

Metropolitan Transportation Commission
Administration Committee

March 8, 2023

Agenda Item 2e

Contract – Bay Area Regional Transit Passenger Snapshot Survey: Corey, Canapary & Galanis (\$900,000)

Subject:

Authorization to negotiate and enter into a contract in an amount not to exceed \$900,000, with Corey Canapary & Galanis for the Bay Area Regional Transit Passenger Snapshot Survey (“Project”).

Background:

From 2012-2019, MTC implemented an intensive recurring transit passenger data collection program regionally codified by MTC Resolution 3866 (“Ongoing Survey Program”), taking a break for COVID-19 in 2020. This program surveyed approximately 5 to 7.5 percent of boardings across all Bay Area federally funded transit operators. It collected detailed demographic and trip pattern data. This approach to data collection yielded a thorough and robust regional dataset but required 5-6 years to complete a full cycle of Bay Area data collection. Staff will resume the Ongoing Survey Program in 2024 but is also pursuing a simplified one-year survey in parallel to collect high-level summary data for transit operators more quickly than the Ongoing Survey Program’s 5–6-year timeframe.

Since 2019 and the advent of the COVID-19 pandemic, Bay Area transit ridership has changed significantly. Not only have the boarding volumes decreased substantially, but riders’ demographics, frequency of trip making, trip purposes, and other traveler/trip characteristics have also changed compared to pre-pandemic conditions.

Staff would like to reassess its baseline understanding of post-pandemic regional transit ridership. The Project will update regional demographics (age, gender, income, household size, ethnicity, limited-English proficiency), trip purposes, fare payment information, origin/destination patterns, and other variables for passengers who use the fixed-route transit services within our nine-county region. MTC envisions collecting this “Snapshot Survey” using simpler data collection methods, and with a limited set of questions. It is the explicit goal of this project to complete regional data collection and reporting in approximately a year.

Procurement:

MTC issued a Request for Proposals (RFP) on December 5, 2022, to procure a consultant or consultant team to conduct the Project.

Email notification of the RFP was sent to 3,911 individuals and firms. Staff hosted a non-mandatory pre-proposal conference on December 14, 2022, via Zoom, which provided opportunities for the firms to ask questions about upcoming project opportunities and the procurement process. The pre-proposal conference was attended by 24 individuals. On January 19, 2023, MTC received three proposals.

An evaluation panel comprised of three MTC staff and one staff member each from Bay Area Rapid Transit (BART) and San Mateo County Transit District (SamTrans) reviewed applicants on the following evaluation criteria:

Evaluation Criteria	Percentage
Experience Surveying Diverse Transit Operators	35%
Experience Deploying Different Transit Survey Methods	15%
Cost Effectiveness	20%
Proposed Approach and Suggested Sampling Options	15%
Presentation, as Evidenced by Written Response and Interview	15%
Possible Total Score	100%

Two of the three firms who submitted proposals – ETC Institute and Corey, Canapary & Galanis – demonstrated strong experience and expertise in transit passenger surveying, an understanding of project goals and research needs, and the ability to complete the work plan within the required timeframe and budget. Each member of the evaluation panel recommended that MTC take the additional step of interviewing ETC Institute and Corey, Canapary & Galanis to determine who of the two shortlisted firms was the better candidate. The table below provides the final ranking after proposal reviews and candidate interviews:

Ranking	Consultant Team
1	Corey, Canapary & Galanis
2	ETC Institute
3	Quantum Market Research

Based on the evaluation panel's proposal review and interviews, they recommend Corey Canapary & Galanis for the Project. Attachment A includes a list of Corey Canapary & Galanis's Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE) status.

Issues:

None identified.

Recommendations:

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract in an amount not to exceed \$900,000 with Corey Canapary & Galanis for the Bay Area Regional Transit Passenger Snapshot Survey.

Attachments:

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status Request for Committee Approval – Summary of Proposed Contract



Andrew B. Fremier

Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	Corey, Canapary & Galanis	Project lead/Market Research	No		Yes	32928
Subcontractor	Tucker Technology Inc. (TTI)	Staffing Augmentation/fieldwork	No		Yes	2028084
Subcontractor	Kazoo Studios East	Staffing Augmentation/fieldwork	No		No	

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Consultant Contract

Work Item No.: 1122

Consultant: Corey Canapary & Galanis
San Francisco, CA

Work Project Title: Bay Area Regional Transit Passenger Snapshot Survey

Purpose of Project: To reassess the baseline of the region's post-pandemic Bay Area transit ridership. The Project will update regional transit passenger demographics (age, gender, income, household size, ethnicity, limited-English proficiency), trip purposes, fare payment information, origin/destination patterns, and other variables for passengers who use the fixed-route transit services within our nine-county region. MTC staff envision completing regional data collection and reporting in approximately a year.

Brief Scope of Work: Corey Canapary & Galanis will collect regional transit passenger data from Bay Area operators and provide a dataset and report summarizing its findings.

Project Cost Not to Exceed: \$900,000

Funding Source: General Funds

Fiscal Impact: \$900,000 is included in the FY 2022-23 Agency Budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Corey Canapary & Galanis for administering the Bay Area Regional Transit Passenger Snapshot Survey described above and in the Administration Committee Summary Sheet dated March 8, 2023 and the Chief Financial Officer is authorized to set aside an amount not to exceed \$900,000 for such contract.

Administration Committee:

Federal D. Glover, Chair

Approved: March 8, 2023