



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Administration Committee

DATE: April 3, 2013

FR: Executive Director

W.I.: 1122/1517

RE: Contract Amendment – Transit Passenger Survey: Redhill Group, Inc. (\$200,000)

This memorandum requests this Committee's authorization of a contract amendment in the amount of \$200,000 with Redhill Group, Inc. (Redhill) to continue the regional survey of transit passengers survey.

### **Background:**

In March 2010, this Committee approved a pre-qualified consultant list, including Redhill, to assist MTC in implementing the Transit Sustainability Project (TSP). Redhill was selected to perform a transit passenger survey for Bay Area operators as the consultant with the most surveying experience. Under the current contract totaling \$1,307,354, Redhill has designed the onboard survey procedures, field pre-tested the survey methodology, and administered the survey to passengers of five operators, as follows: Petaluma Transit, Sonoma County Transit, Santa Rosa CityBus, County Connection, and AC Transit. A sixth operator survey, for SamTrans passengers, is scheduled to begin later this month.

The \$200,000 added by this amendment would be used to continue surveying this spring. A survey of Golden Gate Transit and WETA passengers is tentatively scheduled to begin in May 2013. The funds for this amendment are included in the FY 2012-2013 agency budget.

Data collected in the survey is being used to assemble trip and traveler characteristics of the region's transit riders in order to: (1) capture demographic data, allowing for a better understanding of the travel patterns of populations of various racial/ethnic and income backgrounds; (2) support coordination of transit operations; (3) provide robust data to facilitate sub-regional planning (e.g., by CMAs, transit operators, etc.); and (4) refine MTC's analytical planning tools, including the regional travel demand model.

### **Recommendation:**

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Redhill in an amount not to exceed \$200,000 to continue a region-wide transit passenger survey.

  
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Steve Heminger

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.: 1122 and 1517

Consultant: Redhill Group, Inc.  
Irvine, CA

Work Project Title: Transit Passenger Survey

Purpose of Project: Perform regional transit passenger survey on Bay Area public transit.

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

Project Cost Not to Exceed: \$200,000 (this amendment)  
Total contract before this amendment: \$1,307,354  
Total Authorized Contract after this amendment: \$1,507,354

Funding Source: \$704,621 in Federal Transit Administration Section 5303 funds;  
\$65,379 in local matching funds; \$237,354 in MTC Surface  
Transportation Program Planning funds; \$500,000 in FHWA.

Fiscal Impact: Funds are included in the FY 2012-13 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 continue the transit passenger survey, as described above and in the Executive Director's memorandum dated April 3, 2013, and the Chief Financial Officer is authorized to set aside funds up to \$200,000 for such contract amendment.

Administration Committee: \_\_\_\_\_  
Adrienne J. Tissier, Chair

Approved: Date: April 10, 2013