



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Joseph P. Bort MetroCenter  
101 Eighth Street  
Oakland, CA 94607-4700  
TEL 510.817.5700  
TTY/TDD 510.817.5769  
FAX 510.817.5848  
E-MAIL info@mtc.ca.gov  
WEB www.mtc.ca.gov

Agenda Item No. 2a

*Scott Haggerty, Chair*  
Alameda County

*Adrienne J. Tissier, Vice Chair*  
San Mateo County

*Tom Azumbrado*  
U.S. Department of Housing  
and Urban Development

*Tom Bates*  
Cities of Alameda County

*Dean J. Chu*  
Cities of Santa Clara County

*Dave Cortese*  
Association of Bay Area Governments

*Chris Daly*  
City and County of San Francisco

*Bill Dodd*  
Napa County and Cities

*Dorene M. Giacomini*  
U.S. Department of Transportation

*Federal D. Glover*  
Contra Costa County

*Anne W. Halsted*  
San Francisco Bay Conservation  
and Development Commission

*Steve Kinsey*  
Marin County and Cities

*Sue Lempert*  
Cities of San Mateo County

*Jake Mackenzie*  
Sonoma County and Cities

*Jon Rubin*  
San Francisco Mayor's Appointee

*Bijan Sartipi*  
State Business, Transportation  
and Housing Agency

*James P. Spering*  
Solano County and Cities

*Amy Rein Worth*  
Cities of Contra Costa County

*Ken Yeager*  
Santa Clara County

*Steve Heminger*  
Executive Director

*Ann Flemer*  
Deputy Executive Director, Policy

*Andrew B. Fremier*  
Deputy Executive Director, Operations

OPERATIONS COMMITTEE  
FRIDAY, DECEMBER 11, 2009  
MINUTES

ATTENDANCE

Chair Rein Worth convened the meeting at 10:40 a.m. In addition to Chair Rein Worth, the following Committee members were in attendance: Vice-Chair Chu, Commissioners Azumbrado, Giacomini, Haggerty, Halsted, Lempert, Rubin, Spering, Tissier, and Yeager. Also in attendance were Commissioners Cortese and Daly.

CONSENT CALENDAR

Committee Chair Rein Worth moved Agenda Item No. 2b, contract amendment with CASE Systems, Inc., from the consent calendar to regular calendar. Committee members unanimously approved the following items on the consent calendar:

- Minutes of November 13, 2009 Committee Meeting;
- Contract – Regional Emergency Preparedness Exercise: URS Corporation (\$150,000);
- MTC SAFE FY 2009-10 Budget Amendment – referred to Authority for approval.

Contract Amendment – Call Box Maintenance: CASE Systems, Inc.

Mr. Jaime Maldonado, MTC staff person, reported that this request is a modification to what was included in the packet. He noted that MTC released an RFP for call box maintenance services in July 2009. This Committee awarded the contract to CASE Systems, Inc. at its November 2009 meeting. Because this award is subject of a protest, staff would like to extend the current contract for up to 6 months in order to provide staff flexibility in exercising their options.

Commissioner Spering moved to negotiate and enter into a contract amendment with CASE Systems, Inc., in an amount not to exceed \$550,000. Commissioner Rubin seconded the motion. The motion carried unanimously.

Contract Change Order – TransLink<sup>®</sup> Branding Changes: Cubic Transportation Systems

Ms. Melanie Crotty, Director of Transit Coordination and Information, introduced a staff recommendation concerning a proposed change in the TransLink<sup>®</sup> program name and a related TransLink<sup>®</sup> Contract change order. As background for the staff recommendation, she provided information concerning the history of the program name and the results of a recent poll showing that Bay Area residents are not yet familiar with TransLink<sup>®</sup>. She said that the name “TransLink<sup>®</sup>” is not unique because several other transportation services around the world use the same name. She said that the schedules of several

project initiatives make this an opportune time at which to re-launch the program with a new brand. She said that the key initiatives and opportunities include the pending order for 650,000 smart cards that could be manufactured with the new brand, the deployment of new smart card-only equipment in the Muni Metro system, the planned transition of transit agency fare media to smart card-only availability, and the launch of the payment system on Valley Transportation Authority and SamTrans services.

Mr. Jake Avidon, MTC staff person, described the process for developing a recommendation for a new program name. He said the process involved developing specific criteria, presenting options to focus groups, and developing a recommendation based on both the criteria and the focus group results. He said the criteria included a name that would tie the fare payment system uniquely to the Bay Area, a name that would be less bureaucratic, and name that would be more appealing and a name that would be easy to remember. Mr. Avidon said that staff recommends establishing "Clipper" as the new program name and he presented the Clipper design to members. He presented information concerning the schedule and process for introducing the Clipper name. He said that changing the program name would require updating system equipment, the program website, and other program components to reflect the new name. He said that the most significant anticipated costs are modifying the Add Value Machines and its screens, audio output that is used by people with visual impairments, new decals for 4,000 devices, modifying the TransLink<sup>®</sup> website, and educating the personnel at retailers already participating in the program. Mr. Avidon said that implementing the new name would also require a marketing and communications program. Mr. Avidon recommended that the Committee approve a TransLink<sup>®</sup> Contract change order in an amount not to exceed \$500,000 and changing the program name to Clipper.

Commissioner Haggerty moved to negotiate and enter into a contract change order with Cubic Transportation Systems in an amount not to exceed \$500,000 to implement the new brand design. Commissioner Rubin seconded the motion. Motion passed with a no vote from Commissioner Yeager.

Transit Coordination Implementation Plan. MTC Resolution No. 3866

Ms. Crotty reported that the Transit Coordination Implementation Plan provides a vision for how regional coordination services should be coordinated for transit services. Once the plan is adopted by the Commission, it will become an MTC Resolution that will be enforceable by statute and policy. She noted that the enforcement allows MTC to withhold, restrict, and reprogram funds or allocations in the event that an operator does not comply with the Plan. She reported that MTC's primary motivation is to adopt fare media transitions for TransLink<sup>®</sup>. The plan proposes required dates for the transition of paper ticket and passes to smart card only options. In the plan, we are asking that they preserve unrestricted rights for MTC, and/or connecting transit agencies to post, disseminate, and promote connecting transit information for free in stations. The plan also clarifies expectations regarding roles and responsibilities and waiving costs. Staff continues to work with the transit agencies to resolve dates and other comments. Based on the negotiations with the transit agencies, staff is now projecting an April

2011 transition date for when we will achieve the 20 million benchmark for monthly transactions. Staff is proposing marketing and distribution requirements for the TransLink<sup>®</sup> program. Staff is also proposing that effective April, transit agencies need to distribute cards to seniors and youth who want them. Ms. Crotty reported that there was a meeting to review the draft plans with the transit agencies. MTC asked for comments by December 23, 2009. In the meantime, staff is doing outreach to a number of transit staff committee meetings, as well as MTC advisory council meetings. Staff will sort through the comments received and will be making recommendations for any further revisions or adoptions to the plan, and will come back to this Committee in February 2010 for approval.

Transportation Response Efforts for the Recent Bay Bridge Closure for Emergency Repairs

Mr. Albert Yee, Director of Highway and Operations, reported that at last month's Committee meeting, staff presented information on the 511 program efforts to provide support to the Bay Bridge closure for the eyebar repairs last month. Staff was asked to provide a more detailed report on other efforts that were done regionally with the transit agencies and Caltrans to respond to the incident. Mr. Yee noted that the report is provided for your information.

PUBLIC COMMENT/OTHER BUSINESS/ADJOURNMENT

There being no further business, Chairperson Rein Worth adjourned the meeting at 11:25 a.m.