



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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*Memorandum*

TO: Operations Committee

DATE: July 5, 2013

FR: Executive Director

W. I. 310-2700, 320-2700

RE: Clipper® Program Contract Actions:

- i) Contract Change Order – Integration of BART Extension Stations: Cubic Transportation Systems, Inc. (\$475,000)
- ii) Contract – Electronic Payment Implementation and Operations On-Call Consultants: Auriga Corporation (\$150,000)

Attachment 1 includes information about current Clipper® system operations.

**Contract Actions**

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

**i) Contract Change Order – Integration of BART Extension Stations: Cubic Transportation Systems, Inc. (\$475,000)**

Under this Change Order, Cubic Transportation Systems, Inc. (Cubic) would provide software to integrate Clipper® with the fare gates and vending machines at BART’s extension stations. The BART extension projects covered by this Change Order include the Oakland Airport Connector (opening in 2014), the Warm Springs extension (opening in 2015), eBART (opening in 2016), and the Berryessa extension (opening in 2018). Once complete, customers will be able to enter/exit the stations with their Clipper® cards and add cash value to their Clipper® cards at BART vending machines. The Clipper® integration work will be complete in time for the opening of each extension. BART will provide funding for this project.

Staff recommends negotiating and entering into a Contract Change Order with Cubic in an amount not to exceed \$475,000 for the integration of Clipper® with the fare gates and vending machines at BART’s extension stations.

**ii) Contract – Electronic Payment Implementation and Operations On-Call Consultants: Auriga Corporation (\$150,000)**

This Committee approved Auriga Corporation (Auriga) in May 2013 as part of the panel of firms that will provide electronic payment implementation and operations services for Clipper® and FasTrak® on an as-needed basis through mid-2016. Under the proposed contract, Auriga would provide the following types of as-needed services: inspection of Clipper® equipment and replacement of missing/damaged Clipper® decals; definition of technical requirements for system modifications; and audits of spare equipment. MTC staff recommends Auriga on the basis of the high quality of Auriga’s extensive prior Clipper®-related work; examples of Auriga’s prior work include:

- A recently completed project to replace damaged/missing Clipper<sup>®</sup> decals on the Clipper<sup>®</sup> equipment installed on SFMTA's fleet;
- General project coordination (system testing, review of design document, oversight of subcontractors) for the recently launched Clipper<sup>®</sup> parking pilot initiative that allows customers to use Clipper<sup>®</sup> when paying for parking at five SFMTA garages; and
- Technical and operational support for the initial launch of Clipper<sup>®</sup> on SFMTA.

Staff recommends negotiating and entering into a contract with Auriga in an amount not to exceed \$150,000 for the services described above.



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Steve Heminger

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## Attachment 1

Table 1: Summary of System Utilization

	Last Month May 2013	Prior Month April 2013	Prior Year May 2012
<b>Transaction Volume</b>			
Average Weekday Ridership <sup>1</sup>	706,382	708,938	624,939
Fee-Generating Transactions <sup>2</sup>	19,324,899	19,156,520	17,109,444
Unique Cards Used	671,756	655,914	574,564
Active Card Accounts	1,324,396	1,330,220	1,165,994
Settled Transit Operator Revenue	\$35,196,965	\$35,567,543	\$30,464,421
<b>Autoload Activity</b>			
Percent of Registered Cards with Autoload	37%	37%	39%
<b>Call Volume</b>			
Customer Service Representative (CSR) Calls	28,070	29,154	29,445
CSR Calls per Unique Card Used	0.04	0.04	0.05
<b>Website Traffic</b>			
Unique Visitors	163,207	159,730	149,805
Website Visits	230,600	226,439	217,465
Website Visits per Unique Card Used	0.34	0.35	0.38

<sup>1</sup> Includes average daily number of boardings, including transfers but excluding some Caltrain monthly pass trips (Caltrain only requires monthly pass customers to tag their cards once at the beginning of each month).

<sup>2</sup> Includes single-tag fare payments, BART and Caltrain exits, Golden Gate Transit entries, add-value transactions, opt-out purse refunds and pass use. Does not include transfers or transactions where fee value is \$0 (e.g., issuance of free cards, use of institutional passes, zero-value tags in dual-tag systems, etc.).

**Table 2: Weekday Market Penetration Rates**

	Avg. Weekday Clipper® Boardings May 2013	Market Share Current Month May 2013	Market Share Prior Month April 2013	Market Share Prior Year May 2012
AC Transit	58,938	29.9%	29.9%	26.3%
BART	216,631	51.7%	52.3%	47.2%
Caltrain	9,228	77.1%	76.4%	67.1%
Golden Gate Ferry	7,077	N/A	87.8%	93.6%
Golden Gate Transit	9,185	N/A	38.0%	36.8%
Muni/SFMTA	349,717	52.8%	53.3%	50.2%
SamTrans	15,646	33.7%	32.7%	30.4%
San Francisco Bay Ferry/WETA	1,318	51.7%	46.8%	N/A
VTA	38,643	27.1%	26.3%	11.6%

MTC's calculation of the Clipper market penetration rate on Caltrain reflects an assumption that monthly pass holders board Caltrain twice per day on weekdays. MTC estimates that the 13,463 calendar pass sales during Caltrain's vending window for April passes translated to 26,926 additional Caltrain boardings each weekday.

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Change Order

Work Item No.: 310-2700

Contractor: Cubic Transportation Systems, Inc.  
Concord, CA

Project Title: Integration of BART Extension Stations

Purpose of Change Order: Enable customers paying with Clipper® cards to enter/exit fare gates and add cash value at vending machines located at stations constructed as part of the new BART extensions.

Brief Scope of Work: Provide software to integrate BART fare gates and vending machines with the Clipper® system to enable customers to enter/exit fare gates and add cash value at vending machines.

Project Cost Not to Exceed: This Change Order: \$475,000  
Total capital contract value including Change Orders before this Change Order: \$130,981,385  
Total authorized capital contract amount with this Change Order: \$131,456,385

Funding Source: BART

Fiscal Impact: Funds included in the FY 2013-14 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a Contract Change Order with Cubic Transportation Systems, Inc. for the purposes described herein and in the Executive Director's July 5, 2013 memorandum, and the Chief Financial Officer is authorized to set aside \$475,000 for such Contract Change Order.

Operations Committee:

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Jake Mackenzie, Chair

Approved: Date: July 12, 2013

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.: 320-2700

Contractor: Auriga Corporation  
Milpitas, CA

Project Title: Electronic Payment Implementation and Operations On-Call Consultants

Purpose of Contract: Support Clipper<sup>®</sup> implementation projects and oversight of current system operations.

Brief Scope of Work: Inspection of Clipper<sup>®</sup> equipment and replacement of missing/damaged Clipper<sup>®</sup> decals; definition of technical requirements for system modifications; audits of spare equipment; and other related work.

Project Cost Not to Exceed: \$150,000

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

Fiscal Impact: Funds included in the FY 2013-14 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Auriga Corporation for the purposes described herein and in the Executive Director's July 5, 2013 memorandum, and the Chief Financial Officer is authorized to set aside \$150,000 for such contract.

Operations Committee:

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Jake Mackenzie, Chair

Approved: Date: July 12, 2013