



**SRTA Solicitation No. 18-119
RFP for Xpress On-Board Survey Services
December 19, 2017**

Question #1: What is the available budget?

Answer #1: \$175,000.

Question #2: Please provide the driver shift hours for an average weekday, including deadhead and check in/out time. If this information is available at the route level, assuming no interlining, please provide that as well.

Answer #2: Please see attached spreadsheet for scheduled shift hours by run. This information is not available at the route level since some runs include trips for more than one route.

Question #3: The RFP states that a secondary purpose of the survey is to collect client satisfaction. Is SRTA's intention to measure typical client satisfaction KPIs, or is SRTA's interest in going beyond typical satisfaction measures to solicit more innovative approaches to customer service for commuters? (Scope of Services, Part 2, Section 2, Page 21)

Answer #3: SRTA encourages proposers to recommend innovative approaches to measuring Xpress customer satisfaction beyond typical client satisfaction KPIs.

Question #4: Is this Scope of Work consistent with that of previously completed surveys to collect information for Title VI and gauge customer satisfaction, or has additional scope been added? If scope has been added, can SRTA identify the additional value sought as a result of this year's Onboard Survey? (Scope of Services, Part 2, Section 2, Page 21)

Answer #4: This Scope of Work is consistent with that of previously completed Xpress surveys.

Question #5: Is there a unique initiative, other than Title VI compliance, that this survey is intended to solve or inform? (Scope of Services, Part 2, Section 2, Page 21)

Answer #5: SRTA is interested in measuring Xpress customer satisfaction as well as information for use in Title VI analyses. However, there is no unique initiative, at this time, that this survey is intended to inform.

Question #6: The RFP states that the consultant will develop interview training procedures in Section 3.4; however, it also states that the consultant will conduct the survey in Section 3.5. Does SRTA intend for SRTA employees or other to be involved as surveyors to administer the survey (hence the need for training), or does SRTA expect the selected consultant to conduct and administer all surveys? If SRTA does not intend to participate in surveying, please clarify who the training recipients would be in Section 3.5. (Scope of Services, Part 2, Section 3.4-3.5, Page 21)

Answer #6: SRTA does not intend for SRTA employees to be involved as surveyors to administer the survey. SRTA anticipates that the successful consultant will hire temporary staff to administer the survey, and the training procedures would be used to train these temporary staff.

Question #7: What does SRTA's preferred, successful customer experience look like? (Scope of Services, Part 2, Section 3.7, Project Approach and Team)

Answer #7: SRTA is in the process of implementing a journey mapping tool for 2018. This will help define the preferred, successful Xpress customer experience.

Question #8: Do you currently have any part of the SRTA/GRTA organization that is responsible for continued understanding and management of customer experience and/or satisfaction? (Scope of Services, Part 2, Section 3.7, Project Approach and Team)

Answer #8: SRTA's Customer Service Leadership Team, collaborating with the Quality and Training Department and Office of Communications and Engagement, is responsible for continued understanding and management of the customer experience and satisfaction.

Question #9: Do you have a "customer experience" strategy and/or a roadmap of customer experience improvement initiatives? Is this something that SRTA is looking to achieve as a result of the Onboard Survey?

Answer #9: SRTA is currently working on implementing a marketing automation tool to track/monitor customer behavior in conjunction with customer satisfaction surveys. Information from the on-board survey may help inform this effort, but it is not a specific goal of this effort.

Question #10: What tangential projects, insights or efforts related to customer satisfaction or customer experience design are planned or underway, in addition to the Onboard Survey?

Answer #10: SRTA is currently working on processes to better gauge customer satisfaction or experience for incentives/rewards programs and identifying power users, upsell opportunities, ways to increase ridership, customer retention and win-back campaigns.

Question #11: How do you incent and enable employees to make decisions and choose actions that support the delivery of a positive customer experience?

Answer #11: SRTA encourages innovation, ideas, and practices that could improve the customer experience. We create greater meaning by connecting the dots between end results and benefits to customers. The team understands how their work impacts and benefits our customers. Each month, staff may be recognized for outstanding customer service on the monthly SRTA Brag Board. In addition, one operator at the Xpress North facility and one operator at the Xpress South facility is

awarded the Transit Operator of the Year based in part on the commitment to customer service each has demonstrated over the past year. Each awardee is given a plaque and a designated parking space for the year.

Question #12: Do you have an existing customer segmentation model? If so, can SRTA provide this segmentation detail?

Answer #12: The most recent customer market segmentation detail was collected as part of the 2014 on-board survey. The results may be found at <http://directxpress.xpressga.com/wp-content/uploads/2016/03/GRTA-Direct-Xpress-Final-05-Ex-Svc-Perf.pdf>.

Question #13: Is the Onboard Survey the only way that SRTA currently measures customer satisfaction? If not, what methods or approaches does SRTA use? How is customer satisfaction trending?

Answer #13: SRTA measures customer satisfaction utilizing various platforms to include social media, campaigns, on-board surveys, customer service inquiries/responses, focus groups, and outreach events.

Question #14: Do you currently map and diagnose SRTA's X-Press customer journey?

Answer #14: SRTA does not currently have a system in place but is working on implementing a journey mapping tool for 2018.

Question #15: What interaction channels exist today for riders to purchase tickets and receive customer care/service?

Answer #15: SRTA offers customer support by phone Monday through Friday from 5:30am to 8:30pm as well as via email and SRTA's interactive voice response system. Customers can purchase Xpress fare products several ways: at the retail walk-up center located on the ground floor of 245 Peachtree Center Avenue, NE (open Monday through Friday 8:00am to 5:00pm); online at www.xpressga.com under the "buying passes" option; at Breeze vending machines located in all MARTA rail stations; and, in some cases, customers obtain Xpress fare products through their employers.

Question #16: Will past performance experience with conducting surveys of members of the traveling public and conducting customer surveys for the travel sector be acceptable meeting the minimum qualifications for experience? (Section 4.1.2)

Answer #16: Per the requirements of the RFP, experience administering transit on-board surveys is required to meet the minimum qualifications for experience.

Question #17: Type and Term of Contract, can SRTA confirm whether there are plans for contract extensions to conduct the on-board survey on a periodic basis, i.e. annually, bi-annually, etc.? (Section 1.2)

Answer #17: The current RFP is for a contract to perform the 2018 Xpress on-board survey only. However, SRTA plans to perform on-board surveys biennially.

Question #18: What vendor previously performed the on-board survey in 2014?

Answer #18: Nelson\Nygaard performed the 2014 Xpress on-board survey.

Question #19: Can SRTA provide guidance on the amount budgeted to complete this project?

Answer #19: \$175,000.

Question #20: Was a contractor hired to perform the 2014 survey? If so, can SRTA share the previous budget and the name of the contractor who performed the work?

Answer #20: Nelson\Nygaard performed the 2014 Xpress on-board survey. The budget for the 2014 on-board survey was combined with a ride check and other data gathering efforts (e.g., a phone-based, non-rider survey). Therefore, the budget allocated to just the 2014 on-board survey is difficult to quantify, but inspection of the overall budget suggests that it was around \$160,000.

Question #21: Regarding data collection, does SRTA intend (a) to have the contractor and contractor's staff act as surveyors, (b) to provide surveyors that the contractor will train, or (c) to have a combination of contractor personnel and SRTA-Provided personnel act as surveyors?

Answer #21: SRTA does not intend for SRTA employees to be involved as surveyors to administer the survey. SRTA anticipates that the successful consultant will hire and train temporary staff to administer the survey.

Question #22: What is estimated budget for this project?

Answer #22: \$175,000.

Question #23: Is there a minimum DBE goal for this project?

Answer #23: A specific DBE goal has not been established for this contract. However, SRTA does have an overall DBE goal of 11% across all of its Federal Transit Administration funded contracts and encourages its contractors to utilize DBE subcontractors.

Question #24: How many surveys were collected in 2014?

Answer #24: An on-board survey was conducted in April 2014. Surveys were distributed on every trip on each Xpress route over the course of the two-week study period. A total of 4,830 surveys were received, although some surveys did not have complete responses. There were 4,204 unique survey respondents and 626 surveys that were filled out after the respondent completed a survey previously. There were 9,569 boardings observed during the survey period. Assuming that most Xpress riders board twice each day (once in the morning and once in the afternoon), the survey response rate was 88%. For more information, go to <http://directxpress.xpressga.com/wp-content/uploads/2016/03/GRTA-Direct-Xpress-Final-05-Ex-Svc-Perf.pdf>.

Question #25: Is there any flexibility on dates of data collection?

Answer #25: Yes, there is flexibility on dates of data collection. However, the data must be collected on non-holiday weekdays, avoiding school vacations (e.g., spring break, summer vacation). Data

should be collected on Tuesdays, Wednesdays, and/or Thursdays. Data collection on Mondays and Fridays may be allowed under special circumstances.