



METROPOLITAN
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COMMISSION

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OPERATIONS COMMITTEE
MINUTES
FRIDAY, JUNE 10, 2011

Adrienne J. Tissier, Chair
San Mateo County

Amy Rein Worth, Vice Chair
Cities of Contra Costa County

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

Tom Bates
Cities of Alameda County

David Campos
City and County of San Francisco

Dave Cortese
Santa Clara County

Bill Dodd
Napa County and Cities

Dorene M. Giacomini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Mark Green
Association of Bay Area Governments

Scott Haggerty
Alameda County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Steve Kinsey
Marin County and Cities

Sam Liccardo
Cities of Santa Clara County

Jake Mackenzie
Sonoma County and Cities

Kevin Mullin
Cities of San Mateo County

Bijan Sartipi
State Business, Transportation
and Housing Agency

James P. Spering
Solano County and Cities

Scott Wiener
San Francisco Mayor's Appointee

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

ATTENDANCE

Chair Mackenzie convened the meeting at 9:30 a.m. Committee members present were: Vice Chair Mullin, Commissioners Azumbrado, Giacomini, Green, Haggerty, Halsted, Liccardo and Spering. Commissioners Tissier and Worth were present in their ex-officio voting capacity. Other Commissioners present as ad hoc nonvoting members of the Committee were Commissioners Bates, Cortese, Dodd and Wiener.

CONSENT CALENDAR

Upon motion of Commissioner Spering and second of Commissioner Liccardo, the Committee approved the consent calendar unanimously.

- Minutes of May 13, 2011
- Funding Agreement – construction and install Hub Signage in San Rafael: Golden Gate Bridge Highway and Transportation District (\$170,000)
- Contract – Hub Signage Program construction management services and design services, PB Americas (\$135,000)
- Program for Arterial System Synchronization – FY 2010 Cycle of Projects (\$1,250,000)
- Program for Arterial System Synchronization Contract Amendments: Kimley Horn Associates (\$400,000); TJKM Consultants (\$360,000); and URS Corporation (\$320,000)
- FY 2010-11 SAFE Budget Amendment. SAFE Resolution No. 55

FY 2011-12 SAFE Budget – SAFE Resolution No. 56

Jaime Maldonado, MTC staff, presented the Committee with a brief summary of the FY 2011-12 SAFE budget. He noted that a Callbox evaluation is being undertaken at this time and any changes to the Callbox program will be reflected in future years.

Commissioner Liccardo moved to refer MTC SAFE Resolution No. 56 to the Authority for approval. Commissioner Spering seconded the motion. The motion carried unanimously.

Clipper® Program Contract Actions

Mr. Jacob Avidon, MTC staff, presented the Committee with a program status report and request for approval of five contract actions. He stated that MTC is working with SFMTA to switch the SFMTA Youth Fast Pass to Clipper®-only availability this summer. MTC will be working with the RTC Discount Card Program to make attendant cards available to customers requesting them beginning August 1. MTC is working with Caltrain to deploy add value machines at the San Francisco, San Jose, and Palo Alto stations to make on-site add value machines more convenient for Caltrain customers.

Commissioner Green stated that he was particularly pleased to hear about the attendant card issue and would like to have an update once the program gets going. Commissioner Halsted commented that she has received good feedback regarding the multilingual audience in particular to the senior fast pass conversion.

Commissioner Spring moved approval to authorize the Executive Director or his designee to negotiate and enter into the following contract actions:

- Contract - Customer Education Program Management: Synapse Strategies (\$475,000)
- Contract Amendment – In-Person Customer Education/Outreach Services: Caribou Public Relations (\$141,000)
- Contract Amendment – Program Management Support: Kimley-Horn and Associates, Inc. (\$225,000)
- Contract Amendment – In-Person Customer Education/Outreach Services: Promoguys Marketing Group (\$400,000)
- Funding Agreement – In-Person Customer Service Center: AC Transit (\$250,000)

Commissioner Liccardo seconded the motion. The motion carried unanimously.

511 Website Services FYs 2012-2016

Ms. Carol Kuester, MTC staff, presented the Committee with a summary of the 511 Website Services contract and requested approval of a five-year contract term. She mentioned new features being launched on 511 in the next several months including the integration of SamTrans departure time information on 511 phone and web, re-design and upgrade of the 511 Traffic webpage, and enhancements to the transit trip planner to include driving and drive-to-transit trip options. She stated that staff will offer a training session for Commissioners to demonstrate the new features and register Commissioners for MY 511 in the fall. Commissioner Mackenzie extended this invitation to all Commissioners and stated that details will be forthcoming.

Commissioner Spring asked about the potential for 511 public/private partnership. Mr. Heminger stated that this issue has been talked about a lot and briefly summarized the previous discussions regarding this issue. Commissioner Spring stated that he would like to see discussion on public/private partnership continued.

Commissioner Bates expressed his concerns regarding the voice recognition from cell phones to 511. Ms. Kuester stated that there has been a major fine-tuning of the system to improve voice recognition. She mentioned that many users rely on the touch tone back up system and MY 511 to quickly access information, particularly in noisy environments.

Commissioner Spering moved approval to authorize the Executive Director or his designee to negotiate and enter into a contract amount of maximum amount of \$1,346,000 (~\$270,000 annually with Civic Resource Group (CRG) to provide 511 Website Services for a five-year contract period (August 1, 2011 through June 30, 2016) with options to extend for up to five years in increments to be determined by MTC. All funding is subject to inclusion of funds in approved MTC annual budget.

Commissioner Haggerty seconded the motion. The motion carried unanimously.

PUBLIC COMMENT/OTHER BUSINESS ADJOURNMENT

Mr. Albert Yee, MTC staff, invited Commissioners to tour the Traffic Management Center after the July Committee meetings.

Mr. Clarence R. Fisher expressed concerns regarding the availability of Clipper® cards for attendants not being available until August. Commissioner Mackenzie asked that staff address these concerns with Mr. Fisher after the Committee meeting to see if this situation can be resolved.

There being no further business, Chair Mackenzie adjourned the meeting at 9:56 a.m.
