

On-Board Transit Ridership Survey for Santa Cruz County Questions and Answers

Questions received before January 27, 2012, 5:00pm including those received during the Proposers' Conference are listed below.

1. Can the survey be done anytime within the project timeframe ?

No. The timeframe for conducting the survey for this project is defined in *Appendix A, Attachment A-1*. The survey should be collected between April 14-30, not including April 20. These dates have been identified as those that best reflect the typical transit use patterns. Priority should be given to Tuesday-Thursday because the Regional Travel Demand Model is for average weekday travel.

2. Do you see an issue with not surveying on weekends with respect to achieving the dual purpose of the survey, meeting the transit data needs of the regional travel demand model and capturing the data needed for the Limited English Proficiency? Should the consultant consider weekend surveys for this purpose?

Staff recommends both weekday and weekend surveys in order to capture Limited English Proficiency riders, however it is not mandatory. Obtaining a representative sample of weekday transit riders is the priority.

3. Does the Scope of Work estimate the number of surveys to be collected and the number of survey hours expected?

No. It is up to the consultant to recommend the number of surveys needed to obtain a statistically significant and representative sample of transit ridership in Santa Cruz County.

4. Can the RTC and/or Santa Cruz METRO provide the ridership numbers by route?

Yes. Santa Cruz METRO keeps track of total boardings by each route. Santa Cruz METRO cannot provide ridership figures by bus stop. Total boarding by each route will be posted on the SCCRTC Consultant Opportunities website as Attachment 1 to the Questions and Answers (<http://sccrtc.org/about/opportunities/rfp/>).

5. Is it correct that the data needed to provide total number of boardings and alightings as shown on Exhibit B, Lines 4 and 5, are passenger counts, not survey related?

Yes. That is correct.

6. How much of a priority is obtaining data on the number of boardings and alightings in the overall scheme of the project?

These counts are needed to know what percentage of the ridership we are capturing in the survey. Data regarding the number of boardings and alightings is not currently available for Santa Cruz County. Staff has identified Exhibit B, Lines 1-17b all as high priority data needs for improving the regional travel demand model. Staff encourages consultants to submit proposals for data collection based on their knowledge of transit data needs for regional travel demand models and indicate if any of the data needs identified in Exhibit B are of lesser priority for improving the transit mode choice function of the regional travel demand model. Proposals may identify where specific tasks included in the Scope of Work may take away from their ability to achieve this goal.

7. Does the regional travel demand model require a certain distribution by time of day to provide an even representation of transit riders throughout the day and should this be considered in the sampling plan?

Yes. The highest ridership routes should take priority in deciding the sample distribution. The distribution of samples should do their best to represent the relative percentage of riders during each period used in the model: AM Peak (7:00 am - 8:00 am), AM Peak Period (6:00 am - 9:00 am), PM Peak (5:00 pm - 6:00pm), PM Peak Period (4:00 pm - 7:00 pm) and midday (9:00 am - 4:00 pm). Peak and peak period are most important for the model.

8. What is the share of monolingual Spanish speakers currently using Santa Cruz METRO transit service?

Santa Cruz METRO does not have an estimate on the proportion of the ridership that speaks only Spanish. The US Census estimates that almost 31,000 people in Santa Cruz County speak Spanish at home and do not speak English "very well."

9. Are there any other languages you see a need to conduct surveys in?

No.

10. Does the Santa Cruz METRO currently use Trapeze or Hastis system?

Yes. The Hastis system covers all Santa Cruz METRO transit routes.

11. Is the project budget fixed? The grant amount for the project is \$21, 540.

RTC staff will review all proposals that meet the proposal and minimum requirements, and meet project objectives.

- 12. Could you post (or provide a link) to the full report detailing the most recent 2007 onboard survey conducted on Santa Cruz Metro?** The 2007-2008 Short Range Transit Plan Total will be posted on the SCCRTC Consultant Opportunities website as an Attachment 2 to the Questions and Answers (<http://sccrtc.org/about/opportunities/rfp/>).
- 13. Do all the Santa Cruz buses have working video cameras inside the vehicles? Do these cameras capture riders entering and exiting the bus?**
No. There are no onboard video cameras in the bus fleet.
- 14. Will the RTC be able to provide the consultant with an electronic file of all bus stops (by route and route direction)?** Yes. The data is expected to be provided as a basic text file.
- 15. Will bidder cost proposals which exceed the \$21,540 amount be evaluated?** Yes.