



Regional Transit Survey Services - Call for Proposals

Proposals due Monday, June 24, 2024 by 4:00 p.m. EST to info@rtamichigan.org

Purpose:

To supply services – including drafting and distributing surveys as well as analyzing and reporting summarized responses – for a regional survey to be conducted on behalf of the Regional Transit Authority of Southeast Michigan (RTA) in support of a comprehensive update to its Coordinated Human Services Transportation Plan (CHSTP).

About Us:

The RTA believes the people and communities of Southeast Michigan deserve a more equitable, reliable, and effective public transit system. An accessible transit system is critical public infrastructure that is necessary to foster a livable, climate-resilient, and thriving region. A champion for everyone, the RTA envisions Southeast Michigan as a welcoming place where all people can enjoy access to opportunity, recreation, and community through connected transit.

Mission

Our mission is to manage and secure transportation resources that significantly enhance mobility options, to improve quality of life for the residents and to increase economic viability for the region.

Vision

RTA envisions a region with sufficient and stable funding to support improved public transit options that will advance equity by increasing accessibility; satisfy the integrated mobility needs of Southeast Michigan communities; and promote livable, healthy, and sustainable growth.

The RTA develops regional transit plans, coordinates a complex network of local service providers, accelerates pilot projects and programs, and distributes public transportation funds regionally. The RTA has a 10-member Board of Directors appointed by the Governor of Michigan, the Mayor of Detroit, the Washtenaw County Board of Commissioners Chair, and Executives of Macomb, Oakland, and Wayne Counties. Serving a unique role in the region, the RTA pools resources and generates ideas to solve decades-long public transit challenges in Southeast Michigan and tackles difficult shared problems that riders have identified as deficiencies in the regional network. By plugging these gaps, the RTA advances transit as a

more equitable, reliable, and inviting mode of transportation for all people in the region and paves the way for future shared mobility developments.

Overview:

As part of its Coordinated Human Services Transportation Plan (CHSTP) update scheduled to kick-off in summer 2024, the RTA is looking to conduct a regional survey to better gauge the needs and preferences of Southeast Michigan transit riders and community members as it relates to the coordination of growing public transit services in the region. The RTA survey services are anticipated to proceed for a period of one year with the option for an additional one-year extension.

The survey services effort aims to support increasing access to public transit in Southeast Michigan. The RTA envisions this project's scope as both regional and county-wide across Macomb, Oakland, Washtenaw, and Wayne including the City of Detroit, meaning that the results for the survey will offer insight into public opinion at both of these levels of government.

Scope of Work

This regional survey is intended to be designed and distributed primarily as a method for communicating with members of the public who are living, working, commuting, and recreating within the RTA's four-county region. Since this survey services process is being conducted in conjunction with the RTA's CHSTP update, it will need to be curated in a way that offers insight into the refreshed coordinated plan of using public transportation to increase access to human services. Project services will include creating, dispersing, and analyzing the survey regionally.

The proposed development of this survey is envisioned to include the tasks outlined below.

- **Task 1 – Existing Conditions Overview**
- **Task 2 – Survey Draft**
- **Task 3 – Final Survey**
- **Task 4 – Survey Dissemination and Management**
- **Task 5 – Results Analysis and Report**

Budget

Consultants are to provide a cost estimate table with pricing of proposed line items such as anticipated materials and hours for all task orders individually and completed together with an average hourly rate. The estimated total budget is up to \$100,000 for this project.

Proposal Evaluation Criteria

A pre-proposal conference call will be offered on Tuesday, June 11, 2024 at 1:00 p.m. EST. Please submit any questions to info@rtamichigan.org by Thursday, June 13, 2024 at 5:00 p.m. EST. Responses to questions submitted will be shared with contractors by Tuesday, June 18, 2024. Proposals are due to info@rtamichigan.org by Monday, June 24, 2024 at 4:00 p.m. EST.

Approach – Share a brief overview of how you would regularly address each Task 1-5.

Team - Highlight your team's roles and identify names of current individuals for contractors and subcontractors, with DBEs encouraged, who would be involved in each respective Task.

Schedule - Include an anticipated schedule as part of the proposal submission. While examples of proposed timeframes are outlined in the proposal, we ask for your unique timeline tailored to the specifics of the project. Your proposed schedule should encompass key milestones, deliverables, and deadlines, allowing for a clear understanding of the project's timeline and progression. Also, please ensure your proposed schedule aligns with the project objectives and specified timelines in the call for proposals.

Cost - Provide an estimated percentage of time involvement by role per Task and any other associated pricing for data collection and materials by item category and Task(s), along with a project total amount.

The following are the complete criteria, listed by their degree of importance, by which proposals from responsible Offerors will be evaluated and ranked. The RTA reserves the right to award to other than the lowest price proposal and to the proposal representing the best value to the RTA. Price will be evaluated using the formula: lowest proposal price divided by the proposal price being evaluated multiplied by the available points.

Item	Weight
Approach to proposed project services	30%
Experience working with public transit, planning consultants, and regional surveys	30%
Understanding of planning for the public transportation needs of seniors, people with disabilities, and multi-county communities, including CHSTP	20%
Engagement demonstrated in broad public outreach and data collection through meetings and interviews with key representative populations, including timeframe	10%
Cost Proposal	10%

The RTA intends to review proposals, interview proposers, and notify of award in July 2024.

Task Order Details

Task 1 – Existing Conditions Background

Estimated Schedule: 2 weeks

The purpose of evaluating the region's current public transportation services and conditions is to better understand strengths and weaknesses requiring improvement as preparation for drafting and disseminating surveys. The aim is for consultants to understand key areas with the greatest potential for enhancement. This is a necessary step in crafting the survey itself that supports the incorporation of key gaps and pressing issues facing transit riders.

Consultants are expected to review existing information and capture a detailed summary of their takeaways from this preliminary review phase. In this research, materials may include:

- Provider Information – Area served, ridership demographics, accessibility information, vehicle operator experience, community engagement, coordinated human services and related programs
- Service Types – Door-to-door, curb-to-curb, door-through-door, mobility assistive device accessibility, medical, errand, shopping, social, recreational, employment, private transportation, nonprofit/community shuttles, public transit

- Service Times – When the service is available each day of the week, including hours, holidays, and seasonal changes
- Previous Surveys – Surveyed areas, number of respondents, question types, survey mediums
- Peer Analysis – Work from peer agencies, service methods, prioritization values for urban, suburban, and rural customers
- Documents Familiarity – the [RTA On-Hand Coordinated Plan 2020](#), [Southeast Michigan regional transit master plans](#), and [SEMCOG Regional Transportation Plans \(RTP\)](#) as examples

Task 2 – Survey Draft

Estimated Schedule: 2 weeks

The consultant would draft a preliminary survey based on their findings and recommendations from Task 1. For instance, this draft could be several questions, plus a brief Title VI and equity questionnaire, capable of being completed relatively briefly.

Task 3 – Final Survey

Estimated Schedule: 2 weeks

Based on meetings with and recommendations from the RTA on the preliminary draft, the consultant is asked to finalize the survey and ready it for dissemination.

Task 4 – Survey Dissemination and Access

Estimated Schedule: 2 months

Upon the survey’s finalization, the consultant is expected to offer support in the equitable release and subsequent management of the survey and all responses once it is made public. Ideally, we would like to have around 2,000 responses received from regionally with a robust random sample and low percent error by county. The existing public transportation services and the population characteristics differ among the four counties and within each county. Consultants must identify whether the proposed sample is simple or stratified, with stratified preferred. The sample size and sampling method proposed should enable the RTA to obtain a nuanced view of the four-county region, inclusive representation, and important differences within the region. This survey is intended to run as early as practicable, preferably from September through October before the November 2024 general election, with Spring 2025 as a contingency survey dissemination period.

This task may include:

- Disseminating the survey across multiple mediums, including intercept surveys at major transit centers, with the additional option for focus group forums, during coordination at CHSTP community engagement events, telephone methodology supplemented by text-to-web, and/or through various survey software like cloud-based applications
- Collecting, reviewing, and interpreting results from multiple mediums and/or survey platform(s)
- Responding to pertinent comments from respondents on the survey itself and/or related to the survey platform(s)

- Creating multiple versions of the survey if required to meet accessibility requirements, including physical and/or alternative digital iterations
- Translating the English version of the survey into Spanish, Arabic, Chinese/Mandarin, Korean, and any other required or requested languages
 - Coordinating with translation vendor(s) on this task in multiple languages

Task 5 – Results Analysis and Report

Estimated Schedule: 2 months

Finally, upon the fulfillment of Task 4, the consultant is asked to draft a results analysis report, which may detail the following:

- Summary of responses:
 - Number of completed surveys
 - Most pressing issues identified
 - Compliments, complaints, and comments
 - Demographic data
 - Interpretations overview

This analysis documentation must also include a concise conclusion about each of the items in the preceding summary. Consultants, for example, should synthesize:

- How the RTA should interpret the summary as a whole
- How the responses to each question (or section of questions) may be viewed individually
- How responses correlate to race, gender, age, disability status, etc., and/or
- Suggestions on how future surveys and the RTA related initiatives could be conducted

The RTA intends to use this survey to improve public transit services regionally, with particular emphasis on increasing access to human services in order to benefit the lives of all residents and visitors of Southeast Michigan. The reported findings should aid in this process by more accurately distilling what the set of responses indicate about public preferences and needs. It should also give actionable recommendations allowing the RTA to respond accordingly.