



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

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***Memorandum***

TO: Administration Committee

DATE: April 3, 2013

FR: Executive Director

W. I. 1122

RE: Consultant Panel: Transit Passenger Surveying Services (\$1,500,000):

- i. Corey, Canapary & Galanis, San Francisco, CA*
- ii. Redhill Group Inc., Irvine, CA*
- iii. ETC Institute, Olathe, KS*

This memorandum requests approval of a pre-qualified panel of transit surveying firms for transit onboard data collection and analysis services for MTC. The budget is not to exceed \$1,500,000 over fiscal years 2012-13 through 2015-16, \$500,000 of which is included in this fiscal year's budget, with the remaining \$1,000,000 to be spread over the next three fiscal years' budgets.

**Background:**

Under a pre-existing contract with Redhill Group, Inc., MTC has been collecting and analyzing transit passenger demographic and travel data from Bay Area transit agencies, with the goal of surveying all TDA-claiming operators within a 5-year time horizon. In order to expand data collection capacity and to expedite the surveying schedule for the remaining operators in the region, in December 2012 MTC issued a Request for Qualifications (RFQ) for Transit Surveying Services for MTC, with the goal of establishing a bench of qualified consultants. Firms were evaluated on their ability to collect this data and on their ability to apply survey results toward development of a regional database of transit rider demographic and trip characteristics. Survey data will be used to support Title VI equity reporting requirements for transit riders and to refine regional analytical planning tools. According to the terms of the RFQ, MTC may draw from these bench consultants on an as-needed basis through June 30, 2016.

**Procurement Process:**

A link to the RFQ was sent to over 350 contacts in MTC's vendor database. MTC received eight responses, of which all eight were deemed responsive. MTC staff – along with staff from Santa Clara Valley Transportation Authority and Golden Gate Bridge, Highway and Transportation District – interviewed five "short-listed" firms, and is recommending the following three firms be approved as pre-qualified consultants based on their transit surveying expertise, project manager experience, work samples, pricing, and knowledge of innovative sampling techniques:

Corey, Canapary & Galanis	Transit Passenger Surveying and Regional Dataset Development
Redhill Group Inc.	Transit Passenger Surveying and Regional Dataset Development
ETC Institute	Transit Passenger Surveying

The two interviewed firms that are not being recommended for the panel – NuStats LLC, Austin, TX and Resource Systems Group Inc., White River Junction, VT – were deemed by the panel to

be not as competitive based on the project management and overall firm experience, the strength of their team partners, and their response to interview questions.

The selected firms will be continuing transit surveying work that was begun under a separate Transit Sustainability Project contract with Redhill Group, Inc. The tentative schedule includes surveying VTA in fall 2013 and BART in spring 2014.

**Recommendation:**

Staff recommends that this Committee approve a pre-qualified consultant bench, including the firms of Corey, Canapary & Glanis; Redhill Group, Inc., and ETC Institute, to provide transit onboard data collection and analysis services for MTC on an as-needed basis, for a period extending through June 30, 2016. The amount to be budgeted for the entire effort is \$1,500,000, \$500,000 of which is available in the current fiscal year's budget, with future fiscal years subject to the annual budget approval process. Staff will return to the Committee for authorization of any contracts exceeding the Executive Director's signature authority.



Steve Heminger

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## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Consultant Panel

Work Item No.: 1122 and 1517

Consultant(s): Corey, Canapary & Galanis, San Francisco, CA  
Redhill Group Inc., Irvine, CA  
ETC Institute, Olathe, KS

Work Project Title: Transit Passenger Surveying Services

Purpose of Project: Collect and analyze transit passenger demographic and travel data from Bay Area transit agencies.

Brief Scope of Work: Collect transit passenger survey data that will be used to support Title VI equity reporting requirements for transit riders and to refine regional analytical planning tools. Survey data from individual operators will be combined to develop a regional database of transit riders by their travel and demographic characteristics.

Project Cost Not to Exceed: \$1,500,000 (\$500,000 this fiscal year)

Funding Source: FHWA Planning Funds and FTA 5303

Fiscal Impact: Funding in the amount of \$500,000 is included in the 2012-2013 MTC budget; future fiscal years' expenditures are subject to the annual budget approval process.

Motion by Committee: That the above-firms be pre-qualified to enter into contracts with MTC to provide transit passenger surveying services in FY 2012-13 and the following three fiscal years, as described above and in the Executive Director's memorandum dated April 3, 2013,, and that the Chief Financial Officer is directed to set aside funds in the cumulative amount not to exceed \$1,500,000 for such contracts, subject to the annual budget approval process.

Administration Committee:

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Adrienne J. Tissier, Chair

Approved: Date: April 10, 2013