

**Metropolitan Transportation Commission  
Operations Committee**

**May 14, 2021**

**Agenda Item 4d**

**Contract Amendment – Customer Research, Education and Outreach for the Clipper® Program:  
MIG, Inc. (MIG) (\$1,500,000)**

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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. A primary goal of MTC's customer education and marketing program is to support transit operator fare policy and service changes that create demand for Clipper cards and information.

This contract amendment was contemplated and is included in the Two-Year Clipper Budget and Work Plan. MIG was part of the pre-qualified Electronic Payment Implementation and Operations consultant bench competitively selected by MTC in May 2016. This bench expires June 30, 2021, but a contract amendment is sought based on a sole source justification for compelling business reasons due to the need for continuity in promotion of the Clipper mobile app and fare payment.

Under this proposed contract amendment, 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. MIG would also manage and continue to expand Clipper's social media program.

MIG is providing marketing, advertising and coordination for the launch of the Clipper mobile app in FY 2020-21, but the campaign to promote the app will take place over a year-long period with alternating campaigns to promote each phone provider and the unique features of its respective payment method, followed by another combined campaign in mid-FY 2021-22.

MTC conducts a biennial survey of Clipper users and non-Clipper users, and this year will be particularly interesting due to the rollout of the Clipper app and mobile fare payment and what this means for adoption of Clipper. The survey will take place in fall 2021.

In FY 2021-22, MIG also will promote the Clipper START program to ensure continued enrollment in this important equity-based pilot program. Promotion will include on-board advertising supplemented by digital advertising.

The current contract amount is \$5,030,000; the proposed contract amendment would add \$1,500,000 and would extend the period of performance to June 30, 2022.

MIG is neither a small business nor a disadvantaged business enterprise and has no subcontractors. The Clipper Executive Board approved this proposed contract amendment at its April 19, 2021 meeting.

**Issues:** There are no issues with this proposed contract amendment.

**Attachments:** None.

**Recommendation:** Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a Contract Amendment with MIG in an amount not to exceed \$1,500,000 to provide customer research, education and outreach as described above.

  
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Therese W. McMillan

## REQUEST FOR COMMITTEE 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 campaigns to educate people about Clipper, to prepare updates to online and print materials, and to conduct program monitoring research
Project Cost Not to Exceed:	\$1,500,000
Funding Source:	State Transit Assistance, Regional Measure 2 Operating, Regional Measure 2 Marketing, SB1 State of Good Repair Clipper Card Fees, Clipper Float Account, Clipper Inactive Card Funds
Fiscal Impact:	Funds dependent on the approval of the FY 2021-22 MTC agency budget.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a Contract Amendment with MIG, Inc. as described above and in the Operations Committee Summary Sheet dated May 14, 2021, and the Chief Financial Officer is authorized to set aside \$1,500,000 for such purpose, subject to the approval of the FY 2021-22 MTC budget.
Operations Committee:	
	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021