

Clipper[®] Executive Board

September 21, 2020

Agenda Item 3a

Clipper[®] Contract Amendment – Customer Research, Education and Outreach: MIG, Inc. (\$1,800,000)

Subject: Request for approval of contract amendment for MIG, Inc. for Clipper public education and outreach (\$1,800,000).

Background: This amendment would provide funds for two initiatives: public outreach for the new Clipper mobile app and marketing and public education for the Clipper START program.

i. **Mobile App Public Outreach (\$1,500,000)**

The new Clipper mobile app will actively be in testing with a representative group of transit riders before the end of 2020, and it will roll out to the public when testing is complete. For the public launch, both handset providers will partially fund launch activities, and MTC will need to fund remaining activities. These will include design and production of ads placed in out-of-home space donated by the transit operators – interior car cards; king-, queen- and tail-sized advertising, and transit shelter advertising. MTC will supplement donated space with paid space, ensuring some portion of the advertising flow back to some transit operators in the form of paid advertising. Out-of-home advertising will be supplemented by digital advertising. MTC may also place stickers on some or all card readers indicating that they accept new payment methods.

ii. **Clipper START Public Education (\$300,000)**

MTC planned for extending the advertising for the four initial operators through the end of 2020. With 17 new operators joining the program, MTC will roll out launch advertising for the new operators in two groups: Group 1 in October/November 2020 and Group 2 in January 2021. This will include design and production of ads placed in out-of-home space donated by the transit operators – interior car cards; king-, queen- and tail-sized advertising, and transit shelter advertising. This will be supplemented by digital advertising to run through the end of the fiscal year, June 30, 2021. The advertising will be supplemented by outreach to social service agencies and community-based organizations, as well as press releases by MTC and the participating agencies and promotion through MTC's and transit agencies' other assets, such as social media.

These funds are required for Clipper to promote these important programs and will also help Clipper meet Title VI requirements. The app also is critical to the program's ability to promote an additional contactless form of payment for transit riders who may not already use Clipper cards. However, given that transit ridership is still far below normal levels, the amount spent for marketing can be ramped down to less than \$1.5 million as needed.

Issues: None

Recommendation: Staff recommends approval of a contract amendment with MIG in an amount not to exceed \$1,800,000.

Attachments: None



Carol Kuester

REQUEST FOR CLIPPER EXECUTIVE BOARD APPROVAL

Summary of Proposed Contract Amendment

Contractor:	MIG, Inc. Berkeley, CA
Work Project Title:	Public Outreach and Education Services
Purpose of Amendment:	Provide assistance with communications and customer education efforts
Brief Scope of Work:	Provide public education through print, online and paid media, i.e., advertisements
Project Cost Not to Exceed:	\$1,800,000 (this amendment) Total Contract value including amendments before this amendment = \$4,830,000 Total contract amount with this amendment = \$6,630,000
Funding Source:	Regional Measure 2 Marketing and Operations, STA, STP, Senate Bill 1 State of Good Repair
Fiscal Impact:	Funds are included in the FY 2020-21 MTC agency budget
Motion:	That a contract amendment with MIG, Inc., for the purposes described herein and in the Executive Director's memorandum dated September 21, 2020, is hereby approved by the Clipper Executive Board.
Executive Board:	<hr/> Rick Ramacier, Chair
Approved:	Date: September 21, 2020