



METROPOLITAN
TRANSPORTATION
COMMISSION

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TO: Administration Committee

DATE: June 1, 2011

FR: Executive Director

W.I.: 1517/1122

RE: Contract Amendment – Onboard Transit Survey – Redhill Group, Inc.

MTC staff requests the Committee's approval to negotiate a contract amendment with Redhill Group, Inc. (Redhill) to develop and conduct an onboard transit survey. The contract amendment will add \$662,354 to the contract, bringing the total contract amount to \$737,354.

Background

In March 2010, this Committee approved a pre-qualified consultant list, including Redhill, to assist MTC in implementing the Transit Sustainability Project (TSP). In July 2010, this Committee authorized a \$75,000 contract with Redhill to design an onboard transit survey methodology to administer to Bay Area transit riders. The survey will be used to assemble trip and traveler characteristics of the region's transit riders in order to: (1) refine MTC's analytical planning tools, including the regional travel demand model; (2) capture updated demographic data, allowing for a better understanding of the travel patterns of populations of various racial/ethnic and income backgrounds; (3) support coordination of transit operations; and, (4) provide robust data to facilitate sub-regional planning (e.g., by CMAs, transit operators, etc.)

Redhill has prepared a strategic sampling plan and schedule for surveying Bay Area operators, prioritizing the surveying of the top seven operators (by ridership) – Muni, BART, AC Transit, VTA, SamTrans, Caltrain, and Golden Gate Transit. These seven operators account for approximately 96 percent of the total transit riders in the Bay Area. The remaining 17 TDA-claiming operators will be surveyed after these seven. Based on Redhill's recommendations, staff plans to survey five percent of transit riders, or approximately 82,000 riders.

A five-percent survey of Bay Area transit riders will take approximately three years to complete and cost approximately \$3.6 million. The proposed contract amendment will be used to develop and test the survey methodology as well as to begin surveying the top seven transit operators.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract amendment with Redhill Group, Inc. for an amount not to exceed \$662,500 to begin a regionwide onboard transit survey, consistent with MTC's FY 2010-11 budget.

Steve Heminger

SH: SI

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1517/1122

Consultant: Redhill Group, Inc.
Irvine, CA

Work Project Title: Onboard Transit Survey.

Purpose of Project: Perform onboard transit survey.

Brief Scope of Work: Develop and conduct transit surveys to support the refinement of analytical planning tools, equity analyses, and project evaluation.

Project Cost Not to Exceed: \$737,354 (this Amendment)
Original Contract: \$75,000

Funding Source: \$442,650 in Federal Transit Administration Section 5303 funds; \$57,350 in local matching funds; \$237,354 in MTC Surface Transportation Program Planning funds; all funds are included in MTC FY 2010-11 budget.

Fiscal Impact: Funds are included in the FY 2010-11 agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Redhill Group, Inc. to perform an onboard transit survey, and the Chief Financial Officer is authorized to set aside funds up to \$662,354 for such contract amendment.

Administration Committee: _____
Dave Cortese, Chair

Approved: Date: June 8, 2011