



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

## Meeting Agenda

### Clipper Executive Board

*Members:*

*Rick Ramacier, Chair      Robert Powers, Vice Chair*

*Nuria Fernandez, Jim Hartnett, Michael Hursh,  
Therese W. McMillan, Denis Mulligan,  
Nina Rannells, and Jeffrey Tumlin*

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Monday, September 21, 2020

1:35 PM

Board Room - 1st Floor (REMOTE)

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In light of Governor Newsom's State of Emergency declaration regarding the COVID-19 outbreak and in accordance with Executive Order N-29-20 issued by Governor Newsom on March 17, 2020 and the Guidance for Gatherings issued by the California Department of Public Health, the meeting will be conducted via webcast, teleconference, and Zoom for committee, commission, or board members who will participate in the meeting from individual remote locations.

A Zoom panelist link for meeting participants will be sent separately to board members.

The meeting webcast will be available at <http://mtc.ca.gov/whats-happening/meetings>. Members of the public are encouraged to participate remotely via Zoom at the following link or phone number. Board Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial \*9. In order to get the full Zoom experience, please make sure your application is up to date.

**Attendee Link:** <https://bayareametro.zoom.us/j/94453348324>

**iPhone one-tap:** US: +14086380968,,94453348324#

**Join by Telephone (for higher quality, dial a number based on your current location):**

**US:** +1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or  
+1 646 876 9923 or +1 301 715 8592 or +1 312 626 6799 or 877 853 5247 (Toll Free) or  
888 788 0099 (Toll Free)

**Webinar ID:** 944 5334 8324

**International numbers available:** <https://bayareametro.zoom.us/j/94453348324>

**Detailed instructions on participating via Zoom are available at:**

<https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom>

Members of the public may participate by phone or Zoom or may submit comments by email at [info@bayareametro.gov](mailto:info@bayareametro.gov) by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

## 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. [20-1326](#) Minutes of the August 17, 2020 Meeting

Action: Board Approval

Attachments: [2a CEB Minutes Aug 17 2020.pdf](#)

## 3. Approval

- 3a. [20-1347](#) Clipper® Contract Amendment - Customer Research, Education and Outreach: MIG, Inc. (\$1,800,000)

Request for approval of contract amendment for MIG, Inc. for Clipper public education and outreach (\$1,800,000).

Action: Board Approval

Presenter: Lysa Hale

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

## 4. Information

- 4a. [20-1349](#) Current Clipper® System

Update on the current Clipper system. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the August 2020 meeting.

Action: Information

Presenter: Jason Weinstein

Attachments: [4a\\_C1 Program Update.pdf](#)

- 4b. [20-1350](#) Next Generation Clipper® System Update

Update on key developments related to the implementation of the Next Generation Clipper System Integrator project.

Action: Information

Presenter: Jason Weinstein

Attachments: [4b\\_C2 Program Update.pdf](#)

**5. Executive Director's Report – Kuester**

**6. Public Comment / Other Business**

*Board Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial \*9.*

**7. Adjournment / Next Meeting**

**The next meeting of the Clipper® Executive Board will be Monday, October 19, 2020 at 1:35 p.m. remotely and by webcast as appropriate.**

**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](http://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.

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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)

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**File #:** 20-1326      **Version:** 1      **Name:**  
**Type:** Minutes      **Status:** Consent  
**File created:** 9/1/2020      **In control:** Clipper Executive Board  
**On agenda:** 9/21/2020      **Final action:**  
**Title:** Minutes of the August 17, 2020 Meeting  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** [2a\\_CEB Minutes\\_Aug 17 2020.pdf](#)

Date	Ver.	Action By	Action	Result
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**Subject:**  
Minutes of the August 17, 2020 Meeting

**Recommended Action:**  
Board Approval

**Attachments:**



## **Meeting Minutes - Draft**

### **Clipper Executive Board**

***Members:***

***Rick Ramacier, Chair      Robert Powers, Vice Chair***

***Nuria Fernandez, Jim Hartnett, Michael Hursh,  
Therese W. McMillan, Denis Mulligan,  
Nina Rannells, and Jeffrey Tumlin***

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**Monday, August 17, 2020**

**1:35 PM**

**Board Room - 1st Floor (REMOTE)**

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In light of Governor Newsom's State of Emergency declaration regarding the COVID-19 outbreak and in accordance with Executive Order N-29-20 issued by Governor Newsom on March 17, 2020 and the Guidance for Gatherings issued by the California Department of Public Health, the meeting will be conducted via webcast, teleconference, and Zoom for committee, commission, or board members who will participate in the meeting from individual remote locations.

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**Attendee Link: <https://bayareametro.zoom.us/j/92104511025>**

**iPhone one-tap US: +16699006833,,92104511025# or +14086380968,,92104511025#**

**Join by Telephone (Toll Free): 888 788 0099 or 877 853 5247**

**Webinar ID: 921 0451 1025**

**International numbers available: <https://bayareametro.zoom.us/j/92104511025>**

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Members of the public may participate by phone or Zoom or may submit comments by email at [info@bayareametro.gov](mailto:info@bayareametro.gov) by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

## 1. Roll Call / Confirm Quorum

- Present:** 7 - Board Member Mulligan, Board Member Fernandez, Board Member Hartnett, Chair Ramacier, Board Member Rannells, Vice Chair Powers, and Board Member Tumlin
- Absent:** 2 - Board Member Hursh, and Board Member McMillan

Ahsan Baig acted as a delegate and voting member of the Board in place of Michael Hursh. Actions noted below as “Hursh” were taken by Baig.

Andrew B. Fremier acted as a delegate and voting member of the Board in place of Therese W. McMillan. Actions noted below as “McMillan” were taken by Fremier.

## 2. Consent Calendar

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

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

### 2a. [20-1139](#) Minutes of the July 27, 2020 Meeting

**Action:** Board Approval

**Attachments:** [2a\\_CEB Minutes\\_Jul 27 2020.pdf](#)

### 2b. [20-1180](#) Contract Amendment - Financial Management, Planning, Compliance, and Risk Management Support: Kimley Horn and Associates (KHA) (\$100,000)

**Action:** Board Approval

**Presenter:** Edward Meng

**Attachments:** [2b\\_Contract Amendment KHA.pdf](#)

### 2c. [20-1181](#) Next Generation Clipper® Funding Agreement Supplements: - Computer Aided Dispatch and Automated Vehicle Location (CAD/AVL) Integration Implementation - Transit Operators (\$1,275,000)

**Action:** Information or Board Approval

**Presenter:** Edward Meng

**Attachments:** [2c\\_Clipper CAD AVL Funding Agt.pdf](#)

### 3. Information

**3a.**     [20-1182](#)     Current Clipper® System

Update on the current Clipper system. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the July 2020 meeting.

**Action:** Information

**Presenter:** Jason Weinstein

**Attachments:** [3a\\_C1 Program Update.pdf](#)

**3b.**     [20-1183](#)     Next Generation Clipper® System Update

Update on key developments related to the implementation of the Next Generation Clipper System Integrator project.

**Action:** Information

**Presenter:** Jason Weinstein

**Attachments:** [3b\\_C2 Program Update.pdf](#)

**3c.**     [20-1184](#)     Next Generation Clipper® Customer Service Center Request for Proposals (RFP)

Update on the release of a Request for Proposals for the Next Generation Clipper customer service center (CSC).

**Action:** Information

**Presenter:** Mo Devlin

**Attachments:** [3c RFP CSC Release.pdf](#)

### 4. Executive Director's Report – Kuester

### 5. Public Comment / Other Business

Aleta Dupree was called to speak.

### 6. Adjournment / Next Meeting

The next meeting of the Clipper® Executive Board will be Monday, September 21, 2020 at 1:35 p.m. remotely and by webcast as appropriate.





# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

<b>File #:</b>	20-1347	<b>Version:</b>	1	<b>Name:</b>	
<b>Type:</b>	Contract	<b>Status:</b>		Committee Approval	
<b>File created:</b>	9/3/2020	<b>In control:</b>		Clipper Executive Board	
<b>On agenda:</b>	9/21/2020	<b>Final action:</b>			
<b>Title:</b>	Clipper® Contract Amendment - Customer Research, Education and Outreach: MIG, Inc. (\$1,800,000)				
	Request for approval of contract amendment for MIG, Inc. for Clipper public education and outreach (\$1,800,000).				
<b>Sponsors:</b>					
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	<a href="#">3a Contract Amendment for MIG, Inc.pdf</a>				
Date	Ver.	Action By	Action		Result

**Subject:**

Clipper® Contract Amendment - Customer Research, Education and Outreach: MIG, Inc.  
(\$1,800,000)

Request for approval of contract amendment for MIG, Inc. for Clipper public education and outreach  
(\$1,800,000).

**Presenter:**

Lysa Hale

**Recommended Action:**

Board Approval

**Attachments:**

# Clipper<sup>®</sup> Executive Board

September 21, 2020

Agenda Item 3a

## Clipper<sup>®</sup> Contract Amendment – Customer Research, Education and Outreach: MIG, Inc. (\$1,800,000)

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**Subject:** Request for approval of contract amendment for MIG, Inc. for Clipper public education and outreach (\$1,800,000).

**Background:** This amendment would provide funds for two initiatives: public outreach for the new Clipper mobile app and marketing and public education for the Clipper START program.

i. **Mobile App Public Outreach (\$1,500,000)**

The new Clipper mobile app will actively be in testing with a representative group of transit riders before the end of 2020, and it will roll out to the public when testing is complete. For the public launch, both handset providers will partially fund launch activities, and MTC will need to fund remaining activities. These will include design and production of ads placed in out-of-home space donated by the transit operators – interior car cards; king-, queen- and tail-sized advertising, and transit shelter advertising. MTC will supplement donated space with paid space, ensuring some portion of the advertising flow back to some transit operators in the form of paid advertising. Out-of-home advertising will be supplemented by digital advertising. MTC may also place stickers on some or all card readers indicating that they accept new payment methods.

ii. **Clipper START Public Education (\$300,000)**

MTC planned for extending the advertising for the four initial operators through the end of 2020. With 17 new operators joining the program, MTC will roll out launch advertising for the new operators in two groups: Group 1 in October/November 2020 and Group 2 in January 2021. This will include design and production of ads placed in out-of-home space donated by the transit operators – interior car cards; king-, queen- and tail-sized advertising, and transit shelter advertising. This will be supplemented by digital advertising to run through the end of the fiscal year, June 30, 2021. The advertising will be supplemented by outreach to social service agencies and community-based organizations, as well as press releases by MTC and the participating agencies and promotion through MTC's and transit agencies' other assets, such as social media.

These funds are required for Clipper to promote these important programs and will also help Clipper meet Title VI requirements. The app also is critical to the program's ability to promote an additional contactless form of payment for transit riders who may not already use Clipper cards. However, given that transit ridership is still far below normal levels, the amount spent for marketing can be ramped down to less than \$1.5 million as needed.

**Issues:** None

**Recommendation:** Staff recommends approval of a contract amendment with MIG in an amount not to exceed \$1,800,000.

**Attachments:** None

  
\_\_\_\_\_  
Carol Kuester

## REQUEST FOR CLIPPER EXECUTIVE BOARD APPROVAL

### Summary of Proposed Contract Amendment

Contractor:	MIG, Inc. Berkeley, CA
Work Project Title:	Public Outreach and Education Services
Purpose of Amendment:	Provide assistance with communications and customer education efforts
Brief Scope of Work:	Provide public education through print, online and paid media, i.e., advertisements
Project Cost Not to Exceed:	\$1,800,000 (this amendment) Total Contract value including amendments before this amendment = \$4,830,000 Total contract amount with this amendment = \$6,630,000
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP, Senate Bill 1 State of Good Repair
Fiscal Impact:	Funds are included in the FY 2020-21 MTC agency budget
Motion:	That a contract amendment with MIG, Inc., for the purposes described herein and in the Executive Director's memorandum dated September 21, 2020, is hereby approved by the Clipper Executive Board.
Executive Board:	<hr/> Rick Ramacier, Chair
Approved:	Date: September 21, 2020



# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

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**File #:** 20-1349      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Informational  
**File created:** 9/3/2020      **In control:** Clipper Executive Board  
**On agenda:** 9/21/2020      **Final action:**  
**Title:** Current Clipper® System

Update on the current Clipper system. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the August 2020 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 on the current Clipper system. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the August 2020 meeting.

**Presenter:**

Jason Weinstein

**Recommended Action:**

Information

**Attachments:**

# Clipper® Executive Board

September 21, 2020

Agenda Item 4a

## Current Clipper® System

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**Subject:** Update on the current Clipper system. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the August 2020 meeting.

**Background:** **Transactions and Sales**

In August 2020, Clipper processed 2.57 million transactions and settled \$5.7 million in revenue.

As of September 1, 2020, 13 of the 22 operators were still offering fare-free travel due to the COVID-19 emergency.

**Clipper Customer Education**

Clipper has been promoting the conversion of BART ticket machines to Clipper-only through social media posts.

Clipper is conducting additional promotion of the Clipper START discount program, partnering with Caltrain and VTA to actively promote the program to Caltrain riders. Staff also is working to prepare a marketing plan for the addition of 17 new operators (see below).

Clipper continues to prepare for the launch of the fall campaign focusing on myths and truths about Clipper. The campaign will be focused on agencies with low Clipper market share and will address common misconceptions people have about Clipper, according to surveys of transit riders.

**Implementation and Enhancement Projects**

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

- Clipper Means Based Expansion (CN-169) – The cost proposal from Cubic has been delayed until mid-September. MTC has issued Notice to Proceed, and with development work under way there is currently no risk to the schedule. Implementation of the program expansion is still expected by January 2021.

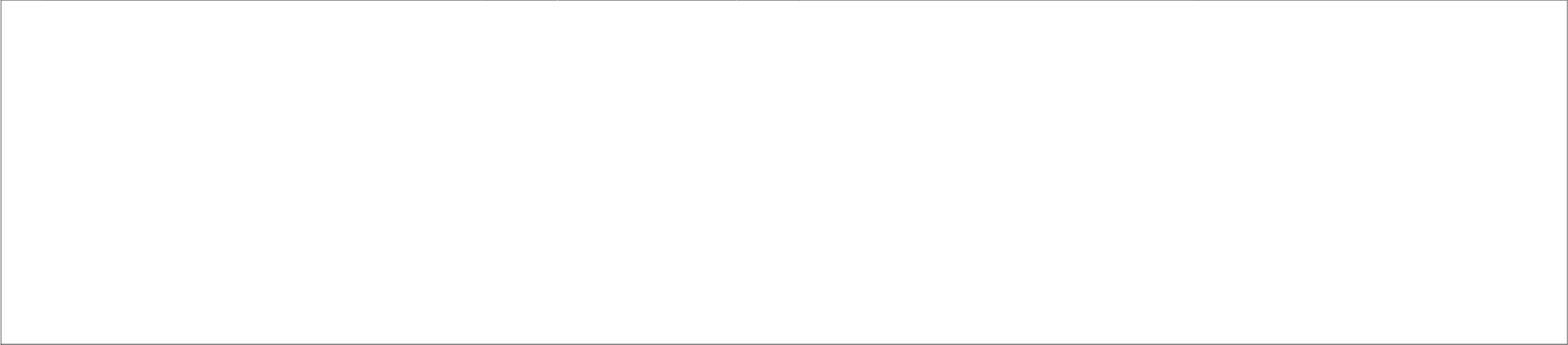
Clipper equipment continues to meet contractual performance requirements.

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



Carol Kuester

ID	Task Name	Duration	Start	Finish	% Complete	2019												2020												2021																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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# Metropolitan Transportation Commission

375 Beale Street, Suite 800  
San Francisco, CA 94105

## Legislation Details (With Text)

**File #:** 20-1350      **Version:** 1      **Name:**  
**Type:** Report      **Status:** Informational  
**File created:** 9/3/2020      **In control:** Clipper Executive Board  
**On agenda:** 9/21/2020      **Final action:**  
**Title:** Next Generation Clipper® System Update

Update on key developments related to the implementation of the Next Generation Clipper System Integrator project.

**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 on key developments related to the implementation of the Next Generation Clipper System Integrator project.

**Presenter:**

Jason Weinstein

**Recommended Action:**

Information

**Attachments:**



# Clipper® Executive Board

September 14, 2020

Agenda Item 4b

## Next Generation Clipper® System Update

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**Subject:** Update on key developments related to the implementation of the Next Generation Clipper System Integrator project.

**Background:** 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 Transportation Services, and the transit operators; and noteworthy items that the project team is managing.

Highlights include:

- Preliminary Clipper mobile app testing continues with formal testing to begin soon
- We have reviewed the account-based planning documents and have submitted our first round of comments to Cubic for their review
- Receipt of the first account-based design documents and the start of design workshops are planned for next month.

To date, no critical milestones have slipped beyond their contractual guaranteed completion dates, and the program is currently on schedule and within expected budget.

**Attachments:** **Attachment A:** Next Generation Clipper Program Executive Summary Status Report

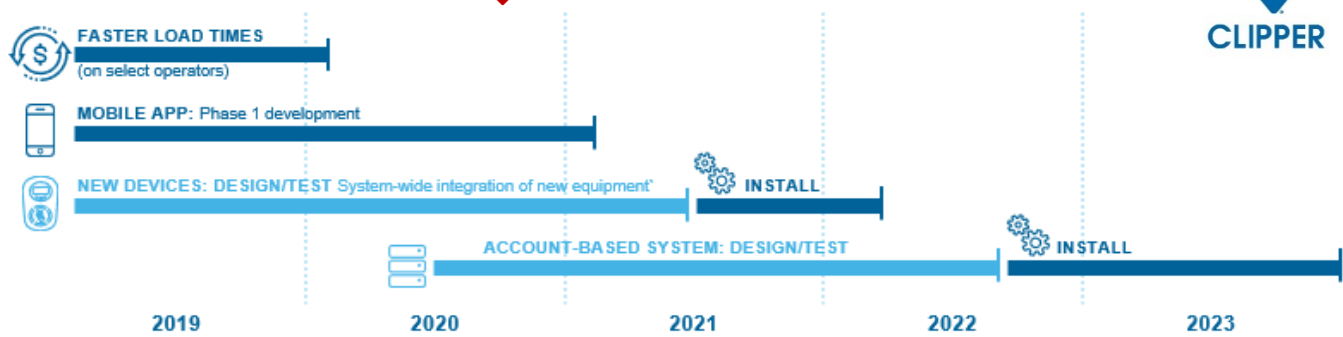


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Carol Kuester

# Next-Generation Clipper Program

## Executive Summary Status Report – September 21, 2020



### Summary

- Account-Based planning documentation initial review complete; awaiting resubmission by Cubic.
- Mobile App initial testing underway; formal SIT and field testing to start next month.
- Technical discussions continue with operators, including BART network design, CAD/AVL integration planning, and paratransit integration planning.

### Recently Completed Activities

	MTC/IBI	Cubic	Operators	Date
• Faster Load Times:				
o Resubmission of test report by Cubic		●		Aug 28
o Test report approved by MTC	●			Aug 31
• Mobile App:				
o Resubmission of System Integration Test (SIT) procedures by Cubic		●		Aug 20
o Resubmission of Pilot Test Plan by Cubic		●		Aug 26
o Comments on resubmitted SIT procedures sent to Cubic	●			Sep 8
o Comments on resubmitted Pilot Test Plan sent to Cubic	●			Week of Sep 14
• Account-Based System design:				
o Contract Submittal Package 3 review mtg.	●	●	●	Aug 26
o Comments on Contract Submittal Package 3 sent to Cubic	●		●	Sep 11

### Upcoming Activities/Deliverables

	MTC/IBI	Cubic	Operators	Date
• Mobile App:				
o Resubmission of System Integration Test (SIT) procedures expected from Cubic		●		Sep
o Resubmission of Pilot Test Plan expected		●		Sep/Oct
o System Integration Testing begins	●	●	●	Oct
o Field testing begins	●	●	●	Oct
• Account-Based System design:				
o 2 <sup>nd</sup> Submission of Contract Submittal Package 3 expected from Cubic		●		Sep
• New Devices:				
o 2 <sup>nd</sup> submission of C2 System Refresh Plan expected from Cubic		●		Sep
• Clipper Executive Board Meeting	●		●	Oct 19