



### **WestGroup, LLC doing business as WestGroup Research**

For \$11,200.00 in payment authority to join the bi-annual rider opinion survey on rider satisfaction for the Public Transit Department. WestGroup has been contracted by Valley Metro to conduct this survey. In addition to the regional Valley Metro interviews, and in order to capture a scientifically valid survey of Phoenix riders, WestGroup will conduct about 125 additional rider interviews with current Phoenix passengers who use City buses either alone or in conjunction with light rail service. Additional information will include a basic understanding of the Transportation 2050 plan. This is a unique opportunity to complete a Phoenix-only survey on bus and rail passengers; no other similar opportunity for a statistically valid survey of this scope for this price exists.