



ADDENDUM #1
to
REQUEST FOR PROPOSALS (RFP)
for
Santa Cruz County
On- Board Transit Ridership Survey

January 26, 2012

Dear Consultant:

The Santa Cruz County Regional Transportation Commission hereby issues this addendum to the Request for Proposals for the On-Board Transit Ridership Survey for Santa Cruz County released on January 13, 2012. Consultants are instructed to submit bids for this work with the understanding and full consideration of this addendum.

This addendum will be emailed to all who attended the Proposers Conference and posted on the SCCRTC website (<http://sccrtc.org/about/opportunities/rfp/>).

The Request for Proposals for the On-Board Transit Ridership Survey for Santa Cruz County is hereby modified as follows:

1. Request for Proposals- Invitation, p. 6, Item 6: Cost Proposal is revised to read as follows (deleted text is shown in strikethrough format, added text is underlined):

“Cost Proposal: a proposal that outlines the budget for each task and related deliverables as outlined in *Appendix A, Scope of Work* and call out individually the cost of:

- collecting the number of boardings and the number of alightings data at each stop;
- collecting observed time of departure and arrival data;
- collecting Limited English Proficiency data; and,
- conducting presentations to the RTC and Santa Cruz METRO Boards.

The cost proposal shall include all costs to RTC broken down by project personnel, hourly rates, estimated hours, burden rate and any other costs.”

2. Request for Proposals- Appendix A: Scope of Work, p. 4, Task 2: Develop a Sampling Plan is hereby revised to read as follows (deleted text is shown in strikethrough format, added text is underlined):

“Consultant shall develop a transit ridership sampling plan, which should specify how the survey is to be administered, the basis for this sampling approach, the survey sample size, the sample distribution within the transit network and times of day, and explain the procedures to be used to prevent bias and adjust to short trips. The

sampling plan should consider the variation of transit ridership ~~between and along transit routes boardings and alightings by transit stop~~ to ensure that completed surveys mirrored the actual distribution of riders. The sampling plan shall also address how it will ensure data accuracy and prevent data gaps. The consultant will ensure that the methodology proposed will render a representative sample of transit riders in Santa Cruz County.

3. Request for Proposals, *Appendix A, Attachment A-2* is hereby revised as shown in Exhibit A of this addendum.

All remaining terms and conditions of the RFP for the On-Board Transit Ridership Survey for Santa Cruz County dated January 13, 2012 remain unchanged.

If you have any questions regarding these changes, please contact Grace Blakeslee, (831) 460-3219 or gblakeslee@sccrtc.org and include "Transit Ridership Survey" in the subject header.

Sincerely,

George Dondero
Executive Director

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ADDENDUM #1- Exhibit A
REVISED Appendix A, Attachment A-2
On-Board Transit Study Data Needs

Data Need	<i>Potential Survey Responses, Description, and/or Justification</i>
Regional Travel Demand Model Data Needs (RTDM) Data Needs (Data may also support other transit planning efforts)	
1 Bus Route	Santa Cruz METRO identified Route # for tracking purpose
2 Time data collected	Time of day to identify am, mid-day, peak, or night trips
3 Date data collected	Date to identify weekend, weekday and season
4 Number of boardings	Counts at each stop to obtain percent sample size and for transit assignment validation
5 Number of alightings	Counts at each stop to obtain percent sample size and for transit assignment validation
6 Trip Origin: Address, city, zip or closest intersection	Geographic coordinates to calculate trip distance which assists in calibrate mode choice and trip assignment
7 Trip Destination: Address, city, zip or closest intersection	Geographic coordinates to calculate trip distance which assists in calibrate mode choice and trip assignment
8 Transit Embark Stop: Location or number	Geographic coordinates and direction (outbound or inbound) to calibrate mode choice
9 Transit Alighting Stop: Location or number	Geographic coordinates and direction (outbound or inbound) to calibrate mode choice
10 Mode used to access transit	<i>walk, drive, bicycle, dropped-off, shared ride, bus, other</i> to calibrate mode choice (if bus return ask for previous mode to access transit)
11 Mode used to access destination	<i>walk, drive, bicycle, dropped-off, shared ride, bus, other</i> to calibrate mode choice (if bus return ask for previous mode to access transit)
12 Age	Exact age or <16, 16-24, 25-44, 45-64, 65+ to calibrate trip generation and mode choice
13 Household size	1,2,3,4+ to calibrate trip generation
14 Household income	\$15,000 or less; \$15,000-\$24,999; \$25,000-\$34,999; \$35,000-\$59,999; \$60,000-\$95,999; \$95,000 or more to calibrate trip generation
15a Auto availability: Do you own a vehicle?	Yes, No to calibrate mode choice and trip generation
15b Auto availability: Do you have access to a vehicle?	Yes, No to calibrate mode choice and trip generation
16 Education	12 grade or less, high school graduate, some college credit, associate or technic school degree, bachelor's or undergraduate degree, graduate degree, other to calibrate trip generation
17 Trip Purpose: Where did you come from on this trip?	<i>Home, Work, School, Shopping, Visiting friends/family, Medical Appointment, Leisure/Entertainment, Household Errands, Personal Business, Other (fill in)</i> for calibration of trip generation and trip distribution
17b Trip Purpose: Where are you going on this trip?	<i>Home, Work, School, Shopping, Visiting friends/family, Medical Appointment, Leisure/Entertainment, Household Errands, Personal Business, Other (fill in)</i> for calibration of trip generation and trip distribution
Limited English Proficiency (LEP) Data Needs	
18 Preferred Language	English or Spanish
19a What prevents you from using service, if language other than english	Infrequent service, financial resources, language assistance, call stops are only in English, Schedule/Route information is unavailable, Insufficient bus stops, no translation service

ADDENDUM #1- Exhibit A
 REVISED Appendix A, Attachment A-2
On-Board Transit Study Data Needs

19b	<u>Do you have any suggestions how METRO could improve its transit service?</u>	<i>Open ended</i>
Transit Planning (TP) Data Needs		
20	Observed time of departure	To calculate actual travel time for scheduling and performance
21	Observed time of arrival	To calculate actual travel time for scheduling and performance
22	What changes would you suggest for METRO to improve its transit services and make it work better for you?	<i>Increase service frequency, run holiday service, better customer service, expanded route coverage, lower fares, cleaner buses, more friendly drivers</i>
23	<u>How often do you ride public transit?</u>	<i>5 or more times per week, 1-4 time per week, 1-2 times per month, less than once per month</i>
24	<u>What is your primary means of transportation?</u>	<i>Driving alone, riding with a family member or friend, public transit/bus, taxi/privately-run service, bike</i>