



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: October 2, 2013

FR: Deputy Executive Director, Policy

W. I. 1122

RE: Contract Amendment - Transit Passenger Surveying Services: ETC Institute (\$893,530)

This memorandum requests this Committee's authorization of a contract amendment in the amount of \$893,530 with ETC Institute (ETC) of Olathe, Kansas to perform a survey of Bay Area Rapid Transit (BART) passengers. MTC has already contracted in the amount of \$100,000 under Executive Director authority related to other transit passenger survey work.

Background:

In April 2013, this Committee approved a pre-qualified consultant panel of the following three firms to collect and analyze transit passenger demographic and travel data from Bay Area transit agencies, including BART, with the goal of surveying all TDA-claiming operators within a 5-year time horizon: Corey, Canapary & Galanis, Redhill Group Inc., and ETC Institute (ETC). Survey data gathered by firms on the panel will be used to support Title VI equity reporting requirements and to refine regional analytical planning tools. With respect to the surveys of BART passengers, MTC and BART staff are working collaboratively on developing the approach for the survey. This contract amendment will fund a BART survey of approximately 30,000 passengers.

In order to select a consultant from the panel to perform the BART survey, MTC released an informal RFP to each of the three firms on the panel. The review process included in-person interviews, multiple rounds of follow-up questions by email and telephone, and consultation with Federal Transit Administration (FTA) staff on their recommended methodology for surveying large transit systems such as BART. MTC and BART staff found ETC to be the superior firm based on ETC's ability to perform in-person interviews of transit riders using tablet PC technology, which is the approach recommended by FTA for delivering higher quality data with a much better response rate from Title VI populations than other survey methods, such as paper and pencil. Of the three panel consultants, ETC has the most experience collecting transit passenger surveys using tablet PCs, and as such both MTC and BART staff believed them uniquely qualified to perform the BART survey.

Recommendation:

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with ETC in an amount not to exceed \$893,530 to continue the region-wide transit passenger survey.


Ann Flemer

SI:SH

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1122

Consultant(s): 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.

Project Cost Not to Exceed: \$893,530 (this amendment)
Total contract before this amendment: \$100,000
Total Authorized Contract after this amendment: \$993,530

Funding Source: FHWA Planning Funds and FTA 5303

Fiscal Impact: Funds are included in the FY 2013-14 agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with ETC Institute to continue the transit passenger survey, as described above and in the Executive Director's memorandum dated October 2, 2013, and the Chief Financial Officer is authorized to set aside funds up to \$893,530 for such contract amendment.

Administration Committee:

Adrienne J. Tissier, Chair

Approved: Date: October 9, 2013