



## SACOG Board of Directors

December 7, 2006

### Contract for Metropolitan Transportation Plan 2035 Random Sample Survey

**Issue:** Whether the Executive Director should negotiate and execute a contract to Davis, Hibbitts & Midghall to perform a random sample survey to gather additional public input for the development of the Metropolitan Transportation Plan for 2035.

**Recommendation:** The Legislation & Public Affairs Committee recommends that the Board authorize the Executive Director to negotiate and execute a contract to Davis, Hibbitts & Midghall not to exceed \$100,000 for research services including a random sample survey and related focus groups, an internet survey tool, a newspaper insert survey and consultation on survey questions for the live TV Town Hall on January 31.

**Committee Action/Discussion:** Consistent with the Overall Work Plan (OWP) for 2006, SACOG staff released a request for proposals (RFP) on November 7. SACOG received four complete proposals in response to the RFP. SACOG staff is particularly interested in using the survey instrument to quantify public input from a representative pool of respondents reflecting the diversity of the region's population. Panel interviews were conducted via teleconference on November 29 with three of the firms. The interview panel was impressed with the caliber of all three proposals and their comprehensiveness in ensuring survey responses from the typically hard to reach. Each of the groups exemplified professionalism, scientific aptitude for survey research, and a passion for both visioning work and transportation planning.

Ultimately, the panel is recommending Davis, Hibbitts & Midghall for their reputation for outstanding quantitative and qualitative research in addition to their innovative and creative ideas for administering a supplemental internet survey instrument using existing MTP materials in addition to the random sample phone survey.

The proposals ranged in cost estimate by approximately \$25,000 for varying survey lengths, sample sizes and supplemental research methods. Davis, Hibbitts & Midghall brings a high level of confidence for a project of this scale within the prescribed timeline. Their proposal includes the personal time of two of the firm's principal consultants. Adam Davis and Su Midghall would be involved in all creative processes, with Adam Davis personally making public presentations and administering the focus groups. Further, their proposal has built in for costs associated with bilingual interviewers in five languages and sample size quotas for gender, age and ethnicity.

Committee members stressed the importance of including open-ended questions and focus groups in the research.

Approved by:

Mike McKeever  
Executive Director

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