



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, January 11, 2019

9:35 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 9:35 a.m. or immediately following the 9:30 a.m. Joint MTC Planning Committee with the ABAG Administrative Committee.

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. [18-1087](#) Minutes of the December 14, 2018 Meeting

Action: Committee Approval

Attachments: [2a_OPS Minutes_Dec 2018.pdf](#)

3. Approval

- 3a. [18-0771](#) Contract Amendment - Mapping and Wayfinding Design Services: City ID LLC (\$950,000)

Contract amendment to test regional mapping prototypes.

Action: Committee Approval

Presenter: Shauna Callow

Attachments: [3a_Reg Map_CityID Amendment.pdf](#)

4. Public Comment / Other Business

5. Adjournment / Next Meeting

The next meeting of the Operations Committee will be Friday, February 8, 2019 at 9:35 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 #: 18-1087 **Version:** 1 **Name:**
Type: Minutes **Status:** Consent
File created: 12/4/2018 **In control:** Operations Committee
On agenda: 1/11/2019 **Final action:**
Title: Minutes of the December 14, 2018 Meeting
Sponsors:
Indexes:
Code sections:
Attachments: [2a OPS Minutes_Dec 2018.pdf](#)

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

Subject:
Minutes of the December 14, 2018 Meeting

Recommended Action:
Committee Approval

Attachments:



Metropolitan Transportation Commission

Meeting Minutes - Draft

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

Agenda Item 2a

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

Friday, December 14, 2018

10:05 AM

Board Room - 1st Floor

1. Roll Call / Confirm Quorum

Present: 5 - Vice Chair Pierce, Commissioner Aguirre, Commissioner Connolly, Commissioner Halsted and Commissioner Spering

Absent: 2 - Commissioner Liccardo and Chair Cortese

Non-Voting Member Present: Commissioner Giacomini

Non-Voting Member Absent: Commissioner Azumbrado

Ex Officio Voting Members Present: Commission Chair Mackenzie and
Commission Vice Chair Haggerty

Ad Hoc Non-Voting Member Present: Commissioner Worth

2. Consent Calendar

Approval of the Consent Calendar

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

Aye: 5 - Vice Chair Pierce, Commissioner Aguirre, Commissioner Connolly, Commissioner Halsted and Commissioner Spering

Absent: 2 - Commissioner Liccardo and Chair Cortese

2a. [18-1027](#) Minutes of November 9, 2018 Meeting

Action: Committee Approval

Attachments: [2a OPS Minutes Nov 2018.pdf](#)

- 2b.** [18-1028](#) Contract - Interstate 880 (I-880) Integrated Corridor Management North Segment Project - Construction Award: Sturgeon Electric California, LLC (\$13,754,990 plus a contingency of \$1,417,700)
- Action: Committee Approval
- Presenter: Sarah Burnworth
- Attachments: [2b I-880 ICM North Segment.pdf](#)
-
- 2c.** [18-1029](#) Contract Amendment - Traffic Operations System Device Maintenance Contractor Oversight Services: Kimley-Horn and Associates, Inc. (\$400,000)
- Action: Committee Approval
- Presenter: Kaki Cheung
- Attachments: [2c TOS Device Maintenance Contract Amendment.pdf](#)
-
- 2d.** [18-1030](#) Contract: Interstate-880 (I-880) Communications Infrastructure Alternatives Assessment: Kimley-Horn & Associates, Inc. (\$370,000)
- Action: Committee Approval
- Presenter: Kaki Cheung
- Attachments: [2d I 880 Communications Infrastructure Alternatives Assessment.pdf](#)
-
- 2e.** [18-1031](#) Clipper® Contract Change Order Amendment - Clipper Card Procurement: Cubic Transportation Systems, Inc. (\$2,000,000)
- Action: Committee Approval
- Presenter: Jason Weinstein
- Attachments: [2e Clipper Contract Action Card Procurement.pdf](#)
-
- 2f.** [18-1041](#) Contract Amendment - 2016 On-Call Transportation Engineering and Planning Services: Megaregion Goods Movement Study: Cambridge Systematics, Inc. (\$150,000)
- Action: Committee Approval
- Presenter: Johnny Jaramillo and Cynthia Kroll
- Attachments: [2f Cambridge Systematics Amendment.pdf](#)

3. Approval

- 3a.** [18-1045](#) Means-Based Transit Fare Pilot Program Contract Actions
- i. Purchase Order - Technical Integration Services for Means-Based Transit Fare Pilot Program: Vertiba, LLC (\$2,500,000)
 - ii. Purchase Order - Salesforce Licenses for Means-Based Transit Fare Pilot Program: Carahsoft Technology Corp. (\$125,000)

Purchase orders for Salesforce licenses and technical integration for the development of a customer service system and website for the Means-based transit fare pilot program.

Action: Committee Approval

Presenter: Nick Roethel

Attachments: [3a Means-Based Contract Actions.pdf](#)

Upon the motion by Commissioner Aguirre and second by Commissioner Halsted, the Means-Based Transit Fare Pilot Program Contract Actions i. Purchase Order - Technical Integration Services for Means-Based Transit Fare Pilot Program: Vertiba, LLC (\$2,500,000) ii. Purchase Order - Salesforce Licenses for Means-Based Transit Fare Pilot Program: Carahsoft Technology Corp. (\$125,000) were unanimously approved. The motion carried by the following vote:

Aye: 5 - Vice Chair Pierce, Commissioner Aguirre, Commissioner Connolly, Commissioner Halsted and Commissioner Spering

Absent: 2 - Commissioner Liccardo and Chair Cortese

4. Public Comment / Other Business

5. Adjournment / Next Meeting

The next meeting of the Operations Committee will be Friday, January 11, 2019 at 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 #: 18-0771 **Version:** 1 **Name:**
Type: Report **Status:** Committee Approval
File created: 9/7/2018 **In control:** Operations Committee
On agenda: 1/11/2019 **Final action:**
Title: Contract Amendment - Mapping and Wayfinding Design Services: City ID LLC (\$950,000)
Contract amendment to test regional mapping prototypes.

Sponsors:

Indexes:

Code sections:

Attachments: [3a_Reg Map_CityID Amendment.pdf](#)

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

Subject:

Contract Amendment - Mapping and Wayfinding Design Services: City ID LLC (\$950,000)

Contract amendment to test regional mapping prototypes.

Presenter:

Shauna Callow

Recommended Action:

Committee Approval

Attachments:



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3a

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: January 4, 2019

FR: Executive Director

W.I.: 1310

RE: Contract Amendment - Mapping and Wayfinding Design Services: City ID LLC (\$950,000)

This memorandum asks for Committee approval of a contract amendment with City ID LLC (City ID) in an amount not to exceed \$950,000 for designing and testing a regional transit map network brand and prototype suite of maps.

Background

In January 2017, staff presented the Regional Transit Mapping Project concept to the Administration Committee. This project focuses on developing a common map language and iconography for use by the region's 28 public transit agencies, and a digital and print prototype of a regional transit map showing the networks for all systems. The project builds on MTC's Transit Hub Signage Program, which has installed station area maps, directional signage, and real-time signs at 24 transit hubs throughout the region. In June 2017, after a competitive procurement, the Administration Committee approved a pre-qualified bench of consultants to provide On-Call Design Services to support various agency projects in the following design service categories: a) Print; b) Digital; c) Website; d) Mapping; and e) Wayfinding. The Committee also authorized the Executive Director to negotiate and enter into a 3-year contract with City ID, in an amount not to exceed \$270,000, with an option to extend for an additional three years, to work on the Regional Transit Mapping Project and Urban Wayfinding Project.

In July 2017, staff engaged City ID to undertake the first phase of the project, which included stakeholder interviews, workshops with Bay Area cities and transit operators, and development of a roadmap for long-term regional standardization. This early research recommended that MTC: 1) develop design standards and resources for all agencies; 2) design a regional network brand to enhance the journey experience; and 3) serve as the regional coordinator for transit mapping. Similarly, [SPUR's January 2019 report, "Finding Transit,"](#) stated that the regional mapping initiative will be successful when:

1. Transit riders have an iconic, legible map or maps of the region's public transit network that can be easily understood, used and trusted and that can function in print as well as digitally.
2. Members of the public have more information and the ability to see and understand transit options they didn't know about before, increasing their trust that public transit is a practical option.
3. Transit operators coordinate on transit information and mapping, shifting toward a customer-first approach and making decisions within a regional context in order to better serve current and future riders.
4. Transit operators share a common digital platform that can be updated easily for producing their own system maps.

In collaboration with the transit agencies and SPUR, Phase I culminated in design and development of a prototype, print-ready, regional transit map (see Attachment A), which provides an overview of all principal transit modes, including heavy and light rail, ferries, and major bus routes. The intent of the regional transit map is to provide a sense of the region's overall transit network, remaining consistent wherever it is used in the region, with the exception of the "you are here" locator. The regional map design process also began to explore colors, textures, illustrations, and other design styles as part of a future regional brand.

The regional map is only one element of an interconnected system of information. The second phase of the project, under this amendment and in continued coordination with the transit partners and SPUR, aims to more fully develop the network brand (including product form and size, map scales, colors, pictograms, illustrations, textures, etc.) for a prototype system of map types and information products that will be tested with Bay Area transit riders. Information types vary by location, from the diagrammatic regional map at regional hubs and gateways; to sub-regional, system, city, and district maps; and finally at the most local level, to area and destination maps; each subsequent location map reveals finer details about the transit network, pedestrian environment, and key destinations.

Prototype testing, which may include focus groups and in-station surveys, will build upon and leverage existing pilots underway in downtown San Jose and at the San Francisco Ferry Terminal; see Attachment B for planned prototype locations in San Francisco, the East Bay, North Bay, and South Bay. City ID will also explore a digital experience proof-of-concept to understand the requirements for delivering the proposed map types on digital platforms. At the conclusion of the prototype testing, City ID will develop a report of findings and recommendations for long-term program implementation, building upon the existing roadmap developed in Phase I.

Staff intends to return to this committee at the conclusion of Phase II's prototype testing with recommendations and associated contract actions for the next phase of the work. Design, mapping platform development, field infrastructure, installation, and ongoing maintenance may ultimately cost tens of millions of dollars, depending upon the selected system of maps (i.e., regional map only versus full suite of maps) and the extent of deployment (i.e., designated hubs versus broader regional deployment). Additional staff are also expected to be required to implement and operate the regional mapping program; this request would be made in a future agency budget.

This Amendment

This amendment would add \$950,000 to the contract, bringing the contract total to \$1,400,000, for City ID to design and test the regional transit map network brand and prototype system of map types, as described above. Funding for this amendment is included in the approved FY18-19 MTC budget. Attachment C includes City ID and its project team's small business and disadvantaged business enterprise status.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with City ID in an amount not to exceed \$950,000 for designing and testing a regional transit map network brand and prototype suite of maps.



Steve Heminger

Attachments:

- Attachment A: Prototype Regional Transit Map
- Attachment B: Planned Prototype Test Locations
- Attachment C: Disadvantaged Business Enterprise and Small Business Enterprise Status
- Presentation

SH: sc

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Prototype Regional Transit Map



Please note: due to variations in printers, intended colors may not be accurately represented.

Planned Prototype Test Locations



Disadvantaged Business Enterprise and Small Business Enterprise Status

| Firm Name | DBE* Firm | | | SBE** Firm | | |
|--|--------------|-------------------|----|---------------|-------------------|----|
| | Yes | If Yes, List # | No | Yes | If Yes, List # | No |
| Prime contractor: City ID LLC | | | X | | | X |
| Subcontractor: Billings Jackson Design | | | X | | | X |
| Subcontractor: DCR Design LLC | X | 43559 | | | | X |

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

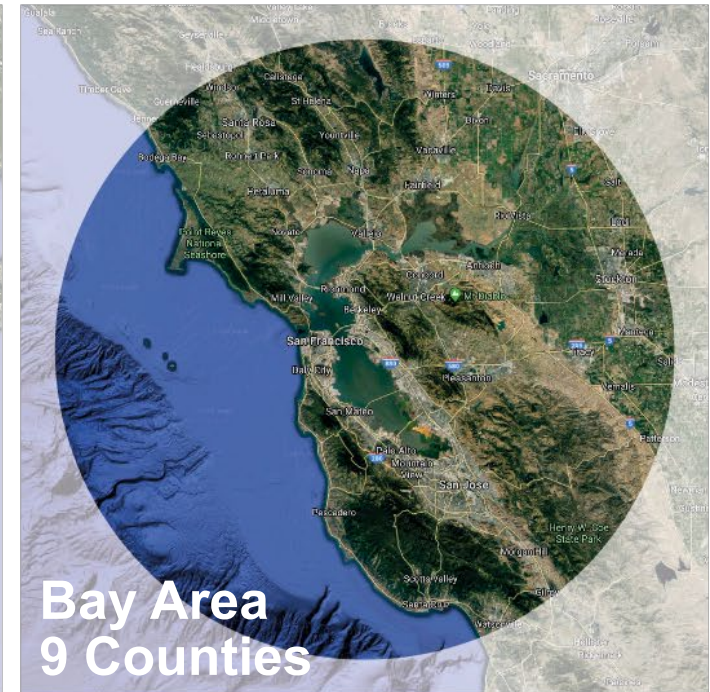
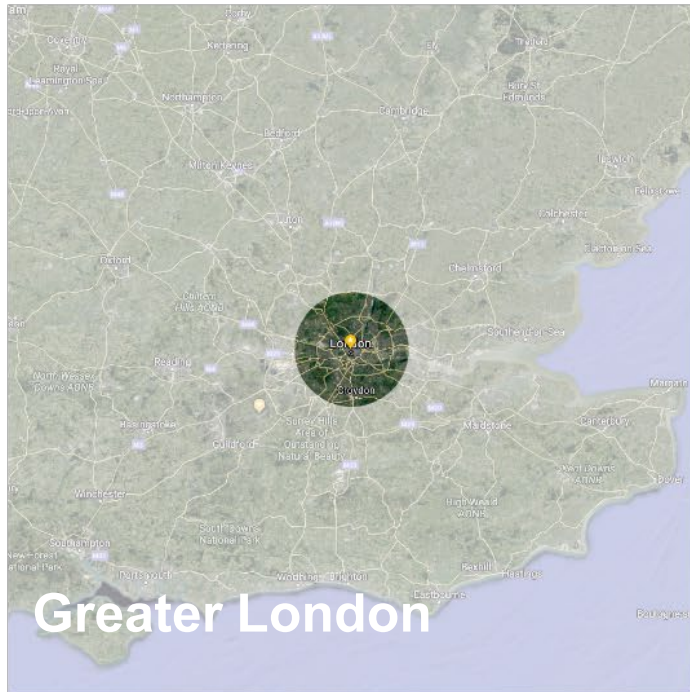
**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

| | |
|-----------------------------|--|
| Work Item No.: | 1112 |
| Consultant: | City ID LLC New York, NY |
| Work Project Title: | Regional Transit Mapping Project and Urban Wayfinding Project |
| Purpose of Project: | Development of an integrated Regional Transit Map and Wayfinding system. |
| Brief Scope of Work: | Designing and testing a regional transit map network brand and prototype suite of maps. |
| Project Cost Not to Exceed: | \$950,000: this Amendment Total contract including amendments prior to today's action: \$450,000 Maximum contract amount after today's action: \$1,400,000 |
| Funding Source: | Regional Measure 2 Marketing funds, State Transit Assistance (STA) funds |
| Fiscal Impact: | Project costs are consistent with funds programmed and budgeted in the FY 2018-19 MTC budget. |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with City ID LLC for designing and testing a regional network brand and prototype suite of maps for the Regional Transit Mapping Project and Urban Wayfinding Project as described above and in the Deputy Executive Director's memorandum dated January 4, 2019, and the Chief Financial Officer is directed to set aside funds in the amount of \$950,000 for such contract amendment, subject to approval of such funds in current and future agency budgets as specified above. |
| Operations Committee: | <hr/> Dave Cortese, Chair |
| Approved: | Date: January 11, 2019 |

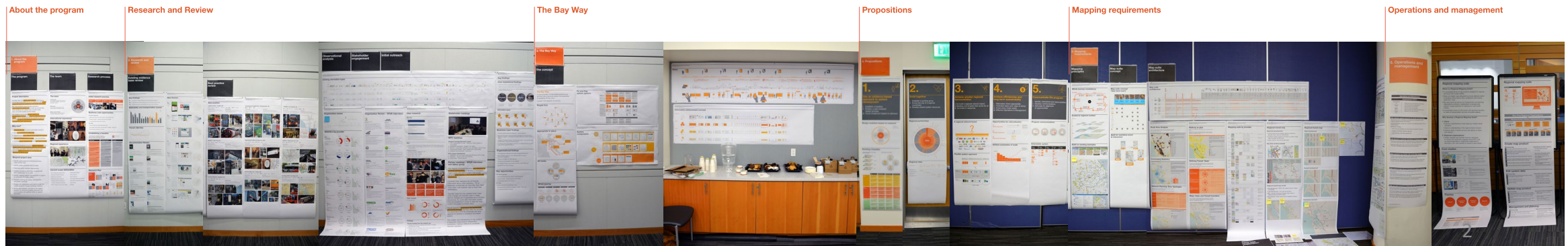
Regional Transit Map: Project Update & Contract Action



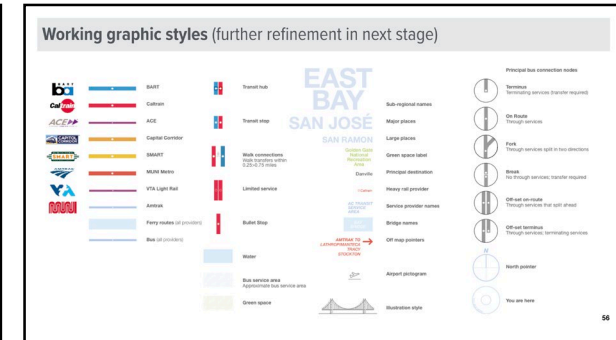
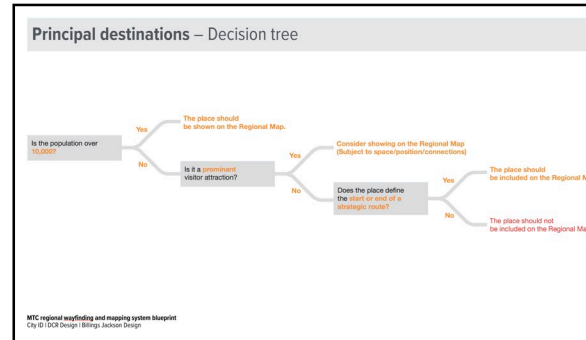
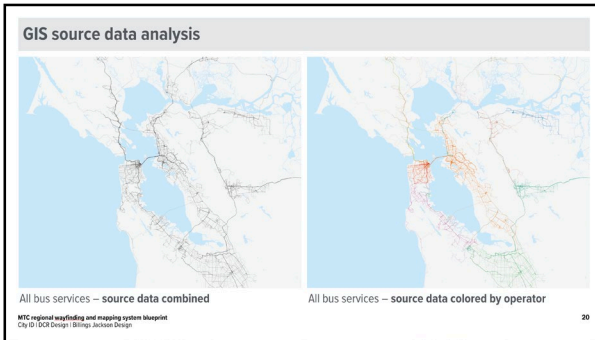
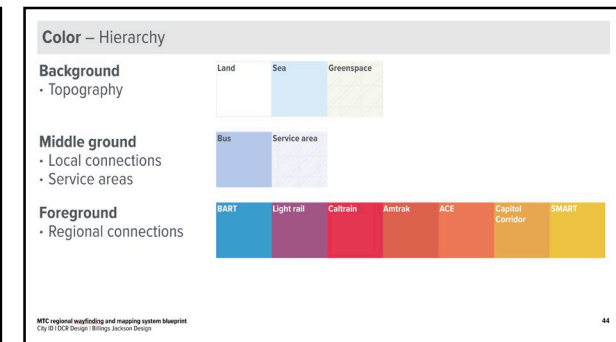
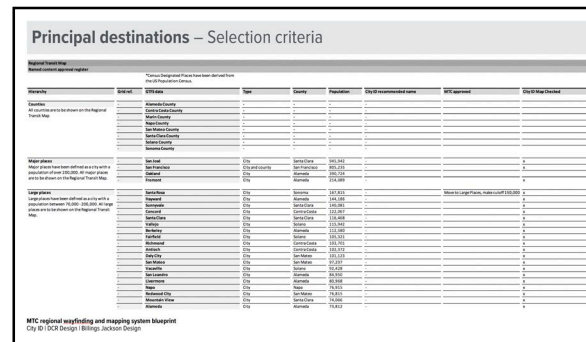
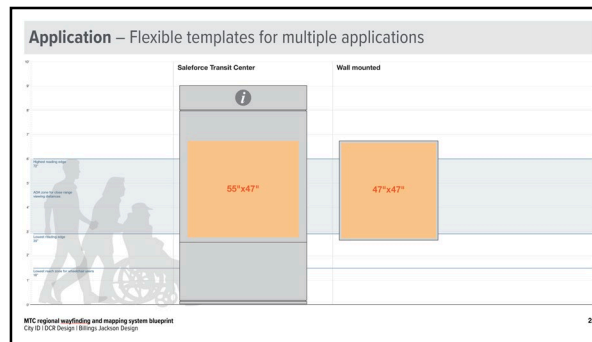
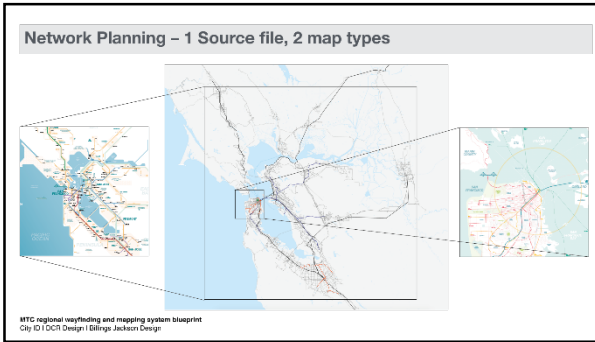
Operations Committee
January 11, 2019

Initial Research & Workshop Findings

- Develop design standards and design resources
- Develop a regional network brand
- MTC serve as the regional coordinator



Phase I: Regional Transit Map Design Process



1. Function definition

- GIS source data analysis
- Content selection

2. Scale definition

- Information set-out
- Geographic extent
- Scale and foreshortening

3. Planning

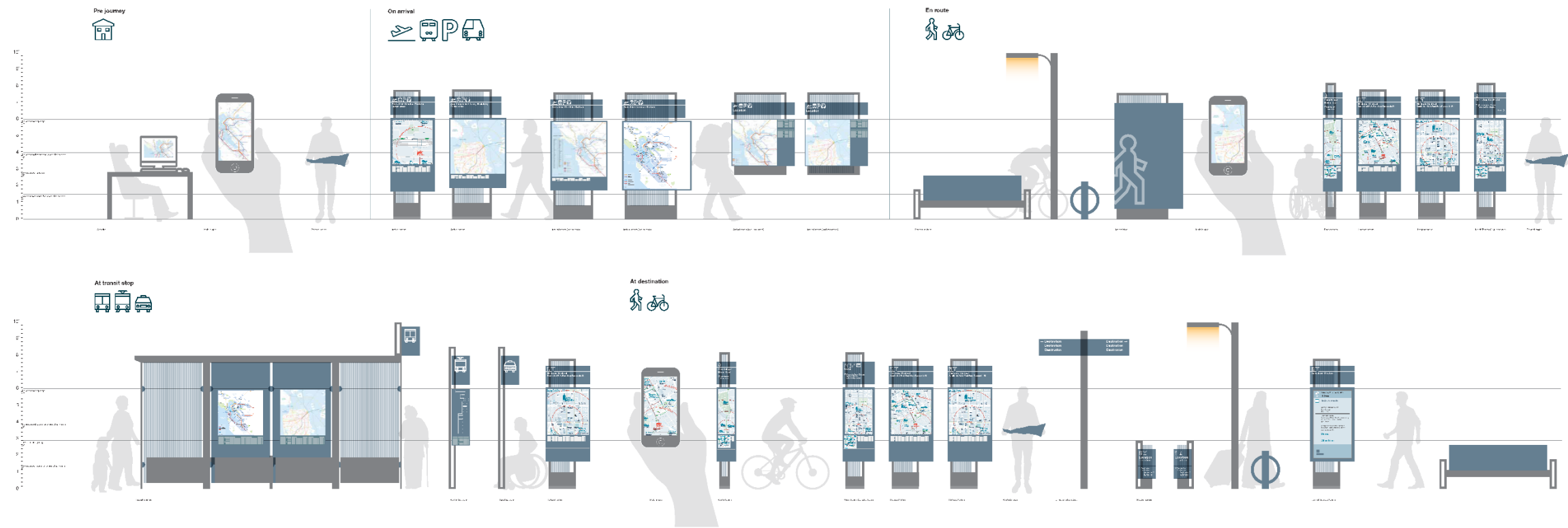
- Principal destinations
- Principal bus connections

4. Design development

- Map styling
- Color
- Typography
- Graphic devices
- Illustrations
- Visualization development

[illegible]

Phase II: Regional Network Brand & Prototype Suite of Maps



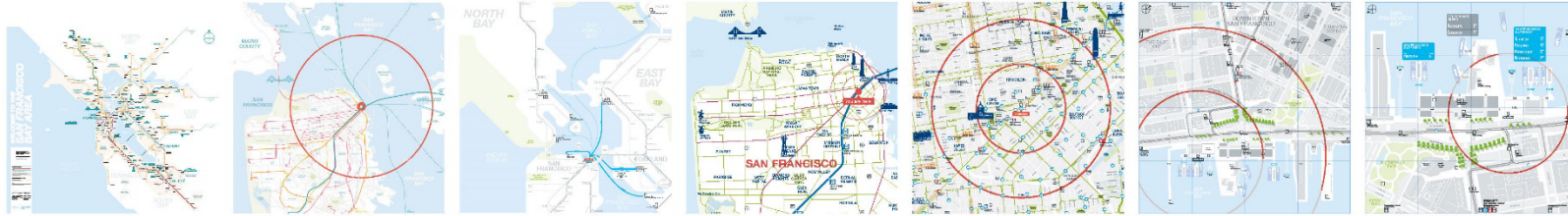
Phase II: Regional Network Brand & Prototype Suite of Maps

Bay Area Hub-handover Concept






Phase 1 (complete)

Phase 2 (starting 2019)

Information types

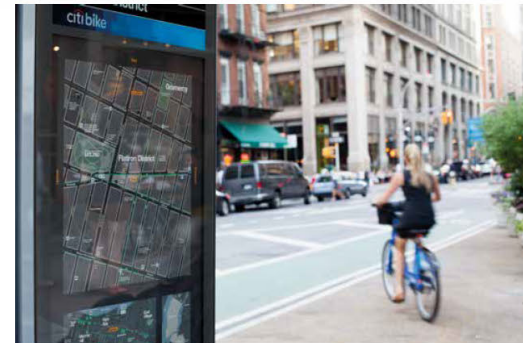
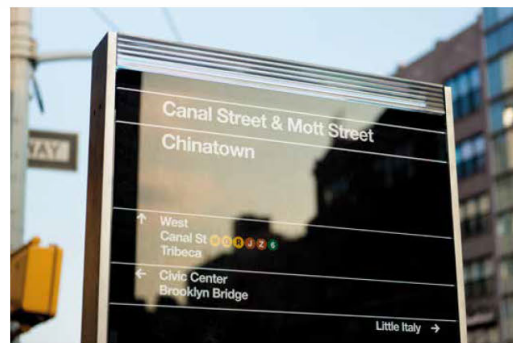
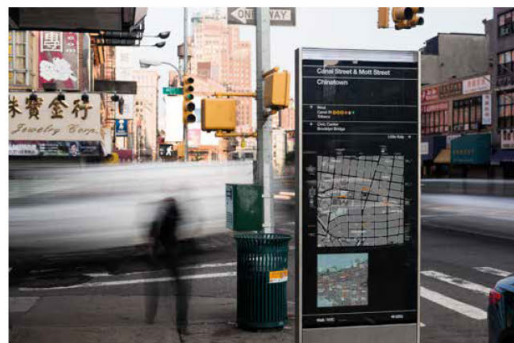


Pilot & prototype locations

| Environment types | Typical Modes | Regional | Sub-regional | System (TBC) | City | District | Area | Destination | Suggested prototype testing locations |
|-------------------|---|----------|--------------|--------------|------|----------|------|-------------|---|
| Gateway hub |  | ✓ | ✓ | | | ✓ | ✓ | ✓ | _San Jose Diridon Station |
| Regional hub |  | ✓ | ✓ | ✓ | | ✓ | ✓ | | _19th Street/Oakland _Embarcadero _San Francisco Ferry Building * |
| City hub |  | | ✓ | | | ✓ | ✓ | | _Santa Rosa Transit Mall _Salesforce Transit Center * |
| Local stop |  | | | | | ✓ | ✓ | | _Santa Rosa Transit Mall |
| Downtown node |  | | | | ✓ | | ✓ | | _Downtown San José * |

* Pilot projects in progress

Regional Standardization Example: WalkNYC



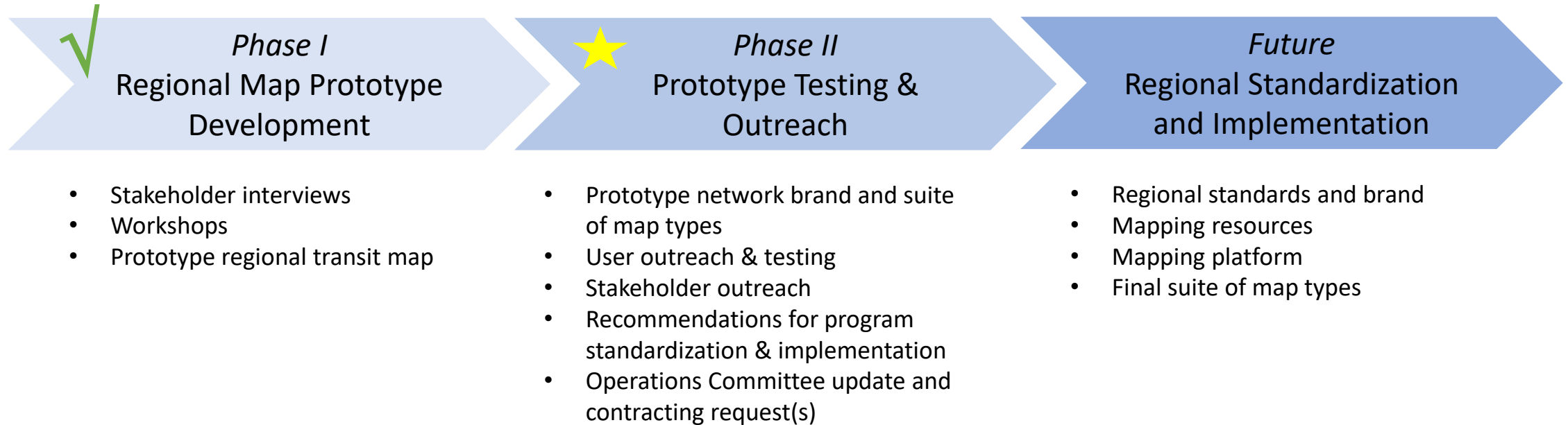
Prototype Testing: Process & Locations



Images: City ID, 2018



Program Phasing & Recommendation



RECOMMENDATION

Contract Amendment - Mapping and Wayfinding Design Services: City ID LLC (\$950,000)