

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

## **Minutes of Meeting on 2/22/10 at MTC**

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

1. Roll Call

The meeting started at 2:05 PM. Roll was called. A quorum was confirmed. Chair Celia Kupersmith of Golden Gate Bridge Highway and Transportation District confirmed there were no additional significant business items beyond what was already identified on the agenda.

2. Chairperson's Report

Ms. Kupersmith reported on the use of TransLink<sup>®</sup> Handheld Card Readers to deduct fares from TransLink<sup>®</sup> cards on San Francisco MTA Cable Cars, installation of TVMs at SFMTA, and installation of TransLink<sup>®</sup> devices on SamTrans buses.

3. Minutes of TMG meeting of 12/11/2009

The minutes were approved unanimously, 8 – 0.

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

Scott Rodda of MTC presented the TransLink<sup>®</sup> Program Management Report and described the highlights of statistical and performance results for the month of January and activities to date. He reported: average weekday transaction volume exceeded 50,000 transactions per weekday; customers added \$3 million in value to their cards during the month; MTC will begin sending monthly operations invoices to the operators; on-board equipment installation has begun on VTA buses; delays in site preparation at SamTrans are delaying field testing; Add Value Machines were installed at the Temporary Transbay Terminal; and the Float Account balance is nearly \$2.7 million

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

Dave Lapczynski of Cubic presented the Contractor's monthly report for January. He reported the following: Cubic met all cardholder support service level standards except the metric concerning card value refunds processed within 21 business days; the Contractor's work to modify equipment to accept contactless-only cards is on schedule; customer contacts via the program website increased significantly in January; TransLink<sup>®</sup> sales at third party retailers have grown over the last few months and has reached over \$700,000 per month; and the Contractor is processing requests for transaction histories more quickly.

5. TransLink<sup>®</sup> Contract Change Orders and Vendor Contracts

Jacob Avidon of MTC presented the following items for approval:

- (a) A Contract Amendment for Technical Advisor Services with Booz Allen Hamilton in the amount not to exceed \$1,115,000;
- (b) A Contract Amendment for Marketing, Web and Communications Services with Swirl in the amount not to exceed \$1,375,000;
- (c) Three Change Orders with Cubic Transportation Systems related to the SFTMA Muni Metro Faregate and Vending Machine Replacement Project in amounts to be determined. The first Change Order pertains to additional card readers at SFMTA faregates; the second Change Order pertains to the SFMTA TVM and Faregate network; and the third change order, which SFMTA requested be moved from item (d) to item (c), pertains to implementation of the senior/disabled SFMTA-BART Fast Pass. For these three Change Orders, MTC requested that the TMG delegate approval of final change order amounts to the TMG Chair, Vice Chair, and the SFMTA Executive Director and Chief Executive Officer; and
- (d) Two Change Orders with Cubic Transportation Systems related to implementation and operations improvements and enhancements in amounts to be determined. The first Change Order pertains to establishment of in-person customer service centers and the second Change Order pertains to installation of a modified Ticket Office Terminal (TOT) at AC Transit. MTC requested that the TMG delegate approval of final change order amounts to the TMG Chair and Vice Chair

Dorothy Dugger of BART asked if the TMG could continue to look at the most appropriate medium for the marketing budget as it is her sense that there will not be enough money to support a television campaign. Ann Carey of VTA said she felt the budget being allocated for the marketing campaign would be better spent on transition plans and solving technical impediments to shifting customers to the new payment system. Michael Scanlon of SamTrans moved all the items for approval, and Henry Kim of SFMTA seconded the motion. The items were approved unanimously, 8 – 0.

6. Update on MTC Management Transition Planning

Steve Heminger of MTC presented information concerning decision making and roles and responsibilities following MTC's planned withdrawal from the TransLink<sup>®</sup> Consortium. He said items that currently require attention include development of a Memorandum of Understanding to replace the Interagency Participation Agreement (IPA), and transferring the TransLink<sup>®</sup> bank accounts from BART to MTC.

Ms. Kupersmith gave a report of the last meeting of the Governance Working Group. She said that the Working Group did not anticipate the TMG's continuing after June 30, 2010. The Working Group requested more clarification from MTC regarding project coordination: the feeling was there was too much of a change from having too many meetings to too few. She said that there is still the need to have an agreed-upon dispute

resolution process, which the Consortium planned for incorporation into the Interagency Participation Agreement, but never adopted.

Melanie Morgan of MTC's Office of General Counsel said that elements of MTC Resolution No. 3866 and sections of the IPA regarding responsibilities of both the Operators and MTC would be part of the draft MOU. The goal will be to keep the MOU as close to the IPA as possible to facilitate review and approval by the various agencies. Some of the items in the IPA will survive the dissolution of the Consortium including cost and revenue allocation and indemnification. The legal process of admitting small operators without an approval process involving multiple boards of directors will be addressed.

Ms. Dugger asked what the mechanism would be under the new governance structure to introduce new business opportunities to the program. Mr. Heminger said if the impact were broad enough, he would expect all the transit operators to be brought into the discussion and decision making process.

7. Public Comment/New Business

Hunter Milich asked what would be the oversight of TransLink<sup>®</sup> after the dissolution of the Consortium. Ms. Kupersmith replied that the primary responsibility would fall to MTC along with the new MOU under development.

8. Adjournment

The meeting was adjourned at 3:05 PM.