

Metropolitan Transportation Commission

Operations Committee

September 10, 2021

Agenda Item 4e

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

Subject: Request for approval of contract action for Clipper® customer research, education and outreach: MIG, Inc. (\$1,500,000).

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, Inc. (MIG) was part of the pre-qualified Electronic Payment Implementation and Operations consultant bench competitively selected by MTC in May 2016. This bench expired June 30, 2021, but staff recommends a contract amendment 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 would 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 \$6,530,000; the proposed contract amendment would add \$1,500,000 for a total amount of \$8,030,000 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:	None identified.
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.
Attachments:	None


Therese W. McMillan

Request for Committee Approval
Summary of Proposed Contract Amendment

Work Item No.:	1221, 1220
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 program.
Brief Scope of Work:	To develop and implement campaigns to educate people about Clipper, to prepare updates to online and printed materials, and to conduct program research.
Project Cost Not to Exceed:	The current contract amount is \$6,530,000. This amendment would add \$1,500,000. The new total will be \$8,030,000.
Funding Source:	Regional Measure 2 Marketing, Senate Bill 1 State of Good Repair, State Transit Assistance, Low-Carbon Transit Operations Program, Regional Measure 2 Operating, Clipper Card Fees, Clipper Float Account Interest, Clipper Inactive Card Funds.
Fiscal Impact:	Funds approved in 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. for customer research, education and outreach as described above and in the Operations Committee Summary Sheet dated September 10, 2021, and that the Chief Financial Officer is authorized to set aside \$1,500,000 for such amendment.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	September 10, 2021