

Metropolitan Transportation Commission
Administration Committee

February 14, 2024

Agenda Item 2c - 24-0129

Contract Amendment – 2021 Travel Diary Survey: Resource Systems Group (\$300,000)

Subject:

Authorization to negotiate and enter into a contract amendment in an amount not to exceed \$300,000, with Resource Systems Group, Inc. (RSG) for the 2021 Travel Diary Survey (“Project”), for a new total contract not to exceed amount of \$1,800,300. The amendment addresses RSG’s additional costs for participant incentives, data processing, and survey analyses associated with a higher-than-anticipated survey response rate.

Background:

Travel diary surveys (also known as “household travel surveys”) have been collected in the Bay Area approximately once a decade since 1965. Data collected includes travel trip and mode information in combination with household and person demographics. This data is used to refine MTC analytical planning tools, including the MTC travel model, and to inform planning studies and equity analyses, among many other applications.

Unlike previous survey efforts, for this Project, MTC has embarked on a program of more regular, biennial (every other year) travel diary data collection. Additionally, while past travel diary data has been collected via paper, telephone, and internet methods, due to the proliferation of smartphone ownership, such data can now be collected more accurately and comprehensively with smartphone applications (augmented with other methods for representative surveying).

Since Project commencement, staff and RSG have developed a survey instrument, the sampling plan, and a data cleaning and QA/QC approach, and have pilot-tested the survey. Additionally, staff have reached out to other stakeholders, both outside and within MTC, to partner in this effort. Under this arrangement, MTC pays for a baseline nine-county regional survey and other entities can pay a marginal survey cost (i.e., cost per additional surveyed household) to augment data collection within their jurisdiction. Partners within MTC have leveraged this arrangement to fund an augmented sample of Bay Area toll bridge and express lane users.

In total, approximately 700,000 Bay Area household invitations were sent with a goal of recruiting approximately 6,100 households to participate, yielding a response rate of nearly 0.9 percent. Anticipated response rates were based on the spring 2023 pilot test for this Project and on previous Bay Area response rates from the last equivalent survey in 2018/2019.

The survey is still in the field and will be completed by the end of January 2024. As of mid-January 2024, the survey response rate is trending much higher than initially anticipated, above 0.9 percent and closer to 1.3 percent. The initial goal of 6,100 completed households has been

well exceeded, and MTC now anticipates closer to between 8,500 and 9,500 total households. Increased costs for additional participant incentives, survey processing, and data analyses are associated with the higher response rates.

The marginal cost per additionally sampled household was \$215 at Project outset. Given the high response rates, staff negotiated a marginal cost for the surplus samples (i.e., samples collected above and beyond the base sample rate) at \$71 per additional household, a considerable savings from the \$215 base rate. This fee includes additional data processing and extra participation incentives for the surplus samples. Overall, taking advantage of the high response rates will lead to a low-cost way to enrich the final dataset, supporting additional regional analyses.

Following a competitive procurement, in April 2022, this Committee authorized an agreement with RSG to provide services related to a travel diary smartphone application customization and trial test. In January 2023, staff returned to this Committee seeking authorization to amend RSG's contract to fund the first full phase of the Project. In July 2023, staff returned to this Committee seeking authorization to add funding from regional partners to collect augmented samples (i.e., above the base MTC-funded survey for the nine Bay Area counties) within their jurisdictions.

Attachment A includes a list of RSG's and their subcontractors Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE) status.

Recommendations:

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Resource Systems Group, Inc. (RSG) in an amount not to exceed \$300,000 for the 2021 Travel Diary Survey Program ("Project"), for a new total contract not to exceed amount of \$1,800,300.

Attachments:

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



Andrew B. Fremier

Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	Resource Systems Group, Inc.	Prime Data Collection Consultant	No		No	
Subcontractor	Visions, Inc.	Printing and Mailing Services	Yes	45347	No	
Subcontractor	Convey, Inc.	Outreach	Yes	38411	No	

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Contract Amendment

Work Item No.: 1122

Consultant: Resource Systems Group, Inc. (RSG), San Diego, CA

Work Project Title: 2021 Travel Diary Survey Program

Purpose of Project: To collect travel diary survey data, including travel trip and mode information in combination with household and person demographics. This data is used to refine MTC analytical planning tools, including the MTC travel model; to inform planning studies and regional plans, including Plan Bay Area; to support equity analyses; and other applications.

Brief Scope of Work: RSG will collect and process additional travel diary surveys in targeted Bay Area geographies to facilitate an augmented sample of representative travel and demographic data, and to conduct additional analyses.

Project Cost Not to Exceed: This amendment: \$300,000
Current contract amount before this amendment: \$1,500,300
Maximum contract amount after this amendment: \$1,800,300

Funding Source: General Funds

Fiscal Impact: \$300,000 is included in the FY 2023-24 Agency Budget

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with RSG in the amount of \$300,000 for the 2021 Travel Diary Survey Program as described above and in the Administration Committee Summary Sheet dated July 12, 2023, and the Chief Financial Officer is authorized to set aside an amount not to exceed \$300,000 for such contract amendment.

Administration Committee:

Gina Papan, Chair

Approved: February 14, 2024