



MTA Headquarters Procurements

Lisette Camilo, Chief Administrative Officer/Interim Chief Procurement Officer

PROCUREMENTS

The Procurement Agenda this month includes 1 action for a proposed estimated expenditure of \$5.7M.

Subject Request for Authorization to Award Various Procurements						January 21, 2026			
Department MTA Procurement						Department			
Department Head Name Lisette Camilo						Department Head Name			
Department Head Signature <i>Lisette Camilo</i>						Department Head Signature			
Project Manager Name Rose Davis						Internal Approvals			
Board Action									
Order	To	Date	Approval	Info	Other		Approval		Approval
1	Committee	01/26/26					CAO		
2	Board	01/28/26					Legal		
							CFO		
Internal Approvals (cont.)									
Order	Approval	Order	Approval	Order	Approval	Order	Approval	Order	Approval

PURPOSE
To obtain approval of the Board to award various contracts and purchase orders, and to inform the MTA Headquarters Committee of these procurement actions.

DISCUSSION
MTA Headquarters proposes to award Noncompetitive procurements in the following categories: None
MTA Headquarters proposes to award Competitive procurements in the following categories:

Schedules Requiring Majority Vote:	# of Actions	\$ Amount
Schedule F: Personal Service Contracts	1	\$ 5.7 M

MTA Headquarters proposes to award Ratifications in the following categories: None

TOTAL	\$ 5.7 M
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COMPETITIVE BIDDING REQUIREMENTS: The procurement actions in Schedules A, B, C, and D are subject to the competitive bidding requirements of PAL 1209 or 1265-a relating to contracts for the purchase of goods or public work. Procurement actions in the remaining Schedules are not subject to these requirements.

BUDGET IMPACT: The purchases/contracts will result in obligating funds in the amounts listed. Funds are available in the current operating/capital budgets for this purpose.

RECOMMENDATION: That the purchases/contracts be approved as proposed. (Items are included in the resolution of approval at the beginning of the Procurement Section.)

BOARD RESOLUTION

WHEREAS, in accordance with Sections 1265-a and 1209 of the Public Authorities Law and the All-Agency General Contract Procurement Guidelines, the Board authorizes the award of certain noncompetitive purchase and public work contracts, and the solicitation and award of requests for proposals regarding purchase and public work contracts; and

WHEREAS, in accordance with the All-Agency Service Contract Procurement Guidelines and General Contract Procurement Guidelines the Board authorizes the award of certain noncompetitive miscellaneous service and miscellaneous procurement contracts, certain change orders to purchase, public work, and miscellaneous service and miscellaneous procurement contracts, and

WHEREAS, in accordance with Section 2879 of the Public Authorities Law and the All-Agency Service Contract Procurement Guidelines, the Board authorizes the award of certain service contracts and certain change orders to service contracts.

NOW, the Board resolves as follows:

1. As to each purchase and public work contract set forth in annexed Schedule A, the Board declares competitive bidding to be impractical or inappropriate for the reasons specified therein and authorizes the execution of each such contract.

2. As to each request for proposals (for purchase and public work contracts) set forth in Schedule B for which authorization to solicit proposals is requested, for the reasons specified therein, the Board declares competitive bidding to be impractical or inappropriate, declares it is in the public interest to solicit competitive request for proposals, and authorizes the solicitation of such proposals.

3. As to each request for proposals (for purchase and public work contracts) set forth in Schedule C for which a recommendation is made to award the contract, the Board authorizes the execution of said contract.

4. As to each action set forth in Schedule D, the Board declares competitive bidding impractical or inappropriate for the reasons specified therein and ratifies each action for which ratification is requested.

5. The Board authorizes the execution of each of the following for which Board authorization is required: (i) the miscellaneous procurement contracts set forth in Schedule E; (ii) the personal service contracts set forth in Schedule F; (iii) the miscellaneous service contracts set forth in Schedule G; (iv) the modifications to personal/miscellaneous service contracts set forth in Schedule H; (v) the contract modifications to purchase and public work contracts set forth in Schedule I; and (vi) the modifications to miscellaneous procurement contracts set forth in Schedule J.

6. The Board ratifies each action taken set forth in Schedule K for which ratification is requested.

JANUARY 2026

LIST OF COMPETITIVE PROCUREMENTS FOR BOARD APPROVAL

Procurements Requiring Majority Vote:

F. Personal Service Contracts

(Staff Summaries required for items estimated to be greater than \$1,000,000.)

- | | | |
|---|-----------------------------|------------------------|
| 1. Multiple Vendors
60 Months
Master Contract ID # 0000016329 | \$5,700,000 (Not to Exceed) | Staff Summary Attached |
|---|-----------------------------|------------------------|

Contract award to eight vendors for the provision of a full range of market research services on an as-needed basis.

Item Number: 1			
Department, Department Head Name:			
Customer & Market Research, Jon Kaufman, Tatyana Levina			
Internal Approvals			
Order	Approval	Order	Approval
1	Procurement		
2	Legal		
3	DDCR		
4	CFO		

SUMMARY INFORMATION	
Vendor Name	Contract No.
Various (8 Vendors)	(Various, Retainer)
	Master Contract ID 0000016329
Description:	
Full-Service Market Research Retainer Contracts	
Total Amount:	
Not-To-Exceed \$5,700,000	
Contract Term (including Options, if any)	
March 1, 2026–February 28, 2031	
Option(s) included in Total Amount? <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A	
Renewal? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Procurement Type	
<input checked="" type="checkbox"/> Competitive <input type="checkbox"/> Noncompetitive	
Solicitation Type	
<input checked="" type="checkbox"/> RFP <input type="checkbox"/> Bid <input type="checkbox"/> Other:	
Funding Source	
<input checked="" type="checkbox"/> Operating <input type="checkbox"/> Capital <input type="checkbox"/> Federal <input type="checkbox"/> Other:	

Purpose

Board approval is sought to award eight competitively negotiated all-agency personal services contracts to provide a full range of market research services on an as-needed basis for a period of 60 months (March 1, 2026–February 28, 2031) for a combined total amount not-to-exceed \$5.7 million. Zero-dollar contracts will be awarded to the following firms:

1. Eureka Facts LLC (MBE)	5. Resource System Group, Inc.
2. IPSOS Public Affairs LLC	6. Target Research Group, Inc.
3. M. Davis and Company, Inc. (MBE)	7. The MassINC Polling Group, Inc.
4. National Opinion Research Center	8. Widener-Burrows & Associates, Inc. (WBE)

Discussion

MTA Headquarters (“MTA HQ”) and the operating agencies have utilized the services of quantitative market research firms on an on-call basis to support policy decision-making, capital investments and improvements, service planning, strategic business initiatives, and marketing. These firms will be eligible to provide services including questionnaire and sampling design, interviewing customers, data tabulation of survey results, analysis, and report writing. Examples of projects planned over the next five years include customers’ evaluation of fare payment systems; ongoing tracking surveys of customer satisfaction; in-system intercept surveys; and customers’ evaluations of MTA customer-facing digital products (e.g., applications and websites). The proposed agreements replace 10 existing contracts that were awarded in 2018, of which only four are currently active.

This Request for Proposals (“RFP”) was publicly advertised in March 2025. Of the 11 firms that submitted proposals, eight have been recommended for award.

As with the predecessor procurement, the MTA intends to award multiple contracts to secure a panel of firms with diverse expertise available to support varying market research study requirements. The Selection Committee (“SC”) was comprised of representatives from multiple departments and included managers with expertise in market research services. All selected firms submitted robust proposals and demonstrated strong expertise in delivering quantitative market research services.

The selected firms originally proposed fully loaded average hourly rates of \$145.60. These hourly rates were negotiated down to \$123.30, representing a reduction of 15.3 percent. All labor rates were reviewed and found to be fair and reasonable except for five titles from three contractors, which represents 0.8 percent of the total rates reviewed. While the rates from these three firms were significantly higher than the competitive range as established by the average rate for all proposers, they are nonetheless being included in the pool of awardees based on their specific technical strengths and capabilities. Tasks will be solicited through a competitive mini-RFP process to which awards will be based on best value to the MTA. Awardees will submit technical and cost proposals that will be evaluated by a selection committee prior to the award of any task orders. At that time, these companies that are outside of the competitive range may propose rates that are lower than those offered in response to this RFP.

All Market Research panel vendors have certified that pursuant to Executive Order 16, they are not conducting business in Russia.

The contracts resulting from this procurement are currently being evaluated to determine the necessity and appropriate scope, if any, of cybersecurity requirements, including any requirements under federal, state, and local law and regulations. Any applicable cybersecurity requirements, to the extent required, will be included in the contract terms and conditions prior to issuance of the notice of award.

M/WBE/SDVOB Information

MTA Department of Diversity and Civil Rights (“DDCR”) has assigned goals of 15 percent MBE, 15 percent WBE, and 6 percent SDVOB to this panel contract.

DDCR has issued conditional approvals to all eight firms; the actual approvals will be based on the utilization plans submitted by providers for each individual forthcoming mini-RFPs.

Three of the proposed awardees are certified New York State Minority and/or Women-Owned Business Enterprises. Firms have indicated that they were able to achieve these assigned goals.

Impact on Funding

The total cost for these quantitative market research all-agency contracts will not exceed \$5.7 million for MTA HQ and the operating agencies. Actual expenditures are dependent upon approval of projects in development by MTA HQ and the operating agencies. Any expenditure incurred will be allocated to the operating agencies in accordance with the cost of projects implemented by an agency. Some projects will be paid for from the HQ Market Research Team budget.

Alternatives

1. Perform all services in-house. This alternative is not feasible, as performing these specialized functions in-house would require additional full-time employees, including associated overhead costs, which would not be cost-effective. Some projects, such as the Federal Transportation Administration (“FTA”)–mandated Origin-Destination (“O&D”) studies, require dozens of trained professional survey agents in field during the data collection timeframe. These projects are managed better by independent outside firms monitored closely by MTA staff.

2. Do not approve award of the contracts. This would severely curtail MTA’s ability to implement a comprehensive research program to support capital investments and improve customer service, including FTA mandated O&D studies for Long Island Rail Road and Metro-North Railroad.