



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 2b

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Memorandum

TO: Operations Committee

DATE: September 4, 2015

FR: Executive Director

W.I. 310-2700

RE: Contract Amendment – Electronic Payment Implementation and Operations On-Call Consultants: Kimley-Horn and Associates, Inc. (\$150,000)

This memorandum requests Committee approval of a contract amendment with Kimley-Horn and Associates, Inc. (Kimley-Horn), in an amount not to exceed \$150,000 for continued support for budget/funding and program expansion and implementation projects for the Clipper® program in FY 2015-16.

Background

In June 2013, this Committee approved staff's recommendation to enter into a contract with Kimley-Horn to provide the following services: budget/funding management and analysis, field inspections of Clipper® equipment, and other Clipper® operations analysis. Kimley-Horn was selected as part of a panel of on-call consultants in May 2013 eligible to perform work for the electronic payment implementation and operations program. Kimley-Horn is neither a small business nor a disadvantaged business enterprise.

Under the proposed contract amendment, the addition of \$150,000 in funding would enable Kimley-Horn to continue to provide support to the Clipper® budget/fund management process, and to perform field inspections and provide technical management support during FY 2015-16 for the ongoing expansion of Clipper® in the East Bay (AC Transit Bus Rapid Transit, County Connection, Tri-Delta Transit, Union City Transit, WestCAT and Wheels) and North Bay (Petaluma Transit, Santa Rosa CityBus, Sonoma County Transit and Sonoma-Marin Area Rail Transit), as well as to support upgrades of the Clipper® communications network throughout the region. Staff continually reviews the appropriate level of support received from consultants versus provided by internal staff. Additionally, Clipper® transit agency partners are aware and are supportive of this request.

Recommendation

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into one or more contract amendment(s) with Kimley-Horn in an amount not to exceed \$150,000 for the services described above. Attachment 1 includes information about current Clipper® system operations.

Steve Heminger

SH: JW:kj

Attachment 1

Table 1: Summary of System Usage

	Last Month July 2015	Prior Month June 2015	Prior Year July 2014
Transaction Volume			
Average Weekday Ridership ¹	765,654	785,538	705,808
Fee-Generating Transactions ²	21,646,370	21,540,906	19,823,738
Unique Cards Used	849,864	861,788	750,711
Active Card Accounts	1,646,322	1,631,429	1,466,323
Settled Transit Operator Revenue	\$44,109,401	\$43,915,264	\$40,224,875
Autoload Activity			
Percent of Registered Cards with Autoload	35%	35%	37%
Call Volume			
Customer Service Representative (CSR) Calls	29,062	28,392	28,687
CSR Calls per Unique Card Used	0.03	0.03	0.04
Website Traffic			
Unique Visitors - Standard	152,564	155,838	163,877
Unique Visitors - Mobile	55,509	58,266	58,549
Website Visits - Standard	210,876	218,939	226,114
Website Visits - Mobile	94,702	97,875	87,585
Website Visits per Unique Card Used	0.29	0.29	0.42

Notes on System Usage:

Between June and July, changes in system usage were minimal. Average weekday ridership dropped 2.5 percent, unique cards used decreased 1.4 percent and active card accounts grew 0.9 percent. Fee-generating transactions increased 0.5 percent, and settled transit operator revenue was up 0.4 percent.

Changes in customer service activity also were relatively small. Calls to Customer Service increased 2.4 percent. Unique visitors to the desktop website were down 2.1 percent, and total visits to the desktop site dropped 3.7 percent. Unique visitors and total visitors to the mobile site decreased 4.7 percent and 3.2 percent, respectively.

Website visits per unique card used stayed the same, as did the percentage of cards with Autoload.

¹ Includes average daily number of boardings, including transfers but excluding some Caltrain monthly pass trips (Caltrain only requires monthly pass customers to tag their cards once at the beginning of each month).

² Includes single-tag fare payments, BART and Caltrain exits, Golden Gate Transit entries, add-value transactions, opt-out purse refunds and pass use, including institutional passes. Does not include transfers or transactions where fee value is \$0 (e.g., issuance of free cards, zero-value tags in dual-tag systems, etc.).

Table 2: Monthly Market Penetration Rates³

	Monthly Clipper Boardings	Clipper Market Penetration Rate		
		June 2015	May 2015	June 2014
AC Transit	1,803,187	40.1%	40.0%	34.8%
BART ⁴	6,501,918	58.3%	58.9%	55.0%
Caltrain ⁵	300,470	55.4%	60.2%	56.5%
FAST	9,582	11.9%	11.1%	N/A
Golden Gate Ferry	224,103	91.0%	89.2%	86.9%
Golden Gate Transit/Marin Transit	220,753	42.5%	40.3%	41.8%
Napa VINE	2,614	3.9%	3.6%	N/A
SamTrans	359,432	33.7%	34.6%	34.0%
San Francisco Bay Ferry	99,458	45.0%	45.9%	24.9%
SFMTA	9,289,153	49.7%	48.4%	42.9%
SolTrans	19,877	15.7%	10.6%	N/A
Vacaville City Coach	149	0.4%	0.3%	N/A
VTA	1,378,823	36.4%	37.3%	35.1%

³ MTC uses the National Transit Database (NTD) to calculate most market penetration rates. NTD typically has a two-month delay before ridership data are available.

⁴ Calculation of BART monthly market penetration is calculated using monthly BART total exits by ticket type, which is equivalent to number of linked trips per month.

⁵ Calculation of Caltrain market penetration assumes that monthly pass holders board Caltrain 1.75 times a day per weekday. Caltrain sold 15,703 calendar passes during the June 2015 pass vending window.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	310-2700
Contractor:	Kimley-Horn and Associates, Inc. Oakland, CA
Project Title:	Electronic Payment Implementation and Operations On-Call Consultants
Purpose of Amendment:	Support Clipper® budget/funding and program expansion/implementation projects
Brief Scope of Work:	Clipper® program budget and technical support during FY 2015-16 for the on-going expansion of Clipper® in the East Bay and North Bay, and for Clipper® communications network upgrades region wide.
Project Cost Not to Exceed:	\$150,000 (this Amendment) Total contract value including amendments before this amendment = \$450,000 Total contract amount with this amendment = \$600,000
Funding Source:	STP, CMAQ, STA, and Regional Measure 2 Capital
Fiscal Impact:	Funds are currently available in the FY 2015-16 Clipper® budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Amendments with Kimley-Horn and Associates, Inc., for the purposes described herein and in the Executive Director's memorandum dated September 4, 2015, and the Chief Financial Officer is authorized to set aside \$150,000 for such Contract Amendments.
Operations Committee:	<hr/> Scott Haggerty, Chair
Approved:	Date: September 11, 2015