

## **TransLink<sup>®</sup> Management Group**

### **Minutes of Meeting on 11/23/09 at MTC**

Attendees: Kathleen Kelly, AC Transit; Mary King, AC Transit; Dorothy Dugger, BART; Celia Kupersmith, Golden Gate Bridge Highway and Transportation District (GGBHTD); Steve Heminger, MTC; Mike Scanlon, SamTrans; Nathaniel Ford, San Francisco Municipal Transportation Agency (SFMTA); Michael Burns, Santa Clara Valley Transportation Authority (VTA); and Jeanne Krieg, Tri Delta Transit. Also in attendance were Robin Reitzes, the Consortium Legal Counsel; and Janet Gallegos, Booz Allen Hamilton.

#### 1. Roll Call

The meeting started at 1:10 PM. Roll was called. A quorum was confirmed. Chair Celia Kupersmith confirmed there were no Significant Business Matters on the agenda.

#### 2. Chairperson's Report

Ms. Kupersmith thanked everyone for the hard work put in on TransLink<sup>®</sup>, and she summarized some of the accomplishments from the last 12 months: the work of the Strategic Business Planning Committee; development of limited use TransLink<sup>®</sup> card policies; the assignment of the TransLink<sup>®</sup> Contract from Motorola to Cubic; and achieving Revenue Ready for the system's implementation on BART and Caltrain. Ms. Kupersmith thanked Jennifer Mennucci of GGBHTD for her service as Chair of the Finance Committee, and she announced her selection of Steve Bell of SFMTA as the new Finance Committee Chair. The Chair asked TMG members to consult their calendars regarding a December TMG meeting on either December 11<sup>th</sup> or December 21<sup>st</sup>. She also suggested there would be a TMG meeting on January 4, 2010. Melanie Crotty of MTC said that if the only reason to conduct a meeting in early January were to enable the TMG to approve a TransLink<sup>®</sup> contract change order for Golden Gate Ferry vending machines, the approval request could occur at the December meeting with an indication of the maximum amount for change order.

#### 3. Minutes of TMG meeting of 10/26/2009

Ms. Kupersmith requested that MTC distribute meeting materials and the agenda in a timely fashion in order for members of the TMG to review materials more thoroughly. Steve Heminger of MTC made a motion to approve the minutes distributed as an attachment to Mike Lee's (MTC staff) email of 9 a.m. the morning of November 23<sup>rd</sup>. Mike Scanlon of SamTrans moved for approval of the minutes, and Mr. Heminger seconded. The minutes were approved unanimously, 8 – 0.

#### 4a. TransLink<sup>®</sup> Program Status

Scott Rodda of MTC distributed a project status report detailing TransLink<sup>®</sup> activities and progress, and he reported on the following key points: achievement of over 40,000 transactions on an average weekday and over one million fee generating transactions for the month; \$2.5 million of TransLink<sup>®</sup> value added to TransLink<sup>®</sup> cards by customers; end of day settlement took longer than normal on several occasions recently, but the Contractor has plans to address the problem; the Contractor's performance relative to

several cardholder support services performance standards is below the base contract requirements; and work on the Fare Media Transition plan, which is a subject on the agenda for the Partnership Transit Coordination Committee (PTCC) meeting immediately following the TMG. Mr. Rodda also discussed the following presentation slides: slide 7 of the Program Management Report, TransLink<sup>®</sup> Market Penetration, which includes a table showing the effect that the recent Bay Bridge closure had on BART's TransLink<sup>®</sup> ridership; slide 12 of the Program Management Report, System Operations Key Performance Indicators; and slide 26 of the Program Management Report, Status of TransLink<sup>®</sup> Contract Change Notices.

4b. TransLink<sup>®</sup> Contractor Report

Dave Lapczynski of Cubic Transportation Systems presented a report that addressed items from the previous TMG meetings in September and October: the GGBHTD Ticket Office Terminal/static electricity issue; and a new proposed issue escalation path to MTC. Mr. Lapczynski also discussed the following information contained in his written report: TransLink<sup>®</sup> transaction volume has increased significantly over the last three months; card use is averaging 15 rides per month per card; and much higher sales volume is occurring at retail outlets. Regarding performance issues, he said that Cubic has hired new staff and streamlined processes in the backend, which has resulted in improved performance in the areas of answering calls and lower abandoned call rates.

Michael Burns of VTA asked if turn-around time for issuance of a replacement card could be reduced. Mr. Lapczynski responded that the delay resulted from the process of making sure all transactions have been recognized on the card before a replacement card is issued.

Mr. Heminger asked Mr. Lapczynski to speak about the End of Day settlement issues. Mr. Lapczynski clarified that no funds were lost. The problem was first noticed on 11/6, processes were restarted to resolve the problem on 11/8, and the backlog was clear by 11/11.

Dorothy Dugger of BART asked what caused the backlog of TransLink<sup>®</sup> Service Bureau (TSB) requests in October. Mr. Lapczynski said that as transactions increased, there was a cascading effect that impacted fulfillment of transaction histories, balance inquires, and response to customer calls. Cubic was able to address the backlog of work by assigning some of these tasks to staff not responsible for handling phone calls, which enabled call center personnel to focus on handling the call volume.

5. Consortium Information Management System (CIMS)

Mr. Burns spoke about the history and background of CIMS. He said that in the event the Consortium decides not to finish the development of the system, the Consortium would have exposure to pay a significant percentage of the \$800,000 amount remaining in VTA's contract with CMS Americas. He said that even if the project were not completed and the system was not operated, the work would not have been wasted. Mr. Scanlon stated that his organization is still interested in pursuing CIMS, even if the only operators still interested were Caltrain and VTA. Ms. Kupersmith requested clarification on the split of operating costs to the operators before the next TMG meeting.

Mr. Lapczynski said that the usage data is owned by the transit operators and not by the Contractor. However, he said that if the program were to attempt to maintain four different system databases including the TransLink<sup>®</sup> Central System, BART's DAS, the TDS Store and CIMS, there is virtually no chance that the information will be completely the same on all four databases.

The TMG agreed to defer the item to the December meeting. They asked to have more information on the TransLink<sup>®</sup> Data Server Store (TDS Store) and an updated estimate of the ongoing operations and maintenance cost and a statement on the level of cooperation needed from Cubic.

6. TransLink<sup>®</sup> and Employer Programs

Lysa Hale of MTC presented a report concerning how customers can use TransLink<sup>®</sup> with employee transit benefits. Ms. Hale provided background regarding transit benefits, and she listed the different options available for providing employees with transit value: vouchers, online interfaces, and commuter cards that work like debit cards. Ms. Hale described some of the challenges related to the interface between existing third party-managed benefit programs and TransLink<sup>®</sup> including: customers' having to go in-person to stores to redeem vouchers and load the value onto TransLink<sup>®</sup> cards, voucher expiration policies, and customers' inability to use vouchers to load BART High Value Discount tickets to TransLink<sup>®</sup> cards. She also discussed the new TransLink<sup>®</sup> Direct Benefits program, which is a new program that allows employers to work directly with TransLink<sup>®</sup> to provide employee transit benefits. She described several features of the TransLink<sup>®</sup> Direct Benefits program. She said that the TransLink<sup>®</sup> Contractor is also working on website improvements that will enable customers to access their card balance and transaction histories online; she said these improvements would apply to all customers whether or not they are enrolled in the TransLink<sup>®</sup> Direct Benefits program.

7. Public Comment/New Business

There was no public comment or new business.

8. Adjournment/Next Meeting

The meeting was adjourned at 2:15 PM. The next meeting date of the TMG is December 11<sup>th</sup>, with the location to be determined.