., January 10, 2023

**Committee Members:** Moss (Vice-Chair), Weiss, Welch

**Other Board Members:** Koomar, Lucas     **Not present:** Biasiotta, Joyce, McCall, Pellot

**Staff:** Birdsong Terry, Bober, Brooks-Williams, Burney, Caver, Dangelo, Davidson, Feke, Fields, Fleig, Garofoli, Gautam, Jenkins, Johnson, Kirkland, Laule, Macko, McGervey, Miller, Mothes, Schipper, Talley, Tarka, Walker-Minor

**Public:** Embrescia, Gallagher, Gibbons, Jackson, Loh

The meeting was called to order at 9:06 a.m. Three (3) committee members were present. Ms. Moss chaired the meeting in Mayor Biasiotta's absence.

#### RFP Procurement for Community and Customer Survey Services

Natoya Walker Minor, Deputy General Manager, Administration & External Affairs and Ashley Bober, Contract Administrator, gave the presentation.

#### *Project Overview*

In an effort to continue improving the customer experience and meet operational needs, GCRTA will administer two surveys: Customer Experience (Quarterly) and Community Value (Semi-Annually).

The Customer Satisfaction Surveys evaluate customer satisfaction on each Authority transit mode: Fixed Route Bus, Rail, Bus Rapid Transit (BRT), and Paratransit. The Community Value Surveys evaluates both riders and non-rider perceptions on accessibility, reliability, and value of the GCRTA service.

#### *Procurement Overview*

The Request for Proposal (RFP) was issued on September 26, 2022. It was accessed on the GCRTA website by 14 interested parties and 3 firms proposed. The evaluation panel consisted of various RTA departments using select evaluation criteria. The recommended firm is ETC Institute, located in Kansas City, Kansas. The 14% DBE Goal will be achieved using ANIK, Inc. (female owned) and Stat Team, Inc. (female owned).

#### ETC Institute:

- 40 years of experience in the design and administration of market research.
- Successfully completed more than 60 customer satisfaction and non-rider survey engagements for transit agencies in the previous 5 years (over 300,000 surveys conducted).
- Senior-level personnel will lead the day-to-day management of survey tasks.
- Use of tablet technology and dashboards enables field supervisors to review surveys and monitor data quality in real-time to ensure the completeness and usability of each survey.
- In addition to static reports and databases, ETC Institute will provide data visualization dashboards, which will give the Authority the ability to interactively review the data.
- Industry leader in survey oversight techniques, tools, and the collection methods required to ensure proper sampling.

- Maintains a Cleveland presence and has surveyed more than 25,000 people in the Cleveland Metropolitan area during the previous 15 years as part of multiple projects conducted for the Ohio Department of Transportation.

Other Clients include GCRTA, Los Angeles Metro, Dallas Area Rapid Transit, Oklahoma City Transit, Miami-Dade Transit, Nashville Metropolitan Transportation Authority and Kansas City Area Transportation Authority. ETC will also be completing the On-Board Origin Destination Passenger Surveys for the Authority.

Staff requests that the Organizational Services & Performance Monitoring Committee recommend an award to ETC Institute to provide Survey Services in an amount not to exceed \$259,145.00 for a period of one year, and in amounts not to exceed \$259,145.00 for each option year, respectively, for a total contract amount not to exceed \$777,435.00.

Mayor Weiss asked how many surveys will be administered. Ms. Walker Minor said they will interview 1,200 people per survey. Ms. Moss asked how non-customers will be surveyed. Staff said the firm will purchase phone list to survey potential riders. Ms. Moss was happy with the number of downloads and submitted proposals. Ms. Pellot asked how the survey questions will be different from 2022. Staff said the customer surveys will focus on experience and the community surveys will focus on perception. ETC will use their own tools to formulate the questions. Their survey will be five pages and in nine different languages. They will also use a QR code for those who don't want to do the survey in person. Dr. Caver said the goal will be to have the questions consistent with the 2022 surveys. The Net Promotor Score (NPS) will still be a key performance indicator. Ms. Birdsong Terry said non-customers can also be targeted in other ways.

It was moved by Mayor Weiss, seconded by Ms. Welch and approved to move to the full Board.

The meeting adjourned at 9:20 a.m.

  
\_\_\_\_\_  
Rajan D. Gautam  
Secretary/Treasurer

  
\_\_\_\_\_  
Theresa A. Burrage  
Executive Assistant