

49740

TO: Board of Acquisition and Contract

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

DATE: November 23, 2015

SUBJECT: Authority to enter into an agreement with CJI Research Corporation to undertake an onboard passenger survey and conduct National Transit Database Passenger Counts for the Bee-Line Bus System for a term commencing February 1, 2016 and continuing through January 31, 2017 for an amount not-to-exceed \$142,247.00. (Agreement No. DOTPL16-01)

Consultant: CJI Research Corporation
Agreement Amount: \$142,247.00

Subconsultant(s): Transit Marketing, LLC
RLS & Associates (DBE)
Advance Printing & Graphics
ARDEM Incorporated (DBE)

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 and conduct 110 manual passenger counts required for submittal to the National Transit Database. The contract term will commence February 1, 2016 and require completion of all work, including delivery of the final report and any post-delivery meetings, no later than January 1, 2017. In consideration for services to be rendered, the County will pay CJI an amount not-to-exceed \$142,247.00 pursuant to an approved budget (80% Federal: \$113,797.60; 20% local: \$28,449.40).

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 spring of 2013.

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.

Transit operators must regularly submit manual passenger count data in the National Transit Database. Combining these manual counts with the survey efforts being performed by CJI Research Corporation will leverage resources already deployed on-board Bee-Line buses, providing savings for the County. These trips are to be randomly selected by Westchester County, and are to be counted by on-board surveyors. The tabulated data will then be provided to the Department for comparison to the ridership information generated from on-board automatic passenger counters. Both the manual counts and the automatic passenger counter data must be submitted to the National Transit Database.

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 September 10, 2015, 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 "El Aguila". 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. Clarion Research
3. Market Probe International, Inc.

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: RLS & Associates (Survey Supervision), 3131 Dixie Highway, Suite 545, Dayton, Ohio 45439; ARDEM Incorporated (Data Entry), 124 Hillsborough Road, Hillsborough, New Jersey 08844; Advance Printing & Graphics (Print Questionnaires and Executive Summary), 1349 Delashmut Avenue, Columbus, Ohio 43212; and Transit Marketing, LLC (Train Survey Staff and Oversee Survey Logistics), 1638 Lester Street, Tucson, Arizona 85719.

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 February 1, 2016 and continuing through January 31, 2017 for an amount not-to-exceed \$142,247.00, pursuant to an approved budget; and be it further

RESOLVED, that the use of the following subconsultants also be approved: RLS & Associates (Survey Supervision), 3131 Dixie Highway, Suite 545, Dayton, Ohio 45439; ARDEM Incorporated (Data Entry), 124 Hillsborough Road, Hillsborough, New Jersey 08844; Advance Printing & Graphics (Print Questionnaires and Executive Summary), 1349 Delashmut Avenue, Columbus, Ohio 43212; and Transit Marketing, LLC (Train Survey Staff and Oversee Survey Logistics), 1638 Lester Street, Tucson, Arizona 85719; 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. DOTPL16-01

Account to be Charged/Credited

Fund	Dept	Major Program, Program & Phase or Unit	Object/ Sub Object	Trust Account	Dollars
263	44	278R	4380	T-278	\$113,797.60
101	44	1000	4912		\$28,449.40

Budget Funding Year(s) 2016-2017 Start Date February 1, 2016 End Date January 31, 2017
 (must match resolution)

Funding Source	Tax Dollars	\$ 28,449.40
	State Aid	_____
	Federal Aid	\$113,797.60
<u>\$142,247.00</u> (must match resolution)	Other	_____