



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

Meeting Agenda

Clipper Executive Board

Members:

Denis Mulligan, Chair Rick Ramacier, Vice Chair

*Nuria Fernandez, Jim Hartnett, Michael Hursh,
Tom Maguire, Therese W. McMillan,
Robert Powers, and Nina Rannells*

Monday, November 18, 2019

1:30 PM

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
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 1:30 p.m.

1. Roll Call / Confirm Quorum

Quorum: A quorum of this committee shall be a majority of its regular voting members (5).

2. Consent Calendar

2a. [19-1109](#) Minutes of the September 16, 2019 Meeting

Action: Board Approval

Attachments: [2a CEB Minutes Sept 16 2019.pdf](#)

3. Approval

3a. [19-1278](#) Contract Amendment - Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$400,000)

Request for approval of a Contract Amendment for customer research, education and outreach for the Clipper program.

Action: Board Approval

Presenter: Lysa Hale

Attachments: [3a Contract Amendment MIG.pdf](#)

4. Information

4a. [19-1113](#) Current Clipper® System Update

Update Board members on the current Clipper program. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the September 2019 meeting.

Action: Information

Presenter: Jason Weinstein

Attachments: [4a_C1 Program Update.pdf](#)

4b. [19-1114](#) Next Generation Clipper® System Update

Update Board members on key developments related to the implementation of the Next Generation Clipper System Integrator project, focusing on updates with accelerated deployment and the Clipper mobile app.

Action: Information

Presenter: Jason Weinstein

Attachments: [4b_C2 Program Update.pdf](#)

5. Executive Director's Report – Kuester

6. Public Comment / Other Business

7. Adjournment / Next Meeting

The next meeting of the Clipper® Executive Board will be Monday, December 16, 2019 at 1:30 p.m. in the BART Board Room, 3rd Floor, 344 20th Street, Oakland, CA.

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

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

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

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 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.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 19-1109 **Version:** 1 **Name:**
Type: Minutes **Status:** Consent
File created: 9/20/2019 **In control:** Clipper Executive Board
On agenda: 11/18/2019 **Final action:**
Title: Minutes of the September 16, 2019 Meeting
Sponsors:
Indexes:
Code sections:
Attachments: [2a_CEB Minutes_Sept 16 2019.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:
Minutes of the September 16, 2019 Meeting

Recommended Action:
Board Approval

Attachments:



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

Meeting Minutes - Draft

Clipper Executive Board

Members:

Denis Mulligan, Chair Rick Ramacier, Vice Chair

*Nuria Fernandez, Jim Hartnett, Michael Hursh,
Tom Maguire, Therese W. McMillan,
Robert Powers, and Nina Rannells*

Monday, September 16, 2019

1:30 PM

Caltrain / SamTrans
1250 San Carlos Ave, 2nd Floor
San Carlos CA, 94070
Caltrain / SamTrans Auditorium

1. Roll Call / Confirm Quorum

Present: 7 - Chair Mulligan, Board Member Fernandez, Board Member Hartnett, Board Member Rannells, Board Member McMillan, Board Member Powers, and Board Member Maguire

Absent: 2 - Board Member Hursh, and Vice Chair Ramacier

Bill Churchill acted as a delegate and voting member of the Board in place of Rick Ramacier. Actions noted below as "Ramacier" were taken by Churchill.

Robert del Rosario acted as a delegate and voting member of the Board in place of Michael Hursh. Actions noted below as "Hursh" were taken by del Rosario.

2. Consent Calendar

Upon the motion by Board Member Hartnett and second by Board Member Rannells, the Consent Calendar was unanimously approved. The motion carried by the following vote:

Aye: 9 - Chair Mulligan, Board Member Fernandez, Board Member Hartnett, Board Member Hursh, Vice Chair Ramacier, Board Member Rannells, Board Member McMillan, Board Member Powers and Board Member Maguire

2a. [19-0937](#) Minutes of the August 19, 2019 Meeting

Action: Board Approval

Attachments: [2a CEB Minutes Aug 19 2019.pdf](#)

- 2b. [19-1007](#) Clipper® Contract Amendment - Technical, Strategic, and Long-Range Planning: Invoke Technologies (\$200,000)

Action: Board Approval

Presenter: Jason Weinstein

Attachments: [2b_Contract Amendment Invoke.pdf](#)

3. Approval

3a. [19-0960](#) Fare Coordination and Integration Work Program

Request for Board approval of the following items related to regional fare coordination and integration efforts:

1. Establishment of a Fare Integration Task Force as a special committee of the Clipper Executive Board.
2. Designation of Chair and Vice Chair of a Fare Integration Task Force.
3. Confirmation of a project management structure for a Fare Integration Task Force.
4. Authorization of MTC staff to request Commission allocation of up to \$599,839 in residual funds available from Regional Measure 2 (RM 2) to fund a fare coordination and business case study scope of work.

Action: Board Approval

Presenter: Pamela Herhold, Bay Area Rapid Transit District, William Bacon, MTC,
and Melissa Jones, Caltrain

Attachments: [3a Fare Coordination Integration Work Program.pdf](#)
[3a.ii Handout Comments i Clipper Fare Integration \(002\).pdf](#)
[3a.ii Handout Comments ii SPUR Comment Letter.pdf](#)

The following individuals spoke on this item:

Adina Levin, Friends of Caltrain and Seamless Bay Area;
Ian Griffiths, Seamless Bay Area;
Arielle Fleisher, SPUR; and
Adrian Brandt.

Upon the motion by Board Member Fernandez and second by Board Member Rannells, the Fare Coordination and Integration Work Program was unanimously approved as follows: 1. Establishment of a Fare Integration Task Force as a special committee of the Clipper Executive Board; 2. Designation of Jim Hartnett as Chair and Michael Hursh as Vice Chair of a Fare Integration Task Force; 3. Confirmation of the project management structure for the Fare Coordination and Integration Study and Business Case and designation of BART and MTC to co-manage the Fare Coordination and Integration Study and Business Case; and 4. Authorization of MTC staff to request Commission allocation of up to \$599,839 in residual funds available from Regional Measure 2 (RM 2) to fund a fare coordination and business case study scope of work. The motion carried by the following vote:

Aye: 9 - Chair Mulligan, Board Member Fernandez, Board Member Hartnett, Board Member Hursh, Vice Chair Ramacier, Board Member Rannells, Board Member McMillan, Board Member Powers and Board Member Maguire

4. Information**4a. [19-0963](#) Current Clipper® System Update**

Update Board members on the current Clipper program. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the August 2019 meeting.

Action: Information

Presenter: Jason Weinstein

Attachments: [4a_C1 Program Update.pdf](#)

4b. [19-0964](#) Next Generation Clipper® System Update

Update Board members on key developments related to the implementation of the Next Generation Clipper System Integrator project, focusing on recent strategies on next generation onboard equipment and an update on the Next Generation Clipper customer service center procurement.

Action: Information

Presenter: Jason Weinstein and Edward Meng, MTC and Paul Lavallee, MTC
Consultant

Attachments: [4b_C2 Program Update.pdf](#)

5. Executive Director's Report – Kuester**6. Public Comment / Other Business****7. Adjournment / Next Meeting**

The next meeting of the Clipper® Executive Board will be Monday, October 21, 2019 at 1:30 p.m. in the BART Board Room, 3rd Floor, 344 20th Street, Oakland, CA.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #:	19-1278	Version:	1	Name:	
Type:	Contract	Status:		Committee Approval	
File created:	11/1/2019	In control:		Clipper Executive Board	
On agenda:	11/18/2019	Final action:			
Title:	Contract Amendment - Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$400,000)				
	Request for approval of a Contract Amendment for customer research, education and outreach for the Clipper program.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	3a Contract Amendment MIG.pdf				

Date	Ver.	Action By	Action	Result
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Subject:
Contract Amendment - Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$400,000)

Request for approval of a Contract Amendment for customer research, education and outreach for the Clipper program.

Presenter:
Lysa Hale

Recommended Action:
Board Approval

Attachments:


Clipper® Executive Board – Draft Memo

November 12, 2019

Agenda Item 3a

Contract Amendment – Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$400,000)

- Subject:** Request for approval of a Contract Amendment for customer research, education and outreach for the Clipper program.
- Background:** MTC engages contractors to assist with the implementation of customer research, education and outreach initiatives to benefit current and potential Clipper customers. MIG provides support for these initiatives, but was only partially funded for FY 2019-20 pending planning for a spring 2020 campaign.
- The proposed contract amendment would fund a regional spring 2020 effort to educate people about how to use Clipper. Using the information generated by our biennial survey completed in October 2019, MIG would develop and implement strategies to address misconceptions people have about Clipper. For example, some people do not know that a Clipper card can be used on multiple transit services. Others believe a credit card is required to use Clipper. Neither of these is true, but an educational campaign would help convey this helpful information. MIG would also use this initiative to deliver on MTC's mandate to provide Clipper information and outreach to Title VI and Environmental Justice-protected populations.
- In addition, 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.
- This contract amendment was contemplated and is included in the Two-Year Clipper Budget and Work Plan approved by the Clipper Executive Board on March 18, 2019. MIG is part of the pre-qualified Electronic Payment Implementation and Operations consultant bench competitively selected by MTC in May 2016. The current contract amount is \$2,895,000; the proposed amendment would add \$400,000. This contract will expire on June 30, 2020.
- Issues:** There are no issues with this proposed Amendment.
- Recommendation:** Staff recommends that the Clipper Executive Board approve a Contract Amendment with MIG, Inc. in an amount not to exceed \$400,000 to provide customer research, education and outreach as described above.



Carol Kuester

REQUEST FOR BOARD APPROVAL

Summary of Proposed Contract Amendment

Consultant:	MIG, Inc. Berkeley, CA
Work Project Title:	Clipper® Customer Research, Education and Outreach
Purpose of Project:	To provide customer research, education and outreach for the Clipper system
Brief Scope of Work:	To develop and implement a campaign to educate people about Clipper and to prepare updates to online and print materials
Project Cost Not to Exceed:	\$400,000
Funding Source:	STP, CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating, Regional Measure 3, SB1 State of Good Repair
Fiscal Impact:	Funds available in the FY 2019-20 MTC agency budget.
Motion by Board:	That the Contract Amendment with MIG, Inc. as described herein and in the Clipper Executive Director's November 8, 2019 memorandum, is hereby approved by the Clipper Executive Board.
Clipper Executive Board:	
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	Denis Mulligan, Chair
Approved:	November 18, 2019



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 19-1113 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 9/20/2019 **In control:** Clipper Executive Board
On agenda: 11/18/2019 **Final action:**
Title: Current Clipper® System Update

Update Board members on the current Clipper program. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the September 2019 meeting.

Sponsors:

Indexes:

Code sections:

Attachments: [4a_C1 Program Update.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Current Clipper® System Update

Update Board members on the current Clipper program. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the September 2019 meeting.

Presenter:

Jason Weinstein

Recommended Action:

Information

Attachments:

Clipper® Executive Board

November 18, 2019

Agenda Item 4a

Current Clipper® System Update

Subject: Update Board members on the current Clipper program. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the September 2019 meeting.

Background: **Transactions and Sales**

Clipper processed 26.4 million transactions and settled \$62.3 million in revenue in October.

Clipper Customer Education

MTC is providing signage for the information kiosks at the new Salesforce Transit Center. The kiosks are placed strategically at locations throughout the center, directing people to where they can get a Clipper card and add value.

MTC is assisting Sonoma Marin Rail Transit (SMART) with preparations for the opening of the Downtown Novato and Larkspur stations by providing tag on/tag off signage and pole wraps.

Development continues on the revamped Clipper website, including creating an easy way for transit agencies to provide news blurbs to include in the news section. This will provide a new way to get information out about agencies' fare and service-related news. The revamped website will launch in early 2020.


Implementation and Enhancement Projects

MTC continues to coordinate with transit operators on Clipper equipment installation for several implementations, including:

- AC Transit Bus Rapid Transit (BRT) – Installation expected to start no earlier than mid-January 2020.
- San Francisco Municipal Transportation Agency Central Subway – Installation expected to start no earlier than June 2020.
- SMART – Downtown Novato and Larkspur expected to be ready for revenue service by the end of November 2019.

Clipper equipment continues to perform well in the field and meets contractual performance requirements.

Attachments: **Attachment A:** Clipper Master Schedule


Carol Kuester

ID	Task Name	Duration	Start	Finish	% Comple	2018												2019												2020																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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Metropolitan Transportation Commission

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Legislation Details (With Text)

File #: 19-1114 **Version:** 1 **Name:**
Type: Report **Status:** Informational
File created: 9/20/2019 **In control:** Clipper Executive Board
On agenda: 11/18/2019 **Final action:**
Title: Next Generation Clipper® System Update

Update Board members on key developments related to the implementation of the Next Generation Clipper System Integrator project, focusing on updates with accelerated deployment and the Clipper mobile app.

Sponsors:

Indexes:

Code sections:

Attachments: [4b_C2 Program Update.pdf](#)

Date	Ver.	Action By	Action	Result
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Subject:

Next Generation Clipper® System Update

Update Board members on key developments related to the implementation of the Next Generation Clipper System Integrator project, focusing on updates with accelerated deployment and the Clipper mobile app.

Presenter:

Jason Weinstein

Recommended Action:

Information

Attachments:

Clipper® Executive Board

November 18, 2019

Agenda Item 4b

Next Generation Clipper® System Update

Subject: Update Board members on key developments related to the implementation of the Next Generation Clipper System Integrator project, focusing on updates with accelerated deployment and the Clipper mobile app.

Background: **Executive Summary**

Included as Attachment A to this memorandum is a summary of recently completed activities related to delivering the Next Generation Clipper program; upcoming activities and deliverables for MTC, Cubic, and the transit operators; and noteworthy items that the project team is managing. This will be updated and presented to this Board monthly.

Please note that the attached Executive Summary Status Report includes two months of completed activities due to the cancellation of the October Clipper Executive Board meeting. Highlights include the Computer-Aided Dispatch / Automatic Vehicle Location integration design workshops planned in November and December, and ongoing weekly meetings on the next-generation validator solution.

Accelerated Deployment Update

MTC and the transit operators are currently reviewing and offering feedback on several Accelerated Deployment documents, including:

- Validator Design (multiple validator types as required by the Contract)
- Back Office Design (C1 functionality to support future system migration)
- Website, Web Portal, and Mobile App Design
- Communications Network Design
- Accelerated Deployment Implementation, Installation, and Transition

The Accelerated Deployment Design Document was recently resubmitted with responses and clarifications to comments, which were deemed acceptable by MTC and the transit operators, and the document was ultimately approved by MTC, triggering a contractual payment milestone. To date, no critical milestones have slipped beyond their contractual guaranteed completion date, and the program is currently on schedule and within expected budget.

Clipper Mobile App Update

Over the past several months, Cubic, MTC, and the transit operators met meeting regularly for mobile app UI/UX (user interface and user experience) sprints, a process to design how the Clipper mobile app will look and feel. Those meetings are now complete, and staff are currently reviewing the results.

Cubic also recently released a press release on October 14 (link [here](#)) announcing a partnership with Google to integrate contactless transit cards with Google Pay, which specifically mentioned the Clipper program in the San Francisco Bay Area. The press release formalized Cubic's partnership with Google to deliver mobile payments for various projects, including the Clipper mobile app, which is planned to be released in late 2020.

Attachments:

Attachment A: Next Generation Clipper Program Executive Summary Status Report

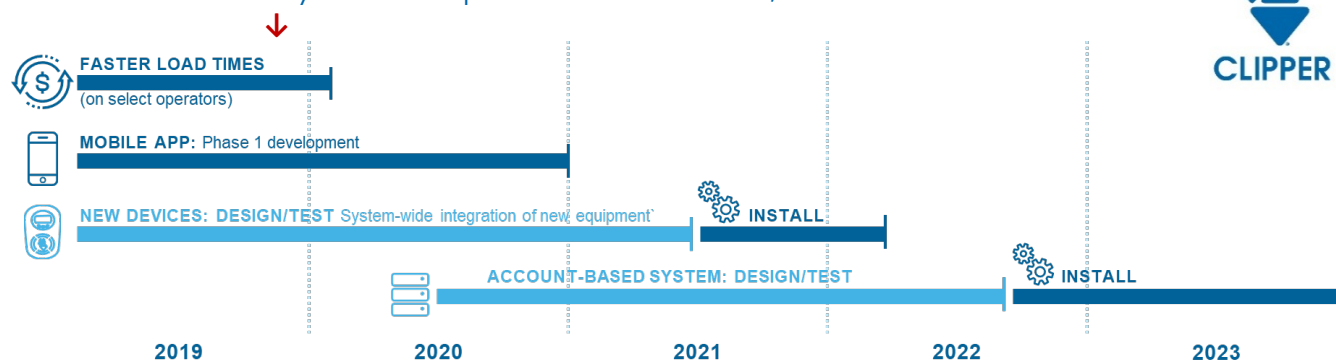


Carol Kuester



Next-Generation Clipper Program

Executive Summary Status Report – November 18, 2019



Summary

- Mobile App UI/UX workshops complete.
- Review Cycle 1 for Accelerated Deployment design documents complete. Review Cycle 2 underway.
- CAD/AVL integration design workshops underway.
- Technical discussions continue with operators, including new C2 Validator solution discussion group.

Recently Completed Activities

	MTC/IBI	Cubic	Operators	Date
• Mobile App UI/UX design workshops	•	•	•	Sep 17, 23, 30
• Review Cycle 1 documents:				
o Resubmittal by Cubic		•		Sep 20
o Comments on resubmittal sent to Cubic	•		•	Oct 3
o 2 nd Resubmittal by Cubic		•		Oct 11
o Comments on 2 nd resubmittal sent to Cubic	•		•	Oct 21
o 3 rd Resubmittal by Cubic		•		Oct 24
o Approval by MTC	•			Oct 28
• Review Cycle 2 documents:				
o Submittal by Cubic		•		Oct 18
o Review meetings with Cubic	•	•	•	Oct 28–30
o Initial comments sent to Cubic	•		•	Nov 15
• Technical meetings with operators:				
o BART	•	•	•	Oct 16, Nov 20
o SFMTA	•	•	•	Oct 17, Nov 21
• CAD/AVL integration design workshops	•	•	•	Nov 13
• C2 Validator solution discussion group meeting	•	•	•	Oct 4, 16, 23, 30; Nov 6, 13

Upcoming Activities/Deliverables

	MTC/IBI	Cubic	Operators	Date
• Review Cycle 2 documents:				
o Resubmittal expected from Cubic	•	•	•	Dec 3
o Comment review meetings with Cubic	•		•	Dec 5–9 (TBD)
o Comments due to Cubic	•		•	Dec 16
• Technical meetings with operators:				
o BART	•	•	•	Nov 20
o SFMTA	•	•	•	Nov 21
• CAD/AVL integration design workshops	•	•	•	Nov 20; Dec 4, 11
• C2 Validator solution discussion group meeting	•	•	•	Nov 20, 27; Dec 4, 11
• Clipper Executive Board Meeting	•	•	•	Dec 16