



# On-Board Origin-Destination Passenger Survey

Operational Planning and Infrastructure  
Committee

December 6, 2022

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# Project Overview

**Goal:** To conduct a statistically valid data on the riders of the GCRTA network

- Demographic information
- Ridership origin-destination data
- Entire GCRTA rail, bus, BRT network (excluding Paratransit operations)

# Project Overview

- Last survey completed in 2012
- FTA requires on-board surveys
- Provides data on service usage, patterns, ridership, and customer demographics
- Data used for:
  - Planning analysis
  - Marketing
  - Service analysis
  - Grant applications
  - Informing NOACA regional demand model

# Project Overview

## Customer Facts – 2012

- 79% minority
- 37% earn less than \$15,000/year; 60% earn less than \$35,000/year (household income)
- 26% students
- 77% transit dependent; 54% highly transit dependent
- The most common trip purpose is the work commute, followed by school and medical appointments

## Life back in 2012.....

- *The Avengers* was the top movie, grossing over a billion dollars worldwide
- San Francisco Giants won the World Series
- John Kasich was the Governor of Ohio
- Barack Obama was the President and Joe Biden was the Vice President
- Peter Rogoff was the FTA Administrator
- RTA ridership was around 48 million



2012 GCRTA Board of Trustees



2012 GCRTA Executive Management Team

# 2022

- *Top Gun: Maverick* was the biggest hit at the box office
- Houston Astros won the World Series
- Mike DeWine is the Governor of Ohio
- Joe Biden is the President and Kamala Harris is the Vice President
- Nuria Fernandez is the FTA Administrator
- RTA ridership is 15.8 million, as COVID-19 recovery continues



2022 GCRTA Board of Trustees

2022 GCRTA Executive Management Team

# Project Overview

## What it is

- Statistically accurate reflection of the GCRTA customers and their travel patterns
  - Origins and destinations
  - Demographic information
  - Use of fare media
  - Use of system
  - Consistent with US Census



# Project Overview

## What it is NOT

- Customer preference survey
- Customer satisfaction survey
- Value or opinion survey
- Related to TRACTION Metrics



# Project Overview

## Scope of Services

- Statistically significant sampling methodology of entire GCRTA network of buses and rail lines
- Development of survey instrument (with GCRTA input)
- Conducting of on-board survey
  - All routes
  - Tablet driven and in-person
  - Training, staffing, and managing surveyors
  - Multiple languages



# Project Overview

## Scope of Services, continued

- Quality assurance of data
- Tabulation of data
- Analysis of data
- Creation of data dashboards
- Final report and presentation of results



# Project Overview

## Schedule

**Schedule 1 - Mostly Spring Collection** – No major changes to the current schedule, but a slight modification to avoid the 6-week Light Rail Shutdown. Data collection would begin mid to late March. All O2O and up to 70% of OD collection completed in the Spring of 2023. The remaining OD would be collected in the Fall of 2023 after Light Rail opens back up. ETC can schedule data collection on a route-by-route basis to avoid holidays (differing Spring Break schedules) and other blackout dates. ETC can prioritize those routes that are better suited for Spring collection and hold back on routes that are better suited for a Fall collection.

Task/Work Descriptions	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Task 1: Project and QA/QC Plans	█														
Task 2: Outreach Plan	█														
Task 3: Sampling Plan	█														
Task 4: Draft Survey Design and Methodology	█	█													
Task 4: Finalize Survey and Pilot	█	█													
Task 5: Finalize Survey Management Plan															
Task 6: Survey Administration - O2O			█	█	█	█	█	█	█	█					
Task 6: Survey Administration - OD			█	█	█	█	█	█	█	█					
Task 7: Data Entry, Processing, QA/QC Procedure, & Analysis				█	█	█	█	█	█	█	█	█	█	█	█
Task 8: Report and Data Visualization Tools															

# Procurement Overview

- Request for Proposal (RFP) issued August 22, 2022
- Accessed on the GCRTA website by 7 interested parties
- 1 firm proposed

# Procurement Overview

## Evaluation Panel

- Marketing and Communications
- Office of Business Development
- Office of Management and Budget
- Programming and Planning
- Procurement
- Service Management

# Procurement Overview

## Evaluation Criteria

- Professional qualifications of the firm and technical competence as it relates to the scope of services.
- Knowledge and experience of key individuals assigned to the project. Technical competency relative to the project. Experience in the public transit environment.
- Experience in completing public, public transit, or other user/customer surveys.

# Procurement Overview

## Evaluation Criteria, continued

- The ability of the proposed team to complete the project in the required time frame. Experience of the team in working together on similar projects.
- Outline of proposed project workplan and management approach for performance of tasks identified in the scope of services. This includes sampling, testing, expansion, survey management, data analysis and writing of final report.
- Cost of services.

# Procurement Overview

## Recommended Firm

- ETC Institute, located in Kansas City, Kansas

18% 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
- Nationwide leader in performing origin-destination transit surveys for the Federal Transit Administration (FTA) and have worked directly with the FTA to establish the guidelines for methodology.
- Conducted more than 1,000,000 on-board origin-destination surveys for transit agencies in 41 U.S. states and Puerto Rico.
- Use of tablet technology and dashboards enables field supervisors to review surveys and monitor data quality in real-time and enables the Authority to view the survey efforts in real-time.

# 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.
- Developed proprietary survey technology to ensure the highest quality data is collected.
- 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
- Ohio Department of Transportation
- Los Angeles Metro
- Bay Area Rapid Transit
- Dallas Area Rapid Transit
- Oklahoma City Transit
- Kansas City Area Transportation Authority
- Metropolitan Atlanta Regional Transit Authority
- Valley Metro
- Regional Transportation District

# Procurement Overview

## Recommendation

- Staff requests that the Operational Planning & Infrastructure Committee recommend an award to ETC Institute to provide On-Board Origin-Destination Passenger Surveys for a total contract amount not to exceed \$931,560.86.

# Questions

