

# Clipper® Executive Board


November 12, 2019

Agenda Item 3a

## Contract Amendment – Customer Research, Education and Outreach for the Clipper® Program: MIG, Inc. (MIG) (\$400,000)

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- Subject:** Request for approval of a Contract Amendment for customer research, education and outreach for the Clipper program.
- Background:** MTC engages contractors to assist with the implementation of customer research, education and outreach initiatives to benefit current and potential Clipper customers. MIG provides support for these initiatives, but was only partially funded for FY 2019-20 pending planning for a spring 2020 campaign.
- The proposed contract amendment would fund a regional spring 2020 effort to educate people about how to use Clipper. Using the information generated by our biennial survey completed in October 2019, MIG would develop and implement strategies to address misconceptions people have about Clipper. For example, some people do not know that a Clipper card can be used on multiple transit services. Others believe a credit card is required to use Clipper. Neither of these is true, but an educational campaign would help convey this helpful information. MIG would also use this initiative to deliver on MTC's mandate to provide Clipper information and outreach to Title VI and Environmental Justice-protected populations.
- In addition, MIG would continue to prepare updates to online and print materials in support of ongoing operational changes, such as fare policy changes and Clipper system improvements.
- This contract amendment was contemplated and is included in the Two-Year Clipper Budget and Work Plan approved by the Clipper Executive Board on March 18, 2019. MIG is part of the pre-qualified Electronic Payment Implementation and Operations consultant bench competitively selected by MTC in May 2016. The current contract amount is \$2,895,000; the proposed amendment would add \$400,000. This contract will expire on June 30, 2020.
- Issues:** There are no issues with this proposed Amendment.
- Recommendation:** Staff recommends that the Clipper Executive Board approve a Contract Amendment with MIG, Inc. in an amount not to exceed \$400,000 to provide customer research, education and outreach as described above.

  
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Carol Kuester

## REQUEST FOR BOARD APPROVAL

### Summary of Proposed Contract Amendment

Consultant:	MIG, Inc. Berkeley, CA
Work Project Title:	Clipper® Customer Research, Education and Outreach
Purpose of Project:	To provide customer research, education and outreach for the Clipper system
Brief Scope of Work:	To develop and implement a campaign to educate people about Clipper and to prepare updates to online and print materials
Project Cost Not to Exceed:	\$400,000
Funding Source:	STP, CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating, Regional Measure 3, SB1 State of Good Repair
Fiscal Impact:	Funds available in the FY 2019-20 MTC agency budget.
Motion by Board:	That the Contract Amendment with MIG, Inc. as described herein and in the Clipper Executive Director's November 8, 2019 memorandum, is hereby approved by the Clipper Executive Board.
Clipper Executive Board:	
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	Denis Mulligan, Chair
Approved:	November 18, 2019