



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Operations Committee

DATE: December 4, 2009

FR: Executive Director

W.I. 310-2700

RE: Contract Change Order – TransLink® Branding Changes: Cubic Transportation Systems, Inc.

Program Update

For the week ending November 13, 2009, the average weekday TransLink® transaction volume was 44,125 transactions per day – more than double the transaction volume from one year ago. Transaction volume has increased by about 50 percent since August 2009 when BART and Caltrain began accepting TransLink®. Transaction volume in a single month exceeded one million transactions for the first time in October.

As transaction volume has increased, the TransLink® Contractor's performance in some areas has declined. In October, the Contractor failed to meet several customer service-related performance requirements such as the percentage of customer phone calls answered within 20 seconds, the percentage of calls answered within three minutes, and the processing time for replacement cards. The Contractor has responded by hiring additional personnel and automating certain customer service-related processes. Staff is working closely with the Contractor to ensure improved performance.

The Contractor has installed TransLink® card readers on 88 SamTrans buses as of November 5th. The Contractor will begin installing equipment on VTA vehicles in January, which is a slight delay from last month's report. Progress is continuing on other major initiatives including the replacement of SFMTA's Muni Metro faregates and vending machines with TransLink®-compatible equipment and the deployment of TransLink® as a payment option at five SFMTA parking garages. Both projects are expected to be completed in late 2010.

Contract Change Order: Cubic Transportation Systems

A number of project milestones will occur in the next year that collectively present an opportunity both to re-launch TransLink® as an improved product and better establish the brand with the Bay Area public. The key milestones include the transit agencies' transition of existing passes and tickets to smart card-only availability, achievement of "revenue ready" status on VTA and SamTrans, the program's launch of a new employer transit benefits program, and implementation of enhanced functions on the website. In addition, the name "TransLink" is used by several other transportation service providers around the world, which diminishes the

connection of the name to public transit services in the San Francisco Bay Area. In recognition of this opportunity, staff was tasked with exploring other brand names for the program. Pending analysis of a trademark search initiated by MTC, staff recommends changing the program name to “Clipper”, beginning in mid-2010. The new brand will identify the program as unique to the San Francisco Bay Area. Staff will provide some examples of the proposed brand design at the Operations Committee meeting.

Implementing the new name will require updates to the various customer user interfaces. This includes, but is not limited to, the TransLink[®] website, Add Value Machines (AVMs), the handheld card readers, ticket office terminals, the retail vending units and the user interfaces of the different types of card readers. Beginning in mid-2010, all cards will bear the new brand name and image. The TransLink[®] Contractor will implement the changes on a schedule that coordinates with the planned transition of certain existing fare media to TransLink[®]-only availability. Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a change order in an amount not to exceed \$500,000 to enable the Contractor to implement a new brand name and image for the TransLink[®] program.

Steve Heminger

SH:JA

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

Work Item No.: 310-2700

Contractor: Cubic Transportation Systems
San Diego, CA

Project Title: TransLink® Branding Updates

Purpose of Project: Update TransLink® user interfaces, e.g. the program website and device displays

Brief Scope of Work: Modify hardware and software to update user interfaces.

Project Cost Not to Exceed: \$500,000 (current capital contract = \$97,004,623)

Funding Source: CMAQ and STA.

Fiscal Impact: Funds included in FY 2009-10 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract change order to improve and update TransLink® user interfaces and the Chief Financial Officer is authorized to set aside funds up to \$500,000 for such a contract change order.

Operations Committee:

Amy Rein Worth, Chair

Approved:

Date: December 11, 2009