



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 4c

Bay Area Metro Center
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Memorandum

TO: Operations Committee

DATE: April 7, 2017

FR: Executive Director

W.I.: 1221

RE: Contract Actions – Clipper® Customer Communications and In-Person Customer Service

- i. Contract Amendment – In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC (\$300,000)
- ii. Funding Agreement Amendment – In Person Customer Service Center at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)
- iii. Contract Amendment – Customer Information Services: MIG, Inc. (\$550,000)
- iv. Contract – Distribution and Communications Planning and Support Services: Synapse Strategies (\$260,000)
- v. Contract – Clipper® Customer Education/Outreach Services: Caribou Public Relations (\$200,000)

The contracts described in this memo are to provide ongoing Clipper® education, outreach and in-person customer service. The Clipper® Executive Board approved these items on March 20, 2017.

Contract Actions

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into the following contract actions:

i. Contract Amendment – In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC (Nematode) (\$300,000)

In January 2011, MTC entered into a sole source contract with Nematode to offer Clipper® customer services at the Ferry Building. Under this agreement, Nematode also operates and maintains the ferry departure flap sign in the San Francisco Ferry Building. Nematode's Bay Crossings stems as uniquely positioned as the only retail outlet in the Ferry Building aimed at providing transportation information to the public. Nematode is neither a small business enterprise (SBE) nor a disadvantaged business enterprise (DBE) and currently has no subcontractors.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a sole source contract amendment with Nematode for a period of performance through June 30, 2018, at a cost not to exceed \$300,000, subject to Commission approval of the FY 2017-18 agency budget.

ii. Funding Agreement Amendment – In Person Customer Service Center at Alameda-Contra Costa Transit District (AC Transit) Headquarters: AC Transit (\$250,000)

In April 2012, MTC executed a funding agreement with AC Transit for the provision of in person Clipper® customer services at AC Transit's Oakland headquarters. AC Transit's

multilingual staff issue new and replacement cards, distribute Clipper® materials, and provide information about using Clipper® on all participating transit services.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a funding agreement amendment with AC Transit for a period of performance through June 30, 2018, at a cost not to exceed \$250,000, subject to Commission approval of the FY 2017-18 agency budget.

iii. Contract Amendment – Customer Information Services: MIG, Inc. (MIG) (\$550,000)

In July 2014, this Committee prequalified MIG to perform work in the areas of strategic planning, creative design and online services following a competitive “bench” procurement. The original contract entered into in July 2016 was for \$550,000. Under this amendment, MIG will assist with public engagement for the next-generation of Clipper® and support communications related to ongoing operational changes. Neither MIG nor its subcontractors are SBEs or DBEs.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with MIG for a period of performance through June 30, 2018, at a cost not to exceed \$550,000, subject to Commission approval of the FY 2017-18 agency budget.

iv. Contract – Distribution and Communications Planning and Support Services: Synapse Strategies (Synapse) (\$260,000)

This Committee approved Synapse as part of the Electronic Payment Implementation and Operations consultant bench in May 2016. Tasks under this contract will include operational reporting and strategic planning and management of public engagement for the next-generation of Clipper®, as well as general communications and research. Synapse is a certified DBE.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Synapse for a period of performance through June 30, 2018 at a cost not to exceed \$260,000, subject to Commission approval of the FY 2017-18 agency budget.

v. Contract – Clipper® Customer Education/Outreach Services: Caribou Public Relations (Caribou) (\$200,000)

This Committee approved Caribou as part of the Electronic Payment Implementation and Operations consultant bench in May 2016. Under the proposed contract, Caribou will provide outreach services to transit riders, including Title VI-protected customers. Caribou is a certified DBE.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Caribou for a period of performance through June 30, 2018 at a cost not to exceed \$200,000, subject to Commission approval of the FY 2017-18 budget.



Steve Heminger

Attachment:

- Attachment 1: Current Clipper® system operations

SH: KJ

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Attachment 1

Summary of System Usage

	Last Month February 2017	Prior Month January 2017	% Change From January 2017	Prior Year February 2016	% Change from February 2016
Transaction Volume					
Average Weekday Ridership ¹	793,476	728,846	8.9%	820,898	-3.3%
Fee-Generating Transactions ²	19,437,321	19,701,625	-1.3%	21,343,536	-8.9%
Unique Cards Used	908,971	925,223	-1.8%	900,488	0.9%
Active Card Accounts	1,920,174	1,918,608	0.1%	1,760,696	9.1%
Settled Transit Operator Revenue	\$43,057,467	\$45,029,793	-4.4%	\$45,126,885	-4.6%
Autoload Activity					
Percent of Registered Cards with Autoload	31%	31%	--	32%	--
Call Volume					
Customer Service Representative (CSR) Calls	24,321	27,816	-12.6%	27,120	-10.3%
CS Calls per Unique Card Used	0.03	0.03	--	0.03	--
Website Traffic					
Unique Visitors - Standard	115,745	136,737	-15.4%	133,342	-13.2%
Unique Visitors - Mobile	55,760	64,068	-13.0%	56,244	-0.9%
Website Visits - Standard	161,991	193,987	-16.5%	188,509	-14.1%
Website Visits - Mobile	93,867	107,419	-12.6%	93,842	0.0%
Website Visits per Unique Card Used	0.28	0.33	-15.2%	0.31	-9.7%

Notes on System Usage:

Average weekday ridership bounced back from lows the previous few months, but overall transactions were down, likely due to the short month. Revenue was similarly down. Both calls to customer service center representatives and website activity were down significantly from the spikes in January.

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.).

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	320-1221
Contractor:	Nematode Holdings, LLC San Francisco, CA
Project Title:	In Person Customer Service Center Operations at San Francisco Ferry Building: Nematode Holdings, LLC
Purpose of Amendment:	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 in person 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 value including amendments before this amendment = \$1,476,366 Total contract amount with this amendment = \$1,776,366
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2017-18 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a sole source contract amendment with Nematode Holdings, LLC for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$300,000 for such contract amendment, subject to adoption of the FY 2017-18 agency budget.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	Date: April 14, 2017

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement Amendment

Work Item No.:	320-1221
Contractor:	Alameda-Contra Costa Transit District (AC Transit) Oakland, CA
Project Title:	In-Person Clipper® Customer Service Center at AC Transit
Purpose of Amendment:	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 headquarters located at 1600 Franklin Street in Oakland.
Project Cost Not to Exceed:	<p>\$250,000 (this amendment)</p> <p>Total funding agreement value including amendments before this amendment = \$1,320,600</p> <p>Total funding agreement amount with this amendment = \$1,570,600</p>
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2017-18 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement amendment with AC Transit for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$250,000 for such funding agreement amendment, subject to adoption of the FY 2017-18 agency budget.
Operations Committee:	<hr/> <p>Dave Cortese, Chair</p>
Approved:	Date: April 14, 2017

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	320-1221
Contractor:	MIG, Inc. Berkeley, CA
Project Title:	Customer Information Services
Purpose of Amendment:	Continue to provide assistance with Clipper® research and customer education efforts
Brief Scope of Work:	Provide customer education information through printed materials, content on clippercard.com and other websites, and, where appropriate, paid media, i.e., advertisements
Project Cost Not to Exceed:	<p>\$550,000 (this amendment)</p> <p>Total Contract value including amendments before this amendment = \$550,000</p> <p>Total contract amount with this amendment = \$1,100,000</p>
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2017-18 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with MIG, Inc., for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$550,000 for such contract amendment, subject to adoption of the FY 2017-18 agency budget.
Operations Committee:	<hr/> <p>Dave Cortese, Chair</p>
Approved:	Date: April 14, 2017

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	320-1221
Contractor:	Synapse Strategies Oakland, CA
Project Title:	Distribution and Communications Planning and Support Services
Purpose of Contract:	Provide strategic planning and oversight for customer education and communications functions
Brief Scope of Work:	Oversee in-person customer education/outreach services; planning and support services related to Clipper [®] marketing and communications initiatives
Project Cost Not to Exceed:	\$260,000
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2017-18 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Synapse Strategies, for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$260,000 for such contract, subject to adoption of the FY 2017-18 agency budget.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	Date: April 14, 2017

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	320-1221
Contractor:	Caribou Public Relations Martinez, CA
Project Title:	Clipper® Customer Education/Outreach Services
Purpose of Amendment:	On-call public outreach services
Brief Scope of Work:	Provide general education and communicate the benefits of Clipper® to Bay Area transit riders, including Title VI-protected customers.
Project Cost Not to Exceed:	\$200,000
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP
Fiscal Impact:	Funds dependent on the approval of the FY 2017-18 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Caribou Public Relations for the purposes described herein and in the Executive Director's memorandum dated April 7, 2017, and the Chief Financial Officer is authorized to set aside \$200,000 for such contract, subject to adoption of the FY 2017-18 agency budget.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	Date: April 14, 2017