



(Board Copy)
Washington Metropolitan Area Transit Authority
**METRO ELECTRONIC ACTION
DOCUMENT**

IDENTIFICATION			
MEAD ID:	99303	ACTION:	Initiate & Award
AWARD VALUE:	(Not yet awarded)	CONTRACT: (Proposed)	
FUND SOURCES: (View)	Operating Funds	CONTRACTOR:	
LAST MODIFIED:	04/13/2006		

DESCRIPTION	
SUBJECT:	Customer Satisfaction Measurement Renewal
PURPOSE:	To request Board approval to advertise and award a competitive contract for the procurement of professional and technical consultant services to continue current performance measurement efforts through the customer satisfaction research for Metrobus and Metrorail service for a three-year base period and two, one-year options.

ORIGINATION					
INITIATOR			DEPARTMENTAL APPROVAL		
DONNA MURRAY on 02/08/2006			Approved by AGOURIDIS , LEONA 02/17/2006		
PHONE:	202-962-1188	OFFICE:	STRK	DEPT:	Communications

COORDINATION (ROUTING)		
OFFICE	NAME	ACTION/DATE
STRK (6210)	BOND, MURRAY	Approved 02/13/2006
AGMC (6110)	AGOURIDIS, LEONA	Approved 02/17/2006
COOB (3211)	REQUA, JOHN	Approved 02/17/2006
AUDT (7210)	STEWART, JAMES	Approved w/ Comments 02/17/2006
PRMT (7410)	JACKSON, LUCY	Approved 02/21/2006
(3311)	FEIL, STEVE	Approved 02/17/2006
PRMT (7410)	JACKSON, LUCY	Approved 02/22/2006
CFO1 (2110)	WOODRUFF, HARRY	Approved 02/23/2006
COUN (1410)	O'KEEFFE, CAROL	Approved 02/27/2006
OPAS (3161)	HUGHES, JAMES	Approved 02/27/2006

FINAL APPROVALS	
OFFICE	NAME/ACTION
BUDGET_CMTE	PETER BENJAMIN (Not Yet Approved)
OPER_CMTE	Approved for OPAS by JAMES HUGHES on 02/27/2006
GM	Approved for GMGR by GMGR CEO on 04/07/2006
BOARD	BOARD WMATA (Not Yet Approved)



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NARRATIVE

DISCUSSION:

The monitoring of satisfaction with regard to the service that we provide to our customers is vital to our continued growth in the market place. The Customer Satisfaction Measurement, a program to track customer perceptions of service delivery, is essential for sustaining the current customer base as well as increasing ridership. As a service provider, customer satisfaction is a high priority in our business plan.

The Customer Satisfaction Measurement is a component of a comprehensive program of primary and secondary research to measure the quality of service as seen through the eyes of our customers. The element of performance measurement will allow the Authority to assess (and improve as needed) the level of quality service that our customers are receiving while using the Metro system.

This contract will require continuous surveying of a representative sample of Metrorail and Metrobus customers and quarterly reporting of the findings. This contract will have no impact on current personnel because the successful bidder will provide staffing.

ALTERNATIVE:

The Authority does not have the staff resources to dedicate to a project of this magnitude. The alternative would be to not conduct the Customer Satisfaction Measurement.

IMPACT ON FUNDING:

Budget: Operating Budget - Fiscal 2007

Office: Customer Communications, Marketing and Sales

Account: Professional & Technical Services - Other Consultants

This Action: \$175,000

Budget	Fiscal 2007	Fiscal 2008	Fiscal 2009	Total Base Cost
	Base Year 1	Base Year 2	Base Year 3	Operating
	\$175,000	\$185,000	\$195,000	\$555,000

Budget	Fiscal 2010	Fiscal 2011	Total Option Cost
	Option Year 1	Option Year 2	Operating
	\$205,000	\$215,000	\$420,000

Remarks: The estimated cost for the base contract is \$555,000 and the total cost, with two one-year options is \$975,000.

Funding for this action appears on Page 55 of the Proposed Fiscal 2007 Annual Budget Book. Funding for the option years, if exercised, is contingent on Board approval of appropriate fiscal year operating budget, and subject to the availability of funds.

AFFIRMATIVE ACTION REQUIREMENTS:

Equal Employment Opportunity

The contractor will be required to comply with Executive Order 11246.

D.B.E. PROGRAM REQUIREMENTS:

As there are no federal funds involved in the execution of this contract, there is no D.B.E. requirement.

RECOMMENDATIONS:

It is recommended that the Board grant approval to advertise and award a contract for the Customer Satisfaction Measurement for a three-year base period and two one-year options. Exercise of the option years is subject to the availability of funds in FY 2008, 2009, 2010 and 2011.