



METROPOLITAN
TRANSPORTATION
COMMISSION

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Agenda Item: 4f

Memorandum

TO: Administration Committee

DATE: October 7, 2015

FR: Executive Director

W. I. 1122

RE: Contract Amendment - Transit Passenger Survey Services: ETC Institute (\$1,000,000)

This memorandum requests the Committee's approval to enter into a contract amendment in an amount not to exceed \$1,000,000 with ETC Institute (ETC) to begin work on a demographic and travel pattern survey of San Francisco Municipal Transportation Agency (SFMTA) 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 pattern data from Bay Area transit agencies, with the goal of surveying operators within a five-year time horizon: Corey, Canapary & 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 SFMTA passengers, MTC and SFMTA staff have collaborated on the selection of ETC as the best-qualified consultant for this work, and have begun planning and scheduling efforts for the survey.

The proposed contract amendment funds preliminary tasks related to the demographic and travel pattern survey of SFMTA transit passengers, which is scheduled for spring 2016. The preliminary work includes the following items: the survey instrument design and passenger sampling plan; a pilot test of the survey instrument and procedures, to be administered to approximately 1,000 SFMTA passengers; and a pre-survey of SFMTA passengers, which collects passenger boarding and alighting data by route, enabling the spring 2016 main survey to be segmented by the travel patterns of passengers (i.e., short, medium, and longer trips). ETC and its subcontractor's small business and disadvantaged business enterprise status is shown in Attachment A.

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 \$1,000,000 to continue and expand the scope of the transit passenger survey for SFMTA.



Steve Heminger

AB:SI

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Attachment A

		DBE* Firm			SBE** Firm		
		Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	ETC Institute			X			X
Subcontractor	A+ Student Staffing	X	42197				X

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

**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1122
Consultant(s):	ETC Institute, Olathe, KS
Work Project Title:	Transit Passenger Survey 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:	\$1,000,000 (this amendment) Total contract before this amendment: \$1,668,530 Total Authorized Contract after this amendment: \$2,668,530
Funding Source:	FHWA Planning, FTA 5303, and SFMTA Funds
Fiscal Impact:	Funds are included in the FY 2015-16 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 Executive Director's memorandum dated October 7, 2015, and the Chief Financial Officer is authorized to set aside funds in the amount of \$1,000,000 for such contract amendment.
Administration Committee:	<hr/> Adrienne J. Tissier, Chair
Approved:	Date: October 14, 2015