



Metropolitan Transportation Commission

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

Meeting Agenda

Operations Committee

Committee Members:

Dave Cortese, Chair Damon Connolly, Vice Chair

Anne W. Halsted, Sam Liccardo, Jake Mackenzie,

David Rabbitt, Warren Slocum, James P. Spering

Non-Voting Members: Dorene M. Giacomini and Janea Jackson

Friday, May 10, 2019

9:00 AM

Board Room - 1st Floor

*** PLEASE NOTE MEETING TIME ***

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 9:00 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 (5).

2. Pledge of Allegiance

3. Compensation Announcement - Clerk of the Committee

4. Consent Calendar

4a. [19-0366](#) Minutes of the April 12, 2019 Meeting

Action: Committee Approval

Attachments: [4a OPS Minutes_Apr 2019.pdf](#)

4b. [19-0261](#) Contract Amendments - Freeway Service Patrol (FSP) Beat 12 Ken Betts, Inc. DBA Ken Betts Towing Service (\$560,000), and Beat 32 Campbell Collision Center Inc. DBA Bob's Towing Service (\$510,000)

Action: Committee Approval

Presenter: Giovanni DiFabio

Attachments: [4b_FSP Amendments.pdf](#)

- 4c.** [19-0367](#) Contract Actions - Customer Research, Education and Outreach for the Clipper® Program
- i. Contract Amendment - Customer Information Services: MIG, Inc. (\$770,000); and
 - ii. Contract Amendment - Electronic Payments Consultant Assistance Services: Resource Development Associates, Inc. (\$270,000)

Action: Committee Approval

Presenter: Lysa Hale

Attachments: [4c Clipper Customer Research Education.pdf](#)

- 4d.** [19-0369](#) Contract Actions - In-person Clipper® Customer Service Center Amendments
- i. Contract Amendment - Clipper Customer Service Center Operations at Embarcadero Bay Area Rapid Transit Station: Faneuil, Inc. (Faneuil) (\$415,000);
 - ii. Contract Amendment - Clipper Customer Service Center Operations at the San Francisco Ferry Building: Nematode Holdings, LLC (Nematode) (\$300,000); and
 - iii. Funding Agreement Amendment - Clipper Customer Service Center Operations at Alameda-Contra Costa Transit District Headquarters (AC Transit): AC Transit (\$250,000)

Action: Committee Approval

Presenter: Lysa Hale

Attachments: [4d Clipper Customer Service Ctrs.pdf](#)

5. Information

- 5a.** [19-0265](#) Bike Share Update and Expansion Efforts
- Update on bike share with a focus on the Bay Area bike share program operated by Bay Area Motivate, Inc. (Motivate), under contracts with MTC and the participating cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose.

Action: Information

Presenter: Kara Oberg

Attachments: [5a Ford GoBike Update May 2019 REV.pdf](#)

6. Public Comment / Other Business

7. Adjournment / Next Meeting

The next meeting of the Operations Committee will be Friday, June 14, 2019 at 9:00 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 #: 19-0366 **Version:** 1 **Name:**
Type: Minutes **Status:** Consent
File created: 4/5/2019 **In control:** Operations Committee
On agenda: 5/10/2019 **Final action:**
Title: Minutes of the April 12, 2019 Meeting
Sponsors:
Indexes:
Code sections:
Attachments: [4a OPS Minutes_Apr 2019.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:
Minutes of the April 12, 2019 Meeting

Recommended Action:
Committee Approval

Attachments:



Meeting Minutes - Draft

Operations Committee

Committee Members:

Dave Cortese, Chair Damon Connolly, Vice Chair

***Anne W. Halsted, Sam Liccardo, Jake Mackenzie,
David Rabbitt, Warren Slocum, James P. Spering***

Non-Voting Members: Dorene M. Giacomini and Janea Jackson

Friday, April 12, 2019

9:00 AM

Board Room - 1st Floor

1. Roll Call / Confirm Quorum

Present: 8 - Vice Chair Connolly, Chair Cortese, Commissioner Halsted, Commissioner Liccardo, Commissioner Mackenzie, Commissioner Rabbitt, Commissioner Slocum and Commissioner Spering

Non-Voting Members Present: Commissioner Giacomini and Commissioner Jackson

Ex Officio Voting Members Present: Commission Chair Haggerty and

Commission Vice Chair Pedroza

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

2. Pledge of Allegiance

3. Compensation Announcement - Clerk of the Committee

4. Consent Calendar

Approval of the Consent Calendar

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

Aye: 5 - Vice Chair Connolly, Chair Cortese, Commissioner Rabbitt, Commissioner Slocum and Commissioner Spering

Absent: 2 - Commissioner Halsted and Commissioner Liccardo

Abstain: 1 - Commissioner Mackenzie

4a. [19-0266](#) Minutes of the March 8, 2019 Meeting

Action: Committee Approval

Attachments: [4a OPS Minutes_Mar 2019.pdf](#)

- 4b.** [19-0260](#) Funding Agreement Amendment - Regional Transit Information Displays/Wayfinding Kiosks Operations & Maintenance: Alameda-Contra Costa Transit District (AC Transit) (\$873,000)

Action: Committee Approval

Presenter: Jay Stagi

Attachments: [4b_AC Transit Funding Agreement Amendment.pdf](#)

- 4c.** [19-0262](#) Contract Amendment - 511 San Francisco Bay Area System Integrator, Data Management and Dissemination, and Interactive Voice Response (IVR) Phone System: Iteris, Inc. (\$2,600,000)

Action: Committee Approval

Presenter: Brooke Fotheringham

Attachments: [4c_511 System Integrator Contract Amendment V2.pdf](#)

- 4d.** [19-0292](#) Clipper® Contract Amendment - Next Generation Clipper System Advisor Contract: IBI Group (IBI) (\$4,000,000)

Action: Committee Approval

Presenter: Jason Weinstein

Attachments: [4d_IBI_Contract Amendment_v3.pdf](#)

Commissioner Halsted and Commissioner Liccardo arrived after the approval of the Consent Calendar.

5. Approval

5a. [19-0263](#) Vehicle Occupancy Enforcement Program:

i. Contract Amendment - HOV Violation Enforcement Services: California Highway Patrol (CHP) (\$600,000)
Request for approval of funds for CHP to perform vehicle occupancy enforcement on I-80, subject to approval of the FY 2019-20 BATA budget.

ii. Smartphone App-Based and Camera-Based Occupancy Verification Systems Update
Update on key RFI finding and discussion of next steps.

Action: i. Committee Approval
ii. Information

Presenter: Pierce Gould

Attachments: [5a CHP I-80 Contract Amendment Occupancy Verification Update V4.pdf](#)

Upon the motion by Commissioner Spering and second by Vice Chair Connolly, the Contract Amendment - HOV Violation Enforcement Services: California Highway Patrol (CHP) (\$600,000) was approved. The Committee directed staff to present to the Committee key points of the requests for proposals for the app-based and camera-based system pilots before they are released. The motion carried by the following vote:

Aye: 8 - Vice Chair Connolly, Chair Cortese, Commissioner Halsted, Commissioner Liccardo, Commissioner Mackenzie, Commissioner Rabbitt, Commissioner Slocum and Commissioner Spering

6. Public Comment / Other Business

7. Adjournment / Next Meeting

The next meeting of the Operations Committee will be Friday, May 10, 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 #:	19-0261	Version:	1	Name:	
Type:	Contract	Status:		Consent	
File created:	3/7/2019	In control:		Operations Committee	
On agenda:	5/10/2019	Final action:			
Title:	Contract Amendments - Freeway Service Patrol (FSP) Beat 12 Ken Betts, Inc. DBA Ken Betts Towing Service (\$560,000), and Beat 32 Campbell Collision Center Inc. DBA Bob's Towing Service (\$510,000)				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	4b_FSP Amendments.pdf				

Date	Ver.	Action By	Action	Result
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Subject:

Contract Amendments - Freeway Service Patrol (FSP) Beat 12 Ken Betts, Inc. DBA Ken Betts Towing Service (\$560,000), and Beat 32 Campbell Collision Center Inc. DBA Bob's Towing Service (\$510,000)

Presenter:

Giovanni DiFabio

Recommended Action:

Committee Approval

Attachments:

Metropolitan Transportation Commission Operations Committee

May 10, 2019

Agenda Item 4b

Contract Amendments – Freeway Service Patrol (FSP) Beat 12 Ken Betts, Inc. DBA Ken Betts Towing Service (\$560,000), and Beat 32 Campbell Collision Center Inc. DBA Bob's Towing Service (\$510,000)

Subject: Contract Amendments – Freeway Service Patrol (FSP) Beat 12 Ken Betts, Inc. DBA Ken Betts Towing Service (\$560,000), and Beat 32 Campbell Collision Center Inc. DBA Bob's Towing Service (\$510,000).

Background: FSP Beats 12 and 16 are currently the only one-truck beats in the FSP program. After research and discussion by the FSP Technical Advisory Committee (TAC), it was determined that all one-truck FSP beats should be either modified or consolidated with adjacent beats so that each beat has at least two patrolling FSP vehicles and one backup FSP vehicle.

The TAC determined that Beat 12 with one truck providing FSP towing services on Interstate 80 in Contra Costa County should be modified to add one additional FSP truck. TAC also determined that Beat 16, with one truck providing FSP towing services on CA-17 in Santa Clara County, should be consolidated with the adjacent CA-85 FSP towing services area on Beat 32.

These amendments will expand the scope of work for the final two years of the Beat 12 and Beat 32 contracts. A competitive procurement will be issued in July 2020 for four-year contracts on both Beats 12 and 32.

Beat 12 Contract Amendment - Ken Betts, Inc. DBA Ken Betts Towing Service (\$560,000)

Beat 12 patrols the entirety of Interstate 80 in Contra Costa County. This beat historically had two FSP trucks until one truck was eliminated in 2016 due to previous budgetary constraints.

A competitive procurement for Beat 12 was issued in 2016 which included two FSP trucks. Ken Betts, Inc. DBA Ken Betts Towing Service was the sole bidder proposing to provide service on Beat 12. MTC SAFE subsequently eliminated one of the FSP trucks on Beat 12 due to funding constraints and re-solicited bids for Beat 12 with one truck eliminated due to funding constraints. Ken Betts, Inc. DBA Ken Betts Towing Service was the sole bidder and the contract commenced in July 2017. SB1 funding is now available to restore Beat 12 to a two-truck beat. TAC determined that modifying the current Beat 12 contract by adding one FSP truck would be the best option for restoring the two-truck service.

Beat 32 Contract Amendment - Campbell Collision Center Inc. DBA Bob's Towing Service (\$510,000)

Beats 16 and 32 are on different bi-annual procurement cycles with the Beat 16 contract ending on June 30, 2019 and the Beat 32 contract ending on June 30, 2021. Both Beat 16 and Beat 32 are held by Campbell Collision Center Inc. DBA Bob's Towing Service and were the result of competitive procurements issued in 2014 and 2016, respectively. Staff determined that rather than issue a short-term contract for one truck on Beat 16 it would be financially prudent to combine its service area with the adjacent Beat 32 service area. A sole source authorization was obtained citing compelling business reasons to incorporate the CA-17 service area into the Beat 32 contract through June 30, 2021.

Neither Ken Betts, Inc. DBA Ken Betts Towing Service nor Campbell Collision Center Inc. DBA Bob's Towing Service is a small business or disadvantage business enterprise, and neither of them has subcontractors.

Recommendation: Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a two-year contract amendment with Ken Betts, Inc. DBA Ken Betts Towing Service for Beat 12 in an amount not to exceed \$560,000, and a two-year contract amendment with Campbell Collision Center Inc. DBA Bob's Towing Service for Beat 32 in an amount not to exceed \$510,000.

Attachments: Attachment A: Map of Beat 12 and Beat 32 Service Areas


Therese W. McMillan

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendments

Work Item No.: 6032

Consultant: Ken Betts, Inc. DBA Ken Betts Towing Service
Oakland, CA
Campbell Collision Center Inc. DBA Bob's Towing Service
Campbell, CA

Work Project Title: Freeway Service Patrol (FSP) Tow Operations

Purpose of Project: To provide enhanced Freeway Service Patrol service on Interstate 80 in Contra Costa County, and to combine Freeway Service Patrol service areas on CA-17 with the adjacent CA-85 in Santa Clara County during Fiscal Year (FY) 2019-2020 through 2020-2021.

Brief Scope of Work: Provide tow services during hours of congestion and special events as specified by the FSP Partnership, which includes MTC SAFE, Caltrans, and CHP.

Project Cost Not to Exceed: \$1,070,000

Funding Source: State, SAFE

Fiscal Impact: \$535,000 is subject to approval of FY 2019-20 agency budget.
\$535,000 is subject to approval of FY 2020-21 agency budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment not to exceed the amounts indicated with Campbell Collision Center Inc. DBA Bob's Towing Service (\$510,000) and Ken Betts, Inc. DBA Ken Betts Towing Service (\$560,000) for Freeway Service Patrol Towing Services described herein and in the Operations Committee Summary Sheet dated May 10, 2018 and the Chief Financial Officer is authorized to set aside \$1,070,000 for such contract amendments in the yearly amounts provided above, with such amounts subject to approval of such fiscal years' budgets.

Operations Committee: _____
Dave Cortese, Chair

Approved: May 10, 2019

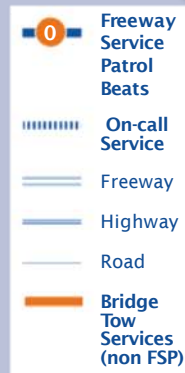
Bay Area Freeway Service Patrol



Contract Dates

- Beat 16 ends 6/30/19
- Beat 32 ends 6/30/21
- Beat 12 ends 6/30/21

- Procurement of Beat 12 and combined Beat 32 to commence in June, 2020



FSP routes 2019 GIS.ai
Street base map © Thomas Bros. Maps. All rights reserved.
MTC SAFE.pb — 1.24.2019



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 19-0367 **Version:** 1 **Name:**
Type: Contract **Status:** Consent
File created: 4/5/2019 **In control:** Operations Committee
On agenda: 5/10/2019 **Final action:**
Title: Contract Actions - Customer Research, Education and Outreach for the Clipper® Program
i. Contract Amendment - Customer Information Services: MIG, Inc. (\$770,000); and
ii. Contract Amendment - Electronic Payments Consultant Assistance Services: Resource Development Associates, Inc. (\$270,000)

Sponsors:

Indexes:

Code sections:

Attachments: [4c_Clipper Customer Research_Education.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Contract Actions - Customer Research, Education and Outreach for the Clipper® Program
i. Contract Amendment - Customer Information Services: MIG, Inc. (\$770,000); and
ii. Contract Amendment - Electronic Payments Consultant Assistance Services: Resource Development Associates, Inc. (\$270,000)

Presenter:

Lysa Hale

Recommended Action:

Committee Approval

Attachments:

Metropolitan Transportation Commission Operations Committee

May 10, 2019

Agenda Item 4c

Contract Actions – Customer Research, Education and Outreach for the Clipper® Program

Subject: Contract Amendment – Customer Information Services: MIG, Inc. (\$770,000); and
Contract Amendment – Electronic Payments Consultant Assistance Services: Resource Development Associates, Inc. (\$270,000)

Background: A primary goal of MTC’s customer education and marketing program is to support transit operator fare policy and service changes that create demand for Clipper cards and information. During the current fiscal year, we launched our regional “Clipper Works for You” campaign in partnership with Caltrain, County Connection, Golden Gate Transit, SamTrans and VTA. We plan to continue this campaign to promote the savings that are available to customers who pay with Clipper on AC Transit, Muni and Union City Transit. As always, we will use this initiative and others to deliver on MTC’s mandate to provide Clipper information and outreach to Title VI and Environmental Justice-protected populations.

Under the proposed contract amendment, MIG, Inc. (MIG) would implement campaigns to increase Clipper adoption, coordinate the biennial customer satisfaction survey, and assist with the implementation of a new website, including accessibility design and review. MIG would continue to prepare updates to online and print materials in support of ongoing operational changes, such as fare policy changes and Clipper system improvements.

The scope of work for the Resource Development Associates, Inc. (RDA) contract is for operational and reporting services, including reporting on the outcomes of outreach activities and tracking Clipper card distribution. RDA also would help establish baseline relationships with social service agencies for the purpose of monitoring administrative feasibility of the Regional Means-Based Transit Fare Pilot.

Both of the consultants are part of the pre-qualified Electronic Payment Systems (EPS) Implementation and Operations consultant bench competitively selected by MTC in May 2016. The original 3-year term of the EPS bench was extended by MTC through June 2021 as permitted by the original request for qualifications.

These contract actions were approved by the Clipper Executive Board on April 15, 2019.

Issues: None identified.

Recommendation: Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with MIG to extend the term of the contract to June 2020 and to add \$770,000, as well as a contract amendment with RDA to add \$270,000, to support the Clipper program's customer research, education and outreach initiatives.

Attachments: Attachment A: Contractor DBE and SBE Status
Attachment B: Clipper Customer Education Program Activities (FY 2017-18 through FY 2019-20)


Therese W. McMillan

Attachment A

	Firm Name	Role on Project	DBE* Firm			SBE** Firm		
			Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	MIG, Inc.	Implement customer research and education activities			x			x
Subcontractor	Zeba Media	Advertising purchasing	x	44627				x
Subcontractor	EMC	Research			x			x
Prime Contractor	Resource Development Associates, Inc.	Provide operational monitoring and reporting services			x			x
Subcontractor	Diana Sanders	Provide support for operational monitoring and reporting services			x			x

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

**Denotes certification by the State of California.

Attachment B

Clipper Customer Education Program Activities (FY 2018-19 through FY 2019-20)

Fiscal Year 2019-20 (Draft)		
Activity	Primary Audience	Tactics
“Clipper Works for You” campaign	<ul style="list-style-type: none"> • SFMTA • AC Transit • Marin Transit • Union City Transit • TBD 	<ul style="list-style-type: none"> • Advertising: digital and out-of-home media (i.e., transit shelters) • Car cards and onboard signage • Outreach events • Social media announcements • Website announcements
Expansion and enhancement projects	<ul style="list-style-type: none"> • AC Transit • BART • SFMTA 	<ul style="list-style-type: none"> • Outreach and support for operator projects, including: <ul style="list-style-type: none"> ○ AC Transit Bus Rapid Transit ○ BART to San Jose station openings ○ Muni Central Subway station openings
Caltrain ticket vending machine integration	<ul style="list-style-type: none"> • Caltrain 	<ul style="list-style-type: none"> • Content and programming updates to clippercard.com • Social media announcements • Website announcements • Emails to targeted registered customers • Customer service training
Implementation of more frequent actionlists	<ul style="list-style-type: none"> • Regional 	<ul style="list-style-type: none"> • Website updates • Social media announcements • Customer service training
Biannual customer research	<ul style="list-style-type: none"> • Regional 	<ul style="list-style-type: none"> • Surveys of Clipper and non-Clipper customers • Focus groups or other small-group research as needed
Next-generation Clipper customer research	<ul style="list-style-type: none"> • Current and potential Clipper customers 	<ul style="list-style-type: none"> • Content and programming updates to futureofclipper.com • Focus groups and surveys
Website improvements	<ul style="list-style-type: none"> • Current and potential Clipper customers 	<ul style="list-style-type: none"> • Coordinate with contractors to test and deploy an accessible, responsive site that is optimized for different devices
Electronic newsletter	<ul style="list-style-type: none"> • Clipper opt-in customers 	<ul style="list-style-type: none"> • Work with Cubic to develop an electronic newsletter for opt-in customers
Miscellaneous regional events	<ul style="list-style-type: none"> • Regional 	<ul style="list-style-type: none"> • BART National Night Out outreach events • Content and programming updates to clippercard.com
Miscellaneous fare policy and service changes	<ul style="list-style-type: none"> • AC Transit • Golden Gate • SFMTA • SamTrans • TBD 	<ul style="list-style-type: none"> • Content and programming updates to clippercard.com • Social media announcements • Website announcements • Emails to targeted registered customers • Customer service training

Fiscal Year 2018-19		
Activity	Primary Audience	Tactics
“Clipper Works for You” campaign	<ul style="list-style-type: none"> • Caltrain • County Connection • Golden Gate Transit • SamTrans • VTA 	<ul style="list-style-type: none"> • Advertising: digital and print • Car cards and onboard signage • Outreach events • Coordination with operators on website messaging • Social media announcements • Website announcements
Clipper card vending at VTA light-rail stations	<ul style="list-style-type: none"> • VTA 	<ul style="list-style-type: none"> • Brochure updates • Social media announcements • Content and programming updates to clippercard.com • Customer service training
Miscellaneous regional events, including service expansions	<ul style="list-style-type: none"> • AC Transit • BART • VTA • WETA • Regional 	<ul style="list-style-type: none"> • BART National Night Out outreach events • WETA’s launch of Richmond service • Social media announcements • Content and programming updates to clippercard.com • Customer service training
Miscellaneous fare policy changes and operations support	<ul style="list-style-type: none"> • AC Transit • Caltrain • FAST • Golden Gate Transit • SFMTA • SolTrans 	<ul style="list-style-type: none"> • Brochure changes • Content and programming updates to clippercard.com • Social media announcements • Website announcements • Emails to targeted registered customers • Customer service training
C2 public engagement	<ul style="list-style-type: none"> • Regional 	<ul style="list-style-type: none"> • Ongoing collection of feedback via email, social media and phone • Content and programming updates to futureofclipper.com • Focus groups and research, as needed
Regional communications plan	<ul style="list-style-type: none"> • Participating operators 	<ul style="list-style-type: none"> • Develop criteria for distributing operator-specific news and announcements through Clipper email and online channels
Communications material archive	<ul style="list-style-type: none"> • Regional 	<ul style="list-style-type: none"> • Development of online archive for creative files and messaging for transit operator use
Brochure streamlining	<ul style="list-style-type: none"> • Regional 	<ul style="list-style-type: none"> • Review print materials and identify opportunities to streamline content and better communicate ideas (i.e., infographics)
Website improvements	<ul style="list-style-type: none"> • Current and potential Clipper customers 	<ul style="list-style-type: none"> • Coordinate with contractors on design of a new accessible, responsive site with navigation and account management interface improvements
Social media management	<ul style="list-style-type: none"> • Current and potential Clipper customers 	<ul style="list-style-type: none"> • Compose new posts and share program partner posts • Respond to inquiries and address customer service escalations, as needed

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1221
Consultant:	MIG, Inc. Berkeley, CA
Work Project Title:	Public Awareness and Customer Education Services
Purpose of Project:	Provide assistance with Clipper research, communications and customer education efforts
Brief Scope of Work:	Provide customer education information through printed materials, online content, and paid media
Project Cost Not to Exceed:	\$770,000 (this amendment) Total Contract before this amendment: \$2,125,000 Total Authorized Contract after this amendment: \$2,895,000
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funding is subject to the approval of the FY 2019-20 MTC budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with MIG, Inc. for the Clipper customer education services described above and in the Operations Committee Summary Sheet dated May 10, 2019, and the Chief Financial Officer is authorized to set aside \$770,000 for such amendment, subject to approval of the FY 2019-20 MTC budget.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	May 10, 2019

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1221
Consultant:	Research Development Associates, Inc. Oakland, CA
Work Project Title:	Operational Monitoring and Reporting Services
Purpose of Project:	Provide information about Clipper program performance through operational monitoring and reporting.
Brief Scope of Work:	Operational monitoring and reporting on discounted Clipper card distribution, customer service issues, Regional Means-Based Transit Fare Pilot, and effectiveness of outreach activities, among other program areas.
Project Cost Not to Exceed:	\$270,000 (this amendment) Total Contract before this amendment: \$680,000 Total Authorized Contract after this amendment: \$950,000
Funding Source:	TCP, STP, CMAQ, STA, Regional Measure 2 Operating
Fiscal Impact:	Funding is subject to the approval of the FY 2019-20 MTC budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Research Development Associates, Inc. for the Clipper operational monitoring and reporting services described above and in the Operations Committee Summary Sheet dated May 10, 2019, and the Chief Financial Officer is authorized to set aside \$270,000 for such amendment, subject to approval of the FY 2019-20 MTC budget.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	May 10, 2019



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 19-0369 **Version:** 1 **Name:**
Type: Contract **Status:** Consent
File created: 4/5/2019 **In control:** Operations Committee
On agenda: 5/10/2019 **Final action:**
Title: Contract Actions - In-person Clipper® Customer Service Center Amendments

- i. Contract Amendment - Clipper Customer Service Center Operations at Embarcadero Bay Area Rapid Transit Station: Faneuil, Inc. (Faneuil) (\$415,000);
- ii. Contract Amendment - Clipper Customer Service Center Operations at the San Francisco Ferry Building: Nematode Holdings, LLC (Nematode) (\$300,000); and
- iii. Funding Agreement Amendment - Clipper Customer Service Center Operations at Alameda-Contra Costa Transit District Headquarters (AC Transit): AC Transit (\$250,000)

Sponsors:

Indexes:

Code sections:

Attachments: [4d Clipper Customer Service Ctrs.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Contract Actions - In-person Clipper® Customer Service Center Amendments

- i. Contract Amendment - Clipper Customer Service Center Operations at Embarcadero Bay Area Rapid Transit Station: Faneuil, Inc. (Faneuil) (\$415,000);
- ii. Contract Amendment - Clipper Customer Service Center Operations at the San Francisco Ferry Building: Nematode Holdings, LLC (Nematode) (\$300,000); and
- iii. Funding Agreement Amendment - Clipper Customer Service Center Operations at Alameda-Contra Costa Transit District Headquarters (AC Transit): AC Transit (\$250,000)

Presenter:

Lysa Hale

Recommended Action:

Committee Approval

Attachments:

Metropolitan Transportation Commission Operations Committee

May 10, 2019

Agenda Item 4d

Contract Actions – In-person Clipper® Customer Service Center Amendments

Subject: Contract Amendment – Clipper Customer Service Center Operations at Embarcadero Bay Area Rapid Transit Station: Faneuil, Inc. (Faneuil) (\$415,000);
Contract Amendment – Clipper Customer Service Center Operations at the San Francisco Ferry Building: Nematode Holdings, LLC (Nematode) (\$300,000); and
Funding Agreement Amendment – Clipper Customer Service Center Operations at Alameda-Contra Costa Transit District Headquarters (AC Transit): AC Transit (\$250,000)

Background: In July 2017, following a competitive procurement, MTC entered into a contract with Faneuil to operate the Clipper Customer Service Center at the Embarcadero BART/Muni Metro station. The Embarcadero IPCSC replaces over 1,100 cards and completes over 6,800 sales on average each month. The initial contract amount was \$817,922; the proposed amendment would add \$415,000, extending operations for one year through June 30, 2020, which extension is permitted by the procurement.

In December 2010, MTC entered into a sole source contract with Nematode to offer Clipper customer services based on its Bay Crossings store being the only vendor in the San Francisco Bay Ferry Building to provide transportation information and sell transit tickets to commuters and tourists. During the first half of Fiscal Year (FY) 2018-19, Bay Crossings has completed an average of 270 card replacements and 4,600 Clipper sales each month – a year-over-year increase of 20% and 5%, respectively. Under this contract, Nematode is also responsible for the maintenance of the ferry departure flap sign in the Ferry Building's central lobby. The current contract amount is \$2,063,481; the proposed amendment would add \$300,000, extending operations for one year through June 30, 2020 on a sole source basis.

In April 2012, MTC executed a funding agreement with AC Transit to provide expanded Clipper customer services at AC Transit's headquarters in Oakland. During the first half of FY 2018-19, AC Transit's multilingual staff issued an average of 400 replacement cards each month – a 38% year-over-year increase. The current funding agreement amount is \$1,810,200; the proposed amendment would add \$250,000, funding these ongoing activities through June 30, 2020.

The Clipper Executive Board approved these contract actions on April 15, 2019.

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

Issues: No issues identified.

Recommendation: Staff recommends that the Operations Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Faneuil to add \$415,000 and a contract amendment with Nematode to add \$300,000, as well as a \$250,000 funding agreement amendment with AC Transit to support the operation of Clipper in-person customer services as described above.


Therese W. McMillan

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1221
Consultant:	Faneuil, Inc. Hampton, VA
Work Project Title:	Clipper Customer Service Center Operations at Embarcadero San Francisco Bay Area Rapid Transit (BART) Station.
Purpose of Project:	Provide Clipper in-person customer service, such as issuance of new and replacement cards.
Brief Scope of Work:	Contractor shall provide trained staff to support a range of Clipper customer services.
Project Cost Not to Exceed:	\$415,000 (this amendment) Total Contract before this amendment: \$817,922 Total Authorized Contract after this amendment: \$1,232,922
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funding is subject to the approval of the FY 2019-20 MTC Budgets.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Faneuil, Inc. for the Clipper customer services described above, and in the Operations Committee Summary Sheet dated May 10, 2019, and the Chief Financial Officer is authorized to set aside \$415,000 for such amendment.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	May 10, 2019

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1221
Consultant:	Nematode Holdings, LLC San Francisco, CA
Work Project Title:	Clipper Customer Service Operations at San Francisco Ferry Building (Bay Crossings) Operations
Purpose of Project:	Provide Clipper in-person customer service, such as issuance of new and replacement cards; distribute MTC project materials; and maintain ferry schedule flap sign display.
Brief Scope of Work:	Contractor shall provide trained staff to support a range of Clipper customer services and the operations and maintenance of the ferry schedule flap sign display.
Project Cost Not to Exceed:	\$300,000 (this amendment) Total Contract before this amendment: \$2,063,481 Total Authorized Contract after this amendment: \$2,363,481
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funding is subject to the approval of the FY 2019-20 MTC Budgets.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Nematode Holdings, LLC for the Clipper customer services described above, and in the Operations Committee Summary Sheet dated May 10, 2019, and the Chief Financial Officer is authorized to set aside \$300,000 for such amendment.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	May 10, 2019

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement Amendment

Work Item No.:	1221
Consultant:	Alameda-Contra Costa Transit District (AC Transit) Oakland, CA
Work Project Title:	Clipper Customer Service Center Operations at AC Transit Headquarters
Purpose of Project:	Provide Clipper in-person customer service center in the East Bay.
Brief Scope of Work:	Operate Clipper in-person customer service center at AC Transit's District Headquarters building located at 1600 Franklin Street in Oakland.
Project Cost Not to Exceed:	\$250,000 (this amendment) Total Contract before this amendment: \$1,810,200 Total Authorized Contract after this amendment: \$2,060,200
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funding is subject to the approval of the FY 2019-20 MTC Budgets.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a funding agreement amendment with Alameda-Contra Costa Transit District for the Clipper customer services described above, and in the Operations Committee Summary Sheet dated May 10, 2019, and the Chief Financial Officer is authorized to set aside \$250,000 for such amendment.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	May 10, 2019



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	19-0265	Version:	1	Name:	
Type:	Report	Status:		Informational	
File created:	3/7/2019	In control:		Operations Committee	
On agenda:	5/10/2019	Final action:			
Title:	Bike Share Update and Expansion Efforts				

Update on bike share with a focus on the Bay Area bike share program operated by Bay Area Motivate, Inc. (Motivate), under contracts with MTC and the participating cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose.

Sponsors:

Indexes:

Code sections:

Attachments: [5a Ford GoBike Update May 2019 REV.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Bike Share Update and Expansion Efforts

Update on bike share with a focus on the Bay Area bike share program operated by Bay Area Motivate, Inc. (Motivate), under contracts with MTC and the participating cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose.

Presenter:

Kara Oberg

Recommended Action:

Information

Attachments:

Bike Share Update and Expansion Efforts

Subject: Update on bike share with a focus on the Bay Area bike share program operated by Bay Area Motivate, Inc. (Motivate), under contracts with MTC and the participating cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose.

Background: Bike share acts as an important round-trip and first-and-last mile transportation option, and helps meet Plan Bay Area 2040 targets. In 2013, the Bay Area Air Quality Management District (Air District) launched the Bay Area Bike Share pilot with Alta Bicycle Share in five cities. In 2014, as part of the planned transition of management from the Air District to MTC, the Commission approved a post-pilot plan to spend \$16 million for capital costs to expand Bay Area Bike Share and grow the system from 700 bikes to 2,500 bikes. Instead of this plan, in May 2015, the Commission approved the 10-year, zero-cost contract with Motivate to grow the system to at least 7,000 bicycles in the cities of Berkeley, Emeryville, Oakland, San Francisco and San Jose. The contract terms were crafted to promote public benefits including price protection, low-income membership and siting requirements and Clipper access. On December 31, 2015 the 7-party contract was signed and on June 27, 2017 the system launched as Ford GoBike in San Francisco.

Since 2015, the bike share industry has changed significantly. Many Chinese bike share companies started operating in the Bay Area and across the U.S. Since then, most have gone out of business, stopped operating in North America or have stopped operating bike share. Additionally, Lyft, Inc. (Lyft) has acquired Motivate, and Uber Technologies, Inc. owns Jump, which was formerly Social Bicycles, another partner in the domestic bike share industry.

As of April 1, 2019, the Ford GoBike system was completely deployed in the East Bay cities, with 1,500 bicycles and is 50% deployed in San Francisco and 70% deployed in San Jose. When the originally planned deployment is complete the system will have 7,000 bicycles and 320 stations. Ridership continues to grow steadily. In April, the system broke the all-time highest ridership with over 12,000 trips per day, which is greater than the SF Bay Ferry's average daily ridership in FY 2017-18. The system also surpassed 3 million trips since launch. Caltrain and the Ferry Building are the two most used bike share stations, showcasing the utility of Bikeshare connectivity with regional transit.

The program's annual membership is \$15/month or \$149/year, subject to an annual regulated increase of Consumer Price Index (CPI) + 2%. The program also offers a low-income membership option, called Bike Share for All, which is \$5/year for the first year and then \$5/month thereafter for unlimited 60-minute trips. Bike Share for All members make up 22% of members, among the highest percentage in the country, and in part thanks to an outreach contract with Transform, the bike coalitions and local community based organizations.

Notably, Motivate's parent company has merged with a subsidiary of Lyft, but the program continues to be operated by Motivate. In addition, Ford has agreed to step down as the title sponsor for the Bay Area to allow for a more community focused rebrand. Lyft is currently working with the community to determine the rebrand.

In December 2018, Motivate deployed ebikes in Emeryville, Berkeley, Oakland and San Jose, for a total of 1,400 ebikes in the five participating cities, and has since grown ebikes to just under 40% of the entire program fleet.

In response to the demand for ebikes and in light of the right of first offer provision in the agreements, MTC, the participating cities, and Motivate have entered into discussions to vastly increase the number of hybrid ebikes in the system, and more than triple the service area. This expansion would be at no cost for capital, operations, outreach or marketing to the participating cities or MTC.

To date, MTC, the City of San Jose and SFMTA have signed a letter agreement setting forth the parameters of this expansion consistent with the terms of the original 2015 agreement. The East Bay cities of Berkeley, Emeryville, and Oakland are in various stages of approval with planned Council consideration of the letter agreement this month.

Issues:

- 1) Ebike expansion process: Various interests have raised concerns about the exclusivity provision of the Motivate agreement as it relates to dockless bikes, and an expansion of the system without a competitive procurement and public input. From a planning and policy perspective, MTC believes it is in the region's interest to have a seamless bike share system that has strong public benefits, including a focus on safety, equity, transit, open data, customer service, fair wage and labor policies, and accountability components. MTC sees value in a regional system for the 5 cities with price protection and one membership that can be used in many cities, making each trip less expensive than the last, while providing a seamless first/last mile option for those taking transit between cities. The agreement with Motivate provides the public with the fiscal responsibility and certainty of a system with free capital and a 10-year commitment.
- 2) Recent ebike brake safety concern: On April 14, 2019, Motivate proactively removed approximately 1,675 ebikes from the Bay Area fleet out of an abundance of caution related to stronger than expected braking force on the front wheel. It may be a couple months until ebikes are restored in the fleet. In the meantime, classic bikes are being returned to the fleet and more focus is being put on rebalancing.

Recommendation: N/A

Attachments: N/A


Therese W. McMillan

Bike Share Update

with a focus on Ford GoBike & ebike expansion

MTC Operations Committee

May 10, 2019

Overview

- Plan Bay Area 2040 Targets
- Background
- Industry Update
- Deployment and System Usage
- Community Outreach and Low-Income Membership
- Clipper Access
- Lyft Acquisitions & Ebike Expansion

Plan Bay Area 2040 Targets

- Climate Protection: **Reduce CO₂**
- Healthy & **Safe** Communities: Reduce road crashes and increase physical activity
- **Equitable** Access: Reduce share of household income spent on housing and transportation
- Transportation Effectiveness: Increase non-auto **mode share**



Background

- 2013: Air District & Alta Bicycle Share launched five-city Bay Area Bike Share pilot
- Initial post-pilot plan, not pursued:
 - 2014: Commission approved \$16.4 million for 2,500 bikes and up to \$1.5 million in operating subsidy
- May 2015: Commission approved five-city, 10-year, zero cost, exclusive agreement with many public benefits for at least 7,000 bicycles. Management of bike share shifted from Air District to MTC
- December 31, 2015 agreement signed commitment with many public benefits
- June 28, 2017 San Francisco launch



Industry Update

2017:

- Bluegogo
- Ofo
- Spin and LimeBike
- Motivate
- Social Bikes/JUMP

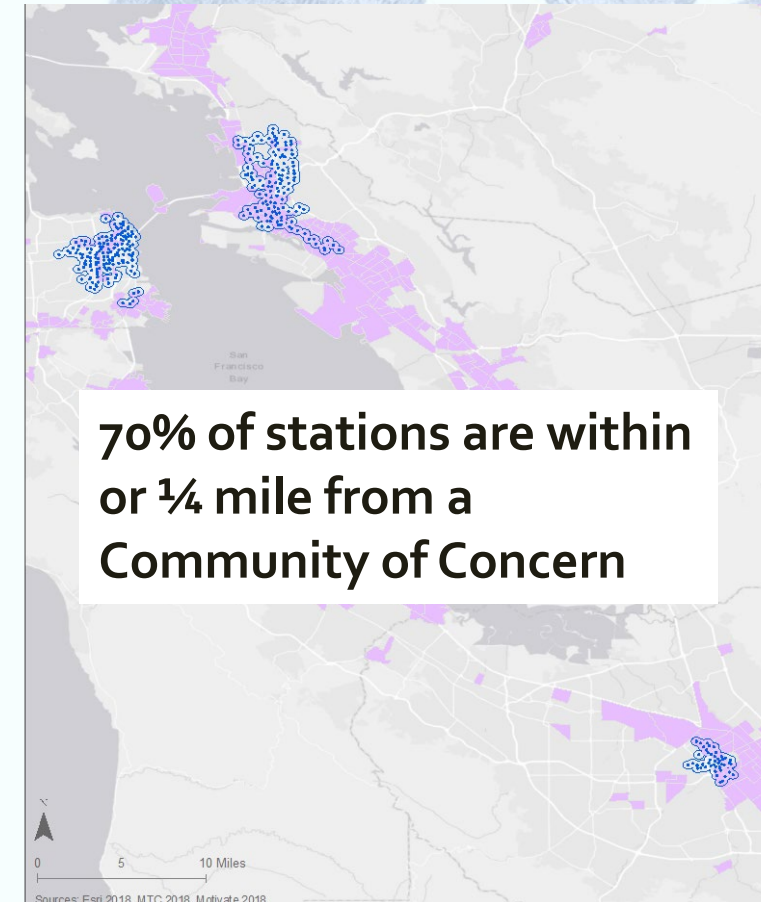
2019:

- ~~Bluegogo~~
- ~~Ofo~~
- Spin and LimeBike
- Lyft
- Uber

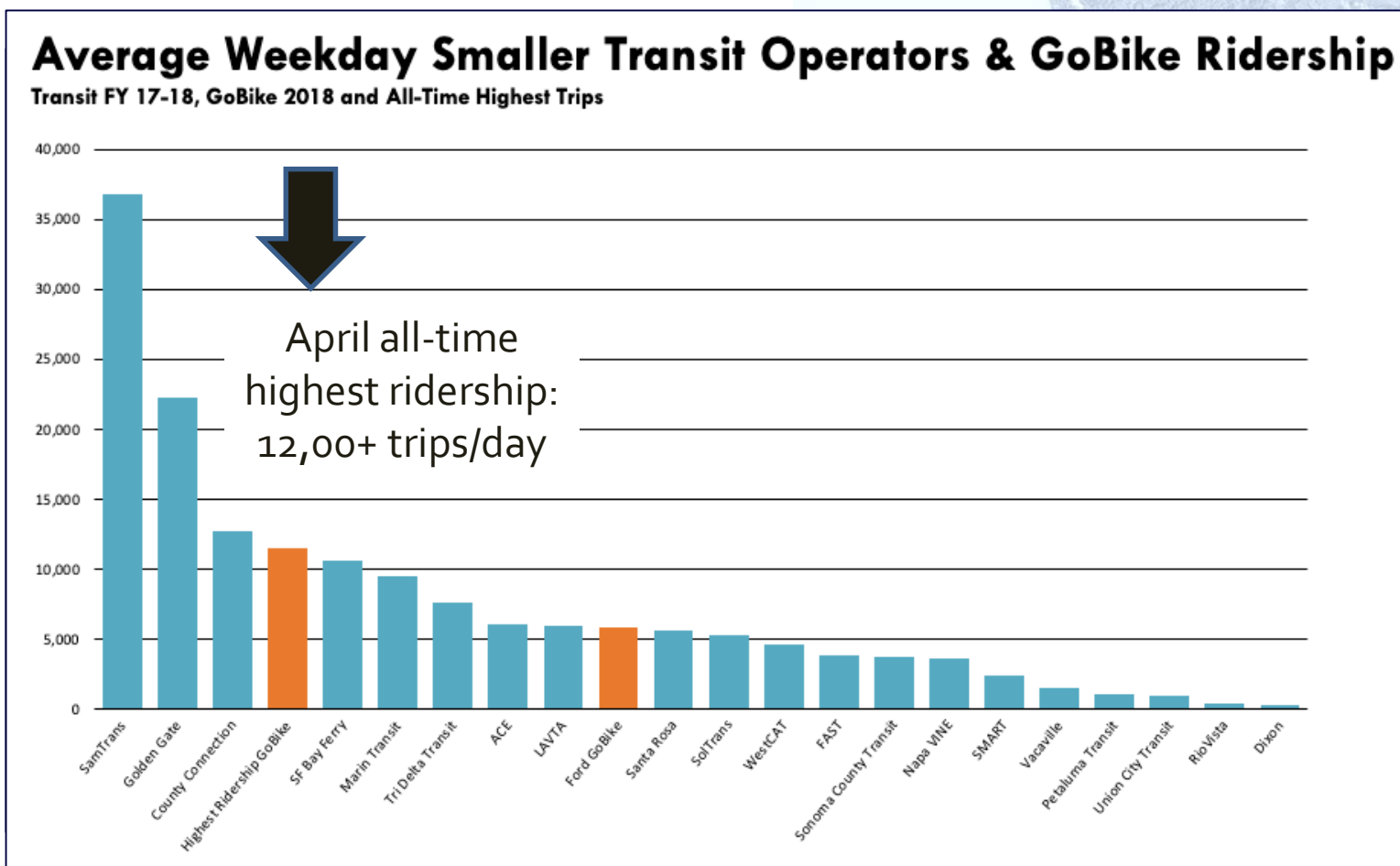
Deployment

City	Planned Bikes	Bikes Deployed	% Complete	# of Ebikes
Berkeley	400	1,500*	100%	580
Emeryville	100		100%	
Oakland	850		100%	
San Jose	1,000	700	70%	95
San Francisco	4,500	2,250	50%	1000
Total	7,000	4,450	64%	1,675

*150 unassigned planned bikes, were deployed in the East Bay.



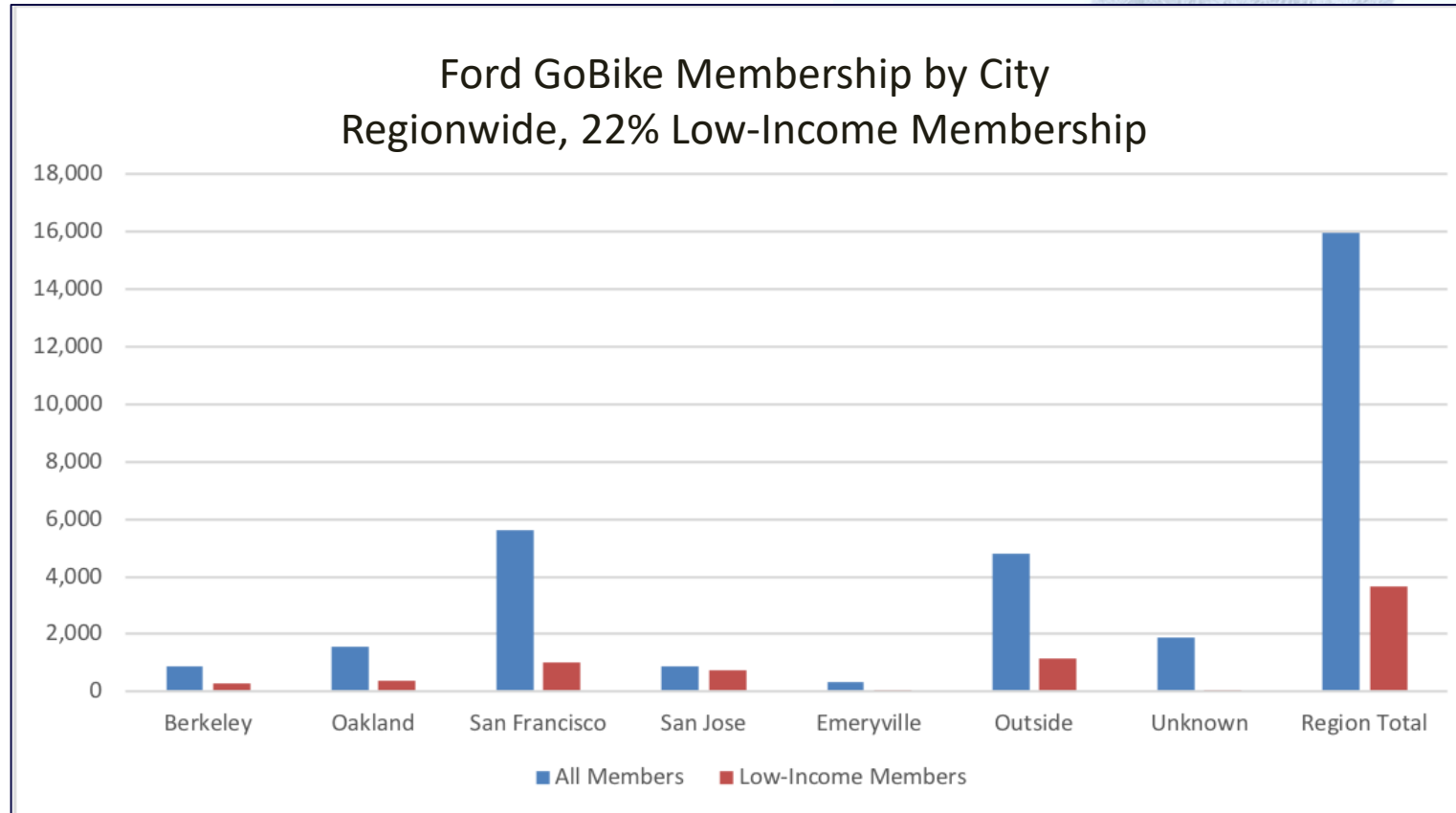
System Usage



Community Outreach

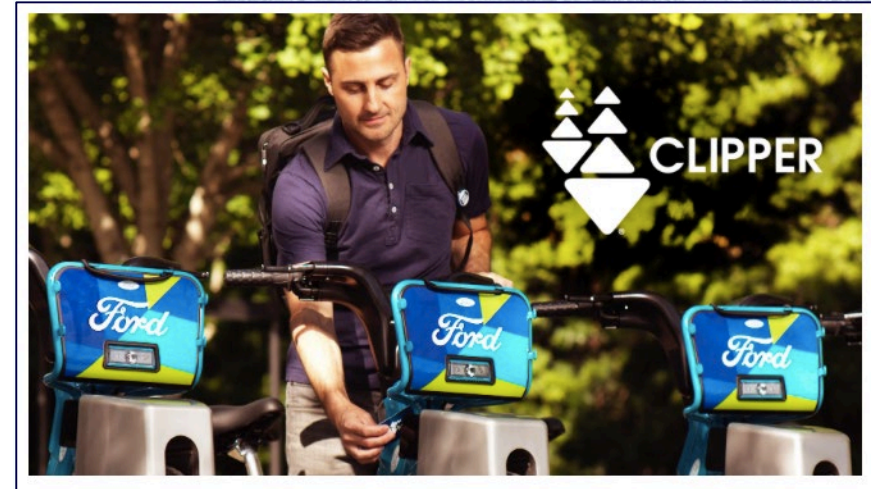


Low-Income Membership



Clipper Access

- 37% of members use their Clipper card to unlock a bicycle
- This provides a more seamless transit transfer and non-smart phone option



Lyft Acquisition & E-Bike Expansion

City	Planned Bikes*	New Ebikes** (Pending Final Approvals)	Total Bikes
Berkeley	450	850	3,700
Emeryville	100	100	
Oakland	850	1,250	
San Jose	1,000	1,000	2,000
San Francisco	4,500	4,000	8,500
Total	7,000	7,200	14,200

*150 unassigned planned bikes, were deployed in the East Bay.

** Up to.

