

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2004-16

Puget Sound Fares Survey Consultant Support

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee	3/4/04	Discussion/Possible Action	Paul Matsuoka, Policy & Planning Officer Christie Parker, Project Coordinator	(206) 398-5070 (206) 398-5405

Contract/Agreement Type:		Requested Action:	
Competitive Procurement	✓	Execute New Contract/Agreement	
Sole Source		Amend Existing Contract/Agreement	✓
Interlocal Agreement		Contingency Funds (Budget) Required	
Purchase/Sale Agreement		Budget Amendment Required	

3Applicable to proposed transaction.

OBJECTIVE OF ACTION

Approve a contract amendment with NuStats, Inc. to provide additional survey work for the Puget Sound Fares Survey.

ACTION

Authorize the Chief Executive Officer to execute a contract amendment with NuStats, Inc. to provide additional survey services for the Puget Sound Fares Survey in the amount of \$39,626 for a new total authorized contract amount not to exceed \$525,613. The amendment amount will be reimbursed by transit's partner agencies.

KEY FEATURES

- The proposed action would authorize \$39,626 in additional spending authority for the current on-board survey under the NuStats contract.
- In accordance with agreements between Sound Transit and King County Metro, Community Transit, and Pierce Transit, this additional work will be reimbursed by the partner agencies with no additional costs to Sound Transit.
- Survey of 60 additional single trip clusters on King County Metro at a cost of \$19,813. King County Metro will reimburse Sound Transit for these costs.
- Optional survey of 60 additional clusters to determine intersystem transfer rates between King County Metro/Community Transit and King County Metro/Pierce Transit. The additional costs are \$19,813, which will be reimbursed to Sound Transit from King County Metro, Community Transit, and Pierce Transit.

BUDGET IMPACT SUMMARY

There is no action outside of the Board-adopted budget; there are no contingency funds required, no subarea impacts, or funding required from other parties other than what is already assumed in the financial plan.

TOTAL CONTRACT FUNDING BREAKDOWN

Contract Award:	
Contract Amount (including proposed amendment)	\$481,432
Contract Contingency (10%)	\$44,181
Total Authorized Expenditure	\$525,613
Reimbursable Funding Obligations:	
KCM – 60- single trip clusters	\$19,813
KCM,CT,PT – 60 single trip clusters for transfer rates	\$19,813
Total Reimbursable Obligations	\$39,626
Project Funding:	
Total Authorized Expenditure	\$525,613
Reimbursable Obligations	(\$39,626)
Authorized Project Expenditures	\$485,987

BUDGET DISCUSSION

The original contract with NuStats, Inc. was \$485,987 and the proposed contract amendment would bring the total contract to \$525,613, which is still below the authorized program budget.

The total 2004 adopted operations budget for the Fare Integration project is \$8,050,895. Within this budget, \$566,143 was budgeted for the on-board survey.

REVENUE, SUBAREA, AND FINANCIAL PLAN IMPACTS

The proposed action is consistent with the current Board-adopted budget and is affordable within the agency's current long-term financial plan and subarea financial capacity. The action will have no overall financial impact as the amount requested in this action is totally reimbursable by partner agencies.

M/W/DBE – SMALL BUSINESS PARTICIPATION

The original contract was awarded following a competitive procurement. NuStats, Inc. is a minority-owned small business and is committed to ensuring the diversity of staff conducting the surveys. NuStats' subconsultant under this project, Employco, is a certified WBE company.

The project includes Spanish questionnaires to provide for a diverse representation of ridership. NuStats is committed to ensuring that persons with disabilities will be surveyed.

Prime Consultant/Contractor

NuStats, Inc. is a minority-owned small business.

Utilization Breakdown Table

Subconsultant	Business Type	% of Work	Dollar Value
Employco	WBE	18%	\$7,200

EEO Commitment

The NuStats project team includes seven key personnel on this project, including one minority and four women. Leadership positions include a female project director, a female project manager, and a minority data service manager.

HISTORY OF PROJECT

Prior Board or Committee Actions and Relevant Board Policies

Motion or Resolution Number	Summary of Action	Date of Action
M2002-128	Executing a contract with NuStats, L.P. to provide on-board survey services in the amount of \$441,806, including optional origin and destination data collection and optional multi-lingual survey instruments, plus a 10% contingency of \$44,181, for a total authorized amount not to exceed \$485,987	11/21/02
M2002-58	Adoption of Regional Fund Task Force recommendations	6/13/02
M2001-114	Adoption of the Regional Pass and Fare Reconciliation Program Agreement	11/08/01
M99-07	Adoption of Interim Regional Fare Program Agreement	2/11/99
M98-54	Support of the Fare Integration framework developed by elected officials from Pierce Transit, King County Metro, Community Transit, Everett Transit, and Sound Transit.	7/23/98

In September 1999, Sound Transit and its partner agencies (Community Transit, Everett Transit, King County Metro Transit, and Pierce Transit) launched a regional fare program. The key element of that program was a regional pass, known as Puget Pass. Puget Pass replaced almost all transit passes in the region and provides pass holders with universal access to the services of Sound Transit and its partner agencies. In addition to the Puget Pass, each partner agency accepts cash transfers issued by the other partner agencies for the base fare value on the accepting agency.

Since Puget Passes may be used on the services of any of the partner agencies, the agreement that supports the Regional Pass program also created a fare reconciliation process. Under the fare reconciliation process, determination of fare revenue earned for any of the partner agencies is based on the agency's boardings and the agency's average fare per boarding. A final element of the program agreement is the partners' acceptance to be reimbursed for transfers between Sound Transit and each of the partner agencies at a discounted rate.

As such, critical data required for the regional fare revenue reconciliation process includes average fare per boarding estimates for each of the five agencies and transfer rates between Sound Transit and each of the agencies.

The Regional Pass and Fare Reconciliation Program Agreement calls for a research program to support the reconciliation process. This on-board survey is part of that program. The data from the on-board survey will be used to inform the fare reconciliation process.

The Puget Sound Fares Survey is distributed on board the coaches of the five "Puget Pass" agencies: Everett Transit, Community Transit, King County Metro, Pierce Transit and Sound Transit. The survey fulfills a research requirement under the interlocal "Puget Pass" agreement. The purpose of the survey is to determine each agency's average fare per boarding for revenue reconciliation purposes. The survey also determines intersystem transfer rates and, for Sound Transit, will gather passenger trip origin and destination information.

Survey data collection began July 1, 2003, and is scheduled to conclude June 30, 2004. The request for additional survey work comes from two sources for two reasons:

1. King County Metro is asking that the survey include additional sampling of 60 "single trip clusters" to provide for its internal planning and financial modeling needs. Therefore, King County Metro will pay for this additional work.
2. The results of the survey will be used to inform regional fare policy changes to take place under Smart Card. At this point, the intersystem transfer rates that do not involve Sound Transit are unknown. In addition to value for the local agencies, there is regional value in knowing the number of local-to-local transfers. Community Transit, Pierce Transit, and King County Metro have agreed to fund the costs of this additional work.

CONSEQUENCES OF DELAY

Data collection for the survey is scheduled to be complete by June 30, 2004. In order to provide for a random sample, it is necessary to have several weeks to perform the data collection. Data collected from the survey is critical to informing negotiations of the current Regional Fare Program and Reconciliation Agreement, which expires December 31, 2004.

LEGAL REVIEW

DB 2/19/04

SOUND TRANSIT

MOTION NO. M2004-16

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the Chief Executive Officer to execute a contract amendment with NuStats, Inc. to provide additional survey services for the Puget Sound Fares Survey in the amount of \$39,626 for a new total authorized contract amount not to exceed \$525,613. The amendment amount will be reimbursed by Sound Transit's partner agencies.

Background:

In September 1999, Sound Transit and its partner agencies (Community Transit, Everett Transit, King County Metro Transit, and Pierce Transit) launched a regional fare program. The key element of that program was a regional pass, known as Puget Pass. Puget Pass replaced almost all transit passes in the region and provides pass holders with universal access to the services of Sound Transit and its partner agencies. In addition to the Puget Pass, each partner agency accepts cash transfers issued by the other partner agencies for the base fare value on the accepting agency.

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Motion:


It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the Chief Executive Officer is authorized to execute a contract amendment with NuStats, Inc. to provide additional survey services for the Puget Sound Fares Survey in the amount of \$39,626 for a new total authorized contract amount not to exceed \$525,613. The amendment amount will be reimbursed by Sound Transit's partner agencies.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on March 4, 2004.



Kevin Phelps
Finance Committee Chair

ATTEST:



Marcia Walker
Board Administrator