



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: June 4, 2014

FR: Executive Director

W.I.: 1122

RE: Contract Amendment – Transit Passenger Survey: Corey, Canapary & Galanis (\$150,000)

This memorandum requests the Committee's authorization of a contract amendment in the amount of \$150,000 with Corey, Canapary & Galanis (CC&G) to perform the Inner East Bay – AC Transit/BART Fare Pilot program.

Background:

In March 2013, with input from staff and board members of both AC Transit and BART, MTC adopted the Transit Sustainability Project recommendations related to the Inner East Bay Comprehensive Operational Analysis, including the implementation of a pilot program to test two discounted fare concepts intended to provide incentives for customers to use AC Transit and BART more frequently and interchangeably.

In April 2013, this Committee approved a pre-qualified consultant list, including CC&G, to collect and analyze transit passenger data and perform other services related to transit passenger surveys. CC&G has significant experience administering surveys, focus groups and related research efforts with transit operators throughout the Bay Area, including AC Transit and BART.

In June 2103, MTC and CC&G entered into a contract through June 30, 2016 under which CC&G has been performing transit passenger surveys and compiling a regional transit dataset. The \$150,000 requested by this amendment would be used to perform the Inner East Bay – AC Transit/BART Fare Pilot program in early 2015. Data collected in the pilot program will inform MTC, AC Transit and BART on future fare policy that could increase ridership and provide more seamless transit alternatives for inner East Bay customers as well as customers of other areas of the region.

Funding for AC Transit and BART fare coordination efforts is available based on a recent AC Transit/BART agreement whereby BART provides funding to AC Transit to support bus service to the BART stations. Based on this agreement, MTC holds approximately \$300,000 annually of BART's State Transit Assistance Revenue-based funds for fare coordination efforts between the two agencies.

Recommendation:

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with CC&G in an amount not to exceed \$150,000 to perform the Inner East Bay – AC Transit/BART Fare Pilot program.



Steve Heminger

SH:KF

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1122

Consultant: Corey, Canapary & Galanis
San Francisco, CA

Work Project Title: Inner East Bay – AC Transit/BART Fare Pilot Program

Purpose of Project: A pilot program to test two discounted fare concepts intended to provide incentives for customers to use AC Transit and BART more frequently and interchangeably.

Brief Scope of Work: Conduct a pilot program of approximately 400 participants to test transit passenger response to incentives to use AC Transit and BART more frequently and interchangeably.

Project Cost Not to Exceed: \$150,000 (this amendment)
Total contract before this amendment: \$100,000
Total Authorized Contract after this amendment: \$250,000

Funding Source: \$150,000 in State Transit Assistance – BART Revenue-based funds

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 Corey, Canapary & Galanis to perform the Inner East Bay – AC Transit/BART Fare Pilot Program, as described above and in the Executive Director’s memorandum dated June 4, 2014, and the Chief Financial Officer is authorized to set aside funds up to \$150,000 for such contract amendment.

Administration Committee:

Adrienne J. Tissier, Chair

Approved: Date: June 11, 2014