



MEMORANDUM

To: CMAP Board

From: Alicia Gage
Manager, Finance and Administration

Date: June 14, 2023

Re: Contract for a three-year agreement, with two, two-year renewal options, with Resource Systems Group (RSG) for RFP 286 Household Travel Survey in the amount of \$2,999,329.74.

CMAP periodically conducts household travel surveys to collect travel behavior data to create a comprehensive snapshot of the travel choices made by residents. These types of surveys are the only way Metropolitan Planning Organizations (MPOs) can measure and understand changing travel patterns and the factors that influence travel decisions. CMAP's last household travel survey (My Daily Travel) was conducted in 2018-19 and resulted in more than 12,000 completed household surveys. Results from the survey were used to estimate and calibrate new versions of the travel demand models and to describe the travel patterns of the region's residents.

The COVID-19 pandemic brought about many changes in people's behavior in a short amount of time. As residents of the Chicago region adjust to post-pandemic life, CMAP is interested in conducting a new household travel survey to better understand how permanent or transitory behaviors observed during the pandemic are proving to be. Rather than conducting a single, once-per-decade household travel survey, CMAP intends to implement the new survey as a set of three surveys conducted on two-year cycles over a period of six years. More MPOs around the country are embracing this methodology as a better way to collect survey data than conducting a large-scale survey every decade. The purpose of this RFP is to conduct a new household travel survey for the region in three consecutive phases: an initial phase with two two-year options for renewal to conduct phases two and three. Data from the survey will be used to update travel demand models and describe how travel behavior in the region is changing in response to a post-COVID environment.

Review Process

A Request for Proposals (RFP) was sent to potential contractors and posted to the CMAP website on July 14, 2023. Staff held a non-mandatory on-line pre-bid information session for consultants on July 20. Questions posed during the on-line session and CMAP's responses were documented and posted on the CMAP website following the pre-bid session. On August 4, CMAP received a single proposal from RSG, one of the consulting firms nationally recognized in the area of conducting regional household travel surveys.

A selection team of six CMAP staff members reviewed and evaluated the proposal. An interview was held with the consultant team on August 24. Prior to the interview, the consultants received a list of questions that the selection committee asked them to address during their interview.

Following the interview, the selection team members each independently scored the proposal (considering the submittal itself and information obtained during the interview) based on the following five criteria listed in the RFP:

1. The understanding of the objectives of the project including responses to the most critical aspects of project success and demonstrated grasp of the work required for this project.
2. The responsiveness of the proposal to the scope of work, as demonstrated through a clearly defined methodology, process and timeline, with specific attention to the proposed strategies to increase responses among historically underrepresented groups.
3. The demonstrated experience, of both firm and personnel assigned to this project, in providing the professional services identified in the scope of work.
4. The quality and relevance of examples of similar work
5. Cost to CMAP, including consideration of all project costs and per-hour costs.

The individual scores of the selection team members were combined to develop a final composite score for the proposal, shown in the following table.

Criteria		Maximum Score	RSG
Understanding of project objectives and responses to critical aspects for project success		20	18.3
Responsiveness to the scope of work reflected in the methodology, process and timeline		25	22.1
Demonstrated experience of the firm and personnel assigned to the project		20	19.0
Quality and relevance of examples of similar work		15	14.0
Cost, including consideration of all project costs and per-hour costs		20	15.7
Disadvantaged Business Enterprise bonus point		1	0
Total		101	89.1
Phase 1 survey cost		\$1,063,692.10	
Total cost including two optional survey phases		\$2,999,329.74	

Recommendation for contractor selection

The selection team recommends **Resource Systems Group (RSG)** as the contractor for the household travel survey. RSG is a national leader in the development and application of household travel surveys conducted for MPOs. Additionally, the firm has experience in conducting recurrent survey programs, like the one CMAP intends to implement, for other large MPOs including those in Seattle, San Diego, and the Twin Cities. The firm also has a solid track record of delivering more completed travel surveys than agencies were initially targeting. The selection team felt RSG submitted a very strong proposal and was responsive to the critical aspects of the project discussed in the Request for Proposals.

It is recommended that the Board approve a contract with RSG to perform the household travel survey work in the amount of \$1,063,692.10 for phase 1 of the survey and an amount not to exceed \$2,999,329.74 for the completion of all three phases of the survey.

ACTION REQUESTED: Approval