

RESOLUTION NO. 2023-4

AUTHORIZING CONTRACT NO. 2022-114 WITH 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 OF TWO OPTION YEARS, FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$777,435.00 (GENERAL FUND, ADMINISTRATION AND EXTERNAL AFFAIRS DEPARTMENT BUDGET)

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

WHEREAS, such survey services are available from ETC Institute, located at 725 West Frontier Lane, Olathe, Kansas; and

WHEREAS, ETC Institute offered 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 of two option years, for a total contract amount not to exceed \$777,435.00; and

WHEREAS, the General Manager, Chief Executive Officer deems the offer of 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 of ETC Institute to provide survey services be and the same is hereby accepted.

Section 2. That the General Manager, Chief Executive Officer of the Authority be and she is hereby authorized to enter into a contract with ETC Institute to provide survey services, with authority to exercise the two option years.

Section 3. That said contract will be funded through the General Fund, Administration and External Affairs Department Budget, 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 of two option years, for a total contract amount not to exceed \$777,435.00.

Section 4. That said contract shall be binding upon and an obligation of the Authority contingent upon future funding, compliance by the contractor to the Specifications and Addenda, if any, the Affirmative Action Plan adopted by the Board of Trustees, bonding and insurance requirements and all applicable laws relating to contractual obligations of the Authority.

Section 5. That the Greater Cleveland Regional Transit Authority's Board of Trustees expects that ETC Institute will attempt to exceed the 14% DBE goal assigned to this procurement.

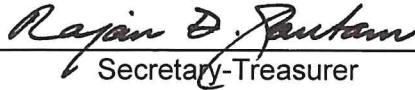
Section 6. That this resolution shall become effective immediately upon its adoption.

Adopted: January 31, 2023



President

Attest:



Secretary-Treasurer



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| TITLE/DESCRIPTION: CONTRACT: SURVEY SERVICES VENDOR: ETC INSTITUTE AMOUNT: NTE \$259,145.00 FOR PERIOD OF ONE YEAR, AND IN AMOUNTS NTE \$259,145.00 FOR EACH OPTION YEAR, FOR A TOTAL CONTRACT AMOUNT NTE \$777,435.00 | Resolution No.: 2023-4 |
| | Date: January 26, 2023 |
| | Initiator: Administration and External Affairs Department |
| ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____ | |

1.0 **PURPOSE/SCOPE:** This action will allow the Greater Cleveland Regional Transit Authority (“Authority”) to enter into a contract for customer satisfaction and community survey services and analyses for a period of one year with two, one-year options.

2.0 **DESCRIPTION/JUSTIFICATION:** The Authority is seeking the services of professional surveying firms that specialize in developing, administering, collecting, and analyzing surveys and survey data. The Authority will administer quarterly customer satisfaction surveys and semi-annual community value surveys each year. The customer survey evaluates customer satisfaction on each Authority transit mode: Fixed Route Bus, Rail, Bus Rapid Transit, and Paratransit. The community survey canvasses the Authority’s service area within Cuyahoga County to obtain data from the community related to perceptions of the Authority’s performance and value. Survey analyses will result in updated scorecards, 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 local newspapers. Fourteen (14) interested parties downloaded the solicitation, and three (3) proposals were received on November 4, 2022. After evaluation by a panel of Authority employees in accordance with established Procurement Department policies and procedures, the proposal of 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 \$259,145.00 for a period of one year. and amounts not to exceed \$259,145.00 for each of the two option years, for a total contract amount not to exceed \$777,435.00, was agreed upon. This amount is approximately 7% above the estimate for this project.

A cost analysis has been performed, and the Procurement Department has determined the price to be fair and reasonable to the Authority.

4.0 **AFFIRMATIVE ACTION/ DBE BACKGROUND:** All Affirmative Action requirements have been met. A 14% DBE goal was established for this procurement. ETC Institute has committed to achieving the DBE participation goal through the utilization of ANIK (Subcontinent Asian-owned) in the amount of \$36,000.00 or 14%.

5.0 **POLICY IMPACT:** Does not apply.

- 6.0 ECONOMIC IMPACT: This procurement shall be payable through the General Fund, Administration and External Affairs Department Budget, 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 of the two option years, for a total contract amount not to exceed \$777,435.00.
- 7.0 ALTERNATIVES: Reject this offer. Rejection of this offer would delay customer and community 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 January 10, 2023 Organizational, Services and Performance Monitoring Committee meeting. It is recommended that the offer of ETC Institute be accepted and the resolution passed 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