

## MARKET RESEARCH RFP - SCOPE OF WORK

### A. Project Description

The overall purpose of this research project is to understand customer satisfaction and expectations, as well as study the community's overall perception, support of, and expectations of public transportation in the Greater Oklahoma City Area. Data will be used to:

- identify niche markets
- identify preferred communication channels
- determine customer satisfaction
- guide service development
- create customer profiles
- create potential customer profiles
- determine awareness of COTPA's transit services
- preferred service enhancements

Analysis of the research data will distinguish between current customers, potential customers, and staunch non-customers, based on demographic, geographic, attitudinal, and transit system awareness variables. Through this analysis, strategies will be recommended to attract new customers, retain current customers and increase their use of fixed route services and improve community support.

### B. Objectives

Proposers are encouraged to expand on each activity to identify their overall approach to completing the project.

1. Develop a comprehensive understanding of who does and does not use public transit in Oklahoma City area and why. For each group (current fixed route customers, potential customers, and staunch non-customers) identify:
  - To what extent they do or do not use EMBARK services;
  - Attitudes toward and awareness of EMBARK services and features;
  - Demographic characteristics (this data should be provided in overall terms as well as by route);
  - Perceived benefits and external factors that make riding EMBARK attractive to the public (i.e., environmental, parking, gas prices, etc.);
  - Expectations from customers about EMBARK services (including both riders and non-riders);
  - Perceived barriers to ridership;
  - Perceived improvements that would encourage increased ridership and/or improve awareness and support of EMBARK;
  - Perceived safety and cleanliness of public transportation and its vehicles;
  - Awareness of new name;
  - Knowledge of new services (technology and routes);
  - Level of satisfaction with customer service via phone;
  - Level of satisfaction with bus operators; and
  - Media habits
2. Evaluate awareness of and support for the system from customers and non-customers and identify strategies to maintain or improve them. Additionally, specifically identify:
  - To what extent has the general public used public transportation in Oklahoma City?
  - What level of fiscal support for public transportation is the public comfortable with?
  - What level of understanding does the public have on how public transportation is funded?
3. Set forth clear, concise recommendations which cover the following:
  - Clearly identify and prioritize the best target markets for additional fixed route ridership and/or revenues from current and potential customers.

- Identify the best marketing and communication strategies to encourage new ridership from these fixed route target markets.
- Identify the best marketing and communication strategies to educate supporters.
- Identify improvements in service, which will attract additional ridership and/or revenue from these target markets.
- Clearly identify strategies for educating the customers and the general public on the necessity of investing in public transportation.

### C. Project Requirements

#### 1. Sample size/design

- Assist COTPA in the selection of a service area household sample for a community telephone survey. This survey is aimed at both non- and infrequent riders. The sample shall provide a level of statistical power, agreeable to COTPA, commensurate with the significance of the data and/or any conclusions to be drawn from the data. The sample will be stratified by geographic area based on population densities and other possible demographic characteristics. Proposals that suggest alternate sample sizes, their margins of error, and the predicted effect on survey utility, are encouraged. This survey is completed every two years.
- Assist COTPA in the selection of a customer (rider) survey sample. This survey is aimed at current customers. The sample shall provide a level of statistical power, agreeable to COTPA, commensurate with the significance of the data and/or any conclusions to be drawn from the data. The sample will be stratified by geographic area based on population densities and other possible demographic characteristics. Proposals that suggest alternate sample sizes, their margins of error, and the predicted effect on survey utility, are encouraged. This survey is completed every year.

#### 2. Survey instrument design

- Design a telephone survey instrument to collect data regarding public perceptions and awareness of COTPA transit services. COTPA welcomes firms to propose their own preferred survey methodologies to collect data, including strategies to reach residents who only use cell phones.
- Design an onboard survey instrument to collect data regarding the customer experience to gauge customer satisfaction for those using COTPA transit services (all routes must be surveyed).
- Design a brief customer satisfaction survey for use on a monthly basis. It must be conducive to both print and online.

#### 3. Pretesting

Following development of a draft survey instrument, pretests shall be conducted to ensure proper collection and to determine that the instrument correctly follows logic and skip patterns.

#### 4. Progress reports

The consultant will be required to submit written progress reports at specific intervals which include project status, percent complete, percent budget expended, any problems encountered, etc. with each itemized invoice. The project manager will be expected to be available for meetings with COTPA as necessary.

#### 5. Raw data

For any computer work performed a hard copy of the raw data as well as accessible electronic files must be provided to COTPA. Raw data files should be provided in Microsoft Access or Excel. In addition, tape recordings of the focus groups discussion, if applicable, must also be supplied.

#### 6. Preliminary Written Reports

Draft survey responses to key questions, as determined jointly by the Consultant and COTPA. A complete written draft report, including background, objectives, survey methodology and results

will be provided to COTPA for each survey - (all written reports shall be submitted to COTPA in draft form for review and comment prior to final publication). COTPA will provide feedback and comments to the Contractor.

A separate demographic report should be drafted for the customer (rider) survey tools. This document should report the following information by route.

- Race
- Age
- Income
- Disability
- Primary Household Language
- Fare Used
- Own A Vehicle

7. Final reports

The consultant will prepare a final written report for each survey and a separate demographic report. Reports shall include an executive summary, a narrative description of the work performed; the project objectives met and the methodologies employed; a summary of the focus group results, if applicable; an analysis of the data; any charts, tables, or graphs developed to present the data; any survey forms used; and specific recommendations based on the results of the study. One original and five copies of the final report and an electronic copy in .doc format and all graphs with corresponding data points will be provided in .xls format will also be required.

8. Presentation of findings

The consultant will prepare a PowerPoint presentation outlining the survey methodology and findings to be presented to the COTPA board by either a representative from their company or a COTPA staff member.

D. Optional

During the survey development and collection period, COTPA may wish to examine in more detail a specific demographic using additional survey tools; or appeal to a broader audience. The selected consultant should be prepared to recommend and develop those survey tools; as well as organize, collect, facilitate, and report the findings.