



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Operations Committee

DATE: February 10, 2012

FR: Executive Director

W.I. 320-1221, 310-2700

RE: Clipper<sup>®</sup> Program Contract Amendment – In-Person Customer Service Center: Nematode Holdings, LLC (\$30,000)

### **Clipper<sup>®</sup> Program Status Report**

Attachment 1 includes information about Clipper<sup>®</sup> system operations during December 2011. In general, system activity declined during December, which is consistent with drops in transit use during December.

### **Contract Actions**

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into the following contract action:

### **Contract Amendment – In-Person Customer Service Center: Nematode Holdings, LLC (\$30,000)**

In October 2009, BATA entered into a competitively procured agreement with Nematode Holdings, LLC (“Nematode”) for transit support operations at a kiosk in the Embarcadero BART/Muni station. Under the original agreement, Nematode operated the transit information kiosk; disseminated MTC/BATA information and materials; maintained the real time sign system; and sold Clipper<sup>®</sup> (then known as TransLink<sup>®</sup>) value and other transit fare media. The original contract term was through June 30, 2012.

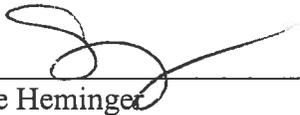
Under subsequent contract amendments, MTC added to the scope of work in order to transition the kiosk to a Clipper<sup>®</sup> in-person customer service center, and MTC transferred management of the contract from BATA to MTC because of the emphasis on Clipper<sup>®</sup>.

The Embarcadero kiosk began offering in-person Clipper<sup>®</sup> customer service in January 2011. This location, as well as a satellite location at the San Francisco Ferry Building (“Bay Crossings”), provides more extensive services, e.g. replacing Clipper<sup>®</sup> cards and issuing Youth and Senior Clipper<sup>®</sup> cards, than most Clipper<sup>®</sup> retail locations. During their first year of operation, the in-person customer service centers have been essential to the fare media transitions for SFMTA, BART and SamTrans because of their convenient locations and extensive operating hours. In 2011 the two locations issued over 26,000 new Clipper<sup>®</sup> cards to customers; more than half of those cards were Senior or Youth cards. The locations also replaced over 9,000 Clipper<sup>®</sup> cards for existing customers. The Embarcadero station location is also one of the top sellers of Clipper<sup>®</sup> value each month.

In response to the popularity of the Embarcadero station location, MTC renegotiated the contract with Nematode last August to increase staffing levels and operating hours with a corresponding increase in compensation. MTC planned to re-evaluate the necessity of the increased service levels following the BART fare media transition, which ended on January 1, 2012.

MTC staff has now re-evaluated the necessary staffing levels and operating hours, and staff is recommending maintaining the current staffing levels and operating hours through the end of the fiscal year.

As mentioned above, MTC's contract with Nematode expires on June 30, 2012. Staff is developing recommendations for continuing to provide in-person Clipper<sup>®</sup> customer service beyond June 30, and will return to this Committee with a recommendation prior to the end of the fiscal year.



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Steve Heminger

SH/JA

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**Attachment 1:  
Table 1: Summary of System Utilization**

	Last Month December 2011	Prior Month November 2011	Prior Year December 2010
<b>Transaction Volume</b>			
Average Number of Weekday Transactions	521,587	579,826	295,741
Fee-Generating Fare Payment Transactions (monthly total)	12,991,420	13,505,441	7,238,664
Fee-Generating Add Value & Refund Transactions (monthly total)	1,029,428	997,932	601,336
Total Fee-Generating Transactions	14,020,848	14,503,373	7,840,000
Unique Cards Used	513,736	499,953	312,112
Active Card Accounts	1,071,491	1,054,538	479,211
Percent of Registered Active Cards	44%	43%	51%
Settled Transit Operator Revenue	\$24,539,774	\$25,519,443	\$13,771,412
<b>Autoload Activity</b>			
Percent of Registered Cards with Autoload	39%	39%	45%
Autoload Transactions	233,620	227,107	136,534
<b>Call Volume*</b>			
Customer Service Representative (CSR) Calls	29,630	29,433	30,986
CSR Calls per Unique Card Used	0.06	0.06	0.10
Help Desk Calls	767	827	1,034
<b>Website Traffic</b>			
Unique Visitors	123,444	127,415	114,283
Website Visits	178,258	185,780	170,418
Website Visits per Unique Card Used	0.35	0.37	0.55

\* In 2011, the Customer Service Bureau (CSB) began reporting Total Call Volume to the Customer Service Center in addition to Total Calls Answered. This reflects calls answered by Customer Service Representatives (CSRs), as well as abandoned calls and calls resolved through the IVR system. The 2011 data reflects Total Call Volume, while the December 2010 data only reflects calls actually answered by CSRs.

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.: 320-1221 and 310-2700

Contractor: Nematode Holdings, LLC  
San Francisco, CA

Project Title: Transportation Information Kiosk at Embarcadero BART Station

Purpose of Project: Provide in-person Clipper<sup>®</sup> customer service, such as card replacement and issuance of Senior and Youth cards, in addition to selling FasTrak<sup>®</sup> transponders, paper transit fare media and operate 511 Departure Times displays.

Brief Scope of Work: Contractor shall provide trained staff to support a range of Clipper<sup>®</sup> customer services using Clipper<sup>®</sup> equipment and backend systems through FY 2011-12.

Project Cost Not to Exceed: \$30,000 (this amendment)  
Approved Contract plus Amendments = \$1,087,100

Funding Source: CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating

Fiscal Impact: Funds included in FY 2011-12 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Nematode Holdings, LLC for the purposes described herein and in the Executive Director's memorandum dated February 10, 2012, and the Chief Financial Officer is authorized to set aside funds up to \$30,000 for such contract.

Operations Committee:

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Jake Mackenzie, Chair

Approved:

Date: February 17, 2012