



# Information Summary

**DATE**

January 10, 2019

**REVISED January 14, 2019**

**AGENDA ITEM 4B****SUBJECT**

Authorization to Issue a Competitive Solicitation for Market Research Services

**PURPOSE**

To request authorization for the Chief Executive Officer (CEO) to issue a competitive solicitation for market research services.

**BACKGROUND | DISCUSSION | CONSIDERATION**

In 2014, a five-year contract was awarded to Westgroup Research, Inc., for the agency's market research needs. Over the past five years, Valley Metro has utilized this contract to conduct biannual Rider Satisfaction surveys, biannual Public Perception surveys, annual Transportation Demand Management (TDM) surveys, ASU student intercept surveys, MOD grant research project, transit book rider feedback survey, new website focus groups and more.

The research information captured from each of these surveys helps leadership provide informed decisions to guide Valley Metro's initiatives and areas of improvement, as well as provides valuable insight from our customers and the public.

The contract scope of work will consist of ongoing Rider Satisfaction intercept surveys, Public Perception telephone surveys, TDM telephone surveys and a general category called "ad-hoc surveys" in order to meet our future market research needs in the areas of focus groups, intercept surveys and telephone surveys. The Scope of Work will also include piggybacking language for potential member city use.

A summary of historical surveys conducted over the past five-year contract can be found on the following page for your reference.



Fiscal Year	Survey Name	Type	Survey Cost
15	Transit Book Survey	Intercept	\$9,660.00
15	Transit Book Non-User Survey	Intercept	\$4,500.00
15	2015 Transportation Demand Management Survey	Telephone	\$33,925.00
15	Dial-A-Ride Satisfaction Survey	Telephone	\$11,800.00
15	Non Rider Survey and Marketing Campaign Focus Group	Focus Group	\$40,400.00
15	Website Usability Study	Focus Group	\$33,000.00
		<b>FY15 RPTA Spend \$:</b>	<b>\$133,285.00</b>
16	Transportation Demand Management Survey	Telephone	\$33,925.00
16	Rider Satisfaction Intercept Survey	Intercept	\$32,500.00
		<b>FY16 RPTA Spend \$:</b>	<b>\$66,425.00</b>
17	2016 Rider Satisfaction Research Data Request	Intercept	\$1,400.00
17	Transportation Demand Management Survey	Telephone	\$34,950.00
17	Non Rider Research Survey	Telephone	\$20,600.00
17	Non Rider Research Survey - Additional Telephone Surveys	Telephone	\$4,900.00
		<b>FY17 RPTA Spend \$:</b>	<b>\$61,850.00</b>
18	Website Usability Study	Focus Group	\$9,750.00
18	2017 ASU Student Survey	Intercept	\$39,800.00
18	Transportation Demand Management Survey	Telephone	\$36,000.00
18	2018 ASU STUDENT INTERCEPT SURVEY	Intercept	\$19,450.00
18	2018 Rider Satisfaction Intercept Survey	Intercept	\$34,710.00
18	2018 MOD Sandbox Project Surveys (ongoing through FY19)	Research Data Collection	\$171,900.00
		<b>FY18 RPTA Spend \$:</b>	<b>\$311,610.00</b>
		<b>TOTAL CONTRACT SPEND TO DATE*:</b>	<b>\$573,170.00</b>

\*FY19 task orders are not included

Staff is seeking authorization to issue a competitive solicitation for market research services for a five-year contract term. Proposals will be evaluated based on experience, quality and price using a best value selection process. A contract award recommendation to a qualified and experienced firm will return to the Board in April/May 2019. The new contract would be effective on July 1, 2019.



## **COST AND BUDGET**

The overall five-year value of the contract should not exceed \$750,000. The costs for the first-year contract costs are included in the RPTA and Valley Metro Rail (VMR) Adopted FY19 Operating and Capital Budgets. Contract Obligations beyond FY19 are incorporated into the Valley Metro RPTA and VMR Five-Year Operating Forecast and Capital Programs (FY2019 thru FY2023).

## **STRATEGIC PLAN ALIGNMENT**

FY 2016 – 2020:

- Goal 1: Increase customer focus
  - Tactic A: Improve customer satisfaction
- Goal 3: Grow transit ridership.
  - Tactic A: Expand and improve transit services to reach new markets
- Goal 5: Advance the value of transit
  - Tactic A: Communicate and inform public on value of transit

## **COMMITTEE PROCESS**

RTAG: December 18, 2018 for information

TMC/RMC: January 2, 2019 for action

Boards of Directors: January 17, 2019 for action

## **RECOMMENDATION**

Staff recommends that the Boards of Directors authorize the CEO to issue a competitive solicitation for market research services for a 5-year contract term.

## **CONTACT**

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## **ATTACHMENT**

None