



Research Services – Business Item 2025-240

Contract 24P240

Rachel Dungca | Senior Manager, Office of Performance
Transportation Committee | October 27, 2025



History and Purpose of a Master Contract for Research Services

- Metro Transit staff have used a **master contract for research services for over 10 years** to support annual customer surveys, “potential customer” focus groups and surveys, and evaluate or inform investments
- The master contract **allows staff across many departments like Marketing, Customer Experience, and Bus Transportation to conduct rigorous research** with a variety of audiences to inform capital investments, advertising campaigns, and operating standards



Past Research and Impacts

- 2020 COVID-19 marketing research and brand awareness surveys informed our understanding of **evolving customer behaviors and our community's priorities**
- 2023 customer safety survey informed **TRIP program design**
- 2024 marketing campaign focus groups informed **brand messaging** that resonates with our customers and potential customers
- 2025 bus stop signage focus groups informed our **stop design to meet needs of customers hard to reach** with online surveys (customers with disabilities, Somali speakers, lapsed riders, etc.)



Details



Contract with **Professional Data Analysts** that has extensive experience supporting research activities for large government entities that have focused on behavior change



3 years, **up to \$1,500,000**



Work orders under the master contract generate the costs and are controlled at each project

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**.

Thank You!

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