

## COVID-19 Survey of Passengers

This is a proposal based on the conversation between Cliff Chamber and Tyler Summersett on May 15, 2020 regarding a two-phase survey of Tuolumne County Transit (TCT) passengers on services provided during the COVID-19 shelter in plan and re-opening phases. It has been updated based on a subsequent phone call on June 24, 2020. The contract amendment will be an extension of the Short Range Transit Plan that AMMA Transit Planning is currently under contract to TCT to conduct. The large majority of the work will be conducted by subcontractor Mobility Planners LLC. It was generally agreed that this proposal provides a framework, but the implementation will require flexibility as the COVID-19 situation continues to evolve, and adaptation to new circumstances and restrictions may be necessary.

### **SUMMER 2020 DIAL-A-RIDE PASSENGER SURVEY CONDUCTED BY PROFESSIONAL STAFF**

It was generally understood that the first phase survey would take place in the July to September time frame with a sample of passengers who have been using the general public dial-a-ride service. The sample plan and survey instrument will be developed and approved by TCT prior to proceeding. The cost proposal has options for a \$10 and \$20 gift card incentives for passengers completing the survey. This first phase survey will be a telephone survey. The logistics and methods for obtaining the telephone numbers from Storer will be part of the sampling plan development. The phone interviews will have a standard set of questions, with follow-up prompts based on the information provided by the passenger. The interviews would be conducted by Project Manager Cliff Chambers and Transit Planner Ronny Kraft. Mr. Chambers conducted the follow-up survey of passengers who completed September 2019 on-board survey. The base labor cost for phase one would be \$18,450 and is itemized below:

	<b>Cliff Chambers \$ 145</b>	<b>Ronny Kraft \$ 120</b>	<b>Cindy Opong \$ 65</b>	<b>Brooks/ Mackintosh \$ 110</b>
<b>AMMA Billing Rate</b>				
<b>Summer/Fall 2020: General Public DAR Passenger Survey By Professional Staff</b>				
Administration				6
Develop/Refine Survey Instrument	6	4		
Develop Options for Sampling Plan	4	4		
Implement Sampling Plan/Coordinate	2	8		
Schedule/Conduct 75 Phone Interviews	18	30	32	
Incentive Fulfillment/Tracking	4	4	12	4
Tabulate Result/Report	8	20		
Subtotal Hours	42	70	44	10
Subtotal Labor Costs	\$ 6,090	\$ 8,400	\$ 2,860	\$ 1,100

In addition, either a \$10 or \$20 gift card incentive is being proposed for successful completion of the survey and would add \$750 to \$1500 to the total costs. The \$20 gift card incentive was utilized in the original follow-up survey from the onboard survey last Fall, and it is the recommended incentive level.

The surveys would be tabulated and an administrative draft summary report on the key finding of the Summer 2020 passenger survey would be prepared. TCT comments will be incorporated a revised summary report.

**SUMMER 2020 DIAL-A-RIDE PASSENGER SURVEY CONDUCTED BY TEMPORARY WORKERS**

This alternative would utilize all of the same methodology as above but would temporary workers to conduct the phone surveys. Temporary workers would be hired and trained to call dial-a-ride passengers. A survey instrument would be developed on Survey Monkey for the temporary workers to ask a standard set of yes/no and multiple choice questions. With temporary survey workers the base cost would be \$15,140 as itemized below.

	<b>Cliff Chambers</b>	<b>Ronny Kraft</b>	<b>Cindy Opong</b>	<b>Brooks/Mackintosh</b>	<b>Temporary Surveyors</b>
<b>AMMA Billing Rate</b>	<b>\$ 145</b>	<b>\$ 120</b>	<b>\$ 65</b>	<b>\$ 110</b>	<b>\$ 35</b>
<b>Summer/Fall 2020: General Public DAR Passenger Survey</b>					
Administration				6	
Develop/Refine Survey Instrument	6	4			
Develop Options for Sampling Plan	4	4			
Implement Sampling Plan/Coordinate	2	8			
Develop Survey Monkey Instrument/Test		8			
Schedule/Conduct 75 Phone Interviews	8				88
Incentive Fulfillment/Tracking	4		16	4	
Tabulate Result/Report	8	20			
Subtotal Hours	32	44	16	10	88
Subtotal Labor Costs	\$ 4,640	\$ 5,280	\$ 1,040	\$ 1,100	\$ 3,080

As above the incentives at \$10 or \$20 gift card would add \$750 to \$1,500 to the total costs.

**EARLY 2021 PASSENGER SURVEY AND FOLLOW-UP CONDUCTED BY PROFESSIONAL STAFF**

The early 2021 passenger survey is intended to be conducted after at least three months after Route 1 is re-implemented. The timing of this survey is not known. The survey for this round would be a mix of General Public Dial-A-Ride passengers and Route 1 fixed route passengers.

The onboard questionnaire will collect information similar to the September 2019 onboard survey of passengers, including the incentive offer. Follow-up phone surveys will be provided to Route 1 passengers who provide an email or phone number. There will be an attempt at completing 25 phone survey of Route 1 passengers. The questionnaires would be handed out to passengers by the drivers and returned to a manila envelope posted onboard the bus. Optionally, if social distancing rules are relaxed, then temporary surveyors could be hired and distribute and collect the completed questionnaires from passengers.

The second component of the Early 2021 passenger survey will be a telephone survey of approximately 50 dial-a-ride passengers. The sampling and implementation plan will be developed when it is decided to move forward with the survey. Both will be reviewed and approved by TCT staff before work proceeds. The base labor costs for conducting both survey components would be \$19,350 and is itemized below:

<b>AMMA Billing Rate</b>	<b>Cliff Chambers</b> \$ 145	<b>Ronny Kraft</b> \$ 120	<b>Cindy Opong</b> \$ 65	<b>Brooks/Mackintosh</b> \$ 110
<b>March 2021 Survey: Assumes sampling of Route 1 and DAR</b>				
Administration				6
Develop/Refine Onboard Survey Instrument	4	4		
Develop Options for Sampling Plan	4	4		
Schedule/Conduct 50 Phone DAR Interviews	12	20	24	
Driver Handout and Envelope Onboard Bus	2	6		
Follow-up phone interviews w/ 25 Route 1 passengers	6	14	18	
Incentive Fulfillment/Tracking	4	4	12	4
Tabulate Result/Report	8	24		
Subtotal Hours	40	76	54	10
Subtotal Labor Costs	\$ 5,800	\$ 9,120	\$ 3,510	\$ 1,100

The 75 incentives would add \$750 to \$1,500 to the budget depending on whether \$10 or \$20 gift card is provided. The optional task for onboard surveyor and supervision would cost an additional \$3,420.

The surveys would be tabulated, and an administrative draft summary report prepared for review and comment by TCT staff. Comments would be incorporated into a revised summary report.

**EARLY 2021 PASSENGER SURVEY AND FOLLOW-UP CONDUCTED BY TEMPORARY SURVEYORS**

This is the same alternative as above except that the survey interviews are conducted by temporary surveyors instead of by professional staff. The base labor cost for this alternative would be \$16,670.

	<b>Cliff Chambers</b>	<b>Ronny Kraft</b>	<b>Cindy Opong</b>	<b>Brooks/Mackintosh</b>	<b>Temporary Surveyors</b>
<b>March 2021 Survey: With Professional Staff</b>	<b>\$ 145</b>	<b>\$ 120</b>	<b>\$ 65</b>	<b>\$ 110</b>	<b>\$ 35</b>
Administration				6	
Develop/Refine Onboard Survey Instrument	4	4			
Develop Options for Sampling Plan	4	4			
Schedule/Conduct 50 Phone DAR Interviews	8				60
Driver Handout and Envelope Onboard Bus	2	6			
Set-up survey monkey		8			
Follow-up phone interviews w/ 25 Route 1 passengers	8				40
Incentive Fulfillment/Tracking	4		16	4	
Tabulate Result/Report	8	24			
Subtotal Hours	38	46	16	10	100
Subtotal Labor Costs	\$ 5,510	\$ 5,520	\$ 1,040	\$ 1,100	\$ 3,500

The 75 incentives would add \$750 to \$1,500 to the budget depending on whether \$10 or \$20 gift card is provided. The optional task for onboard surveyor and supervision would cost an additional \$3,420.

The surveys would be tabulated, and an administrative draft summary report prepared for review and comment by TCT staff. Comments would be incorporated into a revised summary report.

**TIME AND MATERIALS**

If circumstances change, there may be a need to craft an additional scope of work for an alternative not described above. The labor rates would apply based on the other alternatives and other direct costs would be billed at cost.

## SUMMARY OF COSTS BY ALTERNATIVE

The base labor costs by alternative are:

Summer 2020 DAR Survey: Professional Staff Surveyors	\$18,450
Summer 2020 DAR Survey: Temporary Surveyors	\$15,140
Early 2021 DAR and Route 1 Survey: Professional Staff Surveyors	\$19,350
Early 2021 DAR and Route 1 Survey: Temporary Surveyors	\$16,670
Time and Materials	To be Determined

In additional, gift cards of \$10 or \$20 would be provided for those completing the phone survey. This would add \$750 to \$1,500 per survey effort. If it is determined that drivers cannot collect surveys onboard Route 1, an additional \$3,450 would be required to hire and supervise onboard surveyors.