



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 4e

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: November 2, 2018

FR: Executive Director

W.I. 2700

RE: Contract Approval – Clipper® Card Issuer Agreement with Bay Area Motivate, LLC

Staff requests approval of a Clipper Card Issuer Agreement with Bay Area Motivate, LLC (Motivate), the owner and operator of Ford GoBike.

Background

In 2015, the Commission approved the Executive Director to negotiate and enter into an agreement with Motivate to provide 7,000 bike share bicycles in Berkeley, Emeryville, Oakland, San Francisco and San Jose without the need for public funding. On June 28, 2017, the system, which was branded and named “Ford GoBike,” launched. Today, the system is completely deployed in the East Bay and is about half deployed in San Francisco and San Jose.

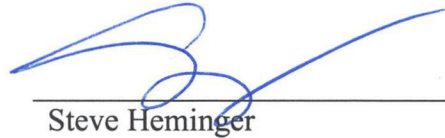
In the Program Agreement Functional Specifications section, the term “Allow Annual Members to use Clipper card to access Bicycles in lieu of key fob” is included. Since launch, all Ford GoBike stations have a Clipper card reader which allows members to use their Clipper card to unlock a bicycle, and Ford GoBike has allowed members to supply their own Clipper card serial numbers to use as an identifier at bike share stations. The other option for membership identification is by use of the Ford GoBike mobile application. In September 2018, 59,834 trips, or 32% of all trips, started by use of a Clipper card, and 8,300 members, or 50% of all members, used their Clipper card as their membership identifier. With the exception of some promotional Clipper cards, Ford GoBike has not been approved to distribute Clipper cards to its members who do not already have one.

To encourage the use of Clipper as membership identifier for Ford GoBike, staff is seeking approval to execute a Clipper Card Issuer Agreement with Motivate, which is a zero cost contract. This Clipper Card Issuer Agreement will allow Motivate to distribute Clipper cards to Ford GoBike members at Motivate’s sole expense, and will require Motivate to comply with MTC’s requirements for maintaining confidentiality of personally identifiable information (PII) and to provide MTC with bike trip data.

In July, 2017, Motivate's parent company, Bike Share Holdings, LLC announced that it intended to merge with a subsidiary of Lyft, Inc., a company in which MTC Commissioner Josefowitz has disclosed an interest in stock. Commissioner Josefowitz was not involved in the negotiation of the proposed Card Issuer Agreement with Motivate and is not a member of the Operations Committee.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and execute a Clipper Card Issuer Agreement with Motivate so that Motivate can issue Clipper cards to Ford GoBike members.



Steve Heminger

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REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract

Work Item No.:	2700
Contractor:	Bay Area Motivate, LLC San Francisco, CA
Work Project Title:	Clipper® Card Issuer Agreement
Purpose of Project:	Allow Bay Area Motivate, LLC to issue Clipper cards to Ford GoBike members
Brief Scope of Work:	Bay Area Motivate, LLC will design and order Clipper cards through MTC, and issue these cards to Ford GoBike members, to use Clipper as a membership identifier to unlock bicycles.
Project Cost Not to Exceed:	\$0
Funding Source:	N/A
Fiscal Impact:	None.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a no-cost contract with Bay Area Motivate, LLC to allow the issuance of Clipper cards to Ford GoBike members as described above and in the Executive Director's memorandum dated November 2, 2018.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	Date: November 9, 2018