

**Metropolitan Transportation Commission  
Administration Committee**

**July 9, 2025**

**Agenda Item 2b-25-0947**

**Contract – AC Transit Passenger Survey: ETC Institute. (\$800,000)**

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**Subject:**

Authorization to negotiate and enter a contract with ETC Institute in an amount not to exceed \$800,000 to survey Alameda-Contra Costa Transit District (AC Transit) transit passengers conducted as part of the 2023 Transit Passenger Surveying Services Bench (“Project”).

**Background**

MTC collects travel behavior and demographic data for the region’s transit passengers to serve two agency needs. The first goal is to assist with Title VI of the 1964 Civil Rights Act compliance for regional expenditures and to facilitate various transit rider equity analyses. The second goal is to collect passenger travel pattern data for the refinement of MTC and partner agencies’ analytical planning tools, including regional and county-level travel demand models.

As part of regional MTC Resolution No. 3866, the Transit Coordination Implementation Plan, MTC collects transit passenger demographic and travel pattern information at the route level in cooperation with transit agencies. Given the size of the regional transit fleet, such data collection takes five years to complete a full cycle of all Bay Area Transportation Development Act-claiming operators, surveying a few operators every spring and every fall. MTC paused this data collection program during the pandemic. Post-pandemic, MTC is attempting to keep the sequence of operators surveyed in the same order as data had been collected prior to 2020, which includes AC Transit as the next queued operator.

**Procurement:**

MTC issued a Request for Qualifications (RFQ) on June 29, 2023, to procure a bench of consultants or consultant teams to conduct the Project. Required services are authorized by Contract or Purchase Order and are based on the Preliminary Scope of Work included in the RFQ. The RFQ allows for services through June 30, 2028, with the option to renew through 2030. In September 2023, the Administration Committee approved a pre-qualified consultant panel of the following three firms: Corey, Canapary & Galanis; ETC Institute.; and RSG.

The bench consultant for the AC Transit survey was chosen via a direct select process. For the survey, the three pre-qualified consultants were provided with a project scope and schedule. Given the aggressive scope and timeframe for the project, ETC Institute was the only bench firm to propose and was selected to conduct the survey.

Attachment A includes a list of ETC Institute and its subcontractor's Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE) status.

**Issues:**

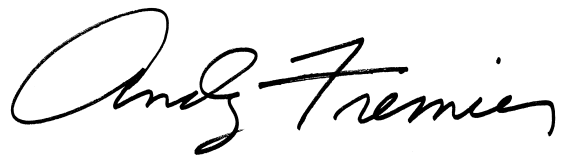
None identified.

**Recommendations:**

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract in an amount not to exceed \$800,000 with ETC Institute for a survey of AC Transit passengers.

**Attachments:**

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



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Andrew B. Fremier

Attachment A

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**Disadvantaged Business Enterprise and Small Business Enterprise Status**

	<b>Firm Name</b>	<b>Role on Project</b>	<b>DBE* Yes / No</b>	<b>If DBE Yes, List #</b>	<b>SBE** Yes / No</b>	<b>If SBE Yes, List #</b>
Prime Contractor	ETC Institute	Prime	No		No	
Subcontractor	RESOURCE SYSTEMS GROUP, INC	Subconsultant	No		No	
Subcontractor	ANIK Inc	Subconsultant	Yes	42570	No	

\*\*Denotes certification by the State of California.

**Request for Committee Approval**

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**Summary of Proposed Consultant Contract for AC Transit Passenger Survey**

Work Item No.: 1122

Consultant: ETC Institute, Olathe, KS

Work Project Title: 2023 Transit Passenger Surveying Services Bench

Purpose of Project: Collect and analyze Bay Area regional transit passenger data in support of Title VI of the 1964 Civil Rights Act compliance, and to provide necessary data for the refinement of regional travel models.

Brief Scope of Work: Perform a survey of AC Transit passengers, capturing origin and destination locations and other trip milestones along with passenger household and personal demographics.

Project Cost Not to Exceed: \$800,000

Funding Source: FY2025-26 budget: FTA 1602 (\$640,000)  
AC Transit Funding Agreement (\$160,000)

Fiscal Impact: \$640,000 (FTA 1602) is included in the FY 2025-26 Agency Budget. AC Transit will provide funding up to \$160,000 in FY 2025-26.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with ETC Institute for a survey of AC Transit passengers described above and in the Administration Committee Summary Sheet dated July 9, 2025 for an amount not to exceed \$800,000 and that the Chief Financial Officer is authorized to set aside an amount not to exceed \$800,000 for such contract.

Administration Committee:

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Amber Manfree, Vice Chair

Approved:

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July 9, 2025