



Metropolitan Transportation Commission

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

Meeting Agenda

Operations Committee

Committee Members:

Dave Cortese, Chair Julie Pierce, Vice Chair

*Alicia Aguirre, Damon Connolly, Anne Halsted,
Sam Liccardo, Jim Spering*

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

Friday, April 14, 2017

9:30 AM

Board Room - 1st Floor

This meeting is scheduled to be webcast live on the Metropolitan Transportation Commission's Website: <http://mtc.ca.gov/whats-happening/meetings> and will take place at 9:30 a.m.

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. Pledge of Allegiance

3. Compensation Announcement - Committee Secretary

4. Consent Calendar

4a. [17-2385](#) Minutes of March 10, 2017 Meeting

Action: Committee Approval

Attachments: [4a_Minutes_Mar 2017.pdf](#)

4b. [17-2386](#) Contract Amendment - Call Box Maintenance Provider: CASE Systems, Inc. (\$1,200,000)

Action: Committee Approval

Presenter: Stephen Terrin

Attachments: [4b_CASE Systems Inc contract action.pdf](#)

- 4c.** [17-2387](#) Contract Actions - Clipper® Customer Communications and In-Person Customer Service
- i. Contract Amendment - In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC (\$300,000)
 - ii. Funding Agreement Amendment - In Person Customer Service Center at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)
 - iii. Contract Amendment - Customer Information Services: MIG, Inc. (\$550,000)
 - iv. Contract - Distribution and Communications Planning and Support Services: Synapse Strategies (\$260,000)
 - v. Contract - Clipper® Customer Education/Outreach Services: Caribou Public Relations (\$200,000)

Action: Committee Approval

Presenter: Kelley Jackson

Attachments: [4c. Clipper Contract Actions. Customer Svc and Comms.pdf](#)

- 4d.** [17-2389](#) Contract - Freeway Service Patrol Towing Services: Palace Garage (\$2,100,800)

Contract consideration for approval- Beat 22 Freeway Service Patrol Towing Services: (Palace Garage) (\$2,100,800)

Action: Committee Approval

Presenter: Giovanni Di Fabio

Attachments: [4d Palace Garage FSP Beat 22 IFB.pdf](#)

5. Approval

- 5a.** [17-2388](#) Contract - Clipper® In-Person Customer Service Center at the Embarcadero BART / Muni Station: Faneuil, Inc. (\$900,000)
- Award of contract to Faneuil, Inc., to operate the Clipper® In-Person Customer Service Center in downtown San Francisco.

Action: Committee Approval

Presenter: David Weir

Attachments: [5a Clipper IPCSC Procurement rev.pdf](#)

6. Information**6a. [17-2422](#) Next-Generation Clipper® (C2) System Project Update**

Presentation on Clipper® today and the vision for the C2 project as well as the progress on the C2 project.

Action: Information

Presenter: Jason Weinstein

Attachments: [6a C2 System Project Update.pdf](#)

7. Public Comment / Other Business**8. Adjournment / Next Meeting**

The next meeting of the Operations Committee will be May 12, 2017, 9:30 a.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, 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 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 #: 17-2385 **Version:** 1 **Name:**
Type: Minutes **Status:** Consent
File created: 3/8/2017 **In control:** Operations Committee
On agenda: 4/14/2017 **Final action:**
Title: Minutes of March 10, 2017 Meeting
Sponsors:
Indexes:
Code sections:
Attachments: [4a_Minutes_Mar 2017.pdf](#)

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

Subject:
Minutes of March 10, 2017 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:

Scott Haggerty, Chair Julie Pierce, Vice Chair

*Alicia Aguirre, Damon Connolly, Anne Halsted,
Sam Liccardo, Jim Spering*

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

Friday, March 10, 2017

9:35 AM

Board Room - 1st Floor

1. Roll Call / Confirm Quorum

Present: 6 - Chair Haggerty, Vice Chair Pierce, Commissioner Aguirre, Commissioner Connolly, Commissioner Halsted and Commissioner Spering

Absent: 1 - Commissioner Liccardo

Non-Voting Members Present: Commissioner Azumbrado and Commissioner Giacomini

Ex Officio Voting Member Absent: Commission Chair Mackenzie

Ad Hoc Non-Voting Members Present: Commissioner Josefowitz and Commissioner Worth

2. Consent Calendar

Approval of the Consent Calendar

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

Aye: 6 - Chair Haggerty, Vice Chair Pierce, Commissioner Aguirre, Commissioner Connolly, Commissioner Halsted and Commissioner Spering

Absent: 1 - Commissioner Liccardo

2a. [17-2301](#) Minutes of February 10, 2017 Meeting

Action: Committee Approval

2b. [17-2307](#) Clipper® Contract Action: Contract Change Order - FY 2015-16 Price
Schedule Finalization: Cubic Transportation Systems, Inc. (\$210,000)

Action: Committee Approval

Presenter: Lynn Valdivia

- 2c. [17-2332](#) Contract Amendment - Motorist Aid System Support: TeleTran Tek Services, Inc. (\$200,000)
- Contract amendment with TeleTran Tek Services, Inc. for motorist aid system support.
- Action:** Committee Approval
- Presenter:** Stephen Terrin
- 2d. [17-2346](#) Contract Amendment - I-880 Integrated Corridor Management North Segment Project-Design Services: URS Corporation Americas (\$192,000)
- Action:** Committee Approval
- Presenter:** Emily Van Wagner

3. Approval

- 3a. [17-2305](#) 511 Update and Contract Actions
- i. Contract Amendment - 511 Web Services: Civic Resource Group (\$2,478,663)
 - ii. Contract Amendment - 511 Technical Advisory Services: Kimley-Horn and Associates (\$375,000)
 - iii. Contract Amendment - 511 System Integrator: Iteris, Inc. (\$1,522,369)
 - iv. Contract Amendment - 511/EL Operational Services: Faneuil, Inc. (\$330,535)

Program update and request for approval to amend four contracts that support delivery of MTC's 511 Program.

Action: Committee Approval

Presenter: Janet Banner and Shauna Callow

The following individuals spoke on this item:

Ken Bukowski;

Rich Hedges;

Clarence Fischer; and

Jerry Grace.

Upon the motion by Commissioner Spering and second by Commissioner Halsted, the 511 Update and Contract Actions: Contract Amendment - 511 Web Services: Civic Resource Group (\$2,478,663); Contract Amendment - 511 Technical Advisory Services: Kimley-Horn and Associates (\$375,000); Contract Amendment - 511 System Integrator: Iteris, Inc. (\$1,522,369); and Contract Amendment - 511/EL Operational Services: Faneuil, Inc. (\$330,535) were unanimously adopted. The motion carried by the following vote:

Aye: 6 - Chair Haggerty, Vice Chair Pierce, Commissioner Aguirre, Commissioner Connolly, Commissioner Halsted and Commissioner Spering

Absent: 1 - Commissioner Liccardo

4. Information

4a. [17-2303](#) Managed Lanes Implementation Plan: Transit and Park-Rides

Presentation on how transit and park-rides can support use of HOV lanes and how transit can benefit from improved HOV operations. Update on Commuter Parking element of Bay Bridge Forward.

Action: Information

Presenter: Ashley Nguyen

The following individuals spoke on this item:

Charles Anderson of WestCAT;

Emily Loper of Bay Area Council;

Edward Mason;

Ken Bukowski;

Roland Lebrun; and

David Davenport of GGBHTD.

5. Public Comment / Other Business

6. Adjournment / Next Meeting

The next meeting of the Operations Committee will be April 14, 2017, 9:35 a.m. at the Bay Area Metro Center, 375 Beale Street, San Francisco, CA.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2386 **Version:** 1 **Name:**

Type: Contract **Status:** Consent

File created: 3/8/2017 **In control:** Operations Committee

On agenda: 4/14/2017 **Final action:**

Title: Contract Amendment - Call Box Maintenance Provider: CASE Systems, Inc. (\$1,200,000)

Sponsors:

Indexes:

Code sections:

Attachments: [4b_CASE Systems Inc contract action.pdf](#)

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

Subject:
Contract Amendment - Call Box Maintenance Provider: CASE Systems, Inc. (\$1,200,000)

Presenter:
Stephen Terrin

Recommended Action:
Committee Approval

Attachments



Agenda Item 4b

METROPOLITAN
TRANSPORTATION
COMMISSION
SERVICE AUTHORITY
FOR FREEWAYS
AND EXPRESSWAYS

Bay Area Metro Center
375 Beale Street, Suite 800
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: April 7, 2017

FR: Executive Director

W. I. 6031

RE: Contract Amendment – Call Box Maintenance Provider: CASE Systems, Inc. (\$1,200,000)

Staff recommends that the Committee approve a contract amendment with CASE Systems Inc. (CASE) for call box and Freeway Assist signage maintenance support in an amount not to exceed \$1,200,000 for FY 2017-18 through FY 2019-20.

Background

MTC SAFE (SAFE) has retained a maintenance contractor since the inception of the call box program in 1990. The maintenance contractor performs repair services when corrective action is necessary, as well as biannual preventative measures to ensure the long-term proper functionality of the call boxes and Freeway Assist signage. This contractor is also responsible for replacing any of the program's roadside materials that may have been knocked down or vandalized.

SAFE has worked with CASE for over 20 years. Not only has CASE performed call box maintenance the majority of this time, but CASE has also manufactured all of the system's boxes. The most recent contract was the outcome of CASE submitting the lowest bid in a competitive procurement in spring 2014. The contract was approved by this Committee in May 2014. The base contract term was three years (through June 2017) with options to extend the term for up to three additional years through FY 2019-20.

Staff recommends exercising the three-year extension allowed under this contract as CASE's performance has been satisfactory and reliable. This extension is a prudent action that provides future stability of the Freeway Assist program. CASE is neither a small business nor a disadvantaged business enterprise and currently has no subcontractors.

Recommendation

Staff recommends that this Committee authorize the Executive Director to negotiate and enter into a contract amendment with CASE. for call box maintenance support services in an amount not to exceed \$1,200,000 for FY 2017-18 through FY 2019-20.



Steve Heminger

SH:st

J:\COMMITTEE\Operations\2017 Operations Comm Packet\04_OPS_Apr_2017\4b_CASE Systems Inc contract action.docx

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

| | |
|-----------------------------|--|
| Work Item No.: | 6031 |
| Contractor: | CASE Systems, Inc. Irvine, CA |
| Project Title: | MTC SAFE Call Box Maintenance Provider |
| Purpose of Project: | Provide maintenance and repair services to call boxes and Freeway Assist signage. |
| Brief Scope of Work: | Perform corrective and preventive maintenance, call box removal, and other administrative services for the MTC SAFE call box system. |
| Project Cost Not to Exceed: | \$400,000 for FY 2017-18, \$400,000 for FY 2018-19, and \$400,000 for FY 2019-20 |
| Funding Source: | SAFE |
| Fiscal Impact: | Funding for contracting year to be proposed for inclusion in agency budgets for FY 2017-18 and all subsequent contract years. |
| Motion by Committee: | That the Executive Director or his designee is authorized to and enter into a contract amendment with CASE Systems, Inc. to provide call box maintenance system support, and that the Chief Financial Officer is authorized to set aside funds in the amount of \$1,200,000 for such amendment, subject to approval of such funds in current and future agency budgets as specified above. |
| Operations Committee: | <hr/> Dave Cortese, Chair |
| Approved: | April 14, 2017 |



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2387 **Version:** 1 **Name:**

Type: Contract **Status:** Consent

File created: 3/8/2017 **In control:** Operations Committee

On agenda: 4/14/2017 **Final action:**

Title: Contract Actions - Clipper® Customer Communications and In-Person Customer Service

- i. Contract Amendment - In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC (\$300,000)
- ii. Funding Agreement Amendment - In Person Customer Service Center at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)
- iii. Contract Amendment - Customer Information Services: MIG, Inc. (\$550,000)
- iv. Contract - Distribution and Communications Planning and Support Services: Synapse Strategies (\$260,000)
- v. Contract - Clipper® Customer Education/Outreach Services: Caribou Public Relations (\$200,000)

Sponsors:

Indexes:

Code sections:

Attachments: [4c Clipper Contract Actions Customer Svc and Comms.pdf](#)

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

Subject:

Contract Actions - Clipper® Customer Communications and In-Person Customer Service

- i. Contract Amendment - In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC (\$300,000)
- ii. Funding Agreement Amendment - In Person Customer Service Center at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)
- iii. Contract Amendment - Customer Information Services: MIG, Inc. (\$550,000)
- iv. Contract - Distribution and Communications Planning and Support Services: Synapse Strategies (\$260,000)
- v. Contract - Clipper® Customer Education/Outreach Services: Caribou Public Relations (\$200,000)

Presenter:

Kelley Jackson

Recommended Action:

Committee Approval

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 4c

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: April 7, 2017

FR: Executive Director

W.I.: 1221

RE: Contract Actions – Clipper® Customer Communications and In-Person Customer Service

- i. Contract Amendment – In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC (\$300,000)
- ii. Funding Agreement Amendment – In Person Customer Service Center at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)
- iii. Contract Amendment – Customer Information Services: MIG, Inc. (\$550,000)
- iv. Contract – Distribution and Communications Planning and Support Services: Synapse Strategies (\$260,000)
- v. Contract – Clipper® Customer Education/Outreach Services: Caribou Public Relations (\$200,000)

The contracts described in this memo are to provide ongoing Clipper® education, outreach and in-person customer service. The Clipper® Executive Board approved these items on March 20, 2017.

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 Amendment – In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC (Nematode) (\$300,000)

In January 2011, MTC entered into a sole source contract with Nematode to offer Clipper® customer services at the Ferry Building. Under this agreement, Nematode also operates and maintains the ferry departure flap sign in the San Francisco Ferry Building. Nematode's Bay Crossings stems as uniquely positioned as the only retail outlet in the Ferry Building aimed at providing transportation information to the public. Nematode is neither a small business enterprise (SBE) nor a disadvantaged business enterprise (DBE) and currently has no subcontractors.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a sole source contract amendment with Nematode for a period of performance through June 30, 2018, at a cost not to exceed \$300,000, subject to Commission approval of the FY 2017-18 agency budget.

ii. Funding Agreement Amendment – In Person Customer Service Center at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)

In April 2012, MTC executed a funding agreement with AC Transit for the provision of in person Clipper® customer services at AC Transit's Oakland headquarters. AC Transit's

multilingual staff issue new and replacement cards, distribute Clipper® materials, and provide information about using Clipper® on all participating transit services.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a funding agreement amendment with AC Transit for a period of performance through June 30, 2018, at a cost not to exceed \$250,000, subject to Commission approval of the FY 2017-18 agency budget.

iii. Contract Amendment – Customer Information Services: MIG, Inc. (MIG) (\$550,000)

In July 2014, this Committee prequalified MIG to perform work in the areas of strategic planning, creative design and online services following a competitive “bench” procurement. The original contract entered into in July 2016 was for \$550,000. Under this amendment, MIG will assist with public engagement for the next-generation of Clipper® and support communications related to ongoing operational changes. Neither MIG nor its subcontractors are SBEs or DBEs.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with MIG for a period of performance through June 30, 2018, at a cost not to exceed \$550,000, subject to Commission approval of the FY 2017-18 agency budget.

iv. Contract – Distribution and Communications Planning and Support Services: Synapse Strategies (Synapse) (\$260,000)

This Committee approved Synapse as part of the Electronic Payment Implementation and Operations consultant bench in May 2016. Tasks under this contract will include operational reporting and strategic planning and management of public engagement for the next-generation of Clipper®, as well as general communications and research. Synapse is a certified DBE.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Synapse for a period of performance through June 30, 2018 at a cost not to exceed \$260,000, subject to Commission approval of the FY 2017-18 agency budget.

v. Contract – Clipper® Customer Education/Outreach Services: Caribou Public Relations (Caribou) (\$200,000)

This Committee approved Caribou as part of the Electronic Payment Implementation and Operations consultant bench in May 2016. Under the proposed contract, Caribou will provide outreach services to transit riders, including Title VI-protected customers. Caribou is a certified DBE.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Caribou for a period of performance through June 30, 2018 at a cost not to exceed \$200,000, subject to Commission approval of the FY 2017-18 budget.



Steve Heminger

Attachment:

- Attachment 1: Current Clipper® system operations

SH: KJ

J:\COMMITTEE\Operations\2017 Operations Comm Packet\04_OPS_Apr_2017\4c_Clipper Contract Actions_Customer Svc and Comms_v4.docx

Attachment 1

Summary of System Usage

| | Last Month February 2017 | Prior Month January 2017 | % Change From January 2017 | Prior Year February 2016 | % Change from February 2016 |
|---|-----------------------------|--------------------------------|----------------------------------|--------------------------------|-----------------------------------|
| Transaction Volume | | | | | |
| Average Weekday Ridership ¹ | 793,476 | 728,846 | 8.9% | 820,898 | -3.3% |
| Fee-Generating Transactions ² | 19,437,321 | 19,701,625 | -1.3% | 21,343,536 | -8.9% |
| Unique Cards Used | 908,971 | 925,223 | -1.8% | 900,488 | 0.9% |
| Active Card Accounts | 1,920,174 | 1,918,608 | 0.1% | 1,760,696 | 9.1% |
| Settled Transit Operator Revenue | \$43,057,467 | \$45,029,793 | -4.4% | \$45,126,885 | -4.6% |
| Autoload Activity | | | | | |
| Percent of Registered Cards with Autoload | 31% | 31% | -- | 32% | -- |
| Call Volume | | | | | |
| Customer Service Representative (CSR) Calls | 24,321 | 27,816 | -12.6% | 27,120 | -10.3% |
| CS Calls per Unique Card Used | 0.03 | 0.03 | -- | 0.03 | -- |
| Website Traffic | | | | | |
| Unique Visitors - Standard | 115,745 | 136,737 | -15.4% | 133,342 | -13.2% |
| Unique Visitors - Mobile | 55,760 | 64,068 | -13.0% | 56,244 | -0.9% |
| Website Visits - Standard | 161,991 | 193,987 | -16.5% | 188,509 | -14.1% |
| Website Visits - Mobile | 93,867 | 107,419 | -12.6% | 93,842 | 0.0% |
| Website Visits per Unique Card Used | 0.28 | 0.33 | -15.2% | 0.31 | -9.7% |

Notes on System Usage:

Average weekday ridership bounced back from lows the previous few months, but overall transactions were down, likely due to the short month. Revenue was similarly down. Both calls to customer service center representatives and website activity were down significantly from the spikes in January.

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.).

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

| | |
|-----------------------------|---|
| Work Item No.: | 320-1221 |
| Contractor: | Nematode Holdings, LLC San Francisco, CA |
| Project Title: | In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC |
| Purpose of Amendment: | 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 in person 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 = \$1,476,366 Total contract amount with this amendment = \$1,776,366 |
| Funding Source: | Regional Measure 2 Marketing and Operations, STA, STP |
| Fiscal Impact: | Funds dependent on the approval of the FY 2017-18 agency budget |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a sole source contract amendment with Nematode Holdings, LLC for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$300,000 for such contract amendment, subject to adoption of the FY 2017-18 agency budget. |
| Operations Committee: | <hr/> Dave Cortese, Chair |
| Approved: | Date: April 14, 2017 |

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 |
| Project Title: | In-Person Clipper® Customer Service Center at AC Transit |
| Purpose of Amendment: | 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 headquarters located at 1600 Franklin Street in Oakland. |
| Project Cost Not to Exceed: | <p>\$250,000 (this amendment)</p> <p>Total funding agreement value including amendments before this amendment = \$1,320,600</p> <p>Total funding agreement amount with this amendment = \$1,570,600</p> |
| Funding Source: | Regional Measure 2 Marketing and Operations, STA, STP |
| Fiscal Impact: | Funds dependent on the approval of the FY 2017-18 agency budget |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement amendment with AC Transit for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$250,000 for such funding agreement amendment, subject to adoption of the FY 2017-18 agency budget. |
| Operations Committee: | <hr/> <p>Dave Cortese, Chair</p> |
| Approved: | Date: April 14, 2017 |

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

| | |
|-----------------------------|---|
| Work Item No.: | 320-1221 |
| Contractor: | MIG, Inc. Berkeley, CA |
| Project Title: | Customer Information Services |
| Purpose of Amendment: | Continue to provide assistance with Clipper® research and customer education efforts |
| Brief Scope of Work: | Provide customer education information through printed materials, content on clippercard.com and other websites, and, where appropriate, paid media, i.e., advertisements |
| Project Cost Not to Exceed: | <p>\$550,000 (this amendment)</p> <p>Total Contract value including amendments before this amendment = \$550,000</p> <p>Total contract amount with this amendment = \$1,100,000</p> |
| Funding Source: | Regional Measure 2 Marketing and Operations, STA, STP |
| Fiscal Impact: | Funds dependent on the approval of the FY 2017-18 agency budget |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with MIG, Inc., for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$550,000 for such contract amendment, subject to adoption of the FY 2017-18 agency budget. |
| Operations Committee: | <hr/> <p>Dave Cortese, Chair</p> |
| Approved: | Date: April 14, 2017 |

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

| | |
|--------------------------------|--|
| Work Item No.: | 320-1221 |
| Contractor: | Synapse Strategies Oakland, CA |
| Project Title: | Distribution and Communications Planning and Support Services |
| Purpose of Contract: | Provide strategic planning and oversight for customer education and communications functions |
| Brief Scope of Work: | Oversee in-person customer education/outreach services; planning and support services related to Clipper [®] marketing and communications initiatives |
| Project Cost Not to Exceed: | \$260,000 |
| Funding Source: | Regional Measure 2 Marketing and Operations, STA, STP |
| Fiscal Impact: | Funds dependent on the approval of the FY 2017-18 agency budget. |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a contract with Synapse Strategies, for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$260,000 for such contract, subject to adoption of the FY 2017-18 agency budget. |
| Operations Committee: | <hr/> Dave Cortese, Chair |
| Approved: | Date: April 14, 2017 |

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

| | |
|--------------------------------|---|
| Work Item No.: | 320-1221 |
| Contractor: | Caribou Public Relations Martinez, CA |
| Project Title: | Clipper® Customer Education/Outreach Services |
| Purpose of Amendment: | On-call public outreach services |
| Brief Scope of Work: | Provide general education and communicate the benefits of Clipper® to Bay Area transit riders, including Title VI-protected customers. |
| Project Cost Not to Exceed: | \$200,000 |
| Funding Source: | Regional Measure 2 Marketing and Operations, STA, STP |
| Fiscal Impact: | Funds dependent on the approval of the FY 2017-18 agency budget. |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a contract with Caribou Public Relations for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$200,000 for such contract, subject to adoption of the FY 2017-18 agency budget. |
| Operations Committee: | <hr/> Dave Cortese, Chair |
| Approved: | Date: April 14, 2017 |



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2389 **Version:** 1 **Name:**
Type: Report **Status:** Consent
File created: 3/8/2017 **In control:** Operations Committee
On agenda: 4/14/2017 **Final action:**
Title: Contract - Freeway Service Patrol Towing Services: Palace Garage (\$2,100,800)
Contract consideration for approval- Beat 22 Freeway Service Patrol Towing Services: (Palace Garage) (\$2,100,800)

Sponsors:

Indexes:

Code sections:

Attachments: [4d_Palace Garage_FSP Beat 22_IFB.pdf](#)

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

Subject:

Contract - Freeway Service Patrol Towing Services: Palace Garage (\$2,100,800)

Contract consideration for approval- Beat 22 Freeway Service Patrol Towing Services: (Palace Garage) (\$2,100,800)

Presenter:

Giovanni Di Fabio

Recommended Action:

Committee Approval

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION
SERVICE AUTHORITY
FOR FREEWAYS
AND EXPRESSWAYS

Agenda Item 4d

Bay Area Metro Center
375 Beale Street, Suite 800
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: April 7, 2016

FR: Executive Director

W.I.: 6032

RE: Contract – Freeway Service Patrol Towing Services: Palace Garage (\$2,100,800)

This memorandum seeks Committee approval of a contract with Palace Garage in an amount not to exceed \$2,100,800 to provide Freeway Service Patrol (FSP) service on Beat 22 in Alameda County from September 1, 2017 through June 30, 2021, subject to annual MTC SAFE budget approval for future fiscal years.

General Background

Increasing insurance rates and a very tight labor market have greatly impacted the towing industry. The very low unemployment rate in the Bay Area has made it difficult for the tow contractors to recruit new FSP drivers and costly to retain existing FSP drivers. Additionally, many of MTC SAFE's tow contractors have experienced a very large increase in their insurance rates due to many insurers withdrawing from the towing industry. These issues have also caused the contractor on Beat 28 (Hwy 101 Novato-Petaluma) to withdraw from its current contract and the contractor on Beat 32 (SR-85 Mt. View-So. San Jose) to withdraw from its upcoming contract. Beat 28 has been integrated into the coverage area of the adjacent beats. Beat 32 is currently under procurement. MTC SAFE is working within the existing FSP contract limitations to assist contractors. Future contract strategies include a plan to incentivize the hiring of new FSP drivers and a plan to integrate a yearly cost of living increase into the hourly rate. MTC is also working with the statewide FSP program for a budget increase for the entire program.

Contract Background

Beat 22 FSP coverage is in Alameda County along I-580 from Foothill Blvd to Grant Line Rd. On January 11, 2013, this Committee awarded a four-year contract to Myers Towing to provide service on Beat 22. However, on February 13, 2017, Myers Towing's Beat 22 contract was terminated for failure to provide services under the terms and conditions of the contract.


Procurement Process

On February 17, 2017, MTC SAFE issued an Invitation for Bids (IFB) to bidders that had passed the final qualification step from the FY 2014-18 FSP tow procurement and currently operate FSP certified tow yards within 30 minutes driving time from Beat 22. Three existing FSP tow contractors, all of whom met the above qualifications, submitted bids for Beat 22. The IFB required the awarded contractor to provide three FSP vehicles to service Beat 22 from 5:30-9:30 AM and 3:30-7:00 PM, Monday through Friday and one newly required backup FSP vehicle. Total FSP service hours are approximately 21,785.

The IFB was a one-step process that required qualified bidders to submit a price proposal. The bidder with the lowest, responsive bid would be recommended for contract award. A total of 3 bids were received, all responsive. Palace Garage submitted the lowest bid at \$91.84 per truck service hour, while both Atlas Towing and Ken Betts Tow submitted a bid price of \$115.00. Palace Garage is neither a small business nor a disadvantaged business enterprise and currently has no subcontractors.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a 3 year, 10 month contract with Palace Garage in an amount not to exceed \$2,100,800 to provide tow service on Beat 22 from September 1, 2017 through June 30, 2021 subject to annual MTC SAFE budget approval for future fiscal years.



Steve Heminger

SH: gd

J:\COMMITTEE\Operations\2017 Operations Comm Packet\04_OPS_Apr_2017\4d_Palace Garage_FSP Beat 22_IFB.doc

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

| | |
|-----------------------------|--|
| Work Item No.: | 6032 |
| Work Project Title: | FSP Tow Operations |
| Consultant: | Palace Garage |
| Purpose of Project: | To provide Freeway Service Patrol service on Beat 22 during FY 2017-18 through FY 2021-21, as designated in the IFB dated February 17, 2017 under the terms and conditions as specified. |
| Brief Scope of Work: | Provide tow services during hours of congestion as specified by the FSP Partnership, which includes MTC SAFE, Caltrans and CHP. |
| Project Cost Not to Exceed: | \$2,100,800 |
| Funding Source: | STP, State, SAFE |
| Fiscal Impact: | <p>\$456,500 is available in the FY 2017-18 budget.</p> <p>\$548,100 is subject to inclusion in FY 2018-19 budget.</p> <p>\$548,100 is subject to inclusion in FY 2019-20 budget.</p> <p>\$548,100 is subject to inclusion in FY 2020-21 budget.</p> |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a contract with Palace Garage for the purposes described herein and in the Executive Director's April 7, 2017 memorandum and that the Chief Financial Officer is authorized to set aside funds in the amount of \$2,100,800 for such contract in the yearly amounts provided above, with amounts for future fiscal years subject to inclusion in such fiscal years' budgets. |
| Operations Committee: | <hr/> <p>Dave Cortese, Chair</p> |
| Approved: | Date: April 14, 2017 |



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2388 **Version:** 1 **Name:**
Type: Contract **Status:** Committee Approval
File created: 3/8/2017 **In control:** Operations Committee
On agenda: 4/14/2017 **Final action:**
Title: Contract - Clipper® In-Person Customer Service Center at the Embarcadero BART / Muni Station:
Faneuil, Inc. (\$900,000)

Award of contract to Faneuil, Inc., to operate the Clipper® In-Person Customer Service Center in downtown San Francisco.

Sponsors:

Indexes:

Code sections:

Attachments: [5a Clipper IPCSC Procurement rev.pdf](#)

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

Subject:

Contract - Clipper® In-Person Customer Service Center at the Embarcadero BART / Muni Station:
Faneuil, Inc. (\$900,000)

Award of contract to Faneuil, Inc., to operate the Clipper® In-Person Customer Service Center in downtown San Francisco.

Presenter:

David Weir

Recommended Action:

Committee Approval

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 5a
Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: April 7, 2017

FR: Executive Director

W. I. 1221

RE: Contract – Clipper® In-Person Customer Service Center at the Embarcadero BART/Muni Station: Faneuil, Inc. (\$900,000)

This memorandum requests the Committee's approval to award a contract to Faneuil, Inc. (Faneuil) in an amount not to exceed \$900,000 to operate a Clipper® In-Person Customer Service Center (IPCSC) at the Embarcadero BART/Muni Station in San Francisco.

Background

MTC has operated a Clipper® IPCSC at the Embarcadero BART/Muni Station since 2011. This location is, by far, the most heavily patronized Clipper® IPCSC because of its visibility and proximity to transit. The contract with the current supplier of services, Nematode Holdings, LLC, expires June 30, 2017. MTC anticipates continued operation of the IPCSC for at least two (2) more years, pending development of the next-generation Clipper® (C2) system, during which period the need and methodology for in-person customer service will be re-evaluated.

Procurement Process

On November 21, 2016, MTC issued a Request for Proposals (RFP) for operation of the above-described project. An email advertising the availability of the RFP on MTC's website was sent to more than 1,100 firms, including to over 100 other firms registered through MTC's contact database and to 300 services providers certified as a disadvantaged business enterprise through the California Unified Certification Program. MTC received four responsive proposals, which were evaluated by a panel of representatives from MTC, Soltrans, and AC Transit, with the advice of additional technical advisors from MTC.

The evaluation criteria, listed in order of importance, included:

1. Individual project staff and firm expertise and experience in similar types of projects involving: performing multilingual retail sales/operations, information dissemination projects and/or in-person customer service projects; and maintaining electronic displays and equipment (30%);
2. Approach to conducting and completing the project, including but not limited to: understanding of the purpose and requirements of the project; proposed work plan; strategy for managing all resources, including personnel coordination with contract manager and partners; and dealing with project challenges or obstacles (30%);
3. Price and Cost Effectiveness: The cost proposal (task budget and line item budget) was evaluated for reasonableness and effectiveness in relation to value received, using the combined total of the fees and hourly rates for IPCSC services (30%); and

4. Written/Oral Communications: As evidenced in the submitted proposal and through oral interviews (if held) (10%).

The evaluation panel decided to seek additional information from three (3) of the four (4) proposing firms scoring highest in the initial evaluation through a Request for Best and Final Offer (BAFO), and a second evaluation of the BAFOs was conducted on March 2, 2017.

The three firms that participated in the BAFO process and their final scores, are shown below:

| Firm | Final Score |
|--|-------------|
| Faneuil | 83.5 |
| Nematode Holdings, LLC (d/b/a Bay Crossings) | 68.75 |
| WSP/Parsons-Brinkerhoff | 66.25 |

All proposers participating in the BAFO process had relevant experience, and the panel was pleased with the quality of all three firms' experience and approach. After a thorough review of the proposals, references, and cost proposals, the evaluation panel recommended the selection of Faneuil.

The evaluation panel determined the Faneuil proposal to be most advantageous to MTC based on the evaluation criteria stated in the RFP, particularly with regard to cost effectiveness. Scores among the three firms were fairly evenly distributed across the other three evaluation criteria.

However Faneuil's cost proposal was 30% lower than the closest competitor. Faneuil is neither a disadvantaged business enterprise (DBE) nor a small business enterprise (SBE) and currently has no subcontractors.

The proposed contract would be for two years of operation commencing July 1, 2017, plus a pre-operations period of transition. Under the RFP, MTC reserves the option to renew for up to five additional years in increments of MTC's choosing.

This item was approved by the Clipper® Executive Board on March 20, 2017.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with Faneuil for Clipper® IPCSC services as described in this memorandum, in an amount not to exceed \$900,000, subject to approval of the FY 2017-18 MTC Budget. Should staff be unable to enter into a contract with Faneuil then staff requests the Committee's approval to negotiate and enter into a contract with the second ranking firm, Nematode Holdings, LLC.



Steve Heminger

SH:mg

J:\COMMITTEE\Operations\2017 Operations Comm Packet\04_OPS_Apr_2017\5a_Clipper_IPCSC Procurement_v1.docx

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.: 320-1221

Contractor: Faneuil, Inc.
Hampton, VA

Work Project Title: In-Person Customer Service Center Operations at
Embarcadero BART/ Muni 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: \$900,000

Funding Source: Regional Measure 2 Marketing and Operations, STA, STP

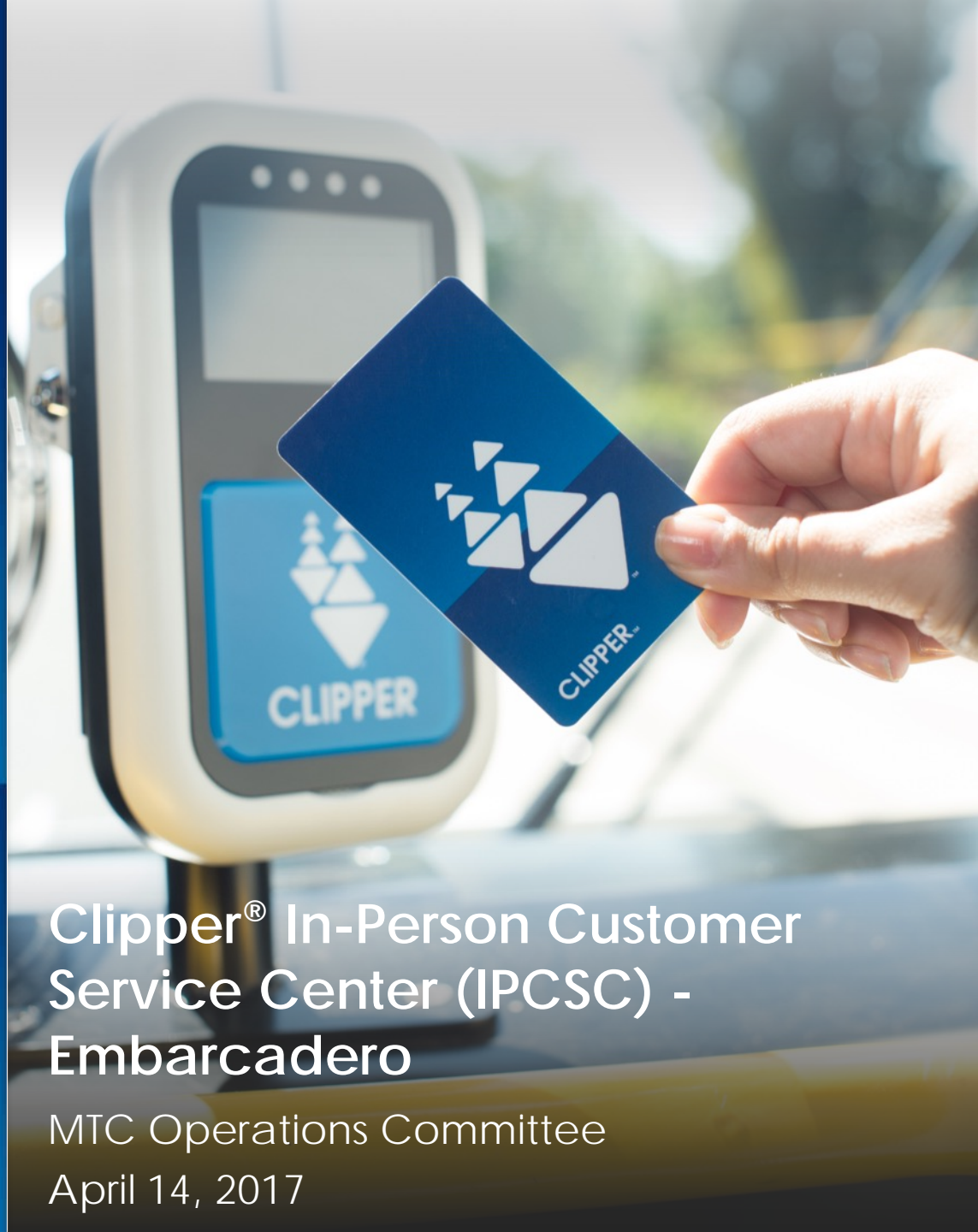
Fiscal Impact: Funds dependent on the approval of the FY 2017-18 agency
budget

Motion by Committee: That the Executive Director or his designee is authorized to
negotiate and enter into a contract with Faneuil, Inc. for the
purposes described herein and in the Executive Director's
memorandum dated April 7, 2017; provided that, should
staff be unable to enter into a contract with Faneuil, Inc., the
Executive Director or his designee is authorized to negotiate
and enter into a contract with Nematode Holdings, LLC; and
that the Chief Financial Officer is authorized to set aside
\$900,000 for such contract, subject to adoption of the FY
2017-18 agency budget.

Operations Committee:

Dave Cortese, Chair

Approved: Date: April 14, 2017



Clipper® In-Person Customer Service Center (IPCSC) - Embarcadero

MTC Operations Committee
April 14, 2017

Clipper® IPCSC – Embarcadero location

- In service since 2011
- Heavily patronized – handles 40% of all sales that are done at customer service centers or transit agency ticket offices
- Services provided include:
 - Adult, youth and senior Clipper® card issuance
 - Product and value sales
 - Card replacement

Feb 2017 - Moved to New Location in Station



- Larger workspace
- Better security



Procurement for Staffing and Operation

- Current contract expires June 30, 2017
- RFP issued November 2016
- Notified over 1,100 firms including 300 DBEs
- Four responsive proposals evaluated for:
 - Project staff and firm expertise and experience
 - Approach
 - Price and cost effectiveness
 - Written/oral communications
- Request for BAFO from three of the four
- Recommended firm separated itself in the area of price and cost effectiveness
- Proposed contract for two years commencing on July 1, 2017, with options for up to five additional years.
- Staff recommends selection of Faneuil



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 17-2422 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 3/14/2017 **In control:** Operations Committee
On agenda: 4/14/2017 **Final action:**
Title: Next-Generation Clipper® (C2) System Project Update

Presentation on Clipper® today and the vision for the C2 project as well as the progress on the C2 project.

Sponsors:

Indexes:

Code sections:

Attachments: [6a_C2 System Project Update.pdf](#)

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

Subject:

Next-Generation Clipper® (C2) System Project Update

Presentation on Clipper® today and the vision for the C2 project as well as the progress on the C2 project.

Presenter:

Jason Weinstein

Recommended Action:

Information

Attachments



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 6a
Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: April 7, 2017

FR: Executive Director

W. I. 310-2780

RE: Next-Generation Clipper® (C2) System Project Update

This item is to update the Committee on progress towards the development of the C2 project, including background on the Clipper® program, the vision for the C2 system and its features, and current activities related to the procurement of a system integrator. Currently, staff is circulating a draft request for proposals (RFP) for industry review and public comment.

Background

Clipper®, the electronic fare payment system on 20 public transit agencies in the Bay Area, allows transit riders to store transit passes and cash value on a single payment card and enjoy benefits like seamless transfers and automatic application of discounts. Two more agencies – Union City Transit and the new Sonoma-Marín Area Rail Transit - will begin accepting Clipper® in 2017.

Clipper® is managed by MTC with oversight of the Clipper® Executive Board, per the amended and restated Clipper® Memorandum of Understanding (MOU), approved by the Commission in 2015. MTC staff is responsible for customer education and in-person customer service centers. Transit operators are responsible for fare policy, inspection and enforcement, and first line device maintenance. The Clipper® contractor, Cubic Transportation Systems (Cubic) is responsible for card and value distribution, credit processing, equipment, maintenance of program websites and the customer service call center. Cubic also processes settlement of transit operator revenues.

The program launched as TransLink® as part of a pilot in 2002 and began rolling out on major transit operators in 2006, rebranding as Clipper® in 2010. At the same time, MTC Resolution 3866 mandated the larger transit operators eliminate paper passes and make them available only on Clipper®. Usage of the card climbed significantly once paper passes started being eliminated. In January 2017, Clipper® reached a milestone of collecting more than half of all transit fares paid in the Bay Area. The most recent Clipper® customer survey revealed that 97% of Clipper® customers are satisfied with the system.

C2: The Next Generation

The vision for the next generation of Clipper®, or C2, is for a customer-focused, cost-effective fare collection system that provides a modern, seamless transit experience for traveling around the Bay Area. It will be a flexible platform for improving future regional travel, built through collaboration among the region's transit agencies, MTC and vendors on the program. MTC and the transit operators will continue to perform functions similar to their roles today.

Goals of the C2 program are to provide (1) an intuitive, efficient and familiar experience; (2) excellent, proactive customer service; and (3) operational efficiency and reliability. With C2, electronic payment will be the primary payment method for all transportation fares and fees, including transit, parking, bikeshare and paratransit, and people will be able to use cards or other methods like mobile devices. In the vision of the C2 planners, Clipper® will be easier to obtain and use, with many distribution and reloading options available, online transactions more immediately available and more convenient account management for families, institutional programs and other organizations. Transit systems will either only accept Clipper® or will provide incentives to use Clipper®.

MTC and the transit operators plan to procure a C2 system integrator that will be responsible for overall operation of the system as well as coordination of discrete tasks (such as customer service) that will be contracted out to separate vendors to ensure greater flexibility and quality. This is a significant departure from the all-in-one Design-Build-Operate-Maintain (DBOM) contract with Cubic

MTC released a draft of the C2 system integrator RFP for industry review in late January with an April 3 deadline for comments. As part of its C2 public engagement activities, MTC produced a brief summary describing proposed C2 system features for public review and comment and shared this on the futureofclipper.com website. Transit operators have this information, with some choosing to share it at public meetings and through their own channels.

Next Steps

MTC and transit operator staff are currently reviewing comments from industry representatives and the public and will make recommendations about whether and how to incorporate them into the final RFP. After comments are addressed, MTC will release the final RFP in June 2017, and the current schedule calls for selection of a C2 system integration in early 2018.

Because the RFP does not finalize all design details for the new system, MTC is continuing with public engagement activities to narrow down specific choices with regard to program components such as customer service, retail access, account management and other elements. MTC will release a new public input survey in mid-April and will work closely with all participating operators to widely advertise this opportunity.

Staff will continue to report to the Operations Committee on milestones of the procurement and program development.



Steve Heminger

Attachment:

- Attachment A: Clipper®: The Next Generation Presentation

SH: jw

J:\COMMITTEE\Operations\2017 Operations Comm Packet\04_OPS_Apr_2017\6a_Next Gen Clipper v1.docx



Clipper: The Next Generation

MTC Operations Committee

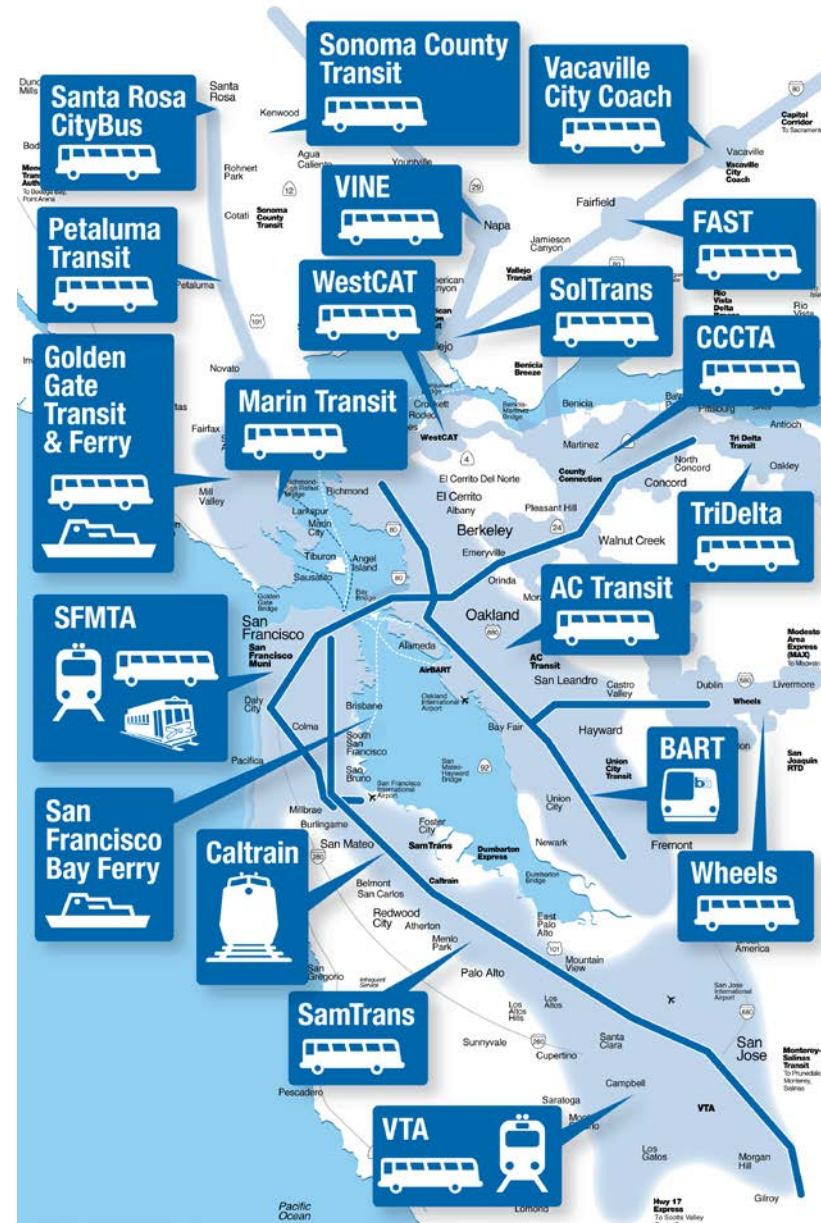
April 14, 2017

Clipper: History and Current Status

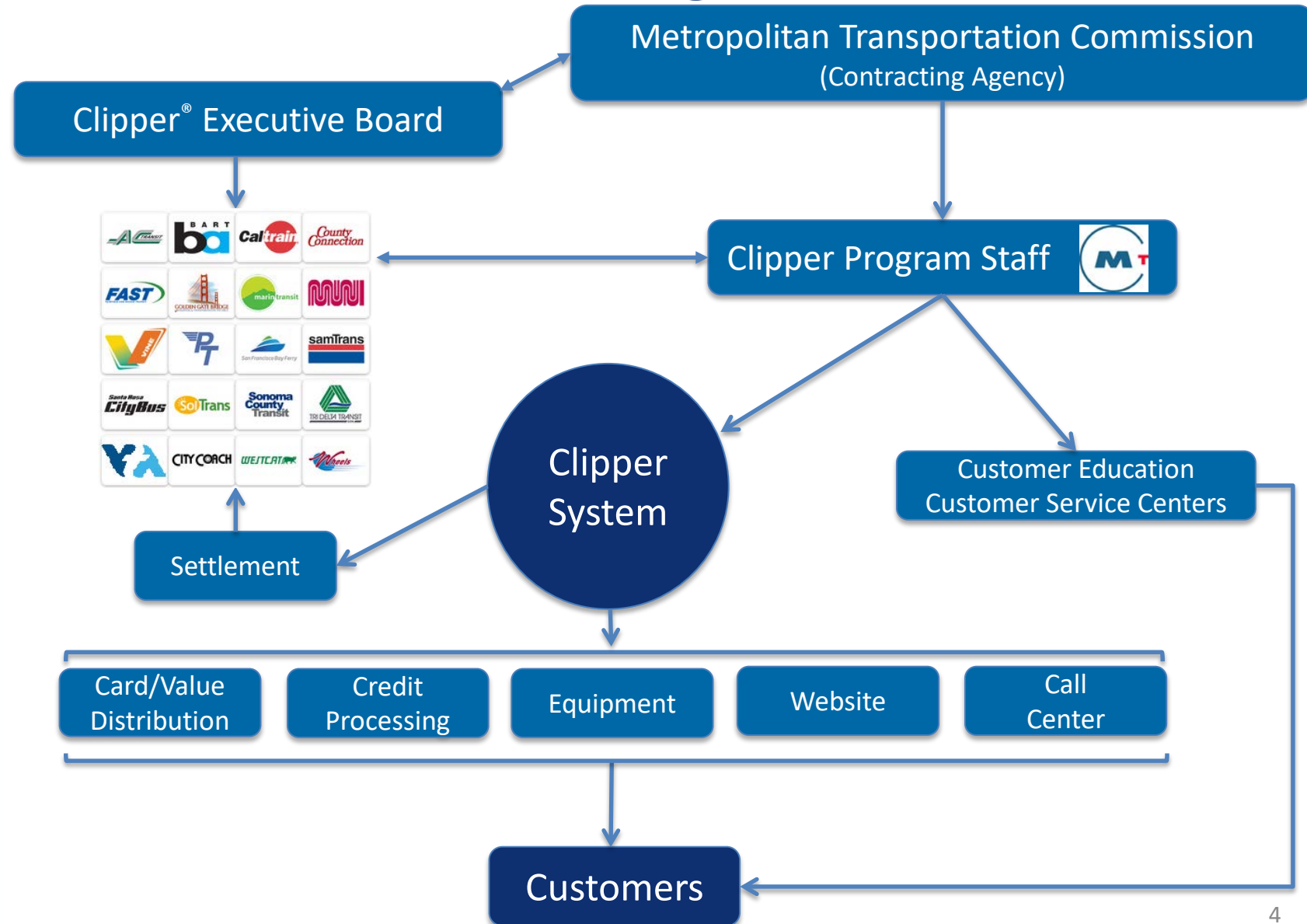


What is Clipper?

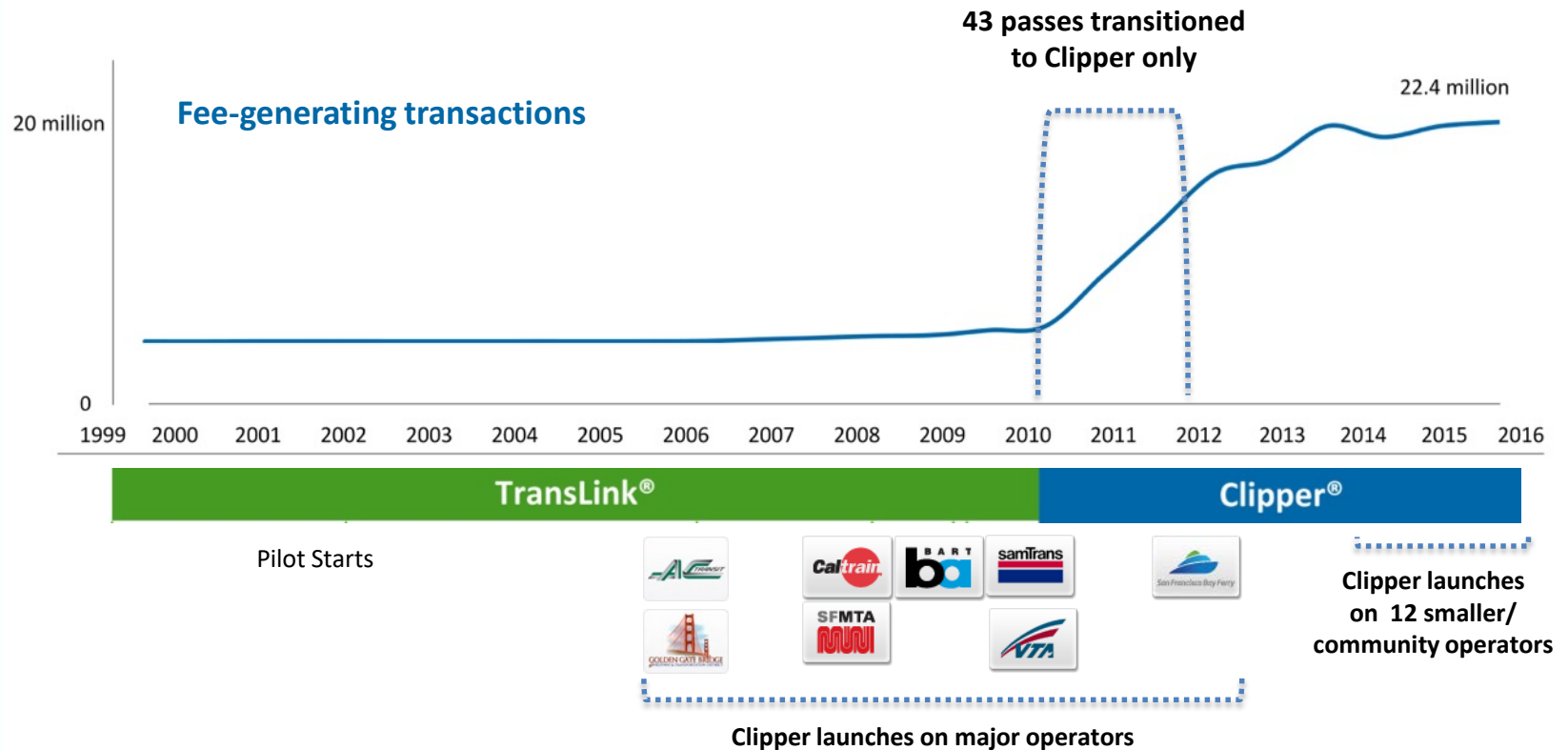
- Bay Area's regional transit fare payment system
- 20 public transit services
 - Seamless transfers
 - Stores passes and cash value
 - Calculates discounts and transfers
 - Settles revenue to the transit operators
- Adding two more in 2017
 - Union City Transit (4/3/17)
 - SMART (TBD)



How is Clipper Managed?



Clipper History and Growth



Initial contract
with Motorola
executed

Contract
assigned to
Cubic

C2 planning
started



CLIPPER

Clipper Use: January 2017

925,000

Unique Cards Used

49%

Market Share

729,000

Average Weekday Ridership

\$45M

Monthly Transit Operator Revenue

97% of Clipper customers are satisfied!



CLIPPER

Clipper: The Next Generation



Clipper MOU Program Goals (2015)

1. Provide an intuitive, efficient, and familiar experience
2. Provide excellent, proactive customer service
3. Create a transparent, consistent, inclusive and timely decision-making process
4. Govern the program efficiently and cost-effectively
5. Ensure that accurate and complete data is available to support decision making at every level
6. Ensure program flexibility and responsiveness
7. Ensure operational efficiency and reliability



The Vision for the Next Generation

Customer-focused, cost-effective fare collection system

Modern, seamless transit experience for traveling around the Bay Area

Flexible platform for improving future regional travel

Collaborative partnership among transit agencies, MTC and vendors



What should customers expect?

- An intuitive, efficient and familiar experience
- Excellent, proactive customer services
- Operational efficiency and reliability

MTC and the transit agencies are considering a Clipper system where:

You can pay with...

- Contactless smart cards
- Limited-use smart cards
- Mobile ticketing apps
- Mobile phone/wearables
- Open-payment bank cards

You can get customer service from...

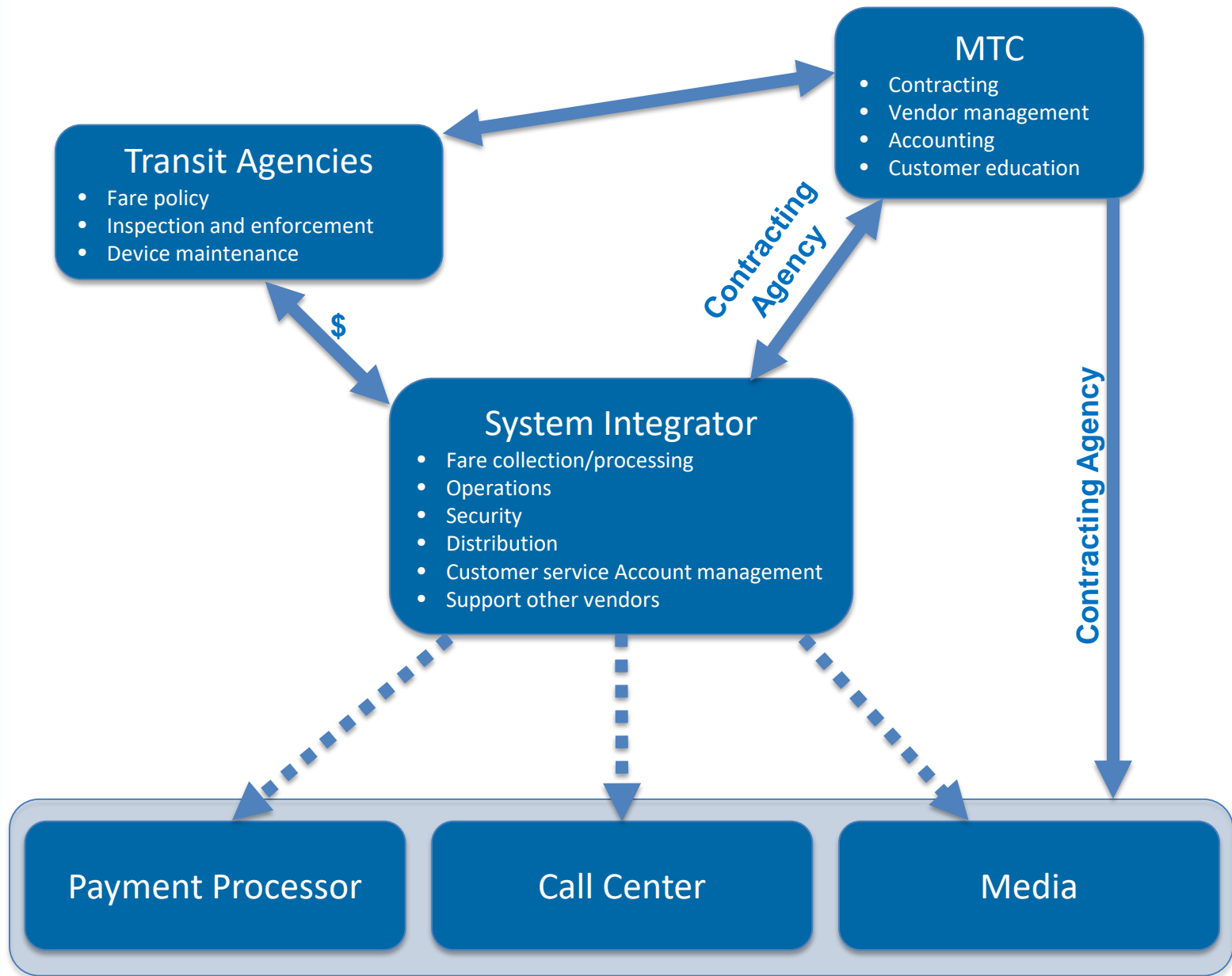
- Websites
- Telephone call center
- Walk-in customer service centers
- Self-service customer kiosks

You can get a card and add value via...

- Websites
- Telephone call center
- Transit agency ticket machines
- Walk-in customer service centers
- Institutions (e.g., school and work)
- Retail partners



Who will be responsible for what?



C2 Procurement Milestones



C2 Program Capital Fund Sources


| Fund Source | Amount |
|--|--------|
| Transit Capital Priorities | \$70M |
| Cap and Trade, Low Carbon Transit Operations Program | \$20M |
| TBD | \$20M |

- C2 budget includes ROM capital estimate of \$110M plus \$4M for integration of existing and fare gates.
- Estimate does not include communication infrastructure upgrades and replacement of transit operator TVMs and fare gates.

Outreach to Industry

Extensive outreach to industry

- Request for Expressions of Interest (Released April 4, 2016)
- Draft Request for Proposals for System Integrator (Released January 27, 2017)
- Webinar with 50+ participants (March 1, 2017)

 METROPOLITAN TRANSPORTATION COMMISSION
Contract Opportunities

[Vendor login](#) | [MTC staff login](#)
[Procurements](#) | [procurements.mtc.ca.gov](#)

Industry Review RFP for Clipper® Regional Fare Payment System ("C2") System Integrator

To be added to the plan holders list for this project, please [log in or register](#).

Registered users have the option of receiving notifications when new documents are available.

Details

Documents

Planholders

| | |
|--------------------|---|
| Name | Industry Review RFP for Clipper® Regional Fare Payment System ("C2") System Integrator |
| Description | The Metropolitan Transportation Commission (MTC), on behalf of the regional transit operators, has issued an Industry Review Draft of the Request for Proposal (RFP) for the Next Generation Clipper® ("C2") Regional Transit Fare Payment System Integrator project. |

Payments Industry

Working with payment brands and mobile wallet providers through various associations and working groups:

**Transit
Roundtable**



Opportunities for Public Engagement

- Currently accepting public comment on draft RFP
- New online survey available to the public mid-April
- Dedicated website lists all input opportunities:

www.futureofclipper.com



Clipper and Transit Fare Policy

Background:

- Advocates requested MTC to simplify regional fare policy, specifically:
 - Work together on strategy to streamline fares
 - Direct the C2 project to pursue seamless fares
 - Direct MTC means-based fare project to streamline and create roadmap for equitable access to transit
 - Use regional funds to cover potential losses to transit agencies
- Transit Operators are responsible for shaping fare policy
- Currently Clipper has thousands of business rules and manages this complexity