

# Metropolitan Transportation Commission Administration Committee

June 8, 2022

Agenda Item 2e - 22-0834

## Contract Amendment – Market Research: EMC Research, Inc. (\$253,000)

### **Subject:**

This item requests Committee approval to enter into a contract amendment in an amount not to exceed \$253,000 with EMC Research, Inc. (EMC) to provide opinion and employer research support for the Bay Area's Return-to-Transit effort. This work was a component of the Blue Ribbon Transit Recovery Task Force and supports Bay Area transit operators' efforts to get the public back on transit.

### **Background:**

Bay Area public transit ridership remains down compared to pre-Covid-19 levels. To address this significant challenge, MTC has continued to work with the Bay Area's transit operators to increase ridership through the Return-to-Transit effort. At the direction of the Blue Ribbon Transit Recovery Task Force, a 30-member panel comprised of local elected officials as well as advocates for people with disabilities; representatives from the state Senate and Assembly; the California State Transportation Agency; transit operators; business and labor groups; and transit and social justice advocates, EMC has provided MTC market research support throughout the Covid-19 pandemic, supporting the development of the Task Force's network management effort and the All Aboard Bay Area Transit campaign.

Beginning in April of 2021, EMC's subconsultant, the Bay Area Council, has been surveying up to 150 Bay Area employers of various sizes on a monthly basis about their return to office plans. The survey results provide key information on plans for in-person work, concerns about Covid safety and attitudes about public transit. The survey results are provided to the transit operators in a timely manner and assist with ongoing service planning.

### **Contract Overview:**

In October of 2021, MTC issued a Request for Qualifications (RFQ) to establish an on-call bench of pre-qualified firms to provide services for Public Engagement, Digital Engagement and Promotion and Market Research Support. The RFQ contained three service categories in which firms were invited to submit qualifications: 1) Public Engagement; 2) Digital Engagement and Promotion; and 3) Market Research. In December of 2021, this Committee approved 15 firms for placement on an on-call bench

for a period ending December 31, 2024, including EMC, which qualified in and has provided past support for the market research category.

In January of 2022, MTC entered into a contract with EMC to conduct ongoing employer research and provide as-needed opinion research support. This proposed contract amendment focuses on a public poll aimed at gauging barriers to transit ridership and to continue employer surveys into next fiscal year. MTC and the transit operators will work with EMC to develop/continue the following:

1. Transit poll: Conduct a statistically significant poll to gauge the public's opinions and barriers to riding transit, across all manner of trip need; and
2. Employer research: Continue surveying Bay Area employers on their expectations and plans about the return of the Bay Area workforce to a physical workplace.

EMC is neither a small business enterprise nor a disadvantaged business enterprise and has no subcontractors.

**Issues:**

None.

**Recommendation:**

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with EMC in an amount not to exceed \$253,000 for a total contract not to exceed amount of \$372,000 for the work described above, subject to approval of the FY 2022-2023 MTC budget.

**Attachments:**

Request for Committee Approval – Summary of Proposed Contract Amendment



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Therese W. McMillan

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.: 1112

Consultant: EMC Research, Inc.  
San Francisco, CA

Work Project Title: Opinion and employer research for the Return-to-Transit effort, a component of the Blue Ribbon Transit Recovery Task Force.

Purpose of Project: Conduct opinion and employer research to gauge barriers to transit ridership.

Project Cost Not to Exceed: This amendment: \$253,000  
Current contract amount before this amendment: \$119,000  
Maximum contract amount after the amendment: \$372,000

Funding Source: RM2 Marketing Funds

Fiscal Impact: \$253,000 is subject to approval of the FY 2022-23 MTC Budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with EMC Research, Inc. for opinion and employer research services described above and in the Administration Committee Summary Sheet dated June 8, 2022 and the Chief Financial Officer is authorized to set aside \$253,000 for such contract amendment, subject to approval of the FY 2022-23 MTC budget.

Administration Committee: \_\_\_\_\_  
Federal D. Glover, Chair

Approved: Date: June 8, 2022