



March 14, 2023

Keen Independent Research
2023 VIA Disparity Study
Launch of availability survey and In-depth interviews

VIA Metropolitan Transit (VIA) engaged Keen Independent Research to examine the participation of minority- and woman-owned firms in local government contracts as well as conditions in the local marketplace.

The goal of this disparity study is to help the agency assess current equity efforts and identify new measures to encourage the participation of small and diverse businesses in VIA contracts.

Keen Independent Research is identifying companies that are interested in performing contracts and subcontracts for VIA. This information also helps VIA identify potential contractors and vendors for future work.

We request the following assistance from you:

1. Customer Research International (CRI) is calling local businesses to ask about the types of work they are interested in providing to the agency. Please participate in this survey.
2. The Keen Independent Research study team is also conducting in-depth interviews with some companies. If contacted, please participate in these interviews.
3. You can learn more about the study and directly provide input to the study team at the website www.keenindependent.com/2023viadisparity/.

For more information about the 2023 Disparity Study, please contact Ana Rivas at VIA Metropolitan Transit at 210-612-9422.

Thank you for your participation.

Sincerely,

A handwritten signature in black ink that reads "Ana Rivas". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Ana Rivas
Acting Director of Business/Supplier Programs/
DBE Liaison Officer (DBELO)