



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 4b
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Memorandum

TO: Operations Committee

DATE: May 1, 2015

FR: Executive Director

W.I. 310-2700, 320-1221

RE: Clipper[®] Contract Actions

- i. Contract Change Order – AC Transit New Vehicle Installations: Cubic Transportation Systems, Inc. (\$420,000)
- ii. Contract Change Order – San Francisco Municipal Transportation Agency (SFMTA) New Vehicle Installations: Cubic Transportation Systems, Inc. (\$550,000)

In addition to contract actions below, 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 – AC Transit New Vehicle Installations: Cubic Transportation Systems, Inc. (Cubic) (\$420,000)

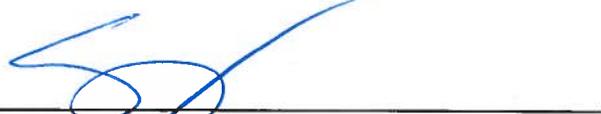
This Change Order will support the installation of Clipper[®] onboard fare collection devices on 96 new AC Transit vehicles acquired for fleet expansion. Cubic will install and configure onboard fare collection equipment, brackets and supply materials necessary for installation. Cubic is neither a small business nor a disadvantaged business enterprise. AC Transit will reimburse MTC for these services.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into one or more contract change order(s) or change order amendment(s) with Cubic in an amount not to exceed \$420,000 for the services described above.

ii. Contract Change Order – SFMTA New Vehicle Installations: Cubic Transportation Systems, Inc. (\$550,000)

This Change Order will support the installation of Clipper[®] onboard fare collection devices on 121 new SFMTA vehicles. Cubic will install and configure onboard fare collection equipment, brackets and supply materials necessary for installation. Cubic is neither a small business nor a disadvantaged business enterprise. SFMTA is currently exploring plans to directly fund this installation work with Cubic. However, should this effort not be successful, MTC would exercise a contract change order with Cubic and SFMTA would reimburse MTC for these services.

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into one or more contract change order(s) or change order amendment(s) with Cubic in an amount not to exceed \$550,000 for the services described above.



Steve Heminger

SH: MZ

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Attachment 1 – Clipper® System Operation Data

Table 1: Summary of System Usage

	Last Month March 2015	Prior Month February 2015	Prior Year March 2014
Transaction Volume			
Average Weekday Ridership ¹	808,163	782,380	746,960
Fee-Generating Transactions ²	21,821,965	18,950,661	19,946,272
Unique Cards Used	824,215	783,947	723,423
Active Card Accounts	1,583,806	1,565,387	1,408,146
Settled Transit Operator Revenue	\$44,026,577	\$39,143,719	\$39,372,926
Autoload Activity			
Percent of Registered Cards with Autoload	35%	35%	37%
Call Volume			
Customer Service Representative (CSR) Calls	29,203	25,628	27,459
CSR Calls per Unique Card Used	0.03	0.03	0.04
Website Traffic			
Unique Visitors - Standard	135,156	123,397	135,046
Unique Visitors - Mobile	42,961	36,846	28,475
Website Visits - Standard	192,557	172,226	188,789
Website Visits - Mobile	73,808	61,803	49,636
Website Visits per Unique Card Used	0.25	0.24	0.33

Notes on System Usage:

Between February and March, average weekday ridership increased 3.0 percent. Fee-generating transactions increased 15.0 percent. Percentage of unique cards increased 1.0 percent, and active card accounts remained flat. Settled transit operator revenue increased 12.0 percent from February.

Calls to Customer Service increased 14.0 percent. Unique visitors and total visits to the desktop site increased 10.0 percent and 12.0 percent, respectively. Unique visitors and total visits to the mobile site increased 17.0 percent and 19.0 percent, respectively. Website visits per unique card used were up 4.0 percent.

¹ 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).

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

Table 2: Monthly Market Penetration Rates¹

	Monthly Clipper Boardings	Clipper Market Penetration Rate		
		February 2015	January 2015	February 2014
AC Transit	1,739,737	40.2%	38.0%	33.8%
BART ²	5,760,071	60.5%	59.4%	56.9%
Caltrain ³	255,611	62.2%	58.1%	58.5%
FAST	7,573	8.7%	7.7%	N/A
Golden Gate Ferry	157,609	95.1%	95.5%	95.0%
Golden Gate Transit/Marin Transit	201,045	41.1%	41.4%	40.7%
Napa VINE	2,059	3.2%	2.8%	N/A
SamTrans	369,238	34.2%	34.0%	35.6%
San Francisco Bay Ferry	76,364	55.6%	54.3%	32.2%
SFMTA	7,979,537	49.2%	49.4%	47.6%
SolTrans	10,018	8.8%	8.1%	N/A
Vacaville City Coach	152	0.4%	0.3%	N/A
VTA	1,269,523	37.4%	37.7%	34.9%

Notes on Market Penetration Rates:

Between January and February, the Clipper[®] Market Penetration rate increased on every operator, except Golden Gate Ferry, Golden Gate Transit/Marin Transit, SFMTA, and VTA all which experienced slight decreases. The operators with largest increases include: FAST (13%) and Napa VINE (14%).

¹ MTC uses the National Transit Database (NTD) to calculate most market penetration rates. NTD typically has a two-month delay before ridership data are available.

² Calculation of BART monthly market penetration is now calculated using monthly BART total exits by ticket type, which is equivalent to number of linked trips per month.

³ Calculation of Caltrain market penetration assumes that monthly pass holders board Caltrain 1.75 times a day per weekday. Caltrain sold 15,072 calendar passes during the January 2015 pass vending window.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

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

Contractor: Cubic Transportation Systems, Inc.
San Diego, CA

Project Title: AC Transit New Vehicle Installations

Purpose of Change Order: Support the installation of Clipper® onboard fare collection devices on 96 new AC Transit vehicles.

Brief Scope of Work: Install and configure onboard fare collection equipment, brackets and supply materials necessary for installation.

Project Cost Not to Exceed: \$420,000 (this Change Order)
Total capital contract value including Change Orders before this Change Order = \$143,505,582
Total authorized capital contract amount with this Change Order = \$143,925,582 (this total does not include other May 8 contract approval actions).

Funding Source: AC Transit Cooperative Agreement

Fiscal Impact: None

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Change Order(s) or Change Order Amendment(s) with Cubic Transportation Systems, Inc., for the purposes described herein and in the Executive Director's May 1, 2015 memorandum, and the Chief Financial Officer is authorized to set aside \$420,000 for such Contract Change Order(s) or Change Order Amendment(s).

Operations Committee:

Scott Haggerty, Chair

Approved: Date: May 27, 2015

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order

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

Contractor: Cubic Transportation Systems, Inc.
San Diego, CA

Project Title: SFMTA New Vehicle Installations

Purpose of Change Order: Support the installation of Clipper® onboard fare collection devices on 121 new SFMTA Transit vehicles.

Brief Scope of Work: Install and configure onboard fare collection equipment, brackets and supply materials necessary for installation.

Project Cost Not to Exceed: \$550,000 (this Change Order)
Total capital contract value including Change Orders before this Change Order = \$143,505,582
Total authorized capital contract amount with this Change Order = \$144,055,582 (this total does not include other May 8 contract approval actions).

Funding Source: SFMTA Cooperative Agreement

Fiscal Impact: None

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into one or more Contract Change Order(s) or Change Order Amendment(s) with Cubic Transportation Systems, Inc., for the purposes described herein and in the Executive Director's May 1, 2015 memorandum, and the Chief Financial Officer is authorized to set aside \$550,000 for such Contract Change Order(s) or Change Order Amendment(s).

Operations Committee:

Scott Haggerty, Chair

Approved: Date: May 27, 2015