



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3

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Memorandum

TO: Policy Advisory Council
Equity and Access Subcommittee

DATE: June 6, 2018

FR: Denise Rodrigues, Administration and Facilities

W.I. 1114

RE: Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE) and Title VI Report

MTC DBE Program

As a recipient of Federal Transit Administration (FTA) funds, the Metropolitan Transportation Commission (MTC) is required to establish a DBE Program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 Code of Federal Regulations (CFR) Part 26. MTC has developed the draft MTC FTA DBE Program and will submit to the FTA Region IX Civil rights Officer for review and acceptance to follow implementation.

DBE and SBE Outreach and Monitoring

MTC staff plans to disseminate information about the draft MTC FTA DBE Program to MTC staff and the DBE community.

MTC continues to work with other transportation partner agencies as the Business Outreach Committee (BOC) to implement race-neutral measures to increase SBE and DBE participation in contracting. The BOC provides assistance to DBEs and SBEs with the expansion of their businesses through outreach events, training workshops, technical assistance, and relationship-building with agency staff and the contracting community of the San Francisco Bay Area. Presently, 22 member agencies form the committee. See Attachment A, for a list of all the current BOC members.

A detailed list of recent events hosted by the BOC and other agencies MTC partnered with, as well as flyers for those events, is included in Attachment B.

The SBE Construction Project Program and the Professional Services SBE Pilot Program apply to formally procured non-federally funded construction and professional service contracts. The SBE Pilot Program has been implemented for approximately 18 months out of a 24 month time frame to allow time for staff to test the Pilot Program's effectiveness and if necessary modify the Pilot Program to make it as successful as possible before formal adoption. The SBE Construction Project Program provides a preference of -5%, and the SBE Pilot Program provides 5 point or 5 percent evaluation preference when a Proposer meeting specifications is a certified SBE or when a non-SBE prime contractor subcontracts with an SBE firm or firms for a minimum percentage of the project.

DBE and SBE commitments for FY 2016-17 and to date for FY 2017-18 are as follows:

	Total \$ Awarded	DBE \$ Awarded	DBE % of Total	SBE \$ Awarded	SBE % of Total
Federally Funded FY 16-17	\$25,850,261	\$720,311.30	3%	\$2,416,900	9%
Federally Funded YTD FY 17-18	\$4,284,627	\$194,565	5%	\$1,109,795	26%
	Total \$ Awarded	DBE \$ Awarded	DBE % of Total	SBE \$ Awarded	SBE % of Total
Non-Federally Funded FY 16-17	\$79,750,197	\$-	0%	\$2,562,196	3%
Non-Federally Funded YTD FY 17-18	\$10,421,360	\$725,440	7%	\$-	0%

Staff will continue to monitor participation on current projects and will apply this Program and SBE Pilot Program to future non-federally funded construction and professional service projects.

Staff continues to work to get contractors to adapt and utilize the contract compliance software that will facilitate automated workflows to reduce paper processing, as well as simplify monitoring and reporting to replace the current manual process. To assist with this, MTC released a Request for Proposal (RFP) for Compliance Support Services to solicit professional services for the management and support of MTC's DBE, SBE and Prevailing Wage compliance. Proposals were received on May 10, 2018 and are currently under evaluation. The firm selected from the RFP will assist contractors with utilizing compliance software, oversee and track vendor commitments and attainments, and participation.

MTC Title VI Program

Job Access and Reverse Commute Program (JARC)/New Freedom

Staff monitors Title VI compliance of subrecipients of JARC/New Freedom funds, reviews the Title VI plans submitted, and works with any subrecipients whose Title VI submissions are deficient to bring them into full compliance.

Clipper®

A report on Title VI activities undertaken for the Clipper® fare payment system from July 2017 to May 2018 is included as Attachment C.

Title VI Working Group

Staff continues to take the lead on the Title VI working group, comprising transportation agency and Metropolitan Planning Organization (MPO) staff from around the country. The Title VI working group meets quarterly via conference call, poses questions and shares information via email, and shares documents via Box. MTC hosted the last Title VI in-person conference to allow the FTA and other transit agency members to present on Title VI requirements and best practices on December 4, 2017 at MTC. The next Title VI working group conference call was held on June 6, 2018.

Attachments:

- **Attachment A:** List of Current BOC Members
- **Attachment B:** List and flyers for outreach events held from August 2017 through May 2018
- **Attachment C:** Clipper® Activities, August 2017 through May 2018

THE BUSINESS OUTREACH COMMITTEE (BOC)

A Consortium of Bay Area Transportation Agencies:

1. AC Transit
2. Alameda County Transportation Commission (ACTC)
3. Bay Area Rapid Transit (BART)
4. California High-Speed Rail Authority
5. Caltrain
6. City of Santa Rosa
7. County Connection
8. Rio Vista Delta Breeze
9. Golden Gate Bridge Highway and Transportation District
10. Marin Transit
11. Metropolitan Transportation Commission (MTC)
12. Napa Valley Transportation Authority (NVTA)
13. San Francisco Municipal Transportation Agency (SFMTA)
14. SamTrans
15. San Francisco Bay Ferry (WETA)
16. San Francisco County Transportation Authority
17. Santa Cruz Metro
18. SolTrans
19. Sonoma-Marín Area Rail Transit (SMART)
20. Transbay Program
21. Santa Clara Transportation Authority (VTA)
22. Westcat

It is the policy of the member agencies participating in the Business Outreach Committee that small businesses owned and controlled by socially and economically disadvantaged individuals are provided equal opportunity to participate in the construction, professional service and procurement activities of their agencies.



Attachment B
Agenda Item 3

Date	Name of Event	Location
8/18/17	Calif. Black Chamber conference, 22nd Annual Ron Brown Business & Economic Summit & Women's Symposium	Hilton Airport Hotel, 1 Hegenberger Rd, Oakland, CA 94621
8/31/17	MTC Upcoming Contract Opportunities Open House	Bay Area Metro Center, Yerba Buena CR 375 Beale Street, San Francisco, CA 94105
9/20/17	Business Outreach Committee (BOC) "DBE Certification Workshop" Event	SFMTA, 1 South Van Ness Avenue, San Francisco, CA 94103
10/26/17	Caltrans Calmentor Event Quarterly Meeting	Caltrans District 4 Office 111 Grand Ave, 15 th Floor, Parkview room Oakland, CA
11/9/17	Santa Clara Valley Transportation Authority Regional Business Diversity Program	Santa Clara Valley Transportation Authority Auditorium 3331 N. 1 st Street, San Jose, CA 95134
1/25/18	Caltrans Calmentor Program Quarterly Meeting	Caltrans District 4 Office 111 Grand Ave, 15 th Floor, Parkview room Oakland, CA 94612
2/9/18	CA DGS Small Business Certification & Procurement Workshop	Ohlone College, Newark Campus, 39399 Cherry Street, Second Floor Room #2100, Newark, CA 94560
2/22/18	DBE/LBE Upcoming Opportunity Overview and Networking Event	San Francisco County Transportation Authority, 1455 Market Street, 22 nd floor, San Francisco, CA 94103
2/26/18	DBE and SBE Certification Workshop	Bay Area Metro Center, 375 Beale St, Yerba Buena room, San Francisco, CA 94103
3/6/18	Business Outreach Committee Prevailing Wage Workshop	Alameda County Transportation Commission, 1111 Broadway, 8th floor, Oakland, CA 94607
5/4/18	Caltrans Annual Calmentor Awards	Caltrans District 4 Office 111 Grand Ave, 15 th Floor, Atrium Area, Oakland, CA 94612
5/15/18	Business Outreach Committee Insurance Bonding Educational Workshop	San Francisco County Transportation Authority, 1455 Market Street, 22 nd floor, San Francisco, CA 94103

Clipper Activities, July 2017 to May 2018

BART Fee Surcharge and Youth Age Change Campaign

MTC worked closely with BART on a campaign to promote BART’s new paper ticket surcharge and the change in the maximum age for youth discounts to 18, effective January 1, 2018 – adult customers now pay an additional 50 cents on every one-way ride using a paper ticket (youth pay a 25-cent surcharge, and senior and disabled riders pay a 19-cent surcharge).

MTC’s contribution to the campaign consisted primarily of outreach, where we provided free adult Clipper cards. Working closely with BART, we completed 29 outreach events, at which we distributed 8,690 cards (see Table 1 for distribution by event). Tracking of usage of cards for one month following distribution shows high percentage of unique cards used and also a high rate of use. MTC also produced a “quick start” guide for outreach ambassadors to give customers along with their free card.

Save on every BART trip with Clipper!

Starting January 1 BART will add a surcharge (50¢ for adults, 25¢ for youth, and 19¢ for seniors and disabled riders) for each trip taken with a paper ticket.

Start using Clipper on BART and save money!

Get started
By adding value to your card at:

- Any BART ticket machine
- Walgreens, Whole Foods and other retailers
- Participating transit agency ticket offices
- clippercard.com
- Clipper Customer Service at 877.878.8883

Visit clippercard.com for sales locations.

To use your card on BART

1. Locate the Clipper card reader on top of the BART fare gate or on the side of the accessible fare gate.
2. Hold your card flat against the Clipper logo on the reader.
3. The reader will display "OK" and the gate will open.
4. At the end of your trip, hold your card on the card reader again to tag off.
5. The reader will calculate your correct fare and display your remaining balance.

Register your card
When you register your card, Clipper can replace your card and balance for a small fee. Registration is optional, but it's so easy - just visit clippercard.com.

clippercard.com | 877.878.8883

Table 1: Results of BART Fare Policy Change Outreach Activities

	Event	City	Adult Cards	Senior Cards	Customer Contacts
1	La Clinica de la Raza*	Pittsburg	92	9	101
2	Richmond BART Station**	Richmond	218	2	220
3	Coliseum BART Station**	Oakland	282	0	282
4	West Oakland Station**	Oakland	341	4	345
5	Spanish Speaking Citizens Foundation*	Oakland	40	0	40
6	Dublin/Pleasanton Station	Pleasanton	730	15	745
7	Bay Fair Station**	Bay Fair	429	9	438
8	Family Bridges*	Oakland	109	46	155
9	Hayward Station**	Hayward	741	8	749
10	MacArthur Station**	Oakland	349	5	354
11	El Cerrito del Norte Station**	El Cerrito	245	4	249
12	TNDC, Kelley Cullen Community*	SF	57	7	64
13	Richmond Main Street*	Richmond	106	21	127
14	TNDC, Ambassador Hotel*	SF	42	14	56
15	Concord Station**	Concord	361	5	366
16	Mission Neighborhood Centers*	SF	50	7	57
17	Compass Family Services*	SF	18	0	18
18	Ashby Station**	Berkeley	232	11	243
19	16 th Street Mission Station**	SF	399	2	401

20	Pittsburg/Bay Point Station**	Pittsburg	628	5	633
21	Balboa Park Station**	SF	561	5	566
22	Downtown Berkeley Station**	Berkeley	191	4	195
23	Bay Area Rescue Mission*	Richmond	48	4	52
24	Daly City Station**	Daly City	250	11	261
25	Powell St. Station	SF	475	7	482
26	Walnut Creek Station	Walnut Ck	472	16	498
27	South Hayward BART**	S. Hayward	420	4	424
28	Oakland Coliseum A's vs. Giants	Oakland	275	5	280
29	Fremont BART	Fremont	288	11	299
			8,449	241	8,700

Table 2: Usage of Cards Distributed in BART Fare Differential Outreach, One Month After Distribution*

Events	29
Cards Distributed	8,624
Unique cards used for fare payment	2,845
% Cards used for fare payment	33.0%
Fare payment transactions	43,588
Fare payments per card distributed	5.05
Fare payments per card used	15.3

*Analysis excludes some cards from last event

Future of Clipper, Phase 2

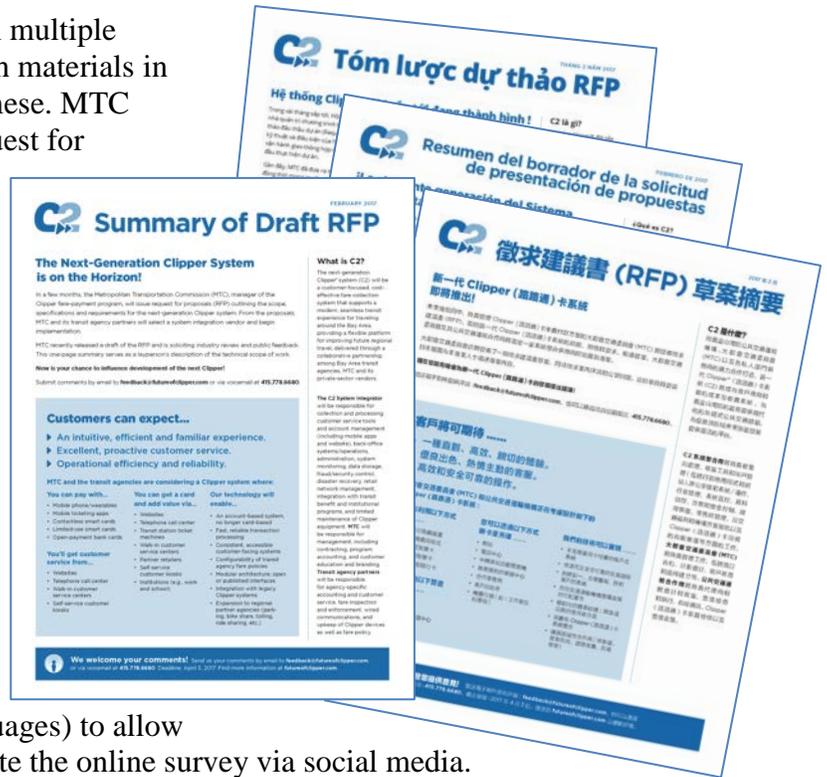
MTC implemented Phase 2 of public engagement on C2, the next-generation Clipper system, throughout 2017. Phase 1 was completed in fiscal year 2014-15 and included an online opt-in survey, selected stakeholder interviews, presentations at regional and transit agency advisory group meetings, and opportunities to submit comments via email and phone. It also included creation of the FutureofClipper.com website, in multiple languages, as the central resource for public engagement opportunities for Clipper and to let people know that they can provide input into the design of the next-generation Clipper system on an ongoing basis.

For Phase 2, MTC provided multiple opportunities for members of the public to provide feedback. MTC:

- Accepted comments via email, voicemail and social media on the draft RFP specifically (February 28-April 3, 2017) and on an ongoing basis (throughout 2017);
- Held focus groups to help develop an online opt-in survey (March 9 and 14, 2017);
- Conducted an opt-in, non-representative online survey with 8,735 responses to solicit public input on specific issues (April 17-June 1, 2017);
- Interviewed 19 stakeholders regarding accessibility, low-income access and transit benefit programs; and
- Conducted an intercept survey of 1,088 non-Clipper users to identify barriers to Clipper usage and test concepts for improvements in the next generation of Clipper.

Respondents could provide feedback in multiple languages, and MTC produced outreach materials in English, Spanish, Chinese and Vietnamese. MTC developed a summary of the draft Request for Proposals for a System Integrator to help the public understand the document. The summary was produced in English, Spanish, Chinese and Vietnamese.

To promote the opt-in survey, MTC ran digital advertising in Spanish, Chinese and Vietnamese. MTC produced a take-one in four languages, and updated the four-language FutureofClipper.com website with information about the opportunity to participate in the online survey. MTC also produced a 40-second video (also in multiple languages) to allow MTC and the transit agencies to promote the online survey via social media. The English version is here: <https://youtu.be/12uXgJVHULg>.



Despite variations in types of participants and level of engagement, the results were fairly consistent:

- Transit agencies serve diverse customers, and each has personal preferences or needs around transit payment.
- Many have a strong interest in using Clipper for more than fixed-route transit.
- Transit riders want to be able to add value on the go and use it immediately.
- People want more information than less, and most are comfortable with self-service approaches to customer service.
- Transit riders would like a regional fare policy that provides discounts for use across multiple transit agencies.

Community-Based Organization Free Card Distribution

As a policy, MTC provides cards with no fee to community-based organizations serving low-income and limited English-proficient individuals. Normally the per-card fee is \$3. Since July 2017, MTC has approved the distribution of free cards to the following organizations:

Organization	Quantity
Albany Community Resource Center	25-50
Albert Schweitzer Foundation	12
Bay Area Rescue Mission	50
Community on Shelterless	150
Contra Costa County Probation Department	100
Education Outside	56

FACES SF	50
Life Long Medical Care	50-75
Mission Neighborhood Resource Center	TBD*
No One Left Behind	50
Oakland Public Library	20
San Francisco Health Authority	30
St. Vincent de Paul	25
Support for Families of Children with Disabilities	20
The Suitcase Clinic	50
TransForm	750
Women's Daytime Drop-In Center	25

*This organization requested and received approval to order on an ongoing basis.