

Summary of Procurement Process

Overview

The Sacramento Area Council of Governments (SACOG) is in the process of soliciting a vendor to develop and implement an on-board transit survey on all seven systems participating in the Connect Card project. SACOG released a Request for Proposals (RFP) on October 1, 2012 seeking an experienced vendor to provide these professional services. A Proposal Evaluation Committee made up of representatives of Regional Transit and SACOG staff recommended the selection of Transit Marketing to a) the Transit Coordinating Committee, who approved the contract on December 11, 2012. The proposed contract would run approximately two years at an estimated value of \$350,000.

Process

SACOG is seeking a professional services contract with a primary vendor through an RFP and public agency procurement process. The RFP design and the conduct of the ongoing selection are guided by SACOG policies. Transparency, consistency, and fairness were the principles that the Evaluation Committee were adhered to at all times.

SACOG received four proposals at the submittal deadline (October 30, 2012). The bidding firms were:

- EMC Research, based in Oakland, CA
- NuStats Research, based in Austin, TX
- SDC Research, based in Farmington, UT
- Transit Marketing LLC., based in Tucson, AZ

All firms except SDC Research propose hiring local residents to conduct on-board transit surveys.

Selection

A sub-committee of the Consortium comprised of staff from Regional Transit and SACOG reviewed and evaluated the submitted proposals. This evaluation panel subjected all proposals to thorough analysis, and unanimously determined SDC Research should not be interviewed. SDC Research did not propose to conduct an on-board transit survey as requested and instead proposed conducting a survey via text messages to a very limited number of residents within the Sacramento region. The review panel determined to interview the other three firms, and interviews were conducted at SACOG on Friday, November 16th.

Following the interviews, the evaluation panel formally scored the firms as follows:

Cumulative Score						
Firm	Understanding of the Tasks (20 points)	Knowledge of the Team (20 points)	Overall and Technical Approach (20 points)	Experience (20 points)	Cost (20 points)	Total Score (100)
EMC Research	15	15	14	14.5	17	75.5
NuStats	12.75	14	13.25	13.75	17.25	71
Transit Marketing	20	19.25	19	19.25	16.5	94

Recommended Firm

Transit Marketing demonstrated they have the best, most strategic and organized approach and the most relevant experience. The firm focuses on marketing and on-board transit surveys, and the team proposed for this project has conducted similar market research studies for public transit agencies throughout the country, including the Sacramento region. They offer SACOG both a proven and effective approach to passenger surveying and a high level of familiarity with SACOG, the Connect Card program and the Consortium member systems.

Conducting transit on-board passenger surveys is one of Transit Marketing's core services. In collaboration with CJI Research Corporation, they routinely conduct on-board surveys to support planning and marketing projects, as well as conducting stand-alone projects. The company's in depth understanding of transit's customer base, operational realities, political environment and planning needs will ensure that Transit Marketing develops, implements, and analyzes surveys that are not only technically sound, but provide the information needed to guide service, marketing and other decisions.