

Committee Report

Transportation Committee



Committee meeting date: October 27, 2025

For the Metropolitan Council: November 12, 2025

Business Item: 2025-240

Research Services, Contract 24P240

Proposed action

That the Council authorize its Regional Administrator to negotiate and execute contract 24P240 with Professional Data Analysts to support research services like large public and employee sentiment surveys and focus groups to inform outreach, marketing and program evaluation activities, in an amount not to exceed \$1,500,000.

Summary of Transportation Committee discussion/questions

Metro Transit Office of Performance Senior Manager Rachel Dungca presented this item. Council members stated support for this work and MCUB goal and discussed the parameters of the not to exceed contract. Dungca confirmed that staff aim to conduct about four to six surveys a year.

Motion by Johnson, seconded by Pacheco. Motion carried, consent to Council.



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District(s), member(s):	All
Policy/legal reference:	FM 14-2 Expenditures for the Procurement of Goods, Services, and Real Estate Policy
Staff prepared/presented:	Rachel Dungca, Senior Manager, Office of Performance, 612-349-7536
Division/department:	Metro Transit/Chief of Staff office

Proposed action

That the Council authorize its Regional Administrator to negotiate and execute contract 24P240 with Professional Data Analysts to support research services like large public and employee sentiment surveys and focus groups to inform outreach, marketing and program evaluation activities, in an amount not to exceed \$1,500,000.

Background

Metro Transit has hired research firms for more than a decade to inform our leadership about the motivations, behaviors and perceptions of our region, customers and employees about the Metro Transit brand, service and experience. Past engagements have used mixed methods like intercept sentiment surveys, phone/web surveys, focus groups, and interviews and have relied on third-party contracts to extend our reach, apply weighting methods to results and establish unbiased approaches that can be replicated and trusted by the public. Our customer survey and brand awareness research has been shared with the public to help provide context to ridership trends, market demand and more recently, legislative reports that include customer feedback about social service contracts, security initiatives including TRIP agents and facility conditions.

A Request for Proposals was issued on March 18, 2025. A pre-proposal meeting was hosted by Council staff that outlined the solicitation requirements, discussed project specifications and responded to plan holder inquiries. There were twelve registered plan holders, eight consultants, two subcontractors, two plan rooms, and seven of plan holders identified as minority, woman, veteran, small or disadvantaged business enterprises. The Council received nine proposals on May 28, 2025, to be evaluated for the consideration of award and used proposer quality, proposer qualifications, experience, and price as the criteria for evaluation. The evaluation panel reached consensus that the proposal submitted by Professional Data Analysts is the most advantageous to the Council and recommend for award.

Rationale

The execution of a professional service contract exceeding \$500,000 requires Council approval

Thrive lens analysis

On Feb. 12, 2025, the Council adopted Imagine 2050, which builds on policy direction in Thrive MSP 2040. Under the Thrive lens, this contract would support the outcomes of prosperity and stewardship. Research is often used to understand the effectiveness of programs and the perceptions of our customers so we can make investments that have impact.

Funding

This contract amount has been budgeted within the Administrative and External Affairs operating budgets for 2025-2027.

Small business inclusion

The Office of Equity and Equal Opportunity (OEEEO) assigned a Metropolitan Council Underutilized Business (MCUB) goal of 15% for this solicitation. OEEEO determined that the firm being recommended for award has met the MCUB requirements for this project.

