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Report PE 01.660

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Report to the Policy and Finance Committee
By Nick Sargent, Senior Transport Planner

Wellington Transport Strategy Model - Provision of Travel Survey Services (Contract 3054): Acceptance of Tender

1. Purpose

To obtain authority to enter into a contract for the provision of Travel Survey Services.

2. Exclusion of the Public

Grounds for the exclusion of the public under section 48(1) of the Local Government Information and Meetings Act are:

That the public conduct of the whole or relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists (ie to preserve commercial confidentiality).

3. Background

Report PE 01.637 discusses the nature and role of the Wellington Transport Strategy Model. It makes a recommendation concerning the appointment of a lead consultant for the renewal of Wellington Transport Strategy Model (WTSM) as contract C3044.

The full project is split into a number of contracts:

- Contract 3044 Lead Consultant (transportation modelling services) – PE 01.637
- Contract 3054 Sub-Consultant (travel survey services)
- Minor Works (associated surveys)

This report therefore discusses the appointment of the sub-consultant as contract 3054.

4. Process

The tendering of the travel survey services contract 3054 was split into two stages. In stage one a statement of interest and ability was requested from a list of suitably qualified contractors. In stage two a number of shortlisted contractors were asked to submit detailed tenders in response to a request for proposal.

5. Statement of Interest and Ability

A list of survey companies was drawn up and these companies were subsequently invited to submit a Statement Of Interest And Ability (SIA) for the provision of travel survey services. The broad terms of the services sought were set out in a document dated February 2001. A closing date of 8 March 2001 was stipulated.

A total of 6 SIAs were received in response:

- National Research Bureau Limited (NRB)
- Forsyte Research (Forsyte)
- NFO CM Research (NZ) Limited (NFOCM)
- VMR Research Limited (VMR)
- BRC Marketing and Social Research (BRC)
- AC Nielsen

The SIAs were assessed in general terms on relevant experience, track record and technical skills.

The intention was to select three tenderers for the submission of detailed proposals. Assessment of the SIAs revealed that many of the tenderers were not clear about the detailed requirements of a Transfund competitive pricing procedure (CPP) process. However, from the SIAs received it was clear that 2 tenderers were clearly ahead of the others, Forsyte and BRC were therefore included in the short list for the next stage. Of the remaining SIAs, that of AC Nielsen was clearly inadequate and was rejected. Discussions with the remaining tenderers took place, as a result of this process NRB was included in the shortlist for the next stage.

6. Detailed Tenders

A detailed Request for Proposal (RFP) document was prepared in June 2001, and the three short-listed consortia were invited to submit proposals in response. The tenders were to be considered in accordance with the Brook's Law method as specified in the Transfund New Zealand CPP Manual (tenders were requested in two sealed envelopes, one containing non-price attributes and the other the price).

On 14 June 2001, BRC stated its intention not to submit a detailed proposal, citing inadequate resources and other commitments.

By the rescheduled deadline of 4:00 pm, Thursday 28 June 2001, bids were received from two bidders:

- Forsyte Research (Forsyte)
- National Research Bureau Limited (NRB)

Both tenderers showed considerable strength in different areas, it was therefore considered appropriate to hold formal question and answer sessions for further consideration of the proposals. This was held on Friday 13 July 2001.

7. Result of Tender Evaluation

A score modifier was developed and applied to the evaluation of the written proposals, to reflect the performance of the teams at the question and answer session. Forsyte was allocated a score modifier of -2, with NRB receiving +3.

The NRB proposal scored the highest. The scores are summarised in the table below:

Attribute	Possible Mark	Forsyte	NRB
Relevant experience	15	12.00	10.10
Track record	15	12.45	9.75
Technical skills	30	23.10	19.80
Management skills	15	7.35	11.85
Methodology	25	13.83	19.00
Total	100	68.73	70.50
		-2	+3

8. Price Envelope (Brook's Rule)

The tenderers were asked to submit fixed price proposals for a sample of 2000, 2500 and 3000 households in the Wellington region. Brook's rule enables negotiation as to price to take place. If agreement cannot be reached, negotiation is held with the next preferred bidder.

The price envelope of the preferred bidder (NRB) was opened. For the preferred sample size of 2500 a quote of \$413,000 plus GST was received. Subsequent negotiation in relation to project scope and data targets led to a revision of the fixed price quote to \$382,000 plus GST.

In addition to the above sum it is recommended that a sum of \$18,000 plus GST be set aside to pay incentives to professional drivers captured in the survey (defined as multidrop delivery drivers, for whom filling out trip information would be a considerable imposition) and for the provision of a public information campaign including press releases, advertising, the production of a summary pamphlet and WRC website information.

9. Total Project Costs

As reported in PE 01.637 projected expenditure is broken down in the following way between project components:

Contract	Role/Task	Value
C3044 PE 01.637 refers	Lead Consultant :Transportation Modelling Services	\$636,000 + 10%
C3054 This report refers	Survey Consultant :Travel Survey Services	\$382,000 + \$18,000
Minor Works	Associated Surveys	\$126,000

Contract 3054 is a fixed fee contract. Responsibility for project control lies with the lead consultant. The contract with the consultant can be terminated at any time without penalty.

Contract 3044 is the subject of a separate report to committee. Funding for the full project has been included in the current Annual Plan and the indicative plan for 2002/03.

10. Programme

The travel survey specified in the tender document will be carried out by the end of November 2001. The final data set will be presented to the lead consultant by 18 February 2002. The final payment to NRB for the Travel Survey Services contract 3054 (\$95,500 plus GST) will be made once the lead consultant is satisfied as to the quality and probity of the data set.

11. A Key Issue

The completed survey will represent an extremely valuable resource for the Regional Council and the wider region. It is likely that we will receive many requests for parts of the data. The survey should be viewed as a Regional asset and parties seeking access to the asset will be charged a fee. In this way, the Regional Council can recoup a small part of the survey costs from other parties.

12. Communication

It is not appropriate to release externally any of the contents of this report.

It is appropriate that a strategy to communicate with the public the role and purpose of the survey be prepared by WRC and National Research Bureau Limited.

13. **Recommendations**

That the Committee recommend that Council:

- (a) approve the acceptance of the tender of \$382,000 from National Research Bureau Limited for the provision of travel survey services.*
- (b) approve up to \$18,000 for the additional items referred to paragraph 8 of the report.*
- (c) authorise the affixing of the common seal of the Council to the contract documents.*
- (d) authorise the project manager to draw up a schedule of charges for the provision of data from the Household Survey 2001.*

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