

**SOUND TRANSIT  
STAFF REPORT**

**MOTION NO. M2002-128**

**Contract Award for On-Board Survey**

<b>Meeting:</b>	<b>Date:</b>	<b>Type of Action:</b>	<b>Staff Contact:</b>	<b>Phone:</b>
Finance Committee	11/21/02	Discussion/Possible Action	Paul Matsuoka, Policy & Planning Officer <b>Brian Brooke, Project Manager</b>	(206) 398-5070  (206) 398-5229

<b>Contract/Agreement Type:</b>		<b>Requested Action:</b>	
Competitive Procurement	3	Execute New Contract/Agreement	3
Sole Source	3	Amend Existing Contract/Agreement	3
Memorandum of Agreement		Contingency Funds Required	
Purchase/Sale Agreement		Budget Amendment Required	

4 Applicable to proposed transaction.

**OBJECTIVE OF ACTION**

- To collect data regarding rider fare payment and transfer frequency on board Sound Transit services and the services of its partner agencies.
- To analyze data collected on board transit services to support the regional fare reconciliation process required by the Regional Pass and Fare Reconciliation Program Agreement.
- To provide for collection of detailed origin and destination information that could be used to inform other agency planning efforts.
- To execute a contract with NuStats in an amount of up to \$441,806, including optional survey services and adding a contingency of \$44,181, for a total authorized amount not to exceed \$485,987, for the provision of On-Board Survey services.

**ACTION**

Authorizes the Executive Director to execute a contract with NuStats, L.P. to provide on-board survey services in the amount of \$441,806, including optional origin and destination data collection and optional multi-lingual survey instruments, plus a 10% contingency of \$44,181, for a total authorized amount not to exceed \$485,987.

**KEY FEATURES**

- Defines a scope of work, including project set-up, survey sample design and development, questionnaire development, creation of a data analysis plan, on-board pretest of questionnaires, collection of survey data on-board Sound Transit services and services of its partner agencies, cleaning and preparation of collected data, analysis of collected data, and development and delivery of final reports.

- Fulfills Sound Transit’s commitment to provide an ongoing research program as articulated in the Regional Pass and Fare Reconciliation Program Agreement. The agreement envisions that on-board surveys will take place approximately every three years.
- Includes cost estimates for optional project tasks that could be used to inform other agency planning efforts

**BUDGET IMPACT SUMMARY**

**Project Description:** On-Board Survey

**Current Status:** On-going

**Projected Completion Date:** 2006

<b>Action Outside of Adopted Budget:</b>	<b>Y/N</b>	<b>Y</b>	<b>Requires Comment</b>
This Line of Business	N		
This Project	N		
This Phase	N		
This Task	N		
Budget amendment required	N		
<b>Key Financial Indicators:</b>	<b>Y/N</b>	<b>Y</b>	<b>Requires Comment</b>
Contingency funds required	N		
Subarea impacts	N		
Funding required from other parties other than what is already assumed in financial plan	N		

N = Action is assumed in current Board-adopted budget. Requires no budget action or adjustment to financial plan

**BUDGET DISCUSSION**

The project budget amounts shown in the following table are based on the 2002 Budget. The Fare Integration project budget contains sufficient funds for this effort. Committing these funds does not endanger any other project elements that are to be funded out of the overall project.

This procurement took place as a competitive RFP process. Six firms replied to the RFP; NuStat’s proposal is significantly less than the independent cost estimate.

**Summary for Board Action (Year of Expenditure \$000)**

Action Item: Execute a contract with Nu Stats

	Fare Integrate Budget	Current Board Adopted Budget (A)	Committed To Date (B)	This Action (C)	Total Committed & Action (D)	Uncommitted (Shortfall) (E)
1	Operations & Maintenance	56,234	1,064	486	1,550	54,684
2	Agency Administration	3,110	2,157	-	2,157	954
3	<b>Total Current Budget</b>	<b>59,345</b>	<b>3,220</b>	<b>486</b>	<b>3,706</b>	<b>55,638</b>

**Phase Budget Detail**

4	On-Board Survey	5,342	22	486	508	4,834
5	Fare Transfer to other agencies	23,456	25	-	25	23,432
6	Puget Pass Production	3,485	269	-	269	3,216
7	Reimbursement to Agencies for Admin.	2,468	-	-	-	2,468
8	Others	21,482	748	-	748	20,734
9	<b>Total Phase</b>	<b>56,234</b>	<b>1,064</b>	<b>486</b>	<b>1,550</b>	<b>54,684</b>

	Contract Budget	Current Approved Contract Value (F)	Spent to Date (G)	Proposed Action (H)	Proposed Total Contract Value (I)
10	Nu Stats, Inc	0	0	442	442
11	Contingency	0	0	44	44
12	<b>Total</b>	<b>0</b>	<b>0</b>	<b>486</b>	<b>486</b>
13	<b>Percent Contingency</b>			<b>10%</b>	<b>10%</b>

**Notes**

- 1 Current phase budget for Operations & Maintenance
- 2 Current phase budget for Agency Administration
- 3 Total Current lifetime budget
- 4 Total budget for On-Board Survey
- 9 Total current phase budget
- 10 Base proposed contract value
- 11 Base proposed contingency value
- 12 Total proposed contract plus contingency
- 13 Contingency as % of total contract value

**REVENUE, SUBAREA, AND FINANCIAL PLAN IMPACTS**

The proposed action is consistent with the current Board-adopted budget and is affordable within Sound Transit's current long-term financial plan and the financial capacity of the regional Fare Integration Fund.

**M/W /DBE – SMALL BUSINESS PARTICIPATION**

NuStats, L.P., a minority-owned firm, will serve as the prime consultant on this contract. NuStats will have overall project management responsibility and will be directly performing 85% of the contract, excluding optional services. The NuStats team is committed to using a local project manager and will be using Techstaff, a DBE certified firm, for staffing resources for this contract. Techstaff will perform the remaining 15% of this contract, excluding optional services.

The NuStats project team includes seven key personnel on this project, including one minority and four women. Leadership positions include a female project director, a female project manager and a minority data service manager. NuStats is committed to ensuring the diversity of staff conducting the surveys. In addition, the procurement process allows for optional multi-lingual surveys to

ensure a diverse representation of ridership. NuStats is also committed to ensuring that persons with disabilities will be surveyed.

**HISTORY OF PROJECT**

In September 1999, Sound Transit and its partner agencies (Community Transit, Everett Transit, King County Metro Transit, and Pierce Transit) launched a regional fare program. The key element of that program was a regional pass, known as Puget Pass. The Puget Pass replaced almost all transit passes in the region and provides pass holders with universal access to the services of Sound Transit and its partner agencies. In addition to the Puget Pass, each partner agency accepts cash transfers issued by the other partner agencies for the base fare value on the accepting agency.

Since Puget Passes may be used on the services of any of the partner agencies, the agreement that supports the Regional Pass program also created a fare reconciliation process. Under the fare reconciliation process, determination of fare revenue earned for any of the partner agencies is based on the agency’s boardings and the agency’s average fare per boarding. A final element of the program is the partners’ agreement to be reimbursed for transfers between Sound Transit and each of the partner agencies at a discounted rate.

As such, critical data required for the reconciliation process are average fare per boarding estimates for each of the five agencies. Transfer rates between Sound Transit and each of the agencies are also required.

The Regional Pass and Fare Reconciliation Program Agreement calls for a research program to support the reconciliation process. This on-board survey is part of that program. The data from the on-board survey will be used to inform the fare reconciliation process.

**Prior Board or Committee Actions  
and Relevant Board Policies**

<b>Motion or Resolution Number</b>	<b>Summary of Action</b>	<b>Date of Action</b>
M98-54	Motion supporting the Fare Integration framework developed by elected officials from Pierce Transit, King County Metro, Community Transit, Everett Transit, and Sound Transit through a series of three Fare Policy Forums.	07/23/98
M99-07	Adoption of Interim Regional Fare Program Agreement	02/11/99
M2001-114	Adoption of the Regional Pass and Fare Reconciliation Program Agreement	11/08/01
M2002-58	Adoption of Regional Fund Task Force recommendations	06/13/02

### **CONSEQUENCES OF DELAY**

The On-Board Survey project will consist of a year-long data collection effort preceded by development of sample design and questionnaire development. Results will be used for fare reconciliation; delay of action will delay application of survey data to the revenue reconciliation process. The consequence of delay would be a longer than anticipated use of existing assumptions and data.

### **REGIONAL PARTNERSHIP AND COOPERATION**

Community Transit, Everett Transit, King County Metro Transit, and Pierce Transit are all partners with Sound Transit in the Regional Pass and Fare Reconciliation Program Agreement. Representatives from these agencies assisted with development of the On-Board Survey project scope of work, review of proposals, and final selection of a preferred vendor. These agencies will continue to be actively involved in the project.

### **PUBLIC INVOLVEMENT**

No formal public involvement has been an element of this project to date.

### **LEGAL REVIEW**

JW 11/08/02

## **SOUND TRANSIT**

### **MOTION NO. M2002-128**

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority to execute a contract with NuStats, L.P. to provide on-board survey services in the amount of \$441,806, including optional origin and destination data collection and optional multi-lingual survey instruments, plus a 10% contingency of \$44,181, for a total authorized amount not to exceed \$485,987.

#### **Background:**

In September 1999, Sound Transit and its partner agencies (Community Transit, Everett Transit, King County Metro Transit, and Pierce Transit) launched a regional fare program. The key element of that program was a regional pass, known as Puget Pass. The Puget Pass replaced almost all transit passes in the region and provides pass holders with universal access to the services of Sound Transit and its partner agencies. In addition to the Puget Pass, each partner agency accepts cash transfers issued by the other partner agencies for the base fare value on the accepting agency.

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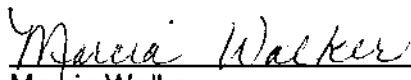
#### **Motion:**

It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the Executive Director is authorized to execute a contract with NuStats, L.P. to provide on-board survey services in the amount of \$441,806, including optional origin and destination data collection and optional multi-lingual survey instruments, plus a 10% contingency of \$44,181, for a total authorized amount not to exceed \$485,987.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on November 21, 2002.

  
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Kevin Phelps  
Finance Committee Chair

ATTEST:

  
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Marcia Walker  
Board Administrator