



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Administration Committee DATE: October 5, 2016  
FR: Executive Director WI: 1122  
RE: Contract – California Metropolitan Planning Organization Cooperative Household Travel Survey: Resource Systems Group, Inc. (\$1,160,000)

This memorandum requests Committee approval to negotiate and enter into a contract with Resource Systems Group, Inc. (RSG), in an amount not to exceed \$1,160,000, to provide consulting services for the California Metropolitan Planning Organization Cooperative Household Travel Survey (MPO Partners Household Travel Survey).

### **Background**

On September 15, 2015 MTC, Southern California Association of Governments (SCAG), Sacramento Area Council of Governments (SACOG), and the San Diego Association of Governments (SANDAG) (collectively, MPO Partners) entered into a memorandum of agreement (MOA) to coordinate their efforts in the collection of household travel survey data. The MOA establishes an approach for sharing program start-up, overhead, and maintenance costs under a single procurement, while contracting separately (subsequent to this contract) for the data collection within each region. The MPO Partners will pursue a program methodology that yields more consistent data collection between the regions, and supports better inter-regional data comparisons. Additionally, this approach allows the aggregation of data across regions, providing a fuller and more nuanced characterization of travel markets within and between the state's most populous urban areas. The scope of this contract includes the first two phases of the three-phased program undertaken by the MPO Partners and described below:

- 1) **Phase 1: Survey Development** – This includes development of the survey instrument and procedures for household travel data collection.
- 2) **Phase 2: Maintenance of Survey Infrastructure** – This includes methodology testing and refinements of work products developed in Phase 1, above.
- 3) **Phase 3: Data Collection (in a subsequent contract)** – Collection of household travel survey data, performed within each of the MPO Partner regions.

Household travel data collection in Phase 3 will be performed based on the program protocols developed in Phases 1 and 2. At MTC and the MPO Partners' option, RSG may be engaged for Phase 3 work, but the contract award proposed here does not guarantee that; other firms may be

engaged for Phase 3. While MTC is managing this contract, the work will be overseen and paid for by all the MPO Partners (\$252,500 each and a Caltrans planning grant of \$150,000).

### **Consultant Selection Process**

On June 21, 2016, MTC released a Request for Proposals for the MPO Partners Household Travel Survey, seeking a consultant team with experience and expertise in collecting data from households about their demographic composition and travel behavior. On August 26, MTC received four proposals in response to the RFP, all of which were assessed to meet the minimum qualifications and submittal requirements. A five-member evaluation panel composed of staff from MTC, SCAG, SACOG, and SANDAG evaluated the proposals and conducted interviews with teams from Cambridge Systematics Inc. (Cambridge Systematics), RSG, and Westat, Inc. (Weststat) on September 14, 2016.

<b>Firms that Submitted a Proposal</b>	<b>Firm Location</b>	<b>Proposal Budget</b>
Cambridge Systematics	Los Angeles, CA	\$1,025,208
RSG	San Diego, CA	\$1,132,107
Sentenium, Inc.	Pleasant Hill, CA	\$154,050
Westat	Rockville, MD	\$1,144,833

The evaluation panel used the following five evaluation factors to score each proposal:

- Individual and team expertise and experience – 25 points;
- Understanding of the project and approach to implementing the scope of work – 25 points;
- Written proposal communication – 20 points;
- Cost effectiveness of the proposal – 15 points; and
- Cost relative to lowest cost proposal – 15 points.

The four consultant teams and their average scores from the evaluation are listed below.

1. Cambridge Systematics 83.4 points
2. RSG 88.6 points
3. Sentenium, Inc. 37.2 points
4. Westat 88.2 points

Three of the four firms – Cambridge Systematics, RSG, and Westat - demonstrated strong experience and expertise with the collection of household travel survey data, an understanding of project goals and research needs, and the ability to complete the work plan within the required timeframe and budget. RSG, however, distinguished itself through its strong project management and technology platform. The collection of household travel survey data is increasingly more challenging due to declining response rates and the need for targeting “hard-to-reach” populations, such as low-income, minority, young, and large households. RSG, more than the others, has refined a technology-driven approach utilizing smartphones that minimizes the respondent burden for survey participants. The evaluation panel therefore recommends the selection of RSG for this project. Attachment A includes a summary of RSG’s and its project team’s small business and disadvantaged business enterprise status.

**Recommendation**

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract with RSG in an amount not to exceed \$1,160,000 to provide consulting services for the MPO Partners Household Travel Survey.



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Steve Heminger

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Attachments

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### Attachment A

			DBE* Firm			SBE** Firm		
	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Resource Systems Group, Inc.	Project Lead			X			X
Subcontractor	Data Perspectives Consulting	Data Collection and Methodology	X	42636				X
	ETC Institute	Call Center Support			X			X
	Transport Foundry	Passive Transportation Data Expertise			X			X
	University of California, Berkeley	Travel Behavior and Modeling Expertise			X			X
	University of Kentucky	Activity-Based Travel Demand Modeling Expertise			X			X

\*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:	Resource Systems Group, Inc., San Diego, CA
Work Project Title:	California Metropolitan Planning Organization Cooperative Household Travel Survey
Purpose of Project:	Develop a household data collection program in partnership with the Los Angeles, Sacramento and San Diego regions to enable greater inter-region data consistency and comparability, and to better understand inter-regional transportation.
Brief Scope of Work:	Task order-based assistance in designing household data collection plans and instruments for the San Francisco Bay Area, Los Angeles, Sacramento, and San Diego regions. This includes program coordination, development of survey methodology and instrument design, a survey pretest, and communications and outreach for the effort.
Project Cost Not to Exceed:	\$1,160,000
Funding Source:	Caltrans Planning Grant (\$150,000), SCAG (\$252,500), SACOG (\$252,500), SANDAG (\$252,500), and MTC (\$252,500)
Fiscal Impact:	\$376,500 is included in the MTC FY 2016-17 budget, subject to receipt of funding from the funding source partners; \$783,500 is subject to inclusion in the MTC FY 2017-18 through FY 2020-21 budgets and receipt of funding from the funding source partners in the following yearly amounts: \$202,000 in each FY 2017-18, 2018-19, and 2019-20; and \$177,500 in FY 2020-21.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Resource Systems Group, Inc., to provide consulting services for the California Metropolitan Planning Organization Cooperative Household Travel Survey as described above and in the Executive Director's October 5, 2016 memorandum and the Chief Financial Officer is directed to set aside \$1,160,000 for such contract, with funding subject to inclusion in future agency budgets as described above and receipt of funding from funding source partners.
Administration Committee:	<hr/> Adrienne Tissier, Chair
Approved:	Date: October 12, 2016