

BART Agreement Number: 6M6155

Approval Date: 10/06/23

Work Plan No. A.01-02 Link21: Opinions Research

Scope:

Work Plan Assumptions:

1. All deliverable due dates listed herein are based on a Purchase Order (PO) by October 6 2023.
2. The total duration is 5 months.
3. Coordinate work with the scope of work under existing Work Plan A.01-01.
4. BART/CCJPA will provide written comments on all recorded deliverables (deliverables identified in this scope with a deliverable number) within 10 working days of receipt from the PMC unless otherwise noted or approved by both parties.
5. PMC will respond to comments on all recorded deliverables (deliverables identified in this scope with a deliverable number) within 15 business days of receipt from BART/CCJPA unless otherwise noted or agreed upon by both parties.

Task 6.0 Engagement

Task Lead: Nina Greenwood, HNTB

Subtask 6.3 Communication Tools

6.3.4 Travel Opinions Research

Conduct one travel opinion research study assessing resident preferences for improved rail service in the 21-county Megaregion. This scope replicates the 2020 research approach with a maximum questionnaire length of 10 minutes.

Research details are as follows:

- Sample** 1,200 adult residents of the 21-county megaregion, drawn from opt-in online panels and distributed as follows:
- 600 in the nine-county Bay Area
 - 100 in Sutter, Yolo and Yuba Counties
 - 200 in Sacramento, Placer, and El Dorado Counties
 - 100 in San Benito, Santa Cruz, and Monterey Counties

- 200 in San Joaquin, Stanislaus, and Monterey Counties

Margin of Error +/- 3.1% at the 95% confidence level

Length 10 minutes

Language English, Spanish and Chinese *

Prime: HNTB Corporation

Subconsultant	Amount	DBE (Y/N)	SBE (Y/N)
Fiarbanks, Maslin, Maullin, Metz, & Associates, Inc.	\$ 46,250	N	N

Total Work Plan Value: \$ 47,175