



Survey Services

Organizational, Services & Performance
Monitoring Committee

January 10, 2023



Project Overview

In effort to continue improve customer experience and meet operational need, GCRTA will administer two surveys:

| Survey Type | Frequency |
|---------------------|------------------|
| Customer Experience | Quarterly |
| Community Value | Semi-Annually |

Project Overview

- **Customer Satisfaction Survey:**

The Customer Satisfaction Surveys evaluate customer satisfaction on each Authority transit mode: Fixed Route Bus, Rail, Bus Rapid Transit (BRT), and Paratransit.

- **Community Value Survey:**

The Community Value Surveys evaluates both riders and non-rider perceptions on accessibility, reliability, and value of the GCRTA service.

Procurement Overview

- Request for Proposal (RFP) issued on September 26, 2022
- Accessed on the GCRTA website by 14 interested parties
- 3 firms proposed

Procurement Overview

Evaluation Panel

- Administration and External Affairs
- Office of Business Development
- Office of Management and Budget
- Operations
- Procurement
- Service Management

Procurement Overview

Evaluation Criteria

- Experience in customer and community survey development, execution, collection, data analysis, and reporting. Experience with field surveying.
- Compliance and understanding of the GCRTA's scope of work, services, and ability to meet all terms and availability of resources to complete the project.
- Availability of modern surveying technologies including tablets, on-line surveying or computerized surveying software/tools, databases, and open-source technology to share raw data and results.
- Overall competitiveness and completeness of the cost proposal.

Procurement Overview

Recommended Firm

- ETC Institute, located in Kansas City, Kansas

14% DBE Goal will be achieved through the use of:

- ANIK, Inc. (female owned)
- Stat Team, Inc. (female owned)

Procurement Overview

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.

Procurement Overview

ETC Institute, continued

- 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.

Procurement Overview

Other Clients

- GCRTA
- Los Angeles Metro
- Dallas Area Rapid Transit
- Oklahoma City Transit
- Miami-Dade Transit
- Nashville Metropolitan Transportation Authority
- Kansas City Area Transportation Authority

Procurement Overview

Recommendation

- Staff requests that the Organizational Services & Performance Monitoring 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.