

Request for Proposal (RFP)
for Polling Services for Transportation Funding
Dated July 30, 2014

QUESTION & ANSWER DOCUMENT

Q1: Can you please confirm that the 9 counties specified on page 1 of the Request for Proposal (RFP), to be included in the survey are: Alameda, Santa Clara, San Francisco, San Mateo, Contra Costa, Marin, Napa, Solano, and Sonoma?

A1: Yes, the counties listed above represent the 9 county San Francisco Bay Area referenced in the Project Description on page 1 of the RFP.

Q2: Is it anticipated that a single survey will be used to test the two potential revenue measures? How do the measures differ? Is the purpose to test which combination of revenue options represents the best solution?

A2: Yes, it is anticipated that a single survey will be used to test the two potential revenue measures. It is not yet known how those measures will differ. As stated on page 1 of the RFP, “The two revenue options to be tested will be determined at a later date, prior to the start of the work under this Request for Proposals.” Finally, the purpose is not to test which combination of revenue options represents the best solution as multiple combinations of revenue options will not be tested.

Q3: I didn’t see anything regarding Disadvantaged Business Enterprise (DBE) participation. Are there any goals or requirements for this project?

A3: This project is not federally funded; therefore, there are no DBE goals or requirements for this contract.

Q4: Has MTC done polling for transportation funding in the past? Who has done this research? Are there examples of the work available for review?

A4: Yes, MTC has done polling for transportation funding on a number of occasions in the past. The most recent polling was done in 2012 and was conducted for MTC by EMC Research, Inc. of Oakland, CA. The results of this polling were presented to MTC’s Transit Sustainability Project Select Committee on April 11, 2012. The agenda and materials for that meeting are available on the MTC website at: <http://apps.mtc.ca.gov/events/agendaView.akt?p=1852>. See Agenda item #3, “Regional Gas Tax Polling Results Update.”

Q5: I did not see a mention of requirements / expectations for foreign language interviews. Can you confirm whether the surveys should be conducted in English only, English and Spanish, and whether other languages should be considered?

A5: MTC seeks to obtain statistically valid public reaction data to the potential revenue measures that will later be decided upon. Based on the demographics of the Bay Area, MTC anticipates that foreign language interviews may be advisable for some populations, and this is among the topics listed in *Appendix A, Preliminary Scope of Work*, of the RFP. MTC expects firms submitting proposals in response to the RFP will include their approach to this topic and other topics they deem relevant in the “Work Plan” portion of their proposal (see RFP, Section VII, Form of Proposal, Subarticle E) of their proposal.