

31558

TO: Board of Acquisition and Contract

FROM: Jay T. Pisco, P.E.
Commissioner of Public Works and Transportation

DATE: January 8, 2013

SUBJECT: Authority to enter into an agreement with CJI Research Corporation to undertake an onboard passenger survey for the Bee-Line Bus System for a term commencing March 1, 2013 and continuing through February 28, 2014 for an amount not-to-exceed \$135,755.00. (Agreement No. DOTPL13-01)

Consultant: CJI Research Corporation

Agreement Amount: \$135,755.00

Subconsultant(s): *Transit Marketing, LLC*
RLS & Associates (DBE)
Data Dimensions
Gazette Press
CETRA
Brooke Street Staffing

Authority of your Honorable Board is requested for the County of Westchester (the "County"), acting by and through the Department of Public Works and Transportation (the "Department"), to enter into an Agreement with CJI Research Corporation, 224 East Gay Street, Columbus, Ohio 43215 ("CJI") whereby CJI will undertake an onboard passenger survey of ridership on all Westchester Bee-Line System bus routes. The contract term will commence March 1, 2013 and require completion of all work, including delivery of the final report and any post-delivery meetings, no later than February 28, 2014. In consideration for services to be rendered, the County will pay CJI an amount not-to-exceed \$135,755.00 pursuant to an approved budget.

The Bee-Line System operates buses and carries more than 30 million passengers annually on 60 fixed routes. Altogether, the system has more than 3,300 bus stops.

As a condition of receiving Federal aid, transit operators are required to survey their passengers periodically to insure the benefits of service are being adequately offered to ethnic and racial minorities in compliance with Title VI of the 1964 Civil Rights Act as amended. To meet this requirement and to gather additional information about rider needs and satisfaction that will be used for planning routes and scheduling service, the Department hires a professional research consultant every three (3) years to survey approximately 10,000 passengers and prepare the data recovered for Department use.

As in the past, this effort will require training and assigning surveyors to ride each route within a relatively short period of time in order to distribute and collect completed questionnaires that portray the system over what is effectively a single composite week that can be compared to previous surveys. The last such effort was made in the fall of 2010.

When the information is collected, it is computerized, checked for accuracy and analyzed for a final report in both narrative and electronic formats. The data collected is also provided to the Department for integration into other programs, including the bus stop inventory, and used to prioritize such activities as shelter and bench allocation in addition to the planning of routes and schedules.

The objective and public purpose of this Agreement is to meet Federal requirements while providing a passenger activity report and data that is accurate and consistent in format with data collected in past years, as well as consistent with the Department's existing data and planning programs. The project will be monitored by Department staff and payment will be approved only after quantitative and qualitative milestones have been met.

The Department has complied with the Westchester County Procurement Policy and Procedures. On October 23, 2012, the Department issued a Request for Proposals ("RFP") seeking qualified firms to undertake a comprehensive survey of bus passengers using the County Bee-Line System. In an effort to solicit as many proposals as possible, the Department advertised in the American Public Transit Association's newspaper "Passenger Transport", the "Journal News", the "New York State Contract Reporter", the "Urban Transport Monitor", and "Westchester Hispano". The RFP was also posted on the County's website. As a result of these efforts, three (3) proposals were received in response to the RFP.

A selection committee comprised of five (5) members of the Department evaluated each proposal with reference to standard evaluation criteria. After careful consideration of each proposal, the selection committee ranked the proposers as follows:

1. CJI Research Corporation
2. AJM Consulting
3. VHB, P.C.

The approach, clarity and organization of CJI's proposal was judged superior to that of the remaining two (2) proposals. CJI has provided similar type services in the past, and the Department has been very satisfied with their services.

In addition, CJI has proposed the utilization of the following subconsultants: Transit Marketing, LLC (Train Survey Staff and Oversee Survey Logistics), 1638 Lester Street, Tucson, Arizona 85719; RLS & Associates (Survey Supervision), 3131 Dixie Highway, Suite 545, Dayton, Ohio 45439; Data Dimensions (Data Entry), 9039 North Deerwood Drive, Milwaukee, Wisconsin 53223; Gazette Press (Printing), 16 School Street, Yonkers, New York 10701; CETRA (Spanish Translation of the Survey Form), 7804 Montgomery Avenue, Suites 8-10, Elkins Park, Pennsylvania 19027; and Brooke Street Staffing (Provide Temporary Staff to Conduct the Survey Onboard the Buses), 222 Mamaroneck Avenue, White Plains, New York 10604.

Accordingly, approval of the attached Resolution is most respectfully recommended.

R E S O L U T I O N

Upon a communication from the Commissioner of the Department of Public Works and Transportation, be it hereby

RESOLVED, that the County of Westchester (the “County”) is hereby authorized to enter into an agreement with CJI Research Corporation, 224 East Gay Street, Columbus, Ohio 43215 (“CJI”), whereby CJI will provide an onboard passenger survey of ridership on all Westchester Bee-Line Bus routes within a term commencing on March 1, 2013 and continuing through February 28, 2014 for an amount not-to-exceed \$135,755.00, pursuant to an approved budget; and be it further

RESOLVED, that the use of the following subconsultants also be approved: Transit Marketing, LLC (Train Survey Staff and Oversee Survey Logistics), 1638 Lester Street, Tucson, Arizona 85719; RLS & Associates (Survey Supervision), 3131 Dixie Highway, Suite 545, Dayton, Ohio 45439; Data Dimensions (Data Entry), 9039 North Deerwood Drive, Milwaukee, Wisconsin 53223; Gazzette Press (Printing), 16 School Street, Yonkers, New York 10701; CETRA (Spanish Translation of the Survey Form), 7804 Montgomery Avenue, Suites 8-10, Elkins Park, Pennsylvania 19027; and Brooke Street Staffing (Provide Temporary Staff to Conduct the Survey Onboard the Buses), 222 Mamaroneck Avenue, White Plains, New York 10604; and be it further

RESOLVED, that this contract is subject to County appropriations; and be it further

RESOLVED, that this Agreement is also subject to further financial analysis of the impact of any New York State Budget (the “State Budget”) proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State Budget and/or the adoption of a State Budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s), to conduct an analysis of the impacts of any such State Budget on County finances. After such analysis, the County shall retain the right to either terminate this Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Contractor, then the Contractor shall have the right to terminate this Agreement upon reasonable prior written notice; and be it further

RESOLVED, that the County Executive or his duly authorized designee is hereby authorized and empowered to execute any and all documents necessary or appropriate to effectuate the purposes hereof.

Agreement No. DOTPL13-01

Account to be Charged/credited	Fund	Dept	Major Program, Program & Phase Or Unit	Object/ Sub Object	Trust Account	Dollars
	263	44	278N	9853	T-278	\$108,604.00
	263	44	278N	4380	T-278	\$108,604.00
	101	44	1000	4912		\$ 27,151.00

Budget Funding Year(s) 2013-2014 Start Date March 1, 2013 End Date February 28, 2014
 (must match resolution)

Funding Source	Tax Dollars	\$ 27,151.00
	State Aid	_____
	Federal Aid	\$108,604.00
	Other	_____

\$135,755.00
 (must match resolution)