



RESOLUTION EXECUTING A FUNDING AGREEMENT WITH THE BAY AREA RAPID TRANSIT (BART) DISTRICT FOR A THREE-YEAR PERIOD IN AN AMOUNT NOT TO EXCEED \$406,000 FOR THE SAN FRANCISCO BART TRAVEL INCENTIVES PILOT PROJECT AND AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AGREEMENT PAYMENT TERMS AND NON-MATERIAL AGREEMENT TERMS AND CONDITIONS

WHEREAS, The Transportation Authority is partnering with the Bay Area Rapid Transit (BART) District on a pilot project to address train crowding in downtown San Francisco by incentivizing riders to shift their travel to the shoulders of the peak period or other stations and routes; and

WHEREAS, The pilot project will involve creating a BART loyalty program whereby riders receive rewards for using BART during off-peak periods; and

WHEREAS, The total project will be funded by \$508,000 of federal Value Pricing Program grant funds, \$45,800 of Prop K sales tax funds, and \$400,000 of BART operating revenues, for an overall budget of \$953,800; and

WHEREAS, A portion of the proposed funding agreement will be included in the Transportation Authority's mid-year budget amendment, and sufficient funds will be included in future fiscal year budgets to cover the remaining cost of this agreement; and

WHEREAS, At its September 2, 2015 meeting, the Citizens Advisory Committee was briefed on and unanimously adopted a motion of support for the staff recommendation; and

WHEREAS, At its September 8, 2015 meeting, the Finance Committee reviewed and unanimously recommended approval of the staff recommendation; now, therefore, be it

RESOLVED, That the Transportation Authority Executive Director is hereby authorized to



execute a funding agreement with the BART District for a three-year period in an amount not to exceed \$406,000 for the San Francisco BART Travel Incentives Pilot Project and to negotiate contract payment terms and non-material contract terms and conditions; and be it further

RESOLVED, That for the purposes of this resolution, “non-material” shall mean contract terms and conditions other than provisions related to the overall contract amount, terms of payment, and general scope of services; and be it further

RESOLVED, That notwithstanding the foregoing and any rule or policy of the Transportation Authority to the contrary, the Executive Director is expressly authorized to execute agreements and amendments to agreements that do not cause the total agreement value, as approved herein, to be exceeded and that do not expand the general scope of services.

Attachment:

1. Draft Scope of Services



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 22nd day of September, 2015, by the following votes:

Ayes: Commissioners Avalos, Breed, Campos, Christensen, Cohen, Farrell, Kim, Tang, Wiener and Yee (10)

Nays: (0)

Absent: Commissioner Mar (1)

Scott Wiener

Scott Wiener
Chair

Date
9/23/15

ATTEST:

Tilly Chang 9/25/15

Tilly Chang
Executive Director

Date

**Attachment 1:
San Francisco BART Travel Incentives Pilot Project
Draft Scope of Services**

Scope of Work and Budget

The Transportation Authority and BART are working together on a pilot project to address crowding by incentivizing riders to shift their travel to the shoulders of the peak period or other stations and routes. This will involve creating a BART loyalty program whereby riders receive rewards for using BART during off-peak periods. Traveler responses to the incentives will be monitored closely using transit smart card (Clipper) data, and incentives would be adjusted accordingly for maximum effect.

Scope of Work

The Transportation Authority will cover costs associated with licensing software for a rewards loyalty program and customizing that software to meet the project needs, as well as additional contingency budget to cover extending the pilot duration, increased incentives, and support for marketing the program to BART riders. The Transportation Authority will pay up to \$325,000 to cover these costs; BART will pay \$81,000, for a total not-to-exceed amount of \$406,000.

Task 1: Software development coordination

BART will procure a consultant to customize software for a travel rewards program and will review consultant deliverables in consultation with Transportation Authority and other project stakeholders.

Task 2: Software design and data analysis

BART and its consultant will:

- Set up commuter engagement website
- Conduct statistical analysis of public transport travel data
- Propose an incentives scheme and document a methodology for participant selection and admission into the program
- Incorporate marketing messages, brand, and images provided by the project team
- Test the website and ensure quality control

Task 3: Deployment

BART and its consultant will deploy the website for up to 25,000 participants for a six- to nine-month pilot period, with the option to extend for an additional three months. BART and its consultant will provide regular (anticipated monthly) progress reports showing how commuters are participating in the program and the effect of the incentives on travel behavior.

Task 4: Contingency (optional task)

BART may spend up to an additional \$116,000 on incentives during the six-month pilot period, if needed, or to provide additional budget for incentives beyond the initial six-month period. These funds will also cover BART staff time associated with marketing the program.

The scope of this task and contingency fund may be released if first approved in writing by the Transportation Authority.

Schedule and Deliverables

Activity	Deliverable	Due Date
Tasks 1 & 2 Software customization	Web link to completed, pre-tested commuter engagement software and web interface	January 2015
Task 3a Software subscription – 25,000 users for months 1, 2 and 3	Software activity report for months 1, 2 and 3	April 2016
Task 3b Software subscription for months 4, 5, and 6	Software activity report for months 4, 5, and 6	August 2016
Task 4 (Optional) Extend duration of pilot or augment incentives	If approved, the Transportation Authority will specify use of contingency funds	September 2018