

To: Marketing Planning & Legislative Committee

Date: January 28, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

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**Subject: On Board Survey**

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Background:

In December 2014 the Marketing, Planning, and Legislative Committee authorized staff to release a Request For Proposals (RFP) for on-board passenger survey services. The survey is intended to gather information about rider demographics, trip and fare payment patterns, and the impact of marketing efforts. The RFP was released on December 8, 2014 and proposals were received from two firms; Moore & Associates and CJI Research Corporation.

Details:

Both firms demonstrated the ability to design and conduct the survey, and to provide the final analysis within the budgeted amount (not to exceed \$40,000). Staff has evaluated both proposals based upon firm experience, qualifications, approach to scope of work, and cost. Using the weighting system for these criteria which was included in the RFP, Moore & Associates scored higher. They are a California firm located in Valencia and have identified a core team of individuals to manage the survey that have good experience, a significant number of dedicated hours, and are fluent in Spanish.

The survey will be extensive enough to provide route level detail so that it can be used when evaluating service modifications, expansion, and cuts. The demographics collected will be useful when conducting Title VI impact reports on fare and service changes. Transfer activity and fare payment information when cross tabulated with the demographics will help staff in determining the potential impacts of various fare mechanism changes the Board may consider in conjunction with Clipper implementation.

Staff Recommendation:

Staff recommends awarding the on-board survey contract to Moore & Associates in an amount not to exceed \$40,000. Because the contract will be for services under \$100,000 and the amount is within the approved budget, Board action is not required.