



DATE: June 22, 2015

Re: Response to Questions on CATA RFP 2015-R20, Title VI Services and Fare Equity Analysis

CATA Received the following questions with CATA's response provided:

1. **Exhibit A – Page 1**

Under heading *1-Proposal Preparation* the RFP states: “*Each Proposal shall be made only on this RFP.*” Could you please clarify what this means?

CATA Response

The response should be limited to the scope of work contained within the RFP.

2. **Exhibit B – Page 2**

Regarding heading *4-Scope of Work*, subheading *b-Research Design*: will ridership numbers, by route and run, be made available prior to the RFP submission due date so that a sample design may be created that meets the “*95 percent confidence interval, with a margin of error no greater than 5 percent*” requirement?

CATA Response

Data will not be provided until a vendor is selected. The project manager will work collaboratively with the chosen vendor to ensure that the scope of work is satisfactorily met and that the sample plan accommodates the project objective.

3. **Exhibit B – Page 3**

Regarding heading *5-Data Collection*, the RFP alludes to the possibility of Quantitative and Qualitative research, and perhaps indeed use of both methodologies for this project. Is there an anticipated budget for each research types, or an overall budget for the RFP that can be shared prior to submission?

CATA Response

Ideally, we are looking for a recommendation from responding firms that would best meet our research objectives — whether qualitative, quantitative or both methodologies are employed. We look to the respondent to advise us on the best approach.



4. **Exhibit C – Page 1**

Under heading *1-Proposal Selection Process*, subheading *a-Qualifications of the Firm and/or Team, item (i)*, could you please clarify the meaning of “...costs of assignments”?

CATA Response

We are looking to understand the overall cost to the client for the satisfactory completion/execution of prior work.

5. Under heading *1-Proposal Selection Process*, subheading *c-Technical Work Plan, item (vi)*, could you please clarify the difference between “*Web-based*” (as preferred and defined by CATA) and “*email*” methods for data requests and responses?

CATA Response

A web-based survey is one that is conducted online, using a survey instrument and collector such as Survey Monkey. By contrast, an email-based method would employ email to distribute the survey instrument as an attachment, for example, which is then returned, completed, by the survey respondent via email. It is possible for email to be employed as the method of distribution of a web-based survey instrument. We simply want to understand what each responding research firm recommends.

6. **General Question:**

Will all questions, and responses to the same, be made available to all firms that have submitted requests for Questions/Answers and Clarifications?

CATA Response

Yes