

**Date:** September 27, 2017

**To:** Board of Directors

**From:** Neil McFarlane *Neil McFarlane*

**Subject:** **RESOLUTION 17-09-66 OF THE TRI-COUNTY METROPOLITAN TRANSPORTATION DISTRICT OF OREGON (TRIMET) AUTHORIZING A CONTRACT WITH DAVIS, HIBBITTS, & MIDGHALL, INC. FOR MARKET RESEARCH SERVICES**

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**1. Purpose of Item**

The purpose of this item is to request that the TriMet Board of Directors (Board) authorize the General Manager to execute a contract with Davis, Hibbitts, & Midghall, Inc. (DHM) for Market Research Services (Services).

**2. Type of Agenda Item**

- Initial Contract
- Contract Modification
- Other \_\_\_\_\_

**3. Reason for Board Action**

Board approval is required for personal services contracts obligating TriMet to pay in excess of \$150,000.

**4. Type of Action**

- Resolution
- Ordinance 1<sup>st</sup> Reading
- Ordinance 2<sup>nd</sup> Reading
- Other \_\_\_\_\_

**5. Background**

TriMet's Public Affairs staff has a need for a contractor to provide market research services. These services include focus groups, telephone surveys, online surveys, and in-person interviews. Currently, TriMet has eight contractors for the Services that compete for work via a task order process. The contracts were executed in 2013 via a competitive Request for Proposal (RFP) process. Several of the contracts have never been used and staff has realized the importance of having consistency with the Services performed across all categories, as well as consistent interaction and presentation with the public. To that end, TriMet decided to resolicit for the Services and award one contract rather than multiple contracts.

## 6. Procurement Process

TriMet conducted a competitive RFP process to select a contractor to perform the Services. The RFP was issued on June 29, 2017, with a due date of July 20, 2017. A total of 583 firms were notified of the RFP on eBid eXchange, of which 69 downloaded the documents. TriMet received eight proposals in response to the RFP from AnswerNet, Inc.; DHM; EMC Research, Inc.; Issues and Answers Network, Inc.; MDC Research; Moore & Associates; Patinkin Research Strategies, LLC; and Riley Research Associates.

An Evaluation Committee (EC) comprised of staff from TriMet's Public Affairs Division was appointed to review, evaluate, and score the proposals. The evaluation criteria in the RFP included qualifications of firm, staff and diversity; a work plan; and price.

After initial evaluation of the technical proposals, the EC determined that DHM; EMC Research, Inc. (EMC); Issues and Answers Network, Inc. (IAA); MDC Research (MDC); Moore & Associates (Moore); Patinkin Research Strategies, LLC (Patinkin); and Riley Research Associates (Riley) demonstrated sufficient technical capabilities to perform the Services and elected to open price proposals of those seven firms. The table below shows the initial scoring for the seven firms:

Criterion (points)	Proposers						
	DHM	EMC	IAA	MDC	Moore	Patinkin	Riley
Qualifications of Firm, Staff and Diversity (25)	25	18	17	19	19	20	21
Work Plan (45)	40	26	33	35	31	38	33
Price (30)	23	21	26	24	28	27	30
<b>Total</b>	<b>88</b>	<b>65</b>	<b>76</b>	<b>78</b>	<b>78</b>	<b>85</b>	<b>84</b>

Following evaluation of the initial scores, DHM, Patinkin, and Riley were determined to be the three most qualified proposers. The EC did not feel that interviews were necessary, but elected to request Best and Final Offers (BAFOs) from the three firms. BAFOs were requested on August 11, 2017, and received on August 18, 2017.

After receipt of BAFOs, the EC re-evaluated DHM, Patinkin, and Riley. The initial ranking by the EC remained the same with DHM as the highest ranked proposer. DHM had a higher technical score than Patinkin and Riley and is able to provide a larger and more experienced staff of researchers. DHM is also a State of Oregon certified Disadvantaged Business Enterprise (DBE), Minority-owned Business Enterprise (MBE) and Woman-owned Business Enterprise (WBE).

The term of the contract will be for one (1) year with TriMet's option to extend for four (4) additional one (1) year terms. The not-to-exceed amount, if all option years are exercised, will be \$805,000. No price adjustments are allowed during the first year of the contract. Price adjustments in option years will be limited to the consumer price index. Pricing is considered fair and reasonable based on competition and rates paid by TriMet for similar services.

**7. Diversity**

DHM will be subcontracting for data collection, recruiting, online survey programming, and focus group transcripts. As noted above, DHM is a certified DBE, MBE, and WBE. Their workforce is comprised of 73% women and 18% minorities.

**8. Financial/Budget Impact**

The maximum amount of the contract will be \$805,000 over 5 years. The contract will be utilized as needed and as budget permits. The Services are covered under the Public Affairs Budget for FY18.

**9. Impact if Not Approved**

TriMet could re-procure the contract, however, this option is not recommended because DHM is a well-qualified firm and has offered fair and reasonable pricing.

**RESOLUTION 17-09-66**

**RESOLUTION OF THE TRI-COUNTY METROPOLITAN TRANSPORTATION DISTRICT OF OREGON (TRIMET) AUTHORIZING A CONTRACT WITH DAVIS, HIBBITTS, & MIDGHALL, INC. FOR MARKET RESEARCH SERVICES**

**WHEREAS**, TriMet has authority under ORS 267.200 to enter into a contract with Davis, Hibbitts, & Midghall, Inc. (DHM) for market research services (Services); and

**WHEREAS**, the total amount of the Contract shall exceed \$150,000; and

**WHEREAS**, the TriMet Board of Directors (Board), by Resolution dated November 25, 2009, adopted a Statement of Policies requiring the Board to approve personal services contracts obligating TriMet to pay in excess of \$150,000;

**NOW, THEREFORE, BE IT RESOLVED:**

1. That the Contract shall be in conformance with applicable laws.
2. That the General Manager or his designee is authorized to execute the Contract in an amount not to exceed \$805,000.

Dated: September 27, 2017

\_\_\_\_\_  
Presiding Officer

Attest:

\_\_\_\_\_  
Recording Secretary

Approved as to Legal Sufficiency:

  
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Legal Department