

Clean Air Council
Request for Proposals
RFP Issued: July 1, 2008
Proposal Deadline: July 22, 2008

I. Statement of Purpose

Clean Air Council is seeking to partner with a professional firm to conduct a quantitative survey of riders and non-riders of public transportation to determine what are the most significant barriers to increasing usage of public transportation. The survey will become the basis for a set of recommendations to be evaluated by the Southeastern Pennsylvania Transportation Authority (SEPTA) and an advisory committee to improve both public perception of the agency and the quality and usage of its public transportation system. The partnering firm will provide the necessary expertise in the field of analytical surveying and will follow a professional survey protocol that complies with standard statistical criteria and SEPTA's own internal criteria.

II. Background and Project Overview

Clean Air Council is a non-profit, non-governmental, environmental organization whose mission is to "protect everyone's right to breathe clean air." The Council was formed in 1967 and is a statewide organization with offices in Philadelphia and Harrisburg, PA.

One of the Council's six major program areas is Sustainable Transportation. The Council's Sustainable Transportation Program promotes, among other things, public transportation as a means to reducing automobile congestion and improving air quality and public health. The Council works closely with SEPTA to promote transit as a viable option to the single occupancy vehicle and has worked with SEPTA in the past to conduct focus groups on transit issues as well as implement several marketing campaigns.

In 2007, Clean Air Council received a grant from the William Penn Foundation to conduct a survey of both riders and non-riders of SEPTA's transit services, which will explore the barriers to increased transit use in the five-county Greater Philadelphia Region. This survey is part of a broader project through which survey results will inform the development of a series of recommendations for SEPTA, aimed at increasing ridership, enhancing public input processes, and improving SEPTA's image and accessibility. The survey will seek to expand and quantify the initial qualitative findings of a series of focus group sessions, previously sponsored by the Council and conducted by Rutgers University's Eagleton Institute for Public Interest Polling. The focus groups were supported by a grant from the Alfred P. Sloan Foundation. The Council has formed a steering committee that includes representatives from the William Penn Foundation, SEPTA, the Delaware Valley Regional Planning Commission, and others to oversee the survey project.

The Council is seeking the services of a consultant through this RFP to conduct the survey.

III. Survey Project Details

The Council and SEPTA envision the survey to help provide insight in the following areas:

- Identify barriers to getting more non-riders to use transit.
- Identify ways to make current riders happier, thus retaining their ridership and inspiring more positive comments about SEPTA's service.
- Identify the thought process of individuals (riders and non-riders) who are neither transit-dependent nor are resolved against ever using transit. These individuals may be swayed to switch from being a non-rider to a rider or to use transit more frequently.
- Identify the factors that result in transit riders giving up on transit and switching to car use.
- Determine how people value/devalue SEPTA.
- Determine how people form their opinions about SEPTA.

The results of the survey will be used:

- As the basis for a series of recommendations aimed at increasing SEPTA's ridership, enhancing public input processes, and improving SEPTA's image and accessibility.
- To provide direction for future SEPTA marketing efforts.
- To provide direction for SEPTA's communication strategies with riders.
- To identify the issues relating to SEPTA's service that are most important to riders and non-riders.
- To define citizen-based benchmarks for various attributes of SEPTA's services, thus assisting SEPTA in better determining whether or not they are providing adequate service for their customers.

The survey will target the following number of respondents from three different categories, as determined by SEPTA based on its experience in coordinating prior survey projects:

1. Non-Riders- 400 sample size
2. Train Riders (Regional Rail)- 400 sample size
3. Transit Riders (Bus, Subway/Elevated Rail, Trolley)- 600 sample size
 - a. Bus- 200 sample size
 - b. Subway/El- 200 sample size
 - c. Trolley- 200 sample size

SEPTA indicates that by using these sample sizes, a 95% accuracy should be obtained (+/- 4-5%).

An initial draft of survey questions has been developed based on information gathered from prior transit focus groups and SEPTA's own Customer Satisfaction Survey.

IV. Expectations and Deliverables

The Consultant is expected to:

1. Assist in developing a survey that will expand and quantify the initial qualitative findings of the aforementioned series of focus group sessions.
2. Conduct the survey in the designated timeframe.
3. Follow a professional survey protocol including design standards, sample size, pre-testing of the survey, valid methods of data collection, evaluation of results, and final reporting.

Proposals are sought for the following deliverables:

1. *Develop a Survey Instrument and Design Data Collection Plan:* Consultant will work with the Council to develop and refine survey questions. Project steering committee (which includes SEPTA), will review questions and provide input. Consultant will develop survey instrument and data collection plan. Consultant will pre-test the survey prior to official implementation.
2. *Data Collection:* Consultant will conduct survey.
3. *Preliminary Results:* Consultant will tally and analyze results of survey. Consultant will present preliminary survey results to the Council and the project steering committee. Consultant will help determine how the final report will present the survey results.
4. *Final Report:* Consultant will produce a final report, analyzing survey results. Report will be provided in hard copy and in .PDF format.

V. Proposal Format

The Council asks that all proposals in response to this RFP provide the following information:

1. How the consultant will satisfy the requirements included in the Background, Survey Project Details, Expectations and Deliverables sections of this RFP.
2. A narrative description of the consultant's prior experience in conducting market research surveys (designing, fielding, tabulating, and analyzing market research surveys). Any experience or other strengths in conducting surveys on transportation, environmental, or public health issues are of particular interest and should be explained. Include copies of any deliverables that might be beneficial to review from these previous survey projects.
3. Qualifications of the individual(s) that will be working on the survey project.
4. Ability to meet the preliminary timeline that follows.
5. Price proposal and ability to meet the Council's project budget.

VI. Contract Term

The Council is looking to contract with a qualified firm to conduct the aforementioned scope of work for a time period of approximately four months. The Council anticipates awarding a contract that begins on or before July 28, 2008. The Council expects that the survey will be completed and results will be analyzed in a report form by or before November 1, 2008.

Contract awarded	By July 28, 2008
Draft survey tool submitted for review	By August 22, 2008
Survey tool finalized	By September 8, 2008
Begin conducting survey	By September 15, 2008

Complete survey
Submit survey report documenting results
Assist with developing recommendations

By October 15, 2008
By November 1, 2008
By November 30, 2008

VII. Available Funds

Proposals may not exceed \$30,000.

VIII. Submission of Proposal

All proposals must be submitted according to the specifications set forth above. All proposals shall be signed by the bidder. Bids for this proposal are due no later than **5:00 p.m. EST on July 22, 2008** and should be delivered to:

Joseph Otis Minott, Esquire
Executive Director
Clean Air Council
RE: William Penn-SEPTA Survey RFP
135 S. 19th Street
Suite 300
Philadelphia, PA 19103

Any questions regarding this RFP should be directed to Mr. Minott via e-mail at joe_minott@cleanair.org or telephone at (215) 567-4004 x116.