



Agenda Item No. (4)

To: Transportation Committee/Committee of the Whole  
Meeting of January 26, 2023

From: Ron Downing, Director of Planning  
Kellee J. Hopper, Deputy General Manager, Administration and Development  
Denis J. Mulligan, General Manager

Subject: APPROVE AWARD OF CONTRACT NO. 2022-D-88, REGIONAL BUS, FERRY, AND BRIDGE USER AND NON-USER SURVEY, TO COREY, CANAPARY AND GALANIS

### **Recommendation**

The Transportation Committee recommends that the Board of Directors (Board) approve award of Contract No. 2022-D-088, *Regional Bus, Ferry, and Bridge User and Non-User Survey*, to Corey, Canapary and Galanis (CC&G) for a total not to exceed amount of \$362,338, to provide consulting services for a Regional Bus, Ferry, and Bridge User and Non-User Survey; with the understanding that requisite funds are available in the FY 2022/23 District Division Operating Budget.

This matter will be presented to the Board at its January 27, 2023, meeting for appropriate action.

### **Background**

Travel has changed dramatically in the Golden Gate Bridge Corridor since the last comprehensive survey of users and non-users of Bridge, Bus and Ferry modes was conducted in 2008, with a follow up survey for only Bus and Ferry users in 2015. The COVID-19 pandemic has not only changed how people work but how they travel. It is crucial to get a sense of Bay Area residents' travel needs emerging from the pandemic, and in particular how they might or might not use the District's Bridge, Bus and Ferry services.

Since the last survey, other transit services such as Sonoma Marin Area Rail Transit (SMART) have begun service, and it is important to determine how SMART and Marin Transit's expanded service factor into residents' travel needs in the Golden Gate Bridge corridor.

Also of importance is how residents of equity communities travel regionally and what their needs are for bus and ferry service. This was not specifically covered in prior survey efforts, but now the District will obtain focused data from residents of these communities for future service planning as well as travel origin-destination and socio-economic data required for conducting Title VI analyses in future years.

### **Selection Process**

On October 24, 2022, the District issued a Request for Proposal RFP No. 2022-D-088, *Regional Bus, Ferry, and Bridge User and Non-User Survey*. The RFP was posted on the District's Procurement Portal and notice of the RFP was sent to eighteen potential proposers. Proposals were received from the following firms by the submission deadline date of November 21, 2022:

1. Corey, Canapary & Galanis
2. EMC Research, Inc.
3. Gauge Design, Inc.
4. ThinkNow Research

A Selection Committee comprised of District staff reviewed and evaluated each proposal based upon the following criteria as specified in the RFP:

- Proposer's Qualifications and Experience – 0-40 Points
- Approach to Scope of Services – 0-35 points
- Cost Proposal Form – 0-25 Points

Based on the written proposals, the Selection Committee ranked CC&G as the highest ranked firm. CC&G's thorough approach, experience, and team composition offered the best package to complete what is expected to be a challenging multi-faceted project. In particular, the CC&G team demonstrated superior technical analysis capabilities in conducting, administering, and analyzing statistically significant surveys of users and non-users, as well as an outstanding market research approach to conducting focus groups in new virtual ways, which will be a very important component of this project.

Staff from the Planning Department, Marketing Department, Customer Service Department, the Disadvantaged Business Enterprise (DBE) Program Administrator and the District's Attorneys have reviewed the proposals and determined that the highest ranked firm has fulfilled all necessary requirements and that their proposal is technically responsive.

No DBE or Small Business Enterprise (SBE) contract-specific goal was established for this RFP. However, proposers were strongly encouraged to obtain DBE/SBE participation. The DBE Program Administrator determined CC&G is a certified SBE that does not propose to utilize subconsultants. At this time, 100% SBE participation is anticipated during the performance of this contract.

In accordance with District procurement policy and FTA funding requirements, staff has analyzed CC&G's proposal and determined that the negotiated price is fair and reasonable. These findings are based on the scope of work, previous price data for similar services, and price data for services provided by the consultants for recent projects. The consultant team will be compensated for actual time expended and expenses incurred up to, but not to exceed the authorized amount.

### **Fiscal Impact**

RFP No. #2022-D-088, *Regional Bus, Ferry, and Bridge User and Non-User Survey*, was approved in the FY22/23 Administration and Development Division Operating Budget for \$362,338. The proposed project has sufficient funding.