

Award of Contracts for On- Call Market Research and Survey Services

**JPB Finance Committee
August 4, 2025**



Contracts Goal

- To provide the JPB with a bench of qualified and experienced firms to conduct rider and non-rider research, ridership count projects, passenger satisfaction, and polling surveys on a project-by-project, as-needed basis.
- Through these Services, the JPB aims to gain deeper insights into enhancing customer satisfaction and overall experience, ultimately improving service effectiveness and advancing its goal of providing safe and accessible rail transportation along the Peninsula.

Solicitation Process

- On March 17, 2025, the JPB, the San Mateo County Transit District, and the San Mateo County Transportation Authority issued joint Request for Proposals (RFP) 25-S-J-T-P-018 for On-Call Market Research and Survey Services .
- The RFP was advertised on the Agencies' eProcurement website.
- In response to the RFP, the Agencies received three proposals.
- Staff determined all three proposals were responsive to the requirements of the RFP.

Solicitation Process (cont.)

- A Selection Committee, composed of staff from the Agencies, reviewed, evaluated, scored, and ranked these proposals in accordance with the evaluation criteria set forth in the RFP. The highest ranked firms are as follows:
 - **Corey, Canapary & Galanis** of San Francisco, CA
 - **EMC Research, Inc.** of Oakland, CA
- The Committee determined that the above two firms possess the requisite experience and qualifications required for successful performance of the services as defined in the solicitation documents.

Price Analysis

Staff conducted a price analysis and determined the negotiated prices from these firms to be fair, reasonable, and consistent with those paid for similar services in the Bay Area.

Budget Impact

Funds to support these contracts are included in the JPB's current operating budget and will be included in future operating budgets.

Issuance of Work Directives

Staff will issue Work Directives on an as-needed basis. Award of these contracts will not obligate the JPB to purchase any specific level of service from any particular firm.

Proposed Motion

1. **Award a bench of contracts** to the following firms to provide **On-Call Market Research and Survey Services for a three-year base term, with two additional one-year option terms** for an aggregate not-to-exceed amount of **\$2.1 million** to be shared amongst:
 - **Corey, Canapary & Galanis** of San Francisco, California
 - **EMC Research, Inc.** of Oakland, California
2. **Authorize the Executive Director** or designee to **execute contracts** with each of the above firms in full conformity with the RFP and negotiated agreements, and in a form approved by legal counsel.
3. **Authorize the Executive Director** or designee to **exercise up to two one-year option terms**, if in the best interest of the JPB.

Questions

FOR MORE INFORMATION

WWW.CALTRAIN.COM

