



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Operations Committee

DATE: June 6, 2008

FR: Deputy Executive Director, Operations

W.I.: 310-2700 and 105-1221

RE: TransLink<sup>®</sup> Program

- i. Purchase Order – TransLink<sup>®</sup> Network Services: AT&T (\$332,000)
- ii. Contract – TransLink<sup>®</sup> Marketing and Distribution Support for San Francisco Municipal Transportation Agency: Auriga (\$255,000)
- iii. Funding Agreement Amendment: RTC Discount Card Program Integration: BART (\$75,400)
- iv. Funding Agreement Amendment: Site Preparation: BART (\$50,895)

### **Background**

TransLink<sup>®</sup> is the Bay Area's regional smart card for transit. The first phase of region wide deployment includes AC Transit and the Golden Gate Bridge and Highway Transportation District (GGBHTD). The second phase includes BART, San Francisco Municipal Transportation Agency (SFMTA) and Caltrain. Additional phases, scheduled through 2010, will bring TransLink<sup>®</sup> to the remaining Bay Area transit systems.

#### **i. Purchase Order – TransLink<sup>®</sup> Network Services: AT&T (\$332,000)**

In December 2000, the Administration Committee approved a contract with Pacific Bell Network Integration (PBNI), now known as AT&T, for networking services for the TransLink<sup>®</sup> program. This network connects card readers and other devices with data servers and the TransLink<sup>®</sup> Central System. Since then, MTC has approved a total of eight Purchase Orders with this vendor for the installation and operation of network services for a total of \$1,482,992. Last year, a purchase order was approved in June for the 2007-08 fiscal year in the amount of \$320,000. The FY 2008-09 purchase order for \$332,000 will cover network operations and installation, including \$4,000 for installation of new lines, and \$298,000 for service on all lines and a 10 percent contingency.

#### **ii. Contract – TransLink<sup>®</sup> Marketing and Distribution Support for San Francisco Municipal Transportation Agency: Auriga (\$255,000)**

This contract with Auriga will provide marketing support services related to implementation of TransLink<sup>®</sup> specifically for SFMTA. The firm was approved by this Committee as one of the “on-call” consultants for the TransLink<sup>®</sup> Consultant Assistance Program in April 2007. Over the last year, under a separate agreement, Auriga has made significant contributions to the

TransLink® project. Under the proposed contract, support from two on-site consultants, each working nearly full time for six months, will continue to support SF MTA by incorporating TransLink® into the SF MTA website, developing and implementing soft and hard launch rollout strategies, supporting fare and boarding policy analyses, developing a FastPass migration strategy, and supporting integration of TransLink® into the replacement SFMTA automated fare collection system.

Funding for this contract will be considered as part of a separate RM2 allocation at the June Programming and Allocations Committee Meeting.

**iii. Funding Agreement Amendment – RTC Discount Card Program: BART (\$75,400)**

In order to assist with the integration of TransLink® and the Regional Transit Connection (RTC) Discount Card Program, MTC entered into a funding agreement with BART to serve as the program manager of the RTC Discount Card Program. In June 2007, the RTC Discount Card Program Processor began issuing the TransLink® version of RTC Discount Cards (“RTC TransLink® Cards”) to qualified patrons. The RTC Discount Card Program has over 100,000 active cardholders, and it will take approximately three years for the RTC cardholder population to be transitioned to RTC TransLink® cards. Since the distribution of RTC TransLink® cards involves some additional costs, the TransLink® Consortium recommends using funds available in the TransLink® capital budget for the purchase of equipment, supplies, and services, as well as the cost of the additional administrative tasks. The current funding agreement with BART expires June 30, 2008. Staff would like to extend this agreement through June 30, 2009 and add \$75,400.

**iv. Funding Agreement Amendment – SFMTA Site Preparation: BART (\$50,895)**

On behalf of SFMTA, BART is managing site preparation in their San Francisco stations. BART has requested additional funds to complete work at two Muni Metro stations. This work includes repair of water-damaged conduit at West Portal Station and new conduit Embarcadero Station. Conduit at these stations is necessary to protect network cabling and prevent future disruptions to TransLink system operations. This amendment will cover BART project management and oversight, at a cost not to exceed \$50,895. With this amendment the total amount in the agreement for SFMTA Site Preparation will be \$405,260.

**Recommendation**

Staff recommends that the Operations Committee authorize the Executive Director to issue a purchase order to AT&T, not to exceed \$332,000; to negotiate and enter into a contract with Auriga, not to exceed \$255,000; and to amend two funding agreements with BART: one for the RTC Discount Card not to exceed \$75,400, the other for SFMTA site preparation, not to exceed \$50,895.

AF/BG

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Ann Flemer

# REQUEST FOR COMMITTEE APPROVAL

## Summary of Proposed Purchase Order

Work Item No.: 310-2700 and 105-1221

Contractor: AT&T  
Sacramento, CA

Project Title: TransLink<sup>®</sup> Networking Services

Purpose of Project: Provide a communications network for the TransLink<sup>®</sup> program.

Brief Scope of Work: Service fees and capital costs for network, frame relay and dial-up services connecting TransLink<sup>®</sup> devices to computer servers and the central clearinghouse.

Project Cost Not to Exceed: \$332,000

Funding Source: Capital: FTA Section 5307, STP/CMAQ, STP Exchange, STIP, STA  
Operating: FTA Section 5307, STP/CMAQ, STP Exchange, STIP, STA

Fiscal Impact: Funding to come from previously programmed state and federal funds for the TransLink<sup>®</sup> program.

Motion by Committee: That the Executive Director or his designee is authorized to issue a purchase order for communications network services from AT&T and the Chief Financial Officer is authorized to set aside funds up to \$332,000 for such a purchase order.

Operations Committee:

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Sue Lempert, Chair

Approved: Date: June 13, 2008

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Consultant Contract

Work Item No.: 105-1221

Consultant: Auriga Corporation  
Milpitas, California

Work Project Title: TransLink<sup>®</sup> Marketing and Distribution Support for San Francisco Municipal Transportation Agency

Purpose of Project: To provide marketing support to SFMTA for revenue ready, soft launch and hard launch.

Brief Scope of Work: 1) Incorporate TransLink into the SFMTA website; 2) Develop and implement soft and hard launch rollout strategies; 3) Identify public relations issues related to limited TransLink<sup>®</sup> implementation in the Metro system and implement strategies to address them; 4) Perform card distribution planning and support; 5) Develop Processes and User Manuals (SOP); 6) Support fare and boarding policy analyses; 7) Develop a FastPass migration strategy; 8) Provide periodic management reports; 9) Develop Key Performance Indicators; 10) Provide support for the integration of TransLink<sup>®</sup> into the replacement MTA automated fare collection system

Project Cost Not to Exceed: \$255,000

Funding Sources: RM-2 Operating

Fiscal Impact: In proposed RM2 Allocation at June Programming and Allocation Committee Meeting

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Auriga Corporation for TransLink<sup>®</sup> SFMTA marketing support and the Chief Financial Officer is directed to set aside funds up to \$ 255,000 for such contract.

Operations Committee:

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Sue Lempert, Chair

Approved: Date: June 13, 2008

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Funding Agreement Amendment

Work Item No.: 310-2700

Agency: Bay Area Rapid Transit District (BART)  
Oakland, California

Project Title: Phase II TransLink<sup>®</sup> - Regional Transit Connection (RTC)  
Discount Card Program Integration

Purpose of Project: Distribution of the TransLink<sup>®</sup> RTC cards to qualified transit riders

Brief Scope of Work: Purchase equipment, supplies, and services and to perform additional administrative tasks to support the integration of TransLink<sup>®</sup> and the RTC Discount Card Program during FY 08/09.

Project Cost Not to Exceed: \$75,400 this amendment (\$101,897 previous agreement amount)

Funding Source: CMAQ, STP Exchange, State Transit Assistance (STA)

Fiscal Impact: Funding to come from state and federal funds previously programmed for the TransLink<sup>®</sup> program and included in TransLink<sup>®</sup> capital budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement amendment as described herein, and the Chief Financial Officer is authorized to set aside funds up to \$75,400 for such a contract amendment.

Operations Committee:

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Sue Lempert, Chair

Approved: Date: June 13, 2008

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Funding Agreement Amendment

Work Item No.: 310-2700

Agency: Bay Area Rapid Transit District (BART)  
Oakland, California

Project Title: Phase II Site Preparation

Purpose of Project: To prepare operator facilities for the installation and operation of TransLink® equipment and devices.

Brief Scope of Work: Provides installation of conduit at two Muni stations for implementation of the TransLink® network.

Project Cost Not to Exceed: \$50,895 this amendment (\$364,365 previous agreement amount for Muni site preparation)

Funding Source: STA Disc., STP Ex., CMAQ, STPP

Fiscal Impact: Funding to come from state and federal funds previously programmed for the TransLink® program and included in TransLink® capital budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement amendment as described herein, and the Chief Financial Officer is authorized to set aside funds up to \$50,895 for such a contract amendment.

Operations Committee:

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Sue Lempert, Chair

Approved: Date: June 13, 2008