



TITLE/DESCRIPTION: CONTRACT: SURVEY SERVICES VENDOR: ETC INSTITUTE AMOUNT: NOT TO EXCEED \$658,122 FOR A PERIOD OF THREE YEARS AND IN AMOUNTS NTE \$219,374 FOR EACH OF TWO OPTION YEARS, FOR A TOTAL CONTRACT AMOUNT NTE \$1,096,870 FOR A FIVE-YEAR PERIOD	Resolution No.: 2026-48
	Date: July 16, 2026
	Initiator: Marketing & Communications Department

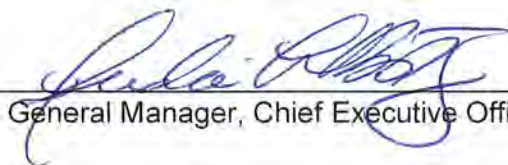
ACTION REQUEST:
☒ Approval ☐ Review/Comment ☐ Information Only ☐ Other _____

- 1.0 PURPOSE/SCOPE: This action will allow the Greater Cleveland Regional Transit Authority ("Authority") to enter into a contract for customer satisfaction, community values, and employee engagement survey services and analyses for a period of three years with two, one-year options.
- 2.0 DESCRIPTION/JUSTIFICATION: The Authority requires the services of a professional surveying firm that specializes in developing, administering, collecting, and analyzing surveys and survey data. The firm will administer quarterly customer satisfaction surveys and annual community value and employee engagement surveys. The customer satisfaction survey evaluates customer satisfaction on each Authority transit mode: fixed route bus, rail, bus rapid transit, and Paratransit. The community value survey canvasses the Authority's service area within Cuyahoga County to obtain data from the community's perception of the Authority's performance and value. The employee engagement survey measures employee satisfaction, engagement, workplace culture, and leadership effectiveness to identify improvement opportunities and support a positive work environment. Survey analyses will result in updated scorecards, the creation of report metrics, and performance documentation. This work will continue the Authority's culture of ownership, continuous improvement, and performance management by identifying and tracking measurable goals and success outcomes.
- 3.0 PROCUREMENT BACKGROUND: The Request for Proposals ("RFP") was posted on the Authority's Procurement website and advertised in the local newspapers. Forty-two (42) interested parties, including potential subcontractors, downloaded the solicitation package, and four (4) responsive proposals were received. These services were solicited through a competitive negotiated procurement process. After evaluation by a panel of Authority employees in accordance with established Procurement Department policies and procedures, the proposal from ETC Institute to provide survey services was determined to be the most advantageous to the Authority, price and all other factors considered. After negotiations, a contract amount not to exceed \$658,122 for a period of three years and amounts not to exceed \$219,374 for each of two option years, for a total contract amount not to exceed \$1,096,870 for a five-year period, was agreed upon. This amount is approximately 8% below the estimate for this project.

The Procurement Department performed a cost analysis and determined the proposed hourly rates to be fair and reasonable to the Authority.

- 4.0 DBE BACKGROUND: As a result of the USDOT Interim Final Rule published in the Federal Register and made effective October 3, 2025, DBE goal setting has been suspended on the Authority's projects until further notice.
- 5.0 POLICY IMPACT: Does not apply.
- 6.0 ECONOMIC IMPACT: This procurement shall be payable from the RTA General Fund, Marketing & Communications Department budget, in an amount not to exceed \$658,122 for a period of three years and in amounts not to exceed \$219,374 for each of two option years, for a total contract amount not to exceed \$1,096,870 for a five-year period.
- 7.0 ALTERNATIVES: Reject this offer. Rejection of this offer would delay customer, community, and employee engagement survey services and analyses, which provide the data necessary for the continued culture of ownership, continuous improvement, and performance management by identifying and tracking measurable goals and success outcomes.
- 8.0 RECOMMENDATION: This procurement was discussed by the Board of Trustees at the July 7, 2026 Organizational, Services, and Performance Monitoring Committee meeting. It is recommended that the negotiated offer of ETC Institute be accepted and the resolution adopted, authorizing the General Manager, Chief Executive Officer to enter into a contract.
- 9.0 ATTACHMENTS: None

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.


General Manager, Chief Executive Officer

RESOLUTION NO. 2026-48

AUTHORIZING CONTRACT NO. 2026-011 WITH ETC INSTITUTE TO PROVIDE SURVEY SERVICES IN AN AMOUNT NOT TO EXCEED \$658,122 FOR A PERIOD OF THREE YEARS AND IN AN AMOUNT NOT TO EXCEED \$219,374 FOR EACH OF TWO OPTION YEARS, FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$1,096,870 FOR A FIVE-YEAR PERIOD (GENERAL FUND, MARKETING & COMMUNICATIONS DEPARTMENT BUDGET)

WHEREAS, the Greater Cleveland Regional Transit Authority ("Authority") requires the services of professional surveying firms that specialize in developing, administering, collecting, and analyzing surveys and survey data; and

WHEREAS, the proposal from ETC Institute, with an office located at 725 West Frontier Lane, Olathe, Kansas, for survey services for a period of three years with two, one-year options was received on April 2, 2026; and

WHEREAS, after negotiations, ETC Institute has offered to provide survey services in an amount not to exceed \$658,122 for a period of three years and in an amount not to exceed \$219,374 for each of two option years, for a total contract amount not to exceed \$1,096,870 for a five-year period; and

WHEREAS, the General Manager, Chief Executive Officer deems the offer from ETC Institute, as negotiated, to be in the best interest of the Authority, and recommends acceptance thereof by the Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the offer from ETC Institute to provide survey services be and the same is hereby accepted.

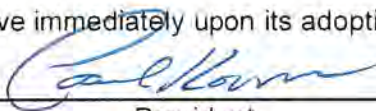
Section 2. That the General Manager, Chief Executive Officer be and she is hereby authorized to enter into a contract with ETC Institute to provide survey services for a period of three years, with the authority to exercise two, one-year options.

Section 3. This contract shall be payable from the RTA General Fund, Marketing & Communications Department Budget, in an amount not to exceed \$658,122 for a period of three years and in an amount not to exceed \$219,374 for each of two option years, for a total contract amount not to exceed \$1,096,870 for a five-year period.

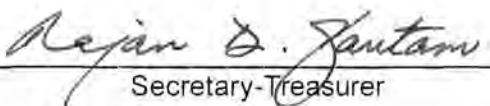
Section 4. That said contract shall be binding upon and an obligation of the Authority contingent upon compliance by the contractor to the specifications and addenda, if any; bonding and insurance requirements and all applicable laws relating to contractual obligations of the Authority.

Section 5. That this resolution shall become effective immediately upon its adoption.

Adopted: July 21, 2026



President

Attest: 

Secretary-Treasurer