



METROPOLITAN
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Agenda Item No. 2a

Adrienne J. Tissier, Chair
San Mateo County

Amy Rein Worth, Vice Chair
Cities of Contra Costa County

Tom Azunbrado
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. Giacopini
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

OPERATIONS COMMITTEE
MINUTES
FRIDAY, JULY 13, 2012

ATTENDANCE

Chair Mackenzie convened the meeting at 9:40 a.m. Committee members present were: Commissioners Green, Haggerty, Halsted, Liccardo, and Mullin. Commissioner Tissier was present as an ex-officio voting member of the Committee. Other Commissioners present as ad hoc non-voting members of the Committee were Commissioners: Campos and Wiener.

CONSENT CALENDAR

Upon motion of Commissioner Green and second by Commissioner Halsted, the Committee unanimously approved consent calendar:

- Minutes of June 13, 2012;
- Clipper Program Contract Actions:
 - i. Contract Change Order Amendment – Implementation and Design Improvements, Enhancements and Materials: Cubic Transportation Systems, Inc. (\$500,000);
 - ii. Contract Change Order – Regional Transit Connection Discount Card Program Integration: Cubic Transportation Systems, Inc. (\$150,000) for Implementation and \$225,000/Year for Operations);
 - iii. Contract Change Order – Pre-encoded Limited Use Tickets for San Francisco Municipal Transportation Agency and Golden Gate Bridge, Highway, and Transportation District: Cubic Transportation Systems, Inc. (\$375,000);
- Contract Amendment – Program for Arterial System Synchronization: Kimley-Horn and Associates, Inc. (\$140,000).

511 Traffic and 511 Transit Contract Actions

Mr. Jim Macrae, MTC staff, requested approval to add Homeland Security grant funds to the 511 Traffic, and 511 Emergency Response contracts to improve 511 emergency responses. He noted that the 511 Traffic funds would build and implement a new emergency messaging tool, and 511 Transit funds would build and implement an online management tool. Ms. Radiah Victor, MTC staff, updated Committee members on MTC's response to the June 14th West Oakland fire, which affected BART. She noted that MTC along with BART, will conduct a regional debriefing with all of the regional transportation agencies to identify mitigation measures that can be quickly implemented to ensure the region's ability to provide additional services for future incidents.

Commissioner Green asked if this would include the message signing that is displayed on the highways to include emergency information. Mr. Macrae responded that the changeable message signs on the freeways are Caltrans' responsibility and they have their standard operating procedures for emergencies. However, MTC staff did work with Caltrans on the June 14th event, and it was determined that staff should coordinate more closely with Caltrans in the future when there are incidents.

Chair Mackenzie asked that staff report back to the Committee on how staff's suggestions were received by Caltrans in order to make sure that there is a coordinated effort.

Ms. Victor noted that after the debrief meeting, staff will prepare an after action report and will report back to this Committee the recommended actions.

Commissioner Green moved to authorize the Executive Director, or his designee to negotiate and enter into a contract change order with SAIC, in an amount not to exceed \$595,000 to develop tools to disseminate emergency information. Commissioner Halsted seconded the motion. The motion carried unanimously.

Clipper[®] Customer Service Operations and Performance

Mr. David Weir, MTC staff, presented data on Clipper[®] customer service operations and performance in response to requests from several Committee members. Mr. Weir also introduced Mr. Matt Newsome, Vice President of West Coast Operations for Cubic Transportation Systems, Inc., the Clipper[®] program contractor.

Mr. Weir presented data showing significant growth in Clipper[®] card transactions with an absence of growth in contacts to the Clipper[®] customer service center or MTC, suggesting that most customers use Clipper[®] without problems. Random surveys of Clipper[®] customers show substantial majorities of satisfied cardholders. Projects to improve the Clipper[®] customer experience are underway—e.g., an improved website and more self-service options for persons who call Clipper[®] customer service. Mr. Weir concluded his remarks by stating that providing quality customer service is a challenging endeavor, but MTC and Cubic staff are working together to meet Clipper[®] customer expectations.

Mr. Newsome echoed Mr. Weir's point regarding the need for MTC and Cubic staff to work together on the Clipper[®] program. To improve Clipper[®] customer service, Cubic has hired new trainers, instituted new processes, and ordered new software.

Chair Mackenzie suggested that the Clipper program staff come back to the Committee on a regular basis, in order to keep Committee members informed.

Public Comment/Other Business/Next Meeting/Adjournment

There being no further business, Chair Mackenzie adjourned the meeting at 11:05 a.m. The next meeting of the Operations Committee is scheduled for Friday, September 14, 2012, in Oakland, California.

