

EXHIBIT A - SCOPE OF SERVICES

Statement of Study Approach

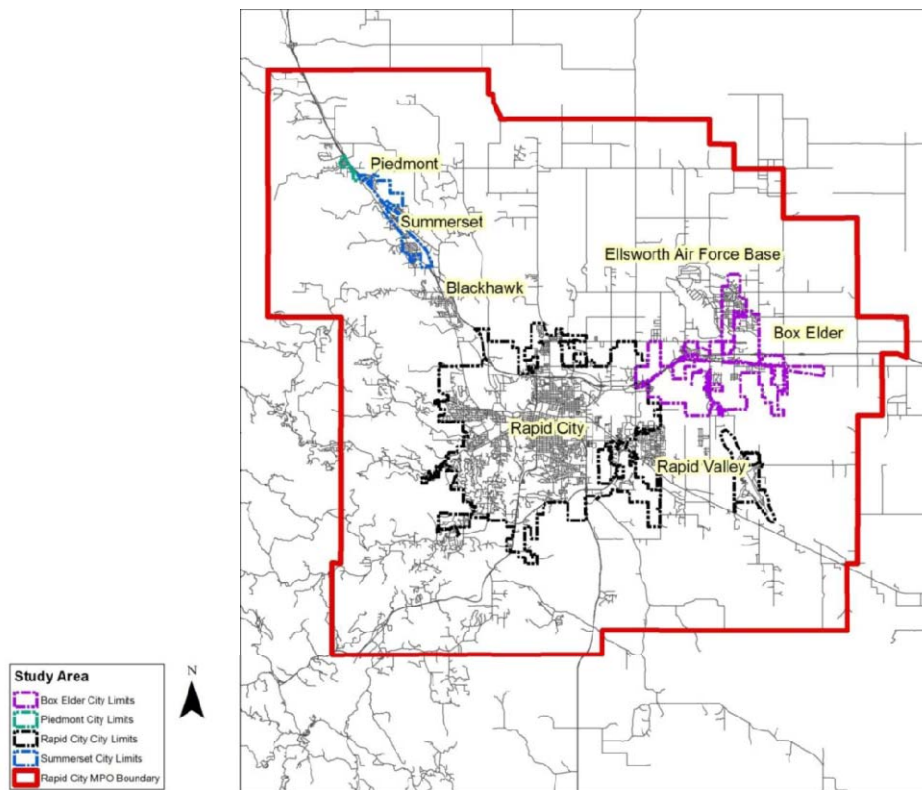
Background

The Rapid City Area Metropolitan Planning Organization (Rapid City Area MPO) and other federal, state, and local governments, as part of their long-term transportation planning process, seek to understand constituents' attitudes and issues regarding transportation. The market research obtained through this effort will be used to determine the goals and objectives of the Rapid City Area Long Range Transportation Plan (LRTP).

As shown in Figure I-1, the market research study area includes:

- Cities of Rapid City, Box Elder, Summerset, and Piedmont;
- Ellsworth Air Force Base;
- Unincorporated areas of Black Hawk and Rapid Valley; and
- Developing areas of Pennington County and Meade County.

Figure I-1.
Long Range Transportation Market Research Study Area



Source: Rapid City MPO RFP for Long Range Transportation Market Research Study and Survey.

Approach

BBC Research & Consulting (BBC) and Felsburg Holt & Ullevig (FHU) will use a number of strategies to gather stakeholder and public input for the Long Range Transportation Plan Study and Survey, including stakeholder interviews, focus groups, telephone surveys, and a website. BBC proposes the following tasks to meet Rapid City MPO's needs.

Task 1. Project initiation, methods and assumptions, study plan, and management.

Task 1 will include project initiation and management-related subtasks, including:

- Holding a project initiation meeting;
- Developing a Methods and Assumptions Document;
- Proposing a Study and Survey Plan; and
- Providing progress reports and other study updates.

These tasks are described in detail here.

Project initiation/methods and assumptions meeting. BBC and FHU will begin the study by holding a project initiation meeting with the Rapid City MPO and other stakeholders, as appropriate. During the meeting, BBC will:

- Review the project plan and schedule;
- Identify communications channels and discuss desired content of progress reports;
- Discuss the proposed schedule and possible dates for focus groups; and
- Present potential assumptions to be used during the study for discussion with the Rapid City MPO.

Per the RFP, BBC will attempt to hold the project initiation/methods and assumptions meeting in Rapid City on December 20, 2013. BBC and FHU team members will be present for this meeting.

While in Rapid City for the project initiation meeting, BBC and FHU will work with Rapid City MPO to determine the assumptions to be used during the course of the study. Based on this discussion; BBC's expertise in survey sampling, survey instrument design, and focus groups; and FHU's expertise in long range transportation plans and meeting SDDOT planning studies methods and assumptions requirements, BBC and FHU will develop a Methods and Assumptions Document.

Also based on the project initiation meeting discussions with the Study Advisory Team, BBC will develop a study and survey plan that will describe in detail how we will manage the survey. We will include a detailed schedule of survey-related events, such as delivery of the survey instrument, pilot tests, and survey fielding. Based on the Study Advisory Team and others comments on the study and survey plan, BBC will revise the study methodology and schedule as appropriate.

Task 2. Stakeholder interviews. While in Rapid City for the project initiation/methods and assumptions meeting, BBC will begin stakeholder interviews with stakeholders identified by the Study Advisory Team. Due to the very short time between notice to proceed and the project initiation meeting, BBC will look to the Study Advisory Team to assist in scheduling the stakeholder interviews and providing a venue, if necessary. We anticipate that the bulk of stakeholder interviews will be performed in mid- to late January, when BBC will be in the Rapid City area for the second Study Advisory Team meeting and to conduct focus groups.

BBC will work with the Study Advisory Team to identify discussion topics and develop a discussion guide. Topics will be consistent with the most current guiding goals and objectives of the LRTP and will include:

- Perception of the Rapid City MPO area's current transportation system (e.g., congestion issues, transit, and livability);
- Recommendations on transportation policy; and
- Developing a list of seed projects for the LRTP Update.

BBC will summarize the stakeholder interviews by topic area in the draft and final reports.

Task 3. Focus groups. In addition to the stakeholder interviews described in Task 2, BBC proposes to conduct three focus groups with study area residents, potentially including a citizen group, an employer group, and an underserved populations group. BBC will work with FHU and the Study Advisory Team to:

- Identify the three groups;
- Determine location and appropriate level of participant incentives; and
- Develop the focus group discussion guide.

BBC will work with the Study Advisory Team to determine how best to recruit each group. Our preliminary recommendation is to use a participant recruiter for at least the citizen group. BBC will conduct the focus groups in mid- to late January.

Jen Garner, an experienced BBC focus group moderator whose qualifications and experience we describe in Section II of this proposal, will moderate the groups. BBC will make audio recordings of each group and will summarize the groups by topic area in the draft and final reports. The audio recordings will also be provided to the Rapid City MPO as part of the final deliverables.

Task 4. Surveys. BBC proposes to complete a statistically valid survey with citizens, employers, and underserved populations (transit users) within the study area. We will complete 800 telephone surveys of 10 to 12 minutes in length across these three groups. This will enable us to provide cross-sectional results for each group at a statistically reliable level of accuracy. We recommend using a telephone survey because it minimizes sample bias, allows for clarification of questions that might confuse the participant, and we have had great success using telephone surveys to collect information from business owners about transportation issues. However, we are open to discussing the use of mail surveys for the transit rider component of the study if the

ridership incidence rate is too low to allow us to effectively reach the population via a telephone survey. We have extensive experience using both methods to reach transit riders.

BBC will work with FHU and the Study Advisory Team to:

- Identify the sample frame;
- Develop the sample plan;
- Determine key issues to examine; and
- Review the survey instrument.

This process should begin at the project initiation meeting. We anticipate concluding the survey field work in late February. Upon completion of the field work, BBC will analyze the information and produce appropriate charts and graphs for the draft and final reports.

Task 5. Public engagement. While we list “public engagement” as a separate task, we recognize that engaging and listening to as many citizens in the Rapid City area is what this entire study and the LRTP Update are about. The stakeholder engagement, focus groups, and surveys are key components of this engaging and listening process.

Following our discussion with the Study Advisory Team at the project initiation meeting, BBC and FHU will develop a public participation plan for the study. We will provide the public participation plan to the Study Advisory Team in early January and schedule a conference call to discuss and refine the plan. As part of the public engagement effort, BBC and FHU can provide Rapid City MPO with a website that:

- Describes this project and the LRTP Update;
- Enables interested individuals and businesses to submit information related to the LRTP Update; and
- Allows the public to access the final report.

Submitted information will be integrated into the draft and final reports along with results from the stakeholder interviews and focus groups.

BBC will also work with the Study Advisory Team to advertise and host up to two public meetings/open houses that coincide with our focus groups and stakeholder interviews in late January. The Rapid City MPO will be responsible for advertising and securing facilities for public meetings. As appropriate, BBC will co-present with staff from the Rapid City MPO. BBC will also make recordings of the meetings to capture information for the report.

Task 6. Reports and presentations. BBC and FHU will develop an easy-to-read and informative report and presentation covering the results of the Long Range Transportation Market Research Study and Survey. The report will include a brief, stand-alone Executive Summary and will also include information covering:

- Project objectives;
- Study methodology (including detailed descriptions of the survey);
- Summaries of results; and
- Appendices that include all information collected during the course of the study.

BBC will deliver a preliminary report of findings to the Study Advisory Team by March 31, 2014. Immediately following delivery of the preliminary report of findings, BBC will meet with the Study Advisory Team to discuss preliminary results. No later than May 19, 2014, BBC will deliver a complete draft report, including the Executive Summary and Appendices, to the Study Advisory Team for review. BBC will then present the draft information to all transportation planning committees on June 12, 2014. Based on feedback from the transportation planning committees and the Study Advisory Team, BBC will revise the report and deliver a final report on September 15, 2014. A detailed schedule showing these deliverables is provided in Section III of this proposal. BBC will comply with the list of project deliverables identified on page 7 of the RFP.
