



Agenda Item No. 5

To: Building and Operating Committee/Committee of the Whole
Meeting of March 27, 2008

From: Alan R. Zahradnik, Director of Planning
Celia G. Kupersmith, General Manager

Subject: **AUTHORIZE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH COREY, CANAPARY & GALANIS RELATIVE TO CONTRACT NO. 2008-D-4, REGIONAL BUS AND FERRY PASSENGER SURVEY**

Recommendation

The Building and Operating Committee recommends that the Board of Directors authorize execution of a Professional Services Agreement (PSA) with the firm of Corey, Canapary & Galanis relative to Contract No. 2008-D-4, *Regional Bus and Ferry Passenger Survey*, in an amount not to exceed \$272,296, with the understanding that sufficient funds to finance this PSA are available in the FY 07/08 Administration and Development Operating Budget.

Summary

The Regional Bus and Ferry Passenger Survey is a long-awaited project that has been included in the FY 07/08 budget. The goal of the District in undertaking this survey is to gather information from current and potential riders in order to improve existing regional transit service, increase market share of intercounty travelers in our service area, increase efficiency, and develop innovative services using new technology. The last large-scale survey devoted to gathering origin-destination, demographic and attitudinal data from our passengers was completed in 1985. This project will update that effort, and seek to discover what it would take to get non-riders and infrequent riders to utilize our bus and ferry services. To this end, there will be an on-board component to gather information from existing riders and a telephone survey to explore the opinions of the wider traveling public. In addition, the project encompasses focus groups made up of both riders and non-riders, which will allow us to gain a detailed picture of public attitudes toward our transit services and fares. A third element of the project is an on-board passenger survey on Marin Transit local bus routes. All costs related to this effort will be funded by Marin County Transit District under a separate contract.

On January 29, 2008, District staff issued the RFP for consultant professional services to design, implement, analyze and report results for a Regional Bus and Ferry Passenger Survey and a Golden Gate Corridor Travel Behavior Study. By the February 29, 2008, due date, the District Secretary received four written proposals. The written proposals were reviewed by an evaluation panel of six District staff members and a staff member from the Marin County Transit District.

The evaluation criteria included qualifications of the firms and individuals assigned to the project, experience with similar projects, understanding of the project, approach to providing the scope of project services, demonstrated capabilities to perform the prescribed work, and cost proposal. The final ranking of the consultants is as follows:

1. Corey, Canapary and Galanis
2. Quantum Market Research, Inc.
3. ORC/Opinion Research Northwest
4. Resource Systems Group, Inc.

After the initial evaluation, one firm was selected as best matching the criteria in the RFP. This firm, Corey, Canapary and Galanis, scored more points than the two teams that shared second place. With such a wide spread of points, the evaluation committee decided to interview only the top firm. The interview took place on March 12, 2008, and the firm was found to be well-qualified to perform the required services.

The evaluation committee recommends going forward with the two components of the survey project as laid out in the RFP: the Regional Survey of Users and Non-Users, and the Focus Groups Option. The cost of this work would be an amount not to exceed \$272,296. District management concurs with the findings of the evaluation panel and recommends award of the contract to Corey, Canapary and Galanis. Staff anticipates completing the survey by the end of the October.

Marin County Transit District will take separate action to decide whether to proceed with the third component in the RFP, the Option for Survey of Local Transit Users, at a cost of \$74,705. If Marin County Transit District decides to exercise their option for a local bus passenger survey, they will contract separately with the consultant to undertake this local bus passenger survey.

No contract-specific Disadvantaged Business Enterprise (DBE) goal was established for this contract. However, proposers were strongly encouraged to obtain DBE participation and were required to document their activities in the solicitation and selection of subcontractors, subconsultants, and suppliers to ensure that this process was carried out in a nondiscriminatory manner. The DBE Program Administrator has determined that Corey, Canapary & Galanis is certified as a DBE. The company has complied with the DBE requirements applicable to the contract. At this time, approximately 85 percent DBE participation is anticipated during the performance of this contract.

Fiscal Impact

The estimated cost of these professional services is an amount not to exceed \$272,296. This project amount is included in the FY 07/08 Administration and Development Operating Budget.