



# Metropolitan Transportation Commission

Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105

## Meeting Agenda

### Operations Committee

#### *Committee Members:*

*Carol Dutra-Vernaci, Chair      Damon Connolly, Vice Chair*

*Eddie Ahn, David Canepa, Victoria Fleming,  
Sam Liccardo, Libby Schaaf, and James P. Spering*

*Non-Voting Members: Dorene M. Giacomini and Vacant*

---

Friday, May 14, 2021

9:35 AM

Board Room - 1st Floor (REMOTE)

---

In light of Governor Newsom's State of Emergency declaration regarding the COVID-19 outbreak and in accordance with Executive Order N-29-20 issued by Governor Newsom on March 17, 2020 and the Guidance for Gatherings issued by the California Department of Public Health, the meeting will be conducted via webcast, teleconference, and Zoom for Committee members who will participate in the meeting from individual remote locations.

A Zoom panelist link for meeting participants will be sent separately to Committee members.

The meeting webcast will be available at <http://mtc.ca.gov/whats-happening/meetings>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number. Committee Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial \*9. When called upon, unmute yourself or dial \*6. In order to get the full Zoom experience, please make sure your application is up to date.

**Attendee Link:** <https://bayareametro.zoom.us/j/88564610439>

**iPhone One-Tap:** US: +16699006833,,88564610439# or +14086380968,,88564610439#

**Join by Telephone** (for higher quality, dial a number based on your current location) US: +1 669 900 6833 or +1 408 638 0968 or +1 346 248 7799 or +1 253 215 8782 or +1 646 876 9923 or +1 301 715 8592 or +1 312 626 6799 or 888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)

**Webinar ID:** 885 6461 0439

**International numbers available:** <https://bayareametro.zoom.us/j/kcjsWOiQjH>

**Detailed instructions on participating via Zoom are available at:**

<https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom>

Members of the public may participate by phone or Zoom or may submit comments by email at [info@bayareametro.gov](mailto:info@bayareametro.gov) by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

**1. Roll Call / Confirm Quorum**

*Quorum: A quorum of this committee shall be a majority of its regular non-ex-officio voting members (5).*

**2. Pledge of Allegiance / Acknowledgement of the Flag****3. Compensation Announcement – Clerk of the Committee****4. Consent Calendar**

- 4a.**     [21-0570](#)     Minutes of the April 9, 2021 Meeting
- Action:             Committee Approval
- Attachments:     [4a OPS Minutes Apr 2021.pdf](#)
- 
- 4b.**     [21-0607](#)     Customer Account Management Platform Contract Actions:
- i. Purchase Order Amendment - Technical Salesforce Integration and Administration Services: Sapient Corporation (\$2,467,845)
- ii. Purchase Order Amendment - Salesforce Licenses: Carahsoft Technology Corp (\$209,500)
- Action:             Committee Approval
- Presenter:         Shauna Callow
- Attachments:     [4b Customer Account Platform Contract Actions.pdf](#)
- 
- 4c.**     [21-0638](#)     Clipper® In-Person Customer Service Centers (IPCSCs) Contract Actions:
- i. Contract Amendment - Faneuil, Inc. (\$435,000);
- ii. Contract Amendment - Nematode Holdings, LLC (\$300,000); and
- iii. Funding Agreement Amendment - Alameda-Contra Costa Transit District (\$250,000)
- Action:             Committee Approval
- Presenter:         Kelley Jackson
- Attachments:     [4c Clipper IPCSC Contract Actions.pdf](#)
- 
- 4d.**     [21-0639](#)     Contract Amendment - Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$1,500,000)
- Action:             Committee Approval
- Presenter:         Lysa Hale
- Attachments:     [4d Contract Amendment MIG.pdf](#)

- 4e. [21-0651](#) Contract - 511 Website Support Services: Kalamuna, Inc. (\$2,000,000)
- Action: Committee Approval
- Presenter: Alysha Nachtigall
- Attachments: [4e 511 Website Support Services Contract.pdf](#)
- 4f. [21-0716](#) Contract - Grant Agreement between Metropolitan Transportation Commission and State of California, Wildlife Conservation Board to Fund a Regional Conservation Investment Strategy for the North Bay Baylands (\$640,000 incoming)
- Action: Commission Approval
- Presenter: Ben Botkin
- Attachments: [4f RCISContractMemo May2021.pdf](#)
- 4g. [21-0753](#) Master Cooperative Agreement- Funding between Metropolitan Transportation Commission and California Department of Transportation for Design Services for Interstate 880 (I-880) Fiber Communications Project (\$1,740,000)
- Action: Committee Approval
- Presenter: Emily Van Wagner
- Attachments: [4g Coop Agreement-I-880.pdf](#)

## 5. Approval

- 5a. [21-0571](#) Incident Management Program Update and Contract Actions:
- i. Incident Management Program Update
  - ii. Contract - Incident Management Strategic Plan: Parsons Transportation Group, Inc. (\$174,900)
  - iii. Contract - Traffic Incident Management Dashboard: mySidewalk, Inc. (\$300,000)
- Update on Incident Management Program and two contract actions.
- Action:
- i. Information
  - ii. Committee Approval
  - iii. Committee Approval
- Presenter: Sarah Burnworth
- Attachments: [5a Incident Management Program Contracts.pdf](#)

- 5b. [21-0640](#) Clipper® Contract: Next-Generation Clipper (C2) Customer Service Center: WSP USA Services, Inc. (WSP) (\$20,709,014)
- Approval to enter into a contract with WSP USA Services, Inc. (WSP) in the amount of \$20,709,014 as the customer service center vendor for the Next Generation Clipper (C2) regional fare payment system.
- Action:** Committee Approval
- Presenter:** Jason Weinstein
- Attachments:** [5b Next Gen Clipper Customer Service Center Vendor Contract Recommendation](#)

## 6. Public Comment / Other Business

*Committee Members and members of the public participating by Zoom wishing to speak should use the “raise hand” feature or dial \*9.*

- [21-0694](#) Correspondence Received
- Action:** Information
- Attachments:** [6 Correspondence-FSP Letter Lima Tow PII.pdf](#)

## 7. Adjournment / Next Meeting

The next meeting of the Operations Committee will be Friday, June 11, 2021 at 9:35 a.m. remotely and by webcast as appropriate depending on the status of any shelter in place orders. Any changes to the schedule will be duly noticed to the public.

**Public Comment:** The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

**Meeting Conduct:** If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

**Record of Meeting:** Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site ([mtc.ca.gov](http://mtc.ca.gov)) for public review for at least one year.

**Accessibility and Title VI:** MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

**可及性和法令第六章:** MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

**Acceso y el Titulo VI:** La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

---

Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.

MTC's Chair and Vice-Chair are ex-officio voting members of all standing Committees.



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

**File #:** 21-0570      **Version:** 1      **Name:**  
**Type:** Minutes      **Status:** Consent  
**File created:** 3/31/2021      **In control:** Operations Committee  
**On agenda:** 5/14/2021      **Final action:**  
**Title:** Minutes of the April 9, 2021 Meeting  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [4a OPS Minutes\\_Apr 2021.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Subject:**  
Minutes of the April 9, 2021 Meeting

**Recommended Action:**  
Committee Approval

**Attachments:**



# Metropolitan Transportation Commission

## Meeting Minutes - Draft

### Operations Committee

#### Agenda Item 4a

Bay Area Metro Center  
375 Beale Street  
San Francisco, CA 94105

#### *Committee Members:*

*Carol Dutra-Vernaci, Chair      Damon Connolly, Vice Chair*

*Eddie Ahn, David Canepa, Sam Liccardo,  
Libby Schaaf, and James P. Spering*

*Non-Voting Members: Dorene M. Giacomini and Vacant*

---

Friday, April 9, 2021

9:35 AM

Board Room - 1st Floor (REMOTE)

---

#### 1. Roll Call / Confirm Quorum

**Present:** 6 - Vice Chair Connolly, Commissioner Liccardo, Commissioner Spering,  
Commissioner Ahn, Commissioner Canepa and Chair Dutra-Vernaci

**Absent:** 1 - Commissioner Schaaf

Non-Voting Members Present: Commissioner Giacomini

Ex Officio Voting Members Present: Commission Chair Pedroza and  
Commission Vice Chair Josefowitz

Ad Hoc Non-Voting Members Present: Commissioner El-Tawansy, Commissioner Rabbitt, and  
Commissioner Worth

#### 2. Pledge of Allegiance

#### 3. Compensation Announcement – Clerk of the Committee

#### 4. Consent Calendar

Upon the motion by Commissioner Spering and second by Commissioner  
Canepa, the Consent Calendar was unanimously approved. The motion carried  
by the following vote:

**Aye:** 6 - Vice Chair Connolly, Commissioner Liccardo, Commissioner Spering,  
Commissioner Ahn, Commissioner Canepa and Chair Dutra-Vernaci

**Absent:** 1 - Commissioner Schaaf

#### 4a. [21-0414](#) Minutes of the March 12, 2021 Meeting

**Action:** Committee Approval

**Attachments:** [4a\\_OPS Minutes\\_Mar 2021.pdf](#)

- 4b. [21-0463](#) Contract Change Order Amendment - Clipper® Program Statement on Standards for Attestation Engagement No. 18 (SSAE 18) Audit: Cubic Transportation Systems, Inc. (Cubic) (\$200,000)

**Action:** Committee Approval

**Presenter:** David Weir

**Attachments:** [4b\\_202104\\_Ops\\_Comm\\_memo\\_SSAE\\_18\\_Audit\\_for\\_FY\\_2020-21.pdf](#)

- 4c. [21-0468](#) Contract- Interstate 880 (I-880) Optimized Corridor Operations - WSP USA, Inc. (\$250,000)

**Action:** Committee Approval

**Presenter:** Lulu Mao

**Attachments:** [4c\\_Contract\\_I-880\\_Optimized\\_Corridor\\_Operations\\_-\\_WSP\\_USA,\\_Inc.\\_\(\\$250,000\).pdf](#)

- 4d. [21-0469](#) Contract - Napa Valley Forward: State Route 29 (SR-29) Traffic Management Improvements at Rutherford, Oakville, and Madison Intersections - GHD Inc. (\$1,200,000)

**Action:** Committee Approval

**Presenter:** Elliot Huang

**Attachments:** [4d\\_Contract\\_Napa\\_Forward\\_SR29\\_Intersections\\_-\\_GHD\\_Inc.\\_\(\\$1,200,000\).pdf](#)



## 5. Approval

- 5a.     [21-0413](#)     Contract - Vehicle Occupancy Detection Phase 2 Pilot - San Francisco-Oakland Bay Bridge: Gruendl, Inc. (DBA Ray's Electric) (\$576,390 plus contingency of \$58,000)

This item requests Committee approval to enter into a contract with Gruendl, Inc. (DBA Ray's Electric) in an amount not to exceed \$576,390 for construction services for the Vehicle Occupancy Detection (VOD) Phase 2 Pilot Project in the High Occupancy Vehicle (HOV) Lane 1 at the San Francisco-Oakland Bay Bridge (SFOBB). This item also recommends a contingency in an amount of \$58,000 to be used at the discretion of the Executive Director or designee for unexpected changes in the scope of work.

**Action:** Committee Approval

**Presenter:** Linda Lee

**Attachments:** [5a\\_Contract VOD Phase 2 pilot\\_Rays.pdf](#)

Upon the motion by Commissioner Spering and second by Vice Chair Connolly, the Contract - Vehicle Occupancy Detection Phase 2 Pilot - San Francisco - Oakland Bay Bridge: Gruendl, Inc. (DBA Ray's Electric) (\$576,390 plus contingency of \$58,000) was unanimously approved. The motion carried by the following vote:

**Aye:** 6 - Vice Chair Connolly, Commissioner Liccardo, Commissioner Spering, Commissioner Ahn, Commissioner Canepa and Chair Dutra-Vernaci

**Absent:** 1 - Commissioner Schaaf

**5b.**     [21-0426](#)     Regional Express Lanes Strategic Plan

Adoption of a Bay Area Express Lanes Strategic Plan, which links the broader Express Lanes Network purpose, goals, and strategies to the regional strategic goals of Plan Bay Area 2050. Based on over a year of research and collaboration with Bay Area express lane partners, staff proposes recommendations and near-term actions that represent concrete steps to move the Express Lanes Network forward and link it to regional strategic goals.

**Action:** Commission Approval

**Presenter:** Jim Macrae

**Attachments:**   [11a - 21-0426 - Regional Express Lane Strategic Plan to Commission.pdf](#)  
                           [11a - 21-0426 - Attach A-Regional Exp Lanes Strategic Plan Recommendations.pdf](#)  
                           [11a - 21-0426 - Attach B-PowerPoint Express Lanes Strategic Plan.pdf](#)  
                           [11a - 21-0426 - Attach C-Regional Express Lanes Strategic Plan.pdf](#)  
                           [11a - 21-0426 - Attach D-Appendices to Regional Express Lanes Strategic Plan.pdf](#)

The following individuals spoke on this item:

Roland Lebrun;  
 Jonathon Kass of SPUR;  
 Ken Bukowski;  
 Rich Hedges;  
 Veda Florez; and  
 Kristi Corley.

Upon the motion by Commissioner Liccardo and second by Commissioner Spering, the Regional Express Lanes Strategic Plan was unanimously approved to be forwarded to the Commission for approval under two conditions: 1. That the Strategic Plan be updated to state in the Strategic Investment Principles section that leveraging opportunities to garner more significant funding through partnerships with local project delivery entities enhances a project's merit and readiness; and 2. That, upon completion of the recommended strategies from the Blue Ribbon Transit Task Force and Plan Bay Area 2050's Implementation Plan, staff will update the express bus section of the Express Lanes Strategic Plan, update its supporting white paper, and return to this Committee to present updated express bus strategies. The motion carried unanimously by the following vote:

**Aye:**     6 -   Vice Chair Connolly, Commissioner Liccardo, Commissioner Spering, Commissioner Ahn, Commissioner Canepa and Chair Dutra-Vernaci

**Absent:**   1 -   Commissioner Schaaf

**6. Public Comment / Other Business**

Roland Lebrun was called to speak.

Ken Bukowski was called to speak.

**7. Adjournment / Next Meeting**

**The next meeting of the Operations Committee will be Friday, May 14, 2021 at 9:35 a.m. remotely and by webcast as appropriate depending on the status of any shelter in place orders. Any changes to the schedule will be duly noticed to the public.**



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

---

**File #:** 21-0607      **Version:** 1      **Name:**

**Type:** Contract      **Status:** Consent

**File created:** 4/6/2021      **In control:** Operations Committee

**On agenda:** 5/14/2021      **Final action:**

**Title:** Customer Account Management Platform Contract Actions:  
i. Purchase Order Amendment - Technical Salesforce Integration and Administration Services: Sapient Corporation (\$2,467,845)  
ii. Purchase Order Amendment - Salesforce Licenses: Carahsoft Technology Corp (\$209,500)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [4b\\_Customer Account Platform Contract Actions.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Subject:**

Customer Account Management Platform Contract Actions:

- i. Purchase Order Amendment - Technical Salesforce Integration and Administration Services: Sapient Corporation (\$2,467,845)
- ii. Purchase Order Amendment - Salesforce Licenses: Carahsoft Technology Corp (\$209,500)

**Presenter:**

Shauna Callow

**Recommended Action:**

Committee Approval

**Attachments:**

# Metropolitan Transportation Commission

## Operations Committee

May 14, 2021

Agenda Item 4b

### Customer Account Management Platform Contract Actions:

- i. **Purchase Order Amendment - Technical Salesforce Integration and Administration Services: Sapiant Corporation (\$2,467,845)**
- ii. **Purchase Order Amendment - Salesforce Licenses: Carahsoft Technology Corp (\$209,500)**

---

**Subject:** Customer Account Management Platform Contract Actions: i. Purchase Order Amendment - Technical Salesforce Integration and Administration Services: Sapiant Corporation (\$2,467,845). ii. Purchase Order Amendment - Salesforce Licenses: Carahsoft Technology Corp (\$209,500).

**Background:** In December 2018, this committee approved a purchase order with Sapiant Corporation (formerly known as Vertiba, LLC), to develop a customer relationship management system in Salesforce for the means-based transit fare pilot program, Clipper® START. The Salesforce tools were built to provide the infrastructure necessary to ultimately scale to other services and deliver a cohesive, innovative, and customer-centric experience across programs while automating and streamlining legacy processes. In June 2020, this committee approved a purchase order amendment to expand the Salesforce platform in support of other regional and internal customer account management program needs. During FY 2020-21, Sapiant successfully developed the CRM and website for Clipper START under direction from MTC staff as part of an agency-wide effort, migrated the internal MTC/ABAG contact database and launched a new Contacts Center, and provided ongoing operations and maintenance support. Under the same approved amendment, Sapiant will migrate the Regional Eligibility Database (RED) for paratransit and the Regional Transit Connection (RTC) discount program database, along with modernizing RTC application and verification processes.

**Contract Actions:** **i. Technical Salesforce Integration and Administration Services: Sapiant Corporation (\$2,467,845)**

Under the proposed amendment, Sapiant Corporation would leverage and further extend the Salesforce platform for the following projects:

- A. Expansion and operations of the internal Contacts Center to standardize and enhance MTC's public email, newsletter, and marketing communications; provide a secure and consistent approach to public comment response; and manage internal support requests (\$813,845);
- B. Development and operations of an online application, verification, and customer service system for FasTrak START, the express lanes means-based toll discount pilot (\$575,000);
- C. Development and operations of a pilot eBike rebate online application and verification system for the Richmond-San Rafael Bridge as part of the RSR Forward initiative (\$204,000);
- D. Development of a regional mobility account website to allow the public to apply in a single place for multiple discount and benefit programs, including Clipper START and FasTrak START (\$500,000); and
- E. Ongoing operations, maintenance, and enhancement of the Salesforce platform and MTC's other active programs, including Clipper START (\$375,000).

Under this purchase order amendment, Sapient Corporation would provide technical integration and professional services to design, develop, and support the Salesforce projects listed above, along with other possible Salesforce integration projects that may be identified. The work is expected to be completed in fiscal year 2021-22. Sapient Corporation's services were procured using the California Multiple Award Schedule (CMAS), a collaborative intergovernmental procurement vehicle, which satisfies MTC's competitive procurement requirements. Sapient Corporation is an authorized vendor under CMAS and has been recognized as a Platinum Salesforce Consulting Partner. Sapient Corporation has successfully developed the online application and customer relationship management system for the Clipper START program and an internal customer service escalation process for FasTrak, both of which were delivered on-time and within budget. Sapient Corporation is neither a small business nor a disadvantaged business enterprise and currently has no subcontractors.

These efforts are required for MTC to continue to meet MTC Resolution No. 4320, Regional Means-Based Transit Fare Pilot Program requirements to provide ongoing operations of the Clipper START program. These efforts are also critical to ongoing support of existing programs using the Salesforce platform, as well as the development of the new projects listed above. These regional programs will require future operations and maintenance work, assuming MTC continues to support them on the Salesforce platform.

**Issues:** No issues identified.

**Attachments:** None.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to issue a purchase order amendment to Sapient Corporation in an amount not to exceed \$2,467,845 to continue to provide technical Salesforce integration and administration services.

**ii. Salesforce Licenses: Carahsoft Technology Corp. (\$209,500)**

Under this purchase order amendment, Carahsoft Technology Corp. (Carahsoft) would provide Salesforce licenses for use in developing and operating the regional and internal customer account management programs in Salesforce. Carahsoft's services were procured using CMAS. Carahsoft is an authorized vendor under CMAS and is Salesforce's Master Value Added Reseller and Aggregator in the US public sector. Carahsoft is neither a small business nor a disadvantaged business enterprise and currently has no subcontractors.

**Issues:** No issues identified.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to issue a purchase order amendment to Carahsoft Technology Corp. in an amount not to exceed \$209,500 to continue to provide Salesforce licenses.

**Attachments:** None.

  
Therese W. McMillan

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Purchase Order Amendment

Work Item No.:	1161, 6854, 1311, 1239, 1252, 1251
Consultant:	Sapient Corporation (formerly Vertiba, LLC) Westminster, CO
Work Project Title:	Technical Salesforce Integration and Administration Services
Purpose of Project:	To provide technical integration and administration services for Salesforce platform development.
Brief Scope of Work:	Provide technical integration and professional services to design, develop, enhance, and maintain the Salesforce platform for regional and internal customer account management program needs.
Project Cost Not to Exceed:	\$2,467,845
Funding Source:	STA, RM2, BATA, General Funds, LCTOP, BAIFA Capital Program Budget, BAIFA I-880 Express Lanes Operating Budget
Fiscal Impact:	<p>\$2,573,845 is subject to approval of FY 2021-22 MTC, BAIFA and BATA budgets, as follows:</p> <ul style="list-style-type: none"><li>• Agency CRM Enhancement: \$813,845 – General Funds</li><li>• Regional Account: \$500,000 – RM2, STA, BATA</li><li>• FasTrak START: \$575,000 - BAIFA Capital Program Budget, BAIFA I-880 Express Lanes Operating Budget</li><li>• eBike Rebate: \$204,000 - BATA Operating Budget</li><li>• Clipper START: \$300,000 – LCTOP</li><li>• FasTrak Case Management: \$25,000 – BATA</li><li>• Salesforce Platform Operations: \$50,000 - General Funds</li></ul>
Motion by Committee:	That the Executive Director or designee is authorized to issue a purchase order amendment to Sapient Corporation for technical Salesforce integration and administration services described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$2,467,845 for such amendment subject to necessary budget approvals.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	Date: May 14, 2021

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Purchase Order Amendment

Work Item No.:	1161, 6854, 1311, 1239, 1252, 1251
Consultant:	Carahsoft Technology Corp. Reston, VA
Work Project Title:	Salesforce Licenses
Purpose of Project:	To provide Salesforce licenses.
Brief Scope of Work:	Provide Salesforce licenses to operate and enhance the Salesforce platform for regional and internal customer account management program needs.
Project Cost Not to Exceed:	\$209,500
Funding Source:	General Funds, LCTOP, BATA, BAIFA I-880 Express Lanes Operating Budget
Fiscal Impact:	<p>\$209,500 is subject to approval of the FY 2021-22 MTC, BAIFA and BATA budgets, as follows:</p> <ul style="list-style-type: none"><li>• Agency CRM Enhancement: \$94,000 – General Funds</li><li>• FasTrak START: \$26,000 BAIFA I-880 Express Lanes Operating Budget</li><li>• eBike Rebate: \$7,500 - BATA Operating Budget</li><li>• Clipper START: \$65,000 - LCTOP</li><li>• FasTrak Case Management: \$17,000 - BATA</li></ul>
Motion by Committee:	That the Executive Director or designee is authorized to issue a purchase order amendment to Carahsoft Technology Corp. to provide Salesforce licenses for the projects described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$209,500 for such amendment subject to necessary budget approvals.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	Date: May 14, 2021





# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

---

**File #:** 21-0638      **Version:** 1      **Name:**

**Type:** Contract      **Status:** Consent

**File created:** 4/8/2021      **In control:** Operations Committee

**On agenda:** 5/14/2021      **Final action:**

**Title:** Clipper® In-Person Customer Service Centers (IPCSCs) Contract Actions:  
i. Contract Amendment - Faneuil, Inc. (\$435,000);  
ii. Contract Amendment - Nematode Holdings, LLC (\$300,000); and  
iii. Funding Agreement Amendment - Alameda-Contra Costa Transit District (\$250,000)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [4c\\_Clipper IPCSC Contract Actions.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Subject:**

Clipper® In-Person Customer Service Centers (IPCSCs) Contract Actions:  
i. Contract Amendment - Faneuil, Inc. (\$435,000);  
ii. Contract Amendment - Nematode Holdings, LLC (\$300,000); and  
iii. Funding Agreement Amendment - Alameda-Contra Costa Transit District (\$250,000)

**Presenter:**

Kelley Jackson

**Recommended Action:**

Committee Approval

**Attachments:**

# Metropolitan Transportation Commission

## Operations Committee

May 14, 2021

Agenda Item 4c

### **Clipper® In-Person Customer Service Centers (IPCSCs) Contract Actions:**

- i. Contract Amendment - Faneuil, Inc. (\$435,000);**
- ii. Contract Amendment - Nematode Holdings, LLC (\$300,000); and**
- iii. Funding Agreement Amendment - Alameda-Contra Costa Transit District (\$250,000)**

---

**Subject:** Request for approval of contract actions for Clipper® in-person customer service centers: Faneuil, Inc. (\$435,000), Nematode Holdings, LLC (\$300,000), and Alameda-Contra Costa Transit District (\$250,000).

**Background:** The Clipper® program funds in-person customer service centers at two San Francisco locations and the Alameda-Contra Costa Transit District (AC Transit) Oakland headquarters. In addition to issuing adult, Youth and Senior Clipper® cards and selling value, these service centers issue replacement cards, register adult cards, accept cash payment for card replacement fees and distribute Clipper START materials. These service centers provide a convenient location for transit riders to obtain cards so that they have immediate access to the savings and benefits offered to Clipper® customers (i.e., balance protection, age-based discounts, and avoidance of surcharges for cash payment).

These contract and funding agreement actions were contemplated and are included in the Two-Year Clipper® Budget and Work Plan. Staff recommends that the Committee approve the following contract actions:

**i. Contract Amendment – Clipper Customer Service Center Operations at Embarcadero Station: Faneuil, Inc. (Faneuil) (\$435,000)**

In March 2017, the Clipper Executive Board approved the recommendation to award Faneuil a contract to operate the Clipper Customer Service Center at the Embarcadero BART/Muni Metro station following a competitive procurement. The terms of the procurement included a two-year initial operating period with an option to extend annually for up to five years (through FY 2023-24). The current contract amount is \$1,655,287; the amendment would add \$435,000, extending operations through June 30, 2022.

**ii. Contract Amendment – Clipper Customer Service Center Operations at San Francisco Ferry Building (Bay Crossings): Nematode Holdings, LLC (Nematode) (\$300,000)**

In December 2010, MTC executed a sole source contract with Nematode to offer Clipper® services, based on its Bay Crossings store being the only vendor in the San Francisco Bay Ferry Building to provide transportation information and sell transit tickets. In July 2020, MTC executed a new sole source contract with Nematode with an expanded scope of work to bridge the transition to the next-generation Clipper® system launch. Under this contract, Nematode also is responsible for the maintenance of the ferry departure flap sign in the Ferry Building's central lobby. The current contract amount is \$332,068; the amendment would add \$300,000, extending operations through June 30, 2022 on a sole-source basis.

**iii. Funding Agreement Amendment – Clipper Customer Service Center Operations at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)**


In April 2012, MTC executed a funding agreement with AC Transit to provide expanded Clipper® customer services at AC Transit's headquarters in Oakland. The current funding agreement amount is \$2,229,800; the proposed amendment would add \$250,000, funding these ongoing activities through June 30, 2022.

The Clipper Executive Board approved these proposed contract actions at its April 19, 2021 meeting.

Neither Faneuil nor Nematode is a small business or a disadvantaged business enterprise, and neither of them has subcontractors.

**Issues:** None identified.

**Recommendation:** Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into the following: a contract amendment with Faneuil in an amount not to exceed \$435,000, a contract amendment with Nematode in an amount not to exceed \$300,000, and a funding agreement amendment with AC Transit in an amount not to exceed \$250,000, each to provide in-person Clipper customer services for FY 2021-22, as described above.

  
Therese W. McMillan

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.:	320-1221
Contractor:	Faneuil, Inc. Hampton, VA
Work Project Title:	Clipper Customer Service Center Operations at Embarcadero San Francisco Bay Area Rapid Transit (BART) Station
Purpose of Project:	Provide Clipper in-person customer service, such as issuance of new and replacement cards
Brief Scope of Work:	Contractor shall provide trained staff to support a range of Clipper customer services
Project Cost Not to Exceed:	\$435,000 (this amendment)  Total Contract value including amendments before this amendment = \$1,655,287  Total contract amount with this amendment = \$2,090,287
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2021-22 MTC agency budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Faneuil, Inc. for the purposes described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$435,000 for such amendment, subject to approval of the FY 2021-22 MTC budget.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.:	320-1221
Contractor:	Nematode Holdings, LLC San Francisco, CA
Work Project Title:	Clipper Customer Service Operations at San Francisco Ferry Building (Bay Crossings)
Purpose of Project:	Provide Clipper in-person customer service, such as issuance of new and replacement cards; distribute MTC project materials; and maintain ferry schedule flap sign display
Brief Scope of Work:	Contractor shall provide trained staff to support a range of Clipper customer services and the operations and maintenance of the ferry schedule flap sign display
Project Cost Not to Exceed:	\$300,000 (this amendment)  Total Contract value including amendments before this amendment = \$332,068  Total contract amount with this amendment = \$632,068
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2021-2022 MTC agency budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Nematode Holdings, LLC for the purposes described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$300,000 for such amendment, subject to approval of the FY 2021-22 MTC budget.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Funding Agreement Amendment

Work Item No.:	320-1221
Contractor:	Alameda-Contra Costa Transit District (AC Transit) Oakland, CA
Work Project Title:	Clipper Customer Service Center Operations at AC Transit Headquarters
Purpose of Project:	Provide Clipper in-person customer service center in the East Bay
Brief Scope of Work:	Operate Clipper in-person customer service center at AC Transit's District Headquarters building located at 1600 Franklin Street in Oakland
Project Cost Not to Exceed:	\$250,000 (this amendment)  Total Contract value including amendments before this amendment = \$2,229,800  Total contract amount with this amendment = \$2,479,800
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2021-2022 MTC agency budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a funding agreement amendment with Alameda-Contra Costa Transit District for the purposes described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$250,000 for such amendment, subject to approval of the FY 2021-22 MTC budget.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

**File #:** 21-0639      **Version:** 1      **Name:**

**Type:** Contract      **Status:** Consent

**File created:** 4/8/2021      **In control:** Operations Committee

**On agenda:** 5/14/2021      **Final action:**

**Title:** Contract Amendment - Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$1,500,000)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [4d Contract Amendment MIG.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

### Subject:

Contract Amendment - Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$1,500,000)

### Presenter:

Lysa Hale

### Recommended Action:

Committee Approval

### Attachments:

**Metropolitan Transportation Commission  
Operations Committee**

**May 14, 2021**

**Agenda Item 4d**

**Contract Amendment – Customer Research, Education and Outreach for the Clipper® Program:  
MIG, Inc. (MIG) (\$1,500,000)**

---

**Subject:** Request for approval of a contract amendment for customer research, education and outreach for the Clipper program.

**Background:** MTC engages contractors to assist with the implementation of customer research, education and outreach initiatives to benefit current and potential Clipper customers. A primary goal of MTC's customer education and marketing program is to support transit operator fare policy and service changes that create demand for Clipper cards and information.

This contract amendment was contemplated and is included in the Two-Year Clipper Budget and Work Plan. MIG was part of the pre-qualified Electronic Payment Implementation and Operations consultant bench competitively selected by MTC in May 2016. This bench expires June 30, 2021, but a contract amendment is sought based on a sole source justification for compelling business reasons due to the need for continuity in promotion of the Clipper mobile app and fare payment.

Under this proposed contract amendment, MIG would continue to prepare updates to online and print materials in support of ongoing operational changes, such as fare policy changes and Clipper system improvements. MIG would also manage and continue to expand Clipper's social media program.

MIG is providing marketing, advertising and coordination for the launch of the Clipper mobile app in FY 2020-21, but the campaign to promote the app will take place over a year-long period with alternating campaigns to promote each phone provider and the unique features of its respective payment method, followed by another combined campaign in mid-FY 2021-22.



MTC conducts a biennial survey of Clipper users and non-Clipper users, and this year will be particularly interesting due to the rollout of the Clipper app and mobile fare payment and what this means for adoption of Clipper. The survey will take place in fall 2021.

In FY 2021-22, MIG also will promote the Clipper START program to ensure continued enrollment in this important equity-based pilot program. Promotion will include on-board advertising supplemented by digital advertising.

The current contract amount is \$5,030,000; the proposed contract amendment would add \$1,500,000 and would extend the period of performance to June 30, 2022.

MIG is neither a small business nor a disadvantaged business enterprise and has no subcontractors. The Clipper Executive Board approved this proposed contract amendment at its April 19, 2021 meeting.

**Issues:** There are no issues with this proposed contract amendment.

**Attachments:** None.

**Recommendation:** Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a Contract Amendment with MIG in an amount not to exceed \$1,500,000 to provide customer research, education and outreach as described above.

  
\_\_\_\_\_  
Therese W. McMillan

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Consultant:	MIG, Inc. Berkeley, CA
Work Project Title:	Clipper® Customer Research, Education and Outreach
Purpose of Project:	To provide customer research, education and outreach for the Clipper system
Brief Scope of Work:	To develop and implement campaigns to educate people about Clipper, to prepare updates to online and print materials, and to conduct program monitoring research
Project Cost Not to Exceed:	\$1,500,000
Funding Source:	State Transit Assistance, Regional Measure 2 Operating, Regional Measure 2 Marketing, SB1 State of Good Repair Clipper Card Fees, Clipper Float Account, Clipper Inactive Card Funds
Fiscal Impact:	Funds dependent on the approval of the FY 2021-22 MTC agency budget.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a Contract Amendment with MIG, Inc. as described above and in the Operations Committee Summary Sheet dated May 14, 2021, and the Chief Financial Officer is authorized to set aside \$1,500,000 for such purpose, subject to the approval of the FY 2021-22 MTC budget.
Operations Committee:	
	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

---

**File #:** 21-0651      **Version:** 1      **Name:**  
**Type:** Contract      **Status:** Consent  
**File created:** 4/12/2021      **In control:** Operations Committee  
**On agenda:** 5/14/2021      **Final action:**  
**Title:** Contract - 511 Website Support Services: Kalamuna, Inc. (\$2,000,000)  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [4e\\_511 Website Support Services Contract.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Subject:**  
Contract - 511 Website Support Services: Kalamuna, Inc. (\$2,000,000)

**Presenter:**  
Alysha Nachtigall

**Recommended Action:**  
Committee Approval

**Attachments:**

# Metropolitan Transportation Commission Operations Committee

May 14, 2021

Agenda Item 4e

## Contract – 511 Website Support Services: Kalamuna, Inc. (\$2,000,000)

**Subject:** Request for approval of contract for 511 Website Support Services: Kalamuna, Inc. (\$2,000,000).

**Background:** MTC's 511.org traveler information website serves as a daily tool for Bay Area commuters and as a critical resource for Bay Area travelers during emergency situations and major transportation events. MTC requires consultant support services to operate, maintain, and enhance the 511.org website, and to provide communications services.

In December 2020, the MTC Administration Committee approved the 2020 Website Support Services Bench Cycle 1 ("the Bench"), comprising of 20 pre-qualified firms. The 2020 Bench procurement contained two service categories, i.e., areas of expertise:

- A. Website Operations and Maintenance Services; and
- B. Website Design, Development, and Enhancement Services.

Award of a contract with one of the pre-qualified consultants may take place by direct selection or via a mini-procurement, pursuant to MTC's procurement procedures.

In March 2021, MTC issued a competitive mini-Request for Proposals (RFP) under the Bench for 511 Website Support Services with scope for both service categories A and B. All pre-qualified firms on the Bench were notified of the mini-RFP. MTC received eight (8) complete proposals, from Citrus Studios, Inc, Clarity Partners, LLC, FivePaths LLC, Interpersonal Frequency, Kalamuna, Inc., Stellar Agency, The Glue, and TransSIGHT. One firm, Digital Echidna, submitted an incomplete proposal and its proposal was therefore not evaluated. The complete proposals were evaluated by a panel of MTC staff based on the Evaluation Criteria specified in the mini-RFP, listed below in descending order of importance:

- 1. Proposer's Approach and Clarity of Response (30%)
  - 2. Technical Understanding and Approach (30%)
  - 3. Project Manager Qualifications, Proposer Experience (30%)
  - 4. Cost Effectiveness (10%)
- (100%)

Each criterion was scored with a total possible score of 100.

The table below provides the final ranking based upon panel evaluations:

Consultant	Ranking
1. Kalamuna, Inc.	1
2. TransSIGHT	2
3. The Glue	3
4. Stellar Agency	4
5. Interpersonal Frequency	5
6. Clarity Partners, LLC	6
7. Citrus Studios	7
8. FivePaths LLC	8

Kalamuna, Inc. was deemed qualified by the evaluation panel and received high scores in all evaluation categories.

Kalamuna Inc's and its subcontractors' small business enterprise and disadvantaged business enterprise status is set forth in Attachment A.

**Issues:** None identified.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to enter into a contract with Kalamuna, Inc. to perform 511 website support services in an amount not to exceed \$2,000,000 through June 2024 with an option to extend for two additional years.

**Attachments:** Attachment A: Contractor Small Business and Disadvantaged Business Enterprise Status.

  
Therese W. McMillan

**Contractor Small Business and Disadvantaged Business Enterprise Status**

			DBE* Firm			SBE** Firm		
Prime Consultant	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
	Kalamuna, Inc.	Prime Consultant			X	X	#2009467	
	Convey	Subconsultant	X	#38411		X	#1367600	
	Subconsultant	Trillium Solutions			X			X
	Subconsultant	Lemberg Solutions			X			X
	GreenInfo Network	Subconsultant			X			X

\*Denotes certification by the California Unified Certification Program (CUCP).

\*\*Denotes certification by the State of California.

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.:	1224
Consultant:	Kalamuna, Inc. Oakland, CA
Work Project Title:	511 Website Support Services
Purpose of Project:	Deliver 511 website support services.
Brief Scope of Work:	Provide support services to operate, maintain, and enhance the 511.org website, and to provide communications services.
Project Cost Not to Exceed:	\$2,000,000
Funding Source:	STP, Toll Credits
Fiscal Impact:	\$100,000 is included in the FY 2020-21 budget. \$ 700,000 is subject to approval of FY 2021-22 agency budget \$ 600,000 is subject to approval of FY 2022-23 agency budget \$ 600,000 is subject to approval of FY 2023-24 agency budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Kalamuna, Inc. for the purpose described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$2,000,000 for such contract, subject to approval of future agency budgets.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

<b>File #:</b>	21-0716	<b>Version:</b>	1	<b>Name:</b>	
<b>Type:</b>	Contract	<b>Status:</b>		Consent	
<b>File created:</b>	4/28/2021	<b>In control:</b>		Operations Committee	
<b>On agenda:</b>	5/14/2021	<b>Final action:</b>			
<b>Title:</b>	Contract - Grant Agreement between Metropolitan Transportation Commission and State of California, Wildlife Conservation Board to Fund a Regional Conservation Investment Strategy for the North Bay Baylands (\$640,000 incoming)				
<b>Sponsors:</b>					
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	<a href="#">4f_RCISContractMemo_May2021.pdf</a>				

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

### Subject:

Contract - Grant Agreement between Metropolitan Transportation Commission and State of California, Wildlife Conservation Board to Fund a Regional Conservation Investment Strategy for the North Bay Baylands (\$640,000 incoming)

### Presenter:

Ben Botkin

### Recommended Action:

Commission Approval

### Attachments:



## Metropolitan Transportation Commission Operations Committee

May 14, 2021

Agenda Item 4f

### **Contract – Grant Agreement between Metropolitan Transportation Commission and State of California, Wildlife Conservation Board to Fund a Regional Conservation Investment Strategy for the North Bay Baylands (\$640,000 incoming)**

---

**Subject:** Approval of a grant agreement between MTC and the State of California, Wildlife Conservation Board (WCB) for preparation of the North Bay Baylands Regional Conservation Investment Strategy (RCIS).

**Background:** Since 2015, MTC has been collaborating with California Department of Transportation (Caltrans), Sonoma County Transportation Authority (SCTA), Solano Transportation Authority, Napa Valley Transportation Authority, and Transportation Authority of Marin to deliver State Route 37 corridor improvements. As approved by the State Route 37 Policy Committee, MTC has facilitated planning for project delivery that integrates transportation and ecology goals and actions that guide multi-modal mobility, wetland conservation, sea level rise adaptation, and social and economic equity.

In February 2021, MTC in partnership with the San Francisco Estuary Partnership (SFEP), Caltrans, and SCTA applied for funding from the WCB to prepare an RCIS for the North Bay to support delivery of State Route 37 corridor improvements. This RCIS would assess the vulnerability of species and ecosystems to sea level rise, other climate change impacts, and other stressors and develop ecosystem-based conservation strategies to improve resiliency from identified stressors in the proposed geographic area shown in Attachment A. The RCIS would also define a framework to promote the implementation of these conservation strategies.

Under the proposed grant agreement, WCB would provide funding for the following activities in FY 2020-21, FY 2021-22, and FY 2022-23:

1. Project management, including coordination with a core team of co-proponents, consultant services procurement, contracting and contract management; partner coordination; Steering Committee support and participation; and overall grant management including invoicing and reporting;
2. Convening a Steering Committee of key stakeholders to provide overall guidance through the life of the project. The Steering Committee will consist of representatives from key cities/counties, transportation agencies, landowners, land managers, conservation organizations, tribal representatives, regulatory agencies, environmental non-profits, and community-based organizations. The Steering Committee will meet at least six times over the two-year project and may form topic area subcommittees to provide more detailed feedback and guidance on specific topic areas;

3. Performing targeted outreach with Steering Committee member organizations and with other partners outside of the Steering Committee. Additional stakeholders would be engaged through at least four Stakeholder Group Meetings and at least three broader community workshops; and
4. Preparation of the RCIS, including the following subtasks: 1) Regional Setting: define purpose and need, identify natural, built and planned environments, define RCIS area, identify relevant plans in RCIS area; 2) Climate Change/Sea Level Rise Analysis: update climate change/sea level rise analysis as needed, identify vulnerable areas, identify climate adaptation strategies; 3) Conservation Strategy: discuss pressures and stressors to focal species and other resources, outline conservation goals and objectives and conservation priorities; 4) Draft and Final RCIS.

The grant agreement would provide resources to support accomplishing the activities above by the project's core team and a consultant(s). WCB grant funding of \$640,000 would be matched by \$100,000 from the Bay Area Toll Authority plus in-kind staff cost contributions from MTC, SFEP and Caltrans.

**Issues:** None.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a grant agreement with the State of California, Wildlife Conservation Board to support development of a Regional Conservation Investment Strategy.

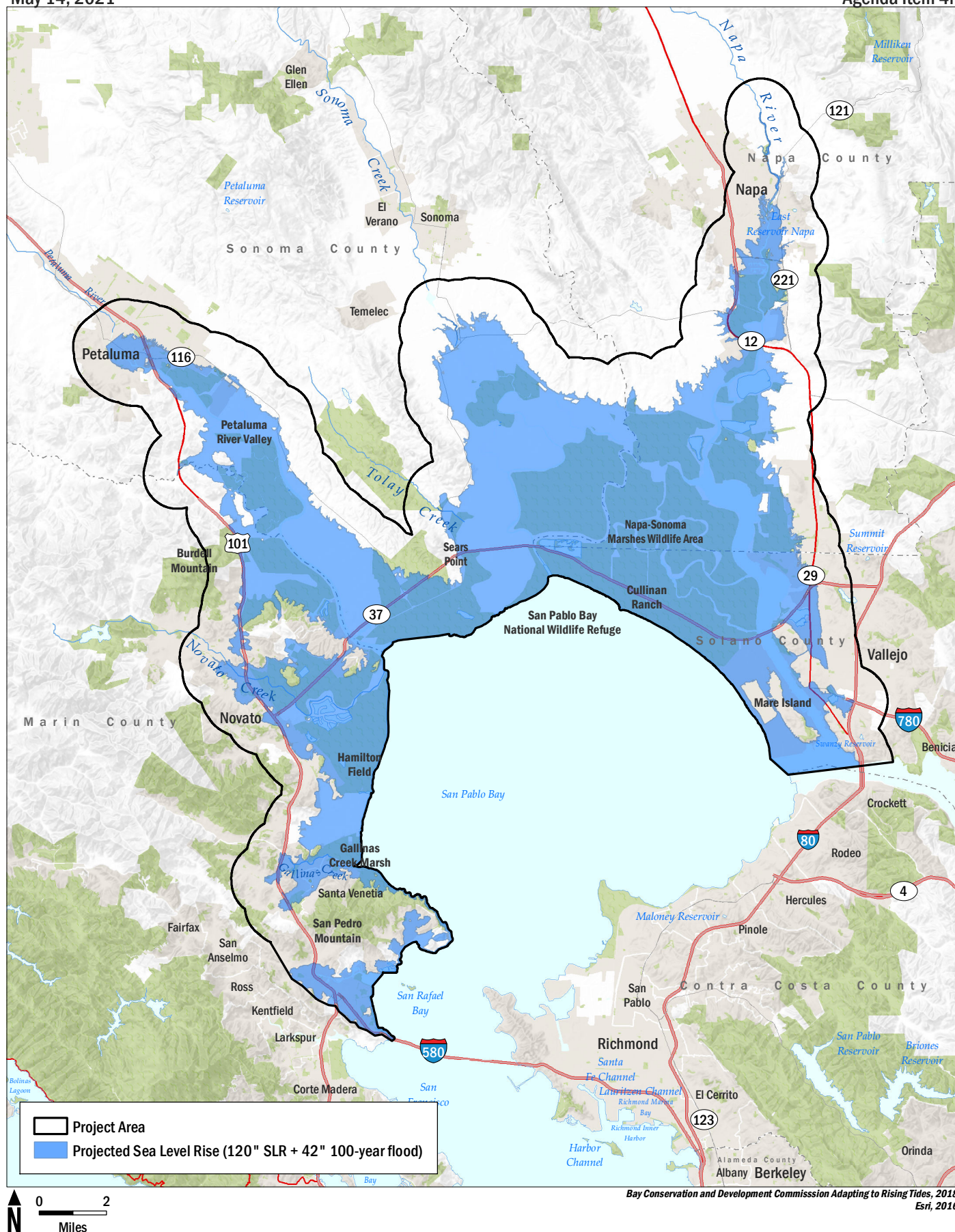
**Attachment:** Attachment A: RCIS Location Map

  
Therese W. McMillan

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Grant Agreement

Grantor:	State of California, Wildlife Conservation Board Sacramento, CA
Work Project Title:	North Bay Baylands Regional Conservation Investment Strategy (RCIS)
Purpose of Project:	Identify and promote the implementation of conservation strategies as compensatory mitigation, and as advanced mitigation, for State Route 37 corridor improvements.
Brief Scope of Work:	Provide funding to support staff and consultant project management, convening a steering committee, performing targeted outreach, and developing an RCIS during FY 2020-21, FY 2021-22, and FY 2022-23.
Project Cost Not to Exceed:	Total Cost: \$981,127 <ul style="list-style-type: none"><li>• State of California, Wildlife Conservation Board: \$640,000 Grant</li><li>• Bay Area Toll Authority: \$100,000 Match</li><li>• MTC/SFEP: In-Kind Personnel Match: \$132,334</li><li>• Caltrans: In-Kind Personnel Match: \$108,793</li></ul>
Funding Source:	State of California, Wildlife Conservation Board (WCB) - \$640,000, per the proposed grant agreement MTC/SFEP In-Kind Personnel Match Caltrans In-Kind Personnel Match
Fiscal Impact:	Funds are to be included in the MTC FY 2021-22 Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a grant agreement with the State California, Wildlife Conservation Board to support development of an RCIS.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021





# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

---

**File #:** 21-0753      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Consent  
**File created:** 4/30/2021      **In control:** Operations Committee  
**On agenda:** 5/14/2021      **Final action:**  
**Title:** Master Cooperative Agreement- Funding between Metropolitan Transportation Commission and California Department of Transportation for Design Services for Interstate 880 (I-880) Fiber Communications Project (\$1,740,000)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [4g\\_Coop Agreement-I-880.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

### Subject:

Master Cooperative Agreement- Funding between Metropolitan Transportation Commission and California Department of Transportation for Design Services for Interstate 880 (I-880) Fiber Communications Project (\$1,740,000)

### Presenter:

Emily Van Wagner

### Recommended Action:

Committee Approval

### Attachments:



# Metropolitan Transportation Commission Operations Committee

May 14, 2021

Agenda Item 4g

## Master Cooperative Agreement- Funding between Metropolitan Transportation Commission and California Department of Transportation for Design Services for Interstate 880 (I-880) Fiber Communications Project (\$1,740,000)

---

**Subject:** Request for approval of a Master Cooperative Agreement with the California Department of Transportation for Design Services for I-880 Fiber Communications Project.

**Background:** MTC, in coordination with the California Department of Transportation (Caltrans), proposes fiber communications infrastructure improvements on the I-880 corridor. The project is along I-880 between Dixon Landing Road in Milpitas and US 101 in San Jose, and will install new fiber cable and conduit. The proposed project would also extend the existing fiber communications network along State Route 92 (SR 92) between I-880 and the San Mateo Bridge Toll Plaza, and along State Route 237 (SR 237) between I-880 and Zanker Road.

The proposed project helps the region progress toward the vision established by the Bay Area Regional Broadband Communications Strategic Investment Plan (2019) (Link following <https://mtc.ca.gov/sites/default/files/Regional%20Broadband%20Communications%20-%20Final%20Strategic%20Investment%20Plan.pdf> ), presented to this Committee in October 2019, through the development of a robust and reliable regional communication network that will enable data and information sharing and facilitate the implementation of technology based congestion management strategies. As an important corridor serving three bridges, I-880 was identified as a priority to help build connectivity around the bay; additionally, the project builds on the fiber installation work of the I-880 Express Lanes project. This project will facilitate direct connections between Santa Clara Valley Transportation Authority headquarters in San Jose and the Caltrans District 4 Transportation Management Center, and provide reliable high-speed network access to closed-circuit television cameras on the I-880 and SR 237 corridors. This project will also provide significant infrastructure to support future expansion of the regional communications network to transportation assets such as the San Mateo Bridge, and US 101 and SR 237 Express Lanes.

There is an opportunity to achieve significant project efficiencies by coupling this project with a separate, larger fiber project that Caltrans is delivering, thereby eliminating the need for separate preliminary engineering evaluations and documentation. Additionally, timing is such that inclusion of the proposed project into the larger Caltrans project is aligned well as Caltrans has just begun some of their early project documentation efforts. Caltrans District 4 staff has consulted with their management, as well as Headquarters, and agrees there are significant project efficiencies and synergies to be gained by combining the projects.

Staff requests approval to enter into a Master Cooperative Agreement with Caltrans for the design phase of the project (i.e., project approval/environmental document, and Plans, Specifications, and Estimates), in an amount not to exceed \$1,740,000. In two years, staff will return to the Committee to request an amendment to the Master Cooperative Agreement for construction, for which MTC has secured \$7,500,000 in Federal funding.

**Issues:** None identified.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a Master Cooperative Agreement with Caltrans, in an amount not to exceed \$1,740,000, to complete the design phase of the I-880 Fiber Communications project.

**Attachments:** None.

  
Therese W. McMillan

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Cooperative Agreement

Work Item No.:	1223
Work Project Title:	Master Cooperative Agreement for Design Services for the I-880 Fiber Communications Project
Purpose of Project:	Support development of a robust and reliable regional communication network that will enable data and information sharing and facilitate the implementation of technology-based congestion management strategies.
Brief Scope of Work:	Complete the design phase for the project.
Project Cost Not to Exceed:	\$1,740,000
Funding Source:	Surface Transportation Program (STP)
Fiscal Impact:	Funding is included in the MTC FY 2020-2021 Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a Master Cooperative Agreement with Caltrans to complete the design phase for the I-880 Fiber Communications Project described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$1,740,000 for such Master Cooperative Agreement.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021





# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

<b>File #:</b>	21-0571	<b>Version:</b>	1	<b>Name:</b>	
<b>Type:</b>	Contract	<b>Status:</b>		Committee Approval	
<b>File created:</b>	3/31/2021	<b>In control:</b>		Operations Committee	
<b>On agenda:</b>	5/14/2021	<b>Final action:</b>			
<b>Title:</b>	Incident Management Program Update and Contract Actions: i. Incident Management Program Update ii. Contract - Incident Management Strategic Plan: Parsons Transportation Group, Inc. (\$174,900) iii. Contract - Traffic Incident Management Dashboard: mySidewalk, Inc. (\$300,000)  Update on Incident Management Program and two contract actions.				
<b>Sponsors:</b>					
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	<a href="#">5a Incident Management Program Contracts.pdf</a>				

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

### Subject:

Incident Management Program Update and Contract Actions:  
i. Incident Management Program Update  
ii. Contract - Incident Management Strategic Plan: Parsons Transportation Group, Inc. (\$174,900)  
iii. Contract - Traffic Incident Management Dashboard: mySidewalk, Inc. (\$300,000)

Update on Incident Management Program and two contract actions.

### Presenter:

Sarah Burnworth

### Recommended Action:

- Information
- Committee Approval
- Committee Approval

### Attachments:

# Metropolitan Transportation Commission Operations Committee

May 14, 2021

Agenda Item 5a

## **Incident Management Program Update and Contract Actions:**

### **i. Incident Management Program Update**

**ii. Contract – Incident Management Strategic Plan: Parsons Transportation Group, Inc. (\$174,900)**

**iii. Contract – Traffic Incident Management Dashboard: mySidewalk, Inc. (\$300,000)**

---

**Subject:** Update on Incident Management Program and two contract actions.

### **Background:**

#### **i. Incident Management Program Update**

The Metropolitan Transportation Commission (MTC) partners with the California Department of Transportation (Caltrans) and the California Highway Patrol (CHP) to lead the Bay Area Incident Management Task Force (IMTF), which was formed in 2002. Today, the IMTF is an active multi-agency partnership that includes MTC, Caltrans, the CHP, the Federal Highway Administration, local law enforcement and fire departments, emergency medical services, county coroners, tow truck companies, and others who are focused on the safe and quick clearance of freeway traffic incidents. The IMTF compliments Bay Area Freeway Service Patrol's and the MTC Service Authority for Freeways and Expressways' (SAFE) efforts to reduce congestion, improve public safety, and enhance air quality by quickly identifying, responding to, and clearing freeway incidents.

On average, 80 first responders or tow-truck operators are struck and killed each year nationwide, with another 20,000 injured annually, while responding to crashes on U.S. roads and bridges. In California, at least nine responders were killed in crashes in 2019-2020, and many others injured. Because the likelihood of a secondary crash increases by 2.8 percent for each minute a primary incident is left uncleared, modest reductions in incident duration can yield significant safety benefits for responders and motorists. Quick incident response is also important in reducing delay for motorists as well as buses on the region's roadways.

IMTF agencies work together to facilitate interagency communication and cooperation to make Bay Area roadways safer for everyone. IMTF initiatives include quarterly meetings and post-incident debriefs, development of a Bay Area Traffic Incident Dashboard, partnerships with local fire departments, Caltrans, and CHP to implement freeway safety improvements, and facilitation of an incident management group in the I-680/I-880 area called the Tri-City Safety Responders. Staff is requesting this Committee to approve two contracts related to the Traffic Incident Management Program.

#### **ii. Traffic Incident Management Strategic Plan**

A 2002 Concept of Operations set forth a vision, goals, strategies, and roles and responsibilities for the IMTF and its partner agencies, including MTC, Caltrans and CHP. The plan identified MTC as lead facilitator to coordinate IMTF activities. In 2012, the IMTF expanded to include public safety and other partners, including local fire departments, emergency medical services, tow operators, county coroners, utility companies, and others. Since 2012, over sixty agencies from throughout the region have participated in more than fifty meetings involving responders from all disciplines.

The IMTF has developed annual work plans to guide activities; however, to better organize and prioritize IMTF efforts, the group intends to undertake a strategic plan that will formally define objectives and agency roles and responsibilities, identify challenges and opportunities, and align future work with MTC's regional goals and objectives. To that end, MTC issued a Request for Proposal (RFP) in January 2021 for a consultant to develop a five-year strategic plan for MTC's regional traffic incident management program. On February 25, 2021, MTC received proposals from Parsons Transportation Group Inc. (Parsons) and Kimley Horn and Associates, Inc. A panel comprised of staff from MTC and Caltrans evaluated the two proposals and held interviews with both proposers on March 15, 2021.

Based on its evaluation of the proposals and interviews, the panel ranked Parsons the highest. Parsons' proposal was determined by the panel to be most advantageous to MTC due to its team's extensive experience with traffic incident management related activities throughout North America. The Parsons team has completed similar traffic incident management strategic plans in at least six other states and has experience with numerous programs related to traffic incident management, including Freeway Service Patrol, 511/incident detection, Vision Zero, Strategic Highway Safety Plan, Transportation Systems Management and Operations, Integrated Corridor Management, Express Lanes, and Bay Area Forward. Parsons' proposed approach emphasizes understanding the needs and challenges of the region first, to provide the foundation for evaluation of the existing program and best practices, and to develop recommendations.

Parsons' proposal exceeded the eligibility requirements for participation in MTC's Small Business Enterprise (SBE) Program, with a commitment to having an SBE firm participate in thirty percent of the project. While Parsons qualified for the small business preference, the preference was not a deciding factor as Parsons already had the highest ranked proposal without consideration of the SBE preference points. Parsons' and its subcontractor's small business enterprise status are shown in Attachment A.

### **iii. Traffic Incident Management Dashboard**

MTC participated in the national Startup in Residence (STIR) program in 2019. STIR connects government agencies with startups through a streamlined procurement process to create technology products that address civic challenges. During the 16-week residency, governments and startups work together on challenges that improve services for residents or improve internal processes so that governments can deliver better services to residents. If the residency is successful, participating governments and startups have the option to negotiate a longer-term arrangement. In 2019, MTC selected mySidewalk, Inc. (mySidewalk) through the STIR program to develop a Traffic Incident Dashboard using publicly available data from the California Highway Patrol (CHP). The goal of the Traffic Incident Dashboard project was to develop a timely, user-friendly dashboard for viewing reports on detailed traffic incident characteristics and trends. The 16-week residency concluded in May 2019; the residency was provided at no cost to MTC.

Following the residency, MTC and mySidewalk negotiated licensing costs for a one-year pilot deployment under a purchase order in the amount of \$100,000 to license the platform to track, analyze, and communicate traffic incident data. The pilot deployment was extended for one additional year for a total of \$200,000 over two years.

During the pilot deployment, the dashboard has been used by the IMTF and others as an efficient tool to help track effectiveness of projects and programs aimed at improving the safe and quick clearance of traffic incidents

Experience with mySidewalk has been very positive – it's staff is professional, organized, knowledgeable, and have been proactive in researching issues, identifying new ways to approach incident data challenges and presenting traffic incident data in ways that are relevant to MTC projects and programs.

Staff is seeking to continue MTC's relationship with mySidewalk as it has a unique product that has proven to be beneficial to enhancing access to regional traffic incident data. Staff requests approval to enter into a contract with mySidewalk for an additional three years and \$300,000, at \$100,000 per year to license the platform, including ongoing maintenance, support, hosting, and enhancements of the Traffic Incident Dashboard.

MySidewalk is neither a small business nor a disadvantaged business enterprise and has no subcontractors.

**Issues:** None identified.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract with Parsons in an amount not to exceed \$174,900 to develop a five-year strategic plan for MTC's regional traffic incident management program; and a contract with mySidewalk in an amount not to exceed \$300,000 over three years, subject to the annual budget approval process, to license the platform to track, analyze, and communicate traffic incident data.

**Attachments:** Attachment A: Parsons and its Subcontractor's Small Business and Disadvantaged Business Enterprise Status  
Attachment B: PowerPoint Presentation

  
Therese W. McMillan

**Small Business and Disadvantaged Business Enterprise Status**

		DBE* Firm			SBE** Firm		
	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List # No
Prime Contractor	Parsons Transportation Group, Inc.	Develop Traffic Incident Management Strategic Plan			X		
Subcontractor	System Metrics Group, Inc.	Stakeholder outreach, review best practices, performance measure analysis, evaluation of existing local programs and projects			X	X	23091

\*Denotes certification by the California Unified Certification Program (CUCP).

\*\*Denotes certification by the State of California.

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.:	1235
Consultant:	Parsons Transportation Group, Inc. Oakland, CA
Work Project Title:	Bay Area Traffic Incident Management Strategic Plan
Purpose of Project:	Strategic planning for Bay Area Traffic Incident Management program
Brief Scope of Work:	Develop a five-year strategic plan for MTC's regional traffic incident management program
Project Cost Not to Exceed:	\$174,900
Funding Source:	SAFE
Fiscal Impact:	Funding is included in the FY 2020-2021 Budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Parsons Transportation Group, Inc. to develop a Bay Area Traffic Incident Management Strategic Plan described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$174,900 for such contract.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.:	1235
Consultant:	mySidewalk, Inc. Kansas City, MO
Work Project Title:	Traffic Incident Dashboard
Purpose of Project:	Track, analyze, and communicate traffic incident data
Brief Scope of Work:	Licensing of platform, including ongoing maintenance, support, hosting, and enhancements
Project Cost Not to Exceed:	\$300,000
Funding Source:	SAFE
Fiscal Impact:	\$100,000 is included in the FY 2020-2021 budget; subsequent years are subject to annual budget approval.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with mySidewalk, Inc. for licensing of the Traffic Incident Dashboard platform described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$300,000 such contract, subject to annual budget approval.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021

# Incident Management Program

MTC Operations Committee  
May 14, 2021



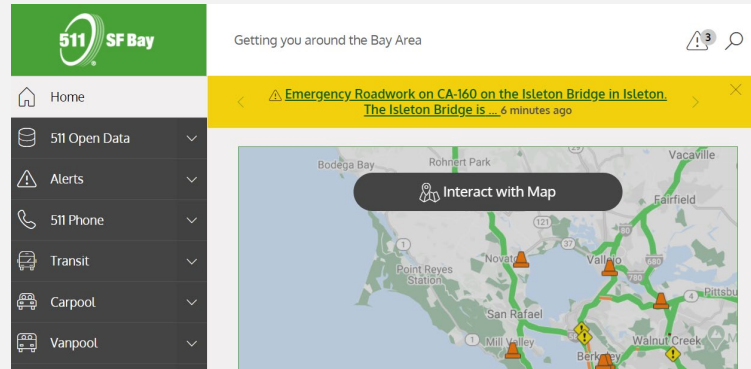


# Regional Traffic Incident Management Program

MTC's role in clearing freeway traffic incidents quickly and safely:



**Incident Management Task Force**



**511 Traveler Information**



**Freeway Service Patrol**

# Traffic Incident Management Partners

- California Department of Transportation (Caltrans)
- California Highway Patrol (CHP)
- Metropolitan Transportation Commission (MTC)
- Federal Highway Administration (FHWA)
- Fire Departments/EMS
- Local Law Enforcement
- Coroner/Sheriff
- Public Works Departments
- Tow Operators
- Utility Companies
- American Automobile Association (AAA)



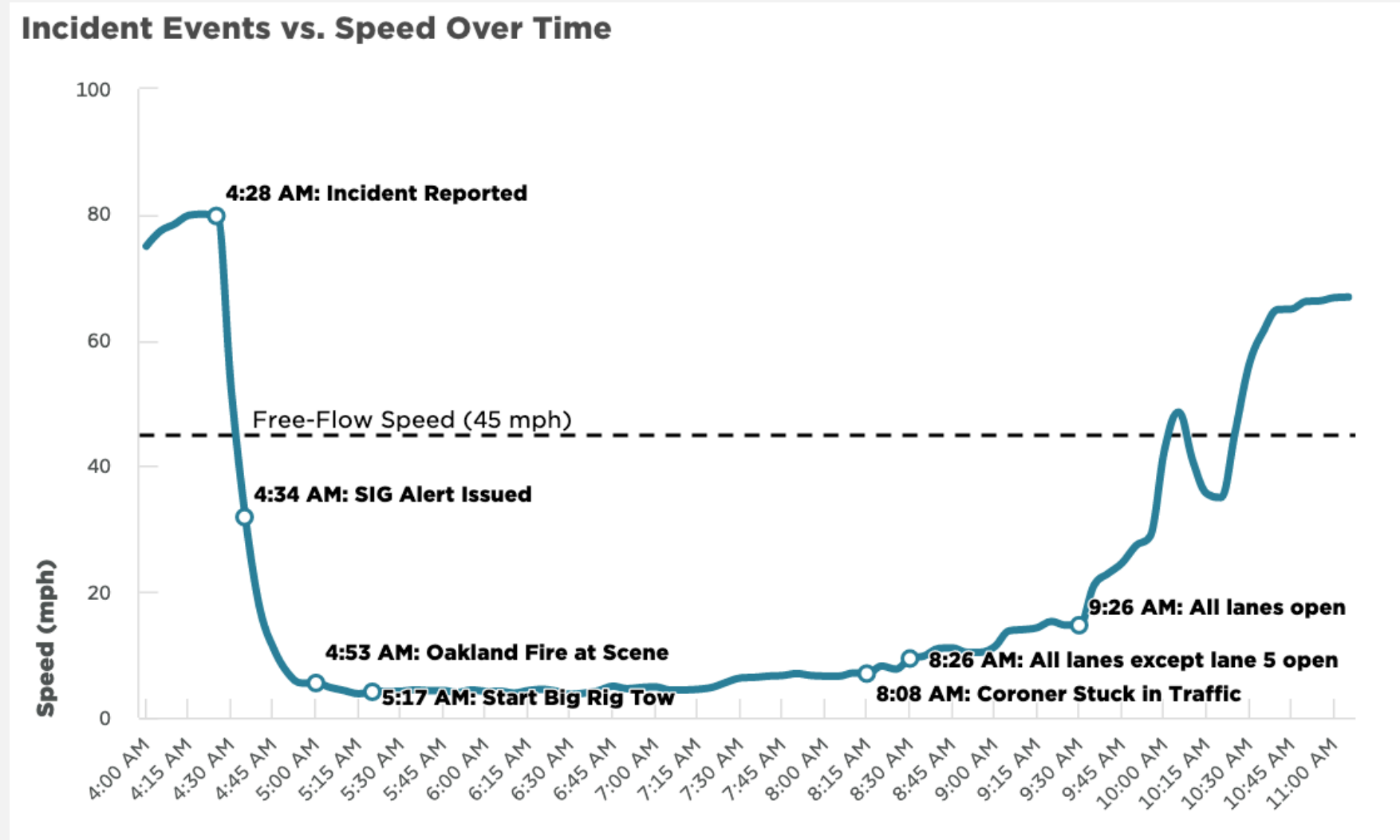


# Bay Area Incident Management Task Force

## KEY ACCOMPLISHMENTS

- 60+ agencies since 2012
- Facilitated partnerships between Fire Departments, Caltrans, CHP to implement safety improvements on Hwy 17 and MacArthur Maze
- Bay Area Traffic Incident Dashboard

# May 29, 2019 Bay Bridge Incident Timeline





# Why Traffic Incident Management?

**1**

## **Safety**

For every minute an incident is left uncleared, chances of a secondary crash increase by 2.8%

**2**

## **Catalyst for Improvement**

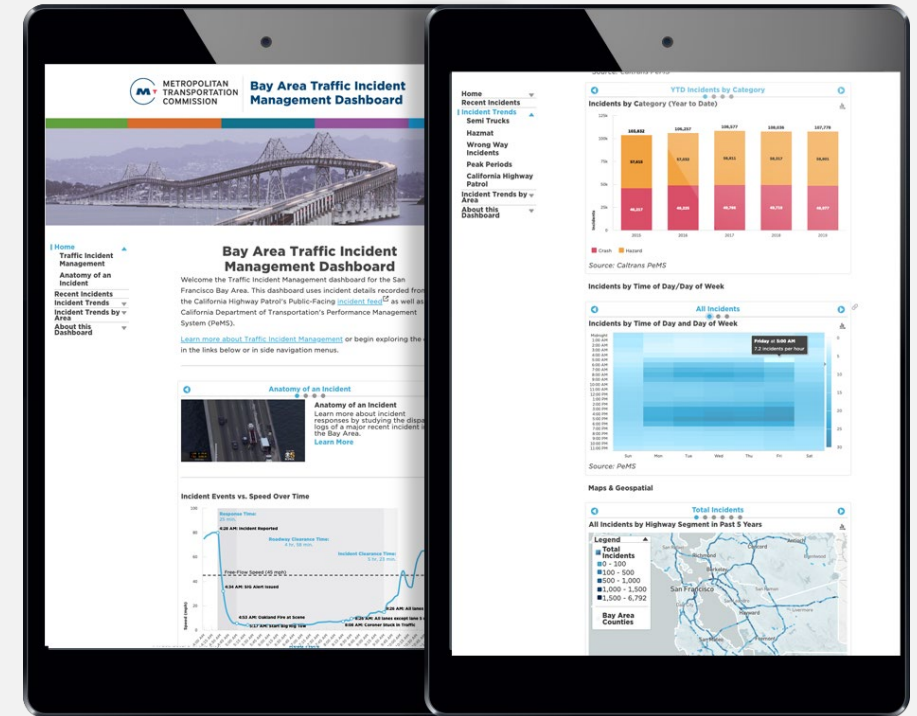
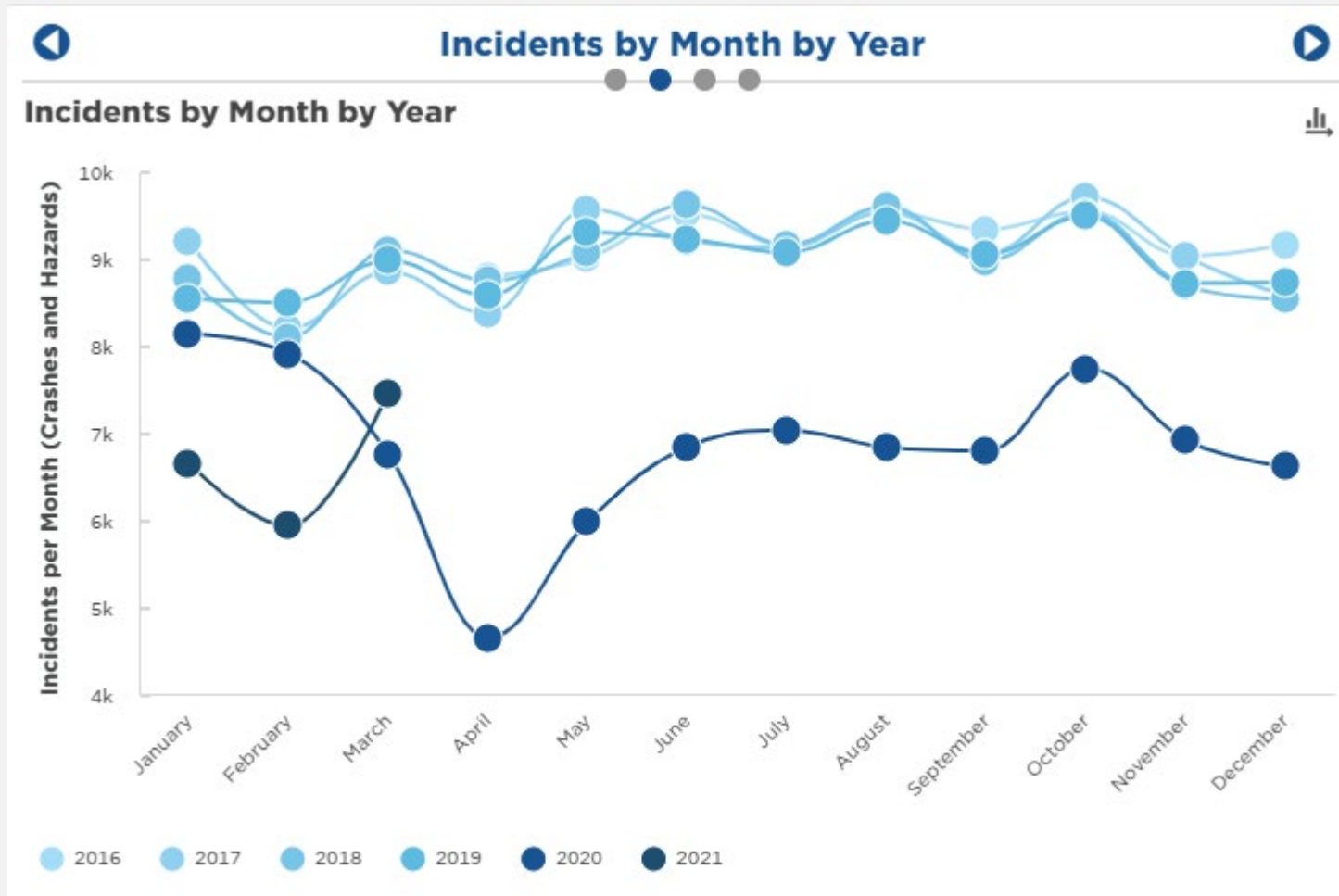
Facilitate partnerships and projects that help emergency personnel clear crashes quickly

**3**

## **Data and Innovation**

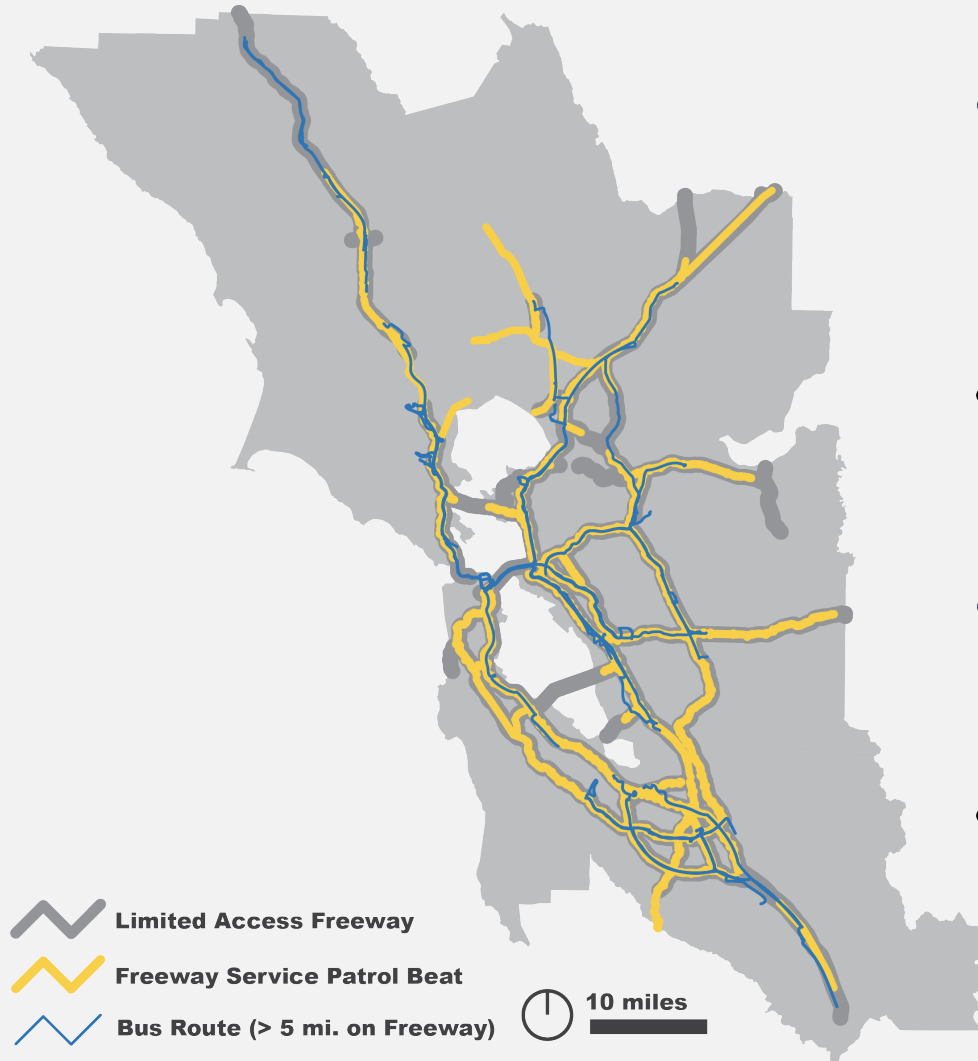
Regional perspective, evaluation and info sharing, towards data driven decisions

# Traffic Incident Dashboard



[www.timbayarea.org](http://www.timbayarea.org)

# Incidents on Express Bus Routes



- 11% of freeway incidents occurred along bus routes during peak hours last year, with a total duration of 14,248 hours
- Median incident clearance time for the SF Bay Area is 19 minutes
- Freeway Service Patrol is deployed during peak hours to clear incidents and debris
- The Bay Area Incident Management Task Force facilitates partnerships and projects that help emergency personnel clear crashes quickly



# Incident Management Strategic Plan



A five-year roadmap for Bay Area Traffic Incident Management

- Map key focus areas based on review of current program, best practices
- Identify opportunities for connection between programs
- Alignment with priorities: safety, equity and support for transit recovery



# Contract Approval Requests

## ① Incident Management Strategic Plan

Contract: Parsons (\$174,900)

- Scope of work
  - ✓ Develop a five-year strategic plan for MTC's regional traffic incident management program

## ② Traffic Incident Dashboard

Contract: mySidewalk (\$300,000)

- Scope of work
  - ✓ Annual maintenance, support and hosting
  - ✓ Enhancements and optimizations
  - ✓ Optional new features

# Contact Information

## **Sarah Burnworth**

Senior Project Manager

Field Operations & Asset Management

[SBurnworth@bayareametro.gov](mailto:SBurnworth@bayareametro.gov)



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

**File #:** 21-0640      **Version:** 1      **Name:**  
**Type:** Contract      **Status:** Committee Approval  
**File created:** 4/8/2021      **In control:** Operations Committee  
**On agenda:** 5/14/2021      **Final action:**  
**Title:** Clipper® Contract: Next-Generation Clipper (C2) Customer Service Center: WSP USA Services, Inc. (WSP) (\$20,709,014)

Approval to enter into a contract with WSP USA Services, Inc. (WSP) in the amount of \$20,709,014 as the customer service center vendor for the Next Generation Clipper (C2) regional fare payment system.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [5b\\_Next Gen Clipper Customer Service Center Vendor Contract Recommendation.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Subject:**

Clipper® Contract: Next-Generation Clipper (C2) Customer Service Center: WSP USA Services, Inc. (WSP) (\$20,709,014)

Approval to enter into a contract with WSP USA Services, Inc. (WSP) in the amount of \$20,709,014 as the customer service center vendor for the Next Generation Clipper (C2) regional fare payment system.

**Presenter:**

Jason Weinstein

**Recommended Action:**

Committee Approval

**Attachments:**

# Metropolitan Transportation Commission Operations Committee

May 14, 2021

Agenda Item 5b

## Clipper<sup>®</sup> Contract: Next-Generation Clipper (C2) Customer Service Center: WSP USA Services, Inc. (WSP) (\$20,709,014)

---

**Subject:** Approval to enter into a contract with WSP USA Services, Inc. (WSP) in the amount of \$20,709,014 as the customer service center vendor for the Next Generation Clipper (C2) regional fare payment system.

**Background:** The Clipper system today is delivered by a single vendor. In the summer of 2016, with direction from the Clipper Executive Board, staff moved forward with a disaggregated approach to delivering the C2 system and eventually there will be four contracts:

- C2 System Integrator contract awarded in September 2018;
- C2 Payment Services contract awarded in February 2021;
- C2 Fare Media procurement which will post for bid later this year; and
- C2 Customer Service Center contract recommended for award today.

The C2 Customer Service Center RFP was issued on August 31, 2020. The RFP was posted on MTC's website and an email advertising the opportunity was sent to 2,875 firms and individuals. On September 16, 2020, MTC hosted a virtual Proposers' Conference that was attended by over fifty firms and individuals. On November 19, 2020, the deadline for submission of proposals, two firms--Cubic Transportation Systems, Inc. (Cubic) and WSP--submitted proposals in response to the RFP. Both firms were determined to be responsive and met the minimum qualifications for the RFP. An RFP evaluation panel made up of representatives from MTC, BART, Caltrain/SamTrans, the Central Contra Costa Transit Authority (CCCTA), and the Santa Clara Valley Transportation Authority (VTA), supported by technical advisors from MTC's consultant, IBI Group, reviewed the proposals against the evaluation criteria as indicated in Attachment B.

After initial evaluation, the evaluation panel shortlisted both firms. Discussions were held with each proposer on December 8, 2020, followed by further discussion sessions with each in January and February 2021. During the discussions, MTC responded to proposer questions and requested feedback on potential revisions to the scope of work and contract.

On March 10, 2021, MTC issued Requests for Best and Final Offers ("BAFOs") to both proposers. In an addendum to the RFP that accompanied the Requests for BAFOs, MTC modified the scope of work and contract in four areas to better reflect the evolving transit demand patterns related to the COVID-19 pandemic: (1) reduced the assumed base contact volumes from 40,000 to 12,000, and reduced customer service center hours; (2) specified that the first nine months of the C2 Customer Service Center Operations and Maintenance term (representing the transition period from the current Clipper system to the C2 system) will be paid on a time and materials basis; (3) removed key performance indicator (KPI) incentives and disincentives for contact channels that are expected to have low demand; and (4) added a contract provision to allow for renegotiation of the base contact amount if actual monthly contact volume significantly exceeds the base assumption of 12,000 contacts per month.

Each firm timely submitted its BAFO by the March 31, 2021 due date. The RFP evaluation panel met again to review the BAFOs on April 9, 2021. Proposals were again scored based on the evaluation criteria as listed in the RFP (Attachment B). Both proposers submitted strong BAFOs, but ultimately WSP garnered the highest average score among the evaluators. Although Cubic demonstrated stronger experience with the Clipper® fare payment system, WSP's proposal scored higher on several criteria due to its approach in the following areas:

- Technical proposal (applying a robust omnichannel and interactive voice recognition (IVR) system);
- Customer transition from the current Clipper® card-based system to the C2 account-based system;
- Flexibility and scalability of operations and maintenance; and
- Cost effectiveness.

WSP was awarded an additional five points by participating in the MTC Small Business Enterprise (SBE) Program. WSP proposed 27.3 percent SBE participation on the Project. Cubic did not apply for the SBE preference program. Proposal evaluation scoring is shown in Attachment C.

If the staff recommendation is approved by this Committee, staff would seek to enter into a contract with WSP as soon as practicable, so that WSP can participate in the C2 system design and implementation process. The contract would be for an initial term through June 30, 2027, with options to extend for up to three renewal periods of two years each.

The contract will be funded with capital and operating funds. This request seeks the authorization of \$2,729,118 in capital funds for the development of the C2 customer service center and \$17,979,896 in operating and maintenance funds for the initial four-year and nine-month term. The FY 2021/22 Clipper Capital Budget approved by the Clipper Executive Board includes \$2,000,000 of the capital costs for the Customer Service Center. The \$729,118 balance of the capital expenditures will be budgeted in FY 2022/23 and funding sources have already been identified. Once the transition to the C2 system begins, operating costs will be allocated among the participating transit operators and MTC in proportions to be determined in a future update to the Clipper Memorandum of Understanding.

WSP's and its subcontractors' small business enterprise and disadvantaged business enterprise status are shown in Attachment A.

The Clipper Executive Board approved this recommendation of WSP at its April 19, 2021 meeting.

**Issues:** None.

**Recommendation:** Staff recommends that the Operations Committee approve award of a contract to WSP to serve as the customer service center vendor for the C2 regional fare payment system and authorize the Executive Director or designee to negotiate and enter into such contract in an amount not to exceed \$20,709,014, as described above.

**Attachments:**      **Attachment A:** Contractor DBE and SBE Status  
                             **Attachment B:** Proposal Evaluation Criteria  
                             **Attachment C:** Proposal Evaluation Scoring

  
\_\_\_\_\_  
Therese W. McMillan

**Contractor DBE and SBE Status**

	Firm Name	Role on Project	DBE* Firm			SBE** Firm		
			Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	WSP USA Services, Inc.	Call center operations and maintenance			X			X
Subcontractor	ViaSource Solutions	Customer service representatives, business process			X			X
	Voxai Solutions	Omni-Channel Telephony, Subject Matter Expert			X			X
	Transight LLC	Technology, managed services, business analysis and data integration, fare collection	X	42484		X	2004682	
	Virginkar & Associates, Inc.	Customer service representatives, business process	X	46132		X	2014070	

\*Denotes certification by the California Unified Certification Program (CUCP).

\*\*Denotes certification by the State of California.

**Proposal Evaluation Criteria**

The proposals were scored based on the following criteria:

1. Proposer Qualifications and Experience (20%) – including customer service center experience, government and transit experience, references, and experience of proposed project team;
2. Technical Proposal (20%) – including ability of technical solution to enable high-quality customer service operations and scalability of solution;
3. Training and Transition Proposal (5%) – including training, and approach to transition planning from an existing customer service center;
4. Operations and Maintenance (O/M) Proposal (30%) – proposed ongoing operations and maintenance plan for the C2 CSC Operations Center, including sufficiency and flexibility of the resources to respond to varying demand and safeguarding PII and other confidential data;
5. Price Proposal - Cost Effectiveness (5%) – including reasonableness of hourly rates, schedule of fees, and overall costs; and
6. Price Proposal - Operations and Maintenance (20%) – allocated based on the relative difference between the lowest overall Proposed Total Price for O/M and each other Proposal.

The MTC's Small Business Enterprise (SBE) program was also applied to the RFP. SBE scoring is as follows:

- If the Proposer commits to having SBE firms participate in a minimum of twenty-five percent (25%) to a maximum of forty percent (40%) of the Project, five percent (5%) or five (5) points will be added to the total evaluation percentage or points.
- If the Proposer commits to having SBE firms participate in more than forty percent (>40%) of the Project, ten percent (10%) or ten (10) points will be added to the total evaluation percentage or points.



**Proposal Evaluation Scoring**

<b>Evaluation Criteria</b>	<b><i>Available</i></b>	<b>WSP</b>	<b>Cubic</b>
Proposer Qualifications and Experience	<i>20</i>	15.9	18.3
Technical Proposal	<i>20</i>	17.0	14.6
Training and Transition Proposal	<i>5</i>	3.9	3.6
Operations and Maintenance (O/M) Proposal	<i>30</i>	23.3	20.9
Price Proposal - Cost Effectiveness	<i>5</i>	4.1	2.7
Price Proposal - Operations and Maintenance Price Proposal (4 years)	<i>20</i>	20.0	19.9
SBE Program	<i>10</i>	5.0	0.0
<b>Total*</b>	<b><i>110</i></b>	<b>89.1</b>	<b>79.9</b>

\*rounding errors corrected in total

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Contractor:	WSP USA Services, Inc. (WSP) San Francisco, CA
Project Title:	Next-Generation Clipper® (C2) Customer Service Center Contract
Purpose of Contract:	Design, implement and operate a new Customer Service Center for the C2 System
Brief Scope of Work:	Design, installation, training and transition to an omnichannel C2 customer service center that provides a seamless transition for current Clipper customers and provides customer service using more channels, to match changing customer preferences.
Project Cost Not to Exceed:	Capital: \$2,729,118 O&M: \$17,979,896 for four years and nine months (to June 30, 2027) Total contract amount: \$20,709,014
Funding Source:	Regional Measure 2 Capital and Regional Measure 2 Operating, Regional Measure 3, OBAG, SB1 State of Good Repair, Inactive Card Funds, Float Account Interest, Transit Agencies
Fiscal Impact:	Funds are included in the FY 2021-22 Clipper budget for \$2 million of capital expenditures. Funding for future years' capital and operating expenses dependent on Commission approval of annual MTC operating budgets.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with WSP USA Services, Inc. for the purposes described above and in the Summary Sheet dated May 14, 2021, and that the Chief Financial Officer is authorized to set aside \$21,709,014 for such contract, subject to the approval of future MTC budgets.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021

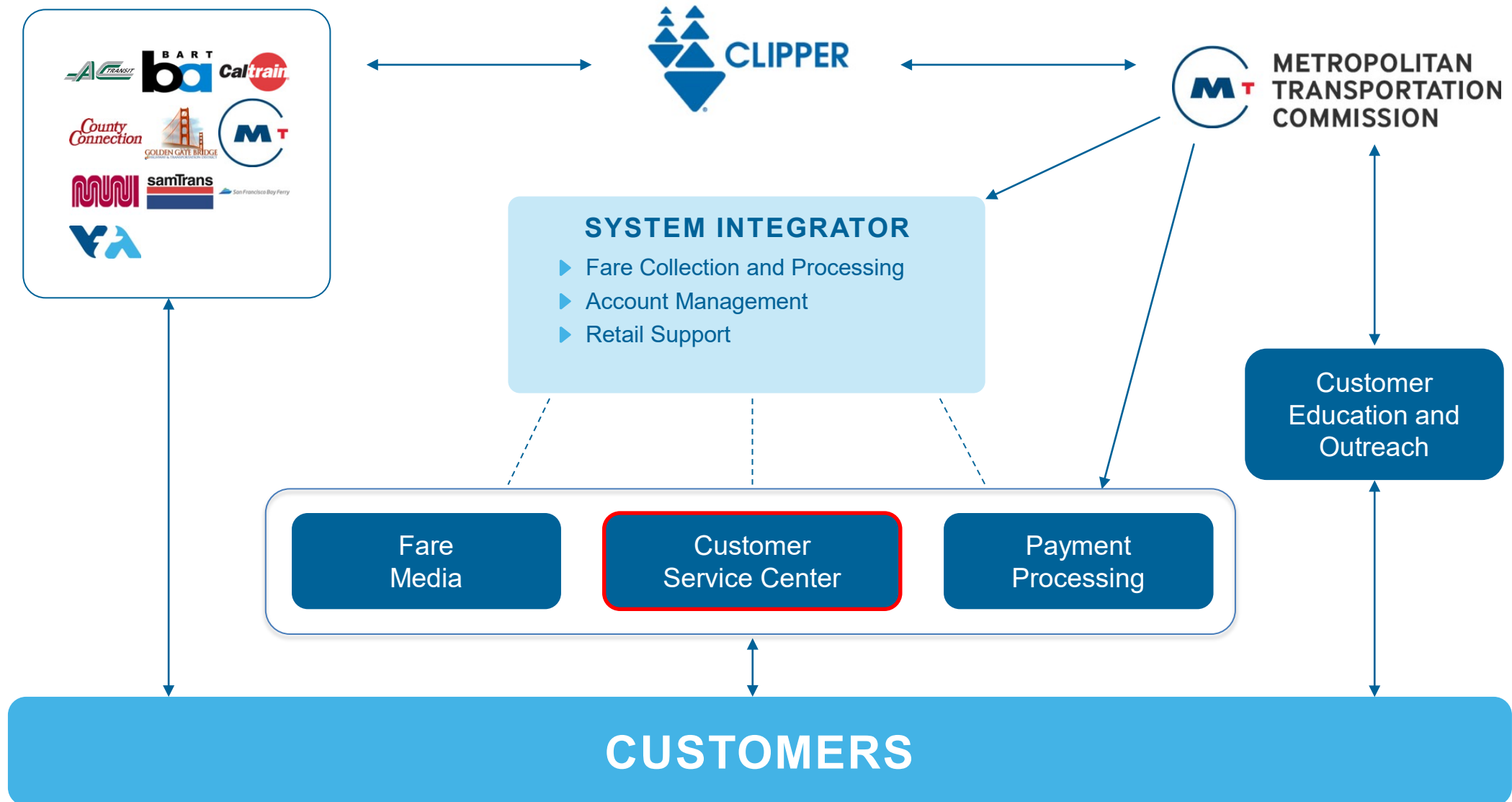


# Next-Generation Clipper® Customer Service Center Procurement

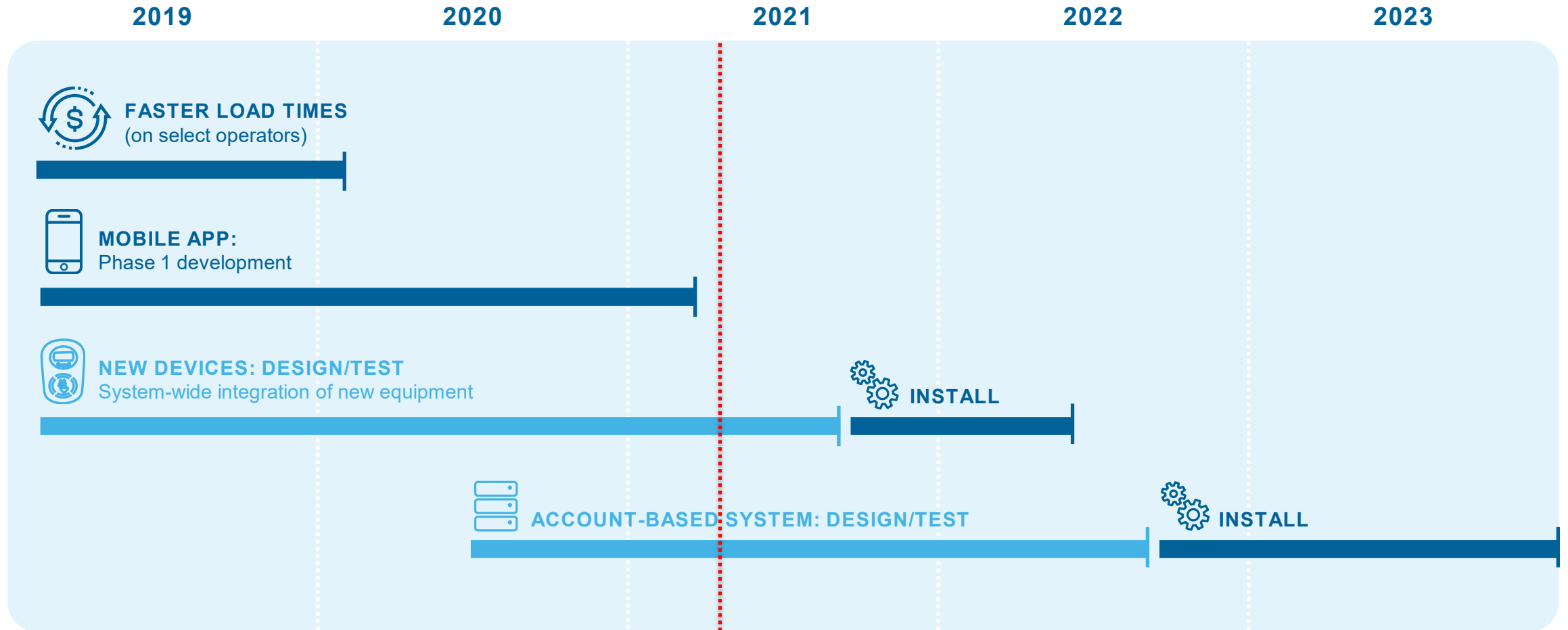
Presentation to MTC Operations Committee

May 12, 2021

# Clipper is Delivered by Transit Operators & MTC



# Schedule



# Procurements and Procurement Process

## FOUR PROCUREMENTS

- ▶ System Integrator (Awarded September 2018)
- ▶ Payment Gateway (Awarded February 2021)
- ▶ Fare Media – Preparing for bid later this year
- ▶ **Customer Service Center – Recommending award today**

## CUSTOMER SERVICE CENTER PROCUREMENT PROCESS

- ▶ Request for Information released (Early 2020)
- ▶ Request for Proposals released (August 2020)
- ▶ Bidders' Conference (September 2020)
- ▶ Two firms (Cubic and WSP) submitted proposals (November 2020)
- ▶ Request for Best and Final Offers (BAFOs) released (March 2021)
- ▶ BAFOs received (March 2021)
- ▶ Selection made (April 2021)

# Best and Final Offers

## EVALUATION

- ▶ Both firms met MTC's needs
- ▶ WSP's proposal scored well in the following areas:
  - ▶ Technical proposal
  - ▶ Customer transition
  - ▶ Flexibility and scalability of operations
  - ▶ Cost effectiveness
- ▶ WSP is partnering with several firms, including two Small Business Enterprises

# Recommendation

- ▶ Award contract not to exceed \$20,709,014
- ▶ Contract term begins July 2021 and runs through June 2027
- ▶ WSP will participate in design, development, training and transition to next-generation Customer Service Center
- ▶ The customer service center will be operational in October 2022, with full operations expected in July 2023





Maureen Devlin  
Associate Technical Program Manager  
Clipper® Program  
Electronic Payments Section  
[mdevlin@bayareametro.gov](mailto:mdevlin@bayareametro.gov)  
(415)778-6624



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

---

**File #:** 21-0694      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Informational  
**File created:** 4/26/2021      **In control:** Operations Committee  
**On agenda:** 5/14/2021      **Final action:**  
**Title:** Correspondence Received  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [6\\_Correspondence-FSP Letter Lima Tow PII.pdf](#)

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**Subject:**  
Correspondence Received

**Recommended Action:**  
Information

**Attachments:**

Larissa Seto

RECEIVED

APR 15 2021

MTC

March 25, 2021

Metropolitan Transportation Commission  
Bay Area Metro Center  
375 Beale Street, Suite 800  
San Francisco, CA 94105-2066  
Attn. Andrew Fremier, Deputy Executive Director, Operations

**RE: Bay Area Freeway Patrol Service is Outstanding  
Recognition of Mr. Woggermon 28-045**

Dear Mr. Fremier:

Writing to tell you about the outstanding public service provided to me and my son by Mr. Woggermon of MTC's Bay Area Freeway Service Patrol.

On Thursday March 25<sup>th</sup> at about 3 p.m. I was driving northbound on I-680 from San Jose (having just provided care for a shut-in family member) and we were returning home. We apparently drove over an 8- to 10-foot-long piece of rebar, which (unknownst to us) lodged in the frame of our car. Given the weird loud noises from our car, I immediately drove to the shoulder / center of the freeway near the Scott Creek Road ¾ mile exit sign. After I exited the car, saw the rebar, and was not able to remove it myself, I called my insurance carrier to ask for a tow truck (estimated time of arrival in about 1 hour), I was told that I would also need to summon a taxi for my minor son, as only one person could ride with the tow truck driver.

Mercifully, MTC's Freeway Patrol Service truck then pulled up behind our disabled car. I exited my car and spoke with Mr. Woggermon. While he explained that he was not the tow truck service that I had called for just 10 minutes earlier, he did say he would assess my disabled car. He asked me to wait inside my car for safety reasons.

Next, Mr. Woggermon carefully jacked up my car, saw the rebar stuck in the frame, then lifted the car further with his truck and dislodged the rebar (carefully putting the debris to the far center part of the freeway). He cautioned us about who to contact if we ever again become disabled in the center median, he refused offers of cash gratuities, and coordinated our safe entry back onto the freeway. We were quite literally saved by Mr. Woggermon.

You likely supervise many programs, including bridges, 511 and tolls, and probably receive praise and complaints regarding employees, programs, etc. While I will complete the on-line survey, I did want to take this extra time to write you a letter to tell you what an outstanding, skillful, professional, safety-minded and ethical employee you have with Mr. Woggermon. Truly public service!

Sincerely,

Larissa Seto

He saved us in record  
time