

REQUEST FOR PROPOSALS

Puget Sound Transportation Panel: Wave 10 Survey & Diaries

Consultant Services Solicited by the Puget Sound Regional Council

Released: June 17, 2002

**Λ Proposal Submittal Deadline: 7
2:00 PM, Monday, July 8, 2002**

Submit Proposals to:

**Gail L. Boyd
Puget Sound Regional Council
1011 Western Avenue, Suite 500
Seattle, Washington 98104-1035
Phone: 206. 464.7890 , FAX: 206.587.4825**

REQUEST FOR PROPOSALS

Puget Sound Transportation Panel: Wave 10 Survey & Diaries

DUE: 2:00 PM - July 8, 2002

I. REQUEST

The Puget Sound Regional Council is requesting proposals from firms to conduct the Tenth Wave of a travel behavior survey of households in King, Kitsap, Pierce, and Snohomish counties. The survey effort will consist of two main components, a two-day travel diary, and a supplemental attitudes and values survey. In addition, each component will have elements designed to address the impacts of Intelligent Transportation Systems (ITS) information on travel behavior.

The project will be subject to the Regional Council's proposal review and consultant selection process. The available budget for the Puget Sound Transportation Panel: Wave 10 Survey & Diaries project is \$200,000.00. Submittals must be *received* by **2:00 PM, Monday, July 8, 2002.**

The Regional Council promotes equal employment opportunity in the evaluation of any proposal and in the award of any resultant contract. The Regional Council's program complies with applicable federal, state and local laws, regulations and procedures.

Respondents to this RFP should prepare technical descriptions of the research and development activities proposed for the tasks outlined in this document. Proposals should include, at a minimum, a brief technical discussion of the issues described in Part III of this RFP; the schedule and resources to be devoted to each task (including the number of hours to be spent by each major contributor); and the work products to be prepared under each task. Included within the responses should be demonstrated ability to work with SPSS, Microsoft Access, or other database software packages. The schedule for delivering forecasts and reports supporting the proposed scope of work should reflect the completion dates presented in Part IV.

II. BACKGROUND AND DESCRIPTION

Puget Sound Transportation Panel

The Puget Sound Transportation Panel (PSTP) was initiated in the Fall of 1989. A total of 1,712 households successfully completed a phone survey and mail-out/mail-back two-day trip diaries for all members age 15 and above. Since this original effort, an additional eight waves have been conducted, with selected details provided below:

Wave 2 (Fall of 1990): Households were re-surveyed for the second wave and asked to complete an attitude survey addressing factors that influence travel behavior. Subsequently, in the fall of 1991, households previously participating in the survey were asked to complete a questionnaire concerning choice of mode by trip purpose.

Wave 3 (Fall of 1992): Approximately 70 percent of households from the original Fall 1989 sample participated in the Fall 1992 survey.

Wave 4 (Fall of 1993): Fifty-five percent of the original households (937) and 404 households from Waves 2 and 3 remained in this wave. With the addition of 565 replacement and in-migrant households the total sample size for Wave 4 was 1,906 households.

Wave 5 (Fall of 1994): Total sample size was 1,769, including 808 of the original Wave 1 households.

Wave 6 (Summer of 1996): A third (543) of the original 1989 households participated in this wave. Of the 1,753 households surveyed, 542 were households added in Waves 2-5. An additional 668 replacement households completed diaries in 1996.

Wave 7 (Fall of 1997): The sample size was increased to 2,000 households to meet the needs of the ITS-related research.

Wave 8 (Spring of 1999): The sample size reverted back to the PSTP average of 1,750 households. Data from this wave provided key support for the update of the region's Metropolitan Transportation Plan.

Wave 9: (Fall of 2000): During the last wave of the PSTP conducted, one-fifth (315) of the original group of households remained in the Panel Study.

Wave 10 of the PSTP is a proposed continuation of two-day travel diary surveys last conducted in the Autumn of 2000 (Wave 9).

Together, the Wave 1 to Wave 9 compilation of data represents the longest-running continuous travel survey database currently in the United States. The data have been provided to a number of other studies, both within and outside the region. Currently underway, under separate contract to the Regional Council, is an analysis of the first nine waves of PSTP results, to establish a consistent basis for further applications of the database.

In addition to the travel survey component, the PSTP has also included an Attitude and Values questionnaire, administered at first only to Panel members who were employed outside the home, then later to all household members participating in the Panel. These questionnaires were, with two exceptions, administered concurrently with the travel diary, addressing factors that influence travel behavior. To date, seven Attitude and Value surveys have been done, most recently as part of the Wave 9 effort.

Supplemental Surveys

Wave 10 of the PSTP will also revisit questions about people's awareness and use of traffic information that were first asked in 1997 (Wave 7). In that year, the United States Department of Transportation (USDOT) Intelligent Transportation Systems (ITS) program participated in funding a baseline survey of households taking part in the Panel of approximately 4,000 Seattle-area travelers. The survey included the travel diary and a questionnaire covering traveler behavior in the presence of traffic information, ownership and use of telecommunications and computer services, and attitudes and values related to time, traffic, transit, technology, and travel in greater Seattle.

The ninth wave of the panel study was funded in 2000 with three objectives:

- (1) Provide follow-up data to measure the impact of the Smart Trek program on travelers in Greater Seattle;
- (2) Create trip-specific ITS travel behavior information;
- (3) Develop a better understanding of the relationships among information acquisition, travel behavior, attitudes and values, and trip characteristics.

The results were successfully mined for data to describe the influence of Advanced Traveler Information Systems (ATIS) on traveler behavior, define market segments for ATIS, and describe general commute, motivation, and information seeking behavior among residents of the Puget Sound region.

The goals for Wave 10 continue those of the previous wave with continued emphasis on the development of better measures of the impact of ATIS on traveler behavior, including the value and benefits of ATIS to the traveling public, the influence of ATIS on traveler behavior (at the specific trip level), and reasons why ITS-aware non-users do not consult information. Survey questions will be revised based on internal experience acquired from fielding the survey, and in response to requests from USDOT for new information.

The combination of data from these three waves of the panel survey and diary will provide a regional before-and-after measure of the impact of broad scale Intelligent Transportation Systems deployment on the traveling public. The data will also further refine advanced traveler information services consumer market segments identified using 1997 and 2000 data.

Additional Materials

For additional background information, copies of relevant reports from previous Regional Council panel survey efforts listed below can be requested from the Regional Council Information Center at 206.464.7532 or infoctr@psrc.org.

- *Developing a Household Travel Panel*
- *Wave 1-9 Analysis Scope of Work*

- *Wave 7 Summary Report*
- *Wave 8 Summary Report*
- *Wave 9 Summary Report*

In addition, the following reference materials have been attached to this RFP for use in preparing responses:

- Attachment A: Travel Diary Form
- Attachment B: Travel Diary Instructions
- Attachment C: Supplement to Travel Diary
- Attachment D: Replacement Screener
- Attachment E: Attitudes & Values Survey
- Attachment F: Technical Memorandum on Wave 9 Traveler Information Supplement
- Attachment G: Methods Background and Description.

Questions regarding the proposed scope of work may be directed to Neil Kilgren, Associate Planner at 206.464.7964 or nkilgren@psrc.org.

III. PROPOSED SCOPE OF WORK

A. INTRODUCTION

The consultant team chosen for this project will work as an extension to the Regional Council staff.

This contract will require data collection for travel diaries in the fall of 2002. Additionally, an attitude and values survey, focusing on the impact and value of ITS investments to this region, will be conducted concurrently with travel diaries. All data collection is to be completed by mid-November, 2002, with the final product(s) due February 2003. A minimum of 1,730 households, stratified by county, must be sampled.

B. PURPOSE

The successful conclusion of this contract will include completing all of the following work efforts within the scheduled time frame:

- Contact all households that participated in Wave 9 and resurvey their trip-making with a 2-day trip diary. Identify household and personal changes that have occurred in the last year.
- Identify and retain information on newly formed households (e.g., adult children who have moved to their own residences) from the Wave 9 sample.
- Add households to replace those from Wave 9 that have left the region or that choose not to continue in Wave 10. Minimize the number of replacement

households needed. Replacement households should include an appropriate number of in-migrant households to replace households from Wave 9 that have left the region and should also be of the same type as those they replace.

- d. Develop an add-on survey to accompany the travel diary that can measure the impact of traveler information on the trip-making behavior reflected in the travel diary.
- e. Administer an attitude and values survey that has been developed to support the USDOT ITS research effort.

The survey methods outlined below and in **Attachment G, Methods Background and Description** have remained essentially unchanged since the inception of the PSTP in 1989. *The proposal should include a discussion on:*

1. *Why the traditional recruitment, data collection, and incentive methods remain the best approach to meeting the goals of this project; or*
2. *Why the alternative methodology laid out in the proposal would provide a more effective way of identifying and recruiting the appropriate replacement households; increase the response rate from both continuing and replacement households; and/or reduce the burden on the respondents.*

This discussion should address each of the bulleted points in the ***Issues*** section of **Attachment G: Methods Background and Description**. The work scope is broken into work tasks, as listed in the next section.

C. TASK DETAILS

1. **Task 1. Survey Design**

The supplemental survey used in Wave 9 was an untested attempt to capture the use and affect of traveler information in the context of the travel survey (See **Attachment F: Technical Memorandum on Wave 9 Traveler Information Supplement**). The proposal should address how the Wave 10 supplemental survey can be designed and pre-tested in light of the lessons learned from implementing the Wave 9 survey and the results derived from it.

The goal of the supplemental survey is to capture whether the respondent used traveler information for a particular trip recorded on the travel diary, what kind of information was used, and how that information affected the trip. The survey should also be able to record how traveler information may have caused a trip to be cancelled or delayed, and if a different route or alternate mode of travel was used.

A preliminary supplemental survey will be developed by a Technical Advisory Committee (TAC) working with the contractor and then pre-tested in a pilot

study, using focus groups to provide insight into how respondents are using the survey and assess the effectiveness of the survey in capturing the desired information.

The contractor will also assist Regional Council staff and the TAC in developing an Attitudes and Values questionnaire. The questions will be developed by the TAC, based on the content of and results from the previous three waves. This assistance will consist mainly of formatting and wording of questions in accordance with the practices of good survey design.

Subtasks:

- a. Develop a pilot ATIS survey as an adjunct to the travel diary.
- b. Conduct a pilot study to test the survey design, including the use of focus groups.
- c. Prepare the final survey design.
- d. Assist the TAC in preparing an Attitudes and Values questionnaire.

2. Task 2. Field Survey Preparation

In this task, the contractor will be responsible for working with the Regional Council and selected TAC staff to prepare the survey methodologies to be used, including how replacement households are to be selected, recommended financial incentives to increase the response rate, and other methodological issues important to reaching the project's goals. Proposals in response to this RFP should refer to **Attachment G, Methods, Background and Description** for more detail in preparing their response to this task.

The contractor should also be aware of the contract work currently being performed: *Analysis Of The Puget Sound Transportation Panel Survey Database: Waves 1-9*. This project includes the assembling, cleaning and standardization of all PSTP databases, and the development of a plan for future applications of the database. It will provide suggestions for additional data cleaning and standardization that would create a more robust database.

The contractor should recommend an approach to identifying households who have moved into the Puget Sound region within the past year. The contractor will work with Regional Council staff to establish the number of in-migrant households that should be added to the sample. The in-migrant sample should be distributed across the four counties.

The contractor, in consultation with Regional Council staff, will conduct the replacement sampling. Preliminary criteria for matching households in the

three household types identified above include the following household characteristics:

- § County of residence
- § Household transportation type (i.e. SOV/Transit/Carpool)
- § Telephone prefix (3-digit)
- § Life-cycle stage

Each replacement household will be asked to respond to a phone survey similar to that used in the previous nine waves and each household member age 15 and over will be asked to complete a 2-day trip diary. (**See Attachment D: Replacement Screener**).

Subtasks:

- a. Work with Regional Council staff to finalize approach to contact of *Continuing Households*.
- b. Work with Regional Council staff to finalize approach and timing for Obtaining *Replacement Households*.
- c. Work with Regional Council staff to finalize approach and timing for obtaining *In-migrant Households*.
- d. Work with Regional Council staff to design, test and finalize supplemental survey to the travel diary.
- e. Work with Regional Council staff to finalize questionnaire on personal and household demographics for the *Continuing Households*.
- f. Ensure that the database organization and structure is in accordance with the recommendations arising from the *Analysis Of The Puget Sound Transportation Panel Survey Database: Waves 1-9* contract work.
- g. Coordinate the printing of all survey forms as directed by Regional Council staff.

3. Task 3. Conduct Field Surveys

Once all survey materials have been finalized, fieldwork begins by contacting the households who completed Wave 9. New household recruitment should begin concurrently to replace Wave 9 households who move away, decline to participate, or who cannot be located, consistent with the methodologies developed in Task 2. Throughout the distribution and collection of the travel

diaries, the contractor should monitor the quality of collected information. This should include:

- a. Design and print all survey and diary data collection materials.
- b. Mail diary materials to participants.
- c. Deliver incentives to participants.
- d. Contact participants during the data collection period to encourage and clarify.
- e. Collect data, code and clean data as necessary through recalls.

The contractor will maintain and deliver a computer file with name, address, telephone and household ID number for all participating households, as well as the sample source (continuing or replacement household, method of recruitment of the replacement households). The contractor should also maintain and deliver a computer file with name, address, telephone and ID number of non-continuing households from Wave 9 and current household and personal data as available.

Subtasks:

- a. Implement telephone contact and questionnaire
- b. Distribute and collect travel diaries, and monitor quality of collected information.
- c. Collate and mail-out attitude and values surveys to all participating household members 16 and over.

4.. Task 4. Data Assembly and Cleanup

Experience has shown that diary forms with "open" boxes to be filled in by the respondent are easier for respondents than electing from a printed set of trip purposes and travel modes. (See **Attachment A: Travel Diary Form**) The contractor will need to recode these responses, for example to code "get groceries" as "shopping". Address locations, as written by the respondent, will be provided to the Regional Council. *The contractor will **not** be requested to code the addresses to any geographic scheme, but **will** be expected to clean up and standardize addresses as much as possible. The Regional Council will provide the contractor with a list of common destinations (schools, ferry terminals, shopping centers, etc..) that include both name and address.*

The contractor will review the trip diaries for completeness and accuracy using logical checks. If errors or omissions are found, the respondent will be called to correct the deficiencies. The final database file submitted to the Regional

Council will need to include the following:

- a. Full address information for trip origins and destinations.
- b. Coded open-ended variables according to a mutually agreed upon coding scheme.
- c. Clean ASCII or SPSS data files, CD-ROM, with record layout included.

The contractor will ensure that the final database conforms to the standards established by the *Analysis Of The Puget Sound Transportation Panel Survey Database: Waves 1-9* contract work.

5. Task 5. Final Report

During the project, the contractor will be required to provide a short (one page) monthly progress report within 5 business days following the end of the month listing the number of surveys mailed, returned, checked, and entered into the computer. Any problems encountered should be summarized, *although significant issues encountered during the survey process should always be relayed immediately to Regional Council staff for consultation and resolution.*

The contractor will be required to submit an interim report in December 2002, consistent with the deadline listed in Section IV, Project Schedule. Completion rates for the Continuing Households by the three samples (SOV/Transit/Car pool) will be reported. The report will include a listing by zip code of total households, total surveys mailed out, total phone completions, and total diary and attitudinal surveys completions as of November 2002. The report will include a discussion of the number of households who have moved within the region, out of the region, and those who cannot be found.

A final report documenting survey methodology and survey results will be prepared and submitted in February, 2003, again consistent with deadlines in Section IV. The report will include survey methods, sample selection and completion rates by status from Wave 9, and by travel mode sample (SOV/Transit/Car pool); and will discuss attrition rates for Wave 10. The contractor should also plan to make one presentation of the final results to the Regional Technical Forum, a monthly meeting hosted by the Puget Sound Regional Council technical staff.

Subtasks:

- a. Prepare monthly progress reports
- b. Prepare interim report
- c. Prepare final report

D. REGIONAL COUNCIL ROLE

1. Manage the project.
2. Review draft materials
3. Mail a letter to each household from Wave 9, notifying it of our plans to conduct another survey. The response to this mail-out will allow us to update names and addresses, and provide the contractor with a core group of households willing to participate in Wave 10. The letter will encourage the household to participate again and further describe the nature of the research effort.
4. Provide consultant with updated address and other information about the current panel, including the following:
 - Name, address, phone, household ID list on computer readable file.
 - Household structure: who is in the household on computer-readable file.
 - Name, age, sex, employment status, and work zip code of all persons on Wave 9 on computer-readable file.
5. Provide consultant with initial drafts of the following key survey components:
 - § TRAVEL DIARY forms
 - § INSTRUCTION SHEETS for diary completion.
 - § Initial Contact Survey
 - §

The contractor may modify all draft versions only after consultation with Regional Council staff.

6. Assist in developing strategies for recruiting replacement households

IV. PROJECT SCHEDULE

This project will begin in July 2002, and is to be completed by February 2003. The last day for obtaining acceptable diaries is mid-November, 2002. Field work for follow-up may extend past mid-November, 2002, but should be completed by December 30, 2002.

The following outlines the project schedule. The schedule may be refined after the consultant selection process has been completed.

A. Consultant Selection Schedule:

Deadline for receipt of proposals	July 8, 2002
Interviews	July 10 - July 15, 2002
Consultant selected & notified	July 15, 2002
Develop scope refinement and schedule	July 16 – July 19, 2002
Sign contract with Regional Council.....	July 22, 2002

B. Task Schedule and Deliverables:

Develop and test supplemental survey	July 24-August 23, 2002
Deliver any data needed by consultant.....	August 23, 2002
Finalize survey design and recruitment methodology.....	August 30, 2002
Household recruitment and field work begins	Week of September 9, 2002
Last day for diaries	November 15, 2002
Deliver interim report.....	December 20, 2002
End phone follow up to get diaries returned	December 30, 2002
Deliver data files	January 31, 2003
Deliver final report	February 14, 2003

V. BUDGET AVAILABLE

The budget for this project is not to exceed \$200,000.00. Approximately \$12,000.00 of the budget should be reserved by the consultant for payment of respondent incentives. The remaining \$188,000.00 will be available to cover consulting expenses required to respond to the scope of work summarized in Part C, Tasks Details. Consultant firms are advised that upon subsequent review, evaluation and discussion of proposals and approaches to the project, the Regional Council may make budget adjustments to optimize achievement of project objectives and opportunities within currently available resources.

VI. PUGET SOUND REGIONAL COUNCIL's RIGHTS

This RFP and/or the selection process does not obligate the Regional Council to enter into any contracts. The Regional Council reserves the following rights, in addition to those accorded by policy and law:

- The right to negotiate all proposal elements;
- The right to reject any and all proposals, to waive irregularities, and to re-solicit proposals;
- The right to change the scope of work depending on funding available;
- The right to approve any and all subcontractors selected after an award;
- The right to renegotiate the agreement for such additional service as may be necessary; and
- The right to make an award to other than the lowest bidder.

VII. EQUAL EMPLOYMENT OPPORTUNITY (EEO) REQUIREMENT

The Contractor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, age, sexual orientation, disability or national origin. The Contractor shall take affirmative action to ensure that the hiring of applicants and treatment of employees during employment is conducted without regard to their race, color, religion, sex, age, sexual orientation, disability or national origin. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment, advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Contractor further agrees to insert the foregoing provision in all subcontracts.

VIII. CONTENT AND FORMAT OF PROPOSAL

A. Contents of Proposal

The consultants' proposal format should emphasize clarity and brevity in describing the understanding of the project, approach to each task, schedule, budget and personnel experience. The proposals should be prepared on white bond paper (standard 8.5 " by 11") in 12-point type.

Six (6) copies and one original copy (in copy ready format) of the consultants' proposals should be submitted to the Regional Council by or before **2:00 PM, Monday, July 8, 2002**. Proposals will not be reviewed and will be considered non-responsive if they arrive past the noted deadline or exceed a total of 25 pages in length for all required proposal information. The 25-page limit shall include a transmittal letter included within the proposal, signed by the individual(s) from the consultant(s)/team(s) able to commit the resources of the consultant and shall identify the key person and phone number to contact regarding such proposal. This 25-page limit does not include the front and back covers of a proposal, if such are provided.

Each proposal must include the following information:

1. Outline and description of work required to complete the scope of work presented in Part III and Part IV.
2. Participation of principal, investigators, key support and technical staff, including estimates of time, number of hours and a cost breakdown by work task for each key participant in the project. Total cost shall not exceed \$200,000.00.
3. A schedule of deliverables, interim products, and reports.
4. Description of relevant experience and qualifications for each senior person involved in the project.
5. List of persons, with telephone numbers, who can be contacted for reference on relevant experience.
6. Document of equal employment opportunity commitment for the prime and each subcontractor, if any.
7. The proposer information form attached to this Request for Proposals.

B. Designation of Personnel

The proposal should identify and describe the qualifications of the individuals who would work on the project. It should estimate the time availability of each individual over the period of the project. It should list references for verification of recent experience of each individual.

C. DBE/WBE Requirements and Participation

Disadvantaged Business Enterprises (DBE) or Women-owned Business Enterprises (WBE) should indicate their ownership status in the qualification statements.

Non DBE/WBE consultants will be expected to provide assurance as to their commitment to equal employment opportunities for minorities and women, as well as to the utilization of qualified DBE/WBEs, if a subcontract is required.

A DBE is any firm certified as such at the date and time of Bid by the Washington State Office of Minority and Women's Business Enterprise (OMWBE) or by the Federal Small Business Administration under Section (8a) of the Federal Small Business Act, as amended.

The Puget Sound Regional Council promotes and encourages Minority, Women and Disadvantaged Business Enterprise (M/W/DBE) participation on its contracts and is interested in submittals that reasonably involve such participation as prime consultants, joint venture partners, or subconsultants. The Puget Sound Regional Council has not established a DBE participation goal for this contract opportunity.

IX. CONSULTANT SELECTION

A. Selection Criteria

The primary selection criterion will be the ability of the firm to understand the issues and accomplish the tasks described in Section II (Background) and Section III (Proposed Scope of Work). In particular, applicants must demonstrate a proven history in administering large household surveys.

Other selection criteria will include:

1. Experience and qualifications of principal investigators;
2. Recommendations of references;
3. Ability to work within deadlines and to develop mutually agreed dates for deliverables;
4. The criteria may also include involvement of Disadvantaged Business Enterprise and satisfaction of EOO goals. Award of a contract with the Regional Council will be contingent upon compliance with 49 CFR 26.53.

B. Selection Process

The consultant selection process will be conducted as follows:

1. The closing date and hour for receipt of the proposal is **2:00 PM, Monday, July 8, 2002**. Proposals received after this date and time will not be considered. In the event that sufficient proposals are not received, the date may, at the Regional Council's sole discretion, be extended until an adequate number of proposals are received.
2. The proposal review and selection process will require personal interviews with one or more proposing firms. These interviews will be during the week of July 8, 2002.
3. Selection of the consultant shall be based on the Regional Council's evaluation of the best proposal and best qualified respondent using the criteria and information outlined in Sections IX and X.A. above. Such determination shall be made at the sole discretion of the Regional Council.
4. Contract negotiations will be initiated immediately upon selection of the consultant. If the Regional Council is not able to negotiate a satisfactory contract, scope of services, billing rates, or overhead costs consistent with Federal and State requirements, negotiations will be terminated and the consultant will be notified by mail. In this event, the proposals of the remaining pool of respondents will be evaluated and negotiations will be initiated with the one of the remaining respondents selected in accordance with Section IX and X. A. above, as most qualified to complete the work.
5. This selection process does not obligate the Regional Council to enter into a contract with any of the responding firms.

X. SUBMITTAL

Six (6) copies and one original in copy ready format of the Proposals must be **received** by the closing date and time described in Part IV, project schedule. Proposals may be delivered or mailed to the Regional Council offices at the following address:

Gail L. Boyd, Administrative Assistant
j Puget Sound Regional Council
1011 Western Avenue, Suite 500
Seattle, WA 98104-1035

Questions may be directed to Neil Kilgren, (206) 464-7964, nkilgren@psrc.org, Project Manager.

PROPOSER INFORMATION

Firm Name _____

Address _____

Telephone _____ FAX _____ E-mail _____

Firm's Status as DBE: _____

Years in Business: _____

Names, addresses, telephone numbers and e-mail addresses of all DBE firms participating in contract:

Name	Address	Telephone/Fax	E-mail Address

Description of work each DBE will perform: _____

The dollar amount of the participation of each DBE firm participating: \$ _____