



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: July 2, 2014

FR: Deputy Executive Director, Operations

W. I. 1122

RE: Contract Amendment - Transit Passenger Surveying Services: ETC Institute (\$250,000)

This memorandum requests the Committee's approval to enter into a contract amendment in an amount not to exceed \$250,000 with ETC Institute (ETC) to complete the survey of Bay Area Rapid Transit (BART) passengers.

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 five-year time horizon: Corey, Canary & Galanis, Redhill Group Inc., and 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 survey of BART passengers, MTC and BART staff have collaborated on the following milestones to date: (1) selection of ETC as the best-qualified consultant for this work; (2) coordination with ETC to develop a survey approach and tablet computer-based survey instrument for in-person passenger interviews; and (3) administration of a successful survey pretest pilot to approximately 1000 passengers in June 2014. This contract amendment will augment funds necessary to administer the main BART survey of approximately 30,000 passengers.

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 \$250,000 to continue the transit passenger survey of BART passengers.



Andrew B. Fremier

AF:SI

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: \$250,000 (this amendment)
Total contract before this amendment: \$993,530
Total Authorized Contract after this amendment: \$1,243,530

Funding Source: FHWA Planning Funds and FTA 5303

Fiscal Impact: Funds are included in the FY 2014-15 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 transit passenger survey work, as described above and in the Deputy Executive Director's memorandum dated July 2, 2014, and the Chief Financial Officer is authorized to set aside funds in the amount of \$250,000 for such contract amendment.

Administration Committee:

Adrienne J. Tissier, Chair

Approved: Date: July 9, 2014