

# Survey Services

Organizational, Services & Performance  
Monitoring Committee

July 7, 2026

# Project Overview

In effort to continually improve customer experience and meet operational needs, GCRTA will administer three surveys:

| <b>Survey Type</b>  | <b>Frequency</b> |
|---------------------|------------------|
| Customer Experience | Quarterly        |
| Community Value     | Annually         |
| Employee            | Annually         |

# Project Overview

- **Customer Experience Survey**: Evaluates customer perceptions of service offerings on each Authority transit mode: Fixed Route Bus, Rail, Bus Rapid Transit (BRT), and Paratransit.
- **Community Value Survey**: Assesses community member (riders and non-riders) perceptions of the quality and value of GCRTA services.
- **Employee Survey**: Measures workplace culture, job satisfaction, and engagement.

# Project Overview

## Scope of Services

- The firm will work as a team with GCRTA staff to develop, modify, and/or enhance the survey instrument, including design and sampling, project management, and coordination.
- The firm will administer surveys in a timeframe which will meet GCRTA's performance management reporting cadence.
- The firm will administer statistically valid surveys.
- The firm will collect data utilizing modern technology such as tablets, online or comparable surveying software, and databases that facilitate raw data sharing.

# Project Overview

## Scope of Services, continued

- The firm will conduct surveys via multiple engagement modes
  - On-Board surveys for fixed route bus, rail, and Bus Rapid Transit services
  - Telephone and/or direct mail surveys for Paratransit services
  - Telephone and/or direct mail surveys for Community Value
  - Electronic and/or paper surveys for Employee
- The firm will collect, analyze and share survey results with GCRTA
- The firm will provide executive summaries of survey results, including data levels, trends, and comparisons, as well as key drivers of success and opportunities to improve performance

# Procurement Overview

- Request for Proposal (RFP) issued on February 23, 2026
- Accessed on the GCRTA website by 42 interested parties
- Proposals were due April 2, 2026
- 4 firms proposed

# Procurement Overview

## Evaluation Panel

- Office of Management & Budget
- Training & Employee Development
- Customer Experience & Performance Management
- Administration & External Affairs
- Management Information Services

# Procurement Overview

## Evaluation Criteria

- Experience
- Completeness of Proposal
- Technology
- Cost

# Procurement Overview

## Recommended Firm

- ETC Institute, located in Olathe, Kansas

# 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 customer service surveys conducted).
- Senior-level personnel will lead the day-to-day management of surveys.
- 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, data visualization dashboards will be provided, which will give the Authority the ability to interactively review the data.
- Industry leader in survey oversight techniques 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

- Staff requests that the Organizational, Services, and Performance Monitoring Committee recommend to the Board of Trustees the award for Survey Services to ETC Institute in an amount not to exceed \$658,122 for the base 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.

# Questions