



Metropolitan Transportation Commission

101 Eighth Street,
Joseph P. Bort
MetroCenter
Oakland, CA

Meeting Agenda

Operations Committee

Committee Members:

Scott Haggerty, Chair Julie Pierce, Vice Chair

*Alicia Aguirre, Anne Halsted, Steve Kinsey,
Sam Liccardo, Jim Sperling*

Non-Voting Members: Tom Azumbrado, Dorene M. Giacomini

Friday, March 11, 2016

9:35 AM

Lawrence D. Dahms Auditorium

This meeting is scheduled to be audiocast live on the Metropolitan Transportation Commission's Web site: <http://mtc.ca.gov/whats-happening/meetings> and will take place at 9:35 a.m. or immediately following the 9:30 a.m. Planning Committee meeting.

1. Roll Call / Confirm Quorum

Quorum: A quorum of this committee shall be a majority of its regular non-ex-officio voting members (4).

2. Consent Calendar

- 2a. [15-1294](#) Minutes of February 12, 2016 meeting

Action: Committee Approval

Attachments: [2a OPS Minutes_Feb 2016](#)

3. Approval

- 3a. [15-1189](#) Contract - 511 Traveler Information and Express Lanes Operational Services: Faneuil, Inc. (\$5,508,910)

New contract to provide operational staffing services for the 511 Traveler Information System and Bay Area Express Lanes.

Action: Committee Approval

Presenter: Sarah Burnworth

Attachments: [3a 511 and EL Ops Svs](#)

- 3b.** [15-1297](#) Clipper® Program Contract Actions
- i. Contract Change Order - Replacement of Clipper® Handheld Card Readers: Cubic Transportation Systems, Inc. (\$1,000,000)
 - ii. Contract Change Order - Implement New BART Product for San Francisco State University Institutional Program: Cubic Transportation Systems, Inc. (\$200,000)
 - iii. Contract - Clipper® Customer Communications Program: Sidecar (\$325,000)

Contract Actions for the ongoing operations and maintenance of the current Clipper® system.

Action: Committee Approval

Presenter: Jason Weinstein

Attachments: [3b_Clipper Contract Actions - Mar 2016](#)

4. Public Comment / Other Business

5. Adjournment / Next Meeting

The next meeting of the Operations Committee will be April 8, 2016, 9:35 a.m. in the Lawrence D. Dahms Auditorium, First Floor, 101 Eighth Street, Oakland, CA.

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) 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 510.817.5757 or 510.810.5769 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 510.817.5757 或 510.817.5769 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 510.817.5757 o al 510.817.5769 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

101 Eighth Street,
Joseph P. Bort MetroCenter
Oakland, CA

Legislation Details (With Text)

File #: 15-1294 **Version:** 1 **Name:**
Type: Minutes **Status:** Consent
File created: 2/2/2016 **In control:** Operations Committee
On agenda: 3/11/2016 **Final action:**
Title: Minutes of February 12, 2016 meeting
Sponsors:
Indexes:
Code sections:
Attachments: [2a OPS Minutes_Feb 2016](#)

Date	Ver.	Action By	Action	Result
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Subject:
Minutes of February 12, 2016 meeting

Recommended Action:
Committee Approval

Attachments



Metropolitan Transportation Commission

Meeting Minutes - Draft

Operations Committee

101 Eighth Street,
Joseph P. Bort
MetroCenter
Oakland, CA

Friday, February 12, 2016

9:35 AM

Lawrence D. Dahms Auditorium

1. Roll Call / Confirm Quorum

Present: 5 - Commissioner Aguirre, Chairperson Haggerty, Commissioner Liccardo, Vice Chair Pierce and Commissioner Spering

Absent: 2 - Commissioner Halsted and Commissioner Kinsey

Non-Voting Members Present: Commissioner Azumbrado and Commissioner Giacopini

Ex Officio Voting Member Present: Commission Chair Cortese

Ad Hoc Non-Voting Members Present: Commissioner Bates, Commissioner Campos, Commissioner Tissier and Commissioner Wiener

2. Consent Calendar

Approval of the Consent Calendar

Upon the motion by Vice Chair Pierce and second by Commissioner Spering, the Consent Calendar was unanimously approved by the following vote:

Aye: 5 - Commissioner Aguirre, Chairperson Haggerty, Commissioner Liccardo, Vice Chair Pierce and Commissioner Spering

Absent: 2 - Commissioner Halsted and Commissioner Kinsey

2a. [15-1182](#) Minutes of January 8, 2015 meeting

Action: Committee Approval

2b. [15-1183](#) Contract - Freeway Service Patrol Towing Services: Atlas Towing (\$1,700,000)

Action: Committee Approval

Presenter: Stefanie Pow

2c. [15-1188](#) Second Quarter MTC SAFE Financial Statements December 2015

Action: Committee Approval

Presenter: Sonia Elsonbaty

- 2d. [15-1241](#) Contract Amendment - On-Call Transportation Engineering and Planning Services - Ramp Metering Support: Kimley-Horn and Associates (\$400,000)

Action: Committee Approval

Presenter: Raymond Odunlami and Winnie Chung

3. Approval

- 3a. [15-1193](#) Traveler Services Contract Actions
- i. Contract Amendment - 511 Web Services: Civic Resource Group (\$7,120,000)
 - ii. Contract Amendment - 511 Technical Advisory Services: Kimley-Horn and Associates (\$308,000)
 - iii. Contract Amendment - 511 Regional Ridesharing Program: Parsons Brinckerhoff (\$1,805,000)

Approval to extend the period of performance and add funds to each of three contracts that support delivery of MTC's Traveler Services Program.

Action: i. Committee Approval
ii. Committee Approval
iii. Committee Approval

Presenter: Shauna Callow and Barbara Laurenson

Upon the motion by Vice Chair Pierce and second by Commissioner Aguirre, Traveler Services Contract Actions: i. Contract Amendment - 511 Web Services: Civic Resource Group (\$7,120,000); ii. Contract Amendment - 511 Technical Advisory Services: Kimley-Horn and Associates (\$308,000); and iii. Contract Amendment - 511 Regional Ridesharing Program: Parsons Brinckerhoff (\$1,805,000), were unanimously approved by the following vote:

Aye: 5 - Commissioner Aguirre, Chairperson Haggerty, Commissioner Liccardo, Vice Chair Pierce and Commissioner Sperling

Absent: 2 - Commissioner Halsted and Commissioner Kinsey

4. Public Comment / Other Business

5. Adjournment / Next Meeting

The next meeting of the Operations Committee will be March 11, 2016, 9:35 a.m. in the Lawrence D. Dahms Auditorium, First Floor, 101 Eighth Street, Oakland, CA.



Metropolitan Transportation Commission

101 Eighth Street,
Joseph P. Bort MetroCenter
Oakland, CA

Legislation Details (With Text)

File #:	15-1189	Version:	1	Name:	
Type:	Contract	Status:		Committee Approval	
File created:	12/30/2015	In control:		Operations Committee	
On agenda:	3/11/2016	Final action:			
Title:	Contract - 511 Traveler Information and Express Lanes Operational Services: Faneuil, Inc. (\$5,508,910)				
	New contract to provide operational staffing services for the 511 Traveler Information System and Bay Area Express Lanes.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	3a 511 and EL Ops Svs				

Date	Ver.	Action By	Action	Result
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Subject:

Contract - 511 Traveler Information and Express Lanes Operational Services: Faneuil, Inc. (\$5,508,910)

New contract to provide operational staffing services for the 511 Traveler Information System and Bay Area Express Lanes.

Presenter:

Sarah Burnworth

Recommended Action:

Committee Approval

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3a

Joseph P. Bort MetroCenter
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Memorandum

TO: Operations Committee

DATE: March 4, 2016

FR: Executive Director

W. I. 1224 & 6840

RE: Contract – 511 Traveler Information and Express Lanes Operational Services: Faneuil, Inc. (\$5,508,910)

This memorandum requests Committee approval to enter into a contract with Faneuil, Inc. (Faneuil), to provide operational staffing services for the 511 Traveler Information System and Bay Area Express Lanes for a four-year term in an amount not to exceed \$5,008,910, including a contingency of \$500,000, with an option to extend up to an additional four years at MTC's discretion.

Background

This contract will provide a single operational services contractor to support real-time operations of both MTC's 511 Traveler Information System and Bay Area Express Lanes. The operational services contractor will provide staff resources to monitor, operate, and coordinate coverage during daily operations, as well as during emergency events. It is MTC's intent that the selected contractor will staff both 511 and Express Lanes operations, and will provide mutually-beneficial coordination between the two programs. MTC will hold the contract to provide services for both MTC's 511 Traveler Information System and Bay Area Express Lanes, which are to be operated by the Bay Area Infrastructure Financing Authority (BAIFA).

511: At the June Operations Committee, staff presented 511's plans for next generation traveler information services. Included in these plans is the procurement of an operational services contractor for the 511 program. The current 511 Operations Center is staffed by the 511 Traffic contract with Leidos, which ends in June 2016. In accordance with approved strategic principles, the 511 program is reducing costs and streamlining the 511 operations' current scope, operating hours, and staffing levels through increased automation of incident reporting and management tools. Under this operational services contract, 511 operations would focus on verification of automated data; coordination with partner agencies; monitoring of data feeds and news media sources; and manual creation of phone, web, and social media announcements and alerts – to ensure 511 continues to deliver reliable, comprehensive, and trustworthy traveler information.

Express Lanes: MTC anticipates opening its first express lanes on I-680 in Contra Costa County between Walnut Creek and San Ramon at the beginning of 2017. In early 2019, MTC will expand its express lanes network to include I-880 in Alameda County between Oakland and Milpitas, and I-680 in Contra Costa County between the Benicia Bridge and Walnut Creek. Accordingly, the cost for express lanes is minimal during the first year of the contract, and it grows over time with the opening of I-680 and again as new corridors are added. Activities to be conducted by the operational services contractor include monitoring traffic and tolls, manually overriding toll rates if needed, and coordinating with Caltrans and the California Highway Patrol in response to incidents.

Procurement Process

On October 30, 2015, MTC issued a Request for Proposals (RFP) for the 511 Traveler Information and Express Lanes Operational Services Contractor. An email advertising the RFP on MTC's website was sent to 1,970 individuals/firms. In addition, the RFP was advertised through over 308 resource centers and nine different industry publications. MTC received one proposal, which was evaluated by a panel of four representatives from MTC. The evaluation criteria, listed in order of importance, included: 1) proposer's approach and clarity of response (45%); 2) cost effectiveness (25%); 3) project manager qualifications, and proposer experience (20%); and 4) cost (10%).

Face-to-face discussions with Faneuil were held on January 20, 2016 to identify specific deficiencies and weaknesses in the proposal and to provide the opportunity to consider possible approaches to correcting issues in a Best and Final Offer (BAFO). Following discussions, MTC issued a Request for BAFO on January 26, 2016. The panel subsequently determined the BAFO required further clarification. MTC then issued a second Request for BAFO, which was received on February 23, 2016.

Evaluation Results

Attachment A summarizes the proposer's final scores based on the second BAFO, including the cost proposal. After a thorough review of the proposal and BAFOs, the panel unanimously recommended selection of Faneuil. Staff has also included in the total cost for the first four years a contingency based on approximately 10% of the total four-year bid amount, to cover unknown project costs. The option to extend up to an additional four years, is at MTC's discretion and subject to the approval of future MTC budgets.

Faneuil's approach to staffing for this project is comprehensive and provides a stable and qualified team to ensure timely, appropriate responses to various operational scenarios. The Faneuil proposal represents a cost-effective approach, as it is approximately \$591,000 less than the budget provided in the RFP. Faneuil has extensive experience in providing outsourced services, and has over three decades of experience managing similar projects, including nationwide experience with providing support in staffing, toll system and operations, front and back office operations, and customer service. Faneuil's team includes one subcontractor (TransSight) that has disadvantaged business enterprise (DBE) status and that brings direct experience on MTC's 511 system. Attachment B includes a summary of Faneuil and its subcontractors' small business enterprise and DBE status.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with Faneuil to provide operational staffing services for the 511 Traveler Information System and Bay Area Express Lanes, in an amount not to exceed \$5,508,910, which includes a maximum of \$5,008,910 for the initial four-year term and a contingency amount of \$500,000, with an option to extend up to an additional four years, at MTC's discretion, subject to the approval of future MTC budgets.



Steve Heminger

SH: sb

Attachment A
511 Traveler Information and Express Lanes Operational Services
Proposer Scores and Cost Proposal

Proposer	Faneuil
Proposer's Approach and Clarity of Response (max. 45 points)	38
Cost Effectiveness (max. 25 points)	20
Project Manager Qualifications, Proposer Experience (max. 20 points)	17
Cost (max. 10 points)	10
Total (max. 100 points)	85
Cost Proposal	\$5,008,910

Attachment B
511 Traveler Information and Express Lanes Operational Services
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	Faneuil, Inc.	Operational/ Staffing Services for 511 & Express Lanes			X			X
Subcontractor	TransSight, LLC	Implementation and Ongoing Support for 511 Operations	X	42484				X

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

**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1224 & 6840
Contractor:	Faneuil, Inc. Hampton, VA
Work Project Title:	511 Traveler Information and Express Lanes Operational Services
Purpose of Project:	To provide operational staffing services for the 511 Traveler Information System and Bay Area Express Lanes
Brief Scope of Work:	The Operational Services Contractor will provide staff resources to ensure monitoring, operations and coordination coverage during daily operations and emergency events. The selected contractor will staff both 511 and Express Lanes operations, and will provide coordination between the two programs.
Project Cost:	\$5,508,910
Funding Source:	STP/SAFE/STA/Toll Credits, BATA
Fiscal Impact:	\$196,922 is available in the FY 2015-16 budget \$1,262,314 (including a contingency of \$200,000) is subject to inclusion in the FY 2016-17 budget \$1,308,336 (including a contingency of \$300,000) is subject to inclusion in the FY 2017-18 budget \$1,213,208 is subject to inclusion in the FY 2018-19 budget \$1,528,130 is subject to inclusion in the FY 2019-20 budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Faneuil, Inc. to provide operational staffing services for the 511 Traveler Information System and Bay Area Express Lanes as described above and in the Executive Director's March 4, 2016 memorandum, and the Chief Financial Officer is authorized to set aside funds in the amount of \$5,508,910, including contingency, for such agreement, in the yearly amounts provided above, with amounts for future fiscal years subject to inclusion in such fiscal years' budgets.
Operations Committee:	Approved: _____ Scott Haggerty, Chair
Approved:	Date: March 11, 2016



Metropolitan Transportation Commission

101 Eighth Street,
Joseph P. Bort MetroCenter
Oakland, CA

Legislation Details (With Text)

File #: 15-1297 **Version:** 1 **Name:**
Type: Contract **Status:** Committee Approval
File created: 2/2/2016 **In control:** Operations Committee
On agenda: 3/11/2016 **Final action:**
Title: Clipper® Program Contract Actions
i. Contract Change Order - Replacement of Clipper® Handheld Card Readers: Cubic Transportation Systems, Inc. (\$1,000,000)
ii. Contract Change Order - Implement New BART Product for San Francisco State University Institutional Program: Cubic Transportation Systems, Inc. (\$200,000)
iii. Contract - Clipper® Customer Communications Program: Sidecar (\$325,000)

Contract Actions for the ongoing operations and maintenance of the current Clipper® system.

Sponsors:

Indexes:

Code sections:

Attachments: [3b Clipper Contract Actions - Mar 2016](#)

Date	Ver.	Action By	Action	Result
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Subject:

Clipper® Program Contract Actions

- i. Contract Change Order - Replacement of Clipper® Handheld Card Readers: Cubic Transportation Systems, Inc. (\$1,000,000)
- ii. Contract Change Order - Implement New BART Product for San Francisco State University Institutional Program: Cubic Transportation Systems, Inc. (\$200,000)
- iii. Contract - Clipper® Customer Communications Program: Sidecar (\$325,000)

Contract Actions for the ongoing operations and maintenance of the current Clipper® system.

Presenter:

Jason Weinstein

Recommended Action:

Committee Approval

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
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Memorandum

TO: Operations Committee

DATE: March 4, 2016

FR: Executive Director

W.I. 310-2700, 320-1221

RE: Clipper® Program Contract Actions

- i. Contract Change Order – Replacement of Clipper® Handheld Card Readers: Cubic Transportation Systems, Inc. (\$1,000,000)
- ii. Contract Change Order – Implement New BART Product for San Francisco State University Institutional Program: Cubic Transportation Systems, Inc. (\$200,000)
- iii. Contract – Clipper® Customer Communications Program: Sidecar (\$325,000)

Attachment 1 includes information about current Clipper® system operations.

Contract Actions

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into the following contract actions:

i. Contract Change Order – Replacement of Clipper® Handheld Card Readers: Cubic Transportation Systems, Inc. (Cubic) (\$1,000,000)

The Clipper® handheld card reader (HCR3) devices currently deployed at SFMTA and the San Francisco Bay Area Rapid Transit District (BART) are approaching end of life, have been lost or damaged, and replacement parts are no longer available. Staff recommends replacing the HCR3 devices with a later generation HCR4 device that provides greater functionality and flexibility. SFMTA currently uses the HCR4 to collect and validate fares on its cable car service. Clipper® has also deployed the HCR4 to newly-launched operators, including the San Francisco Bay Ferries and the transit operators in Napa, Solano, Sonoma and Contra Costa counties. This contract change order would direct Cubic to procure 240 HCR4s and replace BART's and SFMTA's aging HCR3 stock with HCR4 devices. This would also increase the regional stock of both HCR3 and HCR4 devices, providing sufficient supply until the end of the current Clipper® contract. Cubic is neither a small business nor a disadvantaged business enterprise.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into one or more contract change order(s) or change order amendment(s) with Cubic in an amount not to exceed \$1,000,000 for the services described above.

ii. Contract Change Order – Implement New BART Product for San Francisco State University Institutional Program: Cubic (\$200,000)

San Francisco State University (SFSU) has negotiated an agreement with BART to introduce a student transit discount program. Under this change order, Cubic will implement a new BART product to support this institutional program and will modify BART's faregate software to accept

this new product. The BART product will provide a fare discount for trips taken by SFSU students to and from one or more specific BART stations.

The Clipper® card would be combined with the SFSU student ID, and SFSU would become a card issuer for the Clipper® program. This program is replicable for other institutions wishing to offer a similar transit program.

This project is contingent upon the SFSU students' passing a referendum in April 2016 for the new transit discount program. Once passed, SFSU and MTC will enter into a cooperative agreement for SFSU to become a card issuer, and a funding agreement for the Cubic change order. The funding will be as follows: MTC plans to fund the BART faregate software work (\$120,000) using RM2 funds subject to inclusion in the 2016-17 agency budget, and SFSU will fund the development of the SFSU-specific BART product (\$80,000).

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into one or more contract change order(s) or change order amendment(s) with Cubic in an amount not to exceed \$200,000 for the services described above, subject to the passage of the necessary SFSU student referendum, execution of a funding agreement with SFSU, and inclusion of funds in the FY 2016-17 agency budget.

iii. Contract – Clipper® Customer Communications Program: Sidecar (\$325,000)

On January 7, 2016, MTC released a mini-request for proposals (mini-RFP) in order to obtain consultant support for the completion of one or more Clipper® communications programs that would increase awareness of Clipper® and its benefits for low-income/limited English-proficient (LI/LEP) transit riders as well as general audiences. MTC invited four firms that were qualified through the Request for Qualifications (RFQ) for On-Call Consultant Assistance for Customer Information Services, which was approved by the Operations Committee on July 11, 2014. Three firms submitted responsive proposals by the due date of January 29, 2016.

Based on the six evaluation factors, including approach, communication, creativity, innovation, and cost-effectiveness, MTC selected Sidecar to provide overall strategy, creative development, media planning, and related services for a regional communications program targeted at LI/LEP transit riders. The evaluation committee agreed that the Sidecar proposal was exceptional in terms of its innovative creative approaches to communicating key messages about Clipper® to diverse audiences, including LI/LEP transit riders. Sidecar is neither a small business nor a disadvantaged business enterprise.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into one or more contract(s) with Sidecar in an amount not to exceed \$325,000 for the services described above.



Steve Heminger

SH: jw:kj

Attachment 1

Table 1: Summary of System Usage

	Last Month January 2016	Prior Month December 2015	Prior Year January 2015
Transaction Volume			
Average Weekday Ridership ¹	755,803	692,362	715,157
Fee-Generating Transactions ²	20,289,333	19,707,853	19,704,638
Unique Cards Used	874,733	887,120	784,841
Active Card Accounts	1,740,593	1,723,391	1,545,091
Settled Transit Operator Revenue	\$43,375,977.30	\$39,719,962.80	\$40,790,142.50
Autoload Activity			
Percent of Registered Cards with Autoload	32%	32%	36%
Call Volume			
Customer Service Representative (CSR) Calls	28,593	24,255	27,024
CSR Calls per Unique Card Used	0.03	0.03	0.03
Website Traffic			
Unique Visitors - Standard	145,374	119,064	141,076
Unique Visitors - Mobile	45,483	45,722	40,782
Website Visits - Standard	207,656	164,331	198,560
Website Visits - Mobile	95,780	75,911	68,378
Website Visits per Unique Card Used	0.35	0.27	0.34

Notes on System Usage:

Clipper system usage reflected the typical post-holiday rebound, with both average weekday ridership and settled transit operator revenue increasing 9.2 percent and fee-generating transactions increasing 3 percent in January compared to December. Unique cards used dropped a slight 1.4 percent, while active card accounts increased by 0.01 percent.

Use of customer service channels grew in January. Unique visitors and total visits to the standard website increased 22.1 percent and 26.4 percent, respectively. Total visits to the mobile site increased 26.2 percent, while unique visitors to the mobile site dropped 0.5 percent. Calls to customer service were up 17.9 percent.

¹ Includes average daily number of boardings, including transfers but excluding some Caltrain monthly pass trips (Caltrain only requires monthly pass customers to tag their cards once at the beginning of each month).

² Includes single-tag fare payments, BART and Caltrain exits, Golden Gate Transit entries, add-value transactions, opt-out purse refunds and pass use, including institutional passes. Does not include transfers or transactions where fee value is \$0 (e.g., issuance of free cards, zero-value tags in dual-tag systems, etc.).

Table 2: Monthly Market Penetration Rates³

	Monthly Clipper Boardings	Clipper Market Penetration Rate		
	December 2015	December 2015	November 2015	December 2014
AC Transit	1,717,490	41.5%	39.5%	33.0%
BART ⁴	6,131,203	59.9%	61.3%	56.3%
Caltrain ⁵	839,582	56.9%	63.8%	52.5%
Golden Gate Ferry	152,224	94.6%	96.1%	94.3%
Golden Gate Transit	157,259	38.5%	40.3%	40.4%
SamTrans	357,435	33.9%	35.1%	33.9%
SFMTA (Muni)	8,072,852	46.4%	48.9%	46.9%
VTA	1,360,440	39.7%	42.3%	33.8%
WETA	86,087	53.5%	56.6%	45.0%
Napa Solano Group	28,117	11.2%	9.8%	N/A
FAST	10,216	12.2%	11.7%	N/A
Napa VINE	2,551	N/A	4.5%	N/A
SolTrans	15,249	12.0%	14.2%	N/A
Vacaville City Coach	101	0.3%	0.3%	N/A
East Bay Transit Group	59,358	8.0%	N/A	N/A
County Connection	17,022	5.7%	N/A	N/A
Tri Delta Transit	19,760	9.2%	N/A	N/A
WestCAT	14,359	14.5%	N/A	N/A
Wheels (LAVTA)	8,217	6.2%	N/A	N/A

³ MTC uses the National Transit Database (NTD) to calculate most market penetration rates. NTD typically has a two-month delay before ridership data are available.

⁴ Calculation of BART monthly market penetration is calculated using monthly BART total exits by ticket type, which is equivalent to number of linked trips per month.

⁵ Calculation of Caltrain market penetration assumes that monthly pass holders board Caltrain 1.75 times a day per weekday. Caltrain sold 14,634 calendar passes during the December 2015 pass vending window.

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract Change Order

Work Item No.:	310-2700
Contractor:	Cubic Transportation Systems, Inc. San Diego, CA
Work Project Title:	Replacement of Clipper® Handheld Card Readers
Purpose of Amendment:	Replace BART and SFMTA handheld card reader (HCR3) stock with newer handheld card reader (HCR4) devices
Brief Scope of Work:	Contractor shall replace BART and SFMTA HCR3 stock with newly procured and configured HCR4 devices
Project Cost Not to Exceed:	\$1,000,000 (this Amendment) Total contract value including amendments before this amendment = \$145,918,392 Total contract amount with this amendment = \$146,918,392 (this total does not include other March 11, 2016 contract approval actions).
Funding Source:	TCP, STP, CMAQ, STA, Regional Measure 2 Capital, BART funds
Fiscal Impact:	Funds available in FY 2015-16 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Change Orders or Change Order Amendments with Cubic Transportation Systems, Inc., for the purposes described herein and in the Executive Director's memorandum dated March 4, 2016, and the Chief Financial Officer is authorized to set aside \$1,000,000 for such Contract Change Orders or Change Order Amendments.
Operations Committee:	<hr/> Scott Haggerty, Chair
Approved:	Date: March 11, 2016

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract Change Order

Work Item No.:	310-2700
Contractor:	Cubic Transportation Systems, Inc. San Diego, CA
Work Project Title:	Implement new BART product on Clipper® for San Francisco State University (SFSU) institutional program
Purpose of Amendment:	Implement a new Clipper® product that would provide eligible SFSU students a fare discount for trips taken to and from specific BART stations.
Brief Scope of Work:	Implement a Clipper® product that will provide specific station-to-station discounts on BART for use by SFSU students and modify BART's faregate software to accept this new product.
Project Cost Not to Exceed:	<p>\$200,000 (this Amendment)</p> <p>Total contract value including amendments before this amendment = \$145,918,392</p> <p>Total contract amount with this amendment = \$146,118,392 (this total does not include other March 11, 2016 contract approval actions).</p>
Funding Source:	STP, CMAQ, STA, Regional Measure 2 Capital, Regional Measure 2 Operating Funds, Regional Measure 2 Marketing Funds, and/or San Francisco State University
Fiscal Impact:	\$120,000 subject to inclusion in the FY 2016-17 agency budget; \$80,000 subject to passage of a SFSU student referendum and execution of a funding agreement with SFSU.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Change Orders or Change Order Amendments with Cubic Transportation Systems, Inc., for the purposes described herein and in the Executive Director's memorandum dated March 4, 2016, and the Chief Financial Officer is authorized to set aside the amount specified above, subject to the referenced contingencies, for such Contract Change Orders or Change Order Amendments.
Operations Committee:	<hr/> Scott Haggerty, Chair
Approved:	Date: March 11, 2016

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Consultant Contract

Work Item No.:	320-1221
Contractor:	Sidecar
Work Project Title:	Clipper® Customer Communications Program
Purpose of Contract:	Implement a Clipper® communications program to increase awareness of Clipper® and its benefits among transit riders
Brief Scope of Work:	Provide overall strategy, creative development, media planning, and related advertising services for a regional communications program
Project Cost Not to Exceed:	\$325,000
Funding Source:	RM2 Marketing and RM2 Operating
Fiscal Impact:	\$325,000 is available in FY2015-2016 Clipper® operating budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a Contract with Sidecar for the purposes described herein and in the Executive Director's March 4, 2016 memorandum, and the Chief Financial Officer is authorized to set aside \$325,000 for such contract.

Operations Committee:

Scott Haggerty, Chair

Approved:

Date: March 11, 2016